Boom: Prospects never brighter as new season opens
Bust: Tight money ties media in economic knot

It's the Golden Anniversary of the most respected call letters in broadcasting

WGN Continental Broadcasting Company

- Chicago: WGN Radio, WGN Television, WGN Continental Productions Company, WGN World Travel Services, Inc.
- Duluth-Superior: KDAL Radio and KDAL Television
- Denver: KWGN Television
- Michigan and California: WGN Electronic Systems Company
- New York, Chicago, Los Angeles, San Francisco and Tokyo: WGN Continental Sales Company
This station reaches and delivers the most audience in all segments of the great multi-city plus-market Lancaster-Harrisburg-York-Lebanon. The natural result of this impact is increased sales effectiveness.

Nielson, Feb.-Mar. '74 special Metro Area breakout. Estimates subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

STEINMAN TELEVISION STATIONS
Closed Circuit

Coastal crunch. Hollywood TV program suppliers, their costs skyrocketing and their P&L statements askew, see dreary consequences if networks don't start paying more for software. Pinch is being felt particularly by independents, who now say their only shot at profit is through syndication run after prolonged network exposure of series. Production costs have now outrun producers' negotiating power, they say. There used to be chance to recover costs and make small profit from first run plus first rerun in given network season. Not so now, producers complain. One independent, with four shows in new season's prime time, sees no hope of breaking even on 1974-75 production in next few years if at all.

Fire zones. Word that FCC is considering divestitures of newspaper-broadcast crossownerships in small and isolated markets (see page 22) is leading to speculation about which markets it has in mind. If FCC sticks to criteria that Chairman Richard E. Wiley has said cause concern (only newspaper owning only television station in market where no other Grade A TV signal is received), these look ripe for divestiture: Anniston, Ala. (WHMA-TV, ch. 40); Albany, Ga. (WALB-TV, ch. 10); Mason City, Iowa (KGLO-TV, ch. 3); Watertown, N.Y. (WWNY-TV, ch. 7), and Bluefield, W.Va. (WHIS-TV, ch. 6).

Those markets were on longer list of newspaper-TV monopolies submitted by Rand Corp. to FCC earlier in crossownership rulemaking, and there's talk that FCC has more markets under study than five named above, perhaps nine or 10. And if last week's talk of possible divestitures of newspaper-radio monopolies leads to action, list could, of course, stretch much longer.

No contest. Highly placed programing source at CBS-TV says it's almost certain network will drop one of its two theatrical-movie nights before 1975-76 season gets under way. In general, CBS has dropped out early in escalating bidding for blockbuster films such as "The Godfather," "Gone with the Wind," "The Poseidon Adventure," and "Dr. Zhivago." CBS's bread-and-butter programing, source says, is weekly series with continuing characters.

Dispute over pay. With baseball season fast drawing to close, effort of FCC to decide whether Home Box Office's pay cable distribution of New York Yankee games has been in violation of commission rules broke up in disagreement last week. Willard Walbridge of National Association of Broadcasters pay TV committee had asked commission for ruling nearly three months ago (Broadcasting, June 24). Commission's Cable Television Bureau proposed response asserting that HBO is in violation. But that started fur flying at commission meeting.

Commissioner Abbott Washburn said that with only two games left on contract and with no complaints about HBO service from public, Yankees or WPXI(TV) New York, which has contract for telecasting games, it was silly to call halt, particularly with Yankees in hot pennant race. But Chairman Richard E. Wiley felt that commission could not ignore its rules. Commissioner Glen O. Robinson said legal finding could be made that HBO was operating within rules. Some staffers thought that with commission planning to revisit pay cable rules soon, it might be wise to note this and do nothing. But Chairman Wiley said he was under pressure from Senate Commerce Committee aide Nicholas Zapple and others on Hill to take action. Time available for meeting ran out, so matter comes back on agenda this week.

FCC vs. OTP. FCC Cable Television Bureau may have softened tone of its comments regarding Office of Telecommunications Policy's draft bill on cable television, but thrust remains same as that of original comments completed in July. Bureau still views draft with considerable disfavor. And commission, which is expected to review comments this week, is predicted to reach same conclusions. As bureau reads bill, it would strip commission of much of its power over cable; matters with which commission now deals would be settled by Congress in statute.

Commission officials feel this may reflect view that FCC has not been handling its responsibilities wisely. But apart from whether that assessment is fair, they say, it makes little sense to give Congress and courts (which would have to resolve conflicts and complaints under law) job of regulating dynamic industry. Bureau also feels bill is lacking in not clearing up question of whether commission's jurisdiction over cable is "ancillary," as courts say, or primary. And bureau has drawn up long list of technical questions about language in bill; much of it, they feel, is fuzzy.

Turnabout. Walter Cronkite, CBS Evening News anchor-man, will be solo guest on Oct. 17 broadcast of ABC-TV's Dick Cavett Show (11:30 p.m.-1 a.m.). Ninety-minute program was taped Aug. 28 at CBS newsman's summer home on Martha's Vineyard, Mass. Mr. Cronkite is joined during one segment by his wife.

Student jam. Tight economy is having chilling effect on hiring of journalism school graduates. Faculty representatives at Radio Television News Directors Association convention in Montreal last week said graduates could find few jobs in station newsrooms and some are working at substandard wages. Resolution looking toward closer relationship between news directors and journalism school heads was adopted.

News directors, on other hand, complained that some students had been given exaggerated view of employment opportunities. They added that Watergate expose and other developments glamorizing journalism had vastly increased school enrollments.

Inflation note. TV Program Export Committee of Motion Picture Export Association of America will hold strategy session in New York this week to discuss how to increase prices for U.S. television series and motion pictures sold to overseas networks and stations. MPEAA committee, which includes major TV and motion picture companies and is headed by Bill Finezhibber, association vice president, has been working on upselling prices in individual countries for several years. Total international sales reached record of about $125 million in 1973.
Top of the Week

Fast start. This time last year, even the networks were worried about the potential of their new schedules. Not so this premiere season. ABC and NBC are conceding first place to CBS, but each says it will be second – and a much closer second than before. And as far as Madison Avenue is concerned, everyone’s a winner. Pages 17-18.

Then there are the TV critics, whose remarks on the new crop of programs range from raves to ridicule. Nevertheless, there seemed to be an above-average number of critical kind words written on the first programs out of the box. Page 18.

In the meanwhile, FCC disclous its interim policy on how to deal with prime-time-access waiver requests. Eight programs get initial clearance; commission professes liberal attitude toward network news shows, runovers. Page 20.

How to proceed. While nothing is finalized, there was ample indication last week as to how FCC will go in settling media crossownership controversy. Three-hour strategy session leaves commissioners anguished over choice, with manifold pressures on their minds. Signs, however, point to some forced divestiture in small markets, grandfathering in others and prohibition of further acquisitions that would foster crossownership. Page 22.


Too late. Broadcasters and cablemen emerge victorious in prolonged Senate lobbying contest over copyright bill. Legislation passes by landslide – sans royalty provision, sports blackouts. Action, however, comes too late for House to move, making whole issue item on next year’s agenda ... again. Page 23.

Speaking his mind. After five months on FCC, Commissioner James Quello candidly assesses new environment for communications lawyers. He hits out at citizen groups, suggests rewards for community-minded stations, analyzes numerous other issues and names his FCC “hall of fame.” Page 29.

Storm warnings. Troublesome times have befallen broadcast journalists, as reflected at RTNDA’s Montreal convention. Fairness doctrine branded as primary nemesis. Page 32.

Dissent. ABC argues that only thing unfair about children’s premium advertising on television is FTC’s proposed ban of it. Page 38.

Feeling the pinch. Broadcasting takes a look at how the communications industry is responding to today’s troubled economy, finds much reason for concern. While broadcast profits continue to zoom, Wall Street has foreboding tidings. Stocks have declined in proportions exceeding general market downturn. And, analysts warn, the profit balloon stands chance of breaking. But if situation is traumatic for broadcast, it’s cataclysmic for cable. Page 39.

In there swinging. Jack Valenti used to be a President’s man. Now he’s the movie industry’s man, swinging some of the weight he acquired with LBJ. Page 57.

Out of the gate. Networks were off to uneven start in first three nights of new season. Best news was NBC’s, which won Tuesday and Wednesday nights after placing third on Monday (page 17). Pacing Tuesday win was 39 share by controversial made-for-TV movie “Born Innocent” which carried over into 10 p.m. Police Story (34 share, to lead time period). On Wednesday, Little House on the Prairie (8-9 p.m.) and Lucas Tanner (9-10 p.m.) won their time periods and helped give NBC 19.6 rating for night (compared to 18.6 for CBS and 16.9 for ABC).

Renewal relief hits major obstacles as Pastore submits mild bill and Hart waits to queer anything stronger

Question of protecting broadcasters against FCC consideration of multiple ownership and ownership participation in station management at license renewal time was left hanging at end of open Senate Commerce Committee session last Thursday during which Communications Subcommittee Chairman John Pastore (D-R.I) proposed vastly watered-down version of renewal legislation. Pastore amendment would gut House-passed renewal bill (H.R. 12993), deleting controversial section 2(B) prohibiting FCC from considering multiple ownership and ownership integration. All that would remain of House bill is provision directing FCC to complete its multiple ownership rulemaking (Docket 18110) and modified provision outlining what stations must do to be renewed in light of community ascertainment procedures to be established by FCC.

During committee session, Senator Ernest Hollings (D-S.C.) offered amendment to Senator Pastore’s substitute. Broadcasters present thought Hollings version would effectively restore some of protection in House bill. Following brief discussion, meeting was abruptly adjourned, apparently because it was heading into controversy that Senator Pastore did not want aired publicly. No votes were taken. Committee meets again tomorrow (Sept. 17).

Introduction of Hollings amendment revived talk of referring bill to Judiciary Committee, move which could kill renewal legislation for this session. Aide to Senator Philip Hart (D-Mich.), chairman of Senate Antitrust Subcommittee, said Senator Hart “will be compelled” to ask for bill’s referral if Hollings amendment is adopted to study antitrust implications.

Senator Howard Baker (R-Tenn.), ranking minority member of Communications Subcommittee and cosponsor of Pastore substitute, joined Senator Hart in voiced opposition to Hollings amendment last Thursday, saying effect of amendment would be even more restrictive than House bill’s section 2(B).

Hollings amendment would alter Pastore amendment with substitution of one significant word. Pastore amendment says license may be renewed if FCC finds licensee has during preceding license term: (1) followed procedures for ascertainment of service area residents’ problems, needs and interests, (2) substantially met those problems, needs and interests in its program service, (3) operated station in manner not otherwise characterized by serious deficiencies. Hollings amendment changes word “may” to “shall” so that license would be automatically renewed if FCC felt station met cited standards.

Pastore amendment does nothing to extend license term beyond present three years. House voted five. Mr. Pastore said five-year term would disadvantage minority and consumer groups that use petitions to deny as instruments to gain access to station programming and hiring.
Wiley wields heavy fairness doctrine stick
in advising newsmen of FCC's expectations;
word from Washington — open administration

FCC Chairman Richard E. Wiley said Friday he envisions "new renewal policy" for commission and that in connection with it he plans to make suggestions which may lead to "more meaningful implementation" of fairness doctrine requirement that broadcasters cover public issues.

Chairman, in appearance before Radio Television News Directors Association's international convention in Montreal, suggested he felt that aspect of doctrine was getting short shrift from broadcasters. Yet, he said it might be "more significant" than doctrine's requirement that broadcasters treat public issues fairly.

Mr. Wiley did not elaborate on either his reference to new renewal policy or to suggestions regarding "affirmative aspect" of doctrine. However, in appearance this week before International Radio Television Society in New York, he is expected to discuss commission plans for delegating authority to staff in renewal matters. Commission is developing guidelines as to applications that should be scrutinized with particular care because of deficiencies in such categories of programming as news and public affairs. As for "more meaningful implementation" of affirmative aspect of doctrine, he said it would be by broadcaster, not government.

Chairman noted that commission in July had adopted new report on fairness which, he said, expressed government's desire to permit broadcasters to program their stations as they deem fit, "subject only to what the public interest may require." And if doctrine and its affirmative element are "not believable a scandal," he added, broadcasters must use their portion of spectrum to inform and enlighten as well as to entertain public.

Chairman made it clear he was disturbed by station managements that regarded news programming as "an interruption to be tolerated on a kind of 'rip and read' or 'happy talk' basis," that "looked on public affairs as the 'FCC hour'" or that considered local programming"only fodder for the graveyard shift." Stations with such management, he said, perhaps do need free speech messages. Last was reference to brief public announcements featuring members of the minority that number of stations carry. Chairman said such messages can play part in public debate on issues. But he rejected proposal of Committee for Open Media, which originated free-speech-message idea, that stations carrying reasonable number of such messages be relieved of fairness doctrine obligations. Proposal, he said, would stand doctrine on its head; doctrine's central purpose is to "facilitate an informed public," not to produce "bumper crop of self-satisfied speakers."

Other convention speakers, too, addressed problems of fairness doctrine. Robert Wells, former FCC commissioner now manager of Harris station group (Garden City, Kan.), inveighed against doctrine's undue interference with programming said broadcasters have learned to live with it.

Sol Taishoff, editor of Broadcasting, said that as long as there's Section 315 embodying doctrine broadcasters not have full freedom guaranteed by First Amendment. William Ray, chief of FCC's Complaints and Compliance Division, told assembled news directors that two-thirds of his operation's problems would end in event of elimination of fairness doctrine. Moreover, other third would go with repeal of 315. Larry Scharff, RTNDA counsel (Pierson, Ball and Dowd), placed great store in Supreme Court's Miami-Herald decision as helping put broadcast journalism on same footing as print media, although Mr. Ray contended court's Red Lion case was last word and "law of the land."

Ford administration was represented twice at Friday session, once by President (via film proxy), again (live) by J.W. (Bill) Roberts, White House news staffer in charge of broadcast affairs. Said Mr. Ford: "Unpredictable as the future can be, I can tell you one thing for sure about my new job. To the very best of my ability to make it so, this will be an open administration and that means open to all newsmen." President cited work of two RTNDA members by name — late Richard Cheverton of WOTV(TV) and Jack Hogan of WZZM-TV, both of his home town, Grand Rapids, Mich. And he reiterated half-joking suggestion that Washington correspondents return to home towns for occasional refreshing at grass roots, and that local correspondents try hand at Washington. And, he said, "while some people say that government and the news media are in a sense adversaries, I hope we can always remain friendly adversaries."

Mr. Roberts, ex-RTNDA president (while chief of Time-Life Broadcast's Washington bureau), sought to answer questions put earlier to administration minority specialist John Calhoun (see page 32). He explained that pool correspondents representing all media travel with President on Air Force One, and that 75 to 100 others are on separate plane and not in motorcades. Answer did not appear to please some delegates who insisted they were subjected to second-class treatment, especially in regard to placement of equipment to cover President's trips to their localities. On another subject, Mr. Roberts expressed astonishment at number of stories that are missed simply because reporters do not ask right questions of President. He also said Mr. Ford shortly will hold news conference at which answers to questions regarding Nixon pardon could be anticipated.

Administratively, RTNDA membership approved plan for consolidation of headquarters functions in Washington, plus hiring of full-time executive director, but deferred to incoming board question of expanding membership to include broadcast journalists other than news directors. Move by Dick Gottschald, WITI-TV Milwaukee, to reopen question of permitting outside sponsorship of RTNDA events was blocked by motion to table. Members reaffirmed position taken last year against sponsorship by such entities as Chrysler and IBM, but concluded that sponsorship by such "affiliated entities as networks and by certain governmental bodies (as host Province of Quebec) would be acceptable.

Among awards announced at international convention:

- First distinguished service award to Gordon Sinclair, CFRB(AM) Toronto, for commentary (later his record) "The Americans"; Edward R. Murrow TV documentary award to WPVI-TV Philadelphia; TV investigative reporting to KCBO(TV) Los Angeles; television spot news to WCCO-TV Minneapolis; TV editorial to WCBV-TV Boston; special award to Russ Nichols of WGR-TV Buffalo, N.Y.; Murrow radio documentary award to WJBN Detroit; radio spot news to WCCO Minneapolis; radio investigative reporting to WGN Chicago; radio editorial to WCBS New York.

Eaton ordered to sell two V's

FCC administrative law judge has proposed granting applications of ch. 9 WMUR-TV Manchester, N.H., for license renewal and of ch. 9 KECC-TV El Centro, Calif., for construction permit, provided owner, Richard Eaton, sells stations in 60 days. Judge Ernest Naas said Mr. Eaton's conduct had strayed from conduct expected of licensee when he paid $11,750 over five-month period in 1969 to Carmine Patti, then ABC-TV station relations director, while in negotiation to better ABC-TV affiliation agreements for WMUR-TV, KECC-TV and WMET-TV Baltimore. Case is fourth in series involving allegations of bribes passing between broadcasters and ABC employes (Broadcasting, July 22).
In Brief

On the list, Challenges filed against renewal applications of Washington Post-owned television stations constituted one of several areas in which former President Nixon was under investigation for possible criminal violations at time of his pardon. List of 11 areas drawn up by Watergate special prosecutor’s office was released by White House last week. Item 8 referred to challenges filed against Post’s WPGL-TV Miami and WJXT(TV) Jacksonville. Portion of Sept. 15, 1972, White House tape shows that in meeting with then-White House aides John Dean and H.R. (Bob) Haldeman, Nixon referred to “damnable problems” that would confront Post, which had been leading newspaper in uncovering Watergate scandal, when its television licenses came up for renewal. In making list available, prosecutor’s office cautioned that no item listed “rises to the level of our ability to prove even a probable criminal violation by Mr. Nixon.”

Two more for Cox. Cox Cable Communications Inc., Atlanta, has been awarded cable franchises in adjoining Virginia cities of Norfolk and Portsmouth. Franchises both run 15 years, open up service area of over 120,000 potential subscribers. Cox is 60% partner with local businessmen in both cities.

In jeopardy. ABC-TV had no comment Friday on reports that Fred Williamson, black movie actor who replaced Don Meredith as third banana on NFL Monday Night Football announcing team, was fired last week by network. However, ABC officials have made no secret of their disappointment with Mr. Williamson’s performance so far this year.

Added summiteer. Donald H. McGannon, president and chairman, Westinghouse Broadcasting Co., added to select list of communications figures invited to White House’s forthcoming economic summit conference (Broadcasting, Sept. 9). Mr. McGannon, however, appears on housing panel as head of National Urban League.

Independence incentive. Ford Foundation has announced $1 million grant to Public Broadcasting Service to assist PBS’s new station independence project whereby it’s hoped that subscriptions to PTV stations can be increased three-fold — to 3 million households — by 1977, bringing in revenues of $60 million.

Late Fates. Warren Bahr, president of Y&R Ventures, subsidiary of Young & Rubicam International Inc., New York, that specializes in new communications methods, has resigned after 24 years with agency to become publisher of Everyday, described only as new print medium for advertising in which Y&R has financial interest. Successor at Y&R Ventures is Dick Cox, director of DCA, part of Ventures involved in TV program syndication and representation of agencies without TV departments. Kathryn C. Pelgrift, 28, assistant to president of CBS Inc. since 1972, named VP-planning, CBS Development Department. Earlier, she was assistant treasurer of International Paper Co., New York. Steve Berger, general manager, WDVE-FM Pittsburgh, appointed to additional duties at KQV(AM) Pittsburgh (replacing John Gibbs, who resigned) and as VP, KQV Inc.

Headliners

M.S. (Bud) Rukeyser Jr., VP-corporate information, NBC, New York, promoted to VP-public information — and by informed reports, right bow to Herbert S. Schlosser, company president, to whom he will report. Latter, in announcing appointment, cited him as “executive with a potential for expanded responsibilities” that will be “enhanced by his promotion to his new position.” Mr. Rukeyser joined network in 1958, has served both in New York and Washington. Earlier, he was newspaper reporter and agency staffer with Young & Rubicam.

Thomas J. Frawley, Washington news vice president for Cox Broadcasting, assumed office as president of Radio Television News Directors Association Friday (Sept. 13) on final day of Montreal convention (see story page 32). Elected VP and president-elect: John Salisbury, news director, KXL-AM-FM Portland, Ore. Paul Davis, WCIA-TV Champaign, Ill., re-elected treasurer for three-year term. Elected to two-year terms as directors at-large: Ed deForest of KWKH(AM) Shreveport, La., and Curtis Beckmann of WCCO(AM) Minneapolis; to one-year term: Dick Westbrook of WAND(TV) Decatur, Ill.

Pat Polillo, director of news and program development for WAGA-TV Atlanta, and before that news director of KGO-TV San Francisco, has been named VP-executive news producer for Westinghouse Broadcasting’s TV station group, with headquarters in New York, effective Oct. 1. He will work closely with five Group W stations in developing and executing new directions in news programming. Successor at WAGA-TV is Marc Doyle, now assistant news director.

James Killian, 70-year-old chairman emeritus of Massachusetts Institute of Technology, re-elected chairman of Corporation for Public Broadcasting. Mr. Killian, whose CPB board term expired in March, will serve until successor as CPB board member is confirmed by Congress. Chicago banker Lucius Gregg has been nominated, but his candidacy and those of six others to CPB board are under review by Ford administration. CPB Vice Chairman Robert Benjamin was also re-elected, as were President Henry Loomis, VP-Broadcasting Donald Quayle, VP-Treasurer Ben Posner and Secretary-General Counsel Thomas Gherardi.

James H. Geer, VP-finance, CBS Inc., named chief financial officer of corporation, succeeding in latter function Robert Rice, who resigned several months ago to become VP and chief financial officer of Rockwell International, Pittsburgh. Mr. Geer has served CBS continuously since 1959 in various executive financial positions.
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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 Detroiters 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.
And this is the story of Tracy-Locke’s commercial that told consumers the business of the business that Jack built.

Can a single company’s efforts combat the declining credibility of business in the eye of the consumer? After a major effort for Phillips Petroleum Co., including the use of an animated 60-second TV commercial called “The Company That Jack Built,” we can answer YES.

To understand the approach we adopted, let’s backtrack for a weather report on the “consumer climate” when we were developing our campaign. Numerous surveys, speeches, magazine and newspaper articles all attested to the public’s increasing negativity toward business—at the same time that government was moving toward imposing severe restrictions on our competitive free enterprise system. What was needed, as one major consumer magazine put it, was for business to “do a better job of explaining itself.”

Phillips’s concern over the widespread antibusiness sentiment was not new. Business had been talking to business for years, but Phillips recognized the need for business to tell its story to consumers.

Tracy-Locke helped Phillips’s public affairs department develop a comprehensive economic education program as an integral part of the total communications effort for Phillips. Phillips’s corporate officials and agency officers agreed that basic economic understanding was essential if consumers were to participate responsibly in a private enterprise economy. Better awareness of the benefits of our economic system would lead to increased understanding, if not acceptance, of business.

We designed a comprehensive 14-point economic education program to be implemented through speeches, forums and educational curricula. And, to reach a broad base of the American public, the program plan relied on network television.

Phillips approved the entire program. We developed an animated commercial, for maximum entertainment value, on some of the benefits of the free enterprise system. For example, we focused on how tax monies from business are translated into new highways, schools and dams.

Before on-air testing, we ran a pretest to gauge consumer reaction. Approximately 3,000 persons were interviewed and asked, “What was the purpose of this commercial?” Responses included: “To show the company helps build things in the community.” “Trying to tell us where our tax money goes.” “Taxes are important.” “To make people aware companies contribute more than we think.” “To get people to think.” When asked “Do you think this is an appropriate or reasonable commercial for an American company to show?” responses included: “Couldn’t have been a better one.” “It’s advantageous to the company and the country.” “It’s a public service.” “It’s all right for us to be shown where our tax money goes.” “Everyone is entitled to advertise as they want to.”

Then we moved to commercial on-air testing. Of 502 persons interviewed, 66% said they’d like to see the commercial again, and 57% affirmed it was appropriate for an oil company to air. In idea playback, or what the commercial conveyed, 36.2% said that companies pay taxes; 20.6% said that taxes build roads, etc., and 10.3% said the commercial showed how the free enterprise system works.

The networks rejected the commercial.

The first network reasoned the commercial was controversial, and wrote, “Unfortunately, we feel that the concept of discussing the free enterprise system goes beyond our policy, which is to sell time for the promotion of goods and services.” The second network agreed with the first, saying, “... policy precludes in advertising the discussion of controversial issues of public importance.” The third network agreed to run the commercial, but only with network interpretive qualifiers. We felt it would not be efficient to redo the commercial, knowing that even had these changes been made, the first two networks would still refuse to air the spot.

