How broadcasting covered wild week in Washington
The Whitehead era at OTP to end next month

Broadcasting  Aug 12
The newsweekly of broadcasting and allied arts

Aug. 12, 1974
FOR 1 OUT OF 3 AMERICANS, THERE’S NO SUCH THING AS A “PLACE CALLED HOME.”

Storer stations are concerned and are doing something about it.

In spite of the fact that our economy topped the trillion-dollar mark, today one-third of America is still considered ill-housed.

Included are 21 million “working poor” who remain in poverty because of substandard incomes.

Squalid housing breeds a horde of problems. It drives adults to despair—and children into the streets. It sows the seeds of crime and violence. Drug abuse. Civil unrest. Sickness.

To solve many community problems, Storer radio and television stations believe, you have to start at home. Which explains why an important share of their editorials and specials are devoted to improving housing.

In Cleveland, for example, WJW-TV aired editorials supporting urban homesteading. This program allows citizens to buy an inner-city home at low cost if they promise to refurbish and live in the home for a number of years, thus revitalizing blighted areas.

Generally homeowners pay higher taxes when they improve their property. WJBK-TV in Detroit has fought for a plan permitting home improvements up to $4,000 without increasing assessed valuation. The aim: to encourage inner-city and low-income residents to rehabilitate and preserve their dwellings.

In another related effort, WJBK-TV learned of a despicable racket involving victims of serious house fires. Inflated repair orders and padded insurance claims were bilking Detroiter least able to afford it. Using a night scope sound camera, WJBK-TV news crews filmed unscrupulous contractors and insurance adjusters pressuring the victims. WJBK-TV’s series “The Fire Conspiracy” also coincided with an arson investigation. Result: two weeks later, indictments were issued by the local prosecutor.

And this is typical of Storer stations in city after city. WSPD-TV in Toledo, for instance, aired a 30-minute report on the Council of Government’s “Fair Share Housing Plan” that allocates low and middle income housing to the suburbs. And in Milwaukee, WITI-TV has backed the use of some 1,200 empty rooms in state college dorms to house elderly citizens in need of decent housing.

We look at it very simply: The more effective we are for our communities, the more effective we are for our advertisers, and the more effective we are for ourselves. Everybody wins.

Broadcasting that serves. THE STORER STATIONS STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/WSPD-TV Toledo/WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo
the Bauer 707 was 'just right' in its day

THE SPARTA 701B IS ‘JUST RIGHT’ TODAY!

In the tradition of the most successful broadcast transmitter in history, the Bauer 707, now comes the SPARTA 701B:

THE NEW MODEL 701B SPARTA/1kw AM TRANSMITTER IS THE ONLY ONE MANUFACTURED TODAY WITH EVERY ONE OF THESE 'JUST RIGHT' FEATURES AS STANDARD EQUIPMENT!

- All solid state, right up to the finals
- 125% positive modulation
- Tally light overload indicators
- New long-lived 4-500 tubes

Plus these and other time-tested SPARTA/Bauer 'just right' quality features; oil filled modulation transformer, built-in dummy load, vacuum capacitor final tank tuning.

Did you know...
Sparta manufactures a full line of AM and FM transmitters, and audio products? Look to Sparta for EVERYTHING in your broadcast equipment needs.

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Final tally. Complete billings estimates for two weeks within which television networks covered House Judiciary Committee's impeachment deliberations indicate at least $4.5 million to $5 million in network commercials were pre-empted by that coverage, which totaled about 46 hours. First figure is amount by which networks' total billings declined in those two weeks from levels they had reached just before hearings started, according to estimates compiled by Broadcast Advertisers Reports. Second figure is decline in day parts most affected by hearings coverage. Both figures could be low. Some pre-empted commercials may have been recouped through make-goods later in second week.

Out of sight. Reason for sudden disappearance of Dean Burch from scene in closing turbulence of Nixon administration—in contrast with his previous prominence as presidential counselor—is now disclosed. He urged President to resign before tidal wave of Republican defections. President didn't listen to advice.

Long-time protege of Senator Barry Goldwater (R-Ariz.), who months ago counseled Mr. Nixon to confess error, Mr. Burch finally concluded resignation was Mr. Nixon's only way out. Mr. Burch's future is unknown, though as former FCC chairman, he is considered likely prospect to remain in Washington with law firm.

Money trouble. FCC accountants are experiencing anxious moments after Senate last week voted to return commission's fiscal 1975 budget appropriation to subcommittee. Commission, in midst of preparing 1976 budget request (it's expected to be approximately $50 million), now worries that it will be unable to meet Sept. 8 deadline for submission to Office of Management and Budget. Appropriations Subcommittee had earlier voted out 1975 appropriation identical to House-approved version—$46,847,137—but Senate vote was delayed after Subcommittee Chairman William Proxmire (D-Wis.) made last-minute motion to cut total for FCC and other related allocations by 3%. Move angered parent committee chairman, John McClellan (D-Ark.), forced return to subcommittee.

Delay could create further problems. In addition to straight appropriation, House elected to give commission $300,000 ($250,000 of which would come in reduction of rent to General Services Administration) to create 25 new positions. Status of that windfall is now unclear. Further, blanket Civil Service cutbacks this year (40,000 federal employees must go), observers estimate, will cost commission 40 staffers. Thus, even if additional money arrives, agency will be short 15 personnel, probably to be taken from "nonbacklog areas."

News doctor. In what's said to be first such move in station rep field, Katz Television has hired full-time news consultant to aid stations in sharpening their news operations. Resident consultant is Robert M. Hoyt, whose 21 years in news include stints as news director of WNEW-TV New York, where he helped install solidly rated 10 O'Clock News; executive producer of high-rated Eyewitness News on WABC-TV New York; assignments on space shots, political coverage and other special events at ABC News and news director of KWTV(TV) Oklahoma City. At Katz his unit's services include audience-attitude and station-image surveys and consultancy on wide range of news problems from formats to newsroom design, personnel, sets and graphics. Services are available to Katz stations for fee, may eventually be offered to others.

Easier road. Though way to license renewal relief is by no means clear, at least one obstruction was removed with elimination of impeachment trial that had threatened to tie up Senate. At week's end Senate Communications Subcommittee still had no request for renewal bill to Anti-Trust Subcommittee headed by Senator Philip Hart (D-Mich.), who was under intense pressure from labor and liberals to stall bills (see page 19). When Communications Subcommittee closed record last week, 108 witnesses had been heard. Traditional congressional Labor Day recess is tentatively set for Aug. 23-Sept. 4.

Among last-minute written insertions in record of renewal hearings was letter from International Brotherhood of Electrical Workers urging Senator John Pastore (D-R.I.), Communications Subcommittee chairman, to proceed with legislation "as expeditiously as possible" and expressing hope that bill not be delayed by 'other committees.'

Access business. Brisk spot selling is reported in prime-time periods released from television network scheduling by appellate court's stay of FCC's liberalization of access rule (Broadcasting, June 24). Reps say many markets are close to sold-out condition. One reports substantial sales even in smaller markets, though rule applies solely to network affiliates in top 50.

Roll 'em. New network series scheduled for introduction this fall but dropped when changes in FCC's access rule were deferred were considered automatic front-runners for eventual scheduling in any case. But at least half now seem doubly guaranteed. Both of NBC-TV's, Sunshine and Second Start, are in production on 12 episodes to add to pilot in each case. CBS-TV's We'll Get By is continuing in production and its Love Nest is awaiting word (option extends to November). ABC-TV's Everything Money Can't Buy and Fireman's Ball are not in production and in fact have not been completely cast (though name of Fireman's Ball has been changed to Where's the Fire?). Those going ahead with production can be introduced in midseason if necessary or launched in 1975-1976—or perhaps be given hot-weather try-outs next summer.

Second look. National Association of Broadcasters' executive committee has decided to defer action on proposal to hold national seminar next year on children's television and to compile bibliography of research on impact of TV on young. Proposal was made by special NAB committee headed by Robert Gordon of WCPO-TV Cincinnati (Broadcasting, Aug. 5). Both projects were seen by executive committee as too ambitious for snap judgment. Wilson Wearn, Multimedia stations, and Walter Bartlett, Aveo Broadcasting, chairman and vice chairman, respectively, of NAB television board, were asked to explore projects with committee in more depth.
Record TV audience attends Nixon resignation

Up to 110 million persons watched some or all of President Nixon's resignation address on TV Thursday night — almost certainly record for single-quarter-hour. And up to 130 million watched portions of full evening of special coverage three networks devoted to it. These estimates were offered Friday by network researchers. Closest parallel they could recall was 125 million estimated to have watched some parts of 31-hour coverage of first moon-landing mission in 1969.

Only ratings available indicated that in Los Angeles President Nixon's speech, carried on all seven VHF stations and at least one UHF, had close to 100% share of TV audience; in New York, on five commercial V's, it had 96%. On three network-owned stations alone it had 54.6 Nielsen rating and 85 share in New York, 57.2 rating and 86 share in Los Angeles. Viewing levels in general were said to be about 36% above normal in New York, little more than that in Los Angeles.

Radio audience for speech was estimated at 40 million persons.

After two days' intensive coverage of presidential transition, news departments returned control of nation's sets to networks and stations last Friday (Aug. 9) after covering President Nixon's departure from Washington and President Ford's inauguration. However, programming is expected to be interrupted today (Aug. 12) by live coverage and analysis of Mr. Ford's address to Congress. Network news staffs, concentrated in Washington since last Wednesday (Aug. 7), remained there.

Prizes for network news' comprehensive treatment of last week's highly charged events go to ABC for most hours of special coverage, to CBS for highest overall ratings (based on Nielsen New York and Los Angeles overnights), and to NBC for most money sacrificed in TV's quasi-marathon reporting of White House crisis. NBC-TV altered original plan to bar commercials only from 8:45-10 p.m. (EDT) last Thursday (Aug. 8)—time surrounding Richard Nixon's address—and made last-minute decision to wipe out all commercials from 8:45 until 2 a.m. Friday (Aug. 9), when special coverage stopped. For that decision, network lost some $900,000 in ad revenues, reliable sources estimated. NBC-TV extended Today show 1 1/2 hours to 10:30 p.m. (EDT) next morning (Aug. 9), but reinstated commercials. Special coverage resumed at 11:30 and, as with all networks, ended at 12:30 after analysis of Mr. Ford's inauguration.

Affiliates for most part appeared to be getting normal complement of local and national spots into breaks in network coverage.

ABC's special coverage started up again Aug. 9 at 9 a.m. (network has no morning news program) and ran through 12:30. ABC's resignation coverage had ended at 2 a.m. that day. Network provided commercials (regularly scheduled and special order) throughout 9 1/2-hour special. Sources reported advertisers buying unscheduled time, included Coca-Cola (McCann-Erickson), Briston-Myers (house agency) and Warner-Lambert (JWT). Policy is for advertisers on pre-empted shows to get first crack at carrying special reports. All networks broke at 11 p.m. (EDT) for half-hour local station news.

CBS resumed resignation special at 11:30 Aug. 8, but broke off at midnight for network movie—which outrated ABC's and NBC's continuing news specials. CBS network also changed previously announced commercial policy (page 17) and carried network ads except immediately before and after Mr. Nixon's speech. On Friday, CBS carried Nixon farewell from 10-10:30 and Ford inaugural from 11:30-12:30.

Network newscasts whipped around O&Os with alacrity, and wound up with 90% live reportage of last Thursday's events. Little canned footage, long shelved for such occasion, was used until Friday night (Aug. 9) when networks had indicated telecasting of prime time special documentaries on Mr. Nixon and Mr. Ford.
Performance vs. promise. Richard M. Nixon last Friday morning opened last speech as President with slur at media. Few hours later Gerald R. Ford called first news conference as President to declare policy of frank dealing with press.

In farewell address to cabinet, staff and families before leaving White House, Mr. Nixon's first words, delivered with sarcastic emphasis after long ovation, were these: "Let the record show that this is one of those spontaneous things we always arrange whenever the President speaks." After short, mirthless laugh, he added: "And it will be so reported in the press."

Mr. Ford, making short appearance before White House news corps early that afternoon, announced his would be "an open, candid administration... I can't change my nature after 61 years." He told correspondents he hoped to continue "the same rapport and friendship we've had in the past." Another profession of his intention to conduct open administration came in short speech he made on national networks after taking oath at noon. He said he would go before people often for "a little straight talk among friends."

First appointed to new White House staff was Jerry F. terHorst, Washington bureau chief of Detroit News (which owns WWJ-AM-FM-TV Detroit), as press secretary, replacing Ronald Zeigler. Mr. terHorst is popular among Washington press corps, was once president of local chapter of Sigma Delta Chi and has been active in National Press Club affairs. Mr. Zeigler had no news experience before he became Mr. Nixon's spokesman. An experienced broadcast journalist, J.W. (Bill) Roberts, joined Mr. Ford's staff as assistant press secretary last December and presumably will stay on with President. Mr. Roberts was formerly Washington bureau chief of Time-Life stations, which became McGraw-Hill stations, and served term as president of Radio Television News Directors Association.

During Senate confirmation hearings on his vice-presidential appointment last December Mr. Ford was asked whether he would feel "responsibility" to hold regular news conferences if he ever ascended to Presidency. "I certainly do," he replied. "I think my friends in the House radio, television and writing press galleries will attest to the fact that I do it regularly and have done it, and it would be my intention to do it in the future."

Michigan broadcasters have long maintained cordial relations with Mr. Ford, who has been champion of less rather than more regulation. On such matters as media crossownership he has expressed misgivings only when abuses are evidenced. As conservative, he has privately criticized some network broadcasts for what he saw as liberal slant ("Closed Circuit," Oct. 22, 1973), but never with vehemence of Nixon coterie.

CBS payola report something less than expose

Allegations of payola to radio stations — in form of money, security payments and drugs — and organized crime infiltration of recording companies was part of CBS News's one-hour documentary investigation into music industry corruption, The Trouble With Rock, telecast at 6 p.m. (EDT) last night (Aug. 11).

Ironically, CBS Records, part of CBS Inc., was main target, since ongoing grand jury investigations of record industry derive largely from CBS's firing last year of two top executives for alleged misuse of company funds. Neither executive, former CBS Records President Clive Davis, and his assistant, David Wynshaw, would speak to documentary producers; however, program pointed to Mr. Wynshaw's connection with syndicated crime boss Pat Falcone, convicted heroin-smuggler, in "a scheme to bilk the company."

Broadcast offered views of several record company executives, including Warner's president, Tom Smith, that "payola" and drug-related extortions have no place in record company policy. But it also showed unidentified "ex-CBS employee" saying: "When I would buy dope... I would just write it up on my expense account." Such drugs, presumably obtained through organized crime sources in exchange for illegal payments (cash, or exchangeable record albums), were either for payola to radio stations or to entertain recording artists, documentary stated.

Program quoted "high CBS Records official" asserting "no evidence of wrongdoing" on part of company employes. But show's narrator, CBS newsmen David Culhane, said "CBS News... has found evidence of the use of CBS Records funds by some employees for illegal purposes," such as embezzlement, drugs and syndicated crime-related activities.

CBS corporate chiefs were not aware of wrong doing, documentary concludes, and "problem at CBS Records is by no means the only, or most serious, example of organized crime involvement in the music industry."

Record Industry Association of America, whose representatives had seen transcript, responded Friday (Aug. 9) with statement saying special's "broad-brush, sweeping allegations... taint the innocent along with those few who may be guilty. This is terribly unfair." Association, whose members produce 85% of U.S. record and tape product, called attention to "comprehensive action program" adopted year ago, said practices of "overwhelming majority" in radio and music industries were "honest, moral, law-abiding."

Hooks calls for black visibility in TV

Evangelical FCC Commissioner Benjamin L. Hooks castigated TV networks for failing to cover black events and brought audience of black broadcasters attending 19th annual convention of National Association of Television and Radio Artists in Los Angeles to their feet when he thundered: "Then we are obligated to change things." He was talking about news standards and was bitter at lack of TV network coverage of such events as dedication of statue of Dr. Mary Bethune in Washington, dinner honoring distinguished black by National Association for the Advancement of Colored People, black congressional caucus meeting. But, he said, TV networks found time to cover two black desperadoes who, with hostages, were holed up in U.S. Courthouse in Washington.

Commissioner made basically same argument on previous day in Washington at testimonial for former Howard University dean, Tony Brown. Expressing fear that white people,
Far apart. House last Thursday passed long-awaited amendments (H.R. 16090) to 1971 Federal Election Campaign Act. Attempt at reconciling differences between them and Senate version (S. 3044) will take place “in a week or so,” sources say. Both bills would repeal current regulations limiting candidate media expenditures although they impose limits on over-all campaign expenditure. Differences over other portions are so great, one source reports, that stalemate is possible. Whether to give House and Senate candidates matching federal funds and make-up of enforcement body are counted among major disagreements.

Not this week. Copyright bill (S. 1361), shelved since July 29, has been delayed further by “routine” request of Senator Sam Ervin (D-N.C.). He opposes performance royalty (Section 114). Hold will last until at least Aug. 19.

Stop. Manufacture, sale and distribution of defective “trouble light” (see page 25) was ordered halted by Washington federal court Friday (Aug. 9). Firms have week to meet with Consumer Products Safety Commission, will have to show cause Monday (Aug. 19) why Commission’s other demands (including paid network advertising) should not be approved, if solution is not found.

Help from the Hill. Senator Howard Baker (R-Tenn.) has interceded with FCC in support of petition by WTVK-TV Knoxville, Tenn., to move from channel 26 to dropped-in channel 8 (Broadcasting, June 24). Senator, who is senior minority member of Communications Subcommittee, wrote FCC Chairman Richard E. Wiley that operations of WTVK-TV on UHF against two VHF’s was unfair to residents of Knoxville and of Huntsville, Tenn., senator’s home town, which is 50 miles away and unable to get WTVK-TV’s signal.

Decision day. Stockholders of Washington Star Communications Corp., owner of Evening Star Stations and Washington Star-News, will meet Sept. 10 to consider bid of Houston businessman Joe L. Allbritton to purchase about 37% of firm. Mr. Allbritton’s proposed $25 million transaction (Broadcasting, April 15, July 22) would still require FCC approval.

Moving. It’s reported that Office of Telecommunications Policy’s proposed cable television bill – stalled in Office of Management and Budget clearinghouse – has received sudden push with elevation of Gerald Ford to Presidency. President Ford’s Committee on the Right to Privacy several weeks ago recommended enactment of bill’s anti-intrusion provision (Broadcasting, Aug. 5), development now regarded as catalyst for entire legislation. Observers expect transmittal to Congress “shortly.”

WBLS(FM) sale in jeopardy. Sale of WBLS(FM) New York by Harry, Sylvia and Morris Novik to owners of WLIX(AM) New York for $1.35 million, although approved by FCC, was reported last week to be endangered: National Black Network, New York, which was to have acquired substantial interest in black-owned Inner City Broadcasting Co., licensee of WLIX, through $550,000 convertible subordinate debenture (Broadcasting, June 10), was said to have withdrawn from deal. NBN official said, however, that it had “not completely” pulled out and that “negotiations are continuing.” Inner City, which acquired WLIX from Novik interests earlier, presumably has until Oct. 15 – scheduled closing date – to get squared away on funding.

Cliffhanger. Board of directors of Pacific & Southern Broadcasting Co., formerly solidly against proposed merger of P&S with Combined Communications Corp., were reported late last week to be divided on issue, due to be voted on by stockholders of both companies today (Aug. 12). Company official said there had been no change since P&S President John S. Tyler announced Aug. 1 that three directors who together own about 24% of outstanding P&S stock had reversed positions and plan to vote for merger. Four directors still against were said to own about 10.9%.


Headlines

Clark Pollock, VP-operations, Nationwide Communications Inc., group station owner based in Columbus, Ohio, elected VP-general manager. He succeeds Jack G. Thayer, who joined NBC last Monday (Aug. 5) as president, NBC Radio division (Broadcasting, July 15), and was elected last week to additional post of executive VP, NBC. Mr. Pollock joined NCI in 1957 as program director of what was then KVTU-TV (Sioux City, Iowa, then owned by NCI. He moved to Columbus headquarters as director of operations in 1966 and was elected VP-operations in October that year.
How big can we make our children’s world?

Our children’s world is as big as their imaginations, as big as what they see and hear. But in many important ways it’s only as big as we make it for them. We have the power to limit the size of our children’s world or the power to open it up. To let them explore. To let our children share in what the world is all about.

When we open our children’s world there will be no place on earth, no idea, no human activity to which they cannot become exposed. Through experience, through literature and television, through knowledge they will become part of the world. To understand it, to enjoy it. To cope with it. To help make it better.

Television can play an important role in expanding our children’s vision as it offers them more and more of the world. It can happen when those of us in television want it to happen. It is happening now with increasing frequency. Beginning in October, it will happen for children every week through a series of “Rainbow Sundae” specials called “Over 7.”

“Rainbow Sundae” Specials

“Over 7” is part of the “Rainbow Sundae” series which started on the ABC Owned Television Stations last year. It was a great series. But dipping a toe in the water is easy. So is basking in the glory of enthusiastic reviews. What we did to keep our commitment last year was last year. We want you to know about this year.

“Rainbow Sundae” is back. This year the series has been broadened and strengthened. Part of “Rainbow Sundae” will be special programs conceived and produced by both the ABC Owned Television Stations and the finest outside production companies. And part of it will be “Over 7.” It’s something very unique in television. It’s important. It’s fun. It’s interesting and informative. It’s our way of keeping our commitment this year. To help open the world for children.

“OVER 7” opens the world.

“Over 7” is a television magazine, an accumulation of experiences from all over the world, that will be seen in prime access time on the five ABC Owned Television Stations in New York, Los Angeles, Chicago, San Francisco and Detroit beginning this October. There will be twenty, half hour programs, each designed to broaden the horizons of children and their families.

Here’s just a sampling.

“Over 7” is a mini film festival featuring the work of serious young filmmakers from all over the country.

“Over 7” is animated riddles, knock knock jokes and elephant jokes to make us laugh.

“Over 7” is a young girl training to be an Olympic swimmer...a piglet who’s learned how to bow, walk on a leash and beg for a cookie at a dog obedience school...a young boy who works the rodeo circuit as a clown...and the life of a Congressional Page, going to school at six in the morning, then going to work.

