

More bad news than good on license-renewal front
Pay cable set for oral argument before FCC

Broadcasting Oct 15

The newsw Weekly of broadcasting and allied arts

Our 43d Year 1973

Bravo! 17 of the 20 Viacom Features appeared on network television and averaged a 38% share of audience in their debuts. Some scored a phenomenal 40% and higher.

Now Viacom's highly rated features are starting local engagements after 3 or more years absence from television for most of them.

Encore! "Last Train from Gun Hill" a time period winner in New York and Los Angeles. "Blue Hawaii" topping competition in Washington and Dallas-Ft. Worth. "Fun in Acapulco" first in Seattle and Dallas-Ft. Worth. "Girls! Girls! Girls!" and "Roustabout" first in Washington and Cleveland. "Don't Give Up the Ship" first in Baltimore. "All in a Night's Work," "Man with the Golden Arm" and "Visit to a Small Planet" all first in Los Angeles.

Viacom Features!
They draw crowds.

Source: (Network) NTI, Oct. 1964-Sept. 1973. (Local) NSI and ARB, various 1972 and 1973 reports. Audience estimates are subject to qualifications available on request.

36112L1BRAAB5184MCK<DEC/76
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMRY AL 36112

WCCO RADIO



**... has the best figures around.
Better than TV in the
Minneapolis/St. Paul market
by 15-1.** For the sixth year in a row,
WCCO Radio tops TV. This time in 15 of the
16 points of comparison. Look at the figures
for yourself. They are available from us or
CBS Radio Spot Sales. You'll love what
you see.



*Sources: ARB estimates.
Radio — April-May 1973.
TV — January-February,
February-March and
May 1973 average.
Total survey areas.
All data subject to
qualifications which
WCCO Radio will
supply on request.

WCCO RADIO
MINNEAPOLIS/ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

Closed Circuit

Upsmanship via cable. Observers of cable controversy are witnessing struggle for status stemming from office of FCC Chairman Dean Burch. In wake of Mr. Burch's anticipated resignation is predicted departure of his most influential assistant, Charles M. Lichenstein, whose selection for number-two spot at Washington headquarters of National Cable Television Association has been strongly endorsed and is presumed to be on back burner.

Second phase involves top command at FCC's Cable Bureau. Chairman Burch's disenchantment with bureau's first and incumbent chief, veteran FCC attorney Sol Schildhouse, after initial love affair, has not been challenged. But Mr. Schildhouse is sitting tight, hoping to outlast chairman, whose departure now is targeted for about Dec. 1. Meanwhile, new deputy chief of Cable Bureau, and Mr. Schildhouse's earmarked successor, is 32-year-old David Kinley, hand-picked by Mr. Lichenstein from FBI staff (*Broadcasting*, July 30). Final chapter will evolve when Chairman Burch resigns either to enter private communications practice or to join corporation (reports recur, almost as if planted, that he might wind up with Teleprompter). At least two senators have confided privately that Mr. Burch would make good executive for cable firm.

Still coming and going. James H. Quello, former Detroit broadcaster whose nomination for FCC has languished since announced Sept. 20, was in Washington last Wednesday. He visited members of Michigan delegation in Congress who have supported him for commissionership to be vacated by Commissioner Nicholas Johnson, Iowa Democrat, and also conferred with Senate Commerce Committee communications expert, Nicholas Zapple, on confirmation hearing arrangements. No date had been set as of last Friday, but Mr. Quello's supporters, both Democratic and Republican, are optimistic, despite reports of opposition.

Presumably in anticipation of departure of Dean Burch from FCC, White House talent scouts are updating resumes of aspirants for past GOP vacancies on FCC. In addition to those previously reported, name of Robert E. Button, since last July with Teleprompter as director of satellite development, has surfaced. Before joining Teleprompter Mr. Button was with Comsat for eight years and with NBC in New York in both sales and programming for preceding 15 years. Now resident of Connecticut but originally from New Jersey, 58-year-old Mr. Button was candidate for FCC two years ago.

Teleprompter reorganization. Look for changes in top echelon at troubled Teleprompter Corp. to be made at extraordinary meeting of board Wednesday, Oct. 17, called at request of Jack Kent Cooke, chairman of executive committee and largest stockholder in company. Mr. Cooke, whose home base is Los Angeles, has been in New York for month, sizing up corporate operations. Already on job in charge of finance is Jerry Greene, with background at Cypress cable operation (now part of Warner Cable) and at Haskins & Sells, certified public accountants.

Mr. Cooke plans to stay in New York with wife until

Teleprompter affairs are back on track and its stock is restored to trading on New York Stock Exchange. Trading was suspended by Securities and Exchange Commission order month ago (*Broadcasting*, Sept. 17). Aside from Teleprompter interest, Mr. Cooke owns professional basketball and hockey teams in Los Angeles, quarter-interest in Washington football Redskins and extensive real estate.

Old score. CBS Board Chairman William S. Paley emerges as villain who could have opened "a new world" but instead closed it in saga of EVR (electronic video recording) as recounted by Dr. Peter C. Goldmark in his forthcoming book, "Maverick Inventor: My Turbulent Years at CBS." Dr. Goldmark, who developed EVR while president of CBS Labs and who now is head of Goldmark Communications, pictures CBS chairman as blowing hot and cold, firmly insistent EVR be developed for educational rather than home use because of possible competition with broadcast TV. "Biggest mistake," in Goldmark view, was CBS refusal—which he attributes to Mr. Paley—to get into EVR programming.

Defiant on dispersion. Equipment manufacturers intending to exhibit at next year's National Association of Broadcasters convention in Houston are pressuring convention officials for about-face on ruling that bans hardware hospitality suites in hotels nearest Convention Center. Equipment people bent NAB ears about their displeasure during inspection trip to Houston. Space squeeze is reason cited by NAB for ban. Buyers browse in exhibit halls during convention but usually sign up in suites, and hardware makers want their Runnymede close by.

Far apart. Metro-Goldwyn-Mayer is actively pursuing negotiations to sell theatrical and television rights to more than 1,200 features in its library. Led by President James T. Aubrey Jr., MGM team is understood to have held talks with officials of MCA, Paramount, Time-Life Films, Viacom, Taft Broadcasting and United Artists — but so far, no takers. MGM carries film library on its books with value of \$130 million, and one company reportedly offered \$35 million. Not included in deal would be "Gone with the Wind," "The Wizard of Oz," and "2001 Space Odyssey." MGM announced last month departure from motion-picture distribution (*Broadcasting*, Sept. 24).

Border dispute. Buffalo television stations will soon file suit against two Toronto cable systems that have been blacking out some commercials from imported signal of WKBW-TV Buffalo. Toronto systems, owned by Rogers Cablevision, delete minute of advertising each hour from WKBW-TV between 7 and 10 p.m. — filling vacancies with in-house promos — in test of equipment needed to perform blackout function. Suit could provide test of Canadian Radio-Television Commission ruling that Canadian CATV systems must delete commercials from U. S. TV signals if they wish to expand service or implement new operation (*Broadcasting*, July 23, et seq). Plaintiffs will be WKBW-TV, WGR-TV and WBEN-TV, all of which sell advertising in Canada.

Top of the Week

Off the track. License-renewal came to vote last week – and passed its first congressional test. It was in Torbert Macdonald's House Communications Subcommittee, which voted 5-1 to send measure up to full Commerce Committee. Up front, bill reads much as broadcasters would want it to: four-year license period, no ad-hoc restructuring of industry, strict time limits on petitions to deny. But back in caboose, tacked on by Lionel Van Deerlin, is provision that would expose licensees to rival applicants at renewal time, and award facility to challengers upon demonstration of plans for superior service. It's disaster-in-making for broadcasters, who hope to uncouple Van Deerlin amendment on bill's way forward. Page 13.

CBS's Taylor seizes initiative on Agnew succession coverage, seeks to open Capitol doors

CBS President Arthur Taylor last week renewed broadcast industry's call for permission to cover with cameras and microphones proceedings on floors of both houses of Congress. Floor debates on successor to Spiro Agnew would be place to begin, he said.

Mr. Taylor made proposal Thursday night (Oct. 11) in speech to Washington chapter of Sigma Delta Chi, professional journalism society. In strong broadcast journalism advocacy, he also called for broadcast coverage of courts and for legislation that would make possible broadcast of debates of presidential candidates. And, in response to question, he said CBS "has not given up on idea" of expanding half-hour evening news to hour. He expressed view that hour of evening network news will one day "be part of the American scene," but, noting that many stations also do hour of local news in evening, said, "There is question as to how much news public will sit through."

On Friday, Mr. Taylor followed up speech with telegrams to Democratic and Republican leaders (Mansfield, Scott, Albert, Ford) of both houses. He asked them to use their "good offices in opening to television coverage" proceedings involved in confirming successor to Vice President – "both in committee and during the ensuing action on the floor." He said that only through television can people "witness the performance of their elected representatives in meeting their grave Constitutional duties."

There was no immediate reaction to telegram from Congress. However, officials of House said they were preparing to meet with network representatives this week to resolve problems in providing coverage of proceedings on Capitol Hill, in committee hearings and in areas outside Capitol – but not on floor.



Mr. Taylor

Cable, broadcast are as complementary as competitive, says Burch, and FCC means to make the most of both

FCC Chairman Dean Burch says that he cannot accept idea that cable-television and broadcast-television industries cannot coexist, that country has neither audience nor diversity of interests to support both. Chairman, who spoke at dedication of Rockford Cablevision system, Rockford, Ill., on Friday (Oct. 12), agreed that prospect of "nationwide, fully mature pay cable system, possibly even interconnected by domestic satellites," should cause broadcasters, FCC, even public concern. But, he said, it is "fatuous" to escalate mere possibility of cable competition into immediate prospect of "no more Super Bowls or World Series or top-drawer movies on broadcast television. That is not about to happen."

He went on to say it is differences between two media that will eventually give rise "to a state of tolerable coexistence between communications technologies that are every bit as complementary as they are competitive." Principal difference, he noted, is that of "inherent limitation" of channel capacity of television, which he called "fully built industry" – there will never be many more stations and very likely no more than three networks – compared to cable television's superabundance of channel capacity.

As result of difference, chairman said, broadcasters must appeal to mass audiences and seek "blockbuster" programming; and their programming, generally, is similar – "interchangeable," he said – in prime time. Cable, on other hand, "can appeal to multiplicity of relatively select, specialized audiences – and can serve them all, simultaneously." And while broadcasters provide entertainment and information almost exclusively, he added, cable systems can offer variety of commercial and instructional services, plus public participation in communications through public-access channels.

"For all of these reasons, I cannot buy the notion that it's either cable or broadcast television," he said, adding: "About the only thing that cable threatens is the perpetuation of a noncompetitive marketplace in TV programming."

In that connection, he chided members of "regulated industries" as being "only people who enjoy regulation more than the regulators." They become accustomed to process and to "predictable and protected environment that seems to be its reward," he said. But commission, he said, "is not in business to promise anyone a rose garden – only to keep the ground as clear as possible of arbitrary, artificial obstructions. If we're successful, everyone will come out ahead – cable, television, the public most of all."

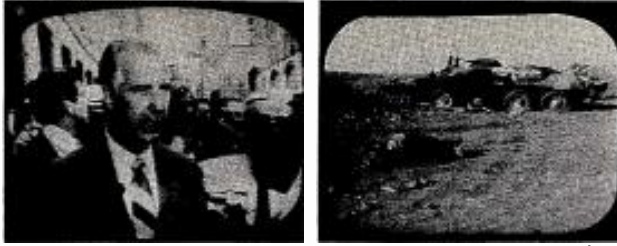
Those Americans who aren't spending millions to make sure they smell good are spending half-a-billion to make sure they don't smell bad. It's an attractive target – and increasingly hectic battleground – for broadcast advertising. Page 18.

Cost of Living Council has come up with new option broadcasters may use in pricing their product. It's based on cost-per-thousand. Nov. 15 is magic date before which stations must make up their minds. Page 20.

They've cranked high that guillotine over new season's faltering freshmen; blade could fall next week. At least dozen shows are in jeopardy. Page 22.

FCC schedules arena for pay cable, broadcaster gladiators. Oral argument is scheduled for Nov. 5, 6 and 7. Page 27.

To pay or not to pay – for copyright to "distant" television signals carried by cable systems – is question Supreme



At home and abroad. Top news story of week was resignation of Vice President Agnew and attendant speculation on successor. CBS-TV claimed to be first on air with 28-second Agnew bulletin at 2:34:19 last Wednesday (Oct. 10). Both CBS and NBC expanded half-hour news broadcasts that night to hour, as did ABC, in effect, by adding half-hour special in access time, 7:30-8. CBS came back with hour special at 10, and NBC devoted most of Thursday's "Today" show to story. Agnew coverage made secondary, for day at least, war reports coming in from Middle East. All networks were staying on top of that story, however, as demonstrated in this by-satellite scene of dead Syrian soldier by destroyed armored vehicle. Radio was active, too. In one instance, Group W reported setting up three-way audio feed among Jay Bushinsky in Tel Aviv, Joe Kamalick in Beirut and Gene Pell in London, with correspondents on both Israeli and Arab sides comparing military claims. At week's end, all broadcast organizations were standing by to put capper on Agnew story: nomination of his successor, scheduled by President Nixon at 9 p.m. Friday (Oct. 12).

Court has agreed to answer. It's welcome news to cable industry, which would have been stuck with adverse ruling of U. S. Court of Appeals in New York had high court denied cert. Page 28.

Some hear different drummer for cable. As does Edwin A. Deagle, who works at Cable Television Information Center, and who thinks future's in broadband distribution, not entertainment. Page 29.

Press loses second round in Florida

Florida Supreme Court has refused to reconsider its July 18 decision upholding 1913 state law imposing on newspapers equal-opportunities obligation similar to that broadcasters bear in covering political campaigns (*Broadcasting*, July 23). Court, in 6-to-1 decision, restated view that requiring newspapers to provide free space to candidates they attack — or give others space to attack — prevents newspapers from monopolizing public debate on political candidates and issues. *Miami Herald*, defendant in case, says decision violates First Amendment, intends to carry case to U. S. Supreme Court. Bills have been introduced in state legislature to repeal 60-year-old law.

Newsman under that CBS eye. Question of newsmen's accepting entertainment from actual or potential news sources, which has been big issue at some conventions of Radio Television News Directors Association, came up at last week's in Seattle when film crew went to work aboard boat carrying group of delegates to salmon-bake sponsored by Chrysler Corp. on nearby island. Film crew was from KIRO-TV Seattle, CBS affiliate, and was said to be working for CBS News's *60 Minutes*. Some delegates feared CBS News, whose officials have criticized such entertainment in past, planned to "expose" practice. CBS News sources in New York confirmed filming was for possible inclusion in projected *60 Minutes* story on "all kinds of news," would not say "expose" is or isn't anticipated.

Goodman antes \$10,000 from NBC toward national office for RTNDA

NBC President Julian Goodman urged Radio-Television News Directors Association last Friday (Oct. 12) to organize and staff national headquarters to take active role in explaining and defending rights of broadcast journalism. For starters, he offered RTNDA \$10,000 from NBC on matching basis.

Mr. Goodman, who received RTNDA's Paul White Memorial Award for services to journalism, told organization's international conference in Seattle (story, page 30) that as "most important" group in broadcast journalism, RTNDA should assume leadership in tackling growing problems of pressures on television and radio news coverage from various governmental sources and of public's attitude toward rights of newsmen. Mr. Goodman cited recent survey among government officials and opinion leaders showing number of respondents who said television newsmen should not have rights to protect sources and classified government information obtained from third-party sources was "greater than number who said newspaper men should have them."

In proposing that RTNDA undertake job of "explaining what broadcast journalism is all about," Mr. Goodman said NBC is prepared to donate \$10,000 for initial funding, with sole condition that at least one other company (network or group) match amount. But he stressed there would be need for funds on continuing basis, and suggested that RTNDA consider \$500 per year from each member station in top 50 markets, with dues schedule scaled downward through stations in markets below top 50.

In final business session Friday, RTNDA membership voted continuance of Washington office recommended by board earlier in week, but agreed question should be first priority of long range planning committee proposed by new president Bos Johnson (see "Headliners," page 6). Members also amended constitution to permit as active member, in addition to news director, station officer whose main responsibility is supervising news operations. Limit of four active members from same licensee in one city was restated.

RTNDA also voted new provision to code of ethics against mislabeling source of news. Move was aimed at practice of identifying as station's own electronic handouts from such non-news sources as government agencies.

Latest ratings boxscore

NBC-TV and CBS-TV — at 20.4 each — tied for first in average "overnight" Nielsen ratings for week of Oct. 1-7, according to estimates out Friday (Oct. 12). ABC-TV, whose ratings were included in overnights for first time that week, was shown with average of 17.1. CBS-TV claimed Tuesday, Thursday, Friday and Saturday nights, NBC-TV the rest. Two of this season's new series ranked in top 25: CBS's *Hawkins* (19th) and NBC's *Love Story* (22nd). Six new entries were rated in bottom 10; in descending order — ABC's *Toma*, CBS's *New Perry Mason*, NBC's *Needles and Pins* and *NBC Follies*, ABC's *Griff* and, in last two positions, ABC's *Bob & Carol & Ted & Alice* and CBS's *Calucci's Department*. NBC had 14 half-hours of new-series programming on air that week; they were said to average 18.0 rating and 29 share. CBS had seven half-hours averaging 16.4 and 27 share, ABC nine half-hours averaging 12.3 and 21.

That VHF-drop-in-genie keeps coming out of Tom Whitehead's OTP bottle, despite all protestations that nobody's really serious about it. Now FCC's engineering chief says he agrees it can be done, technically, but thinks economics have to be weighed in balance. And Commissioner Bob Lee, ever anxious for his UHF protectorate, says he wants look at OTP's study. Page 42.

Walter Cronkite's first fame in broadcasting came from football re-creations. Today, according to one opinion poll, he's the most trusted public figure in the nation. A Broadcasting "Profile." Page 57.

In Brief

Record nine months for RCA. Earnings for first nine months of 1973 climbed 15% from year-earlier results to record \$130.3 million on sales of \$3.1 billion, up 10% from last year's record, RCA Chairman Robert W. Sarnoff reported Thursday (Oct. 11). Per-share earnings were \$1.69 vs. \$1.47 year ago. Mr. Sarnoff said third-quarter results were highlighted by strong advances by NBC, RCA Global Communications and Hertz, RCA Records operated at loss in third quarter, "reflecting over-all domestic conditions," report said. For third quarter, ended Sept. 30, RCA sales reached record \$1.05 billion and earnings increased 14% from year ago to \$42.3 million, or \$0.55 per share vs. \$0.48 in 1972 third quarter.

Money's on the way. Congressional conference committees settled on appropriations bills for FCC and Office of Telecommunications Policy late last week. FCC will get \$39.86 million, \$3 million more than asked by White House. OTP, on other hand, will get only \$2.07 million, \$1 million less than requested, but half-million more than Senate originally was willing to dole out. FCC budget has been OK'd by House and awaits Senate nod; OTP's must go to both houses.

Hands across the sea. First winner of Directorate Award of International Council of National Academy of Television Arts and Sciences will be European Broadcasting Union. EBU's president, Charles Curran (of BBC, London), will accept citation, make keynote address at Nov. 19 awards ceremony in Plaza hotel, New York. Council also will award two Emmys at banquet - one for best documentary, other for best dramatic show among foreign TV programs not yet seen in U. S.

Protest. Civic Telecasting Corp., former owner of now-dark Dallas UHF, has asked FCC to reconsider approval of sale of KTBC-TV Austin, Tex., by Texas Broadcasting Corp. to Times-Mirror Co. Civic objected that commission granted sale application without resolving renewal challenge filed in 1971 by Civic against Times-Mirror Co.'s KDFW-TV Dallas.

Immovable object. Talk of reconsideration of license-renewal bill by House Communications Subcommittee, which reported it out last Tuesday (see page 13), was faintest whisper by week's end. Subcommittee Chairman Torbert Macdonald (D-Mass.) was standing by his vote. "No one has shown me yet how the bill would burden anybody," he said and labeled as "absurd" assertion of CBS/Broadcast Group president Jack Schneider that door to challenges would "open wider." On Thursday afternoon NAB President Vincent Wasilewski went up to talk things over with Mr. Macdonald, but no evidence was available afterward to indicate Mr. Macdonald had been swayed.