Instead, we decided to make spot buys on 102 stations in Phillips’s major markets. None of the independent or network-affiliated stations approached refused to run the commercial, though aware of the networks’ decisions.

“The Company That Jack Built,” a 60-second animated commercial on the free enterprise system, appeared in March, 1974, for a four-week flight on spot TV. Target audience was the voting public, adults 18 and over. The media plan called for an average of 127 GRP’s per week.

Results have been excellent. Two waves of telephone interviews were conducted, one before the commercial aired, the other after its four-week flight. Approximately 2,500 interviews were completed in each wave, in eight different markets. The following three questions were asked in each wave:

1. What does the phrase, “free enterprise system,” mean to you?
2. Why do you think companies or businesses should be allowed to make a profit?
3. How do you think the general public benefits from the profits companies make?

Study results show “The Company That Jack Built” met its primary objective of positively influencing awareness of and attitudes toward the free enterprise system. The percent of respondents saying the phrase “free enterprise system” meant nothing to them decreased by 34%. Responses defining that phrase increased: those calling it private ownership were up 1.5%; freedom to go into business of your choice (up 2.4%); capitalist system (up 1.3%); and competitive system (up 1.3%). In the third question, “How does the general public benefit from the profits companies make?”, the number of respondents mentioning things built from tax money increased 68%.

Phillips is especially pleased with the results of the commercial. The company has received numerous invitations from across the country to speak on the free enterprise system. A corporate responsibility to the public is being fulfilled and the bonus is that the company’s image has improved. But Phillips isn’t done yet. In addition to scheduling a second flight for “The Company That Jack Built,” Phillips is also producing a second commercial on free enterprise to bring the business of business home to the consumer—where it counts.
Good station marketing is good to the last detail.

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CATCH-UP

Veterans have a lot of catching-up to do in many areas when they are released from duty. The job market is one. Promotions are often awarded on the employee’s tenure and education. If military obligations interrupted progress for you in both areas, catch-up faster in the action-packed world of Broadcasting.

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Jones College offers actual broadcasting situations in lecture rooms and job facilities. The college operates 4 radio stations on campus.

Veterans may obtain a 2 or 4 year degree by using their G.I. educational benefits. Veterans will receive regular monthly payments from Uncle Sam which could total as much as $10,000 (tax-free)

over a four-year period, depending on whether you attend full or part time, marital status, number of dependents, and G. I. Bill eligibility.

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More on news

EDITOR: The comprehensive report on television news in the Aug. 19 issue of Broadcasting...was interesting and informative.—Senator Hugh Scott (R-Pa.), Washington.

EDITOR: The article on changing tides in television news was indeed informative, and very well presented. I think we all can be proud of the efforts that are being made across the nation by local television in presenting better and more informative news to its viewers.—Senator Bill Brock (R-Tenn.), Washington.

EDITOR: Permit me to take this opportunity to commend you on the outstanding service you render to the broadcasting profession.—Senator Herman E. Talmadge (D-Ga.), Washington.

Status quo?

EDITOR: The alleged "flaw" or contradiction in the "Association of Maximum Service Telecasters claims flaw in Rubin's Corporation for Public Broadcasting study" story (Broadcasting, Aug. 26) seems beside the real point at issue. Talk all you want about "recognizing the need...to improve the quality of UHF," the fact remains that VHF is far superior to UHF and may remain so even with more massive doses of power, taller towers, etc. UHF is second and it is better than whatever is third.—Bert Snow, director of public relations, KCET (TV) (ch. 28) Los Angeles.

Firing line

EDITOR: The statements of William F. Buckley Jr., chairman of the Starr Group, with reference the pending format change of WGCN (FM) New York from classical to rock [Broadcasting, Sept. 9], are both astounding and shocking. At the same moment Mr. Buckley would like to be in a position to dictate to a station its programming schedule for my exclusive benefit, he continues that under the new WGN format he has "no intention whatever of listening to it ever."

This arrogant attitude raises serious question as to his competence to serve as a licensee of 15 stations, and is an affront to the millions of people who apparently have the audacity not to share Mr. Buckley's taste in music.—Peter M. Bardach, president, WUS (FM) Franklin, N.J.

For 'For the Record'

EDITOR: Your change in organization of "For the Record," which began Aug. 19, is a needed and well conceived format. It is hoped that the section now titled "Fines" could be reviewed at the end of each year and in some fashion placed in tabular form or by subject.

Jonathan Penn—eyewitness to the day-by-day events that led to the American Revolution.

Jonathan Penn—ordinary citizen reporting from your station what he saw, heard, and recorded in his journal exactly two hundred years ago "on this day".

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headings to give an over-all picture of the day-to-day regulation problems of the industry.—Marvin R. Bensman, associate professor, radio-TV-film, Memphis State University, Memphis.

Footnote
Editor: The editing of my letter ("Open Mike," Sept. 2) omitted one significant point. Contrary to the impression conveyed by your article of Aug. 26 and editorial of Sept. 2, none of the activities of either myself or the Citizens Information Project in opposing license renewal legislation while it has been pending in the Senate received any financial support from license challengers.—Albert H. Kramer, Citizens Information Project, Washington.

(As reported in the article and editorial, three clients of the Washington law firm of Welch & Morgan, all seeking to dislodge incumbent television station owners, supported the Citizens Information Project lobbying against license renewal bills in the House, before CIP was under Mr. Kramer's direction.)

Genealogy
Editor: An item in Broadcasting Aug. 26 says that for the first time in its history the American Bar Association is to have a Committee on Communications Law, mentions Marcus Cohn as chairman and states that I am head of the new ABA Section on Science and Technology.

The facts are slightly different.

The ABA had a Standing Committee on Communications Law a number of years prior to 1969. In 1969 the ABA combined the Standing Committee on Communications Law with the Special Committee on Electronic Data Processing under the title of the Standing Committee on Law and Technology.

This latter committee consisted of seven members, including myself, and functioned from 1969 until August 1974. During this period it found that the scope of matters calling for its attention was far too great to be handled by a committee and required a new section. Therefore it requested, and the ABA authorized, the establishment of a new Section on Science and Technology. The chairman of that section is Weston Vernon, an eminent New York lawyer, and I am the section delegate to the House of Delegates. Within the Section on Science and Technology there is a Committee on Communications and, at my suggestion, Mr. Vernon has appointed Marcus Cohn as chairman of that committee.—Lee Loevinger, Hogan & Hartson, Washington.

Too much change
Editor: An inaccurate impression was created by the [Aug. 26 report that] "Daytimer KBRT(AM) has changed format to contemporary music ..." In fact, KBRT continues to program a bright adult music sound and is no way in the "contemporary music" business. Actually, the AM station is a beautiful music format that is simply more contemporary in flavor than our FM station, now called KBIG.—Fred Selden, director of operations, KBIG(FM) - KBRT(AM) Los Angeles.

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Datebook

This week
Sept. 16—Station Representatives Association of Canada (Montreal chapter) "Television Day." Tickets through Advertising and Sales Executives Club of Montreal, Queen Elizabeth hotel.

Sept. 16—Deadline for entries, first annual International Journalists' Safety Awards contest. Categories are newspapers, radio, television, trade publications and general magazines. Nomination forms from University, Box 723265, 1230 Avenue of the Americas, New York 10020.

Sept. 16—Television Day.—Milano, International Market for Video Communications, Palais des Festivals, Cannes, France.


Sept. 18—Radio Advertising Bureau large market sales clinics, Sheraton Cadillac, Detroit, and Riviera Hyatt House, Atlanta.


Sept. 18—Association of Independent Television Stations Inc. (ANDY) board of directors meeting, KNX General Television, New York.

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


Sept. 20—Radio Advertising Bureau large market sales clinic, Sheraton Inns-Airport (Corapolis), Pittsburgh, and Sheraton-Four Ambassadors, Miami.
Sept. 29—Deadline for comments on FCC in prime-time access rule proceeding (Docket 19622), extended from Sept. 10.

Sept. 29-30—Second Annual Seminar on Videotape & Film, Representative Barry M. Goldwater Jr., (R-Ariz.), guest speaker. Marriott Motor Hotel, Chicago.

Sept. 29—Florists Association of Broadcasters fall conference. Hyatt Regency, Orlando, Fla.


Also in September

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


Sept. 30-Oct. 2—American Association of Advertising Agencies Western region meeting. Vancouver, B.C.


Sept. 30-Oct. 1—Midwest National Religious Broadcasters chapter meeting. Moody Bible Institute, Chicago.

October


Oct. 2-4—Tennessee Association of Broadcasters annual convention, Airport Hilton hotel, Nashville.


Oct. 6-8—Women in Communications Inc. annual national meeting, Bellevue Strathford hotel, Philadelphia.


Oct. 6-8—Virginia News Broadcasters Association fall convention, Quad Cities.


Oct. 7—Deadline for reply comments to FCC in prime-time access proceeding (Docket 19622), extended from Sept. 10.

Oct. 7-8—Mutual Advertising Agency Network national meeting. Chase Park Plaza, St. Louis.

Oct. 9-10—George Foster Peabody Broadcasters Southeastern Broadcasting Day. Fairmont Colony Square hotel, Atlantic City.


Oct. 11—Radio Broadcasters Association fall convention, Hyatt-Regency O'Hare, Chicago.

Oct. 11-12—Western Educational Society for Telecommunications annual convention, Golden Gateway Holiday Inn, San Francisco.


Oct. 10-11—Tennessee Cable Television Association annual meeting. King of the Road hotel, Nashville.


Oct. 18-20—National Association of Radio Farm Broadcasters annual meeting, Crown Center, Kansas City, Mo.


Oct. 18-21—Midwest 50th annual International Film, TV Film and Documentary Market for Film buyers and sellers. Largo Domodossola 1, 01454 Milano, Italy.


Major meeting dates in 1974-76


Oct. 29-31—National Association of Broadcasters fall conference. Hyatt O'Hare hotel, Chicago.


Nov. 13-16—Society of Professional Journalists, Sigma Delta Chi annual national conference. Townehouse hotel, Phoenix.


Nov. 19-21—National Association of Broadcasters fall conference. Sands hotel, Las Vegas.


April 5-8, 1975—National Association of Broadcasters annual convention, Las Vegas convention center, Las Vegas.


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No recession at networks: sold out in new season at high rates

Before definitive ratings are in, ABC and NBC give CBS first place but think they’ll be close behind; in sales all three say they’re hot

It’ll be another month or so before the dust begins to settle and the industry is able to get an accurate fix on the hits and flops of the new television season, but the network hypemeisters were out in force during premiere week (Sept. 9-15), making those seven days sound more momentous than those described in the Book of Genesis.

For example, Fred Silverman, the vice president for programing at CBS-TV, discussing the five new shows his network will be introducing this year, said, “I don’t see a dog in the bunch. Last year, we knew in going that Calucci’s Dept., Roll Our and The New Pers. Mason were in deep trouble and would probably not survive.” (He was right on all three counts.) “But this year, we’ve got two pre-sold properties that look sure-fire: Planet of the Apes and Rhoda,” the latter a spin-off from The Mary Tyler Moore Show. Friends and Lovers, he added, is a shoo-in because it’s preceded by All in the Family (the number-one rated show in 1973-74) and immediately followed by The Mary Tyler Moore Show (which consistently places in the top 10). The other two new shows on CBS, Sons and Daughters and Manhunter, have good survival chances, according to Mr. Silverman, because their competition on ABC and NBC is made up of new shows.

But the president of NBC-TV, Bob Howard, while admitting that “CBS will still be number one again this year,” sees weak spots in CBS’s schedule that he thinks will cause some erosion in its big lead. “First of all, The Mary Tyler Moore Show will be somewhat weaker without the character of Rhoda,” he said. “And then the new Rhoda show itself may not do that well outside New York because they’re playing up the ethnic factor.” He said Apple’s Way is in trouble “because the people just aren’t real” and that Kojak will lose some rating points in its shift to Sunday nights, where it will face off against the NBC Mystery Movie.

Martin Starger, the president of ABC Entertainment, is also ready to concede that, barring “massive audience shifts,” CBS will again be the leader. But Mr. Starger sees one of the indicators of ABC’s improvement in what he regards as stronger lead-in shows on Tuesday, Wednesday and Thursday. Tuesday’s lead-in, Happy Days, was one of ABC’s two second-season hits (the other: The Six Million Dollar Man), and although it may face stiffer competition from CBS in Good Times (another second-season hit, transplanted from Friday) it figures to hang on to a fairly steady audience. Wednesday’s lead-in on ABC is the new sitcom, That’s My Mama, which at least got a good sampling because ABC premiered it a week before the official kick-off of the fall season. But if viewers react the way most of the TV critics did, the show will die through negative word-of-mouth. ABC has shifted its long-running sitcom, The Odd Couple, to Thursdays, and Mr. Starger said that although it’s up against the second most popular show in the country, CBS’s The Waltons, it should be able to carve out enough of an audience to provide a decent lead-in to Paper Moon, a new comedy based on last year’s hit movie of the same name.

But CBS is still in the catbird seat, and network handicappers say it could win as many as six of the seven nights. The consensus: Sunday figures to go to NBC because of the track records of The Waltons and of the NBC Mystery Movie (which rotates Columbo, McMillan and Wife and McCloud, with a couple of episodes of the new cop series, Any Precinct, thrown in for good measure).

CBS has shored up its Monday night schedule with the shift of Norman Lear’s Maude and the debut of Rhoda, but ABC stands to finish a close second with The Rookies and the fall and winter National Football League games.

CBS’s move of two popular comedies, Good Times and M*A*S*H, and of the equally popular private-eye series, Barnaby Jones, to Tuesdays, sandwiched around Hawaii Five-O (a perennial top-10 show), should give it the edge on that night, with ABC and NBC in a fairly tight struggle for second place.

Cannon at 9 should prove a strong entry for either network on Wednesdays for the two shows that will be adjacent to it, Sons and Daughters and Manhunter. NBC is banking on Bonanza’s Michael Landon to give the new Little House on the Prairie a respectable audience at 8 because the network is running three new shows back-to-back on that night (traditionally a no-no in programing strategy). If Little House fails, the domino effect would wipe NBC out for the whole of Wednesday night.

The huge popularity of The Waltons on Thursday provides a strong lead-in to The CBS Thursday Night Movies, and as long as the theatrical-film titles hold up reasonably well, CBS is conceded a lock on the night. ABC is figured to be second because of The Streets of San Francisco, its high-rated police show at 9. CBS’s hold on Friday is heavily dependent on whether the new TV-series version of Planet of the Apes will do as well as the three theatrical movies did when they were shown on network last year. If not, ABC may be able to win the night, chiefly because of its high-rated The Six Million Dollar Man.

And the programers at ABC and NBC simply throw up their hands on Saturday: CBS’s comedy block—All in the Family, Friends and Lovers, The Mary Tyler Moore Show, The Bob Newhart Show and The Carol Burnett Show—looks impregnable again this year.

As a footnote, in the first national Nielsen ratings, for Monday, Sept. 9, CBS won the night with a 23.5 rating, compared to NBC’s 20.6 and ABC’s 18.1. NBC’s new series, Born Free (8-9 p.m., NYT), got a 29 share, finishing a close third behind CBS’s Gunsmoke and The Rookies on ABC. And CBS’s new Rhoda (9:30-10 p.m.) scored a big 28.2 rating and 42 share to win its time period. ABC was doing an NCAA college game (Notre Dame-Georgia Tech) instead of an NFL contest.

Exercised. NBC’s New York switchboards lit up Tuesday night (Sept. 10) with 700 calls protesting a graphic gang-rave scene on “Born Innocent” (8-10 p.m.), a made-for-TV vehicle about a juvenile detention home for girls. In the scene, a 14-year-old girl (played by Linda Blair, who was the victim of Satanic possession in “The Exorcist’) is set upon in the shower by several of her fellow female inmates, who hold her down while the ringleader of the mob, holding her with a broom handle. NBC prefaced the program with a printed “advisory legend,” which pointed out that the film is “realistic and forthright” and went on to suggest that parents have the audience consider whether the program should be viewed by young people or by others in your family who might be disturbed by it.”
Despite upheavals in U.S. economy
TV networks report record sales
and prospects of rate increases

Network TV sales for the newly-launched prime-time entertainment season are a subject for optimism among three network sales executives, who are predicting TV is going to come out of the so-called inflationary crisis and with increased stability. All three prime-time schedules are sold out for this year's fourth quarter, and approximately 65% of all prime-time positions in the whole 1974-75 season were sold before the season opened last week. ABC, CBS and NBC sales vice presidents interviewed during premiere week were confidently estimating over-all rate card increases by next year's first quarter and substantial revenue gains over the first quarter of 1974.

"Network television is a continuing necessary ingredient to the marketing of any consumer product," observed Jim Shaw, ABC vice president in charge of sales. "The use of network TV will be an upside down effect of the whole economy," Frank Smith, CBS's sales vice president, said he doesn't 'share the point of view that our economy is in terrible trouble. The broader intentions are optimistic and the situation looks "terrible" from where Mr. Smith sits. And NBC's sales vice president, Mike Weinblatt, is keeping the faith by "feeling very, very good" about the season's sales prospects.

I've talked to many clients about the economy," said Mr. Weinblatt, "and they agree that if you want to maintain your position in the marketplace, you must continue to spend in the most effective advertising medium, television, and that cutbacks in TV advertising dollars in any given year might cost double and triple in subsequent years. We think we would be the last place for them to trim their budgets."

Contributing to the buoyancy conveyed by the sales executives is the traditionally steady climb in numbers of U.S. homes equipped with television, which increases the value of the TV advertising dollar and encourages the prospect of rate increases in November when

Prime-time viewing: the critics' choices

Critics sampling the new-season shows found them, as usual, like the girl with the curl: When they were good they were very, very good, and when they were bad they were awful. The following are comments on last week's (Monday, Sept. 9-Sept. 11) premieres:

Born Free
(NBC, Monday 8:30 p.m. NYT)
"The humans . . . keep getting in the way. Born Free may still make it to the winner's circle, but that marvelous interplay between humans and animals has been diminished to an echo."—Bernie Harrison, Washington Star-News.

". . . has possibilities. Unfortunately the plot about poachers would have caused Jane (and Cheetah) to leave Tarzan."—Norman Mark, Chicago Daily News.

"Born Free is determined to deliver, week in and week out, the 'romantic and thrilling adventures' of George and Joy Adamson, a couple dedicated to the preservation of wildlife in East Africa's Kershie. Their intentions are admirable but their 'romantic adventure' vehicle is infested with stock cliches."—John J. O'Connor, New York Times.

"Unfortunately, the initial episode fails to capture the warmth and the charm of the Joy Adamson book or the 1966 movie . . . Since one episode does not a season make, I'm still going to root for Born Free."—Anthony LaCamera, Boston Herald American.

Rhoda
(CBS, Monday 9:30 p.m. NYT)
"I love Rhoda. I want her to remain as a CBS series forever."—Norman Mark, Chicago Daily News.

"It's a rotten dirty CBS trick, putting its hilarious new comedy, Rhoda, smack in the middle of a Monday night football game."—James Doussard, Louisville Courier-Journal.

". . . has what it takes for a successful show . . . Continued good scripts and development of relationships will give CBS a Monday night winner to replace Lucile Ball."—Rex Polier, Philadelphia Bulletin.

"In the slickly developed tradition of CBS situation comedies, Rhoda is bright, brash and very funny . . . the half-hour of Rhoda whizzed by in what seems like 15 minutes. That barometer for TV success shouldn't be casually dismissed."—John J. O'Connor, New York Times.

". . . has a joy of life and a brightness that is infectious . . . . A hallmark of this fine new series is its perfect casting . . . a bullseye in every way."—Percy Shain, Boston Globe.

"The question is . . . whether Rhoda Morgenstern is a strong enough character to sustain an audience of her own. . . . She has help from her carefully chosen supporting actors, but at first glance they do not seem as varied and winning as the gang she left behind in Minnesota with her pal Mary."—Judy Flander, Washington Star-News.

"Rhoda, as admirers of Valerie Harper's work on the Mary Tyler Moore Show would expect, is a highly polished, beautifully performed, tart and salty comedy, full of Jewish despair . . . "—Cecil Smith, Los Angeles Times.

Sons and Daughters
(CBS, Wednesday 8 p.m. NYT)
". . . admittedly is badly blemished by heavy overtones of soap opera, and the storyline is woefully thin, slow-moving and a bit far-fetched in spots . . . but Sons and Daughters, despite the somewhat laborious opener, holds great promise as a quasi-novelistic venture and has the definite potential to grow into another phenomenon like The Waltons. —Gary Deeb, Chicago Tribune.

". . . Don't watch this one after eating anything not likely to stay down."—Terrence O'Flaherty, San Francisco Chronicle.

"Sons and Daughters . . . escapes the temptation to force the sentiment and emerge with cutesy-wootsey sentimental slop . . . One fears the worst in such a case, but actually, what happened was a dignified, sound and sincerely felt narrative . . . "—Morton Moss, Los Angeles Herald-Examiner.

". . . the cast and production are generally attractive, and the series should give younger viewers a reasonable alternative to those interminable car chases on the action-adventure series."—John J. O'Connor, New York Times.

"The word for CBS's Sons and Daughters is callow . . . . The result is TV to squirm by . . . Everything ends happily —for everyone but discriminating viewers . . . "—Harry Harris, Philadelphia Inquirer.

Little House on the Prairie
(NBC, Wednesday 8 p.m. NYT)
". . . has a Waltons tone, message and lack of violence. Its sentimentality well under control, the program nonetheless scores its heartwarming points, neatly and without mush."—Tom Shales, The Washington Post.

"A soapboune—a meatless sausage of cloying sweetness, padded dialogue and soap opera background music, all brought together by a lisping little-girl narrator who says innocuous things like 'home is the nicest word there is' and 'we have our own window and we can see the stars' . . . it's warm, tender and sentimental and it's laid on with all the subtlety of a pile driver."—Gary Deeb, Chicago Tribune.

". . . it tries to evoke as many tears as Marcus Welby does each week, but it's at least a point short . . . the best of a bad lot at 8 p.m. Wednesdays."—Norman Mark, Chicago Daily News.

"This could easily out-Walton the Waltons and take the polish off the Apples. [Michael] Landon is likable, the cast is good and all of the warm family values are there."—Kay Gardella, New York Daily News.

". . . there's something decent and fine that should give it viewer popularity . . . it has an affirmative, positive outlook that is welcome in these days of crime and grime."—Percy Shain, Boston Globe.

Lucas Tanner
(NBC, Wednesday 9 p.m. NYT)
"John McGreevy's intelligent script keeps Tanner safely balanced . . . between stereotype and sloppily sentiment. Meanwhile, Mr. Hartman retains the toothiest smile on the small screen. If the producer maintains this level, the smile may get him through again."—John J. O'Connor, New York Times.

"Lucas Tanner is another quality pres-

Broadcasting Sep 16 1974 18
new season ratings have been thoroughly analyzed. The current prime-time schedule can reach 68.5 million homes compared to the 66.2 million homes equipped with TV during the September 1973-August 1974 period, a 3.5% hike.

Although the new prime-time schedules were announced some three weeks late this year—due to conditions extraneous of sales—total sales have kept up with or surpassed what they were last year when the programs premiered. ABC and NBC each with 11 new prime-time shows, are finding themselves about 60% sold for the entire 1974-75 year, an approximate 5% improvement at ABC, and about par with last year's pace at NBC. CBS, with five new shows, reports 75% of its full season is already scooped up, which parallels last year's premiere week sales pace.

Not to be excluded from reasons for enthusiasm for season's sales prospects are the shows themselves, which predictably will bring in a 7-8% revenue increase for 1975's first quarter over that quarter last year. "We'll be getting more money than we anticipated," said CBS's Mr. Smith, "although the daily raising of rates will probably turn out to be the shows that are more successful than we estimate."

Each of CBS's five new shows, plus each of the returning shows, is selling well, Mr. Smith added, and he reported no "slumps" due to any one program.

NBC and ABC, with double the number of new programs, were a little more specific: ABC's prime-time fare is sold out except for three Saturday night programs, and for Wednesday's That's My Mama and Get Christie Love, which are about sold out.