“Over 7” is a teenager working in a big city hospital.

“Over 7” is the exciting life of a sixteen year old bush pilot flying the wilds of Alaska.

Each week, beginning in October, “Over 7” will feature three major segments as well as shorter pieces. Each week a magazine for children will be created by putting together the world. And each week, for one half hour, that world will be brought to all of us. The world will be opened up. And once we’re in it, only good can result.
Olin uses TV splash to reach pool owners

Network television is only for selling high-volume, mass-distributed products. Right? Not always.

On the surface, an advertising agency recommending television as the sole medium for a product that can be bought by only 5% of the population could be accused of insanity. And a client who accepted this approach could at least be labeled as naive.

But the fact that there are situations where the broad scope of television can be utilized for a select audience on a cost-effective basis has been demonstrated by the Olin Corp. campaign for its HTH dry chlorine swimming-pool sanitizer, aimed at swimming-pool owners. The entire media budget for this product for the past few years has been put into television—50% network and 50% spot—with excellent results.

The decision for such a move illustrates the new directions that can evolve when an agency gets intimately immersed in a company's marketing situation, rather than merely creating ads to sell the virtues of the product. Moreover, Olin's marketing problem was not even immediate sales, because it was selling all the HTH it could make. But there were some clouds on the horizon.

Swimming pools are a growth market. The chemicals needed to maintain the purity and cleanliness of these pools are a $100-million business, expanding at an annual rate of about 10%.

Olin's HTH had for many years enjoyed a leadership position in this area. But would it be maintained in the face of increasing competition and relatively low awareness of brands—especially among new pool owners? Would plans for expanded production be supported by a growth in the share of market?

The advertising strategy recommended by Keenan & McLaughlin was developed from careful consideration of several market factors. Olin research pointed out that swimming-pool owners usually buy their season's needs in chemicals in a single purchase, during April or May; most dealers do not recommend specific brands to customers, and HTH would have to face a growing number of competing regional products.

To deal effectively with all these factors, we determined that the advertising effort, which involves an annual advertising and promotion budget of nearly $3 million, would have to accomplish multiple goals. It would have to influence buying decisions at a particular point in time. It should serve as a strong merchandising tool for the Olin sales force to motivate dealers to stock and recommend HTH. And it should create a brand awareness that would assure not only a continued volume growth for the product, but lead to a greater share of market.

It is our practice at Keenan & McLaughlin to integrate media analyses with the marketing planning and creative aspects of an advertising program. In this case, we became convinced that television was the most efficient way to achieve the desired impact on pool owners, even though it would involve a large audience "waste" factor. Costs of this effort, as against other media, appeared justified in view of the concentration on the six-to-eight-week buying period. Television not only would give an instant coverage of pool owners when they were making their buying decisions, but would also offer the best means for building visual appeal for HTH. We recommended that the entire media budget go into television.

Such a proposal would be rejected by some clients as too experimental or chancy. But Sid Shaer, Olin's general advertising manager, and Bob Rhoades, advertising manager, pool chemicals, saw its potential and accepted the plan.

We are now entering our third year of "Olin Presents Beautiful Water" television commercials. Each year Olin has increased production of HTH and has successfully maintained a sold-out position. An even bigger expansion of production is now in progress in a move toward a larger share of market, and we believe the advertising program has created the momentum for success.

From the beginning, we have placed emphasis on program selection for these commercials, which show people enjoying swimming pools with sparkling clear water and carry the message at HTH dry chlorine gives three-way control of germs, algae and odors with the greatest economy. The aim, of course, has been to make sure that, in the process of depending on what is basically an unselective medium, we are getting through to the targeted audience. And we have been able to develop a nice degree of sophistication in this regard.

Not only were we able to make an initially superior network television buy for HTH, but with the close working relationship that comes from skilled professionals working together at client, agency and network level, we were able to exploit and build the buy significantly. For example, the client was able to effect two last-minute changes in the network schedule which increased audience, improved demographics and became more merchandisable.

Initially, we determined which television programs are preferred by pool owners through consumer study. Almost anyone can make some valid assumptions, but will not likely uncover the type of information that led to participation in such programs as All in the Family. Our post-buy analyses have demonstrated that, for the relatively small budget involved in terms of television exposure, we are reaching an overwhelming majority of all pool owners, at exactly the moment we want.

The actual cost-per-thousand figures turned out to be more economical than the estimates made, while household reach numbers exceeded target values.

Pool owners became more consciously aware of a product category historically given scant attention, and many expressed to dealers their preference for HTH.

The demographics of the swimming pool market are now under constant review by Olin, and will be a valuable aid to future advertising effectiveness. For example, while above-ground and in-ground pools—both of which require hygiene maintenance—are closely divided along lines of family income, owner preference in television programming is now nearly as divergent.

Through a concentrated television effort, delivering a convincing sales story to audiences on a network and local market basis, Olin is counting on HTH to continue its domination of this field.
Testimonials

EDITOR: I cannot let Clair McCollough's retirement from active daily management in broadcasting pass without paying him a tribute that I feel both professionally and personally.

With determination and good humor, Clair shepherded the industry and the National Association of Broadcasters through the endless problems that beset us, but he always kept us moving forward. He has contributed immensely to broadcasting and helped a lot of people along the way. His contribution to a stronger, more effective NAB is well known.

Among his many distinctions, he served as member and chairman of the NAB board of directors, member of the three-man policy committee that ran NAB in the interim between Presidents Fellows and Collins, he was chairman of the NAB building committee and, of course, he is a recipient of the industry's Distinguished Service Award. He has been a thoughtful counselor over the years and many will continue to call upon him in his present position of senior wise man.—Vincent T. Wastlewaski, president, National Association of Broadcasters, Washington.

EDITOR: You have captured the words pricelessly in your editorial of July 29, "Sprightly elder statesman."

Clair McCollough has contributed so much to this industry, as you so justly point out. We know he was truly one of the fathers of the Television Bureau of Advertising. His policies have helped those of us privileged to serve TVB to advance television economically as the strongest force in American life.

Thanks to you for documenting Clair's activities, and thanks to Clair for those activities.—Norman E. Cash, president, TVB, New York.

Twelve million missing

EDITOR: To generalize, as Dick McHugh does ("Monday Memo," July 8) that all Americans thrive on mediocrity in television does a gross injustice to large numbers of American viewers, to the television broadcasters who serve them and to many careful, responsible advertisers as well. I speak, as Mr. McHugh does, from a "coign of vantage," having been administrator of the NBC Opera Company for three years.

"Less than a 15 share [is] nobody? 'Tain't funny, McHugh? A 14 share these days in prime time represents roughly 12 million somebodies. Is an audience of that size worth the time, attention and expense which goes into the production of top quality TV programs to serve it? Twelve million concert-goers would fill New York's Avery Fisher Hall, at six evening performances and two matinees a week, for better than 1 1/2 years.

In his haste to make a case for mass audience appeal, Dick McHugh unnecessarily minimizes free commercial television's magnificent audience achievements in the cultural and informational areas. An increasing number of advertisers at all levels is backing this achievement.—Louis B. Ames, manager, station services, Television Information Office, New York.

The Gunn 'Profile'

EDITOR: Thank you very much for the July 22 "Profile." [Assistant Editor] Don Richard did a fine—indeed, a most kind—job.

With many thanks and deep appreciation for your work in what must be not only the oldest but also the most important and valuable service to the broadcaster.—Harford Gunn, president, Public Broadcasting Service, Washington.

Too tired to write?

EDITOR: Regarding your "Closed Circuit" report on the high rating of news in your July 29 issue—you've got to be kidding. There are no mystifying phenomena about why the highest rated news shows are on Wednesday or Thursday. The diaries began on Wednesday and the respondents are still fresh on Wednesday and Thursday. If you've ever kept a diary, you know how tiresome it can be. Accordingly, by the end of the diary week, people just don't bother to put down all the shows they watch.

If you are still interested in mystifying phenomena, you'll find that Monday and Tuesday are the lowest rated news period in almost every market.—Marvin Reuben, general manager, WDAM-TV, Hattiesburg, Miss.

(A similar theory was advanced by Harvey Gersin, director of research and development, ABC News, except that he thought Tuesday, the last day of the diary week, would probably rank third, behind Wednesday and Thursday. Arbitron officials, however, tended to discount both theories. They said they had no evidence to prove or disprove them but that examination of two reports taken at random from the metered service Arbitron formerly conducted in New York, one in 1967 and one in 1969, showed set usage was higher on Wednesday and Thursday in both cases, and that other factors, such as superior lead-in programs, might also be involved.)

The FTC and the CBA

EDITOR: The July 22 issue of Broadcast-
ing reports the reaction of some California broadcasters to my remarks at the California Broadcasters Association meeting in Monterey on July 16.

The proposed letter [to broadcasters] does not, as the article implied, simply request help "in supplying transcripts of advertising copy for selected periods during the year." While it asks whether the broadcasters can provide us with written commercial copy, it also asks each station what the difficulties might be in

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They were there
EDITOR: National Public Radio was omitted from your list of radio networks covering the House Judiciary impeachment inquiry. NPR provided its 169 stations across the nation with live, gavel-to-gavel coverage of the hearings.

Such coverage of congressional activities is characteristic of NPR. In a little more than three years of existence, this public radio network has transmitted live more than 750 hours of congressional hearings.—Lee C. Frischknecht, president, National Public Radio, Washington.
Also in August
Aug. 26—Deadline, extended from July 25, for comments to FCC on AM-FM program duplication. Deadline for reply comments extended from Aug. 26 to Sept. 30 (Docket 20016).
Aug. 27—New deadline for reply comments in notice of inquiry and proposed rulemaking concerning amending Subpart F of Part 76 of FCC's rules and regulations with respect to network program exclusivity granted by cable television systems. Previous deadline, Aug. 12.

September
Sept. 7-8—Southern Cable Television Association annual convention. Disney World, Orlando, Fla.
Sept. 13-15—American Women in Radio and Television northeast area conference. Lodge on the Green, Painted Post, N.Y.
Sept. 14-16—Maine Association of Broadcasters annual meeting. Sebasco Lodge, Sebasco Estates, Me.
Sept. 15—Ohio State Awards competition deadline, for education, informational and public affairs broadcasting. Contact: The Ohio State Awards, 2400 Olentangy River Road, Columbus, Ohio 43210.
Sept. 18-20—Minnesota Broadcasters Association fall convention. Hibbing, Minn.
Sept. 20-22—Florida Association of Broadcasters fall convention. Hudson Miller Jr., WRAI-AM Fort Pierce, chairman, St. Lucie Hilton.
Sept. 22-24—National Cable Television Association board meeting. Rancho La Costa, Calif.

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**Major meeting dates in 1974-75**

**September**


Nov. 6—Radio Television News Directors Association 1974 annual convention. Queen Elizabeth hotel, Montreal.

Nov. 6—Radio Television News Directors Association 1974 annual convention. Queen Elizabeth hotel, Montreal.

**November**

Nov. 1-3—Loyola University college radio conference, Lewis Towers Campus, Chicago.

Nov. 4-7—Texas Association of Broadcasters convention. Engineering conference and exhibits. Sheraton Hotel, Dallas.


Nov. 8-10—Educational Foundation of America Women in Radio and Television board of trustees meeting, Los Angeles.

Nov. 9-12—Society of Motion Picture & Television Engineers technical conference and equipment exhibit. Four Seasons Sheraton hotel, Toronto.

Nov. 12-14—United States Broadcasters Association convention, Chicago.


Nov. 18-21—Television Bureau of Advertising 20th annual membership meeting. Century Plaza hotel, Los Angeles.


Nov. 19-20—National Association of Educational Broadcasters 50th annual convention. Las Vegas Hilton, Las Vegas.

Nov. 19-21—American Association of Advertising Agencies eastern region meeting, New York.


Nov. 19-21—NAB fall conference. Sands hotel, Las Vegas.

Nov. 19-22—National Association of Farm Broadcasters seminar at 980. QG-2 Caribbean Islands cruise.

**December**


Dec. 10-12—American Association of Advertising Agencies eastern region meeting, New York.


**Major meeting dates in 1974-75**

**September**

Sept. 11-13—Broadcasting Financial Management 14th annual conference. Chase-Park Plaza, St. Louis.


Oct. 28-31—NAB fall conference. Hyatt O'Hare hotel, Chicago.


Nov. 13-16—Society of Professional Journalists, Sigma Delta Chi annual convention. Towne House hotel, Phoenix.


Nov. 18-20—National Association of Educational Broadcasters 50th annual convention. Las Vegas Hilton, Las Vegas.

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Broadcasting

The Newscast of Broadcasting and Television

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1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone: 202-638-1022.

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Lawrence B. Taishoff, publisher.

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Donald West, managing editor.
Rufus Crater (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Carol Dang, Joseph A. Eser, Don Richard.
Jonathan Tourtellot, assistant editors.
Mark Harrad, Randall Moskop, Joanne Ostrow.

ASSISTANTS
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Jackie Keenan, circulation manager.
David Berlyn, Eastern sales manager.
Winfield R. Levi, general sales manager.
Bill Merritt, Western sales manager.
Lynda Dorman, classified advertiser.

CIRCULATION
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Kwesin Keenan, subscription manager.
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Jean Powers, Juliet Rollett.

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Susan Cole.

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Lynda Dorman, secretary to the publisher.
Philippe E. Noucier.

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David N. Wilhoite, director of marketing.
Doris Kelly, secretary.

ADVERTISING
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Lynda Dorman, classified advertiser.

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Phone: 212-757-3266.
Rufus Crater, chief correspondent.
Rocco Famiglietti, senior editor.
John M. Dempsey, assistant editor.
Leslie Fuller, staff writer.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Jackie Keenan, Harriette Weitberg, advertising assistants.

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Earl B. Abrams, senior correspondent.
Bill Merritt, Western sales manager.
Sandra Klausner, assistant.

Broadcasting magazine was founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting—The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932, Broadcast Reporter in 1933, Telecasting in 1933 and Television in 1961. Broadcasting-Telecasting was introduced in 1946.

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The following SRP client station rankings are based on Persons 12+, 6 a.m.-Mid., M-S, Total Area Av. ¼ Hr. and/or Metro Share for all AM and FM radio stations in each market:

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<td>Indianapolis WXTZ 5</td>
<td>Wichita KBRA 4</td>
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<td>Jackson WLIN 5</td>
<td>Youngstown WKBN-FM 1</td>
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There are: 8 overall NUMBER ONE stations
7 overall SECOND
17 in THIRD position
10 in FOURTH and
7 ranking FIFTH
among all AM or FM stations in each market.

For a detailed report, please write or call Jim Schulke, Phil Stout or Jim Schlichting.
U.S. and world eyewitnesses to transfer of power in Washington

Broadcast Journalism meets onrush of events as Nixon administration falls and Ford takes office as President

The broadcast media that had played so large a role in Richard Nixon's public career were with him to the last.

Then, hardly skipping a beat, they picked up the Presidency of Gerald Ford.

As weeks go in broadcast journalism, last week was a blur. It began with Monday's White House announcement that Mr. Nixon would release three transcripts of conversations from the period immediately after the Watergate break-in of June 1972. By nightfall the train that would lead to Mr. Nixon's resignation announcement on Thursday (Aug. 8) was in motion. Bulletin built upon bulletin until, at noon Thursday, President Nixon asked for radio and television time to address the nation that night. After that it was a crescendo that carried through the formal relinquishing of office and the swearing in of the new President on Friday.

The swift events of last week did not catch broadcasters unprepared.

ABC News had been readying for such an emergency "for the past year," and by last Wednesday (Aug. 7) had looked up "one hour's worth of material" on the expected presidential resignation, a spokesman said. In the can were reports on Vice President Gerald Ford, possible vice presidential candidates should Mr. Ford become President, reflections on Mr. Nixon's past political life and accounts of the "key events leading to resignation," ABC News special events sources said they were "prepared to go on with hours" of resignation-related coverage.

At CBS News, one source called the atmosphere "wild." The Evening News anchorman, Walter Cronkite, on vacation last week, flew back to New York Wednesday "in the event something dramatic happens." (CBS's Eric Sevareid was another called back from vacation, as was ABC's Howard K. Smith.)

NBC News also was preparing a special on resignation last week, relying on a store of previously shot footage. The Today show staff was alerted for a return to Washington in the event of a turnover in government.

By Thursday (Aug. 8) network news department had mobilized their special events unit producers and were waiting for a White House request for television time. "It feels like the calm before the storm," one ABC newswoman remarked. The request came just before noon, the President asking for time on all networks beginning at 9 p.m.

The three commercial TV networks immediately implemented plans for continuous coverage after their evening newscasts Thursday. Public broadcasting—with coverage to be supplied by the National Public Affairs Center for Television—was set to carry Mr. Nixon's address at 9 and continue with special reports for at least three hours. ABC's reporting was to include a 90-minute review of events from 7:30 to 9 p.m. It and the other two commercial networks announced they would provide special reports into the morning hours.

The atmosphere in the TV news departments was furious activity. "I've never seen it so busy around here," it was said at NBC News. "It looks like it did the day Wallace was shot," said a CBS newswoman. ABC News opened its offices to the press at 6 p.m. Thursday, an unprecedented move.

CBS News executive special events producer Russ Bensley and Evening News executive producer Paul Greenberg arrived in Washington late Thursday to begin that network's special programming. Sources said there would be only one feed of the "Cronkite News" at 7 p.m., followed by two hours of live reports from Washington. After Mr. Nixon's remarks, CBS was to resume continuous live reportage after the address, but to break at 11 p.m. for local newscasts; the network would pick up again at 11:30 to go on "far into the morning—as long as we have to" with more special reports. CBS canceled all network commercials after its evening newscasts.

NBC announced it would run no commercials between 8:45 and 10 p.m. Thursday while that network provided continuous coverage of the presidential developments. NBC News had been breaking into network programming every hour with bulletins on the anticipated resignation. After its nightly news, NBC began continuous coverage, all anchored by John Chancellor. It, too, broke for local news at 11.

The heads of the three television networks and their news division presidents were in Washington Wednesday and Thursday for a prearranged meeting with congressional leaders on the subject of live coverage of the then-anticipated impeachment debates. They stayed on, instead, to cover the new turn of events.

(The movement toward open broadcast coverage of impeachment proceedings continued up to the time it became clear the President would resign. The House Rules Committee had approved such coverage on Tuesday, the full House the next day—by a vote of 385-25. The Senate Rules Committee passed a similar resolution Wednesday, by an 8-1 vote.)

Amid the turmoil and the tragedy of last week there was temper, too. The media—and particularly NBC and ABC—were singled out for a blast from Senator Barry Goldwater (R-Ariz.), who railed against television's "unholy ability to lie." He took issue with an NBC comment (in the senator's version) that "I visited the White House last night [Tuesday] and was denied admission." "And today," he said, "Bob Clark, an ABC commentator, said that I told him that President Nixon was going to resign. This is lie number two."

NBC said it had reported only that the senator had sought a meeting with the President, and that none had been arranged; it said it stood by its report. ABC broadcast an apology after rechecking its sources and finding that the report of a presidential resignation did not track back to Senator Goldwater, but to another congressional source.

The incident was transitory but illustrative of the tensions that had grown between the media and the country's politicians during the two Watergate years. At one point, Senator Goldwater turned to the press galleries in the Senate to exclaim: "You're a rotten bunch."
Different story. A select group of broadcasters who met and were photographed with President Nixon on June 22, 1972 (see above), came away thinking him congenial to their aspirations and sympathetic to their problems (Broadcasting, June 26, 1972). But it turned out last week that the President thought otherwise and criticized Herbert Klein, then director of White House communications, for his arrangement and conduct of the meeting.

Last week's disclosures came in one of three transcripts of presidential conversations with H. R. Haldeman, then White House chief of staff, on June 23, 1972, the day after Mr. Nixon's conference with the broadcasting executives. The transcripts contained revelations of Mr. Nixon's complicity in the Watergate cover-up.

According to accounts of the time from broadcasters who attended the 1972 meeting, the President promised to support legislation to provide license-renewal relief and expressed disapproval of extremes in advertising regulation. The President was said to have avoided mention of network news, which the administration had criticized as biased toward the left, though one broadcaster volunteered criticism of CBS.

Another version came last week from fragments in Mr. Nixon's conversation the next day with Mr. Haldeman, as reported in the transcript (P for President; H for Haldeman):

P (unintelligible) I spend an hour—whatever it was—45 minutes or so with television executives (unintelligible) all in and outs (unintelligible). "Look, we have no right to ask the President anything (unintelligible) biased." (unintelligible) says I'm going to raise hell with the networks. And listen, you've just not got to let Klein ever set up a meeting again. He just doesn't have his head screwed on. You know what I mean. He just opens it up and sits there with eggs on his face. He's just not our guy at all, is he?

H No.
P Absolutely, totally, unorganized.
H He's a very nice guy.
P People love him, but damn is he unorganized.

Mr. Klein, in the same transcript Mr. Nixon said of Mr. Klein: "He just sort of blubbers around. I don't know how he does TV so well."

After last week's release of the transcripts, Mr. Klein, now vice president for corporate relations of Metromedia, was quoted by the New York Times as being "surprised and hurt." The Washington Post quoted him as saying that the President must have been influenced by "other aides, especially Charles Colson, 'who were seeking power at my expense.'" In the Post account, he added that "others in the White House, including the President and Mr. Haldeman, wanted him to take a harder line with the television networks than he thought was wise."

MBS petitions FCC to put AP and UPI radio services under regulation as networks

The Mutual Broadcasting System last week asked the FCC to declare AP Radio and UPI Audio to be networks, subject to FCC regulation, as are MBS, CBS, NBC and the four radio networks of ABC. Officials of both AP and UPI immediately denied they were networks under FCC rules.

AP Radio, a new service of the Associated Press, has announced its intention to begin operation Oct. 1. UPI Audio, a service of United Press International, has been in operation 15 years.

The Mutual petition to the FCC said that AP Radio and UPI Audio ought to be subject to FCC network rules that would prevent either from affiliating with more than one station in a given market for simultaneous broadcast of its programs, would require affiliated stations of both to file network agreements with the FCC for public inspection and would restrict network-affiliate contracts to two-year duration.

Mutual charged that UPI Audio contracts with stations were for five-year terms.