Hazardous business. Cameramen for WABC-TV and WCBS-TV, both New York, were beaten while covering Brooklyn funeral of son of reputed Mafia leader Paul Vario. One of alleged attackers was later arrested and charged with second-degree assault. Ray Platnick, 56, and Abraham Morochnik, 55, cameramen, were treated for cuts and bruises.

Late Fates. *Stu Gray*, director of media research, Wells, Rich, Greene, New York, named VP, research, NBC. *John A. Lack*, New York sales manager for CBS Radio Spot Sales, named general sales manager, WCBS (AM) New York. *Bruce L. Paisner*, VP, multi-media division, Time-Life Films, New York, named executive VP and chief operating officer; *John Vrba*, sales VP, named VP for western sales and programming, Los Angeles. *Arch C. Luther Jr.*, chief engineer, RCA broadcast systems, awarded 1973 David Sarnoff gold medal by Society of Motion Picture and Television Engineers. Honor is for contributions in magnetic video recording, including development of first quadruplex cartridge recording system. *James Hobson*, former reporter with Charlotte, N.C., *Observer* who is graduate of San Francisco law school, has been named special assistant to FCC General Counsel John Pettit.

Headliners



Mr. Johnson



Mr. Frawley



Mr. Myers

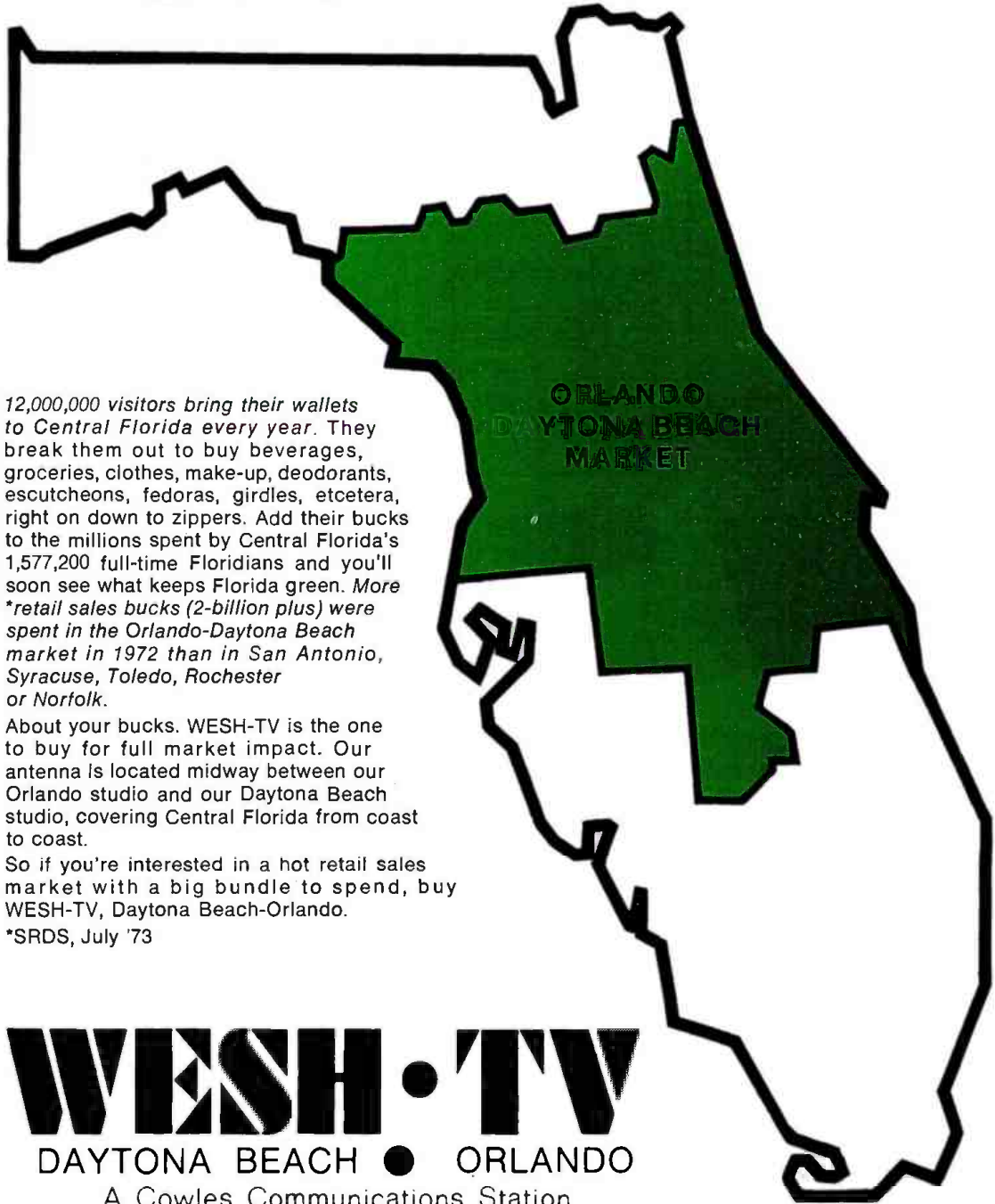
C. Bosworth Johnson, news director of WSAZ-TV Huntington, W. Va., and **Thomas Frawley**, Cox Broadcasting, Washington, were elected president and president-elect, respectively, of Radio-Television News Directors Association last week at Seattle convention. Mr. Johnson succeeds **Charles F. Harrison**, WGN-AM-TV Chicago; Mr. Frawley, who officially was chosen vice president but is president-elect under RTNDA constitution, takes place of **Travis Linn**, formerly of WFAA-TV Dallas, who resigned both affiliations earlier this year. In other RTNDA elections: **Paul M. Davis**, WCIA-TV Champaign, Ill., named treasurer to succeed Mr. Johnson; **Larry E. Maisel**, WDBJ-TV Roanoke, Va., and **Mike McGee**, KCMO (AM)-KFMU (FM) Kansas City, named to two-year terms as directors-at-large. (See story page 30.)

Thomas K. Myers, executive VP, Norman Craig & Kummel, New York, named president, replacing **Walter W. Bregman**, who is resigning. Mr. Myers joined NC&K in 1966, has been executive VP since 1971.

Marvin Josephson, president, Marvin Josephson Associates Inc., New York, talent agency active in TV packaging field, moves up to board chairmanship, remains chief executive officer. **Ralph S. Mann**, executive vice president, named president and chief operating officer.

Index to Departments	Changing Hands	16	Fates & Fortunes	44	Music	36
Broadcast Advertising	Closed Circuit	3	Finance	33	Open Mike	8
Broadcast Journalism	Datebook	8	For the Record	47	Playlist	41
Cablecasting	Editorials	58	Media	13	Profile	57
	Equip. & Engineering	42	Monday Memo	11	Programming	22

THE BUCKS STOP HERE



12,000,000 visitors bring their wallets to Central Florida every year. They break them out to buy beverages, groceries, clothes, make-up, deodorants, escutcheons, fedoras, girdles, etcetera, right on down to zippers. Add their bucks to the millions spent by Central Florida's 1,577,200 full-time Floridians and you'll soon see what keeps Florida green. *More *retail sales bucks (2-billion plus) were spent in the Orlando-Daytona Beach market in 1972 than in San Antonio, Syracuse, Toledo, Rochester or Norfolk.*

About your bucks. WESH-TV is the one to buy for full market impact. Our antenna is located midway between our Orlando studio and our Daytona Beach studio, covering Central Florida from coast to coast.

So if you're interested in a hot retail sales market with a big bundle to spend, buy WESH-TV, Daytona Beach-Orlando.

*SRDS, July '73

WESH-TV

DAYTONA BEACH ● ORLANDO

A Cowles Communications Station

REPRESENTED NATIONALLY BY KATZ TELEVISION.



Open Mike[®]

Quotes on quotas

EDITOR: An editorial in the Sept. 24 issue was entitled "Only the beginning," and I hope that our friends will realize that the title and content deserve their full consideration.

Since I dissented to the FCC's consideration of this in the first place, I can only thank you for giving my view much wider attention. We are just willing to give up too much for a bit of what might (or might not) be temporary security.—*Robert Wells, Harris Enterprises, Garden City, Kan.*

(The editorial questioned the wisdom of broadcaster support of the establishment of program quotas as standards for license renewal. Mr. Wells, who resigned from the FCC in November 1971 to return to the Harris group of radio stations, voted against the original issuance of the program-quota proceeding that has now been revived.)

EDITOR: Your editorial regarding FCC-determined standards for local programming is well put, but it doesn't quite cover the entire problem. The requirement to program 10% of total hours as "local" is staggering to the imagination; 15% would be catastrophic to the station, its audience, and to the station's economy. Just translate that "small" percentage into hours. We are on the air about 130 hours per week. That means 13 hours to 19 hours of programming. Assuming six are now news, where in the world would we find the talent and subject matter to fill 13 more hours with purely local and interesting material?

But carry that one step further. How can three stations in a market, or maybe four, fill 39-52 hours per week with interesting and meaningful material, and do it for one week, let alone 156 weeks to

the next renewal period? How would the public react to all of this? What would such overkill do really for the public? And how would such an FCC policy really serve that public?

Incidentally, our educational station is doing many hours of pure talk, news and such, but the only place it appears in the rating book is with *Sesame Street* or *Misterogers*. Should not the FCC be aware of the ETV role of "local" subject and perhaps leave the rest of us free to seek the level which the public will accept?—*David M. Baltimore, vice president, WBRE-TV Wilkes-Barre, Pa.*

A veteran's warning

EDITOR: It was interesting to help pioneer the business side of broadcasting. After retiring, I became rather fascinated with the future of cable. Lew Van Nostrand [vice president and general manager of WMT-TV Cedar Rapids, Iowa] and I bought the Fairfield, Iowa, cable system. Since then Cable Communications of Iowa has built or acquired six additional systems in small Iowa communities where cable is needed to bring in good color pictures.

It's a fascinating business with many of the elements we had going for us in the early days of broadcasting. One thing that I'm sure you recognize: If the broadcasters let the Congress give away the public's right to free sports, it will be a sorry day for both broadcasting and the public.—*William B. Quarton, Cable Communications Inc., Cedar Rapids, Iowa.*

(Mr. Quarton retired as president of WMT-TV after a long career that included chairmanship of the joint board of the National Association of Broadcasters. For another of his activities, see page 32.)

Talking up talk

EDITOR: I have heard and read in the past criticisms of radio telephone call-in programs as not benefitting the deserving, but exploiting militants or radicals, due to controversial topics that make good copy. I would like to voice an opinion to the contrary and offer the following example.

Not long ago on our local telephone show *Talk of the Town*, hosted by Bob Mangels, the topic was social-service welfare of foster children. A caller mentioned that she and her husband were white and foster parents of black children. The woman said that the foster parent division of our county's Social Services Department was going to take the children away because of the racial difference as well as other social problems. The listeners became so involved after this broadcast that marches were organized in support of the foster family. The following day, social service representatives were guests on our telephone program to answer questions. Two hours after leaving our studios, the director of social services informed us that the decision had been reversed in favor of the family.—*Alfred Dresner, vice president and general manager, WELV-AM-FM Ellenville, N.Y.*

At the beginning

EDITOR: Thanks for the new upfront summary and index. Where else can a broadcaster find so much industry information packed into so little space?—*John A. Schneider, president, CBS/Broadcast Group, New York.*

Datebook[®]

■ Indicates new or revised listing.

This week

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

Oct. 14-19—*Society of Motion Picture & Television Engineers* technical conference. Americana hotel, New York.

Oct. 15—Extended date for filing comments with FCC in matter of practices of licensees and networks in connection with broadcasts of sports events (Doc. 19773)

Oct. 15-18—Fall conference, *National Association of Broadcasters*. Hilton hotel, Hartford, Conn.

Oct. 15-17—*National Cable Television Association* Northeast cable expo. Speakers include FCC Commissioner H. Rex Lee, Representative John M. Murphy (D-N.Y.) and NCTA President David Foster. Granit II, Kerhonkson, N.Y.

Oct. 15-18—*Washington Journalism Center* con-

ference, "Has the President Too Much Power?" Watergate hotel, Washington.

Oct. 16—*Broadcast Advertising Club of Chicago* fall luncheon. Featured speaker: Herbert S. Schlosser, NBC-TV president. Sheraton-Chicago hotel.

Oct. 18—*Radio Advertising Bureau* sales clinic. Sheraton Renton Inn Airport, Seattle.

Oct. 16-17—Beginning television production seminar, sponsored by *Telemation Inc.* Minneapolis.

Oct. 17—*American Society of Composers, Authors and Publishers* Country Music Awards Dinner. Hillwood Country Club, Nashville, Tenn.

Oct. 17—*Radio Advertising Bureau* sales clinic. Burlingame Hyatt House, San Francisco.

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

Oct. 17-18—Sixth AM Directional Antenna Seminar of *National Association of Broadcasters*. Cleveland Engineering and Scientific center, Cleveland.

Oct. 18—*Association of Federal Communications Consulting Engineers* luncheon meeting. Featured speaker: Wilfred Dean Jr., assistant director for fre-

quency management, Office of Telecommunications Policy on "Spectrum Management in the Federal Government." Hotel Washington, Washington.

Oct. 18—*Radio Advertising Bureau* sales clinic. Sheraton Inn Airport, Los Angeles.

Oct. 18-19—Advanced television production seminar, sponsored by *Telemation Inc.* Minneapolis.

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

Oct. 18-20—*American Advertising Federation* 10th district meeting. Fairmont Mayo hotel, Tulsa.

Oct. 18-20—*American Law Institute* and *American Bar Association* joint committee on continuing legal education seminar: "Law and the Publishing and Entertainment Media." Featured speakers: Jack Valenti, president, Motion Picture Association of America and David Foster, president, National Cable Television Association. L'Enfant Plaza hotel, Washington.

Oct. 19—Regional convention, *Society of Broadcast Engineers*. Owego Treadway inn, Owego, N.Y.

Oct. 19-21—*American Women in Radio and Television*

Western area conference. Olympic hotel, Seattle.

Oct. 19-21—Annual meeting, *Massachusetts Broadcasters Association*. Speakers Include: Senator John Pastore (D-R.I.), Representative Torbert Macdonald (D-Mass.), and E. William Henry, Washington lawyer and onetime FCC chairman, Sheraton Islander inn, Goat Island, Newport, R.I.

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.

Also in October

Oct. 21-23—Annual convention, *North Carolina Association of Broadcasters*. Downtowner East, Charlotte.

Oct. 22-23—Fall conference, *National Association of Broadcasters*. Monteleone hotel, New Orleans.

Oct. 22-23—Annual convention, *North Dakota Broadcasters Association*. Ramada inn, Jamestown.

■ **Oct. 23**—*Hollywood Radio and Television Society* newsmaker luncheon, featuring Sam Cook Digges, president of CBS Radio. Beverly Wilshire hotel, Beverly Hills, Calif.

Oct. 23—*Radio Advertising Bureau* sales clinic. Ramada Inn, New Orleans.

Oct. 24—*Radio Advertising Bureau* sales clinic. Sheraton Peabody, Memphis.

Oct. 24-25—Fall conference, *National Association of Broadcasters*. Sheraton Biltmore hotel, Atlanta.

Oct. 24-27—Annual meeting, *Tennessee Association of Broadcasters*. Mountain View hotel, Gatlinburg.

Oct. 25—*Radio Advertising Bureau* sales clinic. Sheraton Oak Brook, Chicago.

Oct. 25-27—International conference on electrophotography, *Society of Photographic Scientists and Engineers*. Marriott Twin Bridges hotel, Washington.

Oct. 25-28—Annual Western region conference, *American Advertising Federation*. Town and Country hotel, San Diego.

Oct. 28—Second annual meeting, *Michigan News Broadcasters Association*. Kellogg center, Michigan State University, Lansing.

Oct. 28-31—Annual meeting, *Association of National Advertisers*. The Homestead, Hot Springs, Va.

Oct. 29—Pay TV forum, sponsored by *Paul Kagan Associates*. Century Plaza hotel, Beverly Hills, Calif.

Oct. 29-30—Fall conference, *National Association of Broadcasters*. Brown Palace hotel, Denver.

Oct. 29-Nov. 1—North central regional expo, *National Cable Television Association*. Arlington Park Towers, Arlington Heights, Ill.

Oct. 30-31—Beginning television production seminar, sponsored by *Telemation Inc.* Seattle.

■ **Oct. 31**—*Pulse Inc.* Man of the Year award to be presented to J. Leonard Reinsch of Cox Broadcasting and Cox Cable at Atlanta Broadcast Executives Club luncheon, Marriott hotel, Atlanta.

Oct. 31-Nov. 1—Fall conference, *National Association of Broadcasters*. Stanford Court hotel, San Francisco.

Oct. 31-Nov. 1—Central region annual meeting, *American Association of Advertising Agencies*. Ambassador hotel, Chicago.

November

Nov. 1—Deadline for filing comments with *FCC* in matter of inquiry and proposed rulemaking on combination advertising rates and other joint sales practices between cable TV systems and broadcast stations and between commonly-owned stations in separate markets.

Nov. 1-3—Advanced television production seminar, sponsored by *Telemation Inc.* Seattle.

■ **Nov. 2-4**—*Maryland-D.C.-Delaware Broadcasters Association* annual fall convention: "The Economics of Broadcasting—Phase IV." Washingtonian motel and Country Club, Gaithersburg, Md.

Nov. 2-5—Annual meeting, *Texas Association of Broadcasters*. San Antonio.

Nov. 2-12—Ninth *Chicago International Film Festival* with categories including television production and television commercials. Contact: Film Festival, 12 East Grand Avenue, Room 301, Chicago 60611.

■ **Nov. 5-7**—Oral argument on pay cable (see story, p. 27). *FCC*, Washington.

Nov. 6-7—Beginning television production seminar, sponsored by *Telemation Inc.* Portland, Ore.

■ **Nov. 6-8**—Cable communications seminar, sponsored by *National Cable Television Association*. Texas A&M University, Bryan, Tex.

Nov. 8-9—Advanced television production seminar, sponsored by *Telemation Inc.* Portland, Ore.

Nov. 9-11—Meeting, board of trustees, Educational

VOLUME 18

28 motion pictures
...25 in color

WARNER BROS. TELEVISION



A WARNER COMMUNICATIONS COMPANY

BEELINE[®] RADIO

BIGGER THAN
43 STATES IN
EFFECTIVE BUYING
INCOME

Only California, New York, Illinois, Pennsylvania, Texas, Ohio and Michigan have more EBI than the combined coverage area of the four Beeline Stations.*



Smart advertisers buy the Beeline

**KFBK SACRAMENTO • KBEE MODESTO
KMJ FRESNO • KOH RENO**



Sources: Sales Management, Survey of Buying Power, 7/72.
Map showing composite 0.5MV/M Daytime contour of McClatchy Beeline Stations.
*McClatchy Research Dept. estimate.

McCLATCHY BROADCASTING
REPRESENTED NATIONALLY BY KATZ RADIO

Major meeting dates in 1973-74

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. 26-29—Annual meeting, *Television Bureau of Advertising*. Hyatt Regency hotel, Houston.

Nov. 28-Dec. 1—Fall convention, *California Community Television Association*. Las Vegas Hilton hotel, Las Vegas.

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.

May 8-12, 1974—Annual convention, *American Women in Radio and Television*. New York Hilton, New York.

NAB fall conference schedule:
Oct. 15-16, Hilton hotel, Hartford, Conn.;
Oct. 17-18, Marriott hotel, Chicago; **Oct. 22-23**, Monteleone hotel, New Orleans; **Oct. 24-25**, Sheraton Biltmore hotel, Atlanta; **Oct. 29-30**, Brown Palace hotel, Denver; **Oct. 31-Nov. 1**, Stanford Court hotel, San Francisco.

Foundation of *American Women in Radio and Television Inc.* Minneapolis.