Mr. Weinblatt noted that at NBC, the easiest programs to sell are the Sunday Mystery Movie, Sanford & Son (Friday); Police Story (Tuesday) and Walt Disney (Sunday)—all returning hits. The two new programs that "got the most immediate reaction" in sales were Little House on the Prairie (Wednesday) and Chico and the Man (Friday) which follows Sanford & Son. Most other NBC shows had "a few

entation. The fault [however] is that it idealizes the teaching profession. Many doctors have long taken exception to their TV image. Now TV has the perfect teacher in a dramatic role."—Barbra Zuanich, Los Angeles Herald-Examiner.

"If enough people enjoy being with David Hartman, next week, Lucas Tanner will teach for a long time."—Norman Mark, Chicago Daily News.

...a tediously romanticized view of a superteacher who inspires his class to absolute frenzies of enlightenment. One thing in common with Little House: Its best performance is by a child (Melissa Gilbert on House; Robbie Rist on Tanner)."—Tom Shales, Washington Post.

"It looks as if tall, amiable David Hartman is going to find a regular weekly berth at last as star of Lucas Tanner. [Mr. Hartman is] the Marcus Welby of the high-school classroom."—Rex Polier, Philadelphia Bulletin.

Manhunter

(CBS, Wednesday 10 p.m. NYT)

"There might have been some of a workable idea in The Manhunter...but the same Quinn Martin trash-compactor which has already turned Cannon and Barnaby Jones into interchangeable hours of mindless motion seems to have been at work here. The Manhunter has nothing whatsoever to separate it from the shows ahead of and to either side of it on the new schedule. Quinn Martin and producer Sam Rolfe have succeeded in wasting film and filling time—oh, so nicely."—Dick Adler, Los Angeles Times.

"...is mind mush (and it will probably become a popular hit)."—Norman Mark, Chicago Daily News.

"It's still action adventure, but it works better than most. The production is good, the period details are attractive, and [Ken] Howard and other cast regulars are pleasantly effective. As escapist fluff, it could settle into the plausible category."—John J. O'Connor, New York Times.

"At CBS flips back to the 1930's and delivers to thrill-seeking viewers a very strong, personable, attractive detective who is dedicated to righting the wrongs done citizens of Colorado...His name is Dave Barrett and televiewers know him as Ken Howard. This is a good, weekly bread-and-butter series."—Kay Gardella, New York Daily News.

"...routine melodramatics spiced with high-flown exploits. Giant-sized Ken Howard, who plays this remarkable farm-boy-turned-sleuth, is the main hope to make this series work..."—Percy Shain, Boston Globe.

Petrocelli

(NBC, Wednesday 10 p.m. NYT)

"The problem with the show is that while [Barry] Newman is an attractive and fairly 'new' star and Tucson, Ariz., is a relatively 'new' location, the scripts apparently came West with Lewis and Clark."—John Carmody, Washington Post.

"Petrocelli functions at optimum pitch. It holds your attention and concentration throughout the hour. The premier script...is without a flaw and the story is devoid of the usual whodunit cliches...If subsequent episodes can hold up to the initial segment, Petrocelli will emerge as one of the few shows that serious TV viewers will find plausible and fresh."—Barbra Zuanich, Los Angeles Herald-Examiner.

"Occasionally a television show comes along that is so sick, so phony, so vicious, so poorly written and amateurishly performed—indeed so second-rate in every way that it should be singled out—as representative of the worst video sleaze of the season...tonight's epitome of Vicious Trash "74 appears right up front among the rest of...Petrocelli..."—Terence O'Flaherty, San Francisco Chronicle.

"Not since Peter Falk bowed in Columbo has TV had a star and series capable of creating as much excitement and entertainment...Barry Newman does in Petrocelli."—Rex Polier, Philadelphia Bulletin.

"...the best thing about Petrocelli is the commanding presence of its courageous, incorruptible title character, as played by...Barry Newman."—Anthony LaCamera, Boston Herald American.

"...has a potent potential...an engaging slap-bang melodrama...but the arbitrary way in which the trial is resolved is disappointingly devoid of either legality or common sense."—Harry Harris, Philadelphia Inquirer.

"Petrocelli seems to have possibilities as an ethnic figure." [Barry Newman] "has made this character part of his being and is strong in the lead."—Percy Shain, Boston Globe.

Get Christie Love

(ABC, Wednesday 10 p.m. NYT)

"...it provides gainful employment for a nice young woman named Teresa Graves, who is in no way responsible for its content. ...All in all, the show's got a good beat and you can dance to it. I give it about 6 weeks."—Gary Deeb, Chicago Tribune.

"You may not always be sure who is doing what to whom, but Christie goes helter-skelter and harum-scarumming around in a manner to cause a decent amount of delight. ...She's flip, whimsical, bitchy and you, and all the while, practices bland coquetry on the guys who crowd into the plot and the audience outside of it."—Morton Moss, Los Angeles Herald-Examiner.

The writers try to combine sitcom with police action and don't do a very good job of either. Let's hope that Policewoman Love gets better assignments from what must be white, male-chauvinist writers."—Jean M. White, Washington Post.

"It's a cheap, shoddy detective hour...has the kind of bargain-basement look a lot of ABC series are getting lately."—Kay Gardella, New York Daily News.

"...standard pyrotechnics in the crime field...Some viewers may like this kind of provocative emoting and Teresa Graves [the star] is very adept at it."—Percy Shain, Boston Globe.

"The best thing about this ABC cop show is the attractive presence of Teresa Graves in the title role of a likable, quick-witted, spirited (but too all-powerful) Los Angeles policewoman with a sense of humor...far-fetched plot."—Anthony LaCamera, Boston Herald American.

"If this is a fair sample," i.e., the opening episode, "all I can say is 'Gilt, Christie Love.'"—Harry Harris, Philadelphia Inquirer.
scattered minutes" to be sold for broadcast after the first of the year.

Increased production costs due to inflation are being balanced, it was reported, by proportional commercial advertising price boosts, but none of the sales experts observed any significant trends in new buying habits among network advertisers or evidence of panic buying. "Flight buying"—or short term commercial placement—and "scatter buying"—or buying into a wide variety of programs—have not increased, the vice presidents said. The only new trend, observed by Mr. Shaw and Mr. Smith, appeared to be an increased interest among advertisers in the high identification area of prime-time specials. ABC made available a partial list of fourth-quarter full sponsors of network specials: Timex (three); Mobil Oil Corp. (two); Zale Jewelry Corp. (two); Sentry Insurance (one); Millon Bradley Co. (games, one); Ford Motor Co. (one); and American Gas Association (two). Zale Corp. is new to network advertising, as are the following ABC fall prime-time buyers: Florsheim Shoes, Aquatec Co. (manufacturer of shower heads); Canon Camera Co., and Denver Chemicals. A list of five concerts new to CBS-TV during prime-time was not available last week. Among NBC's new prime-time purchasers are: Universal Oil Co. (election night coverage); Kinney Shoes (for the movie, The Godfather); Texas Instruments Co., heavy industry and pocket calculator manufacturers (scatter buying).

According to Mr. Weinblatt, areas of major commercial expansion this season will include oil and corporate advertising, because of an "awareness that they have roles to play socially and economically in the country." Although prime-time is usually the last daypart a new advertiser chooses to break into network television, Mr. Weinblatt says new placements from this point would be seen most prominently in prime-time. Further, an intrepid advertising colloquium—the national retail stores—will be winning more interest in network TV in the future and will aim that interest directly at prime-time. Until now, he produces said, "The retailing operations such as Sears, A&P, K-Mart, are growing enormously in network TV," said Mr. Weinblatt.

TV, closed and open, makes a rich man of Evel Knievel

He will receive millions of dollars in CCTV and broadcast rights for his failed Snake River canyon stunt

Television discovered another $6 million man last week—Evel Knievel. Mr. Knievel will rake in at least that much for the closed-circuit and network-TV rights to his failed attempt to rocket across the Snake River canyon in Idaho last Sunday (Sept. 8). His deal with Top Rank Inc., New York, which promoted the event, is for $6 million or 60% of the gross, whichever is higher. A spokes-

man for Top Rank said the gross figure was still being computed as of last week because some of the arenas and exposition centers that showed the stunt on closed-circuit television (there were 280 locations all over the country, D. Corretti, Mr. Knievel's attorney) were new to this sort of box-office setup.

But the spokesman did say that Top Rank shelled out about $500,000 for the pickup, the telephone long lines, satellite transmission, promotional expenses, and personnel. ABC handled the coverage for Top Rank. The network was scheduled to show an edited tape of the event on its Wide World of Sports show (Saturday, Sept. 14; 5:30-11 p.m.; NYT).

Sources close to Mr. Knievel would not comment on the suit brought by his former business manager Richard St. Johns, which threatens to tie up the proceeds of the event until the dispute is settled in the courts.

These same sources said that reports of vandalism and arson Sunday night (Sept. 8) and Monday afternoon were not untrue but were being overplayed in the press. And an ABC source added that the network was able to get all of its equipment out of Falls, Idaho, site before any damage could be done by the restless bands of youths that roamed the area in the wake of the abortive stunt.

How the waivers will work in prime-time access

FCC provides for two off-network series, six children's specials, makes concessions in news area and for network sports runovers

The FCC has announced its policy for waivers of the prime-time access rule for the 1974-75 broadcast season, during which the commission is barred by the Supreme Court from modifying the rule. The court stayed for one year a commission action amending the rule, which limits the amount of prime-time network and off-network programming major-market affiliates may carry to three hours.

The policy provides waivers for:

* Two off-network series—Wild Kingdom and Animal World, provided that no more than 49% of the first and 43% of the second.

* Six children's specials—Uncle Sam Magoo, Mr. Magoo's Christmas Carol, Pinocchio, The Emperor's New Clothes, Jack and the Beanstalk and Aladdin. All were previously shown on either CBS or NBC.

The commission also waived the rule for network news programs in the first half hour of prime time if it is immediately preceded by one hour of local news or public-affairs material, and for "one-time" network out of town and public-affairs programs aired in prime time.

In addition, the commission said waivers would be granted if requested for "runovers" of network sports telecasts, to the extent they have been granted in the past; network news or public-affairs programs broadcast in the first half hour of prime time on weekends, if the programs are preceded and followed by a half hour of local news or public-affairs material, and for the National Geographic off-network series.

Program Briefs

Darrow for PBS. International Business Machines Corp., sponsor of Henry Fonda one-man show, Clarence Darrow, broadcast by NBC two weeks ago, has undertaken presentation of show on Public Broadcasting Service early next year. PBS special will be aired March 17 and repeated March 22. Part of PBS presentation will be an informal discussion between Mr. Fonda and John Houseman, director of stage show, who was advisor for TV show. Other public broadcast specials acquired worldwide by IBM after it sponsored them on commercial TV were Much Ado About Nothing and documentary on Leonardo da Vinci.

Brisk sales pace. Paramount Television announced that its Portfolio VI of 30 theatrical movies—on market only two months—has been sold to 45 stations, including all five CBS-owned stations. Titles include "Love Story," "Barefoot in the Park" and "Gunfight at the O.K. Corral."

Abracadabra. Tiburon Productions, Los Angeles, has been signed by Ideal Toy Co. to produce five one-hour children's specials, under umbrella title Bill Daily's Humor and Games, to be syndicated on barter basis by Mission Argyle Productions, also Los Angeles. Director is Al Schwartz, winner of eight Emmys for children's shows.

Special available. Gold Key Entertainment, division of Vidtronics Co., Los Angeles, has acquired worldwide distribution rights to In the Attic, half-hour TV special starring Loggins and Messina and produced by Marty Pasetta Productions. Program was aired on a few TV stations, but not nationally.

HEW offers help. Office of Consumer Affairs is offering a consumer-oriented public information radio series hosted by Virginia Knauer, special assistant to President for consumer affairs, dealing with various consumer concerns. Initial package of 13 four-minute programs is available for broadcast first week in October. OCA plans to offer similar packages quarterly.

Getting warm. Fire that destroyed one-fourth of Columbia Pictures Ranch in Burbank, Calif., Sept. 8 caused estimated $2 million loss, it was reported last week. Ranch is part of the Burbank Studios that was established in 1973 when Columbia and Warner's facilities were merged. During fire, firefighters from Burbank and Los Angeles stopped the flames virtually at edge of Apple's Way set, permitting Lorimar Productions, producer, to continue filming CBS series with only day's lapse. Filming of first in series of two-hour specials for the FBI for CBS, by Quinn Martin Productions and Warner Bros. TV, was not delayed; it was moved to main studio.
In miking a drum set or other instruments for which greater separation is required, the C-414 has a hyper-cardioid pattern (in addition to switchable cardioid, omni, or figure-eight).

For a close range vocalist, brasses or other sources generating high sound pressure levels, the C-414 is capable of handling 124 dB SPL with less than 1% distortion (THD of complete system, including capsule; whereas others specify preamp, only) and if all else fails, the C-414 has a switchable 10 dB pad to prevent overload of its own preamplifier and your inputs.

And to help you cope with dynamic range, the C-414's equivalent noise level is 21 dB (DIN 45405).

You can power it directly from your console (standard 24 v. B+). It doesn't require a special card. It's also fully compatible with the popular AKG C-451E. Both were designed to make you happy.

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It's all a matter of professional judgment.
FCC heads for compromise on co-located media holdings

In sight: divestitures in some small markets, grandfathering everywhere else, ban on new crossownership acquisitions

The details are still obscured by the conflicts among FCC commissioners and the uncertainties plaguing many of them. But the rule that the FCC will eventually adopt to govern media cross ownerships in individual markets began to take shape last week.

In a meeting that lasted three hours on Tuesday afternoon, the seven commissioners debated and agonized over a host of options for resolving the four-year-old rulemaking (Docket 18110) looking to the breakup of newspaper-broadcast cross ownership in the same market. And, although no votes were taken, the commissioners appeared to reach these conclusions:

First, the main thrust of the rule should be prospective. Officials indicate that the commission will impose a ban on the creation of new television-newspaper combinations anywhere. There is also some sentiment for—but apparently considerable opposition to—a similar ban on the creation of newspaper-radio combinations.

Second, the rule will look to the forced divestiture of existing combinations regarded as representing egregious concentrations of media control. The main concern seems to be with situations in which the only newspaper owns the only television station and where there are no signals from outside the market providing essentially local service. Again, there is some sentiment for also breaking up similar situations involving radio. But again, some commissioners appear to find that distasteful.

The number of markets that would be affected by divestiture was hard to pin down, officials said, because the criteria that would be used for determining the kind of combinations in conflict with the public interest has not yet been decided. Some sources said that, in television cases, for instance, the commission might consider an outside signal that is of city grade or grade A quality or that is "significantly viewed" as sufficient to be considered local.

On the other hand, some officials said consideration was being given to criteria under which concentrations would be regarded as egregious even if, say, a newspaper-owned television station faced competition from one or two TV outlets in the markets. (Concentration would be based on the circulation of the station.)

Given the strictest standards for determining the kind of situation that would raise the question of divestiture, estimates of markets likely to be affected ranged as high as 70. However, indications were that, in the final rule and order, the criteria will affect a far smaller number, and most likely small markets dominated by newspaper-television combinations.

According to one official, the staff developed a list of "nine or 10" communities with newspaper-TV monopoly combinations and "21 or 22" cities with monopoly combinations involving newspapers and radio stations.

And whatever criteria are finally adopted, divestiture will not be automatic, officials said. Affected licensees will be given an opportunity in a proceeding to argue the advantages of continuing ownership of both the broadcast property and the newspaper. One official said that financial records filed with the commission indicating that the properties involved would not be economically viable if separated might be enough to spare the owner an order to divest.

Commission officials cautioned that no final decisions had been reached. A news release issued after the meeting on the issue—which commands considerable interest throughout the broadcasting and newspaper businesses—stressed that point. It said the staff had been given "tentative" instructions to prepare a proposed report. And it added that Chairman Richard E. Wiley said the instructions were in the sense that some commissioners have indicated a desire to consider the matter further and to defer final judgment until they have an opportunity to review a draft decision. Accordingly, it said, "no conclusion can be reached that the instructions given the staff will represent the commission's ultimate judgment in this proceeding."

The highly qualified language of the news release is known to reflect the unease of some commissioners. There is said to be a wide divergence among them—with Commissioner Glenn O. Robinson the strongest for divestiture and Commissioners Robert E. Lee and Charlotte Reid most opposed to any action. Commissioner Irgarnia J. Hooks seems of two minds; he is said to find offensive a rule that would hit primarily at small-market operators, yet he is concerned about situations in which monoply owners of media in rural communities can—and do—black bars from use of the media.

Chairman Wiley appears to be seeking a middle course. He is said to have no taste for the rule as proposed—it would require the breakup of all newspaper-television-radio combinations—but to feel that examples of concentration of control that have emerged in the lengthy proceeding cannot be defended. Furthermore, the commission is not a completely free agent. In a number of cases in which it defended the renewal of stations' licenses, he has been in the commission's ownership, it has told the court of the rulemaking dealing with the concentration of control of media issue. The Justice Department's Antitrust Division—which initially suggested the divestiture rule—has been filing petitions to deny renewals of newspaper-owned television stations as a means of prodding the FCC to act on the rule. And an FCC failure to take a substantial action, observers feel, could produce a strong reaction in some sections of Congress.

A clearer picture of the commission's intentions may emerge in two months. That is when the staff is expected to complete the draft order requested by the commission. The commission said it hopes to issue its final report and order by the end of the year.

Meanwhile, the National Black Media Coalition last week submitted its views on how the commission, if it ordered complete divestiture, could limit swaps of properties among owners of broadcast properties. NBMC's concern is in making sure minority groups—who now own less than .5% of the country's broadcast facilities—have an opportunity to acquire broadcast ownership.

The commission, it said, should require owners to give preference to competing buyers of divested properties in the following order: local groups that include substantial if not controlling minority interests; nonlocal groups with substantial if not controlling minority interests; other local groups, and other nonlocal groups.

NBMC said the procedure would not violate Section 310(b) of the Communications Act, which prevents the commission from comparing license transfer applicants. It said the section did not contemplate divestiture transfers pursuant to a commission order.

NBMC also said that safeguards taken "to assure the greatest possible public benefits can, and should, be established in this rulemaking proceeding," and added: "At the end of the transfer process which NBMC suggests, the commission would have only one transfer application before it."

A hesitant buyer, a rejected buyer present problems in Washington sale

Approved purchaser Allbritton wants to look at printing difficulties of parent firm of Star Stations; McGoff threatens to go to FCC about turndown of his offer

The road to the sale of controlling interest in the parent company of the Evening Star station and the Washington Star-News turned rocky last week, and may turn rockier yet.

The stockholders of Washington Star Communications Inc. last Tuesday delayed their vote on the offer of Houston banker Joe L. Allbritton to purchase controlling interest in the company after Mr. Allbritton raised some questions.

Broadcasting Sep 16 1974 22
Come see us. The FCC played host last Monday to members of the National Association of Broadcasters' Small Market Radio Committee. It was the commission's way of reciprocating for the visits of commission personnel to small market stations in Virginia that the SMRC had arranged the past two years. The committee members spent an hour with Chairman Richard E. Wiley and Commissioners Charlotte Reid and Abbott Washburn, in the chairman's office, then were briefed by members of the staff. One solid, encouraging piece of news the broadcasters carried away was provided by Chairman Wiley—automatic transmitters would be "a functional reality" within a year and a half. Shown above, clockwise from Chairman Wiley (with arms folded at left center of picture): Commissioners Washburn and Reid; Charles Jones, vice president and director of NAB's radio information office; Paul Reid, WSHB(AM) Fitzgerald, Ga., chairman of SMRC committee; Vanaw Waddeiwe, administrative assistant in NAB's radio information office; Burns Nugent, NAB's executive vice president for station relations; David Parnigoni, WKVT(AM) Brattleboro, Vt.; Jonathan Hall, NAB regional director; Jack Younts, NAB board member, WEEB(AM) Southern Pines, N.C.; William A. Merrick, KBMN Inc., Bozeman, Mont.; George Allen, KGLA-AM-FM Algonia, Iowa; Tim Paulsen (standing), assistant to NAB's director for broadcast management; Edie Fritts, Fritts Broadcasting, Indiana, Miss.; Edward D. Allen Jr., WDGR-AM-FM Sturgeon Bay, Wis.; George Dorrington, NAB national code subscription manager, and Wayne Cornils, KFXD(AM) Nampa, Idaho.

about the terms of the sale agreement.

Mr. Allbritton, who has offered $25 million for 37% of the stock of Washington Star Communications Inc., was said to be concerned about a recent contract settlement involving Star-News printers.

Company officials met with Mr. Allbritton on Tuesday afternoon and, they said, answered his questions. Now Mr. Allbritton's financial advisers are considering the impact of the contract on the company's financial operations.

Meanwhile, the stockholders have scheduled a meeting for Sept. 24 to act on the offer already approved by the company's board of directors.

However, Mr. Allbritton's questions about the printers' contract may be the least of the company's problems. The operator of a string of 48 Midwestern newspapers has been rebuffed in his efforts to buy the Star-News—but not the stations—and said last week he is prepared to go before the FCC in an effort to block the sale, if the Allbritton offer is finally accepted.

"I will now view the case as a hearing on the basis of crossownership," said John P. McGoff, president of the Panax Corp., located in East Lansing, Mich. The sale, which would involve WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WVCD-TV Charleston, S.C., would require not only FCC approval but a waiver of the commission rule banning the acquisition of television and radio properties in the same market. Furthermore, the waiver request would come at a time when the commission is considering an additional rule requiring divestiture of co-located newspaper and broadcast holdings (see page 22).

Mr. McGoff also said there were grounds besides crossownership on which he would seek a hearing on a sale. He declined to elaborate but said they were "substantial." He said that as a one-time broadcaster—with interests in stations in Michigan and Missouri—he is familiar with the manner in which the commission operates.

Mr. McGoff has offered $27.5 million for the Star-News. And, in response to a suggestion voiced by a Star official that he has not provided any assurance he had the necessary financial resources, Mr. McGoff said, "We're prepared to back up the offer."

Mr. McGoff has made no bones about his resentment at the way he feels he has been treated by the Washington company. "I'm treated like a second-class citizen, and a country cousin," he said. He also indicated that Panax opposition to the proposed sale to Mr. Allbritton would not be the only one. He said there are "a lot of conservatives" who regard Mr. Allbritton as a liberal and would not want to see the nation's capital served by two like-minded newspapers. The Washington Post is the morning newspaper.

Speaking for Panax, he said, "We're waiting for the application to be filed, then we will jump on them."

Copyright moves briskly down deadend street

Senate clears bill with major concessions to cable broadcasters, but clock will run out in House; but observers think groundwork has been laid for next session

The Senate last Monday (Sept. 9) cleared a logjam of amendments blocking passage of the copyright revision bill (S. 1361), then passed the bill 70-to-1 and sent it on to the House. In so doing, it handed victories to both the broadcast and cable industries.

The broadcasters' victory was the passage of Senator Sam Ervin's (D-N.C.) amendment to delete Section 114, which would have established a performance royalty for recording artists and record manufacturers to be paid by broadcasters, juke box operators and other users of recorded music.

The cable victory was the tabling of Senator Philip Hart's (D-Mich.) amendment that authorized the FCC to promulgate rules restricting sports programming on cable television.

The passage of the Ervin amendment ended a threat by Senator Hugh Scott (R-Pa.), author of Section 114, to attempt to send the entire bill back to the Senate Judiciary Committee to die for this session (Broadcasting, Sept. 9). Senator Scott wanted to avoid a record vote on the issue of performance royalties so it could not be said that the Senate voted it down this year.

But Senator Scott conceded defeat this session and instead announced his intention to reintroduce performance royalties in a separate piece of legislation early next session.

Senator Scott inserted for the record his views on performance royalty which he stated earlier in the Senate Judiciary Committee's report on the copyright bill. He noted in that report that he has been "think groundwork for next session."

Senator Scott pointed to Bing Crosby's rendition of "White Christmas." He cited hundreds of versions of this song, "There must be hundreds of versions of this song," Senator Scott said, "but it is Mr. Crosby's special treatment which is continually popular at Christmas each year."

Senator Scott argued further that the performance royalty fee is not a great burden on broadcasters because they can pass the fee on to the advertisers. In addition, the senator produced a letter from Register of Copyrights Barbara Ringer expressing her opinion that royalties for performers fall within the Con-
Performance royalties drew further support during debate from Senator Alan Cranston (D-Calif.), who argued that performers need the added income from royalty fees. "For every Frank Sinatra or Bing Crosby there are literally thousands of creative artists, musicians, singers, and others who never attain the rewards earned by a few superstars," he said. Other voiced support came from Senator Howard Baker (R-Tenn.) and Copyrights Subcommittee Chairman John McClellan (D-Ark.).

