



On the broadcast fiscal front: Sigh of relief
over Phase Four, worry over Watergate costs

Broadcasting Jul 23

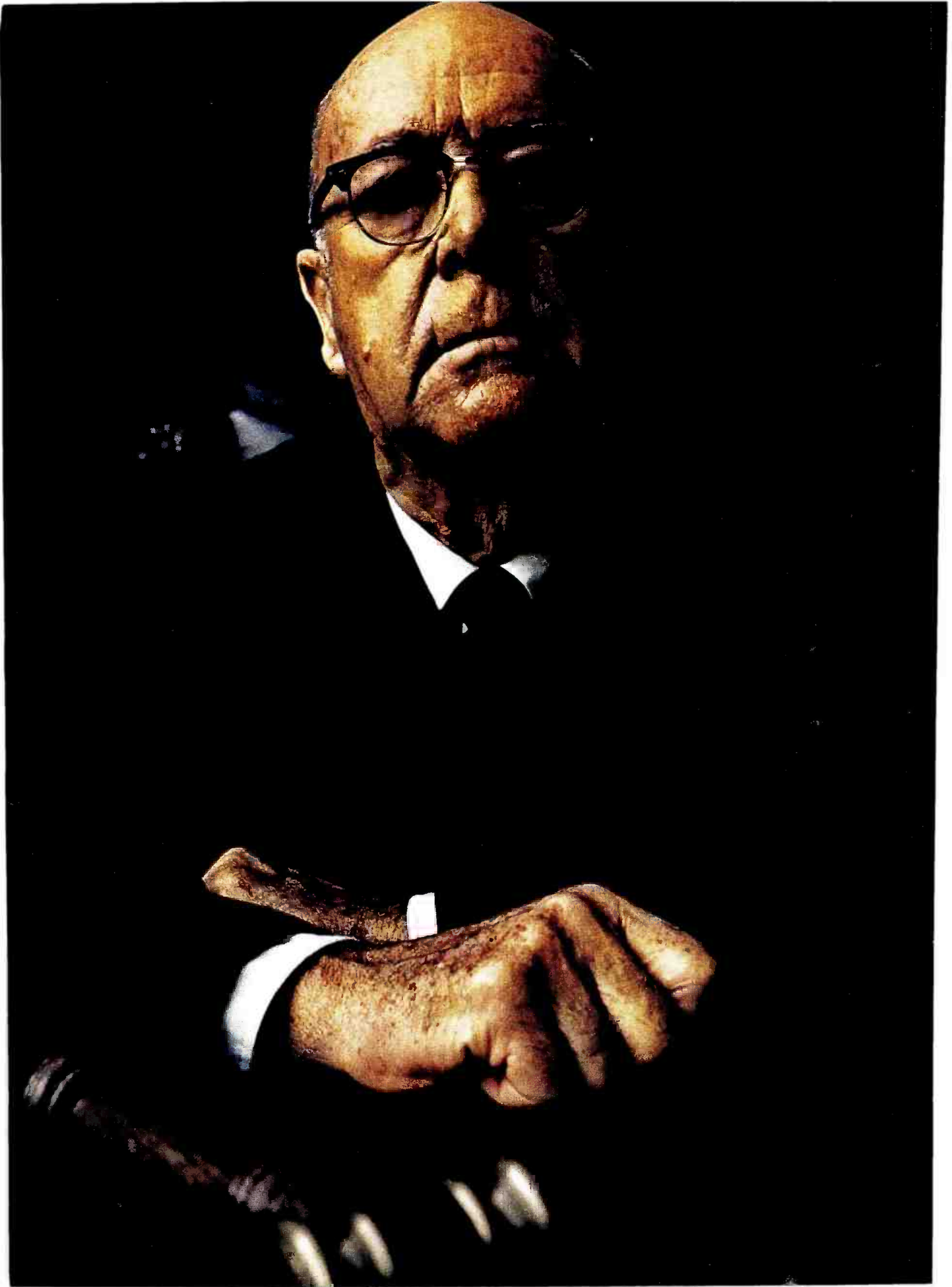
The newswEEKly of broadcasting and allied arts

Our 42d Year 1973



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NBC-TV—Thursday evenings.
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Who judges him?

A lot of people think judges should never have the last word.

Because, so the feeling goes, judges put criminals right back on the street. They're super-lenient. They're softhearted. And they're softheaded.

The Washington Star Stations set out to examine this popular belief. For more than half a year a special station group team studied the District of Columbia court system.

We talked with prosecutors, judges and lawyers. We retained the Georgetown University Law School's Criminal Law Institute, using their professors and criminologists as consultants. We even used prosecutor's computers to monitor every single major crime case during a four-month period.

During that time we found a few "easy" judges. Some tough ones, too.

We also found that two out of three cases never go to trial. That suspects are escaping prosecution because of flaws in

the system. Like witnesses, and even victims, who won't testify.

Our findings led us to a couple of verdicts.

One: judges aren't to blame for all the ills of the judiciary system.

And two: if you get things out in the open, you get to the truth.

Which isn't only the essence of broadcasting.

It's the essence of justice.

Washington Star Station Group
WMAL AM, FM, TV



From left: Hank Lockhart, Jim Hutchinson, and Rhea Looney of the WREC-TV news team interview Mr. J. O. Patterson, Jr., Tennessee State Senator and Memphis City Councilman.

MEMPHIS' CHANNEL 3 REPORTS

In-depth interviews of local, regional and national newsmakers on important issues is the prime-time public affairs effort of WREC-TV's "Channel 3 Reports." Each Sunday evening at 9:30 the WREC-TV news staff, often assisted by guest reporters from other media, provide a searching 30-minute question-and-answer session with a responsible leader from government, industry, science or education . . . for the better understanding of our fellow citizens. Just one of the many public service achievements that continually produce enthusiastic public acceptance of WREC-TV.



MEMPHIS, TENNESSEE



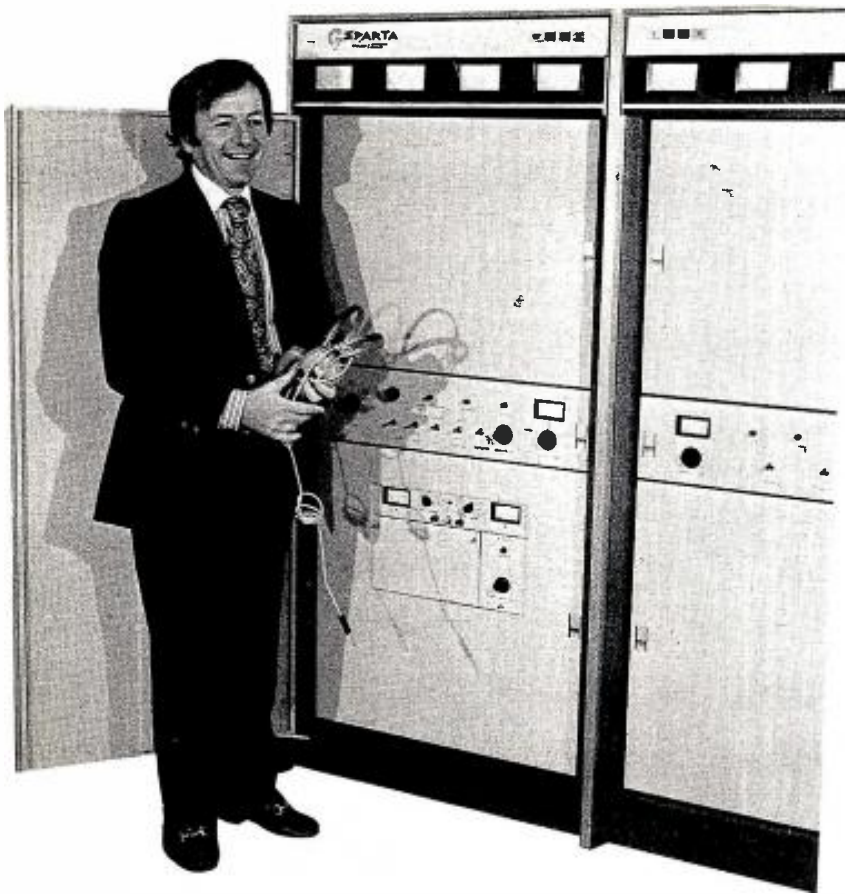
A NEW YORK TIMES COMPANY

THE NEW YORK TIMES BROADCASTING SERVICE, INC. AFFILIATED WITH CBS. REPRESENTED BY THE KATZ AGENCY.

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Mr. Ralph Guild, President of ASI Communications, Inc., shows his pleasure while inspecting the Sparta Model 620 FM Transmitter as installed at KFAC, Los Angeles. Other ASI stations include WERE, Cleveland; WRYT, Boston; KROY, Sacramento, KJTV, Bakersfield.

L.A. GETS 'JUST RIGHT' SOUND

KFAC-AM/FM is THE classical music station in Los Angeles. Recently KFAC decided that the magnificent sound and superb workmanship of the Sparta Model 620 FM Transmitter, coupled with Sparta's personal service, was the combination needed to give L.A. a fine new signal from atop imposing Mount Wilson. If the KFAC Model 620 provides million in the Los Angeles Basin with the finest FM sound, surely it will prove 'JUST RIGHT' for YOUR high-power FM signal. Other Sparta FM transmitters from 10 to 40,000 Watts. AM transmitters from 50 to 25,000 Watts.

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big enough to supply EVERYTHING.
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A DIVISION OF COMPUTER EQUIPMENT CORPORATION

Closed Circuit.

Odds are on black

Barring voluntary compliance by National Football League, legislation to place one-year embargo on television sports blackouts is sure bet to pass Senate after August recess, according to Hill sources (see also page 33). Over in House, outlook is for hearings and favorable action before end of current session.

Smaller sanctuaries

FCC is expected to consider this week staff proposal to give television stations outside major cities better crack at non-network programming than they now get. Proposal would limit territorial exclusivity stations could be given in agreements with program suppliers. Staff is said to have offered various suggestions, but to have fixed on 25 miles as its recommendation. Proposal grows out of rulemaking initiated five years ago (BROADCASTING, May 13, 1968). In further notice of proposed rulemaking in same area two years ago (BROADCASTING, Jan. 18, 1971) commission raised questions about length of time exclusivity in nonnetwork programs should be given broadcasters. However, staff is not yet ready to recommend action on that.

Not in the basket

Network specialists studying complexities of new Phase Four wage-price rules (early story page 17) were not sure Friday (July 20) whether TV networks would be able to collect in full all those exceptional rates at which they've sold new fall season (BROADCASTING, July 16). They thought they would but stopped short of being sure. For one thing, regulations, for all their length, apparently don't say how such pre-negotiated contracts are to be treated.

There's also concern because formula for determining base prices has been changed from "deciles" to "averages": that is, from highest price at which 10% of commercial units were sold, to average of all unit prices, which would be lower. That change, it's believed, could create problems for stations as well as networks, though some think other provisions may have offsetting effect. Consensus was that much more study—and probably some official clarifications—would be required before full Phase Four impact can be estimated.

That Quello fellow?

President Nixon's illness, preoccupation with Phase Four and patronage pressures last week prolonged delay of nomination to fill FCC Democratic seat (still occupied by default by Nicholas Johnson). Despite inspired leaks to contrary, James Quello, veteran Detroit broadcaster, is

front-runner. But supporters of Professor Glen O. Robinson, of University of Minnesota, including such erstwhile adversaries as FCC Chairman Dean Burch and Telecommunications Policy Director Clay T. Whitehead, have kept pedagogue in race, as have influential backers of Texas Democrat, Luther Holcomb, vice chairman of United States Equal Employment Opportunity Commission.

Political heat has stirred revival of candidacy of Harvey Jacobs, director of center for broadcasting and international communications at New Mexico State University, as possible compromise candidate (BROADCASTING, July 2). New support for 57-year-old expert in communications was said to include Senator Barry Goldwater (D-Ariz.). But as week ended, it looked like James Quello, veteran Detroit broadcaster (WJR-AM-FM) turned consultant, political independent who has support of both Democrats and Republicans in congressional leadership.

One enough

Civil Service Commission is expected to reject FCC's novel proposal to install two deputy chiefs of Cable Television Bureau. Move was designed to accommodate David Kinley, who moved to commission from Federal Bureau of Investigation two weeks ago (BROADCASTING, July 16) and is expected to succeed Sol Schildhouse as chief. And it appears certain that he, not Allen Cordon, present deputy, will wind up as lone number two. Mr. Cordon would be moved down to new job as assistant chief, at existing grade of GS 15, bearing top pay of \$34,971. Mr. Kinley, who was GS 17 at FBI, where he was assistant to former acting director, L. Patrick Gray III, will get new GS 16 rating, with top of \$36,000. Civil Service Commission is said to feel that two deputies would make no administrative sense, that only one would eventually wind up doing work of GS 16.

Meanwhile, although some commissioners are saying Mr. Schildhouse can stay on job as long as he likes despite two heart attacks, strong feeling within FCC is that Chairman Dean Burch wants bureau in "strong" hands before he leaves. And his departure is now expected before Christmas, perhaps as early as Nov. 1.

Tithing

Officials of Television Bureau of Advertising have meeting scheduled this week that they expect to be first of several with big trade organizations on how they can create special funds for TV advertising. It's with National Association of Food Chains, and idea in this case focuses on "end-aisle displays"—those eye-catching locations that food manufacturers buy through special allowances to stores so shoppers can't fail to see their

products. If stores represented by NAFC contributed revenue represented by just one display each, TVB sources estimate, \$7-million war chest could be built. Meeting is to be held Friday (July 27) in Washington, and one of TVB's big pitches will be need of stores to let consumers know that higher food prices—those already in effect and others yet to come under Phase Four—are not stores' fault.

Short rations

If worst fears of public-broadcasting officials become reality and President Nixon vetoes blanket Labor-HEW authorization, thus relegating Corporation for Public Broadcasting to yet another year of federal funding at \$35-million level (see page 21), look for following austerity measures to be taken: At least five "key" CPB staffers, soon expected to leave, would not be replaced; planned CPB educational division and underwriting-location service could not get off ground next year; Public Broadcasting Service, set to receive \$8.1 million from CPB for facilities maintenance, would be unable to add nine existing PTV stations to interconnection, nor could it expand hook-up to include Alaska, Hawaii and Puerto Rico.

Funding at \$35-million would also mean probable cancellation of three controversial PBS public-affairs programs—*Black Journal*, *Firing Line* and *The Advocates*—unless nonfederal funding could be found. CPB has bankrolled those series through half of new season. Under veto, it would have no money left to complete underwriting.

Headway

Growth in retail television advertising is highlighted in report being prepared by Television Bureau of Advertising showing top-20 department stores (not including discount stores or chains such as Sears, Ward's and Penney) registered 68% increase in TV investment for first quarter of year (\$2.5 million versus \$1.5 million in 1972 period).

Around and around

Whatever happened to that cabinet-level report on cable television undertaken two years ago under direction of Clay T. Whitehead, director of Office of Telecommunications Policy (BROADCASTING, June 28, 1971)? Most members of original committee have departed government or changed government jobs, and one "final" draft after another has circulated among remaining members or their successors (including Ronald Ziegler, White House news secretary, who has taken over Herbert Klein's duties as White House director of communications).

At Deadline

In Brief

Fellow travelers. Leonard H. Goldenson, board chairman of ABC Inc., and Elmer W. Lower, president of ABC News, entered People's Republic of China last Friday (July 20) for three-week working tour of five cities. They are studying possibility of news exchanges between U.S. and China and hope to broach subject of eventually establishing full-time ABC News Bureau there. Stops: Peking, Canton, Shanghai, Nanking and Hangzhou.

▪ **Date's firm.** NBC-TV says it will start 1973-74 prime-time season Sept. 10, with specials and feature films substituting in time periods whose series premieres have been delayed by Writers Guild strike. ABC-TV, CBS-TV plan same start date, with same qualification. ▪ **Metoolism at NBC.** NBC News has assigned correspondent Betty Roilins to find trail of payola in recording industry. Her report—to be aired on NBC Nightly News at unspecified time in future—will occupy "several pieces, at least," according to spokesman. CBS News has had its investigative team at work on story since mid-June, on Friday denied report in *New York Times* that it had been unable to talk to personnel in Columbia Records division.

▪ **June was bustin' out all over.** Investments in network television advertising for June reached record for that month, climbing to \$136.1 million, according to Broadcast Advertisers Reports figures released by Television Bureau of Advertising. And color television set sales through June, for first six months of 1973, are up 18.5% over year ago, according to Electronic Industries Association. Sales (to dealers) were 3,952,457 units. Black-and-white sales, on other hand, at 3,090,528 units, were off 14.3% from comparable 1972 period. ▪ **Into driver's seat.** Stephen C. Riddleberger, executive vice president, Bartell Media Corp., named vice president and controller, Hertz Corp. ▪ **Returned to sender.** Worldvision Enterprises, New York, says it is returning distribution rights to offnetwork *The Dating Game* series to Chuck Barris Productions, but will distribute Barris's *The Newlywed Game* when it completes network run. ▪ **Bigger split.** Communications Satellite Corp. announced raise in quarterly dividend from 14 to 17 cents per share, on heels of sharp rise in second quarter and six-month earnings: the latter, \$15,223,000 or \$1.52 per share against \$12,566,000 or \$1.26 year earlier. ▪ **Take your time.** Extended from Aug. 1 until Sept. 4: deadline for filing comments with FCC in matter of ascertainment of community problems.

Big bundle in prospect for NFL rights

All three television networks are reported close to agreement with National Football League on new contracts which, by some estimates, would exceed \$200 million for four years beginning with 1974 season. Only significant change would be shift of Pro Bowl game from weekend telecasting on CBS or NBC to Monday night on ABC. Rights' total for 1973 breaks down to estimated \$47 million, with CBS shelling out \$22.5 million of that total, NBC \$16 million and ABC \$8.5 million.

WREC-TV target of first equal opportunity suit

EEOC says Memphis station discriminates against women, blacks in recruiting, firing; Brakefield calls suit 'outrage'

U.S. Equal Employment Opportunity Commission has filed its first law suit alleging discrimination in employment on part of broadcast station. Target is New York Times's WREC-TV Memphis, whose president, Charles Brakefield, on Friday (July 20) called suit "outrageous."

EEOC, in suit filed in U.S. District Court in Memphis, says station discriminates against women and blacks in recruiting and hiring policies and by maintaining sex and race-segregated job classifications. Station also was accused of refusing to take affirmative action to eliminate its allegedly discriminatory employment practices and policies.

EEOC asks court to order station to end allegedly discriminatory practices and to carry out affirmative action policy "which will effectuate equal employment opportunities" for blacks and women and "to make whole those persons adversely affected" by policies being attacked in suit.

Mr. Brakefield said only discrimination complaint he is aware of involves white woman who about 18 months ago had inquired about job in newsroom and was told none was available. She filed complaint with EEOC. He said station has reached agreements covering employment practices with both black and women's groups in Memphis, and has filed them with commission. Relations with both groups, he said, have been good. He said blacks account for about 20% of workforce of about 90, and women about 26%. And members of both groups, he said, hold important jobs. "I think the suit is an outrage."

Although WREC-TV was first broadcast station named in EEOC court suit, WRC-TV Washington was twice cited by EEOC as having probably violated civil rights act—once because of alleged discrimination against women (BROADCASTING, Feb. 5); once, because of alleged discrimination against blacks (BROADCASTING, Feb. 19). In both cases, EEOC

said it expected station and complaining groups to attempt to work out their differences but that court suits would be filed if efforts failed.

CPB bill over House hurdle

House last Friday (July 20) overwhelmingly approved legislation authorizing two-year, \$130-million funding for Corporation for Public Broadcasting. Bill (H.R. 8538), introduced by Representative Torbert H. Macdonald (D-Mass.), covers fiscal 1974-75 and also provides for \$115 million in station-facilities grants to be distributed by Department of Health, Education and Welfare over four-year period. Legislation passed by vote of 363 to 14. Last-minute amendments by Representative William L. Clay (D-Mo.), which would have compelled CPB and noncommercial stations to conform more rigidly to nondiscrimination provisions of Civil Rights Act were defeated.

Senate has already passed two-year funding bill for CPB authorizing \$10 million more than called for in House measure (BROADCASTING, May 14). Both bills now go to joint congressional committee for collation exercise. (Early story page 21.)

Time absorbing Sterling

Time Inc. has agreed to acquire all assets and assume liabilities of Sterling Communications Inc., New York, of which Time already is majority owner. Agreement, subject to Sterling shareholder approval, provides that Time Inc. will purchase all of Sterling's assets for net cost of \$6.2 million. Of that figure, Sterling would use \$3.1 million to redeem its publicly held debentures. Sterling then will be dissolved and Sterling shareholders will receive \$2.625 per share.

Sterling comprises Sterling Manhattan Cable Television Inc. (CATV systems in lower Manhattan); Home Box Office, programing company for cable, and cable franchises on Long Island. Sterling recently reported net loss of more than \$10 million in last fiscal year. Agreement in principle to sell Sterling Communications for \$20 million to Warner Communications was terminated last month (BROADCASTING, July 2).

Not quite a clamor for 'Sticks and Bones'

Controversial drama, rejected by CBS-TV affiliates the first time around, may not find favor with many this time either

Way things are starting out, *Sticks and Bones* may not have much bigger line-up of CBS-TV stations in scheduled Aug. 17 broadcast than it would have had March 9 if affiliate uprising hadn't postponed that performance (BROADCASTING, March 12). Check of all 11 stations represented on CBS-TV Affiliates Advisory Board late last week found only one definitely planning to carry it—and that one, WMT-TV Cedar Rapids, Iowa, indicated it probably would delay program to 10:30 p.m. start. Some, however, were undecided.

Those who said they would not carry program: WPRI-TV Providence, R.I.; WBT-TV Charlotte, N.C.; KSL-TV Salt Lake City; WCPO-TV Cincinnati. Undecided but inclining against carrying it: KLAS-TV Las Vegas; KUHI-TV Joplin, Mo.; KTVH(TV) Wichita, Kan. Just plain undecided: KTVA(TV) Anchorage, WAFB-TV Baton Rouge, WISH-TV Indianapolis.

But just one affiliate-board member's carrying it would be one more than in March, when all 11 turned it down (along with 58 other affiliates who had sent in rejection notices before postponement was announced). But March was especially bad timing for *Sticks and Bones*, bitter drama about returned war veteran driven to suicide, because Vietnam veterans and prisoners of war were just beginning to come home. Many also found it distasteful apart from that. Edwin W. Pfeiffer of WPRI-TV, chairman of affiliates board, said fortnight ago he thought it "worst program I ever saw" but would defer clearance decision until he'd seen it again in closed-circuit CBS fed to all affiliates last Wednesday. Seeing it again, he said later, "reminded me how bad the thing really is."

Vying for control at KAYE

Henry Perozzo, director of Tacoma, Wash., based Gospel Radio Network, has asked FCC to sanction his effort to take over ownership and control of KAYE(AM) Puyallup, Wash. KAYE's renewal application has been locked in FCC hearing for several years.

Mr. Perozzo, who has already secured restraining order from Washington state court restricting KAYE's business affairs (BROADCASTING, July 9), claims to have been elected president of licensee, KAYE Broadcasters Inc., at stockholders meeting last January. In pleading to FCC, in which he asked commission to grant station's renewal application and rule that he is authorized owner of KAYE, Mr. Perozzo accused James H. Nicholls, KAYE general manager, of utilizing fraud to gain 50% interest in licensee five years ago. He claimed Mr. Nicholls persuaded Hayden Blair, major stockholder of KAYE Broadcasters, to sign FCC application for transfer of control of com-

Prime-time Ehrlichman. CBS-TV has scheduled three one-hour, prime-time news specials this week when John Ehrlichman, former presidential assistant for domestic affairs, testifies at Watergate hearing. In addition to its rotating coverage, CBS-TV will carry highlights of testimony tomorrow (July 24) and Thursday from 10-11 p.m. and on Friday from 8-9 p.m.

pany to him, although Mr. Nicholls, allegedly, has never paid for stock he purports to control. Mr. Perozzo said that he has since purchased Mr. Blair's stock for \$10,000 (although he has not received transfer approval from commission), and claimed that Mr. Nicholls has no ownership or administrative interest in KAYE.

NBC, too, fights for sketches

NBC has joined CBS in opposing order of U.S. District Court judge in Florida barring broadcast of sketches depicting courtroom, whether made in courtroom or not. NBC petitioned U.S. Court of Appeals for Fifth Circuit to order Judge Winston E. Arnoff, chief judge of U.S. District for northern Florida, to vacate portions of orders he had issued imposing bans on sketches.

CBS is contesting \$500 fine imposed by Judge Arnoff for violating order in covering pre-trial hearing in matter of "Gainesville Eight"—seven members and one supporter of Vietnam Veterans against the War (BROADCASTING, July 16). They face charges of conspiring to attempt to disrupt Republican National Convention in Miami last year.

NBC, in brief in which it is joined by WKRG-TV Mobile, Ala., CBS affiliate, and WTLV-TV Jacksonville, NBC affiliate, said orders banning courtroom sketches, even if made from memory, constitute direct restrictions on press that violate First Amendment.

NCTA in legal clover over missing papers in FCC's files

FCC has informed National Cable Television Association it may inspect certain commission documents it wants to study in preparing comments on commission's rulemaking to boost fees for those it regulates. But NCTA officials on Friday (July 20) appeared happiest over commission statement that some material NCTA wants is unavailable because it does not have such material in its files.

U.S. Supreme Court has agreed to review case in which NCTA is challenging commission's authority to levy fees on cable operators. And one of NCTA's major points is that fees charged cable operators were illegal since commission did not calculate value to recipient in fixing them, as required by law. Stuart Feldstein, general counsel of NCTA, said commission comment on lack of data will be included in brief NCTA is due to file in Supreme Court this week.

Commission official said it does not have in its files, either, information used in determining value to recipient of privileges granted to broadcasters. But he said that in cases of both cable TV and broadcasting, commission staffers make "judgment call" based on their experience and knowledge of various factors—economic conditions in industry among them.

National Association of Broadcasters, which had also challenged commission's authority to levy fees, dropped out of case after U.S. Court of Appeals for Fifth Circuit upheld commission's fee schedule. But NAB will file friend of court brief in NCTA case. John Summers, NAB general counsel, said it was not likely NAB's brief would include comment on lack of material on value to recipient. He said appeals court, in upholding fee schedule, regarded value to recipient as "profits of the industry."

Documents commission said it would make available for inspection by NCTA include "Preliminary FY 1974 Staffing Plan for the Cable Television Bureau," Harbridge House Final Report on Cable TV Bureau reorganization, fiscal year 1974 budget estimates submitted to Congress and various commission work sheets.

Commission action came in response to second request made under Freedom of Information Act. Commission, after turning down first request, said change in conditions had made it possible to comply with request. Commission noted that testimony at congressional hearing had been released and that commission had issued its new organization plan for cable bureau.

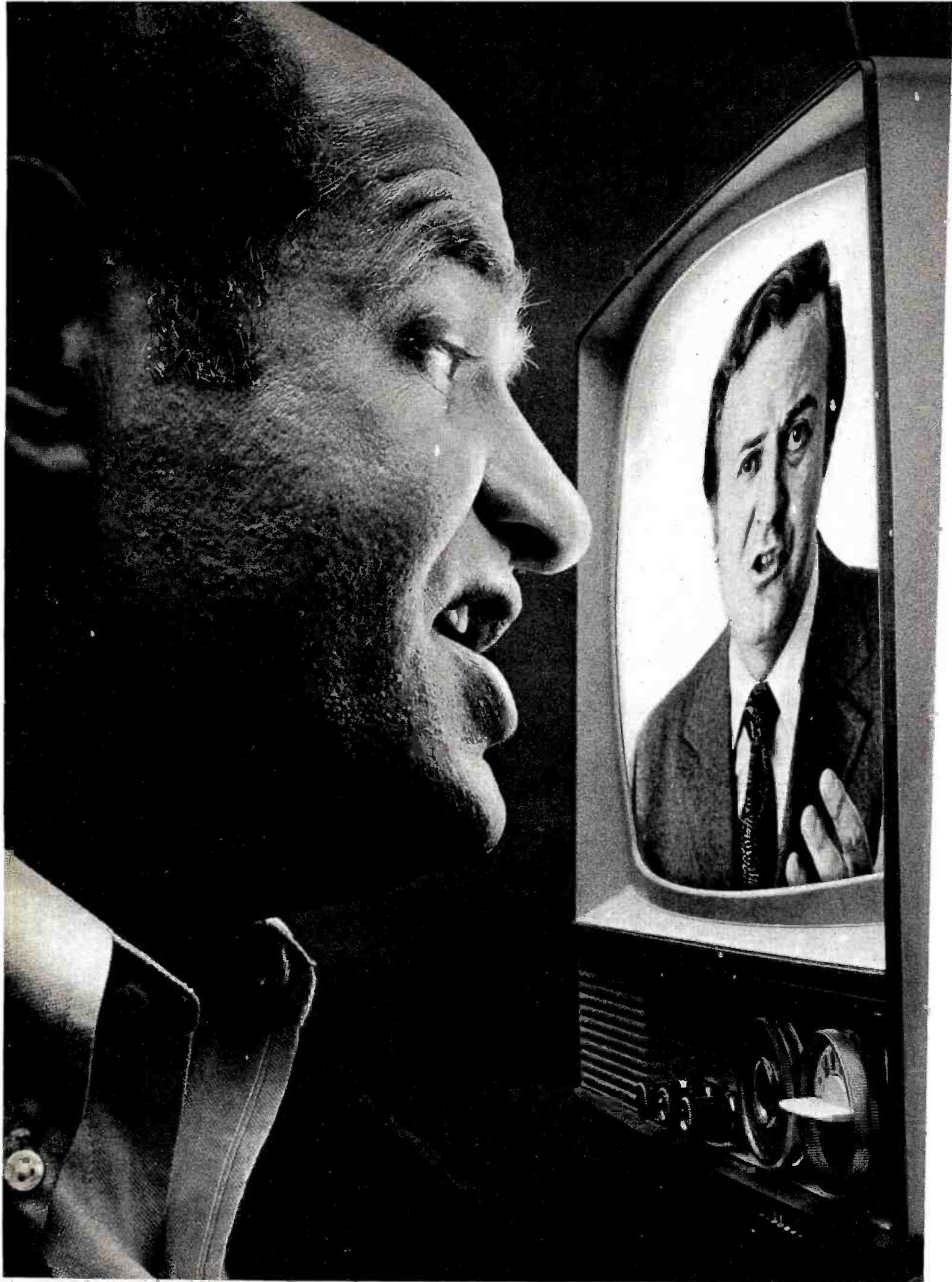
NCTA earlier had gone to court after being denied permission to examine documents commission used in preparing 1970 fee-schedule proposal. NCTA lost in District Court but appeals court, in April, sent case back to lower court for trial on commission's assertion that documents are exempt from FOJ Act.

Headliner



Mr. Lombardo

Philip J. Lombardo, VP of Southern Broadcasting Co., Winston-Salem, N.C., and general manager of Southern's WGHP-TV High Point, N.C., for past five years, named president of television stations division of Corinthian Broadcasting Corp., New York, effective on or about Sept. 1. He succeeds James C. Richdale Jr., who returns to Corinthian's KHOU-TV Houston as president and general manager (BROADCASTING, July 16).



DO ENOUGH AMERICANS GET A CHANCE TO TALK BACK?

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Today life is far more complex. Small towns have given way to huge cities housing hundreds of thousands—even millions—of people. City, state and federal governments have grown tremendously.

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Fortunately, with our growth we've also developed the miracle of mass communications. News,

ideas and opinions can reach millions of Americans in a matter of minutes.

Storer television and radio stations believe that mass communications must be a two-way street. More than ever, it's vital for the individual to be heard.

And Storer station audiences *are* heard. On "Editorial Feedback"; station editorial time each week is devoted to responses from the audience, some complimentary, some critical, some with new thoughts on a given subject. On "Guest Editorial"; responsible spokesmen for groups or as individuals are invited to present their own editorials, and *do*, on such matters as proposed legislation, community problems,

prior station editorials, etc.

This is one more example of how Storer stations become involved in the vital affairs of the communities they serve and how they encourage greater involvement by others.

Our premise: the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

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WJW Cleveland / WDEE Detroit / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo

13-27-36

THE COMBINATION

That Opens The Stockton/ Sacramento Market



KOVR - 13, located in the nation's 27th TV Market has a 36 Metro Share and is number 1 in DMA Ratings and Total Homes in the vital 7 - 8 PM time period, Monday through Friday.

To unlock your sales in Stockton/Sacramento, see Katz TV West for availabilities.

Sources: NSI, Stockton/Sacramento, Feb./Mar. '73
SRDS ADI, April, '73

Estimates subject to errors, variations and interpretative restrictions inherent in sampling surveys.

**McCLATCHY
BROADCASTING**



BASIC ABC AFFILIATE
REPRESENTED NATIONALLY BY
KATZ TV WEST

Open Mike®

A station's side

Editor: Thorton Wierum's "Monday Memo" (July 9) states one point in his case for the agency's side of the agency-station contract that is open to question: He stresses "exact" time of broadcast.

Having dealt extensively with JWT in radio, I must point out that our contracts *exclusively* specify 30- or 60-minute periods in which their spots are to air, yet when we bill JWT, the statements are returned an average of 50% of the time, asking for exact times.

It would seem to me that if JWT wants exact times, they should be specified in the contract, not after the fact. This in itself would help eradicate some of the "slow-pay" problems by eliminating the need for second and even third billings for one flight.

Further, when the initial order is accepted by both the station and the agency, the agency can provide this same information from its own copy of the contract, thus obviating the need

for detailed specification by the station. *M. R. Morton, manager KGIM(AM) Brookfield, Mo.*

What's in a call

EDITOR: I could not help but notice the omission of WRMN(AM) Elgin, Ill., in your article on the call letter change of KTBC-AM-FM Austin, Tex., to KLBJ-AM-FM, and the related discussion on the use of the initials of former Chief Executives of the United States [BROADCASTING, July 9]. The call letters of WRMN stand for the first names of the children of the original owner of the station, George Ralston, who started the station in 1948: R-Richard, M-Mary, N-Nancy. KRMN AM, FM and TV are not currently assigned to any stations in the United States, nor are WRMN FM and TV. WRMN-FM was until slightly over a year ago assigned to [what is now] WJKL(FM), sister station of WRMN.—*Gary C. Knaack, managing owner, GCK Media Communications, Elk Grove Village, Ill.*

Datebook®

• Indicates new or revised listing.

This week

July 22-25—*Idaho State Broadcasters Association* summer convention. Shore Lodge, McCall, Idaho.

July 22-27—Sales management seminar, sponsored by *National Association of Broadcasters*. Harvard University Graduate School of Business Administration, Cambridge, Mass.

July 24—Oral argument on FCC jurisdiction over pole attachment arrangements for cable television companies. 9:30 a.m., FCC, 1919 M Street, N.W., Washington.

August

Aug. 1—*Senate Copyright Subcommittee* hearing on aspects of S. 1361, proposed copyright revision bill (CATV fee schedule, carriage of sporting events by cable, exemption for religious broadcasters). 10 a.m., Room 1114, Dirksen Senate Office building, Washington.

Aug. 1—Extended date for filing comments on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast applicants, Part 1, Sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

Aug. 2-5—Summer conference, *Concert Music Broadcasters Association*. Queensbury hotel, Glens Falls, N.Y.

Aug. 8-12—1973 convention, *National Association of Television and Radio Announcers*. Marriott hotel, New Orleans.

Aug. 9-10—Annual summer convention, *Arkansas Broadcasters Association*. Featured speakers: Vincent T. Westewski, president, National Association of Broadcasters; and FCC Commissioner Richard Wiley. Arlington hotel, Hot Springs.

Aug. 13-16—National Advertising Show, New York Hilton, New York.

Aug. 16-18—*Utah Broadcasters Association* summer convention, with Washington syndicated columnist Jack Anderson as featured speaker. Park City (Utah) Resort.

Aug. 20—Cable television workshop, sponsored by

Fairleigh Dickinson University. Florham-Madison (N.J.) campus.

Aug. 22-24—*Canadian Speech Association* conference '73. "Integrity in Communication." Seneca College of Applied Arts and Technology, Toronto. Contact: Jim Streeter, Seneca College, 1750 Finch Avenue East, Willowdale M2N 5T7, Ontario.

Aug. 25—*Radio Television News Directors Association* board meeting. Studios of WGN-AM-TV Chicago.

Aug. 31—Deadline for entries in Abe Lincoln Awards competition sponsored by *Southern Baptist Radio-Television Commission*.

Aug. 31—Extended date for filing reply comments on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast applicants, Part 1, Sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

September

Sept. 7-15—Sixth annual *Atlanta International Film Festival*. Award categories include: features, documentaries, short subjects, experimental, TV commercials and TV productions. Stoufflers Atlanta Inn and Fox Theater, Atlanta.

Sept. 8—Regional seminar, *Radio Television News Directors Association*. University of Michigan, Ann Arbor.

Sept. 11-14—Western electronic show and convention, sponsored by *WESCON*. Brooks hall/civic auditorium, San Francisco.

Sept. 12-15—Silver anniversary convention, *Michigan Association of Broadcasters*. Hidden Valley resort, Mich.

Sept. 14—Annual FCC newsmaker luncheon, *International Radio and Television Society*. Scheduled speaker: FCC Chairman Dean Burch. Waldorf-Astoria, New York.

Sept. 14-Oct. 20—Plenipotentiary conference of *International Telecommunication Union*. Malaga-Torremolinos, Spain.

Sept. 16-18—*Nebraska Broadcasters Association* annual convention. Speakers include: FCC General Counsel John W. Pettit and Washington communications attorney Erwin G. Krasnow. Holiday Inn, Kearney, Neb.

Sept. 17—New deadline for entries in Broadcasters Promotion Association/Television Information Office promo spot awards competition.

Sept. 17-20—Annual convention of National Association of Theatre Owners, with motion picture and concessions industries trade show. Hilton hotel, San Francisco.

Sept. 18-20—Video Expo IV featuring hardware and software equipment exhibits and workshops sponsored by Media & Methods Magazine and International Industrial Television Association. Commodore hotel, New York.

Sept. 19-21—Fall meeting, Pennsylvania Community Antenna Television Association. Host Farm, Lancaster, Pa.

Sept. 27-30—Joint fall meeting, Missouri and Illinois Broadcasters Associations. Stouffers Inn, St. Louis.

Sept. 28-Oct. 3—VIDCA, International market for videocassette and videodisc programs and equipment. Festival palace, Cannes, France.