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

Nov. 11-15—Annual conference, *Public Relations Society of America*. Sheraton-Waikiki hotel, Honolulu.

Nov. 11-16—International film and TV festival of New York, sponsored by *International F.T.C. Corp.* New York.

Nov. 12-14—Annual conference, *National Friends of Public Broadcasting*. Marriott hotel, New Orleans.

Nov. 12-16—Media Fair '73, sponsored by depart-

ment of radio-TV-film, *University of Wisconsin*, Oshkosh.

Nov. 13-14—Beginning television production seminar, sponsored by *Telemation Inc.* Glenview, Ill.

Nov. 14-16—Eighteenth annual seminar, *Broadcasters Promotion Association*. Sheraton Cleveland hotel, Cleveland.

Nov. 14-16—International Film & TV Festival of New York. Americana hotel, New York. Contact: International Film & TV Festival, 251 West 57th Street, New York 10019.

Nov. 15-16—Advanced television production seminar, sponsored by *Telemation Inc.* Glenview, Ill.

Nov. 15-16—Annual fall meeting, *Oregon Association of Broadcasters*. Valley River Inn, Eugene.

Nov. 15-17—Mid-American regional expo, *National Cable Television Association*. Crown Center hotel, Kansas City, Mo.

Nov. 16-18—Meeting, board of *American Women in Radio and Television*. New York Hilton hotel, New York.

Nov. 26-27—*National Cable Television Association* board meeting. Las Vegas, Hilton, Las Vegas.

Nov. 26-29—Annual meeting *Television Bureau of Advertising*. Hyatt Regency, Houston.

Nov. 27-28—Beginning television production seminar, sponsored by *Telemation Inc.* Los Angeles.

Nov. 29-30—Advanced television production seminar, sponsored by *Telemation Inc.* Los Angeles

Nov. 28-Dec. 1—*California Community Television Association* fall convention. Las Vegas Hilton hotel.

December

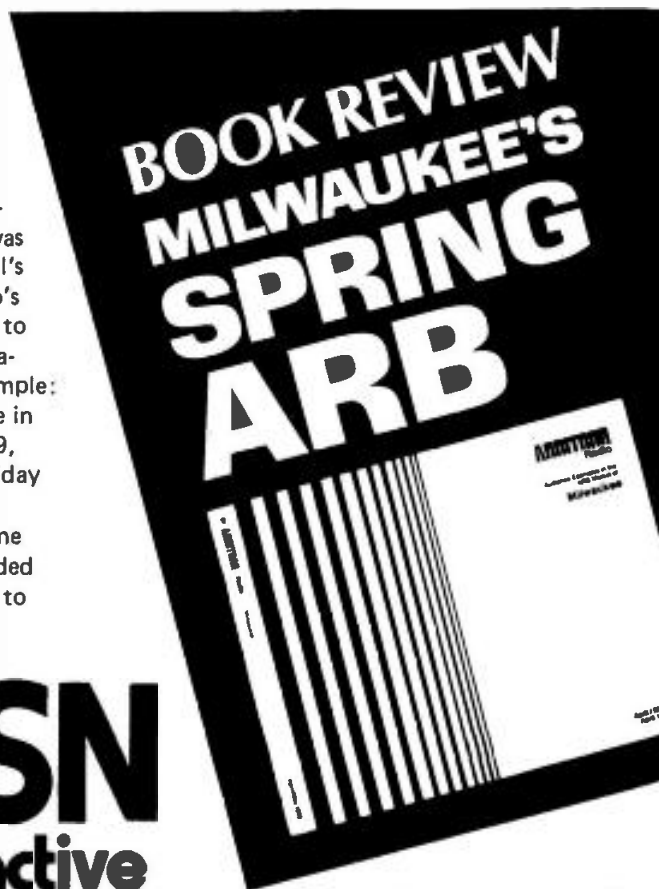
Dec. 3—Deadline for filing reply comments with FCC in matter of inquiry and proposed rulemaking on combination advertising rates and other joint sales practices between cable TV systems and broadcast stations and between commonly-owned stations in separate markets.

Dec. 5—Deadline for entries in *Retail Advertising Conference* awards contest. Categories include radio and TV spots and campaigns. Contact RAC, 32 West Randolph Street, Chicago 60601.

Dec. 9—Annual Academy Ball, Hollywood chapter, *National Academy of Television Arts and Sciences*. Honored will be Bud Yorkin and Norman Lear and their associates. Beverly Hilton hotel, Beverly Hills, Calif.

Here's a book that will delight any media buyer because of its basic simplicity. WISN (Milwaukee's Radioactive station that was such a hit in last Fall's issue) plays the hero's role. We don't want to give the whole plot away, but here's a sample: WISN is number one in target adults, 25 - 49, Monday through Friday in the metro survey area. This two-volume classic is recommended for anyone who has to deliver adults in a big way.

WISN
radioactive
50,000 watts



John Hinkle
Vice President
General Manager

Mg

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman*.
Lawrence B. Taishoff, *president*.
Maury Long, *vice president*.
Edwin H. James, *vice president*.
Joanne T. Cowan, *secretary*.
Irving C. Miller, *treasurer*.

Broadcasting TELEVISION®

Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone: 202-638-1022.

Sol Taishoff, *editor*.

Lawrence B. Taishoff, *publisher*.

EDITORIAL

Edwin H. James, *executive editor*.
Donald West, *managing editor*.
Rufus Crater (New York), *chief correspondent*.
Leonard Zeidenberg, *senior correspondent*.
J. Daniel Rudy, *assistant to the managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Alan Steele Jarvis, Don Richard, Michael Shain,
assistant editors.
Ann Cottrell, Carol Dana, Thomas Hundley,
staff writers.
Michael R. Starling, Patricia Thach,
Susan Woolhiser, *editorial assistants*.
Lucille DiMauro, *secretary to the editor*.

SPECIAL PUBLICATIONS

Art King, *director*; Joseph A. Esser, *associate editor*; Gerald Lichtman, Howard Moss.

ADVERTISING

Maury Long, *general sales manager*.
David N. Whitcombe, *director of marketing*.
John Andre, *sales manager—equipment and engineering*.
David Berlyn, *Eastern sales manager (New York)*.
Bill Merritt, *Western sales manager (Hollywood)*.
Stan Soifer, *sales manager—programming (New York)*.
Lynda Dorman, *classified advertising*.
Doris Kelly, *secretary to the general sales manager*.

CIRCULATION

Bill Criger, *circulation manager*.
Kwentin Keenan, *subscription manager*.
Patricia Johnson, Jean Powers, Odell Jackson.

PRODUCTION

Harry Stevens, *production manager*.
Bob Sandor, *production assistant*.
Laurie Endter.

ADMINISTRATION

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

BUREAUS

NEW YORK: 7 West 51st Street, 10019.
Phone: 212-757-3260.
Rufus Crater, *chief correspondent*.
Rocco Famighetti, *senior editor*.
John M. Dempsey, *assistant editor*.

David Berlyn, *Eastern sales manager*.
Stan Soifer, *sales manager—programming*.
Susan Yang, Harriette Weinberg, *advertising assistants*.

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

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



* Reg. U.S. Patent Office.
© 1973 by Broadcasting Publications Inc.

Monday Memo®

A broadcast advertising commentary by David McCall, chairman, McCaffrey & McCall, New York

Some myths and some facts about American advertising

In a nation of 200 million people, the right to advertise is, I believe, essential to a business system based on competition. If it is to the best interests of the U.S., and I believe it is, to have many centers of power, advertising is essential.

There are a number of threads that weave their way through the arguments of the well intentioned people who wish to restrict freedom of speech in advertising, and I will discuss each one in turn. The first is the "myth of the defenseless consumer." The second is the notion that the role of advertising should be restricted to the delivery of objective product information. The third is the profound belief that advertising is all-powerful and that once business makes up its mind to sell a product or an idea and unleashes the force of advertising, it never fails. The fourth is that self-policing by the advertising business is worthless. The fifth is the notion that a super government bureau overseeing advertising would protect and aid the consumer.

Let's examine the myth of the defenseless consumer. Here are a couple of facts. In 1972 the median family income in the United States was \$11,116. In the midst of rampant inflation, the average family has to pay taxes, provide shelter, buy food, buy drugs, send children to school and college, provide medical care, buy insurance, provide transportation, clothe and amuse themselves from this sum of money. This is no mean feat and I submit that it is only the most sublime snobbery that could lead one to the conclusion that families that manage to live within this median income are a bunch of simple-minded suckers who cannot make rational choices without the help of consumer groups and the government. The fact is, as any marketer knows all too well, that the American family, and particularly the American housewife, is a very canny buyer indeed.

Strangely enough, most of the consumer groups seem most active in defending the middle-class and upper-class consumer who least needs their help. The poor find few champions and it is in the economic ghettos of our country, urban and rural, that the defenseless consumer can be found. I do not believe it is the average consumer whom the consumer groups are mobilizing. But experience tells me it certainly is the black, the Puerto Rican, the Mexican-American and the white who has made the all-American error of being poor.

The second myth is the notion that the role of advertising should be restricted to the delivery of objective product information. In fact, all advertising is advocacy, an attempt to persuade the consumer that



In 1962, David McCall, with James J. McCaffrey, bought a substantial interest in what was then the C. J. LaRoche agency. The agency was renamed McCaffrey & McCall in 1972, and now bills \$56 million yearly. Mr. McCall is a copywriter by trade and was senior vice president and copy chief at Ogilvy Benson & Mather before moving out on his own. He presently is chairman and chief executive officer of McCaffrey & McCall. This "Monday Memo" is adapted from a speech Mr. McCall gave last month to the Magazine Publishers Association.

the product or service or idea being set forth is a good one, if not a superior one. The consumer understands that advertising is advocacy. He or she would consider it to be pretty foolish behavior for a manufacturer not to put his best foot forward in an advertisement or commercial.

It happens that the presentation of a lot of factual information is a very powerful selling vehicle indeed. But there are product categories and advertising problems that are not best solved by reams of product information. Perfume. Fashion. Cosmetics. Hot dogs. Much perfume is made, as you know, with a base of ambergris, which is the morbid excretion in the alimentary canal of the sperm whale. I submit that this piece of product information has little to do with what a woman wants to know about perfume and might even prove counterproductive to her understanding of Chanel No. 5.

The third myth that afflicts our reformers is that advertising is all-powerful. When Vance Packard said that there was something called subliminal advertising, the reformers believed every unsubstantiated word of it. The consumerists, in their earnest way, are far more true believers in advertising than its practitioners—because they have been mercifully removed from the realities of the marketplace and we cannot escape knowledge so easily. I happen to be the man who wrote the advertising for Rinso soap, which backed by \$5 million, did absolutely nothing to convince American women that soap was

better than detergents. DuPont developed Corfam as a replacement for shoe leather and spent tens of millions of dollars in an utterly unsuccessful attempt to persuade people that Corfam was good for them. The mortality rate for new products is more than 50%, as reported by A. C. Nielsen. And usually for the same reason—the consumers don't like it.

The fourth myth is that self-policing by the advertising business is worthless. I have to confess that I had many reservations about the effectiveness of self-policing myself when it was first proposed. But it seems to me that the National Advertising Review Board has been set up with great care and has performed its job with diligence and rectitude.

One of the disappointments to the consumer advocates is how few complaints there have been about national advertising. As of July 31, 1973, a total of 563 complaints had been received by the National Advertising Division of the Better Business Bureaus. Of these 175 were dismissed, 110 were upheld and 186 were administratively closed. And there is an interesting trend among the complaints that the division does receive. An ever-increasing percentage of them do not come from consumers or from consumer advocate groups. They are coming from competitors whose own ox is being gored either in fact or in the opinion of the complainant.

The fifth myth is that a super government bureau for consumer protection would be of aid and benefit to the consumer. Any student of government regulatory bodies has a right to some skepticism in this matter.

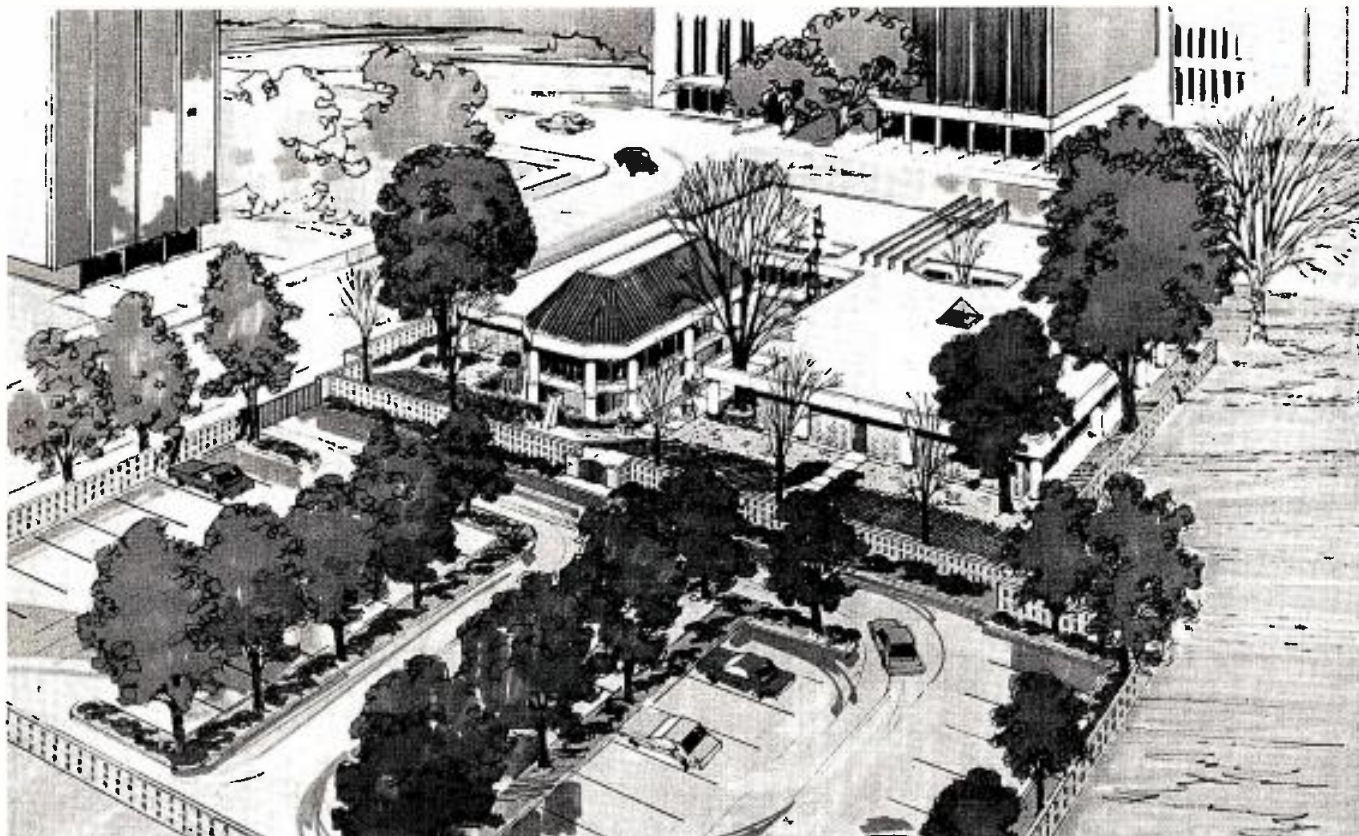
The Interstate Commerce Commission has set rail rates and protected the public from the abuses of railroads since 1887. There have been other factors, to be sure, but the consumer now has virtually no rail service to be served by and what it has isn't all that cheap. The Civil Aeronautics Board may prove in time to do as much harm to the consumer's best interests in the air-transportation world.

What on earth should make us think that a super consumer-protection agency would act with fairness and justice? We have had enough evidence in the last year that concentration of power is a very real temptation to evil in Washington.

As Senator Sam Ervin said:

"If government at any level ever assumes the authority to prohibit absolutely the advertisement of perfectly legal products, if it ever assumes the role of final arbiter as to what is truth in advertising, if it develops the power to dictate to the people what they should buy and for what reason, then not only will the dissemination and exchange of economic ideas be dead, but freedom in all its many facets will soon disappear from our land."

This is how we saw Country music in 1940



In 1940, BMI believed Country was a big part of the future music scene. We started giving all Country writers and publishers a way, for the first time, to protect their performance rights.

As the number of our Country writer and publisher affiliates grew, we outgrew our first Nashville space. And kept outgrowing it. In 1964, we opened on Music Row. And now we need more room.

So we're tripling our Nashville quarters, by adding another 11,500 square feet of modern, completely equipped space; big new conference rooms, executive offices, film projection facilities... all designed to serve you better.

We're continuing to invest in a Country future, affirming our way of saying, after 33 years, we continue to believe in Country music.

Broadcast Music Incorporated 

Media

Renewal relief takes turn for the worse

Macdonald subcommittee writes bill giving challengers advantage if their promises exceed performances of the attacked renewal applicants, but broadcasters hope to salvage other provisions, including a ban on case-by-case dismemberments

In a speedy mark-up session, the House Communications Subcommittee last week voted out a hybrid license-renewal bill containing a provision that would direct the FCC to strip incumbents of their stations if rival applicants promised superior services. The action was taken on Tuesday afternoon (Oct. 9). By Wednesday morning some subcommittee members wondered what they had done and how to undo it.

The "superior service" provision was an amendment to a draft bill constructed largely from a measure introduced by Representative Fred Rooney (D-Pa.) (BROADCASTING, Sept. 24). The amendment, submitted unexpectedly by Lionel Van Deerlin (D-Calif.), was adopted on a 4-to-2 vote, split cleanly down party lines. It substituted for a Rooney provision that would have given incumbents an edge on competing applicants on a showing that their operation had

"substantially" met the needs and interest of their community.

"I don't think they really knew the implications of what they were doing," a congressional staff member said.

In the aftermath, pressures began building in and outside Congress for a subcommittee review. It was pointed out that instead of offering broadcasters the relief they had sought from long and costly defenses of their licenses against untested challengers, the Van Deerlin amendment would shove the heads of broadcast licensees farther into the noose at renewal time.

Another amendment was also offered by Mr. Van Deerlin but rejected by all five of the other members present. It would have required the FCC to hold hearings on all protested transfers. Other congressmen pointed out that the amendment would effect a radical decline in station sales.

Other parts of the subcommittee bill were to the broadcasters' liking. Among them:

- The FCC would be prohibited from restructuring the industry case by case. A renewal applicant's multimedia holdings, management structure and non-broadcast interests would be excluded as issues in a comparative case if they conformed to FCC rules.

- License periods would be extended from the present three years to four. This was a modification of the original Rooney bill which contained a broadcaster-endorsed five-year term.

- Petitions to deny renewal applications would have to be filed within the time periods established by FCC rules. This would eliminate by law a common

FCC practice of accepting late filings by citizen groups.

Other provisions of the bill drew less acclamation:

- The FCC would be directed to make rules requiring broadcasters to "negotiate" with "persons who are critical of operations of such stations." A failure to abide by the negotiating rules would be "weighed" against the licensee at renewal time.

- Appeals of FCC decisions would be heard in appellate courts for the circuit in which the plaintiff resides. Most appeals are now heard in Washington.

- The FCC would be instructed to study the Communications Act for obsolete parts that could be eliminated. A report to the House Commerce Committee would be ordered within six months after passage of the legislation.

FCC officials felt the six-month time limit on a re-regulation study was "unrealistic." They believe that a more "evolutionary" style of re-regulation should be allowed to take its course.

Spokesmen for the NAB and the networks expressed basic support for the bill as it stood before the Van Deerlin amendment. "Unfortunately," said Grover Cobb, senior executive vice president of the NAB, "with that amendment included, the bill constitutes a major change in communications policy."

John A. Schneider, president of the CBS/Broadcast Group, said, "In its desire to close the door on potential challenges, the subcommittee has actually pushed that door wide open."