Those who spoke against the measure included Senator John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee. Senator Pastore called the performance royalty a "can of worms" and a "monstrous pie," in short, a "new family of copyright entitlements which has never existed before. In my opinion that goes much, much too far."

Senator Roman Hruska (R-Neb.) said performance royalties would create an economic hardship for broadcasters. "Contrary to the beliefs of some, radio profit margins have not been increasing at a rate even approaching that of recording companies or the payments to many top flight performers," he said. Senator Strom Thurmond (R-S.C.) also opposed the measure, saying recording artists already receive several payments from their recordings: First they are paid for making the recording, then they receive a percentage of the sales. He added, if they composed the work they perform they receive copyright royalties and if they own their own recording companies they receive yet another payment.

In the end, the Ervin amendment to delete performance royalties passed 67-to-8.

Floor debate on the Hart sports blackout amendment, added to the bill by the Commerce Committee, was almost wholly in opposition. The amendment's wording was suggested by the FCC, giving the commission authority to promulgate a rule suggesting that the FCC may keep in mind the effects of such a rule on broadcasting, cable television and sports.

Senator Hart voiced the only support for the measure, saying the wording "is what I regard as being as close to a neutral position as one can find."

But Senator Edward Gurney (R-Fla.) said, "If I were a member of the FCC, I would get the impression the U.S. Senate is telling me that cable television is not good for sports and, as a commission, look at it and do something about it."

"Millions of viewers throughout the country rely solely upon cable television in order to receive their sports programs," Senator Gurney said, "and if we do not carry it on cable television, they are not going to see it."

"If the FCC makes a rule restricting cable carriage of sports events, Senator Gurney said, "It would certainly hurt the struggling cable systems and might even put them out of business."

Senator Hruska told the Senate that there is no reason for legislative instruction of the FCC because the agency is already engaged in a rulemaking process to determine the relationship that should exist between cable systems and sports programming. "It would be wiser to await the FCC decision on this matter—expected by the year's end—and then assess by thorough hearings next year the need for further legislation on policy instructions to the FCC."

The vote to table the Hart amendment was 36-to-34.

Other amendments considered included a Commerce Committee amendment of Senator Norris Cotton (R-N.H.) to exempt from copyright liability those cable systems serving local communities before March 31, 1972, provided the local community is so situated as to be "principally dependent" on the cable systems' access to broadcast signals.

Senator Cotton's avowed aim was to protect so-called "classic" systems, those established in remote communities, such as the small enclaves in the mountainous regions of the senator's native New Hampshire, which are unable to receive over-the-air signals. Senator Cotton conceded his amendment might 'grandfather' in a lot more systems than he had had in mind. By some estimates his amendment might have exempted 65% or 70% of existing cable systems. Admitting that his amendment was imperfect in its present form, Senator Cotton announced that he would not oppose tabling it. It was tabled by unanimous consent.

Another amendment suggested by the Commerce Committee and passed last Monday was one authored by Senator Daniel Inouye (D-Hawaii) to exempt Hawaii and Puerto Rico from a provision in the copyright bill granting a compulsory license for carriage of broadcast signals on a taped delayed basis for systems in the noncontiguous states and territories.

The provision was aimed at helping these areas, which, because of the great distances, have a difficult time obtaining signals from the mainland on the same basis as systems within the contiguous states. But Hawaii and Puerto Rico cable systems do not need this special treatment, Senator Inouye said, adding that it might afford their cable systems an unfair advantage over regular broadcast stations.

Senator Inouye softened his own amendment, however, to permit the FCC to decide when taped delayed broadcasts should be permitted systems in Hawaii and Puerto Rico.

A further Commerce Committee amendment passed by the Senate, authored by Senator Baker, would insure that the Vanderbilt University Television News Archives can continue taping network television newscasts and making the tapes available to researchers. The university has been making off-the-air video tapes of the three network evening news programs, indexing the contents and leasing copies of the broadcasts since 1968. Vanderbilt ran into trouble with
CBS, however, when that network filed suit for copyright infringement. The passage of the Baker amendment would end that dispute.

Two other amendments were to be offered by Senator Birch Bayh (D-Ind.) and Senator Charles Mathias (R-Md.)—but neither of the bills’ authors were present and no action was taken. Their amendments and comments were, however, inserted in the record.

Senator Bayh’s amendment would remove a restriction in the copyright bill which limits to 30 the number of copies which can be made of copyright-exempted educational programs produced for classroom broadcast and which requires the destruction of such programs after seven years. Senator Bayh introduced the amendment at the request of the nonprofit Agency for Instructional Television, one of his Indiana constituents, which produces elementary and high school telecourses for several state’s school systems. The senator’s concern is that 30 copies are not enough to go around for all public schools in a single state, let alone several states.

Senator Mathias said he introduced his amendment at this point only to stimulate debate in both houses. The amendment would provide compulsory licensing for public broadcasting, limited to educational television and radio programs produced for general-audience non-commercial educational broadcast stations. The senator said the compulsory license would enable public broadcasters to get out from under the burdensome administrative costs of arranging for copyright fees with individual authors of copyrighted works such as books, records and photographs, which are needed for educational programs. Instead they would pay royalty fees to the central Copyright Royalty Tribunal.

The copyright bill now passes to the House where it will be subjected to hearings, committee mark-ups and debate, a process which took the Senate several years to complete. According to one House Judiciary Committee staffer, it is certain the House cannot act on the measure this session. The best that can be expected, he said, is that the House will begin hearings. And because committee make-ups are likely to change after this fall’s elections, it is questionable whether hearings would even begin this session, the aide indicated.

When the bill dies this session, both houses will have to begin anew next year. It is likely that the bill will make its rounds through Senate committees and to the Senate floor more swiftly next time around, observers say. Senator McClellan has already indicated he will reintroduce the bill exactly as passed last week soon after the 94th Congress convenes.

In the absence of a copyright revision bill this year, the Senate has already passed and sent to the House an interim measure under which all existing copyrights are extended until Dec. 31, 1976. This step was taken because the major copyright revision bill would extend the term of copyright protection from 56 years possible under the 1909 Copyright Law to the author’s lifetime plus 30 years. The interim measure also makes permanent the grant of copyright protection of record and tapes and includes stronger criminal penalties for infringements of record and tape copyrights.

Finally the interim legislation establishes a national commission to deal with copyright problems created by the development of new technology.

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**Changing Hands**

**Announced**

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

- **WTMA(AM)-WPIX(FM)** Charleston, S.C.: Sold by Turner Communications Corp. to newly formed Charleston Communications Corp., of which Jack M. Rice and Charles E. Smith are principals, in stock transaction valued at about $500,000. Turner, which is publicly traded over the counter, redeemed 148,975 of its shares held by Messrs. Rice and Smith and their families in exchange for Charleston stations. Turner stock has been trading in 3% range. Mr. Rice has interests in coal company, antique store and real estate. Mr. Smith was VP-broadcasting of Turner. Turner Communications owns WTCG-TV Atlanta and WGW(BAM)-WYNO-FM Chattanooga. Its chairman and president, R. E. Turner III, is principal owner of WRET-TV Charlotte, N.C. WTMA operates on 1230 kHz with 5 kW day, 1 kW night. WPIX is on 95.1 MHz with 10 kW and antenna 385 feet above average terrain.

**Approved**

The following transfers of station ownership were approved by the FCC:

- **WLPM(AM)-WFPG(FM)** Suffolk, Va.: Sold by Hyndra G. Gerstenfeld, Marsha B. Shiff, Marilyn B. Lane and Edmund D. Baydush to Smiles of Tidewater Inc. for $1,315,000 plus assumption of $85,000 tax liability. Principals in seller have interests in WGIN(AM)-WAAW(FM) Wilmington, N.C. Principals in buyer are Norman J. Sutcliffe and Derwood H. Goodwin who also have interests in WFB(SAM) Spring Lake, WISP(AM) Kinston, WSML(AM) Graham, WRNC(AM) Raleigh and WSMY(AM) Weldon, all North Carolina. Principals have sold their interests in WGIN(AM) Elizabeth City, N.C. (Broadcasting, Sept. 2) to avoid overlap with WLPM. WLPM is on 1450 kHz with 1 kW day, 250 kW night. WFPO is on 92.9 MHz with 80 kW and antenna 350 feet above average terrain.

- **WGOV(AM)** Charlotte, N.C.: Sold by WGOV Inc. to New GIV Inc. for $1,011,980. Tracy Broadcasting Co. is parent of WGOV Inc. and is owned by Richard B. Stevens, who also owns KGFW(AM) Los Angeles, KPOK-AM-FM Portland, Ore., and KUBE-FM Glendale, Calif.

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Broadcast Enterprises Network is parent of New GIV, and is licensee of wokz (AM) Atlanta. Broadcast Enterprises is owned by Ragan A. Henry (52%), Milton Clark (7%), Ollen Hinnant (7%) and others. Mr. Henry is lawyer, banker, businessman in Philadelphia, and has interest in wamo-AM-FM Pittsburgh, wufm (AM) Amherst, N.Y.; and wild(AM) Boston. Mr. Clark has interest in offices of Joe Frazier, boxer, and Mr. Hinnant is lawyer and officer of athletic management firm. WTV is on 1600 kHz with 1 kHz day, 500 w night.

* WPFC(AM)-WPFF(AM) Panama City, Fla.: Sold by Bay County Broadcasting Co. to Magnasonic for $666,215. Principal in seller is E. L. Duhat (100%), who is retiring as president and manager of licensee. Principals in buyer are Berkeley L. Fraser (50%), former manager and vice president of wyde(AM) Birmingham, Ala., and Joseph Bruno, Birmingham businessman. WPFC is on 1430 kHz with 5 kW full time. WPFF is on 107.9 MHz with 89 kW and antenna 740 feet above average terrain.

* WMEL(AM) Melbourne, Fla.: Sold by Radio Melbourne Inc. to Elyria-Lorain Broadcasting Co. for $600,000. Principal in seller is Jack Siegel, president. Buyer owns wgd(AM)-wrbh(AM) Elyria, Ohio, and wrod(AM) Daytona Beach, Fla., and is associated with ownership of Elyria, Ohio, Chronicle-Telegram. WMEL operates full time on 920 kHz with 1 kW.


* WPAR(AM) Parkersburg, W. Va.: Sold by Wpar Inc. to Burka Broadcasting Co. for $500,000. Principal in seller is Fred A. Grewe, Jr., who also has interest in whlf(AM) Moundsville, W. Va.; woee(AM) Richmond, Va.;赢得(AM) Eminence, Ky. Principals in buyer are Melvin S. and Bernard A. Burka (30.7% each) and Amherst Coal Co. (26.8%). Burka brothers have interest in wtip(AM) WTIQ(AM) Charleston, W. Va.; Charles T. Jones, Burka vice president, votes stock of Amherst Coal Co. WPAR is on 1450 kHz with 1 kHz day, 250 w night.

* Other sales approved last week include: kvos(AM) Tuscon, Ariz., KWWC-FM Searcy, Ark., wkrw(AM) Cartersville, Ga., wtuf(AM) Thomasville, Ga., wbow(AM)-wboq(AM) Torre Haute, Ind., wsl(AM) Eminence, Ky., and cfrx(AM) Roseau, Minn. See pages 48-49 for details.

The third round on AM-FM duplication

Citizen groups see crossownership as real issue; broadcasters see further restrictions as too narrow

Supporting comments filed at the FCC by citizen groups throughout the AM-FM duplication proceeding advocating stronger nonduplication rules (BROADCASTING, Aug. 19, Sept. 2), the National Citizens Committee for Broadcasting, the Alabama Media Project and the Alabama Civil Liberties Union have jointly argued that the duplication proceeding misses the crux of the problem concerning programing diversity.

The real issue, according to the three groups, is crossownership, which is being considered under FCC docket 18110, though question of AM-FM divestiture is not included in that docket. In 1970, the commission separated AM-FM combinations from the crossownership proceeding suggesting that further discussion on radio combinations would take place. That move, the citizen groups argued, "took the basic issue of ownership and tied it to duplication," which they feel will only permit "different outlets for the same voice," rather than insure diverse programing. Alabama Media, short of asking the FCC to prohibit all AM-FM combinations, alternatively suggested divestiture of AM-FM combinations in towns of 25,000 or less. According to Alabama Media the existence of AM-FM combinations in small markets precludes the entrance of independent FM's, especially in very small markets where revenue will not support more than one FM station. In addition the group felt minority ownership is affected, since newcomers will be at a decided disadvantage in markets with already entrenched AM-FM combinations.

The NCCB, assuming the FCC does not choose to prohibit AM-FM crossownership, concluded the "next best policy" would be to completely prohibit duplicative programing on commonly owned AM-FM combinations, thus serving `as an impetus for voluntary divestiture.'

Over 25 broadcasters, filing jointly or as single licensees, added their comments to the stack already received at the FCC, asking the commission to leave the present duplication rules intact or expressing concern that certain proposed restrictions are too rigid. The group against any change in the rules includes Bonneville International Corp. (kmbz[KAM]-kmbr[KFAM] Kansas City, Mo., and kbrt[KAM] Avalon, Calif., and kbg[KFAM] Los Angeles), Wilkes Broadcasting Co. Inc. (wikb-AM-FM North Wilkesboro, N.C.), Bass Brothers Telecasters Inc. (kntn-AM-FM Denton, Tex.), Greys Harbor Broadcasting Co. Co. (kgho-AM-FM Hoquiam, Wash.), wkjb Inc. (wkbj-AM-FM Mayaguez, Puerto Rico), (wlbw-AM-FM Lebanon, Pa.), Raymar Communications Inc. (wmoh[KAM]-wych[KFAM] Hamilton, Ohio, and kuzz-AM-FM Bakersfield, Calif.).

The biggest problem other broadcasters saw with the proposed changes in duplication rules is the suggested exemption for news and public affairs. Category limitations would cause undue problems, according to the broadcasters, by excluding such program types as sports, religious services, live opera, stock reports and agricultural news. Further, the broadcasters said such restrictions infringe on a licensee's discretion to program for his particular service area. Hearst Corp., licensee of wtaf-AM-FM Pittsburgh, and Newhouse Broadcasting Corp., licensee of wmsr-AM-FM Syracuse, N.Y. and wapr-AM-FM Birmingham, Ala., wanted the FCC to allow duplication if an FM station is used as a carrier of sports or other special programs to a regional network. The broadcasters suggested the commission should adopt an exemption based on a set percentage rather than categorize exemptions such as news and public affairs.

Metropolitan Radio Corp., Town & Country and Hearst O'Wisconsin jointly filed comments asking the FCC to adopt a "market test" for establishing what stations constitute AM-FM combinations, rather than relying on the present city of license yardstick. They claimed, as did Metromedia Inc. (BROADCASTING, Sept. 2), inequalities in judging stations that serve the same area yet are licensed in different cities apart from co-located licensees which must adhere to nonduplication requirements. Other licensees argued against the proposed changes on basis that the current duplication proceeding should be completed rather than legislation action is included in all-channel radio receivers. Their view is that once FM reaches parity with AM, no
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new rules may be required to prod FM growth.


The National Association of FM Broadcasters similarly urged the commission to grant FM stations owned by co-located daytime limited AM stations exemption from non-duplication requirements, calling such a ruling a "regulatory boost" to the continued growth of FM.

WKRG Inc. (WKRG-AM-FM Mobile, Ala.) felt imposition of any proposed rules would not give FM broadcasters an opportunity to modify their operations, and asked the FCC to apply a go-slow approach. WKRG's suggested timetable would give stations in communities of 75,000 or more until Jan. 1, 1977, to adhere to the proposed 50% duplication rule (for communities under 100,000) and give stations until 1979 for communities of 50,000 or more.

The Washington law firm of Haley, Bader and Potter, orally filing for broadcast clients, filed this time on its own behalf, arguing against the proposed extensions of AM-FM duplication restrictions. Calling the whole pending "unnecessary," the law firm said the vast majority of FM broadcasters already program separately more time than the new rules would require. The commission, the firm added, should concentrate on granting new FM allocations rather than adopting new rules.

Federal highway agency corrects FM slight

Roadside weather signs now to list all cooperating stations

When the Federal Highway Administration in July endorsed a project in which the frequencies of local radio stations offering emergency weather information would be posted on roadside signs, more than a few eyebrows were raised in the broadcast industry. The FHA, indicating that car radios are virtually the sole domain of AM facilities, excluded FM from the project. (Broadcasting, Aug. 5).

Now the federal agency has approved the scheme with one alteration. FM will be an active participant after all.

The change of heart followed an effort by Charles Jones, director of the National Association of Broadcasters' Radio Information Office, to convince the FHA that parity was in order. He noted that autos are increasingly equipped with radios, and questioned whether motorists already listening to FM be asked to switch to the AM band.

Under the FHA-approved project, state highway officials will be authorized to place the frequencies of all area stations which meet certain criteria—the most significant of which is their willingness to broadcast weather advisories every 15 minutes when adverse conditions prevail—on a list provided to the public.

The FHA noted that since the majority of automobiles are equipped with AM receivers, participating AM stations "must" be listed on the signs. However, the agency added, "available FM stations meeting all other criteria should be included, if appropriate, to give complete service to all parts of the U.S."

The agency agreed that those motorists tuned to an FM frequency "should not be required" to turn to AM in order to determine what's going on outside.

Public broadcasting, foundations underscore their relationship

At Senate subcommittee hearing, representatives of both cite importance of varied funding sources

Witnesses testifying last week before the Senate Subcommittee on Foundations all agreed on the importance of foundation funding to public broadcasting. Most of them were from the world of foundations and public broadcasting, and they cited foundation money for contributing to the independence of the medium and for encouraging program experimentation.

According to James R. Killian Jr., chairman of the Corporation for Public Broadcasting, funding diversity provides "a precious form of insurance for protecting the independence of public broadcasting from manipulation, undue influence and political misuse." And diversified financing, said Ward B. Chamberlain Jr., senior vice president of the Public Broadcasting Service, "is essential unless we are willing to surrender all responsibility for public affairs to the government. If the contributions amounted to some $20 million or 7.9% of public television's 1973 total income.

In addition to program independence, Foundation monies have contributed to program diversity and innovation, other witnesses noted. Joan Ganz Cooney, president of the Children's Television Workshop, which produces Sesame Street and the Electric Company, testified that perhaps the "most important" function of foundations has been in providing seed money for program experimentation. When Sesame Street was no more than a gleam in the eye of Mrs. Cooney, the Carnegie Corp. inititated the project by expressing "willingness to risk an expensive failure back at a time when the program's success was not assured.

But while foundation support contributed to CTW's successes, "success may bring an ironic financial dilemma," she said, noting that as projects succeed, foundations typically withdraw support in order to transfer funds to other projects. But, she said, "the fact is costs money to maintain programming which is attracting audience and achieving its goals."

The Ford Foundation, which for many years has been the single largest source of support for the system—channeling something to $270 million into public TV and radio projects between 1951 and 1973—is one of those phasing out its support, intending over the next four years to withdraw all institutional funding. That decision was reached, according to Fred Friendly, adviser on television for the Ford Foundation and former president of CBS News, because the system had reasonable assurance of long-range funding (in the Public Broadcasting Financing Act of 1973, §121). And he achieved "institutional arrangements"—notably the Station Program Cooperative—to "insulate the system from control or undue influence by a single source."

The only "sense of uneasiness" that remained beyond low funding levels was concern about resources for experimental new programming. "Foundations," Mr. Friendly said, "can continue to have a major impact on the future development of public broadcasting by providing funds for this purpose."

Alan Pifer, president of the Carnegie Corp., said that if long-range funding is guaranteed, foundation funding would turn to "support experimental, risky new projects and really major program productions... Public television will never reach its full potential unless it can periodically reach out to set itself new standards of artistic and educational excellence and create new visions of an exciting future. If and when these breakthroughs, it may well, in the process, challenge commercial television to improve its standards," he said.

Also speaking of the future role of foundations in public broadcasting, Henry Jenkins, president of the Corporation for Public Broadcasting, said that the long range funding legislation will act as a "catalyst for increased support of public broadcasting by foundations" because of a matching funding formula that will base federal support on the amount raised by nonfederal sources.

One business corporation was on hand to tell why it supports public broadcasting. According to Herbert Schmertz, vice president for public affairs of Mobil Oil Corp., "We would like to see a spectrum of access to views and opinions that is really very severely limited both on commercial and public TV."

(Mobil has been engaged in a controversy with the commercial networks over their refusal to air Mobil's "position ads" on the energy crisis.) "What is at stake here is the principle that debate on national issues be allowed to proceed unshackled by artificial constraints," said Mr. Schmertz, commenting on network news presentations that stress "topical entertainment and emotion" in news and public affairs programming. As a result, Mobil has sponsored the National Town Meeting show on public television to explore issues of concern.

The hearings were held Sept. 9-10. The subcommittee, chaired by Philip Hart (D-Mich.), is under the Committee on Finance.
Quello opens up in maiden talk to FCBA

With five months service at FCC behind him, ex-broadcaster expounds on public-interest groups, public-service broadcasting, violence on TV and a 'commission hall of fame'

FCC Commissioner James H. Quello, who joined the commission in April, is not, apparently, afraid to reach judgments or to express them publicly. Last week, he unloaded a passel of them—impressions of a "freshman year," he called them—in his first appearance before the Federal Communications Bar Association. They ranged from his view of citizen groups to a suggestion that the FCC give extra credit to broadcasters who involve themselves in community affairs. He even dared to suggest his candidates for "a commission hall of fame" composed of seven ex-FCC commissioners.

The commissioner's views on citizen groups was colored by the difficult time many gave him last winter in the draw-out confirmation hearing to which he was subjected, with his background as a broadcaster—25 years of service with WJR-AM-FM Detroit—the principal cause of complaint. Some groups, Mr. Quello said he came to recognize, "are primarily advocates for their own private version of the public interest," and "a few individuals depend for their existence on promoting and exploiting discontent." However, some groups, he acknowledged, represent sizable constituencies whose views should be considered.

Then, he was off:

* Fairness doctrine: Commissioner Quello is troubled by the fairness doctrine because he feels that broadcasters are entitled to the same First Amendment rights enjoyed by the press media. However, he feels the commission's new fairness report assures the fairness he says Congress requires of broadcasters, yet "does not impose a heavy regulatory burden on anyone concerned."

* Crossownership: The commissioner massaged his listeners' egos by stating he was "enchanted by the logic, reasoning, wordsmanship and skilled presentation" of many FCBA members made at the oral argument in July on the newspaper-broadcast crossownership question. "The jury," he noted on Monday, when he spoke, was "still out." But he indicated that while he would not favor a rule requiring the breakup of all multimedia holdings in individual markets, he felt there were some "concentrations so extensive that one might question the amount of independent and diverse viewpoints available to the public in that locality."

* News programming: As for news programming in general, Commissioner Quello said station owners, executives and managers "should more and more assume roles of publishers and editors-in-chief.
rather than super sales managers, show-business producers or financial experts." None of those latter jobs, he said, has the impact on the public of news and news analysis. He would also like to see stations and networks employ larger news staff capable of more investigative and more detailed on-the-spot reporting.

**Media vs. government:** As for the adversary relationship between news media and government, Commissioner Quello said, "I believe that newsmen have the right and obligation to seek the truth—the facts—but I'm offended by arrogance or rudeness on their part." He feels government officials should be free to exercise their freedom of speech in criticizing the media "without raising the ominous specter of censorship."

**TV violence:** Commissioner Quello indicated he had no qualms about suggesting program themes. "I believe TV violence must be curbed and more emphasis placed on the 'crime doesn't pay' theme," he said. He is aware of the no-censorship provision of the Communications Act, but: "Broadcasters, and particularly network executives and producers, must exercise the good judgment that will obviate any public demand for government intervention in programming." And he warned that if future research establishes "a direct corollary" between television violence and a high crime rate, Congress could and perhaps should "act to correct abuses."

**Children's programming:** He applaud ed the broadcasting industry for the steps it has taken to regulate itself in the area of children's television programming. He recalled that shortly after joining the commission he was quoted as saying that commercials on children's programs should be carefully screened and judiciously reduced. "They have been judiciously reduced," he said. "Now I hope and trust they will be carefully screened."