Sept. 30-Oct. 3—Annual convention, Institute of Broadcasting Financial Management. Marriott hotel, New Orleans.

October

Oct. 1-4—National Premium Show, Hall-Erickson Inc., managing director, McCormick Place, Chicago.

Oct. 4-7—Annual national meeting, Women in Communications Inc. Benson hotel, Portland, Ore.

■ Oct. 5-7—Annual fall convention, Illinois News Broadcasters Association. Keynote speaker: Elmer Lower, president, ABC News. Holiday Inn, Decatur, Ill.

Oct. 7—Second annual meeting Michigan News Broadcasters Association. Kellogg center, Michigan State University, Lansing.

Oct. 8-11—Electronic Industries Association 49th annual convention. Fairmont hotel, San Francisco.

Oct. 8-13—Annual international conference, Radio Television News Directors Association. Olympic hotel, Seattle.

Oct. 10-12—Convention, Western Educational Society for Telecommunications. Snowbird resort, Snowbird, Utah.

■ Oct. 10-12—Annual conference, Western Educational Society for Telecommunications. Snowbird resort, Utah.

Oct. 14-17—Western region convention, American Association of Advertising Agencies. Santa Barbara Biltmore, Santa Barbara, Calif.

Oct. 15-16—Fall conference, National Association of Broadcasters. Marriott hotel, Philadelphia.

■ Oct. 15-16—Northeast regional expo, National Cable Television Association. Granit 2 hotel, Kerhonkson, N.Y.

Oct. 16—Fall conference, National Association of Broadcasters. Hartford, Conn.

Oct. 17-18—Fall conference, National Association of Broadcasters. Marriott hotel, Chicago.

■ Oct. 18-19—Fall convention, Kentucky Broadcasters Association. Holiday Inn, Frankfort, Ky.

Oct. 19-20—American Advertising Federation 10th district meeting. Fairmont Mayo hotel, Tulsa, Okla.

Oct. 19-21—American Advertising Federation 2d district meeting. Pocono Manor Inn, Mt. Pocono, Pa.

Oct. 19-23—28th MIFED, international film, TV film and documentary market for film buyers and sellers. Milan, Italy. Contact: MIFED, Largo Domodossola 1, 20145 Milano, Italy.

Major meeting dates in 1973-74

Sept. 30-Oct. 3—Annual convention, Institute of Broadcasting Financial Management. Marriott hotel, New Orleans.

Oct. 8-13—Annual international conference, Radio Television News Directors Association. Olympic hotel, Seattle.

Nov. 11-14—Annual convention, National Association of Educational Broadcasters. Marriott hotel, New Orleans.

Nov. 14-16—1973 seminar, Broadcasters Promotion Association. Sheraton Cleveland hotel, Cleveland.

Nov. 14-17—Annual convention, Sigma Delta Chi. Statler Hilton hotel, Buffalo, N.Y.

Nov. 28-29—Annual meeting, Television Bureau of Advertising. Hyatt Regency hotel, Houston.

Feb. 17-24, 1974—1974 conference, National Association of Television Program Executives. Century Plaza hotel, Los Angeles.

March 17-20, 1974—52d annual convention, National Association of Broadcasters. Albert Thomas Convention and Exhibit Center, Houston.

April 21-24, 1974—23d annual convention, National Cable Television Association. Conrad Hilton hotel, Chicago.

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TORONTO: John A. Porteous, *contributing editor*, 3077 Universal Drive, Mississauga, Ont., Canada. Phone: 416-625-4400.

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* Reg. U.S. Patent Office.
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FRESNAN'S FIND FAVORITE FLICKS FEATURED ON KMJ-TV 24

Smart advertisers are grabbing spot times in KMJ-TV's great movie packages:



- BIG MOVIE
2 P M Monday thru Friday
- SATURDAY CINEMA
7 - 9 P M
- SUNDAY CINEMA
5:30 - 7:30 P M

The Saturday and Sunday Cinema combination adds up to a dream package for any buyer. Your Katz TV West man has the full story. Check with him today.

McCLATCHY
BROADCASTING



BASIC NBC AFFILIATE
REPRESENTED NATIONALLY BY
KATZ TV WEST

Monday Memo

A broadcast advertising commentary from Walter Sabo Jr., president, Creative University Relations, Maplewood, N.J.

Syracuse University takes the plunge into network radio for admissions recruitment

Our mission: Sell something that had no tangible selling points and that had never been presented on television or radio, and sell it to an intelligent, skeptical audience.

Last May, Syracuse University became the first college to use network radio as a key element in its admissions-recruitment planning. Spiraling overhead costs, the decrease in the nation's high-school student population and strong competition from state-funded schools have prompted colleges to consider new means of attracting college-bound youth. But radio has been largely ignored by colleges. Two goals of the University of Syracuse, however, caused it to experiment with network radio to reach upper-income, well-educated families.

Syracuse is anxious to diversify the geographic composition of its student body. A majority of the students comes from states adjacent to New York. Increasing the number of students from distant areas would improve the academic flavor of the campus. It is not economical to send spokesmen to high schools in every state, and printed brochures are only read by students who have been encouraged to seriously investigate a specific college. On May 1, Syracuse mailed summer-oriented admissions posters to 8,000 high schools. The copy on the poster is coordinated with the points emphasized in the radio commercials. Combining poster copy with the impact of radio increases the probability that a student will ask his guidance counselor about Syracuse. The counselor will do the selling.

SU's target audience consisted of high-school juniors, seniors and their parents, plus students attending other colleges who are planning to transfer. This audience tends to be leery of advertising, particularly for something as noncommercial as a college education.

Copy had to say "quality" without boasting. Three commercials were produced. This is representative of the style and approach we used:

SOUND: Erie Canal-type barge horn. Established and out.

ANNCR: Over one-hundred years ago, a canal barge could bring you to downtown Syracuse, N.Y.

MUSIC: Light, reminiscent guitar.

ANNCR: The Erie Canal inspired men to write books, create paintings and compose songs of a certain quality. A quality which will never be duplicated. Syracuse University in Central New York has a certain quality . . . Syracuse University.

MUSIC: Fades and out.

TAG: Why not visit Syracuse University this summer? Or, write for information.



Walter R. Sabo Jr. planned, created and supervised the Syracuse University network radio campaign. Mr. Sabo is presently president of Creative University Relations, which he formed to develop advertising for colleges and universities. He has worked as a radio station news director and air personality and as a newspaper feature columnist, youth-page editor and graphic artist.

"A certain quality" is a key phrase in the university's literature and slide-show presentation. The pitch is a quiet invitation to visit or write; it is not a direct appeal.

Stressing specific advantages of the school's curriculum and course offerings would have alienated too many listeners. The calculated elusiveness of the copy permits the listener's mind to form specific selling points and characteristics about the school. Hard-line copy writers would claim that this is a romantic attitude; listeners, they believe, should not be given such responsibility. But choosing the right college is a highly personal and often emotional decision. A school should never say that its programs would suit even a small fraction of potential college students. This is not a snobbish perspective. A student's success at a college depends on a combination of the school's location, its housing facilities, social composition and the student's own background. Permitting the listener to freely interpret the qualities of Syracuse is the only honest way to present the product.

Mood copy requires extremely cautious use of language. One tendency of institutions and manufacturers that try to communicate with young adults is the excessive use of teen-age slang. Phrases such as "rip-off" and "get it together" have different meanings in various schools and communities. When an advertiser employs teen slang in copy, the words become instant clichés.

When high-school students read college brochures they do not rely on body copy to give them the true story. Photographs showing the college's architecture and dress styles more accurately convey the mood of a campus. Production tech-

niques, voices and music selection in a radio commercial for a university can tell a listener a great deal about the attitudes of the school.

We did not wish to feature "kid voices." Golly-gee pubescent tones would be poor voices for selling a university. While avoiding kid announcers, we did not want the commercials to feature golden voices of elderly professors attempting to lead the confused high schooler "down the path to higher education." We chose college students with professional broadcasting backgrounds to deliver the copy. Announcers used a close mike style without coming across as overly "with-it." Original music was composed for the ads.

A spot for the university placed in local time between a used-car ad and a PSA for a spaghetti supper would have damaged the school's image. For Syracuse we sought stations that were more sophisticated than straight top 40's but that still reached a maximum number of 18-24's and their parents

The ABC FM network was clearly the most economical and effective means of reaching SU's target audience. ABC FM serves an impressive number of stereoprogressive rockers in major markets. These stations tend to attract an audience from well-educated, affluent families.

The commercials ran twice a night, between 7 and midnight, Tuesday through Friday, from 11 a.m. to 3 p.m. on Saturday. This totaled 11 commercials per week for the month of May.

Increased and diversified correspondence indicates that the Syracuse campaign has been successful. After analyzing comments from college students about radio commercials and reviewing standard approaches used for selling products to the youth market, I would like to present a checklist of copy suggestions.

- Don't boast. No high schooler today will believe that your school or service is outright better than your competitor's.

- Your message will be more effective if you don't use slang. Straight language can create empathy without offending.

- Consider appealing to future, romantic dreams of young people.

- Give the listener the freedom to see how your service will suit his life style rather than how he'll have to conform to your restrictions.

- If possible, compose original music beds for your spots. Selecting music from "Shaft" or the theme from "2001" is just as much a cliché as using slang in the copy.

By carefully coordinating the output of several university offices, the Syracuse U radio campaign has been highly effective. Radio, not print, is the medium of young adults. It is the most logical method for a school to contact a large number of future-minded teen-agers.

TODAY'S GAME CALLED BECAUSE OF POLLUTION.

In Riverside, California, more Little League games are postponed because of pollution than because of rain.

The problem's so bad that when pollution reaches a danger point, up go special smog alert flags.

And into their homes go the kids.

The problem isn't confined just to Riverside.

In many cities all over the country, air pollution is a hazard to health.

"The Detroit Connection: The Great Clean Air Debate," a 60-minute documentary produced by Group W's Urban America Unit, examines what most scientists feel is the major cause of this problem—the internal combustion engine.

The program shows what government and industry are doing to reduce auto pollution. And what they're not doing.

And finally, what could be done to solve the problem.

We feel "The Detroit Connection" is an important show.

Take a deep breath the next time you're outside and we think you'll agree.



WESTINGHOUSE BROADCASTING COMPANY

Available from Group W Productions, 90 Park Avenue, New York, New York 10016 (212) 983-5088.



More than shelter.

Orphaned, abandoned, abused, illness in the family. These are some of the reasons children need foster homes. They need more than food, clothing and shelter; they need the warmth and acceptance of a family.

When the Fetzer television station in Sioux City was asked for help in publicizing Foster Child Care Week, they prepared spot TV announcements and arranged interviews.

The Director of Woodbury County Department of Social Services said, "Our efforts a year ago resulted in only one potential foster parent application, but through your efforts, we have already received eleven contacts."

Helping young people to smile again is part of Fetzer total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOIN-TV Lincoln	KGIN-TV Grand Island		
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac	KMEG-TV Sioux City

Lead Story

Phase Four news better than had been expected

Easing of controls for medium's largest advertisers lifts cloud of concern from most broadcasters; General Foods leads the way in saying it could be better still

Broadcasters let out a guarded sigh of relief last week in belief that the government's new Phase Four price-wage controls should ease threats that had been hanging over major advertising budgets.

The sigh was guarded because it seemed clear there still would be an accelerated profit squeeze on companies, and in times of squeeze the advertising budget has proved to be one of the most readily accessible sources of savings.

Aside from that, however, food advertisers, who had been the major source of concern, seemed assured of at least enough profitability under the new rules to enable them to continue producing and advertising products that, in total, accounted for \$574 million in TV and \$50 million in radio billings last year.

Although many food marketers protested that the rules did not give them nearly the relief they deserved, price ceilings on all foods (except beef) were lifted to let manufacturers pass along dollar-for-dollar to consumers the raw-product cost increases they have incurred since June 8 and, effective Sept. 12, all other increases as well. Beef prices also will be freed Sept. 12. In other industries the price freeze continues through Aug. 12, when varying sets of regulations will go into effect.

The Phase Four rules, announced Wednesday (July 18), were much more stringent than many companies had expected. But in the food area, especially critical to broadcasters, they were less deadening than some had feared. Many companies had already cut back or were deferring advertising plans, particularly in spot TV (BROADCASTING, June 16).

An economist who specializes in broadcasting and also in advertising said that if the food processors had been kept under the freeze "all sorts of shortages and cutbacks" would have developed over the next several months. "I can't say they're

in clover now," he added, "and there may be some residual problems, but their condition has been much improved."

(That improvement evidently was not good enough for one of broadcasting's largest good customers, General Foods. C. W. Cook, chairman, was quick to release a statement saying "there are still restraints that give us concern." He cited the two-month moratorium on passing along cost increases incurred prior to June 8, and against passing along non-agricultural cost increases. "This is patently unrealistic and unfair," Mr. Cook said.)

The automobile industry is among those that stand to gain, according to early estimates. Leading car makers appeared pleased—and were reported ready to raise prices. Over the years they have been slowly but consistently increasing their use of TV, to the point that television is now the industry's number-one medium. Last year automobiles, trucks and associated automotive products—not including gasolines—spent almost \$291 million in television, and approximately \$73 million in national radio, according to estimates from the Television Information Office and the Radio Advertising Bureau, and recent indications have suggested a stepped-up buying tempo for this fall.

Gasoline advertisers, who in recent months have been trimming advertising budgets in some cases and switching copy in others to stress consumer economy in the face of a fuel shortage, remain under the price freeze until Aug. 12. Then a new system of price ceilings will take effect. How their further advertising may be affected, if at all, is unclear.

Textile, clothing and related manufacturers, on the other hand, were considered likely to benefit from the new rules. They contributed to a \$75-million apparel-footwear-accessories expenditure in television last year.

The immediate impact of Phase Four on retail stores, supermarkets and the like appeared uncertain, in the initial analyses by advertising specialists. Leaders of many big chains were reported to be highly critical of the new policy, but broadcasting strategists were hopeful they could convince big stores to use the media to explain their own positions to customers sure to be irate or concerned—or both—about the higher consumer prices that would inevitably result. If successful, this strategy could increase the \$100 million that department stores and \$58 million that supermarkets spent in television—and the \$190 million the two categories spent in local radio—last year.

In the first few days following the

Phase Four announcement, however, projections of the policy's likely effect on advertising were left primarily to the advertising media. The advertisers themselves were immersed in pricing. Or, as Harry Schroeter, vice president for communications and corporate marketing for Nabisco, put it, "We don't give a damn about the media—it's dollars that are being squeezed."

Carl Randall, marketing vice president for Cudahy Co., echoed those sentiments, saying, "Right now, advertising is the furthest thing from our minds. We've made no cuts in our 1973 advertising schedule. We've had inadequate supplies [of meat]. It [Phase Four] is probably going to encourage the supply situation."

Allison McRae, advertising product manager at Libby, McNeil & Libby, said that Phase Four gives the company the green light to go ahead with fourth-quarter commitments in TV, mostly network. Several weeks earlier she had said that if Phase Four did not give Libby's some relief from the price squeeze it might be forced to cut back on those buys.

A spokesman said Pillsbury was still working with its lawyers to figure out what Phase Four meant to it. However, it looks as though the new rules will ease the cost-price squeeze Pillsbury had been facing from its grain suppliers. The spokesman noted that "The supply of grain was becoming critical—especially the price they [suppliers] were asking for it." Thus, Pillsbury plans to go ahead with fourth-quarter commitments in network TV.

A spokesman for the Kellogg Co. said that while advertising dollars had not been cut back during the price squeeze, Kellogg's has suffered a shortage of raw materials. "We're very hopeful that Phase Four will improve the situation."

A spokesman for Carnation said the company had tightened its advertising belt this year and was holding back some advertising commitments pending a clarification of Phase Four. He didn't think advertising costs could be included in "Stage B"—after Sept. 12, when additional costs may be passed on to consumers—because they are discretionary and client-controlled.

John Crichton, president of the American Association of Advertising Agencies, said it was too early to tell whether Phase Four would release more advertising dollars into the market—"a lot depends on the interpretation of it. A lot of people are worried about the fourth quarter." Peter Allport, president of the Association of National Advertisers, also felt that a good deal more analysis would be needed before the impact could be judged.

TV code board tries to clarify MPA rules

Statement is issued to clear up confusion over what may run in a multiple-products commercial

The television code review board of the National Association of Broadcasters last week adopted an interpretive statement to clarify for advertisers and agencies the NAB Code provision on multiple-product announcements.

The MPA provision was revised last January by the NAB television board (BROADCASTING, Jan. 15).

The statement, adopted last Thursday (July 19), deals principally with the code provision requiring that separate products or services in a commercial of less than 60 seconds must be "related and interwoven" to count as a single announcement.

"Products may be considered to be related in character, purpose and use either directly through the nature of the products themselves or through the normal and reasonable complementary relationship of one product to another," according to the statement. The MPA, it says, "must be produced so as to appear to the viewer as a single announcement." It notes that this unity may be achieved not only through the over-all presentation of the product, but also through production elements such as voices, setting, background, music, continuity and theme.

Interweaving products, it is noted, should be viewed in light of the purpose of the MPA provision: reducing the appearance of clutter on television. "It should be approached from the viewpoint of achieving as smooth a flowing commercial as possible, void of disruptive segmentation, abrupt/forced segues and like techniques which detract from the desired unity," the statement says.

Special attention should be given to the relationship of tags to the MPA provision, it says, adding that tags should call attention to the different forms of the product advertised and should blend into the entire message. "Tags for products that bear no relationship to the product advertised throughout the commercial continue unacceptable with the exception of prestige signature identification," it says. (Example: "From the makers of...")

The statement also says that the TV code review board expects the process of defining "related products" and "interwoven" to be a continuing one. "These interpretations will in no way deviate from the original intent of the MPA provision," it says. "Under no circumstances will 'piggyback' commercials be permitted in any commercial announcement less than 60 seconds in length."

The MPA guidelines are still scheduled to go into effect Sept. 1, according

to Stockton Helffrich, director of the NAB Code Authority. But he added that a three-months' grace period would be allowed on a case-by-case basis for advertisers who have had to delay their schedules because of difficulties in interpreting the MPA guidelines.

He cited a number of actual examples of multiple-product combinations that would probably be allowed in a 30-second commercial under the new interpretations. (The key element, he said, is presentation as "a unified message."): (1) a dishwasher and a refrigerator, (2) margarine and eggs, (3) car wax and automobile upholstery cleaner, (4) machine oil and plastic wood (in which sawing of the wood is made easier by oiling the saw). Another one, involving a hairspray for men and a man's deodorant, is already on the air, he noted.

With rulemaking powers upheld, FTC seeks to make best use of them

Authority to come up with regulations spread through consumer bureau

The Federal Trade Commission, whose authority to issue substantive trade-regulation rules with the force of law was upheld last month by the U.S. Appeals Court in Washington (BROADCASTING, July 9), last week announced a major reorganization aimed at making more effective use of its rulemaking powers.

Chairman Lewis Engman said that the Division of Rules and Guides, which previously had handled rulemaking exclusively, had been eliminated and rulemaking authority had been extended to each of the seven operating divisions within the Bureau of Consumer Protection. Mr. Engman said that the realignment does not modify the commission's rulemaking procedure; rather, it would allow attorneys throughout the bureau to participate in proposing and developing rules. "This will give all bureau attorneys the option to proceed either by rulemaking or by litigation in the areas where they have developed substantive expertise," he said.

The appellate-court decision, upholding the FTC's right to require posting of octane ratings on gasoline pumps, confirmed the agency's authority to issue rules covering what it believes to be unfair trade practices. Mr. Engman said that in view of that ruling, "a main thrust of the bureau's work should be a definitional one—further fleshing out the meaning of 'unfairness' and 'deception.' Effective use of our rulemaking authority is absolutely essential to carry out this assignment."

The realignment of the bureau is also designed to provide a better allocation of resources, special emphasis on emerging consumer-protection areas and improved management of special statutes administered by the FTC.

The realignment provides for in-

creased concentration on development of rules in areas of warranties and affirmative disclosures of vital product information by the new Marketing Practices Division (formerly the General Litigation Division). In addition, the new Special Projects Division (formerly the Evaluation Division) has been given primary responsibility for combating unfair trade practices.

A whole new look at FCC policy on combination rates

Agency sets out to update controls on multimedia pricing and selling

Faced with a number of inquiries and requests for rulings on the subject, the FCC last week moved to gather information on the use of combination advertising rates. It issued a notice of inquiry and proposed rulemaking ("Closed Circuit," July 9).

The commission opened one new area by asking why combination rates between cable TV systems and broadcast licensees should not be treated in the same manner as combination rates between broadcast stations.

And in seeking comments on the application of existing policies the commission said a change might be appropriate in one that permits the use of combination rates by FM stations serving the same area. The policy, adopted in a ruling issued in 1964 and aimed at encouraging the competitive position of FM stations as against AM outlets, might no longer be appropriate, the commission said, in view of what it believes is the substantially improved economic position of FM stations.

The commission noted that although it does not enforce the antitrust laws, it considers the policies underlying them in making its public-interest findings. It has ruled in the past that the limited monopoly that goes with the assignment of a broadcast license must not be used as a trade weapon to gain a competitive advantage in a nonbroadcast field.

And it has taken a number of actions aimed at implementing that ruling. It has disapproved of a rate package between a licensee and a commonly owned non-broadcast business, and prohibited networks from representing their affiliates for the sale of nonnetwork time. In 1967 it held that a policy requiring a time-buyer to purchase time on one station in order to buy time on another is anti-competitive and against the public interest; and in 1969, it held that a broadcast licensee whose sales-representation subsidiary serves a locally competing station violates the commission's policy barring local cross-interests by licensees (BROADCASTING, March 17, 1969).

The commission's notice poses these questions, among others:

▪ What standard should be applied in defining "substantially the same market or area"?

▪ Should commonly owned stations in

the same or different markets have combination rates?

▪ Should the ban on forced combination rates be applied to commonly owned AM-FM combinations in the same market during the time they are simulcasting?

▪ Should the ruling banning licensee-owned sales organizations from representing a competing station in the same service in the same area be broadened to include stations not in the same service?

▪ Should a sales representative be permitted to represent two or more stations in the same market?

▪ Comments are due in the notice of inquiry and rulemaking by Nov. 1; the deadline for replies is Dec. 3.

Besides issuing the notice, the commission last week took a number of related actions. It notified several stations that combination-rate agreements by independent stations serving the same area conflict with established policy and are contrary to the public interest, and it gave them 20 days to state the action they are taking to sever their unauthorized relationships. It gave the same message to some stations regarding the representation of a station by a sales rep partially or wholly owned by the licensee of a competing outlet.

The commission also rejected a complaint of Entertainment Communications Inc., licensee of WAYL(FM) Minneapolis, that Malrite of Minnesota Inc., licensee of KEYY-AM-FM Minneapolis, had violated the rule prohibiting stations from duplicating the programming of commonly owned AM outlets. The commission said no violation had occurred, pointing out that although both stations broadcast the same kind of music, they are programmed separately more than 50% of the time. The commission also said that since time on the stations can be purchased separately, there is no forced combination rate during those periods.

Ad review board clears Miles messages

A complaint against Miles Laboratories, Elkhart, Ind., and TV commercials for its One-A-Day Vitamins Plus Iron has been dismissed by a panel of the National Advertising Review Board (NARB). However, the panel has recommended that future advertising for the product direct itself more specifically to women of child-bearing age rather than to women generally. J. Walter Thompson, New York, is the agency.

The complaint had been filed by Erma Angevine, executive director of the Consumer Federation of America. Mrs. Angevine charged that the commercial implied the product would fully meet daily iron requirements regardless of diet. She also questioned whether it is in the public interest to "encourage reliance on a pill to meet nutritional needs rather than a thoughtful selection of a balanced diet" and whether "serious harm might result from the consumption of too much iron."

After evaluating testimony and data from the National Advertising Division

(NAD) of the Council of Better Business Bureaus (which had previously dismissed the complaint), the panel concluded that the risk of iron toxicity among women who used the product as recommended was remote and that the need for iron supplementation by women of childbearing age has been well established.

Record companies climb the charts in TV advertising

Major labels become increasingly interested in television for promoting album sales by record stores

Capitol Records inaugurates today (July 23) a flight of 30- and 60-second TV spots in Toronto heralding *We're an American Band*, the latest album by the rock group, Grand Funk. Toronto also happens to be the first city on Grand Funk's North American tour, and those spots will be used in at least a dozen of the 24 cities in which the group is scheduled to perform this month and next.

Two weeks earlier, on July 9, TV commercials for Warner Records' *Superstars of the 70's* appeared on 86 TV stations in the Midwest—the beginning of an eight-week promotion that has \$500,000 budgeted for TV.

Those two buys by record companies are the latest evidence of the growth of a new category in TV advertising. This is not the direct-response advertising that has been on TV for a decade or more, as per-inquiry, mail-order business, but direct, 30- and 60-second spots backing up dealer promotions to get the customer into a record store.

In 1965, record advertising on TV amounted to a slim \$1.5 million. In 1971, this sum had grown to \$16.8 million, and last year it virtually doubled to \$30.8 million, according to the Television Bureau of Advertising and Broadcast Advertisers Reports. These figures, however, include the still-substantial direct-response advertising. But there is no question that direct selling of records by way of TV is what has contributed the bulge in the sums now being spent in this category of TV advertising.

Last year, according to the same sources, over \$1 million in spot TV was spent in promoting each of six records: *Original Motown* (Motown), \$2 million; *Dynamic Rock* (RCA), \$1.95 million; *Classic Rock* (Columbia), \$1.65 million; *Do It Now* (Ronco), \$1.35 million; *Hands of Time* (Columbia), \$1.3 million, and *Country Good Times* (Westinghouse), \$1.1 million.

In Los Angeles alone, in the third quarter of 1972, 34 records were advertised on TV stations, mostly in daytime, for an aggregate of \$1 million.

And Columbia plans its first major immersion with a six- to eight-market campaign for its Epic label's *Fresh*, by Sly and the Family Stone. Bell, the Screen Gems-Columbia Pictures label, is

about to break a TV campaign in New York and Boston for *Let the Good Times Roll*, an album from the Columbia picture of the same name. RCA Records is breaking a new TV campaign for Harry Nilsson's *Without You* on a national basis, following its successful Elvis Presley *Aloha From Hawaii*, John Denver's *Big Horn*, and Charlie Pride campaigns. The Pride TV promotion reportedly brought in over \$100,000 worth of business for an expenditure of \$4,000 on KIRO-TV Seattle.

The Capitol Records plunge on the Grand Funk tour cannot be quantified at the moment, according to Dennis Killeen, Capitol director of merchandising, because most time buys will be made in conjunction with local dealers. But he added that production is not expensive, since the spots are extracted from a 15-minute promotion film which is scheduled to be used in local movie houses. Commenting on an earlier TV campaign in behalf of the new Beatles' retrospective albums, Mr. Killeen said "Those collections of Beatles songs cap an era of musical history. We've run the spots in all major markets and we plan on using them indefinitely."

The Warner test is under the direction of Michael Kapp, vice president of Warner's special products division. He said last week that he will know soon how his half-million dollar investment is paying off. If the *Superstars of the 70's* campaign is successful, and he anticipates it will be, he plans to move it into other markets.

Joel Borowka of The Music Agency, New York, which handles Bell advertising, noted that Bell perhaps was early into the use of TV for sales. In 1971, it spent about \$75,000 to buy TV spots in ABC's *The Partridge Family* in 10 or 12 markets to sell an album entitled *The Partridge Family's Christmas*. "It worked out very, very well," says Mr. Borowka.

MCA Records' Buck Stapleton reported that he is on the verge of getting into TV commercials. There is no question, he said the other day, that TV advertising sells records; the question is how to use it. He said, he is at the moment impressed with the potential and is working up a schedule.

Linda Barton, Columbia Records' advertising services director, said that Columbia has used TV for several albums, particularly in youth-oriented programs, but that it is still testing the medium to learn how best to use it. The Epic *Fresh* buy is the beginning of serious intent in that field, she noted.

William Keane, RCA Records director of creative services, was most convinced about the efficacy of TV to sell records—particularly its ability to target potential record buyers who are, he said, primarily 15-to-25-year-old females. He noted, for example, that he bought TV time in eight markets to promote John Denver, following the *Big Horn* TV special, and "doubled my returns."

There is little empirical evidence on how much business is generated by, say, a \$100,000 investment in TV advertis-

ing. Some figures, admittedly speculative, have been used by those who are engaged in this enterprise; they range from three to one to 10 to one—on a \$100,000 buy. There should be from \$300,000 to \$1 million in sales.

Just how the boom in the use of TV for record advertising began is in dispute, but there is no question that Motown Records was among the first. In fact, it was Motown's great success in selling Diana Ross's *Lady Sings the Blues* that jolted record makers to the realization that TV commercials on a straight basis were effective.

Herbert Wood, Motown director of advertising, agrees that the Diana Ross success energized his belief in TV advertising. Motown now has doubled its TV advertising expenditures, he said, to the extent that TV now accounts for 40% of Motown's advertising budget.

He declines to specify exactly what that budget is, but he has no hesitancy in agreeing that TV is becoming the prime medium for selling records—particularly, he notes, with the emergence of rock-type late-nighttime shows—like ABC's *In Concert* and NBC's *Midnight Special*.

Mr. Wood imposes one caveat, however. TV, in his view, must be used in conjunction with an established hit. "You can't use TV to introduce a new record," he says; that still belongs to the radio disk jockeys.

As in any new or growing field of TV advertising, there's a creative side that is important. Any number of creative firms claim credit for the upsurge, but if there is one in Hollywood with some credibility to the claim that it was instrumental in persuading Mr. Wood to use its conceptualized version of the Diana Ross commercial for TV advertising, it is the one-year-old Chiamonte Films Inc.

Joseph B. Knier, 31, vice president and a co-founder of the organization, says he spent almost a year knocking on the doors of record companies trying to interest them in his conception of how TV could

be used to sell records. He finally persuaded the Motown people to give him \$20,000 to make the commercial that was placed in seven markets at the expenditure of \$7,500. Media Consultants, Los Angeles, was used to make the buys. The spot campaign, Mr. Knier says, sold out local-dealer inventories of the Diana Ross album in those markets.

Westen wants to sour FTC sugar settlement

A proposed settlement between the Federal Trade Commission and Amstar Corp., New York, maker of Domino and Spreckels sugars, came under fire last week from Public Communication Inc., the Washington public-interest law and media group headed by Tracy Westen. PCI said the agreement fails to insure the correction of false and misleading information in Amstar advertising.

In the consent order issued last month, the FTC prohibited the sugar manufacturer from making allegedly false nutritional claims and required Amstar to allot 25% of its media budget to corrective advertisements or refrain from advertising for one year (BROADCASTING, June 25).

PCI, in its comments on the proposed settlement, said the agreement was "inappropriate, improper and inadequate" and should be withdrawn. While the commission has charged Amstar with seven separate "false and misleading" claims, the corrective disclosure agreed to in the settlement addresses only the claim that Amstar products are a unique source of strength, energy and stamina, PCI said. What is more, the corrective disclosure itself is misleading, PCI said, because it indicates that although Domino sugar is no better than other sugars in providing strength, energy and stamina, refined sugars in general are a good source of these attributes. Refined sugars may make no such claims, PCI said.

Nader claims ads cause high food prices

He tells Senate subcommittee that commercials are 'noninformative'

Ralph Nader has told a House Judiciary Subcommittee that advertising is a major factor in rising food costs and the high degree of concentration within the food-processing industry.

He said consumers pay over \$4 billion a year for food advertising costs included in food purchase prices without receiving in return solid information about the product's comparative price, quality or nutritional value. But, he said, aside from being "a more waste of \$4 billion", non-informational food advertising expenditures have "serious" consequences. Advertising powerfully influences consumers to purchase different food items from those they would buy if adequately informed of comparative price and quality features of the product. And, advertising causes consumers to spend more money on food "than they would spend if the level of noninformative advertising messages were reduced," he charged.

Inducing consumers to spend more on food creates an artificial demand for limited food supplies, resulting in higher prices, he said.

Mr. Nader testified before the Subcommittee on Monopolies and Commercial Law of the House Judiciary Committee.

Revised spot avails form out

A new standard spot-TV availability form, somewhat simpler than the one in use for the last five years, was announced last week. It was developed by the station-relations committee of the American Association of Advertising Agencies and the TV-trade practices committee of the Station Representatives Association, which also developed the old one. The new form takes account of changes in spot-TV usage and procedures, such as the demise of piggyback commercials and differences in required demographics, by eliminating some of the information previously called for, and by giving agencies and reps greater leeway in specifying demographic and cost data.

BAR reports television-network sales as of July 1

CBS \$343,172,500 (34.9%), NBC \$336,418,700 (34.3%), ABC \$302,435,700 (30.8%)

Day parts	Total minutes week ended July 1	Total dollars week ended July 1	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	65	\$ 437,900	1,897	\$ 12,297,400	\$ 11,651,000
Monday-Friday 10 a.m.-6 p.m.	374	2,407,600	24,227	200,788,400	176,903,000
Saturday-Sunday Sign-on-6 p.m.	204	1,905,200	7,347	98,146,500	96,450,700
Monday-Saturday 6 p.m.-7:30 p.m.	96	1,684,200	2,465	50,531,500	44,790,200
Sunday 6 p.m.-7:30 p.m.	12	158,000	374	8,973,300	7,897,700
Monday-Sunday 7:30 p.m.-11 p.m.	400	18,185,400	10,215	549,736,500	475,695,100
Monday-Sunday 11 p.m.-Sign-off	155	2,204,400	4,122	61,553,300	48,037,300
Total	1,306	\$26,982,700	50,647	\$982,026,900	\$861,425,000

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

Business Briefs

Agency appointments. Car Leasing Division of Hertz Corp., New York, has appointed Van Brunt & Co., New York, to handle its advertising. Agency is preparing spot radio and TV campaign to begin in early September. ■ Tropicana Products, Bradenton, Fla., has appointed Doyle Dane Bernbach, New York, as its advertising agency. Account billings are projected in "multimillions," according to agency spokesman. Tropicana uses network and spot television to advertise its ready-made orange juice.

Rep appointments. WAIT(AM) Chicago: Katz Radio, New York. ■ WAVE(AM) Baltimore: PRO Times Sales, New York.

How lawyers would clean up ascertainment

Bar association says present rules serve more to keep FCC happy than to measure broadcast needs

The Federal Communications Bar Association's committee on radio re-regulation told the FCC last week that the present system of ascertaining and serving community needs is full of flaws. But the flaws can be corrected through a simple blue-penciling process.

The FCBA committee said the present ascertainment procedure—which requires broadcasters to make a detailed survey of community problems every three years and to propose programing that might help to alleviate them—“no longer makes a positive contribution to broadcasting, at least in the case of radio.” The easiest solution to this problem, the committee said, would be to drop the ascertainment rules for radio licensees completely. That failing, it continued, there are several steps the agency should take to eliminate, or at least reduce, “the widely prevalent uncertainty, and even fear [of broadcasters] with respect to the ascertainment process.”

The committee maintained that the present rules are equally expendable in all localities. In major markets, it said, radio formats have become so specialized that broadcast licensees serve specific segments of the population. To keep in business, the committee said, the licensee must make a continuing effort to apprise himself of the needs of the target audience. Thus, it said, in large markets “the requirement of a formal survey of the entire population becomes little more than a mechanical effort to satisfy the commission, rather than a true dialogue with the public and leaders to whom the station's programing service is directed.”

In smaller markets, the committee said, the situation is different. Here, the broadcast licensee is usually a respected and influential member of the community who can be expected to know what is going on in his area. For him, the committee said, “the survey becomes a chore which involves mostly repeat contacts with the same people and requires the commitment of valuable time and personnel needed to run the station.”

The principal shortcomings of the FCC's primer on community-needs ascertainment, the set of guidelines in which the agency has spelled out the survey procedure it expects of licensees, lie in the inherent ambiguities of that doctrine, the committee claimed. Among the essential steps in the procedure the commission has failed to clarify, according to the committee: the exact number of community leaders each licensee must survey; the detail required in writing community profiles; the percentage of the population a minority group must comprise to be in-

cluded in the survey; the specific method to be employed in reporting survey results. The absence of these specifics, the committee said, puts the licensee in “a position of considerable uncertainty.”

Under the committee's alternative proposal, licensees would, one year prior to the expiration of their licenses, compile a list of 10 of the community's most significant problems which they intend to attack in their future programing. The list would be placed in the station's public file, but would not be filed with the FCC until the submission of the renewal application 12 months later. In the interim, the public would be invited to comment on the list and to suggest modifications. When the list was finally filed with the commission, the station would simply include a statement as to how many comments it received, the nature of those comments, and changes that had been made in response to them.

In transfers and new-station proceedings, which also require a community-needs survey, the committee proposed that applicants not be required to compile a list until their initial renewal proceeding, and that if they submitted a list voluntarily it be taken only “at face value.”

But, the committee stipulated, if the commission opts to maintain the ascertainment procedure, the following alterations should be made as a minimal form of relief:

- The community profile should be limited to “objective census data” relating to the community of license and the Standard Metropolitan Statistical Area, if any. Breakdowns in the population according to social and economic, as opposed to ethnic and racial segments, should be limited to the present guidelines specified in the primer. If the licensee chooses to omit any of those categories, he should supply the commission with a written explanation.

- A minimum of 100 interviews of community leaders should be required in markets with populations of more than 250,000; smaller-market licensees should be obligated to conduct at least 50 such interviews (there are now no benchmarks on numbers of interviews to be conducted).

- Ethnic groups should not be included in the survey unless they constitute at least 1% of the population of the station's service area, according to census figures.

What they think. NBC Radio has commissioned Frank N. Magid Associates, Cedar Rapids, Iowa, to study the national radio audience to determine the attitudes of listeners toward network radio programing, including news and entertainment. The survey is said to be the first national study of its kind. An NBC spokesman said the survey will take several months to complete but that part of the data should be available by Labor Day. The Magid firm has been in the research field for more than 17 years. Among the radio stations on its client list have been some of the NBC-affiliated outlets.

- A sliding scale should be employed to determine how many minority leaders should be interviewed. For instance, if a particular minority group totals 1 to 5% of the population, a minimum of five leaders from that group, representing at least 5% of the total number of individuals surveyed, should be contacted. If the group represents 6-10% of the total population, no fewer than 10 of its leaders (5% of the total) should be interviewed. With a minority group totaling 46-50% of the population, the minimum number should be 50; the minimum percentage, 35%.

- At least one-third of all community leaders surveyed should be women.