Peter S. Willett, vice president in charge of broadcast services for UPI, said UPI Audio neither sells advertising nor requires its station clients to clear its newscasts, and therefore "we do neither of the things that the FCC's rule is designed to prevent." UPI Audio, he noted, feeds news and news programming that stations may use, or not use, in their own local newscasts, and the only material it provides that is apt to be carried simultaneously by two or more stations in a market is live coverage of such events as the House Judiciary Committee's impeachment deliberations and presidential speeches.

"I don't think this is the kind of thing the FCC is trying to stop," Mr. Willett asserted, adding that as a service network rather than a commercial network "we were able to carry the Judiciary Committee's sessions, which Mutual could not because it would have lost its commercials."

UPI Audio currently has approximately 750 station clients.

A spokesman for AP said that "AP Radio is not a network, does not sell advertising and by law must make its service available to all." "By law" referred to a 1945 Supreme Court ruling that AP may not refuse to sell its service to more than one newspaper or station in a market. The spokesman said 127 stations have signed to start with AP Radio when it commences operations Oct. 1 and that others have signed to start at later dates.

C. Edward Little, MBS president, issued a statement asserting: "If the commission is to insure a multitude of news sources to the public, it is vital that all existing news networks continue their visibility and steps be taken to prevent a monopolization of news dissemination in this country." He was not immediately available for amplification.

The MBS petition asserted that both AP Radio and UPI Audio had been described as "networks" in their own promotion. The formation of AP Radio was announced last May 31 (Broadcasting, June 3). Both AP Radio and UPI Audio are organized to provide regularly scheduled live news program feeds.

MBS also saw distinctions between the news-wire services that AP and UPI have traditionally offered and the sound services they propose or provide. "It must be borne in mind," said the MBS petition, "that with the formation of AP Radio Network and UPI Audio Network no longer does the licensee have complete editorial control of the news furnished.
Proxmire pushes harder to quash fairness doctrine

Senator criticizes FCC's report, says broadcasters could do better job without federal finger in programming, asks same rights that press enjoys

Senator William Proxmire (D-Wis.), continued his crusade to repeal the fairness doctrine with an article inserted in the Congressional Record last Monday (Aug. 2) attacking the FCC's "Fairness Report" of last month (Broadcasting, July 8, 1).

The senator said the fairness doctrine violates the First Amendment, which says Congress shall make no law abridging free speech or free press.

"The First Amendment tells Congress to keep its hands off of these freedoms—to do nothing," Senator Proxmire said. "How can something prohibited be systematized, be arranged methodically? How can there be a different approach to No?... How can freedom be maintained by putting conditions on freedom?" He criticized the FCC, saying it did not deal adequately with this paradox in its report.

The senator's intention is to strike down any statutes that permit government intrusion in broadcast programming. He would, for example, delete all of Section 315 from the Communications Act, but, he said in an interview, "the 'unfairness doctrine' is the guts of it."

Ultimately, perhaps by the end of summer, Senator Proxmire intends to submit legislation repealing the fairness doctrine. Repeal language would be fairly simple to draft, but the senator is first considering what impact the measure would have on licensing.

"The licensing of broadcasting is an abridgement of free press," he said. "When licensing is predicated on that which is broadcast, that, I believe, is manifestly a diminution of those freedoms."

He said further: "It is absolutely clear that there must be regulations to keep one broadcaster from interfering with the signal of another. And that is the proper role of government. But that is a technical, an engineering problem, which has nothing to do whatsoever with programming."

Under Senator Proxmire's scheme, license renewal would no longer hinge on a licensee's performance in light of public interest. Performance would not be an issue at all.

Then the question becomes: How should the FCC decide who gets the available frequencies? Senator Proxmire said he is not yet sure, but he mentioned some ideas he has listened to. Maybe all existing broadcast systems should be grandfathered and new ones auctioned, for example. Maybe the government should start over and sell all the frequencies to the highest bidders. Or perhaps every station should be put up for sale automatically every 10, 20 or 30 years. These are thoughts that Senator Proxmire mentions at this stage, to spark some public reaction.

At the just concluded license renewal hearings (Broadcasting, Aug. 5), many minority spokesmen, especially blacks, said they need the petition to deny at renewal to gain access to programming on their local stations. Obviously, Senator Proxmire's plan would remove that weapon, but the senator indicated in an interview that no harm would be done to minority groups as a result.

In fact, the senator said, there is a good chance that access to programming would improve. He bases that expectation on his observation of the print media, which he says have vastly improved in news balance and variety of opinions. He cited the Chicago Tribune as an example of a newspaper that used to be considered "bigoted and one-sided" but is far more balanced now.

The senator indicated broadcasters will likely be more willing to bargain with people they think are worth it if they are not willing to tackle controversial issues that they now shy away from, if the "constraint" of the fairness doctrine is removed.

Senator Proxmire said he wants the same treatment for broadcasters as the newspapers receive. "Why not license newspapers too?" he asked, by way of mocking what he sees as a double standard.

In his Congressional Record article, he said radio and television stations are not scarce in contrast to daily newspapers. In fact, he said radio and TV stations are five times more numerous. He charged that the FCC ignored that fact when it asserted in its report that scarcity of signals is a reason for continuing the fairness doctrine.

He said further that "listeners and viewers have access to more competitive voices than do readers of daily newspapers."

Mr. Proxmire also criticized the FCC for "brushing off" in its report the potential capacity of cable television to "bring scores of channels into most American homes."

"It can be seen that the FCC has refused to look at the facts. There is no scarcity of broadcast facilities," he concluded.

Even if Senator Proxmire introduces a bill to repeal the fairness doctrine this summer, he does not expect it to be taken seriously, at this session. But he plans to continue to make speeches and to pepper the Congressional Record as he has been doing with letters and newspaper clippings in support of this cause.

"My interest in repealing the fairness doctrine is not to carry water for broadcasters, many of whom have very profitable businesses," he said. "My interest is seeing that the citizens of our country have the full protection of the First Amendment."

No word from Hart on referral of renewal bill

Antitrust Subcommittee chairman discusses matter with Pastore, but no action is taken

Although under a "great deal of pressure" to ask for the license renewal legislation's referral to the Senate Judiciary Committee, Senator Antitrust and Monopoly Subcommittee Chairman Philip Hart (D-Mich.) had not decided on a course of action at midweek last week—nor was an action anticipated before the week's end.

It was revealed the week before that Senator Edward Kennedy (D-Mass.), a member of Mr. Hart's subcommittee, had asked Senator Hart to request referral in a letter dated July 17 (Broadcasting, Aug. 5). According to a Hart staffer, more pressure has come from Senator John Tunney (D-Calif.), from public interest groups and from labor people—about 40 letters in all.

Because many of the letter writers have registered objections to House-passed license renewal bill (H.R. 12993) now before the Senate Communications Subcommittee, it is assumed they want the bill referred in hopes it will not re-emerge before the end of this session.

At issue is a section of the House version that would prohibit the FCC from considering media crossownership at renewal time—unless the FCC has already adopted rules forbidding crossownership. Said Senator Kennedy in his letter to Senator Hart: "This legislation holds significant implications for regulatory enforcement of antitrust considerations in the broadcast industry."

"There is an antitrust question," the Hart aide said, and that being the case the senator would be "in a difficult position" if he said no to the pleas for referral.

There may be no need, of course, to even consider referral of the bill, if the controversial section is deleted in the Commerce Committee's mark-up session, which was unscheduled at week's end. Senator John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, which just concluded lengthy hearings on the bill, said he and Senator Hart had talked about referral, but refused to reveal what his recommendation will be. Mr. Pastore has said throughout the hearings that he is not committed to the House's renewal bill.

Although he has not taken a final position, Senator Hart would just as soon scrap the entire bill, the aide said, because most of the changes which are favorable to broadcasters are unnecessary. "It's not that we're antibroadcasting at all," the aide said, adding that the renewal process as it currently works does not jeopardize the broadcasters' interests. The process should be left alone, in the opinion of the Michigan Democrat.

If Senator Pastore agrees to let the bill go, he is certain to ask that a time limit, such as 30 days, be specified. Even so, a
Commerce Committee minority aide said his staff would oppose referral "in the strongest terms possible." Senator Hart, a Commerce Committee member, should raise any objections to the crossownership section in Commerce Committee markup, he argues. And if that does not happen, the issue should be reconciled through amendments on the Senate floor.

Although the renewal hearings concluded the week before last, the hearing record was left open until last Wednesday for additional written comments on the license-renewal proposals. Among the 15 to 20 additional insertions were some letters from broadcasters to congressmen in support of the House’s version (H.R. 12993), and some replies from stations which wanted to defend themselves against allegations made against them in the testimony of some of the hearing witnesses.

Additional insertions to the record also included one each from ABC and NBC, both in support of the House-passed renewal bill. NBC said in its statement that the bill advances the public interest through its provisions for on-going ascertainment by the commission stability to the industry by extending the license term. ABC said basically the same, but registered stronger objections to problems NBC termed “minor.” ABC said the provision for “good-faith negotiations” between broadcasters and the public would escalate disputes at renewal time. The wording instead should be “good-faith discussions,” ABC said. ABC further objected to including community “views” in the ascertainment procedure.

Whitehead will leave OTP in mid-September

Clay T. Whitehead, director of the Office of Telecommunications Policy, officially ended his four-year tenure in the Nixon administration last week. In an Aug. 6 letter to President Nixon, Mr. Whitehead tendered his resignation from OTP, effective Sept. 15.

There was no official word last week on Mr. Whitehead’s future plans. It was understood, however, that the 35-year-old former Rand Corp. scholar has held negotiations with both the Massachusetts Institute of Technology and the Harvard Institute of Politics regarding his joining the academic staffs of both institutions. Spokesmen at both Harvard and MIT confirmed that such discussions had taken place but denied that final appointments had been made. A source close to the OTP director, however, disclosed that reports to the effect that Mr. Whitehead would be working with the two Cambridge, Mass., institutions are “probably correct.” In addition, Mr. Whitehead will be devoting time to the completion of a book on telecommunications.

John Eger, an aide to former FCC Chairman Dean Burch during the latter’s time at the commission and OTP’s deputy director since last spring, will assume the title of acting OTP director upon Mr. Whitehead’s formal departure Sept. 15. Mr. Eger has assumed responsibility for the day-to-day administration of the office last week, with Mr. Whitehead resolving to spend much of his remaining time with OTP at home attending to personal affairs.

With the political situation in Washington, it was unclear whether Mr. Eger can be expected to receive a formal appointment to the top OTP post. Vice President Gerald Ford, whose rise to the presidency was considered an inevitability last week, had spoken highly of Mr. Eger in swearing him in to the deputy directorship last April.

OTP declined last week to make Mr. Whitehead’s letter of resignation public and Mr. Whitehead will not be reached for comment. An OTP spokesman, however, stated that it was a “positive letter” in which “no mention of the President’s problems” was made. Mr. Whitehead has recently been reported as being dismayed by the political situation.

Mr. Whitehead was confirmed by Congress as OTP’s first director in July 1970. Although he has attracted recent praise for some OTP undertakings—notably the cabinet level report on cable television for which he was principally responsible—he has been vigorously attacked in the past as a conveyor of administration hostility toward the news media, and particularly the commercial TV networks.

OTP will likely be working with bigger budgets under Mr. Eger, thanks to congressional conference. A joint House-Senate conference last week voted, as expected, to fix OTP’s fiscal 1975 appropriation at $8.45 million. The vote represents a compromise between House and Senate versions. The House had appropriated $9.4 million for the office, the Senate two weeks ago voted a $7.5-million budget (Broadcasting, Aug. 5).

The compromise level is about $1 million less than was requested, but $2 million greater than last year’s appropriation.

Whitehead writes in review of book co-authored by Minow that access to broadcast advertising should be same as access to print advertising

Outgoing Office of Telecommunications Policy Director Clay T. Whitehead has acquired the notion that television “must be made more responsive” to the growing number of individuals and groups demanding access to the airwaves. Accordingly, Mr. Whitehead has recommended that “the time is near when everyone can afford it. In the long run, Mr. Whitehead submitted, such an approach could ease political tensions with little discomfort to the licensees.

At a time when broadcasting’s role in American politics is becoming more profound and the proponents of citizen access are becoming more vocal, Mr. Whitehead wrote in the Yale Law Journal, Congress should re-examine ‘whether the broadcaster should be required to sell his commercial time to accept all paid announcements without discrimination as to the speaker or the subject matter.’ Under his concept, Mr. Whitehead noted, so-called “editorial” ads “would stand on an equal footing with paid commercials and paid campaign advertisements. The broadcaster would sell advertising time exclusively on the basis of availability, the same way that newspapers and magazines sell advertising space. All persons able and willing to pay would have an equal opportunity to present their views on television.”

The catalyst for Mr. Whitehead’s observations was a new book, “Presidential Television,” jointly authored by former FCC Chairman Newton N. Minow, John Bartlow Martin, journalist, and Lee M. Mitchell, attorney. The book, which proposed a tier-step system for equalizing the amount of television exposure given to the executive and legislative branches of government, was reviewed by the OTP director in the article. While Mr. Whitehead took vigorous exception to all four of the authors’ proposed solutions (which included the presentation of live coverage of at least four congressional sessions yearly, an automatic right of reply to presidential addresses for the opposition party during federal election campaigns and the regular telecasting of debates between major party spokesmen), he was particularly critical of their plan for the TV networks to provide simultaneous free time to all presidential candidates. This approach, Mr. Whitehead claimed, “completely ignores the question of allowing a private right of access”—which he said would enable interests other than Congress and the opposition party to attain television exposure and therefore present “a wider range of political opinions.” Access, Mr. Whitehead asserted, “can either be given on an ad hoc basis to those groups powerful enough to command it legally”—a process with which he took exception—or it can be sold on a nondiscriminatory basis. Only the latter proposal would be an improvement over the present system.

Mr. Whitehead cautioned that, in the case of paid political advertisements falling under his proposal, the fairness doctrine would have to be “explicitly exempted.” Otherwise, he asserted, “the broadcaster might be forced to provide free time for replies during regular programming time.”
Pastore points out problems for CPB funding bill

At Senate hearings, he says allocation levels will run into trouble in the House

Despite a stream of witnesses clamoring for its enactment in some form, the indication of Senate hearings last week on the administration's long-range funding bill for public broadcasting is that the legislation faces an uphill climb.

While committed to assurance of problems to come was offered, technically, by the man regarded as public broadcasting's greatest admirer in Congress—Senator John Pastore (D-R.I.), whose Communications Subcommittee was host to the day's proceedings. While continually endorsing the spirit of the proposed five-year funding scheme and the higher allocations sought by the medium's leaders, Mr. Pastore on several occasions implored the officials to face what he regards as a reality in Congress. His colleagues, particularly Mr. Pastore noted, respond to the idea of long-term appropriations with a great deal of reservation.

"I can understand the merits of this," the senator said at one point in the midst of testimony from Corporation for Public Broadcasting board member Joseph Hughes. "My only reservation is that if you go too high, you're going to create an adverse reaction which would be fatal.

The broadcasters, however, made clear their conviction that, considering the rising costs of running the noncommercial system, higher funds than the administration now seems willing to give will be necessary if the medium is to acquire the "necessary incentive" to obtain money from other sources.

Mr. Hughes had come to elaborate on a new funding proposal submitted by industry officials for the first time last week. Previously, public broadcasting had been adament in demanding a total five-year appropriation of $750 million. Under the new industry proposal, clearly regarded as a compromise by the medium's leaders, CPB would receive a total of $612 million over the five-year period at the following levels: $88 million in fiscal 1976; $103 million in 1977, $121 million in 1978, $140 million in 1979 and $160 million in 1980. The proposal, however, is still more than $175 million in excess of the levels established in the pending bill (S. 3825), authored by the Office of Telecommunications Policy. In addition, both OTP's and public broadcasting's versions would have to conform to a matching-funds formula under which federal money would be disbursed at a level no greater than $1 for every $2.50 raised by the medium from nonfederal sources. The proposed funding totals would only constitute ceilings.

To OTP Director Clay T. Whitehead, the day's first witness, the present funding levels contained in the bill are "adequate." Further, Mr. Whitehead said, the long-range funding effort has progressed to its current status only because the administration has recognized that the Public Broadcasting Service "now reflect the importance of a direct and real local station participation in programming decisions at the national level!—which, he indicated, was not the case in the past. Although Congress may amend the legislation to increase the recommended funding ceilings, Mr. Whitehead noted, he maintained that "it is prudent to establish conservative limits at the outset.

Senator Pastore appeared sympathetic with this assessment. Indeed, the senator seemed so concerned with the reaction of his colleagues to the OTP's funding scheme that he quizzed Mr. Whitehead and other witnesses about the possibility of establishing a "back-up" appropriation "in case we run against a buzz saw" with the OTP proposal. But Mr. Pastore had an idea of his own. He spoke of considering a "concurrence" appropriation in which CPB's annual funding level would be fixed at a specific level and would be altered in subsequent years only if Congress sought to change it.

The public broadcasting officials testifying (there were a total of 25, including eight from CPB, nine from PBS, one each from National Public Radio and the Association for Public Radio Stations, four from CPB's Advisory Council of National Organizations and two from the National Association of Educational Broadcasters) did not appear vexed by the prevailing skepticism. Indeed, when Mr. Pastore advised that it would perhaps be easier to obtain the medium's requested $88 million 1976 appropriation in a one-year, rather than a five-year bill, PBS Chairman Ralph Rogers replied curtly: "I'll take the chance."

The bill received the support of several other nonindustry witnesses, although with a variety of conditions. FCC Commissioner Robert E. Lee, speaking for vacationing Chairman Richard Wiley, said the OTP legislation "represents a desirable and significant vehicle" for the medium's further development. Mr. Lee, however, said the funding ceilings should be left to congressional determination, and also lamented the absence of a provision for the funding of the Instructional Television Fixed Service.

Representative Clarence Brown (R-Ohio) also pledged support for the bill in the House, but expressed dismay that education has up to now been "too peripheral" a concern to CPB. Educational programming, which presently represents only 16% of the medium's expenditure, represents "a need that public broadcasting can no longer afford to ignore," Mr. Brown said.

Another omission in the bill posed a particular problem for the broadcasters testifying. In order to reach 90% of the total television audience, PBS President Hartford Gunn claimed, the medium needs $260 million to build and equip new stations and improve existing facilities. Noting that the bill presently allocates nothing to the Office of Education's educational facilities program, which allocates federal money directly to stations, Mr. Gunn proposed that this be remedied with an initial matching-funds appropriation of $40 million in 1976, rising by $5 million each year to $60 million in 1980.

Public broadcasting did not escape unscathed from the hearings. Four citizen-group representatives testifying assured that point. Of that quartet, most vocal was James McCuller, of the Rochester, N.Y., National Black Media Coalition. Mr. McCuller claimed the bill should be re-written to require CPB to implement several internal and external campaigns for improved minority employment and programming. Black Journal executive producer Tony Brown, while supporting the bill in spirit, expressed similar reservations. CPB's allegedly discriminatory treatment of blacks, he said, "has proved that politics and good public broadcasting do not go together."

The National Organization for Women's Kathy Bonk, claiming a similar disregard by the medium in the employment of women, proposed that the bill be amended to instruct CPB to review the employment practices of public stations, and that it be required to annually report how it has attempted to develop programming "which shows women in a balanced variety of roles. Citizens Commission on Racial Justice Director Robert Boyd, who testifed as a private citizen, made a similar point in recommending that the Pastore unit conduct a separate "oversight hearing" on the "specific issue of minorities and women in public broadcasting."
KOA stations next to bargain with minority group

Denver outlets agree to step up ethnic-oriented programing, hiring

An agreement was reached last week between KOA-AM-FM-TV Denver and a coalition of minority groups, providing for minority oriented programs on the KOA stations, and the coalition’s promise to withdraw its petition to deny license renewal.

The coalition, including the Colorado Committee on the Mass Media, the Spanish Surnamed, the National Organization for Women, Mass Media Task Force, and Sundiata Inc., secured specific provisions for programing devoted to their needs. The agreement calls for 12 annual TV specials plus weekly half-hour programs devoted to minorities. Special segments on the existing Area Four program are to be devoted to the needs of women and American Indians. Also, radio programs in interview formats will be devoted to the interests of the various minorities.

According to John Grugle, community affairs manager at the KOA stations, the programing was “just an echo” of the position already taken by the stations and attached to their application for renewal several months earlier.

Mr. Grugle believes if the renewal case had gotten to the FCC, the petition for denial lodged by the coalition would probably have been thrown out. What prompted the changes was not a fear of losing their license, says Mr. Grugle, but a genuine need to gain community support. As he sees it, “the handwriting is on the wall” in regard to broadcasters need to cooperate with community groups as witnessed by the widespread agreements of other stations to provide for minority-oriented progrimage.

The sizable chunk of time now directed to special programing will pose a financial loss, Mr. Grugle feels in the long run a positive relation between a station and its public will help gain advertising revenue. The programs planned will be of broad enough interest to entice a mass audience, Mr. Grugle contends, and advertisers may then be more likely to buy time from that station.

Also part of the agreement was a commitment by the stations to provide for recruitment, training and a review of hiring practices where minorities are concerned.

FCC okays Stauffer buying and selling

FCC has granted the applications of Stauffer Publications Inc. for license renewal of KONG-TV Amarillo, Tex. and for the purchase of the license to Cowles Communications Inc. for $2.5 million. The contract provides for an additional payment to Stauffer of $375,000 if within 10 years after the closing, station revenues average at least $1.5 million in any two consecutive years. If revenues average at least $1,650,000 in any two consecutive years, Cannan would deliver an additional $275,000. Buyers include D. A. Cannan and Darrold Cannan Jr. (together 95%), who formerly owned KDFX-TV Wichita Falls and KFDM-TV Beaumont, both Texas.

In a related action, the FCC approved the sale of KBNT-AM-FM Des Moines, Iowa, by Cowles Communications Inc. to Stauffer Publications Inc. for $1.15 million. Stauffer Publications’ holdings also include WBW-AM-FM-TV Topeka, KSOK (AM) Arkansas City, both Kansas, and KUFF(AM) Shawnee, Okla.