**Public service involvement:** Public interest programming, important as it is as a measure of a station's public service, is not all that the commission should consider in that regard, the commissioner said. "Official recognition should be accorded stations whose broadcast executives and personnel take the extra time and effort to become personally involved—who assume active roles in community, charitable, educational, religious, government or civic projects—extra public-interest brownie points, if you will, for community involvement above and beyond the call of ascertainment duty."

As an example, he suggested that a station executive take the lead in exchanging ideas for programs and documentaries with other stations, get commitments from these stations and then create, produce and distribute the resulting product. He said that the larger stations in a market could rotate the chairmanship for such activities and that the most profitable stations should volunteer "substantial commitments of time and money to programming and to public service involvement."

Commissioner Quello was critical of broadcasters who regard public service as a necessary but "annoying" interruption in the march to greater profits. "I'm sorry to say I've heard some say we take care of all public service crap after midnight," he said. "They forget they are licensed to serve public interest, not private gain." Those who use a substantial part of their profits for the public good should be recognized, he said; those who don't should be encouraged and even prodded.

Commissioner Quello's list of nominees for an FCC hall of fame is sure to start old timers among the bar and broadcasters casting back through their memories for their own nominees. Mr. Quello's list, which diplomatically excludes commissioners now serving, was drawn up with the help, he said, of journalists and lawyers with more than 20 years "experience with, or exposure to, the FCC."

Because Democrats outnumber Republicans among the commissioners who have served since the agency was created in 1934, and since he is a Democrat, Mr. Quello said he would name a Democratic chairman of his mythical commission—the late Albert Wayne Coy, who was chairman of the commission from 1947 to 1952 and who "is regarded by many as the architect of our present television system." Mr. Coy, Mr. Quello said, received more votes than any other ex-commissioner.

Other Democrats on the list:

The late T. A. M. Craven, who served two terms, from 1937 to 1944 and from 1956 until 1963. He was "a distinguished and respected engineer who developed an interest and considerable expertise in the budding communications industry."

The late Frieda Hennock, the commission's first woman member, who served from 1948 until 1955. She was "variously described as a 'gadfly' and 'activist' but [she] made a lasting contribution in the reservation of scarce spectrum space for educational purposes."

Kenneth A. Cox and/or Lee Loewinger, who tied in the balloting. The two former commissioners, whose terms overlapped during the FCC's reliance on odds at polls, Mr. Cox, who served from 1963 to 1970, "contributed to many current commission policies." Mr. Loewinger, a commissioner from 1963 to 1968, was considered by those surveyed as "one of the best informed and effective commissioners."

Three former Democratic chairmen who did not make the list but received substantial support were E. William Henry (1962-1966), Newton N. Minow (1953-1963) and James Quello (1969-1974).

The Republicans on Mr. Quello's list are headed by Frederick W. Ford, a member of the commission from 1957 to 1964 and chairman from 1960 to 1961. He was largely responsible, Mr. Quello said, for the commission's policy statement on programing which was stated during the chairmanship of Mr. Minow.

The other Republicans:

Rosal H. Hyde, who holds the record for the longest service on the commission—from April 17, 1946 to Oct. 31, 1969—and who served as chairman twice, from 1953 to 1954 and from 1966 to 1969. "His dedicated efforts resulted in the lifting of the TV freeze [in 1952] and in expediting several hundred initial TV applications."

Edward Mount Webster, who served from 1947 to 1956. He was another engineer "who has been described as dedicated, earnest and serious."

Commissioner Quello said he has no ambitions to be on such a list in the future. He hopes, he said, is to do a good enough job as commissioner "so that a future industry candidate won't have the trouble I had in being confirmed."

**Quello's all-stars.** These eight former members of the FCC emerged from new boy James Quello's surveying for a commission hall of fame. Wayne Coy was picked as chairman, Frieda Hennock as the standout woman member. The other Democrats: T. A. M. Craven, Ken Cox and Lee Loewinger (who tied in the balloting). Republicans: Fred Ford, Rosel Hyde and Edward Webster.
A bluegrass goodbye for 'Country Tom' Whitehead

Customary trappings of official Washington are left behind as friends and neighbors get together to send him off to MIT

Tom and Margaret Whitehead’s friends said goodbye last week. And they said it in style—bluegrass style. There was beer, there was talk, but mostly—in Ruby’s, a small place on Route 1 in the Virginia country south of Washington—there was music, played by Cliff Waldron, and his New Shades of Grass.

Bluegrass is one of the not so secret passions of Dr. Whitehead, the 35-year-old outgoing director of the Office of Telecommunications Policy. There was nothing so relaxing for him after a day of tangling with broadcasters and/or AT&T, as to pull on his cowboy boots and jeans, drive to Ruby’s and listen to the string bands that played there.

Thus it was almost inevitable that, when the time came for the going-away party, his friends thought of Ruby’s. Some of those who attended are into bluegrass—Bowman Cutter, of the Cable Television Information Center, and his wife, for instance. But not all. But they came anyway, to listen, enjoy and maybe to learn.

And they were a motley crew with not much in common except their relationship with Mr. Whitehead. There was Philip Buchen, the President’s counsel, sitting quietly, puffing on a pipe, the controversy over a pardon for an ex-President apparently far from his thoughts.

FCC Commissioner Abbott Washburn (whose invitation probably owed more to his former tour as a consultant to OTP than to his new job as commissioner) and his wife showed up in sweatshirts. Martin R. Hoffman, the special assistant to Secretary of Defense James R. Schlesinger, and Donald Baker of the Justice Department’s antitrust division, were there. So were top officials of other agencies and their wives.

And from OTP, there were some of those who had served with Mr. Whitehead, the first director of that office among them, John Eger, his deputy and now the acting director, and Henry Goldberg, the general counsel. Brian Lamb, who was Mr. Whitehead’s press and congressional relations aide, helped arrange the party.

But it was all informal—blue jeans and gemütlichkeit. Mr. Whitehead was given a fiddle as a going-away present, and promised to learn to play it.

And then it was over. Mr. Whitehead will spend the next year between Washington and Cambridge, where he will be associated with the Massachusetts Institute of Technology and Harvard. Ruby, of Ruby’s, is also moving on. The place was to be torn down this week to make way for a warehouse.

Media Briefs

On lower Gulf coast, WSVU(TV) Ch. 26 station in Naples, Fla., has joined ABC as primary affiliate. Station operates with 2.7 megawatts and is owned by Gulfshore Television Corp.

Disagreement in Dallas. Times Herald Printing Co., licensee of KDFW-TV Dallas, has denied charges in Aug. 19 “informal complaint” to FCC by Dallas-Fort Worth Coalition for the Free Flow of Information. Complaint asked FCC to rescind its July 31 license renewal of KDFW-TV, charging licensee had violated agreements with coalition that had been filed as amendments to station’s 1971 renewal application. In that agreement between coalition and station, affirmative actions on minority programing and employment were mapped out. KDFW-TV rejected as unfounded, coalition’s additional argument that station and FCC hastily pushed renewal through in second series of negotiations with CFFI were underway. Further, kdfw-tv pointed to its employment record and programming over last three years to show accord with 1971 CFFI agreement.

Appeal. Better Broadcasting of Atlantic City has filed appeal in U.S. Court of Appeals against FCC’s July 30 grant of license renewal to WDLD(AM) Atlantic City. FCC also had returned mutually exclusive application for wdld facility filed by Better Broadcasting because it was filed after May 14, 1973 deadline.

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An uneasy RTNDA expresses fear of tightened vise around newsman

Paul White Award winner Bill Small assails fairness doctrine strictures; Lower rebuts some claims; Saxbe delivers a bit of a lecture

The recipient of the Paul White Award of the Radio Television News Directors Association told that group's Montreal convention last Friday (Sept. 13) that FCC regulation has made "second class citizens" of broadcast journalists. Bill Small, CBS News senior vice president and formerly Washington bureau chief, echoed the words of the CBS Radio News giant when he named the award honors by referring to the FCC as TV news' "worsome ogre."

Mr. Small also voiced the sentiments of his boss, William S. Paley, chairman of CBS Inc., in condemning the fairness doctrine requirement imposed by the FCC to control license renewals. Mr. Small has joined the growing throng of prominent broadcasters to come out against the fairness doctrine this year, including Mr. Paley and NBC Chairman Julian Goodman (Broadcasting, June 3).

"As long as the FCC can rule that NBC cannot do a documentary on the shortcomings of pensions without devoting as much time to pensions that do work, that long are we in broadcasting half-free," Mr. Small said. "The sense of what we have always done and how we do television news is permeated with a desire to be fair," he added, that "to impose artificial balance to reporting is distortion." Mr. Small took aim at remarks of ex-White House communications spokesman Ken Clawson that "we all have a piece of TV's ass." "As long as White House officials and congressmen and access advocates and others feel that they have a piece of television," insisted Mr. Small, "then freedom of the press will never fully apply to us."

The CBS News executive cited as particularly offensive recent attempts to restrain the use of TV cameras during the once-anticipated Senate trial of former President Richard Nixon. Suggestions that TV cameras be barred from panning the galleries or among senators, and that editorial comment from newscasters and interpretive reporting be controlled by Congress he called "dangerously close to the Russian way of doing things."

Two days earlier, in the convention's keynote address, Elmer W. Lower, former president of ABC News and now vice president, corporate affairs, ABC Inc., predicted that an hour of evening news will be on some network in the not-too-distant future. As for radio, Mr. Lower contended there is "a real need to reglamorize this arm of electronic journalism." He insisted radio is "not a second medium; it's alone in its ability, and it proves it over and over again."

Mr. Lower also used the occasion to defend broadcast journalism against various charges leveled by critics. He decried accusations that the broadcast media are "the mouthpiece of the so-called Eastern, liberal "establishment"; that network news programs unduly created opposition to the Vietnam war, and that TV and radio have dealt unfairly with President Nixon during the Watergate period. He did say, however, that radio and television coverage of the Vietnam war may have hastened the end of that conflict—but he noted that it took 10 years to do so.

Remarking on more recent journalism activity, Mr. Lower said that TV coverage of the House Judiciary Committee's impeachment deliberations will result in far greater acceptance of the broadcast media on both sides of the Hill. Looking back in his 21 years in the business, at all three major networks, Mr. Lower concluded: "We have come far enough to be proud but not far enough to be complacent. There's a huge job ahead."

Another major convention address was that of Attorney General William Saxbe, who qualified a lengthy testimonial to the First Amendment with a brief—but barbed—criticism of television entertainment. Enumerating the influences he found destructive to contemporary American culture, he noted that "Violence per-
meates the mass art forms of movies and television—and the victims are not only sweet reason but millions of children who will never be quite the same again."

Mr. Saxbe took pains to read broadcasters' rights, as it were, in regard to calls to testify in judicial proceedings. The key points:

• Subpoenas are issued to newsmen only as last resorts, if all other efforts fail to obtain desired evidence.
• Even then, voluntary compliance is sought first.
• And even then, only the attorney general may authorize such subpoenas.
(Mr. Saxbe has authorized 15 in the last eight months, three in a single case.)

And after that, newsmen may contest such subpoenas in court.

While stressing that it was up to the press to decide how it would report the news, Mr. Saxbe said that "new technology and the ability to instantly transmit via radio and television events of substantial importance make it essential that fairness be uppermost at all times." By raising the questions, however, Mr. Saxbe seemed to indicate his feeling that, at least, the newsmen's response should not always be to damn the torpedoes and go full speed ahead. "They are very complex issues," he said, "One day it might be televising the negotiations of convicts who have seized hostages. Another it may be the agonizing decision on whether to report a breaking story for which you have some—but perhaps not all—of the facts. And it can also involve careful judgments on whether to give coverage to demagogues and cranks seeking to build personal power through manipulation of the media."

Mr. Saxbe was critical of the Associated Press for firing a reporter who had answered FBI questions about what he had seen at Wounded Knee, S.D. By contrast, he again praised the broadcast newsmen (William Anderson of WWHO-TV Memphis, Tenn.) who foiled a bank robbery by ramming the getaway car. The attorney general's point: it is the newsmen's duty to help uphold the law—"Just as a doctor has an obligation to answer questions about a crime he has seen in a hospital. Or a lawyer a crime he has seen in his office building. Or a clergyman a crime he has seen in his church."

The RTNDA convention had less success with two of its planned panel performances. One—billed as "The View from the Other Side"—was to feature two broadcast newsmen now working on the government side of the fence. Neither showed up, and the session was carried on by a single substitute, John Calhoun, a former newsmen now assistant to the President for minorities. His appearance came on the heels of last week's pardon of former President Nixon by President Ford, and the resignation of news secretary Jerald terHorst, and Mr. Calhoun was hard put to explain those events in the face of skeptical questioning. He fared little better in answering complaints of local newsmen that White House staff members failed to cooperate with them on presidential trips. News directors of stations in Chicago, Columbus (Ohio) and Pittsburgh complained they were blocked out of coverage in favor of White House regulars traveling with the President. One news director commented that he would rather deal directly with the Secret Service and "not have the helpful cooperation of the White House staff."

Mr. Calhoun, addressing a subject closer to his expertise, said that while conditions have improved in employment of minorities by broadcast media, the problem still exists. "I know you can't find qualified minorities and women, but that merely compounds the problem and is just an excuse, not a solution. Minorities don't want you to lower the standards," he said. "Just open the door."

And what was billed as an encounter between Ralph Renick, news chief of WTVJ (TV) Miami, and Frank Magid, the news consultant, also failed to develop (Mr. Renick was absent because of having injured himself on some coral, Mr. Magid because of illness in his family). What was left of the session on news doctors was declared a draw by moderator Ray Miller of KPRC-TV Houston with the comment that "You [the consultants] need us as much as we need you."

(Mr. Magid's published charge—in Broadcasting's Sept. 9 special report on news consultants—that broadcast journalists who criticized that developing specialty were biting the hands that feed them drew sharp challenge from the floor. A Magid associate, Leigh Stowell, said that although he could not confirm that

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Kaymeg hits home with 42% share.

Yes, baseball fans gave KMEG-TV a 42% share of the market* when the Chicago Cubs played the Pittsburgh Pirates on August 4. And Sioux City is 525 miles from Chicago! This was a 60% greater audience than the second-ranked station during the period of the study. With this example, you can see KMEG-TV has the programming Sioux City wants.

That's why we say you get more than you bargained for when you buy KMEG-TV and your Sioux City budget should include us.

the quotation was precise, he believed it to conform to Mr. Magid's thinking.)  

Another prominent consultant, Phil McHugh of McHugh and Hoffman, McLean, Va., commented that so much of a station's life is dependent on news that more news directors should become station managers. A station cannot be successful, he observed, unless the news department performs capably. And J. Paul Huddleston of News Aid, Marina Del Rey, Calif., said that consultants come into play because stations tend to get bogged down. "Our only product is news," he commented, denying that it was consultants' intent to make actors out of newsmen. "The greatest story in the world couldn't be told unless the station is able to communicate," he said.

**After terHorst, who?**

**Buchen says news secretary may have been misled, but not misinformed on President's pardon for Nixon**

President Ford is looking for a new news secretary, one who would do as much for his credibility as his former one and restore the amiable link to the White House press corps that he had provided.

The President did nothing for his reputation for credibility, and News Secretary J. F. terHorst resigned in protest, when Mr. Ford surprised the nation with his announcement that he was granting former President Nixon a full pardon.

Mr. terHorst, who as a reporter had covered Mr. Ford for 20 years, was the first person he hired on assuming the Presidency last month. And Mr. terHorst had impressed White House reporters, from whose ranks the President had plucked him, with his candor and no-nonsense style—a relief, most said, from the style of President Nixon's news secretary, Ronald Ziegler.

Mr. terHorst, who is now back on the payroll of the Detroit News, said he left the White House job because he felt he could not credibly defend the President's decision to pardon Mr. Nixon. "I felt that mercy, like justice, should be even-handed," he said in a statement. He was concerned about the fate of the others caught up in the Watergate scandal and, indeed, the Vietnam war resisters who are requesting amnesty. Two days later, the White House announced President Ford was considering pardons for all Watergate defendants, a statement modified the next day.

That was not his only problem. Mr. terHorst felt he had been badly used two weeks ago by a top White House aide with whom he had checked several reporters' queries about reports that a pardon for former President Nixon was imminent.

On the strength of what the aide, White House counsel Philip W. Buchen, told him, Mr. terHorst advised the reporters there was "nothing to" their reports. Mr. terHorst reportedly was not informed of the President's decision until Saturday, the day before the Sept. 8 announcement, when aides were discussing plans for breaking the news.

Mr. Buchen, who appeared in the White House press room on Tuesday to answer questions about the Nixon pardon, conceded Mr. terHorst "could have been misled" but denied misinforming him. He said that when Mr. terHorst asked him about queries that a presidential pardon was in the cards, he did not tell Mr. terHorst the emissary was not out there discussing pardon. Mr. Buchen said he told Mr. terHorst the meeting was on the tapes and records. He said he avoided mentioning the matter of the pardon which had also been discussed, because he felt bound to secrecy by his attorney-client relationship with the President.

Filling in as news secretary on an acting basis and in line for Mr. terHorst's old job, is Jack Hushen, who had been deputy news secretary. Like Mr. terHorst, Mr. Hushen was a reporter for the Detroit News. But unlike Mr. terHorst, who joined the White House press office several weeks ago, Mr. Hushen comes directly from the ranks of government information officers.

He was director of public information at the Justice Department and special assistant to the attorney general. And in the view of some Washington reporters, Mr. Hushen's track record indicates that, if he is named to the top job in the press office, he would not have the same problem hanging in at the White House when controversial actions are taken and announced that Mr. terHorst did.

Mr. Hushen's tour at Justice extended from the days when John Mitchell was attorney general in 1970 through the Saturday Night Massacre last October.

**Method, manner of news Emmys criticized**

**Confusion of categories, make-up of judging panels questioned**

Hearty pre-publicity from ABC-TV could not save the 1974 news Emmy awards telecast from criticism on the manner in which the ceremonies were handled and on the manner in which the National Academy of Television Arts and Sciences selected the 150 awards judges. The 90-minute awards presentation took place Sept. 4 at the New York Hilton and was hosted by ABC's late-night talk show host, Dick Cavett.

After the ceremonies, several network newspeople commented on the confusing way in which several awards were dispensed for almost every category detailed in the list of nominations. For example, both Harry Reasoner of ABC News and Bill Moyers, formerly of PBS, were named "outstanding television news broadcaster" for 1974; furthermore, the awards did not go to the broadcaster collecting the largest number of awards (four), Walter Cronkite. This was the second year in which the news awards were broadcast separately from entertain-
Outstanding achievement in coverage of special events (for program achievements):

A Complete News Coverage - ABC News Close-Up - Pamela Hill, producer; Jules Bergman, executive producer; "The New World of Jacques Cousteau." "The Undersea World of Jacques Cousteau" (ABC) won Outstanding Achievement in Reporting for a special program.

Outstanding achievement in news and documentary directing:


Outstanding Individual achievement in children's programming:


Outstanding achievement in engineering development:

For the "Telematics," John D. Silva for his conception and expertise and to Golden West Broadcasters for its realization.
Back Home Again—John Denver (RCA)

Although some of the edge has worn off John Denver's popularity, he continues to release singles that receive automatic airplay. His dependably saccharine sound, which allows his records to straddle the demographics of both top-40 and MOR radio, is relatively unchanged since his first hit, *Take Me Home, Country Roads*, and it continues in his latest, *Back Home Again*.

This new song is the title track from his latest LP, from which his current hit, *Annie's Song*, begins a fast drop, from 17 to 34.

Stations reported on John Denver's latest last week included: WCOL (AM) Columbus, Ohio; WOJO (AM) Minneapolis; WKTV (AM) Oklahoma City, KIMN (AM) Denver; KJJOY (AM) Stockton, Calif., and KJBR (AM) Seattle.

*Play Something Sweet* (Steeleyard Blues)—

Three Dog Night (ABC/Dunhill) *'Three Dog Night's* last hit, *Sure As I'm Sittin' Here;* made it to 29 on the "Playlist" in early August and by last week was in the lower regions of the chart. This week it is off altogether, and now comes another Three Dog Night release, *Play Something Sweet*, with a now faddish parenthetical add to the title, (Steeleyard Blues).

This is not, however, hard blues, as steelyards might indicate, or, for that matter, even blues. But it is the basic Dog formula—a smartly and commercially produced ballad sound—worked on an Allen Toussaint-penned tune.

This single is off to a good start with WABC (AM) New York playing it last week. Other stations reported on *Play Something Sweet* include: WPOQ (AM) Hartford, Conn.; KOIL (AM) Omaha; WLS (AM) Chicago and KLIV (AM) San Jose, Calif.

No time for Lorelei

*All-women DJ staffs have run their cycle, according to Norfolk FM, which revamps its on-air staff*

Disclaiming any intention of "sounding chauvinistic," WNOR-FM Norfolk, Va., General Manager Fred Gage said "the consensus of broadcasters" reflects doubt about acceptability of the female voice. So rather than suffer continued rating declines, WNOR-FM has released two women DJ's, two parttime temporary onair women and moved another to an office position, Mr. Gage, citing a change of formats and a trend away from specialty programing, said the all-women disk jockey staff had run the course of its life expectancy.

He said the station has found success with women voicing commercials—the young lady doing deodorant commercials is doing a nice job." However, the turnover for women has been greater than for men on the WNOR-FM staff and in most cases, Mr. Gage maintained, "a woman's destiny is tied to a man." He added: "Females and males alike would rather hear a male voice on the radio."

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

- **AMERICA, David Essex** (Columbia).
- **EARLY MORNING LOVE, Sammy Johns** (GRC).
- **EVERLASTING LOVE, Carl Carlton** (Back Beat).
- **HONEY HONEY, Sweet Dreams** (ABC/Dunhill).
- **JAMES DEAN, Eagles** (Asylum).
- **MEET ME AT THE CORNER DOWN AT JOE'S CAFE, Peter Noone** (Casablanca).
- **MIDNIGHT FLOWER, Four Tops** (ABC/Dunhill).
- **THE NEED TO BE, Jim Weatherly** (Buddah).
- **SURFIN' U.S.A., Beach Boys** (Capitol).
- **SUZIE GIRL, Redbone** (Epic).
- **TRAVELING SHOES, Elvin Bishop** (Capricorn).
- **WALL STREET SHUFFLE, 10 C.C.** (U.K. Records).
- **WHY CAN'T YOU GROW UP, Bobby Whiteside** (Curtom).

**WOMBLING SUMMER PARTY, Wombles** (Columbia).

Tracking the 'Playlist.' This week's chart is as slow as the one for the third week in June was fast. Schools are back in session, and the frantic programing activity that coincided with their closing three months ago and continued throughout the summer will probably quiet down now. There are only eight bolts on this week's "Playlist," compared with as many as 18 in recent weeks. Highest is First Class's *Beach Baby* (17), a summertime tune due soon for a fall. Next is Elton John's *The Bitch Is Back* (33), which came out as a single only three weeks ago, although it had received heavy play as an LP cut. The Ballad of Evel Knievel is up to 45 from 66, reflecting the interest caused by his Snake River stunt. Gordon Lightfoot's new single, *Carefree Highway*, is 53 in its second week on the chart. In their first week are John Denver's *Back Home Again* (55) and Gino Vanelli's *People Gotta Move* (61). Also new are two versions of Second Avenue—one by Art Garfunkel (68), the other by Tim Moore (72). Another song involving a cover battle, *Honey Honey*, is on the "Playlist" in the Abba version (71).

**Editor's note:** Effective with this issue, the basic ratings figures on which "Playlist" calculations are made will be supplied by The Pulse Inc.

