

**FCC embarks on fine tuning of cable regulation  
Wiley, Whitehead are as one in alarm over kids' TV**

# Broadcasting Apr 22

The newswEEKly of broadcasting and allied arts

Our 43d Year 1974

**NEWSPAPER**

## **The fact that Ray Miller is one of the best News Directors in the business isn't news to us. But, it may be to you.**

Ray's been with us since we started in 1949. So we know him well. And we're well aware of just how good he is.

Under Ray's direction, KPRC TV news has become a tradition.

He's helped us build the largest electronic news department in

Houston. We think it's also the best. So do others.

We've won more awards than all the other Houston stations combined.

We've also captured Houston.

For a look at the ratings, just call our rep.



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# The Scene Tonight: Washington's History-Making News.

History repeats itself every week-night in Washington. "The Scene Tonight" is:

NUMBER ONE 11-11:30 p.m. (ARB) in rating, share, homes and all key demographics, *including more women 18-49 than any local news strip in Washington history.\**

NUMBER ONE 6-7 p.m. early local news, (NSI) in rating, share, homes and adults.\*

When you think about Washington TV, think about making history on The Scene Tonight.

**WMAL TV 7**  
Washington, D.C.

**NEWS THAT HITS HOME EVERY NIGHT**

\*Feb.-March, 1974 ARB, NSI, subject to qualifications available on request.

## Closed Circuit®

**Finalists.** Presidential decision on nominee to fill Dean Burch vacancy at FCC could come this week. White House staff is understood to have whittled list of candidates down to three for presentation to President early this week. Surviving candidates are said to be Abbott M. Washburn, former deputy director of U.S. Information Agency; Lynn Wickwire, executive director of New York State Cable Television Commission, and Donald E. Santarelli, administrator of Justice Department's Law Enforcement Assistance Administration.

Mr. Washburn has advantage of long experience in communications, in and out of government, as well as association with President Nixon that dates back 20 years. Mr. Wickwire has strong support from New York Republicans and is regarded highly for ability. Mr. Santarelli, like Mr. Wickwire in his 30's, has White House admirers who have watched him perform various jobs at Justice, although some find his aggressiveness abrasive.

**Totaling toll.** At present level of operation, pay cable is grossing under \$4.5 million a year — considerably shy of \$200 million Stanford Research Institute is projecting for pay systems in 1976 (see page 32). New data, compiled on eve of annual National Cable Television Association convention and updating previous surveys (see box, page 23), puts pay on 46 cable systems with 60,000 customers contributing average of \$6 a month above conventional cable subscriptions. That's \$4.32 million a year.

Latest survey finds most of pay business concentrated in three states, New York, Pennsylvania, California. Of 43 systems supplying information, seven charge \$5 a month for pay service, 24 charge \$6, 10 charge between \$6.25 and \$7, one charges \$8 and one system makes per-program charge.

**Golden rule.** License renewal goes before House Rules Committee tomorrow (April 23) where it will be outfitted with rules for floor debate. Commerce Committee Chairman Harley Staggers (D-W.Va.) will most likely be asking committee for one-hour limit on debate with provision allowing floor amendments. Representative James T. Broyhill (R-N.C.) says he will again attempt to extend license period from four to five years. (He lost similar vote in committee last month.) Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) is expected to manage floor action with ranking minority member of subcommittee, Clarence Brown (R-Ohio), helping on GOP side of aisle. Bill could reach floor by late this week but more probably next week.

**Wisps of smoke.** Disquiet in ranks of radio and television broadcasters over conduct of National Association of Broadcasters affairs could flare into open conflict by time two boards convene in Washington June 17 for spring meeting and election of officers. Announced intention of radio board leaders to bid for joint board chairmanship next year for third successive term has incensed TV board members to point that talk of separate trade associations is heard again after years of silence. Since radio directors outnumber

TV 30 to 15, strict party-line voting would give radio self-perpetuating joint board chairmanship.

At least one major network has talked about resignation from NAB with hope that others would follow suit. Networks usually operate at low profile in NAB in fear of being charged with controlling it. At least one other network is known to oppose defection as step backward but to have stated need for equalization of directorships or, as alternative, autonomous associations of radio and TV under NAB aegis, if that could be accomplished.

**Headend.** If one theme comes through from FCC at National Cable Television Association's convention that began in Chicago over weekend, it will be that cable "advocacy" is out and that forthright and fair regulation will prevail. That will be thrust of message today from FCC Chairman Richard Wiley. Generally he will follow theme he enunciated at annual convention of National Association of Broadcasters last month in Houston, calling for new "ethic" not only for broadcasters but for all in communications.

Without naming names, chairman's observations are bound to be construed as departure from policies of predecessor, Dean Burch, who was unabashedly favorable to cable interests and occasionally hostile to networks and commercial broadcasters. Attitude in Cable Bureau had been one of favoring cable down line. It's understood orders already have been given for even-handedness on ground that FCC is dedicated to serve only public, not private interests of any licensees or groups under its jurisdiction.

**Elevations.** FCC's Review Board will have new member beginning in July, and it is expected to be Leonidas P. Emerson, now chief of opinions and review. He is understood to be commission's choice to succeed Joseph N. Nelson, who is scheduled to retire June 30. Successor to Mr. Emerson at opinions and review would probably be his present deputy, David W. Warren Jr.

**Prime-time rule stays.** FCC has decided to leave prime-time access rule intact as amended in January (*Broadcasting*, Jan. 28). Commission last week took up petitions for reconsideration of rulemaking decision, and rejected all. Some consideration was given to permitting stations to use one half hour of access time weekly for showing movies, now barred from that time slot, on condition they pre-empt half hour of network time elsewhere in schedule. (Motion picture producers had urged commission to permit use of one or more half hours for movies.) However, Commissioner Robert E. Lee, who preferred rule as it was before it was modified, argued that present version is product of agreement among seven members who were on commission in December, and that minor tinkering now would be out of order.

Another reason for leaving rule in present form was that U.S. Court of Appeals for Second Circuit, in New York, is considering legality of modified rule on appeal by National Association of Independent Television Producers and Distributors. Commission vote rejecting reconsideration was 4 to 0, but with Chairman Richard Wiley and Commissioner Charlotte Reid concurring; they do not like rule in any form.

## Top of the Week

**Fresh start.** *On eve of National Cable Television Association's annual convention, FCC comes out with report re-examining much of medium's regulatory environment. It indicates willingness to step on coattails of state, local governments to achieve stability, particularly in pay cable area. Page 22. Regulatory problems notwithstanding, cable industry has much else to worry about as it convenes in Chicago. With some personal reflections supplied by new NCTA Chairman Bruce Lovett, here's a rundown of the major concerns. Page 24.*

**Returning fire.** *Responding to campaign by Justice Department to break up their multimedia holdings, Pulitzer, Newhouse and Midwest characterize that effort as totally misguided. Department has its facts wrong, they claim, but even if that weren't case law doesn't justify request. Page 35.*

**Bedfellows.** *FCC Chairman Wiley and OTP Director Whitehead don't see eye to eye on every issue, but when it comes to children's television they're a united front. If broadcasters don't begin making improvements on own initiative, they say in unison, impetus may have to come from Washington. Page 36.*

**Rite of spring.** *State broadcaster association presidents will be in Washington this week, but they'll have other things besides cherry blossoms on their minds. Attraction these tourists clamor after lies on Capitol Hill. Page 40.*

**Coexistence.** *Broadcast advertising folks can put aside those anxieties over their potential obsolescence in the age of automation. There's room aplenty for both the computer and its mortal counterpart, New York seminar concludes. Page 44.*

**Coming of age.** *Times were when a top-40 programmer was no more inclined to play a jazz composition than he was a Strauss waltz. With emergence of such names as Herbie Hancock, Chick Corea and Deodato, that's all changed. Page 49.*

**Bowing out.** *As broadcasters begin to rally together in opposition to provision of copyright bill calling for new record-royalty payments, CBS finds itself in a conflict of interests. Citing its profitable record subsidiary, network says it will stay away from NAB coalition. Its two competitors, which also have record businesses, are joiners. Page 50.*

**Fighting, forgetting.** *CBS goes in opposite direction in cases of alleged plagiarism. It agrees to large — but unspecified — payment to employe in return for his dropping suit claiming network stole idea for Beverly Hillbillies. But it vows to fight federal magistrate's decision favoring Rhode Island mechanic who claims to be originator of Have Gun, Will Travel. Page 52.*

**Access vs. First.** *In wake of Supreme Court's hearing of Miami Herald case, indications are that constitutional right of press freedom will win out over citizens' access to media. But case so far fails to shed light on fate of fairness doctrine. Page 56.*

**Transition.** *What was the Columbia Broadcasting System is now officially CBS Inc., in wake of stockholders meeting laden with good news. Page 57.*

**Mission accomplished.** *Ten months can seem like a lifetime when they're spent as chairman of the National Cable Television Association. For Bud Hostetter, who watches neither clocks nor calendars, it was just another chance to do more of a job than time allowed. Page 81.*

## 'Lucy,' Van Dyke, Sonny and Cher among casualties in new CBS line-up; Dean Martin, Flip Wilson out at NBC

CBS-TV and NBC-TV announced their new fall prime-time schedules Friday (April 19). CBS is scrapping seven shows, adding seven and switching time periods for eight returnees. NBC is dropping 14 shows and taking on 12. Of CBS's seven new series, four are situation comedies, two action-adventure and one family drama. Five of NBC's new shows fit action-adventure mold, three are family-type dramas, three situation comedies and one movie anthology. (In slight departure for NBC, none of its new series will be rotated.)

ABC-TV officials said they expected to have their new schedule ready this week, speculated it would contain "fewer changes than NBC, more than CBS."

Departing shows are: CBS — *Lucy Show*, *Dick Van Dyke Show*, *Hawkins*, *Shaft*, *CBS Tuesday Movie*, *Sonny and Cher Comedy Hour* and *Dirty Sally*; NBC — *Hec Ramsey*, *Magician*, *Banacek*, *Snoop Sisters*, *Tenafly*, *Faraday & Company*, *Chase*, *NBC Wednesday Night at the Movies*, *Flip Wilson Show*, *Music Country USA*, *Lotsa Luck*, *Girl With Something Extra*, *Brian Keith Show* and *Dean Martin Show*.

New schedules are contingent on court's refusal, in pending case, to delay effectiveness in FCC changes in prime-time access rule.

### CBS

**Mondays:** *Maude* moves to new time period (9-9:30 p.m. NYT), replacing *Lucy Show*; *Rhoda* (9-9:30), new situation comedy starring Valerie Harper as character she created on *Mary Tyler Moore Show*, replaces *Dick Van Dyke Show*. **Tuesday:** *Planet of the Apes* (8-9), science-fiction series based on hit movie, dislodges *Maude* (8-8:30) and pushes *Hawaii Five-O* back half-hour, to 9; *Barnaby Jones* moves to 10 (from Sunday, 9:30-10:30), causing cancellation of rotating *Hawkins*, *Shaft* and *CBS Tuesday Movies*. **Wednesday:** *Senior Year*, nostalgic family drama set in 1950's, replaces *The Sonny and Cher Comedy Hour*; *Manhunter* (10-11), about private eye in 1930's, pushes *Kojak* to Sundays (9-10). **Thursday** stays same. **Friday,** *The Love Nest* (8-8:30), geriatric comedy set in St. Petersburg, Fla., trailer camp, replaces *Dirty Sally*; *We'll Get By* (8:30-9), generation gap comedy, pushes *Good Times* to Sunday (8-8:30). **Saturday:** *The Paul Sand Show* (8:30-9), comedy about bachelor and his over-protective family, pushes *M\*A\*S\*H* to Sunday (8:30-9). **Sunday:** *Apple's Way* (7-8, formerly 7:30-8:30), *Good Times* (8-8:30), *M\*A\*S\*H* (8:30-9), *Kojak* (9-10) and *Mannix* (10-11, formerly 8:30-9:30). CBS said it would also do series of children's specials every Saturday at 7:30-8 p.m.

### NBC

**Monday:** *Born Free* (8-9), outdoor drama set in contemporary Africa, replaces *Magician*. **Tuesday:** *NBC World Premiere Movie* (8:30-10), anthology series, replaces *NBC Tuesday Mystery Movie* (*Banacek*, *The Snoop Sisters*, *Faraday & Company* and *Tenafly*). **Wednesday:** *The Little House on the Prairie* (8-9), about pioneer farm family's life in 1880's America, replaces *Chase*; *Lucas Tanner* (9-10) starring David Hartman as high school teacher in suburban St. Louis, and *In Tandem* (10-11) (tentative title), melodrama about two truck drivers, both replace *NBC Wednesday Night at the Movies*. **Thursday:** *The Rangers* (8-9), outdoor police series from Jack Webb's company, replaces *Flip Wilson Show*; *Petrocelli* (10-11), contemporary courtroom drama featuring New York lawyer who practices in Southwestern cattle-mining town, replaces *Music Country USA*. **Friday:** *Chico and the Man* (8:30-9), comedy about elderly white garage owner and his young chicano employe, replaces *Lotsa Luck*; *Sunshine* (9-9:30), comedy drama

about young widower and his 5-year-old stepdaughter, replaces *Girl With Something Extra*; *Second Start* (9:30-10), with Bob Crane as 40-year-old insurance man with family, who becomes medical student, replaces *Brian Keith Show*; *Police Woman* (tentative title) (10-11), police series spinoff of NBC's *Police Story*, replaces *Dean Martin Show*. Saturday, as previously announced, NBC will program 7-8 p.m. period with news and children's specials. Finally, network will not replace canceled *Hec Ramsey*, one of four rotating series on *NBC Sunday Mystery Movie*, and will use extra Sunday hour under access-rule changes for *The Rockford Files* (10-11), starring James Garner as private investigator.

#### Night-by-night

Sunday: CBS — *Apple's Way* (7-8), *Good Times* (8-8:30), *M\*A\*S\*H* (8:30-9), *Kojak* (9-10) and *Mannix* (10-11); NBC — *Wonderful World of Disney* (7-8), *NBC Sunday Mystery Movie* (Columbo, McCloud, McMillan and Wife) (8-10), *Rockford Files* (10-11).

Monday: CBS — *Gunsmoke* (8-9), *Maude* (9-9:30), *Rhoda* (9:30-10), *Medical Center* (10-11); NBC — *Born Free* (8-9) and *NBC Monday Night at the Movies* (9-11).

Tuesday: CBS — *Planet of the Apes* (8-9), *Hawaii Five-O* (9-10), *Barnaby Jones* (10-11); NBC — *Adam-12* (8-8:30), *NBC World Premiere Movie* (8:30-10), *Police Story* (10-11).

Wednesday: CBS — *Senior Year* (8-9), *Cannon* (9-10), *Manhunter* (10-11); NBC — *The Little House on the Prairie* (8-9), *Lucas Tanner* (9-10), *In Tandem* (10-11).

Thursday: CBS — *The Waltons* (8-9), *CBS Thursday Night Movies* (9-11); NBC — *The Rangers* (8-9), *Ironside* (9-10), *Petrocelli* (10-11).

Friday: CBS — *The Love Nest* (8-8:30), *We'll Get By* (8:30-9), *CBS Friday Night Movies* (9-11); NBC — *Sanford & Son* (8-8:30), *Chico and the Man* (8:30-9), *Sunshine* (9-9:30), *Second Start* (9:30-10), *Police Woman* (10-11).

Saturday: CBS — children's specials (7:30-8), *All in the Family* (8-8:30), *Paul Sand Show* (8:30-9), *Mary Tyler Moore Show* (9-9:30), *Bob Newhart Show* (9:30-10), *Carol Burnett Show* (10-11); NBC — news and children's specials (7-8), *Emergency* (8-9), *NBC Saturday Night at the Movies* (9-11).

#### NFL gets no help on blackouts from FCC; report says first-year impact was minimal

Legislation prohibiting National Football League from banning television coverage of sold-out local games appears to have had only "minimal" impact on 26 clubs in first year, FCC said in report to Congress last week. And that impact, commission added, must be weighed against benefit to public of 109 home games that otherwise would not have been telecast.

Commission said it was handicapped in preparing first of what will be annual reports on impact of law during its three-year life, in that NFL declined to make financial data available. Its conclusion — drawn from admittedly "limited data and experience" — is based on these findings: Only 57,570 more fans stayed away from games in 1973, when law was in effect, than in 1972. Number of no-shows was up sharply, from 624,686 to 1,017,337, but former figure does not include records of two teams, Dallas, and San Diego. And 57,570 figure was obtained by subtracting no-shows of same 24 teams from their total paid attendance in 1972 and 1973 — 9,821,141 and 9,763,571.

It is unlikely that season ticket sales will be adversely affected; there seems to be excess demand for tickets. "In fact, 1973 was the best season ever for the NFL, and early reports on ticket sales for the 1974 season indicate a strong demand for available tickets."

As for law's impact on broadcasting, lifting of blackout at sold-out games did not increase national television audience (although it did improve local ratings in some areas) — but it wrecked ratings of radio stations carrying games that were being televised in home markets ("Closed Circuit," April 15).

#### First draft of OTP's proposed cable bill would restrict regulation to two tiers; agency tests waters before sending to Hill

Office of Telecommunications Policy is drafting legislation that would divide jurisdiction over regulation of cable television between federal government and one nonfederal level of government. Legislation, which in unusual procedure was to be circulated this week among industry and public interest groups for comment before being put in final form for clearance through Office of Management and Budget to Congress, would be first bill implementing report issued in January by President's cabinet committee on cable television (*Broadcasting*, Jan. 21). It would also steal march on FCC, which has not yet formulated its proposals for allocating jurisdiction among federal and nonfederal governments (see page 22).

Draft bill would allocate to FCC exclusive authority over most key elements in relationship between broadcast stations and cable systems — terms and conditions of cable systems' relay of broadcast signals, siphoning of TV programs by pay cable, and crossownership of cable involving television stations and networks. Bill also would give commission jurisdiction over technical standards for cable.

Nonfederal level of government that would share jurisdiction with FCC is not specified; it could be state, municipality or some other entity. But OTP drafters feel regulation should be two-tiered; that three tiers would lead to overregulation of cable industry. Bill would set up licensing program under which nonfederal government would have authority over substantive standards and requirements of cable regulation not related to signal retransmission.

Licensing agency would also be required to assure cable systems reasonable access to poles and ducts of public utilities. (This would aid in resolution of current dispute between cable systems and utilities — telephone and power companies — over use of those facilities. Commission is threatening to assert jurisdiction over issue, but is not sure it legally can — particularly where power companies are concerned.)

Legislation would assign these other powers and duties to licensing agency: establish qualifications of cable operators (but telephone companies would be denied licenses in their local service areas, as they are now, and licenses would be denied, also, to companies combining cable interconnection and program supply services); issue nonexclusive licenses for limited periods; require cable operators to set aside one leased channel for every channel used for signal retransmission or for program origination (leased channel capacity requirement could be increased by licensing agency over life of license); direct cable operator to publish channel-leasing rate schedules that do not discriminate among uses or users, and require reservation of public-access channel.

OTP's draft bill would also place restrictions on federal and nonfederal authorities in their regulation of cable. Beyond requiring public-access channel, they would be barred from requiring program originations or from exercising program-content control (other than to guard against libel, obscenity, criminal incitement, etc.); from requiring regulation of channel lease rates or rates charged cable subscribers by channel lessees (but licensing agencies would be allowed to regulate hook-up and monthly service rates cable operators charge subscribers), and from imposing special taxes or fees on cable systems unless they are reasonably related to costs of regulation.

Proposed bill also will authorize individuals to sue in federal court to seek redress from violations of provisions of licensing program not within commission's exclusive jurisdiction, and would protect right of subscribers to privacy in information they transmit or receive over other system.

## In Brief

**Jury-rigged.** FCC has established board to act on matters during next seven weeks while Commissioner Robert E. Lee is in Geneva attending World Administrative Radio Conference as head of U.S. delegation. His departure leaves commission with three members on hand; three vacancies on normally seven-member agency have yet to be filled. Board will consist of commissioners present and able to act. In creating board, commission said it might refer some matters to Commissioner Lee for his consideration and vote.

**Going own way.** Post-Newsweek Stations Inc., Washington, having learned month ago that its rep firm — Group W's Television Advertising Representatives — is dropping all non-Group W station clients ("Closed Circuit," March 11), is starting own rep business and will be looking for other business beside its own. Company, as yet unnamed, gets off ground July 1 with headquarters in New York and branches in Los Angeles, Chicago, Detroit, Boston and Atlanta. James P. McCann, currently Post-Newsweek director of sales, will be operating head of new rep, reporting to Executive VP Leonard T. Giarraputo. Post-Newsweek TV stations are WTOP-TV Washington, WPLG(TV) Miami, WJXT(TV) Jacksonville, Fla., WFSB-TV Hartford, Conn. (formerly WTIC-TV). Last is now represented by Harrington, Righter & Parsons and will switch.

**Back of the hand.** Metromedia Inc. says that Worldvision Enterprises Inc. has no standing to oppose Metromedia's agreement with citizen groups in Los Angeles and that FCC should dismiss Worldvision's "frivolous" pleading (*Broadcasting*, April 15). Worldvision's petition was directed against agreement which bound KTTV(TV) Los Angeles to promise in advance not to carry 42 specified programs groups considered excessively violent for children and 81 others. But Metromedia said agreement involves it and citizens groups and was reached in accord with commission policies aimed at encouraging dialogue between licensees and public. Metromedia said that although it will abide by commission decision on agreement, Worldvision's views should have no bearing, and that "Worldvision has already received more mileage out of its purely private interest objection than it is entitled to receive."

**Late-night opening for cable.** Cable systems would have crack at distant late-night programming, from stations they otherwise can't carry, under proposed rulemaking by FCC. Special authority would come when station systems must carry have signed off for night. Commission said it would not be literal in determining sign-off, sign-on times. For instance, system would not have to wait out devotionals, formal sign-off before bringing in outsider. Comments due May 31, replies June 11.

**Benefactor.** Cypress Cable TV of Dayton, which lost its financial backer in effort to bring cable to Dayton, Ohio, when Warner Cable pulled out three months ago, has solved problem. Viacom Communications said last week it has agreed to acquire controlling interest in firm.

**Bearish.** Financially pinched Cable Funding Corp., New York, says in letter to stockholders that it will make financing available to cable systems "only if it promises a high potential profit." It would be a "mistake," firm said, to make "substantial number of new loans." Although such activity may be "exciting," it said, it would probably lead to "substantial losses." Further, firm said it "may well dispose of loans now outstanding if they do not meet our profit goals."

**Slowdown slowdown.** In 45 days, REA Air Express — major conduit of newfilm and syndicated TV programming — will lose priority authority with air carriers. And, to date, there is no system to replace it. Civil Aeronautics Board stripped REA of its second-in-line preference — behind U.S. mail — and ordered airlines to come up with their own priority shipping system by June 5, when REA's authority expires. But in meeting last week before CAB, air carriers had no plans to show. REA is appealing decision.

**David conviction upheld.** Nathan David, former vice president of Boston Broadcasters Inc., licensee of WCVB-TV Boston, has lost his appeal from conviction by Suffolk County (Mass.) Superior Court on five counts of selling stock without being registered. Offense, misdemeanor, carries \$200 fine on each count. Supreme Judicial Court of Massachusetts, in turning down Mr. David's appeal, said "there is no evidence that he indulged in fraud or deceit in any of these transactions." Still pending is trial on civil suit brought by Securities and Exchange Commission growing out of same stock transactions.

**Late Fates.** *Joseph M. Taritero*, NBC-TV director of children's programs, Burbank, Calif., appointed VP-children's programs ("Closed Circuit," April 15). *George Heinemann*, in latter post since 1970, named VP for special children's programs. *Andrea Baynes* appointed network's manager, program development, West Coast. She was with Carson/Roberts agency, Los Angeles. *Stephen D. Schenkel* promoted from manager to director of daytime program development, East Coast, for ABC Entertainment. He is succeeded by *Mary Alice Dwyer*, from Cohen, Pasqualina & Lowe agency, New York. *Steve Bell*, ABC News correspondent and Hong Kong bureau chief since 1972, transferred to White House beat. *A. William Bluem*, 48, professor for media studies, Newhouse School of Communications, Syracuse University, and editor-in-chief of *Television Quarterly* 1961-68, died April 16 in Syracuse. For earlier reports see "Fates & Fortunes," page 60.

## Headliners

**Marvin H. Astrin**, acting assistant general manager, WGN Continental Broadcasting Co., Chicago, named president of WGN Continental Sales Co. and VP-manager of sales for WGN Continental Broadcasting, with over-all sales responsibility for group's radio and TV stations. **Sheldon Cooper**, acting station manager of WGN-TV Chicago, and **Robert E. Henley**, acting station manager of WGN(AM), named station managers. Both were elected VP's week earlier ("Headliners," April 15).

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# In 1973 we served nine communities. Each one different. Each one the same.

On the surface, places like New York City and Fort Wayne, Indiana, seem to have little in common. But as broadcasters, we see it otherwise.

Each has a need to know. Not just the news of the world or the nation. But equally important, the news of what is happening in each home town.

We at Group W have nine home towns. We not only bring them the news; we live it with them. And quite often, we help make it happen.

Here are just a few examples of how our radio and television stations served those nine communities in 1973. Each one different. Each one the same.

## **After 50 hours in labor, Dick Williamson had his child.**

Thousands of homeless Chicago children needed help finding foster parents. WIND Radio volunteered. WIND personality Dick Williamson became the spokesman for a series of unique on-air announcements. The series generated an excellent response. It even hit home with Dick and his wife. They too became foster parents.

Someone else at WIND had an unusual experience. Serafin Trejo. Armed with a tape recorder, he searched the streets for a story on Chicago's Spanish-speaking people. The result was "Forgotten People," a one-hour documentary he wrote and produced.

The program won the Roy W. Howard Public Service Award. But what makes it unusual is that Serafin Trejo was at WIND only for the summer. A teenager getting his start in broadcasting.



**In New England, the blood shortage was more critical than the gasoline shortage. For one day.**

The day was January 11. The temperature, five below zero. Nevertheless, New Englanders responded in force to WBZ-TV and WBZ Radio's "Blood Brotherhood Day." In all, they gave 1,008 pints. The largest one-day donation to the New England Red Cross since World War II.

One '73 event that's been carried into '74 is WBZ-TV's "Impact" series. One week each month a single subject is analyzed. In depth. For and with our audience. Some of last year's "Impact" weeks covered health care, the energy crunch, transportation problems and TV news credibility.

Yet as busy as we are with the present, WBZ paused for 24 hours in November to reflect on the past. "Dear Jack... WBZ Remembers JFK," was a look at our late President's life ten years after his death. The program was praised by public and critic alike. "In time," said the Boston *Herald-American*, "the station may equal this particular effort. In limitless time, they'll never top it."

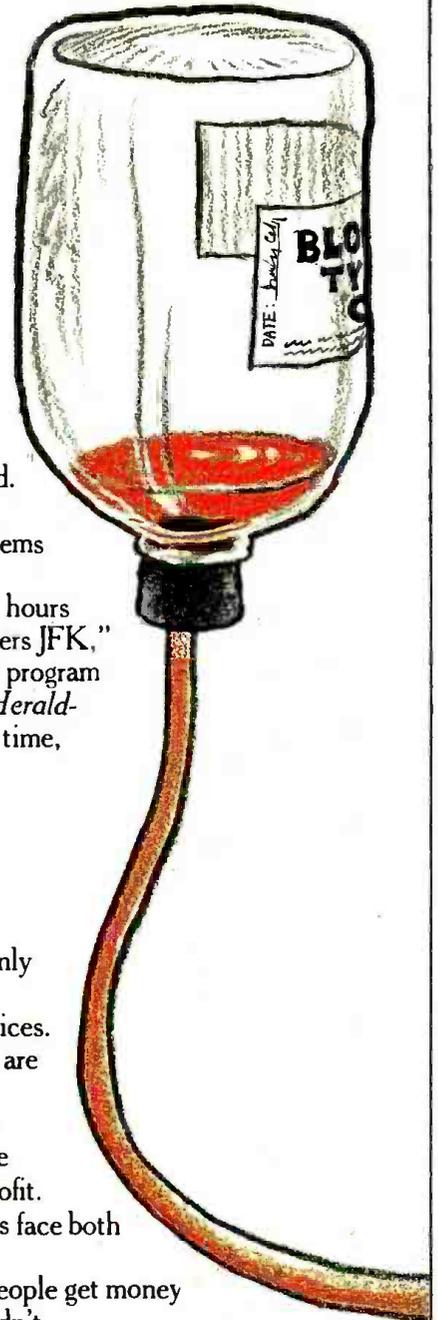
**Until last year, the disabled in Maryland were living under a handicap.**

The laws were explicit, but unfair. A permanently disabled Maryland resident would receive workmen's compensation. But only based on the cost of living at the time of his disability. WJZ-TV editorials recommended compensation more in line with today's prices. A study was initiated. A bill was passed. And today, the disabled are receiving 35% more workmen's compensation than before.

Another WJZ-TV editorial became 1973's hottest issue in Maryland. It urged that all public officials be subject to a real estate disclosure law. To control the abuse of public power for private profit.

This not only became law, but now major state office holders face both real estate and financial disclosure.

Two editorial campaigns that worked. One to help certain people get money they deserved. And one to prevent others from getting any they didn't.



### **The city of brotherly love was in danger of becoming Big Brother.**

Philadelphia's D.A. was asking the City Council for money to buy a new lie-detection device. A gadget which could secretly listen to a person's voice and decide if he was lying. KYW-TV and KYW Radio felt that such a device would be an invasion of privacy. Our editorial campaign urged the Council to hold back the funds. They did.

Another series of joint editorials, started almost three years ago, recommended urban homesteading. A simple concept in which the city would give away abandoned homes to families willing to fix them up and live in them. In 1973 the idea was approved by the City Council. Already hundreds of requests have come in from potential homesteaders.

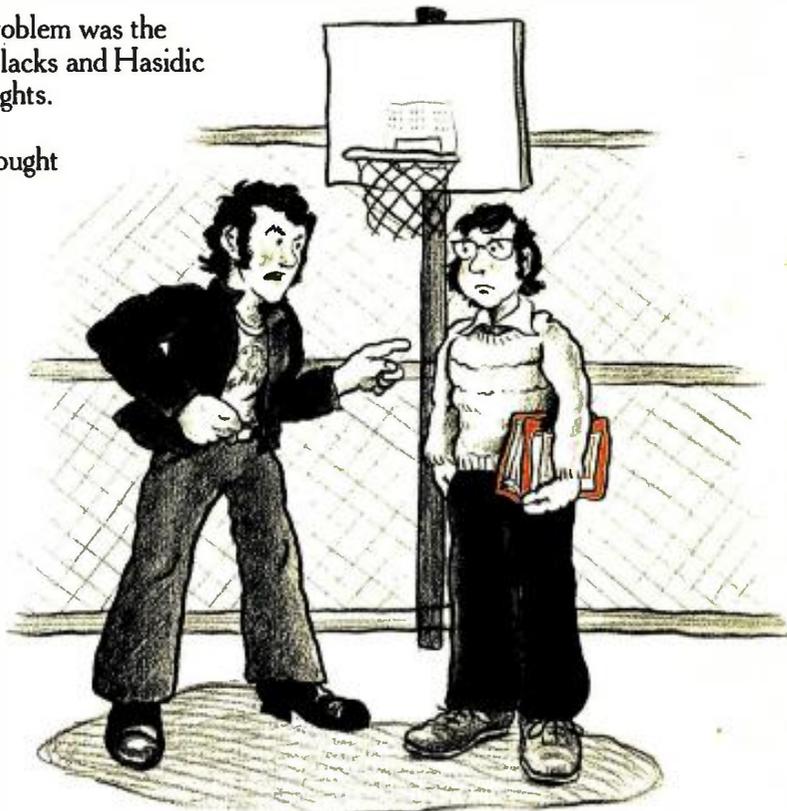
It will take a while to give away the 50,000 abandoned eyesores that cover Philadelphia. But in the end that one idea will have played a part in getting action on two major problems. The housing shortage and urban blight.

### **In New York high schools a lot of kids took up a new extra-curricular activity. Extortion.**

It was a new twist to an old racket. Only instead of playing for big money, it was for nickels and dimes. WINS Radio broadcast a five-part series on teenage extortion. It made the public more aware of a growing problem. And soon after, one neighborhood ring was brought to trial.

Another neighborhood problem was the mounting dissension between Blacks and Hasidic Jews in Brooklyn's Crown Heights. WINS broadcast an eight-part investigative series and then brought both groups together for a discussion in our studios.

It was WINS' way of seeking some solutions by the best means we know. Communications.



### The day John the Baptist got out of Indiana State Prison.

"John the Baptist" is an original rock opera written by a State Prison inmate. WOWO broadcast it to demonstrate the value of modern prison reform. To show that the "rehabilitation, not dehumanization" philosophy works. And that a talented man can contribute to society even with the restrictions of prison walls.

We also helped 127,908 other people "get out." Students who took part in a mass tri-state fire drill organized and executed by WOWO.

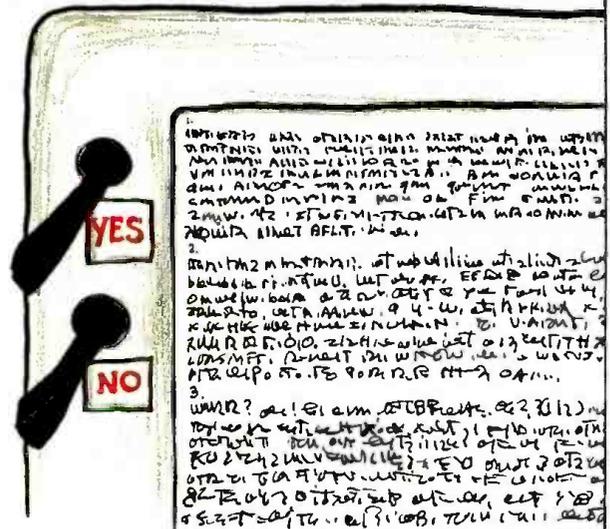
And another community involvement project had a unique sidelight. "Operation Clean-Sweep" not only helped get rid of tons of junk. It also gave our newsmen a chance to report live from a different type of mobile unit. Garbage trucks.

### In Los Angeles, the ballot made everybody equal. Equally dumb.

At KFWB's request, reading experts analyzed L.A. ballots. They found most were not understandable. Not even to college graduates. KFWB followed up with editorials demanding change. The result: the City Council has ordered future ballots to be simplified to an 8th grade reading level. A program now spreading throughout California.

Something else is spreading, too. Fire. That's why a few years ago KFWB proposed converting moth-balled bombers into aerial fire fighters. In 1973 the government approved the idea. With one hitch. The planes would protect federal property only. Once again KFWB took an editorial stand. The result: the first air fire fighter for county and local governments is now ready to go. Others will follow.

Two editorial campaigns. One to create heat. Another to put out fires.



### San Francisco schools were about to cut back on the most important part of a student's day. Lunch.

The School Board planned to reduce the lunch budget by \$540,000. KPIX took the editorial stand that children who don't get good lunches suffer in the learning process. The station urged passage of a bill requiring all California schools to serve nutritious lunches. With costs defrayed by the state. Today the bill is law.

Another KPIX project helps many Bay-area residents get food for thought. With the cooperation of a local radio station, the 11 p.m. news can be watched on KPIX while KBRG broadcasts the audio portion in Spanish.

Proof that broadcasting can overcome many obstacles. Including the language barrier.

### **The city with the inferiority complex.**

January 1, 1973. KDKA Radio began a monumental task. Convincing Pittsburghers that their city was someplace special. Both on the air and off, we promoted the positive aspects of Pittsburgh. From its historical significance to its colleges to its cultural centers.

Momentum built. By year's end it had snowballed. And today the image of a smoke-belching factory town is being replaced by that of a city of excitement and beauty. Pittsburgh is someplace special. And more and more the people who live there believe it.

While KDKA was stirring up citizens, a joint editorial campaign with KDKA-TV was stirring up state and city transportation officials. The editorials called for improved and safer highways. As of now, the officials have heard our proposals, discussed them with our editorial board and are taking action.

KDKA Radio and KDKA-TV. Sister stations with a common goal. A better Pittsburgh.

### **The Group W computer dating service. It brings people together. But not for love.**

Last August, months before the nation was aware of the energy crisis, WBZ Radio, Boston, with the help of its sister station WBZ-TV, initiated one solution. The "Commuter Computer." A method of organizing car pools by computer. Over 10,000 applications have already been received. Other Group W stations quickly adopted the project. And over 200 other broadcasters and organizations at home and abroad have asked us for more details.

And, as in previous years, we produced radio and TV documentaries on other problems common to our nine markets. In 1973, for example, we examined the delicate balance between individual rights and national security. Auto pollution and its effects on our air and health. The welfare crisis. And more.

Our efforts were again recognized with major awards received during the year. Like the Peabody Award. And the duPont-Columbia University Award in Broadcast Journalism. And more.

1973. An incredible year for news. An exciting year for broadcasters. A difficult year for the communities we serve. This report presents just a few examples of how the three came together.



WESTINGHOUSE BROADCASTING COMPANY

BOSTON WBZ · WBZ-TV  
NEW YORK WINS  
PHILADELPHIA KYW · KYW-TV  
BALTIMORE WJZ-TV  
PITTSBURGH KDKA · KDKA-TV  
FORT WAYNE WOWO  
CHICAGO WIND  
SAN FRANCISCO KPX  
LOS ANGELES KPWB



## ***Teaching with tape.***

When a Sioux City school staff wanted new audio/visual equipment to improve teaching techniques, the local Fetzer television station supported the drive.

The station took up the cause with considerable on-air exposure. This resulted in the donation of many trading stamps which were turned in for tape recorders, listening centers and record players.

Aiding the goal of better education is all part of the Fetzer total community involvement.



## *The Fetzer Stations*

	<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island	
<b>WWTV</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City

# Datebook®

■ Indicates new or revised listing

## This week

**April 18-23**—MIP-TV, the *International Television Program Market*. Cannes, France.

**April 18-25**—MIFED, international film, TV film and documentary market. Contact: MIFED, Largo Domo-dossola 1, 20145 Milano, Italy.

**April 21-22**—*American Association of Advertising Agencies* Southwest council meeting. New Orleans.

**April 21-24**—*National Cable Television Association* 23d annual convention. Conrad Hilton hotel, Chicago.

**April 21-24**—*International Industrial Television Association* annual conference. Special feature includes admission to *National Cable Television Association* equipment exhibits, in conjunction with NCTA convention being held simultaneously. Speakers: Representative Torbert H. Macdonald (D-Mass.), Wally Briscoe, NCTA. Palmer House, Chicago.

**April 21-25**—*Pennsylvania Association of Broadcasters* annual convention. Runaway Bay hotel, New Fal-mouth, Jamaica.

**April 21-26**—*Society of Motion Picture & Television Engineers* 115th conference. Century Plaza hotel, Los Angeles.

**April 22**—*Associated Press* annual meeting. Featured speaker: Vice President Gerald Ford. New York.

**April 22**—Deadline for reply comments on FCC's further notice of rulemaking on television automatic logging (Doc. 19667).

**April 22**—Deadline for comments on FCC's proposal to extend UHF-land mobile sharing plan to three additional cities (Doc. 18261).

**April 22-23**—*State broadcaster association presidents conference*, Ramada Inn, Rosslyn, Va. Executive secretaries of state associations meet April 22 at National Association of Broadcasters building, Washington.

**April 23**—*McGraw-Hill Inc.* annual stockholders meeting. 1221 Avenue of the Americas, New York.

**April 23**—*Zenith Radio Corp.* annual stockholders meeting. Zenith Radio Distributing Corp. building, 505 North Northwest Avenue, Northlake, Ill.

**April 23**—*Schering-Plough Corp.* annual stockholders meeting. 60 Orange Street, Bloomfield, N.J.

### Major meeting dates in 1974-75

**April 21-24**—*National Cable Television Association* 23d annual convention. Conrad Hilton hotel, Chicago.

**May 8-12**—*American Women in Radio and Television* annual convention. New York Hilton, New York.

**May 16-18**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**May 30-June 1**—*Associated Press Broadcasters Association* national meeting. Alameda Plaza hotel, Kansas City, Mo.

**June 2-5**—*American Advertising Federation* annual convention. Statler Hilton hotel, Washington.

**June 6-8**—*Broadcasters Promotion Association* 1974 seminar. Hyatt-Regency, Atlanta.

**Sept. 11-13**—*Radio Television News Directors Association* 1974 annual convention. Queen Elizabeth hotel, Montreal.

**Oct. 10-13**—*National Association of FM Broadcasters* annual convention. Fairmont hotel, New Orleans.

**Oct. 27-30**—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.

**Nov. 13-16**—*Society of Professional Journalists, Sigma Delta Chi* annual national convention. TowneHouse hotel, Phoenix.

**Nov. 17-19**—*Television Bureau of Advertising* 20th annual meeting. Century Plaza hotel, Los Angeles.

**Nov. 17-20**—*National Association of Educational Broadcasters* 50th annual convention. Las Vegas Hilton, Las Vegas.

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

**April 24**—*Westinghouse Electric Corp.* annual stockholders meeting. Pittsburgh Hilton hotel.

■ **April 24**—*National Academy of Television Arts and Science*, New York chapter forum on "The Bolder Themes in Television." Panel members: Norman Lear, Tandem Productions; Thomas Swafford, CBS program practices; Eugene Accas, Leo Burnett; Rev. Constantine Volaitis, *Morality in Media*; William Ray, FCC, and David Susskind, producer and TV host. New York Hilton.

■ **April 24-25**—*Television Bureau of Advertising* third annual retail TV commercials workshop. Hotel Biltmore, New York.

**April 24-25**—*American Council for Better Broadcasts* 21st annual conference: "Public Interest, Convenience or Necessity—Interpretation for 1974." Prince Murat Inn, Baton Rouge.

**April 25**—*Transamerica Corp.* annual stockholders meeting 1111 California Street, San Francisco.

**April 25**—*Canadian Television Commercials Festival*. Four Seasons—Sheraton hotel, Toronto.

**April 25-26**—*University of Wisconsin Extension, UW School of Journalism and Mass Communication* and *Wisconsin Advertising Clubs* advertising conference: "Government, You and Advertising." Speakers: Gerald Thain, Federal Trade Commission, William Ewen, National Advertising Review Board, Nancy Buck, American Advertising Federation. Ramada Inn, Waukesha, Wis.