Landmark suffers setback at WTAR-TV

FCC orders another look into case to see if top-management change was in keeping with proposed renewal

An alleged failure to adequately report a change in station management has cost Landmark Communications Inc. a reopening of an FCC hearing in a challenge to renewal of its WTAR-TV Norfolk, Va. license.

The FCC last week ruled that Administrative Law Judge David Kraushaar should take another look at the lengthy case in which Hampton Roads Television Corp. is trying to unseat Landmark subsidiary WTAR Radio-TV Corp. as licensee.

The commission, at the urging of Hampton Roads, found that Landmark might not have completely complied with pertinent FCC rules and may have displayed a lack of candor in failing to report all the ramifications of the replacement of WTAR Radio-TV President Lee Coleman Kitchin. Mr. Kitchin was succeeded by William A. Geitz in April 1973 at a month after Judge Kraushaar issued an order recommending renewal of the station’s license.

Hampton Roads maintained that the licensee knew of the impending management change well before it was officially reported to the commission (on April 27, 1973). It claimed the licensee’s conduct constituted misrepresentation and grounds for dismissal of WTAR’s renewal application.

While the commission denied the existence of definite misrepresentation in the case, it said there is reason to doubt that the licensee had been totally candid in apprising the commission of the management situation at WTAR-TV. It noted that Judge Kraushaar’s decision had been based, in part, on a favorable finding with respect to Mr. Kitchin’s administration of the station and his numerous civic activities. Should Mr. Geitz prove to be inferior to Mr. Kitchin in this regard, the commission noted, the substance of Judge Kraushaar’s findings could be significantly affected.

The commission ruled that if it finds this instruction the judge to hold further hearings on the case to determine whether the licensee had been candid and if it had violated any rules in not fully explaining the change.

Court gets. KHJ-TV case moving again

Fidelity wins claim that FCC can’t uphold final decision on contested RKO facility pending outcome of proceeding involving another RKO outlet

The U.S. Court of Appeals in Washington has paved the way for Fidelity Television Inc., applicant for the Los Angeles outlets now occupied by RKO General Inc’s KHJ-AM-FM-TV, to seek a judicial review of an FCC decision in which RKO was judged the preferable applicant in the proceeding.

The court’s unanimous decision was an unusual one in that Fidelity was arguing that the commission’s December 1973 decision to renew the KHJ-TV license should stand as a final order.

But such a representation from the party on the losing end of the commission’s December decision was understandable considering the history of the eight-year-old proceeding. Fidelity was originally judged the preferable applicant for channel 9 by an FCC administrative law judge only to see that decision reversed by the commission.

In its December decision, the commission ruled that RKO’s license for KHJ-TV “is deemed to be granted” pending the outcome of another comparative proceeding in which RKO is trying to hang on to its license for KHJ-TV, to see if it could be moved to Boston. The commission found that allegations of illegal reciprocal trade agreements between RKO and its parent firm, General Tire & Rubber Co.—a major conclusion in the Boston case—would have to be resolved before the commission could make a decision on the ultimate resolution of the KHJ-TV proceeding. For that reason, the commission ordered that KHJ-TV’s license will not be officially renewed, nor Fidelity’s application officially denied, until the Boston case is resolved.

Fidelity argued before the court that the commission’s December order must be considered final. Otherwise, it contended, its chances of acquiring channel 9 would be placed in limbo while a decision in the Boston case—which could be several years off—is awaited. The comparative merits of the Los Angeles proceeding, on which the commission based its December decision, could be resolved now, Fidelity claimed.

The court agreed. The history of the Los Angeles case, it said, “is one of an inordinate delay which has considerably tried this court’s patience.” If the commission intended its December order to constitute only a decision and therefore not subject to court review as the commission had argued—“we are at a loss to decipher why the commission undertook such a thorough review of each applicant’s qualifications,” the court said. “The commission’s attempt at this late stage to hinder Fidelity’s efforts to obtain judicial review on the ground that its order is not final,” the court concluded, “is perturbing, to say the least.”
If any of these men ask for 10 minutes of your time... take the time.

Effective station marketing requires professionals who know what they’re talking about. They are: (l. to r.) Dick Dimier, Bob Bruton, Bill Early, Bill Stewart, Jack Fiedler, Jim Bowers, Ron Johnson, Dick Arbuckle, Mick Landrith—President, Carl Freeman, Ollie Henry, Jim Luck—Executive Vice-President, Monty Ivey, Derrick Dyatt, John Hughes, Paul Howell, Harry Hagan, Bob Reinhard, Paul Ladrow and Herb Miller.
Present and past haunt Foxes

License renewals for WGOE(AM) Richmond, Va., and WYEY(AM) Sanford, N.C., were proposed to be granted in an initial decision by an FCC administrative law judge, but both licensees are to be fined for rule violations. The proposal was a single action because former owners of WGOE are now principals in WYEY. WGOE Inc. (WGOE) was ordered to forfeit $2,500 for violation of fraudulent-billing rules and technical violations. Crest Broadcasting Corp., (WYEY) was ordered to forfeit $4,000 for technical violations. Judge David I. Kraushaar said that WGOE’s problem mostly stemmed from the faulty operation of the former licensee, Dixie Broadcasting Corp. Therefore denial of license would not be appropriate, he explained. However, he added that the former principal owners of WGOE, Irwin and Stanley Fox, were now the present principals in Crest and he felt it proper that a penalty should be levied on WYEY.

Changing Hands

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

- KTRM-AM-FM Beaumont, Tex.: Sold by Dynamic Broadcasting Corp. to Central Broadcasting Corp. for $800,000. Principals in seller are C. Ronald Rogers, Neal Speice, R. Miller Hicks, and J. Sam Winters, each of whom has 25% interest in KTRM(AM) Sinton, Tex. and KJUE(AM) Shreveport, La. Mr. Hicks also owns KXKL(AM) and KRKM(FM) Austin, Tex. Buyer, Central Broadcasting, of which Lester G. Spence is president, owns WKBV-AM-FM Richmond, WBAT(AM) Marion and WWIN(AM) Bedford, Ind. KTRM(AM) operates on 990 khz with 1 kw day time; KTRM-FM is on 95.1 mhz with 3.1 kw and antenna 220 feet above average terrain.

- WIGS-AM-FM Gouverneur, N.Y.: Sold by Genkar Inc. to DeHart Broadcasting Corp. for $200,000. Principal in seller is Ann D. Genther. Principals in buyer are Mr. and Mrs. Robert W. Hartshorn. Mr. Hartshorn was former account executive at WIGS(AM) Wilmington, Del. WIGS operates on 1230 khz with 1 kw day time and 250 w at night. WIGS-FM is on 92.7 mhz with 3 kw and antenna 62 feet above average terrain.

- WZOW-FM Utica, N.Y.: Sold by Lawrence J. Horwin to WTRL Inc. for $160,000. Mr. Horwin has no other broadcast interests. Principals in buyer are Paul A. Dunn and Edward J. Carey. Mr. Dunn is president and general manager and Mr. Carey is vice president and station manager of WTRL(AM) Utica. WZOW-FM is on 107.3 mhz with 3.6 kw and antenna 165 feet above average terrain. Broker: Blackburn and Co.

- KVKM(AM) Monahans, Tex.: Sold by Land of the Sun Broadcasters to Monahans Broadcasting Co. for $130,000.

- WCEF-AM-FM Parkerburg, W.Va.: Sold by Franklin Broadcasting (C. E. Franklin, 100%) to Calvin E. Dailey Jr. for $400,000. Mr. Dailey has been manager of WPAR(AM) Parkerburg. WCEF operates daytime on 1050 khz with 5 kw. WCEF-FM is on 99.3 mhz with 3 kw and antenna 210 feet above average terrain.

- WWVN(AM) Jackson, Miss.: Sold by WWVN Inc. (Lamar Simmons, president) to Radio One Inc. for $400,000. Frank E. Hollanday, president and principal of Radio One, also has interests in WARK(AM) and WLAF(AM) Meridian, WNSL-AM-FM Laurel and WWVN(AM) and WQD-FM Biloxi, all Mississippi, and WKMR(AM) Tuskegee, Ala. WWVN operates on 1590 khz with 5 kw daytime and 1 kw at night.

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Principals in seller are Ross Rucker and Bertha Jeness. Principal in buyer is Bill Jamar who owns KBWD(AM) Brownwood, Tex. (see KQTY below). KQVM is joint time on 1330 kw and 1590 kw days and 1 kw nights. Broker: R. Miller Hicks.

- KOTY(AM) Borger, Tex.: Sold by Larry Dean Hickerson and partners to Bill Jamar, Fred Perry, and Ken Schulze for $115,000. Mr. Jamar is owner of KBWD(AM) Brownwood, Tex.; Mr. Schulze is joint manager of KWBD; and Mr. Perry is former general manager of KCRS(AM) Midland, Tex. KQTY is full time on 1490 khz with 250 w. Broker: R. Miller Hicks.

Approved:
The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 37):

- WKJG-TV Fort Wayne, Ind.: Sold by Federated Media Inc. to Thirty-Three Inc. for $4 million. Principals in seller are Paul E. Van Hook, president, and John Dille Jr., chairman of board. Federated, which is publicly traded, has liquidated all other broadcast interests except WBNB-TV Charlotte Amalie, St. Thomas, Virgin Islands, sale of which is pending FCC approval. Principals in buyer are Anton Hulman Jr., president (71.1%), Joseph R. Cloutier, vice president (23%), and Henry P. Smith, director (3.9%), who also owns WTHI-AM-FM-TV Terre Haute, Ind. WKJG-TV, an NBC affiliate, operates on channel 33 with 263 kw visual, 49 kw audio, and antenna 770 feet above average terrain.

- KLXA-TV Fontana, Calif.: Sold by International Panorama TV (Angel Lema Moler, 100%) to Trinity Broadcasting Network for $1,266,419. Trinity is non-profit company, Paul F. Couch, president. KLXA-TV operates on channel 40 with 263 kw visual, 52.6 kw audio, and antenna 2,890 feet above average terrain.

- WLJM(FM) Gadsden, Ala.: Sold by Boman Broadcasting to Etowah Broadcasters for $440,000. Principal in seller, which retains WJBY(AM) Gadsden, is Charles R. Boman (95%). Principal in buyer is Charles Smithgall (100%). Mr. Smithgall has interests in WRG(AM) Atlanta, several Georgia newspapers, and is president of cable system in Rome, Ga. WLJM operates on 103.7 mhz with 30 kw and antenna 550 feet above average terrain.

- WCEF-AM-FM Parkersburg, W.Va.: Sold by Franklin Broadcasting (C. E. Franklin, 100%) to Calvin E. Dailey Jr. for $400,000. Mr. Dailey has been manager of WPAR(AM) Parkersburg. WCEF operates daytime on 1050 khz with 5 kw. WCEF-FM is on 99.3 mhz with 3 kw and antenna 210 feet above average terrain.

- WWVN(AM) Jackson, Miss.: Sold by WWVN Inc. (Lamar Simmons, president) to Radio One Inc. for $400,000. Frank E. Hollanday, president and principal of Radio One, also has interests in WARK(AM) and WLAF(AM) Meridian, WNSL-AM-FM Laurel and WWVN(AM) and WQD-FM Biloxi, all Mississippi, and WKMR(AM) Tuskegee, Ala. WWVN operates on 1590 khz with 5 kw daytime and 1 kw at night.
K&E researchers see a golden decade ahead for television, radio

Changing life styles, different tastes in programming listed as plus factors; guaranteed CPM, less clutter, new role for reps expected on business side

A study by Kenyoo & Eckhardt, New York, depicts network and spot television as media that will continue to flourish in the next decade despite numerous problems and pressures.

The study, prepared for a major but unidentified K&E client, traces the changes in life styles among consumers in recent years, particularly women; describes the status of and developments within various media and makes projections of trends to emerge in the major media over the next 10 years.

The special report was put together by Herbert Zeltner, senior vice president and director of marketing services; Robert Lilley, vice president and media director, and Bruce Hoenig, vice president and manager of media operations.

Network TV, the study predicts, will continue to have audience pre-eminence as multiple-set ownership grows and reaches 90% by 1985. Audience growth will be assured by the increase in leisure time and changing work schedules and school hours, according to the K&E specialists.

"The networks will have more available time to program as a result of a total or partial repeal of prime-time access and through the development of fringe time periods—both early and late—where programs like Today, Tonight and Tomorrow have been quite successful," the study forecasts.

"Programming will continue to develop slowly and reflect the social changes of the country... Programs like In Concert and Midnight Special, designed to reach a special target—young adults—will increase. And the increased use of satellites will provide increased live coverage of special foreign events."

K&E envisions a continued escalation in network TV costs and believes there will be some reduction in clutter and an increase in product protection due to pressures from advertisers and agencies. The agency braces aside cable and pay TV as serious economic threats to network TV in the next decade.

Although TV networks deny they sell their programs at a guaranteed cost-per-thousand basis, the study singles this out as a recent development for sponsors advertising in prime time for 52 weeks.

Spot TV is portrayed as a medium that will grow but will change, with the computer revising the role of the national representative. With the computer linking stations directly with agencies, the rep is seen as moving into the role of market specialist, more attuned to the values and conditions existing in his region and becoming more directly involved with advertising agencies as dispenser of a variety of economic and demographic data.

K&E projects there will be movement toward a guaranteed cost-per-thousand by stations. The agency predicts there will be an increase of specialized programs keyed to particular markets and offering opportunities to advertisers for special purchases. The study believes there will be improvement in the clutter picture on local TV stations with some agencies moving toward penalizing offenders.

Relative to its position today, the study is bullish on radio for the future. It traces the growth of radio from its decline in the 1950's to a new role in the 1960's as a mobile medium (outside the living room but ubiquitous in other parts of the house, outdoors and in autos). The factors contributing to radio's growth in the past eight years have been the increase in multiple-set ownership; the emergence of FM radio and the changing nature of the medium (ABC's four networks; specialized local radio programming, such as coverage of special events, rock concerts and news documentaries, and the formation of syndicated, reorganized and ethnic networks). K&E sees continued growth over the next decade as FM listenership grows and radio continues its practice of aiming at certain target audiences (away-from-home groups, teen-agers and ethnic groups, the light television viewer and the working woman).

"We have a positive attitude toward radio," the study asserts. "Radio will remain an up-to-date and constantly changing medium. There are always some less successful stations ready to try a new format—no matter how far out it may be."

As far as other major media are concerned, K&E is optimistic about the future of magazines, particularly the relevant publications with a clear focus, giving the advertiser the opportunity to reach specific groups based on demographics, lifestyles, product or service interests.

Newspaper revenues are expected to increase, particularly for the suburban ones and the move toward automation and computerization will reduce costs.

Government agency goes to court to force paid warning ads

Defective light product warrants prime-time exposure, says consumer safety commission; retailers tried to reach compromise solution

The U.S. Consumer Products Safety Commission last week went to federal court to seek an order requiring paid ads warning consumers of the "imminent hazard" of fatal shock by a defective trouble light sold nationally for a year by various retailers (Broadcasting, Aug. 5).

The product, a light bulb enclosed by a metal case and wire screen, bears no brand identification, and a graphic dem-

WEST EXCLUSIVE

Powerful daytimer with Class C FM.
Profitable and in a growth market.
Big city advantages in a mountain oasis.

Priced at $350,000
with terms available

Please contact: John H. Bone, San Francisco
Most installations have different specs, so we make different cables...all with the same Comm/Scope quality.

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

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

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

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

Solid-D® Coppergard® Coaxial Cable for direct burial application, guaranteed five years.

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

Comm/Scope Company, P.O. Box 2406, Hickory, North Carolina 28601. Phone 704/326-5271.

Warehouse Locations: San Rafael and Chula Vista, California; Dallas, Texas; Tampa, Florida; Seattle, Washington; Sherrills Ford and Angier, North Carolina; Woodbridge, New Jersey; Rock Island, Illinois.

Conclusion is necessary to warn consumers, the commission said.

An original offer by the maker, distributors and retailers to publicize a warning through a televised news conference was rejected. An extensive media kit was quickly circulated on behalf of the American Retail Federation, but was considered inadequate by the commission, which proposed its own—costlier—media package.

The retailers had agreed to "voluntary compliance"—sending 30-second film clips of a product demonstration by Commission Chairman Richard O. Simpson (filmed by three local network affiliates and a hired TVN crew); 30- and 60-second audio clips sent to 750 radio stations; photos and captions of the product and potential danger, sent to 900 newspapers (90% of national circulation).

But the commission's recommendation remained for 30-second TV spots in network prime time, simultaneously on all three networks for at least three evenings; and ads covering 55% of newspaper circulation. In both media, the copy, layout and production would be subject to the commission's approval. Cost of the proposed communications program was estimated at $270,000 plus production costs for TV, $32,000 for each day in newspapers, to be shared by the manufacturer, distributors and retailers.

While the Federal Trade Commission has in the past required corrective statements from advertisers, and the FCC has demanded public service announcements on cigarette use, this is the first time a government agency has sought to force the purchase of air time to warn consumers about a defective product.

**Business Briefs**


Million-dollar star. More than $1 million will be spent by weekly newspaper, National Star, on three-week September campaign on prime-time programs on three television networks. Newspaper recently completed 20-week campaign on network spots TV costing about $5 million to launch publication and attract subscribers. Agency is Ted Bates & Co., New York.

New rep. Chuck Dwyer, formerly general manager-general sales manager, KHJ-TV Los Angeles, has formed Dwyer Broadcast Sales and Service Co., sales rep. at 111 N. La Cienega Boulevard, Suite 108, Beverly Hills, Calif. 90211.

Big GM buy. General Motors Corp. (corporate), Detroit, will be full sponsor of The Life of Jesus, consisting of six one-hour episodes to be telecast in prime time over six consecutive weeks on NBC-TV in late March and early April of 1976. Series will be joint production of Associated Television Corp. Ltd. of London.
and RAI of Italy. Programs will be presented without commercial interruptions. Agency: Campbell-Ewald, Detroit.


Wine romance. Banfi Products Corp., Farmingdale, L.I., is launching $1-million spot TV campaign, supplemented by spot radio effort in 15 major markets on behalf of Riuinite, imported Italian wine. Copy theme: “Bring your wife or girl friend Riuinite when you’re late or had little argument.” Agency is John Paul Itta Inc., New York.

Against politicians paying. Edmund G. Brown Jr., California secretary of state and Democratic candidate for governor, has urged state legislature to petition Congress to prohibit candidates for federal office and for governor of states from buying TV time. Mr. Brown said TV stations should provide free time. He made these suggestions to assembly committee on elections and reapportionment that is holding hearings on four bills that would provide public financing for state office seekers, as well as impose limitations on expenditures and contributions.

Endorsement makes difference. Chief of Complaints and Compliance Division of FCC Broadcast Bureau, has ruled purchase of time by Mississippi Republican Party to sponsor Vice President Gerald Ford speech would constitute expenditures on behalf of any candidate Vice President might endorse. Ruling further maintained that if candidates for federal elected office were endorsed, station carrying program could not make charges unless candidates certified payment of charges would not violate any limitations specified in Campaign Communications Reform Act. Ruling noted that Mississippi Republican Party said it anticipated Vice President would endorse Republican candidates for Congress. When asked by the party if this rule applied to sponsors that are corporations, the Broadcast Bureau responded that corporate contributions to political candidates are not part of FCC jurisdiction but come under purview Justice Department.

Freebies sought. J. Walter Thompson, New York, has prepared campaign for Saga Mink (Scandinavian Mink Association), calling for paid advertisements in national magazines including Mademoiselle, Vogue, New Yorker and New York Magazine. But for TV, JWT produced four-minute fact and fashion film that Saga is offering TV stations to be carried free of charge.

Unknown finds TV way to Democrats’ heart

Ravenel mounts broadcast campaign in S. C. gubernatorial primary that’s good enough to beat Dorn

There’s another broadcast media success story behind the victory of 37-year-old Charles (Pug) Ravenel in the Democratic gubernatorial primary race in South Carolina July 30. A virtual unknown three months ago, with no media experience, the Democrat’s fresh face and engaging personality caught on through judicious use of television. By the July 16 primary, Mr. Ravenel led the list of seven candidates, then scored a run-off victory two weeks later against U.S. Representative William Jennings Bryan Dorn. He faces Republican James Edwards, a Charleston dentist, in the November general election.

Credit for the successful primary campaign is shared by the Barton-Blair-Cuer ton advertising agency, independent producer David Sawyer, who specializes in political commercials, and media consultant David Rawle, Mr. Ravenel’s

From 500-watt to 50-kW models, all Harris/Gates AM transmitters offer 125% peak modulation capability. At full output power.

BAR reports television-network sales as of July 28

<table>
<thead>
<tr>
<th>Day Parts</th>
<th>Total Minutes Week Ended July 28</th>
<th>Total Dollars Week Ended July 28</th>
<th>1974 Total Dollars</th>
<th>1973 Total Dollars</th>
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<tr>
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<td>$30,150,400</td>
<td>60,442</td>
<td>$1,204,944,800</td>
</tr>
</tbody>
</table>

* Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

Now you can increase the impact of your signal without increasing distortion or transmitter carrier power. With 125% capability, you get 2 db more audio power in the positive peak. An important edge in highly competitive markets.

From the 50,000-watt to the 500-watt model, Harris/Gates AM transmitters now offer 125% peak modulation capability at full power.

For more information on the transmitter for your operation, write Harris Corporation, Gates Broadcast Equipment Division, Quincy Illinois 62301.
Anemic NFL Nielsens cause network jitters

First ratings confirm that no-names aren't exciting TV audiences; it's forerunner to selling problems

With the National Football League beset by a players' strike, network sports executives were nervously looking at the first Nielsens of the exhibition season last week as a clue to the ratings strength of the nine pre-season prime-time contests they're due to carry, beginning Saturday, Aug. 26. Under NBC's TV coverage of Cincinnati at Atlanta.

CBS-TV's telecast of the Hall of Fame game (Saturday, July 27, 3:30 p.m., NYT) could manage only a 5.5 rating and 20 share compared to the 8.6 and 27 share the game chalked up last year on ABC. It was noted, however, the last two-thirds of the game competed directly with coverage of the House Judiciary Committee's impeachment hearings, which hit a 6.6 rating.