*What is it? Call Jerry Atchley collect at (214) 634-8511 to find out.*
<table>
<thead>
<tr>
<th>Rank</th>
<th>Title/Artist (Duration)</th>
<th>Year of Release</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>&quot;You're&quot; Having My Baby (2:32)</td>
<td>1961</td>
<td>Columbia</td>
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<td>2</td>
<td>I Shot the Sheriff (3:19)</td>
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<td>Can't Get Enough of Your Love Babe (3:15)</td>
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<td>Rock Me Gently (3:28)</td>
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<td>Feel Like Makin' Love (2:55)</td>
<td>1966</td>
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<td>Ooh, We Ain't Got Nothin' (3:20)</td>
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<td>Hang On in There Baby (3:23)</td>
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<td>The Bitch Is Back (3:50)</td>
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<td>Annie's Song (3:25)</td>
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<td>Let's Hang On (3:20)</td>
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<td>Billy &quot;Crash&quot; Craddock -ABC/Dunhill</td>
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<td>People Gotta Have Rights (3:18)</td>
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<td>Second Avenue (3:50)</td>
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<td>Shakin' on (3:21)</td>
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<td>Dalton, Kathy -Tamla</td>
<td>1966</td>
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Alphabetical list with this week's over-all rank: The Air That I Breathe (39), Annie's Song (44), Another Saturday Night (15), Back Home Again (55), Ballad of Evel Knievel (45), Beach Baby (17), The Bitch Is Back (33), Boogie Bands & One Night Stands (75), Call Me on (56), Can't Get Enough (32), Can't Get Enough of Your Love Babe (4), Carefree Highway (33), Clap for the Wolfman (23), Do It Baby (36), Don't Turn Around On Me (34), Earache My Eye (36), Eyes of Silver (97), Falling in Love (32), Feel Like Makin' Love (6), Free Man in Paris (49), Good Morning Little School Girl (29), Grand Funk (37), It's Only Rock 'n' Roll (47), It's Over (35), Just a Little Overdrive (21), Keep On Smilin' (36), Kings of the Party (54), Let's Hang On (30), Little Richard (33), Love Me for a Reason (42), Moonlight Special (66), Nothing from Nothing (24), On and On (27), People Gotta Have Rights (31), Rub It In (20), Shakin' on (36), Straight Shooter Woman (27), On and On (22), So You Are a Star (74), Steppin' Out (Gonna Boogie Tonight) (38), Stop & Smell the Roses (43), Straight Shooter Woman (76), Sugar Baby Love (64), Sweet Home Alabama (16), Take Care of Business (29), I'm Leaving You (7), Tired Man (48), Waterloo (49), Who Do You Think You Are (25), You Ain't Done Nothin' Yet (51), You Can Have Her (92), You Haven't Done Nothin' (13), You Little Trustmaker (37), You Me Against the World (19).
Broadcast Advertising-

ABC has wholesale objections to FTC premium ad ban

Network says not only is discriminatory; it’s unnecessary

ABC Inc. has joined those objecting to the Federal Trade Commission’s proposed ban on television premium advertising to children in a brief that claims the FTC has failed to demonstrate that the practice is unfair; that if premiums are unfair, the FTC is seeking to ban only the advertising of the practice rather than the practice itself, and that the restriction of the ban to television and not other media are discriminatory.

On the first point—that premium advertising is not inherently unfair—ABC says that the commission has failed to provide evidence of the staff contentions that premiums confuse the purchaser and focus attention away from the merits of the product. In fact, ABC says, the premium offers an additional consideration which “may well provide the only rational basis for choosing among otherwise identical or similar product offerings.”

And, such a move would be discriminatory, ABC says. Regulation of advertising “should not be medium-directed but... it should be message-directed—i.e., concerned with the advertising practice in question irrespective of the medium of advertising utilized.” ABC went on to draw parallels between the effects of such a ban and the ban on televised cigarette advertising, which, it said, “underscores the folly of focusing only on television.” As in the cigarette case, the prohibition on premium advertising on television will only force a reallocation of ad expenditures into other media, ABC argues.

Along with what's wrong with the ban, ABC urges the commission to look at what's right with children's TV, pointing out that of all media in which premium advertising appears, television is the only one that has a self-regulatory code dealing specifically with premiums and placing limits on the amount of advertising. But further reductions in the amount of permissible advertising during children's viewing threaten to "cut deeply into the economic viability of such programming," and inhibit the development of high quality children's programming.

And because the FTC proposal is framed in the form of a guide, broadcasters face another and unique burden, ABC asserts. "An ordinary entity whose practice is encompassed by a guide may continue to practice and defend it if challenged in a full-fledged adjudicatory proceeding." But broadcasters face a sort of double jeopardy, according to ABC, because part of the FCC judgment of licensee responsibility extends to advertising matters. Under existing FCC policies, any licensee that chooses to air premium advertising based on a judgment that an ad is neither unfair nor addressed by the FTC guide, does so only "at the extreme peril of losing its very license to operate."

In sum, ABC says, if there is basis to adopt regulations more comprehensive than those already in place within the industry's self-regulatory machinery, "such restrictions should only be formulated after a thorough investigation and development of a full evidentiary record."

BAR reports television-network sales as of Sept. 1

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Sept. 1</th>
<th>Total dollars week ended Sept. 1</th>
<th>1974 total minutes</th>
<th>1974 total dollars</th>
<th>1973 total dollars</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>Sign-on-10 a.m. 69 9,132,000</td>
<td>2,298 $15,515,200</td>
<td>$16,163,600</td>
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<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m. 988 7,754,000</td>
<td>34,647 297,492,700</td>
<td>256,690,700</td>
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<tr>
<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m. 268 2,235,800</td>
<td>9,625 127,290,900</td>
<td>116,715,100</td>
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<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m. 93 1,438,700</td>
<td>3,420 70,228,500</td>
<td>62,712,600</td>
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<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m. 14 209,200</td>
<td>475 10,059,600</td>
<td>10,279,900</td>
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<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m. 404 17,381,100</td>
<td>13,682 744,514,300</td>
<td>684,220,100</td>
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<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m. 404 17,381,100</td>
<td>13,682 744,514,300</td>
<td>684,220,100</td>
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<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off 180 3,081,600</td>
<td>6,002 96,285,700</td>
<td>83,116,500</td>
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<tr>
<td>Total</td>
<td>2,016 $32,522,400</td>
<td>70,149 $1,361,384,900</td>
<td>$1,229,898,500</td>
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</table>

$6,500,000

American Cable Television, Inc.

Senior Notes, due 1984

The undersigned has arranged the private placement of these securities. This advertisement appears as a matter of record only.

A.G. Becker & Co.
INCORPORATED

September, 1974

Army discharges Ayer, looks for new agency

The U.S. Army, which has been investigating alleged impropriety in the awarding of its $40 million recruitment advertising contract to N. W. Ayer, has
High profits, tight money, sluggish market for stocks

The same combination that besets general economy besets broadcast and cable too—sometimes in spades

The ambiguities of the general economy are showing up in broadcasting and related businesses. Profits are up; stock prices are down. There are venture capitalists wanting to buy stations or expand cable systems, but the price of money is going out of sight.

In the market, broadcast stocks have fallen with the pack, in some cases falling farther (see table, page 40). There have been similar or worse declines in cable, programing and other communications issues.

But price-earnings ratios have never been better. Individual company reports continue to contain record profits, following the trend of 1973 when television earnings were 17.9% ahead of the year before (BROADCASTING, Aug. 19, Sept. 2). Why then the resistance in the market?

"It's not unusual," said Dennis McAlpine, an analyst of Tucker, Anthony and R. L. Day, New York. Broadcasting stocks, like so many others, were subject to the predictions of the experts some months back. Generally, the economists and portfolio managers saw an economy being taxed by inflation to the point where consumer buying power must be impaired. For the electronic media specifically, Mr. McAlpine recalled, investors sensed that advertisers—the immediate consumers in that marketplace—would feel the pinch.

"They sensed that with inflation, advertising would begin to dry up," said Mr. McAlpine. Thus investors, responding to the warnings of their Wall Street mentors, stayed away from broadcast stocks—the performance rate of which has traditionally been viewed as somewhat ahead of the mainstream of the market.

The problem was that the experts were wrong.

"They were wrong," said Dennis Liebowitz, Coleman & Co., New York, "because predictions were predicated on the assumption that corporate profits would be down and people, therefore, wouldn't be advertising as much.

"This is not the first time this has happened," another analyst noted. "People thought the same thing when cigarette revenues were removed. As it turned out, even taking the cigarette loss into account, profits were still up somewhat.

"Essentially, I view the earnings of broadcasters as a function of audience. When audience is up, then they stabilize, then they go up again. Stocks, on the other hand, are like a saw tooth. They go up and down in response to the rest of the market."

The malaise afflicting broadcast stocks is general. As Mr. McAlpine put it, "Nobody wants to buy anything. Everybody's just sitting there. It's getting something to collapse. Whether it will or not is something nobody really knows."

Some, however, are willing to venture an educated guess. Mr. Liebowitz, initially, sees some difficulties that are purely industry-oriented. "Institutions have complicated the problem," he noted. When they sell, Mr. Liebowitz reasoned, stock prices go down. And they either stay that way or go even lower "just because there's nobody to buy them."

But there's more to it than that. Mr. Liebowitz sees broadcast expenses rising between six and nine percent in the next year. Looking particularly at the networks, he views such things as labor contracts, higher sports royalty payments and new highs for film purchases as signs of decay. "It's a question of whether revenues are going to be high enough to meet the expenses," said Mr. Liebowitz. "It doesn't look like they will."

Mr. Liebowitz isn't alone in that prediction. As one prominent financial observer phrased last week, "The economy scares the hell out of me. The real crunch could come a year from now. You could get into a real recession." Right now, he explained, the networks are doing fabulously. "What has happened," he observed, "is that the networks are coining their money and are being well stocked by their program suppliers, who are getting slaughtered."

However, he notes, cost-cutting is also being employed—to some degree at the networks and to a greater extent at the station level. "Most people have already made whatever cuts that could be made. So unless you increase your revenue dollars, you could get taken apart." A decline in national spot advertising could begin to work that kind of hardship. "The situation is basically sucking away the spot money," he maintained. "It's a safe, dependable advertising medium. Sponsors trust them."

Nobody seems prepared to forecast a downturn in network advertising at the moment. But "if you cut network expenditures by three or four percent," one analyst observed, "it could really hurt. It doesn't take much to tip the scales."

Peter Allport, president of the Association of National Advertisers, said: "We don't see much indication that advertising expenditures will be severely cut back. But, he added, in the case of a "runaway" inflation, one possible rationalization could be an inclination on the part of advertisers to be more selective in their choice of media, thus decreasing the desirability of a network buy and making the more flexible spot business "more attractive."

Network officials, however, see no such development in their crystal balls. "I would hope that we really thinking of a serious decline," said CBS economist Dr. David Blank.

Dr. Blank views the general economic...
downturn in the past year as "very peculiar." Most of the decline, he observed, "has taken place in particular segments of the economy." For instance, he said, agricultural returns, which have a substantial impact on the fortunes of numerous affiliated lines of business, have been "lousy." Industries reliant on petroleum products "have been taking a beating." On the other hand, Dr. Blank noted, businesses associated with capital spending (iron and steel, for example) are doing quite well. With inflation still out of control, he said, "we will have a sluggish nine to 12 months with essentially no growth," hopefully followed in mid-1975—by a general recovery.

But broadcasters, Dr. Blank added, do not suffer from many of the problems being experienced by the more vulnerable industries. "We do not have the inputs that have been subject to the same astronomical increases as some industries have." With manpower rather than material goods as broadcasting's greatest continuing expense, Dr. Blank feels, "we have been sheltered from much of that.

Then why the continuing skepticism among economists about broadcast securities? "I think part of the problem is that the market got down on broadcasting too much," Dr. Blank maintains. They looked back at the last one or five years to when broadcasting had a lot of trouble. But in that time, it should be remembered that we experienced the loss of cigarette revenues and two recessions. They underestimated the resilience of the broadcast industry.

Statistically, Dr. Blank sees a continuation of broadcast's growth of the past year, although in less dramatic proportions. "We now expect that 1974 will show about a 10% growth in television network revenues, 4 to 6% in spot and 8 to 9% in local," and 1975, he added, "should be a year of very moderate, sluggish growth." Dr. Blank expects network revenues to be up 8-10% in that year, with spot increasing 5-7% and local by "10% or more."

Similar figures were not available for radio. Most observers, noting both the relative thrift of a radio buy and the maximum flexibility it offers, saw continued signs of prosperity in local advertising. National input, however, could be another story.

In a medium-sized Midwestern market, the head of a traditionally profitable AM-FM facility sees a marked decline in placements from Madison Avenue. "National advertisements aren't coming through any more like they used to," he said. The decline, coupled with rising costs, is causing problems. "About six months ago," the station official said, "we noticed that our gross was up but our profits were down." The realization caused the station to drop three staffers who had doubled as announcers and technicians, plus one clerical worker (from a total employee roster of 30).

There is another problem for anyone wanting to trade in, up or out of broadcast or cable properties: the money market. "The closest the prime interest rate to 11 3/4%, observers agree, financing must be scammed for."

"Sellers have been more conscious of the problem of getting cash," said Ted Hepburn, vice president of the R. C. Crisler & Co., media brokerage, Cincinnati, Ohio, "Buyers," Mr. Hepburn added, "have been more concerned with the possibility of the sellers taking terms at interest rates substantially below prime." To attempt to finance a station at the current interest rates, Mr. Hepburn acknowledged, would be "ridiculous."

The art of "taking back paper," he feels, has become a popular pursuit. With a private arrangement between the seller and buyer for financing at 8 1/2%, for instance, "that's still a pretty darn good return for the buyer."

A further difficulty could result from major increases in the availability of salable properties—a development greatly enhanced with the emergence of FM as a competitive medium. "You're broadening your base of potential buying interests," Mr. Hepburn noted. "The properties are still primarily going to [other] broadcasters, but not always the ones you'd be dealing with a couple of years ago. You're seeing the guys who wouldn't breathe out before the time now is the time to make a deal, to get a better price." And, Mr. Hepburn acknowledged, "the premium prices on most properties are not being brought."

James Blackburn Sr., Blackburn & Co., Washington, thinks that less of a problem. "It's hard getting more money; that's obvious," Mr. Blackburn noted. "But there are still just as many buyers. Everybody's concerned with the economy. They don't matter whether you run a broadcast station or a shoe shine business. But broadcasting is in a real strong position now. High interest rates are a problem, and we have to wrestle with it where we didn't before." Mr. Blackburn, however, views...
that as "just another hurdle," and based on the medium's track record, he feels, "we'll get over it."

Maybe so. But the money crunch is hurting elsewhere.

Said Mr. McAlpine of cable's particular plight: "They're getting killed by the interest rates." The reasoning behind that statement, aside from the obvious conclusions that can be drawn from a glance at the declines in cable stock and P&L statements, is apparent. "They need a lot of money," observed a second analyst. "They're trying to wire the nation. It's like trying to rebuild the telephone system." But to build it, he noted, you need financing. And with the interest rates so high, "you don't get financed."

The result, one analyst finds, has been a period of corporate hiatus. "The whole industry's pulled out its horses," he claimed. "Everybody's being low profile. It's in a hold mode. Pay cable could take off, but right now it's not happening." Thus, he maintained, the current credo is "wait and see, and in the meantime, play it close to the vest."

As one analyst recalled, the stock market might previously have been relied upon to fill some of the void. "In the past," he noted, "some cable firms have been depending on equity revenues to balance out their finances. Hypothetical-ly, if they found themselves with a 65% debt and only 35% equity, they'd sell some stock to even it out. But with the stock going at $2 a share, they've pretty much lost that option."

But what of the cable operators who are not looking to build or expand at present? As Robert Zitter tells it, there are problems too there. Mr. Zitter, manager of Antietam Cablevision—a 7,000 subscriber operation serving Hagerstown, Md. — is feeling the effects of inflation in a big way. "The buying that we do is in things that have really taken a sack," he said. A case in point: "Lashing wire [for attaching coaxial cable] sold at $3 for a 1,200-foot reel a year ago. Now it's at $10.80." Copper products, Mr. Zitter reports, are up 40%; anything with steel, "We raise our rates 20% [from $5 to $6 monthly] and then we have to put up with this crap in one year. Sure it's hurting us." Another element, Mr. Zitter noted, is that with the prevailing shortage of qualified technical personnel in the cable business, salaries must be kept at a competitive level. That too, he said, is a drain.

Coleman & Co.'s Mr. Liebowitz stressed, however, that not all cable firms are in precarious condition. "There are a lot of negative factors," he conceded, "but there are a lot of positive ones too." He looks with optimism at the wiring of such cable markets as Tulsa, Okla., and San Diego, and at such well financed firms as Cox Cable and American Television & Communications as the industry's near-term forte. But for the marginal firms, Mr. Liebowitz joined other analysts in warning that if interest rates do not improve and stocks stay at their present levels, some companies will be forced to make a choice between merger and departure from the business. Mr. Liebowitz noted: "It's going to take somebody who can afford it and who is willing to stick it out."
A-Emerson (AM) \----\----\----\----\----\----
## NEW YORK STOCK EXCHANGE

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<th>Stock symbol</th>
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<th>Closing Wed., Sept. 4</th>
<th>% change in week</th>
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<th>Low 1974</th>
<th>P/E ratio</th>
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Over-the-counter bid prices supplied by Horne & Weeks, Merrill-Nevins Inc., Washington. Yearly highs and lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

P/E ratios are based on earnings-per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earning figures are exclusive of extraordinary gains or losses.

**Fates & Fortunes®**

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<tr>
<th>Company</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
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* Change too great to be meaningful.

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

**CURRENT AND CHANGE**

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<th>Revenues</th>
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**YEAR EARLIER**

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**Media**

Richard E. Reed, VP-general manager, WLWT(TV) Cincinnati, named VP-operations of Gilmore Broadcasting Group, which includes KODE-AM-TV Joplin, Mo.; WEHT-TV Evansville, Ind.; WREX-TV Rockford, Ill., and WSWA-AM-TV - WQPO(FM) Harrisonburg, Va. Mr. Reed will be based in Harrisonburg.

Robert C. Fauser, national and retail sales manager, WXLO(FM) New York, named general manager, KBRE(FM) Houston.

Richard Ralston, production manager, KMRG(AM) Tulsa, Okla., named station manager, KXBO(FM) Stillwater, Okla.

Don C. Dailey, VP of Springfield Broadcasting Co. (KGBX(AM) Springfield and KHMO(AM) Hannibal, both Missouri), assumes management duties with parent company, Springfield Newspapers Inc., which has been bought by Gannett Newspapers (BROADCASTING, Aug. 26). He retains vice presidency of KHMO. FCC has approved spin-off of KGBX to Stauffer Publications Inc. (see "Changing Hands," this issue).

Mike Jorgenson, national sales and promotion manager, KLAK-AM-FM Denver and KAYO(AM) Kansas City, Mo., all Lakewood Broadcasting Service stations, named general manager, KLAK-AM-FM.

Bob Rice, salesman, WMFJ(AM) Dayton, Fla., named station manager, WPSX(AM) Zephyrhills, Fl.

E. Morgan Skinner Jr., assistant station manager, KOOL-FM Phoenix, named station manager.

Ken Blakey, announcer, KDOL-AM-FM Mojave, Calif., named operations manager.

Peter L. Mandell, promotion manager and public affairs director, WTEV(TV) Providence, R.I., joins WJXT(FM) Jacksonville, Fla., as promotion manager.

Bill Wayland, sales manager, WHDH-AM-FM Boston, named general sales manager, WCOZ(FM) Boston.

Bruce Chamberlin, production supervisor, CBS Television Network, Los Angeles, named assistant director of personnel, West Coast, CBS, same city.


**Award.** FCC Commissioner James H. Quello and Dennis Lewin, coordinating producer of ABC-TV's Wide World of Sports, will receive Outstanding Alumni Award from Michigan State University College of Communication Arts alumni association Oct. 5. Award is given for prominence in communications field or for contributions to community at large.
Theodore F. Hardy, advertising manager, Eagle Thrifty Drugs and Markets, Reno, named marketing director and promotion manager, KORK-TV Las Vegas.

Richard M. Coutler, sales manager, WSTV-Columbia, S.C., named assistant general manager-sales manager.

Broadcast Advertising


Frank Fraser Jr., VP, Campbell-Ewald Co., Detroit, named management supervisor, Chevrolet truck advertising account. James H. Berline, account executive, elected VP, truck advertising account.

David L. Smith, VP-director of media planning, Honig, Cooper & Harrington, San Francisco, named marketing partner, Ted Thompson & Partners, advertising agency, same city.

Richard B. Lowe, account executive, Metro TV Sales, Chicago, named sales manager, WTCN-TV Minneapolis.

Mike Giacalone, senior art director, Altman, Stiller, Weiss, New York, joins Gardner Advertising, St. Louis, as creative group head.

Earl Bechtel, general sales manager, Taft Broadcasting’s WDAF-AM-FM Kansas City, Mo., named manager, Taft’s Cleveland sales office.


William B. Hinds, sales manager, WKS(AM)-FM Hartford, Conn., named general sales manager, WBNY-FM Buffalo, N.Y.

Craig K. Howard, regional sales manager, WGTR(AM) Natick, Mass., named general sales manager.

Glenn Walser, local sales manager, KCVO-TV Kansas City, Mo., named assistant to the general sales manager. Louis Meyers, account executive, KCVO-TV, named sales manager.

Calvin Crane, on staff of KFMO(AM) Des Moines, Iowa, named sales manager.

Programing

Murray H. Schweitzer, freelance producer-director of West Palm Beach, Fla., joins WLWC(TV) Columbus, Ohio, as producer-director.

Steve Gilmartin, sports director, WMAL-TV Washington, joins KTRH(AM) Houston as sports editor.

Bill Keen, sports director, WBTN(AM) Wellsboro, Pa., named to same post, WKOX-AM-FM Sunbury, Pa.

Gary H. Griffin, executive producer, noncommercial KVST(TV) Los Angeles, named production manager, WTMJ-TV Milwaukee.

Shirley E. Frederick, director of research and special projects, WAGA-TV Atlanta, named production manager, WLTV-TV Boston. Kenama F. Corcoran, producer-director, KDRA-TV Pittsburgh, named to same position at WLTV-TV.

Ed Turner, former VP-director of news, UPITN (since incorporated into Television News Inc.), New York, joins WMAL-TV Washington as executive producer.

Mike Hafner, sports director, KDEN(FM) Denver, and Al Michaels, play-by-play man for San Francisco Giants baseball team, appointed commentators for National Football League games, NBC-TV.

Carol Stevens, manager for special projects, West Coast, public relations department, ABC Television Network, named manager of merchandising, motion pictures for television, ABC Entertainment, Hollywood.

Carl Miller, Western division sales manager, Four Star Entertainment, joins Independent Television Corp., New York, in same capacity.

Lee Abrams, independent programing contractor, joins Kent Burkhat and Associates, Atlanta, assigned to FM programing projects.

Jerey Emanuel, with Mutual Broadcasting System, New York, named sports director, WOLO-TV Columbia, S.C.

Broadcast Journalism


Frank Gentry, anchorman, KRLD(AM) Dallas, joins KXYZ(AM) Houston as newscaster and co-producer of public affairs program.

Sandy Hill, reporter, KIRO-TV Seattle, named co-anchorperson, KNXT(TV) Los Angeles.

Ronald Canada, general assignment reporter, WBAL-TV Baltimore, joins WMAL-TV Washington as District of Columbia correspondent.

Ken Keller, managing editor, KMOX-TV St. Louis, joins WDAF-TV Kansas City, Mo., as news director.

Ralph Allen, on staff, WJIM-TV Lansing, Mich., named anchorman, WSBT-TV South Bend, Ind. Bill Warrick, reporter, WBBM-AM-FM Chicago, and Pat Longworth, news director, WJVA(AM)-WRBR(FM) South Bend, join WSBT-TV as reporters.

Peter Lewine, newsman, KCSB(AM) San Francisco, joins KNTV(TV) San Jose, Calif., as on-air reporter.

Robert Walker, news director, WJKS-TV

We picked up $100,000 in new business from 10 new customers in nothing flat.

Gary Edens
Vice President & General Manager
KOY and KRFM
Phoenix, Arizona

How did they do it?
Call Jerry Atchley collect at (214) 634-8511

to find out.

Getting set at APR. Appointments continue at Associated Press Radio, scheduled to begin operations Oct. 1, with Walter Rodgers, government reporter, United Press International Television News, named White House correspondent; Andrew Silberstein, newsman, WWTT(TV) Washington, and Charles Van Dyke, news director, WAVA-AM-FM Arlington, Va., named Capitol Hill correspondents; Shelby Whitfield, sports talk-show host, WWDC(AM) Washington, appointed sports director, New York; Gerald Schwaner, senior engineer, National Public Radio, named assistant chief of communications and Paula Quilck, newsperson in AP Des Moines, Iowa, bureau, named editor,
Jacksonville, Fla., named assignment editor, WJXT(TV) Jacksonville.

Kenneth R. Kurtz, news director, WANE-TV Fort Wayne, Ind., named to same position, WFMV-TV Greensboro, N.C. He succeeds David C. Wright, named public affairs director, WFMV-TV.