Federal budgeting for public TV hits new snags

CPB official sees 'disaster' ahead in another year at present levels

Public broadcasting's continuing struggle for bigger federal funding has again mushroomed into a crisis. The seriousness of the problem was verified in several developments last week:

- Even as Senator Warren Magnuson's (D.-Wash.) Subcommittee on Labor-HEW was hearing testimony from Corporation for Public Broadcasting President Henry Loomis on the need for passage of the blanket appropriation for the Departments of Labor and Health, Education and Welfare (into which the CPB authorization, in whatever form, would fall) reports were circulating in Washington that President Nixon is contemplating a veto of the blanket appropriation. If the President takes that action, it would be the second year in which the Labor-HEW appropriation has been shot down by the executive branch, and would force CPB to operate for the third straight year at the \$35-million level authorized under a continuing congressional resolution.

- Representative William L. Clay (D.-Mo.), in a letter to fellow congressmen, penned a searing criticism of public broadcasting's alleged indifference to minorities and asked that CPB funding be withheld unless several amendments be introduced, aimed at bringing about corrective measures, were attached to pending CPB authorization legislation.

- The House last Thursday (July 19) failed for the third time this month to come to a floor vote on H.R. 8538, a bill introduced by Representative Torbert H. Macdonald (D.-Mass.) and cleared by the Communications Subcommittee which he heads June 14 (BROADCASTING, June 18), which would provide \$130 million to CPB over the next two fiscal years as well as a \$115-million, four-year facilities authorization.

Those negative incidents came in the same week in which a public-broadcasting task force unveiled a tentative draft of legislation that would provide \$750 million to CPB for operations and facilities over a five-year period. CPB Chair-

man James Killian has promised to present Congressman Macdonald with completed proposals for long-range funding legislation by Sept. 1.

House officials were expecting another try for action on H.R. 8538 last Friday (July 20). The Senate version of the bill, which calls for \$10 million more than the House measure in fiscal 1974-75, was approved May 7.

Regardless of when the House acts on the \$130-million authorization, CPB Senior Vice President for Broadcasting Donald Quayle said, that legislation would be rendered "somewhat academic" if Mr. Nixon blocks the parent Labor-HEW measure.

The source of uneasiness at CPB is the President's avowed antipathy toward authorizing any Labor-HEW appropriation that exceeds the figure included in the administration's fiscal 1974 budget. As of last week, the appropriation being prepared by the Magnuson subcommittee stood at \$32.8 billion—\$1.2 billion larger than the White House budget—and a subcommittee spokesman told BROADCASTING the figure could go as high as \$33.6 billion.

"We think it would be disastrous for us," Mr. Quayle said of the veto possibility. If CPB is again relegated to the \$35-million funding level, he said, the corporation's diminishing cash reserve "will be expended almost totally by next June. We won't have a dime to carry over to the next year."

Austerity, Mr. Quayle said, would mean cutbacks in every facet of CPB's operation. CPB, Mr. Quayle said, has made no commitments beyond the \$35-million funding level and has fallen some 18 months behind schedule in long-range development because of this.

Representative Clay's accusations last week made the situation no brighter. Asserting that public broadcasting is characterized by "all-white boards of directors," "white shows," and an apparent discrimination, "against minorities and women," the black congressman claimed that only one-thirtieth of the money CPB spent on programs last year went to black, chicano and Puerto Rican material and that only \$200,000 of the \$15-million total went to programs geared to the elderly and women. Only 37 of the 825½ total hours of programing fed by PBS last year "went for minority programing," Mr. Clay complained. And, he added, only 7.14% of the boards of 37 PTV stations included in a survey contained minority-group representatives.

Three amendments to the House CPB bill introduced by Mr. Clay last week would require PTV stations to ascertain community needs in the same manner in which commercial stations must now proceed; would require rigid enforcement of the Civil Rights Act in hiring, and would deny all federal grants for instructional programing until the act is more strictly adhered to.

Meanwhile, CPB acknowledged that hearings on the long-range funding legislation, which was presented to the PBS-CPB partnership review committee at a Chicago meeting last week, are not expected in Congress until the spring of



Landmark for Park. With the execution of a few legal formalities, Roy H. Park, the Ithaca, N.Y., mass-communications entrepreneur, last Tuesday (July 17) garnered the distinction of being the only individual in the nation to personally own seven television stations—the maximum number permitted by the FCC. Mr. Park achieved that status with the culmination of his purchase of WBMG-TV (ch. 42), the CBS-TV affiliate in Birmingham, Ala. The sale gave him sole control of the stock of WBMG-TV licensee Birmingham Television Corp., which had been owned jointly by group broadcaster Southern Broadcasting Co., William P. Dubois and others. The FCC approved the \$4.75-million transaction last month ("Changing Hands," June 18). Other Park stations include WNCT-TV Greenville, N.C.; WTVR-TV Richmond, Va.; WDEF-TV Chattanooga; WJHL-TV Johnson City, Tenn.; WSLSTV Roanoke, Va., and WUTR-TV Utica, N.Y. Mr. Park (l) is pictured above accepting WBMG-TV's corporate seal and minutes book from General Manager Hugh M. Smith (r). Standing is Park Broadcasting Vice President John B. Babcock.

1974. It said PTV station personnel will be informed on the legislation on a closed-circuit PBS feed in early August. The legislation sets ceilings for total CPB appropriations—regardless of the amount generated by a matching-fund provision (which states that Congress would provide CPB with 50 cents for every dollar received from nonfederal sources)—at the following levels: \$100 million in fiscal 1975, \$125 million in 1976, \$150 million in 1977, \$175 million in 1978, and \$200 million in 1979. Earmarked in those appropriations is \$250 million in facilities grants, starting at \$40 million in 1975 and increasing by \$5 million each year until reaching \$60 million in 1979.

In testimony before the Senate Subcommittee on Labor and Health, Education and Welfare July 18, Mr. Loomis repeated the pleas that he and other public broadcasting officials have been making to legislators for the past several months on the need for increased federal funding. It was evident that the CPB president was troubled over the prospect of another presidential veto of the Labor-HEW authorization, because his remarks were laden with lamentations over the

difficulties public broadcasting has experienced in operating under the \$35 million continuing resolution made necessary by last year's veto.

"Very little," Mr. Loomis said, "could be afforded [last year] in the way of curricular programs, adult education, or the arts and humanities. . . . That elusive, but most important, quality of momentum was lost in the development of innovative programs. Only token resources were available for programs of special interest to women, the aged, and the ethnic and demographic minorities. . . ."

Mr. Loomis noted that the Senate-passed version of the CPB authorization for fiscal 1974 (\$60 million) coupled with last year's \$35-million allocation exceeds by only \$5 million the \$90 million endorsed by the administration for CPB funding in fiscal 1973-74. "We believe this growth is reasonable and not excessive," he said.

He added that, with the existence of the CPB-PBS partnership agreement, public broadcasting is now in a better position for harmonious growth than ever before. "The confusion and uncertainty are gone," he said. "For the first time, the industry has itself together."

Justice keeps up pressure on TV-cable crossownership

Department files oppositions to requests for waiver of rule

The Department of Justice is continuing to perform the role it has set for itself as watchdog of the FCC's rule banning crossownership of co-located cable-television systems and television stations. Last week, it opposed three petitions for waiver of the rule, which requires the breakup of such crossownership by Aug. 10, 1975, and filed comments in a fourth proceeding, asserting that the commission should seek additional information.

(In a related development, the commission's Cable Television Bureau, in response to a Justice Department request [BROADCASTING, July 16], extended the deadlines for filing oppositions to 50 petitions for waiver of the crossownership rule. The new deadlines run from July 27 to Aug. 17.)

The department came down hardest last week in its opposition to petitions filed by Cable Associates Inc., of Lancaster, Pa., and Fetzer Cablevision, of Kalamazoo, Mich.

The department, which supported adoption of the rule, says it is intended to promote diversification of ownership of mass media and to enhance economic competition in the marketplace. And unless divestiture would not achieve those ends in a given case, it contends, the commission should not waive the rule.

The CAI and Fetzer cases are those in which the divestiture would serve the rule's goals, Justice said. CAI is 60% owned by WGAL Television Inc., whose principal owner controls WGAL-AM-FM-TV Lancaster and Lancaster's only news-

papers. And a total of 40% of CAI stock is owned by Peoples Broadcasting Co. (21%), licensee of WLAN-AM-FM Lancaster, and by Peoples' president, Frank Altdoerffer (19%). Fetzer Cablevision is owned by John Fetzer, who owns WKZO-AM-TV Kalamazoo.

The department was not quite as firm in opposing a petition by Eastern Oklahoma Television Co., owner of KTEN Cablevision, Ada, Okla., and KTEN(TV) there. It also owns KTEN-FM Ada. Justice said that the petition should be denied unless Eastern can make a clear and factual showing that the cable system and the television system are not independently viable. The petition is barren of any hard facts that support a claim Eastern made of "nonviability," the department said.

The fourth petition, on which Justice merely filed comments, was submitted by four subsidiaries of Telesis Corp. and involves Richard F. Shively. He owns 9.5% of Telesis and is the owner of WLFI-TV Lafayette, Ind., which, when it completes relocating its facilities, will put a Grade B signal over a number of the communities served by three cable systems controlled by Telesis—Central All-Channel Cablevision Inc., Hamilton County CATV Inc., and Lebanon CATV Inc.

Justice said it believes that Telesis can make a showing that the crossownership involved is "competitively indifferent"

and that it might be able to show that Mr. Shively will suffer substantial financial loss if forced to sell either his Telesis stock or the television station. But, Justice said, Telesis has not made such a showing. And until it does, Justice added, the commission should withhold the requested waiver.

Most sides of many issues aired in N.Y.

State association meeting hears about politics, programing, cable, feminism and license-renewal relief

Besides affording themselves the pleasure of sun and water in the town that gave baseball to America, members of the New York State Broadcasters Association, meeting in Cooperstown, N.Y., July 15-17, got their chance to inspect a stream of political figures, the country's best-known feminist, a syndicated newspaper columnist and an FCC commissioner.

Among the politicians was Governor Nelson A. Rockefeller, who swooped onto the 17th green of a golf course adjacent to the hotel to outline for the conference the achievements of his ad-

ministration and field questions from broadcasters. In shirt sleeves, he spoke informally, reaffirming his support for state-lottery advertising on the air, explaining his new drug program and artfully side-stepping questions on his future political plans.

Lieutenant Governor Malcolm Wilson spoke at Tuesday night's dinner. On the Democratic side, Congressmen Sam Stratton and Ogden Reid (both D-N.Y.) and Howard Samuels, president of the New York City Off-Track Betting Corp., spoke mainly to the issue of broadcasting's rights under the First Amendment.

Business sessions for the conference got started with fireworks Monday morning with a panel including *New York Post* columnist Harriette Van Horne and Representative Stratton. Miss Van Horne unloaded both barrels on broadcast journalism, saying the industry "had not lived up to its social responsibilities. Only television can close the information gap. Documentaries and public service shows should occupy 10% of the schedule, not the 2% or less they now do."

Representative Stratton, speaking to a point of more pressing interest to the conference attendees, offered hope on revision of the license-renewal process in Congress this year. "The climate in Congress is more favorable than it was a year ago. Maybe in an election year, we're just tough," he said. On election

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reform, Mr. Stratton said he would favor legislation granting free time to state and federal candidates with no additional time, paid or unpaid, allowed beyond the legislated amount of free access.

Senator Jacob K. Javits (R-N.Y.) followed the panel with a series of finely honed statements on broadcast-related issues before Congress. On license renewal, Sen. Javits unveiled a new proposition. He supported a five-year renewal period as "appropriate," but suggested that the period be "divided into two segments." Licensees would be free from challenge for for the first three years of the period, giving them an opportunity to accumulate a "track record." The license would be open for denial or challenge during the last two years.

Gloria Steinem, editor of *Ms.* Magazine, appealed for more women's interest programming. Observing that if the amount of time now devoted to sports were used to cover women's issues, "there would be a real revolution," she added, "Sometimes I think the 'jockocracy' rules broadcasting."

FCC Commissioner Richard E. Wiley forecast "an important, intangible, new mood of regulation" at the FCC, "based not on fear, but the mutual interests of government and the industry."

Tuesday's sessions were highlighted by perhaps the most heated discussions at the conference, this one on cable television. Ralph Baruch, president of Viacom International, was asked whether CATV would destroy over-the-air television as it is now known. Mr. Baruch called

those who held that fear "alarmists who cannot see farther than the end of their noses." He said that CATV and over-the-air broadcasting could exist "side-by-side" if the parties involved so wished. But he added: "Let the free and open marketplace set the criteria."

G. Bennett Larson, vice president of WOKR(TV) Rochester, N.Y., argued that cable TV would slowly strangle smaller-market operations if not stringently regulated. He said the Rochester cable system imports signals from Buffalo and Syracuse and that advertisers were getting the Rochester market "thrown in as a bonus." Sears & Roebuck in Buffalo used to buy advertising on WOKR, he explained. "Now, they only have to buy Buffalo to get Rochester. On this basis, my station will eventually have to go out of business."

The newly-elected joint board chairman of the National Association of Broadcasters, Andrew M. Okershausen, of the Washington-based Evening Star Station, attended the conference to request participation in NAB activities.

Sarasota sale is final

The FCC has affirmed its March 7 grant of the sale of WQSA(AM)-WQSR(FM) Sarasota, Fla., and has dismissed objections to the transaction by Charles A. Stewart, who was licensee of the stations (formerly WSAF-AM-FM) before they were placed in receivership. Mr. Stewart charged that fraud was involved in the

designation of a receiver. The commission disagreed, noting that local courts had dismissed litigation in which Mr. Stewart had made the same claims. The sale, worth \$177,500, brings WQSA-WQSR to Sarasota Radio Co. from receiver Edward Dillon.

KRON-TV replies to citizen group's challenge

Station says argument over legality of its operation based on erroneous contentions

The Chronicle Publishing Co. says the Committee for Open Media has "intermixed and confused two completely separate theories" in arguing that Chronicle's KRON-TV San Francisco is operating illegally.

COM argued that the station, whose renewal application for the 1968-71 period was ordered into a hearing, was not granted a renewal until last May. COM noted that Chronicle had not filed a renewal application for the 1971-74 license period (BROADCASTING, July 2).

Therefore, COM said, the commission should either take the station off the air or impound its profits and distribute them for the benefit of the viewing public. COM's arguments were made in a petition for reconsideration of the commission action dismissing COM's own petition for denial of KRON-TV's renewal.

Chronicle contends COM's confusion involves, first, a contention that there is a statutory limit on KRON-TV's right to operate following the 1968-71 license period, and, second, "an erroneous contention that the commission should require a renewal application to be filed every three years." The commission in May renewed KRON-TV's license for the period ending Dec. 1, 1974.

Chronicle said that the Communications Act was amended "indirectly" in 1946 and "specifically" in 1952 to make it clear that a broadcast license remains in effect while a renewal application is pending. And, Chronicle contended, the law does not require the filing of a renewal application for a license to remain in effect.

The argument that a station should file a renewal application every three years even if it is in a renewal hearing would be more appropriate in a rulemaking proceeding, Chronicle said. In any case, it added, the proposal, if adopted, "would only result in administrative chaos and would create much greater injury to the public than that which is alleged to result from the present policy."

Changing Hands

Announced

Following sale of broadcast station was reported last week, subject to FCC approval:

■ KNWA(FM) Fayetteville, Ark.: Sold by Federated Media Inc. to Paul E. Van Hook, E. H. Froning and Harold R. Lindsey for \$140,000. Federated Media



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73-44

is New York-based group broadcaster, which retains WKJG-TV Fort Wayne, Ind., and WBNB-TV Charlotte Amalie, Virgin Islands. Buying principals are all associated with Federated Media. Mr. Van Hook is firm's president, Mr. Lindsey is president of KNWA and Mr. Froning is general manager of station. KNWA operates on 103.9 mhz with 1 kw and antenna 510 feet above average terrain.

Approved

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 47):

■ KIL(AM) Grand Forks, N.D.: Sold by KIL(AM) Inc. to Red River Valley Broadcasting Co. for \$300,000, including \$30,000 covenant not to compete. Buying firm is principally owned by Thomas E. Ingstad, Robert E. Ingstad Jr. and Mrs. Robert E. Ingstad Sr., as executrix of estate of her husband. Buyers have interests in KBMW(AM)-KKWB(FM) Breckinridge, KWAD(AM)-KKWS(FM) Wadena and KLOH-AM-FM Pipestone, all Minnesota; KOVC(AM) Valley City, N.D., and KGFX(AM) Pierre and KKLS-AM-FM Rapid City, both South Dakota. They also own presently inoperative cable system in Valley City. KIL(AM) is full time on 1440 khz with 1 kw and 500 w night.

KTVI answers early license-denial petition

Newhouse Broadcasting Co. has told the FCC that a May 29 petition filed against the 1974 license-renewal application of its KTVI(TV) St. Louis should be rejected not only as inaccurate, but as one year premature.

The company noted that KTVI's renewal application is not due until next year. How then, it asked, can the commission act against a document it has not yet even received? The group that filed the petition, a St. Louis minority coalition identifying itself as ACTION, is one of the co-sponsors of a challenge to that station's 1971 renewal application, which is still awaiting FCC action.

Newhouse disputed the petitioner's claims that KTVI displays bias against blacks in news programming and employment practices. It took particular issue with an ACTION contention that the station's failure to use in its news broadcasts 14 press releases prepared by that group was racially motivated. It noted that KTVI covered several of the issues dealt with in those releases—although it did not utilize ACTION input—and that it had not received several of the ACTION documents. Of the releases in the latter category, Newhouse said, some would obviously not have been used if received, since they took positions that, in the station's judgment, it would have been "irresponsible" to publicize. Two such ACTION assertions involved charges that the White House or the Central Intelligence Agency was behind the attempted assassination of Alabama Governor George Wallace, and that they had been responsible for the death of FBI Director J. Edgar Hoover.

Record is shut before it's opened

Law judge says elder Norris's bid for new Red Lion UHF is to be tried on son's performance in Media, Pa.

After waiting eight years to get as far as a prehearing conference on his application for a new UHF television station in Red Lion, Pa., the Rev. John M. Norris, who is now 89, found himself confronted last week with what seemed a Catch-22.

FCC Administrative Law Judge Forest McClenning ruled that the only evidence that could be presented was that relating to Mr. Norris's son, John H., as adduced

in the license-renewal hearing involving WXUR-AM-FM Media, Pa., with which the younger Norris was associated.

And since the commission denied the WXUR stations' renewal applications on grounds of fairness-doctrine and personal-attack-rule violations and program-proposal misrepresentations, it appeared that Judge McClenning could come up with only one conclusion in the television case—denial of the application.

Benedict Cottone, counsel for Mr. Norris, plans to appeal the judge's ruling to the commission in hopes of enlarging the issues.

Judge McClenning's ruling was based on the hearing order the commission issued, in April 1968, in connection with Mr. Norris's application for a permit to

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build a station on channel 49 in Red Lion. And the hearing order, in turn, reflected commission concern over the younger Norris's association with the Red Lion application and with WXUR-AM-FM. He and his wife own 45% of Red Lion Broadcasting Co., licensee of WGCB-AM-FM Red Lion and the applicant for the television station (his father owns the remainder), and he was president, general manager and a director of the licensee of the Media stations.

The hearing issues were to determine the record of the younger Norris in operating WXUR-AM-FM, as reflected in the hearing record in that case, and whether, in light of that record, the commission could rely on the representations Red Lion had made that it would comply with the fairness doctrine.

The commission had noted that the applicant was then challenging the commission's fairness doctrine but had promised to comply with the doctrine pending a judicial determination. (The Supreme Court in 1969 upheld the doctrine in the benchmark Red Lion decision.) But in view of the allegations that WXUR-AM-FM had failed to comply with the doctrine, and the younger Norris's connection with both proceedings, the commission questioned whether it could rely on Red Lion's promises.

Mr. Cottone, who was also counsel for the owner of WXUR-AM-FM—Faith Theological Seminary, which is headed by Dr. Carl McIntire—said that the elder Norris has no connection with the seminary and that the younger one is only one of 11 directors.

But if Judge McClenning is limited to considering the younger Norris's record as it appeared in the WXUR case, Mr. Cottone said, "What else can he do but deny Red Lion's application?" Referring to the brief pre-hearing conference in which Judge McClenning issued his ruling, Mr. Cottone said, "We were lynched in 15 minutes."

Eyebrows up over BBC rebuff

The chairman of the Senate Foreign Relations Committee has asked the U.S. Information Agency for an explanation of its decision several weeks ago to deny the BBC the use of its facilities for a program on Watergate.

Senator J. W. Fulbright, in a letter to USIA Director James Keogh, noted news accounts of the incident and asked the agency to (1) outline its general policy of making facilities available to foreign networks and (2) provide the facts relating to the BBC incident.

Last month the BBC, which along with six other foreign networks leasing the facilities of WTTG(TV) Washington for coverage of the Watergate hearings, wanted to use USIA facilities to broadcast a live interview with Senate Watergate committee member Daniel Inouye (D-Hawaii) because the USIA studios were closer to Capitol Hill (BROADCASTING, July 2). USIA declined, stating that disseminating "feature material" on the Watergate hearings could be "detrimental to U.S. interests." BBC then rescheduled the interview and used the WTTG facilities.

Swan songs: Johnson sticks to the same tune

**Washington independent TV
does interview and hears
him say administration meddling
with the media is 'treasonous'
and that broadcasters have traded
freedom for less regulation**

FCC Commissioner Nicholas Johnson last week was continuing to make use of the extra time allotted him as a member of the commission to fire away at two old and favorite targets—President Nixon and his administration, and the broadcaster.

The commissioner, in the first of a two-part interview broadcast on WTTG(TV) Washington, accused President Nixon, Vice President Spiro T. Agnew and Clay T. Whitehead, director of the Office of Telecommunications Policy, of engaging in "treasonous" activity in attempting to "manipulate" the media and use them as "a propaganda organ of the office of the presidency."

That activity, he said, in the interview conducted by Maury Povich, "is much more treasonous than what was done in the Watergate proceeding. It strikes much more closely at the heart of what America is about."

He also said he did not believe the administration has "backed off" from its criticism of the media. It alternates a tough with a soft approach, he said, coming on "strong" when there is a news item about which it does not want the public to be informed. He said that as a result of the pressure applied by Vice President Agnew in public comments, the networks "knuckled under" and did not cover live the massive anti-war demonstrations in Washington, on May 1, 1971.

He also said broadcasters generally have failed to take advantage of the support he said he has offered in disents to defend their First Amendment rights. And he suggested that broadcasters may be accepting a deal offered by the administration—the government will take it easy on broadcasters, in terms of regulation, in return for their willingness to refrain from criticism of the President and to allow him access to their facilities whenever he requests it.

The commissioner, whose term ended June 30, but who continues to serve while the administration ponders its choice of a successor, said, as he has previously, that he has not made up his mind as to his future plans. But he offered some clues to his intentions, one of them cryptic.

He said it was not likely that he would take seven years out of his life, "package it" and forget it—which indicated he intends to remain in the field of communications. He also said he wants to devote his life "to public service."

But he added that he wants to be "as cost effective" as possible. He sought

to illuminate that comment with an old saying—"if you give a man a fish, he can eat for a day. If you teach a man to fish, he can eat for a lifetime."

But his further elaboration was cut in the editing.

Later, he said what he meant was that it is more productive to create a society that can make its will felt through the political process than to attack individual issues. Such a society would require a good educational system, an effective system of mass communications and a responsive political system.

Helping to create such a society, he said, is exactly what he wants to become involved in.

ABC tells affiliates rating services are asleep after 11:30

**Network says diaries are inadequate
for that time period and numbers
for May should be 30% higher**

ABC-TV has advised its affiliates that audience figures on its late-night programming in Nielsen and American Research Bureau local market reports for May are all fouled up. They're much too low, ABC-TV contends, blaming "the inadequacies of the current diary technique used by ARB and Nielsen in dealing with varied program fare presented in the same time period."

ABC had told affiliates earlier, on the basis of Nielsen national figures (NTI) and Nielsen multinetwork-area reports (MNA), that they could expect the May local reports to show substantial gains over May 1972 in all major network-program areas. The May books now coming in, ABC told the affiliates in a follow-up advisory, confirm "major audience advances by ABC in prime time, Monday-Friday daytime and news [as compared with] a year ago." But, ABC said, not so in the case of late-night, the 11:30 p.m.-1 a.m. NYT period of rotating programming under the umbrella title, *Wide World of Entertainment*.

Instead of the 58% gain (from a 3.1 average rating to 4.9) that ABC said is shown by NTI, or 38% (from 5.0 to 6.9) shown by MNA, the local market losses are showing minimal gains or even losses from year-ago levels. In blaming it on diary techniques, ABC said that in the only markets where both meters and diaries are used—New York and Los Angeles—the Nielsen meter data "confirm the national trend" while the ARB diary data correspond with neither the local meter data nor the NTI and MNA data.

"We are attempting to correct these reports by examining the actual diaries," ABC told its affiliates. At worst, it said, it hoped to resolve this "confusion" for future reports. In the meantime, it advised affiliates to accept substantial late-night growth as fact and sell on it. "There is no doubt in our mind that we are delivering late-night audiences at least 30% higher than a year ago," the message asserted.

Curbs on hypoing become major cause

High-level conference puzzles over deterrents to rating inflation

Ways to stem the apparently still-rising tide of hypoing by radio stations were explored by a group of industry leaders in a meeting at New York last Wednesday (July 18) and will be taken up with the principal radio rating services in a session next month.

Participants said a number of possible approaches were discussed. One that seemed to have the greatest support as an interim and perhaps also as a long-term solution was said to involve spreading rating periods over three or four months instead of only one, with actual measurements taken during certain weeks within the longer periods ("Closed Circuit, June 25). The theory is that stations would find it harder to maintain contests and other special rating promotions over so long a time, but rating-service representatives are said to object on grounds, among others, that it would be too costly.

There was also some discussion, participants said, of the Broadcast Rating Council's developing more uniform guidelines as to what the rating services should put in rating books to let users know when stations have conducted special promotions during the measurement period.

The follow-up meeting with the radio rating services—The Pulse Inc. and the American Research Bureau—is expected to be held about mid-August.

Participants in last Wednesday's session included Vincent T. Wasilewski, president, and John A. Dimling, research vice president, of the National Association of Broadcasters; Willard Schroeder of WORV(TV) Grand Rapids, Mich., chairman, and Hugh M. Beville Jr., executive director, of the Broadcast Rating Council; Richard J. Montesano, senior vice president, Radio Advertising Bureau, and Robert Galin of Blair Radio and Pierre Megroz of the Henry I. Christal Co. representing special RAB task forces working directly with the radio rating services.

Missouri public FM's unite

What is being advanced as the first state association of public broadcasting stations has been formed in Missouri. The Missouri Public Radio Association was chartered at a meeting of managers of the state's nine "full service" noncommercial radio stations.

Robert W. Thomas (KWMU[FM] St. Louis), newly elected vice president of MPRA, said the association was formed out of a need "to work with one another in Missouri, and a need to represent our collective viewpoints in matters concerning public radio statewide and nationally."

MPRA's initial membership includes all the stations in the state falling under the "full service" designation—those which broadcast seven days a week for at least 18 hours daily with a staff and signal

adequate to serve an extensive audience. MPBA said it will also be looking for members among high school and low-power noncommercial facilities, as well as from allied fields. Present membership includes (all FM): KBFL Buffalo, KBIA Columbia, KCUR Kansas City, KXCV Maryville, KSOZ Point Lookout, KWMU St. Louis, KCMJ Warrensburg, KUMR Rolla and KLUM Jefferson City (the last two are not yet on the air).

In addition to Mr. Thomas, MPRA's initial slate of officers includes Sam Scott, general manager of KCUR, president, and Cathran Cushman, director of broadcasting, KXCV, secretary-treasurer.

How much red ink for Cartridge Television

Cartridge Television Inc., New York, has filed a petition for reorganization under Chapter 11 of the Federal Bankruptcy Act (BROADCASTING, July 9), listing assets of \$18,629,866 and liabilities of \$29,004,706.

The petition, filed in U.S. Southern District Court of New York, listed the 10 largest Cartridge TV creditors: Eumig (an Austrian camera maker), \$349,868; Memorex Corp., \$161,343; Pacific Litho Co., \$61,696; Gardner Machine Co., \$56,813; 3M Co., \$47,019; Industrial Tool & Supply Co., \$31,557; Arthur Young & Co., \$29,675; Western Gold & Platinum Co., \$23,613; Vikron Corp.,

\$20,255, and Playtape Inc., \$18,115. In all, Cartridge TV listed more than 600 creditors.


Under Chapter 11, a company may remain in business until a plan is devised to pay off creditors.

Media Briefs

Fourth for McCormick. McCormick Communications, new Boston-based broadcast subsidiary of Technical Operations Inc., reports it assumed operations of WEZE(AM) Boston July 11. Company acquired WEZE in \$2.4 million sale from Easy Industries Inc., Dayton, Ohio. FCC approved transaction several weeks ago. McCormick earlier this year acquired WLKW-AM-FM Providence, R.I., and WBNY(FM) Buffalo, N.Y. Company also announced last week appointment of Ernest W. Kitchen as WEZE general manager ("Fates and Fortunes," page 44).

Money for RFE. Senate Foreign Relations Committee last week approved by vote of 13-to-3 bill to authorize \$50.3 million for Radio Free Europe and Radio Liberty in fiscal 1974. The measure, sponsored by Senator Charles Percy (R-Ill.), would also create a seven-member Board for International Broadcasting to oversee operation of outlets. Similar bill was introduced last month by House Foreign Affairs Committee Chairman Thomas E. Morgan (D-Pa.) (BROADCASTING, June 4).

Joining hands. CBS Radio has announc-



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ed signing of KPMC(AM) Bakersfield, Calif., as 250th affiliate.

Signed up. New affiliates for ABC's American Contemporary Radio Network: KHOW(AM) Salem, Ore.; KTCH(AM) Wayne, Neb.; WTLK(AM) Taylorsville, N.C.; and WRMS(AM) all Beardstown, Ill. New affiliate for ABC's American Entertainment Radio Network: WAYN(AM) Fort Myers, Fla. New affiliate for ABC's American FM Radio Network: KPMJ-(FM) Oxnard, Calif.

Handed over. On July 1, after 16 years of continuous service, U.S. Air Force formally transferred facilities of CFLA-TV Goose Bay, Labrador, to Canadian Broadcasting Corp. Although Air Force has maintained and operated station, CBC held station license and provided largest portion of programming.

ARB's new home. American Research Bureau has moved its New York offices to 1350 Avenue of the Americas, 10019. Phone (212) 262-2600.

FM grows. CBS Radio said last week that FM share of radio audiences in eight of top-ten markets measured by American Research Bureau has increased by 152% in six years since April/May 1968 ARB report. CBS Radio analysis cited steady growth of FM set sales, pointing to Electronic Industries Association figures showing that FM and FM/AM receiver sales rose by 19% in 1972 over 1971.

Hernreich wants to bring back Beckman

Standing to lose his two TV's, he says testimony of former ABC executive is crucial in affiliate-bribery case

George T. Hernreich, faced with the loss of two television licenses if an FCC administrative law judge's initial decision is allowed to stand, has asked the commission to reopen the record in the hearing for the limited purpose of hearing testimony from Alfred Beckman, former ABC vice president in Washington. Mr. Hernreich said it is essential to his case that Mr. Beckman testify and be subjected to cross-examination. "Basic fairness and justice, as well as substantive and procedural due process" require it, he said.

Mr. Hernreich, who owns KFPW-TV Fort Smith and KAIT-TV Jonesboro, both Arkansas, is one of five broadcasters involved in a commission inquiry begun in 1970 into whether various licensees had made illegal payoffs to network employees in connection with affiliation agreements.

Mr. Hernreich had claimed he was the innocent victim of extortion by an ABC employe, Thomas Sullivan, and that he had voluntarily brought the matter to the attention of his consultant, Robert Coe, a former ABC official, so that he might

inform ABC. However, Judge Forest L. McClennig rejected the claim, and proposed denial of the applications for a license to cover the construction permit for KFPW-TV and for renewal of KAIT-TV (BROADCASTING, April 30).

In seeking reopening of the record, Mr. Hernreich said that the judge placed great reliance on a portion of testimony Mr. Beckman gave in the commission's preliminary nonpublic inquiry into the bribery allegations, even though he was not available for cross-examination. Mr. Beckman, who has since retired from ABC, was said to have been unavailable because of health reasons.

At issue is whether Mr. Coe had informed Mr. Beckman of Mr. Hernreich's story of extortion—though without mentioning any names, including Mr. Hernreich's, at his request. Mr. Beckman, in the portion of the testimony ABC submitted for the record, said Mr. Coe did not relay the allegations of extortion.

But, Mr. Hernreich says in his pleading, "Coe says he did," and Mr. Coe's testimony, Mr. Hernreich adds, "was subject to cross-examination; Beckman's was not." And it is significant, Mr. Hernreich adds, "that Coe has little or nothing to gain or lose while Beckman might have been attempting to protect his position as an ABC employe by not disclosing the fact that he did not go to his superiors in New York."

Grants for minority hiring

The Corporation for Public Broadcasting has made nine minority hiring grants—to three public radio and six television stations—totalling \$108,000. Nine individuals are involved, including seven blacks, one chicano and one American Indian. The stations and individuals are KUOW(FM) Seattle, Ralph S. Bayard; WFCR(FM) Amherst, Mass., Janus I. Adams; WAFR-FM Durham, N.C., Roosevelt R. Wright Jr.; KETA(TV) Norman, Okla., Wallace E. Coffey; WGTV(TV) Athens, Ga., Paula I. Whatley; WVPT-TV Harrisonburg, Va., Reginald W. Hairston; WFSU-TV Tallahassee, Fla., Sylvester J. Farrell; KPBS-TV San Diego, Jesus Sagaon; South Carolina Educational Television Network, Columbia, S.C., Muriel Henderson.

Deal's off on KRNT stations

Negotiations for the sale of Cowles Communications Inc.'s KRNT-AM-FM Des Moines, Iowa, to Tracy-Locke Co., Dallas-based advertising agency and station owner, have been called off by mutual agreement, Cowles announced last week. No reason was given, but a spokesman said Cowles was "not too happy" about it because the stations' market position had improved substantially since negotiations were started. He indicated Cowles was still interested in selling the stations, however. When agreement in principle with Tracy-Locke was announced, speculation put the probable sales price at more than \$1 million (BROADCASTING, April 9).



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RCA ties with McDonnell to cut launch costs

Looking to put up domestic satellite system, firms will work on increasing payload of rocket

Two subsidiaries of RCA Corp. last week announced a joint agreement with McDonnell Douglas Corp. to develop an improved model of the Thor/Delta rocket to deliver RCA's proposed domestic-communications satellites into orbit. The agreement with RCA Global Communications Inc. and RCA Alaska Communications Inc. marks the first time private industry has set design requirements and provided funding for the development of a space vehicle.

The two RCA companies will invest \$3.75 million to boost the Thor/Delta rocket's payload capacity from 1,550 pounds to 2,000 pounds. An increased payload, RCA believes, will cut the projected costs of putting a communications satellite into orbit. RCA Globecom and RCA Alascom plan to put two 24-channel satellites into orbit approximately two years after FCC approval, the company said, with a network of nine earth stations. The RCA concerns also plan to buy two augmented Thor/Delta's at a cost of \$9.8 million each, launch price by the National Aeronautics and Space Administration included.

Tektronix to absorb Grass Valley Group

Tektronix Inc., Beaverton, Ore., will acquire Grass Valley Group Inc., Grass Valley, Calif., it was announced last week.

The transaction, valued at an estimated \$17.6 million, calls for the exchange of one share of Tektronix stock for three shares of Grass Valley stock. The exact exchange rate will be determined by the average market value of Tektronix stock during a 30-day trading period beginning June 19.

Tektronix manufactures electronic measurement and display equipment. It reported sales of \$198.2 million and net income of \$15.7 million (\$1.92 per share) for the fiscal year that ended May 26. Grass Valley makes TV line and terminal equipment and reported sales of \$4.7 million and net income of \$1.1 million (72 cents a share) for the calendar year 1972.

Directors of both companies have approved the transaction; Grass Valley stockholders will be asked to approve the deal at a special meeting to be held some time next month.

Technical Briefs

Tape expansion. Coltape, N.Y., U.S. distributor for Fuji broadcast video tape, has announced development of two-inch

video tape capable of 50% extension in playing time. Fuji H-706 increases playing time from 22 minutes to 33 minutes on standard eight-inch reels. It requires no modifications of recording units and company states technical quality "remains as good, if not better."

One down. CBS Records announced last week that it had decided to withdraw from National Quadrophonic Radio Committee. NQRC was set up about a year ago to test and evaluate competing four-channel recording and broadcasting systems in order to supply information to FCC on its authorization decision for four-channel broadcasting, as well as to consumers. One of reasons given by CBS Records for its exit from committee was fact that its SQ-4 system is matrixed

system and therefore is already compatible with FCC regulations. With the exit of CBS, seven companies and nine systems—all discrete—remain on committee.

For two in one. CBS's owned FM stations last week endorsed all-channel radio legislation introduced in Senate by Frank Moss (D-Utah) and in House by Clarence Brown (R-Ohio) and Lionel Van Deerlin (D-Calif.). J. Robert Cole, vice president of the CBS Radio Division, said in statement that legislation "is essential if radio is to continue to enlarge its service to the public." He said position is based on assumption that studies being conducted by Arthur D. Little Co. and CBS radio engineering department will show that quality all-channel radio sets can be produced at reasonable cost.

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Broadcasters pay the price for Watergate

Coverage of hearings is causing losses of up to \$7 million so far for the networks and up to \$2,000 a day for individual TV's

The TV networks are losing money hand over fist in covering the Senate Watergate hearings. Their affiliates are losing money on it, too—but not nearly so much as they are apt to lose if the hearings and the coverage continue into the new season in September.

That was the consensus of broadcasters canvassed by BROADCASTING last week. And it was not at all clear whether the current round of hearings would be wound up before the new season starts Sept. 10. Network news executives estimated four or five weeks remaining in the current round, but it was not known whether the hearings would take a break when Congress recesses in early August, and resume when Congress returns in September, or whether the Senate Watergate committee would ignore the congressional recess and hold hearings in August until the current phase is completed.

In any event, committee sources have repeatedly indicated that there will be other phases of the hearings after the current one, which deals essentially with matters relating to the Watergate break-in and subsequent cover-up.