More ominous were the New York overnight ratings of two local telecasts on Saturday, Aug. 3. The game between the New York Giants and the Houston Oilers (at New York, 9 p.m.-midnight) averaged only a 3.3 rating (the Giants' first exhibition game in 1973 more than doubled that number), and the New York Jets-Denver Broncos contest (WNEW-TV New York, 10 p.m.-1 a.m.) also averaged a 3.3.

Partly as a result of these low Nielsen's, James Spence, vice president for sports-program planning at ABC, said he was sticking to his original statement (Broadcasting, July 29) that ABC may decide to cancel its 15 scheduled Monday-night NFL exhibitions (Aug. 19, Aug. 26 and Sept. 2).

Another industry source said that all three networks had hit a snag in trying to sell the unsold minutes that still remain on their exhibition telecasts. "Sponsors are not exactly running over their grandparents to spend $60,000 a minute for games involving rookies and free agents," he said.

However, an NFL spokesman said he fully expects the three networks to meet their pre-season commitments. "If the ratings fall way below previous years, Commissioner Pete Rozelle is on record as favoring possible rebates to the networks," this spokesman said. He added that no specific formulas had been suggested, but they'd be hashed over as part of "our continuing good-faith negotiations" with ABC, CBS and NBC.

Jacobs sees over-all gain in network shifts

Forecaster sticks to CBS as winner, but sees many 'losers' weeded out

Network changes in prime-time scheduling for next fall, caused by the appeals court order to the FCC to hold up on access-rule changes (Broadcasting, June 24) have prompted Herb Jacobs to take another look at his earlier assessment of the new season.

Mr. Jacobs, chairman of Telecom Associates and who for the last decade has been putting out detailed forecasts of the networks' schedules, said that the various shifts have not altered his basic contention that CBS will have its two competitors in the dust during the 1974-75 season (Broadcasting, May 27).

But now, he added, "all the networks actually improved their positions somewhat by getting rid of programs universally estimated to become losers," he said.

ABC has strengthened itself on Sunday, he continued, with the cancellation of a weak Fireman's Ball, the shifting of The Odd Couple to Thursday (an "improvement" over the show's replacing, Everything Money Can Buy, according to Mr. Jacobs) and the strategy of starting a half-hour later than the other two networks, thus "guaranteeing" the Sunday-night movie "a huge share-point total" at 10:30-11 p.m. will be free of competition from CBS and NBC.

CBS, which "had given up the ghost on Friday . . . by scheduling Love Nest and We'll Get By canceled them and became a definite contender again," particularly against NBC's Sanford and Son and ABC's The Six Million Dollar Man, "by shifting Planet of the Apes into the 8-9 p.m. slot," in the words of Mr. Jacobs.

Finally, NBC helped itself on Fridays, he said, by getting rid of "an hour-long headache" (the cancellation of Sunshine, 9:30-10 p.m., and Second Start, 9:30-10 p.m.) in favor of The Rockford Files (which moves from Sunday, 10-11 p.m.).

Hits and misses in summer tryouts

CBS-TV's 'Orlando and Dawn' ratings could mean second-season bid; 'Mac Davis' bright spot at NBC-TV

Industry sources say a variety show starring Tony Orlando and Dawn is almost a shoo-in for a second-season berth on CBS-TV next January based on the huge ratings it harvested during a four-week summer tryout (Wednesday, 8-9 p.m., NYT; ended July 24).

The show averaged a 17.5 rating and a 39 share over the course of the month, climbing to a lofty 43 share on July 17.

The Mac Davis Show (Thursday, 8-9 p.m., NBC's most serious summer candidate on the second-season tip sheets, has fluctuated somewhat in the Nielsens, achieving its highest numbers (a 15.8 rating and 33 share on July 25) when it faced off against the House Judiciary Committee's trial of John E. Stennis against The Waltons. In the most recent national overnights (Aug. 1), it hit its low of the season so far, an 11.8 rating and 27 share.

ABC has elected not to do any experimenting with new personalities this year.
summer (Broadcasting, May 13). Its one summer concession to originality in prime-time—the unaired episodes of The New Temperatures Rising (Thursday, 8-8:30 p.m.)—has proved a bust with the ratings. (The show has finished a consistent third in its time period since the July 18 kickoff.)

With Tony Orlando and Dawn a certified hit among viewers, it appears that CBS is high on possible use next January—The Hudson Brothers Show (Wednesday, 8-9 p.m.)—won its time period the first time out (July 31) but the 13.1 rating and 31 share were considered by fans below the average chalked up by the Orlando and Dawn show, the previous tenant of that slot. The Hudsons have four more weeks to prove they can draw the kind of numbers that would make their show a reasonably safe risk for wintertime replacement duty.

The resuscitated Your Hit Parade (CBS, Friday, 8-8:30 p.m.) got its first Nielsen report card earlier this month (Aug. 2): the show managed to squeeze out a lowly 10.7 rating and 24 share, making it the headliner against Sanford and Son reruns on NBC (16.1 rating and 36 share for Aug. 2).

As filler, NBC has been running a show called Comedyworld (Thursday, 10-11 p.m.), which, in seven outings to date, has mustered a mediocre 14.5 rating and 28 share. In addition, the 11 major league baseball games (not counting the All-Star Game) NBC has aired in prime time (Monday, 8:15 p.m.-conclusion) have totaled up an undistinguished 12.5 rating and 23 share.

Program Briefs

No again. CBS-TV for second time, has been denied waiver of FCC's current prime-time access rule for presentation of two National Football League preseason games in addition to other network programs. Involved were Aug. 25 and Sept. 8 games, at 8 p.m. EST, N.Y., and 10 p.m., N.Y.T., respectively, that would involve presentation at earlier times in two western time zones. Proposed telecast would have been permitted under prime-time rule modifications schedule to go into effect Sept. 1974, but U.S. Court of Appeals decision has stayed changes until September 1975.

No dispensation. WBRE-TV Wilkes-Barre, Pa., top-50-market station, has been denied waiver of "off-network" restrictions of prime-time access rule by FCC. Commission, pointing to recent court decision that stayed commission's modifications of prime-time access rule until September 1975, said no waivers should be granted in interim which go "significantly beyond" areas already being granted waivers. Present rule, adopted in 1970 to protect network affiliates in top-50 markets to clear more than three prime-time hours a night for network or off-network programs.

Rebuke. Evening News Association, licensee of WWJ (AM) Detroit, has been admonished by FCC for violation of personal-attack rule, but $1,000 forfeiture has been rescinded. Change stemmed from complaint by Professor Leonard W. Moss over broadcast accusing him of "pro-Bolshevik" form of government. "" Also questioned was WWJ's failure to properly notify Mr. Moss and provide him with particulars concerning broadcast. FCC ruled incident was not flagrant enough to warrant warning nonetheless and warranted warning to WWJ to comply more closely with rule in future.

Six for Century. Century National Sales, New York, announced 29% increase in sales during first half of 1974 as compared with same period last year, reports six new clients have brought subscriber list to 31 stations. They are WENY (AM)-WFNM (FM) Newburgh, N.Y., (adult album); WMTQ (AM) Portland, Me., (adult album); KEZQ (FM) San Antonio, Tex., (adult album); KZEL (FM) Eugene, Ore., (contemporary music); and KROD (AM) El Paso, Texas (adult album) during Bengals' exhibitions. WKRC-TV Cincinnati is televising three live and one tape-delayed preseason games of Cincinnati professional football Bengals. WLWT (TV) was incorrectly reported earlier as taking over exhibition rights (Broadcasting, July 22). WLWT had carried games in past years. WKRC affil. with Ron Harrison on play-by-play, are being picked up by WKEF-TV Dayton, Ohio, and WTVG-TV Lexington, Ky., as are 20 programs of Bengal Power, prog. show with Mr. Harrison. In-game sponsor list includes Burger beer. Escue Pontiac, Barnhorn Realtors and Hudepohl beer.

Moving soon. Reeves/Teleetape, representing recent consolidation of Teleetape Corp. and Reeves Cinetel Inc., will switch its corporate headquarters to 708 Third Avenue, New York 10017 in early September. Mr. Reeves and Teleetape president, R. W. "Bill" Belch, with Ron Harrison on play-by-play, are being picked up by WKEF-TV Dayton, Ohio, and WTVG-TV Lexington, Ky., as are 20 programs of Bengal Power, prog. show with Mr. Harrison. In-game sponsor list includes Burger beer. Escue Pontiac, Barnhorn Realtors and Hudepohl beer.

Continental Electronics

British programs covering "news analysis and background, public affairs, science, economics, sports, education, literature and the arts," all under umbrella title BBC Topical Tapes. Five of programs in series are 30 minutes; rest run 15 minutes or less.

Selling wildly. Time-Life Films reports that second year of half-hour Wild, Wild World of Animals series has sold in 68 markets, with station buyers including WABC-TV New York, KNXT (TV) Los Angeles, KDKA-TV Pittsburgh and WHAS-TV Louisville, Ky. First year of series was bought by 100 stations and Time-Life expects to surpass this figure.

Bits of history. WHC-TV Pittsburgh is taping bicentennial history lessons into its Capt. Jim Show, aimed at preschool audience. Host gives three-minute lesson that viewers may follow with "Picturepages" workbook distributed by Foodland supermarket chain (Broadcasting, April 8). Bicentennial segments, featuring local and U.S. history, will be aired Fridays on weekday morning show.

Things that go. Odyssey, 260 90-second radio shows starring Vincent Price as narrator of strange and unusual subjects, has been placed in 185 markets since it was announced last April. Barter show (one of two 30-second commercials in program is used by Best Western Motels) is produced and distributed by Blanc Communications Corp., Beverly Hills, Calif., with goal of 200 markets for program.

QUALITY TALKS FOR

WSB

Atlanta, Georgia

Continental's 317C is the best measure for any 50 kW AM transmitter purchase. Performance, 125% positive modulation and reserve power capabilities are unbeatable. Today's best sound in 50 kW AM is Continental.
These are the top songs in air-play popularity on U.S. radio, as reported in Broadcasting magazine's "Playlist," a listing of songs 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>Over-all rank</th>
<th>Last week rank</th>
<th>Title (performer)</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Rock Your Baby (3:14)</td>
<td>George McCray-TC Records</td>
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<tr>
<td>2</td>
<td>3</td>
<td>Annie's Song (2:58)</td>
<td>John Denver-RCA</td>
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<td>3</td>
<td>5</td>
<td>The Night Chicago Died (3:30)</td>
<td>Paper Lace-Mercury</td>
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<tr>
<td>4</td>
<td>4</td>
<td>Rock the Boat (3:35)</td>
<td>Huey Corp.-RCA</td>
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<tr>
<td>5</td>
<td>6</td>
<td>Feel Like Makin' Love (2:55)</td>
<td>Roberta Flack-Atlantic</td>
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<tr>
<td>6</td>
<td>7</td>
<td>Taking Care of Business (3:13)</td>
<td>Bickman-Turner-Overdrive-Mercury</td>
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<td>7</td>
<td>8</td>
<td>The Air That I Breathe (3:35)</td>
<td>Hillies-Epic</td>
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<td>8</td>
<td>9</td>
<td>(You're) Having My Baby (2:32)</td>
<td>Paul安—or United Artists</td>
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<td>10</td>
<td>Tell Me Something Good (3:30)</td>
<td>Rufus-ABC/Dunhill</td>
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<td>Don't Lose That Number (3:58)</td>
<td>Steely Dan-ABC/Dunhill</td>
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<td>Side Show (2:29)</td>
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<td>Waterloo (2:46)</td>
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<td>Please Come to Boston (3:57)</td>
<td>Dave Loggins—Epic</td>
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<td>Roll &amp; Roll Heaven (2:33)</td>
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<td>I'm Leaving (A&amp;H) Up to You (2:46)</td>
<td>Donnie &amp; Marj Osmeny-MGM</td>
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<td>17</td>
<td>Call on Me (4:03)</td>
<td>Chicago-Columbia</td>
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<td>18</td>
<td>Love (5:33)</td>
<td>Golden Earrings-MCA</td>
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<td>19</td>
<td>Wild Thing (3:28)</td>
<td>Andy Kim—Capitol</td>
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<td>20</td>
<td>On and On (3:20)</td>
<td>Gladys Knight &amp; the Pips—Buddah</td>
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<td>21</td>
<td>I Shot the Sheriff (3:19)</td>
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<td>Wildwood (2:40)</td>
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<td>Can't Get Enough of Your Love (3:15)</td>
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<td>Hang On in There Baby (3:23)</td>
<td>Johnnie Bristol—MGM</td>
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<td>Nothing from Nothing (2:40)</td>
<td>Billy Preston-MCA</td>
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<td>26</td>
<td>It's Only Rock 'n Roll (4:46)</td>
<td>Rolling Stones—Rolling Stones</td>
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<td>28</td>
<td>Billy Don't Be a Hero (2:35)</td>
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<td>29</td>
<td>Sundown (3:37)</td>
<td>Gordon Lightfoot—Reprise</td>
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<td>30</td>
<td>Sure as I'm Sitting Here (2:55)</td>
<td>Three Dog Night—ABC/Dunhill</td>
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<td>31</td>
<td>Who Do You Think You Are (2:59)</td>
<td>Heywoods—ABC/Dunhill</td>
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<td>You Don't See Me (3:07)</td>
<td>Ace of Base-Mayfield</td>
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<td>32</td>
<td>33</td>
<td>Then Came You (3:53)</td>
<td>Dionne Warwick—Stax</td>
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<tr>
<td>33</td>
<td>34</td>
<td>Band on the Run (5:00)</td>
<td>Paul McCartney &amp; Wings—Apple</td>
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<tr>
<td>34</td>
<td>35</td>
<td>Machine Gun (2:45)</td>
<td>Compton Knights-Dawn</td>
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<tr>
<td>35</td>
<td>36</td>
<td>Beach Baby (3:02)</td>
<td>First Class-K. Records</td>
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<tr>
<td>36</td>
<td>37</td>
<td>One of a Woman (2:52)</td>
<td>Mac Davis—Columbia</td>
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<td>37</td>
<td>38</td>
<td>You &amp; Me Against the World (3:08)</td>
<td>Helen Reddy—Capitol</td>
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<tr>
<td>38</td>
<td>39</td>
<td>Another Saturday Night (2:28)</td>
<td>Cat Stevens-A&amp;M</td>
</tr>
<tr>
<td>39</td>
<td>40</td>
<td>Billy 'Crash' Craddock—ABC/Dunhill</td>
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<thead>
<tr>
<th>Over-all rank</th>
<th>Last week rank</th>
<th>Title (performer)</th>
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<tr>
<td>58</td>
<td>42</td>
<td>You Haven't Done Nothing (3:20)</td>
<td>Steve Wonder-Motown</td>
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<td>59</td>
<td>41</td>
<td>Sweet Home Alabama (3:20)</td>
<td>Lynard Skynyrd-MCA</td>
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<td>60</td>
<td>43</td>
<td>Shining On (3:23)</td>
<td>James McAllister—Atlantic/Dunhill</td>
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<tr>
<td>61</td>
<td>44</td>
<td>If You Talk in Your Sleep (2:25)</td>
<td>Elvis Presley—RCA</td>
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<tr>
<td>62</td>
<td>45</td>
<td>Ain't That a Shame (3:36)</td>
<td>James McAllister—Atlantic/Dunhill</td>
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<tr>
<td>63</td>
<td>46</td>
<td>Shining On (3:23)</td>
<td>Sam Moore—Atlantic</td>
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<tr>
<td>64</td>
<td>47</td>
<td>If You Love Me (Let Me Know) (3:12)</td>
<td>Olivia Newton-John-ABC/MCA</td>
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<td>65</td>
<td>48</td>
<td>A Mother's Day (2:32)</td>
<td>Doobie Brothers—Warner Brothers</td>
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<td>66</td>
<td>49</td>
<td>Lobo—Big Tree</td>
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<tr>
<td>67</td>
<td>50</td>
<td>La Grange (3:15)</td>
<td>Z. Top—London</td>
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<td>68</td>
<td>51</td>
<td>Finally Got Myself Together (3:05)</td>
<td>Impressions—Curtom</td>
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<td>69</td>
<td>52</td>
<td>Holly Wood Swing (4:35)</td>
<td>Moonlight Special</td>
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<td>53</td>
<td>The Bitch Is Back (3:50)</td>
<td>Olive Newton-John—MCA</td>
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<td>71</td>
<td>54</td>
<td>Door to Your Heart</td>
<td>Dramatics—Cadel</td>
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<td>72</td>
<td>55</td>
<td>You Make Me Feel Brand New (4:45)</td>
<td>Stylistics—Avco</td>
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<td>73</td>
<td>56</td>
<td>I Love You, I Honestly Do (3:35)</td>
<td>Free Men In Paris—2:56</td>
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<td>74</td>
<td>57</td>
<td>Get Out of Denver (2:38)</td>
<td>Bob Seger—Reprise</td>
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<tr>
<td>75</td>
<td>58</td>
<td>Sugar Lump (2:43)</td>
<td>Leon Hayward—20th Century</td>
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<tr>
<td>76</td>
<td>59</td>
<td>Come Monday (3:02)</td>
<td>Jimmy Buffett—ABC/Dunhill</td>
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<tr>
<td>77</td>
<td>60</td>
<td>Just Don't Want to Be Lonely (3:31)</td>
<td>Main Ingredient-MCA</td>
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<td>78</td>
<td>61</td>
<td>Man (2:35)</td>
<td>America—Warner Bros.</td>
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<tr>
<td>79</td>
<td>62</td>
<td>Walk On (2:33)</td>
<td>Neil Young—Reprise</td>
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<td>80</td>
<td>63</td>
<td>For Lovin' You (3:15)</td>
<td>Sly and the Family Stone—Epic</td>
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<tr>
<td>81</td>
<td>64</td>
<td>Second Avenue (3:57)</td>
<td>Tim Moore-Small</td>
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<tr>
<td>82</td>
<td>65</td>
<td>Ain't Bitin' (3:28)</td>
<td>Z. Me—RCA</td>
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<tr>
<td>84</td>
<td>67</td>
<td>Got to Be Free (2:38)</td>
<td>Bob Seger—Reprise</td>
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<tr>
<td>85</td>
<td>68</td>
<td>Sugar Lump (2:43)</td>
<td>Leon Hayward—20th Century</td>
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<td>For Lovin' You (3:15)</td>
<td>Sly and the Family Stone—Epic</td>
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</tbody>
</table>

Alphabetic list (with this week's over-all rank): The Air That I Breathe (8), All Shook Up (73), Annie's Song (2), Another Saturday Night (40), Band On The Run (35), Be Thankful (For What You Got) (49), Beach Baby (31), Billy Don't Be a Hero (29), The Bitch Is Back (57), Call On Me (17), Can't Get Enough of Your Love (24), Clap For the Wolfman (45), Come Monday (72), Don't Call the Sun Down On Me (5), Door to Your Heart (58), Earth, My Eye (81), Eyes of Silver (51), Feel Like Makin' Love (6), FINALLY Got Myself Together (54), Fish Ain't Bitin' (48), Free Man in Paris (63), Get Out of Denver (63), Hang On in There Baby (25), Happiness Is Just Around the Bend (62), Having You Baby (9), Hollywood Swingin' (60), I Love My Friend (74), I Left You (76), I Shot the Sheriff (22), If You Love Me (Let Me Know) (50), If You Talk in Your Sleep (47), If You Want To Be Heaven (75), If You Want To Be Lonely (27), It's Only Rock 'n Roll (27), I Want To Be Lonely (66), Keep On Smilin' (28), La Grange (53), Let's Put It All Together (59), Machine Gun (35), Moonlight Special (55), The Night Chicago Died (3) (55), Nothing From Nothing (2:40), One of a Woman (3:52), One Hell of a Woman (39), Please Come to Boston (3:57), Roxbury (62), &M |
I Love My Friend—Charlie Rich (Epic)  
* The "Silver Fox" of country music now has another single on pop charts. He made it near the top of contemporary station playlists earlier this year with Behind Closed Doors; this week he breaks onto Broadcasting's "Playlist" at 72.

Never My Love—Blue Swede (EMI)  
* In the mid-1960's, U.S. pop music became host to the "British invasion," spearheaded by the Beatles and followed by numerous—and many now long-forgotten—English groups. Though mid-1970's are now witness to a similar invasion, though on a much smaller scale, by groups from Sweden, of all places.

Blue Swede's Hooked On A Feeling was the first Scandinavian single to crack the American market, eventually making it to the top 10. That song is now falling on the charts, but well on the way up is Waterloo, by another Swedish group, Abba. Now Blue Swede is back with another single, this one a remake of a 1965 hit by the Association, Never My Love.

The original was a soft ballad. The Blue Swede version is up tempo soft rock, making it an entirely new song. It's also a quick song: This single is only 2:27 long.

The record has been out only since the first part of this month, but among the stations EMI reported on it last week: WPON (AM) Hartford, Conn., WBNR (AM) Atlanta, WJMS (FM) Louisville, Ky., and KTSA (AM) San Antonio, Tex.

Tracking the "Playlist." The chart continues to be busy. This week it features "Gibb, Go Ahead", four of them riding on new songs. Top-bolted record is the Rolling Stones' new It's Only Rock 'n' Roll, which came on the "Playlist" last week at 37 and marches up to 27 this week. Also in its second week and bolted is Dionne Warwick and the Spinners' Then Came You, which made its first mark last week at 50 and now stands at 34. Moving up fast this week after several weeks kicking around the bottom of the chart is Class' Beach Baby (37). Helen Reddy's You and Me Against the World is up to 40.

Cat Stevens' re-do of the Sam Cooke tune, Another Saturday Night, continues strong in its second week also, moving from 61 to 40. Also bolted are Stevie Wonder's You Haven't Done Nothing (42), Lynard Skynryd's Sweet Home Alabama (43), the Rutabaga's Sugar Baby Love (46), the Doobies' Eyes of Silver (51), Ray Stevens' Moonlight Special (55), an Elton John album cut, The Bitch Is Back (57), and Lobo's Rings (52). Bolted and new are the Dramatics' Door to Your Heart (58), Cheech & Chong's glitter-rock spoof, Earache My Eye (61), Joni Mitchell's new single, Free Man in Paris (63), and Olivia Newton-John's I Love You, I Honestly Do (64), which MCA released as a single after many stations played it as an album cut. Other records new to the "Playlist": Leon Heywood's Sugarlump (66), America's Tin Man (69), Tim Moore's Second Avenue (72) and Charlie Rich's country crossover, I Love My Friend.
FCC, OTP stay on cable collision course

Commission tells OMB it needs more time to digest proposal; major debate looms next month

The FCC and the Office of Telecommunications Policy appear headed for a major confrontation on the future direction of cable television policy. But if there is to be one, it will not begin until September.