FCC officials joined the NAB in indicating a lack of enthusiasm for setting up the machinery to bring broadcasters



They did it. These six members of the House Communications Subcommittee walked into an executive session last Tuesday (Oct. 9) and walked out 35 minutes later having voted up to the parent Commerce Committee a license-renewal bill that contained most of the things broadcasters were hoping for—and quite a bit more that they weren't. The vote was 5-to-1. The ayes (l to r):

Chairman Torbert Macdonald, Fred Rooney (whose bill it was they were working on), Lionel Van Deerlin (whose amendment changed the bill's character), Goodloe Byron and James Collins (the one Republican voting for the bill). The nays: Barry Goldwater Jr. Absent: Democrat John Murphy, Republicans Clarence Brown and Louis Frey Jr.

Van Deerlin's dynamite. When the House Communications Subcommittee came together last Tuesday (Oct. 9) to vote on the license-renewal bill, California's Mr. Van Deerlin had the following language ready as a substitute for subparagraph (B) of the working draft. It carried by a 4-to-2 vote.

"(B) If a licensee applies, in accordance with section 308, to the commission for renewal of his license to operate a broadcasting station, and if any other person files, in accordance with such section, a competing application with the commission for the issuance to such other person of an instrument of authorization for the same broadcast facility, the commission shall, upon the expiration of the license for which the renewal application is filed, grant such renewal application if it finds, after a comparative hearing in accordance with section 309(e), that—

"(i) the licensee is legally, financially, technically, and otherwise qualified to hold the license, under the provisions of this Act and the rules and regulations of the commission, to operate such broadcasting station,

"(ii) the licensee during the term of the license sought to be renewed is substantially attuned to the needs and interests of the public in its service area and provides program service and performs broadcast operations which are responsive to such needs and interests,

"(iii) the operation of such broadcasting station during such term has not been characterized by any serious deficiency, and

"(iv) none of the competing applications offers proposals for broadcast operations and program service which are clearly superior to those of the renewal applicant and demonstrates that such proposals can and will be implemented."

and complaining citizens together. FCC chairman Dean Burch had stated in earlier hearings that additional staff would be needed to carry out the new function. The NAB does not approve of the provision that would weigh commission deliberations on renewals against licensees if negotiations failed.

Sources at the Office of Telecommunications Policy said unofficially that OTP would "find it hard to support" the bill as it now stands. Director Clay T. Whitehead had offered White House-drafted legislation that offered stability to the renewal process, which the Van Deerlin amendment clearly does not.

A spokesman for Representative Rooney also noted that he would like to see a revision in the language of the "court of review" section, to change the scene from the appeals court in the plaintiff's circuit to the circuit where the renewal applicant operates.

"If that isn't changed," Mr. Rooney's aide said, "these appeals will still end up in the Washington court since most of the citizen groups are based here."

Absent from last Tuesday's mark-up session was the ranking minority member, Clarence J. Brown (R-Ohio). Mr. Brown was in Ohio. A spokesman for Mr. Brown said that the congressman was "not pleased at all" with the bill that was reported out and would probably call upon the chairman of the subcommittee, Torbert Macdonald (D-Mass.), to reconsider it.

Representative Rooney also talked of efforts to get the bill reconsidered (and rewritten) by the subcommittee.

Another course of action for opponents of the Van Deerlin amendment would be to clean up the bill when it goes before the parent Commerce Committee. Mr. Van Deerlin's aides felt the amendment had little chance of getting past the full committee on its way to the floor. Speculation as to why Democratic members of the subcommittee had voted for the meas-

ure on Tuesday and then denounced it on Wednesday was that they seemed more concerned with "getting the bill out as quickly as possible," as one aide observed.

If Representative Rooney can find support among subcommittee members, he says he will fight for a revival of his original two-page bill. If not, he will settle for a few changes in the language of the subcommittee's bill and the expulsion of the Van Deerlin amendment.

Voting for the Van Deerlin amendment were Mr. Van Deerlin, Chairman Macdonald, Mr. Rooney and Goodloe E. Byron (D-Md.). Against it were James M. Collins (R-Tex.) and Barry Goldwater Jr. (R-Calif.).

On the final vote on the main bill, Mr. Collins joined the four Democrats in favor, Mr. Goldwater voted against it.

Commercial radio arrives in Britain

News and entertainment outlets to give BBC a run for the money

Commercial radio began operations in Britain last Monday (Oct. 8) when London Broadcasting Co. launched an all-news station.

A second commercial radio outlet, Capital Radio Co., London, is scheduled to go on the air tomorrow (Oct. 16) with an entertainment format. Both the all-news and the entertainment stations will be on the air 24 hours per day, seven days a week.

The stations are the first of about 60 commercial radio stations licensed by the government to blanket Britain's main cities. They are expected to provide stiff competition for the 20 stations operated by the British Broadcasting Corp.

London Broadcasting also will provide news—in script and audio form—to other commercial radio stations in Britain. It has signed with ABC News for daily feeds of national and international reports

("Closed Circuit," Sept. 24) and with UPI Audio News for transmissions from the U.S. and London.

The entertainment station, Capital Radio, plans to broadcast music programming about 14 hours a day, supplemented by phone-in programs, interview shows and feature and news broadcasts.

A spokesman for the British Information Services in New York said stations have been authorized to carry nine minutes of commercial time per hour.

Red Lion wins a point

Review board concedes that applicant for ch. 49 in Red Lion should not be judged solely on WXUR record

The FCC review board has freed Red Lion Broadcasting Co. from the necessity of seeking a construction permit for a new UHF television station on the basis of a hearing record on which it was virtually certain to lose. The record is that of the hearing on the renewal applications for WXUR-AM-FM Media, Pa., which the commission denied in 1970.

Obtaining additional evidence on the record of John H. Norris, the link between the two cases, would be helpful to the commission, the board said.

Mr. Norris is vice president, director, prospective general manager and 10% stockholder of the applicant for channel 49 in Red Lion, Pa., and president, general manager and director of the licensee of the Media stations. Mr. Norris is also the son of the Rev. John M. Norris, 90-year-old owner of the broadcasting company, which owns WGB-AM-FM Red Lion.

The commission has deferred action on Red Lion's channel 49 application since it was filed in 1968, because of the then-pending hearing on the WXUR-AM-FM licenses.

The stations were owned by Faith Theological Seminary, headed by Dr. Carl McIntire.

The commission noted that the fairness-doctrine issues which were involved in the WXUR proceeding were relevant to the channel-49 case. It designated as issues the question of Mr. Norris's record at WXUR, as reflected in the record, and the question of whether Red Lion would comply with the doctrine, in light of the same evidence.

Taking that as his cue, Administrative Law Judge Forest L. McClenning held

Love is the best policy. Whoever stole one of the two playback cartridge machines belonging to WEXR-(FM) Exmore, Va., had a change of heart when the station broadcast a plea for its return and dedicated the sixties pop hit, "What the World Needs Now is Love," to the burglar. The thief called General Manager Jim Rew's home and said the equipment could be found under a bridge. It was; the only cartridge missing from the machine, however, was a public-service spot provided by the Virginia state police.

that the evidence in the channel-49 case should be restricted to the material presented in the wxUR proceeding.

But Red Lion, in its appeal to the review board, said that if the ruling were allowed to stand and the Norrises were not allowed to present their own evidence, their statutory right to a full hearing would be violated. Red Lion noted that the elder Norris had no interest in the Media stations and that the son was only one of 11 directors of the licensee corporation, and that neither was a party to the wxUR case.

The board rejected Red Lion's request that the references to the wxUR proceeding be deleted. But it said there is no impediment to the introduction of additional or mitigating (but not conflicting) evidence concerning the record of John H. Norris in the operation of the wxUR stations.

Indeed, the presentation of a complete record would help in assessing Red Lion's qualifications to be a licensee, the board said.

Character qualifications, new stations and transfers: FCC puts it down on paper

The FCC has issued guidelines indicating when it will defer action on applications for new stations or for buying or selling them as a result of questions concerning the applicants' basic character qualifications.

The commission has been acting on such applications on a case-by-case basis. But it says that the "increasing number" of them makes it "appropriate to issue certain broad guidelines in this area."

Where an applicant or prospective purchaser is involved, the commission said, it will defer action when the unresolved basic character qualifications are part of a license-renewal or revocation proceeding resulting from either a commission investigation or a pending criminal proceeding involving a felony, or one where the alleged criminal misconduct involves moral turpitude.

Where a prospective seller is involved, the commission said, action will be held up on the sale if there is a pending renewal, revocation or investigative proceeding involving the station to be sold.

In all other situations, the commission said it will consider the nature of the questions raised and "other compelling public-interest factors." If it finds the public interest will be served by a grant, the commission said, it will issue one subject to the outcome of the pending proceeding. If a public-interest finding cannot be made, action on the application will be deferred.

The commission said that the guidelines do not apply to renewal applications or to applications for modification of existing facilities since those applications relate to facilities operated by the same licensee.

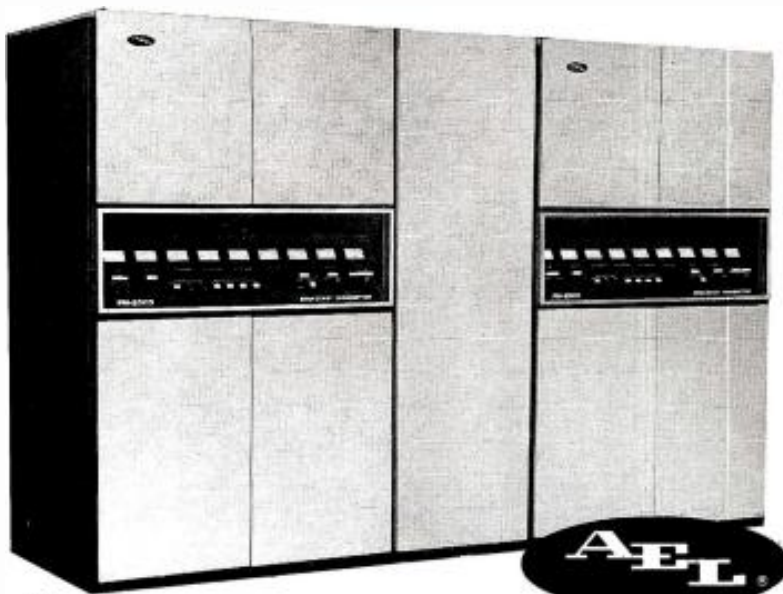
AEL transmitter features: ...five-year warranty ...twenty-year parts availability.

The new AEL FM-25/25KD was designed to provide exceptionally high power FM broadcasting service with a high degree of redundancy and reliability to meet power level requirements of up to 50KW TPO.

To get it, we combined two AEL FM-25KD 25KW FM transmitters, whose combined outputs are connected to the antenna through a true 90° hybrid combiner.

If you're impressed so far, just wait until you see the specs and hear the whole story.

THE NEW AEL FM-25/25KD BROADCAST TRANSMITTER Packs a 50KW TPO Wallop!



AMERICAN ELECTRONIC LABORATORIES, INC.
P. O. Box 552, Lansdale, Pa. 19446 • (215) 822-2929 • TWX: 510-661-4976 • Cable: AMERLAB



Hands across Houston. The climax to 18 months of planning and building by 16 Houston radio stations came Oct. 1 with the presentation of a campus radio station to Texas Southern University in that city. The purpose behind the TSU project is to afford the radio industry another source for trained black radio personnel. The FM station, on 90.9 mhz. with 10 watts, will use the KTSU call letters. It will be staffed by students under the supervision of Lucious New Jr., general manager. The Houston stations will furnish guest instructors and other assistance as requested by the university. Project participants and school officials on hand for the dedication (l-r): Bob Chandler, vice president-general manager of KENR(AM); Dickie Rosenfield, president and general manager of KILT-AM-FM; Ron Sack, vice president and general manager of KXYZ(AM)-KAUM(FM); David H. Morris, president and general manager of KNUZ(AM)-KQUE(FM); G. M. Sawyer, president of TSU; Dr. J. Carrol Chadwick, vice chairman, board of regents of TSU; Bill Bosse, vice president and general manager of KULF(AM)-KYND(FM); Edward Howard, general manager of KYOK(AM); Gene Arnold of KODA-AM-FM, and Mike Petrizzo, vice president and general manager of KCOH(AM). Representatives of KPRC(AM), KIKK-AM-FM and KTRH(AM)-KLOL(FM) are missing from picture. Mr. Morris served as chairman of the project.

Changing Hands

Announced

Following sales of broadcast stations were reported last week, subject to FCC approval:

▪ **KTAP(AM)** Austin, Tex.: Sold by Kingstip Communications Inc. to Advance Inc. for estimated \$300,000. Henry B. Tippie is president of Kingstip Inc. which also operates KTVV-TV and KHI-FM, both Austin. R. Miller Hicks and Norman Fischer, principal owners of Advance, also operate KRMH(FM) San Marcos-Austin. Mr. Fischer also heads communications department of R. Miller Hicks & Co., brokers. KTAP is daytimer on 970 khz with 1 kw.

▪ **WIXZ(AM)** McKeesport, Pa.: Sold by WWZ Co. to Renda Broadcasting Corp. for estimated \$1 million. WWZ is owned by Joseph Zingali, Norman Wain and Robert Weiss. Anthony F. Renda is sole stockholder of Renda Broadcasting. Mr. Renda also has interest in WOHT(AM) East Liverpool, Ohio. WIXZ operates full time on 1360 khz with 5 kw day and 1 kw night. Broker: R. C. Crisler & Co.

Approved

The following transfers of station ownership have been approved by FCC (for other FCC activities see page 47):

▪ **KBMT(TV)** Beaumont, Tex.: Sold by Sabine Broadcasting Co. to Harbour Television Systems Inc. for \$3 million. John Nichols is president of Sabine Inc. A. O. Banning and William G. Hill are principal owners of Harbour Television. Mr. Banning owns trucking firm in Oklahoma City and Mr. Hill is general manager of KBMT(TV). KBMT is ABC affiliate on channel 12 with 316 kw visual and 31.6 kw aural and antenna height 1,000 feet above average terrain.

▪ **KNIT-AM-FM** Abilene, Tex.: Sold by Key City Broadcasters Inc. to West Texas Media Inc. for \$265,000. Frank Juneii is president of Key City. Drs. Frank J. Gerow and Page W. Nelson, physicians, are principals of buying group. They also have interest in KZFM(TV) Corpus Christi, Tex. KNIT(AM) is daytimer on 1280 khz with 500 w. KNIT-FM operates on 105.1 mhz with 49 kw and antenna

What makes them twitch. Competition from cable TV heads the list of eight pressing problems identified in a poll released by the New York State Broadcasters Association. With more than 30 NYSBA stations participating in the survey, cable competition received 22 votes. Close behind were renewal paperwork (21 mentions), federal involvement in local-station operation (20), and rules governing political broadcasting (19). Also identified were state involvement in local-station operation (9), labor problems (7), lack of qualified technicians (5) and lack of new quality music product (2).

**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

**WEST
\$525,000**

Fulltime AM non-directional. Good dial position. Class C FM application included. Growth area. All recreation. Beautiful studios. Transmitter real estate. Very profitable. Attractive terms for experienced, qualified buyer.

Call Roy Rowan or Colin Selph
in our Beverly Hills office.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30309
1655 Peachtree
Road, N.E.
(404) 873-5626

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

73-55

Signals checked. The FCC has revised the composite week designated for use with 1974 license-renewal applications, after discovering that one of the "typical" days it had selected—Dec. 11, 1973—turned out to be not so typical: It was the day Apollo 17 landed on the moon. So the FCC moved its typical Monday back one week, to Dec. 4, 1972.

The revised composite week: Sunday, April 8, 1973; Monday, Dec. 4, 1972; Tuesday, March 27, 1973; Wednesday, Aug. 9, 1972; Thursday, May 31, 1973; Friday, Oct. 13, 1972; Saturday, Jan. 6, 1973.

Broadcasters whose licenses expire before Feb. 1, 1974, have the option of using either Dec. 11 or Dec. 4.

Burch rejects heavy hand. After almost four years as chairman of the FCC, Dean Burch says he no longer has the "instinctive mistrust of governmental fiat" with which he entered office. Now he has "confirmed mistrust." The chairman offered this self-analysis in remarks on Oct. 5 to the New Orleans Chamber of Commerce, to which he said he practices "regulatory minimalism—if it is not absolutely necessary to regulate, don't"—as against one who engages in regulatory overkill. "The minimalist," he said, searches not for "the one perfect solution," as he said the over-killer does, but for "the best possible solution," and engages in rulemaking up to point, then relies on the "free and open marketplace for fine tuning."

height 154 feet about average terrain.

▪ **KKAR(AM)** Pomona, Calif.: Sold by KKAR Inc. to Bassett Broadcasting Co. for \$262,500. Elizabeth M. Schrimmer, president of KKAR Inc., also has interests in KXLY-AM-FM-TV Spokane, KAPP(TV) Yakima and KVEW(TV) Kennewick, all Washington; WISC-TV Madison, Wis., and KTHI-TV Fargo, N.D. Joseph J. Bassett and Kenneth C. Reeth own Bassett Broadcasting. Mr. Bassett is with Tanner Co., Memphis broadcast services firm, and Mr. Reeth is production manager of WOCN-AM-FM Miami. KKAR is daytimer on 1220 khz with 250 w.

▪ **WNIO(AM)** Niles, Ohio: Sold by Niles Broadcasting Co. to P. S. Broadcasting Corp. for \$215,000. Frank J. Bevilacqua owns Niles Broadcasting. James D. Psihoulis is principal owner of P. S. Broadcasting. P. S. also owns WZUM(AM) Carnegie and WIZZ(FM) Mercer, both Pennsylvania. WNIO(AM) is daytimer on 1540 khz with 500 w.

▪ **KHLO(AM)** Hilo, Hawaii: Sold by Kerby Scott Productions Inc. to Escanaba Broadcasting Co. for \$190,000. Kerby Scott is president of Kerby Scott Productions. Dean W. Manley, Donald A. Curran, Michael J. Nelson and LeRoy J. Nelson are owners of Escanaba Broadcasting. They also own WBDN(AM) Escanaba, Mich. KHLO operates full time on 850 khz with 1 kw.

▪ **KMAR(AM)**-KCRF-FM Winnsboro, La.:

Sold by KMAR Broadcasting Corp. to Franklin Parish Broadcasting Inc. for \$120,000. Si Willing is president of KMAR Broadcasting. Owner of Franklin Parish Broadcasting is Edward O. Fritts. Mr. Fritts also has interest in WLNA-AM-FM Indianola, Miss. KMAR is daytimer on 1570 khz with 1 kw. KCRF-FM is on 95.9 mhz with 3 kw and antenna height 170 feet above average terrain.

Media Briefs

Panhandle has problems. FCC designated for hearing Panhandle Broadcasting Co. application for license to cover construction permit for WDTB(TV) Panama City, Fla. Possible misrepresentation issue

was raised by WJHG-TV, also Panama City, which claims permittee stockholder L. Charles Hilton may have violated Small Business Administration regulations through his small-business investment company—basis for disqualification as licensee. WJHG-TV also charged that Denver T. Brannen had not entirely divested holdings in WDLP-AM-FM Panama City as stipulated in 1972 TV grant to Panhandle. FCC, however, waived divestiture conditions on Panhandle's CP and authorized program-test authority for ch. 13 permittee. Public's need or service while other issues are being resolved was basis of latter action.

Matter of time. Screen Gems Stations Inc., licensee of WVUE-TV New Orleans,

SOUTHWEST GREATER MARKET AM

In the hub of greater Southwest activity...
Non-directional...New Orleans sunrise to local
sunset...Newly redecorated and remodeled...
Excellent equipment.

Price: \$650,000. Terms possible.

**Contact: Dan Hayslett, Dallas Office, for
more detailed information.**

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1100 Connecticut Ave., N.W., 20036 (202) 393-3456

CHICAGO: 1429 Tribune Tower 60611 (312) 337-2754

DALLAS: 1511 Bryan Street, 75201 (214) 748-0345

SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

Medium Market MID-EAST

Full time, non-directional AM that covers the
market well. Good cash flow and much
undeveloped potential, yet priced at less
than twice gross revenues.

Price: \$550,000. Includes real estate.