**April 25-26**—*Kentucky Broadcasters Association* spring convention. Galt House, Louisville.

**April 26**—Extended deadline for filing reply comments on FCC's proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round daylight saving time.

**April 26**—*Southern California Broadcasters Association* seminar on energy crisis. Speaker: FCC Chair-

man Richard E. Wiley. Baxter hall, California Institute of Technology, Pasadena, Calif.

**April 26-28**—Noncommercial *WKPS(FM)* New Wilmington, Pa., sponsors *Radio Conference '74* for college radio broadcasters. Westminster College, New Wilmington.

**April 27**—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television lighting. WTTG(TV) studios, Washington.

## Also in April

**April 28-30**—*Chamber of Commerce of the United States* annual meeting. Washington Hilton, Washington.

**April 28-May 4**—14th international "Golden Rose of Montreux" contest for light entertainment television programming. Montreux, Switzerland.

**April 29**—*Wometco Enterprises Inc.* annual stockholders meeting. Byron-Carlyle theater, 500 71st Street, Miami Beach.

**April 30**—Extended deadline for entries in *National Press Club/Montgomery Ward* award for excellence in consumer reporting. Categories include radio, TV and print media. Contact: Awards Committee, National Press Club, National Press Building, Washington 20004.

**April 30**—*Storer Broadcasting Co.* annual stockholders meeting. WAGA-TV, 1551 Briarcliff Road, N.E., Atlanta.

**April 30**—*RSC Industries Inc.* annual stockholders meeting. Marriott hotel, 1201 N.W. 42d Avenue, Miami.

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Central California Coast. Beautiful, growing area with exciting potential. Fantastic living.

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# Open Mike®

## Market-definition dialogue

EDITOR: Irwin Davis is not only a leading vice president-media research director for SSC&B, he's also a good communicator. I believe that he was using a communicator's gifts for mild overstatement in his recent "Monday Memo" (April 8).

That may call attention to the radio market definitions he wrote about. But I don't believe his concluding statement represents a realistic start on problem-solving. Mr. Davis ended his "Memo" with a ringing zinger: "As a first voice, I am going to recommend to my management . . . that we cease from investing our money in the esoterics of radio research until we have a universally agreed-upon definition of what a radio market is."

What money? As Mr. Davis states in his own memo, media "pay the lion's share" of the cost of syndicated audience measurement.

But whoever pays, is the lack of a standard definition of a radio market enough to justify Mr. Davis's discontent? Working with present data may require judgements in order to evaluate area cov-

erage. Of course this is a problem that ought to be solved and perhaps can be solved on a tripartite basis.

But is that what advertising and marketing are all about?

In another recent "Monday Memo" (Feb. 11), Robert L. Hodges, vice president-western regional manager of Della Femina, Travisano & Partners, Los Angeles, reported that Blue Nun Wine, as a result of its use of radio, has increased sales by almost 2,500%. Now when Blue Nun was using magazines there was probably a very happy media research director somewhere because (in theory) there was no problem of defining market coverage with magazines.

With radio it got outstanding increases in sales, excellent targeting of the middle to upper-income wine market—and probably somewhere there's an unhappy research man looking for a definition.

OK—I'm exaggerating too. There is a problem. I invite Mr. Davis and others in agencies to work with broadcasters in solving it. Let's try working together to arrive at a reasonable approach to a radio market definition. I don't believe anyone really wants to start from the

premise that all of the highly targeted information that's available now is to be set aside.—Miles David, president, Radio Advertising Bureau, New York.

## Man with a question

EDITOR: Your April 8 editorial about coverage of the President is of interest. In it you again bring up the old issue of all networks covering everything at the same time and en masse. I am sure you have discussed it with many people including network representatives. Would it be useful to all broadcasters and their lawyers to find out how people think about it as newsmen, managers, other media people?

I am concerned with the problem. On a few occasions I have not carried a national address in the knowledge that the other two stations would carry it, or that at least one would. Yet I have had pangs of conscience for lack of a clear-cut rationale on this problem. I also have been called by people who complained that we did not carry an event, despite the fact that it was available on one or two other stations. Their reasoning was

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**Avco**  
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Video  
Facility

Whether it be a stock or custom AVCO, 22', 28', or 32', ComCoach will completely custom engineer your next Mobile Video Control Room. We will design and install . . . cable raceways, equipment racks, power generator, electrical service, heating systems, airconditioning and even cargo doors. All you have to do is simply add your video equipment.

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Hall of Fame



**JESSE OWENS**  
Former Olympic  
Champion



**BRONKO NAGURSKI**  
Member Football  
Hall of Fame

**THEY ARE PART OF OUR SENIOR GENERATION NOW... AND EACH HAS AN IMPORTANT**

**PUBLIC SERVICE**

**MESSAGE REGARDING THE PROBLEMS OF AGING**

The person over 65 years of age has become obsolete in modern society. Not only is he sadly overlooked and misunderstood, but he is terribly frustrated in his desire to live a healthy, productive life.

He has an important contribution to make to society and society has much to gain from his experience... if it will LISTEN.

Since aging is a problem that you and every one of your listeners will have to face, won't you help us reach your audience with these very important public service messages from famous senior citizens?

**FREE**  
**60 SECOND AND**  
**30 SECOND SPOTS FOR**  
**TELEVISION AND RADIO**  
**ORDER YOUR COPIES**

TO: American Chiropractic Association  
2200 Grand Avenue / Des Moines, Iowa 50312  
Please send me a copy of your new series of produced public service spots for:  
 Television (1-60 sec. and 1-30 sec. Filmed Spots)  
 Radio (5-60 sec. and 5-30 sec. Transcribed Spots)  
I understand the spots will be sent without cost or obligation.  
Program Director \_\_\_\_\_  
Station \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## Automated ACR-25

**When you're ready  
for real automation,  
you'll have to  
learn to stay out  
of the way.**

**The only manual  
function is loading the cassettes.**

**The rest is automatic.**

When you're on the brink of automation, our Automated ACR-25 is the *only* sound choice in a cassette VTR. There are two reasons: it can be rolled by the computer on cue, and now it actually can be programmed by the computer.

All that's needed besides ACR-25 are two optional accessories: the Identification Data Accessory (IDA) and the Automation Data Accessory (ADA).

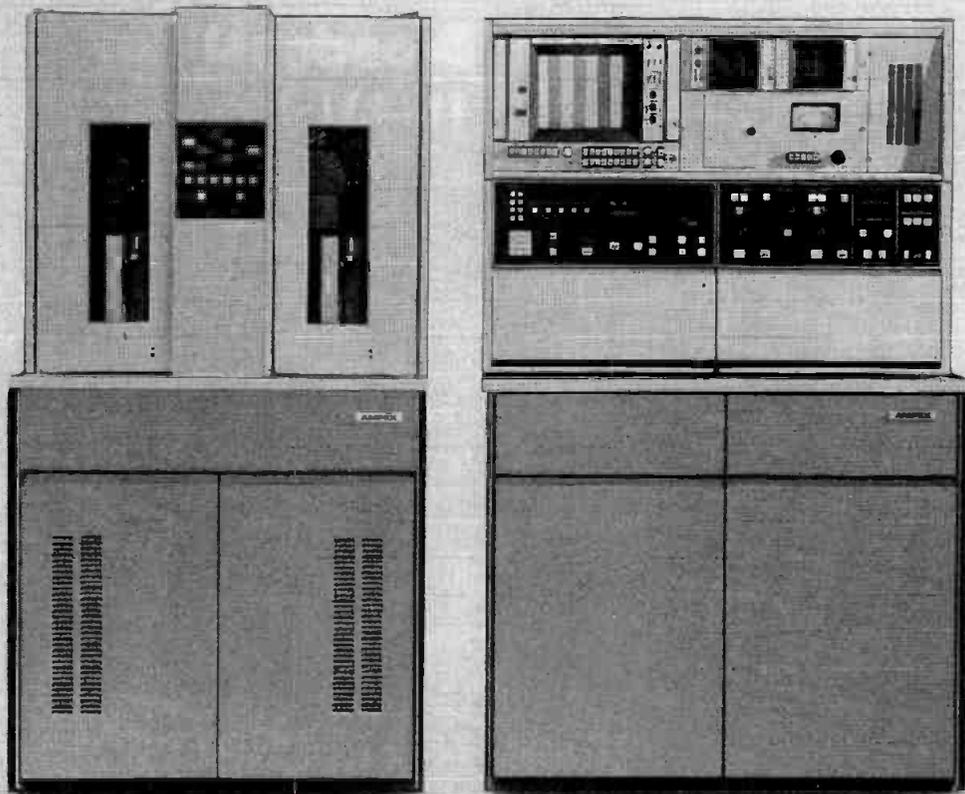
### **Here's how it works.**

**Loading.** Your operator doesn't have to program the machine. Instead, he simply loads the empty bins of the carousel in sequential or random fashion. As soon as he shuts the door and walks away, he is free for other, more creative duties.

**Reading.** Instantly, the IDA comes to life and "reads" each tape in each bin by examining the identification recorded on the Pre-Roll segment of the cue track. This is important because it means *there is no wear at all* on the video head.

**Table of Contents.** Next, ADA writes a Table of Contents, listing the status and contents of each bin. It stores all this in memory and then transmits the data to your computer.

**Play List.** Your computer makes up a Play List from your program schedule (up to 63 events) and then tells ADA which spot or segment to run at what time. ACR-25 then executes it all reliably with split-second timing.



## Automated ACR-25

**Reloading.** Bins available for reloading are identified by load control lamps which light up after the tape is played. As a reminder, a remoteable signal alerts someone else when less than 10 bins remain to be played.

All day long and into the night, the *only operator action necessary is to reload cassettes as necessary.* After each reloading, the ADA automatically updates its Table of Contents, and your computer updates the Play List.

**Fail-Safe Operation.** Even if your computer goes down, the ACR-25 continues to operate because the Play List is stored in ADA's memory.

Both the Play List and the Table of Contents are always available for immediate printout, should you desire to reprogram the ACR-25 manually.

Amazing? Yes — more so because it's a reality today.

Automated ACR-25 is the most complete broadcast/production unit ever conceived. No matter how you use it, it saves money, man power, and mistakes, making it the only logical choice as a short- and long-range VTR investment.



For complete details, contact your local Ampex Broadcast Video Sales Engineer, or write for full information.

# AMPEX

Ampex Corporation  
Audio-Video Systems Division  
401 Broadway, Redwood City,  
California 94063

# M&H

## PEOPLE MAKE IT

### Roy Meyer

BSJ, MSJ Northwestern University 1961. News writer, WLS-Radio. Reporter, Editorial Writer, WITI-TV (1964-68). News Director and Commentator, WMBD-AM-TV, Peoria. News Director, WSPD-TV 1969-1971. News Director, WAVE-TV. Joined McHugh and Hoffman in January 1974.

### Steve Fentress

BSJ, MSJ Northwestern University. Fellow, Columbia University. Twenty-seven years in Radio-TV News. WGN-TV, Assistant News Director. KMOX-TV, News Director. Senior Producer, KNBC News Service. Executive Producer, NBC News West Coast. NBC Network News Producer.

### Jack Bowen

University of Michigan, Political Science Major. 1955 joined Marketing and Advertising Department, Campbell-Ewald, Detroit. Executive Assistant Radio-TV Director, then VP and Assistant Media Director, Chevrolet Account. 1968-1970, McHugh and Hoffman Account Executive. 1970-1973, President, Bailey, Dardourff and Bowen, Inc. (political advertising and analysis).

### Pete Hoffman

Dartmouth, Sociology and English. 1954 joined Campbell-Ewald to organize and develop TV-Radio research section. 1957-1962, Radio-TV Department Account Executive (duties, Program Planning and negotiations for Chevrolet, General Motors, United Motors and Firestone. Coordinator of all Radio-TV research. Resigned in 1962, to form McHugh and Hoffman, Inc.

### Phil McHugh

Notre Dame, Journalism. 1938 joined CBS Radio Network, (ten years, starting in research, later Associate Network Program Director, Network Program Director, involved with all types of programming. Assigned to CBS News as Network Program Director during the reign of Paul White). 1950, established the Radio-TV Department at Tracy-Locke Advertising, Dallas. 1954, Campbell-Ewald, Detroit, Vice President and Head of Radio-TV Department. Purchased and supervised all network programs, among them the Dinah Shore and Bob Hope Chevy Shows, Eyewitness to History, High Adventure, Danny Kaye, My Three Sons, Route 66 and Bonanza. Used depth research techniques to examine attitudes toward both programming and commercials. February 1962, organized McHugh and Hoffman, Inc.

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not logical, but how do you argue with the public and win?

What do others say?—David M. Baltimore, vice president, WBRE-TV Wilkes-Barre, Pa.

### On Salant's side

EDITOR: When my old friend Ray Johnson next decides to take to his pen for a verbal joust, he would be well advised to take on a lesser opponent than my old friend Dick Salant, as reported in BROADCASTING April 8. With due respect to both friends, I happen to agree totally with Br'er Salant, who heads the best news operation in broadcasting—and that includes Dan Rather's coverage of the White House.—Thomas C. Bostic, president, Northwest Broadcasting Co., Yakima, Wash.

### On Johnson's side

EDITOR: Richard Salant's (CBS) response to Ray Johnson's (KMED) correspondence regarding Dan Rather's brazen performance at the National Association of Broadcasters convention leaves no doubt as to where Rather's arrogance had its genesis.—Robert M. Garrick, Los Angeles.

### Blanket coverage

EDITOR: You would be amazed at the number of letters, telephone calls and personal comments I have had from people in our business [following a "Profile" article March 18]—some of them coming out of the woodwork from people I have not seen or heard from in 20 or 25 years. I just want to thank you and to let you know that all this has confirmed what I already suspected. BROADCASTING reaches everybody in this sometimes weird but always wonderful business of ours.—E. R. Vadeboncoeur, president, Newhouse Broadcasting Corp., Syracuse, N.Y.

### Undiagnosed

EDITOR: Your "Growing number of programmers feel there's wealth in health" article (March 18) was complete except for mention of *Medix*, now in its third season on KNXT(TV) Los Angeles, currently airing at 5 p.m. Sundays.

Produced in cooperation with the County Medical Association and the California Medical Association, the series will be barter syndicated by Syndicast.—Dave L. Bell, president, Dave Bell Associates, Los Angeles.

### Where it's due

EDITOR: We certainly acknowledge the fine assistance McHugh & Hoffman provided KGO-TV (BROADCASTING, March 11) in the station's rise to first place in the San Francisco market. However, all modesty aside, credit must also be given to aggressive and intelligent station management and their willingness to accept innovative advertising from their agency.—Robert L. Whitehead, vice president, Clinton E. Frank, San Francisco.

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Maury Long, vice president.  
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Joanne T. Cowan, secretary.  
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## Broadcasting

The newsweek of broadcasting and allied arts

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Frederick M. Fitzgerald, senior editor.  
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Nancy Dahl, Laurie Endter, Patricia Thach, Donna Wyckoff, editorial assistants.  
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Maury Long, vice president.  
David N. Whitcombe, director of marketing.  
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John Andre, sales manager—equipment and engineering.  
David Berlyn, Eastern sales manager (New York).  
Bill Merritt, Western sales manager (Hollywood).  
Stan Soifer, sales manager—programming (New York).  
Lynda Dorman, classified advertising.

### CIRCULATION

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Kwentin Keenan, subscription manager.  
Stephen Brown, Odell Jackson, Patricia Johnson, Jean Powers, Juliet Rollet.

### PRODUCTION

Harry Stevens, production manager.  
Bob Sandor, production assistant.  
Susan Cole.

### ADMINISTRATION

Irving C. Miller, business manager.  
Lynda Dorman, secretary to the publisher.  
Philippe E. Boucher, Brenda Otey.

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Rocco Famighetti, senior editor.  
John M. Dempsey, assistant editor.  
Leslie Fuller, staff writer.

Winfield R. Levi, general sales manager.  
David Berlyn, Eastern sales manager.  
Stan Soifer, sales manager—programming.  
Susan Yang, Harriette Weinberg, advertising assistants.

Hollywood: 1680 North Vine Street, 90028. Phone: 213-463-3148.  
Earl B. Abrams, senior editor.  
Bill Merritt, Western sales manager.  
Sandra Klausner, assistant.

BROADCASTING\* magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932. Broadcast Reporter in 1933, Telecast\* in 1953 and Television in 1961. Broadcasting-Telecasting\* was introduced in 1946.



\* Reg. U.S. Patent Office.

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Microfilms of BROADCASTING are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

# Monday Memo®

A broadcast advertising commentary from Dennis C. Beaumont, director of communications and advertising services, Best Foods Division of CPC International

## Radio: an old medium with something new for Best Foods

Sift through the earliest records of broadcast advertising, and you'll find Best Foods among the pioneers in radio. At one time, Skippy peanut butter had a spot-placed Hollywood-originated radio drama show that compared favorably with *Lux Radio Theater*, and Best Foods did considerable network buying.

This "Monday Memo," however, is not an exercise in radio nostalgia. I do not want to create the impression that Best Foods has been a diehard radio advertiser for decades. It wouldn't be true.

Radio is significant in our media mix this year, but strictly on media merit. A lot of radio's values today didn't even exist in the days when the Green Hornet first raced his car out of that warehouse without a thought to gas consumption.

Today, a number of things attract us to radio, increasingly, as a viable outlet for Best Foods advertising. At the same time, a number of things have been happening to other media that tend to work in radio's favor.

Here's a quick checklist of some of the more important pro-radio media forces that have caused us, and our agencies, to take a long look at this old-but-new medium:

- TV's costs are spiraling upward. That's a well-known fact. But we are growing concerned not only about the rising costs of TV to reach our primary consumers, but about the lessening of the impact and memory value of commercials due to "clutter."

- Retailer attitudes toward radio are changing. In the 1950's and 1960's, mention of a local radio spot schedule to the buyer for a supermarket chain (and, I must admit, to many members of our own sales force) produced a vacant stare; TV was where the excitement and presumably the consumer motivation were. And newspapers were a tradition. More local retailers are moving into broadcast media, however, and they're finding out for themselves what we've been discovering at the national level: Radio can build its own brand of excitement. Radio is not the "tough sell" it used to be to store management.

- Radio's merchandising is a plus value. As radio stations soul-searched and found workable and varied formulas to compete with TV, print and other radio stations, merchandising has emerged as a real added attraction. This is particularly true for a national advertiser like Best Foods whose products are sold primarily in supermarkets.

- America's lifestyles are changing. Radio fits into new listenership patterns. Of every 10 people in the U.S. labor



Dennis C. Beaumont, who in early 1973 was named director of communications and advertising services for Best Foods Division of CPC International, has been associated with the company for the past 11 years in various product management and marketing posts. Prior to joining Best Foods, Mr. Beaumont was an executive promotional consultant for Merck, Sharp & Dohme Division of Merck & Co., Rahway, N.J., and an account supervisor for Erwin Wasey, Ruthrauff & Ryan, Chicago. He enjoys outdoor sports, particularly sailing, and is a dedicated history buff currently researching pioneer balloon flights.

force, four are female, and of these the majority (over 60%) are married women. Ms. American Jobholder doesn't have the same media pattern as Ms. American Homemaker. Working women listen to radio more (in drive time, later afternoon and evening) and watch TV less.

- Radio is a highly researched medium. Radio stations in the larger markets (and some smaller markets, too) are setting a real pace in conducting studies on how they reach audiences not duplicated by newspaper readership. This impresses us and retail management. Such research reveals, among other things, that there are fewer audience "swings" in radio than in TV (where the swings can be wide in a short flight).

And, that's for starters.

In radio, much aggressive—and creative—selling is being done by reps, particularly those who have organized radio "rep networks" in their fight for advertising dollars. These reps are not afraid to look for new sources of radio dollars, to tailor-make campaigns or to help stations evolve merchandising programs and tie-ins.

This year, for instance, our marketing director for nonfood items, Bob Wheeler, launched Coconut NuSoft, the completely revitalized Best Foods fabric softener.

The product was introduced in October, 1973, in selected markets with a campaign that added heavy radio to our usual heavy TV schedules. Radio, truly a "plus" medium, responded beyond expectations. Working closely with our agency, stations went all-out in our markets organizing contests, promoting schedules to the trade and our sales force, designing and distributing mailings, making trade calls (often with radio personalities) and arranging in-store displays. More radio for Coconut NuSoft is scheduled for the balance of 1974.

Yes, we've returned to radio as one of the "basics" of our 1974 advertising. Yes, we'd recommend it—but first let's clear up some misconceptions.

For one thing, it's simply not true that radio is "more efficient" than TV. What is true is that radio is less expensive, as a media buy, in reaching audience. And radio, because of its highly refined format approach and the specialized appeal, has developed an extraordinary ability to pinpoint audiences.

Another myth holds that "housewife time" (10 a.m. to 3 p.m.) is the ideal time for reaching women. This is nonsense, in view of the lifestyle changes that are sending so many women into the work force. If you take a careful look at the numbers, you will find you reach women, generally, as well or better in traffic times.

There are lots of ways to buy radio from those who sell it, including the all-too-easy "closet buy." The best way, wherever possible, in my opinion, is to have your buyers get out in the marketplace and call on stations to discuss schedules and possible merchandising aid. You'll get better buys, and a lot more cooperation from stations.

Finally, one of the most subtle—and therefore most difficult—hurdles to overcome in approaching radio today is the feeling, widely held among younger agency personnel, that the medium's audio-only factor limits creativity. This is not true, although that "limitation" does indeed add to the challenge. If your campaign in radio is highly creative, it will stand out. Furthermore, "imagery transfer" is possible between radio commercials and other media, including product promotions and packaging.

Radio's biggest value is that radio is practically impossible to beat if what you want is high frequency of impact maintained on a small audience segment (with, however, a loss in reach), or, if what you want is a really broad audience reach (with comparatively fewer exposures per listener to your spots).

A radio schedule constructed to combine these two extremes, in degrees that match the marketing thrust for your product, can't help but be the "plus" factor in your over-all advertising campaign.

**WKY-TV's special  
project team has a new  
member...EMMY...  
the 1973 National Award  
for community service.**

**Bob,**

**Oliver,**



*Writer/Producer/Director*  
Bob Dotson

*Co-Producer*  
Oliver Murray

# Emmy joined the team because of "Through the Looking Glass Darkly"

. . . a history of the black man in Oklahoma.

"The documentary was created by WKY-TV to make clear the accomplishments and contributions of black Oklahomans. Decades of segregation and apathy had so completely covered their story that not even the black historians had scratched the surface."

Norman P. Bagwell  
V. P. and General Manager

"We accept this award on behalf of the 1,050 people who shared their memories and helped clear the dust from history . . . so the "Looking Glass" would be dark no more. We appreciate their confidence that WKY-TV would treat their material with dignity and accuracy."

Bob Dotson  
Director of Special Projects  
for WKY-TV News

## WKY-TV

OKLAHOMA CITY, OKLA.

The WKY Television System, Inc. WKY-AM-TV, Oklahoma City • WTVT, Tampa, St. Petersburg • KTVT, Dallas, Fort Worth  
KHTV, Houston • WVTM, Milwaukee • KRKE, Albuquerque • KSTW-TV, Seattle, Tacoma

## George, & Emmy



*Co-Producer*  
George Wesley

*EMMY*  
The National Academy  
of Television Arts and  
Sciences



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## Cablecasting

### FCC issues first sequel to 1972 cable rules

Much of new report deals with who is going to govern what in the medium

After two years of experience with its cable television rules, the FCC last week issued a 38-page document aimed at clarifying those rules and subjecting them to some fine-tuning. Through it all, the commission talks of taking the flexible, cautious approach to regulation that would enable cable to develop—even if that means restricting the authority local and state governments can exercise over cable.

And a principal area of concern is the possibility of rate regulation of leased-channel uses or users. The commission said it will not impose such regulation at this time, nor will it permit such regulation by state or local governments. "We have pre-empted this area with the explicit purpose of allowing the marketplace to function freely," the commission said.

It noted that some authorities have indicated an interest in the regulation of leased-channel rates and/or rates for pay-cable services. But, it added, "It is premature to regulate along these lines. Such regulation might destroy any chance for this emerging communications service by stifling competition, setting incorrect rates, and establishing an atmosphere which deters experimentation, innovation or speculation."

Similarly, the commission said it saw no need to change the maximum it will permit franchising authorities to charge cable systems—3% of gross subscriber revenues, or 5% if the higher figure can be justified. Higher fees, the commission fears, will prevent systems from providing the kind of service it feels they should. And it said that, at least for the present, the ancillary (or nonbroadcast) services systems may provide are best used to support the development of those "largely unprofitable" services, and should not be used as part of the base on which fees are levied. The commission also warned against systems being required to provide extra services—such as free wiring of entire school systems.

The commission also took a soft ap-

proach to the question of the three access channels—one for the public, one for the local government and one for education

**NCTA in brief.** The 23d annual convention of the National Cable Television Association opened in Chicago's Conrad Hilton hotel with a president's reception Saturday, April 20, in the Williford room. Business sessions began Sunday and go through Wednesday. These are the highlights:

**Sunday, April 21:** Opening session in grand ballroom 1:45-2:30 p.m. Speakers: NCTA Chairman Amos Hostetter, Senator Adlai E. Stevenson (D-Ill.). Joint management-technical session follows in same room, 2:30-4:30, featuring panel on pay cablecasting. NCTA's annual cablecasting awards were to be presented in same room, 4:30-5, with Representative Torbert Macdonald (D-Mass.) as speaker. Directors reception, 5-7 p.m., grand ballroom.

**Monday, April 22:** Eye-openers (8-9:30 a.m.)—financial (Waldorf room), copyright (Beverly room), education by cable (Bel Air room), urban markets (PDR #2), FCC's Cable Bureau and small systems (Astoria room). All (except copyright) repeat in afternoon.

Main management session, 9:45-11:45 a.m., international ballroom. Cable regulation. Luncheon, noon-2 p.m., grand ballroom: speaker—FCC Chairman Richard E. Wiley. Engineers reception, 6-8 p.m., Waldorf room.

**Tuesday, April 23:** Eye-openers (8-9:30 a.m.)—Nonduplication and exclusivity (Astoria room), working with the FCC (Waldorf room), marketing (Beverly room), OSHA (Bel Air room), local origination-programing and economics (PDR #2). All repeat in afternoon.

Main management session, 9:45-10:30 a.m., international ballroom: relationship between cable and independent TV stations. Luncheon, 12:30-2:30 p.m.: speaker—NCTA President David Foster. Annual business meeting, 2:45-5 p.m., Waldorf room. Annual banquet, 7:30 p.m., grand ballroom.

**Wednesday, April 24:** Eye-openers (8-9:30 a.m.) — public access (PDR #2), new services (Beverly room), rate increases (Waldorf room), franchising (Astoria room). All repeat in afternoon.

Main management session, 9:45-11:45 a.m., international room: cable, present and future. Luncheon, noon-2 p.m., grand ballroom: speaker—Senator Edward Brooke (R-Mass.).

—that systems are required to provide. A system serving a large number of small suburban communities need not provide separate access channels for each if there is no likelihood they would be fully used. It would be better, as a means of fostering public access channel use, to have "one or two channels significantly used and 'lit,'" the commission said, "rather than a multiplicity of channels 'dark' for a major portion of the time because of scarcity of programing."

In that connection, the commission said it saw no merit in the proposals of some communities that systems be required to provide far more capacity—perhaps 120 video channels—than the 20 channels the commission's rules require. "The present need or value of such excess has yet to be proved," the commission said. If it is a matter of providing access capacity, the commission added, "the more successful access experiments are those where a cooperative effort is made by many groups to fill an access channel."

The document, based in part on the report of the commission's Federal/State-Local Advisory Committee, gets into some areas where the commission does not feel prepared to resolve questions by issuing a clarification. In them, it asked for help in rulemaking proceedings.

One area involves the question of technical standards. The commission asked for comments on whether those standards should be completely pre-empted or whether a moratorium on additional non-federal technical standards should be imposed until its technical advisory committee completes its work in the area.

Public participation in franchise proceedings provided the basis for several questions troubling the commission. The rules require franchising authorities to allow the public to play a role in the granting of franchises. But how they do that is left pretty much to them. Should the commission be more specific? It wants to know. Should minimum due process standards be articulated, as the FSLAC committee has recommended? If more specificity is desirable, what guidelines should the commission provide?

(The commission, in response to what it said was a question it has received from many parties, said it intends to implement its present rules on public proceedings in connection with franchise-renewal proceedings. In both initial and renewal proceedings, the commission said, it requires "open access, consistency and over-all fairness.")

Line-extension provisions in franchises

that do not require cable systems to provide what the commission said was its "ideal"—service to all parts of a franchise area that could reasonably be wired—also provided the commission with the basis for a rulemaking inquiry. The commission said it is aware that many franchises do not require this kind of wiring, and indicated it feels the matter really is one to deal with at the local level. However, it asked for comments on a proposed rule that would guarantee that the line extension policies were set with the knowledge not only of the citizens of the community but of the franchising authority as well. The commission said there are cases where even the franchising authority "did not fully comprehend" the effect of a line-extension policy it had adopted.

Franchise duration was another question on which the commission sought help. It noted that the FSLAC said the present rule imposing a 15-year maximum on franchise duration is too inflexible—that 15 years may not be enough for a company to develop and make profitable the advanced broadband systems being contemplated. For its part, the commission is concerned about communities imposing one-year franchises: it is considering a rule setting a five- or seven-year minimum franchise term. The commission asked for comments on the FSLAC proposal and its own; it also asked for other suggestions for modifying the franchise-duration rule. (The commission said that any substantial change in the franchise during its term terminates the franchise, in its view, "and requires recertification.")

The commission is particularly concerned about the possibility of franchise renewal applicants threatening to terminate service rather than reach an accord with the franchising authority. Accordingly, it said, it is considering rules requiring franchises to contain specific provisions and procedures dealing with expiration, cancellation and continuation of service. The commission did not outline any proposals.

And in a related notice of rulemaking and inquiry, the commission will explore the problem of transfers or assignment of control of franchises. The commission has no rules on the sale of systems, and asked for comment on whether franchises should contain provisions requiring prior local approval before a transfer can occur. The commission said the issue is not a simple one. For instance, what constitutes transfer of control? And should a public proceeding be required if corporate ownership changes hands but the local franchisee remains the same?

Another rulemaking is aimed at assuring that subscribers receive quality service and quick resolution of their complaints. Although commission rules require that specific provisions for resolving complaints be written into the franchise, many franchises do not indicate whether the franchising authority has any responsibility in that regard. The commission said it intends to modify its rules to make it clear that the franchising authority does.

The clarification and notice of pro-

posed rulemaking are the first part of a commission project dealing with questions raised by the relationship between federal and nonfederal governments in the regulation of cable television. It is the easier part. The hard part deals with what the commission, in the document last week, said has become the "complicating factor" in the commission's effort to develop a program of "creative federalism in the area of cable television franchising": The assertion by state governments of a regulatory role in an area the federal government had shared primarily only with local governments. The FSLAC report deals with this "three-tier" issue, with the majority recommending that the commission pursue its "dualism" approach, dividing authority between itself and a single local authority—a state or a smaller political subdivision; and the minority favoring an approach in which the states would determine how local authority would be apportioned between them and local governments.

The commission said it will deal with the question "in the near future." But in the meantime, it said, all regulatory bodies involved in cable television should be aware that it is concerned about "the developing duplicative and burdensome overregulation of cable television."

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## Regulation only heads the list of cable's problems

It doesn't end there by far, as shown in countdown of industry's concerns; finances, copyright, rates, attachments, internal conflicts are high among them

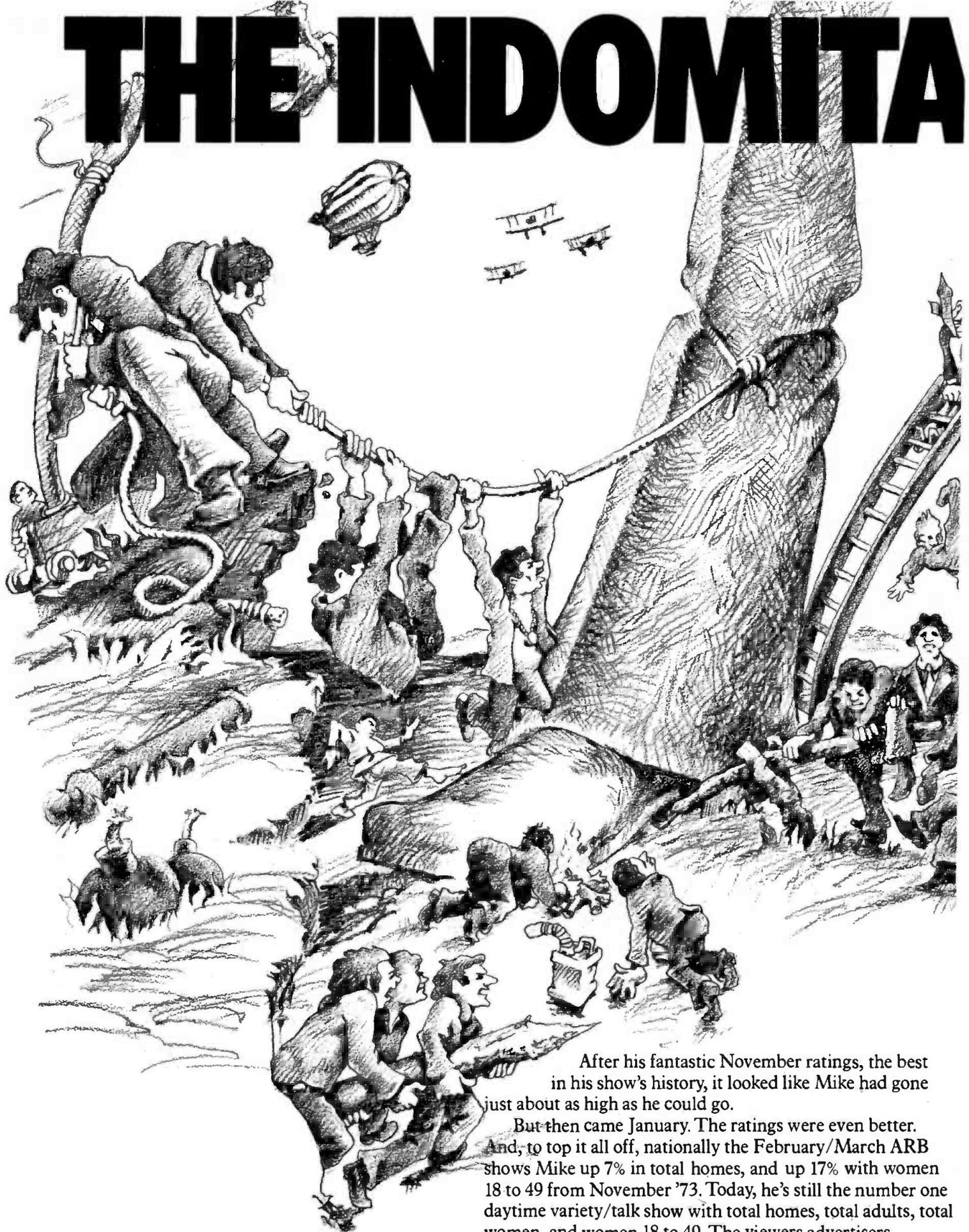
More than just 10 months have intervened since the National Cable Television Association held its 22d convention in Anaheim, Calif.—a gathering longer on optimism than foresight (BROADCASTING, April 15). For this, the industry may be excused in part. It was impossible to foresee last June that the industry's most formidable entity, Teleprompter Corp., would find itself the object of a Securities and Exchange Commission inquiry which would leave its stock deflated and its competitors rushing to shore up similar weaknesses in their own corporate operations. It was equally difficult to forecast that broad-

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## A short course in cable, 1974

There are 3,100 operating cable systems in the U.S., serving 5,770 communities. Another 2,500 systems are approved but not built. Pennsylvania has the most systems (300) and California the most subscribers (1.2 million). Operating systems currently reach about 8.1 million subscribers, perhaps 25.92 million people—12.5% of the nation's TV households. The average cable system has 2,400 subscribers. The largest (Cox Cable's, in San Diego) has over 75,000. Some have fewer than 100. Teleprompter is the largest multiple system operator (MSO), with more than one million subscribers. Most systems offer between eight and 12 channels. By 1977, all systems will be required to have at least 20-channel capacity; those constructed after March 1972 must do so now. Monthly subscriber fees average \$5.40, although many firms are now seeking rate increases. Installation fees range from nothing to \$100; the average is \$15. Costs of laying cable range from \$4,000 per mile in rural areas to \$75,000 in the largest cities. The average system has between 100 and 200 miles of cable. Nearly 600 systems now originate programming in their own studios, the average for 12 hours weekly. Equipment costs range from \$25,000 for a small black-and-white operation to \$200,000 for a color studio. Over 300 systems accept advertising on their local-origination channels, with rates from \$5 to \$200 per minute. Pay cable is on approximately 50 systems and reaches 50,000 subscribers. Other media interests have ownership holdings in approximately 74% of all cable firms; 34.6% of the systems have ties with broadcast interests, 10.2% with newspapers, 7.3% with publishing concerns, 19.9% with program producers and 4.3% with theater owners.

# THE INDOMITA



After his fantastic November ratings, the best in his show's history, it looked like Mike had gone just about as high as he could go.

But then came January. The ratings were even better. And, to top it all off, nationally the February/March ARB shows Mike up 7% in total homes, and up 17% with women 18 to 49 from November '73. Today, he's still the number one daytime variety/talk show with total homes, total adults, total women, and women 18 to 49. The viewers advertisers want to reach most.

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## 'S #1 DAYTIME VARIETY/TALK SHOW

Source: ARB Nov. '73, Jan. '74, and ARB Feb./Mar. '74. Audience estimates are subject to qualification available on request.

casters and theater owners would challenge the emergence of pay cablecasting with such zeal and effect. And while there are too many realists within cable for it to think that government would do its downfield blocking against existing services, many still regard what's happened as incomprehensible.

One of those is Bruce Lovett, Washington-based vice president of American Television & Communications Corp., who assumes the NCTA chairmanship this week.

"Look at the rules the FCC has," Mr. Lovett lamented in a recent interview (see below). "They're all negative as far as cable is concerned. Since 1966, all the commission has ever done is try to figure out ways to give us a little, little bit and still protect the broadcasters to the bitter end. That's been the entire regulatory philosophy of cable."

Mr. Lovett does not make that condemnation from the shadow of a headend in Faraway Podunk. Indeed, from the window of his office at ATC he enjoys a clear view of the FCC's glass facade, if no clairvoyance as to what goes on behind it.

"There's no reason that the commission cannot revisit its rules and take a

more positive attitude toward giving cable a chance to succeed," Mr. Lovett maintains. But, he concedes, "it's going to take a lot of prodding. I think it's going to require that the cable industry be willing to undertake another battle."

But cable's problems on convention eve go far beyond the regulatory. These are the major ones:

■ Despite a slight upward turn in cable securities on Wall Street, general economic limitations and skepticism on the part of major investors continues to hamper the medium's development. In the opinion of several analysts, investors have placed the ball in the industry's court with an invitation to prove its own capitalistic worth. Absent a sudden gush of black ink, a hiatus prevails. At the same time, interest rates remain high and adequate financing is sought with fervor.

■ While the FCC maintains its anti-siphoning rules in a holding pattern, pay cable remains the rhetorical target of opposing interests. When the commission acts, it is inevitable that the controversy will move out of the debating circles and into the courts and Congress. And here will ensue a fight that will require ample resources—both financial and legal—on both sides. By definition, the

haves have more.

■ Less than two months after the Supreme Court absolved cable from copyright liability for its use of broadcast signals in the CBS Teleprompter case, Senator John McClellan's Copyright Subcommittee has drawn up legislation which is viewed by the industry as downright repressive (BROADCASTING, April 15). Besides mandating to cable operators copyright payments twice as large as the industry feels equitable, the bill, if enacted, would deprive systems of much of what is currently their principal selling point—imported broadcast sports coverage. A vigorous congressional fight is promised.

■ Although the FCC has announced a complete reassessment of its nonduplication rules, any further relief for cable is bound to be hotly contested by the broadcast industry. Meanwhile, operators can only point to Washington when their subscribers complain of the sudden loss of a favorite channel at the request of a local broadcaster, which the system is required to honor.

■ As the FCC meanders through a seemingly ambiguous regulatory course on cable, state and local governments are becoming increasingly active in the same

## A Lovett sampler on cable's concerns

*Bruce Lovett (American Television & Communications), newly elected chairman of the National Cable Television Association's board of directors, has discussed a number of major issues facing that industry in an interview with BROADCASTING. These are excerpts:*

**On the FCC:** "Since 1966, all the commission has ever done is try to figure out ways to give us a little, little bit and still protect the broadcasters to the bitter end. That's been the entire regulatory philosophy of cable. . . . The biggest priority the cable industry has is to try to get the FCC to regulate on a positive basis instead of this negative regulation that we have now."

**On pay cable:** "A lot of people believe that cable cuts across their backyards—including telco, broadcasters, theater owners, copyright owners. That explains why the industry has had such a difficult time with growth." The "biggest problem," he maintains, "is the FCC, in terms of trying to protect broadcasters without any indication of its necessity. . . . I was appalled by the failure of the FCC to move on the pay cable rules. . . . I don't think they should have waited." [But] "we're not going to let the issue die simply because the FCC won't address it."

**On pole attachments:** "I'm not that optimistic about being able to settle this because of the history of this matter." Mr. Lovett complains that phone companies have "never come forward with the kind of cost data necessary to satisfy the cable industry that they are being fair on rates. And that's a sizable undertaking. But if you cannot reach an agreement on rates, one that we're willing to pay and they're willing to accept, that cost data is going

to have to be put on the table. Now that's going to be done in one of two ways—in the [negotiating] committee on a crash basis [the FCC-imposed deadline for settlement is May 1 and it's doubtful that a further extension will be granted] or through litigation at the FCC." If the latter becomes necessary, Mr. Lovett notes, there can be no doubt that cable's future relationship with those other entities will be "totally adversary."

**On antisiphoning:** While he does not play down the significance of the National Association of Broadcasters' campaign against alleged future pay-cable siphoning, Mr. Lovett admits "I'm more concerned about the networks than I am of the NAB itself. . . . I've been amazed at the degree to which the networks have gotten involved in this fight. Without reference to the legal technicalities or niceties involved in the antitrust laws, I think basically what the networks are doing is purely anticompetitive." Mr. Lovett points to lobbying efforts on Capitol Hill by

high network officials in "apparently successful" attempts to ward off FCC anti-siphoning action as an example of this conduct. He characterizes promotional activities such as the anti-pay-cable booklet by CBS President Arthur R. Taylor (BROADCASTING, April 8) as no less the same. "It's a question of whether the networks will continue to be able to use their power to prevent another industry from coming into existence. That's going to be a major issue one of these days. I'd like to see the issue fought in the courts."