All broadcasters questioned last week said their revenues were off, in many instances substantially, on the days they carry Watergate coverage. But most indicated that through the use of make-goods they had been able to save substantial portions of the spot billings pre-empted thus far, so that the major cost for many was in reduction in compensation from the networks.

But compensation losses alone were mounting up. One major group owner estimated his at \$10,000 to \$12,000 per day of coverage on all his stations. Another put it at around \$8,000 per coverage day for his group. Individual broadcasters offered estimates ranging from a few hundred dollars to \$2,000 or more, depending on size of market.

Nor were all pre-empted spot announcements being recouped, by any means, although both station and station-rep sources said agencies and advertisers were being cooperative in accepting make-goods. One broadcaster in a market between 30th and 40th in size said he could not immediately differentiate between network-compensation losses and spot-billing losses but estimated that together they represented \$3,500 to \$4,000 per coverage day in his case. Another, in a top-10 market, put his comparable range at \$7,000 to \$10,000 per week, on average during rotating coverage.

Most emphasized that, as one put it, "we're lucky the hearings are on in the

summer," when stations generally have less commercial inventory and thus a wider range of availabilities to offer as make-goods. That choice, several noted, will be narrowed substantially when the new TV season gets under way.

Both stations and networks have had their losses cut by the networks' decision to put coverage on a one-at-the-time daily rotating basis. Some major-market operators said that in weeks when their networks have only one day of Watergate coverage, they have little difficulty finding places for that day's pre-empted spots in the four other weekdays. But when Watergate takes two days in a single week, the going gets tougher. "Then," one said, "we lose a few thousand."

The networks themselves are losing in the hundreds of thousands. Estimates of their net losses—that is, net reduction in profits below what they would normally be—range from a minimum of \$100,000 each per coverage day to a high of around \$300,000 per coverage day for NBC ("Closed Circuit," July 16). On the basis of those figures, the hearings had cost the three networks somewhere between \$4.2 million and \$7 million through last Wednesday (July 18). The money had bought approximately 80 hours of live coverage in 15 days on ABC-TV, 75 hours 53 minutes of live coverage in 14 days on NBC-TV and 76 hours 17 minutes in 14 days on CBS-TV. NBC was to get its 15th coverage day last Thursday, then CBS.

Hasn't anybody got a complaint?

With \$400,000 a year to spend, new news council looks for work

The National News Council has hung out its shingle and is now open for business.

"But we don't have anything of consequence on the docket as of yet," said Ned Schnurman, the newly appointed associate director of the council (and a former city editor of WCBS-TV New York). He added that the council never acted on the American Medical Association's complaint against the NBC-TV documentary, *What Price Health?* ("Closed Circuit," May 14), because "we just didn't have the staff and the facilities to conduct a proper investigation." But by taking its grievance to the FCC, the AMA has ruled itself out of any subsequent council action because of the council's rule that a complainant must waive future legal action when it puts itself in the council's hands.

"We're still searching for permanent offices in New York," said Mr. Schnurman (the Twentieth Century Fund, at 41 E. 70th St., New York, is providing temporary quarters for the council). So far, the only other staff member on the board is Executive Director William B. Arthur, former editor of the defunct *Look* magazine. The three-year budget, underwritten by private foundations, is pegged at \$400,000 a year.

The council will try to drum up busi-

NEWS DIRECTORS



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ness, according to Mr. Schnurman, by "appearing at journalistic gatherings all over the country, for instance, and contacting groups like public-interest lawyers to let them know we're interested in any complaints they might have about bias in the media."

A fairness law for newspapers upheld in Florida

Press counterpart of Section 315 is headed for U.S. Supreme Court

Long before there was an FCC, even before there was a broadcasting system, the Florida legislature enacted a kind of fairness-doctrine, personal-attack, equal-opportunities law that applied to newspapers. It was invoked sparingly over the years, and never successfully—until now. And soon it will become, literally, a federal case, with the *Miami Herald* asking the U.S. Supreme Court to declare the law unconstitutional.

The law, adopted in 1913, says that any newspaper that "assails" a political candidate or charges him with "malfeasance or misfeasance in office" or gives someone else free space to make such attacks, shall, upon request, offer the attacked candidate free space for a reply. The reply, furthermore, must be given the same prominence as the attack.

Over the years, only two cases were brought under the law. And both times lower state courts held that it violated the First Amendment right of free press.

History appeared to be repeating itself again when the Dade County Circuit of Appeals, in a case brought by Pat L. Tornillo Jr., declared the law unconstitutional. But Mr. Tornillo, who had sued the *Miami Herald* for refusing to print a letter he wrote in response to an editorial critical of him in his unsuccessful bid for the state legislature in 1972, appealed to the state supreme court.

That court last week upheld the law by a 6-to-1 vote. And if the law bears a resemblance to the FCC's fairness doctrine and its personal-attack rules and to the equal-opportunities law, the state supreme court's opinion seems to echo the 1969 opinion of the U.S. Supreme Court upholding the fairness doctrine and the personal-attack rules.

"We do not find that the operation of the statute would interfere with freedom of the press as guaranteed by the Florida constitution and the constitution of the United States," the court said.

"Indeed, it strengthens the concept in that it presents both views, leaving the reader to reach his own conclusion. This decision will encourage rather than impede the wide-open and robust dissemination of ideas and counterthought which the concept of free press both fosters and protects and which is essential to intelligent self government."

The *Herald* had argued that by requiring newspapers to print something which they may not feel to be true, the law violated the right of free press. It will appeal to the U.S. Supreme Court.

Journalism Briefs

Matter of life and death. KPRC-TV Houston challenges other network affiliates to top this Watergate complaint. A viewer insisted upon talking with the program director; she wanted to know how many episodes of her favorite soap opera she would miss. Advised that all unseen episodes would be made up, she protested: "But I'm 77. I might not live that long."

No controversy. When group of Russian broadcasters accompanying Soviet Premier Breshnev on his visit to Washington last month borrowed facilities of WRC-TV Washington to transmit newscasts to Russia via satellite (BROADCASTING, July 2), lone American newscaster was included in transmissions—WRC-TV weatherman Willard Scott. Mr. Scott's reports of Washington summertime weather, translated into Russian, will be seen on some 130 TV stations throughout Russia.

Farm organization still fighting 'Harvest of Shame'

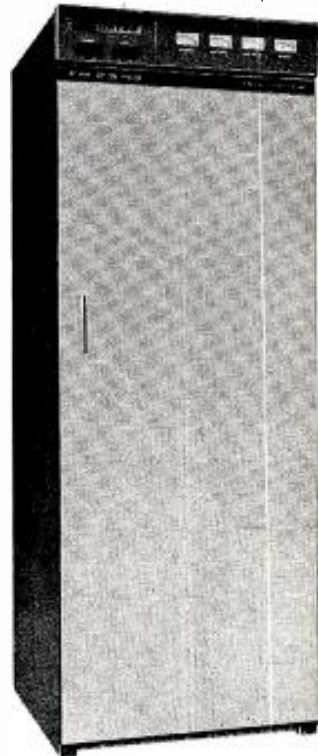
The American Farm Bureau Federation has gone to CBS-TV affiliates in an effort to block their broadcast of CBS News's 1960 award-winning *Harvest of Shame* documentary in its current retrospective series. It had tried earlier to get CBS to cancel the scheduled July 29 rebroadcast of the Edward R. Murrow report on the plight of migrant workers and, having failed in that attempt, it said it was appealing directly to affiliates and supporting its appeal with material to demonstrate the program is inaccurate and misleading.

The replay may be less distasteful than the federation expects, however—though some viewers who recalled the original program were not so sure, since it contained segments in which a federation official defended the plight of migrant workers on grounds that the employment was better than no employment at all, and opposed federal legislation because "it would probably rule out the use of migrant labor very quickly." The segments have not been cut out.

But the replay does contain, at the end, an update by CBS News Correspondent John Hart, who also introduces it. The update, about 75 words in length, notes that a lot of laws have been passed and other changes made to improve the lot of migrant workers since 1960, and also that there are only half as many migrant workers now, but it concludes that "for the 184,000 people who pick for us, there is still shame enough."

CBS News sources said several affiliates—not a lot, but some—had inquired about the program as a result of the federation's appeal and that they were told that it would carry an update noting some improvement in conditions and that CBS News "stands by this notable broadcast and the update."

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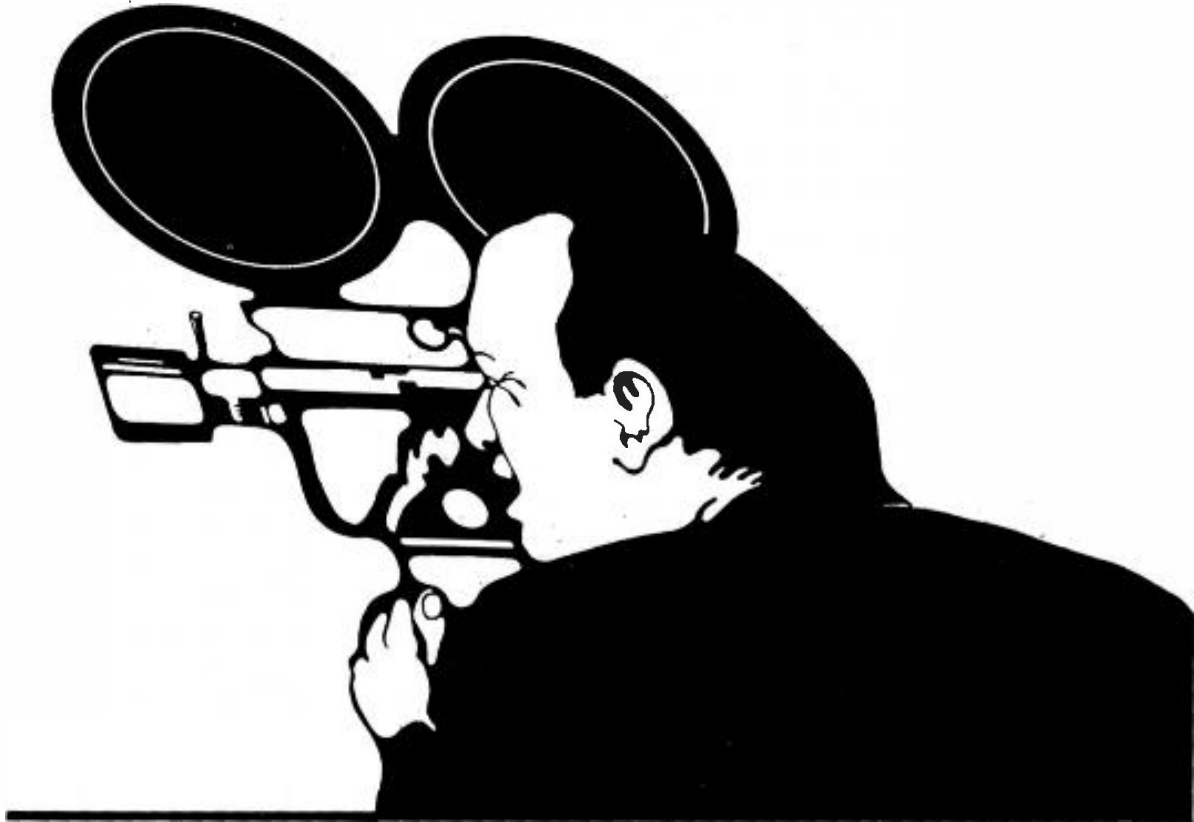
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Why Television Is the Number-One News Medium



Among all mass media, television is now regarded as the fastest, fairest and most complete. That was a central finding in a massive survey just reported by the respected Bureau of Social Science Research, of Washington. It confirms other studies of public attitudes by the Roper organization, which year after year has found television holding a position of primacy as a journalistic force.

How did television achieve that rank; why does it keep gaining in stature? The answers will be found in a comprehensive article that the editors of *Broadcasting* have been preparing for publication in the Aug. 20 issue.

All the elements in the intricate system of television news collection and presentation will be examined: the networks, news services, the stations. All of the marvelous range of stories—from Watergate hearings in Washington to a fire in a New Orleans saloon to the election of a black mayor in Los Angeles to the size of the corn crop in Cedar Rapids—will be explored in

their mechanics, purpose and cost. The case studies of news programs and documentaries will be extensive and profusely illustrated.

Augmenting its regular circulation of 36,563, which includes the cream of broadcast-oriented marketing and advertising executives, all members and key staffers of the FCC and officials of other governmental bodies involved in broadcast regulation or legislation, *Broadcasting* will deliver copies of its Aug. 20 issue to every member of the United States Senate and House of Representatives and to the governors of all states.

If you count your news department to be a factor in television journalism—or if you are a network, a wire service, a programmer, or anyone else supplying to the business of television news, you'll want to tell about it in the Aug. 20 issue of *Broadcasting*. Closing data for your advertising is Aug. 13. For details and space availabilities, contact your nearest *Broadcasting* representative.

You belong in Broadcasting Aug 20

Antiblackout bill goes to Senate

Committee adopts Pastore measure to put sold-out games on local TV

The Senate Commerce Committee last week approved legislation providing a one-year trial of restrictions on television blackouts of sports events.

Passed by voice vote last Wednesday (July 18) was S. 1841, sponsored by Communications Subcommittee Chairman John Pastore (D-R.I.). The measure would amend the Communications Act to prohibit television stations, networks or cable-TV systems from entering into agreements to prohibit home telecasts of professional football, baseball, basketball and hockey games when tickets are sold out 48 hours in advance. The bill would be in effect for one year after enactment.

Senator Pastore introduced a similar bill in the 92d Congress and held hearings on it last October. Subsequently, as an experiment, National Football League Commissioner Pete Rozelle agreed to lift the blackout of the 1973 Super Bowl in Los Angeles.

The Nixon administration, through then Attorney General Richard Kleindienst, made it clear to Mr. Rozelle that it would urge Congress to re-examine blackouts (BROADCASTING, Jan. 1).

Last May in a meeting with Senator Pastore, Mr. Rozelle offered to allow

local telecast of the 1974 Super Bowl and lift blackouts of five New York Giants games this fall. But Senator Pastore did not think that would provide a meaningful test and introduced S. 1841 (BROADCASTING, May 21).

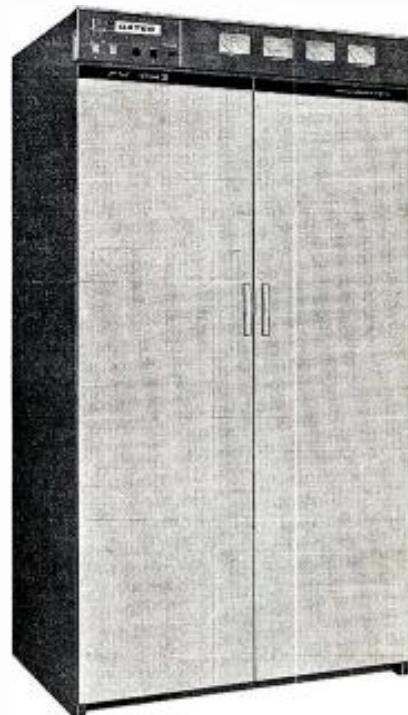
A spokesman for the Pastore subcommittee said the measure is not expected to come up on the Senate floor until after Congress's August recess, which runs until Sept. 5.

An identical bill was introduced in the House last Thursday (July 19) by Representative Stanford Parris (R-Va.).

A spokesman for Senator John McClellan's (D-Ark.) Copyright Subcommittee said last week that the Pastore bill does not conflict with the sports provision of the copyright-revision bill, on which there will be hearings next week (BROADCASTING, July 16). The provision would make it a copyright infringement for a cable system to carry a professional sporting event into the local service area of one or more TV stations when none of the stations has been authorized to broadcast the event.

Since the Pastore bill would allow home games to be televised locally, he said, it would not be a copyright infringement (under the terms of the copyright bill) for a cable system to carry the games also. He added that he expects the provision to be expanded to include collegiate sports. Thus, no cable system would be authorized to bring an amateur sporting event into a market where the National Collegiate Athletic Association has not authorized the local broadcaster to carry it.

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CBS-TV shuffles, expands New York program unit

CBS-TV has reorganized its program department in New York, creating new posts and reassigning responsibilities.

Oscar Katz, vice president, programs, New York, said the changes involved the addition to the staff of Edward Warren, who has been vice president of communications of the Walter Reade Organization, New York, to the newly created position of director, late-night programs. Michael Marden, now director of feature films, assumes the new title of director, prime-time features.

Tony Converse, a general program executive in daytime, has been promoted to director of daytime programs, New York, and Michael Ogiens, a general program executive, Hollywood, in the daytime

area, has been advanced to director of daytime programs, Hollywood (though based on the West Coast, Mr. Ogiens reports to the New York program department). Darryl Hickman, a general program executive in daytime, has been named to the new post of executive producer, daytime programs.

Mr. Katz also said that B. Donald Grant, vice president, daytime programs for CBS-TV, who has been in charge of Monday-through-Friday programs, will broaden his duties to include all children's programing. Alan Wagner, vice president of program planning and development, will expand responsibilities to include feature films. Reporting to him will be Mr. Warren and Mr. Marden.

ABC eyes breakfast time

Network gets development under way to come up with competition for 'Today' and 'Morning News'

ABC-TV is preparing to enter the early-morning ring and fight it out with the other two networks.

A projected 90-minute or two-hour program will be aimed for early morning, although exact times have not been set. ABC now doesn't begin programing until 11:30 a.m. NBC carries *Today* at 7-9 a.m. and CBS presents *Early Morning News* at 7-8. (CBS's show will have a new team, former *Washington Post* reporter Sally Quinn and news correspondent Hughes Rudd, starting Aug. 6.)

ABC said last week its proposed program will feature entertainment, news and information and will premiere no later than Jan. 1, 1975, and hopefully before that date.

Steve Mills, now vice president, ABC Entertainment, West Coast, has been assigned to supervise development of the early-morning show, in addition to his present duties.

DNC tries again for telethon

NBC-TV has requested that the FCC waive the prime-time access rule to permit the network's presentation of the Democratic National Committee fundraising telethon Sept. 15 (BROADCASTING, June 4).

The waiver, which would permit NBC-TV to broadcast the telethon for the entire four hours of prime time on Sept. 15 (the program is planned to commence at 7 p.m. NYT and run until 1 a.m., with a 30-minute break for local-affiliate programing between 11 and 11:30), is being sought "in order to avoid the necessity of seeking a definitive ruling" on possible exemptions of the prime-time rule, the network said. It told the commission that, in its opinion, the telethon would not ordinarily be covered by the rule since it could be considered to fall under any one of three exempted program categories: political programing, on-the-spot news coverage and public affairs.

NBC-TV noted that the commission in the past has encouraged political

parties' use of broadcast facilities to broaden the base of contributions, and that it has stated that such solicitations need not be confined to electoral periods. The DNC telethon, it asserted, falls within the type of political activity to which the commission has referred.

The first DNC telethon was carried on ABC-TV July 8-9, 1972 (BROADCASTING, July 17, 1972).

Program Briefs

Goldberg cites duplication. Former Supreme Court Justice Arthur Goldberg told Senate Foreign Relations Committee that "Radio Free Europe and Radio Liberty have out-lived their usefulness" and should be abolished because they duplicate services of Voice of America, arm of U.S. Information Agency. Committee has been holding hearings on S. 1914, administration's bill to authorize continued federal funding for outlets and establish independent Board for International Broadcasting to administer that assistance. Similar bill has been introduced in House (BROADCASTING, June 4).

Bi-lingual broadcasts. FCC has indicated that it will soon explore possibility of establishing dual-language broadcast service, utilizing simultaneous TV and FM transmissions, on bi-lingual island of Puerto Rico. Commission announced it will institute inquiry on matter in ruling in which it granted WAPA-TV San Juan extension of experimental authorization permitting it to operate in conjunction with WPRM-FM there. Stations have been utilizing dual-language concept for several years with WAPA-TV showing films in Spanish and WPRM-FM simulcasting English sound-tracks. In same decision, commission deferred action (pending resolution of several questions in forthcoming inquiry) on WAPA-TV's request to extend authority to sister stations in Aguadilla and Ponce, and also deferred application for similar authority by WRIX-TV Ponce (which would lease time on unaffiliated FM's).

New pact. Avco Broadcasting has again been awarded television rights for Cincinnati Reds baseball games. Agreement, covering 1974, 1975 and 1976 seasons, calls for annual schedule of about 35 games. Avco has originated Reds TV schedule since 1956.

Sales spurt. Time-Life Films reports new sales on a number of properties, including *Wild, Wild World of Animals*, now in 53 markets; *Vision On* (children's series), now in 64 markets; *The Search for the Nile*, 66 markets and *The Six Wives of Henry VIII*, 74 markets.

Royal performance. Independent Television Corp. has begun production of *Edward VII* in 13 hour-long episodes, prepared for network showing in the U.S. in the fall of 1974.

For 'Dusty's.' Metromedia Producers Corp. has signed 15 new markets for *Dusty's Trail* prime-time access series, raising total to 82. Latest takers include WALA-TV Mobile, Ala., KDBC-TV El Paso, WGAN-TV Portland, Me., and KTAL-TV Shreveport, La.

Book says TV's window on the world needs cleaning

Study of children's TV fare calls for public pressure and FCC action

A new book on television's effect on children reviews and renews some old arguments on the subject. It concludes from a variety of studies that "the weight of the evidence is clear"—that "the demonstrated teaching and instigating effects of aggressive television fare upon youth are of sufficient importance to warrant remedial action." This, it says, should take the form of "an immediate and sharp decrease in the amount of violence shown," and "an equally enthusiastic effort to increase the number of programs designed to teach positive lessons."

The book, "The Early Window: Effects of Television on Children and Youth," does not hold out much hope of attaining those goals through commercial broadcasters, through cable TV in the near future or through public television unless PTV gets more money. It suggests that the most feasible approach may be through direct pressures on commercial broadcasters both by public boycotts of products advertised on programs "glorifying" aggression and by stiffer regulation by an FCC whose present practices are "a mockery of the concept of serving the public interest."

What it nets down to, the book concludes, is that "all of us must bear the responsibility for what is being taught on television"—and for changing it so that children will learn "constructive solutions" instead of violence. The 193-page volume, published by Pergamon Publishing Co., Elmsford, N.Y., is by Robert Liebert, John M. Neale and Emily S. Davidson, all of the psychology department at the State University of New York at Stony Brook. Dr. Liebert is a principal investigator and overview writer for the National Institute of Mental Health's program on television and social behavior, and Dr. Neale and Ms. Davidson are said to have contributed to NIMH reports. The book is priced at \$9.50 in hard cover, \$4.50 in paperback.

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ABC contradicts OTP on Hollywood jobs

It denies access rule is cause of unemployment in TV production

With the FCC's oral argument on the prime-time-access rule still two weeks away, two of the rule's staunchest advocates last week made an effort to buttress their positions in written pleadings. In separate briefs, ABC and the National Association of Independent Television Producers told the agency that the prime-time rule has not, as its critics have claimed, contributed to the unemployment situation among Hollywood film workers. The unemployment issue is one of the major factors to be explored in the July 30-31 FCC proceeding.

Allegations that the rule, by reducing the amount of network time available to major Hollywood film companies, has aggravated an already deteriorating job situation there amount to "an unduly simplistic analysis," ABC told the commission. The network was particularly critical of a study conducted by the Office of Telecommunications Policy early this year which linked the access rule and allegedly excessive network reruns to the West Coast employment crisis (BROADCASTING, Feb. 5).

"What this issue really comes down to is that the prime-time-access rule has resulted in somewhat less programing produced by the major Hollywood studios, which has affected certain workers." At the same time, ABC said, the rule has resulted in new opportunities for other persons, although "often under other union jurisdictions and sometimes in different employment roles."

NAITP, while maintaining that the commission has no jurisdiction to delve into the employment issue, claimed that the demise of the Hollywood majors in television and elsewhere is inevitable. "Just as [the rule] did not cause the decline of Hollywood as the empire of the industry, its abrogation could not prevent the inevitable relegation of Hollywood to its destined status as one of many [production] centers," NAITP said.

Salvage planned for Programing db

Programing db, Los Angeles, a radio syndication and program-consultancy firm, announced last week that it had arranged to lease its programs to Golden Country Inc., a new firm organized to take over the tangible assets of Programing db.

Golden Country will continue to service the same 50 radio stations said to be using Programing db products, which include music-library series for automated radio stations. The library includes "Old Gold," "Big Country" and "Something to Love." Golden Country will pay royalties to Programing db for these assets.

Programing db, in the meantime, has placed its \$400,000 current and long-term obligations in the hands of the Credit Managers Association of Southern California for settlement with creditors. A meeting of creditors with the association took place July 13; a second meeting is planned soon. Creditors reportedly were offered seven cents on the dollar; they counteroffered to settle for 25 cents. Among the creditors, it is understood, is IGM Inc., Bellingham, Wash., owed \$150,000.

Golden Country is headed by Donald Kasperek as president, and is affiliated with an Oklahoma financial organization some of whose principals are also principal owners of KLPR(AM) and KJAK(FM) Oklahoma City. Kenneth Draper, president of Programing db, remains as a consultant to Golden Country. Programing db was founded five years ago by Mr. Draper, Chuck Blore and Milton Klein. Messrs. Blore and Klein, however, are no longer associated in the management of the firm.

Hustling a hustler's game

Tandem Productions, the producer of *All in the Family*, *Sanford and Son* and *Maude*, is asking \$1 million for network rights to the Billie Jean King-Bobby Riggs \$100,000 challenge tennis match. Jerry Ferenchio, president of Tandem and promoter of the event, said that if a network commitment is not obtained, he will arrange either an independent network or a closed-circuit presentation of the match. Site and date for the contest will be announced soon. The telecast would be Tandem's first effort in the sports field.

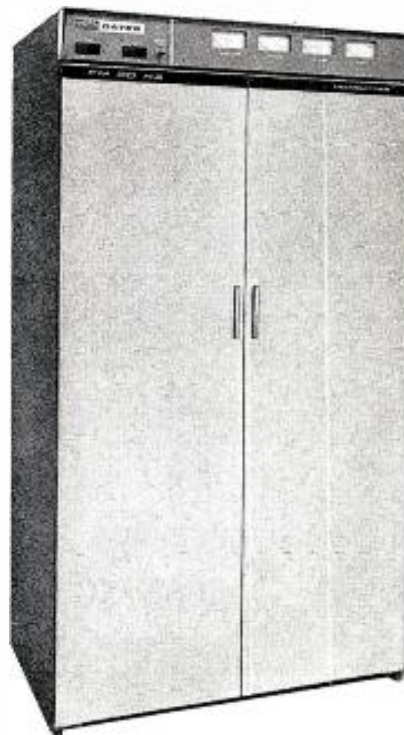
Another reading on TV violence

The composite index of violence on prime-time network television dropped slightly in 1972 from 1967-69 levels, according to a report issued by two University of Pennsylvania educators.

In their fifth study on the subject, Dr. George Gerbner, dean of the university's Annenberg School of Communications, and Dr. Larry P. Gross, assistant professor of communications, said the actual prevalence of violence had not changed since 1967. They said the elements of the "violence index" responsible for the reductions were the decline in the proportion of violent characterization by leading performers and in the proportion of those involved in killing.

The study said that eight out of every 10 programs and nine out of every 10 cartoon shows contained some violence. It said NBC programs increased in violence in 1972 from 1971 and were the "most violent" last year; ABC programs also increased in violence and were in second place, while CBS shows were down from 1971 and were rated "the least violent."

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Tracking the Playlist. Nine new records, 10 bullets and six records breaking into the top-40 positions indicate the activity on this week's "Playlist." There is a new number-one song this week, Three Dog Night's "Shambala," replacing "Kodachrome" (four). New to the top 10 are Seals and Crofts' "Diamond Girl" (six) and Deep Purple's "Smoke on the Water" (10). Mid-chart records (in positions from 40 to 60) showed the greatest strength this week as the chart is in a process of broad turn-overs. It can be expected to stabilize again in about three weeks. Breaking into the top-40 positions this week are "My Sweet Gypsy Rose" (30) by Dawn—in its third week—"Are You Man Enough" (32) by the Four Tops, "Clouds" (35) by David Gates ("Breaking in," June 25), Johnnie Taylor's "I Believe in You" (38) ("Breaking in," July 2), the Manhattan's "There's No Me Without You" (39) and the Incredible Bongo Band's "Bongo Rock" (40). All except "Clouds" have bullets. Also bulleted this week are Gladys Knight's "Where Peaceful Waters Flow" (47) and War's "Gypsy Man" (45). New and bulleted this week are Carole King's new single—which may turn out to be a rare double-sided hit—"Believe in Humanity" (49), backed with "You Light Up My Life" (see "Extras"); "Everyone's Agreed" by Stealer's Wheel (57), and Coven's "One Tin Soldier" (61). Also new, without bullets, are "Jimmy Loves Maryann" (68) by the Looking Glass, "Roland the Roadie" (69) by Dr. Hook and the Medicine Show, "Here I Am" (71), Al Green's newest, "A Million to One" (72), which is the flipside of Donny Osmond's "Young Love" (55), "My Marie" by B. W. Stevenson (73) and "Let's Get It On" by Marvin Gaye (75).

Music

N.Y. pop outlets' files subpoenaed in payola probe

Nearly all contemporary stations are ordered to produce files on program people and business with record industry; some see it as a 'fishing expedition'

Almost every popular-music station in New York was served last week with a subpoena for station files and financial records pertaining to station program personnel, and dealings with record manufacturers, distributors and trade publications. The subpoenas were requested by U.S. Attorney Herbert Stern, Newark, N.J.

The stations served subpoenas (for which the material was due last Friday [June 20]): WNBC-AM-FM, WABC(AM), WPLJ(FM), WWRL(AM), WLIB(AM), WBSL(FM), WRVR(FM), WNEW-AM-FM, WHN(AM), WMCA(AM) and WWDJ(AM) Hackensack, N.J. The only New York contemporary stations that said they had

To page 38

The Broadcasting Playlist

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 American Research Bureau audience ratings for the reporting station on which it is played and for the day part in which it appears. • Bullet indicates upward movement of 10 or more chart positions over previous week.

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
6	1	Shambala (3:27) Three Dog Night—ABC/Dunhill	2	2	1	1
3	2	Give Me Love (Give Me Peace on Earth) (3:32) George Harrison—Apple	1	1	4	3
7	3	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	5	4	2	2
1	4	Kodachrome (3:24) Paul Simon—Columbia	3	5	3	4
5	5	Yesterday Once More (3:50) Carpenters—A & M	4	3	7	5
11	6	Diamond Girl (3:29) Seals and Crofts—Warner Brothers	7	9	6	7
10	7	Boogie Woogie Bugle Boy (2:32) Bette Midler—Atlantic	8	6	12	8
9	8	Playground in My Mind (2:55) Clint Holmes—Epic	6	8	8	10
2	9	Natural High (4:02) Bloodstone—London	10	7	14	9
12	10	Smoke on the Water (3:48) Deep Purple—Warner Brothers	17	14	5	6
8	11	Will It Go Round in Circles? (3:42) Billy Preston—A & M	9	12	11	13
4	12	My Love (4:08) Paul McCartney and Wings—Apple	11	10	10	15
19	13	The Morning After (2:14) Maureen McGovern—20th Century	12	11	15	12
23	14	Touch Me in the Morning (3:51) Diana Ross—Motown	14	16	9	11
14	15	Get Down (2:38) Gilbert O'Sullivan	13	15	17	14
13	16	Long Train Runnin' (3:25) Doobie Brothers	15	13	13	17
25	17	Live and Let Die (3:10) Paul McCartney and Wings—Apple	16	18	16	16
16	18	Feelin' Stronger Every Day (4:13) Chicago—Columbia	19	17	18	18
15	19	I'm Gonna Love You (3:58) Barry White—20th Century	18	19	20	20
20	20	Right Place Wrong Time (2:50) Dr. John—Atco	21	20	19	19
28	21	Brother Louie (3:55) Stories—Kama Sutra	22	25	21	21
18	22	Soul Makossa (4:30) Manu Dibango—Fiesta	26	21	23	22
21	23	So Very Hard To Go (3:37) Tower of Power—Warner Brothers	20	22	24	24
27	24	Misdemeanor (2:36) Foster Sylvers—Pride	27	23	22	23
26	25	Uneasy Rider (3:53) Charlie Daniels—Kama Sutra	24	27	27	26
17	26	One of a Kind (Love Affair) (3:31) Spinners—Atlantic	25	26	25	31
22	27	Behind Closed Doors (2:55) Charlie Rich—Epic	23	24	28	34
36	28	Delta Dawn (3:08) Helen Reddy—Capitol	28	28	29	27
30	29	Monster Mash (3:00) Bobby Boris Pickett—Parrot	30	30	26	25
41 •	30	My Sweet Gypsy Rose (2:51) Dawn—Bell	29	29	30	29
34	31	How Can I Tell Her? (3:59) Lobo—Big Tree	31	31	34	33

HOT WAX

Bullish on the r&b scene— **The Hues Corporation**. Now this soulful conglomerate is making big dividends on pop stations with their blue-chip single "Freedom for the Stallion" (Bill Gavin "Record to Watch," 7-9)



Ronnie Milsap— a classical musician gone back to his country roots. A Sensation at "Fanfare!"; the recent country music festival, and no less a

sensation with his new single release "I Hate You." (Ronnie's also been packing them in lately at Roger Miller's Nashville place, "King of the Road.")

"What Do You See In Him?" In 13-year-old **Darren Green**, the answer to that is "A lot." Darren's got the potential and the power to be every bit as heavy in the pop arena as he is in r&b, and this single is where he proves it.



Tony Lordi's "All-American Rock 'n' Roll Band" is making big breakouts in the all-American cities of Detroit and Cleveland. It's only the beginning of the all-American smash he's heading for.

HOT STUFF!

For a glorious full-color Guess Who Official Pinup Poster, drop a card to **JACK MAHER, RCA Records**, 1133 Avenue of the Americas, N.Y., N.Y. 10036.

RCA Records and Tapes



Glamour Boy
The official pin-up of
The Guess Who

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
48	•	32	Are You Man Enough? (3:24) Four Tops—Dunhill	34	32	33	32
31		33	Money (3:59) Pink Floyd—Harvest	38	35	31	28
35		34	I'll Always Love My Mama (3:04) Intruders—Gamble	36	38	32	30
42		35	Clouds (2:45) David Gates—Elektra	32	34	36	39
37		36	And I Love You So (3:14) Perry Como—RCA	35	33	35	41
33		37	Swamp Witch (3:47) Jim Stafford—MGM	33	36	37	42
55	•	38	I Believe in You (3:58) Johnnie Taylor—Stax	37	37	39	40
53	•	39	There's No Me Without You (3:28) The Manhattan—Columbia	40	40	40	37
61	•	40	Bongo Rock (2:36) Incredible Bongo Band—Pride	46	39	41	35
49		41	Over the Hills and Far Away (4:42) Led Zeppelin—Atlantic	50	45	43	36
38		42	If You Want Me to Stay (2:58) Sly and the Family Stone—Epic	42	43	44	43
47		43	Roll Over, Beethoven (4:30) Electric Light Orchestra—United Artists	53	48	42	38
24		44	Daniel (3:52) Elton John—MCA	55	41	38	52
71	•	45	Gypsy Man (5:22) War—United Artists	41	47	50	45
39		46	Daddy Could Swear, I Declare (3:42) Gladys Knight and the Pips—Soul	43	46	49	44
68	•	47	Where Peaceful Waters Flow (4:22) Gladys Knight and the Pips—Buddah	64	42	46	46
40		48	You'll Never Get to Heaven (3:38) Stylistics—Avco	44	51	47	55
—	•	49	Believe in Humanity (3:22) Carole King—Ode	47	50	48	62
58		50	What About Me? (2:40) Anne Murray—Capitol	45	49	53	50
59		51	The Hurt (4:16) Cat Stevens—A & M	51	52	51	49
32		52	Pillow Talk (3:41) Sylvia—Vibration	39	57	52	56
45		53	Tequila Sunrise (2:52) Eagles—Asylum	48	44	55	51
56		54	He Did with Me (2:27) Vicki Lawrence	49	54	57	60
62		55	Young Love (2:18) Donny Osmond—MGM	52	56	62	54
52		56	Let's Pretend (2:51) Raspberries—Capitol	56	53	54	65
—	•	57	Everyone's Agreed (3:12) Stealers Wheel—A & M	62	55	63	48
29		58	Frankenstein (3:28) Edgar Winter Group—Columbia	75	67	45	47
44		59	Goin' Home (2:10) Osmonds—MGM	60	63	56	53
51		60	I'd Rather Be a Cowboy (4:10) John Denver—RCA	57	60	65	57
—	•	61	One Tin Soldier (3:14) Coven—MGM	59	62	60	66
50		62	Time To Get Down (2:53) O'Jays—Philadelphia International	58	66	66	64
43		63	I'm Doin' Fine Now (2:48) New York City—Chelsea	54	73	58	*
57		64	Give It to Me (3:07) J. Geils Band—Atlantic	66	58	67	63
72		65	L. A. Freeway (3:20) Jerry Jeff Walker—MCA	63	64	68	67
75		66	Lord, Mr. Ford (3:25) Jerry Reed—RCA	61	59	73	69
54		67	Blockbuster (3:12) Sweet—Bell	65	75	64	68

continues on next page

The Broadcasting Playlist continued from page 37

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
—	68		Jimmy Loves Maryann (3:25) Looking Glass—Epic	71	61	69	72
—	69		Roland the Roadie (3:03) Dr. Hook—Columbia	*	68	71	68
73	70		No More Mr. Nice Guy (3:05) Alice Cooper—Warner Brothers	*	*	59	59
—	71		Here I Am (4:10) Al Green—HI	*	65	75	61
—	72		A Million To One (2:38) Donnie Osmond—MGM	68	*	70	73
—	73		Maria (2:32) B. W. Stevenson—RCA	70	69	*	75
74	74		Satin Sheets (2:58) Jeannie Pruitt—MCA	67	*	*	*
—	75		Let's Get It On (3:58) Marvin Gaye—Tamla	69	*	74	*

Alphabetical list (with this week's over-all rank):

A Million to One (72), And I Love You So (36), Are You Man Enough? (32), Bad Bad Leroy Brown (3), Behind Closed Doors (27), Believe in Humanity (49), Blockbuster (67), Bongo Rock (40), Boogie Woogie Bugle Boy (7), Brother Louie (21), Clouds (35), Daddy Could Swear, I Declare (46), Daniel (44), Delta Dawn (28), Diamond Girl (6), Everyone's Agreed (57), Feelin' Stronger Every Day (18), Frankenstein (58), Get Down (15), Give It to Me (64), Give Me Love (Give Me Peace on Earth) (2), Goin' Home (59), Gypsy Man (45), He Did With Me (54), Here I Am (71), How Can I Tell Her? (31), The Hurt (51), I Believe in You (38), I'd Rather Be a Cowboy (60), If You Want Me to Stay (42), I'll Always Love My Mama (34), I'm Doin' Fine Now (63), I'm Gonna Love You (19), Jimmy Loves Maryann (68), Kodachrome (4), L. A. Freeway (65), Let's Get It On (75), Let's Pretend (56), Live and Let Die (17), Long Train Runnin' (16), Lord, Mr. Ford (66), Maria (73), Misdemeanor (24), Money (33), Monster Mash (29), The Morning After (13), My Love (12), My Sweet Gypsy Rose (30), Natural High (9), No More Mr. Nice Guy (70), One of a Kind (Love Affair) (26), One Tin Soldier (61), Over the Hills and Far Away (41), Pillow Talk (52), Playground in My Mind (8), Right Place Wrong Time (20), Roland the Roadie (69), Roll Over, Beethoven (43), Satin Sheets (74), Shambala (1), Smoke on the Water (10), So Very Hard to Go (23), Soul Makossa (22), Swamp Witch (37), Tequila Sunrise (53), There's No Me Without You (39), Time to Get Down (62), Touch Me in the Morning (14), Uneasy Rider (25), What About Me? (50), Where Peaceful Waters Flow (47), Will It Go Round in Circles? (11), Yesterday Once More (5), You'll Never Get to Heaven (48), Young Love (55).