**Contact: Milton Q. Ford,
Washington, D.C. Office**



Bon voyage. Edmund Bezares, technical director, WNEW-TV New York (l) and John W. Kluge, president and chairman of Metromedia Inc., are chatting during dinner given by the parent company in honor of 29 staff members celebrating 25 years or more with WNEW-TV. All 29 were given all-expenses-paid trips for two to the Caribbean.

has asked FCC to strike from record—because of lateness and other procedural defects—reply to oppositions filed by Southern Media Coalition and others challenging renewals of WVUE-TV, WWL-TV and WDSU-TV, all New Orleans. Screen Gems complained that initial renewal opposition by SMC and others was filed late, one week after WVUE-TV's license had been renewed, and that present reply to oppositions was also late, again almost week after extended deadline.

Over the border. FCC has taken first step in implementing new U.S.-Mexican agreement on FM broadcasting, which went into effect on Aug. 9. Commission amended FM table of assignments for Arizona, New Mexico and Texas to reflect channel allotments agreed to for border zone. Commission also made changes in its rules to accommodate treaty provisions covering noncommercial FM channel allotments (201-220). Area affected by treaty extends 199 miles on each side of border.

Jingling with FM. National Association of FM Broadcasters is offering to stations its new "Driving With FM" jingle package, containing versions of jingle in various formats. It is free to NAFMB members and others may obtain tape for \$7.50. NAFMB, 420 Madison Avenue, New York 10017.

New to NBC. WIRE(AM) Indianapolis joins NBC Radio Oct. 29. Station, on 1430 khz with 5 kw, is owned by Mid-America Radio Inc., with Don N. Nelson as vice president and general manager.

On move. Broadcast Data Base Inc., which offers spot-TV schedule control and TV film library control services, has moved to 605 Third Avenue, New York 10016. Telephone remains (212) 682-6611.

Another try. United Broadcasting Co., owner of WFAN-TV Washington and WMET-TV Baltimore, has notified U.S. Court of Appeals in Washington that it intends to seek review of FCC order that stations be required to return to air by Dec. 1 (BROADCASTING, Aug. 13).

Broadcast Advertising

Working up a sweat to advertise antiperspirants and deodorants

The competition is getting fiercer in a market of \$430 million a year, and \$50-million-plus in TV billing backs sprays, powders, roll-ons, antiwetness agents and creams

In the beginning, there was unattended human scent. Then man discovered cologne. After a couple of thousand years he bolstered cologne with deodorant. But his problem had hardly been covered up when he decided another problem was underarm wetness.

A few decades ago man invented the antiperspirant. First it was a liquid. Then a cream. Then a roll-on. Then a spray. And now, it's a powder spray. In the 12-month period ending last June, Americans spent an estimated \$430 million on deodorants and antiperspirants, 60% of that total going to the latter, according to Nielsen figures. And advertisers of antiperspirants and deodorants spent a total of \$56,037,300 on television alone in 1972 (figure from Leading National Advertisers).

The front-runners in the antiperspirant group for the Nielsen year ended in June were: Carter-Wallace's Arrid Extra Dry, 16.7% share of the dollar volume; Gillette's Right Guard, 10.6%, and Soft & Dri, 6.7%.

Now Bristol-Myers's Sure is storming across the country in a roll-out campaign that is netting the product a 10%-plus share of the markets it is in. These and all the other antiperspirants currently advertising on television promise to keep the user dry or drier. And the battle for supremacy is heating up. Antiperspirants

are appearing in more variations than a befuddled consumer can possibly comprehend: wet powder, dry powder, no powder, scented, unscented, greasy, non-greasy—the list continues to grow.

For example, Bristol-Myers is getting ready to test market a new antiperspirant called Results, which has the same formula as Ultra Ban 5000. Honig-Cooper & Harrington, San Francisco, is the agency. Industry spokesmen say it is in reaction to the disappointing sales of Ultra Ban 5000, which was introduced nationally in December 1971. It has only managed to get a 4.7% Nielsen share (May-June, 1973) of the \$260-million antiperspirant market.

Bristol-Myers spent an estimated \$4.8 million on TV advertising for Ultra Ban in 1972 and \$1.2 million for the first six months of 1973 (figures from the Television Bureau of Advertising). A Bristol-Myers spokesman admitted that Ultra Ban's sales peaked in summer 1972, and then dropped off. Introduction of the powder-spray version last January "revitalized" the product, he said, and the new "name names" campaign is also expected to boost sales. He added that Results would be positioned differently than Ultra Ban.

While Gillette's Right Guard antiperspirant has an impressive 10.6% Nielsen share of the antiperspirant market, placing it right behind the leader, Carter-Wallace's Arrid Extra Dry, Procter & Gamble's new Sure has tied it or pushed it back to third place in several test markets. Sure went national with a heavy TV campaign last June and has already run out of supplies, forcing Wells, Rich, Greene to run print ads giving "helpful hints to get you through the temporary shortage of Sure antiperspirant."

In response, Gillette planned to bring out two new products, Right Guard Extra Strength antiperspirant and Soft & Dri Extra Strength antiperspirant. They were taken off the market after less than a month, however, because further tests showed the products produced a mild inflammation.

5-Day Laboratories' Stay Dry has



No sweat. Bob Dolobowsky, agency president and spokesman for 5 Day's Stay Dry-er, coolly lines up some of the competition in making a claim of superiority for his product.

After three minutes of one divorce, two murders and international intrigue, he's still smiling.

(all the way to the bank)

SeventyFour Associates, Inc. now offers you three minutes of drama that can send your sales curve through the roof, and its yours for a song.

A group of newly produced, newly written radio dramas will be available for an initial air date of January 6th. Each episode runs exactly 3 minutes in length and is tailored for two commercial availabilities. **The entire programming unit takes no more time than one record!** All are professionally produced, well acted and technically superior. They are contemporary and totally up-to-date in plot and story-line.

If radio drama, to you, is something from broadcasting's dinosaur days, a concept that's old hat and has had it, reflect on this: To a huge part of your audience, the idea of the sound medium telling a story is a totally new one...fresh, and a little bit startling. To the rest of them, it's a form of entertainment they already like.

What's musty about Radio drama is the thinking behind all of the attempts to revive it. Radio drama, no matter how well produced, cannot survive in its previous form of 15, 30, or 60 minute presentations. They are wrong for today's listener because his attention span is shorter and he certainly doesn't listen to radio for a lengthy time. He listens

a lot, but in brief spurts at times when radio is important to him. With the new concept in radio drama from SeventyFour Associates, **you can weld his mind to your frequency** and guarantee he'll be back tomorrow...and he'll tell his friends...and they'll stay.

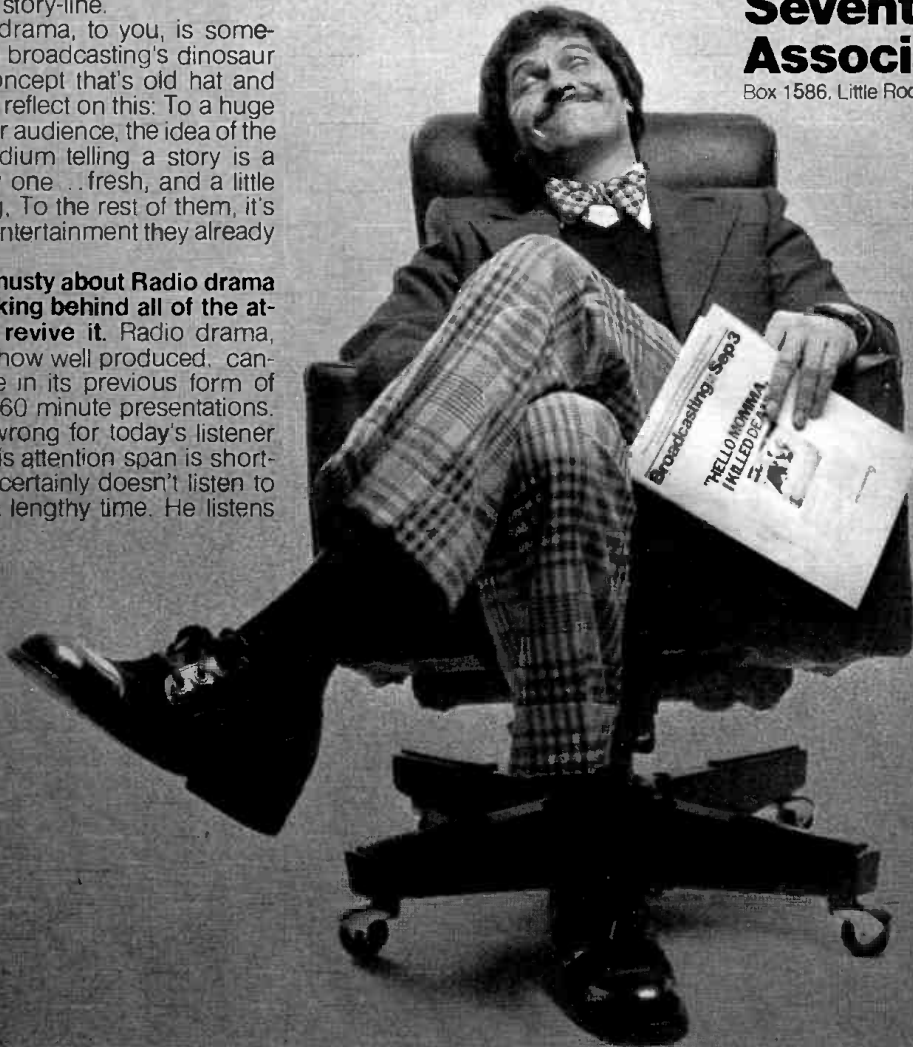
Remember, we're not asking you to "journey into the past for a nostalgic look at radio as it used to be." That's a bunch of bunk. We're offering you the chance to make money...pure and simple...with a brand new feature unlike anything ever of-

fered. We don't give a hoot about radio's past. **We're working on radio's future** and we'd like you and your sponsors with us.

A demo tape and full information on programs available (plus rates, of course) will be on their way to you within 24 hours after we receive your letter. Or, if you'd prefer call us right now at 1-501-847-2672. 1974 is here right now and there's plenty of time to have our exciting radio drama series fully sponsored and coining cash for you when it hits the air on January 6th.

SeventyFour Associates, Inc.

Box 1586, Little Rock, Arkansas 72203



changed its name to Stay Dryer on the advice of Bob Dolobowsky, president of Warren, Muller, Dolobowsky, agency for the product. In his first TV pitch for the product (September 1971), Mr. Dolobowsky gave viewers "the truth about antiperspirants," commenting that "the one thing that may be not altogether true is our name, Stay Dry. It probably should be Stay Dry-er."

The new Stay Dryer commercials went on network TV this fall to announce that the product "is now so much stronger, it has twice as much of what helps keep you dry as any of these sprays." Lined up before Mr. Dolobowsky are cans of Dry Ban, Arrid Extra Dry, Right Guard, Soft & Dri, Dial and Calm 2.

This is just one of the several competitive claims being made on behalf of products battling for dryness supremacy. These comparisons have left consumers and network standards officials in a sweat as they try to fathom the subtle distinctions put forth.

Chief contenders in the dryness-claims war—all heavy TV advertisers—are Bristol-Myers's Ultra Ban 5000, Procter & Gamble's Sure, Carter-Wallace's Arrid Extra Dry and 5-Day Laboratories' Stay Dryer. How they manage to stay within the truth while they make what are apparently conflicting claims has been explained to BROADCASTING by Jack Hinton, CBS's director of commercial clearance, and Rick Gitter, ABC's East Coast director of broadcast standards and practices.

Take, for example, the Stay Dryer commercial. Under the methods of testing that 5-Day Labs used, the results substantiated the claim. Only if it had claimed to be better at keeping users dry than Ultra Ban 5000 (or if Ultra Ban 5000 had claimed supremacy over Stay Dryer) would there have been a conflict to be resolved. It is true that Stay Dryer does claim it's better than Ban. But Stay Dryer positions itself against Ban Dry Spray deodorant, which is not to be confused with Ban Roll-On antiperspirant, Ban Roll-On deodorant, Ban Spray deodorant or—and this is the salient point—Ultra Ban 5000.

Then there is the Ultra Ban 5000 commercial (Daniel & Charles is the agency). Ultra Ban shows Gillette's Right Guard and Soft & Dri, Arrid Extra Dry and Greyhound Corp.'s Dial, at the same time claiming that it "keeps you drier than any other leading antiperspirant." The spokesman even reminds the audience that he couldn't be showing the competition if he couldn't substantiate the claim.

The explanation is simple: Right Guard and Arrid have the two largest shares of the antiperspirant market and are therefore leading the competition. In Ultra Ban's particular test for dryness (which network officials would not discuss) it beat all the products shown on the screen including the market leaders. Hence it can make the "drier than any other leading antiperspirant" claim.

Mr. Hinton said that only one competitor cited in the commercial brought him material to refute the claim and the evidence was not found to be substantial.

Next, a look at Arrid's claim to be "as

dry a powder as you get in a spray." Of course "spray" narrows the area of competition right off the bat. But where does that put Arrid vis-a-vis the Stay Dryer and Ultra Ban commercials in which it's cited? The crux of the matter is that the Arrid commercial is for Arrid Extra Dry Light Powder Spray antiperspirant—not to be confused with Arrid Extra Dry Spray antiperspirant or Arrid Extra Dry Unscented Spray deodorant. Since each has its own formula, and all companies use different testing procedures, each claim may be correct. SSC&B is the agency for Arrid.

Now for the last example—Sure Spray antiperspirant, Procter & Gamble's newest entry, introduced nationally last winter. (P&G also has Secret deodorant, Secret Dry Formula antiperspirant and Secret Super Spray deodorant.)

Wells, Rich, Greene suggests a test of Sure under the right armpit and the brand customarily used under the left and concludes, "If you're like most people"—a qualification that protects Sure on two counts. First, it admits that it won't keep everyone drier than the brand currently being used. Second, "most people" using a spray antiperspirant are probably using Right Guard, Arrid or Soft & Dri simply because—statistically—those are the most-often-bought brands. If Sure tested itself against those three (officials would not say) and found that in most of the sample cases it did keep subjects' right sides drier, it can make the claim. Mr. Hinton said that one of CBS's medical experts had told him the formulas for Ultra Ban 5000 and Sure Spray antiperspirant "are very similar . . . and, in fact, the Ultra Ban people said they could not compare their product with Sure."

Meanwhile, the battle is pouring money into television, according to TVB figures. In 1972, Ultra Ban 5000 spent a total of \$4,205,600 on network TV alone. The other Ban products combined spent \$489,800. Right Guard spent about \$7.6 million in TV advertising last year and spent an estimated \$940,000 in 1973's first half. As for the Arrid products, Light Powder Spray antiperspirant spent

Bring it back. Following Gillette's Oct. 1 recall of its Right Guard Extra Strength and Soft & Dri Extra Strength antiperspirants based on follow-up testing which produced mild lung inflammation in monkeys, P&G has been asked to submit data to the Food and Drug Administration on Sure antiperspirant. Although Sure has somewhat different formulation, it contains aluminium zirconyl hydroxychloride, thought to cause the inflammation. There is some indication of lung inflammation with use of the Procter & Gamble products, according to an FDA spokesman, who said tests of P&G's Sure were included in Gillette test data submitted to the FDA. The agency is "expediting" its review of the P&G and Gillette data, he said, to determine whether regulatory action is indicated.

about \$5 million, Extra Dry Spray antiperspirant spent \$2.3 million and Extra Dry Unscented Spray deodorant spent close to \$1.1 million on network TV last year. Procter & Gamble put about \$843,000 into network TV to introduce Sure in 1972, while 5-Day Lab's Stay Dry spent some \$419,000 on its TV campaign last year.

There were other big TV spenders last year among antiperspirants, but they do not figure in the current competitive claims struggle because they have a decidedly different formula, a different position in the market or some uniqueness that sets them apart. Among them are Colgate-Palmolive's Colgate Hour After Hour Double Dry Spray deodorant, which spent \$2,444,900 in TV in 1972; Dial Spray antiperspirant (\$4,297,700), Mennen E Spray deodorant (\$2,489,600), Procter & Gamble's Secret Dry Formula antiperspirant (\$6,447,900), and Revlon's Mitchum antiperspirants (\$2,518,700).

Phase Four lids are lifted for broadcasters

C-P-M allowable as base for rates with no second-freeze restriction

The Cost of Living Council issued a new set of Phase Four regulations Wednesday (Oct. 10) that will give stations and the networks broad, additional alternatives in setting base rates for advertising. In recognizing that broadcasting, unlike other service industries, does not operate on a cost-plus-profit-margin basis in pricing, the CLC extended to broadcasters the opportunity to base rates on a cost-per-thousand consideration rather than a per-spot rate.

Broadcast facilities which base prices on audience ratings were allowed to set rates according to a C-P-M basis under Phases Two and Three. Now, along with stations that used factors other than ratings to set prices, they will be allowed to follow much the same procedure in Phase Four.

Under the older regulations governing Phase Four, broadcasters could charge no more than they did either during the second freeze period (June 1-8, 1973) or the last quarter preceding Jan. 11, 1973, plus allowable cost increases. To compensate for audience fluctuation, stations and the networks can, under the new rules, set a base rate on the cost-per-thousand measure they used in last year's last quarter or during the second freeze period. Also, cost increases may be passed through in the new base rate on a dollar-for-dollar basis. Stations whose licensees gross more than \$50 million a year must file a statement and the list of base rates with CLC before Nov. 15, if they wish to use the new system. Licensees that gross less than that must place a notarized statement of rates in their own files by that date in order to qualify.

Under the new system, base rates

would be determined by one of two methods, as follows:

▪ Average price in the last quarter preceding Jan. 11, 1973, divided by the audience rating in thousands, or:

▪ Highest price charged for 10% of the units sold between June 1 and June 8, 1973, divided by audience rating in thousands.

For new programs or programs rescheduled from one day part to another, rates are determined the same way as above based on a "nearly similar program" during the same day part. Broadcasters cannot readjust rates upwards as the result of a scheduling move by a competitor or if a program is rescheduled within the same day part. Exemptions from these regulations apply to contracts signed before June 14, 1973, for spots to be aired between Aug. 12, 1973, and Jan. 1, 1974. And, if the CLC approves, increases above the base rate are permissible for certain programs if the revenues derived from that day part do not exceed those that would have been received if the sales had been made at the base rate. In short, if a station is losing revenue at one place in a day part over last year, it may boost another rate within the same day part to make up for it, with approval of the CLC.

The action by the CLC is retroactive to Aug. 12 which, in some cases, legitimizes fall rate-cards already issued by stations. The new regulations have also been expanded to cover radio and TV stations that previously did not sell their time on a strict cost-per-thousand basis.

Spot scheduling assist

Television Bureau of Advertising is distributing the fourth annual edition of its "Spot Television Planning Guide," designed to assist agencies and clients in framing spot TV schedules.

The 28-page guide includes schedules covering weekday, daytime, early evening, nighttime, late evening, early-late news, weekend daytime and children's programs, providing cost and audience information in these areas. A section of regional schedules is included.

New to this edition are four reach-and-frequency charts and a special break-out of men and women in the 25-to-64 age group. The guide provides benchmarks to reach specific demographic groups in terms of ratings and costs per rating points.

Information for the guide came from 486 TV stations through 20 national sales representative firms. Single copies are available from TVB at 1 Rockefeller Plaza, New York 10020. Bulk orders are \$1.50 per copy.

Toys after bedtime

Its toys may be for children but, as the Children's Television Workshop sees it, its commercials for those toys should be for adults only. A licensing deal between the workshop, which created *Sesame Street*, and Quaker Oats' Fisher-Price toy division—for marketing of the Sesame



Old for the new. One-minute take-offs on classic films have been produced as TV commercials to promote the action sports games of Coleco Industries Inc., Hartford, Conn. Helltzer Advertising, New York, agency for Coleco, has cast sports personalities and familiar character actors as the heroes and villains of these famous "oldies." Basketball star Wilt Chamberlain (above) plays Mr. Hyde (from Dr. Jekyll and Mr. Hyde); veteran character actors Jack Kruschen and John Quade enact the frightened storekeeper and the outlaw (from "High Noon") and Kansas City Chiefs coach Hank Stram portrays a World War I flying ace (a take-off on the film "Hell's Angels"). The commercials will be scheduled on major sports programs of ABC-TV, NBC-TV and the Hughes Sports Network, starting next month, and will be carried in a spot TV campaign in 70 markets.