**Equipment & Engineering**

Ivan D. Barton, regional manager, Philips Broadcast Equipment Corp., Houston, named district manager, VTR Products, Sony Corp. of America, headquartered in Tulsa, Okla., and retail sales manager, RCA videotape recording engineering.

Michael McGowan, on staff, noncommercial KDNA(FM) St. Louis, named chief engineer, noncommercial KWUM(FM) St. Louis.

Bert Dann, manager of advanced engineering, International Video Corp., Sunnyvale, Calif., named VP and technical adviser to president, Donald E. Morgan, manager of cartridge recording standard products, IVC, named manager, videotape recording engineering.


**Cable**

R. Josh Lanier, staff assistant to Senator Herman Talmadge (D-Ga.), named congressional relations coordinator, government relations department, National Cable Television Association, Washington.

Marvin Jones, Western division manager, UA-Columbia Cablevision Inc., Yuma, Ariz., elected VP-operations, based at San Angelo, Tex. Homer Harmon, UA-Columbia Eastern division manager, succeeds Mr. Jones. Steven Sinn, general manager UA-Columbia system, Wayne, N.J., succeeds Mr. Harmon as Eastern division manager.

Fred Horowitz, manager, Teleprompter County Cable TV, Mount Vernon, N.Y., named system manager, Micro-Cable Corp., Oakland, N.J., subsidiary of UA-Columbia Cablevision.

Mark Savage, assistant treasurer, United Cable Television Corp., Tulsa, Okla., elected treasurer-assistant secretary.

**Allied Fields**

Paul Rand Dixon, commissioner, Federal Trade Commission, reappointed to seven-year term. He has served as commissioner since 1970; before that, was chairman for nine years.

Emmitt B. Kitchen Jr., electronics engineer, industrial and public safety facilities division, Safety and Special Services Bureau, FCC, named engineering assistant to Commissioner Charlotte T. Reid. He replaces Arian Van Doorn, named deputy chief, Safety and Special Services Bureau. Walter Sutter, assistant director, Office of Telecommunications Policy, named consultant to Office of Plans and Policy, FCC, Washington.

Joseph P. Dufresne, senior attorney, division of legal services, office of general counsel, Federal Trade Commission, appointed administrative law judge.

Vernon A. Stone, head of broadcast news sequence, School of Journalism and Mass Communication, University of Wisconsin-Madison and former newsmen, WHAS-TV Louisville, Ky., joined faculty, University of Georgia School of Journalism.

**Deaths**

Samuel H. Fried, 54, WINS(AM) New York technician, died Sept. 1 at home in Clifton, N.J., of heart attack. He is survived by his wife, Sophie, and two sons, Steven and George.

Wayne Seal, 39, news director, wciv(TV) Charleston, S.C., died in plane crash Sept. 11 near Charleston, N.C. Mr. Seal was enroute to Washington for conferences with officials of Evening Star Broadcasting, which owns wciv. He is survived by his wife, Nancy, two sons and one daughter.

Walter Strange, 76, veteran cinematographer who was director of photography for Universal Television's Marcus Welby M.D. (on ABC), died Sept. 2 in his sleep. Mr. Strange won an Emmy in 1969. Among his other TV series credits are My Little Margie, Wells Fargo and Wagon Train. He is survived by his wife, Jean.

As compiled by BROADCASTING, Sept. 2 through Sept. 6 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge, adj.—alternate, ann.—announced, asr.—aural, aux.—auxiliary, CI—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, HAAT—height of antenna above average terrain, kw—kilowatt, mhz—megahertz, mod.—modification, N—night, PSA—prescriptive service authority, SH—specified hours, trans.—transmitter, TPD—transmitter power output, U—unlimited hours. Vis.—vis., watt—watts, noncommercial.

### New stations

**TV application**


- **AM start**

  - **WASS** Tallahassee, Fla.—Authorized program operation on 1070 kHz, 10 kw-D. Action Aug. 20. FM applications

- **KLTY**(AM) Leveland, all Texas, elected chairman of board of regents, Texas Tech University Complex, Lubbock.

- **Robert E. Davis**, professor of film and chairman of department of cinema and photography, Southern Illinois University, Carbondale, named chairman, department of radio-television-film, University of Texas, School of Communication, Austin.

- **Roger Cooper**, co-manager and retail sales manager, KCRA-TV Sacramento, Calif., resigned Sept. 1 to open broadcast research consultancy, Route 2, Box 2230, New- castle, Calif. 95658.
**Call letters**

**Applications**

**New TV**

- **KXMT** Educational Broadcasting Commission, Butte, Mont.
- **WJAI** Broadcasting Corporation of Columbus, Ind.
- **WWYF** Voice of Battle Creek, Mich.
- **KMOE** Bates County Broadcasting Co., Butler, Mo.
- **KAXN** KBNR-Brighton, Colo.
- **KSAZ** KBER San Antonio, Tex.
- **WKX-FM** KDFU Duluth, Minn.

**Grants**

**Call** Assigned to

- **New TV's**
  - **WHMM** Howard University, Washington, D.C.
  - **WTIS** Thunder Bay Broadcasting Corp., Alpaca, Mich.
  - **KFLO** James E. Reese, Shreveport, La.

**New FM's**

- **WYVA-FM** Cradle of Democracy Broadcasting Co., Yorktown, Va.
- **KXQI** Juniper Broadcasting, Bend, Ore.
- **WSSR** Sangamon State University, Springfield, III.
- **WGRT** Hamilton City Broadcasting Corp., Danville, Ind.
- **WKB-CM** Knott County Broadcasting, Hazard, Ky.
- **WKA A** Rumford Broadcasting Co., Rumford, Maine
- **WOGG** Oasis Broadcasting, Huntsville, Ala.
- **KXBB** Beaver County School District, Beaver, Utah

**New FM's**

- **WYVT** Broadcasting Corp., Dallas, Tex.
- **WEFZ-TV** WNYT-TV Burlington, Vt.
- **WPXY** WROC-FM Rochester, N.Y.
- **WHTC** WHTO Palo Alto, Calif.
- **WPDC** WFM-FM Baltimore

**FM actions**

- **New Canaan** Conn.-St. Luke's Foundation Broadcast, granted 91.7 mhz, TPO 10 p.m., p.o. address: 5 North Wilton Rd., New Canaan

**Ownership changes**

**Applications**

- **KCR(FM)** Helena, Ark. (103.7 mhz, 3 kw) - Seeks assignment of license from Radio Helena to Philip and节码头 Williams. Savannah Cooper, president; Bill Jones, vice president.
- **KQY(FM)** Louisville, Ky. (1310 mhz, 1 kw) - Seeks assignment of license from WAVE-FM to Harrison C. Brown.
- **KKHF-FM** Dallas, Tex. (96.7 mhz, 1 kw) - Seeks assignment of license from WDFH-FM to Jones Broadcasting Co.
- **KLRN-FM** San Antonio, Tex. (90.9 mhz, 2 kw) - Seeks assignment of license from KLRN-FM to Broadcasting Co.
- **KJWR-FM** Kansas City, Mo. (89.3 mhz, 10 kw) - Seeks assignment of license from KJWR-FM to Broadcasting Co.
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Phone: (201) 766-3900
Member AFCCE

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& ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
1324 G St. N.W., Suite 300
Washington, D. C. 20005
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
557 Munsey Bldg.
(202) 782-0111
Washington, D. C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W.
Washington, D. C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Teletar Ct. (703) 580-5900
Falls Church, Va. 22042
Member AFCCE

LOHNES & CULVER
Consulting Engineers
1154 15th St., N.W., Suite 606
Washington, D. C. 20005
Phone: (202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
Box 6864
DALLAS, TEXAS 75209
(214) 631-8560
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-2725
(201) 770-7799
(202) 223-4664
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
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San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl.
Hiland Park 4-7010
KANSAS CITY, MISSOURI 64114

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

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Sonorte Rd.
Cleveland, Ohio 44141
Phone: 216-536-9366
Member AFCCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
245 Colorado Blvd.—80206
(303) 322-5262
DENVER, COLORADO
Member AFCCE

E. Harold Munn, Jr., 
& Associates, Inc.
Broadcast Engineering Consultants
Box 320
Coldwater, Michigan 49036
Phone: 517-276-7339

ROSNER TELEVISION SYSTEMS
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New York, New York 10019
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CONSULTING RADIO ENGINEERS
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Potomac, Maryland 20854
301-299-3900
Member AFCCE

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

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

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

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Phone: (816) 524-2277

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联系
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1735 DeSales St. N.W.
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for availabilities
Phone: (202) 638-1022
Summary of broadcasting as of July 31, 1974

<table>
<thead>
<tr>
<th>Type</th>
<th>Call Letters</th>
<th>City</th>
<th>State</th>
<th>License On Air</th>
<th>On Air STA*</th>
<th>Total CP's</th>
<th>Total CP's on Air</th>
<th>Total CP's Authorized *</th>
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* Special temporary authorization

** Includes off-air licenses

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FCC tabulations as of July 31, 1974

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** Includes off-air licenses

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**Facilities changes**

**Facilities changes**


- **KWMX(M) Morristown, Tenn.—Broadcast Bureau granted acquisition of positive control of WAXY-FM broadcasting corporation, by George R. Guerin (46.7% before, 55.3% after) through purchase of stock from James C. Caudill (50% before, no after) (BAP-47). Action Aug. 26.

- **KSSAM(AM-FM)** Huntsville, Tex.—Broadcast Bureau granted transfer of control of Huntsville Broadcasting Co., from Vesta Cauden (100% before, none after) to James M. Cauden and Cici C. Cauden (none before, each 50% after). No consideration (BAL-7947). Action Aug. 30.

- **KZE(AM)** Weatherford, Tex. (1220 kHz, 500 w-D), licence renewed, no change (BAP-126). Action Sept. 4.

- **KTVU(AM)** Tacoma, Wash.—Broadcast Bureau granted involuntary transfer of control from Blaidon Mutual Investment, (100% before, none after) to Laur B. Peterson, executor (none before, 100% after) (BTC-7501). Action Sept. 4.


- **WTAP-TV Parkersburg, W.Va.—Broadcast Bureau granted transfer of positive control of R. L. Drake (52% before, none after) to Consolidation of Sellers: Mr. Drake retains 60% control of ownership. Buyers: Phil Roberts of WVLV, and William M. Sandridge, engineer at WLRV (20% each) (BTC-6372). Action Aug. 26.

- **WTVP-TV** Woodstock, Va.—Broadcast Bureau granted assignment of licence from J. T. Parker Jr. to J. T. Parker Broadcasting Co., of Woodstock (BTC-7310). Action Sept. 4.

- **KTVW(AM)** Tuscola, Ill.—Broadcast Bureau granted involuntary transfer of control from Blaidon Mutual Investment, (100% before, none after) to Laur B. Peterson, executor (none before, 100% after) (BTC-7501). Action Sept. 4.

- **KTVU(AM)** Sacramento, Calif.—Broadcast Bureau granted acquisition of positive control of Capital Communications, by George R. Guerin (47.9% before, 55.3% after) through purchase of stock from James C. Caudill (50% before, none after) (BAP-47). Action Aug. 26.

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tion of Furniture City, stating that Furniture City, because of defects in its ascertainement, failed to establish its basic qualifications. Ann. Sept. 4.

**FCC decision**

- WMRE Monroe, Ga., AM proceeding: Henry P. Austin Jr., seeking extension of operating authority (Doc. 2829, 2851). Mr. Austin, receiver of corporate assets of Walton Broadcasting Co., seeks extension of his operating authority to operate WMRE. Walton is former licensor. Grant of 60-day extension of operating author- ity is the basis for continuance of program service, commission said. Action Sept. 5.

**Complaints**

- WVCY-TV Boston—Broadcast Bureau informed Foster Furcolo that no further commission action is warranted on his complaint that station WVCY-TV, owned by Charles Markham, is a disqualifying factor for state treasurer and candidate for state treasurer. Furcolo claimed that WVCY-TV, on September 1, 1974, primary election day, was broadcasting commercial announcements of presidential candidates, that station WVCY-TV was guilty of violating election laws, and that it was necessary to dismiss Furcolo's complaint. Action Sept. 4.

- WJUW-TV Newark, N.J.—FCC denied application by Horace P. Rowley III, for review of Broad- cast Bureau ruling of April 29. Rowley alleged that WNLW-TV, owned by Joseph H. Lane, had not afforded him an opportunity for presentation of information through airing of a debate between himself and a person who could represent the African-American community. Commission denied his complaint did not explain why or why this was a controversial or of public importance. Action Aug. 28.

- Pennsylvania—Commission denied complaint of Pennsylvania Coalition of Public Broadcasters for United States Senate that 10 Pennsylvania television stations were using FCC authorized frequencies in violation of Communications Act. Mr. Flaherty claimed that stations refused his request to broadcast, in its entirety, the Pennsylvania primary- election campaign to explain his position on issues and candidates. Commission noted that each station agreed to provide candidate with access to prime time programming, even though each failed to honor his request for four-and-one-half hours. Action Sept. 5.

- WVCY-TV Buffalo, N.Y.—Commission denied Dennis J. Morrissette, candidate for Congress in Vermont, to state that Broadcast Bureau ruling of Aug. 13 denying fairness complaint against WCAX-TV Morrissette argued that when WVCY-TV denied his request in his opinion, it should be provided to free the candidates who cannot afford to pur- chase such advertising. Bureau ruled that under Communications Act broadcasters are required to permit access to either free or paid time, but that there is no obligation to provide both. Action Sept. 5.

- FCC denied complaint by National Citizens Com- mittee for Broadcasting, Daniel Edelman and Elbert G. Smith, that NBC engaged in editorialship prohibited by First Amendment and Com- munications Act. Commission noted that on Aug. 4, 1974, NBC deleted word “Crisis!” from “Tonight Show” script. Commission noted that content of the script carried in public broadcast does not need to be fair or balanced. Action Sept. 5.

**Transmitters**

- KBOB(FM) West Covina, Calif.—Broadcast Bureau ordered Robert Burdette Investments, licensee, to forfeit $500 for permitting operating holding company to own station permitting for broadcast station operation to be in charge of transmitting system and to make entries in operat- ing log. Action Aug. 28.

- WGRA(AM) Cairo, Ga.—Broadcast Bureau, by letter noted that it found no reason to make change call letters to K11MC (BPTV-502T). Action Aug. 5.

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Help Wanted Management

Group-owned AM/FM in top ten market needs experienced local sales manager. Prior management experience, plus heavy emphasis on retail sales, $35 to $40K is realistic first-year income figure. Send resume to Box J-65, BROADCASTING.

General sales manager for a major market station owned by a multi-station corporation. Must have proven ability to recruit, train, motivate and direct an experienced retail sales staff. Applicant should be a dynamic salesperson who works with the sales staff in the field, not behind the desk. This individual will also be involved in national sales and must know how to translate ratings into sales. Excellent future to move into station management. Our requirements are demanding but the income opportunity for the highly capable is in strict confidence. Box J-126, BROADCASTING.

Sales manager for Southeast Station in 72nd market. Now have good billings but not reaching potential. Must be aggressive, versatile and capable of moving to station management. Excellent benefits program. Priority consideration for experience and ability. Reply to J-131, BROADCASTING.

Sales Manager needed for number one FM in a top 35 market. Excellent income and fringe for aggressive young account executive with local sales background. Send resume to Box J-122, BROADCASTING.

Business Manager for progressive young AM/FM rock station. Responsibilities include all accounting functions to financial statements and payroll tax returns, credit and collections management, super- vision of billing and traffic procedures and office staff. Knowledge of FCC & R & R. Resume to Box 4227, Mass, 02120.

Help Wanted Sales


Combination announcer salesperson wanted for small market in Midwest. We will train in sales. Great opportunity for an announcer ready to advance into sales. Send resume and recent picture to Box J-20, BROADCASTING.

St. Louis station needs two exceptional young account executives to fill the number one and number three slots in the market—and help make it number one. Prefer at least one year in FM market, but will consider all applications. Send resume and picture to Box J-123, BROADCASTING.

October opening. Experienced Radio Time Salesperson. Active account executive with plus commission, company benefits. Send resumes and sales history to Manager, KHAK-AM/FM, Box 1360, Cedar Rapids, IA 52406.

Creative, aggressive, young account executive wanted for excellent sales/management training position with growing station group. Number one salesman required to help with training in Midwest market, but will consider all applications. Send resume to Box J-122, BROADCASTING.

Help Wanted Annonceurs

Central Pennsylvania Contemporary is looking for a strong young announcer. We would like to extend this with a proven record. Time and temp jobs not desired. We're looking for someone we can develop. Send resume to Box J-90, BROADCASTING.

Enterprise 2:00—7:00, 7:00—12:00, 12:00—5:00, 5:00—10:00. Experienced morning announcer required. Send resume to Box J-27, BROADCASTING.

Help Wanted Technicians

Chief Engineer, suburban major market AM direction with sophisticated studio installation. Construction, maintenance and staff training, close association with talent important. Reply Box J-78, BROADCASTING.

Chief Engineer for PBS affiliate with strong emphasis on management skills. Must be able to stimulate personnel and the community into a station with a strong identity. Send resume and picture to Box J-12, BROADCASTING.

Chief Engineer wanted for a major market station. Send resume and letter to: Dina Charest, WHYN, Second Floor, Springfield, MA 01104.

Help Wanted News

We’re looking for someone to run a one man news department. We’re looking for a do-it-all man to run our market station in northern Michigan and offer excellent growth opportunities. You’ll work with some of the nicest, dedicated and hard working people in the business. Reply Box J-91, BROADCASTING.

News Director—Experienced news professional needed to supervise department and air top-rated morning newscast. Authoritative delivery, aggressive reporting, strong writing and production skills a must. Equal Opportunity Employer. Send resume and references to: Box J-134, BROADCASTING.

Wanted: News Director for progressive adult AM/FM, medium market with competitive news climate, to meet our local news interest. Good opportunity. Immediate opening. Send resume to: Box J-135, BROADCASTING.

Help Wanted Technicians


Multi-station group seeks Chief Engineer knowledgeable in all phases, including five kilowatt, four- tower directional antenna, 100,000 watt stereo FM with SCA, complete microwave STI, system and automation systems. Top pay, excellent facilities, profit sharing plan, group insurance. Must be willing to move. Contact Bob Russell, General Manager, KEWJ/KSWJ, Box 2200, Topeka, KS 66604. Please send full resume and brief description of your goals.

Good opportunity at 5 kilowatt for enthusiastic chief engineer with some experience. Send letter and resume to: KLUM, P.O. Box 890, Lamar, CO 80162. No calls, please. E.O.E.


Chief Engineer wanted currently 2 AM suburban stations and one AM-FM Stereo. Excellent working conditions, open immediate opportunity, good money, free benefits. Contact Mr. Vaughan or Mr. Davis, Radio Station WARE, Ware, MA, 01376-9273.

Florida coastal station seeks first engineer capable of maintaining AM-FM, can assist with construction 100 kw, new towers, change of AM-FM site. Prefer person experienced in automation. Delightful living area, no competitive FM. Complete package. Send Resume, conditions, salary open. Immediate opening. Call 904-273-2256.

Alaska’s largest radio-TV facility is looking for qualifi- ed engineers including a production engineering and administrative qualities. Chief must have radio and TV background. Must have two year technical school experience. Prefer person experienced in automation. Delightful living area, no competitive FM. Complete package. Send Resume, conditions, salary open. Immediate opening. Call 904-273-2256.


Help Wanted Managers

Help Wanted Annonceurs

Help Wanted Technicians

Help Wanted News

Help Wanted Managers

Help Wanted Sales

Help Wanted Annonceurs

Help Wanted Technicians

Help Wanted News

Help Wanted Managers

Help Wanted Sales

Help Wanted Annonceurs

Help Wanted Technicians

Help Wanted News
Help Wanted News Continued

Help Wanted Programing, Production, Others

Accountant auditor with broadcast industry accounting experience required. Must be sharp and aggressive, with ability to do bookkeeping. Mail resume and salary requirements to: Controller, P.O. Box 10056, Dallas, TX 75224.

Creative producer needed for 50 kw. AM major-market station. Must be capable of classy, polished, creative spots and promos. Send tape and resume to Hank Williams, P.O. Box 1480, Windsor, CT 06095.

WANTED: AM station with 100 kw. needs program director with 5 years experience plus FM experience in Boston, MA. Must be sharp and aggressive, have desirable personality, good talk skill and experience in selling. Box A-502, BROADCASTING.

Situations Wanted Management

Hard-driving medium market general manager ready for the challenge of growing a station from 2 to 4 to 6 market positions in increased profits by 32% last year. 33, family, degree. Must have $20-325k to talk. Box J-49, BROADCASTING.

Exceptionally strong top-50 market sales manager desires move upward with aggressive company. Hired, trained and supervised the Spectrum sales force responsible for 100% increase in gross billings since I arrived there. Current income $27,000. Box J-50, BROADCASTING.

Manager, 41 years old, who knows how to sell. Just completed 6 years of successful management at one station. Will box in as I have $40,000.00 cash. Box J-85, BROADCASTING.

Jan Holliday, highly successful in medium, major markets. Can make your station AM and/or FM top 50 hit parade. Call 714-534-3888. Box J-100, BROADCASTING.

Stalion owner: You need a sharp take charge man who has strong sales-programming-management-technical background. Jobs available in large markets. A good executive, solvent with cash. Let me worry about your profit and loss. I always absolutely top notch. Box J-111, BROADCASTING.

Present East, age 40, GM 8 years, SM 4 years, 6 more years programming/sales. Ready to make money for both of us. Box J-115, BROADCASTING.

Radio. Thoughtfully experienced all phases of operation. Fifteen years successful management in medium and large markets. Strong sales and programming background. Family man, top references. Available immediately. Box J-149, BROADCASTING.

General Manager medium and large markets. Radio is my life. Over twenty years experience in management. Looking for opportunity to run and become owner of small medium market. Let's talk. Box J-150, BROADCASTING.

Manager-Sales Manager recognized in the industry for ability to promote station growth. Ready for another competitive medium market challenge. Knowledgeable, enthusiast and stable! What more could you want? Write King, 1529 S. Walnut, Casper, WY 82601.

Sales Manager, track record, credentials, hard work. Small, medium, large market experience. Will send resume or just talk. Call 513-662-8689. Luther Shuttlin.

Situations Wanted Sales

Street Fighter Available. Selling retailers profit making ideas 15 years. Journalism background. Developing intelligence commission. Midwest, Mountain States. Box J-64, BROADCASTING.

Experienced, mature Sales or Station Manager available some small to medium market radio or TV. Successful approach to all departments. Box J-106, BROADCASTING.

Arch 27 years old and Am interested in finding opening in Sales department. Graduated from St. Lawrence University. Became GM at WNYC Radio. Assistant from Wart- son School of Finance. Have worked parts of two summers in Business Office of Radio Station during high school years. Box J-115, BROADCASTING.

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

7 years experience 1 small market station. Much DJ, copywriting, morning air, sales, promotions. Will go most anywhere east of Rockies. Mrs., 4 children, Resume, tape, on request. Box J-56, BROADCASTING.

Top ten market FM personality with first phone looking for good progressive or hit album station. Affordable. Box J-97, BROADCASTING.

C&W or MOR, 22, married pro with five years experience in both AM and FM seeks new opportunity. Will consider sales and announcing combination. Box J-99, BROADCASTING.

First phone Account—Nine years experience, including production, music-directing, FM, automation, studio engineering, and more. Mature approach to business. Prefer southern states; all locations considered. Box J-96, BROADCASTING.


Hardworking, bright, DJ, tight board, good news, commercials, will go anywhere now. Box J-104, BROADCASTING.

Experienced FM album-rock personality looking for tapes, resume, on interview request. Box J-107, BROADCASTING.

Experienced DJ currently with a New York City station. Willing to travel. No board work, not yet a citizen. Box J-110, BROADCASTING.

Augment your staff with a capable broadcaster, many years experience all phases radio, looking for permanent position anywhere. First phone, good voice, tight board. Box J-118, BROADCASTING.

Young, aggressive DJ—looking for a break. Tight board, good voice. Can do news and some copywriting. Write Box J-120, BROADCASTING.

Is there a good job somewhere for a good broadcaster? Prefer experience in sports and PBP but can do and have experience as Top 40 and News and Talk. Will relocate. Box J-123, BROADCASTING.

Female first phone, 14 years radio/TV. Sound engineer for films, TV shows, commercials, production assistant, continuity writer, and disc jockey in the top 3 markets. Write Ge Get Her, Box J-129, BROADCASTING.