**On industry economics:** "I don't think we're going to see a hiatus on growth. What you've got to determine is that major markets can be successful on a cable service. And you're going to see some markets that, in my opinion, are going to be successful and are going to re-prove the value of cable even in the major markets. . . . I'm not talking about New York City or Chicago. These are questionable in terms of viability until the 1980's." Rather, Mr. Lovett feels, less extensive metropolitan areas (such as Albany, N.Y., where ATC is now developing a system) will be the industry's near-term forte. "One of the reasons that you have this question of growth is not because cable operators haven't been committed to trying to build decent markets. A great deal of it is because of this tremendous bureaucratic morass through which we have to fight at the FCC. You have a number of markets today which could be viable if you could get the signals microwaved into them. . . . Nobody can tell me that the stock market [indication of cable's viability] is worth a damn. It's way off because of national affairs and that, obviously, has had its effect on cable. I think when you see an improvement in general market conditions cable will be treated quite well by investors."



Lovett



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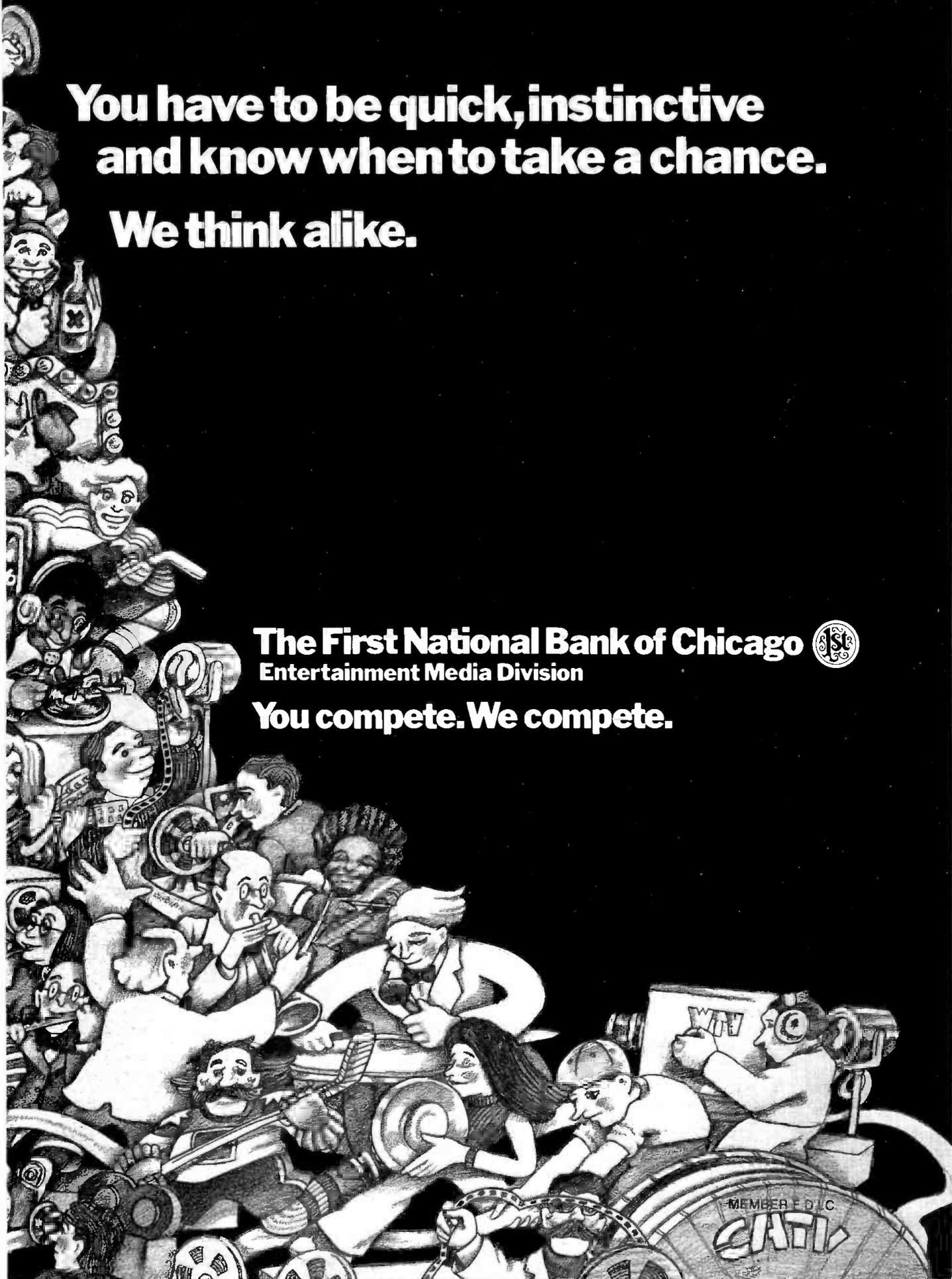
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game. And their presence holds much more forbidding prospects for operators than an added paperwork burden. Two weeks ago, the New York cable commission barred the initiation of cable service in Kent, N.Y., for noncompliance with its own rules—long before the FCC had story, an opportunity to rule on the case (see page 35). Clearly, more of the same can be anticipated in other quarters.

With the Teleprompter experience providing a word to the wise on how far to stretch a cable band, developmental emphasis has shifted to the procurement of subscriber rate increases. Consequently, many systems are now learning that consumers do not accept higher tabs without (1) a fight, (2) improved service, (3) a good explanation for higher subscriber fees, (4) a combination of all three.

Cablemen remain aware that merger is the fastest means to a stable revenue base. By the same token, the Justice Department remains aware that mergers invoke concern over the antitrust laws. While there has been no definitive ruling on the issue, the department's interventions between Cox Cable and ATC and again between Viacom and Communications Properties have helped bring merger ambitions to a standstill. And even without Justice's threats, the current Wall Street climate is not conducive to cable mergers, as those four majors can testify.

The industry's negotiations with various phone companies over future pole-attachment rates have dragged on since last August with little tangible evidence of a settlement. Now industry officials are talking litigation, with none other than

the American Telephone & Telegraph Co. as the primary adversary.

Within its own ranks, the industry is suffering from growing pains. As the MSO's—the second generation of industry growth representing corporate clout and centralized multisystem administration—continue to grow, “mom-and-pop” independents express fears that their numbers may be overwhelmed on the national scene. Hence the emergence of the Community Antenna Television Association, which in less than a year has attracted several hundred systems. Its president, Oklahoman Kyle Moore, has vocally criticized NCTA's handling of two major issues, pole attachments and copyright. NCTA officials play down prospects of an intra-industry rift. But a not-insignificant portion of the industry (40%) still does not belong to NCTA.

NCTA itself has not enjoyed internal tranquility. A budget-balancing exercise by the board of directors and executive committee resulted in trimming of the association's staff and increased workloads for remaining personnel. For a time this year, NCTA's future relationship with Teleprompter and some state associations seemed precarious. While the surface problems appear to have been patched at a conciliatory board meeting last month, the potential for conflict remains.

Bruce Lovett, however, is an optimist, as was his predecessor in the NCTA chairmanship, Amos Hostetter (see “Profile,” page 73). While the two differ in their philosophical approach, they share a common capacity for work that amazes many of their peers and insures that the NCTA chairman will not be just a figurehead.

To an extent, that fact troubles some in the industry who regard NCTA President David Foster as cable's appointed leader, and who had misgivings over what effect a Washington-based chairman might have on that status. Mr. Lovett is curt in dismissing this as a cause for concern. “I think if there was anything to abate it has abated,” Mr. Lovett says of the usurpation-of-authority issue. “There was really nothing to it in the first place. It was made up by the trade press. . . . The issue was whether the executive committee was overriding the president of NCTA [at least on the budget deliberations]. I was on the executive committee [as NCTA vice chairman].”

“On the issues that gave rise to this I was probably one of the least vocal members of the executive committee. I was chosen as target simply because I was running for chairman.” Mr. Lovett points to the assurance he gave the board at the time of his election—a promise to keep it advised of all major issues—as demonstrating that the issue has been “satisfactorily resolved.”

For Mr. Lovett, being chairman of the association—“aside from ordinary ego matters”—is no self-serving undertaking. “The reason you do it is that you think you can contribute to solving some of the industry's problems. And we've got a lot of them this year.”

## The polls are open at the NCTA convention

Up for election: four at-large directors, one associate-members director

The 1,300 dues paying members among the 5,000 gathered in Chicago for this week's National Cable Television Association convention will choose four at-large members of the association's 27-member board of directors at a business meeting Tuesday (April 23). Based on the list of nominees being circulated last week, the choice will be limited.

According to an NCTA spokesman, six names have been placed in nomination. All persons aspiring to join the board must make their intentions known in advance; nominations from the floor are not permitted. Ballots will be distributed at the convention.

The six are: Robert K. Weary, Junction City Television, Junction City, Kan.; Polly Dunn, Columbus TV Cable Corp., Columbus, Miss.; Jerry Green, Teleprompter Corp., New York; Gene W. Schneider, LVO Cable, Tulsa, Okla.; John Malone, Tele-Communications Inc., Denver, and John Walson, Service Electric Cable TV, Allentown, Pa.

In addition, associate NCTA members, encompassing equipment manufacturers and other technically oriented concerns, will choose a replacement for Ray Schneider (Times Wire Cable), their retiring representative on the board. It was not clear last week whether another associate member would be up for election at the convention. Although the board has previously approved a by-laws change that would create a second associate representative to the board the change must be adopted by the full membership, and this will not take place until the Tuesday business meeting at which the other elections will be held. No clear candidate for the existing associate directorship had surfaced early last week, although George Acker (Aberdeen Co., Culver City, Calif.), the current alternate, was being mentioned as a possibility.

The five new board members will join 19 incumbents and three new regional directors who were elected in separate balloting last month (BROADCASTING, March 11). They are Edward Allen, Western Communications Inc., Walnut Creek, Calif.; Jay O'Neal, Comco Inc., Austin, Tex., and Joe Floyd, Midcontinent Cable Systems Co., Aberdeen, S.D.

Leaving the board this week after stints of three years or more are Eugene Iacopi (Feather River Cable TV), Lawrence Kliever (Peninsula Broadcasting Corp.), William Bresnan (Teleprompter), David Brody (Jerrold Electronics) and Robert Tarlton. Mr. Kliever is the immediate past NCTA treasurer, who is being succeeded by J. Orrin Marlowe, Spectrum Communications, West Springfield, Mass. Mr. Bresnan was on the board last year by virtue of the fact that he was chairman of NCTA two years ago. Amos Hostetter, the outgoing chairman, assumes that status this week.

Another decision yet to be made which

**Technical talents.** Hubert J. Schlafly, vice president, Teleprompter Corp., and Thomas M. Straus, senior engineer with Theta Com of California, will be the recipients of the second annual NCTA technical achievement awards to be presented at the engineers reception today (April 22), at the NCTA convention. Mr. Schlafly, one of the founders of Teleprompter, will be honored for outstanding achievement in systems operation. Mr. Straus, a pioneer in the development of multichannel microwave relay, will be recognized for his achievements in the area of engineering and manufacturing.

**For all to see.** The FCC's Cable Television Advisory Committee, which for more than a year has been delving into the engineering problems associated with the commission's cable rules, will hold a public meeting during this week's National Cable Television Association convention in Chicago. The meeting, to which interested members of the public are invited, will take place Wednesday (April 24) between 1 and 4 p.m. in the Conrad Hilton's Williford room (parlor B).



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**GTE SYLVANIA**

will be announced at the convention are the two board members who will serve on the NCTA executive committee in an at-large capacity. Those individuals are appointed by the board chairman, and Bruce Lovett, the newly elected chairman, says that although he has discussed the matter with several people he has yet to decide. Since he ran for the chairmanship and was only narrowly defeated, some sources have mentioned Burt Harris (Harris Cable) as a contender.

The new board will hold its first meeting in Chicago Thursday (April 25) immediately following the convention.

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## Latest from Stanford: Pay is the way to riches for cable

**Latest in institute's reports  
sees \$4 billion in revenues  
for all toll TV by 1985**

A report supporting forecasts that pay cablecasting will significantly enhance the profitability and attractiveness of conventional cable systems has been released by the Stanford Research Institute, Menlo Park, Calif.

The 56-page study, fifth in a series of SRI investigations on "The Outlook for Cable Television," forecasts that pay TV will develop into a multibillion-dollar industry by 1985 with approximately 30% of all TV homes subscribing to the service. Although the report speculates that over-air pay television will see a good part of the business in the near term, cable, because of its multichannel reception capability, will eventually dominate the medium, SRI says.

By 1985, says author Kenneth Penchos, pay TV will bring in revenues of some \$4 billion—a 2,000% jump from

expectations of the 1976 gross (\$200 million). Mr. Penchos concludes that a 20% after-tax rate of return for pay systems is a "reasonable expectation."

Further, the report speculates that cable operators who add pay services to their facilities at this time can expect a 20% increase in revenues, which should increase to 40% in a decade.

Significantly, Mr. Penchos predicts that pay cable "will allow CATV to profitably enter markets not otherwise viable, based on the delivery of adequate TV service alone."

Due to the high profitability potential of both cable and over-air pay TV, the report asserts, both services should stimulate "strong investor interest" and adequate capital "should be forthcoming to promote the rapid expansion of both."

Neither pay service, however, should have a substantial economic impact on conventional television, the report asserts. It attributes this to FCC limitations on the use of mass appeal programs they can offer (the antisiphoning rules). The study does not, however, analyze what change in its prediction might occur if the rules are modified, as is presently expected. However, it concludes that pay programming "will have to appeal to small audiences and the prices will limit the amount of time consumers can spend away from 'free' TV."

One potentially controversial aspect of the report is Mr. Penchos's suggestion that widespread emergence of pay TV could result in a delay in the time it takes for a film to be shown on commercial television. This, he asserts, is primarily a matter which will have to be decided by the producers and pay entrepreneurs. "The market growth of pay TV," the report notes, "is dependent on product availability, and this means product which is available for showing at least six to nine months before it appears on commercial TV." Between now and the time when pay TV reaches in excess of two million subscribers, the report states, "is the period when producers may have to trade losses from [a decrease in] commercial TV showings for the benefit of an expanded market for their product and an end to the oligopsony they now have to sell to."

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### Cable Briefs

**Funded.** Stockton, Calif., city council has authorized expenditure of \$12,500 to activate government channel on cable system being constructed there by Big Valley Cablevision, subsidiary of Continental Cablevision Inc. Channel will be used to provide information on city council agenda and proceedings as well as reports from city government staff and news of government-related programs. System is scheduled for completion late this year.

**Heritage adds.** Heritage Communications Inc., Des Moines, Iowa, has purchased 1,600-subscriber, 37-mile system serving Lamar, Colo. Sellers, who were paid undisclosed amount, were Douglas D. Kahle and Dennis Behan. Purchase

was actually made by Leacom Inc., Heritage wholly owned subsidiary. Heritage now has 18 operating systems.

**Two-way toll.** Coaxial Scientific Corp., Sarasota, Fla., says it has developed new system for use in two-way pay cable transmissions which enables operators to place data-retrieval units in subscriber homes for one-ninth cost of existing hardware. Key to facility is computer, located at system's headend, which can handle return flow of information in groups of 100-200 homes at a time, CSC said cost runs \$20 for each home terminal.

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## Border TV's go to Canadian courts to fight ad blackouts

**Controversy also slated for airing  
in Washington this week**

Three Buffalo, N.Y., television stations have filed suit in Canadian federal and provincial courts in an attempt to prevent a Toronto cable operator from deleting certain commercials when picking up the signals of those stations.

In briefs filed last week before both the Federal Court of Canada's Trial Division and the Supreme Court of Ontario, the plaintiffs asked that Rogers Cablevision Ltd. be enjoined from the deletions it has been making since last August. Damages totaling \$150,000 were requested in the provincial suit; an unspecified award to be decided by the court was asked in the federal action.

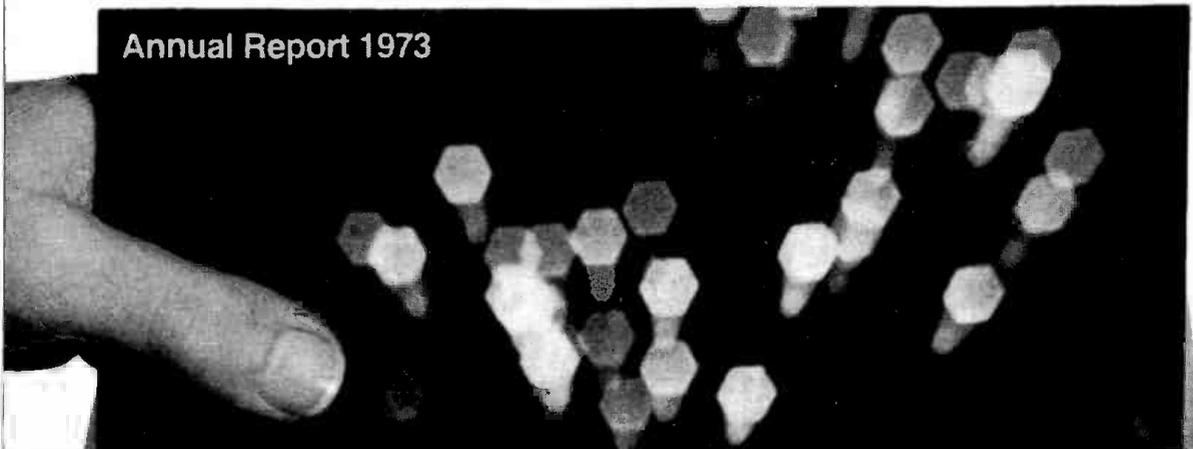
A spokesman for the plaintiffs, WKBW-TV, WBEN-TV and WGR-TV, said the Rogers system is now deleting about six spots from their evening telecasts each day and is substituting locally originated promo-



**Solution.** What to do with those ugly telephone pedestals (such as number 13 above) which cable systems have been scattering all over their franchise areas? Amherst Cablevision, Amherst, N.Y., has supplied one answer: Place an artificial tree over the protuberance and suddenly plastic beauty arises where a bother once stood. Above, Amherst's director of marketing, Norman E. Compson (r), and workman Darryl K. Edmiston conduct one such transformation.

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Annual Report 1973



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More importantly, 1973 was the 14th consecutive year in which we reached record levels in sales, income, and earnings per share before extraordinary items.

Our worldwide sales and revenues were \$10.2 billion—a 19 percent increase over the restated 1972 figure

of \$8.6 billion. This does not include insurance premiums earned and finance income of \$2.6 billion, an increase of 16 percent over 1972.

Consolidated income, before extraordinary items, was a record \$521 million, a gain of 9 percent over 1972 income, before extraordinary items, of \$477 million.

This was equal to \$4.17 per common and common equivalent share, an increase of 10 percent over 1972 per share earnings of \$3.79, before extraordinary gains of \$6.5 million and \$6.7 million in 1973 and 1972 respectively.

On balance, 1973 was a year in which there were record accomplishments and actions in virtually all our business areas which give us a head start toward our dual Project 80 goals: business growth and greater service to people throughout the world.

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tional material and public service announcements.

The Rogers action was initiated in response to several rulings last year by the Canadian Radio Television Commission in which Canadian systems wishing to carry U.S. television signals were required to delete the commercial material of those stations in order to receive an authorization (BROADCASTING, Oct. 22, 1973). Although Rogers was not a party to any of these rulings, it has undertaken the deletion practice on a voluntary basis without any directive to do so from CRTC.

A spokesman for the Buffalo stations noted that while Rogers had been requested to discontinue the practice on its own accord last October ("Closed Cir-

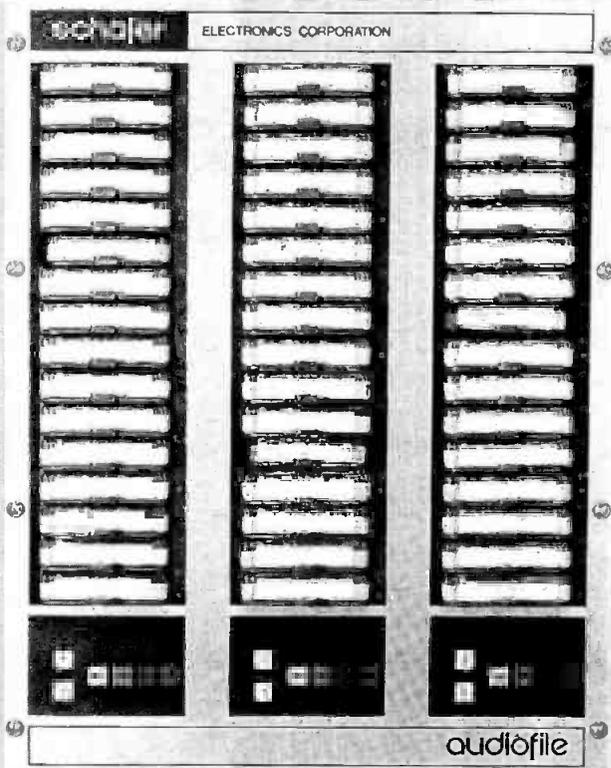
cuit," Oct. 15), the system has refused to respond affirmatively.

The suits charged that the "substantial goodwill" the stations (which can be viewed over-the-air in the Toronto area) have attracted north of the border "is being or will be depreciated" by the Rogers action. The stations claimed the deletion "dilutes the value" of their programming and that Rogers "is improperly and illegally interfering with (their) right to capitalize on their investment."

In a related development, a list of witnesses who will testify at April 25 hearings to be conducted in Washington by Representative Dante Fascell's (D-Fla.) Subcommittee on Inter-American Affairs on the CRTC policy was disclosed.

The hearings are intended to serve as a catalyst for State Department intervention in the issue. Testifying will be Mitchell Wolfson of Wometco Enterprises (licensee of KVOS-TV Bellingham, Wash., one of several U.S. stations affected by the CRCT rulings); Representative Lloyd Meeds (D-Wash.); David Mintz, manager of KVOS-TV; Leslie Arries, general manager of WBEN-TV; William P. Eaton, WPTZ(TV) Plattsburgh, N.Y., and two congressmen representing the Buffalo area—Democratic Representatives Thaddeus Dulski and Jack Kemp. In addition, representatives of the National Association of Broadcasters, the FCC and the State Department are expected to appear.

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## Should cables have to keep public records?

Sides are taken on FCC proposal to require just that of CATV's

For a number of cable television systems and the National Cable Television Association, the FCC's proposal that cable systems maintain a public inspection file, should, at minimum, be modified to avoid burdening cable systems unduly. For a number of public interest groups and one broadcasting association, however, the proposal as it stands is too little, although not too late.

The purpose of the public file, the commission said in issuing the notice of proposed rulemaking on Feb. 27, would be to afford members of the public the "basic information about a local system's operations and proposals" that they need in order to play an informed role in the regulation of cable television (BROADCASTING, March 4).

Storer Cable Television, however, questioned the need for the rule in any form, and said the commission had not demonstrated any. It expressed doubt that members of the public had shown an interest in the kind of information that would be kept in the file and, "more important," that any system had refused to furnish such information on request.

But according the United Church of Christ, the National Citizens Committee for Broadcasting, the National Black Media Coalition, the Philadelphia Community Cable Coalition, and the Civil Liberties Union of Alabama and the Selma Project, there is a need on the part of the public for the information, and more. Some of the groups said cable television logs—not covered in the proposal—should be included. The NBMC said oppositions to franchises or certificates of compliance, correspondence pertaining to applications and other material should be included also. Many groups said systems should both notify the public, either through the newspapers or through their cablecasting channel, of existence of the file and of their "public responsibilities," as NBMC put it, and provide facilities for copying public-file material.

The Rocky Mountain Broadcasters Association, which is one of the most militantly anti-cable broadcaster groups, also said the commission should require that

more information be made available by cable systems than that proposed. It suggested additional data on service provided, specifically including names of programs actually shown, not simply scheduled to be shown.

The National Cable Television Association, among others, said that, once the signals carried are made public, anyone interested could obtain the other information mentioned by consulting *TV Guide* or the local newspaper. Requiring cable operators "to list programs as well as signals is nothing more than an unnecessary burden and nuisance to the already harassed cable operator," NCTA said.

One matter of concern to all the cable system interests that filed was a proposed requirement that the public file be maintained at a system's office. Eighty-two companies said in a joint filing they understand that to mean that several commonly owned systems serving contiguous areas and having a common headend could maintain a single combined public inspection file at its central office. If it means anything else—that each system would be required to maintain its own office, for instance—the burden on the operator would be great and the contribution to helping the public gain access to the file minimal, they said.

## Kent, N.Y., grant overturned in Albany

Local proceeding did not follow state guidelines, commission says

For the first time in its two-year history, the New York State Commission on Cable Television has refused to permit a cable firm, franchised by local officials, to commence operations.

Citing a "generalized failure" by both the local government and the franchisee to comply with many of its rules for franchising, the commission refused a certificate of confirmation to Putnam County CATV Inc. covering the firm's plans to build a system in Kent, N.Y. Putnam County, a subsidiary of Communications Properties Inc., Austin, Tex., had applied for the state authorization—without which no cable operations can commence in New York—in April 1973.

A commission spokesman noted that although the town had held a hearing on Putnam's franchise bid, none of the agency's other rules for franchise procedures "appear to have been observed."

Among the alleged shortcomings of the Kent proceeding, the commission said that adequate public notice of the solicitation of franchise bids had not been given. Likewise, the spokesman said, no significant attempt had been made to determine the adequacy of the applicant's technical proposal or its financial qualifications. In addition, he noted, no written report had been prepared by the local government analyzing the Putnam proposal, as required by commission rules.

Kent, with a population of 8,100, has a 2,500 subscriber potential.

The commission said Putnam was free to reapply for the franchise.

## Justice accused of misusing facts, figures

Pulitzer, Newhouse, Midwest rebut petitions seeking to dissolve media crossownerships

Three licensees of newspaper-connected broadcast properties last week fired away at the Justice Department in oppositions to the department's petitions to the FCC to break up the media crossownerships in which they are involved. In their filings at the commission, they said Justice was not only wrong in its facts but was wrong in its conclusions and on the law even if it had been right on the facts.

Pulitzer Publishing Co. said the department used "pseudo statistics" that were "absurd on their face" in the petition to deny the applications for renewal of KSD-AM-TV, which Pulitzer owns along with the *St. Louis Post-Dispatch*. Newhouse Broadcasting Co., which owns the *St. Louis Globe-Democrat* and KTVI(TV) St. Louis, said the kind of abstract principles of pure competition Justice applied in opposing the renewal of the station are meaningless in the broadcast industry. And Midwest Radio-Television Inc. said Justice was wrong in its assumption

of unitary "control" of WCCO-AM-FM-TV Minneapolis and the newspapers in that city—the *Minneapolis Star* and *Tribune*—and in St. Paul—the *Dispatch* and the *Pioneer Press*.

The department's petitions against the renewals of the stations in St. Louis and Minneapolis are part of a lengthening list of such petitions aimed at breaking up concentrations of control of mass media that the department considers excessive. Earlier oppositions were directed at KRNT-AM-FM-TV Des Moines, Iowa, and WTMJ-AM-FM-TV Milwaukee. More are expected to be added by May 1, FCC deadline for petitions to deny the renewal of stations in Oklahoma, Kansas and Nebraska.

The three renewal applicants responding to the department last week used several of the same basic arguments. They contended that the commission has consistently refused in the past—and should refuse again—to restructure the industry on a case-by-case basis, that it should consider the issues raised by Justice only in an across-the-board rulemaking proceeding. (The commission has been considering for four years a rulemaking that would break up media crossownerships; and it is the commission's lack of action on the matter that is believed to have induced Justice to begin moving against newspaper-related broadcast properties. True or not, the commission has been prodded into action; it will hold oral arguments on the proposal in June.)

Pulitzer, Newhouse and Midwest also

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contended that, while Justice is asking the commission to designate their license-renewal applications solely on civil antitrust grounds, the commission traditionally considers a host of other factors in license-renewal cases, particularly the licensee's performance during the previous license period, in determining whether the station has served the public interest. The commission should not allow itself "to be made the forum for determining what amounts to a civil antitrust action against newspaper publishers under the department's redefinition of the 'public interest,'" Pulitzer said.

And they said Justice had introduced a wholly new concept in discussing concentration of control of media in terms of markets smaller in size than the grade B contour of the television stations involved. The department concerned itself principally with the areas of the cities of license. But the commission, they said, uses the grade B contour in determining the "relevant market." And all three submitted studies showing the presence of dozens of other media—such as broadcast, newspapers, and cable television systems within the grade B contours of the stations involved.

Pulitzer's charge that the department used "pseudo-statistics" was made in connection with an attack on the department's allegation that the Pulitzer and Newhouse media take about 80% of the local advertising revenue in St. Louis and, therefore, in the department's view, violate antitrust policy.

Pulitzer said, first, that the department compiled "a pastiche of misleading and distorted statistics which arbitrarily excludes all types of mass media in the St. Louis area other than radio, TV and newspapers." The department excluded, too, Pulitzer said, network and spot advertising broadcast over local stations and all national advertising of the newspapers—"an exclusion which is wholly arbitrary and necessarily inflates the share of advertising revenues attributable to newspapers."

Then, Pulitzer said, the department misread "its own misleading 'pseudo-statistics'" to reach the 80% control of revenues it attributed to Pulitzer and Newhouse. Adding up all the percentages of total advertising revenue in the St. Louis area of dominant influence that

the department attributes to the two companies, Pulitzer said, produces a total of 63.9%; in the St. Louis market, the total is 68.3%.

Newhouse contends that "the fundamental defect" in the department's statistical market share analysis is the reliance on abstract principles of pure competition. For broadcasting, Newhouse said, does not lend itself to that kind of analysis. "Whatever may be the validity of market-share percentages in the beer and shoe industries," it said, that concept simply has no meaning in the broadcast industry where the universe of competitors is precisely defined by commission channel allocation rules.

And "the biggest misconception" that Midwest found underlying the department's contentions in the petition to deny the renewals of WCCO-AM-FM-TV is that the Minneapolis and St. Paul newspapers and the stations should be combined for purposes of showing concentration of economic power. Justice said the properties accounted for 84% of the local advertising revenue generated in the Twin Cities in 1972.

Midwest said that the two newspaper companies involved—the Minneapolis Star and Tribune and Northwest Publications—have no common interest or connection, "other than their stock interests in Midwest." that they compete with each other and should not be treated as exercising combined control over the licensee. Furthermore, Midwest said, neither of the newspaper companies owns a majority of its stock, and neither exercises affirmative control over it. And the stations, it said, are operated independently of the newspapers as well as of one another.

Midwest is 53% owned by Midcontinent Radio-Television Inc., which in turn is owned equally by MTC Properties and Northwest. The remaining 47% is owned by the Star and Tribune company, which Midwest said "not only has but a minority stock interest in [it], but has no management or other control of the broadcast operations."

Among the other alleged defects the three licensees said were included in the Justice Department's filings was a procedural one that Newhouse mentioned. It said the petition directed against KTVI was three years late: the station's 1970

renewal application, which has been opposed by a number of local citizen groups, is still pending. (A second renewal application was filed on Oct. 31, 1973, to bring the first one "up to date.") Thus, "at best," Newhouse said, Justice's petition "may only be considered as an informal objection."

## Together on kids' TV marks Wiley, Whitehead mini-debate

**FCC chairman, OTP director find room to disagree on public access and the fairness doctrine, but are in accord that industry must do something about children's programs or government will**

FCC Chairman Richard E. Wiley and Clay T. Whitehead, director of the Office of Telecommunications Policy, disagree on things like the fairness doctrine and public access to the electronic media. But they are as one on the matter of children's television programming.

If the private industry does not act to improve children's programming, Chairman Wiley said last week—as he did in a speech to the National Association of Broadcasters in Houston last month (BROADCASTING, March 25)—"government will have to act." And that would lead to an infringement of rights he would not like to see.

Mr. Whitehead, who frequently speaks out against government interference in programming, said opposition to such government involvement is "much reduced when children are involved." He said mothers, fathers "and even children" are right in the concern he said they have expressed. "The performance of the television industry has been downright irresponsible in this."

However, he also said the problem is not OTP's. It would be up to the FCC and Congress to act if the industry does not improve its children's programming, he said.

Mr. Wiley, who assumed the chairmanship of the FCC last month, and Mr. Whitehead, who is expected to leave government soon, spoke informally and answered questions at a dinner meeting of the Washington chapter of Sigma Delta Chi, the professional journalism society.

The question of children's television was where they wound up. For a good part of their appearance, they were engaged in something of an informal debate on the issues of fairness and access.

The chairman said, as he has in the past, that the fairness doctrine is mandated by the scarcity of spectrum space (although he would consider recommending legislation to lift the doctrine from stations in heavily served markets) and by the public interest responsibility that inheres in the "federal privilege" of a license, and is simply "the essence of



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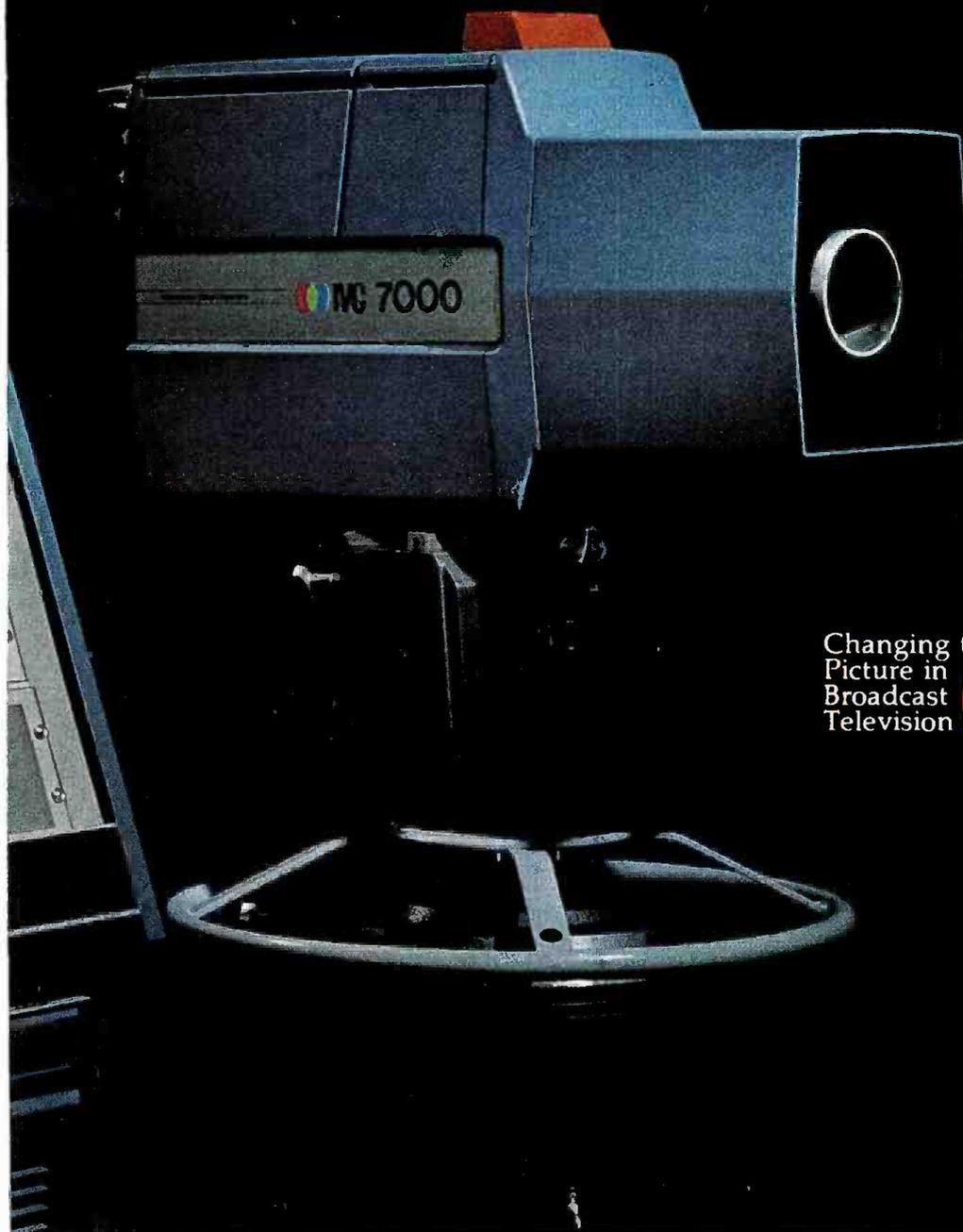


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good journalism." He does not regard the doctrine as appropriate for newspapers, and perhaps not for cable television, if it provides the multiplicity of channels of service expected of it.

But the alternative to fairness for broadcasting, he said, is some form of public access to the medium. And he sees difficulties with that. "We can't have broadcasting used for disputes among individuals," he said.

For his part, Mr. Whitehead restated his view that the doctrine should be abolished—he doubts that a regulated medium can be "the kind of free medium that was contemplated 200 years ago"—although he said that, "politically," there remains a need for the doctrine in the short run.

He looks to cable, as the cabinet committee he headed did in its report to President Nixon on cable television (BROADCASTING, Jan. 21), to provide the means for delivery to anyone who has a message.

But the concept of access is not something Mr. Whitehead seems to feel need be limited to cable television. He has called for the replacement of the fairness doctrine with a statutory right of paid access (BROADCASTING, Oct. 11, 1971) and last week he said, "Access properly structured is one of the things that should be built into the communications media."

He said the First Amendment was created to permit the expression of a wide range of views, and added, "The idea that we should let large corporations or the government decide what are the issues, or that there are too many ideas, is foreign to print, and should be to the electronic media."

Mr. Wiley did not let the matter drop. "I don't think there is a right of access to the microphone on the part of the public," he said. "It wouldn't work. Broadcasters should provide a diversity of views. But a statutory right of access would involve the government more than the fairness doctrine does."

In a discussion of commission regulation of the cable industry, Mr. Whitehead managed a dig at the commission ("I didn't say the FCC is trying to protect the broadcasting industry," he said with a smile, "even if there seems to be evidence of that") along with another call for an overhaul of the Communications Act. If the FCC is forced to continue inferring its authority over cable from a 40-year-old act, he said, cable will be regulated "as a second-class citizen." However, he made no mention of how soon OTP would offer legislation to implement the recommendations contained in the cable report.

With the two Nixon appointees most intimately identified with regulation of communications media in the same room, one SDX member could not resist asking whether they thought the President was getting fair treatment from television—and if not, what was being done about it. Answered Mr. Whitehead: "Anyone would agree that there has rarely been a politician who has suffered the kind of attacks President Nixon has." Yet, he said, the President feels it important "to

grant freedom of the press and of broadcasting, and to extend that freedom to cable TV." Mr. Wiley, however, chose not to get involved. "We don't authenticate the news," he said of the FCC. "I don't think we should."

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## Hometown broadcasters head for Washington and the Hill

**NAB to hold annual meeting in D.C. for state association presidents who plan to rap on doors of their representatives, senators**

The azaleas are blooming in front of the National Association of Broadcasters headquarters in Washington, the "peanut brittle" fountain is flowing again and state association presidents will be in town tomorrow (April 23) for another annual rite of spring, the state presidents conference.

Vital issues are brewing on Capitol Hill and the state presidents will perhaps provide the extra push needed to sway things its way, the NAB is hoping. The license-renewal bill is headed for a floor vote in the House within several weeks and, an NAB spokesman said, the presidents will plead for passage "by the widest vote margin possible." The association wants sturdy ground to stand on when it faces the Senate on renewal revision this fall.

The NAB also is looking for all the help it can get with the industry's latest anathema, the record performers' copyright newly created in a copyright-revision bill moving in the Senate. The new copyright would levy a fee of 2% of net receipts on radio stations that predominantly program recorded music and a fraction of 2% for other broadcast operations that use less (see page 49). The copyright bill will be taken up by the Senate Judiciary Committee some time next month.

"We hope you will all make Hill visits," an NAB memorandum to state association presidents said. As well, the memo strongly (and repeatedly) urged presidents to set up dinner dates with their representatives and senators. A "report-back" luncheon is scheduled for Wednesday, which ends the conference. Presidents are to appraise their Hill visits and compare notes at the lunch.

FCC Chairman Richard Wiley will speak to the conference on Tuesday afternoon. His talk is expected to be short, as he has said he prefers the session to be a question-and-answer affair.

Bill Monroe, Washington correspondent of NBC-TV's *Today*, will address a luncheon gathering on Tuesday.

This year's conference will emphasize "rapport" over "reports" from the NAB staff, the association said. NAB General Counsel John Summers will moderate an FCC panel during the morning sessions

when only three staff reports are scheduled: by Grover Cobb, NAB senior executive vice president, on government relations; by Kathleen Day, assistant in the public relations department, on management seminars for women in broadcasting, and by Patricia Grace of the public affairs department on the minority-employment data bank the NAB has just set up. In addition, Hill & Knowlton, the public relations firm secured by the NAB's pay-cable committee, will present a report.

The association is stressing that reports will be short and the presidents' input is a high priority. "We intend to concentrate less on staff reports on issues," the NAB memo said, "and more on give-and-take as to what we can do about them."

The executive directors of the state associations will meet the day before the presidents conference (April 22) at NAB headquarters in downtown Washington. All the other events, excluding the "report-back" luncheon, will take place at the Ramada Inn in suburban Rosslyn, Va.

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## FCC comes down on James Brown station

**Commission slaps station owned by black singer with maximum fine and warns on facility deterioration**

Black entertainer James Brown, who has been trying to make it as a broadcaster, has been rapped hard in two actions by the FCC. Both involve the operation of WEBB(AM) Baltimore.

In one, the commission notified J. B. Broadcasting of Baltimore, which is 80% owned by Mr. Brown, that it faces a \$10,000 fine—the maximum the commission can impose—for a long list of technical-rule violations.