Street Movie Viewer with cartridges—specifies no commercials before 11:30 p.m. Of nine network spots scheduled during October and November, six will appear on the *CBS Late-Night Movie* and three on NBC's *Tonight Show*.

"The be-the-first-on-your-block hard-sell approach is against our whole philosophy," said Christopher Cerf, CTW Products' Group editor-in-chief. "Children are too young to evaluate these commercials." Toy royalties will be spent in production of episodes of *Sesame Street* and *The Electric Company*.

Shaver fight goes on

The National Advertising Review Board has voted unanimously to proceed with its review of Schick Flexamatic electric shaver advertising despite Schick's request that the panel's review be dismissed or suspended pending outcome of a \$6-million civil suit brought against it by Sperry Rand Corp., Bridgeport, Conn., manufacturer of Remington shavers.

The Sperry Rand suit alleges that ads of Schick Inc., Los Angeles, comparing Flexamatic and Remington performance are false, misleading and deceptive (BROADCASTING, Sept. 24). William H. Ewen, executive director of NARB, said

in a letter to Schick's legal counsel that he doesn't anticipate the review board action will "impinge upon the court's prerogatives nor does the panel believe that its review and decision will affect the course of the private litigation, which is concerned primarily with competitive marketing issues solely between Schick and Remington." The panel has scheduled an Oct. 18 meeting to rule on the matter. The National Advertising Division of the Council of Better Business Bureaus failed to dismiss a complaint filed by North American Philips Corp., New York, centering on Schick's claim that Flexamatic shaves closer than other leading shavers. In one TV ad to be reviewed, Schick says "tests proved Schick's Flexamatic shaves closer than Norelco or Remington's leading seller." Schick appealed the NAD decision to the NARB panel.

Business Briefs

Ad screening in L.A. Los Angeles advertisers and agency executives are forming local advertising-review board, patterned after National Advertising Review Board. It is being sponsored by American Advertising Federation, American Association of Advertising Agencies, Association of National Advertisers and Council of Better Business Bureaus. Donald Cunningham, Foote, Cone & Belding, Los Angeles, is president of Los Angeles board council, which has been formed at initiative of Advertising Club of Los Angeles.

Watergate yuks. Even though viewers may no longer be treated to daily network Watergate hearings as a result of networks' decision to cut back coverage, sights and sounds of Senate caucus room live on—in a commercial. Under questioning from off-camera voice (resembling that of Senator Herman Talmadge), witness admits that yes, he



does give out information gathered at government expense for an organization that will "tell you everything we know"—Houston public library. The 60-second video-tape spot, featuring actor Jim Kiley with Sam Havens providing voice-over, was one of two commercials produced by Houston office of Ketchum, MacLeod & Grove.

Lights out? Former broadcaster, now Senator Jesse Helms (R-N.C.) has charged that Senator Frank Moss (D-Utah) was responsible for government's "threat" to ban cigarette production. In statement prepared for *Congressional Record* he said Senator Moss has identi-

fied himself as sponsor of petition to Federal Consumer Product Safety Commission to impose ban, leading to announcement by CPSC Chairman Richards Simpson that agency may seek to impose cigarette ban. Senator Helms charged that proposal would destroy tobacco industry, which is centered in his state.

Selling commercials. Syndicated Commercials Corp., Los Angeles, has been organized to sell TV commercials of Bank of America to other banks in U.S. and abroad, which can insert own voice-over messages and logos. First package consists of eight spots on six subjects. Syndicated Commercials president is Harvey Victor, veteran TV syndicator; James T. Heckert is vice president for production. Firm hopes to make arrangements in other fields for similar commercials syndication.

Try it. ABC-owned AM stations said they are embarking on major campaign to get TV-only advertisers into using radio as well as TV for their messages. Within next two months, ABC said, radio division will place ads in trade and consumer publications to spread word about com-

missioned American Research Bureau survey that measured radio audiences in terms of Area of Dominant Influence (ADI) and Television Total Survey Area (TSI), which are standard guidelines for determining television audiences.

Rep claims foul. Bob Dore Associates, New York radio rep, has asked FCC to look into possible anticompetitive practices of McGavren Guild network and other rep firms which also control networks with regard to commission's upcoming hearings on combination advertising rates for broadcast facilities. Dore charged that since these networks are made up of radio stations in different markets with different owners, station reps that operate networks compete unfairly against other stations in market by offering substantial discounts to advertisers who purchase all or part of network.

New address. WVOX-AM-FM New Rochelle, N.Y., has moved into new headquarters and broadcasting location at One Broadcast Plaza, New Rochelle 10801. Telephone remains (914) 636-1460.

While first new season is still getting under way, attention shifts to the second

Early ratings are spelling doom for number of new shows and some old ones; all three networks have shows in works for January

Feeble ratings are beginning to cast a pall over a batch of new and returning shows on all three TV networks. With ABC, CBS and NBC already geared up for production on two dozen or so mid-season-replacement programs, pink slips could start going out within the next 10 days, although it may be mid-November before the full extent of cancellations and time-slot shifts is known.

Based on national ratings issued by Nielsen to date, and in some cases on hints dropped by program executives at ABC, CBS, and NBC, insiders were speculating last week that the following shows are the most likely candidates for oblivion at this stage of the game:

ABC: *Adam's Rib*, *Bob & Carol & Ted & Alice* and *Toma*, all new shows, and, among returning programs, *The FBI*, *Love*, *American Style* and *Owen Marshall*.

CBS: *Calucci's Dept.* and *The New Perry Mason*, both new shows.

NBC: *Diana*, *Lotsa Luck*, *NBC Follies* and *Needles and Pins*, all new shows.

Lawrence White, NBC's vice president in charge of programming, says his network is committed to clearing two hours of air time weekly beginning in the first quarter of 1974 in order to play off the backlog of movies NBC has accumulated. Two other January commitments are also locked into the NBC schedule, according to Mr. White: a variety hour starring the comedy team of Dan Rowan and Dick Martin, and *Questor*, a science-fiction hour from Universal, produced by Gene Roddenberry (*Star Trek*).

Mr. White also mentioned two other January replacement possibilities: a Bill Persky-Sam Denoff situation comedy, *My Wife Next Door*, and a country-western variety hour, which corralled good Nielsen numbers when it ran as a summer substitute for *The Dean Martin Show*.

CBS's programming vice president Fred Silverman has three half-hour situation comedies ready to go: *We'll Get By*, written by the actor Alan Alda (*M*A*S*H*); *Dirty Sally*, produced by *Gunsmoke's* John Mantley; and *Florida*, a spin-off of *Maude*, starring Esther Rolle (*Maude's* black housekeeper) and put together by Norman Lear's Tandem Productions. Mr. Silverman is also considering January berths for a few variety hours, one starring the singer Cass Elliott, another fea-

BAR reports television-network sales as of Sept. 23

CBS \$472,941,100 (35.0%), NBC 463,137,600 (34.2%), ABC \$416,715,300 (30.8%)

Day parts	Total minutes week ended Sept. 23	Total dollars week ended Sept. 23	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	79	\$ 540,100	2,728	\$ 17,640,100	\$ 16,911,800
Monday-Friday 10 a.m.-6 p.m.	1,005	7,431,000	35,173	278,250,500	260,796,800
Saturday-Sunday Sign-on-6 p.m.	312	6,378,600	10,400	133,091,500	142,314,200
Monday-Saturday 6 p.m.-7:30 p.m.	90	1,883,600	3,583	68,473,600	64,923,200
Sunday 6 p.m.-7:30 p.m.	13	327,600	515	11,150,900	11,090,700
Monday-Sunday 7:30 p.m.-11 p.m.	402	25,990,600	14,879	751,385,500	682,678,400
Monday-Sunday 11 p.m.-Sign-off	174	3,384,100	6,162	92,801,900	73,072,700
Total	2,075	45,935,600	73,440	\$1,352,794,000	\$1,251,787,800

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

BAR reports television-network sales as of Sept. 30

CBS \$488,419,000 (35.0%), NBC \$478,182,700 (34.2%), ABC \$430,190,800 (30.8%)

Day parts	Total minutes week ended Sept. 30	Total dollars week ended Sept. 30	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	80	\$ 541,800	2,808	\$ 18,181,900	\$ 17,454,100
Monday-Friday 10 a.m.-6 p.m.	877	6,440,700	36,050	284,691,200	269,774,400
Saturday-Sunday Sign-on-6 p.m.	312	6,390,500	10,713	139,482,000	148,684,200
Monday-Saturday 6 p.m.-7:30 p.m.	98	2,022,800	3,681	70,496,400	67,092,700
Sunday 6 p.m.-7:30 p.m.	13	393,600	528	11,544,500	11,539,600
Monday-Sunday 7:30 p.m.-11 p.m.	397	25,504,000	15,276	776,889,500	706,561,100
Monday-Sunday 11 p.m.-Sign-off	159	2,705,100	6,321	95,507,000	75,697,100
Total	1,936	\$43,998,500	75,377	\$1,396,792,500	\$1,296,803,200

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

turing the husband-and-wife musical comedy team Bobby Van and Elaine Joyce, and a third—*The Shape of Things*—which will be oriented toward women performers (and produced by *Laugh-In's* George Schlatter).

Martin Starger, president of ABC Entertainment, says he is banking on second-season sustenance from two new once-a-month shows that are now on the network's schedule: *Doc Elliott*, starring James Franciscus, which now shows in the *Owen Marshall* time slot (Wednesday, 10-11 p.m., NYT), and "The Six-Million-Dollar Man," sharing in the *ABC Suspense Movie* time period (Saturday, 8:30-10 p.m.). Mr. Starger compares the potential of these shows to that of *Kung Fu*, which started as a once-a-month hour last fall and became a hit when it was accorded a weekly berth. He says that he's also high on a new David Janssen action-adventure hour called *Harry-O* and that, in addition, six other new half-hour shows could be whipped into shape for a second-season debut, two of them comedies (*Happy Days*, produced by Garry Marshall for Paramount, and a Barbara Eden sitcom, produced by Danny Arnold for Lorimar Productions) and four dramas (*The Cowboys*, based on a recent John Wayne movie, which will be produced by Warner Bros.; *Firehouse*, produced by Dick Berg for Metromedia; *Inner Sanctum*, also from Metromedia, produced by Dan Curtis; and *Chopper*, from Spelling-Goldberg Productions).

On the shape of the new season so far, Mr. Starger says he's particularly pleased by the low-30's shares chalked up recently by two police shows, *The Streets of San Francisco* (Thursday, 10-11 p.m.) and *The Rookies* (Monday, 8-9 p.m.). And he says he's convinced that the sub-par September-October ratings on ABC's three weekly 90-minute made-for-TV movies (on Tuesdays, Wednesdays and Saturdays) will be turned around once viewer habits settle down. "You've got to figure," he says, "that anthology series will fluctuate, depending on the drawing power of a given movie."

In Mr. Silverman's eyes, CBS right now is in the catbird seat. "We've got more popular regularly scheduled shows than the other two networks put together," he says calmly, as though he were stating a scientifically certified truism. "And, on the basis of the season-to-date Nielsens, we have a bigger lead over the number-two network than we've had in 10 years." He thinks CBS will stay on top, and one particular reason for his conviction is that "we've got better feature movies this year—we can spread them out evenly over the whole year." He mentioned specifically "The Graduate," "Bullitt," the four "Planet of the Apes" sequels, and, beginning in February, "Hello Dolly," "Kansas City Bomber," "The Wild Rovers," and "Ryan's Daughter."

NBC's Larry White likes the "relatively good" early sampling so far of his three new 60-minute action shows on Tuesday: *Chase*, *The Magician* and *Police Story*. "Tuesday's been our

worst night the last few years, but now we're back in the ballgame," he says. "We even beat out ABC, the traditional Tuesday winner, in the most recent national overnights." Over-all, the network got off to a "fitful" start in September, he admits, "because the Democratic telethon hit us hard the first Saturday, and, with the backing-and-filling that went on because of the writer's strike, we had to program reruns of movies," like "Marooned" and "In the Heat of the Night." "But the latest Nielsen nationals put us neck-and-neck with CBS, and I think we're going to stay that way for the rest of the season," he adds.

Among the critics no clear hits yet

Reviews range from pole to pole on latest entries in new season, with 'Roll Out' least liked

If the 1973 season stands out in no other way, it may at least go down in the annals of broadcast ratings as "outstanding in its mediocrity," to quote one critic. BROADCASTING'S sampling of critical opinion continues with a look at four more season openers making their debuts in the staggered fall line-up:

Love Story (NBC) Wednesday, 10-11 p.m.)

"As the young couple, Michael Bran-

don and Bonnie Bedelia were attractive. But the average soap opera tends to do this kind of thing better." John J. O'Connor, *New York Times*.

"*Love Story* . . . shows promise of being a worthwhile anthology series, judging from the opening drama. The drama wasn't a major work by any means, but it did deal with a realistic situation . . . plus it did have a commendable cast." Kay Gardella, *New York Daily News*.

"A one-hour pregnant pause. But those who came down with wet eyes during the movie version may find the TV series just their cup of tears." Del Sharbutt, Associated Press.

" . . . sentimental trifle that was just wry enough to escape soap opera and adult enough to avoid a formula happy ending . . . the debut was one of the few pleasant surprises of the new season." John Carmody, *Washington Post*.

" . . . [NBC] offered a love story that was sensitive, grownup and even a little old-fashioned . . . *Love Story* was an exercise for television in getting back to the basics of living." Barbara Zuanich, *Los Angeles Herald-Examiner*.

" . . . more soap opera than 'a romantic tale in the traditional genre,'" [as described by NBC]. Terrence O'Flaherty, *San Francisco Chronicle*.

" . . . was a sob-sister script from the insipid pen of *Bonanza's* Michael Landon . . . an adolescent tale that probably would have been rejected by *Modern Romances Magazine* . . . *Love Story* needs meatier writing and less suds." Gary

PORKY PIG & FRIENDS

156 fully animated cartoons . . . all in color . . . 6 to 8 minutes in length . . . openings, closings and bridges supplied . . . starring Porky, Daffy Duck, Sylvester, Tweety and others

WARNER BROS. TELEVISION



A WARNER COMMUNICATIONS COMPANY



Love Story

Deeb, *Chicago Tribune*.

"Quite the most interesting concept of the new season . . . fresh and current and touching . . . I suppose *Love Story* would not be possible in any contemporary setting were it not for the relaxed attitudes of the medium these days." Cecil Smith, *Los Angeles Times*.

" . . . got off to a good start in presenting a script written and directed by Michael Landon . . ." Frank Judge, *Detroit News*.

"It's a double pleasure to welcome a new hour show that is an anthology and not a continuing series and has nothing to-do with crook-catching." Bernie Harrison, *Washington Star-News*.

"Bonnie Bedelia summed up the *Love Story* premiere rather succinctly: 'If it's too late to be sorry, it's too late to be asking why.' *Love Story* wallowed in Michael Landon's trite, overly sentimental script and direction." Barbara Holsopple, *Pittsburgh Press*.

" . . . With George Schaefer, from the *Hallmark Hall of Fame*, at the helm, it was warm, touching and funny." Donald Freeman, *San Diego Union*.

" . . . is television's version of what we used to call 'women's pictures.'" Bob Brock, *Dallas Times-Herald*.

"It was a little lathered around the edges but . . . an acceptable hour of sentimental encounter." Jack Anderson, *Miami Herald*.

"*Love Story's* premiere means that somebody has to say they're sorry . . ." Norman Mark, *Chicago Daily News*.

Toma (ABC, Thursday, 8-9 p.m.)

"It's *Toma* vs. the syndicate so far, and the winner could be boredom." John J. O'Connor, *New York Times*.

" . . . the hour moves along at a tough fast clip. *Toma* is a streetwise cop . . . and is even clever at detecting an ambush that climaxes this realistic hour." Kay Gardella, *New York Daily News*.

"The most attractive element was the guy himself. A maverick but compassionate cop who keeps his identity clouded. It's a gimmick that may wear thin in time." Percy Shain, *Boston Globe*.

"*Toma's* constant costume changing, however effective in actuality, seems juvenile game-playing." Harry Harris, *Philadelphia Inquirer*.

"*Toma* is well produced and features a dynamic young actor named Tony Musante. *Toma* shapes up as a hard-hitting, fast-moving series." Rex Polier, *Philadelphia Bulletin*.

"It plays like an economy-size *Mod*

Squad . . . the opener played like a hundred other crime shows going back to *Naked City*." Bernie Harrison, *Washington Star-News*.

"On a scale of 10, *Toma* probably rates about a 6.5 among the 13 new police and detective dramas cluttering TV this year. The series hangs on Tony Musante's ability to change disguises in the title role. Yet the show moves quickly enough and Musante is pretty adept at playing telephone repairmen." John Carmody, *Washington Post*.

"We liked Tony Musante better than the contraption in which he arrives . . . the trouble was the story. It resembled so many other stories. It [was] not compelling." Morton Moss, *Los Angeles Herald-Examiner*.

"Tony Musante makes an engaging hero . . . *Toma* is very clever." Barbara Holsopple, *Pittsburgh Press*.

" . . . the smell of greasepaint is strong. What it does have going for it, which *Police Story* does not, is Tony Musante . . . tense as a wound spring, urgent as snakebite . . . he's right, absolutely right." Cecil Smith, *Los Angeles Times*.

" . . . the story and supporting dialogue



Toma

ring 100% false . . . *Toma* joins TV's glut of pretentious phonies upholding the law . . ." Gary Deeb, *Chicago Tribune*.

" . . . an intelligent extremely well-produced show. Musante appears a cinch for stardom on the movie screen." Bob Brock, *Dallas Times-Herald*.

"It is an excess . . . one detective series too many." Norman Mark, *Chicago Daily News*.

Roll Out (CBS, Friday, 8:30-9 p.m.)

"Based on the premise that World War II was a barrel of laughs, *Roll Out* takes its plotting cues from such objectionable predecessors as *Hogan's Heroes* and offers more or less the same stereotypes in blackface . . . The program is insulting to blacks and whites." John J. O'Connor, *New York Times*.

"I must say that the sooner it rolls off the air, the better it will be for all of us. It was an insult to the intelligence of blacks and whites." Anthony LaCamera, *Boston Herald-American*.

" . . . lot of frisky energy . . . but the sitcom doesn't quite take off. . . . What was sought here evidently was a black equivalent of *M.A.S.H* . . . there's a certainty of touch to *M.A.S.H* that *Roll*

Out is quite a distance from possessing." Morton Moss, *Los Angeles Herald-Examiner*.

"Quite simply an unfunny show in which a group of black truck drivers in 'Mr. Charlie's Army' go through the kind of predictable antics . . . that have been in every wartime comedy since Karl Dane and George K. Arthur. . . . It



Roll Out

wasn't funny or unfunny. It was just there." Cecil Smith, *Los Angeles Times*.

"A pleasant new 'Army comedy' series. . . . It's family comedy with nothing, at least in this first show, to turn anybody off." Adrienne Manns, *Washington Post*.

"It was promising for the first three minutes. Then it degenerated into one of the oldest sitcom plots in captivity." Gary Deeb, *Chicago Tribune*.

"After two airings of a very funny pilot heavy with old-fashioned black humor, CBS's *Roll Out* changed its tune for the series premiere. The black comedy is gone and the jokes in its place aren't nearly so funny." Barbara Holsopple, *Pittsburgh Press*.

"It is for all those people who enjoy seeing blacks roll their eyes and play darkies. It is witless, tasteless and filled with offensive stereotypes." Norman Mark, *Chicago Daily News*.

"*Roll Out* may serve only a short video hitch." Bob Brock, *Dallas Times-Herald*.

Shaft (CBS, Tuesday, 9:30-11 p.m.)

"*Shaft* gets into several hairy situations, but the viewer of average intelligence will realize that the hero of a new series is not likely to be knocked off on the first episode. But then the viewer of



Shaft

average intelligence may not hang around long enough to find out." John J. O'Connor, *New York Times*.