First phone, will relocate, medium market, 28, college graduate, 4 years experience, ready, willing and able. Box J-145, BROADCASTING.

Paul Caughn of WKBW Buffalo, looking for a GOOD opportunity. Powerful pipes, great references, 5 years experience, $10,000 already prided. Box Paul Caughn, 75 Randolph Ave., Buffalo, N.Y. 14211.


DJ Third Phone, tight board, good news, fantastic production. 4 years experience black oriented. Some college, call: Isaiah Gey, 716-896-5298.

Rock jock, FCC first, stable and tight, 28, married. Have 1 year small market sales and 2 years college radio. Seek slot in evening or late night in medium markets. Available immediately. Will consider relocation anywhere. Tape or resume: Bobby Martin, 609 South Jefferson, North Platte, NE 69101.

First phone, 6 years experience including good medium market. Looking for medium market Con. Manager to State Manager. Box J-59, BROADCASTING.

WANTED: Experienced and Stable Announcer. Radio station in central Missouri needs personality with good background and highest references. Steve May, 401-785-7184.

ANNOUNCER with one year’s experience in MOR and rock needs to work in a medium or large market. Box J-60, BROADCASTING.

DJ, 1st Phone, experienced, single, 29, veteran, Terry Scudder 213-630-4339. First phone needs work today. Mid Atlantic only. 301-460-6712. Ask for Bob.

Communicating morning personality available now. 13 years experience varied in music-drama, talk, top ratings. A jealous PD didn’t care for me. But if you can associate listener with knny, call 701-252-1499. Upper or midwest preferred.

1st ticket, DJ, sports and newscaster, experienced production ability, tight board, single, 19 yrs. old, Top 40--MOR, 412, box or write Box 276 RD24, Mars, PA 16046.

DJ, first phone, seeks Mid-south, south or far-southwest station. 18 years experience. 419-669-5714.

MOR Announcer wants personality or staff position with easy listening adult format. Good voice, DJ, news, complete production. Stable individual with good background and highest references. Steve May, 401-785-7184.

ANNOUNCER with one year’s experience in MOR and Rock needs to work in a medium or large market. Box J-60, BROADCASTING.

Situations Wanted Technical

Mature individual wants announcing-engineering position in East. Valuable experience in all phases. Box J-117, BROADCASTING.

Young, experienced and ambitious engineer/DJ combo 21 yrs. DJ, Top 40, MOR, Progressive formats, extremely tight board, mature voice—2 yrs engineer, studious personality, 2 yrs radio engineering. Very reliable, seeking warm climate, medium to large markets. Box J-118, BROADCASTING.

Transmitters, Audio, Automation, Send for resume, Ed Jurich, 1545 North Maryland, Apt. 110, Milwaukee, WI 53232-4394.

Situations Wanted News

Need a News Director? 10 years experience, presently working TV and AM-FM radio in 5000 market. Has handled investigative reporting and features. Box J-66, BROADCASTING.

News Director, Major-Medium Market. McLendon Trained. Take Charge Professional. Highly Experienced. First Phone. Box J-95, BROADCASTING.


Experienced News/Announcer. First phone, degrees. Excellent writing and interviewing skills or overnight news or air shift in major or university town. Box J-102, BROADCASTING.

Cameras/Editor/Writer. Documentary, news film, commercial shooting, television, video. 15 yrs experience in all media markets. Also worked as magazine show host/product. Involved in directing, editing. Medium or small market environment challenge or news directors job small market. Best references. Box J-103, BROADCASTING.

News Director in medium Michigan market looking for position in California. Four years experience. 2 years music director. BA degree, three endorsed, 29. Write Box J-109, BROADCASTING.

Sports Director seeks PBP, talk in progressive medium market. I’ve been number one man four years, but willing to backup. The tougher the challenge the better. Let’s get together. Box J-104, BROADCASTING.

5 years news experience. Seeking medium-market. East Coast or Mid West. Box J-116, BROADCASTING.

We’archarmer: young professional meteorologist with 8 years weather broadcast experience in major markets. Has been in meteorology field. Seeks weather position in medium-large southeast market. Can do it all from street to administration. Box J-135, BROADCASTING.

Reporter/producer with four years excellent experience, writer/producer. Has worked in meteorology positions. Please contact me via 415-283-6418 for news, public information opportunities.
Help Wanted Technical

Help Wanted Technical Continued

Wanted: Engineer for special job offer. $15,000 plus for one year guaranteed work plus bonus and fringe benefits. Liberal working conditions. Located in upper eastern part of the U.S. Vet. Applicant must have over 5 years experience in maintenance of television, studio and transmitter. Some travel required. Send resume to: J.D. Jones, Box J-136, BROADCASTING.

Large Midwest color medical television facility needs experienced technical person to be responsible for operating all types broadcast television equipment. Maintenance. Excellent Fringe and retirement benefits. Salary: $8,500-12,000. Box J-109, BROADCASTING.

Require applicant for studio supervisor and maintenance positions. Top southeastern market. Highest premium salary. Incentive compensation. All benefits offered. Ideal working environment. Has opportunity for an engineer to gain excellent experience leading into C.E. Write Box J-113, BROADCASTING.

Experienced Chief Engineer, strong in administration, for Southeastern coastal market. Salary $22K to $26K. All replies confidential. Box J-140, BROADCASTING.

TV Studio Engineers. Long-established Midwestern Radio/TV operation with engineering-oriented management seeks engineers with extensive maintenance experience on good VTBs and color film chains. Send resume in confidence detailing education, experience, and salary requirements to: Director of Engineering Box J-148, BROADCASTING.

Television engineers wanted: operations engineer will consider recent tech school graduate with first class license in operation for full time position. Will consider holder of first class license with operational experience. Contact Al Scheer, chief engineer, WEDX-TV (261-301) or phone 606-255-4404. An equal opportunity employer.

Need Energetic Chief Engineer for a new ABC UHF station. Must have 4 years experience. Top-notch operation. Excellent opportunity for sophisticated media planning. Write Box J-165, BROADCASTING.

Consulting Engineer. Midwest firm seeks experienced TV and FM engineer. Must have first class licenses with FCC 1st and E1/PE, will consider equivalent experience. Salary commensurate with experience and qualifications in the 14 to 19K range with good benefits program. Box J-171, BROADCASTING.

Television Transmission/Production Engineer. Excellent position at a major Midwest station. 4 years experience, preferably with Washington, D.C. market. Must be experienced in microwave installation and operation. Excellent salary. Box J-188, BROADCASTING.
Meteoric Personality: I shoot and edit film, do special effect filming such as slow motion. Knowledgeable about computers, electronics, and environmental reporting. Call me at 902-591-4800.

WANTED TO BUY EQUIPMENT

RCA TRS 8 or Lo Band Color VTR. Must have ATC. Call MAZE 205-591-4800.

FOR SALE EQUIPMENT

O.B. 916 A. R. Bridge, Clear channel and call sign $1375. Box J-105, BROADCASTING.


For Sale Rust Corp. Model AI-02 automatic voltage logging system. Able to record transmitter voltages at 24 hour intervals. Near new. Last offer: Contact Muffin, Chief KJOI, Beverly Hills, CA.


Gates BC-I AM transmitter 1000/250 watts. Presently tuned to 1,300 kHz. Good condition—3 years old. Available September. $4,750. Write Kin Jones, KYKO Inc., 2125 N. Barton Ave., Fresno, CA 93703.

4-SC-500 carousels in excellent condition loaded with 10 minute cartridges, 1-9111 AM time announcer, 1-voltage regulator, 1-audio switcher, other related items. Factory guaranteed, priced, WDLR, Delaware, OH 43015-3107, Steve Messer. C.E.

Synchroord Q-promotor system with two reader units, extra cables, extra air control box, 0-position deliveries from inventory. New equipment. Terms available. BESCO, 8585 Stearns, Dallas, TX 75247. 214-630-3600.

Like-new TIM 600 Teletypewriter (animated-videos) over unit, $8,000. Only 2 years old, and never used except to test another system. Mr. Marzetti, Scott- Engineering Services, Pompano Beach, FL 33062-4470.

2 Manaul Model 10 SMC Cartridge playsbacks good condition. $300 each. FOB Bellingham, Washington. 206-734-9970.

4CKI006-A, 5762's, 6786's—all other transmitting tubes— including hard to get types—at low prices. Try us for solid state rectifier replacements, transistors and I.C.'s lead oxide, I.O.'s and vacuum tubes at fantastic prices rebuilt UVQ292 and other scope tubes: Quests Lamps: GE-PE 250 color cahin coil available, also CATV distributor, cable spares and transmitter parts. Call or write: JACOB ELEKTRONIK, 138-91 Francis Lewis Blvd., Rosedale, NY 11422. Tel: 212-798-5896.

COMEDY

Deals: New, sure-fire comedy 17,000 classical one-timers. $10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Jack Shertil Twice-monthly Contemporary comedy for top radio and TV free issue. Library. 5808-B Twineling, Dallas, TX 75227.

"Reminiscing in old-time radio" Daily 5 minute classic old-time comedy programs. Demo-information— Hayden Hudson, 1212 N. Hamilton Boulevard, Inwood, Los Angeles 21, CA 90028.

MISCELLANEOUS

Prices Prizes Prizes National brands for promotions, contests, programing. No barter or trade— better for fantastic deal. write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-344-3700.

"Free" Catalog everything for the deal! Custom, Promo Products, Showroom, Catalog, or send for FCC tests, Comedy, and more. Write: Commerce, Box 26348, San Francisco, CA 94126.
Need help finding the right executive?
call Ron Curtis & Company

We find outstanding candidates for any position above $12,000 per year in radio, television or CATV. Contact Mike Walker or Rick Davenport for management, sales, programming, promotion, engineering or financial people. Call 312-693-6171 or write:

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Chicago, Illinois 60631

Situations Wanted Management

Employed V/F-Religious Radio

Situations Wanted Announcers

EXPERIENCED FEMALE
Progressive Announcer seeks medium market. 5 years progressive/MOR announcing, plus music directing, news reporting, commercial production. I want to do more than decorate your EQ. Employment report.

Situations Wanted Programing, Production, Others

PAUL MITCHELL
Major market and network owned program director with newly created contemporary music format, geared to demolishing not fractionalizing the top 30 competition. Demo tape available. Call: 215-457-7754. You have nothing to lose but a phone call. All replies kept confidential.

BROADCASTING’S Classified offers an extensive variety of opportunities and services.

RADIO
Help Wanted Management

TELEVISION
Help Wanted Programing, Production, Others

We Need Chicago, O’Hare people. Call for management, Contact in executive? finding

TV ARTIST
San Francisco
Design, produce and occasionally illustrate a newscast for network television station. Participate in planning for on-air promotion. Send resume and salary requirements to J-83, BROADCASTING.

An equal opportunity employer.

Situations Wanted News

ANCHOR—NEWS DIRECTOR
Victim of “revolving door” policy of new management. Good on camera and accomplished package of Eyewitness, Action, or other formats. Available now, 1-763-734-1345

Miscellaneous

ATTENTION: STATION OWNERS AND MANAGERS
Successful community service project initiated by Canadian Broadcasting Corporation in 1972 now available to U.S. markets with high unemployment. This concept is local, community service project at its best and has been praised by major government officials plus very appreciative audiences. Sold on “First Come” basis. Your sale signal concept under 1, 9, 6 or 10 minute format. Since programs assist your citizens seeking new opportunities 85% of local firms are potential sponsors. In markets of 1 million population or more—total cost to your station is $105,000, 500,000 to $1,000,000. Less than 100,000 population, $65.00. This complete and final price includes right to title in your community, operational format and selling presentations for your newsman. "This is information radio at its best. It also proves the power of radio in creating jobs and seeking manpower search. Confirm for your community today! RECRUITER-AT-LARGE P.O. BOX 907-STATION ’U’ TORONTO, CANADA M4J 4Z2 (416) 466-8990

Miscellaneous

Broadcast Sales Training
At Your Station

Increase your sales with a new sales training aid. This is a nuts ’n bolts, no-nonsense cassette tape to aid salesmen in selling broadcast time more effectively. For the new salesman, it’s a must, and it will stimulate (and even educate) the oldest pro! Listen and learn individually, at home, in the car or use in sales meetings. Over 25 vital tips for radio and TV salesmen including: packaging a sale, the 1-2-3 punch, weekly planning, your best pitch, keeping records, the sales call—3 elements. It’s all about broadcast sales—proven advice based on our 20 years of broadcast sales experience and pared down to a practical, useable format that won’t be eating time consuming for your salesmen. It’s all on one compact cassette.
For your Broadcast Sales Training cassette tape, send $35 check or money order to:
Richard F. Palmquist, Inc.
Sales Training Division
1300 South Green Bay Road
Racine, Wisconsin 53406

GOLDEN DAYS OF RADIO

Now in its 8th year on AFRTS. The original Golden Days of Radio can be a money maker in your market. Five minute format for disc jockey shows—Half hour version also available. Send for free audition record and rates.
ALEX LITROV ASSOCIATES
1207 North Flores
Hollywood, Calif. 90069

Employment Services

MAKE YOUR TALENTS PAY OFF!

Box 87, Laoiselahe, N.Y. 16540
Number “One” in Weekly, Nationwide Employment Listings for Radio, TV, Record, Sales and Engineers

$5.00 per month (4 issues); $12.00 3 months (12 issues); $25.00 12 months (50 issues)
Remit Cash With Order, Please!

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

RADIO STATION FOR SALE

Ridder Publications, Inc. hereby announces the proposed sale of WDSM-AM, a radio station located in Superior-Duluth, the properties of which are owned by Northwest Publications, Inc., a wholly-owned subsidiary of Ridder.

Ridder has received from one of its affiliates a firm offer to buy WDSM-AM for $350,000 cash; however, before accepting said offer, Ridder intends to consider other offers which may be forthcoming from the general public.

Any person who wishes to submit for consideration an offer at a price and on terms more favorable to Ridder than the above-noted offer may do so by submitting such offer in writing to:

R. C. Crisler & Co., Inc.
36 East Fourth Street, Cincinnati, Ohio
on or before September 17, 1974

Further information may be obtained by contacting R. C. Crisler & Co., Inc. at the above address or by calling (513) 381-7775.

Class B Value
Unusual FM Opportunity in Eastern Metro market. Facility, ratings, equipment and coverage are all plus factors. So is price of $250M. Approximately two times billing.

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New England office, 3 St. Alberts, Vermont 05478
(P.O. Box 270) • (802) 924-5963

Sovran Associates, Inc.
Brokers & Consultants
SUIT 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8948

Larson/Walker & Company
Brokers, Consultants & Appraisers
Los Angeles • Washington

FULLTIME AM STATIONS

We presently have available a number of full-time AM stations, in medium and larger markets. Some offer extremely liberal financing to qualified buyers. For full details, contact: William L. Walker
Suite 508, 1723 DeSales Street, N.W.
Washington, D.C. 20036
202/232-1555

At Your Service with 20 Years Experience.

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BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

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

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy.

Copy Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1725 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Name ____________________________ Phone ____________________________
City ____________________________ State ____________________________ Zip ______
Insert _______ time(s). Starting date __________ Box No. ____________
Display _______ (number of inches).
Indicate desired category: ____________________________

COPY

BROADCASTING

Broadcasting Sep 16 1974 56
Profile

MPAA's Jack Valenti: parlay of power

Because it is the nation's capital, Washington is unique in having a population which calls to mind an archeological dig in its layer upon layer of representatives of past presidential administrations. They arrive as mint-new White House aides and cabinet officers, eager to serve the President who appointed them and to use their share of his power. Then, when it is over, some former President's men find the prospect of returning to the law practice in Cincinnati or to the industry job in Seattle less than appealing. So they remain in Washington as resident aliens, in some job in which they can use the experience and skills, and connections, acquired in their association with national power.

Jack Valenti, the president of the Motion Picture Association of America Inc. and its related agencies—the Association of Motion Picture and Television Producers Inc. and the Motion Picture Export Association Inc.—has already several layers below the new surface of population being created by former members of the second Nixon administration. He was a Johnson man, although his arrival in Washington was not part of a joyous celebration of new acquired power but of a national tragedy. It is eight years since he left his job as appointments secretary to President Johnson—a job in which, ex-Johnson aides say, he was closer, personally, to the President than anyone else. And he is now part of that Washington establishment whose existence does not depend on the presence of any particular party in the White House.

According to some appraisals, he is doing a dynamite job as the motion picture industry's representative in Washington (and is paid commensurately—$175,000 annually, according to informed estimates, plus a generous expense account). But his emergence as solid citizen surprised some. "I'd thought of him as a hot dog," said one Washington hand who has watched him over the years. "You know, he had that superb PR man's touch. He was terribly slick, a good man with the one-liners. But he is a whole lot more than that. His is one of the soundest and sharpest minds in Washington. I find him profoundly impressive."

In appearance, Mr. Valenti, at 53, suggests bottled-up energy. He is something under average height, but broad shouldered and athletic looking. There is a spring to his step when he walks. Indeed, although he pours a great deal of energy into his job, spreading himself over responsibilities stretching, literally, around the world, he has plenty left over. Some of it fuels a mania for physical fitness—he runs a mile and a half every morning, plays tennis and takes karate lessons.

And some of the remainder of his energy is devoted to another of his "passions" (one of his favorite words)—writing. Three years ago, World Publishing Co. brought out his The Bitter Taste of Glory, portraits of nine political figures—from Phocion of Athens to England's early 19th century statesman and historian, Thomas Macaulay—for whom triumph meant agony as well as joy. He has about completed the manuscript for Witness to the Presidency, an Intimate Account of the LBJ White House, but does not yet have a publisher for it. And he is about 125 pages into a novel with a White House background, although he is "not sure it's going anywhere."

The technological revolution that has overtaken the communications business since Mr. Valenti became president of MPAA has increasingly injected him into the affairs of the broadcast and cable-television industries. For those industries are interfacing, and their conflicting interests are causing them to engage in a series of shifting alliances. Broadcasters were sympathetic to Mr. Valenti in his dispute with cable interests over the liability they should incur for retransmitting copyrighted material. And he has been a staunch supporter of cable in its effort to eliminate or at least liberalize FCC rules (which broadcasters back) that restrict pay cable's opportunity to purchase and transmit films for pay.

These were not the things Mr. Valenti thought he would wind up worrying about when he left his Houston home on Nov. 21, 1963, with a bag packed for two days to accompany Vice President Johnson and President Kennedy on the remainder of a trip through Texas. As the co-founder and partner of an advertising agency who had a "passionate" interest in politics, Mr. Valenti had known Mr. Johnson since 1957, had written speeches and done other "chore's" for him, and in 1960 had handled the Kennedy-Johnson campaign in Texas. The two men grew even closer over the next two years; indeed, in 1962, Mr. Valenti married Mr. Johnson's confidential assistant, Mary Margaret Wiley. So it was only reasonable that Mr. Valenti should have been asked to plan the Houston section of the trip the President and Vice President were making to Texas in November 1963.

"The visit went so well, so perfect, that Lyndon Johnson said, 'Why not go with me the rest of the trip?'" Mr. Valenti recalls. That meant Fort Worth and Dallas and a climactic dinner in Austin. In Dallas, Mr. Valenti was in the presidential motorcade, in a car eight or nine behind the President's, when Lee Harvey Oswald fired.

Mr. Valenti recalls being summoned to President Johnson aboard Air Force One in time for the presidential oath taking, and being asked to join the White House staff. He left immediately for Washington, with the new President and President Kennedy's widow—and never returned to Houston to live.

For the next two and a half years, Mr. Valenti was in the White House when the torrent of social and economic legislation was passed, and later, when the fateful decisions were made to inject massive U.S. military force into Vietnam and to land troops in the Dominican Republic. He sat in on meetings with Secretary of State Dean Rusk, Secretary of Defense Robert McNamara and presidential aide Bill Moyers, and the notes he took were later used by President Johnson for his book on his presidency, The Vantage Point.

In June 1966, he left the White House to join the MPAA. At first, he says, he was not interested in the offer. But the international aspects of the job—51% of the movie industry's revenues comes from abroad—intrigued him. So did the fact he would be operating in the "domestic political arena." And he was looking ahead. The thought of returning to the advertising business in Houston had lost its zest. And finances were a problem. The $30,000 top White House aides earned in those days had represented a sharp cut in salary.

Mr. Valenti likes his job. He does not consider it work, and attacks it with enthusiasm. But, he says, "I don't think there is anything you can do in private life that compares with working by the side of the President, where everything you do affects people's lives." He called it a "passionate experience," the "apex" of a man's career.

"Maybe," he said, "That's why old White House assistants never die, they just pray for restoration."
Third down and 10

The substitute license renewal bill offered last week by Senator John O. Pastore (D-R.I.) puts broadcasters just about back to square one in their quest for renewal relief. It is hard to find in the Pastore measure an indication of improvement over existing law.

As may have been forgotten along the tiresome way, renewal legislation was first sought as an antidote to the FCC's freakish 1969 WHDH-TV decision which, by precedent, all but invited challenges to any renewal applicant that had other media holdings or was managed by professional executives instead of owners themselves. Legislation adopted by the House earlier this year would neutralize WHDH. Mr. Pastore's bill provides only a vague reference to the FCC's power to invoke ownership rules. The FCC's first attempt to retire WHDH as the model for industry dismemberment was rebuffed in the courts.

The broadcasters' tactics keep saying there is hope of recovering something in the Communications Subcommittee's mark-up of renewal legislation this week and in action on the Senate floor. They speak hopefully of retrieving the five-year license term the House granted. Maybe so, but they're off to a standing start.

Concession

The murky outlines of a national policy on multimedia ownerships began to emerge from Washington last week. It may not be the design that broadcasters would fashion, but neither is it off the drawing boards of interests that would dismantle all crossownerships for ideological gratification or some for private gain.

The FCC is groping toward regulations that would leave most existing crossownerships intact but would expose to divestiture a number of media concentrations in small and isolated markets and would prohibit acquisitions anywhere of co-located newspapers and television stations — perhaps radio too.

If there seems to be an inconsistency in a scheme — devised in the name of competition — that would protect existing media combinations in most places against the competition that would come from the creation of new combinations, it can be attributed to political realities. The FCC is philosophically disinclined to see horrors in existing ownerships, but it is under intensifying pressures to act as though horrors were there.

The search at the FCC is for a formula that will give it a good reason to dismiss all those Justice Department petitions to deny license renewals to stations owned by dominant newspapers and to invoke ownership rules in regulatory enforcement that will appeal to Capitol Hill. As prospects now stand, the small-market combinations will be the innocent victims.

There are no signs that the FCC has evidence of monopolistic abuse in any of the communities it has tentatively marked for divestiture. It has simply accepted a theory that media monopolies are bad, even though it individually approved each of those now threatened.

This sort of groundless policy making may be politically expedient, but it cheapens a government that is already in low esteem. As has been said repeatedly on this page, the antitrust laws provide remedies at hand to correct abuses by media concentrations. The Justice Department, however, prefers to avoid the tedious and uncertain course of antitrust litigation in the hope of eucphering the FCC into doing the job under the infinitely more elastic standards of the "public interest."

We have no doubt that the FCC will find support for the crossownership policy it is shaping — particularly from the larger-market media combinations that may be left untouched. That doesn't hide the disagreeable sight of an FCC responding to politics over principle.

A start ahead of scratch

Broadcasters won some and cable interests won some in the copyright bill that emerged from the Senate last week. Cable won a little more.

It was a victory for broadcasters when the Senate killed a proposal to grant performers and manufacturers a new right in sound recordings, with broadcast royalties for the use of recorded music fixed by law. Cable won an overwhelming victory in the adoption of a low scale of royalties to be paid into the broadcast retransmission pool and the elimination of restraints on the importation of distant sports coverage.

The victories, however, will probably vanish with the end of the 93d Congress. It would take a legislative miracle, which does not seem to be in making, for the House to start and finish work on the complexities of a copyright bill in the little time remaining. Copyright will once again be put over for another Congress, as has repeatedly happened in recent years.

Cable interests have, of course, scored the biggest victory of all in the postponement of decisive action. By Supreme Court interpretation, cable television is exempt from liability for the carriage of broadcast signals under the existing copyright law, which dates back to 1909. It would be cable's advantage if the modernization of the law were stalled indefinitely.

In the larger interests of the public and the creators of the music, literature, drama and other works that copyright is intended to encourage and protect, the 94th Congress ought to write a new law. The Senate has now provided a model that may contain imperfections but can be used for a fast start on legislation next year.

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