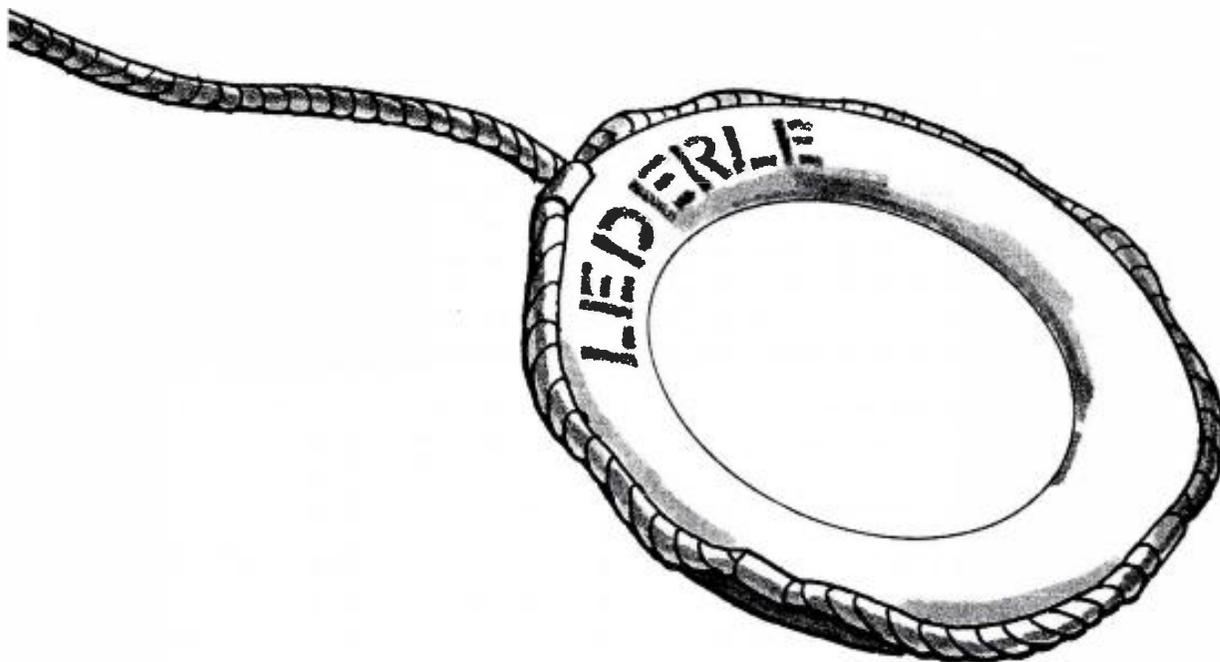
In the other, the commission sharply admonished J. B., pointing out that WEBB has been operating under special temporary authority almost continuously since March 25, 1970; that nothing had been done in that time to restore proper operation of the directional antenna, and that J. B. had permitted the facilities to deteriorate to an unacceptable level.

The commission noted that commission engineers, in three inspections, had cited the station for 71 violations, and added that it had considered hearing on the matter. It warned J. B. that if it failed to bring its operation into compliance with the rules, a hearing was likely.

All that was the bad news.

The good news for Mr. Brown was that the commission had granted J. B.'s application for a construction permit to change its transmitter site, and had extended its special temporary authority to operate nondirectionally with power of 1 kw to July 1, 1974.

The commission said the transmitter switch will move the directional array from a site that has been subject to flooding.



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## Automatic logging would be rendered worthless if public can have access to tapes, FCC is told

The FCC was asked last week not to take away with one hand what it has offered broadcasters—in the way of automatic or recorded program logging—with the other.

NBC, CBS and the National Association of Broadcasters were addressing the problem growing out of the commission's action in adopting rules permitting public access to station logs when those logs are compiled on video and audio tape.

NBC is believed to be the only licensee using the automatic method. But it, CBS, which said it plans to begin using the system soon at its stations, and NAB indicated few others would adopt it if they are required to comply with the interim rules the commission has adopted for maintaining public access to the program logs of such stations. These require stations using automatic logging equipment to constantly update and certify pre-logs (operating schedules). If such written logs are required, NBC said, parallel use of automatic systems is duplicative and of little practical value.

The technical and financial problems involved in permitting access to the tapes is substantial, according to NBC. It said that facilities for public monitoring of the tapes would have to be established, and staff would have to be assigned to supervise the monitoring. And duplication of the tapes might be necessary to avoid accidental or willful erasure by members of the public.

The suggestion offered by NBC, CBS and NAB was to amend its rules to make it clear that meaningful access to program logs would be satisfied by public inspection of pre-logs, without updating and certification being required. Only where there is reason for public access to actual logs, they said, should a licensee be required to update and certify the pre-logs.

### Changing Hands

#### Announced

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

■ **WSUX-AM-FM** Seaford, Del.: Sold by Andy Foltz to Don A. Crisp and Charles K. Hodge for \$225,000. Buyers also own **WSMG(AM)** Greenville, Tenn. Mr. Crisp is salesman at **WMTN(AM)-WAZI(FM)** Morristown, Tenn. Mr. Hodge is general contractor. **WSUX(AM)** is daytimer on 1280 khz with 1 kw. **WSUX-FM** operates on 98.3 mhz with 3 kw and antenna 230 feet above average terrain.

■ **KOBO(AM)** Yuba City, Calif.: Broker in previously reported (BROADCASTING, April 15) sale was Blackburn & Co. Total consideration in transaction, between seller General Broadcasting Co. and buyer

Concerned Communications Corp., is \$250,000.

#### Approved

The following transfer of station ownership was approved by the FCC (for other FCC activities see page 61):

■ **KTRB-AM-FM** Modesto, Calif.: Sold by Richard W. Rhodes and others to Big Valley Broadcasting Inc. for \$675,000. Big Valley is owned equally by 10 individual stockholders, which include Harry, Pete and Emanuel Pappas, owners of **KGEN(AM)-KBOS(FM)-KMPH(TV)** Tulare, Calif. Group also includes Michael Sturtevant, who holds interest in **KFAX(AM)** San Francisco, **KAGO(AM)-KAGM(FM)** Klamath Falls, Ore., and **KSFM(FM)** Woodlands and **KGMS(AM)** Sacramento, both California. James Michael Tocco, who is stockholder in **KFAX** with Mr. Sturtevant, also has interest in buying firm. **KTRB(AM)** is full time on 860 khz with 10 kw day and 1 kw night. **KTRB-FM** operates on 104.1 mhz with 4.7 kw and antenna 260 feet above average terrain.

### Gross denies charges

Harold F. Gross says he is confident the hearing that the FCC has ordered on the renewal of stations he heads—**WJIM-AM-FM-TV** Lansing, Mich.—will “clearly establish there is no merit to the charges” (BROADCASTING, April 15). The charges leveled by *Detroit Free Press* and the

Lansing branch of American Civil Liberties Union that stations suppressed and slanted news to advance interests of Gross Telecasting constitute “irresponsible use of hearsay rumor and speculation,” he said. And he said there is “absolutely nothing” to the suggestion of possible criminal-law violation by Gross in connection with the letter from a local tennis club that Gross submitted to the FCC in defense of **WJIM-TV**'s performance. The same letter figured in the FCC's addition of a misrepresentation issue to the hearing. But as far as the basic issue raised by the commission hearing order is concerned, Mr. Gross said, “We're confident that our 40-year record in news and public affairs is outstanding.”

### Media Briefs

**Comsat grows up.** Office of Telecommunications Policy has submitted legislation to Congress to amend Communications Satellite Act of 1962. Amendments, designed to update 1962 act to reflect current conditions, would repeal provision calling for three presidentially appointed and common-carrier elected directors, eliminate special class of common carrier stock, reduce permissible common carrier share holdings to 5%, repeal requirement that Comsat obtain FCC approval before obtaining additional capital. Amendments also make it explicit that Comsat could participate in new specialized systems that are separate

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**Under gun.** WDAX(AM) McRae, Ga., faces license-renewal hearing and possible \$10,000 fine resulting from host of alleged violations of FCC rules. Commission has ordered hearing on renewal application of licensee Entertainment Communications Inc. and specified issues including whether station exceeded its authorized presunrise power; whether it is guilty of number of violations of maintenance and operating log rules; whether Entertainment was lacking in candor or made misrepresentations to commission, and whether it carried out representations concerning commercial practices made in its 1969 renewal application. If, after hearing, renewal is granted, FCC said, it must then be determined whether Entertainment willfully violated commission rules and if it is liable for fine of up to \$10,000.

**For women, mostly.** Washington chapter of American Women in Radio and Television will sponsor Exhibit '74, display of outstanding works by Washington area college women in broadcasting. FCC Commissioner Charlotte T. Reid has been selected honorary chairwoman for May 2 event, which will include exhibits in radio/TV, film, photography and advertising/public relations. Panel of AWRT members representing various fields will make selections. Exhibit '74 will be held at WTTG(TV) Washington studios.

## Broadcast Advertising

### The computer and the buyers and sellers of broadcast time

**New York seminar concludes there is plenty of room for both and that the machine will never replace people**

The computer is a busy Little Brother to agencies and broadcasters today, but even by 1984 or later, it is not likely to grow to Big Brother status.

Broadcast and agency executives who met at a seminar in New York last week listened to speaker after speaker extolling the importance of the computer in speeding up billing and collections; helping to prepare budgets for campaigns; preparing hundreds and hundreds of different media plans and spotting discrepancies between the ordering and the delivery of broadcast advertising efforts.

And the panelists agreed that the computer is relieving agencies, station representatives, networks and stations of much of the needed paperwork involved in broadcast planning and scheduling and is performing vital calculations rapidly. But they were also united in proclaiming that the "human brain," as personified by buying and selling personnel, must make the crucial decisions now and in the future.

The seminar on "Use of Computers in Broadcasting and Broadcast Advertising," (arranged by the International Radio and Television Society) attracted 125 executives last Tuesday (April 16). They were assured by participants in the first panel that the computer will not eliminate the buyer and seller of broadcast time.

Justin Gerstle, senior vice president

and executive director of media and programming, Ted Bates & Co., New York, said the computer could eliminate the need for salesmen and buyers if a broadcast commitment entailed only gross rating points and size of budget. But it's not that simple, he continued. Agencies request all types of information from sellers, he said, and added: "How can a computer negotiate a price or argue about a rating?"

From the seller's side, James Kelley, vice president and national sales manager, Blair Television, said the computer enables salesmen to concentrate on selling. It helps representative companies, he added, by providing them with accurate and rapid information on network purchases and by enabling reps, on occasion, to sell against the networks.

James M. Rupp, group vice president and general manager, Cox Broadcasting Corp., agreed that the sales function will be important irrespective of the computer, but said its presence has an effect on functions performed by agencies and sellers of time. He said the computer has speeded up agency pool buying; has resulted in the development of market specialists who buy for specific regions, and has placed an accent on negotiation. In turn, the salesman has had to become a marketing expert, more aware than ever before of buying trends.

As a vendor of radio, Robert Sherman, vice president and general manager of CBS Radio Spot Sales, said he welcomed the advent of the computer. He reasoned that with increasing computer usage, the advertiser will play a stronger role in advertising decisions, and radio expenditures will grow more rapidly than if agencies alone make the buy. He said agencies tend to discourage investment in radio, adding that some reasons may be valid but saying others, such as the high costs of administering radio buys, are "self-serving."

Walter Staab, president of SFM Media Service Corp., New York, a media buy-

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### BAR reports television-network sales as of March 17

ABC \$144,975,300 (31.3%), CBS \$163,665,800 (35.4%), NBC \$153,793,000 (33.3%).

Day parts	Total minutes week ended March 17	Total dollars week ended March 17	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	69	\$ 445,100	645	\$ 4,320,100	\$ 4,819,800
Monday-Friday					
10 a.m.-6 p.m.	969	8,498,100	10,749	96,068,000	91,879,500
Saturday-Sunday					
Sign-on-6 p.m.	344	5,243,400	2,976	49,068,600	45,287,000
Monday-Saturday					
6 p.m.-7:30 p.m.	97	2,239,200	1,069	25,161,500	23,286,600
Sunday					
6 p.m.-7:30 p.m.	11	174,300	165	4,727,000	4,683,100
Monday-Sunday					
7:30 p.m.-11 p.m.	398	25,042,500	4,257	257,986,400	247,347,600
Monday-Sunday					
11 p.m.-Sign-off	172	2,759,900	1,677	25,104,500	23,087,600
<b>Total</b>	<b>2,060</b>	<b>\$44,402,500</b>	<b>21,538</b>	<b>\$ 462,434,100</b>	<b>\$ 440,391,200</b>

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

ing service, was confident that the buyer and seller of broadcast time will co-exist with the computer. He pointed out that when deadlines are tight on an advertising schedule and a problem erupts, the buyer and seller must make the vital decisions, not a computer. In these situations, he said, "I'll take a flesh-and-blood Marya Carayas [a broadcast buying executive with SFM] and I know she'll outsmart any computer."

In another morning panel discussion, William T. Moran, director of market research for Lever Bros., New York, stressed the importance of computer usage not for media selection but media scheduling. He said at present there is "no decent data" on scheduling patterns and called for syndication services to fill this need.

Jacqueline DeCosta, vice president and director of media information and analysis, Ted Bates & Co., New York, said the challenge facing buyers is to decide when to use and when not to use the computer. Often the time to use it, she continued, is in spot broadcasting situations involving large numbers of markets and stations. The computer can provide quick information on costs, ratings, day-part breakdowns and post-analysis of the broadcast purchases.

Sever A. Toretti, vice president and media director of Ketchum, MacLeod & Grove, Pittsburgh, said the agency has been using a computer for five years, and has found it useful as a media planning tool. The computer, he said, may indicate several approaches to a proposed campaign and "then we must rely on the human brain."

Betty D. Fox, director of research, Corinthian Broadcasting Corp., New York, reported that Corinthian makes use of the computer in its local community service survey. Telephone calls and letters from the audience are fed into the computer, giving management a feel for the problems in a particular community.

William Schrank, radio research man-

ager, The Katz Agency, New York, reported on computerized radio research that Katz has been conducting for several years. He voiced the view that computerized research would help to bolster radio advertising as clients would be shown more ways to use the medium to advantage.

Roger C. Bumstead, vice president of Tinker, Dodge & Delano, New York, was moderator for the first panel in the morning while Evelyn Konrad of Evelyn Konrad Associates, New York marketing consultant, served in that capacity at the second session.

At an afternoon panel session on "The National Advertisers' Role in Broadcast/Advertising Computerization," Archa O. Knowlton, director of media services for General Foods, pointed to the following "significant benefits" resulting from his company's use of computers in media planning: (1) Computers "forced us to standardize all media data, and when you're working with 60-odd brands across four different agencies, believe me you have to have some kind of standardization"; (2) computer systems "quickly uncovered those vehicles which would appear to be especially efficient for our particular brands' needs"; (3) the systems "have led to far greater precision and a much more business-like approach to media planning and buying"; (4) "because they can process the data so rapidly, we can experiment with any number of different combinations of media mixes to find the best one"; (5) "network scheduling has improved significantly" through the use of computers, and (6) General Foods now has "a method for monitoring the spot-TV buying function, which can be so terribly complex and confusing."

Thomas Lux, manager of media buying for the Gillette Co., stressed the importance of an in-house computer program that allows his company to go after specific "demographic targets . . . to meet our various brand needs." Another computer program at Gillette, he said,

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All persons seeking additional information concerning the request for proposal or other cable matters may contact Tom Cross, Telecommunications Assistant, City Hall, Boulder, Colorado, 80302. Telephone: (303) 442-2020 Extension 309.

## BAR reports television-network sales as of March 24

ABC \$158,449,800 (31.3%), CBS \$179,379,100 (35.5%), NBC \$168,192,600 (33.2%)

Day parts	Total minutes week ended March 24	Total dollars week ended March 24	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	72	\$ 496,200	718	\$ 4,816,300	\$ 5,316,100
Monday-Friday					
10 a.m.-6 p.m.	1,011	8,963,900	11,761	105,029,900	100,361,200
Saturday-Sunday					
Sign-on-6 p.m.	335	5,678,900	3,312	54,747,500	50,339,500
Monday-Saturday					
6 p.m.-7:30 p.m.	99	2,285,500	1,168	27,447,000	25,377,900
Sunday					
6 p.m.-7:30 p.m.	10	194,000	175	4,921,000	5,148,100
Monday-Sunday					
7:30 p.m.-11 p.m.	377	22,883,400	4,634	280,869,800	269,974,200
Monday-Sunday					
11 p.m.-Sign-off	178	3,085,500	1,855	28,190,000	25,157,200
<b>Total</b>	<b>2,082</b>	<b>\$43,587,400</b>	<b>23,623</b>	<b>\$506,021,500</b>	<b>\$481,674,200</b>

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

is "designed to give a product manager and his agency the best selection in a market" based on "network performance and network-spot cost efficiencies in each market."

Dennis C. Beaumont, advertising and community-services director, Best Foods Division, CPC International, also touted the development of in-house computers for "pre-buy and post-buy analysis in spot advertising." He said emphatically that "computerization is not expensive in the long run."

One cautionary note was struck by Harry D. Way, director of media for Colgate-Palmolive Co., who said that "intangibles" such as "subjective judgments and opinions" can't really be "quantified" in computer language. Whenever a company attempts to factor these intangibles into a computer program, he said, the result is "about as accurate as a New Haven Railroad timetable."

Computerization will have arrived, said Michael Rich, vice president and treasurer of Leo Burnett Co., when "we've eliminated all routine paperwork between agencies and their clients."

The moderator of the panel was Michael D. Moore, an associate director of media management at Benton & Bowles.

The final panel session asked the question: "Can Broadcast/Advertising Procedures Be Standardized" and got a yes answer from all of the participants. Albin B. Nelson, director of special projects in spot TV for the Television Bureau of

Advertising, ticked off some of the benefits of standardization: (1) "All parties to broadcast transactions" would be made "aware as to what is, and what is not, required of them in the handling of those transactions." (2) Standardized procedures would "make possible the universal acceptance and use of standard forms," and any deviation from these rules would induce the conforming companies to close ranks and isolate the transgressor. (3) Standard procedures would "make for better and faster communications between all elements within the industry." (4) Standardization would "eventually make possible industrywide use of the computer," which would lead to "maximum efficiency in the handling of broadcast orders from the time of requests for availabilities right through to the checking and the paying processes at agencies."

Alfred L. Plant, vice president for advertising of Block Drug Co., pooh-poohed the idea that the Justice Department would slap an antitrust suit on the industry if advertisers, radio and TV stations, ad agencies and rep firms set up one standardized computer system to handle all of their paperwork. Antitrust suits are brought, he said, only if one company is climbing over the back of another company, or if all the companies in a particular industry are reaping rewards at the expense of the public.

Other panelists were George Arnold, assistant treasurer of Ogilvy & Mather Inc.; Miles David, president of the Radio Advertising Bureau; and M. S. Kellner, managing director of the Station Representatives Association. The moderator was Kenneth P. Donnellon, president of Media Payment Corp.

## Big national buyers to study retail TV

Agencies, manufacturers sign to join stores at TVB session

Some of the country's biggest department stores and some of the biggest agencies will be among the paying guests this week at a workshop focusing on an area where their common interests, once negligible, appear to be steadily growing.

The area is the retail TV commercial. The workshop, arranged by the Television Bureau of Advertising, will be built around some of the more recent success stories in TV's growth as a retail force.

TVB said last week that registrants included Young & Rubicam, Benton & Bowles and McCaffrey & McCall among others from the agency field; Bamberger of New Jersey, Gimbels of Pittsburgh, and the Hecht Co. of Washington, among department stores; A&P, Safeway, Food Fair and Waldbaum's from the food field, and Arrow Co., Funk & Wagnalls and U.S. Shoe Corp. among manufacturers.

In all, TVB officials estimated, attendance at the workshop—all day Wednesday and through luncheon on Thursday (April 24-25), at the Biltmore hotel in New York—should total 100 to 125. Participation fee covering the sessions and

two continental breakfasts, two receptions and two luncheons: \$150.

The audience will hear 12 experts, representing stores that have had special success with TV, tell how and why they made their commercials the way they did. The stores include Pathmark supermarket, Jordan Marsh of Boston, the Zayres East Coast discount chain, Potamkin Cadillac of New York, Belk's of Raleigh, N.C., Rich's of Atlanta, Higbee's of Cleveland and Eaton's of Canada.

TVB officials said the workshop, their third in three years, reflects growing interest in retail TV by major agencies and manufacturers for several reasons. Among these, they said, were increasing agency interest in acquiring retail accounts, a desire among TV-oriented manufacturers to work more closely with TV-oriented retailers and a desire among retailers—especially those stepping up their TV activity—to produce more effective and more efficient commercials.

## NAD upholds three ads

But two other broadcast spots go off the air after complaints

The National Advertising Division of the Council of Better Business Bureaus reported last week that during March it resolved five challenges to national advertising involving television and radio.

Three challenged TV advertisers substantiated their claims: Alberto-Culver Co. said in a commercial that Yucca Dew shampoo could "clean away staleness without washing away body and control"; Associated Products Inc. claimed its 5-Day antiperspirant gives "about 50% more of what helps keep you dry than these sprays" (competitive products shown) and Julia Schmid Inc. asserted in its Scott's Anti-Gray Hair Tone commercial that the product "gradually gets rid of all the gray—or keeps a little." NAD said these advertisers supplied information to substantiate their claims.

Eastern Air Lines agreed to drop a radio commercial that made the point it was concentrating on improving the interior of its planes while other airlines have been painting them with decorator colors or naming them after women. NAD questioned the commercial, saying it implied other airlines were not concerned with the interior of their planes. The Gillette Co. discontinued a television commercial that called Right Guard "the first antistain antiperspirant" but said the action was not in response to any action of NAD but was part of the company's advertising planning.

## Carnation concedes to FTC

Both advertising claims and a product's brand name have led to a complaint and corrective advertising requirement for Carnation Co., Los Angeles, and its agency, Erwin Wasey.

In its complaint, the Federal Trade Commission charges that TV and print ads for and the brand name of Carnation Instant Chocolate Flavored

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yearly . . . asking area \$3-  
million.
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Set 'em up. Dr. Pepper Co., Dallas, is introducing its new 64-ounce bottle with a spot television campaign throughout the country in conjunction with its local bottlers, starting in late April. The 30-second spot shows 10 burly laborers striding into a diner, asking for Dr. Pepper. With only one 64-ounce bottle in the refrigerator the owner is given the ominous order, "10 tall ones." The commercial was produced by Cooper/Dennis/Vietro, New York, and created by Dr. Pepper's agency, Young & Rubicam, New York.

Nonfat Dry Milk (now renamed Carnation Instant Chocolate Flavored Drink) misrepresent that the product is the nutritional equivalent of milk or reconstituted nonfat dry milk.

The FTC has provisionally accepted a consent order that acquiesces to a prohibition on those misrepresentations and, in addition, requires that Carnation disclose for a one-year period that its product is not the nutritional equivalent of milk or reconstituted nonfat dry milk.

## Bozell & Jacobs says 'I do' with Glenn

Bozell & Jacobs, New York, and Glenn Advertising, Dallas, have merged, forming a combined operation with billings reported at more than \$100 million, of which an estimated \$26 million is in broadcast.

Glenn had billings of almost \$32 million in 1973. It has offices in Dallas, Fort Worth, San Antonio, Tex.; Houston; Oklahoma City; San Francisco; Hong Kong; Manila and Monterey, Mexico. Bozell & Jacobs's 1973 billings were \$69 million. The agency maintains headquarters in New York and has offices in Chicago; Los Angeles; Omaha; Atlanta; Newark, N.J.; Racine, Wis., and Phoenix.

Under terms of the merger, J. Liener Temerlin, president of Glenn, becomes president and chief executive officer of Glenn, Bozell & Jacobs Inc.

## Business Briefs

**Rep appointments.** WLVA-TV Lynchburg-Roanoke, Va.: Avco TV Sales, New York. ■ WRAU-TV Peoria, Ill.: The Meeker Co., New York. ■ WGAY-AM-FM Washington-Silver Spring, Md.: Katz Radio, New York. ■ KRLA(AM) Pasadena, Calif.; WATI(AM) Indianapolis and KLAV(AM) Las Vegas: Meeker Radio, New York ■ WSFC(AM)-WSEK-FM Somerset, Ky.: Regional Reps Corp., Cincinnati. ■ WWYD-FM White Plains, N.Y.: Selcom Inc., New York. ■ KUUU(AM) Seattle: Eastman Radio, New York.

**Signed up.** Mutual Black Network has announced appointment of GCI Sales Inc., New York, as sales rep as well as affiliation of wvov(AM) Chicago with network and designation of station as MBN's Midwest news bureau.

**Down to one.** CBS Radio Mystery Theater has picked up another sponsor, 7-Up Co. for Diet 7 Up (through Walter Thompson), which will spend \$365,000 for year's worth of commercials (one minute daily at \$1,000 per minute), starting April 8. Only one national minute remains unsold.

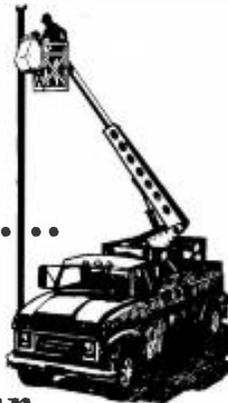
**Hall in spring and fall.** Robert Hall Clothes Inc. division of United Merchants & Manufacturers, New York (Benton & Bowles), has scheduled six TV and eight radio commercials for saturation in New York, Philadelphia, Washington, Detroit, Chicago and Flint, Mich., markets from April through June, and again in fall 1974.

**New AMPS owner.** AMPS Agency, Los Angeles, broadcast placement service, has been sold to Jay Murley and associates. Mr. Murley, who is now president of the company, formerly was in charge of Los Angeles office of Christal Co., radio station representative. James F. Brown, founder of the agency 10 years ago, is vice president of new firm, and Jean Hart is secretary-treasurer. Offices of AMPS are at 6331 Hollywood Boulevard, Los Angeles 90028. Telephone: (213) 462-7301.

**Where it's at.** United Airlines, which has come to be known for its "friendly skies" promotion is trying, in conjunction with Hertz Rent-A-Car and Logos Unlimited, to make the airwaves friendly as well. A radio-TV guide, paid for by United and developed by Arthur R. Vuolo Jr. of Ypsilanti, Mich.-based Logos Unlimited media promotion firm, will be distributed to Chicago visitors renting Hertz autos. Guides list area AM and FM stations by frequency and format and TV stations by network affiliation, independent or educational designations. Total of 50,000 guides have been printed for Chicago distribution.

**Wear it well.** AC&R Advertising Inc., New York, member of Ted Bates Group, named agency for Burlington Hosiery Co., New York, for its Burlington brand hosiery. Doyle Dane Bernbach, New York, has been agency for account, which bills more than \$2 million (about 80% in broadcast).

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# The Broadcasting Playlist **Apr 22**

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

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
4	1	1	<b>TSOP</b> (3:18) MFSB—Phila. Int'l.	1	1	1	3
1	2	2	<b>Hooked on a Feeling</b> (2:54) Blue Swede—EMI	2	3	3	1
2	3	3	<b>Bennie and the Jets</b> (5:00) Elton John—MCA	3	2	2	2
3	4	4	<b>Sunshine</b> (3:18) John Denver—RCA	4	4	6	6
5	5	5	<b>The Best Thing That Ever Happened to Me</b> (3:45) Gladys Knight & the Pips—Buddah	5	5	7	5
10	6	6	<b>Loco-Motion</b> (2:45) Grand Funk—Capitol	13	7	4	4
7	7	7	<b>Seasons in the Sun</b> (3:24) Terry Jacks—Bell	7	6	5	7
6	8	8	<b>Mockingbird</b> (3:45) Carly Simon & James Taylor—Elektra	6	10	8	9
11	9	9	<b>Oh My My</b> (3:39) Ringo Starr—Apple	12	8	9	8
9	10	10	<b>The Lord's Prayer</b> (2:59) Sister Janet Mead—A&M	9	9	14	12
15	11	11	<b>I'll Have to Say I Love You in a Song</b> (2:30) Jim Croce—ABC/Dunhill	10	11	11	14
22	12	12	<b>Come and Get Your Love</b> (3:30) Redbone—Epic	11	12	13	13
12	13	13	<b>Eres Tu (Touch the Wind)</b> (3:12) Mocedades—Tara	8	13	16	16
20	14	14	<b>Tubular Bells</b> (3:18) Mike Oldfield—Virgin	14	17	12	10
8	15	15	<b>Dark Lady</b> (3:26) Cher—MCA	17	15	10	17
13	16	16	<b>Jet</b> (2:48) Paul McCartney & Wings—Apple	15	16	17	15
16	17	17	<b>Dancing Machine</b> (2:29) Jackson Five—Motown	18	14	15	11
25	18	18	<b>The Entertainer</b> (2:57) Marvin Hamlisch—MCA	19	18	19	19
18	19	19	<b>A Very Special Love Song</b> (2:44) Charlie Rich—Epic	16	19	22	23
17	20	20	<b>The Show Must Go On</b> (3:29) Three Dog Night—ABC/Dunhill	22	23	10	18
21	21	21	<b>Lookin' for a Love</b> (2:37) Bobby Womack—United Artists	24	21	18	21
23	22	22	<b>I've Been Searching So Long</b> (4:19) Chicago—Columbia	20	22	23	22
24	23	23	<b>Piano Man</b> (4:30) Billy Joel—Columbia	21	24	24	25
19	24	24	<b>Keep on Singing</b> (3:03) Helen Reddy—Capitol	23	20	25	24
26	25	25	<b>Just Don't Want to Be Lonely</b> (3:31) Main Ingredient—RCA	26	25	21	20
28	26	26	<b>Spiders &amp; Snakes</b> (3:03) Jim Stafford—MGM	25	28	26	28
27	27	27	<b>Let It Ride</b> (3:33) Bachman-Turner Overdrive—Mercury	29	26	27	26
29	28	28	<b>I Won't Last a Day Without You</b> (3:47) Carpenters—A&M	27	27	31	29
32	29	29	<b>Don't You Worry 'Bout a Thing</b> (3:40) Stevie Wonder—Tamla	30	29	28	30
14	30	30	<b>Rock On</b> (3:13) David Essex—Columbia	28	30	32	27
30	31	31	<b>Midnight at the Oasis</b> (3:36) Maria Muldaur—Reprise	31	31	30	32
35	32	32	<b>Band on the Run</b> (5:09) Paul McCartney & Wings—Apple	32	32	29	31
37	33	33	<b>Thanks for Saving My Life</b> (2:57) Billy Paul—Phila. Int'l.	34	34	33	33
33	34	34	<b>I'm a Train</b> (3:16) Albert Hammond—Mums	38	35	34	35
34	35	35	<b>Tell Me a Lie</b> (2:59) Sammi Jo—MGM South	35	33	36	43
31	36	36	<b>Boogie Down</b> (3:30) Eddie Kendricks—Tamla	37	40	37	34
40	37	37	<b>Last Kiss</b> (2:31) Wednesday—Sussex	36	41	35	37
57	38	38	<b>The Streak</b> (3:15) Ray Stevens—Barnaby	33	38	39	40
49	39	39	<b>Help Me</b> (3:22) Joni Mitchell—Asylum	39	39	38	41
44	40	40	<b>You Make Me Feel Brand New</b> (4:45) Stylistics—Avco	41	36	47	39
56	41	41	<b>Keep It in the Family</b> (3:25) Leon Haywood—ABC/Dunhill	46	37	41	38

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
—	42	42	<b>My Girl Bill</b> (3:12) Jim Stafford—MGM	44	44	42	42
45	43	43	<b>Touch a Hand, Make a Friend</b> (3:26) Staple Singers—Stax	43	43	50	45
51	44	44	<b>Oh Very Young</b> (2:33) Cat Stevens—A&M	45	46	48	46
58	45	45	<b>For the Love of Money</b> (3:45) O'Jays—Phila. Int'l.	56	42	49	44
50	46	46	<b>My Sweet Lady</b> (2:40) Cliff De Young—MCA	47	48	51	48
43	47	47	<b>The Way We Were</b> (3:29) Barbra Streisand—Columbia	40	63	56	53
48	48	48	<b>Jungle Boogie</b> (3:08) Kool and the Gang—Delite	50	52	46	49
38	49	49	<b>Rock &amp; Roll Hootchie Koo</b> (2:55) Rick Derringer—Blue Sky	48	56	45	50
39	50	50	<b>Love Song</b> (2:50) Anne Murray—Capitol	42	77	43	78
62	51	51	<b>A Dream Goes on Forever</b> (3:21) Todd Rundgren—Bearsville	52	50	52	54
36	52	52	<b>My Mistake Was to Love You</b> (2:55) Diana Ross and Marvin Gaye—Motown	55	47	54	55
—	53	53	<b>Chameleon</b> (2:50) Herbie Hancock—Columbia	64	45	63	47
41	54	54	<b>Star Baby</b> (2:37) Guess Who—RCA	54	51	57	56
46	55	55	<b>Payback</b> (3:30) James Brown—Polydor	*	*	40	36
74	56	56	<b>Sundown</b> (3:37) Gordon Lightfoot—Reprise	49	62	59	59
—	57	57	<b>Billy Don't Be a Hero</b> (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	74	57	44	58
47	58	58	<b>Dance with the Devil</b> (3:32) Cozy Powell—Chrysalis	68	64	53	51
—	59	59	<b>The Same Love That Made Me Laugh</b> (3:23) Bill Withers—Sussex	71	49	66	52
63	60	60	<b>Standing at the End of the Line</b> (2:45) Lobo—Big Tree	61	55	58	65
—	61	61	<b>If You Love Me (Let Me Know)</b> (3:12) Olivia Newton-John—MCA	51	61	68	68
60	62	62	<b>One Hell of a Woman</b> (2:52) Mac Davis—Columbia	58	53	64	69
—	63	63	<b>Let's Get Married</b> (3:16) Al Green—Hi	62	60	60	63
—	64	64	<b>If It Feels Good Do It</b> (2:48) Ian Lloyd and the Stories—Kama Sutra	72	59	55	60
73	65	65	<b>I'm in Love</b> (2:48) Aretha Franklin—Atlantic	57	58	69	62
65	66	66	<b>Werewolf</b> (3:30) Five Man Electrical Band—Polydor	66	68	62	64
66	67	67	<b>Rock Around the Clock</b> (2:08) Bill Haley—MCA	60	65	65	66
52	68	68	<b>Happiness Is Me and You</b> (3:06) Gilbert O'Sullivan—MAM	65	54	72	72
55	69	69	<b>Daybreak</b> (3:03) Nilsson—RCA	63	71	67	61
—	70	70	<b>Put a Little Love Away</b> (3:10) Emotions—Stax	53	66	73	*
70	71	71	<b>She's Gone</b> (3:24) Daryl Hall & John Oates—Atlantic	75	69	61	67
42	72	72	<b>Love's Theme</b> (3:30) Love Unlimited Orchestra—20th Century	59	75	70	*
72	73	73	<b>Mighty Love</b> (3:14) Spinners—Atlantic	67	74	71	71
75	74	74	<b>Your Cash Ain't Nothing but Trash</b> (3:10) Steve Miller Band—Capitol	69	67	75	75
—	75	75	<b>Another Park, Another Sunday</b> (3:39) Doobie Brothers—Warner Brothers	*	*	*	57

**Alphabetical list** (with this week's over-all rank): Another Park, Another Sunday (75), Band on the Run (32), Bennie and the Jets (3), The Best Thing That Ever Happened to Me (5), Billy Don't Be a Hero (57), Boogie Down (36), Chameleon (17), Dark Lady (15), Daybreak (59), Don't You Worry 'Bout a Thing (29), A Dream Goes on Forever (51), The Entertainer (18), Eres Tu (Touch the Wind) (13), For the Love of Money (45), Happiness Is Me and You (68), Help Me (39), Hooked on a Feeling (2), I Won't Last a Day Without You (28), If It Feels Good Do It (64), If You Love Me (Let Me Know) (61), I'll Have to Say I Love You in a Song (11), I'm a Train (34), I'm in Love (65), I've Been Searching So Long (22), Jet (16), Jungle Boogie (48), Just Don't Want to Be Lonely (25), Keep on Singing (24), Keep It in the Family (41), Last Kiss (37), Let It Ride (27), Let's Get Married (63), Loco-Motion (6), Lookin' for a Love (21), The Lord's Prayer (10), Love Song (50), Love's Theme (72), Midnight at the Oasis (31), Mighty Love (73), Mockingbird (8), My Girl Bill (42), My Mistake Was to Love You (52), My Sweet Lady (46), Oh My My (9), Oh Very Young (44), One Hell of a Woman (62), Payback (55), Piano Man (23), Put a Little Love Away (70), Rock Around the Clock (67), Rock On (30), Rock & Roll Hootchie Koo (49), The Same Love That Made Me Laugh (59), Seasons in the Sun (7), She's Gone (71), The Show Must Go On (20), Spiders & Snakes (26), Standing at the End of the Line (60), Star Baby (54), The Streak (38), Sundown (56), Sunshine (4), Tell Me a Lie (35), Thanks for Saving My Life (33), Touch a Hand, Make a Friend (43), TSOP (11), Tubular Bells (14), A Very Special Love Song (19), The Way We Were (47), Werewolf (66), You Make Me Feel Brand New (40), Your Cash Ain't Nothing but Trash (74).

## A new jazz age in the making

**Brand of 70's has come to be accepted by top-40 programers, thanks to efforts of such artists as Coryell, Corea, Hancock, Cobham**

Yesterday, jazz was a highly sophisticated musical form, based on extended improvisation and structural experimentation and characterized by limited—if not minute—audience appeal. Its leaders were Charlie Parker, John Coltrane, Charlie Byrd and Thelonius Monk. It was an exclusive medium, in with a few, out to the most. Top-40 programers were as suspicious of it as they were of Leonard Bernstein and Van Cliburn.

Today, there's a new generation of jazzmen, playing a new brand of jazz—descendant less from the beatnik's jazz than from the rock revolution that has come to dominate American music. Its leaders are Chick Corea, Herbie Hancock and even Deodato. And radio's top-40 programers are playing it now, because their audiences are demanding it.

Keyboardist Herbie Hancock has an album that is an exceedingly large item in the black record market, *Headhunters*. And the single from that album, *Chameleon*, is beginning to cross over to pop play. It comes on the BROADCASTING "Playlist" for the first time this week (see opposite page). *Chameleon* joins several other records such as Deodato's *2001*—a built-in hit from the successful film which went begging for two years for a suitable arrangement—and Manu Dibango's *Soul Makossa* as jazz hits of the past year. As well, there has been a slew of instrumental hits—once anathemas of top 40—in the last year that start with Edgar Winter's *Frankenstein* and Billy Preston's *Space Race* and come right up to this week with the number-one record, *TSOP* by MFSB, and Mike Olfield's *Tubular Bells* (number 14 this week).

No one is sure which trend is responsible for the other. But it is clear that one no longer needs a vocal track to make it in the world of pop.

There have always been types of jazz

**Tracking the 'Playlist.'** Fourteen bolts stud the chart this week. New and notable is Jim Stafford's *My Girl Bill*, which comes on the chart at 42 in its first week. Also among strong new entries are Herbie Hancock's *Chameleon* (53), beginning its crossover from black-oriented station play to pop, and the Haywoods' *Billy Don't Be a Hero* (57). Only two records break top 40 this week, Ray Stevens' *The Streak* (the unofficial front-runner in the record industry's current fad) and Joni Mitchell's *Help Me*. Coming on this week in the lower reaches are Al Green's *Let's Get Married* (63), Olivia Newton John's *If You Love Me (Let Me Know)* (61) and Stories' *If It Feels Good Do It* (64). All are bolted.

that sold well. Usually, it was music like Wes Montgomery's *Day in a Life* or Bud Shank's *Magical Mystery*. These records sported endless Beatle or Bert Bacharach hits that pandered to chic tastes which couldn't "get next to" the originals. Herbie Mann's latest work—eviscerated versions of Rolling Stones' songs—is just a tinkle above cocktail music. The musicians who did not change their music or remake pop tunes, but sought an audience honestly were hopelessly isolated on the musical left. They were so insularized that the artists—Ornette Coleman, Yusef Lateef, Charles Mingus were prominent—expected little popular support and didn't get it.

Today, there are artists like Larry Coryell, Chick Corea, Herbie Hancock, Billy Cobham and Weather Report (a group) who are not afraid to be identified with a young audience they are sincerely pursuing without compromise. To that end, some of these artists are okay-



Coryell

ing the release of singles from their albums—even cutting them down—and they are getting pop air play.

Musical ability has never been a big part of success in the youth market. "Nobody ever said this was good music," an eminent rock-and-roller once said. Its power has been its ability to speak to the needs of its audience. Rock has done that well in the last 20 years and the audience has rewarded it handsomely. Rock benefited from its tight format. The strictures stripped away the extraneous, emphasized the organic and the basic. "Rock bears the same relationship to jazz as pop art painting does to abstract expressionism," as *Newsday* critic Bob Christgau puts it.

The jazz guitarists seemed forever frightened of being mistaken for big-time, heavy rock and rollers. They never exploited their instruments, experimented only slightly with wah-wah pedals and fuzz tones, never used any volume. Larry Coryell, for a number of years now, has been the great white hope of a jazz-rock fusion actually happening. (Chicago—sometimes cited as the most popular practitioner of this form—owes more to Quincy Jones than Woody Herman, really.) Mr. Coryell has an accomplished sense of melody and an inventiveness that has been the envy of most rock performers who know of him. He has always performed within a rock context, albeit to small crowds. His new group, the 11th House, has released its first single, called *Funky Waltz*.

There cannot be much talk about jazz-rock without mention of the Mahavishnu Orchestra—a singular group that managed to bypass top-40 radio and still get to its audience. The band was broken

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up last year after four critically acclaimed albums. The band's drummer, Billy Cobham, now has gone out on his own and, to facilitate the move, has a new single, *Crosswind*.

There are no claims that either Mr. Coryell or Mr. Cobham yet have hit records with these two tracks. The point is they are releasing them at lengths that are acceptable to programers for the first time in memory and their record companies are backing them with promotional efforts. Herbie Hancock's *Headhunters* was just certified gold for its million dollars-plus worth of sales.

The rock audience has been softened up over these past years by, first, rock's fashion of going toward longer live performances and extended improvisation. (Top 40 programers have wisely stayed away from this type of rock not only for format reasons but also because their instincts told them that their audiences would not go for the middlebrow subterfuge of borrowing from classical music and jazz trappings, elevated by ignorant, cliquish fans.) Secondly, audiences are warming up as never before to instrumental records, perhaps for their novelty. The tracks into program directors offices have been well greased for jazz's entrance.