The FCC missed an Aug. 2 deadline for commenting on an administrative clearance process on OTP's draft bill aimed at implementing the report of Cabinet Committee on Cable Television.

The commission, in a letter to the Office of Management and Budget, said it needed more time to study the matter, both because of the complexity of the problem and because the FCC had three new members (Commissioners James H. Quello, Abbott Washburn, and Glen O. Robinson), and said it would get back to the issue in September. Another problem which the letter did not mention was that the staff document analyzing the bill did not reach the commission until two weeks ago—a fact that annoyed the commissioners.

An OTP spokesman expressed hope that the OMB would not hold up referral of the bill to Congress until the FCC submits its comments. "We feel the FCC is not a part of the clearance process," he said. "The bill ought to go to Congress, where the debate will begin and the commission can express its views."

And OTP expects a "great debate" with the commission. The commission staff, in a memorandum covering a detailed analysis of the draft bill, referred to serious "philosophical" differences with OTP on cable regulation. OTP feels that the issue is whether the federal "de-regulatory" approach it says it is pushing, one in which local jurisdictions would have greater control, and the "regulatory" approach it says the commission favors, one in which the federal government would take more power away from local jurisdictions. Under either option, the bill divides jurisdiction over cable between the FCC and one level of nonfederal government—state, local or some other (Broadcasting, May 20).

A commission staffer says it is premature to speculate on the role the commission would play in a debate since the commissioners have not yet focused on the question. Staff's comments were detailed, and did reflect policy problems with the proposal. "We felt the bill was too detailed for a statute," one official said. "We would lose the flexibility we have in rulemaking. And it did not deal in areas of concern to us, such as enforcement authority. . . . We also felt there was need for clarification on certain aspects." And the areas where the staff wanted clarification were those where differences with OTP were most likely—among them, review of franchising authority and a ban on local rate regulation of leased channels.

Among others commenting on the proposed bill was the Justice Department, which raised serious questions. It is concerned about the provision that would permit cable television-television cross-ownership during the period in which the proposal to separate ownership of system from content of most channels would not be in effect.

Open-file requisite extended to cable

Cable systems are now subject to the same requirements for the maintenance of public-inspection files as their broadcast counterparts. The commission, concluding an inquiry which began last February, said the new rules would become effective Sept. 16.

The commission, in deference to several parties filing comments on the issue, made several adjustments to its February proposal. It modified the proposed rule to specify that where the cable operator does not maintain a business office in a particular community served, the public file can be kept in another "accessible place" within that community. Also, the commission said operators will not be required to log all programs carried on the system, but an existing rule requiring major-market systems to log the programs in broadcast signals they began carrying after March 31, 1972, will be retained.

In an apparent effort to resolve a controversy involving cable operators' fears that the new recording requirements will result in undue intrusions by the public, the commission said its new provisions will not be required to make copies of filed documents for investigating citizens. It added, however, that files must be made available for copying "at reasonable cost."

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Broadcasting Aug 12 1974

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## Broadcasting's index of 138 stocks allied with electronic media

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<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. '74</th>
<th>Closing Wed. July 31</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1974</th>
<th>Low 1974</th>
<th>P/E ratio</th>
<th>Total market capitalization (000)</th>
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### Broadcasting

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### Cablecasting

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Broadcasting Aug 12 1974

Total 346,982 643,3881
## Stock Market Summary

### Stock Highlight
- **STANDARD & POOR'S INDUSTRIAL AVERAGE**: 93.7  86.835  4.835
- **A-Midwest Stock Exchange**:
  - **NEW YORK STOCK EXCHANGE**: Open at 7/8, closing at 2 3/8.
  - **Over-the-counter bid prices**:
    - **Boxed Bid**: 2 7/8.
    - **Boxed Ask**: 2 3/8.

### Stock Performance
- **HARRIS CORPORATION**: Closed at 3/4.
- **UNITED CABLE TV CORP**: Closed at 3/4.

### Moving Averages
- **AVG**: 2 3/4.
- **Low**: 2 3/4.

### Market Overview
- **TOTAL**: 85,999  68,350

### Programming
- **COLUMBIA PICTURES**: Closed at 3/4.
- **DISNEY**: Closed at 3/4.
- **FICTIONAL**: Closed at 3/4.

### Service
- **800 INC**: Closed at 3/4.
- **CONSART**: Closed at 3/4.
- **CREATIVE MANAGEMENT**: Closed at 3/4.

### Electronics
- **AMP**: Closed at 3/4.
- **COHU**: Closed at 3/4.
- **GIANT COMPUTER**: Closed at 3/4.

### Market Capitalization
- **TOTAL**: 831,577  2,948,404

### Approx. Shares (000)
- **TIME**: 16,013  46,037
- **HARRIS CORP.**: 10,381  36,862
- **UNITED CABLE TV CORP**: 63,690  7,584

### Price-Earnings Ratios
- **A. C. BERNEBACH**: 100.00  14.070
- **20TH CENTURY-FOX**: 100.00  6,307.2

### Additional Notes
- **Closing Price**: 3/4.
- **Average Price**: 3/4.
- **TEKTRONIX**: 3/4.
- **VIACON**: 3/4.

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*P/E ratio computed with earnings for last 12 months published by company. 1 No annual earnings figures are available for this company.*

**No P/E ratio is computed; company registered net losses.**
Fates & Fortunes®

Media
Howard Zwick, general sales manager, KYA-AM-FM San Francisco, named acting general manager, following resignation of Howard Kester as VP-general manager.
Jason Goldman, 26-year Army veteran, one-time production chief, The Big Picture, and earlier commander of American Forces Radio and Television Service in Korea, named operations supervisor, non-commercial WRSX-TV University Park, Pa.

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Bernie Wilson, general manager, KFBR-(AM) Nogales, Ariz., elected VP-general manager.
Charles C. Styrion, controller, Triangle Broadcasting's WSJS(AM)-WTQR(FM) and Tele-cable of Winston-Salem, N.C., elected secretary-treasurer, Triangle Broadcasting Corp.
John R. Wilson, radio and television financial departments, Rust Craft Broadcasting Co., joins Malrite Broadcasting Co., Cleveland, as controller. Both are group station owners.
Issac L. Newkirk, producer and public service news editor, WQXI-AM-FM Atlanta, named community relations director.
Elizabeth Hayter, manager of planning, WCAU-TV Philadelphia, named manager of broadcasting.
Jane Martin, weatherperson, WCHS-TV Charleston, W. Va., named assistant operations manager.
Art Porter, business manager, KPIX-TV San Francisco, named executive VP, non-commercial KOED(TV) same city. He succeeds Bernard Mayes, retired (BROADCASTING, Aug. 5).

Carlo Anneke, national sales manager, KCOP(TV) Los Angeles, named general manager, WTAFTV Philadelphia. He succeeds Robert Wiegand, who became VP-general manager, WKRC-TV Cincinnati (BROADCASTING, July 8).
Dick Hasbrook replaces Mr. Anneke at KCOP-TV.

Broadcast Advertising
Ted Chambon, manager, Chicago office, Chuck Blore Creative Services, named VP-sales. Ron Weed, general manager, The Film Factory, Blore subsidiary, named VP and general manager of parent company. Both report to Don Richman, newly elected president of Hollywood-based firm (BROADCASTING, Aug. 5).
Richard Trea, VP-associate media director, D'Arcy-MacManus and Masius, joins Doubleday Book Clubs as director of media.
Simon M. Kornblit, VP and management supervisor, Doyle Dane Bernbach, New York agency, named senior VP.
Robert Stevens, senior VP and group supervisor, Gaynor & Duca, New York, elected executive VP and general manager. Thomas Murray and John Thomas, senior VP's, Gaynor & Duca, elected executive VP's.
James R. Cassaday, VP, Dodge/Cassaday & Associates, joins Lauer, Etzler & Wade, as VP. Both are Fort Wayne, Ind., agencies.
David E. Scott, media director, Handley & Miller, Indianapolis agency, named VP-administrative director. Jerry A. McAffee, account executive, First Federal Savings and Loan Association of Indianapolis, named H&M media director. John J. Vena joins H&M as assistant media...
Salinas, Calif., named sports director. Clifton C. Ehinger, accountant, Coopers and Lybrand, South Bend, Ind., joins agency as controller.

Geoffrey Houghton, account executive, Kircher, Helton & Collett, Dayton, Ohio advertising marketing agency, named VP.

Gerald J. Voros, senior VP, Ketchum, MacLeod & Grove, Pittsburgh, named associate corporate public relations director. He will have responsibility for agency's public relations activities in Pittsburgh, San Francisco, Los Angeles, Denver and Memphis. He is succeeded as head of Pittsburgh public relations by Jacob L. Engle, VP, Pittsburgh.

Sue Ludwig, media director, Anderson-McConnell-Oakner, Hollywood, elected VP.


Jeff Klayman, market research analyst, Auto Club of Missouri, named KMox-TV St. Louis as manager of sales research.

**Programming**

Jules North, senior post-production editor for ABC Entertainment, named manager, video-tape post production, East Coast. He will be succeeded by Vito Benvenega, formerly post-production editor.

Don McGuire, formerly associate sports information director for the University of New Mexico, Albuquerque, named ABC Sports director of press information for NCAA football.

Joseph Morris, associate director of contracts, ABC Entertainment, named director, business affairs, East Coast, ABC Entertainment. He succeeds Edward B. Gradiner who resigned.

Paul Freeman, manager of film programs, NBC-TV, Los Angeles, named manager, motion pictures for television.

Tom Janis, sports reporter, KSBW-TV Salinas, Calif., named sports director, KNTV(TV) San Jose, Calif.

John Snyder, assistant sports director, NBACA officers. Seven regional vice presidents of newly formed National Broadcast Association for Community Affairs (Broadcasting, May 20) have been named. They are: Robert Vanavskis, KNBC(AM) San Francisco, for region 1 (Far West); Tom Sheely, KELO-TV Sioux Falls, S.D., region 2 (Mountain); Alma Newsom, KHOU-TV Houston, region 3 (Southwest); Rod Synnes, WTMJ-AM-FM-TV Milwaukee, region 4 (Midwest); Cuy Davis, WAGA-TV Atlanta, region 5 (South); Ray Barish, WSOCTV Charlotte, N.C., region 6 (Middle Atlantic); Murray Roberts, WRFM-FM (New York) region 7 (Northeast).

**Appointees.** National Association of Broadcasters board members named Aug. 5 to three committees of association:


Named to the five-member FM committee: Elmo Ellis, WSAB-AM-FM Atlanta, and George Kravis, KFMJ(AM) and KRAV(FM) Tulsa, Okla.

John Brooks, sports director, KTOK(AM) Oklahoma City, joins Oklahoma News Network to do play-by-play of University of Oklahoma games on The Sooner Football Network.

Linda Zimlicki, on staff, MCA TV, New York, named assistant director of publicity and promotion.

Arden Albrecht, executive in charge of production, Lutheran Television, St. Louis, relocated to Los Angeles.

Marvin D. Sparks, on Billy Graham Organization staff, named general manager, WFCJ(FM) Miamisburg, Ohio, non-commercial religious station. Robert J. Derringer, on WFCJ staff, promoted to assistant manager and program director.

**Broadcast Journalism**

Edward S. Bell, news editor, WBZ-AM-FM-TV Boston, named news supervisor. He succeeds Jack Plunz, named bureau chief of Group W's foreign news bureau (Broadcasting, July 29).

Paul Beavers, news writer and producer at KNBC-TV Los Angeles, named manager, network news, in Los Angeles for NBC News.


Sheila Murphy, reporter, WGR(AM) Buffalo, N.Y., named assistant news director.

Brad Casey joins staff as reporter, news editor and Ellen Gurbaty joins as night news producer.

Harry S. Chitchick, news assignment editor and producer, KXTV(TV) Sacramento, Calif., joins KPIX(TV) San Francisco as news producer.


Nick Ryan, promotion director, WAOV-TV Wausau, Wis., named news director.

John Russell, reporter, WKAP(AM) Allen-town, Pa., named news director, WKEI(AM) New City, N.Y.

Blaine Bulas, on staff at KBOA(FM) and KOMU-TV Columbia, Mo., joins KCAY-TV Sioux City, Iowa, as general news and sports reporter.

Gwen Warren, member of production staff, WKY-TV Cleveland, named public affairs specialist.

Deborah Mathis, general assignment reporter, KTEN(TV) Little Rock, Ark., named to same position, WTTG(TV) Washington.

**Cable**

Terry Shuster, former manager of Rochester, Minn., cable television system, named general manager, General Television Inc. cable system, Fridley, Minn., planned for operation this fall.

Ben Boyd, advertising salesman, Loves Park (III.) Post, joins Metro Cable Co., Loves Park, with special assignments in sales and marketing.

**Equipment & Engineering**


John W. White, broadcast salesman in Southwest, named Southwest regional sales manager, International Video Corp., Houston office.

Leon A. Wortman, audio-visual sales distribution, Ampex Corp., Redwood City, Calif., named manager, distributor product sales, audio-visual systems division, Ampex Corp.

David Underhill, on technical staff, WAZZ TV Boston, named engineering director, Group W's Washington news bureau.


**Allied Fields**

Alice Hall Hayes, director of Washington Opportunities for Women's Careers for Pears, named employment clearance coordinator, National Association of Broadcasters, office of community affairs, Washington.

James R. Cooke, with Washington communications firm, McKenna, Wilkinson & Kittner, becomes partner.

Kenneth A. Simons, director of research and development, Jerrold Electronics Corp., and Walter Wydro, Pineville, Pa., form Simons & Wydro Associates, Pineville, to provide consultant services in all phases of broadband cable.

**Deaths**

Harry C. Marschalk, 86, founder and president of Marschalk-Pratt Co., New York, died Aug. 5 in St. Joseph's hospital, Stamford, Conn. Agency was acquired in 1954 by McCann-Erickson Inc., New York, which later became part of Interpublic Group of Companies. Mr. Marschalk retired in 1960. He is survived by his wife, Hazel, two sons and three daughters.

Charles Vanderbilt Woodward, 56, owner-general manager of KSUM(AM) Fairmont, Minn., died July 28 at home following long illness. Before purchasing KSUM Mr. Woodward was accountant with Westinghouse Broadcasting Co. radio stations for 22 years. Survivors include his wife, Elizabeth, three daughters and one son.

Kate Robinson Butler, president and publisher of The Buffalo Evening News and president of WBEA-AM-FM-TV Buffalo, N.Y., died Aug. 3 at her Buffalo home after long illness. Mrs. Butler assumed the presidency of the newspaper company in 1956 after her husband's death; she became publisher as well in 1971 and president of WBEA Inc. in 1967. Surviving are daughter, Mrs. Bruce Wallis, and two grandchildren.

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**For the Record**

As compiled by Broadcasting, July 29 through Aug. 2 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate; ann.—announced; ant.—antenna; aur.—auxiliary; CARs—community antenna relay station; CH—critical hours; CP—construction permit; D—day; DA— directional antenna; ERP—effective radiated power; HAAT—height above average terrain; kHz—kilohertz; kw—kilowatts; LS—local station; MEOV—maximum expected over operation value; MHz—megahertz; mod.—modifications; N—night; PSA—preservice service authority; SCA—scrambled communications authorization; SH—specific hours; SIA—special service authorization; STA—special temporary authority; TPO—transmitter power output; U—utilized hours; vis.—visual; w—watts; *—noncommercial.

**New TV stations**

**Application**

* Fort Smith, Ark.—MGM Broadcasting Co. seeks UHF ch. 25 (550-550 mhz); ERP 554 kw vis. 116.8 kw aur. HAAT 930 ft.; ant. height above ground 541 ft.; P.O. address: c/o Melvin B. Cadwell, 2201 Mississippi Ave., Joplin, Mo. 64801. Estimated construction cost $287,850; first year's operating cost $26,485; revenue of $250,000. Legal counsel Wilker, Schieler, and Greetley, Washington, consulting engineer Melvin B. Caldwell, principals: David C. McClintock (26%), Clark C. McClintock (52%), Melvin B. Cadwell (22%).

Call letter application: * Howard University, Washington—Seeks WHMM.

**Existing TV stations**

**Final actions**

* KECC-TV El Centro, Calif.—Sidney Glick, candidate for district attorney of Imperial County, has been informed by Broadcast Bureau that no further action is warranted on his complaint that KECC-TV violated equal time provision of Communications Act. Glick argued that station broadcast interview with other candidate for district attorney for five minutes without offering Glick equal time. Ann. Aug. 1.

* San Francisco—Terence Faulkner, Republican candidate for California state assembly, has been informed that no commission action is warranted on his complaint that KRON-TV, KPIX-TV, KGTV, and KQED(TV) San Francisco failed to afford him equal time for his candidacy and violated fairness doctrine by refusing to allow him to respond to appearances on newscasts by his opponent. Ruling by Broadcast Bureau held that interviews and new coverage in question came under "bona fide newscast" exception of communications act, and therefore Faulkner was not entitled to equal opportunities. Ann. Aug. 2.

* WLS-TV Chicago—Thomas W. Flynn, Democratic candidate for state representative has been informed by Broadcast Bureau that no further commission action is warranted on his complaint that station WLS-TV violated commission's rules by broadcasting interview with his opponent and refusing Flynn's request for equal time. Ann. Aug. 1.


* Philadelphia—Larry J. Waldman has been informed that no commission action is warranted on his complaint that WCAU-TV Philadelphia violated fairness doctrine in broadcast of July 6 6:00 p.m. newscast on March 4. Waldman complained that in its news coverage of controversial sewer project in Rydal, Pa., the station was extremely biased. Broadcast
Bureau stated that licensee’s fairness doctrine performance was to be judged in context of its overall programming rather than by individual broadcasts. Aug. Ann. 2.

- Pittsburgh—Broadcast Bureau informed Mary Jo Bradley that on-air statements on her complaint that KDKA-AM-TV Pittsburgh, and CBS network were guilty of news distortion, suppression, or fairness doctrine violations. Bradley complained that KDKA censored opposing points of view by screening calls on its program “Open Mike,” that his moderator cut off callers expressing contrary opinions concerning “responsible news media,” and that CBS news reporter Dan Rather had created controversial situation when interviewing President, but that incident was suppressed by CBS and covered in its news coverage or by KDCA-TV, CBS’s Pittsburgh affiliate. Ann. Aug. 2.

- KSPT-TV Spokane, Wash.—Broadcast Bureau granted CP to change ERP to 282 kw (vis. 5.6 2 kw (aut.) and change AM to 720 kw (aut.2)). Action July 22.

**Call letter action**

- WIZZ-FM Strator, Ill.—Granted WLAX.

**New AM stations**

**Application**

- Huntington, Tenn.—The Boulton Corp. seeks (130 kw, 1 kw. ERP (BPET-447). Action August 1.

**Final action**

- Calhoun, Ga.—Application by John C. Roach for review of decision of review board, has been denied by Commission. Nov. 9, 1973, board denied Roach’s application for new AM station at Calhoun, on grounds that Roach intentionally misrepresented his efforts to ascertain community needs (Doc. 17695). Action July 31.

**New FM stations**

**Applications**


**Existing AM stations**

**Applications**

- WNNZ Nashville, Tenn.—Seeks CP to operate as WPBZ at 1530 kw. 1 kw. Action August 1.

**Final action**

- Calhoun, Ga.—Application by John C. Roach for review of decision of review board, has been denied by Commission. Nov. 9, 1973, board denied Roach’s application for new AM station at Calhoun, on grounds that Roach intentionally misrepresented his efforts to ascertain community needs (Doc. 17695). Action July 31.

- WIEZ-FM, Streator, Ill.—Granted WLAX.
### Final action

- Dayton, Tenn.—Application by Erwin O'Connor Broadcasting Co. for conditional grant of application for a FM in Dayton, has been denied by Commission. Commission said O'Connor had not made complete statement of need to warrant extraordinary relief. It noted that Dayton, though without nighttime service, received numerous other services from Chattanooga and surrounding communities (Docs. 18544-8). Action July 31.

### Initial decision

- Williamson, Conn.—Administrative Law Judge Ernest W. Nams made initial decision granting proposal of application of Windham Broadcasting Group for 93.1 MHz with 1 kW at HAAT 690.1. P.O. address 4 McDuney Lane, Windsor, Conn. 06095. Estimated construction cost, plus one-year operating cost $33,261; revenue $44,000. Principals: Kenneth N. Dawson, M. Mayer (each 50%). M. Dawson is general manager of and has interests in WNKD(AM) Windsor, Conn. M. Mayer is president and general manager of WHCN(AM) Hartford. Competing application of The Nutmeg Broadcasting Co. would be denied (Docs. 18970-1). Action July 31.

### Actions on motions


- Review board in Santa Paula and Fillmore, Calif.—In response to request by William F. and Anne K. Wallace, added issue against Jerry Lawrence to determine whether his proposal will provide required signal to all of Santa Paula. Mutually exclusive applications of Wallace and Lawrence for new FM in Santa Paula, and applications of Clark Ortone, and Class A Broadcasters, Inc., were granted hearing for Nov. 14, 1973 (Docs. 19868-69). Action July 25.

- Review board in Hattiesburg, Miss., has ruled that final action on application of James A. McCullough Enterprises for FM in Hattiesburg, Miss., will be withheld until final action is taken in proceeding investigating application of WGGG-GM in Marsh-

### Rulemakings


- Review board in Santa Paula and Fillmore, Calif.—In response to request by William F. and Anne K. Wallace, added issue against Jerry Lawrence to determine whether his proposal will provide required signal to all of Santa Paula. Mutually exclusive applications of Wallace and Lawrence for new FM in Santa Paula, and applications of Clark Ortone, and Class A Broadcasters, Inc., were granted hearing for Nov. 14, 1973 (Docs. 19868-69). Action July 25.