*Asterisk indicates day-part ranking below Broadcasting's statistical cut-off.

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not been served were WXLO(AM) and WCBS(FM). WPXI-FM would not say whether it was served.

Most of the stations' managers were not overly concerned about the subpoenas. But there was an undercurrent of sentiment that the subpoenas constituted a "fishing expedition." (R. Peter Straus, president of WMCA, said he would inform Mr. Stern that WMCA had switched from rock to all-talk in 1969 and that he did not have the three-year records requested in the subpoena. He said, however, that he was "available" to the grand jury.)

And in Washington last week, Leonard Saffir, news secretary to Senator James Buckley (C-N.Y.) and a central figure in the flurry of payola charges in the past few weeks, said his office has been denied access to RCA Records executives and personnel. (CBS Records two weeks ago denied Mr. Saffir and other members of Mr. Buckley's staff access to CBS Records operating personnel, after initially promising "full cooperation" [BROADCASTING, July 16].) Mr. Saffir said he was told RCA executives would answer only written questions. When Mr. Saffir refused to do that, he was categorically denied access to RCA staff. In a prepared statement, the company said it would cooperate only with a duly authorized "legislative committee."

Mr. Saffir also said four weeks of attempts to reach Atlantic Records executives Ahmet Ertugen and Jerry Wexler were fruitless. Atlantic said both men were out of the country and Mr. Saffir's

messages would be brought to their attention on their return.

So far, Mr. Saffir has met with MGM Records and Chess-Janus Records and will attempt to arrange conferences with Warner Brothers Records and ABC/Dunhill Records. Mr. Saffir added that no record company has answered a "lengthy" questionnaire sent out three weeks ago by his office to all record companies.

Breaking In

"In the Midnight Hour"—Cross Country (Atlantic) ■ The re-born Tokens now calling themselves Cross Country (the group recorded the original "Lion Sleeps Tonight" and produced last year's cover hit of that song by Robert John) have as their first offering a re-born "Midnight Hour," a Willson Pickett hit five years ago. The new version is slowed down from the original (one observer called it a "geriatric") with simple clean production. It is reminiscent of the Mamas and Papa's renditions—"Dedicated to the One I Love," for example.

Play on "Midnight Hour" was scattered last week. Because of the slow tempo, many programmers are wary of it and are waiting for reports from secondary stations before going on it.

Stations playing the new "Midnight Hour" last week included WHOT(AM) Youngstown, Ohio; KIOA(AM) Des Moines, Iowa; KRCB(AM) Council Bluffs, Iowa; WMEX(AM) Macon, Ga.; KIIS(AM) Los Angeles; WHY(AM) Oklahoma City and KILT(AM) Houston.

"My Maria"—B. W. Stevenson (RCA) ■ B. W. Stevenson was on the losing side of this year's most celebrated cover battle. And it may have done him some good.

Two and a half months ago, Mr. Stevenson released his first single for RCA, "Shambala." In its first few days out, programmers, especially in his home state of Texas, reacted favorably to the song. But on the West Coast, Three Dog Night was hopping mad that the publishing arm of their label, ABC/Dunhill, had given away "Shambala," which the group had been planning for some time to record. The Dogs cut the song over a weekend, ABC promo staff rushed acetates to stations and B. W. Stevenson's version was stifled.

But Mr. Stevenson seems to have gained a measure of recognition for his losing effort. His newest, "My Maria," is beginning to be added to major-market station playlists.

Much of the success for "Shambala" should go to the co-author of the song with Mr. Stevenson, Daniel Moore. The two also collaborated on "My Maria."

Stations playing the new B. W. Stevenson last week included WBBM-FM Chicago, KOL(AM) Seattle, KILT(AM) Houston, KJRE(AM) Spokane, Wash., and WIP(AM) Philadelphia.

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

- ANGEL, Aretha Franklin (Atlantic).
- BAD TALKIN' LADY, Left End (Polydor).
- BEST OF FRIENDS, Joan Baez (A&M).
- DADDY AIN'T GONE, New Cactus Band (Atco).
- FINDERS KEEPERS, Chairman of the Board (Invictus).
- FIRST CUT IS THE DEEPEST, Keith Hampshire (A&M).
- FREEDOM FOR THE STALLION, Hues Corp. (RCA).
- GLAMOUR BOY, Guess Who (RCA).
- JUST DON'T WANT TO BE LONELY, Ronnie Dyson (Columbia).
- THE KING OF ROCK AND ROLL, Cashman and West (ABC/Dunhill).
- LOVE ME LIKE A ROCK, Paul Simon (Columbia).
- LOVING ARMS, Dobie Gray (MCA).
- MAYBE BABY, Gallery (Sussex).
- SEARCHIN', Johnny Rivers (United Artists).
- SHORT STOPPING, Vida Brown (Stax).
- SIXTY MINUTE MAN, Clarence Carter (Fame).
- SUNSHINE SHIP, Arthur, Hunley, Gottlieb (Columbia).
- SWEET CHARLIE BABE, Jackie Moore (Atlantic).
- SYLVIA, Focus (Sire).
- TOP OF THE WORLD, Lynn Anderson (Columbia).
- TOUCH OF MAGIC, James Leroy (Janus).
- WE'RE AN AMERICAN BAND, Grand Funk (Capitol).
- WOULDN'T I BE SOMEONE?, Beegees (RSO).
- YOU GOT ME ANYWAY, Sutherland Brothers and Quiver (Capitol).
- YOU LIGHT UP MY LIFE, Carole King (Ode).

Cable men gearing up for network study

Gwin, Schlafly and Lovett arrange two meetings in August to raise \$100,000 to fund exploration

Cable operators will meet again, in Chicago Aug. 2, to explore further the possibility of funding a \$100,000 study on the creation of a Cable Satellite Access Entity (CSAE). The study would examine the structure, demand and cost factors relevant to creation and operation of a national interconnection of cable systems.

John Gwin (Cox Cable), who with Hubert Schlafly (Teleprompter) and Bruce Lovett (American Television & Communications) spearheaded the drive for the study, says chances for raising the necessary funds are "very good." At the first meeting on this subject, at the National Cable Television Association convention in July (BROADCASTING, July 25), an informal show of hands revealed 19 individuals interested in committing \$5,000. Mr. Gwin acknowledges that several of these people were members of the same firm. He also said that each cable company can give no more than \$5,000. However, "nine or 10" others who were not present at that meeting later expressed interest in funding the study, Mr. Gwin said.

All cable operators, in a July 16 memo from Messrs. Gwin, Schlafly and Lovett, were advised that a \$5,000 commitment would entitle them to a seat on the committee that would direct the study group's efforts. In order to achieve broad participation among smaller operators, groups of five were encouraged to contribute and select one firm to represent them.

Although a \$5,000 commitment is not a requirement for attending the Aug. 2 meeting, such a commitment must be made in order to attend a later meeting, on Aug. 28, if participation in the study is desired.

Following the trail of cable franchising

New study tracks the action in all the cities reporting any

Some 1,600 U.S. cities have reported activities in cable-system franchising, according to a study to be published this week. In eight out of 10 of those cities, franchise applications are pending or have been granted.

The extent of franchising was surveyed jointly by the International City Management Association and the Cable Television Information Center, both Washington. In August 1972, questionnaires were sent to the 6,223 cities with populations over 2,500. Replies came from 3,211.

Stanley Wolfson, who supervised the research for the ICMA, said last week it was the definitive study on franchising. Among the findings:

- Of the 3,211 cities replying, 51%

reported varying degrees of involvement in cable franchising, from preliminary planning to grants.

- Applications are on file or have been granted in 82% of the cities involved in franchise activity.

- Cable marketing studies are completed or under way in 67% of the cities that are at or beyond the planning stage.

- The right to grant exclusive franchises has been adopted in 42% of the cities that are at or beyond the planning stage.

- In 36% of cities where franchises have been granted, cable systems are ticketed for two-way capacity.

An overview of the survey results will be presented in an article in the July issue of *Urban Data Service*. Copies may be ordered from the ICMA (1140 Connecticut Avenue, N.W.) for \$8.50.

CTIC, AMST on one side, Teleprompter on other on technical standards

A National Cable Television Association effort to persuade the FCC to make technical guidelines for cable operation standard throughout the country (BROADCASTING, May 28) has met with mixed reactions.

In several pleadings submitted to the agency, the commission was asked by some interests to dismiss the petition for standardization NCTA filed last May and by others to grant it. Among the pleadings opposing the NCTA was one filed by the Cable Television Information Center, which claimed NCTA's argument that technical standards, if left to local jurisdictions, would result in higher costs to systems is without factual support and "cannot be taken at face value." CTIC added that CATV equipment now generally available is capable of meeting and exceeding present FCC technical standards and "might well meet more stringent local standards." The Association of Maximum Service Telecasters added that it would be "a waste of time, energies and efforts" for the commission to act on the NCTA petition now, especially since it is not yet known to what extent the commission will augment its existing standards (a proposal to do so is pending) or how it will enforce them.

Opposition was expressed, in addition, by the New York State Commission on Cable Television. The state commission noted that technical performance in different parts of the country will be influenced by the difference in economic, geographic, demographic and climatic factors and that subscribers will have differing needs and desires.

On the other hand, the NCTA petition was supported in several pleadings from major cable operators, including Teleprompter Corp. Teleprompter said the commission's first priority should "focus on the best means of development for cable television" and that the absence of standardized technical guidelines "is in the derogation of this development." Teleprompter claimed that if the commission

permits local jurisdictions to implement their own standards, the effect would be to thwart the training of cable technicians, make system interconnection "extremely difficult" and necessitate increased costs to operators, since without standardized guidelines, systems would have to order custom-made equipment to conform to local standards.

CTW comes around to the other end of the cable

Producer of 'Sesame Street' is one-quarter owner of franchise in Hawaii as part of effort to be financially self-sustaining

The Children's Television Workshop, producer of *Sesame Street* and other programming for children, is 24% owner of a new Hawaiian company that has been awarded a cable-TV franchise for much of Honolulu and other populous areas of the island of Oahu, CTW reported last week. It said the Hawaiian State Department of Regulatory Agencies had announced its decision to transfer to the new company, Cablevision Holdings Inc. (CHI), the franchise awarded two years ago to Oceanic Cablevision Inc., whose stock has been acquired by CHI.

Fred Walsh Antenna Systems, a leading Canadian CATV developer and a stockholder in the original franchise holder,

advertisement

LEGAL NOTICE

The Incorporated Village of Fort Johnson, N.Y. located in Montgomery County, Town of Amsterdam Voting District No. 1 and is encompassed by two sides by the Town of Amsterdam both North and West; south boundary lies the Mohawk River and the East boundary, the City of Amsterdam; is now seeking bids for a special franchise for a cable television system in said Village. The system should include: 1. a channel capacity of a minimum of 20 channels; 2. local origination and local programming; and 3. two way capabilities.

Applications for this franchise shall be submitted in writing with a certified nonrefundable check of \$25.00 no later than Monday, September 3, 1973 to Mrs. Patricia Jordan, Village Clerk, 60 E. Main St., Fort Johnson, N.Y. 12070. Any applications received by the said municipality will be available for public inspection during normal business hours at the home of the Village Clerk, Mrs. Patricia Jordan, 60 E. Main St., Fort Johnson, N.Y. 12070. Anyone interested in additional information concerning the proposed award may call the Village Clerk on 842-3664.

LEO VEITCH, MAYOR
BOARD OF TRUSTEES,
VILLAGE OF FORT JOHNSON, N.Y.

owns 25% of CHI. CTW's 24%, owned through CTW Communications Inc., a wholly owned subsidiary of the workshop, makes it the second largest stockholder. The remaining 51% is owned by Hawaiian interests including Castle & Cooke, a conglomerate that was also involved in ownership of the original franchisee; Consolidated Amusement Co., a motion-picture theater group; National Securities & Investments Inc.; State Senator Kenneth Brown, who is chairman of CHI; Honolulu attorneys Charles B. Dwight 3d and Galen C. K. Leong and businessman Tadao Sagami.

The franchise area is said to have a potential of 93,000 housing units. CTW said the system will require an initial outlay of more than \$11 million, with long-term financing that includes a \$6-million loan from Teachers Insurance and Annuity, one of the largest insurance and retirement funds in the U.S., and \$2.5 million from John Hancock Insurance Co. The system will have 20-channel capacity, including two-way capability, and will require 584 miles of cable. Microwave will be used to reach less accessible areas of Oahu and neighboring islands. It was estimated that service would begin in the more remote, low-income North Shore area and the middle-income Waikiki and Ala Moana areas within seven months following transfer of the franchise, assuming construction at a monthly rate of 20 miles of cable above ground and two to three miles underground.

CTW said its program-advisory service

would assist in designing local CATV program originations, which will also have the benefit of the experience of Welsh Antenna Systems, said to be the second largest CATV operator in North America, with major systems in Montreal and Toronto, and in Victoria, B.C.

CTW said its revenues from this and other commercial ventures would be used to replace the government and foundation grants that have been its main support.

A competing applicant for the Honolulu franchise was said to have been a company owned by Hawaii businessmen and the Teleprompter Corp.

Spokane stations up in the air about CRTC ad-deletion rule

Two TV's there are likely to be first affected by regulation that forces Canadian cables to remove commercials from U.S. signals at request of local television outlet

A Canadian Radio Television Commission ruling could produce soon a situation that will entangle U.S. broadcasters, Canadian broadcasters and Canadian cable systems in complicated legal questions.

A July 1971 ruling by the CTRC forces a Canadian cable operator to delete, at the request of a local Canadian TV station, the commercials of any American signals it imports. Basis for

the action, says Norman Harvison, manager for cable television development for the CRTC, is the unwanted competition that could result for Canadian broadcasting if American signals were imported into Canadian cities by cable systems. The details of the first such arrangement are to be submitted to the CTRC this Friday (July 27) and CTRC approval is expected within a few weeks of that.

The arrangement involves Calgary Cable TV Ltd. and Community Antenna Television Ltd., both Calgary, Alberta, and local CFAC(TV). The station has requested that the systems delete the commercials of KREM-TV and KXLY-TV, both Spokane, Wash., which are carried on the two Canadian cable systems.

Jack Davis, manager of Community Antenna, expects the details of the local agreement (matters of debate are who should bear the capital costs of the switching equipment and who should operate it) to be submitted to the CRTC by this Friday (July 27) and the CRTC to approve the arrangement "within a few weeks." He expects the deletion process will begin by the fall season.

The Calgary manager does not envision any legal problems because the deletion of the Spokane commercials will not affect those stations' economic viability. The Spokane stations would not be able to be seen by Calgary residents if they were not put on the cable system. Because Spokane stations do not base their rate cards on TV viewing in Calgary the deletion of their commercials would not affect their advertising rates.

Wayne McNulty, general manager of KXLY-TV, and the station's attorney, Arthur Stambler, of Stambler & Shrinky, Washington, take a different view of the situation. Mr. McNulty pointed out that it was a very complicated issue and that no legal action has been formulated yet because the deletion process had not begun. Mr. Stambler said he had not decided what legal action should be taken. He said that it "is a touchy situation" to question the legality of such actions because a foreign government is involved. His immediate opinion is that it is an "incredibly inequitable" situation for his client.

How the commercials will be deleted is an unsolved matter. Mr. Davis envisions a simple deletion of the audio and video and replacement with a slide and background audio. Both Mr. Davis and Mr. Harvison think that this form of deletion could evolve to the point where the Canadian broadcasters could substitute their own commercials into the deleted spot.

Viacom's pay-cable try to begin on Long Island

Viacom International Inc., New York, began a test of pay-cable television in Smithtown, L.I., last Wednesday (July 18).

Called Viacode, the system provides two channels of recent feature films and a third channel of special programs and events, and a fourth preview channel. The test was launched in conjunction

advertisement

PUBLIC NOTICE

WHEREAS a written report to the municipality indicating the type of cabletelevision system deemed suited for the municipality has been filed with the Clerk of the Village of Greenport in accordance with the requirements of the New York Commission on Cable Television, notice is hereby given of the following:

- a. The political boundaries of the area for which a franchise is proposed to be awarded is the Village of Greenport, Long Island, New York.
- b. The system shall have a minimum capacity of 20 TV channels and have a bi-directional capability within the main trunk lines. Initially, the system shall carry 11 Class I channels (off-the-air TV stations) and one Class II channel (locally-originated weather channel). Equipment used in the distribution plant shall be of current state of the art design, and the entire plant shall be capable of meeting applicable technical standards imposed by the FCC's and the New York State Commission's rules on cable TV. A CATV system satisfying the above is now installed and operating in the proposed franchised area.
- c. Applications for the franchise shall be submitted in writing by September 17, 1973 and any and all applications received by the Village of Greenport will be available for public inspection during normal business hours at the office of the Village Clerk located at 236 Third Street, Greenport, New York.
- d. The name, address and telephone number of the municipal officer who may be contacted by persons interested in additional information concerning the proposed award is William Lieblein, mailing address c/o Village of Greenport, 236 Third Street, Greenport, New York 11944, tel. 516-765-1142 or 516-477-2115.

Dated: June 25, 1973

**BY ORDER OF THE VILLAGE BOARD
VILLAGE OF GREENPORT, NEW YORK
MABEL HARRIS, VILLAGE CLERK**

with Trans-World Communications, a division of Columbia Pictures Industries, whose equipment is being used.

The test is being conducted at Viacom's Suffolk Cablevision system covering Smithtown. Subscribers desiring the pay channels will be supplied with a selector. Beyond their regular monthly subscriber charge, these customers will pay a monthly service fee of \$1.50 and a per-program fee for each feature film or special show ordered. The 400 subscribers who have signed up will pay \$3 for each feature film; \$2 for concerts and opera performances, and \$1 for children's programs. Among the feature films to be shown are "Young Winston," "Nicholas and Alexandra," "1776," "The Candidate," and "The Cowboys."

Cable Briefs

In operation. House Recording Studio last week began using newly installed equipment enabling congressmen to make three-quarter-inch cassettes for playback by cable television system ("Closed Circuit," June 25). First customer was Representative Charles Rose III (D-N.C.), who videotaped report for his constituents to be seen on Fayetteville Cablevision.

No. Attempt by the Philadelphia 76'ers of the National Basketball Association to prevent two Pennsylvania cable systems from importing from New York a cable-origination sports package which includes games of the rival American Basketball Association's New York Nets has been denied by FCC. Commission granted application by Twin-County Trans-Video, operator of CATV systems in Allentown and Bethlehem, both Pennsylvania, to construct microwave facilities to bring in sports programming made available by Teleprompter Corp. and Long Island Coliseum.



On the dotted line. C-COR Electronics Inc., State College, Pa., has reached an agreement with Warner Cable Corp., New York to build Warner's cable system in Hampton, Va. C-COR President, James R. Palmer, seated left, and Robert Symons, Warner senior vice president of metropolitan systems, shake hands after signing a contract for 400 miles of cable system for over \$1 million. The system will be capable of carrying more than 55 channels in forward trunks and up to 16 channels in reverse trunk. Warner's director of engineering, Sol Yeager (r), and C-COR sales manager, Thomas Kenly (l), witness the agreement.

Finance

Adams-Russell and ATC borrowers be

Broadcast and cable owner A-R nets \$7.5 million in credit while ATC picks up \$18.5 million in additional credit; Telesystems' deal with Cable Funding falls through

Over \$26 million in financing was pumped into the cable industry last week and the figure could have been \$34 million if it had not been for the breakdown of another \$7.5 million proposed loan.

American Television & Communications was far and away the biggest winner. The Denver firm renegotiated its revolving credit arrangement—with Morgan Guaranty Trust Company of New York, the First National Bank of Chicago, The First National Bank of Boston and the Industrial National Bank of Rhode Island—and came up with an additional \$18.5 million in capital. The company increased its line of credit from \$17.5 million to \$36 million. At the same time its interest rate on the renegotiated loan fell from .5% to .25% over prime. "The increased line of credit enables us to refinance existing debt at lower interest rates and provides a substantial uncommitted balance for acquisi-

tion, for construction of plant in areas where we are now competing for franchises and for other corporate purposes," according to Monroe Rifkin, ATC president. The agreement also signifies the company's strengthening in the eyes of investment bankers. Since March 1971 the same group of banks has increased the credit line from \$7 million to \$17.5 million in January 1972 to the current \$36 million.

In another borrowing last week, Adams-Russell Co., Waltham, Mass., broadcaster and cable-TV owner, announced it had completed a \$7.5 million financing package incorporating insurance funds and long-term bank credits. Adams-Russell said approximately \$2.72 million would be used to pay existing bank indebtedness; \$1,725,000 will be used to acquire Cable Vision Inc., cable system in Lewiston and Auburn, Me. (BROADCASTING, July 9), and the remaining \$3 million would be available for existing corporate purposes. The \$7.5 million package includes \$2 million in 15-year 8½% secured unsubordinated debentures and \$5.5 million of bank credits.

Losers in last week's group are Cable Funding Corp., New York, and Telesystems Inc., a division of Communications Properties, Austin, Tex. Cable Funding said a \$7.5 million line of credit to Telesystems was terminated because of "unwillingness of the senior lenders of Communications Properties to agree on the form of the proposed transaction." Under terms of the two companies' May

advertisement

Legal Notice

The Village of Hagsaman is now accepting bids for a Cable T.V. System in said Village. Any interested parties should send a \$25.00 non-refundable fee in the form of a certified check made payable to Village Clerk, Hagsaman, New York. A public hearing will be held to determine who will be awarded said franchise, 7 days prior, applicants will be notified as to date, time and place.

The following are specifications and location of said franchise to be awarded:

(A) Hagsaman is located in the County of Montgomery. Bordered on the South, West and East by Town of Amsterdam and bordered on the North by Fulton County.

(B) Description of Type of System Desired:

- (1) Twenty Channel Capacity
- (2) Two way capability
- (3) Public access including local origination

(C) Applications will be accepted till 12 o'clock noon E.D.T. September 5, 1973 at Village Clerk's Office. Any application received by the Municipality will be available for public inspection during normal business hours at the Village Clerk's Office, 74 Pawling Street, Hagsaman, New York 12086.

(D) Any further information may be obtained by contacting Mayor Philip Kriger, 12 Northern Blvd., Hagsaman, New York. Phone 842-4405.

Dated July 10, 1973

Philip Kriger, Mayor

31, 1973, letter of intent, Cable Funding would have received the right to convert \$1 million of the loan into 15% of the outstanding shares of Telesystems at the end of 30 months. In addition, Cable Funding would have had an 18-month option to merge itself into Communications Properties.

Not up to expectations

Metromedia Inc., New York, reported a dip in second-quarter earnings-per-share but gains in revenues and earnings for first half of 1973.

"We are disappointed that second-quarter earnings were below our earlier expectations," said John W. Kluge, Metromedia's chairman and president. "We have recently witnessed a slowdown in the revenues of our transit, outdoor and radio divisions. Additionally, although recent acquisitions, other than the two FM stations, are all profitable, their contribution has been largely offset by greater interest cost.

"Because of the current advertising softness and the uncertain outlook for the economy, we do not feel assured at this time that we will surpass the record earnings of last year."

For six months ended July 1:

	1973	1972
Earned per share	\$ 0.79	\$ 0.77
Revenues	97,656,681	82,984,066
Net income	5,165,401	4,695,017



First day. Francis J. Palamara (l), executive vice president of the New York Stock Exchange, greets Raymond P. Shafer, chairman of Teleprompter Corp. and William J. Brennan, president of the company, as Teleprompter common shares began trading on the NYSE last Monday (July 16). Company stock, which previously had been traded on the American Stock Exchange opened at 13 1/2 and closed at 13 1/2. (Also see story, this page.) Teleprompter is said to be the first company predominantly in cable television to be listed on the NYSE. It operates 140 CATV systems in 33 states and two Canadian provinces.

Teleprompter says earnings are down

Reduced 2d quarter figures attributed to CATV expansion

Teleprompter Corp., New York, reported last week that its second-quarter earnings would be lower than those of the first quarter due to an "accelerated expansion program in major CATV markets."

"The company is now in the midst of its building years," said Raymond P. Shafer, chairman and chief executive officer of Teleprompter. The company has taken down \$85-million of a \$150-million bank-credit line, he said, and plans to take down the remainder this year and next to finance a continued construction and expansion program. He called the program an "investment in a profitable future" and added that a slower earnings-per-share growth-rate may occur while construction outpaces subscriber additions.

As of June 30, Teleprompter had signed up 818,716 homes out of a possible 1,909,489, for a 42.9% penetration, as compared to last year's figures of 672,834 subscribers out of a possible 1,441,511. That constitutes a 21.7% increase in subscribers and a 32.5% increase in potential homes.

Teleprompter stock fell from 17 1/2 on July 11 to 13 1/2 last Thursday (July 19).

Broadcasting Stock Index

Weekly market summary of 142 stocks allied with broadcasting

Stock symbol	Exch.	Closing Wed. July 18	Closing Wed. July 11	Net change in week	% change in week	High 1973	Low	Approx. Shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	ABC	N 25 1/2	25 3/4	- 1/4	-.97	31 1/2	21	17,029	434,239
ASI COMMUNICATIONS					.00	1 1/2	1	1,815	2,268
CAPITAL CITIES COMM.	CCB	N 46 3/4	44 5/8	+ 2 1/8	+ 4.76	62 1/2	35	7,074	330,709
CBS	CBS	N 31 1/2	34 3/4	- 3 1/4	- 9.35	52	30 1/2	28,315	891,922
CONCERT NETWORK*	O	1/4	1/4		.00	5/8	1/4	2,200	550
CDX	COX	N 22	21 7/8	+ 1/8	+.57	40 1/4	21 1/4	5,850	128,700
FEDERATED MEDIA	O	2 1/2	2	+ 1/2	+ 25.00	3 1/2	2	820	2,050
GROSS TELECASTING	GGG	A 14 1/4	14 1/8	+ 1/8	+.88	18 3/8	12 7/8	800	11,400
LIN	LINB	O 7 1/2	5 5/8	+ 1 7/8	+ 33.33	14 3/4	5 5/8	2,296	17,220
MOONEY	MOON	O 5 1/8	5	+ 1/8	+ 2.50	10 1/4	5	385	1,973
PACIFIC & SOUTHERN	PSOU	O 8 3/4	7 1/4	+ 1 1/2	+ 20.68	13 3/4	7	1,930	16,887
RAHALL	RAHL	O 5 1/2	4 1/4	+ 1 1/4	+ 29.41	12 1/4	4 1/4	1,297	7,133
SCRIPPS-HOWARD*	SCRIP	O			.00	21 1/4	19	2,589	49,838
STARR	SBG	M 9		- 1	- 10.00	24 1/2	9	1,166	10,494
STORER	SBK	N 20	19 1/4	+ 3/4	+ 3.89	44	15 7/8	4,391	87,820
TAFT	TFB	N 29 1/8	23 7/8	+ 5 1/4	+ 21.98	58 5/8	22	4,096	119,296
WHDH CORP.*	O	21	21 1/4	- 1/4	- 1.17	24	14	589	12,369
WOODS COMM.*	O	3/4	3/4		.00	1 5/8	3/4	292	219
						TOTAL		82,934	2,125,087
Broadcasting with other major interests									
ADAMS-RUSSELL	AAR	A 3 1/4	3 3/4	- 1/2	- 13.33	5 3/8	2 5/8	1,259	4,091
AVCO	AV	N 10 1/4	9 1/4	+ 1	+ 10.81	16	8	11,478	117,649
BARTELL MEDIA	BMC	A 1 5/8	1 3/4	- 1/8	- 7.14	3 1/2	1 3/8	2,257	3,667
CHRIS-CRAFT	CCN	N 4 1/8	4 1/8		.00	6 5/8	3 5/8	4,161	17,164
COMBINED COMM.	CCA	A 26 1/2	22 1/4	+ 4 1/4	+ 19.10	44	15	3,230	85,595
COWLES	CWL	N 5 3/4	5 3/8	+ 3/8	+ 6.97	9 5/8	4 3/4	3,969	22,821
DUN & BROADSTREET	DNB	N 36	35 5/8	+ 3/8	+ 1.05	39	32 3/4	26,042	937,512
FAIRCHILD INDUSTRIES	FEN	N 5 7/8	5 7/8		.00	13 3/8	5 1/4	4,550	26,731
FUQUA	FQA	N 11 1/4	10 7/8	+ 3/8	+ 3.44	20 3/8	9 1/2	9,741	109,586
GABLE INDUSTRIES	GBI	N 18 1/4	17 5/8	+ 5/8	+ 3.54	25	15	2,605	47,541
GENERAL TIRE	GY	N 19 3/8	19 3/8		.00	28 3/4	17 3/8	20,652	400,132
GLOBETROTTER	GLBTA	O 5 1/8	4 3/4	+ 3/8	+ 7.89	8 1/8	4 3/4	2,820	14,452
GRAY COMMUNICATIONS	O	10 1/2	10 1/2		.00	12 7/8	9	475	4,987
HARTE-HANKS	HHN	N 11	8 7/8	+ 2 1/8	+ 23.94	29 1/4	8	4,335	47,685
KAISER INDUSTRIES	KI	A 5 1/2	4 1/4	+ 1 1/4	+ 29.41	6 5/8	4	27,487	151,178
KANSAS STATE NETWORK	KSN	O 4 7/8	4 7/8		.00	6 1/8	4 7/8	1,741	8,487
KINGSTIP	KTP	A 6 1/2	6 1/2		.00	14 1/4	6 1/4	1,155	7,507
LAMB COMMUNICATIONS*	D		1 3/4		.00	2 5/8	1 3/4	475	831
LEE ENTERPRISES	LNT	A 14 3/4	13 3/4	+ 1	+ 7.27	25	12 5/8	3,366	49,648
LIBERTY	LC	N 16 7/8	17 1/8	- 1/4	- 1.45	23 7/8	15 3/4	6,760	114,075

	Stock symbol	Exch.	Closing Wed. July 18	Closing Wed. July 11	Net change in week	% change in week	High 1973	Low	Approx. Shares out (000)	Total market capitalization (000)	
MCGRAW-HILL	MHP	N	8 1/4	8 1/4		.00	16 7/8	7 1/2	23,525	194,081	
MEDIA GENERAL	MEG	A	34 7/8	32 3/4	+ 2 1/8	+ 6.48	43 1/2	31 3/4	3,546	123,666	
MEREDITH	MOP	N	12 7/8	13	- 1/8	-.96	20 1/2	12 1/4	2,827	36,397	
METROMEDIA	MET	N	12 3/4	18	- 5 1/4	- 29.16	32 1/4	12 5/8	6,483	82,658	
MULTIMEDIA	O		18 1/4	18	+ 1/4	+ 1.38	30 1/4	18	4,388	80,081	
OUTLET CO.	OTU	N	11 3/8	11 1/4	+ 1/8	+ 1.11	17 5/8	10 3/8	1,379	15,686	
POST CORP.	POST	O	11 1/4	10 1/2	+ 3/4	+ 7.14	17	10 1/4	893	10,046	
PSA	PSA	N	13 1/4	13	+ 1/4	+ 1.92	21 7/8	10 3/8	3,779	50,071	
PUBLISHERS 8CSTG.	PUBB	O				.00	2	7/8		804	
REEVES TELECOM	RBT	A	1 1/2	1 5/8	- 1/8	- 7.69	3 1/4	1 1/2	2,376	3,564	
RIDDER PUBLICATIONS	RPI	N	16 1/8	15 1/2	+ 5/8	+ 4.03	29 7/8	12 1/2	8,312	134,031	
ROLLINS	ROL	N	19 3/8	16 5/8	+ 2 3/4	+ 16.54	36 1/2	14 1/4	13,372	259,082	
RUST CRAFT	RUS	A	16 3/8	14	+ 2 3/8	+ 16.96	33 3/4	13 3/4	2,366	38,743	
SAN JUAN RACING	SJR	N	15 1/8	15 1/4	- 1/8	-.81	23 3/4	14		2,153	
SCHERING-PLOUGH	SGP	N	78 1/4	77 3/4	+ 1/2	+ .64	80 1/4	71 3/4	52,590	4,115,167	
SONDERLING	SOB	A	11 1/8	12 1/2	- 1 3/8	- 11.00	16 3/8	7 5/8	1,006	11,191	
TECHNICAL OPERATIONS	TO	A	7 1/8	6 7/8	+ 1/4	+ 3.63	13 1/2	5 1/8	1,386	9,875	
TIMES MIRROR CO.	TMC	N	18 5/8	19	- 3/8	- 1.97	25 7/8	16 1/2	31,145	580,075	
TURNER COMM.*	O		4 1/2	4 1/2		.00	6	4 1/2		1,486	
WASHINGTON POST CO.	WPD	A	19 3/4	20	- 1/4	- 1.25	37	18 5/8	4,746	93,733	
WOMETCO	WOM	N	12 5/8	12	+ 5/8	+ 5.20	19 3/8	11 1/4	6,098	76,987	
Cablecasting									TOTAL	313,333	8,126,528
AMECO	ACD	O	5/8	5/8		.00	3	5/8	1,200	750	
AMERICAN ELECT. LABS	AELBA	O	2 1/8	2 1/8		.00	3 5/8	1 3/8	1,673	3,555	
AMERICAN TV & COMM.	AMTV	O	25 1/2	25 1/2		.00	39	22	2,859	72,904	
ATHENA COMM.*	O		2 1/4	1 1/2	+ 3/4	+ 50.00	5 1/2	1	2,126	4,783	
BURNUP & SIMS	BSIM	O	23 3/8	21 1/8	+ 2 1/4	+ 10.65	31 3/4	20 3/8	7,510	175,546	
CABLECOM-GENERAL	CCG	A	4 3/8	4	+ 3/8	+ 9.37	8 7/8	3 3/4	2,489	10,889	
CABLE FUNDING CORP.*	CFUM	O	5	4 3/4	+ 1/4	+ 5.26	8 1/8	4 1/2	1,233	6,165	
CABLE INFO. SYSTEMS*	O					.00	2 1/2	1		663	
CITIZENS FINANCIAL	CPN	A	4 1/2	4 3/4	- 1/4	- 5.26	9 1/2	4 3/8	2,676	12,042	
COMCAST	O		3 1/8	3 1/4	- 1/8	- 3.84	5 3/8	3 1/8	1,280	4,000	
COMMUNICATIONS PROP.	COMU	O	4	3 7/8	+ 1/8	+ 3.22	9 3/4	3 5/8	4,435	17,740	
COX CABLE	CXC	A	19 3/4	21	- 1 1/4	- 5.95	31 3/4	19 3/4	3,560	70,310	
ENTRON	ENT	O	3/4		+ 3/8	+ 100.00	9 1/4	1/4	1,358	1,018	
GENERAL INSTRUMENT	GRL	N	17 7/8	16 3/8	+ 1 1/2	+ 9.16	29 1/2	13 1/4	6,790	121,371	
GENERAL TELEVISION*	O					.00	4 1/2	2 1/2	1,000	3,000	
HERITAGE COMM.	O		10	10		.00	17 1/2	7	345	3,450	
LVD CABLE	LVOC	O	5	5		.00	11 1/4	4 1/4	1,561	7,805	
SCIENTIFIC-ATLANTA	SFA	A	9 3/4	7 3/4	+ 2	+ 25.80	15 3/8	6 1/4	917	8,940	
STERLING	STER	O	1 3/4	1 1/2	+ 1/4	+ 16.66	4 1/4	1 1/4	2,162	3,783	
TELE-COMMUNICATIONS	TCOM	O	9 1/4	8	+ 1 1/4	+ 15.62	21	7 1/8	4,616	42,698	
TELEPROMPTER	TP	N	13 5/8	17 3/8	- 3 3/4	- 21.58	34 1/2	13 5/8	15,999	217,986	
TIME INC.	TL	N	34 3/4	31 5/8	+ 3 1/8	+ 9.88	63 1/4	29 1/2	7,286	253,188	
TOCOM	TOCM	O	6	6 1/4	- 1/4	- 4.00	12 1/8	5 3/8	596	3,576	
UA-COLUMBIA CABLE	UACC	O	8	8		.00	15	7 3/4	1,832	14,656	
VIACOM	VIA	N	9 7/8	9 3/8	+ 1/2	+ 5.33	20	9	3,851	38,028	
VIKOA	VIK	A	4 3/8	5	- 5/8	- 12.50	9 1/8	4	2,562	11,208	
Programming									TOTAL	82,579	1,110,054
COLUMBIA PICTURES	CPS	N	5 7/8	5 1/8	+ 3/4	+ 14.63	9 7/8	4 1/2	6,335	37,218	
DISNEY	DIS	N	89	84 3/8	+ 4 5/8	+ 5.48	123 7/8	70 1/8	28,552	2,541,128	
FILMWAYS	FWY	A	2 3/8	2 1/8	+ 1/4	+ 11.76	5 3/8	2 1/8	1,877	4,457	
GULF + WESTERN	GW	N	25 1/2	24 3/8	+ 1 1/8	+ 4.61	35 3/4	21 3/8	16,387	417,868	
MCA	MCA	N	23	24 1/2	- 1 1/2	- 6.12	34 1/4	18 1/2	8,367	192,441	
MGM	MGM	N	16 1/2	16 1/4	+ 1/4	+ 1.53	24	13 5/8	5,958	98,307	
MUSIC MAKERS	MUSC	O				.00	2 5/8	1 5/8	534	1,401	
TELE-TAPE*	O		7/8	3/4	+ 1/8	+ 16.66	1 3/4	3/4	2,190	1,916	
TELETRONICS INTL.*	O		5 1/4	4 1/2	+ 3/4	+ 16.66	10 1/2	4 1/2	724	3,801	
TRANSAMERICA	TA	N	12 7/8	12 3/4	+ 1/8	+ .98	17 5/8	10 3/4	66,449	855,530	
20TH CENTURY-FOX	TF	N	8 3/8	7 3/4	+ 5/8	+ 8.06	12 3/8	6 1/2	8,562	71,706	
WALTER READE	WALT	O				.00	1 3/8	7/8	2,203	1,927	
WARNER	WCI	N	15 3/4	15	+ 3/4	+ 5.00	39 1/8	13 1/8	18,864	297,108	
WRATHER	WCO	A	8	8 1/4	- 1/4	- 3.03	16 5/8	7	2,229	17,832	
Service									TOTAL	169,231	4,542,640
JOHN BLAIR	BJ	N	7	7 3/8	- 3/8	- 5.08	13	6 3/8	2,494	17,458	
COMSAT	CO	N	50 7/8	47 1/2	+ 3 3/8	+ 7.10	64 1/2	42 1/4	10,000	508,750	
CREATIVE MANAGEMENT	CMA	A	6	6 1/4	- 1/4	- 4.00	9 1/2	4	1,056	6,336	
DOYLE DANE BERNBACH	DOYL	O	13 1/4	12 1/4	+ 1	+ 8.16	23 1/2	12	1,884	24,963	
ELKINS INSTITUTE	ELKN	O				.00	1 1/4	3/4	1,664	1,664	
FOOTE CONE & BELDING	FCB	N	9 5/8	9 3/8	+ 1/4	+ 2.66	13 3/8	8 1/8	2,129	20,491	
CLINTON E. FRANK*	O		5 1/4	5	+ 1/4	+ 5.00	11 1/2	5	720	3,780	
GREY ADVERTISING	GREY	O	10	8 1/2	+ 1 1/2	+ 17.64	17 1/4	8 1/4	1,263	12,630	
INTERPUBLIC GROUP	IPG	N	14	13 7/8	+ 1/8	+ .90	25 3/8	12 1/8	2,464	34,496	
MARVIN JOSEPHSON	MRVN	O	8 1/2	8	+ 1/2	+ 6.25	18 1/2	8	1,085	9,222	
MCCAFFREY & MCCALL*	O					.00	10 3/4	8 1/2	585	4,972	
MCI COMMUNICATIONS	MCIC	O	5 7/8	5 7/8		.00	8 3/4	4 5/8	11,810	69,383	
MOVIELAB	MOV	A	1 1/4	1 3/8	- 1/8	- 9.09	1 7/8	1 1/8	1,407	1,758	
MPD VIDEOTRONICS	MPD	A	2 1/2	2 1/4	+ 1/4	+ 11.11	4 7/8	2	540	1,350	
NEEDHAM, HARPER*	NDHMA	O	9 1/2	9 3/4	- 1/4	- 2.56	26 1/4	9 1/2	916	8,702	
A. C. NIELSEN	NIEL8	O	29 1/2	29 7/8	- 3/8	- 1.25	40 1/2	29 1/2	10,598	312,641	
OGILVY & MATHER	OGIL	O	17	16	+ 1	+ 6.25	32 1/2	14 1/2	1,777	30,209	
PKL CO.*	PKL	O		7/8		.00	2 5/8	3/4	778	680	
J. WALTER THOMPSON	JWT	N	15	14 3/4	+ 1/4	+ 1.69	24 3/4	14	2,659	39,885	
UNIVERSAL COMM.*	O					.00	12 1/4	4 1/2	715	3,217	
WELLS, RICH, GREENE	WRG	N	11 7/8	11 3/4	+ 1/8	+ 1.06	21 1/8	9 1/2	1,568	18,620	
TOTAL									58,112	1,131,207	