This "new music," as some are terming this current jazz generation, owes more to jazz than rock (unlike Chicago and Traffic for whom it is the other way around). It is vital and intense, like the

best rock and roll. The most attentive popular audience listens to rock—and these "new music" people have grown up with that reality. This music is not rock musicians dabbling in other forms. It is the candid pursuit of a broad audience that at this early juncture seems willing to listen—even if it has deferred final judgment.

## Suddenly a break in united front against royalties on use of records

**CBS—with its record division standing to gain more than O&O's would pay—opts out of NAB fight**

The coalition that the National Association of Broadcasters is mounting to oppose legislation requiring broadcasters to pay royalties to record manufacturers and performers began to show strains at the seams last week. CBS is saying it will not participate in the NAB campaign to kill the new recording-rights provision in the over-all copyright bill that has been reported by the Senate Copyright Subcommittee (BROADCASTING, April 15, 8).

The CBS/Records Group, which had revenues of more than \$350 million and

profits above \$25 million last year, is the biggest record operation connected with a broadcast company. The other two major network organizations—both with record-manufacturing associates smaller than CBS's—are joining in the NAB attack. NBC's Washington vice president, Peter Kenney, last week called the CBS position "short sighted." The new royalty provision has larger implications than are immediately apparent, he said. "This thing can extend a tax or levy into all sorts of other broadcast functions."

The provision would impose a licensing fee of 2% of net revenues on radio and television stations for the playing of recorded music. Stations using little music of that type would pay according to a lower scale to be established by the register of copyrights—under a formula that would be left to him. Proceeds would be split between the record manufacturers and performers.

This royalty fund for record manufacturers and performers would be an addition to royalties already paid by broadcasters to composers and publishers of all the copyrighted music used on the air. Those fees, individually negotiated, are collected by the performing-rights societies, the American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC.

ABC last week was circulating a memo written by its Washington counsel, McKenna, Wilkinson & Kittner, to all clients warning that television stations were more vulnerable to the recording-rights provision than had been generally thought.

"To the extent that a television station ever broadcast a phonograph record," said the memo, "it would have to take this fee payment into account and make its peace under the legislation by agreeing to pay some fraction of the 2% fee.

"For example, the playing of a phonograph record during a football game being televised would probably be enough to require that some payment be made." Beyond that, said the law firm, there would be the probability that fees for recorded music would be "hidden" in the purchase price of TV programming.

The law firm also said that cable television systems using background music behind time-and-weather or wire-service reports might also be liable.

The CBS/Record Group's \$350 million in revenues and \$25 million in profits in 1973 were far ahead of the \$106 million in revenues and \$2.3 million in profits reported by the ABC record division in the same year. RCA does not break out its record-division revenues and earnings, but both are believed to be well under CBS's.

Committee staff members were saying that the NAB is going to have to face its own arguments for the liability of cable systems for royalty payments to broadcasters for the programs it retransmits. "If the creative people in television deserve reimbursement for their work, it'll be hard for them to deny that musicians don't deserve the same for theirs," one said.

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# **It's time for the telling**

The story of UHF, that is— as it stands in 1974, ten years after the Congress passed a law directing that all television sets be equipped to receive the ultra high frequencies. That's the task we'll take on in the May 27 issue. Our object: to cram the story of one medium's lifetime into one issue's special report. It will be a story of success and failure, of hopes high and hopes dashed, and—most of all—the story of those hardy survivors who damned the odds to make a medium.

It's time to tell *your* story, too.

**You belong in Broadcasting ~~4~~ May 27**

## Breaking In

### Come Monday—Jimmy Buffett (ABC)

Jimmy Buffett has simmered down since his first single, *Why Don't We Get Drunk and Screw?*, which was confined to the jukebox. A relative unknown living in Key West, Fla., Mr. Buffett surfaced this month as a balladier with his second LP, *Living and Dying in ¾ Time*. *Come Monday*, from that album, is a slow, strumming message of longing from a rock star on the road looking forward to getting together with his girlfriend "come Monday."

It's a far cry from Mr. Buffett's first album, also on ABC, entitled *A White Sport Coat and a Pink Crustacean*. The writer/singer is now a practitioner of songs of restlessness, yearning and introspective self-pity about having to travel so much to be a musician.

Among the some 30 stations playing *Come Monday* are KELP(AM) El Paso; WAKY(AM) Louisville, Ky.; KJOY(AM) Stockton, Calif., and WKY(AM) Oklahoma City.

**Rikki Don't Lose That Number—Steely Dan (ABC/Dunhill)** Maybe the music isn't as good as it used to be, as so many say. But bands such as this one give fans heart. They are intelligent and a commercial success.

*My Old School*, Dan's last single, was perhaps the most insightful and easily identifiable song on the school experience since Chuck Berry's *School Days*, now

more than 10 years old. Few other bands could rock through such a emotionally charged subject without a pompous or preaching tone. Among stations won over last week: KJOY(AM) Stockton, Calif.; KNUS(AM) Dallas; KRSP(AM) Salt Lake City; WLCY(AM) Tampa-St. Petersburg, Fla. and WISL(AM) Buffalo.

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

- THE AIR THAT I BREATHE, Hollies (Epic).
- ALL IN LOVE IS FAIR, Barbra Streisand (Columbia).
- HEAVENLY, Temptations (Gordy).
- I AM WHAT I AM, Lois Fletcher (Playboy).
- IF YOU WANT TO GET TO HEAVEN, Ozark Mountain Daredevils (A & M).
- IT ONLY HURTS WHEN I TRY TO SMILE, Dawn (Bell).
- LOVING YOU, Johnny Nash (Epic).
- MIGHT JUST TAKE YOUR LIFE, Deep Purple (Warner Brothers).
- MIGHTY MIGHTY, Earth Wind & Fire (Columbia).
- NO CHARGE, Melba Montgomery (Elektra).
- TRAVELING BOY, Art Garfunkel (Columbia).
- YOU WON'T SEE ME, Anne Murray (Capitol).
- (I'M A) YOYO MAN, Rick Cunha (GRC).

## Programing

### Legal buglers at CBS sound charge, retreat

Network says it will appeal setback in plagiarism suit by 'Paladin', announces 'Hillbillies' settlement

CBS Inc. said last week it would appeal a federal ruling that CBS-TV had plagiarized the idea of its *Have Gun, Will Travel* network series from a Rhode Island mechanic.

In addition, CBS earlier last week disclosed it had made a large but unspecified cash payment to one of its employees to get him to drop a \$15-million court action charging the network with pirating his concept for the show that eventually became *The Beverly Hillbillies*.

In the *Have Gun, Will Travel* case, Jacob Hagopian, magistrate for the U.S. District Court, Providence, R.I., ordered CBS Inc., the Capital Cities Communications and CBS Films Inc. to pay "the proceeds of their wrong" to Victor De Costa, a 65-year-old mechanic and former rodeo entertainer. Magistrate Hagopian said the defendants had infringed on Mr. De Costa's common-law service mark (the "Have Gun, Will Travel" calling card, which had not been copyrighted or registered) and had engaged in unfair competition (Mr. De Costa's appearances at a number of rodeos and horse shows in the 1940's and 1950's as Paladin, a character like the one Richard Boone played in the series, were allegedly cut short by the show's success).

Knight Edwards, CBS's attorney in Providence, said the network would take its appeal to the U.S. Court of Appeals for the First Circuit in Boston.

Capital Cities' involvement in the case arises out of its ownership of the CBS-TV affiliate in Providence during the period of the show's run. And CBS Films Inc. was the network's syndication arm until spun off into Viacom International.

*Have Gun, Will Travel* was a Saturday-night staple on CBS from 1957 to 1964 and, according to trial testimony, grossed \$14 million for the network. But Alan T. Dworkin, one of the attorneys for Mr. De Costa, said that figure doesn't take into account the show's syndication revenues in the 1960's and the 1970's, which would add more millions to the total. If CBS loses on appeal, Mr. Dworkin said, the matter of how much money in damages should go to Mr. De Costa would be determined by a master, an officer of the federal court, who would sift through the financial data to arrive at an equitable amount. Mr. Dworkin said his client could end up with a seven-figure settlement.

In the *Beverly Hillbillies* case, it was disclosed that on Jan. 21, 1974, a "stipulation of discontinuance" was filed jointly by CBS and by Hamilton Morgen in the county clerk's office in New York county. Mr. Morgen, 54, a CBS employee for

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more than 20 years, had sued the network back in 1965 for \$15 million in damages, charging that CBS appropriated an idea he submitted under the title *Country Cousins* and turned it into *The Beverly Hillbillies*, which enjoyed a successful nine-year run on the network (September 1962 to September 1971).

One of the conditions of the January out-of-court settlement is that no publicity be given to any of the details, but Mr. Morgen was quoted as saying: "An agreement was made by cash payment." One report said the settlement reached "well into six figures." Mr. Morgen also implied that CBS got back at him by demoting him from TV cameraman to his present job at the network, which he said mainly involves "racking up film." CBS had no comment.

## Unions make moves toward togetherness

**WGAW steps up its putsch for single writers' guild; SAG-AFTRA merger talk revived**

There's merger talk in the air in Hollywood. Western TV and screen writers are talking one big union and the subject is scheduled to be brought up at the April 23-24 Los Angeles meeting of the national council of the Writers Guild. And there's renewed talk of a combination between the Screen Actors Guild and the American Federation of Television and Radio Artists.

The call for a single writers' union was voiced by the board of the Writers Guild of America-West two weeks ago. WGAW is considered the dominant group in membership; it has 3,000 members. The companion WGA-East has about 1,500 members, mostly, it is said, newswriters.

In a packet of material sent to WGAW members, President John Furia Jr. included a copy of a letter of April 3 he had sent to John Merriman, WGAE president, reporting that he intended to revive the merger idea at the national council meeting. Mr. Furia noted that 90% of writers' employment, excluding newswriting, is centered in the West; that WGAE had declined to cooperate in a study of merger called for by the national council last year; that WGAE had refused for 13 years to include its members in the "demonstrably" better WGAW pension plan; and that WGAE's disinclination to go along with WGAW's purported militancy in labor negotiations had cost WGAW representation of NBC's newswriters in New York to the National Association of Broadcast Employees and Technicians and of that network's Washington newswriters to AFTRA.

The bundle of material also included complaints by WGAE officials that it was sometimes bypassed or ordered to follow tactics and strategies enunciated by WGAW officials during the writers strike last year, despite its objections. WGAE also objected, among other things, that WGAW members residing in the East have not switched their membership to

WGAE, apparently with the acquiescence of WGAW officers.

The two writers' guilds were formed in 1954 from the three existing unions: TV Writers, Screen Writers and Radio Writers, all affiliated with the Authors League of America. The WGA national council meets twice a year, and is composed of each guild's officers, executive director and counsel. An action taken by the council must be approved by the boards of each of the two guilds before becoming effective.

The writers' current contract with TV and screen studios was signed last June, after a 16-week strike, and expires in 1977.

Should sentiment for a single writers' union founder on the rivalries of WGAE and WGAW, the proposal is expected to be submitted to the WGAW annual membership meeting May 16 in Los Angeles, where sentiment is said to be extremely strong in its favor.

Talk of merger between SAG and AFTRA stems from a SAG meeting in Denver last year that called for parity in wages and other practices between the two unions. Committees from both organizations have been meeting on the subject and, according to Joyce Gordon, SAG third vice president, the movement toward merger is being carefully monitored. More than 25% of actors and actresses, Miss Gordon noted, are members of both unions.

## Mobil to up its ante for PBS programing

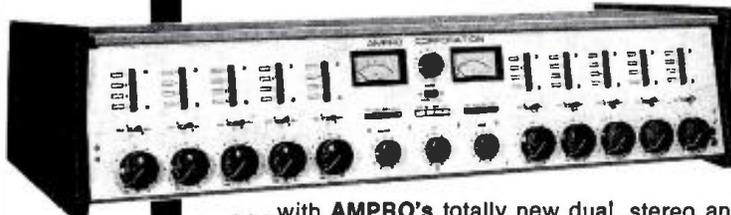
**Four series to get backing in fall in funding of \$1.6 million; company also says it is scouting for good commercial properties**

The Mobil Co. is increasing its support for Public Broadcasting Service programing next year by about \$1 million, Mobil sources said last week ("Closed Circuit," March 18). The company will expand PBS program underwriting to \$1.6 million next year to include half sponsorship of two 13-week BBC series, and full underwriting of a Mobil-conceived 13-week series on the story of American sports, *The Way It Was*.

Mobil will also continue to contribute half the funding for *Masterpiece Theatre*, which it has helped to support for three years. That series has been renewed for next year for 39 weeks plus reruns. Two British series co-sponsored by Mobil and the National Endowment for the Humanities are *The Ascent of Man*, a scientific examination of the history of the species, and *Classic Theater*, a repertoire of great European drama including Ibsen's "Hedda Gabler," and Shakespeare's "Macbeth."

Mobil sources denied any connection between the company's stepped-up PBS

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spending and its alleged rejection by the networks (BROADCASTING, April 15, March 18, 25). "We're putting our money in public TV because it's terrific and we have good things to put in it. It has nothing to do with the networks," a source told BROADCASTING. Increased PBS funding comes from Mobil's public affairs budget and will not affect the company's commercial TV fill, he said.

In fact, Mobil is earnestly scouting for network prime-time specials to sponsor in the fall, the source reported. "We want prime time specials—super television," he said. All networks are being considered, he added. Mobil's last network special was *The Catholics*, drama on CBS earlier this season.

Mobil has been one of the largest oil company spenders in public television, pitching in about \$5 million since 1971, a source said. Contracts generally formed on a two-year basis show Mobil's previous annual contribution to be in the neighborhood of \$700,000 per year, sources estimated. Mobil underwrote part of the PBS theater series, *War and Peace*, and provided funds for WNET/Channel 13's fund-raising appeal which provided the rerun of the *Forsyte Saga* series, jokingly called the "Forsyte Sagathon."

The company paid for parent-child comic book-styled guides to the PBS series, *Sesame Street*, and directly underwrote part of the children's series, *The Electric Company*. "We're behind public television 1,000 percent," Mobil said.

Other oil companies contributing to

public television include Exxon, underwriters for the *Theater In America* series, and Atlantic-Richfield, which has spoken for the PBS bicentennial-celebrating series, *The Adams Family*.

## Program cooperative gets another boost

**Passage of PBS plan all but assured as executive committee votes approval**

Public broadcasting's plan to establish a national program cooperative for interested stations has been formally endorsed by the Public Broadcasting Service's executive committee, thus making implementation of the ambitious proposal all but a fait accompli.

Still needed, according to PBS sources, is ratification by the PBS boards of directors and 75% of the PBS station membership, but the proposal is expected to pass easily, in light of the overwhelming station support it has attracted. (During a series of nine meetings held by the stations and PBS representatives two weeks ago, not a single dissenting note was cast by any station representative.) Formal approvals from the stations and board members were being wired into PBS last week.

In approving the co-op plan, the executive committee stated that the procedure will be "subject to review and considera-

tion of its extension by the [PBS] boards prior to the conclusion of fiscal year 1975."

The cooperative, which would affect most of the programming now carried on the PBS interconnection, will enable individual stations to purchase national programs with their own funds, augmented by money placed in a national trust by the Ford Foundation and the Corporation for Public Broadcasting, each of which will contribute \$4.5 million during the first year of operation. (The CPB allocation was formally approved by the corporation's board of directors in Washington last week.)

As presently planned, 75% of the funding for a particular program would come from the national trust and 25% from those stations purchasing the show. Per-program costs to the stations will be determined after a series of bidding rounds, to be completed by mid-May, in which all PBS-affiliated stations will participate. The cost to the individual station will depend on the number of stations wishing to purchase and carry a particular program.

Final plans for the cooperative will be firming at a joint meeting of station programming, public information and development officials at the Washington Hilton hotel June 23-28.

In a related action, the CPB board two weeks ago voted to continue its financial assistance to four PTV programs: *Interface*, *Nova*, *Theater in America* and the new Children's Television Workshop health series, which is as yet untitled. The actual amount of the grants will depend on the outcome of the cooperative bidding since the degree of station support those programs attract will greatly influence their additional funding needs, a CPB spokesman said.

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## Program Briefs

**Starting big.** First projects of still unnamed TV production company created and financed by United Artists Corp. (BROADCASTING, April 8) are said to be two motion pictures made for TV and 10 two-hour programs based on "Hawaii," motion picture taken from James Michener novel. UA has been out of TV production for almost decade.

**Meeting Emmy.** Four Star Entertainment, Los Angeles, is offering 30-minute special on barter basis for airing prior to Emmy ceremonies May 28, on NBC. Program, *TV's Emmy Awards: Winners, Losers and Why*, stars David Sheehan, entertainment editor of CBS-owned KNXT(TV) Los Angeles, interviewing stars and showing film clips.

**Residual slide.** Writers Guild of America, West, reported residual payments up for two months of 1974, with TV up 5.62% and films-to-TV up 21.3%. But, in February, TV was up minor 0.47%; films-to-TV dropped 1.58%. For two months of year, TV payments totaled \$992,476 and films-to-TV payments \$160,630. For same period last year figures were \$939,736 and \$132,461.

**Initial clearances.** Program Syndication Services Inc., New York, reports that its one-hour contemporary rock-and-roll music special, *Lady Love In: Night and Day* has been cleared in 11 markets, including WABC-TV New York, KABC-TV Los Angeles, WCAU-TV Philadelphia, WBZ-TV Boston and WSB-TV Atlanta.

**On and on and on.** MCA TV reports *The Munsters*, half-hour TV series in syndication since 1966, has been renewed for its 23d run on WPIX New York; its 13th showing on KDNL-TV St. Louis and its ninth cycle on KTXL Sacramento, Calif. Series, consisting of 70 episodes, has been sold in 128 markets.

**Sales climb.** Worldvision Enterprises, New York, has completed 13 additional sales on its *Mod Squad* TV series, raising total number of markets sold to 57. New station buyers include WPVI-TV Philadelphia and WTTV Bloomington, Ind.

## CBS discovers soaps in 'Magazine' opener

CBS News is staying close to home with its first episode of *Magazine*, *60 Minutes'* daytime cousin that premieres May 2 (BROADCASTING, April 15). Of greatest intramural interest is its 20-minute look behind the scenes of TV's daytime serials.

Soap operas are very profitable to the networks, observes correspondent Charles Kuralt. "A half-hour show in the evening may cost \$100,000 to produce. A soap opera costs an average of only \$15,000 per half-hour. What a soap brings in, in commercial fees, is secret, but it generally runs around \$60,000 for each broadcast. So the biggest profits may be in the daytime and the greatest pressure to make money is on the soaps."

Part of the pressure is seen in Mr. Kuralt's tour of the set of CBS's *Love of Life*, into its approximately 6,000th episode, and directed for 22 years by Larry Auerbach. Mr. Auerbach cuts costs by using a rehearsal hall—at \$20 per hour—as much as possible before moving to a set—\$1,000 per hour fully manned.

Top soap opera writers, like *Secret Storm's* Gillian Houghton, "make more than a decent living, \$100,000 a year and up," the program reveals. Miss Houghton tells Mr. Kuralt of the progress made in the soaps' content over the years: "When I began, we weren't allowed to write about an affair; it had to be a one-night stand . . . and now, we really deal with very controversial subjects . . . we kicked around the thought of incest, and we discarded it because we didn't feel it fit into the story, but not because it's incest. . ." *Secret Storm* left the air after nearly 20 years, "partly because it was playing too late in the afternoon to hold its audience," Mr. Kuralt states.

Another soap opera writer, Agnes Nixon of ABC-TV's *One Life to Live*, complains about the "putdown of soap operas." Ms. Nixon hails the writing she has done on the Pap smear test for uterine cancer in women. "When we did this we got letters from women all over the

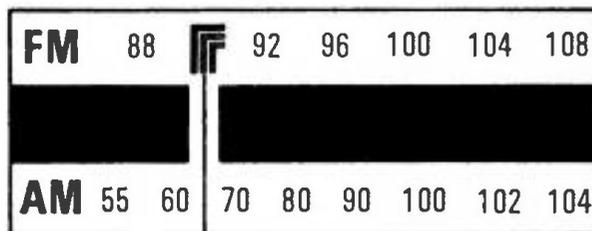
country thanking us," she said. "They went back to their doctors for the first time in five years, ten years. . ."

*One Life to Live* has dealt with such issues as venereal disease, drug addiction, abortion and frigidity. *Secret Storm* had been working over "artificial insemination, and Catholic priests getting married," Mr. Kuralt observes. An interview with another writer, Bill Bell, of CBS's *The Young and the Restless*, details that program's treatment of rape "by a polite and personable young man, and what happens later, after they catch and try to convict the rapist." Mr. Bell explains that "I think it's going to hit a lot of people between the eyes . . . in a court

of law she was stripped naked, so to speak, bared her soul, bared all the intimate details and yet the man is going to be let go, and this happens all too often."

CBS-TV will pre-empt two of its own soaps, *The Guiding Light* and the *Edge of Night* for *Magazine*. Fred Silverman, CBS vice president, programs, predicts the new show will be a success, and will most likely be aired "once every four-to-six weeks beginning in the fall." The program would float through the schedule, pre-empting various soap operas and game shows. "I hope it will produce a re-appraisal of daytime television," Mr. Silverman said. "Anything that breaks the mold is good."

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## Broadcasting's fairness doctrine gets no mention in 'Herald' arguments

Supreme Court hears debate on similar law, which looks unlikely to survive, for press in Florida

About half way through Professor Jerome A. Barron's presentation in the Supreme Court on the *Miami Herald* case last week, Justice Harry A. Blackmun, who had said nothing to that point, remarked, "For better or for worse, we have opted for a free press, not for free debate."

The comment seemed to reflect the view of a number of the other justices, and indicated that the cause of citizen access to the mass media was not likely to be advanced by the case of the *Miami Herald* vs. Pat L. Tornillo.

At issue was a 1913 Florida statute that requires newspapers to publish replies of political candidates whom they attack during elections. Mr. Tornillo, a candidate for the state legislature in 1972, was attacked twice by the *Herald* and was turned down twice when, citing the 1913 law, he asked his reply be published.

But the one-hour argument provided no clue as to what effect, if any, the case is likely to have on the rights and obligations of broadcasters, for whom a right-of-reply requirement is not a possibility but a reality.

The Florida law had been invoked only once before, in 1972, and unsuccessfully. And a state court dismissed the Tornillo suit on the ground that it violated the First and Fourteenth amendments. But the state supreme court held that the law was constitutional, that it enhanced the right of expression.

Now, the case is before the Supreme Court, on appeal by the *Herald*, with a score of news organizations, columnists and broadcast industry representatives on its side in friend-of-court briefs. Professor Barron, a leading exponent of the view that the First Amendment entitles the public to expression through the media, was making his points before the court that could write them into law.

But the comments and questions—if indicative of the justices' thinking—could not have been encouraging to the George Washington University Law School professor.

Professor Barron argued that although the *Herald* and its supporters had contended that the state law would inhibit or censor the press, "the paradox" is that "the only person censored is Pat Tornillo." And he said that although other states have laws actually limiting the freedom of the media—he mentioned one barring use of a rape victim's name—the Florida law "adds to discussion."

But some of the justices did not seem persuaded that was sufficient to warrant a ruling that the law was consistent with the First Amendment.

Justice Blackmun made his observation as to what the First Amendment was designed to protect. And Justice William Rehnquist, in response to a comment about the ability of news media to block out the views of others, said, "The only entity the First Amendment is directed against is the government; the *Miami Herald* can chill anybody it wants to."

Justice Thurgood Marshall said that if newspapers are required to publish what they do not want to publish, "that is government control." And he asked whether a law that required newspapers to publish whatever material a politician described as "debate" would be constitutional. When Professor Barron expressed doubt, Justice Marshall said, "That sure does a lot for that debate you're talking about."

Justice William O. Douglas, who is an absolutist on the question of the First Amendment, did not ask any questions. But neither did he remain for the full argument; he left part way through Professor Barron's presentation.

The questioning of Professor Barron provided the *Herald's* attorney, Dan Paul, with a favorable climate in which to present his rebuttal. He disputed Professor Barron's contention that there are "competing First Amendment interests"—those of the press and those of the citizens seeking access. "There is not a First Amendment right to use the press," he said. "There is no First Amendment right to be interviewed. . . . To force an editor to print what in his judgment he does not want to print or feels is untrue is a clear violation of the First Amendment."

To communications attorneys who heard the argument, the wonder of it was that broadcasting was not mentioned—not by the opposing lawyers or by the justices. Broadcasters who had supported the *Herald* in friend-of-court briefs are fearful that the high court might, in deciding the case, somehow reaffirm the constitutionality of the fairness doctrine, which it upheld five years ago.

Professor Barron might have been expected to cite the experience of broadcasting as proof that the government has not always drawn back from regulating the news media.

And Mr. Paul might have countered that broadcasting is different—that the limitation of spectrum space justifies the difference in treatment, as the Supreme Court contended in 1969.

But broadcasting—and the equal-time law and the fairness doctrine obligations—seemed almost not to exist so far as the argument was concerned, particularly when Mr. Paul said it is not the courts' job to rewrite the First Amendment, and when the justices indicated concern about government regulation of the press.

For all of the debate on constitutional issues, remarks of several justices left open the possibility the court might not decide the case, but send it back to Florida for further proceedings. Although the Florida supreme court upheld the law's constitutionality, the *Herald* was never tried under it. The high court usually prefers not to decide cases un-

less all nonconstitutional issues are resolved. Chief Justice Warren E. Burger and Justices Byron White and Potter Stewart all mentioned the existence of "nonconstitutional issues." And the chief justice noted that if the case is tried, the *Herald* "might win." And that would end the matter.

## Rivera chafes as ABC cuts scene of his smoking marijuana legally

ABC-TV network viewers will not see Geraldo Rivera smoking marijuana on television, but viewers of ABC-owned WABC-TV New York might.

Mr. Rivera is the young host of the new "Good-Night America" segments in ABC's late-night *Wide World of Entertainment*. He is also a newsman and commentator on WABC-TV newscasts, and an around-town personality. What the network denied him—the airing of a two-minute film of his smoking marijuana under hospital supervision as part of Thursday's (April 25) "Good-Night America" pro and con discussion of the weed—WABC-TV may give him. In fact, Mr. Rivera hopes to broadcast the smoking segment during his local station news time the night of the marijuana mini-documentary as a commentary on ABC network's "censorship."

Mr. Rivera's smoking engagement was filmed at the Bellevue-New York University Medical Center as a two-minute preview for the April 25 marijuana segment. The preview was to be aired April 3 during the first "Good-Night America" program, which featured discussions on prostitution, an interview with rock singer Maggie Bell and interviews with the jet-setters in Mexico. ABC network executives barred Mr. Rivera from being seen getting stoned on TV—no matter how legal the act—because of his possible influence on potential smokers. The network furthermore demanded an opponent of prostitution, a priest and officer of Morality in Media, be shown denouncing prostitution. Mr. Rivera's discussion of the subject, the network maintained, tended to encourage it.

"We'll let him do the marijuana show, but the guy who's going to be the stoner will not be Rivera," an ABC source said. Instead, Mr. Rivera and "Good-Night America" producer Marty Burman procured two volunteers to smoke the stuff on television. Analysis and a debate from legal and medical minds follow the experiment.

Mr. Rivera condemns the network's action as "censorship." "ABC construes these things in the most conservative way," he said. "CBS would never do anything like this." Working for CBS, however, is not Mr. Rivera's goal. "In many ways, ABC gives more freedom than the other networks," he said. "But in the issue of censorship, they're absolutely the worst among the networks. ABC is 10 years behind the others."

Av Westin, ABC News vice president for documentaries, said ABC retains the

right of review for the April 25 show, which was taped last Wednesday (April 17). "We adhere quite strictly to the fairness doctrine," he said. "The issue involves marijuana legislation, which has two or more sides and which is therefore controversial."

## Journalism Briefs

**Advocate.** WJIC-TV Pittsburgh got quick response to editorial in which Vice President and General Manager Leonard Swanson called on Congress to amend law to allow those on social security to earn outside income without losing social security benefits. In matter of days station received over 5,300 signed petitions supported WJIC-TV's stand. Mr. Swanson presented petitions to House Ways and Means Committee Chairman Wilbur Mills (D-Ark.) and expressed hope signatures would be considered by committee as it deals with social security measures.

**Liaison.** Five Florida affiliates of National Public Radio are using NPR's interconnection facilities to provide detailed coverage of Florida state legislature proceedings. During evening hours (8-9:30 p.m. EDT) stations are linking together to provide 90 minutes of reporting of legislative activities, divided into 30-minute segments covering daily activities, actualities and special documentaries, respectively. Program runs through May 31. Participating stations are WHRS(FM) Boynton Beach, WJCT-FM Jacksonville, WLRN(FM) Miami, WPSU-FM Tallahassee and WUSF-FM Tampa.

## Walters says networks take life out of news

Too great a distinction is made between news and entertainment in television, according to Barbara Walters, NBC's *Today* regular. She thinks a mixture of entertainment and news produces ratings, citing CBS's morning news and her own network's *First Tuesday* as examples of unsuccessful programs because they were too somber. She told an audience of the Hollywood Radio and Television Society last week that it was the "snobbery" of newsmen that kept the line so rigid between the two areas of TV broadcasting.

Miss Walters chided the networks for compartmentalization. She said that some time ago she proposed a special on the five living ex- and present first ladies and that they all agreed to participate. But, she said, NBC's news department said it was not a news program, and the entertainment department said it was not an entertainment program, so the show, about which everyone was impressed, was scrubbed.

She also defended the practice of *Today* regulars doing commercials on that show. She recalled that 22 years ago when *Today* was originated, it was primarily an entertainment show and the cast was involved with the commercials. Even when John Chancellor took over from Dave Garroway, the practice continued, she explained.

## Finance

### Remember the Columbia Broadcasting System?

**It's now been changed to CBS Inc. by vote of its stockholders, who hear at annual meeting that finances are on way to exceeding last year's**

Stockholders of the Columbia Broadcasting System Inc. overwhelmingly approved a change of the corporate name to CBS Inc. last Wednesday (April 17) at an annual meeting distinguished by reports of record sales and profits and forecasts of more to come.

"We are in a strong position to achieve our goal of outperforming last year," President Arthur R. Taylor said in a division-by-division assessment after Chairman William S. Paley summarized the all-time high marks set in 1973 and in this year's first quarter (BROADCASTING, March 25, April 15). CBS, Mr. Paley said, has been "exceptionally well positioned for future growth."

Mr. Taylor disclosed that for the first three months of this year the CBS/Broadcast Group's sales were up 13% from year-ago levels, largely due to "the exceptional performance" of the CBS-TV network; the CBS-owned TV stations increased their local market shares although their total sales were "slightly lower" than a year ago because of "the erratic state of the market for station advertising time"; the CBS-owned AM stations as a group improved their share and sales as well, while CBS-owned FM stations "continued to develop new audiences and advertiser support"; the *CBS Radio Mystery Theater* dramatic series has become fully sponsored and is drawing "substantially larger audiences" than the local shows it replaced; the CBS/Records Group was up 22% in sales and began to stem its "deterioration of profit margins"; and sales of the CBS/Columbia Group and the CBS/Publishing Group were up 9% and 14% respectively.

The stockholders were assured by Chairman Paley that CBS would not bow to the "repeated attacks, largely by administration spokesmen," that have beset "broadcast journalism and all the free press."

"Our response to such attacks," he said, "has been simply to continue to do an outstanding job in newsgathering, reporting and analysis—as fairly, as objectively and as thoroughly as we know how—and to make certain that a wide spectrum of views among responsible people on controversial events, issues and personalities was presented."

As a result, he said, "CBS News emerged from this trying year with all the respect that its audiences and other news organizations have long had for it not only wholly intact but, I believe, enhanced."

It has long been CBS policy, Mr. Paley said, "to make certain that the public is protected from any kind of abuse of the broadcast news media entrusted to us, whether arising from inadequacies inside or from pressures outside.

"During the critical times ahead," he

continued, "we will continue to insist upon exercising—fully and responsibly—our freedom to inform the American people. We will continue to maintain the high professional standards that we have set for ourselves. And we will resist every effort, direct or indirect, to hamper or restrict us—confident that the faith the American people have shown in our news and public affairs broadcasting is well placed."

The change in CBS's corporate name, proposed earlier (BROADCASTING, March 25), was expected to take effect within 36 hours. CBS's listing on the New York Stock Exchange was to be relocated alphabetically last Friday. The change reflected what Mr. Paley called both "ratification of the obvious," since few people used the longer name anyway, and "a recognition of [the] broader range of activities" resulting from the company's diversification into nonbroadcast fields.

The meeting was held at Atlanta—in studios of WAGA-TV, a CBS-TV affiliate—in line with CBS's practice of moving its annual sessions around the country.

### General Instrument on rise in earnings, bullish on cable

General Instrument Corp., New York, reported that revenues and net income for the full year and the fourth quarter ended last Feb. 28 rose sharply over the previous periods. Moses Shapiro, board chairman, said sales in the fourth quarter advanced to \$111,777,155 from the previous year's \$86,091,243, while net income grew to \$2,440,414 from \$1,529,389. Mr. Shapiro reported that sales of Jerrold Electronics Corp., the subsidiary supplying the cable TV industry, rose substantially over the previous year. He added that he did not agree with critics who have expressed doubt about CATV's future. Mr. Shapiro called CATV "a young, dynamic and needed industry" and said its rate of growth for many years "will be at or close to the very top of the pyramid for premier growth industries."

## Financial Briefs

**Gaining.** Wometco Enterprises Inc. reported broadcasting operations had comfortable gains in revenues and pre-tax income for 1973. Annual report puts 1973 broadcasting revenues at \$24,318,000, 9.2% gain over 1972's \$22,271,000. Pre-tax income was up 11.2%—\$8,667,000 in 1973, compared to \$7,791,000 year before. Broadcast earnings were 18% of company's total; pre-tax profits were 52%. As reported earlier (BROADCASTING, Feb. 11), Wometco's over-all 1973 results were net income of \$8 million (\$1.33 per share) on revenues of \$135.1 million compared to previous year's net of \$6.7 million (\$1.12 per share) on revenues of \$111.2 million.

**Restoration project.** ABC Inc. has made \$1 million loan to Historic Smithville Inns Inc., owner of restored Towne of Smithville, N.J., and has one-year option to buy net assets of company for about \$7 million.

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

Company	Period/Ended	CURRENT AND CHANGE					YEAR EARLIER		
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Bartell Media Corp. ....	year 12/31	33,150,000	+ 3.6%	772,000	+ 10.9%	.34	32,013,000	696,000	.31
Media General .....	3 mo. 3/31	33,556,800	+ 13.7%	1,795,531	- 11.5%	.50	29,517,221	2,028,744	.56
Multimedia Inc. ....	3 mo. 3/31	12,601,426	+ 12.4%	1,375,065	+ 10.8%	.31	11,211,925	1,241,193	.28
Post Corp. ....	year 12/31	17,992,094	+ 5.6%	2,031,454	+ 13.9%	2.25	17,035,590	1,783,895	1.90
RCA Corp. ....	3 mo. 3/31	1,081,600,000	+ 6.7%	34,800,000	- 16.5%	.45	1,013,600,000	41,700,000	.54
Walt Disney Productions .....	6 mo. 3/31	171,081,000	+ 9.5%	15,097,000	- 2.2%	.52	156,235,000	15,430,000	.53
Metromedia Inc. ....	3 mo. 4/1	46,193,255	- 6.4%	(753,786)	*	(.12)	49,370,007	1,523,612	.23

\* Percentage change is too great to provide a meaningful figure.

## Broadcasting's index of 139 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. April 17	Closing Wed. April 10	Net change in week	% change in week	1974		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
<b>Broadcasting</b>											
ABC	N	25	23 3/4	+ 1 1/4	+ 5.26	28 3/8	21 5/8	9	16,584	414,600	
CAPITAL CITIES COMM.	CCB	N	34 1/2	34 3/4	- 1/4	- .71	39 1/4	28 1/2	13	7,198	248,331
CBS	N	36	35 1/2	+ 1/2	+ 1.40	36	25	11	28,092	1,011,312	
CONCERT NETWORK*	D		3/8		.00	7/8	3/8	8	2,200	825	
CDX	N	15 5/8	16 1/4	- 5/8	- 3.84	19 3/8	15	9	5,831	91,109	
FEDERATED MEDIA***	O	5 3/4	5 3/4		.00	5 3/4	5	19	820	4,715	
GRSS TELECASTING	GGG	A	10 1/2	11	- 1/2	- 4.54	13 5/8	10 1/4	7	800	8,400
LIN	LINB	O	4 7/8	4 5/8	+ 1/4	+ 5.40	6 3/4	4	5	2,296	11,193
MOONEY*	MOON	O	3	2 7/8	+ 1/8	+ 4.34	3 5/8	2 1/4	8	385	1,155
PACIFIC & SOUTHERN	PSOU	O	5	4 3/4	+ 1/4	+ 5.26	6 1/4	4 1/4	71	1,751	8,755
RAHALL	RAHL	O	4 1/8	4 1/2	- 3/8	- 8.33	6	3 3/4	8	1,297	5,350
SCRIPPS-HOWARD	SCRP	O	16 1/4	16	+ 1/4	+ 1.56	17 1/2	15 1/4	8	2,589	42,071
STARR	SBG	M	7 1/2	7 1/4	+ 1/4	+ 3.44	9	6 3/4	6	1,069	8,017
STORER	SBK	N	13 3/8	14 3/4	- 1 3/8	- 9.32	17 3/8	13	6	4,751	63,544
TAFT	TFB	N	19 3/8	18 1/4	+ 1 1/8	+ 6.16	23 3/8	16 1/2	7	4,219	81,743
WOODS COMM.*	O		3/4	3/4	.00	3/4	1/4	6	292	219	
<b>TOTAL</b>									<b>80,174</b>	<b>2,001,339</b>	
<b>Broadcasting with other major interests</b>											
ADAMS-RUSSELL	AAR	A	2 1/2	2 3/4	- 1/4	- 9.09	2 1/2	2	7	1,259	3,147
AVCO	AV	N	6 3/4	6 1/4	+ 1/2	+ 8.00	8 7/8	6 1/8	6	11,481	77,496
BARTELL MEDIA	BMC	A	1 1/2	1 3/8	+ 1/8	+ 9.09	2 3/8	1 1/8	4	2,257	3,385
JOHN BLAIR	BJ	N	6 1/8	6 1/4	- 1/8	- 2.00	7 1/2	5 5/8	5	2,403	14,718
CAMPTOWN INDUSTRIES*	O		3/8	3/8	.00	7/8	3/8	5	1,138	426	
CHRIS-CRAFT	CCN	N	3 1/2	3 3/8	+ 1/8	+ 3.70	4 1/4	2 1/8	44	4,162	14,567
COMBINED COMM.	CCA	A	11 5/8	11 5/8	.00	13	9 5/8	8	3,274	38,060	
COWLES	CWL	N	5 3/4	6	- 1/4	- 4.16	7	5 5/8	11	3,969	22,821
QUN & BRADSTREET	ONB	N	30	30 3/8	- 3/8	- 1.23	36	29 3/4	20	26,198	785,940
FAIRCHILD IND.**	FEN	N	5 1/8	5 3/8	- 1/4	- 4.65	6 1/4	4 1/8	4	4,550	23,318
FUQUA	FOA	N	9 3/8	9	+ 3/8	+ 4.16	10 3/4	6 3/4	4	8,560	80,250
GENERAL TIRE	GY	N	15 3/4	15 3/8	+ 3/8	+ 2.43	18 1/4	13	4	21,515	338,861
GLOBETROTTER	GLBTA	O	3 7/8	3 5/8	+ 1/4	+ 6.89	4 3/4	3 3/8	5	2,759	10,691
GRAY COMMUN.	O		8	8 1/2	- 1/2	- 5.88	8 1/2	6 1/2	6	475	3,800
HARTE-HANKS	MHN	N	9	8 7/8	+ 1/8	+ 1.40	14 1/4	9	7	4,337	39,033
JEFFERSON-PILOT	JP	N	27 5/8	27 3/4	- 1/8	- .45	38 1/4	27 1/2	13	24,121	666,342
KAISER INDUSTRIES	KI	A	8 1/4	7 5/8	+ 5/8	+ 8.19	8 1/2	6 3/4	5	27,487	226,767
KANSAS STATE NET.**	KSN	O	3 7/8	3 7/8	.00	3 7/8	3 1/4	7	1,741	6,746	
KINGSTIP	KTP	A	4 1/2	4 3/4	- 1/4	- 5.26	6 3/4	4 1/4	5	1,154	5,193
LAMB COMMUN.***	P		1 1/4	1 1/4	.00	1 1/4	1 1/8	25	475	593	
LEE ENTERPRISES	LNT	A	13 1/4	13	+ 1/4	+ 1.92	13 1/4	10 3/4	9	3,352	44,414
LIBERTY	LC	N	13 5/8	14	- 3/8	- 2.67	15 5/8	13 5/8	6	6,632	90,361
MCGRAW-HILL	MHP	N	8 3/4	8 1/2	+ 1/4	+ 2.94	9	6	8	23,486	205,502
MEDIA GENERAL	MEG	A	23 3/4	25	- 1 1/4	- 5.00	26 1/2	20 1/4	10	3,546	84,217
MEREDITH	MDP	N	9 1/2	9 3/4	- 1/4	- 2.56	11 3/8	8 1/4	5	2,897	27,521
METROMEDIA	MET	N	8	8	.00	10 5/8	7 3/4	5	6,447	51,576	
MULTIMEDIA	MMEO	O	13	12 3/4	+ 1/4	+ 1.96	14 1/4	10 1/2	10	4,388	57,044
OUTLET CO.	OTU	N	9 1/2	9 3/4	- 1/4	- 2.56	9 3/4	8	5	1,379	13,100
POST CORP.	POST	O	7 3/4	9 1/4	- 1 1/2	- 16.21	10 3/4	7 3/4	3	882	6,835
PSA	PSA	N	7 7/8	8	- 1/8	- 1.56	10	6 3/8	44	3,181	25,050
REEVES TELECOM	RBT	A	1 1/4	1 1/4	.00	1 3/4	1 1/4	7	2,376	2,970	
RIDDER PUBLICATIONS	RPI	N	13 7/8	13 1/2	+ 3/8	+ 2.77	15 5/8	11	9	8,312	115,329
ROLLINS	ROL	N	16	15 7/8	+ 1/8	+ .78	19 3/4	16	14	13,305	212,880
RUST CRAFT	RUS	A	8 1/2	7 3/4	+ 3/4	+ 9.67	10 1/4	7 3/4	5	2,366	20,111
SAN JUAN RACING	SJR	N	10 7/8	11	- 1/8	- 1.13	13 3/8	10 7/8	10	2,367	25,741
SCHERING-PLOUGH	SGP	N	71 1/4	70 1/8	+ 1 1/8	+ 1.60	74 3/8	61 3/4	36	52,574	3,745,897
SONDERLING	SOB	A	7 1/8	8 1/2	- 1 3/8	- 16.17	10	7 1/8	4	816	5,814
TECHNICAL OPERATIONS	TO	A	5 1/4	5	+ 1/4	+ 5.00	6 3/4	4 1/2	5	1,359	7,134
TIMES MIRROR CO.	TMC	N	14 5/8	14 1/4	+ 3/8	+ 2.63	17 5/8	13 3/8	9	31,145	455,495
TURNER COMM.**	O		3 1/4	3	+ 1/4	+ 8.33	3 1/4	3	7	1,486	4,829
WASHINGTON POST CO.	WPD	A	22 7/8	22 1/2	+ 3/8	+ 1.66	24 3/8	14 3/4	8	4,749	108,633
WOMETCO	WOM	N	9	8 5/8	+ 3/8	+ 4.34	10 1/4	8 1/4	7	6,094	54,846
<b>TOTAL</b>									<b>336,454</b>	<b>7,727,453</b>	
<b>Cablecasting</b>											
AMECO**	ACO	O	3/4	3/4	.00	3/4	1/4			1,200	900
AMER. ELECT. LABS**	AELBA	O	1 3/4	1 1/2	+ 1/4	+ 16.66	2 1/8	3/4		1,673	2,927