"Tepid . . . story is thoroughly unbelievable. Any resemblance to the 'Shaft' feature is purely coincidental." Rex

Pollier, *Philadelphia Bulletin*.

"... slick production values. Richard Roundtree projected a cool and strong hero, toned down quite a bit from the movie character... incredible." Anthony LaCamera, *Boston Herald American*.

"Shaft has been shafted... it bears only a surface resemblance to the flamboyant, always-ready-to-smite-or-smooch movie supersleuth." Harry Harris, *Philadelphia Inquirer*.

"It is a slick, acceptable new uptown 'Shaft'... The new story line has much more imagination and there are even elements of suspense—a factor that was conspicuously absent in the first film version." Adrienne Manns, *Washington Post*.

"As the video Shaft, Roundtree is an absolute pussycat, de-ethnicized into a colorless mold that CBS apparently feels will keep him in good stead in Middle America... Aside from Roundtree, there is hardly a black face to be seen... Shaft is strictly the white man's buddy." Gary Deeb, *Chicago Tribune*.

"In a fashion typical of so much of television, Shaft has been completely laundered... There are some nicely painted portraits and some tight sequences that work up considerable momentum. But there are slack stretches, also. Shaft, naturally, conquers, but a Shaft who is an imposter." Morton Moss, *Los Angeles Herald-Examiner*.

"The villains are a vigilante committee of New York's prominent citizens whose self-righteousness turns to sadism and a string of grisly killings—a preposterous plot but a terrifying one. Beside them, Shaft looks as germ-free as the Rev. Billy Graham." Terrence O'Flaherty, *San Francisco Chronicle*.

"Whether you find the new John Shaft like fine wine or flat soda water probably depends upon how much you enjoyed the 'Shaft' movie. Personally, I like Richard Roundtree's new image. There's a bit more substance now. He is emerging as a fine actor." Barbara Holsopple, *Pittsburgh Press*.

"... Shaft's first TV case had about as much punch as a wet prune... a silly exercise in stretching the credibility gap... " Ann Hodges, *Houston Chronicle*.

"In the movies, Roundtree created a flamboyant black James Bond whisking through exotic dangers draped by shimmering females... He was all fringed leather and gleaming ornaments. The TV Shaft by comparison is the private eye in the gray flannel suit. If it wasn't for the spine tingling Isaac Hayes electronic score, you'd swear these were two different dudes." Cecil Smith, *Los Angeles Times*.

Changing Formats

■ KHAY(FM) Ventura, Calif. (formerly KVEN(FM)), has introduced a stereo country-western format. The station was formerly simulcasting the programming of KVEN(AM) Ventura.

■ KORD-AM-FM Tri Cities, Wash., have switched from a good-music format to

MOR programming. Along with the change in musical programming, the stations have expanded local-news programming 100%, but reduced public-affairs offerings by 50%. The stations have also made arrangements to add a live audience-participation "public forum" program to their new programming.

■ KTAR(AM) Phoenix, formerly offering a contemporary MOR format, has switched to 24-hour all-news and sports programming.

■ WBUS(FM) Miami Beach, Fla., has adopted a combination blues, jazz and rock format to replace its rock programming.

■ WCSI-FM Columbus, Ind., has adopted a modern-country format to replace a format that featured MOR selections and show tunes.

■ WJJT(AM) Jellico, Tenn., programming a combination of rock, country-western and religious music, has dropped the rock portion of its format. Its new format calls for an 80% country and 20% religious mix.

■ WHFI(FM) Birmingham, Mich., a station that was acquired by Greater Media Inc., in July, will feature the Drake/Chenault Enterprises programming package, "classic gold," under its new ownership. The station was formerly playing an "oldies" format.

■ WMOC(AM) Chattanooga has changed from a good-music format to "modern gospel."

■ WQXX(FM) Hialeah, Fla., has switched from good music to country, a move that the station asserts will make it the first full-stereo country outlet in the Miami metropolitan area.

The radio programming listeners don't want

Magid says they reject commentary on news or sports, want shorter, brighter straight news shows

Radio listeners are more than ever interested in radio personalities, but apparently many of them are more than ever dissatisfied with some of those they hear. They don't care much for sports news on radio, as distinguished from sports contests or sports actualities, and they have virtually no interest at all in sports commentary offered by radio networks. More than that, "there is no time of day when news commentary, as presently done by all the [radio] networks, is seen as having any merit whatsoever."

These were among the findings of an audience study, encompassing personal interviews with a sample of 1,200 listeners across the country, conducted for NBC Radio by Frank Magid Associates, Cedar Rapids, Iowa. Frank Magid, who with his firm has been engaged in radio-audience research for more than 16 years, gave the report at the NBC Radio affiliates convention in Palm Beach, Fla., earlier this month (BROADCASTING, Oct.

PLEASE TAKE NOTICE, THAT THE TOWN BOARD OF THE TOWN OF PIERREPONT, St. Lawrence County, New York, hereby solicits and invites all interested persons to apply for a franchise to provide Cable Television Service to the residents of the Town of Pierrepont, St. Lawrence County, New York.

(a) The area for which a franchise is proposed to be awarded is the Town of Pierrepont, St. Lawrence County, New York.

(b) The type of system desired is as follows: A 12 channel system, with possible increase capacity to 20, providing viewers with the following channels: Channel 5 WNEW New York Independent; Channel 3 WCAX Burlington CBS; Channel 4 CBOT Ottawa CBS; Channel 5 WPTZ Plattsburgh NBC; Channel 6 CBMT Montreal; Channel 7 WWNYY Watertown CBS/NBC; Weather Scan 24 hours per day; Channel 9 WOR New York Independent; Channel 10 CJOH, Ottawa CTV; Channel 11 WPIX New York Independent; Channel 12 WNPI Norwood (education); and Channel 13 WNYS Syracuse ABC.

(c) Applications for the Franchise shall be submitted in writing to the Town Clerk of the Town of Pierrepont on or before the 9th day of January 1974. All applications shall be notarized and shall contain, with respect to technical ability, financial condition and character of applicant, at least all items specified in the Rules of the Commission on Cable Television Part E. Franchising Procedure, Paragraph E.3. Applications when received, will be available for public inspection during normal business hours at the Town Clerk's Office, Route #1, Colton, New York.

(d) All persons interested in additional information concerning the proposed award may contact William M. Rogers, Chairman, Star Route, Potsdam, New York, telephone 315-265-8043.

Kathryn Paul
Town Clerk

8). NBC has now released a transcript of his speech.

Listeners tune to a radio station according to their perception of its "personality" or the "totality" of its programming, rather than for any one program or feature, Mr. Magid said. In addition, he said, "no schedule that attempts to maintain similarity from hour to hour will be effective." For example, he asserted, as the day wears on, listeners prefer less news and fewer features.

He said that network programming can provide "a viable programming difference for stations looking for such a difference." He also found, he said, a "possible" audience reaction to network news generally and "an extremely strong response" specifically to NBC Radio network news among listeners who are especially concerned with news. But he also found, he said, that intense interest in news is a function of age—that young listeners, for example, do not like long or detailed news.

"As a matter of fact," he continued, "they go so far as to favor total elimination of news at certain times of the day, and while news on the hour is regarded favorably, quite favorably in fact, we do find that younger listeners would like it to be less formal, with cogent transitions, that they want faster pacing, they want a much higher story count and they want the news to be more stylized."

Mr. Magid said he was giving only some of the highlights of the NBC study findings, which had been delivered to NBC Radio only the week before in a four-volume report totaling 500 pages.

PSA's are offered to counter drug abuse

The Action Office for Drug Abuse Prevention, Washington, is seeking radio and TV time for a new campaign to coincide with Drug Prevention Week Oct. 21-27. Taking the theme, "There's a Brand New Language," the campaign will "talk about drug abuse by not talking about it."

An initial series of five TV spots available prior to Drug Prevention Week includes Art Linkletter commenting: "Most of the problem isn't drugs. The problem is people." Two other 60- and 30-second spots retain the same theme, showing a reconciliation of a father and son. Two visual montages represent a new way of dealing with drugs—by overcoming individual maladjustments. Radio spots include one of 60-second length, four of 30 seconds and one 10-second. The media materials were prepared by Joyous Lake Inc., Jacksonville, Fla.

Three waiver pleas granted

The FCC has granted waivers of the prime-time rule for ABC's coverage of college football, the telecast of the ABC *Reasoner Report* in Pittsburgh and the presentation of the *National Geographic* series in Houston.

The commission granted the waiver to

ABC affiliates carrying the football games in the event of a run-over past 7 p.m. for games that begin no later than 4 p.m. The waiver, however, does not allow for pregame and postgame material.

WTAE-TV Pittsburgh was authorized to carry the *Reasoner Report* at 7 p.m. on Saturdays, without its counting toward the permissible three hours of network programming on that evening, provided that the program is preceded and followed by a half hour of local news or public-affairs programming. The waiver runs until March 31, 1974.

A waiver request by KPRC-TV Houston, to permit the telecast of six programs in the *National Geographic* series, has also been granted. This waiver expires Sept. 30, 1974.

BPA gets nowhere with 'TV Guide' over deadlines for program schedules

The Broadcast Promotion Association reported last week it still has not settled its dispute with *TV Guide* over the magazine's tighter deadlines for program schedules. The association's board of directors held a special meeting with *TV Guide* executives in Atlanta Sept. 28 and will take up the question again at the BPA seminar in Cleveland next month.

The new deadlines were imposed when the magazine began converting to computerized make-up. They require stations to provide basic program schedules two to three days earlier than before.

Roger Youman, managing editor of *TV Guide*, said the magazine would not be able to return to the later deadline. He said the computer will accept listing changes until just before the magazine goes to press, but the basic body of program information must be received earlier to be fed into the computer.

Bruce J. Bloom of Corinthian Broadcasting, chairman of the BPA's committee investigating the problem, said that stations had neither the time nor the manpower to prepare early information especially for *TV Guide*. Even before computerization, he said, the magazine's deadlines were the earliest most stations had to meet. The earlier schedules are prepared, he said, the more likelihood there is of changes which must be conveyed not only to *TV Guide* but to other publications being serviced.

Program Briefs

Into the gap. ABC-TV has come up with solution to problem of how to fill holes left by theatrical movies of irregular length on Sunday and Monday nights: mini-documentaries running from three to 15 minutes, which will deal with "the contributions of ethnic minority communities to American society and culture," according to Av Westin, ABC News' vice president in charge of documentaries. He said at least 12 shows, with umbrella title of *Americans All* are planned.

Wants to be sure. Attorneys for Westinghouse Broadcasting Co. have asked FCC for permission to inspect study done by Dr. Alan Pearce, economic consultant to commission, on economic impact of prime-time-access rule on various elements of broadcasting industry. WBC made proposal which eventually was adopted as prime-time-access rule, and its attorneys note parties in feuding proceeding, in which commission is considering revision of rule, have had no chance to test accuracy of data in Pearce report. Attorneys' request was based on a description of report in Oct. 1 BROADCASTING.

KIEV claim rejected. William B. Ray, chief, FCC complaints and compliance division, has informed KIEV(AM) Glendale, Calif., that it violated personal-attack rule when it failed to furnish two local college professors with script or tape within one week after they were accused of treason on KIEV program. KIEV claimed program did not attack character or personal qualities of individuals.

On call with video tape. Nationwide service has been set up by Compix of New York to provide on-spot coverage by its video-tape cameramen. Service will use equipment of Concord Communications Systems, Farmingdale, N.Y., which has offices in larger U.S. cities. Assignments for Video Tape Service will be made at New York headquarters of Compix. Compix cameraman nearest site will shoot tape, using local Concord equipment, and air express it to New York for editing. Assignments will cost about \$450 per half-day and \$700 per day. Among potential assignments are pilot shooting of commercials on location and preparation of video-tape publicity releases for use on TV. Service also will cover such assignments as speeches, training, sales and stockholders' meetings, factory-production and corporate special events.

Cannon in European talks. Cannon Group Inc., New York, theatrical-film producer-distributor which recently moved into TV, is starting negotiations with European producers for TV and theater releases. Stanley Dudelson, executive vice president of Cannon and formerly first vice president of American International Television, was scheduled to go last week to London to complete talks with a British company on the coproduction of one-hour adventure TV series aimed at fall 1974 start. Mr. Dudelson will also visit Paris, Rome and Munich to acquire motion pictures for television and theaters. Several weeks ago Cannon announced entry into TV with a package of 11 features, including three Jerry Lewis films and a "sleeper" motion picture of several years ago, "Joe." Cannon was formed seven years ago by Dennis Friedland, who is president-board chairman.

PBS salute to Croce. Late Jim Croce, killed in plane crash last month (BROADCASTING, Oct. 1), will be featured in 30-minute *Tribute to Jim Croce* produced by Public Broadcasting Service. Show

was taped (at WTTW[TV] Chicago) one month before his death. It will be aired at different times near end of October on noncommercial network.

ACT study in paperback. Update of study commissioned by Action for Children's Television and submitted to FCC in January as part of commission's hearings on children's TV (BROADCASTING, Jan. 15), has been published in paperback by Yale University Press. Study, by William Melody, is entitled *Children's Television: the Economics of Exploitation*. Book includes chapters on institutions and markets in broadcasting, history of children's television, unique characteristics of children's television and public policy in area. Author of 139-page work is associate professor of communications at Annenberg School of Communications at University of Pennsylvania. Price is \$1.95.

Around the world. Film interests in 16 countries where film advertising production is active have banded together to form International Screen Advertising Producers' Association. Mort Durbin, executive vice president of Directors Circle, New York, will represent North America. Delegates from South America, Asia, Europe and North America will hold annual meeting in Cannes next year during International Film Festival. For more information contact: *Mort Durbin, Directors Circle, New York Park Sheraton hotel/870 Seventh Avenue/New York 10019. Phone: (212) 765-9550.*

In a classical vein. Library of Congress's music division is offering to radio stations delayed broadcast tape recordings of library's chamber music concert series. Available are both monaural and stereo tapes featuring chamber music from 14th century to present. Tapes include commentary made during original broadcasts by announcer from noncommercial WETA-FM Washington.

Reverse field. The sentiment of television broadcasters has generally run in favor of the ban on local blackouts of sold-out sports events. But the vice president and general manager of WIIC-TV Pittsburgh felt differently, and he told his audience so. (WIIC-TV telecasts both preseason and regular-season games of the Steelers.) In a twice-broadcast editorial, Leonard Swanson called the ban an "ill-conceived move" that violated a cardinal precept of business: "You can't sell it if you give it away." He supported the National Football League's argument that stadium attendance would drop as a result of the lifting of blackouts, and expressed fears that at Three Rivers stadium, the smallish, 50,000 seat home of the Steelers, crowds would drop to a point where it would no longer be profitable for the team to stay in the city. Although the ban on blackouts is a business boon to television, he said, it ultimately will prove to be a disservice to the fans and the team owners.

Oral argument on pay cable is set by FCC

Action deferred on antisiphoning to give last airing to rival views; crossownership policy begins to form; performance-test deadlines relaxed

The FCC last week began chipping away at its backlog of major cable-television items (BROADCASTING, Oct. 8) and in two special meetings made some progress on three items in the pile. It scheduled three days of oral argument and panel discussions on pay cable, attempted to give the staff some indication of how to proceed on the 68 petitions for waiver of the rule barring crossownership of cable-television systems and television stations, and adopted new deadlines by which cable systems are to complete system-performance tests.

The commission decided to hold an oral proceeding on the pay-cable issue on Nov. 5, 6 and 7. The first two days will probably be devoted to argument and the last to panel discussions, with participants selected from those appearing in the arguments.

The National Association of Broadcasters had petitioned the commission for an oral argument on pay cable in reply to the National Cable Television Association's request for a debate on the subject (BROADCASTING, Sept. 17).

However, commission officials said the decision to hold the argument did not come as a direct response to the NAB petition; they said that Commissioner Charlotte Reid suggested it and that her colleagues concurred after their discussion of the issues indicated that a face-to-face confrontation with representatives of the interested parties might be helpful. Chairman Dean Burch, furthermore, believes that any loosening of the restrictions on pay cable will spark congressional interest, and feels the commission should be as prepared as possible to deal with a congressional hearing. The principal topics to be discussed will be pay cable's use of sports and of movies and series-type programming.

There were said to be "mixed feelings" within the commission on the proposal of pay-cable backers to loosen the rules that limit pay cable's ability to siphon movies from free television. These now prevent pay systems from carrying movies more than two years old (except that they may carry one film per week that is at least 10 years old; this to permit carriage of classics). There was less talk and, it is believed, less sentiment, for liberalizing the rule on sports carriage. This now bars pay cable's use of sports events that have been regularly televised in each of the previous two years. There is even some sentiment for tightening that rule.

The commission attacked the crossownership question by discussing a dozen

or more of the waiver requests and then directing the staff to draft a number of orders reflecting the views expressed. Officials—both commissioners and staff—agreed the staff was left with considerable leeway in interpreting the commission's wishes. However, there seemed to be a consensus on some points—owners of co-located cable-television systems and television stations who also had substantial interests in other important media in the market would probably face difficult going in obtaining a waiver. On the other hand, a crossownership involving a system that is not in the core community but in a market with a plethora of conflicting voices might be looked on more charitably by the commission. So might a crossownership whose waiver was not opposed by the Justice Department (and only a handful were not), or one involving a noncommercial station or a translator, or one in which the television licensee owns only a small percentage of the cable system, say less than 10%.

But if the commission discussion failed



You may have to pay for movies on television... unless you make your voice heard.



Second shot. The National Association of Broadcasters last week went to the print media to amplify its position against pay television. This ad, the second placed by NAB (the first ran in Washington's two daily newspapers Aug. 1), appeared in the *Washington Post* and *Washington Star-News* last Thursday (Oct. 11). It depicted the image of a box office inside a television set and urged readers to demand that government officials prevent pay entrepreneurs from "locking up" television rights to professional sports events and recent motion pictures. The ad copy said that pay television could ultimately cost viewers \$40 to \$50 per month. It also asked citizens to contact the FCC and express opposition to the cable industry's attempt to have the antisiphoning rules loosened, and to ask their senators to support S. 2283, a bill introduced by J. Glenn Beall Jr. (R.-Md.), which would prevent pay systems from obtaining material normally available to conventional television.

to produce precise guidelines for the staff, it did provide some basis for speculation as to how the commissioners will vote on waiver requests. Commissioners H. Rex Lee and Nicholas Johnson appear to be firmly opposed to granting waivers. Commissioner Charlotte Reid, on the other hand, apparently would grant them all. (Commissioner Robert E. Lee, who is attending an International Telecommunication Union Conference in Spain, is also believed to favor a liberal waiver policy.) Chairman Burch is said to lean toward the hardliners, Commissioner Richard E. Wiley, in the other direction. Commissioner Benjamin L. Hooks, who was absent from the meeting, on Tuesday, was described as the likely "swing" vote on close cases; officials declined to speculate on the pattern he would establish for himself.

The new deadlines by which cable systems are to complete performance tests are in accordance with staff recommendations. "New" systems, those that began operating after March 31, 1972, when the new cable rules became effective, are to complete all tests by March 31, 1974—three months after the present deadline and 15 months after the original deadline. "Old" (and presumably smaller) systems will be given time to build up their ability to complete the tests—with March 31, 1974, the deadline for measuring ratio of visual signal to noise; March 31, 1975, the deadline for tests requiring the use of oscilloscope and signal generator, and March 31, 1976, the deadline for tests requiring use of frequency-measuring devices. Several other requirements involving testing to determine compliance with co-channel and intermodulation standards are to be suspended pending further study, but all data is expected by March 31, 1977.

CBS-Teleprompter: Now it's cable's turn to smile

Supreme Court agrees to review copyright case that alternatively favored CATV and telecasters

The question of whether the 1909 Copyright Act requires cable systems to pay for the copyrighted material they retransmit from "distant" stations will be decided by the U.S. Supreme Court.

The high court last week disclosed its intention to take up the question in a brief announcement that was greeted by cable-industry representatives with expressions of relief.

At issue is a decision of the U.S. Court of Appeals in New York which held that a cable system's reception of a "distant signal"—one that could not otherwise be received in the community—constitutes a performance for which the system must pay a copyright fee. The decision came in March (BROADCASTING, March 12) in a suit CBS and three program-production companies brought against Teleprompter Corp., cable television's largest multiple-system owner.