Stock symbol	Exch.	Closing Wed. July 18	Closing Wed. July 11	Net change in week	% change in week	1973		Approx. Shares out (000)	Total market capitalization (000)	
						High	Low			
Electronics										
ADMIRAL	ADL	N	11 1/4	10 1/4	+ 1	+ 9.75	18	7 1/4	5,813	65,396
AMPEX	APX	N	5 1/8	4 3/4	+ 3/8	+ 7.89	6 7/8	3 1/4	10,875	55,734
CARTRIDGE TV+		O				.00	16 1/2	1 3/4	2,083	5,207
CCA ELECTRONICS	CCAE	O	1 1/4	1 1/4		.00	3	1 1/8	881	1,101
COLLINS RADIO	CRI	N	19	17	+ 2	+ 11.76	25 7/8	15 1/4	2,968	56,392
COMPUTER EQUIPMENT	CEC	A	2 1/8	2 1/8		.00	2 7/8	2	2,366	5,027
CONRAC	CAX	N	18	15 7/8	+ 2 1/8	+ 13.38	31 7/8	14 1/4	1,261	22,698
GENERAL ELECTRIC	GE	N	61	59 3/4	+ 1 1/4	+ 2.09	75 7/8	55	182,348	11,123,228
HARRIS-INTERTYPE	HI	N	30	26	+ 4	+ 15.38	49 1/4	24 1/2	6,308	189,240
INTERNATIONAL VIDEO*	IVCP	O	7	6	+ 1	+ 16.66	14 3/4	6	2,745	19,215
MAGNAVOX	MAG	N	10	9 1/2	+ 1/2	+ 5.26	29 5/8	8 5/8	17,806	178,060
3M	MMM	N	84	82 1/2	+ 1 1/2	+ 1.81	88 7/8	76 1/4	113,051	9,496,284
MOTOROLA	MOT	N	49 1/8	46 3/8	+ 2 3/4	+ 5.92	52	41 1/4	27,570	1,354,376
OAK INDUSTRIES	OEN	N	14 1/2	11 3/4	+ 2 3/4	+ 23.40	20 1/2	10 3/4	1,639	23,765
RCA	RCA	N	25 7/8	24 3/4	+ 1 1/8	+ 4.54	39 1/8	22 1/8	74,525	1,928,334
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8		.00	2 1/4	1 3/8	3,458	6,483
SONY CORP	SNE	N	46 3/4	43 7/8	+ 2 7/8	+ 6.55	57 1/4	38 3/4	66,250	3,097,187
TEKTRONIX	TEK	N	38 1/8	33 1/8	+ 5	+ 15.09	53 7/8	29 7/8	8,162	311,176
TELEVISION	TIMT	O	3	2 7/8	+ 1/8	+ 4.34	4 3/4	2 7/8	1,050	3,150
TELEPRO INDUSTRIES		O	7/8	7/8		.00	2 1/2	7/8	1,717	1,502
WESTINGHOUSE	WX	N	37	37 3/8	- 3/8	- 1.00	47 3/8	31 1/8	88,595	3,278,015
ZENITH	ZE	N	36 1/2	36 3/4	- 1/4	- .68	56	33 3/4	19,043	695,069
TOTAL									640,514	31,916,639
GRAND TOTAL									1,346,703	48,952,155

Standard & Poor's Industrial Average 119.23 118.50 +.73

A-American Stock Exchange N-New York Stock Exchange A blank in closing price columns Over-the-counter bld prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.
M-Midwest Stock Exchange O-Over the counter (bld price shown) Indicates no trading in stock.
* Closing prices are for Tuesday † In bankruptcy proceeding

Fates & Fortunes®

Media

Ernest W. Kitchen, president, Major Market Radio, New York, named VP and general manager, WEZE(AM) Boston, newly acquired station of McCormick Communications.

George Collie, with KONO(AM) San Antonio, Tex., joins KGNS-TV Laredo, Tex., as VP and general manager.

Joseph Rowan, director of administration, ABC-owned TV stations, New York, elected VP-administration.

George E. Castrucci, assistant VP/business manager, Taft Broadcasting Co.'s broadcast division, named VP-administration. **Charles D. Lindberg**, partner with Taft's general counsel, Taft, Stettinius & Hollister, named corporate secretary.

James Price, general manager, KAFY(AM) Bakersfield, Calif., elected president.

Philip J. Robbins, with WISM-AM-FM Madison, Wis., appointed general manager, WOSH-AM-FM Oshkosh, Wis. All are Midwest Family stations.

James P. Behling, director of advertising and promotion, KMOX-TV St. Louis, named operations manager, WITI-TV Milwaukee.

Carl Brazell, assistant operations manager, WNEW(AM) New York, appointed assistant station manager.

Tom Kearns, sales manager, KCCR(AM) Pierre, S.D., named station manager, KYNT(AM) Yankton, S.D. Both stations are owned by Sorenson Broadcasting Corp.

Bermuda Schwartz, with own public relations firm, New York, joins Mutual Radio Networks, Washington, as director of network public relations.

Marian J. Calale, director of advertising, Rheingold Breweries Inc., Brooklyn, N.Y., named director of information services, WCBS-TV New York.

D. Paul Rich, director of public information, Tufts University, Boston, joins WCVB-TV there as public-relations director.

Larry B. Seewald, on-air promotion director, WPHL-TV Philadelphia, joins KSTP-

Sick call. Specialists at Johns Hopkins, Baltimore, after exhaustive tests, have determined that **J. Leonard Reinsch**, Cox Broadcasting Co. president, has form of muscular inflammation (*Polymyalgia Rheumatica*) that usually responds to medication. Mr. Reinsch, hospitalized since July 4, was to return to his home in Atlanta over weekend. Now 65, Mr. Reinsch will retire at year's end under Cox's compulsory plan, but will continue as chairman of Cox Cable and as director of parent broadcasting company. **Grover C. Cobb**, 52, senior executive VP, National Association of Broadcasters, returned to NAB headquarters in Washington for hour last Tuesday (July 17) for first time since he suffered heart seizure May 14. He expects to return to work on curtailed schedule Aug. 6. Meanwhile, NAB is interviewing prospects for legislative contact assignment to relieve Mr. Cobb pending full convalescence.

TV Minneapolis-St. Paul as promotion director.

Thomas J. Gericke, former program producer for BBC and Westinghouse Broadcasting Co., joins KRON-TV San Francisco as supervisor of on-air promotion.

Andrew M. Economos, director of management-information systems, NBC, New York, elected VP of management-information systems, responsible for administration and coordination of all computer activity there.

Raymond Simko, business manager, WKBD-TV Detroit, joins WDCA-TV Washington in same capacity.

Karen Klass, with WMAL-AM-FM Washington, joins WWDC-AM-FM there as director of creative services.

Manny Lucoff, with University of South Florida, Tampa-St. Petersburg, named general manager, university's noncommercial WUSF-FM-TV there.

Anthony Marano, WCTC(AM) New Brunswick, elected president, New Jersey Broadcasters Association. **Joseph Reilly**, WERA(AM) Plainfield, and **James Rodio**, WRDI(AM) Hammonton, elected first and second VP, respectively.

Bill Reed, KIXE-TV Redding, Calif., elected president, Western Educational Network. Other officers elected: **Gordon Tuell**, KWSU-TV Pullman, Wash., VP; **Mark Hathaway**, KBYU-TV Provo, Utah, secretary; **Walt Schaar**, KSPS-TV Spokane, Wash., treasurer; and **Art Paul**, KVIE-TV Sacramento, Calif., and **Charles Northrip**, KAUC-TV College, Alaska, representatives at large.

Paul A. Mutino, former chief counsel, House Subcommittee on Government Activities, joins Corporation for Public Broadcasting, Washington, as assistant general counsel. **Tom Slevin**, formerly producer-director, ABC-TV, joins CPB as senior program officer. **L. Kent Lineback**, director of business affairs, Public Broadcasting Service, named vice president for planning and finance, CPB.

Joel Carlson, director of community affairs, WTAR-AM-FM-TV Norfolk, Va., retires after 25 years with stations. He is succeeded by **Tom Roland**, news editor, WTAR-AM-FM.

Alma Newsom, with KHOU-TV Houston on part-time basis, named director of community relations.

Broadcast Advertising



Mr. Trahan



Mr. Evans



Mr. Klein



Mr. Azzam

Edward Trahan, senior VP/partner, W. B. Doner & Co., Baltimore, appointed assistant to chairman of board. **William Evans**, creative director, named senior VP. **Emanuel Klein**, VP, named senior VP-corporate media director. **Eugene Azzam**, VP-executive art director, Doner, Detroit, appointed senior VP-associate creative director. **Bruce Dunham** and **J. Raymond Gaeng**, account supervisors, elected VP's. **James Frost**, creative group head, named VP-associate creative director. **Edwin Mammen**, VP-creative services and branch operations director, Meldrum and Fewsmith Advertising, Cleveland, joins Doner, Detroit, as VP.

John P. Ward and **Robert V. Graham**, account supervisors, McCaffrey & McCall, New York, elected VP's.

Arthur Elliot, manager, CBS-TV Eastern Sales, New York, named director, market development. **Gene Lothery**, Eastern sales manager, KMOX-TV St. Louis, appointed director, Eastern Sales. **Robert J. Keenan**, account executive, CBS-TV Central Sales, Chicago, named director, Central Sales.

Nan Dillon and **Penney Hawkey**, copywriters, and **George Jaccoma**, creative

director on General Motors account, McCann-Erickson, New York, elected VP's. **Martin Fiderer**, **Neil Leiner** and **Clayton Warrington**, management supervisors, and **John Dorrity**, manager of client services, Sudler & Hennessey, New York, subsidiary of Young & Rubicam International, elected senior VP's.

Peter F. Ryan, VP-midwestern sales manager, Harrington, Righter & Parsons, Chicago, elected senior VP and corporate secretary. **John J. Walters Jr.**, executive VP-national sales, appointed treasurer. **Frank Morello**, sales manager of blue group, and **Carl Weinstein**, sales manager, green group, named VP's.

Raymond A. Mineo, account executive, Avery-Knodel, New York, named Eastern sales manager.

Neil Kennedy, Eastern sales manager, MMT Sales, New York, named VP.

Jim Thompson, account executive, KCCR-(AM) Pierre, S.D., named sales manager.

Bill Early, with WCPO-TV Cincinnati, joins WHEN-TV Syracuse, N.Y., as local sales manager.

Roger Matney, general manager, WJCW-(AM) Johnson City, Tenn., joins WLEE-(AM) Richmond, Va., as local sales manager.

Clyde R. Merriwether, who graduates from University of Washington next month (B.A., communications), named sales promotion manager, KOMO(AM) Seattle.

Phil Keller, account executive, TeleRep Inc., Chicago, joins WTVJ(TV) Miami as assistant national sales manager.

Jerrold E. Whaley, account executive, Katz Television East/South sales, Chicago, named sales manager.

Howard W. Finger and **Samuel D. Britton**, with Parker, Willox, Fairchild & Campbell, Saginaw, Mich.-based agency, named VP-broadcast production and VP-administration, respectively.

Michael Giacalone, art director, Doremus, New York, joins Kenyon & Eckhardt there in same capacity.

William E. Cameron, associate director of programing, media department, J. Walter Thompson, appointed director of programing, New York office.

Bernard Bass, VP-controller, Radiant Division of Technicolor Inc., named controller-office manager of Halpern/McDevitt Associates, New York-based agency.

Marvin D. Olansky, with Mohawk Advertising, Mason City, Iowa, joins Lesing-Flynn Advertising, Des Moines, Iowa, as account executive and director of radio and television accounts.

Thomas A. Roper, production manager, WLWC(TV) Columbus, Ohio, appointed manager of computerized sales/traffic systems.

Marvin J. Rothenberg, director of marketing services, Westinghouse Broadcasting Co., New York, named president, New York chapter, American Marketing Association.

Gene Duckwall, VP-Western office, American Association of Advertising Agencies, retires effective Oct. 1. He is succeeded by **Robert P. Stephens**, VP-operations, Clinton E. Frank, Los Angeles.

Programing



Mr. Vane



Mr. Stoddard

Edwin T. Vane, VP, national program director, ABC Entertainment, will assume additional responsibility for children's programs, while continuing his duties for daytime, late-night and special programs and for program administration. **Brandon Stoddard**, VP, daytime programs, ABC Entertainment, named VP, daytime and children's programs, and will continue to report to Mr. Vane. Changes follow recent appointment of **Michael D. Eisner** to new post of VP, prime-time program development and children's programs, ABC Entertainment, New York (BROADCASTING, July 2).

Lee Sherwood, program director, NBC's WRC-AM-FM Washington, named executive producer, regular programs, NBC Radio Network, New York.

Charles Quinones, assistant director of operations, Worldvision Enterprises Inc., New York, formerly ABC Films, named director of operations.

Neil T. Maffeo, executive production manager, Lorimar Productions, Los Angeles, assumes additional duties, VP-production and administration for both television and feature films. Lorimar produces *The Waltons* among other series and films.

Allen L. Haushalter, broadcast standards administrator, WITI-TV Milwaukee, named program manager. He is succeeded by **Douglas E. Price**, film editor there.

Alexander Bitker, VP and treasurer, Cinecom Corp., New York, appointed director of finance, Children's Television Workshop, New York.

Robert D. Bemis, facilities supervisor, WLWT(TV) Cincinnati, joins WLWC(TV) Columbus, Ohio, as production manager. Both stations are owned by Avco Broadcasting.

Denis LaComb, production manager, WTCI-TV Chattanooga, joins WMPB(TV) Owings Mills, Md., as program circulation manager. Both are noncommercial stations.

John Ferguson, sportscaster and play-by-play announcer, WBRZ(TV) Baton Rouge, joins WWL-TV New Orleans in similar capacity.

Don Wells, former announcer, California Angels, Los Angeles baseball team, joins KFVB(AM) Los Angeles as sportscaster.

Broadcast Journalism

Tom Weiser, news director, KRIS-TV Corpus Christi, Tex., joins KPLC-TV Lake Charles, La., in same capacity.



Mr. Bentley

Gary Bentley, with KABC-TV Los Angeles, named news director, KATU(TV) Portland, Ore.

George Redpath, former news director, WYSL(AM) Buffalo, N.Y., joins WMEX(AM) Boston in same capacity.

Aubrey Morris, news director, WSB-AM-FM Atlanta, named to newly created post, news manager. He is succeeded by **Bob Ketchersid**, assistant news director.

Jim Mitchell, former news correspondent, WCBS-TV New York, joins WBEN-TV Buffalo, N.Y., as anchorman. **Alan Loflin**, anchorman and assistant news director, WLVA-TV Lynchburg, Va., joins WBEN-TV as weatherman and general assignment reporter. **W. Vincent Kurke**, former news director, WHEN(AM) Syracuse, N.Y., named assistant news director at WBEN-TV.

Robert W. Matthews, duty manager, NBC News, New York, named manager, NBC Radio News, Washington.

Joseph F. Keating, head of planning and production of special reports, ABC Radio News, New York, appointed assistant director. **Patrick Marz**, business manager, ABC Radio News, appointed manager of administration, Far East, with headquarters in Hong Kong. Mr. Marz is succeeded by **Cynthia K. Krulish**, with ABC Radio News.

Mikki Frye, director of community relations and reporter, KYAC-AM-FM Kirkland-Seattle, joins KOMO-TV Seattle as news department coordinator and assistant news director.

Caron Field, news director, Lansing Community College's closed-circuit TV, and **David Dow** and **Joseph Mack**, both newsmen with noncommercial WKAR-AM-FM East Lansing, both Michigan, join WJIM-AM-FM-TV Lansing, as reporters. **Lary**

Crews, radio news anchorman there, named WJIM-AM-FM night news editor.

Mary Jane Mruzek, with WNAC-TV Boston, joins WGR-TV Buffalo, N.Y., as weekend news producer.

Dave Kelly, news director, WMAL-TV Washington, elected to board of directors of Associated Press Broadcasters Association, representing TV stations in eastern district. **Curtis Beckman**, news director, WCCO(AM) Minneapolis, elected to represent radio stations of 5 kw and over in central district.

Cablecasting

David Wood, senior VP, A. J. Wood Co., cable TV marketing division of A. J. Wood Research Corp., Philadelphia, named managing director. **Gaylan Hayes** and **J. Dwight Bradley**, with cable division, named national director of sales and regional manager/director of field operations, respectively.

Stanford G. Cook, with RCA, Camden, N.J., joins C-Cor Electronics Inc., State College, Pa., as manager, manufacturing/engineering.

Jerry Baker, director of marketing, Cypress Communications Inc., Los Angeles, joins Cinca Communications, Los Angeles-based pay cable firm, in same capacity.

Donald V. Pascarella, manager of sales, Oak Industries' CATV division, Crystal Lake, Ill., named director of sales.

Leslie J. Rosenthal, account executive, Harshe-Rotman & Druck, New York public-relations firm, joins Warner Cable Corp. there as public-relations manager.

Equipment & Engineering

John T. Hartley, group executive for radiation, communication systems and controls divisions, Harris-Intertype Corp., **Donald R. Sorchych**, group executive for integrated circuits activities, and **William J. Stolze**, group executive for RF communications, Gates and Harris Composition divisions, named corporate VP's.

Allied Fields

Mike Wallace, faculty member, Ohio University school of communications, joins Ron Curtis & Co., Chicago, executive placement firm, as consultant.

Deaths

John Rolfsen, 47, chief of ABC News's Paris bureau, died in Paris hospital July 17. In his career, Mr. Rolfsen was news director of KGVO(AM) Missoula, Mont., and newsmen for WMAL(AM) Washington, before becoming Washington correspondent for ABC News in 1960. He became Paris bureau chief in 1965. He is survived by wife, Marie-Theresa, son, Eric Francois, and daughter, Michele.

John H. Schacht Jr., 70, veteran broadcaster who was one of founders of what is now KXTV(TV) Sacramento, Calif., died July 4 of cancer at his home in Vancouver, B.C. Mr. Schacht began his broadcast career in 1940's, was general manager of KSFO(AM) San Francisco and of KSMO(AM) San Mateo, Calif., and was part owner of KMOD(AM) Modesto, Calif. He organized Sacramento group to apply for channel 10 there in 1950's; station was sold to Corinthian Broadcasting in mid-1960's. He leaves son, John, daughter, Sue Heath, and five grandchildren.

Ezra McIntosh, 52, former VP and account executive, J. Walter Thompson, New York, died July 13 at Norwalk (Conn.) hospital of leukemia. In NBC's early days he had been announcer-producer of Bob Hope radio shows. His wife, Ro, and sons Bryan, 35, and Tracy, 21, survive.

Herman Greenberg, 77, financial consultant, and assistant general manager, American Society of Composers, Authors and Publishers from 1922 to 1949, died July 15 in Great Neck, N.Y., after short illness. He is survived by his wife, Edna, two daughters, Mary Ann Leiner and Jane Kisber, and six grandchildren.

Mrs. Earl E. May, 80, wife of founder of May Seed and Nursery Co. and its subsidiary, May Broadcasting Co., Shenandoah, Iowa, died July 9 at her home in Mercer, Wis., as result of a fire. Mrs. May took an active role in the founding and its station, KMA(AM) Shenandoah, and formerly served as board chairman of company. Other May interests are KFAB-AM-FM and KMTV(TV) Omaha and KGUN-TV Tuscon, Ariz. She is survived by a brother, one daughter and son, five grandchildren and five great grandchildren.

Francis A. Silver, 78, attorney and former associate general counsel, Interstate Commerce Commission, died July 14 at Fairfax hospital, Fairfax, Va., of apparent heart attack. Mr. Silver spent several of his 32 years of government service with FCC which he joined in 1935 as attorney on special investigative staff. He is survived by two daughters, Mary Lou and Elizabeth Barley, a son, Robert, and four grandchildren.

Thomas McGowan Powell, 30, formerly with WMAL-TV Washington and recently in training for management position, Sony Corp., died July 10 when small plane in which he was passenger crashed while landing in Sacramento, Calif. Mr. Powell is survived by parents, Mr. and Mrs. John E. Powell, a sister, two brothers and a fiancee.

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For the Record.

As compiled by BROADCASTING July 11 through July 18, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. 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. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV Stations

Final action

■ FCC denied petition by National Association of Independent Television Producers for clarification and modification of issues specified in notice of oral argument in prime-time access rule proceeding (Doc. 19622). Action July 13.

Action on motion

■ Administrative Law Judge Forest L. McClenning in Red Lion, Pa. (Red Lion Broadcasting Co.), TV proceeding, scheduled prehearing conference for July 17 on the presiding judge's own motion (Doc. 18136). Action July 10.

Existing TV stations

Final actions

■ *KAET(TV) Phoenix—Broadcast Bureau granted mod. of license to change studio location to Stauffer Communication Arts Building, Arizona State University, Tempe. Action July 10.

■ Miami, Fla.—Chief, complaints and compliance division of Broadcast Bureau, notified Cliff Wilmath, editor and publisher of *Mobile Home News*, that no further action was warranted on complaint that Mar. 5 *60 Minutes* on CBS presented biased report on mobile homes and that CBS rejected request for equal time to respond to the program. Action July 11.

■ *WQED(TV) and *WQEX(TV), both Pittsburgh—Broadcast Bureau granted CPs to replace expired permits for changes. Action July 10.

Actions on motions

■ Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFAA-TV] and WADECO Inc.), TV proceeding, granted motion by Broadcast Bureau and extended to July 13 time in which to respond to request by Belo that question be certified to commission; by separate action, granted request by Belo to amend application (Docs. 19744-5). Action July 5.

■ Administrative Law Judge Frederick W. Denniston in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, on motion of presiding judge, ordered transcript of official report of proceeding corrected by deletion of lines dealing with proposed Furniture City exhibit (Docs. 18906-7). Action July 12.

■ Administrative Law Judge Frederick W. Denniston in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, set procedural date; scheduled further hearing for Oct. 16 (Docs. 18906-7). Action July 12.

■ Administrative Law Judge Forest L. McClenning in Boston (RKO General Inc. [WNAE-TV], et al.), TV proceeding, granted petition by Dudley to amend application to show acquisition by Bertram Lee of 400 shares of non-voting stock and to show election of Dr. Peter S. Bing, holder of 1600 shares of non-voting stock, as director of Times Mirror Co.; granted petition by RKO to amend application to show change in media interests (Docs. 19759-61). Action July 12.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, on request of Broadcast Bureau, extended to Aug. 3 and Sept. 10 time in which to file proposed findings and conclusions and replies (Docs. 18711-2). Action July 12.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, granted motion by WPIX to amend application to reflect current ownership information concerning parent and affiliated companies (Docs. 18711-2). Action July 10.

New AM stations

Start authorized

■ KHYM Gilmer, Tex.—Authorized program operation on 1060 khz, 5 kw DA. Action June 25.

Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Salem and Derry, both New Hampshire (Salem Broadcasting Co., et al.), AM proceeding, granted petition by Salem to amend application by adding updated bank loan commitment letter (Docs. 19434-6). Action July 5.

■ Administrative Law Judge Lenore G. Ehrig in New Kensington and Pittsburgh, both Pennsylvania (Gateway Broadcasting Enterprises Inc.), AM and FM proceeding, continued hearing until July 31 at Pittsburgh; by separate action, on request of Gateway, scheduled hearing conference for July 6 (Doc. 19452). Action July 5.

■ Administrative Law Judge Lenore G. Ehrig in Lubbock and Plainview, both Texas (Caplock Radio Inc. and Panhandle Broadcasting Inc.), AM proceeding, granted application to Panhandle to amend application to reflect fact that its president will no longer have interest in KWKC(AM) Abilene, Tex., upon consummation of sale of that station, subject to condition that standing of Panhandle under contingent comparative issue shall not be enhanced by reason of acceptance of amendment; closed record in proceeding (Docs. 19455-6). Action July 12.

■ Administrative Law Judge Byron E. Harrison in Miami (United Broadcasting Co. of Florida), AM proceeding, granted motion by Broadcast Bureau to compel answers to interrogatories to extent that United will provide required information; denied motion in all other respects (Doc. 19664). Action July 6.

■ Administrative Law Judge David I. Kraushaar in Richmond, Va., and Sanford, N.C. (WGOE Inc. and Crest Broadcasting Corp.), AM proceeding, set certain procedural dates; rescheduled hearing for Nov. 5 in Richmond (Docs. 19757-8). Action July 9.

■ Administrative Law Judge Jay A. Kyle in Gulfport and McComb, both Mississippi (Gulf Broadcasting Co. and HWH Corp.), AM proceeding, granted applications of Robert Barber Jr., George Sliman and F. M. Smith dba Gulf Broadcasting Co. (Doc. 19466), and HWH Corp. (Doc. 19467) and terminated proceeding (Docs. 19466-7). Action July 5.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla. (Northeast Oklahoma Broadcasting Inc. and PBL Broadcasting Co.), AM proceeding, granted application by Northeast Oklahoma to amend application to show changes in residence and employment of Mr. Charles W. Preston, secretary, director and 10% stockholder (Docs. 19639-40). Action July 12.

Other actions

■ Review board in Sumiton, Ala., AM proceeding,

scheduled oral argument for Sept. 13 on exceptions and briefs to initial decision released May 26, 1972, which proposed denial of application of Sumiton Broadcasting Co. for new AM at Sumiton (Doc. 18204). Action July 13.

■ Review board in Jessup, Ga., AM proceeding, scheduled oral argument for Sept. 6 on exceptions and briefs to initial decision, released July 6, 1972, which proposed denial of application of Morris's Inc. for new daytime Class II AM at Jessup (Doc. 18395). Action July 11.

Call letter application

■ Carroll R. Hauser, Eureka, Calif.—Seeks KHUM.

Call letter actions

■ Tri County Broadcasting Co., Eupora, Miss.—Granted WEPA.

■ Radio Montgomery Inc., Blacksburg, Va.—Granted WQBX.

Existing AM stations

Final actions

■ KPGE Page, Ariz.—Broadcast Bureau granted remote control. Action July 12.

■ KTFI Twin Falls, Idaho—FCC denied request by KTFI Broadcasters Inc., licensee, for issuance of tax certificate under Internal Revenue Code in connection with sale of KTFI. Action July 11.

■ KGGF Coffeyville, Kan.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 306 West 8th Street, Coffeyville. Action July 6.

■ WMPX Midland, Mich.—Chief, complaints and compliance division of Broadcast Bureau, notified Robert F. Philip, Chairman of Saginaw Valley Nuclear Study Group, that while WMPX took strong position in favor of construction of nuclear power plant in Midland area, review of record does not indicate that station failed to comply with fairness doctrine. Action July 11.

■ WFAG Farmville, N.C.—Broadcast Bureau granted CP to increase tower height, increase radiated field and add FM ant. Action July 11.

■ WHLO Akron, Ohio—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 2650 West Market Street, Akron. Action July 11.

■ KNOR Norman, Okla.—Broadcast Bureau granted remote control. Action July 12.

■ WOSU Columbus, Ohio—Broadcast Bureau granted remote control. Action July 12.

Other action

■ Review Board in New York and Minneapolis, AM proceeding, dismissed appeal by Midwest Radio-Television Inc., licensee of WCCO Minneapolis, from order by Administrative Law Judge Basil P. Cooper granting petition by City of New York, Municipal Broadcasting System, licensee of WNYC New York, to amend application (Docs. 11227, 17588, 19403). Action July 9.

Fines

■ KSCB Liberal, Kans.—Broadcast Bureau notified licensee that it has incurred apparent liability for

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\$200 for willful or repeated violation of rules in that its equipment performance measurements had expired Feb. 2, 1972. Action July 3.

■ WFKY Frankfort, Ky.—Broadcast Bureau notified licensee that it has incurred apparent liability for \$250 for willful or repeated failure to cease remote control operation upon failure of remote metering lines. Action July 3.

■ WISP Kinston, N.C.—FCC ordered Smiles of Kinston Inc., licensee of WISP, to forfeit \$2,000 for repeated failure to abide by terms of license and violation of rules by operating with excessive power. Action July 11.

Call letter action

■ KWFR San Angelo, Tex.—Granted KIXY.

Designated for hearing

■ *WSRA Milton, Fla.—FCC designated for hearing application of Radio Milton Inc. for renewal of license. Hearing issues to be determined include whether Radio Milton made misrepresentations to commission; used discriminatory employment practices; falsified operating logs; failed to file information, or changes in information and whether order of forfeiture in amount of \$10,000 or some lesser amount should be issued. Action July 11.

■ WPMH Portsmouth, Va.—FCC designated for hearing application of Chesapeake-Portsmouth Broadcasting Corp., permittee of WPMH, for broadcast license. Commission said that since grant of CP, serious questions had been raised concerning Chesapeake-Portsmouth's qualifications to be licensee. Action July 11.

New FM stations

Applications

■ Casa Grande, Ariz.—Santa Cruz Valley Communication Corp. Seeks 105.5 mhz, 3 kw. HAAT 175 ft. P.O. address 1207 Christine, Pampa, Tex. 79065. Estimated construction cost \$29,822.20; first-year operating cost \$14,191.60; revenue \$36,000. Principals: Brett Eisele, Mr. Eisele is announcer and engineer at KXTC(FM) Glendale, Ariz. Ann. June 28.

■ Crescent City, Calif.—Corporation for Community Radio. Seeks 90.1 mhz, 10 kw. HAAT 100 ft. P.O. address 306 36th Street, Richmond, Calif. 94804. Estimated construction cost \$750; first-year operating cost \$2,500; revenue none. Principals: Tim O'Malley is president of Corporation for Community Radio, non-profit organization. Ann. June 29.

■ Modesto, Calif.—Lupe G. Hernandez. Seeks 102.3 mhz, 3 kw. HAAT 324 ft. P.O. address 801 Lombardo Avenue, Modesto 95351. Estimated construction cost \$4,662 (equipment and site will be leased); first-year operating cost \$68,424; revenue \$72,000. Principals: Lupe G. Hernandez (100%). Mr. Hernandez owns La Voz de Mexico, producer of Spanish programming. Ann. April 12.

■ Vandalia, Ill.—Clark Communications Corp. Seeks 107.1 mhz, 3 kw. HAAT 164 ft. P.O. address 111 South Fifth Street, Vandalia 62471. Estimated construction cost \$57,202.90; first-year operating cost \$10,500; revenue \$31,200. Principals: Neil F. Clark (35.8%), Mrs. Wayne H. Clark (35.8%), and E. John Clark (28.4%). Clarks are licensee of WPMB-AM Vandalia. Messrs. Clark also have interest in Vandalia auto parts retail business. Ann. June 27.

■ Bastrop, La.—Jamie Patrick Broadcasting Ltd. Seeks 94.3 mhz, 2.99 kw. HAAT 278 ft. P.O. address Box 1075, Shelton Road, Bastrop 71220. Estimated construction cost \$27,300; first-year operating cost \$10,000; revenue \$27,500. Principals: James E. Patrick and Diane Patrick (together 51%) and Charles E. Brown (49%). Mr. and Mrs. Patrick own 51% interest in KTRY(AM) Bastrop. Charles E. Brown is 49% owner of KTRY. Mr. Brown is Louisiana state senator. Ann. June 29.

■ Westfield, Mass.—President and Trustees of Westfield State College. Seeks 91.5 mhz, 10 kw. HAAT 130 ft. P.O. address Western Avenue, Westfield 01085. Estimated construction cost \$3,945; first-year operating cost \$6,188; revenue none. Principals: Robert L. Randolph is president of Westfield State College. Ann. June 29.

■ Bay Springs, Miss.—Cotton Valley Broadcasting Co. Seeks 93.5 mhz, 3 kw. HAAT 134 ft. P.O. address Box 549, Bay Springs 39422. Estimated construction cost \$7,000; first-year operating cost \$3,000; revenue not given. Principals: Mitchell Jerome Hughey (100%). Mr. Hughey owns WHII(AM) Bay Springs. Ann. June 28.

■ Liberty, Mo.—William Jewell College. Seeks 91.9 mhz, 10 w. HAAT 48 ft. P.O. address William Jewell College, Liberty 64068. Estimated construction cost \$13,821; first-year operating cost \$1,800; revenue none. Principals: Dr. Thomas S. Field is president of William Jewell College. Georgia Bowman is chairman, department of communications. Ann. June 25.

■ Centralia, Wash.—Centralia Community College. Seeks 91.3 mhz, 10 w. HAAT 62 ft. P.O. address

Locust and Oak, Centralia 98531. Estimated construction cost \$2,405; first-year operating cost not given; revenue none. Principals: Kellis A. Hamilton is dean of instruction, Centralia Community College. Ann. June 28.

■ Clarksburg, W. Va.—Rau Radio Stations Inc. Seeks 104.9 mhz, 3 kw. HAAT 164 ft. P.O. address Suite 716, 2100 M Street, Washington 20037. Estimated construction cost \$29,690; first-year operating cost \$12,000; revenue \$36,000. Principals: Henry Rau, Mr. Rau is board chairman and major stockholder of Rau Radio Stations, licensee of WDOV and WDSB (FM) Dover, Del.; WNAV-AM-FM Annapolis, and WARK-AM-FM Hagerstown, both Maryland; WATO-AM-FM Oak Ridge, Tenn. Rau Radio Stations also owns CATV interests in Dover. Ann. June 27.

Starts authorized

■ KSTMF(M) Apache Junction, Ariz.—Authorized program operation on 107.1 mhz, ERP 3 kw. HAAT 11.5 ft. Action July 3.

■ *KVIK(FM) Travis Air Force Base, Calif.—Authorized program operation on 91.5 mhz, TPO 10 w. Action June 4.

■ *WORW(FM) Port Huron, Mich.—Authorized program operation on 91.9 mhz, TPO 10 w. Action May 31.

■ WITOF(M) Ironton, Ohio—Authorized program operation on 107.1 mhz, ERP 3 kw, HAAT 125 ft. Action July 3.

Final actions

■ Mammoth Lakes, Calif.—Mammoth Mountain FM Associates Inc. Broadcast Bureau granted 106.3 mhz, 3 kw. HAAT 154 ft. P.O. address: Box 1284, Mammoth Lakes 93546. Estimated construction cost \$16,010; first-year operating cost \$23,400; revenue \$40,000. Principals: Gary H. Norton, president (63%), and David A. Dignerness (37%). Mr. Norton is self-employed contractor. Mr. Dignerness is real estate agent in Los Angeles. Action July 11.