	Stock symbol	Exch.	Closing Wed. April 17	Closing Wed. April 10	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
AMERICAN TV & COMM.	AMTV	O	11 1/4	10 3/4	+	1/2	+	4.65	19 1/4	11 1/4	32	3,174	35,707
ATHENA COMM.**	O		1/2	1/2				.00	3/4	3/8		2,126	1,063
BURNUP & SIMS	BSIM	O	19	18 3/4	+	1/4	+	1.33	24 1/8	15 1/8	22	7,907	150,233
CABLECOM-GENERAL	CCG	A	2 7/8	2 3/4	+	1/8	+	4.54	4 1/2	1 3/4	36	2,560	7,360
CABLE FUNDING CORP.	CFUN	O	5 3/4	5 7/8	-	1/8	-	2.12	7 3/8	5 1/2	48	1,121	6,445
CABLE INFO.***	O		5/8	5/8				.00	3/4	5/8		663	414
CITIZENS FINANCIAL**	CPN	A	3 1/4	3 1/4				.00	4 1/4	2 3/4		2,390	7,767
COMCAST*	O		2	2				.00	2	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	2 3/4	2 3/4				.00	3 3/8	2	31	4,761	13,092
COX CABLE	CXC	A	8 5/8	7 7/8	+	3/4	+	9.52	15 1/4	7 1/2	16	3,560	30,705
ENTRON*	ENT	O	1/2	1/2				.00	5/8	1/2	4	1,358	679
GENERAL INSTRUMENT	GRL	N	13 7/8	13 5/8	+	1/4	+	1.83	17 1/8	12 3/4	8	6,792	94,239
GENERAL TELEVISION*	O		1 1/4	1 1/2	-	1/4	-	16.66	1 1/2	1 1/4	63	1,000	1,250
LVO CABLE	LVOC	O	3 1/2	3 3/8	+	1/8	+	3.70	4 5/8	2 3/4	18	1,879	6,576
SCIENTIFIC-ATLANTA	SFA	A	9	8 1/2	+	1/2	+	5.88	9 1/2	6 3/4	10	917	8,253
TELE-COMMUNICATIONS	TCOM	O	3 5/8	3 3/8	+	1/4	+	7.40	5 3/4	3	15	4,619	16,743
TELEPROMPTER	TP	N	5 1/8	5 1/4	-	1/8	-	2.38	8 1/4	4	30	16,482	84,470
TIME INC.	TL	N	40 1/4	38 1/8	+	2 1/8	+	5.57	40 1/4	30 3/4	8	10,380	417,795
TOCOM*	TOCM	O	4 3/8	4 5/8	-	1/4	-	5.40	4 7/8	4 3/8	10	634	2,773
UA-COLUMBIA CABLE	UACC	O	5 7/8	5 3/8	+	1/2	+	9.30	6	3 3/4	13	1,790	10,516
VIACOM	VIA	N	5 5/8	5 7/8	-	1/4	-	4.25	7 1/2	4 5/8	9	3,850	21,656
VIKOA**	VIK	A	2 1/2	2 3/8	+	1/8	+	5.26	4	2		2,591	6,477
TOTAL											85,132	931,450	

### Programming

COLUMBIA PICTURES**	CPS	N	2 7/8	3	-	1/8	-	4.16	4 3/4	2 5/8		6,748	19,400
DISNEY	DIS	N	45 7/8	45 1/4	+	5/8	+	1.38	54 1/2	35 1/8	27	29,155	1,337,485
FILMWAYS	FWY	A	3 7/8	3 7/8				.00	6	3 5/8	6	1,790	6,936
FOUR STAR			3/4	3/4				.00	1 3/8	3/4	1	665,950	499,462
GULF + WESTERN	GW	N	26 3/4	26 1/8	+	5/8	+	2.39	29 1/8	22 5/8	5	14,088	376,854
MCA	MCA	N	24 1/4	23 1/2	+	3/4	+	3.19	25	19 1/4	8	8,379	203,190
MGM	MGM	N	12 3/4	13 1/8	-	3/8	-	2.85	15 5/8	9 1/4	9	5,918	75,454
TELE-TAPE**	O		1/8	1/8				.00	3/8	1/8		2,190	273
TELETRONICS INTL.*	O		3 5/8	3 3/4	-	1/8	-	3.33	4 1/8	3 5/8	8	943	3,418
TRANSAMERICA	TA	N	8 1/2	8 7/8	-	3/8	-	4.22	10 3/8	8 1/2	7	65,420	556,070
20TH CENTURY-FDX	TF	N	8 1/8	7 7/8	+	1/4	+	3.17	9 1/8	5 1/4	9	8,557	69,525
WALTER READE**	WALT	O	3/8	3/8				.00	3/8	1/8		2,203	826
WARNER	WCI	N	13 1/2	12 3/4	+	3/4	+	5.88	18 1/2	9 5/8	6	15,064	203,364
WRATHER	WCO	A	7 5/8	7 5/8				.00	8 1/8	4 3/8	153	2,229	16,996
TOTAL											828,634	3,369,253	

### Service

8800 INC.	O		12 3/8	12 1/4	+	1/8	+	1.02	14 1/4	10	6	2,513	31,098
COMSAT	CO	N	34	34 1/4	-	1/4	-	.72	40 3/8	32	9	10,000	340,000
CREATIVE MANAGEMENT	CMA	A	4 5/8	4 3/4	-	1/8	-	2.63	6 5/8	3 3/8	5	1,016	4,699
DOYLE DANE BERNBACH	DOYL	O	10	9	+	1	+	11.11	11 1/2	8 3/4	5	1,799	17,990
ELKINS INSTITUTE**	ELKN	O	5/8	5/8				.00	5/8	1/4		1,897	1,185
FOOTE CONE & BELDING	FCB	N	10 7/8	10 3/8	+	1/2	+	4.81	11 1/4	8 5/8	7	2,122	23,076
GREY ADVERTISING	GREY	O	8	8 1/4	-	1/4	-	3.03	8 3/8	7 1/2	4	1,264	10,112
INTERPUBLIC GROUP	IPG	N	11 5/8	11 3/4	-	1/8	-	1.06	13	10	4	2,319	26,958
MARVIN JOSEPHSON	MRVN	O	8 1/4	8 1/2	-	1/4	-	2.94	8 1/2	6 3/4	6	957	7,895
MCCAFFREY-MCCALL***	O		9 1/4	9 1/4				.00	9 1/4	5	5	585	5,411
MCI COMMUNICATIONS+	MCIC	O	3 3/8	4 1/8	-	3/4	-	18.18	6 1/2	3 3/8		12,825	43,284
MOVIELAB**	MOV	A	1 1/4	1 1/8	+	1/8	+	11.11	1 5/8	5/8		1,407	1,758
MPD VIDEOTRONICS**	MPO	A	2 1/4	2 1/2	-	1/4	-	10.00	2 5/8	2 1/8		539	1,212
NEEDHAM, HARPER	NDHMA	O	6 3/4	6 1/4	+	1/2	+	8.00	7 1/2	4 3/4	3	917	6,189
A. C. NIELSEN	NIELB	O	17 1/4	18 1/4	-	1	-	5.47	28	17 1/4	16	10,598	182,815
OGILVY & MATHER	OGIL	O	15	14 3/4	+	1/4	+	1.69	17 1/4	12 3/4	5	1,777	26,655
PKL CD.***	PKL	O	1 3/4	1 3/4				.00	1 3/4	1/4	3	818	1,431
J. WALTER THOMPSON	JWT	N	10 3/8	10 1/8	+	1/4	+	2.46	12	9 1/4	6	2,600	26,975
UNIVERSAL COMM.*	O		1/2	5/8	-	1/8	-	20.00	3/4	1/2	1	715	357
WELLS, RICH, GREENE	WRG	N	8 1/2	8 5/8	-	1/8	-	1.44	9 5/8	7 1/2	4	1,632	13,872
TOTAL											58,300	772,972	

### Electronics

ADMIRAL	ADL	N	13	13				.00	13 3/4	9 3/4	8	5,863	76,219
AMPEX	APX	N	3 3/4	3 3/4				.00	4 7/8	3 3/8	7	10,796	40,485
CCA ELECTRONICS*	CCAE	O	3/4	5/8	+	1/8	+	20.00	7/8	5/8	1	881	660
COHU, INC.	COH	A	3 1/8	3 1/8				.00	3 7/8	3	7	1,542	4,818
COMPUTER EQUIPMENT	CEC	A	1 1/2	1 1/2				.00	2 1/8	1 1/2	9	2,372	3,558
CONRAC	CAX	N	20 1/2	18 1/2	+	2	+	10.81	21	13 1/4	10	1,261	25,850
GENERAL ELECTRIC	GE	N	54 3/4	53 3/4	+	1	+	1.86	65	50 3/4	17	182,348	9,983,553
HARRIS-INTERTYPE	HI	N	27 3/8	28	-	5/8	-	2.23	33 1/2	27 3/8	9	6,227	170,464
INTERNATIONAL VIDEO	IVCP	O	4 1/2	4 3/4	-	1/4	-	5.26	7 1/2	3 1/4	15	2,741	12,334
MAGNAVOX	MAG	N	6 3/4	7	-	1/4	-	3.57	9 7/8	6 5/8	23	17,806	120,190
3M	MMM	N	75 1/4	73 7/8	+	1 3/8	+	1.86	80 1/2	68 1/2	29	113,100	8,510,775
MOTOROLA	MOT	N	57	54 5/8	+	2 3/8	+	4.34	61 7/8	40 1/2	19	27,740	1,581,180
OAK INDUSTRIES	OEN	N	12	11 1/4	+	3/4	+	6.66	12 7/8	9 1/2	5	1,639	19,668
RCA	RCA	N	18 3/4	18 1/4	+	1/2	+	2.73	21 1/2	17 1/2	8	74,407	1,395,131
ROCKWELL INTL.	ROK	N	27 1/8	27	+	1/8	+	4.6	28 3/8	25 1/8	6	27,245	739,020
RSC INDUSTRIES	RSC	A	1 1/2	1 5/8	-	1/8	-	7.69	2 1/8	1 1/8	9	3,458	5,187
SONY CORP	SNE	N	27 5/8	27 7/8	-	1/4	-	.89	29 7/8	20 7/8	19	66,250	1,830,156
TEKTRONIX	TEK	N	41	41				.00	47 3/4	34 3/8	17	8,646	354,486
TELEVISION**	TIMT	O	2 1/8	2 1/8				.00	2 3/4	1 3/4		1,050	2,231
TELEPRO IND.***	O		8	5	+	3	+	60.00	8	2 1/2	50	475	3,800

	Stock symbol	Exch.	Closing Wed. April 17	Closing Wed. April 10	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
VARIAN ASSOCIATES	VAR	N	10 3/8	10	+ 3/8	+ 3.75	13 1/4	10 1/4	10	6,617	68,651
WESTINGHOUSE	WX	N	20	18 7/8	+ 1 1/8	+ 5.96	26	20	11	87,876	1,757,520
ZENITH	ZE	N	25 3/4	26	- 1/4	- .96	31 5/8	24 1/2	9	18,797	484,022
TOTAL										669,137	27,189,958
GRAND TOTAL										2,057,831	41,992,425
Standard & Poor's Industrial Average			105.80	103.42	+2.38						

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-Over the counter (bid price shown)  
P-Pacific Coast Stock Exchange  
†Stock did not trade on Wednesday;  
closing price shown is last traded price.

Over-the-counter bid prices supplied by  
Hornblower & Weeks, Hemphill-Noyes 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. Earn-  
ing figures are exclusive of extraordinary  
gains or losses.

\* P/E ratio computed with  
earnings figures of company's  
last published fiscal year.  
† No annual earnings figures  
are available.  
\*\* No P/E ratio is computed;  
company registered net losses.

## Fates & Fortunes®

### Media

**Lyn P. Stoyer**, VP-sales, KWVL-TV Waterloo-Cedar Rapids, Iowa, appointed VP-general manager, KTIV(TV) Sioux City, Iowa. Both are Black Hawk Broadcasting Co. stations.

**Gilroye A. Griffin Jr.**, VP-corporate administration, Kenyon & Eckhardt, New York, named VP-management planning, CBS Inc., New York.

**Eugene H. Bohi**, general manager, WGHP-TV High Point, N.C., elected to additional post of VP of licensee, Southern Broadcasting Co., Winston-Salem, N.C.

**Laurence M. Frank**, publicity manager, American Film Theater, New York, named broadcast publicity supervisor for ABC, New York.

**Lanny Pogue**, sales manager, KTRE-TV Lufkin, Tex., appointed general manager.

**Jonathan Duffield**, announcer, WNIL-AM-FM Niles, Mich., named operations manager.

### Broadcast Advertising

**Rod Perth**, Eastern sales manager for CBS-owned KMOX-TV St. Louis, based in New York, named director, CBS Television National Sales, with headquarters in Chicago.

**William E. Cameron**, director of programming, J. Walter Thompson Co., New York, and **John W. Nason**, copy group head, named VP's.

**Herbert O. Weiss**, sales director, WRFM-FM New York, named VP-director of marketing, Western region, RKO General Radio, New York.

**Edmund Burke**, management consultant, New York, elected VP, corporate devel-

opment, Dancer-Fitzgerald-Sample, New York.



Klein

New York sales manager.

**Robert Zimmerman**, sales manager, KMEQ-FM Phoenix, named regional sales manager of licensee, Media Horizons Inc., group station owner.

**Joseph G. Friel Jr.**, senior account executive, Warwick, Welsh & Miller, New York, named VP.

**Dick Jackson**, former partner, Calderhead, Jackson, New York, named executive VP-creative director, Gardner Advertising, New York.

**Marie Mandry**, head of account management, Young and Rubicam, New York, named VP.

**Lloyd Road**, with sales staff, WIFI(FM) Philadelphia, named local sales manager.

**Steven L. Bretschneider**, account supervisor, SSC&B, Montvale, N.J., and **Albert R. Koehl**, account supervisor, SSC&B, New York, named VP's.

**Sheila Paterson**, media director, Ted Bates & Co., New York, named VP.

### Programing

**Jiro Sagiya**, VP-general manager, Viacom Japan Inc., Tokyo, elected president, succeeding **Koreaki Takahashi**, who retires.

**Alan Mitchell**, program manager, KDKA-AM Pittsburgh, joins WIND-AM Chicago in same capacity. Both are Group W stations.

### Cablecasting

**Thomas C. Gardner**, communication sales engineer, Comm/Scope Co., coaxial cable manufacturing division of Superior Continental Corp., Hickory, N.C., named Eastern regional sales manager. **Frank J. Logan**, customer service manager, named district sales manager.

**John W. Goddard**, VP-general manager, Tele-Vue Systems Inc., Pleasanton, Calif., cable subsidiary of Viacom, named president. **M. Christopher Derick**, Diablo regional manager, **Frank Bias**, engineering director, named Tele-Vue VP's.

### Broadcast Journalism



Durso

Joseph Durso Jr., editorial and community affairs director, WCBS (AM) New York, named news, program services director, CBS Radio division, in charge of private-line news exchange (PLNX) among CBS-owned AM stations.

**Bob Gilmartin**, managing editor, assistant news director, WGR-TV Buffalo, N.Y., joins WKRC-TV Cincinnati as news director. Both are Taft Broadcasting stations.

**Bill Torrey**, announcer, WINZ-AM-FM Miami, named news director.

### Engineering

**Gilbert P. Wyland**, director, planning and control, CBS-TV engineering department, appointed general manager, engineering and operations technology, CBS television stations division.

### Allied Fields

**H. Rex Lee**, former FCC commissioner, appointed to distinguished visiting lectureship, San Diego State's Department of Telecommunications and Film for 1974-75 academic year.

**Robert F. Lewine**, president of National Academy of Television Arts and Sciences,

had his contract renewed for third two-year term at board meeting earlier this month. New contract is effective June 15; Mr. Lewine was named chief executive of NATAS in 1970.

**Raymond E. Joslin**, executive VP, Big Valley Cablevision Inc., assumed additional duties as adviser, Joint Senate and Assembly Committee on Telecommunications of California legislature.

**Maurie Webster**, executive VP of Compu/net Inc., New York, which provides management-oriented computer services to broadcasting, named chief operating officer. **Ernest E. Holling**, VP of Compu/Net named head of new product group which now includes computer programming activities.

**Don S. Gull**, assistant treasurer, CBS Inc., named Alfred P. Sloan Fellow by Sloan School of Management, Massachusetts Institute of Technology, for 12-month course leading to master of science degree in management.

## Deaths



McGee

**Frank McGee**, 52, host of NBC-TV's *Today* program and NBC News correspondent from 1957 until 1970, died of pneumonia Wednesday (April 17) in Columbia Presbyterian hospital in New York. Mr. McGee had been suffering from multiple myeloma (rare type of bone cancer)

for four years and had been receiving chemical and X-ray treatments which were said to have weakened him and made him susceptible to pneumonia. Mr. McGee began in broadcasting as part-time newsman at KGFF(AM) Shawnee, Okla., and later worked at WKY-AM-TV Oklahoma City and WFA-TV Montgomery, Ala., before joining NBC News in Washington in 1957. In 1959 he was transferred to New York where he was anchorman on various network news shows. He is survived by his wife, former Sue Beard, son Michael and daughter Mrs. Sharon Labovitz.

Entire *Today* program on Thursday was devoted to tributes to Mr. McGee. Julian Goodman, NBC chairman, and John Chancellor and David Brinkley, newsmen, appeared.



Morton

**Alfred (Doc) Morton**, 76, broadcast pioneer, died April 9 in fire at his Southbury, Conn., home. Mr. Morton was participant in organization of RCA in 1919. In 1920 he opened RCA's first office in Washington, and moved to Paris in 1924 to head European offices. He joined NBC in 1935 as VP, and served as director of Voice of America during World War II. He is survived by his wife, Doris, and daughter.

**Oliver A. Quayle III**, 52, board chairman of Quayle, Plesser & Co., Bronxville, N.Y., public opinion polling organiza-

nization, died of heart attack on April 14 in Hanover, N.H. In addition to working for political candidates and office-holders, Mr. Quayle and his firm were employed by NBC News in coverage of elections. He is survived by his wife, Jacqueline; two sons, Oliver IV and Randall Lars.



Haas

**Julian Haas**, 68, one-time board member of National Association of Broadcasters, died April 6 in Shreveport, La., after short illness. He was former manager of KARK(AM) Little Rock, Ark., and owner of KAGH-AM-FM Crossett, Ark. Survivors include one daughter and one son.

**W. Reid Leath**, 42, public affairs director, KGBS(AM) Los Angeles, died April 9 of heart attack at his Pacific Palisades, Calif., home. Native of Nashville, he was air personality on WIST(AM) Charlotte, N.C.; then executive with KMBR(FM) Kansas City and KSAN(FM) San Francisco. He joined KGBS in 1972.

**Dr. Breulio Petez Marcio**, 70, founder of international Spanish-language religious broadcast, *Voice of Hope*, died April 8 of heart attack at his La Crescenta, Calif., home. Program began in 1942 and emanates from Seventh-Day Adventist radio center in Glendale, Calif. It was fed to about 500 stations in U.S. and abroad. Dr. Marcio is survived by his wife, Felisa, one son and one daughter.

## For the Record®

As compiled by BROADCASTING, April 8 through April 12, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CARS—community antenna relay station. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### New TV stations

#### Starts authorized

■ **KVST-TV** Los Angeles—Authorized program operation on UHF ch. 68 (794-800 mhz); ERP 431 kw vis, 86 kw aur. HAAT 2879 ft. Action March 29.

■ **WSWB-TV** Orlando, Fla.—Authorized program operation on UHF ch. 35 (596-602 mhz); ERP 2565 kw vis, 507 kw aur. HAAT 1473 ft. Action March 28.

#### Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co. et al.), TV proceeding, granted request for discovery by

Civic Communications Corp. to varying extents in rulings concerning Dixie National Broadcasting Corp.'s objections and motions for protective orders in regard to 13 depositions (Docs. 18845-9). Action April 2.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Pittsburgh (Commercial Radio Institute and Western Pennsylvania Christian Broadcasting Co.),

TV proceeding, scheduled hearing for July 9 (Docs. 19940-1). Action April 2.

#### Rulemaking petitions

■ New Jersey Coalition for Fair Broadcasting, Trenton, N.J.—Seeks petition for inquiry into need for adequate TV service for state of New Jersey (RM-2345). Ann. April 9.

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■ Office of Communication of United Church of Christ—Seeks amendment of rules to add number of new VHF-TV channels to TV assignment table and to insure where appropriate such new channels are reserved for exclusive use of noncommercial TV or assigned to applicants with substantial minority group ownership and management (RM-2346). Ann. April 9.

#### Call letter application

■ \*State Educational Radio & Television Facility Board, Sioux City, Iowa—Seeks KSIN.

#### Call letter action

■ Southern Capital Television, Tallahassee, Fla.—Granted WSCT.

### Existing TV stations

#### Final actions

■ WRC-TV Washington—Accuracy in Media Inc. has been informed that based on information available, WRC-TV Washington (NBC) did not fail on over-all basis to afford reasonable opportunities for presentation of opposing points of view regarding issues raised in its Feb. 19 and Aug. 5, 1972 broadcasts of interview with Black Panther Party leader Bobby Seale on the *David Eaton Show*. Ruling stated that NBC's judgment that appearance by member of party, in and of itself, did not constitute presentation of viewpoint on controversial issue of public importance was reasonable. Ann. April 2.

■ WTCG Atlanta—Broadcast Bureau granted CP to change ERP vis. 708 kw; aural 10.8 kw; and change trans. (BPCT-4693). Action March 29.

■ WRBC-TV Columbus, Ga.—FCC issued licensee Columbus Broadcasting Co. tax certificate in accordance with section 1071 of Internal Revenue Code of 1954 with respect to sale of its 37½% interest in Columbus Cablevision, operator of cable television systems at Columbus and Bibb City, Ga. Action April 3.

■ New Orleans—FCC denied petition by Ad Hoc Committee on Sugar Bowl for several rulings against WVUE-TV New Orleans and ABC with regard to broadcast of Sugar Bowl game Dec. 31, 1973. Action April 3.

■ Detroit, Mich.—Chief, complaints and compliance division, of Broadcast Bureau, informed Elaine Donnelly that no further action was warranted on her complaint that NBC violated fairness doctrine by not affording equal time for presentation of views opposing Equal Rights Amendment. Ann. April 4.

■ WJIM-TV Lansing, Mich.—FCC informed Gross Telecasting, licensee, that since its *People and Issues* program is not regularly scheduled, bona fide news interview program, station had not complied with equal opportunities provision of Communications Act when it refused request for equal time by legally qualified candidate. Although ruling stated no further action was warranted, WJIM-TV was told it was expected to take ruling "into consideration" in future. Ann. April 4.

■ WTUV Tupelo, Miss.—Broadcast Bureau granted authority to identify station as Tupelo-Columbus, Miss. Action Feb. 27.

■ St. Louis—Chief, complaints and compliance division of Broadcast Bureau, informed Carl V. Kersting that based on available information station KTVI St. Louis did not fail to afford reasonable opportunity for presentation of contrasting viewpoints in over-all programming on St. Louis Area Council of Governments proposal aimed at alleviating problems of local jurisdiction in St. Louis area by placing some common governmental functions under control of representative body. Ann. April 5.

■ Dallas, Texas—FCC informed Aaron L. Colvin that since he failed to show that NBC had not afforded reasonable opportunity for presentation of contrasting points of view on energy crisis in its over-all programming, no commission action is warranted on his request for equal time to respond to remarks about crisis by California ecologist Dr. Paul Ehrlich on Nov. 15, 1973 NBC program, *Tonight Show*. Ann. April 2.

#### Actions on motions

■ Administrative Law Judge John H. Conlin in Dallas, Tex. (Belo Broadcasting Corp. (WFAA-TV), Wadeco Inc.), TV proceeding, granted motion by Belo to amend application notifying FCC of termination of suit described in exhibit 1 of WFAA-TV's application (Docs. 19744-45). Action March 26.

■ Administrative Law Judge Chester F. Naumowicz Jr. in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, denied petition by Broadcast Bureau for extension of time in which to file proposed findings of fact and ordered that reply findings must be filed by April 29 (Docs. 18906-7). Action April 4.

#### Other actions

■ KORK-TV Las Vegas—FCC denied application by Western Communications for review of review board action in proceeding involving mutually exclusive application of Western for renewal of license of KORK-TV Las Vegas, and of Las Vegas Valley Broadcasting Co. for new TV there (Docs. 19519, 19581). Western requested review of board's order that refused to add abuse of process issue against Valley. Action April 3.

■ WOR-TV New York—FCC set for hearing mutually exclusive application of RKO General for renewal of license of WOR-TV (ch. 9) and Multi-State Communications for new TV on same facilities. Petition by RKO to deny Multi-State application was denied (Docs. 19991-2). Action April 3.

■ On request of Watchers Against Television Commercial Harassment, chief, Broadcast Bureau, extended through June 7 date for filing responses to petition filed by W.A.T.C.H. in matter of adoption of standards for elimination of television overcommercialization in public interest (RM-2326). Action April 5.

#### Call letter action

■ KUDO San Francisco—Granted KVOF-TV.

#### Designated for hearing

■ WJIM-AM-FM-TV Lansing, Mich.—Applications by Gross Telecasting for renewal of licenses for stations WJIM-AM-FM-TV have been designated for hearing by FCC. Action on application by Gross to acquire license of WKJG-TV Ft. Wayne, Ind., was deferred pending completion of renewal proceeding (Doc. 20014). Action April 9.

■ Philadelphia—Mutually exclusive applications of CBS for renewal of license of WCAU-TV (ch. 10) Philadelphia and First Delaware Valley Citizens Television for CP for new TV on same facilities have been set for hearing by commission. CBS motion to dismiss First Delaware's application was denied. Hearing issues include First Delaware's financial qualifications, and which proposal would better serve public interest (Docs. 20010-11). Action April 9.

### New AM stations

#### Start authorized

■ KJCH Cleveland—Authorized program operation

on 1410 khz, 500 kw-V. Action March 28.

#### Final action

■ Agana, Guam—Broadcast Bureau granted Guam Broadcasting Co. 720 khz, 10 kw-V. P.O. address: Box 2890, Agana 96910. Estimated construction cost \$100,500; first-year operating cost \$97,160; revenue \$75,000. Principals (all 20%): Richard F. and David J. Ulloa, former managers of CATV system, Edward S. Terlaje, attorney, Johnny G. Sablan, producer, and Larry E. Gunn, CATV engineer (BP-19602). Action March 29.

#### Call letter application

■ Bedford County Broadcasting Enterprises, Bedford, Pa.—Seeks WAYC.

#### Call letter actions

■ James A. Galderon, Yabucoa, Puerto Rico—Granted WXEW.

■ Panhandle Broadcasting, Plainview, Tex.—Granted KKYN.

### Existing AM stations

#### Applications

■ WNLC New London, Conn.—Seeks CP to add MEOV's to daytime DA pattern. Ann. April 2.

■ WGTO Cypress Gardens, Fla.—Seeks mod. of license to change from 540 khz, 50 kw, 10 kw Canadian restricted, DA-2 to 50 kw, DA-D. Attn. April 2.

■ WKRS Waukegan, Ill.—Seeks CP to relax MEOV's.

■ WEEI Boston—Seeks CP to change trans. site to 1555 Central Ave., Needham, Mass. (present site of WHDH) utilizing WHDH 3 tower array by means of duplexing. Request waiver of section 73.188(b)(1). Ann. April 2.

■ WPHM Port Huron, Mich.—Seeks CP to increase the nighttime MEOV's. Ann. April 2.

■ KLDL Klamath Falls, Ore.—Seeks CP to change to Unlimited with 5 kw, DA-N, add nighttime site north of Lost River, 1.5 miles east of Hill Road, 5 miles southeast of Allamont, Ore. and redescribe studio site as Old Midland Road, Klamath Falls, Ore. Ann. April 3.

■ KOMW Omak, Wash.—FCC accepted application of KOMW for CP to increase power from 1 kw to 5 kw. FCC waived rule which would have prevented acceptance because KOMW's site is outside 500 mile extension of 0.5 mV/m = 50% night-time contours of three unduplicated I-A stations located with 30 khz of KOMW's frequency of 680 khz. Action April 3.

#### Final actions

■ WJDX Jackson, Miss.—Broadcast Bureau granted mod. of license covering change of studio location to corner of Beasley Road and Watkins Drive, Jackson, and operate by remote control (BRC-3684). Action March 29.

■ KFOR Lincoln, Neb.—Broadcast Bureau granted CP to increase tower height to support FM ant.; conditions (BP-19625). Action March 29.

■ WPDM-AM-FM Potsdam, N.Y.—Broadcast Bureau granted acquisition of positive control of St. Lawrence Radio Corporation by Arthur C. Kyle Jr. (57%) and David A. Kyle (34%) through transfer of stock from estate of Harriet Kyle (BTC-7292). Action April 1.

■ WBCW Jeannette, Pa.—Broadcast Bureau granted license covering new AM station; studio and remote control location 111 South Fourth Street, Jeannette (BL-13616). Action March 29.

■ WGC Red Lion and WXUR Media, both Pennsylvania—FCC denied petition for reconsideration of Sept. 11, 1973, rejection of their application for review of June 8, 1973, Broadcast Bureau ruling, issued in response to request from stations, that they had failed to meet their obligations under personal attack rule. In Jan. 27, 1972, *Life Line* program stations broadcast personal attack against United Church of Christ, but failed to send it tape, transcript, or accurate summary of attack and offer of reasonable opportunity to reply within seven days. Action April 2.

■ KWRD Henderson, Tex.—Broadcast Bureau granted Wesley R. Dean, Wilton W. Freeman and Lynn J. Roy, dba Wes Dean and Co. assignment of license to Wes Dean & Associates; ownership: Mr. Dean, 50%; Messrs. Freeman and Roy, 25% each (BAL-8063). Action April 1.

■ WHA Madison, Wis.—Broadcast Bureau granted license covering changes: trans. location, intersection of Martin St. & Dunn, Madison, Wis. (BL-13510). Action March 29.

#### Action on motion

■ Administrative Law Judge Ernest Nash in Raleigh, N.C. (WLLE Inc.), for revocation of license of

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WLE, denied motion by John C. Bracy to quash subpoena and ordered him to comply with the subpoena duces tecum served upon him March 26 (Doc. 19908). Action April 5.

#### Other action

■ **KAYE** (now KUPY) Puyallup, Wash.—Issues in proceeding on application of KAYE Broadcasters for renewal of license of KUPY, formerly KAYE, Puyallup have been enlarged on commission's own motion; order of administrative law judge Ernest Nash dismissing KAYE Broadcasters renewal application was set aside; and appeal by KAYE Broadcasters was granted to extent of remanding proceeding to new administrative law judge. Petitions for reconsideration and grant, and to enlarge issues, filed by Carl H. Lambert on behalf of KAYE Broadcasters, were denied (Doc. 18929). Action April 10.

#### Fines

■ **KTKT Tucson**—Broadcast Bureau notified station of apparent liability for forfeiture of \$300 for violation of rules by failing to make equipment performance measurements at least once each calendar year and no more than 14 months apart; violation for period in excess of ten days prior to Aug. 6, 1973. Action April 4.

■ **KORV Oroville, Calif.**—Broadcast Bureau notified licensee that it has incurred apparent liability for forfeiture of \$300 for willful or repeated violation of rules in that its annual proof of performance measurements for both daytime and nighttime main trans. have not been completed within fourteen months from date of inspection July 24, 1973. Licensee has 30 days to pay or contest. Action March 29.

■ **WALM Albion, Mich.**—Broadcast Bureau notified Triad Stations of apparent liability for forfeiture of \$500 for violation of rules by failing to reply to official commission communications. Action April 4.

■ **WIBM Jackson, Mich.**—Broadcast Bureau notified Booth American Co. of apparent liability for forfeiture of \$1,000 for violation of rules and terms of license by overpower operation during six-week period, and operating at times other than specified on license from May 1 to May 7, 1973. Action April 4.

■ **KCHS Truth or Consequences, N.M.**—Broadcast Bureau ordered Bairdland Broadcasting to forfeit \$100 for repeated violation of rules by failing to file application for renewal of license 90 days prior to expiration date of license. Action April 3.

#### Call letter application

■ **WHRF Riverhead, N.Y.**—Seeks WRCN.

### New FM stations

#### Applications

■ **\*Fremont, Calif.**—Fremont Unified School District seeks 90.1 mhz, TPO 10 w. P.O. address: 40775 Fremont Boulevard. Fremont 94538. Estimated construction cost \$6,000; first-year operating cost \$1,100. Principal: J. Tranchina, principal. Ann. April 5.

■ **Craig, Colo.**—Northwestern Colorado Broadcasting Co. seeks 93.7 mhz, 100 kw, HAAT 980 ft. P.O. address: Box 65, Craig 81625. Estimated construction cost \$53,000; first-year operating cost \$19,637; revenue \$36,000. Principals: George O. Cory (50%), president, Richard E. Bonderud (40%), vice president, and Larry D. Cory (10%). All own KRAI(AM) Craig; George Cory owns KSLV(AM) Monte Vista, Colo. Ann. April 5.

■ **Chatsworth, Ga.**—John Harold Totten seeks 99.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 3939 South Mission Oaks Drive, Chattahoochee 37412. Estimated construction cost \$51,600; first-year operating cost \$49,800; revenue \$93,600. Principal: Mr. Totten is president of furniture business in Chattahoochee. Ann. April 12.

■ **\*Idaho Falls, Idaho**—Bonneville School District #93 seeks 91.9 mhz, TPO 10 w. P.O. address: Route 1, Box 460, Idaho Falls 83401. Estimated construction cost \$800; first-year operating cost \$900. Principal: Willis G. Nelson, superintendent. Ann. April 5.

■ **\*Dudley, Mass.**—Nichols College seeks 91.1 mhz, TPO 10 w. P.O. address: Main Street, Dudley Hill Road, Dudley 01570. Estimated construction cost \$1,963; first-year operating cost \$500. Principal: Charles M. Quinn, executive vice president. Ann. April 5.

■ **Sardis, Miss.**—Tallahatchie Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT 233 ft. P.O. address: 3066 Kenneth Street, Memphis 38128. Estimated construction cost \$26,894; first-year operating cost \$19,406; revenue \$42,000. Principals (50% each): E. W. Bie is part owner of WSSM(AM) Largo, Fla.; Shera H. Bie is partner in Montessori school in Memphis. Ann. April 12.

■ **Clayton, Mo.**—Washington University seeks 90.3 mhz, TPO 10 w. P.O. address: Lindell and Skinker Boulevards, St. Louis 63130. Estimated construction cost \$4,995; first-year operating cost \$9,600. Principal: William Danforth, chancellor. Ann. April 5.

■ **Soddy-Daisy, Tenn.**—Community North Broad-

## Summary of broadcasting

According to the FCC, as of Feb. 28, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,374	3	23	4,400	52	4,452
Commercial FM	2,456	0	52	2,508	161	2,669
Commercial TV-VHF	505	1	7	513	7	520
Commercial TV-UHF	191	0	3	194	38	232
Total commercial TV	696	1	10	707	45	752
Educational FM	619	0	26	645	93	738
Educational TV-VHF	88	0	3	91	5	96
Educational TV-UHF	131	0	10	141	3	144
Total educational TV	219	0	13	232	8	240

\* Special temporary authorization

casters seeks 102.3 mhz, 3 kw, HAAT 286 ft. P.O. address: 4207 Highwood Drive, Hixson, Tenn. 37415. Estimated construction cost \$61,511; first-year operating cost \$52,210; revenue \$85,000. Principals: Zolite D. Cantrell (30%), Robert A. (25%) and Michael J. Bennis (20%) et al. Mr. Cantrell manages WFLI(AM) Lookout Mountain, Tenn. Messrs. Bennis have interests in WFLI and WMYK-FM Elizabeth City, N.C. Ann. April 5.

■ **\*Orem, Utah**—Alpine School District seeks 91.5 mhz, TPO 10 w. P.O. address: 50 North Center, American Fork, Utah 84003. Estimated construction cost \$8,645; first-year operating cost \$1,200. Principal: Dan W. Peterson, superintendent.

■ **Vernal, Utah**—Broadcast Bureau granted Uintah Broadcasting and Television Co. 92.7 mhz, 1.35 kw, HAAT 430 ft. P.O. address: c/o KVEL Radio, Box 307, Vernal 84078. Estimated construction cost \$26,248; first-year operating cost \$18,060; revenue \$36,250. Principals: James C. Wallentine (49%), Howard D. and Lucille M. Johnson (24% each), et al. Mr. Wallentine is rancher. Mr. and Mrs. Johnson have interest in KBLI(AM) Blackfoot, Idaho, and KSUB-AM-FM Cedar City, Utah. All have interest in KVEL(AM) Vernal. Action March 27.

#### Starts authorized

■ **WABR-FM Tifton, Ga.**—Authorized program operation on 90.5 mhz, TPO 10 w. Action March 28.

■ **\*KHKE Cedar Falls, Iowa**—Authorized program operation on 88.1 mhz, ERP 2 kw, HAAT 210 ft. Action March 27.

■ **\*WZBC Newton, Mass.**—Authorized program operation on 90.3 mhz, TPO 10 w. Action April 1.

■ **WKJR-FM Muskegon Heights, Mich.**—Authorized program operation on 101.7 mhz, ERP 3 kw, HAAT 300 ft. Action March 28.

■ **WDXK Rochester, N.Y.**—Authorized program operation on 103.9 mhz, ERP 8 kw, HAAT 536 ft. Action April 2.

#### Final actions

■ **Berryville, Ark.**—KTHS Inc. Broadcast Bureau granted 107.1 mhz, 1 kw, HAAT 451 ft. P.O. address Box 191, Berryville 72616. Estimated construction cost \$31,275; first-year operating cost \$8,000; revenue \$12,000. Principals: Maurice F. Dunne Jr., president, et al. (100%). Mr. Dunne also has interest in KTHS(AM) Berryville; KBOA-AM-FM Kennett, Mo. and KSIB-AM-FM Creston, Iowa (BPH-8643). Action April 8.

■ **Brandon, Miss.**—Radio Station WRJH Inc. Broadcast Bureau granted 97.7 mhz, 3 kw, HAAT 290 ft. P.O. address Box 145, Brandon 39042. Estimated construction cost \$41,500; first-year operating cost \$20,500; revenue \$41,000. Principals: David C. Blossman, Ray Harris, Carolyn June Harris and Dorothy Louise Blossman (each 25%). Mr. Blossman has interest in KWCL-AM-FM Oak Grove (50%), WARB(AM) Covington (50%), WTGI-FM Hammond (100%), all Louisiana; WWAB(AM) Lakeland, Fla. (50%) and WRKN(AM) Brandon, Miss. (25%). Mr. Harris also has 25% interest in WRKN(AM) Brandon (BPH-8497). Action April 9.

#### Actions on motions

■ **Administrative Law Judge Thomas B. Fitzpatrick** in Marathon, Fla. (Breeze 94 and WHOO Radio), FM proceeding, canceled hearing scheduled for May 16 and ordered hearing to commence on June 12 (Docs. 19935-6). Action April 4.

■ **Administrative Law Judge Ernest Nash** in Dayton, Tenn. (Erwin O'Connor Broadcasting Co. and Norman A. Thomas), FM proceeding, denied petition by Erwin O'Connor to amend his application to propose new ant. (Docs. 18547-8). Action April 2.

#### Rulemaking petitions

Following petitions were filed with FCC to amend FM table of assignments as indicated (ann. April 9):

■ **Pines Broadcasting Co. (KWRF[AM]), Warren, Ark.**—Seeks to assign ch. 288A to Warren (RM-2355).

■ **West Chatham Broadcasting Co. (WNMT[AM]), Garden City, Ga.**—Seeks to assign ch. 221A to Garden City (RM-2351).

■ **Salter Broadcasting Co. (WKKD-FM), Aurora, Ill.**—Seeks to assign ch. 272A to Lake Placid, Fla. by deleting it from Arcadia, Fla. (RM-2356).

■ **Triplet Broadcasting Co., Marlton, N.J.**—Seeks to assign ch. 255 to Cape May Court House, N.J., and substitute ch. 288A for 244A at Rehoboth Beach, Del. (RM-2347).

■ **MAC Broadcasting Co., Westhampton Beach, N.Y.**—Seeks to assign ch. 296A to Westhampton Beach (RM-2350).

■ **Mitchell Broadcasting Association (KORN[AM]), Mitchell, S.D.**—Seeks to assign ch. 290 to Mitchell (RM-2348).

■ **Theodore J. Gray Jr., Altavista, Va.**—Seeks to assign ch. 296A to Appomattox, Va. (RM-2352).

#### Rulemaking actions

■ **Stockton, Calif.**—Broadcast Bureau proposed amendment of FM table of assignments by assigning ch. 261A to Stockton, as requested by Barnes Enterprises, licensee of KWG(AM) Stockton. Comments are due by May 17 and replies by May 27 (Doc. 20000). Action April 3.