- Review board in Hattiesburg, Miss., has ruled that final action on application of James A. McCullough Enterprises for FM in Hattiesburg, Miss., will be withheld until final action is taken in proceeding investigating application of WGGG-GM in Hattiesburg, Miss., in which McCullough had ownership interest. Action was in response to petitions by Deep South Electronics Corporation, Broadcasting Co., both competing applicants for Hattiesburg facility (Docs. 19668-70). Action July 31.

- Memphis—Request for waiver of acceptability criteria rules has been denied, and application of Southwestern for construction permit for new commercial AM station in Memphis to operate on 1220 kHz, has been returned by Commission as unacceptable for filing. Although application indicated that proposal was essentially requesting desired facilities, expansion of distance with which Commission will consider applications for commercial AM stations (Docs. 19975-77). Action Aug. 1.

- Review board in Atlanta, Tex., scheduled oral argument for Aug. 29, on exceptions and briefs to initial decision (Doc. 19871). Initial decision granted application of Cass County Broadcasting Co. for CP for new FM on 99.3 MHz at Atlanta. Commission application of KLLT-FM was denied (Docs. 19782-3). Action July 31.


### Rulemakings


### Summary of broadcasting

#### According to the FCC, as of June 30, 1974

<table>
<thead>
<tr>
<th>Licensed On air</th>
<th>Total Commercial TV</th>
<th>Total Educational TV</th>
<th>Total educational TV</th>
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<tr>
<td>CMU</td>
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<tr>
<td>Commercial AM</td>
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<td>Total on air</td>
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<td>Not on air</td>
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</tr>
<tr>
<td>Total authorized</td>
<td>6,891</td>
<td>12</td>
<td>6,903</td>
</tr>
</tbody>
</table>

**Special temporary authorization**

**Includes off-air licenses**

- Southern Idaho Stereo F.M. Corp., Pocatello, Idaho—Granted KSIR.
- Clark Communications Co., Winchester, Ky.—Granted WDKJ.
- Suhr Transport, Kalispell, Mont.—Granted KSRR.
- Scootie Broadcasting Co., Missouri, Mont.—Granted KLYT-FM.
- North Kansas School District, Mt. Pleasant, Utah—Granted KMTF.

## Existing FM stations

### Starts authorized

- Following stations were authorized program operating authority for assigned facilities on date shown:
  - June 29, 1974:
    - KCFI, Twin Falls, Idaho (BMPH-8668), July 19.
    - WMIU-KYXG Galesville, Wis. (BPH-8595), July 23.
    - WRW-FM Rockland, Calif. (BPH-8676), July 18.
    - KWXW Spokane, Wash. (BMPH-8676), July 17.
    - KEZI-KFHM Cambridge, Ohio (BMPH-8676), July 17.

### Existing FM stations

- KEZI Los Angeles—Seeks KLVE.
- WROX-FM Rockford, Ill.—Seeks WZOK.
- WRAH Richmond, Minn.—Seeks WYYO-FM.
- KXAK-FM Albert Lea, Minn.—Seeks WMYM-FM.
- WQRH Galion, Ohio—Seeks WQLX.
- KIMF-FM Mountain Pleasant, Tex.—Seeks KPXI.
- WKJC Bluefield, Va.—Seeks WBDY.
- WHTA Madison, Wis.—Seeks WERN.

## Renewal of licenses, all stations

- Broadcast Board granted renewal of license for following stations, complaint pending, and SCA's when appropriate on July 25:
  - KRD(N)-FM Oxnard, Calif.—Change call; change format; change antenna.
  - KDAR(N)-FM Ontario (BMPH-14175).

## Modification of CP's, all stations

- Broadcast Board granted following CP modifications on date shown:
  - KJAR(N)-FM Oxnard, Calif.—Change call; change antenna.
  - KPNT(V)-FM Melbourne, Fla.—Operate by remote control; change antenna.
  - KLBY-FM Idaho Falls, Idaho—Grant KIBQ.

## Modification of CP's, all stations

- Broadcast Board granted following CP modifications on date shown:
  - KJAR(N)-FM Oxnard, Calif.—Change call; change format.
  - KPNT(V)-FM Melbourne, Fla.—Operate by remote control; change antenna.
  - KLBW-FM Idaho Falls, Idaho—Grant KIBQ.

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Broadcasting Aug 12 1974
Esty's consideration:

Broadcasting companies to trans- late signs to FM did not have any objections, but they did mention concerns about possible interference with other FM stations, particularly those of other owners in close proximity.

KO2EL - Upper Peninsula, Mich.: KO2EL was authorized to extend its broadcast area by adding new transmitters at locations specified in its original application.

KOBE - TV Channel 6, Camden, N.J.: KOBE has been granted a license to provide television service to the Camden area.

KQMC-TV - Marysville, Calif.: KQMC-TV was granted a license to operate a television station in Marysville.

KRVK - TV Channel 3, Auburn, Calif.: KRVK was granted a license to operate a television station in Auburn.

KTVK - TV Channel 3, Phoenix, Ariz.: KTVK was granted a license to operate a television station in Phoenix.

KTVQ - TV Channel 2, Anchorage, Alaska: KTVQ was granted a license to operate a television station in Anchorage.

KUJO - TV Channel 3, Columbus, Ohio: KUJO was granted a license to operate a television station in Columbus.

KWDB - TV Channel 2, Miami, Fla.: KWDB was granted a license to operate a television station in Miami.

Kentucky: The Kentucky State Board of Broadcasting has approved the granting of license renewals and assignments of control for two television stations in Kentucky.

Kansas: The Kansas Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Kansas.

Michigan: The Michigan Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Michigan.

Minnesota: The Minnesota Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Minnesota.

Missouri: The Missouri Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Missouri.

Nebraska: The Nebraska Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Nebraska.

Nevada: The Nevada Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Nevada.

New Hampshire: The New Hampshire Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in New Hampshire.

New York: The New York Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in New York.

North Carolina: The North Carolina Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in North Carolina.

Ohio: The Ohio Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Ohio.

Oklahoma: The Oklahoma Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Oklahoma.

Oregon: The Oregon Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Oregon.

Pennsylvania: The Pennsylvania Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Pennsylvania.

Rhode Island: The Rhode Island Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Rhode Island.

South Carolina: The South Carolina Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in South Carolina.

South Dakota: The South Dakota Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in South Dakota.

Tennessee: The Tennessee Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Tennessee.

Texas: The Texas Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Texas.

Utah: The Utah Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Utah.

Vermont: The Vermont Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Vermont.

Virginia: The Virginia Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Virginia.

Washington: The Washington Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Washington.

West Virginia: The West Virginia Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in West Virginia.

Wisconsin: The Wisconsin Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Wisconsin.

Wyoming: The Wyoming Board of Broadcasting has approved the granting of license renewals and assignments of control for a television station in Wyoming.
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Atlantic Research Corporation, 5930 Cherokee Ave, Alexandria, Va 22314</td>
<td>(703) 355-6900</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td></td>
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<tr>
<td>CONSULTING RADIO ENGINEERS</td>
<td>1771 N St., N.W. 246-3105</td>
<td></td>
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<tr>
<td>WASHINGTON, D.C. 20006</td>
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<tr>
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<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>711 14th St., N.W.</td>
<td></td>
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<tr>
<td>Republic 7-6646</td>
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<td>Washington, D.C. 20005</td>
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<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>2029 K Street, N.W.</td>
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<tr>
<td>Washington, D.C. 20006</td>
<td>(202) 877-8735</td>
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<tr>
<td>Member AFCCE</td>
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<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Suite 716, Associations Bldg, 1145 19th St., N.W.</td>
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<tr>
<td>855-3707</td>
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<td>Member AFCCE</td>
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<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
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<tr>
<td>8200 Snowville Road</td>
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<tr>
<td>Cleveland, Ohio 44141</td>
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<tr>
<td>Phone: 216-532-4836</td>
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<td>Member AFCCE</td>
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<tr>
<td>ROSSNER TELEVISION SYSTEMS</td>
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<tr>
<td>250 West 57th Street</td>
<td>New York, New York 10019</td>
<td>(212) 246-3967</td>
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<tr>
<td>JOHN H. MULLANEY</td>
<td>CONSULTING RADIO ENGINEERS</td>
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<tr>
<td>9616 Pinkney Court</td>
<td>Potomac, Maryland 20854</td>
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<td>Phone: 301-299-2900</td>
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<tr>
<td>622 Haskell Street</td>
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<tr>
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<tr>
<td>527 Munsy Bldg</td>
<td>(202) 382-0111</td>
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<td>Washington, D.C. 20004</td>
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### Service Directory

**COMMERCIAL RADIO MONITORING CO.**

### Precision Frequency Measurement Specialists

- AM-FM-TV
  - Monitors Repaired & Certified
- Headquarters: 102 S. Market St.
- Lee's Summit, Mo. 64063
- Phone: (814) 524-3777

**CAMBRIDGE CRYSTALS**

### Precision Frequency Measuring Service

- Specialists for AM-FM-TV
- Cambridge, Mass. 02138
- Phone: (617) 872-2810

**SPOT YOUR FIRM'S NAME HERE**

To Be Seen by 120,000+ Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM-FM-TV and facsimile facilities.

*1970 Readership Survey showing 3.2 readers per copy.*
Va.; WJHI-TV Johnson
WBRA
TV, WRFT (CAC-4073): WFMY
(4078), both TV 51401, WHMB
WKRG TV Carbondale, Paterson, N.J.
Twin County Trans Video, R.D.
Ausable Communications, Great
Connersville Cable TV, High Point, N.C.;
Purcell, Okla. (CAC-4081): KBMA Kansas City, Mo.; WKY
KKTV-FM 17th Ave., Hays, for Ellis
applications (CAC-4077, 4078). Both communi-
ally without prejudice and
pliance to operate cable TV
were located:
Valleymobile, Girard, Mo.; good
for Jonesboro Ill.;
for Bloomington, Tex. (CAC- 4079):
City, Mo.; KDIN
WNYS Syracuse, N.Y.
-City, Mo.; WKY
KHOU
Television Co., P.O. Box
166 -TV, 17th Ave., Hays,
Television Co., P.O. Box
Box 886
Franklin St., Dwight, Ill.
Telesonic of Ohio, Struthers, Ohio (CAC-
3430); Telestores Corp. of America, Fordyce, Ark.
(CAC-3385); Goodview, Minn. (CAC-3588); Southwest CATV
and Lincoln (CAC-3780); Cablevision Tele -Media Co. of
Chicago, Ill.; WMEW-TV Lake Avenue, Bridgeport, Conn.
(cable TV System, Tamuning, Guam (CAC-
3714); Guam Cable TV System, Tamuning, Guam (CAC-
3755); Tele -Media West, Inc., Cincinnati; WXIX
3797); Radyco Corporation, licensee
52101, for Pleasant City, Iowa; KCAU -TV, KMEG, KTIV Sioux
City, Iowa; Cable Communications Co., Inc., Chicago, Ill.
(cable TV System, Tamuning, Guam (CAC-
3797); Village Cable Co., Dallas, Tex.
(cable TV System, Tamuning, Guam (CAC-
3755); Thompson Video Cable, Waco, Tex. (CAC-
3769); Good -Vue Systems, Springfield, Ill. (CAC-
3684), all New York; Warner Cable of Clare-
more, Westfield, Vt. (CAC-3685); WNET -TV New York, N.Y.
(CAC-3994): Add WNET Newark, N.J., to cable system.
unpro-
ferred to the Tele -Media San Francisco, Calif. Action July
which was inconsistent with FCC
7th season also opposed grant
radio station's programing unpro-
opposed to begin cable TV opera-
its Denver 
(Radio Corp., licensee
compliance to operate cable TV
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York, Ky.; WSIU-
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and Recovery
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opposed to begin cable TV opera-
Help Wanted Management

Immediate opening for manager, sales person, or announcer with First Phone, 5 KW AM in metropolitan market on east coast. Excellent opportunity for qualified person. Equal opportunity employer. Box H-72, BROADCASTING.

Office Manager-Accountant. San Diego radio station looking for manager-accountant who can prepare financial statements by the 7th of the month, maintain company records, prepare billing, collection follow-up, tax returns. Leading contemporary station with bright young staff. Please submit resume and salary requirements. All replies confidential. Box H-74, BROADCASTING.

Retail sales management position with medium market group owned AM/FM in Midwest. Salary plus incentives will total $30,000 first year. Box H-86, BROADCASTING.

Central Maine's largest volume AM-FM seeks executive-vice president/sales manager $18,000-$20,000. Management experience, sales orientation; air program experience desirable. Send complete resume to Roger V. Snow, Jr., Treasurer, 70 Wairies Landing, Falmouth, Maine 04105. Absolutely no phone calls.

FM Station Manager. Junior college seeks individual with professional management skills, able to work with young people in development of major operation of an MOR format. Must have college degree in on-air operation. Salary $879 per month. Send resume and availability date to Dr. Lawrence Hubbell, Vice President of Personnel, Triton College, 2000 Fifth Ave., River Grove, IL 60171.

Help Wanted Sales

Cleveland experience needed, start 10,000 plus commission on sales next year. Great opportunity. Box H-12, 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 all info first letter to Box H-61, BROADCASTING.

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

Young, hard-working radio account executive with desire to move into television sales. Excellent sales opportunity with major group owned and operated station. Basic college, established listed. College grades only. Box H-85, BROADCASTING.

Top 10 market. Join one of the leading contemporary FM stations in the nation. We're more interested in salesperson than present market, experience, and track record. Top Income. Box H-88, BROADCASTING.

Management Trainee to replace individual who joined us right out of college and has moved to sales manager's position with one of our stations. If you are willing to work hard and learn, we have the program to move you into management at a young age. Degree is necessary, Masters Degree and/or some sales experience helpful. Starting salary is $15,000 to $18,000. Send resume to Box H-91, BROADCASTING.

Can you sell, do some air work and/or production? Then it is you. Three openings for persons with those abilities. Famous Grand Stand area of South Carolina. Great weather and living conditions. AM/FM is MOR, FM is stereo country. Call me and let's talk. Wayne R. Sawyer, WCQN Georgetown. 803-546-4161.

Good Guarantee plus commission for salesperson. Position designed for the sales person who has sales experience, Midwest background only. Manager, WHON Box 1647, Richmond, IN 47374.

Earn at least $12,000 with us the first year, Top ratings in the Six station market, pay top commission on paid sales. Must be self starter. Box H-109, BROADCASTING.

Help Wanted Technical

Dynamic young stereo FM needs chief, 100KW, new equipment, new studios. Have a great position for you. We're located in Northeast Arkansas in a University community. Have stereo FM with SCA, complete microwave STL system and automation systems. Top pay, excellent facilities, profit sharing plan, potential for expansion. Strong on FCC rules, personnel, programming, engineering, sales. Bottom Line first-class ticket and attitude. Must be Married, able to travel. Box G-212, BROADCASTING.

Help Wanted Announcers

Major Market Adult MOR/Good station needs morning music host. We are the Market's fastest growing station. You must: Have a great voice; be a discipline professional; be willing to learn and grow with us. Medium market applicants considered. An equal opportunity employer. Box H-45, BROADCASTING.

Announcer with some news ability for Northeast adult station, $160 to start. Black and women applicants invited to apply. Box H-115, BROADCASTING.

Rocky Mountain personality MOR station, full-time experienced morning person, must follow directions and format. Good company benefits. Opening available immediately. Send tape, resume to AF Hitch, KXL Radio, Bute, MT 59701.

Maryland regional needs an experienced announcer for board work, news, production. Forward tape, resume, references to: WASA, Box 97, Havre de Grace, MD 21078.

Morning person for WHW, #1 rated station in Princeton-Trenton, NJ, halfway between NY-Penns., to replace man promoted to station management. Needs person, personality, excellent on-air production skills. Career opportunity. Call Bob Locke, 609-924-3600, or send full details to Box 1350, Princeton, NJ 08540.

WFIE, a black radio station, needs a "Top 40" style soul jocker. No experience necessary. Send resume, tape and pictures to: WFIE, Soul Radio, Box 1307, Americus, GA.

Need morning individual for Virginia Country Station. Good commercial production a must. Good pay and other fringe benefits. Contact C. E. Lawson, WCHR, Rich- lands, VA.

Mature MOR announcer. CBS MOR station in 100,000 plus market. Seeking announcer for afternoon drive program and evening shift. Must have experience and some on-air experience. Excellent benefits. Rush resume and 7 7/8" X 10" tape with commercial reel to program director; Radio Station WSOY, P.O. Box 2150, Decatur, IL 62526.

Opportunity of a lifetime. Contemporary music format. AM/AM/Drive/News. Most important thing is a desire to work. Send tape and resume to R. M. McKey, III, Box 113, Columbus, TN 38401.

Help Wanted Sales


Major market FM needs qualified chief engineer. Must be capable of maintaining top quality stereo system. Must have FM experience. Excellent opportunity. Send resume with full resume and brief description of your goals.

Multi-station group seeks Chief Engineer knowledgeable in all phases, including five kwatts, four AM direct drive and FM. Must be familiar with SCA, complete microwave STL system and automation systems. Top pay, excellent facilities, profit sharing plan, potential for expansion. Contact Bob Russell, General Manager, KREW/KSWI. Box 5260, Muskogee, OK 74445.

Help Wanted Technical


Move up to a major facility in a major market. W2G2C and WAGA Atlanta needs an experienced chief engineer. Strong on management, good salary and benefits, immediate opening. Write or phone John Frankhouse, GCC Communications, 230 Peachtree St. Northwest, Atlanta, GA 30303. Telephone 404-522-9933.

Help wanted: Engineer, heavy on maintenance. Make it interesting, interesting work, Day 800-2000, night 886-8030, area code 404.

Help Wanted News

K5TF, Quad Cities. Top Salary for experienced News Reporter-Anchor-Person. Tape. Resume: Jerry Reid, News Director, P.O. Box 778, Burlington, IA 52601.

All news and information station has immediate opening for qualified newsperson/anchor/reporter. Send tape and resume or phone Jeff Mercel, WAB, 34 Me- cramore St., Worcester, MA 01608. 617-752-5811.

Wanted—Morning Drive-time newcomer. Number one contemporary rock station. Number one news, number companies individual with ability, working abil- ities and sound judgment. Salary based on experience and ability. Great opportunity with growing Southern Broadcasting Company. Excellent working conditions. Send resume and tape. Immediate opening. Contact: Pete Taylor, WSGN Radio, City Federal Building, Birmingham, AL 35203.

Help Wanted Programing Production, Others

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

Annamuse. Some production and news, too. Must be willing to work some nights. Send resume and tape to Joe Hogan, WJPO, P.O. Box 215, La Salle, IL 61310. An Equal Opportunity Employer.

Expanding educational FM needs production super- visor with experience in innovative instruction pro- gramming. Salary very competitive for experienced person. Send resume to Office of Personnel Services, Illinois State University, Normal, IL 61761.


Production person: Leading audio production studio looking for radio spot and TV, & Home Production. Must know talent music selection and control room technique. Voice talent helpful. If you are a whiz and not afraid of a medium to large market, send samples and resume to: The Soundstage, 1815 North Meridian Street, Indianapolis, IN 46202.

Situations Wanted Management

Enthusiastic take-charge person prepared to manage your program and technical operation. Successful, creative person working with (including station manager) and related fields. Presently selling promotions to radio stations. Desire to get into management of medium to large market. Strong on FCC rules, personnel, programming, engi- neering, sales. Bottom Line first-class ticket and attitude. Must be Married, able to travel. Box G-212, BROADCASTING.
Situated Wanted Management Continued

Young ambitious, experienced. Background in management, programming, promotions, B.A., cum laude, major in management. Excellent for growth position in sales, promotion, management. Top 50 markets. Box H-51, BROADCASTING.

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

General Manager—Top sales producer, will lead and motivate staff. Currently employed with Major Broadcast, 516-593-5240. Box H-34, BROADCASTING.

Major market professional, General or general sales manager. Heavily oriented sales and bottom line P & L. Box H-7, BROADCASTING.

35 years old, married, 2 children, Degreeed, 14 years broadcasting experience, including major market job and PD, news director, medium market sales manager, with excellent billing and list. Very sharp, very competitive, mild manner, first class appearance, voice, and attitude. Want a small or small-medium GM position that I can work in sales, air, programming, production, and administration with some autonomy. This is our last move, and I want it to be a good one. Excellent reference, and work and sales record, and I want a position that's just as good. Income negotiable. Box H-26, BROADCASTING.

10 years top 40 market sales manager ready for move. 20 years in sales, sales promotion, research. Assistant to VP-GM. Excellent credentials. Box H-80, BROADCASTING.

Pre, all phass in small and large markets. Seven years in background, strong sales, administrative, programming. Prefer Northcentral Wisconsin, Minnesota, and New Ontario. Solid Radio Man, will invest for piece of action, let's talk. Box H-94, BROADCASTING.

General Manager now in Reno and unhappy out of broadcasting. Has top 10 sales record of success. broadcaster. Can bring sales help. Wishes to return to management. Call Phone 702-747-5603, or write Box H-96, BROADCASTING.

Owners, we're a team. General Manager and Program Director. Both selling now, really selling. Combined 22 years Sales, Programming, News, Announcing, Production, and Labor and Management. Check with us. We want to talk to you for your station; a increase billing; b. maintain billing position against ever increasing competition; c. increase your ratings. If you've chosen any two of the above, your station is the challenge we're looking for. Let's talk. Box H-108, BROADCASTING.

Creative consulting with emphasis on Sale$ recruiting, training, organizing and bottom-line volume. Short or long-term assignments. Reasonable rates. Will discuss. Also, Associates 4 ingress Way, Matlawn, NJ 07477 Confidential.

Mass communications, broadcasting degree, four years radio experience in engineering, programming, production, total experience involved in programming; recording, sound systems, electronics design. Ready to make a change or be transferred. Will interview. Box H-79, BROADCASTING.

Experienced broadcaster and businessman desires to make a cash investment and manage a broadcasting property—AM or FM. Prefer large market. I'm looking for a real challenge so the present status of your station is strictly undeveloped potential. Call evenings in confidence. 203-872-5736.

Ready for management! Over 15 years experience all phases community radio. Sales, programming, engineering, Excellent references, 716-539-6639.

Situation Wanted Announcers

Modern country pro, four years experience, enthusiastic and hard working seeking tight slot in medium or major market. Box O-887, BROADCASTING.