■ Sterling, Colo.—Sterling Radio & TV Inc. FCC granted 96.7 mhz, 940 w. HAAT 500 ft. P.O. address: Box 830, Sterling 80751. Estimated construction cost \$9,529; first-year operating cost \$7,300; revenue \$7,000. Principals: William C. Whitcomb (29.25%), Donald L. Robson (29.25%) et al. Sterling Radio is licensee of KGEK(AM) Sterling. Principals also have interests in KURV-AM-FM Holdrege, Neb. and KTTT-AM-FM Columbus, Neb. Action June 27.

■ Agana, Guam M.I.—Marianas Broadcasting Corp. Broadcast Bureau granted 95.5 mhz, 2.88 kw. HAAT 47 ft. P.O. address Box 2637, Tamuning, Guam 96911. Estimated construction cost \$11,017; first-year operating cost \$20,400; revenue \$60,000. Principals: Susan M. and Steven Howard Spears (each 46%), et al. Mr. Spears was formerly partner in San Diego electronics sales and service firm. Action July 12.

■ *Corning, N.Y.—Corning Community College. Broadcast Bureau granted 91.9 mhz, 10 w. HAAT 93 ft. P.O. address Spencer Hill Campus, Corning 14830. Estimated construction cost \$3,901; first-year operating cost \$2,412; revenue none. Principals: Robert W. Frederick Jr., president of college, et al. Action June 15.

■ Midland, Tex.—KWEL Inc. Broadcast Bureau granted 93.3 mhz, 100 kw. HAAT 215 ft. P.O. address 401 West Missouri Street, Midland 79701. Estimated construction cost \$55,994; first-year operating cost \$30,780; revenue \$50,000. Principals: Bob Hicks (100%). Mr. Hicks owns KWEL(AM) Midland. Action July 11.

■ *Riverton, Wyo.—Central Wyoming College. Broadcast Bureau granted 88.1 mhz, 10 w. HAAT 50 ft. P.O. address: Riverton 82501. Estimated construction cost \$12,051; first-year operating cost \$2,000; revenue none. Principals: Walter Palmberg, president, et al. Action July 10.

Actions on motions

■ Administrative Law Judge John H. Conlin in Cedar Rapids, Iowa (Stereo Beam Corp. and KVCH Inc.), FM proceeding, granted joint request by applicants for dismissal of KVCH's application; grant of Stereo Beam application; reimbursement to KVCH of sum not to exceed \$12,000 for expenses incurred in preparation, filing and prosecution of application; dismissed KVCH application with prejudice; granted Stereo application; cancelled further hearing and terminated proceeding (Docs. 19725-6). Action July 5.

■ Administrative Law Judge John H. Conlin in Irvine and Winchester, both Kentucky (Irvanna Broadcasting Co., et al.), FM proceeding, set certain procedural dates; rescheduled hearing for Sept. 18 (Docs. 19747-9). Action July 6.

■ Administrative Law Judge Basil P. Cooper in Albuquerque, N.M. (Zia Tele-Communications Inc. and Alvin L. Korngold) FM proceeding, granted petition by Alvin L. Korngold to amend application to supply revised and updated information, and accepted amendments (Docs. 19178-9). Action July 13.

■ Administrative Law Judge Frederick W. Denniston in Ogallala, Neb. (Industrial Business Corp. and Ogallala Broadcasting Co.), FM proceeding, granted request by both applicants and extended to July 23 time to file proposed findings of fact and conclusions and to Aug. 13 time to file replies in this proceeding (Docs. 19559-50). Action July 9.

■ Administrative Law Judge Byron E. Harrison in Steamboat Springs, Colo. (H&H Broadcasting Co.), FM proceeding, granted petition by Big Country Radio Inc. to amend application to reflect supplemental information that on June 11, Big Country filed application with commission for new class IV AM at Steamboat Springs, which application is represented to be mutually exclusive with application of Mountain States Communications Inc. dba Steamboat Springs Broadcasting Co. (Docs. 19750-2). Action July 5.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO, Inc. and Cumberland Broadcasting Co.), FM proceeding, granted petition by Cumberland to amend application to conform it to evidence of record and to reflect certain financial plans and information affecting Cumberland's financial qualifications; granted motion by Cumberland and identified and received in evidence certain specified documents; and dismissed as moot motion by WIOO for extension of time (Docs. 19468, 19471). Action June 27.

■ Administrative Law Judge David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, denied motions by Sound Media and Broadcast Bureau requesting scheduling of further procedural dates; ordered that parties again address presiding judge in writing as to need for scheduling of deadlines and/or summoning conference on hearing record as soon as feasible after present uncertainties are clarified; and continued hearing without date (Docs. 19401-1). Action July 3.

■ Administrative Law Judge Jay A. Kyle in Duncan, Okla. (Duncan Broadcasting Co. and William S. Hagara), FM proceeding, granted joint request by Duncan Broadcasting and Hagara, and continued hearing now scheduled for July 2 to July 23 (Docs. 19651-2). Action June 27.

■ Administrative Law Judge Jay A. Kyle in Duncan, Okla. (Duncan Broadcasting Co. and William S. Hagara), FM proceeding, on judge's own motion, rescheduled hearing from July 23 to July 31 (Docs. 19651-2). Action July 3.

Other actions

■ Review Board in Steamboat Springs, Colo., FM proceeding, granted motion by Big Country Radio Inc. for extension of time through July 12 in which to file responsive pleadings to request for addition of issues by Broadcast Bureau in proceeding involving mutually exclusive applications of H & H Broadcasting Co., Colorado West Broadcasting Inc., and Big Country Radio for new FM to operate on ch. 244 in Steamboat Springs (Docs. 19750-2). Action July 10.

■ Review Board in Goulds, Fla. granted CP for new FM to Fine Arts Broadcasting Co. for 98.3 mhz, 3 kw. HAAT 300 ft. P.O. address 1751 Clay Road, Highland Park, Ill. 60035. Estimated construction cost \$48,234; first-year operating cost \$21,600; revenue \$30,000. Principals: Allen R. Cohn (100%). Mr. Cohn has interest in Chicago electrical distributors. Competing application by Resort Broadcasting Co. for facility at Leisure City, Fla. was denied. Action June 18.

■ Review Board in Irvine and Winchester, both Kentucky, FM proceeding, granted petition by Clark Communications Co. for extension of time through July 20 in which to file responsive pleadings to petition to add issues by WWKY Inc. in proceeding involving applications of Irvanna Broadcasting Co. for new FM to operate on ch. 261 in Irvine, and of WWKY Inc. and Clark Communications Co. for same facilities at Winchester (Docs. 19747-9). Action July 10.

■ Review Board in Las Vegas granted Quality Broadcasting Corp. 93.1 mhz, 415 kw. HAAT 100 ft. P.O. address 4412 Cinderella Lane, Las Vegas 89102. Estimated construction cost \$43,839; first-year operating cost \$30,000; revenue \$40,000. Principals: James John Marshall (37%) and Erin M. Clary (36%) et al. Competing application by James B. Francis was denied. Action June 19.

■ Review Board in Carlisle, Pa., FM proceeding, granted motion by WIOO Inc. for extension of time through July 23 in which to file responsive pleadings to petition to add issues by Cumberland Broadcasting Co. in proceeding involving applications of WIOO and Cumberland for new FM at Carlisle (Docs. 19468, 19471). Action July 10.

■ Review Board in West Columbia and Columbia, both South Carolina, FM proceeding, scheduled oral argument for Sept. 6 on exceptions and briefs to initial decision released May 17, which proposed grant of application of Congrae Broadcasters Inc. for CP for new FM at West Columbia, and denial of application of Statesville Broadcasting Co. for new FM at Columbia (Docs. 19624, 19626). Action July 13.

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Summary of broadcasting

Compiled by FCC, June 30, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,367	5	20	4,392	42	4,434
Commercial FM	2,412	1	34	2,447	113	2,560
Commercial TV-VHF	505	1	6	512	9	521
Commercial TV-UHF	189	0	3	192	52	244
Total commercial TV	694	1	9	704	61	765
Educational FM	574	0	25	599	81	680
Educational TV-VHF	88	0	4	92	2	94
Educational TV-UHF	122	0	13	135	7	143
Total educational TV	210	0	17	227	9	237

* Special temporary authorization.

Call letter applications

- Willard Shoecraft, Miami, Ariz.—Seeks KIKO-FM.
- Heidelberg College, Tiffin, Ohio—Seeks *WHEI-FM.
- Erwin Gladdenbegk, Shell Lake, Wis.—Seeks WKCF(FM).

Call letter actions

- Mesa Broadcasting Co., Grand Junction, Colo.—Granted KQIX(FM).
- Hope Co., Centerville, Iowa—Granted KCOG-FM.
- McPherson Broadcasting Inc., McPherson, Kan.—Granted KNEX-FM.
- Empire Inc., McComb, Miss.—Granted WTBI-FM.
- St. Michael's College, Colchester, Vt.—Granted *WPPV-FM.

Designated for hearing

- Atlanta, Tex.—FCC designated for hearing mutually exclusive applications of KALT-FM Inc. and Gloria D. Herring and A. T. Moore (Cass County Broadcasting Co.) for new FM in Atlanta. Action July 3.

Existing FM stations

Final actions

- KSFM(FM) Woodland, Calif.—Broadcast Bureau granted CP to change trans. location to near corner of roads 29 and 102 Woodland; change trans. and ant.; make change in ant. system; operate trans. by remote control from 1212 Kentucky Avenue, Woodland; ERP 50 kw; ant. height 500 ft. Action July 6.
- WKCI(FM) Hamden, Conn.—Broadcast Bureau waived rules and granted mod. of license covering change in studio location outside city limits to 59 Quinnipiac Avenue, North Haven, Conn. Action July 10.
- WQXM(FM) Clearwater, Fla.—Broadcast Bureau granted license covering changes; redesigne trans-studio location as 8320 Starkey Road, .56 mile north state route 694, near Pinellas Park, Fla.; ERP 100 kw; ant. height 440 ft. Action July 11.
- WWL-FM New Orleans—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action July 10.
- WMNB-FM North Adams, Mass.—Broadcast Bureau granted license covering changes: main trans. ERP 1.0 kw; ant. height 480 ft.; aux. trans. ERP 1 kw hor. and 850 watts vis. Action July 11.
- *WCMU-FM Mount Pleasant, Mich.—FCC, in response to petition by Gross Telecasting Inc., licensee of WJIM-TV Lansing, Mich., set aside Mar. 30 staff action granting application of Central Michigan University for major change in technical facilities for WCMU-FM, and ordered application returned to pending status. Action July 11.
- KZEL-FM Eugene, Ore.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 870 ft. Action July 11.
- *KBOO(FM) Portland, Ore.—Broadcast Bureau granted CP to install new trans.; change ant.; ERP 12.5 kw hor., 1.3 kw vis.; ant. height 740 ft.; remote control permitted. Action July 6.
- WZPR(FM) Meadville, Pa.—Broadcast Bureau granted CP to replace expired permit. Action July 5.
- WLRJ(FM) Roanoke, Va.—Broadcast Bureau granted CP to use former main trans. as aux. trans. and aux. ant. at main trans. location to be operated on 92.3 mhz, ch. 222; ERP 2 kw for aux. purposes only. Action July 5.
- *KLVV(FM) Longview, Wash.—Broadcast Bureau granted CP to change frequency to 90.3 mhz, ch. 212; install new ant. Action July 6.
- *WHWC(FM) Colfax, Wis.—Broadcast Bureau granted CP to change trans. location to 2.3 miles

east of Wheeler, Wis.; install new trans. and ant.; make change in ant. system; ERP 10 kw; ant. height 1,050 ft. Action July 5.

Action on motion

- Acting Chief, Broadcast Bureau, on request by Ruston Broadcasting Co., extended through Aug. 7 time for filing reply comments to further notice of proposed rule making adopted May 16 in matter of amendment of FM table of assignments in Wilmington, Ill.; Many, La.; Movock, N.C.; Lake Providence, La.; Newton and Bay Springs, both Mississippi; York, Ala.; Rehoboth Beach, Del.; Canton, Tex.; Brandon, Miss.; Southport, N.C.; Harrison, Mich.; Greenfield, Mo.; Belhaven, N.C.; Ruston and Shreveport, both Louisiana; and Bethany Beach, Del. (Doc. 19690). Action July 13.

Call letter applications

- WOSC-FM Fulton, N.Y.—Seeks WKFM(FM).
- *KOPE(FM) Dallas—Seeks *KZAG(FM).

Call letter actions

- WERC-FM Birmingham, Ala.—Granted WERQ(FM).
- *KGSR(FM) Grambling, La.—Granted *KGRM-FM.
- WAKR-FM Akron, Ohio—Granted WAEZ(FM).
- KPOK-FM Portland, Ore.—Granted KUPL(FM).
- WTGR-FM Myrtle Beach, S.C.—Granted WKZQ(FM).
- WLOM(FM) Chattanooga—Granted WYNQ(FM).
- WRIG-FM Wausau, Wis.—Granted WDEZ(FM).

Renewal of licenses, all stations

- WMUU-AM-FM Greenville, S.C.—FCC issued short-term renewals for period ending June 1, 1974 to Bob Jones University Inc., licensee, whose applications for renewal of licenses have been deferred since June 1970. Action July 5.

Modification of CP's, all stations

- KDAR(FM) Oxnard, Calif.—Broadcast Bureau granted mod. of CP to extend time to Jan. 4, 1974. Action July 12.
- K07KH Winnemucca, Nev.—Broadcast Bureau granted mod. of CP to change primary station of VHF translator to KEKO-TV Eiko, Nev. Action July 5.
- *WVCS(FM) California, Pa.—Broadcast Bureau granted CP to replace expired permit; granted mod. of CP to change frequency to ch. 220. Action July 11.

Other action, all services

- FCC adopted rules specifying that licenses and permits require only seal of commission for authentication. Action July 6.

Ownership changes

Applications

- WRWH(AM) Cleveland, Ga.—Seeks transfer of control of Newscic Inc. from J. I. Dover (75% before, none after) to Ronald E. Weitman, Rodney Fitzgerald and Claude P. Smith (together 25% before, 100% after). Consideration: \$28,000. Principals: Messrs. Weitman, Fitzgerald and Smith are administrators at Truett McConnell College, Cleveland. Ann. June 26.
- KALN(AM) Iola, Kan.—Seeks assignment of license from Loyde C. McKenney Jr/as Iola Broadcasting Co. to Iola Broadcasting Inc. for \$135,000. Seller: Loyde C. McKenney (100%). Mr. McKenney

owns KRMO(AM) Monnet, Mo. He also has 50% interest in KBHM(AM) Branson, Mo. and 25% interest in KMDO(AM) Fort Scott, Kan. Buyers: Michael P. Russell (40%), Howard B. Chapman (34.8%) and Robert B. Cole (25.2%). Mr. Russell is field representative for New York chemical manufacturer, Messrs. Cole and Chapman have management and real estate interests in Houston. Ann. June 28.

KSEI(AM) Pocatello, Idaho—Seeks assignment of license from Pioneer Broadcasters Corp. to KTFI Broadcasters Inc. for \$350,000. Seller: Henry Fletcher (100%). Buyer: KGVO Broadcasters Inc.; Dale G. Moore owns KGVO, licensee of KGVO-AM-TV Missoula, Mont. Mr. Moore also owns KCAP(AM) Helena, KTVM-TV Butte, both Montana; KMTV Twin Falls, Idaho, and KCFW-TV Kalispell, Mont. Ann. June 26.

KCFI(AM) Cedar Falls, Iowa—Seeks assignment of license from Cedar Falls Broadcasting to Jim Mudd Broadcasting for \$290,000. Seller: Robert Goodwin (100%). Buyers: James A. Mudd (60%), James F. Bardgett (24%) and Frank Ewers Jr. (16%). Mr. Mudd has restaurant interests in Monmouth, Ill. Dr. Ewers has medical practice in Ottawa, Ill. and Dr. Bardgett has dental practice in Ottawa. Ann. June 28.

WHDH(AM)-WCOZ(FM), both Boston—Seek transfer of control of WHDH Corp. from John Hawkinson, Robert F. Carney, George E. Akerson, William J. McCarthy, James K. Donahue, et al. (collectively 53% before, none after) to John Blair & Co. (25% before, 78% after). Consideration: \$10.122 million. Sellers: Messrs. Hawkinson, Carney, Akerson, McCarthy, Donahue, et al. are selling stockholders and/or agents for selling stockholders. Buyers: John Blair & Co., publicly-held corporation, is national sales representative. Ann. June 20.

WKRA(AM) Holly Springs, Miss.—Seeks transfer of control of Radio Station WKRA Inc. from Sue A. Matheny (51% before, none after) to Clarence Brooks Wallace and Leola Rose Wallace (together 39% before, 75% after) and Joseph J. Cassatta (10% before, 25% after). Consideration: \$48,500. Principals: Mr. Wallace has farm and business interest in Tate county, Miss. Mr. Cassatta is general manager of WKRA. Ann. June 26.

KFBD-AM-FM Waynesville, Mo.—Seeks assignment of license from Fred Briesacher to James P. DeAngio for \$250,000. Seller: Fred Briesacher (100%). Buyer: James P. DeAngio (100%). Mr. DeAngio is general manager of KFBD-AM-FM. Ann. June 26.

KXOL(AM) Fort Worth—Seeks assignment of license from KXOL Inc. to Metro Broadcasting Corp. for \$1.8 million. Sellers: William P. Jamar Jr. and Jane Jamar (together 100%). Jamar are licensees of KXOL-FM Fort Worth and KBWD(AM) Brownwood, Tex. They also have 17.5% interest in KSNY(AM) Snyder, Tex. Buyers: Sigmor Corp.; Tom E. Turner is president and major stockholder of Sigmor which operates following stations through wholly-owned subsidiaries: KBUC-AM-FM San Antonio, KRYA(AM) Corpus Christi and KTON-AM-FM Belton, all Texas. Ann. June 26.

WPDX Clarksburg, W. Va.—Seeks assignment of license from Continental Communications Inc. to Rau Radio Stations for \$380,000. Seller: Howard Timkin (100%). Mr. Timkin owns WRGM(AM) Richmond, Va. and WCTI-TV New Bern, N.C. Buyer: Henry Rau, Mr. Rau is board chairman and major stockholder of Rau Radio Stations, licensee of WDOV(AM)-WDSB(FM), both Dover, Del.; WNAV-AM-FM Annapolis, and WARK-AM-FM Hagerstown, both Maryland; WATO-AM-FM Oak Ridge, Tenn. Rau Radio Stations also owns CATV interest in Dover. Ann. June 28.

KASL(AM) New Castle, Wyo.—Seeks assignment of license from Castle Radio Inc. to Nodok Inc. for \$80,000. Sellers: Orin G. Geesey, president, et al. Mr. Geesey is 50% owner of KMER(AM) Kemmerer, Wyo. and KVNS(AM) Ogden, Utah. Buyers: William D. McCracken (37.5%), et al. Mr. McCracken has interest in Frontier Broadcasting, licensee of KFBC-AM-FM Cheyenne, Wyo. and operator of cable TV in Cheyenne. He also has interest in KVR5(AM) Rock Springs, Wyo. Ann. June 28.

Actions

KELD-AM-FM El Dorado, Ark.—Broadcast Bureau granted assignment of license from Radio Enterprises Inc. to Noalmark Broadcasting Corp. for \$200,000. Sellers: Mary N. McKinney, president, et al. Buyers: William C. Nolan Jr., president (14%), Edwin B. Alderson Jr., vice president (20%), et al. Both Mr. Nolan and Mr. Alderson are partners in law firm of Nolan Anderson & Jones, El Dorado. Action June 26.

KDNA(FM) St. Louis—Broadcast Bureau granted assignment of license from Lorenzo W. Milam and Jeremy Lansman, formerly licensed as Parent Corp., to Joyce and Cecil L. Hetfel for \$1.1 million. Sellers: Lorenzo W. Milam and Jeremy D. Lansman (each 50%). Mr. Milam owns KTAO(FM) Los Gatos, Calif. Buyers: The Hetfels own KPJA-AM-FM Hilo, Hawaii, and KGMB-AM-FM Honolulu. They have also applied to acquire WJAS-AM-FM Pittsburgh and WROR(FM) Boston. Action June 29.

WTGR-AM-FM Myrtle Beach, S.C.—Broadcast Bureau granted transfer of control of Grand Strand Broadcasting Corp. from J. M. Soles Jr. and Isa-

dore Kramer (each 33 1/3% before, none after) to Thomas J. Rogers (33 1/3% before, 100% after). Consideration: \$208,000. Mr. Rogers is 50% owner of WYRU(AM) Red Springs and WZOO(AM) Ashboro, both North Carolina. Action June 19.

■ KYNT(AM) Yanpton, S.D.—Broadcast Bureau granted assignment of license from Leon T. Scoblic and Loyde G. Reedstrom, Joint Venturers (100% before, none after) to Sorenson Broadcasting Corp. (none before, 100% after) for \$235,000. Sellers: Messrs. Scoblic and Reedstrom. Buyers: Dean F. Sorenson and Thomas J. Simmons, Sr. Sorenson is 50% owner of KCCR(AM) Pierre, S.D. and also has education and real estate interests in Sioux Falls, S.D. Mr. Simmons is 50% owner of KCCR. Action June 19.

■ KBOC(FM) Ogden, Utah—Broadcast Bureau granted assignment of license from Clifford E. Peterson to Robert C. Mohr and Frank McIntyre, dba Wasatch Broadcasting Co. for \$75,000. Seller: Mr. Peterson has minority interest in KVOG(AM) Ogden. Buyers: Dr. Mohr is psychiatrist in Salt Lake City. He also has real estate interests in area. Mr. McIntyre is employed by KSXX(AM) Salt Lake City as editorialist and consultant. He is also vice president and director of Ron Baillie Broadcast School. Action July 11.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance. FCC an-

nounced July 10 (stations in parentheses are TV signals proposed for carriage):

■ Community Television Investment Inc., Box 336, Cross Roads of Vail Building, East Meadow Drive, Vail, Colo. 81657, proposes for Vail and Eagle county (unincorporated areas) (add KWGN-TV Denver).

■ Coastal Cable TV Co., Box 5019, Westport, Conn. 06880, proposes for Groton, Ledyard and Stonington, all Connecticut (WGBH-TV, WBZ-TV, WCVB-TV, WSBK-TV, WNAO-TV and WKBG-TV, all Boston; WTIC and WHCT, both Hartford, Conn.; WTEV New England, Mass.; WTNH-TV New Haven and WHNB-TV New Britain, both Connecticut; WJAR-TV and WPRI-TV, both Providence, R.I.; WEDN Norfolk, Conn.; WWLP and WHYN-TV, both Springfield, Mass.; WNEU-TV, WOR-TV, both Springfield, Mass.; WATR Waterbury, Conn.; WSMW-TV Worcester, Mass.).

■ Gulf Cable-Vision Co., Box 338, Port St. Joe, Fla. 32469, proposes for Port St. Joe (add WDTB Panama City, Fla.).

■ Full V.U. Television, 1029 North 4th Street, Vincennes, Ind. 47591, proposes for Vincennes and Washington, both Indiana; Lawrenceville and Bridgeport, both Illinois (add WILL-TV Terre Haute, Ind.).

■ Warner Cable of El Dorado Springs, 75 Rockefeller Plaza, New York 10020, proposes for El Dorado Springs, Mo. (add KBMA Kansas City, Mo.).

■ Haynes Lathrop Video Organization of Perry Inc., 1101 Elm Street, Perry, Okla. 73077, proposes for

Perry (KOCO-TV, KWTW, WKY-TV and KETA, all Oklahoma City; KOTV, KTEW, KTUL and KOED-TV, all Tulsa, both Oklahoma).

■ Athena Cablevisic: Corp. of Corpus Christi Inc., Drawer E, 424 N. Ch Chaparral, Corpus Christi, Tex. 78401, proposes for Corpus Christi (add KUHT Houston).

■ Fort Cable Co., 79 North Main Street, Fort Atkinson, Wis. 53538, proposes for Fort Atkinson (WTMJ-TV, WTLI-TV, WISN-TV, WMVS, WMVT and WWTW, all Milwaukee; WISC-TV, WMTV, WKNO-TV and WHA-TV, all Madison, both Wisconsin; WGN-TV Chicago).

Final action

■ Haverhill, Fla.—FCC authorized Teleprompter Florida CATV Corp. to carry following signals in Haverhill: WEAT-TV West Palm Beach, WFTV Palm Beach; WTVJ WCKT WPLG-TV, WTHS-TV, WPBT and WLTW, all Miami; and WKID Fort Lauderdale, all Florida. Opposition by Scripps-Howard Broadcasting Co., licensee of WPTV-TV Palm Beach, was denied. Action July 9.

Other action

■ Review board in Warrensburg, Mo., cable TV proceeding, granted motion by Cypress Cable Corp. for further extension of time through July 25 within which to file exceptions to initial decision which ordered United Telecommunications Inc. and United Telephone Co. of Missouri and their subsidiaries to cease and desist from any actions involving cable TV pole attachment fees without FCC authorization (Docs. 19151-2). Action July 11.

Classified Advertising

Payable in advance. Check or money order only.

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

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

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted by letter.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If lapses or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00)
—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢—per—word—\$5.00 weekly minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (personal ads) \$25.00 per inch.
—All others \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

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

RADIO

Help Wanted Management

One of America's largest radio/TV groups has a rare opening for manager AM/FM combination in Southeast. Firmly established #1 rated adult oriented station in 12 outlet market. The person we are looking for is a radio pro, strong on sales and administration. Excellent salary and incentive plan. Send resume today to Box G-167, BROADCASTING.

Help Wanted Management Continued

Communications Specialist. Washington nonprofit research and public education organization specializing in foreign policy needs person to handle broad variety of media relationships, ranging from daily contacts with press to stimulation of radio and television programs. Media and/or foreign policy experience necessary. Basic requirement is ability to translate research-based information into concepts and ideas to reach a broad general audience. Reply sending resume and statement of qualifications to Box G-203, BROADCASTING.

General Manager. Northeast modern country FM. Three-station market of 100M. Ideal working and living conditions. \$14M salary plus incentives. Solid long-term opportunity. Write in confidence, Box G-215, BROADCASTING.

We are a progressive \$2,500,000 agency in Charlotte, N.C. We need a perceptive, personable systematic person with experience in some facet of advertising. Send resume and salary requirements to Box G-221, BROADCASTING.

Help Wanted Sales

Sales manager with successful experience. AM-FM Dallas, Texas. Chance for advancement. Send complete and detailed resume to Box G-12, BROADCASTING.

Good market in Southwest has opening for experienced radio advertising salesman. Our staff knows of this ad and will welcome you to our station. Plan to join us in September. Write Box G-213, BROADCASTING.

Salesman-Announcer needed for south General Florida MOR station. Must be mature, self starter and love radio. Salary to \$400.00 a month plus 15% commission earns better than average income in this Florida City. Box G-245, BROADCASTING.

Salesman/announcer. Tremendous opportunity in sales. 5 kw daytimer, expanding to FM in future. We want someone who realizes advantages of small town over city. No traffic problems, no smog, good uncrowded schools. Be a big toad in a small pond. If you are not a salesman who wants to make money, please don't apply. KDJI, Box 430, Holbrook, AZ 86025.

Come down to the sunny South. Sell AM-FM in prosperous market. Good potential for self-starter. Great future with growing company. KLCN-AM-FM, P.O. Box 3067, Lake Charles, Louisiana.

Good guarantee plus commission for salesman or program man wanting to learn sales. Continuous professional sales training. Dale Low. KLSW/KSMN, Mason City, Iowa.

Michigan: Group owner needs experienced radio salesman to sell contemporary #1 rated station. Top earning potential. Management opportunities for the right man. Send resume and business references to Bob Sinclair, WAAM, Box 1600, Ann Arbor 481061

Sales Continued

Immediate opening for strong salesperson to take solid active account list and build a solid future. Excellent compensation with full range of company benefits. Midwest applicants preferred. Resume to Jack Z. Bennett, WHBF Radio, Telco Building, Rock Island, IL 60201 or call 309-786-5441. An Equal Opportunity Employer.

Salesman wanted. No experience required but, broadcast background necessary. We want someone interested in future management to sell our new Easy Listening FM stereo. Send resume and photo to WKNE-FM, Box 466, Keene, NH 03431.

Sales manager with proven record at personal sales and building staff, creating sales promotions, training, etc. Successful station in medium market. Demonstrate your ability and we'll demonstrate how you can approach \$20,000 within two years. Manager (307) 235-3380.

Experienced MOR Salesman is needed immediately who is ready to relocate. Excellent working conditions in small market. Guaranteed salary, plus commission and travel. Would prefer family man who is ready to settle down and make money for both himself and station. At our station it is up to the individual as to how much he can make. You are needed immediately. Contact H. Clark Comer, Box 213, Dobson, NC 27017 or call 372-8231, 386-8795.

Top 75 markets group owned AM/FM needs aggressive salesmen. Located in Southeast, and new ARB ratings puts station on verge of huge growth. Excellent salary and commission structure. If you have successful radio sales experience and are ready for a major move, write Vice President-Radio, Park Broadcasting, Terrace Hill, Ithaca, NY 14850.

We have an unusual opportunity for a creative salesman with a proven record. Outstanding local account list. Only highly successful need apply. Manager (307) 235-3380.

Help Wanted Announcers

Announcer with excellent news delivery, commercial sell, for network middle music station in beautiful Gulf Coast city. Box G-118, BROADCASTING.

You'll like it here! Top 40/Up MOR personalities for top rated Midwest regional. Small market operation run big. Limited experience applicants welcome. Send tape and resume to Box G-140, BROADCASTING.

Experienced announcer needed immediately for Northwestern Pa. MOR station. Must have minimum of a year's news and DJ experience. Send tape, references and salary requirements to Box G-144, BROADCASTING.

Western New York stereo giant needs warm announcer with commercial ability. Schulke format. No ego trippers. Good money. Time for life and a place to live it. Rush tape with commercial and news. Box G-176, BROADCASTING.

Help Wanted Announcers Continued

We're looking for a top quality person who can project warmth on our easy listening station. 5 figures, 4th market, 3rd ticket. Send tape and resume to Box G-196, BROADCASTING.

Young man on the way up in radio. Opportunity to advance into all phases of radio. West Texas MOR station. Send tape to Box G-204, BROADCASTING.

Needed experienced extrovert: Replacement for number one afternoon drive personality. Good pay for big voiced Modern Country talent. Must do A-one production. Experienced pros considered only. Resume, air/production check, picture first letter. We're one of the country's best, and a polishing ground stepping stone to the major markets. Box G-214, BROADCASTING.

Largest Northeast market FM Beautiful music station seeks PRO announcer with voice to match. Salary arranged. Tape and resume to Box G-218, BROADCASTING.

Western NY full time radio station needs night announcer, third class ticket with endorsement required. Some experience necessary. Box G-226.

Top-rated Colorado Contemporary MOR looking for strong afternoon drive man who can communicate, entertain. No spot for a beginner. If you can cut it, it's yours permanently. Tape, resume, pic to Box G-242, BROADCASTING.

Tired of the big city? Group owned station in Northwestern city of 50,000 needs strong, experienced MOR personality. Top Production a must. Send tape, resume, and salary requirements to Box G-255, BROADCASTING.

Northwestern New York small market needs good voice for contemporary MOR daytime/rock nighttime format. Must be responsible and willing to work hard for young, growing station. Ability more important than experience. Send tape, resume and references. An equal opportunity employer. Box G-256, BROADCASTING.

Major market midwest stereo beautiful music station seeking mature announcer. Top quality group-owned operation with all new facilities. Send tape, resume, and salary requirements to: Box G-262, BROADCASTING.

Wanted announcers experienced, third phone, desire to work. Needed to hold already established Contemporary Music audience in Eugene, Oregon market. Members of both sexes encouraged to apply. Send resumes and tapes to Box G-268, BROADCASTING.

Announcers! We have a \$65,000 contract for recording that will be farmed out to independent announcers. If you own or have access to professional recording equipment contact Mr. Kilgore, ETC Advertising, 980 Main Street, Waltham, Ma. 02154 (617-891-5050) for details. All or any portion of \$65,000 could be yours.

Modern Country announcer needed immediately. Must be experienced pro, sharp air-man, production, commercials, Remotes. . . Great opportunity in South Georgia's most progressive city. Send tape or contact Mr. Hill, WJAZ-Radio, Albany, Georgia.

Wanted: Experienced, DJ. Must know music. Format—Contemporary and Top 40. Send complete resume including photograph and salary requirements to Greeley N. Hilton, WBUY Radio, Box 668, Lexington, NC 27292. An Equal Opportunity Employer.

Two of our alumni are proaraming WOKY in Milwaukee and San Diego's KCBG. Others have graduated to similar successful situations. We're good. And we're looking for someone who's as good to fill our afternoon drive slot. Good voice, good pace, strong production. Top pay. We'll underwrite your health care. And we'll share the profits with you. If you're on the way to the top, make your next stop with us. Only professionals need applv. Tape, picture, resume to: Tedd O'Connell, WDUZ, Box 36, Green Bay, WI 54305.

Mature, bright sounding experienced announcer to work sign-on shift at 10,000 watt station. MD or PD background welcome addition. Play-by-play experience will mean more pay. Salary open, many benefits. Bright up!tempo MOR format. Call General Mar. 717-286-5838 or send resume and tapes to WKOK, Box 1070, Sunbury, PA 17801.

Announcer/salesman. Half board shift. Half sales. Selling inexperience considered. Mel Gollub, WMJS, Box 547, Prince Frederick, MD. 20678.

Needed: Experienced free form progressive Imagineer with a desire to expand musical awareness. Immediate opening. Four hour air shift with music directors responsibilities. Send air check and resume to: Kevin Cowan, Box 70, Ft. Knox, KY 40121. (No phone calls). Also needed: Experienced heavy rock jock for AM facilities.

Help Wanted Announcers Continued

Now needed. MOR pros with accent on personality and production. This is one of the finest medium markets in the country. Call 301-939-0800.

Help Wanted Technical

Needed Immediately: Systems and operating technicians for Chicago with an independent production house. Experience in maintaining and operating AVR-1's, VR3000's, 1200-B's, and C's. HS-200, Color cameras, switchers and all associated equipment. Salary commensurate with experience. Resumes should be sent to the operations manager, Editel Productions Inc., 1920 N. Lincoln Ave., Chicago, Illinois 60614.

Chief engineer, strong on maintenance, R & B station, group operated, New Orleans. Salary commensurate with experience. Box G-143, BROADCASTING.

Director of engineering for 4 station group in Southwest. 2 AM and 2 TV stations. Heavy work experience in these areas plus microwave. Must be good administrator. Send resume and salary requirements to Box G-145, BROADCASTING.

Experienced post production video tape editor and VTR maintenance person wanted for metropolitan north central production center. Ampex equipment background an asset. Should be strong technically. Reply stating salary expected and specific work and equipment experience to Box G-193, BROADCASTING.

Are you ready to be chief engineer for an outstanding medium-market station in Southeast? Permanent position, responsible organization, growth oriented. Good starting salary, security, excellent benefits, great living conditions. Excellent opportunity for advancement. E.O.E. Must be fully qualified. Send complete resume to Box G-198, BROADCASTING.

Wanted: Chief Engineer for Eastern Iowa AM-FM and western Illinois FM. Cities not far apart. Send resume to Box G-217, BROADCASTING.

Experienced qualified first phone engineer to keep directional AM, automated FM working. New transmitters. \$800 month. If you have talent for short air shift, or if you can gather news, or if you like to sell, job could be worth \$1200 to start with growth opportunity. Permanent. Southwest fishing and resort area. Box G-234, BROADCASTING.

Growing Philadelphia FM seeking first class engineer. Experience in stereo, SCA, automation and installation desirable. Solid organization, good pay and benefits. Send resume to Box G-260, BROADCASTING.

First phone to read transmitter meters. Age no barrier. Will train beginner. WAMD, Aberdeen, Md. 21001.

KWIX & KRES—technically two of the finest equipped stations in the country, have an engineering opening. Good technical background a necessity, along with a knowledge of programming. Opportunity for advancement to Chief Engineer. All replies confidential. Send resume to Richard Womack, KWIX Radio, Moberly, MO 65270.

Chief engineer . . . For three tower directional AM station. Will consider first class ticket willing to learn. Write WEEO, Waynesboro, Pa. 17268.

Chief Engineer—Announcer. Must be good at both. Top Pay. WEWO, Laurinburg, NC.

Purdue University has an immediate position for an engineer to assume responsibility for closed circuit TV facility. Must have experience with color cameras, VTR, system design and maintenance. FCC first phone required. Send resume and salary requirements to: Bruce Bahlke, Life Science Building, Purdue University, West Lafayette, IN. 47907. An Equal Opportunity Employer.

Help Wanted News

News Editor with possibility for news director, depending on experience. We need take charge person who knows how to run good 2 man news department. Prefer mature, seasoned pro. Results oriented. Market is Midwest medium. Great MOR, No. 1 operation. Good living in beautiful city. Salary adequate, but not lavish. Great opportunity with high class operation. If you're not certain of your qualifications to take charge, please don't reply. We need a leader. Box G-250, BROADCASTING.

Wanted: Professional broadcast journalist with experience in all phases of news gathering and reporting. Contact Mike Anthony, KLAK, 7075 W. Hampden Ave., Denver, CO. 80227.

Help Wanted News Continued

Are you a small market newsman ready for a move? Do you have two years experience or equivalent? Opening here for a news pro. Send resume, tape, salary requirements, WCAP, 243 Central Street, Lowell, MA 01852.

Help Wanted Programing, Production, Others

Program Director for new R&B format. Rush resume to Box F-224, BROADCASTING.

Production individual for totally automated Michigan stereo FM station. Commercial voice needed. Station equipped with stereo single and multiple track equipment. Not a DJ job. Must be willing to take instruction. Excellent working conditions and benefits. Send tape, work resume and salary requirements. Interview at our expense. EOE. Box G-209, BROADCASTING.

Program Director—If you know and love all good country music, and get morning numbers, this is a sweet job. Cross-Country format. Announcing staff that communicates. GM hardly ever there. No overhaul needed, just refinement. Station has market of 250,000 and is located in outer suburbs of Appalachian state. No traffic, no hassle, no pressure. But you need to be good at communicating with morning listeners, at creative production, at keeping the programming department smooth. Send resume, salary requirements, tape. ARB or Pulse. Equal Opportunity Employer. Box G-225, BROADCASTING.

Experienced person to work with ~~frame~~ Continuity and Production. WEAM, Arlington, Va. Send resume and references. Box G-266, BROADCASTING.