■ **New England—FCC amended FM table of assignments with assignment of ch. 249A at Winchendon, Mass.; ch. 287 at Plymouth, N.H.; substitution of ch. 269A for ch. 285A at Newport, N.H.; and substitution of ch. 294 for ch. 286 at Skowhegan, Me., effective May 16 (Doc. 19540). Action April 2.**

■ **Wellsville, N.Y., and Mitchell, S.D.**—Broadcast Bureau proposed amendment of FM table of assignments to replace ch. 257A with 228A at Wellsville, and to replace ch. 269A with 272A at Mitchell, to alleviate short-spacing situations affecting both communities. Comments may be filed by May 17 and replies by May 27 (Doc. 19998). Action April 4.

■ **Hollidaysburg and Altoona, Pa.**—Broadcast Bureau proposed amendment of FM table of assignments by assigning ch. 285A to either Hollidaysburg or Altoona. Action in response to petition by Cove Broadcasting Co., licensee of WKMC(AM) Roaring Spring, Pa. Comments are due by May 17 and replies by May 27 (Doc. 19999). Action April 3.

#### Call letter applications

■ **\*Spring Hill College, Mobile, Ala.**—Seeks WHIL-FM.

■ **\*Corp. for Community Radio, Crescent City, Calif.**—Seeks KVXJ.

■ **Roger P. Brandt, Pueblo, Colo.**—Seeks KDZA-FM.

■ **Enterprise Broadcasting, Camilla, Ga.**—Seeks WEBI.

■ **Tifton Broadcasting Corp., Tifton, Ga.**—Seeks WCUP.

■ **Media 5, Twin Falls, Idaho**—Seeks KMTW.

■ **\*Northwestern Illinois University, Chicago**—Seeks WZRD.

■ **\*Triton College, River Grove, Ill.**—Seeks WCRN.

■ **Ken Kilmer Broadcasting Co., Boone, Iowa**—Seeks KWBG-FM.

■ **William D. Hunt, Cayce, S.C.**—Seeks WZLD.

■ **Frontier Broadcasting, Abilene, Tex.**—Seeks KORQ.

■ **\*Burlington High School, Burlington, Wis.**—Seeks WBSD.

#### Call letter actions

■ **Big Country Radio, Steamboat Springs, Colo.**—Granted KBCR.

- Fine Arts Broadcasting Co., Goulds, Fla.—Granted WOOA.
- Sandpiper Broadcasting Co., West Palm Beach, Fla.—Granted WMIB.
- Apollo Broadcasting Corp., Marysville, Kan.—Granted KNDY-FM.
- Red River Gorge Broadcasting Co., Stanton, Ky.—Granted WSKV.
- Greater Portland Radio, Scarborough, Me.—Granted WJBQ-FM.
- \*Maynard Public Schools School Committee, Maynard, Mass.—Granted WAVM.
- Carleton College, Northfield, Minn.—Granted KRLX.
- \*Mehlville R-9 School District, St. Louis—Granted KOMR.
- Las Cruces Broadcasting Co. (N.S.L.), Mesilla Park, N.M.—Granted KOPE.
- Halifax County Broadcasting, Roanoke Rapids, N.C.—Granted WPTM.
- \*Langston University, Langston, Okla.—Granted KALU.
- All American Broadcasting Corp., Oklahoma City—Granted KAEZ.
- \*Stillwater Educational Broadcasting Organization, Stillwater, Okla.—Granted KOAS.
- Community Broadcasters, Johnstown, Pa.—Granted WAAT.
- Mid-South Professional Services, Lobelville, Tenn.—Granted WTHJ.

## Existing FM stations

### Final actions

- KSFJ San Francisco—Broadcast Bureau granted license covering changes; ERP 7 kw; ant. height 1450 feet (BLH-6073). Action March 29.
- KRUZ Santa Barbara, Calif.—Broadcast Bureau granted license covering changes; studio and remote control redesignated 31 West Carrillo, Santa Barbara; ERP 105 kw; ant. height 2980 ft. (BLH-6135). Action March 29.
- \*KRIC(FM) Rexburg, Idaho—Broadcast Bureau granted mod. of license covering change of studio to Ricks College, Spori Building, Rexburg; remote control permitted (BRCE-131). Action April 2.
- WMBD-FM Peoria, Ill.—Broadcast Bureau granted mod. of license; remote control from studio location 212 Southwest Jefferson St., Peoria (BRCH-1198). Action April 2.
- WROR Boston—Broadcast Bureau granted license covering changes and alt. trans.; ERP 5.8 kw; ant. height 1190 ft. (BLH-6129). Action April 5.
- WHAI-FM Greenfield, Mass.—Broadcast Bureau granted CP to install new ant. and change transmission line; ERP 1 kw; ant. height —240 ft.; remote control permitted (BPH-8848). Action April 5.
- WMYS New Bedford, Mass.—Broadcast Bureau granted CP to install new ant.; change TPO; ERP 37 kw; ant. height 290 ft.; remote control from main studio at 737 County Street, New Bedford (BPH-8837). Action March 29.
- \*WSRB Weston, Mass.—Broadcast Bureau granted CP to replace expired permit (BPED-1784). Action April 5.
- WKFR-FM Battle Cheek, Mich.—Broadcast Bureau granted CP to change ERP to 31 kw (BPH-8840). Action April 5.
- WCRM-FM Clare, Mich.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 160 ft. (BLH-6118). Action April 5.
- WABX Detroit—Broadcast Bureau granted mod. of license covering change of studio and remote control outside city limits to 20760 Coolidge Highway, Oak Park, Mich. (BMLH-488). Action April 5.
- WOMC Detroit—Broadcast Bureau granted CP to install new ant. and make change in ant. system for main trans.; ERP 190 kw; ant. height 360 ft. (BPH-8868); granted CP to install new ant. for aux. ant.; ERP 58 kw height 260 ft. (BPH-8869). Action April 5.
- WJML-FM Petoskey, Mich.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw; ant. height 800 ft.; remote control permitted (BPH-8852). Action April 5.
- KTNW Anoka, Minn.—Broadcast Bureau granted request for SCA on 67 khz. to conduct background music service on multiplex basis (BSCA-1321). Action March 28.
- KTIS-FM Minneapolis—Broadcast Bureau granted license covering changes; ERP 74 kw; ant. height 270 ft. (BLH-6131). Action April 5.
- WJBI Clarksdale, Miss.—Broadcast Bureau granted license covering new station; trans.; ERP 3 kw; ant. height 200 ft. (BLH-6142). Action March 29.

- \*KSOZ Point Lookout, Mo.—Broadcast Bureau granted CP to change frequency to 91.7 mhz; change studio location to Jones Learning Center, Point Lookout; operate by remote control from proposed studio site; install new trans. and ant.; ERP 80 kw; ant. height 175 ft. (BPED-1674). Action April 5.
- KZNN Rolla, Mo.—Broadcast Bureau granted license covering new station; ERP 28.5 kw; ant. height 155 ft. (BLH-5858). Action April 5.
- KSGM-FM Ste. Genevieve, Mo.—Broadcast Bureau granted license covering changes; ERP 70 kw; ant. height 285 ft. (BLH-6126). Action April 5.
- KNEV Reno—Broadcast Bureau granted CP to make changes in ant. system; ant. height 530 ft. (BPH-8877). Action April 5.
- WBT-FM Charlotte, N.C.—Broadcast Bureau granted license covering changes; ERP 97 kw; ant. height 970 ft. (BLH-6085). Action March 29.
- \*WGWG Boiling Springs, N.C.—Broadcast Bureau granted license covering new station; ERP 4.7 kw; ant. height 220 ft. (BLED-1200). Action April 5.
- WLSE-FM Wallace, N.C.—Broadcast Bureau granted CP to change trans. and studio location to 1.6 miles north of Wallace; ERP 3 kw; ant. height 300 ft. (BPH-8854). Action April 5.
- WITO(FM) Ironton, Ohio—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 125 ft. (BLH-6132). Action April 5.
- WSTV-FM Steubenville, Ohio—Broadcast Bureau granted CP to install new ant. and add circular polarization; ERP 12 kw (horizontal), 9.5 kw (vertical); ant. height 880 ft.; remote control permitted (BPH-8849). Action April 5.
- WXEZ Sylvania, Ohio—Broadcast Bureau granted license covering changes; ERP 2.25 kw; ant. height 340 ft. (BLH-6139). Action April 5.
- KWHP Edmond, Okla.—Broadcast Bureau granted CP to change trans. location to 9801 North Lindsay, 1454 north of Britton Road, Oklahoma City; install new trans.; add circular polarization to ant.; change transmission line; change ant. height—300 ft.; ERP 3 kw; condition (BPH-8733). Action March 29.
- KCHC Central Point, Ore.—Broadcast Bureau granted CP to replace expired permit (BPED-1783). Action April 5.
- KFMT La Grande, Ore.—Broadcast Bureau granted license covering new station; ERP 1.45 kw; ant. height —700 ft. (BLH-6138). Action March 29.
- KOMS Lebanon, Ore.—Extend completion time for new station to April 30 (BMPH-14003). Action March 29.
- WQQQ Easton, Pa.—Broadcast Bureau granted license covering changes, aux. facilities; use former main trans.; ERP 13 kw; ant. height 450 ft. (BLH-6144); granted license covering main trans., for changes; trans-studio location 107 Paxinosa Road, W. Easton, Pa.; ERP 50 kw; ant. height 450 ft. (BLH-6145). Action March 29.
- WIBF-FM Jenkintown, Pa.—Broadcast Bureau granted CP to install new ant. (BPH-8834). Action March 29.
- WDVR(FM) Philadelphia—Application dismissed, per applicant's request, for mod. of CP (BPH-8036) to change frequency from 101.1 mhz to 104.5 mhz and make other changes. Ann. April 5.
- WRCP-FM—Application dismissed, per applicant's request, for CP to change frequency from 104.5 mhz to 101.1 mhz and make other changes. Ann. April 5.
- WPME-FM Punxsutawney, Pa.—Broadcast Bureau granted license covering new station; ERP kw; ant. height 300 ft. (BLH-6045). Action March 29.
- WLSW Scottsdale, Pa.—Broadcast Bureau granted license covering new station; ERP 325 w; ant. height 780 ft. (BLH-5328). Action March 29.
- WEYA Bayamon, Puerto Rico—Broadcast Bureau granted CP to install new ant. for main trans.; ERP 36 kw; ant. height 115 ft.; remote control permitted (BPH-8846); granted CP to install new aux. trans. at main trans. location for aux. purposes only; ERP 3.6 kw; ant. height 115 ft.; remote control permitted (BPH-8847). Action April 5.
- WIAC-FM San Juan, Puerto Rico—Broadcast Bureau granted CP to install new aux. trans.; ERP 33 kw (horizontal), 19 kw (vertical) (BPH-8878); granted mod. of CP to change studio location to trans. site at Route 24 and Bayamon municipal limits (BMPH-14053); granted mod. of license covering change of studio location to trans. site (BMLH-487).
- KAMC Arlington, Tex.—Broadcast Bureau granted CP to install new trans.; change TPO; ERP 100 kw; ant. height 670 ft. remote control from main studio 2216 South Cooper Street, Arlington (BPH-8850). Action March 29.
- WEXM-FM Exmore, Va.—Broadcast Bureau granted CP to install new ant.; ERP 28 kw; ant. height 260 ft. (BPH-8875). Action April 5.

### Other action

- \*WSPH(FM)—Baltimore—FCC ordered Board of Education Baltimore, licensee of WSPH to show

cause why CP should not be modified to specify operation on chan. 201 (88.1 mhz) to eliminate interference. Action April 2.

### Rulemaking petitions

- WCL Inc. (WCVL and WLFO-FM), Crawfordsville, Ind.—Seek to amend FM table of assignments as follows: for Lafayette, Ind., substitute 243.280A for 244A; for Hoopston, Ill., add 265A; for Fowler, Ind., substitute 252A for 240A; and for Crawfordsville, Ind., delete 280A (RM-2354), to be treated as counterproposal in Doc. 19928. Ann. April 9.
- Logansport Broadcasting Corp. (WSAL-AM-FM), Logansport, Ind. Seeks to amend FM table of assignments by substituting ch. 291 for presently assigned 272A at Logansport, to be treated as counterproposal in Doc. 19928 (RM-2353). Ann. April 9.

### Call letter applications

- WQXK Hialeah, Fla.—Seeks WCMQ-FM.
- \*WQOW Oak Park, Mich.—Seeks WOPR.
- KLDG-FM Hobbs, N.M.—Seeks KSCR.
- WEEG Puerto Rico—Seeks WZOL.
- KOPJ Laramie, Wyo.—Seeks KIOZ.

### Call letter action

- KYTE Livermore, Calif.—Granted KKIQ.
- KERR Salinas, Calif.—Granted KCTY-FM.
- KOA-FM Denver—Granted KOAQ.
- WRC-FM Washington—Granted WKYS.
- WILY-FM Centralia, Ill.—Granted WRXX.
- KOLG Iowa City—Granted KRNA.
- KPLD Branson, Mo.—Granted KIRK-FM.
- WBHT-FM Brownsville, Tenn.—Granted WTBG-FM.

### Designated for hearing

- Danville, Ind.—Mutually exclusive applications of Danville Broadcasting Co. (Charles R. Banks and Maudena J. Banks) and Hendricks County Broadcasting Corp. for new FM on 107.1 mhz with power of 3 kw and ant. height of 300 ft. at Danville have been designated for hearing by chief, Broadcast Bureau, on standard comparative issue (Docs. 19996-7). Action April 8.

## Modification of CP's, all stations

Broadcast Bureau granted following CP modifications on date shown:

- WVEL(FM) Fayette, Ala.—extend completion date for new station to July 19 (BMPH-14049). Action April 1.
- WMOD(FM) Washington—Extend completion time for changes to Oct. 1 for aux. (BMPH-14031). Action March 28.
- WWOK(AM) Miami—Increase height of #3 tower to 494 ft. and add FM ant. (BMP-13668); extend completion date to June 14 (BMP-13747). Action March 29.
- KPAL(AM) Pineville, La.—Change main studio location to 1610 Military Highway Pineville; remote control permitted (BRC-3699). Action March 25.
- WHVY Springfield, Mass.—Extend completion time for changes to Sept. 1 (BMPH-14024). Action March 29.
- Tisbury, Mass (Wasque Corp.)—For FM station, change trans. and ant. (BMPH-14022). Action April 5.
- WQXO(FM) Munising, Mich.—Change trans. and ant.; ERP 1.80 kw; ant. height 380 ft.; remote control permitted (BMPH-14057). Action April 5.
- WSGW(AM) Saginaw, Mich.—Extend time of completion for changes to Oct. 1 (BMP-13757). Action March 29.
- WCCO-FM, Minneapolis—Make changes in ant. system; ERP 100 kw (BMPH-14056). Action April 5.
- WKXI(FM) Jackson, Miss.—Extend completion date for changes to June 1 (aux. ant. only) (BMPH-14034). Action April 1.
- \*KCMW-FM Warrensburg, Mo.—Extend time of completion for changes to Aug. 31 (BMPED-1082). Action March 29.
- WVOX-FM New Rochelle, N.Y.—Extend completion time for new station to June 9 (BMPH-14044). Action March 29.
- WWRL(AM) New York—make changes in daytime MEOW's (BMP-13770). Action April 5.
- \*WSHA(FM) Raleigh, N.C.—Extend completion time for changes to Oct. 11 (BMPED-1086). Action March 28.
- \*WYEP-FM Pittsburgh—Extend completion time for new station to Aug 20 (BMPED-1083). Action March 29.
- WGBI-FM Scranton, Pa.—Extend completion time

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to May 31 for changes (BMPH-14011). Action March 29.

■ Summerville, S.C. (Brothers Broadcasting Corp.)—For FM broadcast station, change trans. and studio location to 0.2 miles northeast of S.C. #61, Summerville; make change in ant. system; ERP 3 kw; ant. height 280 ft. (BMPH-14055). Action April 5.

■ WGCA(AM) Chattanooga—Extend completion time to Sept. 30, for new station (BMP-13754). Action March 29.

■ WOKI-FM Oak Ridge, Tenn.—Extend completion date to Aug. 15, for new station (BMPH-14043). Action March 29.

■ WALR-FM Union City, Tenn.—Change ant.; make change in ant. system; ant. height 352 ft. (BMPH-14050). Action April 5.

■ KIKN(AM) Sinton, Tex.—Extend completion date to July 30, for changes (BMP-13756). Action March 29.

■ WEOO(AM) Smithfield, Va.—Extend completion date to Aug. 3, for new station (BMP-13748). Action March 29.

## Translator action

■ W33AA Miami—Broadcast Bureau granted CP for new UHF translator to serve Miami and area north of Miami, operating on ch. 33 by rebroadcasting programs of WCIX-TV (ch. 6) Miami (BPTT-2607). Action March 29.

## Other action, all services

■ FCC denied application by Straus Communications, United Church of Christ and Consumer Federation of America for review of Sept. 7, 1973, ruling by Broadcast Bureau that refused to render declaratory ruling as to whether recorded promotional announcements distributed by National Association of Broadcasters to member stations raised fairness doctrine issues. Action April 3.

## Ownership changes

### Applications

■ KNDO(FM) Delano, Calif. (98.5 mhz, 12.5 kw)—Seeks assignment of license from Radio KNDO to Tape Networks for \$18,000. Seller: Chester W. Newell (100%). Buyers: Richard H. Palmquist (49%), Mr. and Mrs. Herman Van Rys (8%), et al. Mr. Palmquist is station manager of KNDO; Mr. and Mrs. Van Rys are rancher and teacher, respectively. Ann. April 3.

■ WSUX-AM-FM Seaford, Del. (AM: 1280 khz, 1 kw-D; FM: 98.3 mhz)—Seeks assignment of license from International Air to Beach Broadcasting for \$225,000. Seller: Andy Foltz, president. Buyers: Don A. Crisp and Charles K. Hodge (50% each) also own WSMG(AM) Greenville, Tenn. Mr. Crisp is salesman for WMTN-WAZI(FM) Morristown, Tenn. Mr. Hodge is general contractor. Ann. April 3.

■ WINW(AM) Canton, Ohio (1520 khz; 1 kw-D, DA)—Seeks assignment of license from Radio Canton to North America Radio for \$460,000. Sellers: Margaret L. Wardlaw (55%) and John J. Laux (45%). Ms. Wardlaw has interest in KIST(AM) Santa Barbara, Calif.; Mr. Laux is director of greeting card firm. Buyers: Jack T. Steenbarger and Earle E. Wise (50% each). Mr. Steenbarger is businessman in Canton; Mr. Wise is attorney there. Ann. April 3.

■ KLYK(FM) Longview, Wash. (105.5 mhz, 3 kw)—Seeks assignment of license from Howard Broadcasting to Vision Corp. for \$73,690. Seller: H. I. Schoff, president. Buyer: Fredric A. Danz (100%). Mr. Danz has interests in several West Coast stations, including KTW(AM) and KZOK(FM) Seattle and KJSO(FM) San Jose, Calif. Ann. April 3.

■ KWIV(AM) Douglas, Wyo. (1050 khz, 250 w-D)—Seeks transfer of control of Douglas Broadcasting from Claud M. and Margaret E. Petit (92.3% before, none after) to Harry Fondgren Jr. and Kathy Swaine (none before, 92.3% after). Consideration: \$65,000. Principals: Mr. Fondgren is KWIV sales manager; Ms. Swaine is housewife. KWIV has CP for 1470 khz; 500 w-N, 1 kw-D. Ann. April 3.

### Actions

■ KTRB-AM-FM Modesto Calif. (AM-860 khz, 10 kw-D, 1 kw-N, DA-2; FM: 104.1 mhz, 4.7 kw)—FCC granted assignment of license from KTRB Broadcasting Co. to Big Valley Broadcasting Inc. for \$675,000. Sellers: Richard W. Rhodes, president et al. (100%). Buyers: Norman W. Johnson, Robert H. Olson, Harry J. Pappas, Pete Pappas, Emmanuel J. Pappas, Robert M. Piccinini, Roger L. Roberts, Michael Sturtevant, James Michael Tocco and Arnold H. Wiebe (each 10%). Messrs. Pappas have 31% interest in KMPH(TV) Tulare, Calif. They also own KGEN(AM)-KBOS(FM) Tulare. Messrs. Sturtevant and Tocco each have 15% interest in KFAX(AM) San Francisco. Mr. Sturtevant also has 10% interest in KAGO(AM)-KAGM(FM) Klamath Falls, Ore., KFSM(FM) Woodlands and KGMS(AM) Sacramento, both California. Other principals have various business interests in California (BAL-7952). Action April 10.

■ KZZN(AM) Littlefield, Tex.—Broadcast Bureau granted Edward J. Harpole, T. H. Bill Harrel (both 33 1/3% before, none after) and James Vandenberg dba Littlefield Broadcasting Co. assignment of license to managing partner James G. Vandenberg (33 1/3% before, 100% after) tr/as Littlefield Broadcasting Co.; consideration \$83,333.33 (BAL-8078). Action March 29.

## Cable

### Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced April 10 (stations listed are TV signals proposed for carriage):

■ Arizona Cable TV 14605 North Scottsdale Road, Scottsdale, Ariz. 85254 for Superior Ariz. (CAC-3696): KTVK, KPHO-KAET, KOOL-TV, KPAZ-TV Phoenix; KTAR-TV Mesa, Ariz.; KVOA-TV, KUAT-TV, KGUN-TV, KOLD-TV Tucson, Ariz.; KZAZ Nogales, Ariz.; KTLA, KTTV, KHJ-TV, KCOP Los Angeles; XHBM Mexicali, Mex.

■ Arkadelphia Telecab. Box 2278, Hot Springs, Ark. 71901 for (CAC-3697): KTBS-TV, KSLA-TV Shreveport, La.; KTAL-TV Texarkana, Tex.; KARK-TV, KATV, KTHV, KETS Little Rock, Ark.; KTVT Ft. Worth; KXTX-TV Dallas; KPLR-TV, St. Louis.

■ Petit Jean CTV Co., Box 151, Danville, Ark. 72833 for Danville (CAC-3695): KETS, KARK-TV, KATV, KTHV Little Rock, Ark.; KFSM-TV Ft. Smith, Ark.

■ Compton Cablevision, 911 East Rosecrans Avenue, Compton, Calif. 90221 for Compton (CAC-3699): KABC-TV, KCOP, KHJ-TV, KMEX-TV, KNBC, KNXT, KTLA, KTTV, KWHY-TV, KCET, KICS, KVST-TV Los Angeles; KHOF-TV, KVCR-TV San Bernardino, Calif.; KIXA-TV Fontana, Calif.; KBCS-TV Corona, Calif.; KOCE-TV Huntington Beach, Calif.; KBHK-TV, San Francisco; KTVU Oakland, Calif.

■ Redwood Cablevision, Box 882, Fortuna, Calif. 95540 for (CAC-3711), Rio Dell (CAC-3712) and Humboldt county unincorporated areas areas both California: ADD KPIX San Francisco.

■ Florida TV Cable, 159 West Granada Avenue, Ormond Beach, Fla. 32074 for Ormond Beach (CAC-1531) Volusia county (CAC-1532), both Florida: WLTV Miami and WTOG-TV St. Petersburg, Fla.

■ Wometco Communications, 316 North Miami Avenue, Miami 33128 for Fort Benning, Ga. (CAC-3698): WRBL-TV, WTVM, WYEA-TV, WJSP-TV Columbus, Ga.; WTGG, WHAE-TV Atlanta; WGIQ-TV Louisville, Ala.

■ Coeur D'Alene Cablevision, Box 1245, Coeur D'Alene, Idaho 83814 for Coeur D'Alene, Idaho (CAC-3688): add CBUAT Trail, Brit. Col.

■ Kickapoo Cable TV, Box 61, Mauston, Wis. 53948 for Camp Douglas, Wis. (CAC-3689): WISC-TV Madison, Wis.; WSAU-TV Wausau, Wis.; WKBT, WXOW-TV WHLA-TV La Crosse, Wis.; WEAU-TV Eau Claire, Wis.

■ Great Lakes Cable Co., Star Route, Cedar, Mich. 49621 for Elk Rapids, Mich. (CAC-3710): WKBD-TV Detroit; WPBN-TV, WGTU Traverse City, Mich.; WCMU-TV Mt. Pleasant, Mich.; WWTW Cadillac, Mich.

■ Missouri Valley Communications, Box 279, Lexington, Mo. 64067 for Concordia, Mo. (CAC-1620): delete KMOS-TV Sedalia, Mo. and add KRCC-TV Jefferson City, Mo.

■ Bahylon TV Cable Corp., 10 Stepar Place, Huntington Station, N.Y. 11746 for Babylon, N.Y. (CAC-3700): WABC-TV, WCBST-TV, WNBC-TV, WNEW-TV, WOR-TV, WPIX-TV, WNYE-TV, WNYC-TV New York; WNET Newark, N.J.; WXTV Paterson, N.J.; WLIW Garden City, N.Y.; WEDW Bridgeport, Conn.; WNUJ-TV Linden, N.J.; WHCT-TV Hartford, Conn.; WSNL-TV Patchogue, N.Y.; WTNH-TV New Haven, Conn.

■ Antenna Systems Corp., 1030 James Street, Syracuse, N.Y. for Stockholm (CAC-3071) and Brasher (CAC-3702), both New York: WCAV-TV Burlington, Ver.; CBOT, CJOH Ottawa; WWPY-TV North Pole, N.Y.; CBMT Montreal; WWPY-TV Carthage, N.Y.; WOR-TV, WPIX-TV, WSBS-TV, WNEW-TV New York; WNPI-TV Norwood, N.Y.; WNSY Syracuse, N.Y.

■ Windsor Cablevision, Box 490, Windsor, N.C. 27983 for Plymouth, N.C. (CAC-2799): delete WVEC Hampton, Va. and correct call letters of WUNC Columbia, N.C. to WUND and WNBW New Bern, N.C. to WNTI.

■ Tele-Media Co. of Mercer County, 102 North Main Street, Celina, Ohio 45822 for Jefferson township (CAC-3703), Butler township (CAC-3704), Franklin township (CAC-3705), Granville township (CAC-3706) and Recovery township (CAC-3707), all Ohio: WLIO-TV, WBGU-TV Lima, Ohio; WHIO-TV, WLWD Dayton, Ohio; WANE-TV, WKJG-TV, WPTA Fort Wayne, Ind.; WXIX-TV, WCET Cincinnati; WOSU-TV Columbus, Ohio; WIPB Muncie, Ind.

■ Armstrong Utilities, 366 West Market Street, Orrville, Ohio 44667 for Poland township (CAC-3686), and Canfield township (CAC-3687), both

Ohio: WFMJ-TV, WKBN-TV, WYTV Youngstown, Ohio; WVIJ-TV, WKBF-TV Cleveland; WUAB Lorain, Ohio; WNEO-TV Alliance, Ohio.

■ Thomas TV Cable Co., Box 674, Thomas, Okla. for Thomas (CAC-3709): WKY-TV, KWTV, KOCO-TV, KETA Oklahoma City; KSWO-TV Lawton, Okla.; KFDO-TV Sayre, Okla.

■ Cannon Beach Television Co., Box 57, Cannon Beach, Ore. 97110 for Cannon Beach (CAC-3714): Requests certification of existing CATV operations. ■ Clearview Cable, U.S. Highway 17 and 8th Avenue South, Surfside Beach, S.C. 29577 Litchfield Beach (CAC-3690), Pawleys Island (CAC-3691), Socastee (CAC-3692), Georgetown county (CAC-3693) and Horry county (CAC-3694), all South Carolina; WCIV, WCBD-TV, WCSC-TV Charleston, S.C.; WJPM-TV, WBTV Florence, S.C.; WIS-TV Columbia, S.C.; WWAY-TV, WECT Wilmington, N.C.

■ Lawrenceville Cable TV, 2661 Garfield Avenue, Silver Spring, Md. 20910 for Lawrenceville, Va. (CAC-3708): WUND-TV Columbia, N.C.; WTAR-TV Norfolk, Va.; WUNC-TV Chapel Hill, N.C.; WRAL-TV Raleigh, N.C.; WTVR-TV, WWBT, WCVI-TV, WCVI-TV, Richmond, Va.; WITN Washington, N.C.; WLEX-TV Petersburg, Va.; WNET-TV Greenville, N.C.; WAVY-TV, WYAH-TV Portsmouth, Va.; WTVB-TV Durham, N.C.; WLVA-TV Lynchburg, Va.; WFMV-TV Greensboro, N.C.; WGHP-TV High Point, N.C.

### Final actions

■ Bristol, Farmington, Plainville, New Britain, and Berlin, Conn.—FCC authorized LVO Cable of Connecticut to carry following signals on its cable systems: \*WEDH, WHCT-TV, WFSB-TV Hartford; WHNB-TV New Britain; WTNH-TV New Haven; WATR-TV Waterbury, all Connecticut; WWLP, WHYN-TV, \*WGBY-TV Springfield, Mass.; WSBK-TV Boston, and WOR-TV New York (CAC-369-373). Objections and petitions for special relief by Connecticut Television (WHNB-TV) were denied. Action April 3.

■ Ashland, Ky.—FCC authorized Bishop Cablevision Co. of Ashland to add distant signals of Lexington, Ky. stations WLEX-TV, WKYT-TV and WBLG-TV to its cable system at Ashland community within Charleston-Huntington, W. Va., major TV market (CAC-870). Action April 3.

■ Freeport, Ill.—FCC authorized TV Cable Co. of Stephenson County to carry following signals on its cable system at Freeport: WREX-TV and WTVO Rockford, Ill.; WCCE-TV Freeport; \*WHA-TV, WKOW-TV, WISC-TV and WMTV Madison, Wis.; \*WTTW, WGN-TV and WFLD-TV Chicago (CAC-426). Chicago signals will be added; others are currently being carried. Action March 28.

■ Salt Lake City—FCC denied petition of Community Television of Utah, cable system operator in Salt Lake City, for reconsideration of commission certificate of compliance grant to Western TV Cable Corp., operator of competing Salt Lake City system (CAC-61), and Community's petition for stay of grant dismissed as moot. Action April 2.

### Actions on motions

■ Charleston, Dunbar and South Charleston, W. Va.—FCC authorized Capitol Cablevision Corp. to add following signals to its cable TV systems there: WKBF-TV Cleveland; WUAB Lorain, Ohio, and WXIX-TV Newport, Ky. (CAC-1307, 1306, 1305). Action March 28.

■ Administrative Law Judge Byron E. Harrison in North Mankato, Minn. (Minnesota CATV, Inc.), cease and desist order, upon request by Minnesota CATV and its pleading, waiver of hearing which may obviate necessity for hearing, continued prehearing conference scheduled for April 1 to May 1 and continued indefinitely hearing scheduled for May 3. (Doc. 19944). Action March 26.

### Other actions

■ FCC invited comments on possible modifications of network program exclusivity rules for cable TV systems in notice of inquiry and proposed rule-making. Commission said it was initiating this proceeding in part because of numerous complaints and petitions from cable TV system operators, subscribers and members of Congress concerning variety of alleged inequities which occur as result of present rules. Action April 3.

■ FCC terminated proceedings on inquiry into developing patterns of ownership in cable television industry; carriage of television signals on cable systems, operation and effect of present FCC policies regarding carriage and program exclusivity on cable systems, programing protection. (Docs. 17371, 17438, 17505 and 19320). Action April 3.

### Rulemaking actions

■ FCC adopted amendment of rules to exempt cable TV systems having fewer than 500 subscribers from network program exclusivity rules, effective May 14. (Doc. 18785).

■ FCC proposed rulemaking notice to ascertain whether Newark, N.J., should, for purposes of cable television rules, be included in New York-Linden-Paterson (N.J.), designated television market (#1) (RM-2210). Action April 2.

# Classified Advertising

## RADIO

### Help Wanted Management

Western PA AM Radio Station, seeking experienced take charge manager, potential ownership in two station medium size market, salary, expense, plus percentage of profit. Send resume to Box D-136, BROADCASTING.

Expanding group broadcaster needs retail sales manager for black format station medium southern market. Three to five years experience required. Must have proven, stable background and be a hard driver. \$9,000 & override, opportunity for station management within 18 months. Equal Opportunity Employer. Box D-141, BROADCASTING.

Sales Manager—medium market, top rated station salary & over-ride to \$20,000 first year. Require 3 to 5 years advertising sales experience, stable & RAB trained. Must sell, carry substantial list and lead 5 man sales staff. Equal Opportunity Employer. Resume with photo to Box D-150, BROADCASTING.

Station manager for southeast 50,000 watt stereo University FM. Masters degree or near and experience required. Equal Opportunity Employer. Send resume to Box D-157, BROADCASTING.

General Manager. Major market FM. Prefer applicants on the way up! Mail resume to Box D-176, BROADCASTING.

Exceptional opportunity available to qualified radio executive capable of assuming total operating responsibility for 10 station group. Includes 5 AM stations and 5 FM stations with separate programming. Candidates must have radio management background in competitive markets. Age open. Attractive location. \$60,000 salary plus incentive. Ownership possible. Send for an interview, confidential resume to Box D-177, BROADCASTING.

Salesmanager for small New England group owned station. Experienced or salesperson ready to move up. Typical small New England city, good market, ideal living. Resume and picture to Box D-183, BROADCASTING.

Selling sales manager for profitable small market N.E. station. \$15,000 plus to start with management potential for the right person. Open immediately. Box D-220, BROADCASTING.

Station Manager. Experienced sales, programming and production. Upstate New York small market. \$10,000 guarantee first year. Send detailed resume with 1973 earnings. Box D-231, BROADCASTING.

### Help Wanted Sales

Recent college graduate with Radio/Television Degree and sales experience can move quickly into top management with expanding radio and television group. All replies answered. Send resume to Box D-41, BROADCASTING.

On a sales staff but have knowledge, imagination, drive for sales manager? Sign on new AM in sparkling, new, rapidly growing, affluent Southeast market. Send resume and requirements. Box D-106, BROADCASTING.

Sales opportunity. Midwest city, under 40,000. Box D-197, BROADCASTING.

Immediate opening for salesperson. Some board work. KFLY, Corvallis, OR 97330.

Good Guarantee Plus commission and continuous sales training for salesperson or programmer wanting sales. Interview required. No phone calls. Dale Low, KLSS & KSMN. Mason City, IA.

Sales Manager. WRAC/WRKR Racine, WI seeks experienced person. If you're aggressive, full of fresh ideas and like community involvement you're the one. Call or write Mr. O'Connor, 2200 N. Greenbay. 414-632-1627.

Need Salesperson, F.M. station, Midwest, send resume to Box 205, Savanna, IL 61074.

Male or female, experienced and able to travel. Sell our proven sales promotion to AM's and earn more than you have ever made in your life selling locally. Key Marketing Corp. P.O. Box 650, St. Petersburg, FL 813-821-0986.

Tired? See my "Tired" ad in display section under Radio Help Wanted.

## Help Wanted Announcers

Opening for full time air and news position with medium market Massachusetts radio station. Send detailed replies to Box D-43, BROADCASTING.

Mid-east AM-FM-TV needs afternoon Drive-Time Jock. Must be experienced, versatile & dependable. MOR format. Good production a must. We are an equal opportunity employer. Send resume, pix and salary requirements to Box D-131, BROADCASTING.

Announcer with First Phone and some technical ability. Send resume and wage demands. Box D-132, BROADCASTING.

Contemporary MOR, mid-East. PM drive with enough experience to help with programming. Immediate opening. Send resume. Box D-160, BROADCASTING.

Ambitious announcer can make more money in sales. Midwest. Box D-198, BROADCASTING.

Personality announcer with heavy voice, easy approach, third class license, wanted for morning shift, fast growing medium Florida market. \$10,000 to \$15,000, more or less. Send resume and salary expectations. Equal opportunity employer. Box D-203, BROADCASTING.

Experienced male or female DJ-Salesperson for top-rated MOR station in small Virginia market. Must have track record, skills in sales servicing, production and board work. The person you will replace was promoted to manager. Excellent working conditions, salary and extra benefits. Please furnish photo, references and salary requirements. Equal opportunity employer. Box D-208, BROADCASTING.

Southeastern country powerhouse seeking experienced announcer with proven track record. Extraordinary production ability, and music director's experience. Excellent pay, working conditions, and fringe benefits. Send complete resume with salary requirements, and photo to Box D-224, BROADCASTING.

Looking for Radio people—with pride, dedication, ambition, honest effort. Security in non-pollution area. Good schools, colleges, churches, sporting, family living. Sales people, announcers, engineer needed. Send resume, picture and references to Box D-235, BROADCASTING.

Small market radio station in Maryland seeks chief announcer/news director. Please send application and credentials to Box D-238, BROADCASTING.

Radio as a career? Willing to learn? First ticket required. If interested contact Program Director, Steve Campbell, KPOW. Box 968, Powell, WY 82435.

Wanted: Two third or first class operator announcers, minimum experience three years. Excellent opportunity, 50,000 watt station in medium sized Western town, excellent living conditions. Salary commensurate with ability, experience, etc. Rush tapes, complete information and references to Radio KSWB, Box 670, Roswell, NM 88201. No rock and roll need apply.

Announcer-Chief Engineer—Experienced family person. First phone seeking permanency. Excellent college town, ideal to raise children. General maintenance, good voice for limited announcing. MOR, some country. Excellent facilities with professionals. Big city sound in small market. FM coming. Start 800 right person, plus benefits. Send tape or call Dick Johnson, Paul Buening, KWEY, Box 587, Weatherford, OK.

News/Production Announcer. Will train bright college grad. WATS, Box 189, Sayre, PA 18840.

Contemporary MOR Announcer. 1st phone, excellent opportunity with 5 kw network affiliate in lovely Virginia University City. Opening due to promotion within. Rush air-check, resume, requirements and snapshot to Don Martin, WCHV, P.O. Box 5387, Charlottesville, VA 22903.

Mature person to produce and sell own farm show. Must know Wisconsin agriculture. Write WCWC, Box 156, Ripon, WI.

Live sports? Be our Sports Director. 63 basketball bpb last year plus others. Local sports news. MOR air shift. Experience necessary, but ability determines. Tape, resume, salary, availability first reply to Gerry Grainger, WKAM, Gosher, IN. No calls. EOE.

Small market station seeks addition to staff. We're looking for good production, down-to-earth delivery. No hype. Live on the U.S.-Canadian border and love it. Tape, resume, ref. required. WSLB, Box 239, Ogdensburg, NY. 315-393-1100.

## Help Wanted Announcers Continued

Leading adult music station would like to hear audition tapes from staff announcers interested in filling future vacancies when they occur. Good wages, stability, new facilities. Equal opportunity employer. Tape and resume to: WRSR, P.O. Box 961, West Side Sta., Worcester, MA 01602.

You might be what we're looking for. We need an announcer-production person. Must be smooth with a good voice. Engineering ability helpful but not necessary. Send tapes and resume in first letter to P.O. Box 659, Lumberton, NC 28358.

Kentucky—Immediate opening for versatile announcer. Sales pay additional to announcing. Top money for right individual. Don't write. Call 606-248-5842.

Charlevoix, Michigan's new 5,000 watt AM will be on the air this summer in the midst of Michigan's bluest waters and best ski slopes. Frankly, we may not be able to afford the people we're looking for, but if you're looking for a beautiful place to raise a family and the challenge and excitement of a new operation, we'd like to hear about you. Terry Edger, New Broadcasting Corp., 211 Bridge St., Charlevoix, MI 49720.

Announcer-Strong personality to handle afternoon drive and production schedule. TV-affiliation provides opportunity to eventually do some work on the tube. Send pic, air-check, and resume to Allen Strike, P.O. Box 659, Elkhart, IN, 46514. E.O.E.

Tired? See my "Tired" ad in display section under Radio Help Wanted.

Coming soon: "The Truth About Announcers or How Conceited They Are". Watch for it!

## Help Wanted Technical

Engineer wanted, New England area, 50 Kw AM/FM, able to do board work and must have maintenance experience. Pay according to experience. Box D-17, BROADCASTING.

Sunny Florida Calling! One of the state's most important AM-FM stations needs a technical supervisor who knows his stuff. Electronics know-how, intelligence and industry are the main ingredients. An immediate opportunity to live in the world's garden spot and be well paid; work in happy atmosphere; excellent fringe benefits. Rush resume to Box D-148, BROADCASTING.

Ready to move up? Excellent opportunity in the Midwest for an up and coming engineer who is ready to assume the responsibilities of Chief Engineer. At least three (3) years experience necessary. All inquiries confidential. All inquiries will be answered. Send resume to Box D-154, BROADCASTING.

Chief Engineer-Announcer for West Virginia Day-timer, 90 miles southwest Pittsburgh. Good equipment and conditions. Box D-159, BROADCASTING.

Director of Engineering—for a large AM-FM operation in Northeast. Successful applicant will be required to immediately assume responsibility for the entire engineering department including: budgets, union negotiations, profits and directional AM pattern. Proven success in all the above areas and a Bachelor of Science or equivalent in experience is a prerequisite for this position. Excellent opportunity for further advancement to Corporate Engineering Manager. An equal opportunity employer. Salary up to \$25,000 for the right person. Box D-211, BROADCASTING.

Transmitter Supervisor, 50 kw remote controlled directional AM. Duties include maintenance of entire transmitting plant. Call Harrison Klein, KING-AM, Seattle, 206-682-3555.

Immediate Opening for a Transmitter Engineer. Some board work. Station WAMD, Aberdeen, MD 21001.

## Help Wanted News

Aggressive news-person, with one or more year's experience, for mornings. Must sound good and be able to gather news well; with heavy emphasis on local news. Send tape and resume to: Les Gardner, News Director, KDTH/KFMD, Dubuque, IA 52001.

Medium Market 100% Country AM trying to locate talented news personality. Tape and resume to Kay Douglas, KXR8, 100 N. Phillips, Sioux Falls, SD. 605-336-7393.

Newsperson, 5,000 watt AM looking for a real go-getter, take-charge newsperson. Experienced news reporter who can really dig, write, and air local news. Opportunity for play-by-play. Applications from minority group members encouraged. WCOJ, Coatesville, PA. 215-384-2100.

## Help Wanted News Continued

The top Radio News operation in active quarter-million market has opening for sharp, young newscaster who is not afraid of challenging assignments, hard work and long hours. Must be competent and versatile reporter with good sound. Compensation commensurate with ability. E.O.E. Forward tape and resume to Ed Wilson, News Director, WDAK, Post Office Box 1640, Columbus, GA 31902.