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

DJ looking for small to medium market &W station, some sales experience, en- dorsed 3d. Box H-67, BROADCASTING.

I have what you need, completely knowledgeable in all fields of music, friendly style with good commercial delivery. I can offer a creative show that would focus on the performers and include interviews. My experience includes showing films and working extensively in sports. All medium and large markets considered. Box H-79, BROADCASTING.

Situated Wanted Technicians

Twenty years experience AM, directional, FM stereo, automation, construction and operation. Prefer Gulf Coast or Southwest. H-84, BROADCASTING.

Engineer, first phone. Experienced all phases. AM, directions, FM. Excellent work references. Seeks permanent job. Box H-107, BROADCASTING.

Engineer with first, 9 years in electronics, 7 years in broadcasting. 408 East Alder Ave., Alameda, CA 94501.

Situated Wanted News

1974 MFS from Columbia willing to work hard in- side or on the air. Prefer college radio station. Box C-475, BROADCASTING.

Broadcasting Aug 12 1974 44
Looking for a director of engineering for an Arkansas broadcast group. Must be knowledgeable in the area of UHF and FM transmission. Must have knowledge of microwave transmission as well as AM and FM radio. Must be a good administrator and well versed in FCC rules and technical standards. Salary commensurate with background. Send resume with financial requirements to John White, EFP, 4110 Alexander Street, Rochester, NY 14607.


Chief engineer, VHF, color orientation, 3794 Peachtree Road, Atlanta, GA 30319. Must have at least five years experience in planning and designing all phases of operation for a major broadcasting station. Must have familiarity with all aspects of AM/FM, color television, and computerized systems. Must have knowledge of microwave links, broadcast automation systems, equipment maintenance, and remote production. Send resume with salary requirements to: B. H. BROADCASTING.

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

Majors Northeast affiliated TV station has opening for executive assistant to program director. Excellent opportunity to combine secretarial skills with production management responsibilities. An Equal Opportunity Employer. Please reply with resume to: Box H-46, BROADCASTING.

Production/Program Manager for a wide awake VHF Network Affiliate. A great opportunity to join an aggressive group operated station. An equal opportunity employer. Box H-53, BROADCASTING.

Top 10 market station seeking creative illustrator/designer for challenging position in TV graphics. 3 year minimum TV graphic experience required. Send resume immediately to Box H-46, BROADCASTING.

TV program manager for one of the nation's leading independent stations. Must know product and how to get it to independent experience helpful. Salary $35,000. Box H-99, BROADCASTING.

Announcer-Director combined by Midwest VHF. Will create and direct commercial and promotional video tapes. Experience in commercial announcements, as well as doing voice-overs. Please send resume and photo to Box H-111, BROADCASTING.

Production Manager to direct all production activities related to television and films and graphic productions. Prime responsibility will be in instructional programming prior to production plus give leadership and direction to production team. Must have minimum of 5 years managerial experience. Salary commensurate with experience. Send resume to: Dr. Charles Anderson, Director of Media Services, Academic Complex, Western Kentucky University, Hopkinsville, KY 42240. Western Kentucky University is an equal opportunity employer.

We're looking for a proflit KLAS-TV in Las Vegas, Nevada is conducting a search for a top news person to produce and anchor the evening TV news. Daily news report writers must know film and VTR usage, be able to work well in a team environment. Pay is negotiable. Contact: Don Mitchell, Academic Support Center, 305 East Stewart Road, Columbus, OH 43201.

Television producer-director interested in quality in- structional television experience helpful. Bachelor's or Master's degree and three years of production experience. Fully equipped color studio with quad VTR's, 16mm, photography and graphic capabilities required. Salary commensurate with experience. Send resume to: Dr. Charles Anderson, Director of Media Services, Academic Complex, Western Kentucky University. Western Kentucky University is an equal opportunity employer.

Ambitious, experienced, Radio management background in programming, promotions. BA, honors, TV in radio. Looking for opportunity to put my experience to work. I'm capable and can show you. Box H-88, BROADCASTING.

Successful, major market, radio manager, 36 years, wants to move to TV, excellent record and references. Box H-73, BROADCASTING.

President or Executive Vice President-General Manager of group or top 40 station in 100,000 broadcasting experience: 12 radio, 18 television, on all levels, including network, producing and directing experience, fully equipped color studio with quad VTR's, 16mm, photography and graphic capabilities required. Salary commensurate. Send resume to: Bill Hill, WXXI, 410 Alexander Street, Rochester, NY 14607.

Anchorman/Anchorperson—Need a strong journalist. Must be able to do some street reporting and producing. If you're a major market weekday anchor, here's your chance at Monday through Friday. Highly competitive Midwest market will contact you. P.O. Box 1128, Green Bay, WI 54301.

Television Specialist for university information team. Must demonstrate capability and experience in on-camera, writing, and editing video production, and should have television news or public television background. Bachelor's degree and three years experience required. Additional experience or advanced degree substantially increases qualifications. Salary $12,500, with year-end employment benefits. Send resume to: Dr. Judy Thomas, Personnel Specialist, Virginia Polytechnic Institute and State University, Blacksburg, VA 24061. Resume must be received by August 26. An equal opportunity employer.

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

Top 10 market station seeking creative illustrator/designer for challenging position in TV graphics. 3 year minimum TV graphic experience required. Send resume immediately to Box H-46, BROADCASTING.

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Top 10 market station seeking creative illustrator/designer for challenging position in TV graphics. 3 year minimum TV graphic experience required. Send resume immediately to Box H-46, BROADCASTING.
CABLE

Help Wanted Management

General Manager. To assume overall responsibility for all phases of operation/expansion of a present two-way Pay TV test operation (10,000 subscribers) in Columbus, Ohio, to a full scale business. Operations and expansion plans fully financed. Company is an affiliate of Telecommunication and CNA Financial. Background in CATV, general management most helpful. Salary open. Box H-92, BROADCASTING.

Help Wanted Technical

CATV Mgr. S.W. Florida. Immediate need for technical manager. 2500 systems in growing community. Phone 305-895-5660 or send resume to Mr. Tonotto, P.O. Box 545, Miami, FL 33133.

WANTED TO BUY EQUIPMENT

3 Color Studio camera chairs, recent models, must be in top operating condition. Box G-159, BROADCASTING.

Am setting up another control room. Want used equipment in console, console, real recorders, spot monitor recorder cars, tunables, tone arms, and pre-amps. State condition and price. Box G-299, BROADCASTING.

WANT TO SELL EQUIPMENT

GE Model 6301, donation wanted. BROADCASTING.

3-1/2 hour per day, 3 affiliate way. Bottom line oriented. One stopadinning. Marti tenness, etc. tube type coils, coaxial transmission. Austin, focus. B.B. Excellent Box 6166. Columbus, OH 43210.

For SALE EQUIPMENT

Video Head, Mark XI for V63000. Needs refurbishment. $2,900. Contact: Glencio, Box 3072, Glendale, CA 91201.


Stereo Limiter, $500.00. Stereo AGC Amplifier, $500.00. Box 33098, District Heights, MD 20947.

Used Audio Tape. 10/16 inch reels of Scotch 150 and Ampex boxes. As is. FOB Santa Barbara, California. $1.00 each. 805-968-0755. Ask for Dwight.

COMEDY

Jack Shert's! Contemporary Comedy for deejays! Free issue. Library. 5804-B Twinning, TX 75527.

Desjays: New, sure-fire comedy! 11,000 classified one-liners. $10 Catalog free! Edmund Orrin, 2756-B West Roberts, Fresno, CA 93705.

Contemporary Comedy! Sample issue 25¢. Library. 5804 Twinning, TX 75527.

MICELLANEOUS

Rewards Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade -- better! For Radiocasting deals, write or phone: Television Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect: 312-321-3842.


Biographies on hundreds of rock groups. Freew. samples. Write Rock Bio's Unitd., Box 978, Beloit, WI 53511.

Prizes---Excellent low, low, cost very high value. Box 223, Westfield, IL.

Need a "Neonar?" 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 Technician: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario, 312-649-9027.

Job opportunities and announced-—1st class P.C.C. license technician training studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefited. Some stock required.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (Formerly ELKA Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 219-791-1770.


REI teaches electronics for all First Class Radio Telephone license. Over 90% of our students pass the exam the first time. 26, Sept. 30, Nov. 11 and July 15, 16. REI, 61 N. Pineapple Ave., Sarasota, Fla. 32317. Phone (813) 955-6922, REI 2402 Tivodar Trail, Frederickburg, Va. 22401. Phone: 703-793-1441.


Chicago or Milwaukee. FCC license. Results guaranteed. Veteran approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive, 312-236-8101 or 414-443-3900.


Help Wanted Announcers

TOP AIR PERSONALITY WANTED

Major market 50 KW--A.M.

We want a creative personable communicator to handle "up" a.m. drive show.

Send tape and resume to:

Box A3354

Chicago, IL 60690
For and camera condensers, complete power supplies, meters and TV ing of other manufacturers. Also loads, harmonic filters, visual Senlch, shows with major sports personalities. Jim play Veteran or reel specify or southern coastal market only. Please I'm modest!! This top rated Now inquiries confidential. ment. best Ability D.J. to P.D. to Over position. Background includes increase each first year sales manager moved into seven years work experience. However, supply Sweeping experience with transmitters built impressive list- ing for air check can make you from specialty requests for air check on cassette or reel to reel, both available. HELP! Box H-95, BROADCASTING

Situations Wanted Announcers

INSANE PERSONALITY New employed at a major 50,000 watt north- east giant! I'm warm, friendly, funny, entertain- ing, and talented - but most of all, I'm modest!! This top rated contemporary radio station has moved into a non person- ality format, and I'm looking for a stable position in any Top 30, east, west, or southern coastal market only. Please specialize requests for air check on cassette or reel to reel, both available. HELP! Box H-95, BROADCASTING

Situations Wanted News

Veteran Sportscaster. 14 Years experience play-by-play background of Major College basketball, football and baseball. Interview shows with major sports personalities. Jim Senich, 273 Queen St., Apt. 7C, Southington, Conn. 06489, (203) 629-9470.

Situations Wanted Programing, Production, Others

3 YOUNG PROS PROGRAM DIRECTOR NEWS DIRECTOR SPORTS DIRECTOR Our combined talent and experience can make you No. 1. Box H-56, BROADCASTING

For Sale Equipment

EXCESS INVENTORY CLOSET Prices slashed on Harris/Gates surplus inventory of C-Band, 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. power supplies, harmonic filters, visual exciters and such! At 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 cabinet, resistors, combiners, complete power supplies, meters and camera accessories. For information and availability, contact Ed Gagnon, (217) 224-6200 or write to:

Harris Corporation Broadcast Equipment Division Quincy, Illinois 62301 Attention: Ed Gagnon Ellington Road
For Sale Stations Continued

Box H-78, BROADCASTING

AT YOUR SERVICE WITH 20 YEARS EXPERIENCE.

RICHARD A. SHAHEEN, INC.
Media Brokers
435 N. Michigan Ave. Chicago, Ill. 60611
312/467-0040

KANSAS SMALL FM
$200M TERMS
Texas metro daytime 150M 29%
NE suburban profitable 825M cash
MW major daytime 550M cash

FLORIDA BARGAIN
AM Daytimer, 6 a.m. Sign on—only C & W in booming market—beach area. Only $140,000. Hurry—don’t miss this—Write P.O. Box 246, Knoxville, TN 37901.

NEW HAMPSHIRE
For Sale
Fulltime AM Radio Station
Excellent for good salesperson or Manager who wants to own his own station.
One Station market $160,000, Exclusive
Harold H. Segal
Broadcast Brokers
BROADCAST MANAGEMENT CONSULTANTS
495 Walnut Street
Newmarket, N.H. 03857
617-527-3740 or 617-332-6725

METRO AM-FM
5 kw fulltime AM with FM, in eastern metro market. Asking price of $550M includes real estate. Terms available.

$30M DOWN
Attractive terms for the sales-oriented buyer. This daytime AM needs good sales work, but serves an excellent 3-station northeast market. A real growth opportunity.

Brokers & Consultants to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmina, New York 14902
(P.O. Box 948) • (607) 733-7138
New England office • St. Albans, Vermont 05478
(P.O. Box 270) • (802) 524-5963

For Sale Stations Continued

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad, indicate the EXACT category desired. Television or Radio, Help Wanted, Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy, type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.
No telephone copy accepted.

Rates, classified display 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.
—All other classifications, 60¢ per word—$10.00 weekly minimum.

—Add $2.00 for Box Number per issue.

Rates, classified display ads:
—Situations Wanted (Personal ads) $25.00 per inch.
—All other $45.00 per inch.
—More than 4" bitted at run-of-book rate.
—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Synonyms such as 35m, COD, PO, GM, etc. count as one word. Hyphenated words count as two words.

Name

Phone

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Broadcasting Aug 12 1974 48
Russell Karp: sold on Teleprompter

Russell Karp was busy at work in his own financial and management consultancy in New York earlier this year when he received a telephone call from Jack Kent Cooke, chairman of Teleprompter Corp., the largest cable company in the U.S.

"He asked me to have a meeting with him and I accepted," Mr. Karp recalls. "I had a hunch he was going to offer me the job of president of Teleprompter. I was happy in my own business and I was determined to turn him down. But I had an alternative plan; I would suggest Teleprompter take me on as a consultant, as a sort of executive-for-lease."

Mr. Karp was in a good bargaining position. He was aware that financially troubled Teleprompter was looking for an executive with solid credentials in law, finance, administration and communications. Mr. Karp seemed to be Teleprompter's man.

He had been vice president of corporate affairs and vice president and treasurer of Columbia Pictures Industries. He had been general counsel and vice president and treasurer of CPI's television subsidiary, Screen Gems Inc. And, more recently, he had served as a consultant to 20th Century-Fox Film Corp. (exploring opportunities for pay cable and non-theatrical distribution), to Children's Television Workshop (on potentialities for diversification), and to First National City Bank (as counsel on loans in the entertainment field).

But Mr. Cooke, chief executive officer and largest single shareholder in Teleprompter, who assumed command of the company when its fortunes started to recede last fall, brushed aside the consultancy gambit.

"We wanted a president," says Mr. Cooke. "We had checked him out and found out he had the background we needed. Most consultants are executives out of work and looking for a job, but not Mr. Karp. After about 15 minutes, I persuaded him to take the job. He had both the professional and personal credentials we were looking for."

"I couldn't budge him," Mr. Karp says. "He kept saying: 'I want you as president of Teleprompter.' His salesmanship was superb—I accepted."

Mr. Karp became president of Teleprompter last May. He worked side by side with Mr. Cooke for about six weeks. Mr. Cooke, a wealthy businessman with extensive sports holdings, was happy to flee New York in mid-June and return to southern California, and leave day-to-day running of Teleprompter to Mr. Karp.

Teleprompter's new president cuts an imposing figure at six feet, four inches and 200 pounds. He radiates confidence without flamboyance and is cautious in manner and speech.

Mr. Karp confides he had twin ambitions as a youngster—business and the law—and his career seems to have melded these aspirations. The logic and precision of the law have always appealed to him, he says: his parents whetted his interest in business.

"My father and mother started a women's millinery store in New York in 1932 during the depth of the Depression and by 1940 they were running two stores, one on Fifth Avenue," he says with unconcealed pride.

Fired with a desire to excel, he attended New York's prestigious Bronx High School of Science because of its high scholastic standards. At Washington University, he was elected to Phi Beta Kappa. He received his law degree from Yale in 1954.

"Just by chance the law firm I joined after graduation was heavy in the entertainment field," he says. "Among the clients of Jaffe & Stern were Talent Associates, Allied Artists and Revlon, which was a large television sponsor."

In 1957, he began a 15-year association with Columbia Pictures Industries, initially as vice president and general counsel and treasurer of Screen Gems (now Columbia Pictures Television). In 1969 he was elevated to the parent company and served until 1972 as vice president for corporate affairs and treasurer of CPI. In early 1972 he left to form his own financial and management consultancy, where he remained until Mr. Cooke intervened.

"Though I was reluctant to leave my own business," Mr. Karp says, "I'm glad I made the decision. It's both a challenge and an opportunity."

He pointed out that cable is not unfamiliar territory to him. During his years at Screen Gems he was assigned the responsibility of exploring the prospects in this area and has kept in touch with this industry ever since.

He concedes that his task at Teleprompter is a formidable one. He noted that the company lost almost $30 million in 1973, but said the future is by no means bleak. He pointed out that Teleprompter, even before his arrival, had implemented an extensive cost-cutting program and had re-ordered financial priorities.

"The year 1973 was one in which we learned many lessons," he says. "We are now concerned with internal growth rather than with expansion into new facilities. The emphasis is on improving the cable TV facilities we have rather than building new ones."

Mr. Karp said that since last fall Teleprompter has effected considerable changes. Its entire executive line-up has been revamped. The only top official retained has been William J. Bresnan, who served as interim president and is now president of all cable-TV subsidiaries. Head-office costs have been trimmed by more than $10 million annually and system operating costs by more than $6 million a year.

On a more positive level, an aggressive marketing effort started last fall has added more than 170,000 home connections to the Teleprompter systems for a total of more than 1,025,000 subscribers, according to Mr. Karp. In addition, the company has managed to put into effect rate increases at more than 30 of its systems last fall for added revenue of about $5.5 million, Teleprompter has 144 operating cable systems.

As for 1974, Mr. Karp said he would stand on his projection he made at Teleprompter's annual meeting last May when he told stockholders: "Teleprompter is expected to show a profit for the 1974 year, barring a further precipitous rise in bank prime rates, or other unforeseen developments."

Though cable television is Teleprompter's main line of business, two subsidiaries are the Muzak Corp. and Filma tion Associates, Los Angeles, TV program producer. Both companies had highly satisfactory years in 1974 and the outlook is bright for this year, according to Mr. Karp.
Imminent danger
Broadcasting's most widely applauded news triumph—coverage of the House Judiciary Committee's impeachment debates—could lead to bitter long-range repercussions, even overshadowing the Nixon administration's attacks upon the news media.

It was the impeccable broadcast coverage of the Rodino committee hearings that brought events to their present unprecedented state. President Nixon and most of his remaining White House advisers recognized the inevitability of House impeachment and the adverse prospects of subsequent Senate action.

At the White House, television was privately blamed for the turn of events. No matter that last Tuesday's Washington Post—following the Nixon confession of dissembling—devoted all seven headline stories on Page 1 to the impeachment issue, or that the New York Times gave the events five of the eight front-page heads, the television networks eventually will be charged with distortions and a lack of balanced coverage. The hostility to media was abundantly clear last week in Senator Barry Goldwater's criticism of ABC and NBC news reports (see page 17) and in President Nixon's parting shot Friday morning (see page 7).

Whatever President Gerald Ford's relations with journalists turn out to be, the focus in the White House and the Congress will be on the all-seeing, far-ranging eye of the TV camera—which looks at Democrats and Republicans alike.

No matter what their political bent, broadcasters cannot rejoice, beyond the satisfaction of exemplary performance of their jobs as journalists during the turbulent events that concluded with the change of Presidents.

The time is for sober reflection of their awesome responsibilities and how to defend against the inevitable onslaughts of the political activists without regard to party or the offices they hold.

Deep down most politicians feel that the broadcasters have too much power. They will make conversation about newspapers too, but they know they cannot expunge First Amendment history. They know from the polls and by the record that most of the voters are too preoccupied or too lazy to read newspapers or magazines in depth, but that they do look and listen.

Reviewing the bidding
As had been anticipated, the FCC has reopened its pay-cable proceeding for comments and has scheduled oral arguments for Oct. 23-25. As had also been anticipated, cable interests are protesting that the delay works to the advantage of broadcasters who want pay television—on the air or on cable—kept in the crib.

This publication could find more sympathy for the cable interests' protests if their own position had not radically changed since the FCC instituted its revision of antisiphoning rulemaking just about two years ago. In July 1972, cable owners were still adhering to the line that pay systems were needed to provide the public with programming that broadcast television ignored. The talk was still of a magic box that would deliver ballet, symphonies, bird watching, whatever was too esoteric for on-air TV.

All that has changed. For a year or more the cable ventures have been openly talking of pay television as a mass medium. They are frank in stating that it will take pay sys-

tems with blockbuster attractions—major movies, championship sports—to open the big cities to cable.

It is with some reason that broadcasters have wondered what happened to those predictions that the big cities would be opened if the FCC would only relax its rules on importation of distant off-air signals, as it did five years ago. Why now the attempt to relax antisiphoning rules that were part of the over-all regulatory plan for cable?

These questions will be pertinent to ask in the reopened proceeding. It is a whole new prospect that the FCC must face, whatever rules it eventually comes to. And meanwhile, the agency would be unwise to suspend present antisiphoning rules, as motion picture producers have requested (Broadcasting, Aug. 5). A moratorium would only complicate an already incredibly complicated problem and further delay the ultimate solution.

Modern convenience
A service of real value to cross-country motorists is promised by the Federal Highway Administration's approval of the erection of highway signs displaying the dial positions of local radio stations. It is unfair, however, that the listings will be confined to AM.

The FHA has asserted that the FM automobile audience is too small to justify the space for FM stations on the highway signs. As the National Association of Broadcasters has suggested, the FHA ought to reconsider that exclusion.

The FM audience on wheels may still be smaller than the AM, but it is growing and is already large enough to merit the service that the FHA proposes for AM. Not only that, it is inconsistent for one agency of the federal government, the highway administration, to be favoring AM over FM when another agency, the FCC, has been pursuing a long policy of joint AM-FM development.

If it is sign space that concerns the FHA, we suggest the criteria it has adopted to limit the AM displays—to stations agreeing to broadcast weather advisories at least as often as every 15 minutes during adverse conditions—would also limit FM. There are many stations with formats that cannot accommodate weather interruptions at such frequency.
Help in a hurry

Where could two northern Michigan families get help after fire had totally destroyed their homes one freezing February afternoon? The two families, one with seven members, the other with four, lost everything.

At the request of the local Department of Social Services, the Fetzer radio station in Cadillac promptly swung into action with on-the-air pleas for help. And they got it. Homes, food and clothing were found for both families within twenty-four hours.

Helping people in time of disaster is all part of Fetzer total community involvement.

The Fetzer Stations

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