We need a capable person for promotional and PR copy writing and editing. Excellent radio and CATV corp. (15,000 subscribers) located in a beautiful SW coast Fla. market with new broadcasting facilities. Salary open. Send complete resume, writing samples if available and picture to Pete Bredt, GFC Marketers, 1170 3rd St., S., Naples, Fla. 33940.

Producer of New York's leading radio talk show refuses to hire assistant 'til old fashioned guts and glands go-getter comes along. Low salary plus spacious living accommodations. Call collect 212-764-7113.

Situations Wanted Management

Interested in a proven sales conscious GM who has increased sales more than 120% in his current position? I am looking for an AM-FM Stereo combination with good facilities in a city size of 25 to 150 thousand people. Station must be grossing a minimum of 175 thousand with much greater potential. Prefer the Southeast or southern New England. Box F-204, BROADCASTING.

Money making staff desires station. All members experienced. Prefer MOR format. Make your station number one. Hire us. AM or FM, large or small station. Write Box G-165, BROADCASTING.

Operations manager available Sept. News, sports, adult programmed radio. 25 years broadcasting and engineering. 2 years teaching secondary, post secondary and adult broadcasting-engineering. Private and public schools. 918-297-2760. Box G-166, BROADCASTING.

Daytimer specialist will manage your station to solid profit position if you are located in one of eleven Western states and will offer option to buy in, based on 12-month performance. Veteran, professional now in successful ownership/management. Box G-174, BROADCASTING.

Experienced manager with proven rating success seeks to invest \$15,000 for part ownership. If you're contemplating expansion, or considering relinquishing some responsibilities, contact Box G-186, BROADCASTING.

General Manager, 11 years successful experience, desires GM or Sales Manager position. Southwest or Southeast, major markets only. Box G-208, BROADCASTING.

Broadcaster with total experience wants radio GM slot with partnership potential in competitive market. Box G-211, BROADCASTING.

Professional FM program operations manager available as consultant to organize your live or automated operation and train staff. Box G-224 BROADCASTING.

Community minded General Manager with 14 years in current operation. Looking for new opportunity. Offer management sales and engineering background to small or medium market. Married, 39, with outstanding references. Reply to Box G-231, BROADCASTING.

Executive: Aggressive, young, self starter. Ten years management in broadcast and audio-visual, both domestic and international. Broad academic background combined with industry experience forms unique and special piece of manpower. Seeks broad and challenging management opportunity. Box G-243, BROADCASTING.

Situations Wanted Management Continued

General manager. Eighteen years all phases. Fourteen in management. Can make you money and an important part of the community. This is my last novel Box G-267, BROADCASTING.

Situations Wanted Sales

Many sales problems are caused by inferior products, even in radio. Much time is spent pushing sales, little improving product. Let's solve your sales problems, beginning with a superior product. Box G-164, BROADCASTING.

Sales Manager, ready to move up. 7 years sales, 3 on-air, 3 advertising agency, 10 management (non radio). Ability to lead, direct, train and motivate, collect the money end of month. Superb track record and references. Box G-205, BROADCASTING.

Michigan or Midwest sales/marketing opportunity desired. Young vet with BA plus graduate study. Unusual communications background. Currently employed. Call evenings. John Walkmeyer, St. Louis, 314-781-7580.

Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Currently Program Director at number one medium size market looking for same or air shift in same size market. 26, eight years experience with proven pulse record. Box G-146, BROADCASTING.

Easy going DJ, friendly delivery, good news, commercials, tight board. Will go anywhere. Ready now. Box G-153, BROADCASTING.

Are you looking for a hard working draft exempt young black announcer with 3 years. Experience in R&B or Top 40. With refreshing voice and good knowledge of music. Seeking a change and will relocate if price is right, because radio is my life. Available Sept. 1, but let's talk now. For more info, Box G-171, BROADCASTING.

Now hear this Young Industrious, creative radio communicator. Experienced with all formats. Looking for Top 30 market. Eager to relocate. Dynamite presentation of what I am, why I am, and what I can do for you available upon request. Box G-201, BROADCASTING.

Beginner, but mature and creative. Need chance. Well trained, tight board. Move anywhere. Box G-202, BROADCASTING.

DJ looking for opening in small market. Broadcast school graduate. Awards in copywriting, announcing, third endorsed. Box G-207, BROADCASTING.

PD, experienced 5 years Country MOR. Young, single, 3rd, college, desires to relocate. Announcing position. Any format. Box G-210, BROADCASTING.

DJ, tight board, good news, commercials, limited experience, 3rd phone, willing to follow instructions, ready now. Box G-216, BROADCASTING.

ANC/R: 22 years experience. Desires to return to NY state. Good Music or MOR. Other states considered. Box G-219, BROADCASTING.

Are you a major personality station in markets 1-30? I am a versatile young talent (25) doing magazine format in big 3, looking for a station like yours. Dynamic interviewer, strong production, clean, bright on-air sound. I'll work like crazy for your success. Write Box G-229, BROADCASTING.

Once in the morning does it. Or in afternoon drive. Or anytime. My tape and resume will provide the full scope. Non-screaming Top 40 or Contemporary preferred. One year experience. Small to medium or suburban market. Have news background. Talk too. Ready now for interview. I seek a permanent position. Box G-233, BROADCASTING.

Country jock, desires six to midnight or midnight to six. Other hours considered. First phone, experienced, employed. Box G-261, BROADCASTING.

Talented announcer with one year experience and first ticket desires airshift in midwest. Seeks Equal Opportunity Employer who appreciates talent and creativity. Air check, picture and resume sent upon request. Box G-264, BROADCASTING.

Hard worker with 1st looking for start. Good broadcasting training. Will relocate and stick. I'm good. Bob George, 421 Spring Valley Dr., Bloomington, MN 55420.

Still looking for Top-40 Contemporary station with something to offer. Three years experience. First ticket. Will relocate. 312 W. Chelton, Apt. 210, Philadelphia, Pa. 19144. 215-842-2694.

Situations Wanted Announcers Continued

Available for the first time in two years to the right station almost anywhere in the U.S. Your station should be either Progressive Rock, Oldies, Top 40 or any combination of the 3. 1st phone Air personality-Salesman. To hear me live dial direct 702-673-9969, if no answer keep trying. Chris Kidd, Box 170, Reno, NV. 89504.

First phone, four years experience. Natural pleasant sound. Intelligent, strong on news. Alex Paul, 577 FDR Dr., NYC, NY 10002.

Experience, 1st phone, Cooperative professional training. Desire position in MOR, Uptempo MOR in Northeast medium or small market. Available immediately. Call 315-942-2155.

Disc Jockey, Contemporary MOR or Top 40, medium market or college town. Permanent. Also sports. Experienced, college, 25, married. Max Hoelzl, 9724 W. Melvina, Milwaukee, Wisc. or 1-414-462-9536.

Sports director all play-by-play 4 years experience news, disc jockey, will relocate. Call: 305-279-6768.

Beginner, 3rd phone, Columbia School of Broadcasting. Adaptable, reliable family man. Will relocate. Wants chance to grow with small town. Robert Burr, 7106 East 107th Place, Kansas City, MO 64134. 816-763-7976.

Young announcer needs first break. Seeking progressive or contemporary format. Single, 3rd endorsed, limited experience. Midwest preferred. Bob Ferreri, 7767 Rutherford, Detroit, MI. 48228. 313-582-0047.

Young, 23, single, Top 40 DJ presently employed is ready to move to larger market. Two and a half years in radio with long family background in the business. Hard worker—night shift preferred, anxious to learn and advance in my chosen field. Available on notice. My employer knows of this ad. Call Rick Roberts for aircheck after 4 P.M. 919-455-2204 or write P.O. Box A-J, Jacksonville, N.C. 28540.

Modern Drake PD, MD, experience. Two weeks availability. 204 14th St. NW, Fort Payne, AL. 35967. Sonny Dodd. 205-845-4158.

Eight years experience. Prefers small to medium market in the Southeast. Randy Galliher, 904-771-7386, 3907 Angol Place, Jacksonville, FL 32210.

Play by play Sportscaster. College and professional experience. Tape and brochure available upon request. Sportscaster, 152 West Roosevelt St., Baton Rouge, LA 70802.

Master of bizarre desires challenge. FM Rock or talk. Experienced. Alan, 3231 Mura Dr., Ft. Pierce, FL.

DJ, tight board, good news, commercials, looking for first break, willing to go anywhere. Ready now. Mr. Alan Burczyk, 28 Croyden St., New Hyde Park, NY 11040.

Professionally trained, professional attitude, good work references, a beginner that is willing to work hard for experience in broadcasting. Fresh audition tape available, contact: Sam Wells, 1110 E. Main St., Anville, Pa. 17003. Phone 717-534-3971.

Christian announcer desires employment at fundamental Christian station. Recently born again. First phone. No maintenance. Twelve years experience in commercial radio. Now employed in state Civil Service position. Living in Harrisburg, Pennsylvania area. Will not consider commercial radio because of commercial and program content. Any area considered. Write or phone: Bill Love, RD 2, Hummels-town, Pa. 17036. Phone 717-566-3337.

Situations Wanted Technical

Take charge experienced engineer for Texas AM & FM automated using preventative maintenance who like to work with great staff. Fishing. Hunting. Delightful climate. No beginners. \$900.00 month. Box G-137, BROADCASTING.

First phone, AM/FM maintenance and proofs experience. Currently employed as chief of small station. Box G-139, BROADCASTING.

Former chief 5 kw DA presently employed microwave testing desires return broadcast AM or FM with heavy maintenance or construction responsibility. Have high power experience. Box G-172, BROADCASTING.

Desire facilities construction or maintenance domestic or overseas. Experienced planning, installation, testing, maintenance 50 to 500 kw both medium and shortwave, transmission lines, RF bridgework, audio distribution, tape and STL. Box G-173, BROADCASTING.

West coast only. Top notch chief or maintenance. Experienced all phases AM/FM and color TV. Now chief for desert VHF. Require 12,000 start. Permanent. Box G-269, BROADCASTING.

Technical Continued

Chief engineer—25 years experience AM-FM, SCA, Automation, DA, Proofs, construction. Western region only. 303-564-3683.

Situations Wanted News

I want to be a news director, but my boss won't quit. Box G-134, BROADCASTING.

News director seeking full time sports with extensive play by play, 6 years experience with play by play, news, interview programs, and board work. Family man. Possible sports with sales or news combination. Box G-168, BROADCASTING.

Knowledgeable sportscaster-newsman available now. Three years pbp baseball, basketball, football. Broadcast degree. Resume and tape available. Box G-136, BROADCASTING.

News Director. Currently ND at medium market operation. 4 years R-TV and JRNL in college and 6 years all facets Grassroots radio are behind me. What's ahead? Box G-206, BROADCASTING.

Help! Get me out of this small market news! Ready for bigger things. Three years on this beat, including pbp and news ramotes. 3rd. Bachelors in communications. Tape-resume available. Box G-220, BROADCASTING.

15 years experience. Newscaster currently working Top 20 market. Looking for news directorship in medium to metro market. Box G-228, BROADCASTING.

Experienced in all phases of broadcasting. Twelve years a top flight Western sportscaster including major football, basketball, baseball, bowl games and NCAA tournaments. Box G-249, BROADCASTING.

News Director, Operations Manager, Talk Show. 20 years broadcasting professional seeks major-medium market position. Now in Top 10 market. Will consider Canada or Mexico. Box G-246, BROADCASTING.

Position desired in sports reporting and play by play. Can provide informative and pertinent reporting. Competent writing, interviewing, production. Good references. Could also handle news. Will relocate anywhere needed. Box G-247, BROADCASTING.

Fastest mouth in the East. Sports Director wants play by play and opportunity to make your sports program a success. Box G-270, BROADCASTING.

Need first break. Third phone, hard worker, good news and sports, tight board. Will go anywhere. Rod Morrison, 23 Harriet Ave., Belmont, Mass. 02179. 617-484-2069.

If news at your station isn't just an F-C-C requirement. Desire news director position with strongly news oriented medium market station or member of serious metro news team. No interest in straight board shift. Field reporting essential. Bruce Lloyd, 1001 E. Pleasant, Milwaukee, WI 53202. 1-414-276-8434.

College and broadcasting school graduate desires position in news or sports. 3rd phone endorsement. Experience lacking, but intensity, desire, and determination aren't. Midwest preferred. Contact Tom Ramsey, 2615 West 69th St., Chicago, IL 60629.

Newswoman. First love news. College grad. Willing to relocate. Tape, resume, writing samples available. Sharon Silverman, 625 Candlelite Court, Fort Wayne, IN 46807.

Experienced staff announcer seeks radio news or TV reporting. University degree, personable, dependable. Call for tape. 309-673-6890.

Situations Wanted Programing, Production, Others

Production man wants secure position. 8 years broadcasting all formats, stations on top 10 mkts. Good references. 1st only reputable stations, please. Salary \$12,000. For tape and resume, Box G-122, BROADCASTING.

Experience first phone PD seeks Top-60 position with challenge and room to grow. Strong music, administrative, on-air. Interesting success story. Great ideas. Responsible team man. Looking for permanence. Box G-169, BROADCASTING.

Experienced PD/Operations man in 400,000 market wants take charge position with small air shift at MOR contemporary station East of Mississippi. Stable, cooperative, knowledgeable. 30, married, children. Salary negotiable. Box G-178, BROADCASTING.

Situations Wanted Programing, Production, Others

Director/Producer Top 50 markets. Two years experience directing news, sports, and commercials, both videotape and film. Experience also in film documentaries and live remote pickups. Send inquiries to Box G-223, BROADCASTING.

TRF. Mgr. and Cont. Dir. seeks creative position. Experienced and degree. Commercial voicing and all around ability. Box G-240, BROADCASTING.

Music Director: Married vet with degree in communications seeks position with MOR, Easy Listening, Good Music station in the North East. Box G-244, BROADCASTING.

Recent graduate with college and professional experience in production and management, 1st phone, seeking position in public affairs or news production. Robert Muller, 1423 Parkside Dr. N., Wyomissing, PA 19610.

Program director. Personality. Nineteen years experience Contemporary MOR medium and major market. Married, family, stable. Proven results. 504-367-2648.

TELEVISION

Help Wanted Management

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 G-200, BROADCASTING.

Midwest Television Station in 300,000 market needs Assistant General Sales Manager. Our General Sales Manager will be moving to General Manager with one of our stations in the next year. We need an enthusiastic replacement who can learn the job in short order. \$24,000+ to start. General Sales Manager position pays \$30,000+. Send resume to Box G-253, BROADCASTING.

Help Wanted Sales

Immediate opening with the news leader. Must have beautiful knowledge and experience. Locate in beautiful northern Minn. Send complete resume to Box G-138, BROADCASTING.

Help Wanted Technical

Transmitter supervisor for VHF network affiliate. If your experience is solid call 305-965-5500. Box G-197, BROADCASTING.

Engineering Supervisor wanted to maintain color equipment. Supervise staff of technicians to assist in studio maintenance. Responsible for entire local origination studio facility. Box G-230, BROADCASTING.

Engineer, best technical qualifications, reliable character, for VHF Texas resort city. Box G-235, BROADCASTING.

Maintenance Chief for Texas station, superior technical qualifications. Box G-236, BROADCASTING.

Wanted: Television Transmitter Operator. Full time employment and no future automation. Mid-West location, excellent salary and fringe benefits with an Equal Opportunity Employer. Reply to KCND-TV, Box 191, Pembina, ND 58271.

Attention television station engineers. Start at \$193.80 per week! Live in beautiful Atlanta Work at booming WQXI-TV Channel 11, ABC Atlanta, has immediate openings for two experienced TV engineers with heavy maintenance and good operator qualifications. Write to: Glynn Rogers, Director of Engineering WQXI-TV, 1611 W. Peachtree St. NE, Atlanta, Georgia 30309. Answer now! This Ad Will Run Only One Time. An Equal Opportunity Employer.

Wanted: An experienced TV Broadcast technician holding a first class license. Contact Gene Gibson, WCSC TV, Box 186, Charleston, SC.

Transmitter Engineer, mountain location, quarters furnished. First class phone required with amateur licenses also preferred. Call 1-307-864-3655 after four P.M. mountain daylight time.

Help Wanted News

Newsman-Announcer with mature voice and good on-camera delivery for Gulf Coast Texas VHF. Box G-237, BROADCASTING.

News Continued

Newsman for south Texas television and radio stations. Must be able to gather, write, and deliver news. Box G-238, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas radio station. Box G-239, BROADCASTING.

Anchorman with authoritative, mature presence sought for Intermountain TV station. General assignments and weekend work part of the job. Floyd Smith, News Director, KID-TV, Idaho Falls, ID 83401.

Weekend anchor position on number one rated station in southeast. Must be experienced on-air, field reporting, with working knowledge of film. Contact Jack Quick, Business Manager, WIS-TV, Columbia, SC. 803-253-6431. An Equal Opportunity Employer.

Sports assistant TV. Back-up work for TV Sports Director. Film Features. Radio sports, but no play-by-play. Send resume, picture, audio and videotape. WMT-TV, Box 2147, Cedar Rapids, Iowa 52406.

Help Wanted Programing, Production, Others

Top 10 VHF seeking individual who can handle sales promotion assignments with flair. Candidates should have thorough understanding of TV production, basic layout and design, and creative writing. Special emphasis on visual presentations. EOE. Box G-241, BROADCASTING.

Experienced, mature public affairs producer with qualifications in film and video production for major market television station in Texas. Salary open. Need is immediate. Anyone with less than five years experience need not apply. Work on unusual news program. Heavy concentration on film documentaries. High level of management and creative skills required. Great opportunity. Box G-263, BROADCASTING.

Wanted: Aggressive and creative line producer for new talk/variety show preparing for syndication. Send complete resume to: David Bieber, production manager, WCPO TV, 500 Central Ave., Cincinnati, OH 45202 or Roger Ailes, executive producer, Roger Ailes & Associates, 888 7th Ave., NY, NY 10019.

TV Producer. Producer for demonstration television series. Located in Roanoke, Va., and funded by Appalachian Regional Commission. Designed to achieve effective citizen understanding/feedback into governmental decision making processes. One to two year project. Applicants must possess MA in journalism and/or radio-television with three years of continuous experience with project direction, coordination, and group leadership within communications field. Salary \$18,000. Phone Mr. Thacker or Mrs. Villiborgh 703-343-4417, Fifth Planning District Commission, 8 am-5 pm EDT, weekdays. Equal Opportunity Employer.

Situations Wanted Management

Sales Manager, small to med. size market. 15 year broadcasting veteran, AM and TV, seeks new challenge. Experience all areas sales and management at station; national rep too. For resume, please write to Box G-46, BROADCASTING.

General sales manager, Top 50 market experience plus national rep and agency background. Solid in sales and administration. Box G-126, BROADCASTING.

Management Information Systems. Radio, television graduate (BS) with 6 years professional programming and systems experience seeking immediate position in station administration or computing, leading to broadcasting management. Box G-258, BROADCASTING.

Situations Wanted Sales

Michigan or midwest sales/marketing opportunity desired. Young vet with BA plus graduate study. Unusual communications background. Currently employed. Call evenings. John Weikmeyer, St. Louis, 314-781-7580.

Situations Wanted Technical

Engineering management, fully experienced all phases of broadcasting, construction, administration, union negotiations, budgets, etc. Well known in industry, top references. Will consider associated industry positions. Box G-259, BROADCASTING.

Situations Wanted News

TV Anchorman. Experienced Black newsman, presently employed, strong news commitment. College background. Pic and resume available. Box G-125, BROADCASTING.

Sports Pro desires change. College or professional market. Knowledgeable, versatile. Will also accept assistant sports position. G-127, BROADCASTING.

Situations Wanted News Continued

Professional journalist, 42, seeking career television position in news, management training, or related. Broad newspaper experience (editorial writing, promotion, editing, photojournalism); former Government-History teacher; reliable family man; unpretentious world traveler; political science graduate; patriotic in love with America; extremely knowledgeable about national news and social issues. May I serve you? Box G-184, BROADCASTING.

Young, 25, extremely knowledgeable Sports Director of small UHF. Degree, major college experience. Desire challenge and move up. Tape and resume on request. Box G-254, BROADCASTING.

Newsman/Sportscaster. Young, 4 years Broadcast Journalism, TV-radio experience. BA Communication. All markets considered. Box G-265, BROADCASTING.

Stop! Need newswoman? Have experience + BA, Broadcast journalism + ambitious creative personality. Need break. Will go anywhere. 312-478-4391.

Situations Wanted Programing, Production, Others

Producer-director (DGA and IATSE) of documentaries, Docu-dramas, cultural music, film and video tape for network telecast seeks long term situation. Box G-50, BROADCASTING.

Director with six years experience in television. Currently employed in Top ten market. Experienced on commercial production as well as normal station operations and programs. Understanding of management's viewpoint and have respect for budgets. Will relocate at own expense for good offer. Box G-132, BROADCASTING.

Creative opportunity sought by family man with 14 years in video and print, including 2 1/2 years as medium market television producer, writer, talent, film director. 814-944-7993 or Box G-222, BROADCASTING.

Cinematographer/Director. Commercial and documentary experience, ability to direct, film, and edit for multi-film chain/VTR production. Seeking advancement. Box G-257, BROADCASTING.

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Tubes wanted—sold. CeCo, 2115 Avenue X, Brooklyn, N.Y. 11235. 212-646-6300.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

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Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESSCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

Remote control unit, Moseley-10T plus CCA auxiliary relay panel, RC 1 AR. Never used. Write or phone for price. Murray Hill Associates, PO Box 1, Murray Hill, NJ 07974. 201-582-2106.

Gates Phasor and three antenna couplers. DA-2. Will rebuild to your specifications. S-K Electronics, 5703 Westminster Dr., Austin, Texas 78723.

Gates modular control room equipment desks. One year old excellent condition, as if taken out of cartons. Never used, need the room. Includes: 1 single TT Pedes, 2 double TT Pedes, 1 top Combo desk, 2 single legs. Best offer. Send for complete details. Box G-195, BROADCASTING.

RCA, BTF-3B, 3 Kw, FM transmitter. Call 417-256-3131, Laurel Thompson, or write KWPM, West Plains, MO 65775.

RCA-TR4 and TR5. Super clean color video tape recorders. Call 215-543-3548.

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RCA TS-40 Switchers with Special Effects and Chroma-Key; \$4900 and \$3900. WHDH-Boston, 617-288-5000.

Ampex AX 300. Six months old, excellent, warranty until 12/73, \$425. Dave Isaacs, 516-487-1955 (home).

Heliox-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94628.

Sparta 600 R/P; Sparta 600 PB; Ampex 351 in console; Ampex 602 Port. Mint cond. Bob Casey, 213-463-1178.

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Funny! Professional comedy. 3 samples only \$2. Sunshine Comedy Service, Room 23, Box 4636, Jax, Fla. 32201.

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, Calif. 93705.

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Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

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.

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Licensed by New York State, veteran approved for FCC 1st Class License and announcer-disc-lockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 11750 Chesterdale Rd., Cincinnati, Ohio 45246. 513-771-8580.

NO: tuition, rent. Memorize, study—Command's "1973 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 July 16, August 27, October 1, November 12. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 809 Caroline St., Fredericksburg, Va. 22401; phone: 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, Calif. 91606. 213-980-5212.

Instruction Continued

Major market radio means big money. I can help you get that big break into the major market. Send \$10 for the book filled with tips that work. Big Cheese, 393 Miller, Mill Valley, CA. 94941.

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"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

RADIO

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Send tape & resume:

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An RKO Radio station

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TELEVISION

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Profile

Win Baker: good karma at Group W TV stations

Win Baker will be moving to the New York area shortly from Concord, Mass., to be closer to his new office on Park Avenue. And one of his problems will be the allocation of the early-morning hour he devotes to running, sitting-up exercises and yoga.

Mr. Baker, who recently was elevated to president of the Television Station Group of Group W from his post of Group W vice president and general manager at WBZ-TV Boston, used to rise at 6 a.m. in order to complete his daily regimen. "I don't know what time I'll have to get up when we're established in Wilton, Conn.," he remarked with a wry smile. "But I'll go through with my exercises."

This attitude toward discipline and diligence is characteristic of Mr. Baker, a lean six-footer who weighs 181 pounds, down from a high of 215 pounds. He has climbed up the broadcasting ladder, rung by rung, starting at smaller-market stations and progressing through a series of increasingly responsible posts at Group W, which he joined in 1960.

Like many television executives, Mr. Baker originally had no thoughts of a broadcast career. In 1954, strapped by finances, he accepted a job with a television station in New Orleans, thinking he could earn money in a hurry and resume his studies at Tulane University Law School.

He soon learned that television was no get-rich-quick sojourn. But he also made a discovery that he considers valid today: "After I was in broadcasting for about a year, I came to realize that management in the field generally was inept," he says. "I began to feel there was an opportunity for capable management, and I possibly could do it. It was at this point I decided to give up my plans to return to law school.

"To this day I don't have a high opinion of broadcast management in general. There are exceptions, of course, and I think highly of Group W management. I think the reason for the lack of good management was that broadcasting had it so easy for so long. But I think there is a change now because of the pressures not only on broadcasting but on society in general."

Mr. Baker is understandably pleased that Group W, in selecting him for a top-echelon post, drew upon a person with background in programing rather than sales. He believes that programing executives will be tapped on a growing scale for top corporate jobs because of their intimate knowledge of the local communities.

Mr. Baker would acknowledge that both his entry into broadcasting and his start in programing smack of serendipity.



Winthrop Patterson Baker Jr.—president, Television Station Group, Group W, New York; b. July 12, 1931, New York; BS in economics, Louisiana State University, 1953; attended Tulane University Law School, 1953-54; producer-director, WMJR-TV New Orleans, 1954-55; producer-director, WBRZ-TV Baton Rouge, 1955-57; program manager, KLFY-TV Lafayette, La., 1957-58; program manager, WMBD-TV Peoria, Ill., 1958-60; assistant program manager, WBZ-TV Boston, 1960-62; program manager, WJZ-TV Baltimore, 1962-65; program manager, KYW-TV Philadelphia, 1965-67; assistant general manager, KDKA-TV Pittsburgh, 1967-68; general manager, WBZ-TV Boston, 1968-69; VP and general manager, WBZ-TV, 1969-73; president, Television Station Group, Group W, June 11, 1973; m. Elizabeth Allegret of Houston, 1955; children—Winthrop P. III, 17; John, 12; Michael, 9.

In 1954 a small advertising agency in New Orleans hired him as a copywriter but before he started actual work, the head of the agency notified him the position would not be filled. He recommended Mr. Baker to WMJR-TV New Orleans for a sales job and he was hired.

"It was a tough period for a few weeks since I was low man on the sales pole at a UHF station," Mr. Baker says. "One night the program director quit, and I was told to do his job. I didn't know the first thing about it, but I did it and learned as time went on."

In the next six years, Mr. Baker sharpened his skills as a programmer in posts at WBRZ-TV Baton Rouge; KLFY-TV Lafayette, La., and WMBD-TV Peoria, Ill. He joined Group W in 1960 as assistant program manager of WBZ-TV Boston. Along the way he picked up programing awards from Ohio State University, the Radio Television News Directors Association, duPont and the National Conference of Christians and Jews.

"I value the years I spent in small markets," Mr. Baker remarked. "There's a communality to television, no matter what the size of the market. At a small

market you have to work very hard to stay competitive."

He values the friendships he forged at smaller-market stations and spoke glowingly of Doug Manship, president and general manager of WBRZ-TV Baton Rouge and a trio of former colleagues from his days at WMBD-TV Peoria: Chuck Harrison, now news director, WGN-TV Chicago; Tom Kelly, sportscaster at KTTV(TV) Los Angeles, and Jim Jensen, newscaster at WCBS-TV New York.

He was still Mr. Peripatetic at Group W. From Boston in 1960 he moved to WJZ-TV Baltimore in 1962; to KYW-TV Philadelphia in 1965; to KDKA-TV Pittsburgh in 1967 and back to Boston in 1968. By that time he was a man-to-watch in the Group W hierarchy.

Mr. Baker considers the most significant function of top management of a station, aside from making a profit, to be involvement in the community. As general manager of WBZ-TV, he said, the two most pressing responsibilities in this segment were to the youth and minority population.

"Boston is unique because of the large number of young people there because of the many colleges and universities," he pointed out. "There are about 300,000 young men and women there, and in the late 1960's and early 1970's there were unrest and demonstrations on the campuses. I decided to become involved with the youth segment through short lectures at the various educational institutions followed by a question-and-answer period. I found this approach very satisfactory."

Mr. Baker explained that Boston has a relatively small but well-organized black community. He became an active member and officer of the Boston Community Media Committee, an organization representing both media and minority groups, which worked toward increasing employment among blacks and other ethnic groups; developing TV programs of specialized interests and sharpening the sensitivity of the media toward handling ethnic problems.

"Television in large urban markets must concern itself not only with the established power structure but also with the minority power structure," Mr. Baker asserted. Mr. Baker is on a back-breaking schedule these days. His successor at WBZ-TV has not been named, and he is splitting his time at that station and at Group W's headquarters in New York.

Mr. Baker says he has scant time for hobbies. He enjoys reading nonfiction and often is reading two books at a time. In New England he and his family went off frequently on skiing jaunts. But his relaxation comes mainly from his daily fitness program.

"The combination of running hard, calisthenics and yoga has a rejuvenating effect on me," he says.

Editorials

Off the reservations

The FCC has relaxed its rules for noncommercial broadcasting to permit the sideband transmission of subscription programming by educational FM stations. To be sure, the commission has decreed that the FM's may make no money from the service, but in doing so it has changed their status from noncommercial to nonprofit. There is a significant difference.

It is argued, of course, that the subscription authorization is limited to the subsidiary use of broadcast frequencies, but the precedent is there. If subscription programming is in the public interest on a sideband, why not on the main signal? Indeed, why not on a noncommercial (or nonprofit?) television station? May a station be a little bit nonprofit or a lot?

When the FCC originally reserved specific FM and TV channels for noncommercial, educational use, it intended them to be both noncommercial and educational. That intention is long gone. On television, air credits (complete with trademarks) are given to the "sponsors" of "noncommercial" programs that are more often in the entertainment category than the educational. Now pay service is admitted to FM.

If the distinctions between noncommercial and commercial operations are to disappear, there is no reason to keep all those channels reserved for a purpose they no longer serve.

It's all in the name

From its ambitious if futile start 30 years ago pay TV has been characterized by the fury with which each side has attacked the other. The advocates today insist it is their unadorned right to sell the public at their box office any programs they pick up, buy or underwrite. The broadcast-station licensees say they will be driven to the wall through pilferage of their own product "by electricians."

There's overstatement on each side. But neither will give ground.

A special committee of the National Association of Broadcasters held its organizational meeting in Washington a couple of weeks ago. It selected a name which, if it does nothing else, poses the issue as the telecaster sees it. Chairman Willard Walbridge, of Capital Cities Communications, coined the title: "Committee to Protect the Public from Paying for What It Now Gets Free on TV."

This has to raise the hackles of every cable operator. It will be recalled that the National Cable Television Association, at its national convention last month, gave pay TV a salient priority. All it has to do to come home free as the air—but on pay cable—is to disprove the proposition propounded in the NAB committee's name.

Zenith to 'Nader'

What has all the earmarks of a campaign to regenerate sagging support for the anticommercial-TV crusade in the hope of blocking license-renewal legislative relief is taking place as broadcasters are otherwise preoccupied with the troubled economy and other transcendental events in the new world wrought by Watergate.

At center stage, as if you had to be told, is Nicholas Johnson, still under government auspices and at taxpayers' expense, even though his legal term expired June 30. Timed with the Johnson appearances on the air and in print are the less spectacular but tradewise more significant supporting efforts of the foundering "public interest" fronts. Examples can be found in

recent feature stories in the nation's most influential newspapers on the WLBT-TV Jackson, Miss., deletion, the test case in which the United Church of Christ joined with citizen groups.

It could have been coincidence that saw the FCC and the same United Church, plus other "citizen group" entities argue for more onerous provisions in TV renewal forms before the Office of Management and Budget (BROADCASTING, July 16). Both the renewal form, which smacks of program censorship, and the annual reports being sought by the FCC covering time devoted to program categories, are the handiwork of Professor Barry Cole, an academician who moonlights as FCC consultant at \$100 per day.

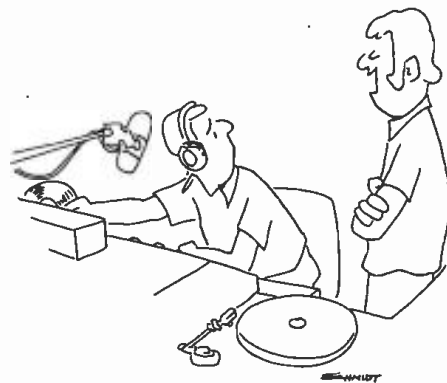
Portents of the revival didn't really coalesce until last week. They surfaced when Nick Johnson, operating on all publicity fronts he could snatch, spelled it out in a WTTO-TV Washington interview. Prodded by Metromedia interviewer Maury Povich, the outgoing (in both senses of the word) Mr. Johnson announced with verve that he didn't propose to waste the seven years he spent in the FCC. He said he planned to devote his life to "public service." Moreover, he expected the FCC to implement and future applicants (presumably of the strike variety) to use as basic criteria his utterly worthless top-50-market "ratings" of TV affiliates (BROADCASTING, July 9, 16).

That ought to complete the picture for Nick Johnson. But the signs suggest he is setting out the bait for underwriting of a continued association with broadcast regulation, if not as regulator, then as a regulatory goad. Mr. Johnson is realist enough to know that he can't eat those newspaper clippings and television tapes when there's no government meal ticket.

The show goes on

In rescheduling a broadcast of *Sticks and Bones*, the antiwar drama that precipitated an affiliate revolt when originally scheduled, CBS-TV has knowingly risked another problem in station relations—and after that, quite probably, a problem in audience relations too. *Sticks and Bones* is strong stuff.

Hopefully the network's rewards will make the risks worthwhile. However various affiliates choose to handle the show, the network was all but obliged to affirm its original belief in the artistic quality of the program. As Bob Wood, the CBS-TV president, said: "We just had to bring this thing full circle."



Drawn for BROADCASTING by Jack Schmidt
"Hey, man, let's pre-record some traffic reports."

THE TRIPLE CROWN IS NOT EASILY WON.

It's not easily won in racing or in broadcasting. But in 1973, WSB-TV captured Georgia's three top broadcasting awards. No other television station has ever received all three awards, let alone in one year.

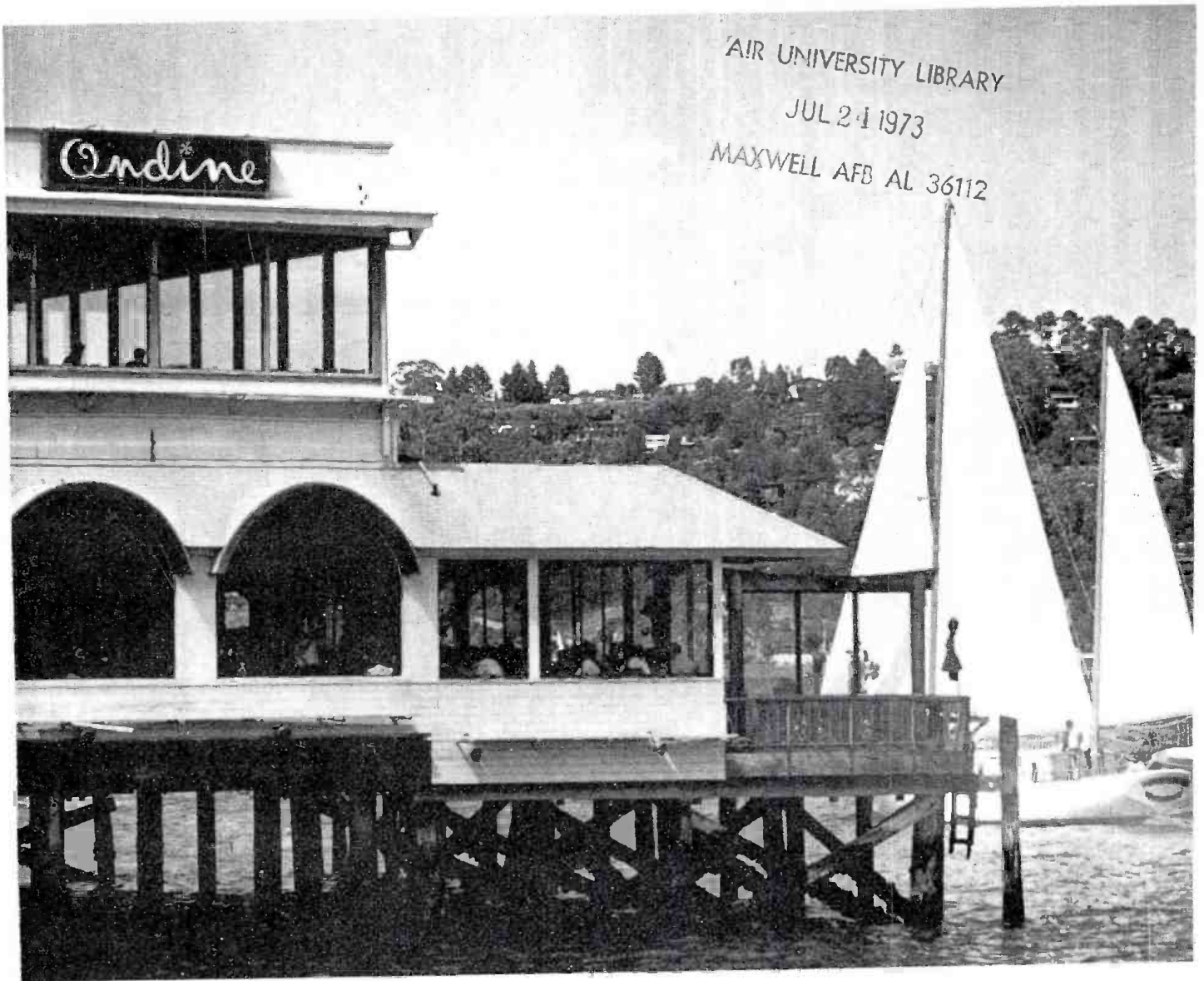
The Associated Press Pacemaker Award recognizes WSB-TV's continued news dominance. The Jack Williams Memorial Research Award was given in recognition of Channel 2's all-out efforts to educate the public about cancer. And the "Station of the Year" Award, the Georgia Association of Broadcasters' tribute to one of its own, wraps it up.

Our efforts to educate and entertain, and our 25-year old dedication to public service will continue. Because this Triple Crown winner has no plans to be put out to pasture.



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*...you'd be sold on **KRON-TV***