Experienced Newscaster for aggressive news department. Must gather, write, do ad libs and interviews plus a good on-air newscast. Contact Jim Martin, News Director, WDBO, Orlando, FL 305-425-1677.

Sports Pro Only for Central Florida's leading MOR sports active station. Experience, personality, bright and energetic. Rush resume, tape, picture to Glenn C. Lewis, WDBO, P.O. Box 158, Orlando, FL.

News Director/Public Relations & Production expert needed for upstate New York high energy progressive Black Top 40 FM-st. Should have capable editing ability! Local news gathering a must. Contact: Bill Mack-WDKX, 716-288-5470.

Radio News Editor wanted by WKY Radio. At least two years college with minimum of three years experience in broadcast journalism. Must be able to write and possess good strong delivery. Administrative and leadership ability desired. Send resume, audition tape and salary requirement to Bo Nance, News Director, WKY Radio, 500 E. Britton Road, Oklahoma City, OK 73114. Excellent working conditions. An equal opportunity employer.

Wanted, A dynamite morning newsjock. We want an individual who wants to be in a top 10 market in a year. You give us major market quality, we'll give you good \$\$\$ and fringes. Rush tape and resume to Bob Paiva, WLEE Radio, P.O. Box 8477, Richmond, VA 23226.

WLEE wants you, if you're a dynamite A.M. drive newscaster ready for a fast paced spot. This job is one step away from the top 10. We offer a great package. Rush tape and resume to Bob Paiva, WLEE Radio, P.O. Box 8477, Richmond, VA.

## Help Wanted Progaming Production, Others

Medium market, modern country, 24 hrs., need Program Director \$2-3 now in 10 station market. Young, experienced, hard-driver starts at \$10,000. Our current PD is moving into sales. Equal Opportunity Employer. Resume & photo. Box D-151, BROADCASTING.

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

Position Open—Asst. Professor to teach Radio Broadcasting. Preferred qualifications: Master's or equivalent; teaching experience; operating experience in commercial station; knowledge and experience in other media, advertising, public relations. Salary range: \$8,837-\$14,805. Send application to: Professional Personnel Records Clerk, Lane Community College, P.O. Box 1-E, Eugene, OR 97401. Must be post-marked no later than May 1.

Radio Editor to produce programs for tape news service from Virginia Tech, a land-grant university with a multi-college campus. Requirements are BS degree plus two years experience in radio tape production with demonstrated writing experience. Starting salary \$8,400 with full state employee benefits. Opportunities for film TV and print news. An Equal Opportunity Employer. Send tape, resume and photo to Judy Thomas, Personnel Office, VPI & SU, Blacksburg, VA 24061.

## Situations Wanted Management

Sales Manager ready to be General Manager in top 25 market. Proven performance with major group. 33, married, degree, outstanding references. Box D-53, BROADCASTING.

Large market General Manager needs greater challenge and financial opportunity. Doubled gross in top 10 market station in three years to \$2,000,000. Married, mid-30's, well educated and willing to relocate anywhere for \$40,000 plus with right company. Box D-55, BROADCASTING.

Ambitious young medium market Sales Manager interested in long term growth with expansion minded group. All offers considered over 25K. Box D-56, BROADCASTING.

Aggressive young Sales Manager at small market AM station seeks GM position. Box D-167, BROADCASTING.

## Situations Wanted Management Continued

Sales management pro desires move. 10 years GM experience. 35. Degree. Much knowledge of reps, agencies, FM, renewals, budgets, group operation. Box D-181, BROADCASTING.

General Manager, 31, with 10 years' broadcasting experience. Last 7 years same employer in major market. Background in sales and programming. I know how to get the most out of your station and employees. Available immediately. Box D-199, BROADCASTING.

GM, GSM. Exceptional, documented record. Creative, professional, ethical, energetic. Superb personal sales ability. Proven leader, executive. Have created great sales teams, literally overnight! Strong programmer and promoter. Television expertise, tool Box D-204, BROADCASTING.

Up your ratings! Dynamic, take-charge Operations/Program Manager will fire up your major market AM or FM! The bigger the challenge, the better! Box D-227, BROADCASTING.

Cleveland-Akron-Canton area. I want to come home and settle down. I am experienced in medium and major market sales and sales management. 29, aggressive, married, result-oriented. Let's talk about our future! Minimum earnings \$25,000. Box D-233, BROADCASTING.

Seeking opportunity to parlay 16 years sales, programming, news, public relations into management slot. Owner or G.M. needing shirt sleeve assistance, contact Linc Holmes, 5-9 King Arthur's Way, Newington, CT 06111.

Smaller station needing manager; station needing top engineer/technician; 30, experienced, and very sharp, combo or engineer. 218 Southview Dr., Warner Robins, GA 31093.

Are you looking for a young (38) hard working manager to earn his way into a shareholding of your station? My 18 years in radio, management, sales, and programming are available to an owner willing to offer equity. Write in confidence. George Ponte, 9 Hawthorne Plzce, Boston, 02114.

## Situations Wanted Sales

Sales/DJ/first phone. Seeks stable MOR station mid-size market. Plenty sales experience. Mature adult. Management material. Box D-232, BROADCASTING.

## Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

First Phone Communicator. 6 yrs. experience medium markets. Highly motivated. Reasonable salary. Box D-120, BROADCASTING.

Versatile and Professional, production, news, interviews, tight board. Experienced with all formats. Vast knowledge of music. 203-767-0402 or Box D-123, BROADCASTING.

Jack, 3 years commercial experience. Looking for move to creative, professional station. Top 50. Also sports. Reply Box D-163, BROADCASTING.

DJ/Announcer/Sales. Dependable, imaginative, ultra creative. A definite plus to any station. Single and outgoing. Check me out. Box D-178, BROADCASTING.

Warm radio voice, 4 years experience, 1st phone, 31, interested in news, sales. Northeast preferred. Available immediately. Box D-187, BROADCASTING.

3rd phone, broadcast school trained, experienced in stereo FM operation. 2 years college, good attitude. Looking for full-time announcing job with progressive station. Box D-214, BROADCASTING.

Three years experience, some college, third, speech and acting background. Very good, deep voice; all formats. Box D-219, BROADCASTING.

Young woman, 2 1/2 years top ten market experience. Intelligent and competent. Don't hire a token. Get someone who can really do the job. Box D-229, BROADCASTING.

Many years experience. Solid references. Finest background. Good production. Very strong on news, writing and beat. Veteran. Endorsed third ticket. Box D-237, BROADCASTING.

Versatile announcer looking for stable situation. Dependable and initiative. Clean cut. Small or medium market desired. 512-674-0939.

1st Phone—Four years experience tight board, bright, happy sound. Immediate. Rock radio preferable. Sunny, 1-717-742-7404.

Announcer with over one year's experience as DJ-sports-production-sales, mostly in L.A. FM. Wants shift, some sports; eventually, hopefully no sales. Love's radio. Give me a good shot. I want work second phone. Call 213-367-5177. Bob Brill.

## Situations Wanted Announcers Continued

DJ Combo, 2 yrs. exp., 3rd endorsed, college grad, excellent production. Can write and deliver news, comedy. Will relocate. Call 212-367-6696 or write Robert Henry, 2440 Sedgwick Avenue, Bronx, NY 10468.

Old fashioned hometown radio? Family Radio since 1946. 1st phone. Friendly, cooperative professional. Moderate salary. Consider any area. Prefer permanent anchor spot. Cousin Bob, 712-758-3122.

Disc Jockey. Experienced, dependable, versatile, creative. M.C exp. Wesley Morgan, 408 A Hancock St., Brooklyn, NY 11216. 212-574-9315 or 443-1367.

DJ-Announcer. Excellent voice. Sincere commercial delivery, authoritative newscasts, plus copywriting. Personality plus. Hearing is believing. Lawrence Beller, 552B N. Central Ave., Chicago, IL 60630. 312-774-2927 or 312-276-0400.

Hard-working college grad, 23, seeks announcing situation, any size market. 2 years college radio experience, 1 1/2 years syndie outfit. Will relocate. Write/call collect: Ed Barbarich, 812 122nd Street, College Point, NY 11356. 212-LE9-1615.

Rock Jock. 2 years experience, voice, talent, college grad, 3rd. Seeks small-medium rocker or contemporary. 301-653-1716.

Personality Jock. 5 yrs. experience, looking for middle market station. Tape and resume on demand. Call 313-274-2111.

Morning personality: put-on commercials, phone bits, etc. 3 1/2 yrs. exp., 3rd; medium market, contemporary anywhere. Jerry Allen, 7800 Grant Ln. Apt. #17, Overland Park, KS. 66204. 913-649-0495.

Experienced personality in top 40 and rock, with 7 years total dedication. Good voice, imaginative, first class engineer, seeking stable position. Salary open, will relocate. Air check and resume available on request. Alan Bianco, 315 Arizona, Silver City, NM. 88061. 505-388-4780.

Enthusiastic, soon to be ex-student ready for the "real world." Air work and/or production. Dave Jenkins, Box 49, Elliott Hall, Muncie, IN 47306.

## Situations Wanted Technical

Experienced C.E. Looking for new challenge, in Midwest. AM-FM. Automation. Strong on maintenance. Write Box D-166, BROADCASTING.

First phone, 1 1/2 years electronics training, looking for job as asst. chief or light maintenance, 23 years old, single, knowledgeable, relocate, announcing experience on small FM. Box D-213, BROADCASTING.

## Situations Wanted News

May Female Graduate of Big Ten University desires position in news-reporting and air work. Three years experience, excellent references. Enthusiastic, willing to learn. Midwest preferred. Box D-143, BROADCASTING.

I created a News and Public Affairs Department for a middle market AM/FM. Now seeking greater opportunity. Degreed. Innovative. Self-starter. Experienced talk show host. Box D-171, BROADCASTING.

Top 20 journalist seeks upbeat station that appreciates excellent writing. My stories and delivery breathe life into your programming. Box D-179, BROADCASTING.

11 years Radio-TV journalist seeks Florida job. Experience in TV anchor and field, radio news with any format, currently with major group. Seeks news management or reporter. Box D-184, BROADCASTING.

Four years college PBP. Sports excellent, jock and news good. 27, married, college degree. Want good medium market. Box D-188, BROADCASTING.

You are there with my play-by-play. Great teams deserve great coverage. Veteran sports director seeks medium-major market with college or pro team coverage. This pro needs a team to match his ability in football and basketball. Box D-191, BROADCASTING.

Recent graduate with BA in Radio/TV Journalism, minor in Political Science and some experience, is seeking news position. Willing to relocate immediately. Box D 201, BROADCASTING.

Successful medium market newsmen/talk show host. I've done the "low pay, but great experience" thing for three years, collecting several awards and making waves. Looking for an organization that pays for hard, creative work. I'm 30, married, and available soon, circa 12K. Box D-205, BROADCASTING.

Young woman with 1st phone and experience in news and DJ work. Currently assistant news director. Experienced in AM and FM. Box D-207, BROADCASTING.

## Situations Wanted News Continued

Sportscaster with New York air experience plus writing, producing, on-camera TV, basketball pbp, commentary, interviewing, race calling. I've worked with the best and now I want to be your sports director. Will supply tape and resume. Box D-215, BROADCASTING.

30 years old with BA and experience in news, public affairs and jock work, wants news exclusively; street reporting in active department in upper Midwest preferred. Box D-217, BROADCASTING.

Seven years experience. Degree in communications. Knows news. Wants medium market position, Southwest or California. Box D-221, BROADCASTING.

Never been #21 Sports director every time around. Pbp tops. Competent, investigative newsmen with tools to bolster your news/sports operation. Box D-222, BROADCASTING.

I'm not just a newsmen. I'm alive, and so are my stories. If you're a major market and need some life, let's talk. Box D-230, BROADCASTING.

Radio-Television Newsmen, 16 years experience, last 7 in news, Hartford, New Haven markets. Big voice. Currently doing public relations for State. Need media challenge. Will relocate. Linc Holmes, 5 King Arthur's Way, Newington, CT 06111. After 5, 203-667-2619.

Wanted: Responsible job for decent wage. Working first; 1 1/2 yrs. network experience; 2 yrs. trade school, and 2 yrs. college. 921 Edith Ave., Apt. A, Alhambra, CA.

News Experience + Broadcasting Desire = Small Market News Director or Medium Market Newsmen. Talk to me! Pennsylvania and New Jersey area desired. 914-856-7535.

Exceptional Beginner, seeking E.O.E. small to medium market. Midwest preferred. M.B.S. grad, degree journalism. Excellent speaking voice, also very capable DJ with any format. Family and very stable. Don Reese, 8022 S. Clyde Ave., Chicago, IL 60617. 312-721-2993.

Newsperson in radio/TV. Three years in news-public affairs on NY metro AM/FM educational station. Good production knowledge. Former reporter on NY metro daily. Prefer Southwest/West. Janet Frank, 207-09 33rd Ave., Bayside, NY 11361. 212-428-4617.

News Director. Midwestern background, currently in 100,000 Southeastern market, seeking advancement. Family, university degree, 30, solid record, references, professional service, awards. Jack Marlowe, PO Box 73, Anniston, AL 36201. 205-237-2256.

## Situations Wanted Programing, Production, Others

Major market program manager with proven track record available for right opportunity. Creative and good administrator. 28, married, require minimum 24K. Box D-54, BROADCASTING.

Florida—Top market jock. Medium market program director. Proven track record, 13 years experience and college background. Will consider any reasonable offer. Box D-186, BROADCASTING.

Highly motivated 3.5 University of Georgia journalism female graduate would like position in the field of broadcasting. Willing to work in any capacity to learn. Radio or TV. Box D-196, BROADCASTING.

Young G.M., major market, strong production, programming, sales. Wants production job, possible air shift, maybe light sales. Any format. \$10,000+. Degree, married. Call evenings, 412-469-2759.

Planning, training and work my guides for programming. Graduate May with BA. 10 yrs. radio experience. Family man. Jim Stephens, 723 Willow Dr., Newport News, VA 23605.

## TELEVISION

### Help Wanted Management

News Management: The requirements are stringent: TV news experience, Master's Degree, imagination, creativity, flair and intelligence. The demands will be intense. The reward: For the aggressive, an opportunity to grow and participate in broadcast news on a national level. Send photograph with resume to Box C-53, BROADCASTING.

Retail sales manager. Top 50 market network affiliate. Unlimited potential for capable sales leader. Send resume and salary requirements to Box D-172, BROADCASTING.

Group broadcaster located in East needs key home office financial staffer. Functions include internal auditing, coordination of regular reports, statement analysis, budget preparation. Need sound accounting qualifications, willingness to travel as needed, plus a feel and appetite for sound business control. Opportunity for growth. Box D-180, BROADCASTING.

## Help Wanted Management Continued

Promotion Manager: Top 40 market. SE. Experienced all phases promotion. Strong in research, sales promotion. Include resume, references, salary requirements. EOE. Box D-202, BROADCASTING.

### Help Wanted Sales

Sales national or local. Currently employed with national representative. 15 years experience in midwest. Intent on relocating Pacific Northwest or Rocky Mountain region. Box C-148, BROADCASTING.

Recent college graduate with television/radio degree and sales experience can move quickly into top management with expanding television and radio group. All replies answered. Send resume to Box D-40, BROADCASTING.

Highly motivated account executive needed at top-rated major West Coast television station. Entire sales staff earned 35K to 45K in 1973. Send resume today to Box D-173, BROADCASTING.

Network owned television station. Prefer medium market sales experience. Equal Opportunity Employer. Rush detailed resume to General Sales Manager, Box D-174, BROADCASTING.

Top 25 market Ohio television station. Good numbers. Major group offers advancement potential. Reply with work history and earnings record to Box D-175, BROADCASTING.

National Sales Manager positions have been created at our five television stations due to change in management structure. Unusual opportunity for rep or station account execs ready to move up. Send resume and income requirements. Confidential. Box D-176, BROADCASTING.

### Help Wanted Technical

Needed At Once—Top 10 market UHF seeks maintenance supervisor with active "hands-on" maintenance experience on studio cameras, film chains and 2" VTR's. M.O.R. salary offered. Equal Opportunity Employer. Box D-149, BROADCASTING.

TV maintenance engineer: Kaiser Broadcasting in Boston requires engineer experienced in latest RCA Color Equipment. FCC 1st Class license required. Kaiser is an equal opportunity employer M/F. Call or write R. W. Leeth, WKBC-TV, 75 Morrissey Blvd., Boston, MA 02125. 617-288-3200.

TV transmitter engineer for 30kw UHF station. Would also be required to work in master control, telecine, and VTR operation. Send resume to: Daniel Rutman, WJUU-TV, 1020 Broad Street, Newark, NJ 07102.

Chief Engineer for university instructional studios. Maintain monochrome TV, small FM. \$10,000-\$11,500 plus extensive fringes. Affirmative action, Equal Opportunity Employer. 517-774-3832.

### Help Wanted News

Need Experienced News Film Editor ready to move up from small to large market. We are an aggressive, film oriented operation. You will replace a film editor going to network. Send all information first letter to Box D-164, BROADCASTING.

Producer/Writer for action format. Top 25 market Midwest. Experienced only. Send picture and resume. Equal Opportunity Employer. Box D-226, BROADCASTING.

Sports Director. Aggressive, controversial sports journalist who wants to speak his mind about sports, someone who can cover Packer and all professional sports as well as hunting and fishing. Contact Bob McMullen, WFRV-TV, Green Bay, WI. 414-437-5411.

Wanted: Staff for two new VHF ABC affiliates in NW. Especially need air-write-photo types with solid background. Need two anchors with same qualifications. Doers only! Daytime call 208-336-0500; eves 208-376-8289. No collect! We'll pursue.

### Help Wanted Programing, Production, Others

Art Director—Top 10 independent. Minimum 5-years television experience plus management ability. Five figures, benefits, and a well equipped department. Qualified pros only. Box D-193, BROADCASTING.

### Situations Wanted Management

General Manager top 15 market. VHF station seeks change to medium market. Successful 18 year track record. Box D-124, BROADCASTING.

## Situations Wanted Sales

Sales national or local. Currently employed with national representative. 15 years experience in midwest. Intent on relocating Pacific Northwest or Rocky Mountain region. Box C-148, BROADCASTING.

### Situations Wanted Announcers

Tired, fat, ugly, old man, fumbles at weather, news, talk, announcing, wants fun job somewhere. Works cheap. Box D-182, BROADCASTING.

### Situations Wanted Technical

Television Engineer; 7 years experience with design, VTR, maintenance, video. BA degree. Desires supervisory position. Box D-185, BROADCASTING.

First Phone, experienced in supervision, engineering budgets, new construction, maintenance, proofs, remote operation of AM, FM and TV transmitters. Now employed. Box D-206, BROADCASTING.

Engineer first class. William J. Whitecavage, 141 Starr Street, Brooklyn, NY 11237.

### Situations Wanted News

News Director—Anchorman. Mature, authoritative delivery. Efficient administrator with proven track record. Thorough production knowledge assures action and interest in newscasts, special events, and public affairs programs. Resume, best references and aircheck VTR available. Box D-107, BROADCASTING.

Producer/Writer—Dynamic, dedicated, young woman seeks to relocate to East or Midwest. Prefer reporting or writing. BA in broadcast. Resume, samples available. Box D-189, BROADCASTING.

I have four years major market TV experience as sports program writer/producer and broadcaster. I am a 29-year-old tenacious hustler who is looking for a move up. Write Box D-194, BROADCASTING.

Staff Meteorologist—Announcer. 3 years top 20 market. Severe weather radar qualified. 27, BA speech communications. VTR. Require \$12,000. Box D-200, BROADCASTING.

May graduate, broadcast journalism. Commercial television experience: news, sports, weather reporting, film aggressive. Box D-209, BROADCASTING.

Weather-caster/Announcer. Major market experience. Desire small, medium, Eastern or Southern market. Salary commensurate. Will handle other duties. Excellent appearance. Impeccable references. Family man. VTR. Box D-210, BROADCASTING.

Six-year veteran radio writer/reporter wants move upward in radio or TV news. 28, single, college graduate, Vietnam veteran. 608-269-2203. Box D-212, BROADCASTING.

Top-rated anchorman/documentaries/interviews. Seek combination news management/on-air position. 10 years TV experience. Prefer west. Box D-236, BROADCASTING.

Career TV position wanted: News, anncr. preferred. Single, 26, mature, adaptable, B.S. ETV news, radio news/announcer, versatile much potential, relocate. Don Skiver, 914 E. Jackson, Muncie, IN 47305. 317-289-6957.

Just completed MA Communications (BA-History). Want position as News/PA reporter in R or TV, want relocation. Experience includes 2 yrs. radio reporting, production; published research in PA programming; also PR work for pro sports team and sports PBP. 919-748-1718. Don Kobos, 914 Westend Blvd., Winston-Salem, N.C. 27101.

### Situations Wanted Programing, Production, Others

Producer/Writer seeking challenging position. Major market exper. award winning Children's Television depth in arts, community affairs/strong background in studio, remote and film/excellent references. Box D-66, BROADCASTING.

Woman—Young, talented, intelligent (B.A. Penn State). Creative, gorgeous. Wants A.D. position. Hear my story! Box D-190, BROADCASTING.

Young, female program/production assistant, experienced in public TV, TV spots, multi-media packages. Available now. Will relocate. Box D-223, BROADCASTING.

Director for news programs and production. Experience in operations and engineering. R-TV degree, 27, veteran, any size market. Box D-225, BROADCASTING.

24, married, hardworking, B.S. in broadcasting. Three years experience in television, seeking position in commercial production or traffic. All replies answered. Box D-228, BROADCASTING.

Experienced producer-director, top 40 NBC affiliate, M.A., seeking production or promotion position. Box D-234, BROADCASTING.

## Situations Wanted Production, Progaming, Others Continued

**Degreed and flexible.** Indiana U. MS in R-TV. Broadcast TV directing and FM news experience at public TV-FM. Also crewed at public TV. Want to rise quickly to producer/director. Available now. Jack Ginay, 8417 Greenwood, Munster, IN. 219-838-3867.

Assistant director, writer seeks work with network affiliate or production house. Masters degree in broadcasting. Talented, 90% sane (Mark Twain claimed only 70%). Will relocate, good appearance, no visible dents, low mileage. Resume, work samples, VTR on request. 617-731-1072, Richard Eckhaus, 1110 Comm. Ave., Boston, MA 02215.

## CABLE

### Help Wanted Management

**General Manager** for 5,000 subscriber system in Ohio. Expanding MSO wants college graduate with sales/marketing experience in broadcasting or CATV. \$15-18K. All replies answered. Send resume to Box D-99, BROADCASTING.

### Situations Wanted Progaming, Production, Others

**Broadband minded researcher, writer, producer, director, public relater.** Cost-conscious, experienced, well-referenced. M.S. broadcasting, FCC first class. U.S., Canada, Brazil or India. 212-996-7902. Box D-216, BROADCASTING.

College graduate, B.S. cable communications, interested in moving into system management with MSO. Reply to P.O. Box 204, West Chester, OH 45069.

## WANTED TO BUY EQUIPMENT

**Wanted:** Superturndial 3 Bay Channel 5 antenna good condition, in ground. XEFB-TV, P.O. Box 1875, Monterrey, Mexico.

**Nems Clark** or Potomac field strength meter. Bill Barry, WAMB, Nashville, TN, 615-889-1960.

**Single Bay Superturndial Antenna** for use on Channel 7 as standby. Contact: E. M. Tink, Black Hawk Broadcasting Company, 500 East Fourth Street, Waterloo, IA 50703.

**We need used 250, 50, 1 kw, 10 kw AM and FM transmitter.** No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

**Used guyed tower over 600 feet.** Greg Perdue, 205-262-2701, collect.

**Used RCA TR-4HB's, TR-50's, TR-60's—Before you trade them in call:** E. J. Stewart, Inc., 38B Reed Road, Broomall, PA. 19008. Phone: 215-543-3548.

## FOR SALE EQUIPMENT

**Overstocked on Scotch 176 1/4-2500' HPB \$55 per case of 12. Ampex 350 Full Track, 7 1/2-15 ips in carrying case \$800. Ampex AG-350 Full Track, 7 1/2-15 ips console, \$1200. Box D-129, BROADCASTING.**

**Collins 1 kw FM 830D1A transmitter.** Needs work. \$550.00. Bill Barry, WAMB, Nashville, TN. 615-889-1960.

**McMartin B-803 Dual Channel mono console.** Less than two years old. Good condition. Contact Tedd Trameloni WHRW-FM S.U.N.Y. at Binghamton, Binghamton, N.Y. 13901. 607-798-2137.

**16mm film cameras, Auricons, Flanders.** WRTV, Indianapolis. 317-635-9788.

**Gates M4589 tone operated remote control.** Complete with regulated power supply. As is. \$250. M4611 AM RF amplifier. \$125. MO 2650 two remote pickup amplifiers, one power supply. \$50. WRYM, Newington, CT. 203-666-5646.

**Automation IGM 500 mono system 600 Step MOS.** Three instacarts 48 PBM. One Scully playback and accessories. Best offer. WWDJ, Hackensack, NJ. 201-343-5097.

**Marti-Used.** Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

**Marti & Sparta new and used equipment.** Remote pickup/STL/Remote Control. Consoles, Revox. Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

**Eastman 275 Projector, reverse kit and new intermitter assembly \$3250.** Chief Engineer, 3355 Valley View Bl. Las Vegas, NV 89102. 702-876-1313.

**New Fidelipac Cartridges—Wound to any length with Scotch 156 tape, \$1.25 each.** Send check with order. Largest stock in Rockies, lowest prices anywhere. Idaho Magnetics, 106 Anderson, Caldwell, ID 83605. Call 208-459-8591 for quantity, prices.

## For Sale Equipment Continued

**Sparta A-50 Portable Studio.** Excellent condition. Private party. \$700.00. P.O. Box 581, Salinas, CA 93901.

**Make offer on 16 year old RCA 10kw transmitter, Model #BT 10H. A1 - on air until 30 days ago.** Transmitter site move necessitated new transmitter purchase. B13-251-1861.

**Six hours used videotape, segmented, reels, boxes.** Good condition. 713-634-3178.

**CADCO IPA-PRS Bandpass amplifier Channel 2 new surplus, \$105. CADCO ISC-BPF Bandpass filter Channel 2 new surplus, \$110. DYNAIR FT4B module for RX4B demod Channel 2 new surplus, \$320. RCA TP-35CC 35mm telecine projector, reasonable. Call Howard Frost, 203-525-2611.**

**Going under one roof—Make offer on one-year-old Marti STL-8 stereo microwave system, complete with antennas, co-ex. In perfect condition.** Available immediately. Call Marshall Rowland, 813-251-1861.

**Helix-styroflex.** Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

## COMEDY

**Deejays: New, sure-fire comedy!** 11,000 classified one-timers, \$10. Catalog free Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

**The National Rag is here, despite good taste.** Tons of one liners twice weekly. Send for free sample and more info. Stu Bulman, 5500 Friendship Blvd. Apt. 2319N, Chevy Chase, Md. 20015.

**Jack Short!** Twice-monthly Contemporary Comedy. Sample \$1.25. Broadcast Library, 5804B Twininge, Dallas, TX 75227.

## MISCELLANEOUS

**Prizes 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 312-944-3700.

**"Free" Catalog . . . everything for the deejay!** Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more! Write: Command, Box 26348, San Francisco, CA 94126.

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

**Contemporary Religious Radio Tapes.** Free. Starlight, Box 465, Warwick, N.Y. 10990.

**Wanted—transcription discs and tapes featuring 1963-1969 English jock groups; also colored promotional discs of same, e.g. Yardbirds, Beatles, E. Chapero, 21-35 Steinway St. L.I.C., N.Y. 11105.**

**Job leads! 'The Chucker' leaves no stone unturned.** Introduction rates: 75¢/issue, \$2.50/mo., \$6/3 mo. 117 1/2 Broadfoot, Fayetteville, N.C. 28305.

**Biographies on hundreds of rock groups.** Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

## INSTRUCTION

**Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence.** Free brochure: Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

**In Chicago, OMEGA Services has the best price for a First Class License.** Day or evening. Guaranteed re-sult! OMEGA Services, 333 East Ontario. 312-649-0927.

**Job opportunities and announcer-d.i.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.**

**First Class FCC License in 6 weeks.** Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

**No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).**

**REI teaches electronics for the FCC First Class Radio Telephone license.** Over 90% of our students pass their exams. Classes begin April 29, June 10, July 15, August 26. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401; phone 703-373-1441.

## Instruction Continued

**Bryan Institute in St. Louis.** 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

**First Class FCC License theory and laboratory training in six weeks.** Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools.\*\* Write or phone the location most convenient to you. Elkins Institute in Dallas,\*\*\* 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta\*\*, 51 Tenth St. at Spring, N.W.

Elkins in Denver\*\*, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston\*\*, 3518 Travis.

Elkins in Memphis\*\*, 1362 Union Ave.

Elkins in Minneapolis\*\*, 4103 E. Lake St.

Elkins in Nashville\*\*, 2106-A 8th Ave. S.

Elkins in New Orleans\*\*, 2940 Canal.

Elkins in Oklahoma City, 5620 N. Western.

Elkins in San Antonio\*\*, 503 S. Main.

**First Class FCC—6 weeks—\$370.** Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

**First Phone, tape recorded instruction.** Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, CA 90266.

**Need a 1st phone and practical training?** The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on June 17, 1974. For information call or write Don Martin School of Communication, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

## RADIO

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**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:

**Ron Curtis & Company**  
O'Hare Plaza, 5725 East River Road  
Chicago, Illinois 60631

**Help Wanted Management  
Continued**

**WANTED**

Group Operation Manager (New Position)  
Qualifications: Experienced Small Market Broadcaster with strong radio-television local, regional and national sales background; able administrator; and good working knowledge in engineering, programming and FCC. Group operations experience desirable but not necessary. Salary is open and will correspond with experience. All replies confidential and no contact will be made with your present employer without your advance knowledge. Send a complete resume to

*Earl E. Morgenroth, President,  
Western Broadcasting Company  
Drawer M  
Missoula, Montana 59801*

**Help Wanted Sales**

**I'M TIRED**

of running kids through my programming and sales departments. I want a real communicator who can sell. Salary for air, and commission for sales. Established sales territory. If right person, you may be able to get a piece of the action. Want mature, heavy weight who will stay in this small Northeastern market. Now doing \$250,000 yearly with this daytimer. Competition doing \$450,000. Great potential? I am majority owner, and do air shift and sales. Looking for same kind of person. Interested? Sell me! Write:

*Box D-146, BROADCASTING*

**Broadcast Sales  
Specialist**

TeleMation, Inc. has an opening for a broadcast sales specialist for the Eastern Region of the U.S. Excellent opportunity for a broadcaster with a good knowledge of studio systems. We're looking for a rare individual who has high initiative, excellent communications skills, can train, can sell and understands the broadcast market. If this description fits you, and you'd like the challenge of a fast-growing company, get in touch with Vern Pearson, Manager Broadcast Sales (801) 487-5399 or send a letter with your qualifications to P.O. Box 15068, Salt Lake City, Utah 84115. We are an equal opportunity employer.

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IF YOU MISSED US AT THE NAB CONVENTION and you want your next employee to be a QUALIFIED COLLEGE GRADUATE with a major in BROADCASTING, use our FREE resume service and tell us what you need. Write to:

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BOX 61

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**ELECTRONIC ENGINEERS  
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# Profile

## Bud Hostetter: equal to the last year in cable

It was with no small amount of anxiety that the National Cable Television Association's board of directors began its meeting last month in San Diego. The volatile issue of the association's newly proposed budget was on the agenda, as was the choice of a new chairman. Amos (Bud, as he is universally known in the industry) Hostetter, the outgoing chief, was there, of course. He hadn't missed a board meeting in the past five years, and he wasn't about to break the string on his last day at the top.

But still, there was a particular element of selflessness in Mr. Hostetter's appearance that day. Earlier in the morning, he had irritated a back injury which has plagued him the past decade. As he sat through the lengthy session, he was in considerable pain. When it ended, Mr. Hostetter attempted to rise and collapsed on the floor. He had to be carried out on a board. That afternoon, after a quick trip to the hospital for treatment, Bud Hostetter was back in his place at the head of the table.

This week, at NCTA's annual convention, Mr. Hostetter will pass the gavel he has held for the past 10 months to a new chairman, American Television & Communications' Bruce Lovett. It is not improbable that the 5,000 assembled delegates' applause for Bud Hostetter will be long and hard. For in less than a year—the shortest chairmanship in the history of NCTA—he has guided that association through the most tumultuous era in cable's history. He, and NCTA, have survived and—in Mr. Hostetter's assessment—prospered.

"I have always been convinced that no problem is unsolvable," Mr. Hostetter observes. "It's just a question of applying enough energy and attention to it." It would be grossly inaccurate to suggest that he has not lived up to that conviction.

"When I go home, I go home to sleep," Mr. Hostetter notes. But with the exception of the two weeks he just spent in a Newton, Mass., hospital recovering from the recent re-injury to his back, it appears that he has not availed himself of that luxury often in months past. Dividing his time between his responsibilities at NCTA and his paying job as vice president of Boston-based Continental Cablevision, Mr. Hostetter has worked at least 12 hours a day, five days a week, and a half day on Saturday. With total sincerity, he acknowledges that his business has been his life: "My business is NCTA. But I'm afraid that my business associates would say that over the year I haven't done them too goddamn much good."

Now, in retrospect, Bud Hostetter



Amos Barr Hostetter Jr.—vice president, Continental Cablevision, Boston, and outgoing chairman, National Cable Television Association; b. Jan. 12, 1937, New York; BA cum laude, Amherst College, 1958; MBA Harvard Business School, 1961; U.S. Army Reserve, 1961-67, discharged as 1st lieutenant; assistant to vice president of finance, American Foreign Power Co., New York, 1958-59; investment analyst, Cambridge Capital Corp., Boston, 1961-63; co-founder Continental Cablevision, 1963; executive vice president and treasurer, that firm, 1963-present.

pauses. Was it worth it? Will he now rest? "For the last eight weeks or so I've been looking forward to being immediate past chairman. My guess is that, knowing my own personality, I'll enjoy that for a week or 10 days and then want to get back in the action. Besides," laughs Mr. Hostetter, a bachelor at 37, "I haven't got a lot else to divert me."

For almost a year, NCTA has been diversion enough. This was particularly true in the month preceding the March board meeting when he was forced to deal with a tirade over a staff and budget cut at NCTA for which he was primarily responsible. "It's got to tear you up when you make decisions like that," Mr. Hostetter concedes. "But this has been a year for the industry when hundreds of those decisions have had to be made by individual companies. And it was also a year in which the association had to respond likewise. We had gone as far as we could without depleting our reserves."

But looking back upon the priorities he set when he assumed the chairmanship, Bud Hostetter regards the period as one of "substantial accomplishment."

At the 1973 NCTA convention, Mr. Hostetter emphasized the necessity for NCTA to expand its constituency and redefine its priorities. Today, the association has added 150 cable systems to its membership and now represents 60% of the industry. The redefinition, likewise, "has been completed in a way that will make NCTA more able to direct its ef-

forts toward what its members feel are the priority issues."

Copyright, too, was a major priority, and while the enactment of legislation is still perhaps a year off, "that is not a function of our lack of activity on the subject." In the meantime, the industry won the CBS/Teleprompter case—"a substantial step forward," in Mr. Hostetter's reckoning.

The FCC, another initial Hostetter target, is moving—albeit slowly—on both the nonduplication and the regulatory overlap issues, and in Richard Wiley the industry has discovered a chairman not opposed to the word "re-regulation." Although the commission is stalled on the pay cable proceeding, Mr. Hostetter feels that process has enabled NCTA to identify the commercial networks—not the National Association of Broadcasters—as its principal obstacle in the campaign for relief from the antisiphoning rules.

But the one issue Mr. Hostetter acknowledges he missed at the 1973 convention was the creation of "chaotic conditions in the money market" in the latter half of that year.

"The cable industry took a terrible financial pounding," he concedes. "But in retrospect, this is probably the most significant development of the past year. We have gone through a period of a lot of activity and seemingly little advances. But I think that's the basis upon which the next advances will come."

Foresight with respect to cable's potential, at least in Mr. Hostetter's case, has paid off handsomely. In 1963, while employed as an investment analyst, Mr. Hostetter was assigned to investigate a loan request from a cable system in Keene, N.H. Through his studies of the medium, Mr. Hostetter became convinced that those docile broadcast reception services of the time were, in fact, potential "communications super-carriers," and he wanted in. With that conviction, he and H. I. Grousbeck (Continental's current president) invested \$350 apiece toward the creation of a small cable system in Fostoria, Ohio. That humble operation has grown in a decade to be the nation's 17th largest MSO, with 18 systems. It just passed the 100,000-subscriber mark.

Bud Hostetter will not sink into obscurity now that his tenure as NCTA chairman is history. As immediate past chairman, he will continue to occupy a seat on both the board and the executive committee. In addition, he will preside over NCTA's pole-attachment negotiating committee, and thus play a major role in NCTA's tenuous relationship with the telephone establishment. His year in the cable limelight at end, Bud Hostetter retains his humility. "It's an experience," he says, "that—nonwithstanding some extreme moments of grief—I would not have traded for anything."

# Editorials

## Pay in the sky

Pay television venturers are taking much satisfaction from a new report obtainable from Stanford Research Institute at \$550 a copy. The report, to judge it by an SRI summary that has been made generally available, projects a future on a scale to gratify the most avid stock promoter. SRI says pay TV, both on the air and on cable, will produce \$200 million in revenue in 1976 — yes, that's 1976 — and \$4 billion a year by 1985.

In accord with prevailing pay TV wisdom, the report says the business will achieve those grand dimensions at little harm to conventional television. *Not* in accord with the pay promoters, the report says the government will protect the free system against the siphoning of its mass-appeal programs to pay TV.

Maybe SRI can get that \$550 price for a reading that declares everyone a winner.

## Second front

In its passages relating to broadcasting, the campaign reform bill passed by the Senate is poorly drafted and ill considered. This publication pretends to no expertise on the political implications of other provisions of the bill — public financing of campaigns, methods of accounting and disclosure — but if they are of a piece with the broadcast references, this legislation deserves the fate that those who filibustered against it desired.

For example, one section of the bill would make it a crime for anyone — presumably including broadcast journalists — to make public “any information” about returns in presidential or vice-presidential elections before midnight, eastern standard time, on election day. The announced purpose is to prevent western voters from being influenced by eastern results.

Another section of the same bill, intended for the same purpose, would establish coincidental closing times for polls across the country: 11 p.m. in the East, 10 central time, 9 in the mountain states and 8 along the Pacific. These two provisions may be basically faulted for nonessentiality; there is no evidence that western returns have ever been affected by eastern reports. But beyond that they demonstrate an appalling lack of discipline in legislative composition that can write into the same bill two conflicting methods to achieve the same end.

No higher state of draftmanship was evident in the bill's provisions to amend Section 315, the equal-time law. Offered by Senator Walter D. Huddleston (D-Ky.), a broadcaster who ought to know better, this provision was described as unqualifiedly removing the equal-time restriction on presidential and vice-presidential races and removing it for all other races provided all candidates were offered five minutes each of free time (*Broadcasting*, April 15). Because of a drafting defect, however, the amendment does nothing to remove the presidential and vice-presidential races from the present requirements of equal time for anyone who runs.

There is this to be said for Senator Huddleston, who retains his interest in WLBN(AM) Lebanon, Ky.: Last fall the amendment he put into the first campaign reform bill passed by the Senate would have given all candidates for Senate and House 15 minutes of free time as a condition to removal of the equal-time restriction. However, the modera-

tion from 15 minutes to five for congressional candidates is offset by Senator Huddleston's enlargement of the universe to encompass, as he said in debate, “all other races whether for Congress, the school board, the governor, whatever.”

Senator Huddleston is displaying a misunderstanding of the limits of federal control when he proposes to mandate specific spans of time for the use of candidates. If the First Amendment permits that, it permits the Congress to specify spans of time for other programing. By delegation, the FCC would be empowered to tell the networks, for example, what periods to assign to children's programs of such-and-such a content.

The scene shifts now to the House, where attitudes toward campaign reform are different. Broadcasters must do what they can to keep the infections in the Senate bill from spreading to the other end of the Capitol.

## Let's go

Congress is back at work following the Easter recess. It is to be hoped the Senate Commerce Committee will swiftly finish what it had planned prior to the recess when quorum calls blocked action on the nomination of Luther Holcomb, now vice chairman of the Equal Employment Opportunity Commission, to be a member of the FCC. The committee previously had favorably reported what had been presumed to be the more controversial nomination — that of James H. Quello, retired Detroit broadcaster. And that was done by an overwhelming 14-to-2 vote, which should mean virtually automatic confirmation by the full Senate.

Dr. Holcomb, the record shows, had written what he agrees by hindsight was an indiscreet letter on EEOC stationery to a contributor for re-election of President Nixon. Certainly it can be said he isn't the only Southern Democrat who voted for Mr. Nixon in the last election. Moreover, his credentials as a Democrat are not affected.

With the FCC's dean, Robert E. Lee, off to Geneva for seven weeks at the International Telecommunications Conference, the FCC is reduced now to a three-member agency in residence. A quorum of the seven-member FCC is four. Hence the need for the Quello and Holcomb confirmations is urgent if the FCC is to be open for business.

It's one to go, even after the Senate acts. President Nixon has yet to nominate a successor to his new counselor, Dean Burch. Let's hope the successor is a worker, too, who can help Chairman Wiley tote his load.



Drawn for *Broadcasting* by Jack Schmidt

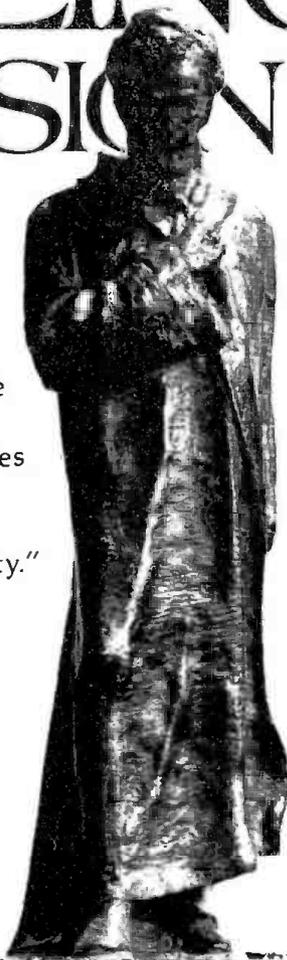
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