If allowed to stand, the National Cable Television Association has said, the decision "would be devastating to much of the cable-television industry in terms of money and lost service to the public." NCTA, which filed a friend-of-the-court brief in support of Teleprompter's petition for review, estimates that a system carrying only one distant signal would owe at least \$1.25 million in damages for each year of past damages permitted under the law. Teleprompter estimates

the possible damages at \$2 million. And both warn it would produce a flood of copyright cases.

For their part, CBS and the producers argue that the retransmission of distant signals into markets where they could not otherwise be received deprives the copyright owners of revenues, since, they say the salability of programming in the markets served by the cable systems is reduced. Teleprompter, however, quotes the Department of Justice as noting that the networks "have an economic interest in limiting the number of channels of access to the public which the present television system provides"; and said that copyright owners who have been paid by broadcasters for their work should not be entitled to select part of the broadcasters' public to be barred from receiving the broadcast "or as a source of a second reward."

Although the CBS-Teleprompter case, which began its way through the courts nine years ago, at one time appeared likely to set national policy in the area of cable copyright liability, it now seems that it will at most establish copyright owners' rights, if any, to collect damages for copyright infringement.

Congress for the past several years has been working on revisions of the 1909 Copyright Act that would incorporate cable's copyright liability into the law. Senator John L. McClellan (D-Ark.), chairman of the Senate subcommittee on copyrights, who has taken the lead in the matter, has assumed the Supreme Court would review the CBS-Teleprompter case and has said that fact would not affect the substance of the bill on which the subcommittee is working (S. 1361), or the timetable on which the subcommittee labors on it. The subcommittee hopes to report its version to the full Judiciary Committee by late next month.

The bill, nearly identical to copyright bills Senator McClellan has introduced in the past two congresses, would make cable systems liable for copyright payments and would establish quarterly fees under a compulsory licensing system. It would also establish a table of fees—despite the opposition of copyright owners who want the right to submit disputes regarding fees to arbitration. The proposed fees—which the subcommittee seems certain to retain—range from 1% of gross receipts from subscribers up to \$40,000, to 5% of gross receipts over \$160,000.

The appeals court decision Teleprompter is asking the Supreme Court to overturn is the first of several court decisions on the question of copyright liability that has gone against the cable industry. In 1968, the Supreme Court held in the Fortnightly case that cable systems carrying local signals were not liable for copyright payment. CBS, in pressing its suit against Teleprompter, argued that the more sophisticated systems with which it was contending and the fact that distant signals were involved created a different situation, one in which the reception of broadcast sig-



Together. It was a weekend of parades, partying and dancing in the streets—a "turn on," literally and figuratively. The occasion was the official opening of the Gary, Ind., cable system owned and operated by Gary Communications Group. GCG is entirely black-owned; its cable enterprise is the nation's first black system (Broadcasting, Sept. 10). In recognition of that fact, Gary Communications Group Weekend, Oct. 6-7, attracted numerous nationally known figures, including National Cable Television Association President David Foster and Chairman Amos Hostetter, FCC Commissioner Benjamin Hooks and Cable Television Bureau Chief Sol Schildhouse. Highlight of the event came on Saturday, when the GCG system's certificate of compliance was symbolically reissued by Commissioner Hooks (l) to Dolly Millender (r), Gary resident, who in turn presented it to GCG President William Douglas (second from l). Looking on is actor William Marshall and Mr. Schildhouse.

nals on the systems' channels were converted into a "performance." But the U.S. District Court in New York last year disagreed (BROADCASTING, May 8, 1972).

Teleprompter, in its petition to the Supreme Court, contended that the appeals court erred in departing from the Fortnightly decision which rejected the claim that the reception and distribution of television signals was a "performance." The operation of its systems, Teleprompter said, was the same whether or not a distant signal was received. It also said the appeals-court decision would improperly deny to the public the right to receive broadcasts that the FCC, through its regulations, has contemplated that it could receive by way of cable television.

CBS, which did not win what it considered a clear victory in the appeals court, had filed a conditional petition for review with the Supreme Court. CBS had maintained that all of the functions performed by the newer Teleprompter systems that were not present in the Fortnightly case put the Teleprompter systems on the same footing, in terms of copyright liability, as broadcasters. The Teleprompter systems were originating programming, selling advertising and interconnecting with other systems. However, the appeals court held that the systems were the equivalent of broadcasters only in importing distant signals; the other functions, individually or collectively, would not affect the Fortnightly decision, the court said.

Accordingly, CBS, while opposing Teleprompter's petition for review, said that if it were granted, the high court should also review the issues concerning program origination, sale and transmission of advertising and interconnection. These are factors in the revolution that the cable industry has undergone since the Fortnightly decision and that should be considered, CBS said.

The Supreme Court will probably hear oral arguments in the case early in the spring, with a decision possible before the term ends in June.

Cable Briefs

Telemedia expands. Telemedia Inc., San Diego, has formed new educational division and will rent line of video cassettes containing instructional and informative material to cable systems. Programs, all approved by educational advisory board previously set up by company, includes children's literature, social studies, drug education, Spanish conversation and career opportunities. *Telemedia Inc., 3320 Kemper Street, Suite 102, San Diego 92110. (714) 224-8256.*

Wire for Warner. Magnavox Co., New York, has been awarded \$1.5-million contract by Warner Cable Corp. for installation of two cable distribution systems. Systems serving Oshkosh-Neenah-Menasha, Wis., will have 275 miles of plant and will pass 20,000 homes. It will offer 44 primary channels plus FM and 14 reserves. Greenville, S.C., operation will have 285 system miles, 30 forward channels and full reserve capacity.

One man's view: Cable's going down wrong road

CTIC's Edwin Deagle postulates that the public will be unwilling to take on more entertainment media; he feels cable's future is as a broadband distribution system

Subscription programming and satellite interconnection are being touted as the cable industry's saviors by most observers willing to stake a buck in the medium's future. But according to Edwin A. Deagle, director of analysis at the Cable Television Information Center, Washington, those expectations will not be fulfilled.

Cable's future, Dr. Deagle contends, is not in entertainment but in the medium's potential as a substantial vehicle for broadband distribution systems. And here, he feels, the future is bright.

Dr. Deagle told BROADCASTING last week that he believes pay cable cannot sustain the industry "for the same reason that we've never seen independent UHF broadcasting catch fire. Pay cable is another form of entertainment. What people want in television is mainly what they're getting now"—the general-interest fare now available on the networks. Cultural and theatrical presentations not now available on conventional television, Dr. Deagle feels, lack sufficient mass appeal. Major sports events are already on television and would not be permitted



Dr. Deagle

by government to be spirited away. And films, he asserts, "may draw a few more people into the industry but not a hell of a lot more."

The main problem, Dr. Deagle feels, is that the number of television households—now placed at around 65 million—has nearly reached a peak. Thus, if the number of distribution sources is increased by pay cable and satellites, the audience for all programs will decrease. "If the public's demand for more diversified entertainment media is really insatiable, then I may be wrong," he ac-

VOLUME 18
28 motion pictures
...25 in color

WARNER BROS. TELEVISION
A WARNER COMMUNICATIONS COMPANY

knowledges. "But I don't think so."

Dr. Deagle feels industry speculation that cable penetration will have reached 60% of the total TV households by 1980 is overly optimistic. Those levels, he asserts, will be reached by around 1984; he forecasts 35% penetration and 20-million subscribers by the end of this decade, adding that the four subsequent years will be a time of "burgeoning increases" for the industry.

There is a specific timetable for these developments, Dr. Deagle says. The first phase, in which cable operators will begin to realize that the business cannot be sustained through redistribution of broadcast signals, is already in progress. The second, in which similar disillusionment will grow with respect to pay cable, should be completed by 1976.

In the interim, he continued, a "much stronger definition of market analysis must be produced." And that analysis, he feels, will show cable's marketplace falling within two major categories—closed-circuit distribution to institutional users and home terminals (although he regards the latter a "much more constrained possibility"). Already, he notes, about two dozen experiments are being conducted around the nation on such varied uses for cable as two-way instruction, home security, data and facsimile transmission, medical research and diagnosis, and environmental control.

Dr. Deagle's sentiments toward the use of cable as an "untapped resource" rather than an "untapped distribution mechanism" are based on the medium's "natural" advantages as a broadband communications vehicle. With a bandwidth typically ranging between 54 mhz and 216 mhz, the average system can transmit significantly more data than any telephone process.

"What works and what doesn't in terms of software will be known within the next four years," Dr. Deagle predicts. Subsequently, he foresees a "tremendous amount of investment" in cable systems as entrepreneurs become aware of their potential in digital communications. That investment should result in a few new systems employing a full range of the advanced technologies by 1980. And from there, Dr. Deagle says, the "neighbor effect" will take over. As consumers become aware of the advantages those technologies offer, cable "will catch on very rapidly."

City-owned CATV urged

A bill pending in the Massachusetts state legislature would permit municipalities to build and operate their own cable-television systems.

The bill, which was recommended by the legislature's urban affairs committee and has the strong support of Minority Leader Francis W. Hatch Jr. (R-Beverly) of the Massachusetts house, is now before the government-regulations committee. Mr. Hatch foresees revenue produced by municipally owned systems as a way to reduce local taxes.

Broadcast Journalism

Agnew drop-out defuses major issue on RTNDA's agenda

But Seattle convention stays lively picking new president, thrashing out procedures for Washington office, and delving into such problems as access and advocacy journalism

Events outpaced the Radio-Television News Directors Association convention in Seattle last week. Vice President Agnew's resignation mooted the key issue of subpoenas issued against newsmen that had been requested by Mr. Agnew's lawyers and which had been the second most important item on the annual convention agenda.

The most important item was the election of a new president and vice president; the latter becomes traditionally the president-elect of the association.

Elections were held last Thursday (see page 6).

The news of Mr. Agnew's resignation swept the convention early Wednesday, causing most to anguish about remaining or flying back to their posts. Some network and major-station news directors indeed did leave, but most of the members remained—feeling, as one expressed it, like firehoses left behind in the sta-

tion house after the alarm had sounded.

The RTNDA members had heard, before the Agnew news broke, that hopes that a federal newsman's shield law might be reported out of the House Judiciary Committee had been dashed by the Agnew case subpoenas, since Congress undoubtedly would want to wait until the expected extensive litigation was settled. In fact, the RTNDA board had voted a resolution opposing the subpoenas.

The Agnew subpoenas and the progress of the shield laws were not the only business taken up by the board early in the convention week. The board voted to continue the year-old Washington office, but at reduced expenditure. Theodore A. Koop, retired CBS Washington vice president and a former RTNDA president, who is director of the Washington office, will continue to be available, but on a reduced scale. Alex Chadwick, who has been the part-time administrative assistant, will be named permanent manager of the office. This recommendation, to which some opposition has been voiced by a few members, was to be submitted for ratification by the membership at the business meeting Thursday.

The news directors, however, were virtually unanimous that a Washington office is needed, especially with the continued activities there that involve newsmen. The Washington office carried a 1973 budget of \$14,700, with the director listed at \$6,000 and the administrative assistant at \$3,850. Through the third quarter of this year, the D.C. office has cost the asso-



Grass-roots television. The hottest news story in the nation was a home-town story in Washington last Wednesday (Oct. 10). WTOP-TV went live at 2:25 p.m., suspending all other programming, and stayed with the Agnew story until 7:38 p.m. The station's new Minicam (PCP-90) portable color camera unit—already on station at the Capitol in anticipation of a key vote on home rule for the District of Columbia—was used for live reaction interviews. In these four views of station activity, taken by station photographer Bob Rosselle: (upper left) director Rick Sharp calls up a shot in master control; (upper right) executive producer John Baker directs sequencing of the evening news report; (lower left—l to r) commentators George Will, Carl Rowan, Martin Agronsky, James Kilpatrick and Elizabeth Drew in an "instant analysis" of the Vice President's resignation; (lower right) anchorman Max Robinson and reporter Pat McGrath broadcasting from the station's newsroom. The news operation was under direction of Jim Snyder, VP for news of the parent Post-Newsweek Stations, with Deputies Mike Von Ende and Mr. Baker.

ciation \$8,679, with the director having received only \$3,650 and the assistant, \$2,161.

Legal expense of the association, concerned almost entirely with newsmen-protection activities, was budgeted for \$6,720 for the 1973 year, but the nine-months' outlay was listed at \$4,621.

The strong sentiment by leaders of the association for the continuance of the Washington office and of the legal activities of the association in the First Amendment arenas was underscored by RTNDA President Charles F. Harrison, WGN-AM-TV Chicago, in his annual report. He told the membership that even though the cost of these activities is high in money and man-hours, "... the cost of doing less is unthinkable."

Despite the Agnew bombshell, RTNDA members continued their business. At various panels throughout last Wednesday, they heard Ralph Renick, WTVJ(TV) Miami and a past RTNDA president, advocate cooperation with the recently established National News Council. Mr. Renick, a member of the council, said it could serve as a buffer between the media and government. He said he feels the council "will make freedom more secure." And, he added, as the news council becomes effective, it might help override such regulation as the FCC's fairness doctrine.

Speaking of access, Mr. Renick said the council has decided to institute a study of that subject.

Associated with Mr. Renick on this issue, was Jim Bormann, WCCO(AM) Minneapolis-St. Paul, a member of the two-year-old Minnesota Press Council that deals only with complaints against newspapers in that state. "The need for self-criticism has never been greater," he said.

Opposition to the idea of an outside judge was voiced by Tom O'Brien, ABC News, New York, and John Salisbury, KXL(AM) Portland, Ore. Mr. O'Brien stressed that the establishment of a national news council "sets a pattern of more regulation." The media, he said, have their own built-in critics—the public and government officials. Mr. Salisbury carried this view further by noting that the public communicates directly with the media now, and it is unlikely that it will use the council. Critics, he said, make responsible journalists eager to correct deficiencies.

A panel on advocacy versus objectivity heard some strong statements by participants. Roger Grimsby, WABC-TV New York, intimated that some station management is delighted with advocacy journalism because it wins audiences. Objectivity and/or fairness, he said, are self-imposed disciplines of professionals. An even stronger statement on broadcast journalism was made by Dick Smythe, CHUM(AM) Toronto, who, while insisting that commentators have the right to be advocates, noted that broadcasting, after all, is principally an entertainment medium and that some of this "showbiz" attitude irresistibly rubs off on newsmen.

On the subject of government audio and visual feeds to broadcast stations, the participants argued inconclusively on the propriety of classifying this as news. Tom



Now moot. Vice President Spiro T. Agnew's dramatic resignation and plea of no contest to a charge of income-tax evasion brought to an abrupt halt on Wednesday a developing First Amendment controversy over the right of reporters to protect their confidential sources. Mr. Agnew's lawyers had subpoenaed nine reporters and two news organizations in an effort to discover the source of Justice Department leaks about the federal investigation of the former vice president (*Broadcasting*, Oct. 1). But after Mr. Agnew's plea in U.S. court in Baltimore, Judge Walter Hoffman, who had authorized Mr. Agnew's lawyers to issue the subpoenas, said that all other issues before him were moot. That disposed of the motions to quash the subpoenas. The subpoenas had been served on Fred Graham of CBS (in photo), Ron Nessen of NBC, Richard Cohen of the *Washington Post*, Stephen Leshner of *Newsweek*, Ronald Sarro and Robert Walters of the *Washington Star-News*, William Sherman of the *New York Daily News*, Nicholas Gage of the *New York Times* and Sandy Smith of *Time*.

Costigan, Department of Labor, presented the government's position: "They have a legitimate purpose, mainly because of the laziness of many in the news industry. . . ."

Minority representation received the attention of two members. Mr. Harrison, in his report to the membership, called for more black and women members who will be active in the affairs of the association. And Mal Goode, recently retired ABC correspondent who is chairman of the association's committee on minorities, reported that he found an increase in members employed in broadcast news, but noted there is still only a limited number of network, on-air correspondents. He also said that there is a feeling among many blacks in some areas that they are merely tolerated. And in some places, he noted, he received complaints from minority newsmen about such issues as limited assignments, weekend work and variations in salary between white and black personnel.

He said he found "heartwarming" the situation in the South where there has been an upsurge of blacks employed at TV and radio stations.

The meeting, the RTNDA's 28th, saw almost 500 broadcast news directors registered.

In its drive for increased membership,

the RTNDA board voted, subject to membership ratification, that more than one member may be accepted from a station where a supervisor spends a minority of his time on news activities. Members also heard that the association's income through the nine months of the year was \$48,708, with outgo at \$43,960. The 1973 budget is \$83,507.

Watergate diary: Bill Small's dossier on Patrick Buchanan

RTNDA hears CBS newsmen cite examples of administration attempts to manipulate the media it said were manipulating the news

William J. Small, vice president and bureau manager of CBS News, Washington, went before the nation's most prominent broadcast news executives last week and did a little reporting of his own. When he sat down, the delegates to the Radio-Television News Directors Association convention were buzzing. In a roomful of newsmen, Mr. Small had made news.

What Mr. Small related to the RTNDA delegates was the result of his analysis of documents submitted to the Senate Watergate committee last week by presidential aide Patrick Buchanan. Mr. Small summarized the revelations those documents contained in this way: "It is disturbing to find that these people [administration officials], who have spent these years attacking us and questioning our motives, should at the same time be trying so hard to distort the product we put on the air."

Indeed, based on the reading Mr. Small gave the convention, there is reason to believe that the White House has on more than one occasion attempted to influence the American public by channeling internally conceived information through the news media. Some of the incidents contained in the Buchanan package, as related by Mr. Small, included:

▪ An October 1969 memo from President Nixon to then White House Chief of Staff H. R. Haldeman suggesting that the administration urge conservative columnists and broadcast commentators to "play down speculation that John Lindsay's victory in a New York mayoral election was not reflective of his feelings against the President's Vietnam policy. The memo, written prior to the election but after it became evident that Mr. Lindsay would prevail, stated: "What I am suggesting is to predict in advance a Lindsay victory based on these major political factors and then also be ready for a counterattack when they [newsmen] try to build it up as a Vietnam referendum."

▪ An October 1971 memorandum from Mr. Buchanan and administration aide Ken Khachigian suggesting that "we have to develop several covert outlets within the national press who will ask the hard questions that only a political adversary can think up." The same memo proposed

that questions be fed to newsmen participating in network panel shows such as *Meet the Press*.

▪ A June 1972 document authored by Messrs. Buchanan and Khachigian called "The Assault Book," which proclaimed at one point: "Some of the media are slobbering all over George [McGovern]. They may have to be charged publicly with being pro-McGovern to force them to back off a bit." The same report stated that Sander Vanocur, then with the National Public Affairs Center for Television, "may have to be fired or discredited." It called Mr. Vanocur "a positive disaster for us" and said his demise is necessary "if we are to get anything approaching a fair shake out of that left-wing, tax-subsidized network." The allusion was to the Public Broadcasting Service.

▪ A July 16, 1970, note from White House assistant Larry Higby to Jeb S. Magruder suggesting that former NBC Correspondent Chet Huntley must be fired. To accomplish this, Mr. Higby suggested, among other things, that the administration get "independent station owners to write NBC saying that they should remove Huntley now."

▪ A December 1970 communication from Mr. Buchanan to several administration officials, stating that syndicated columnist Victor Lasky should be provided with "the kinds of things we want to use for distribution." Reprints of resulting columns would be sent to particular interests, the memo stated, thus sparing

the White House the burden of putting out the same information in its own in-house communication.

▪ A December 1970 memo from Mr. Magruder to Mr. Haldeman proposing that certain letters written inside the White House be sent for publication to the nation's most prominent news publications. The intention was to give the impression that the letters came from private citizens. An example of that correspondence, all of it drafted by Mr. Buchanan:

"To the editor: Last Thursday night the President . . . handled that pack of wolves gathered at the White House with a great deal more gentility and generosity than their conduct deserved. When will you people recognize that he was elected President and he is entitled to the respect of that office no matter what you people think of him?"

One document of particular interest to broadcasters was written by Mr. Buchanan to then Attorney General John Mitchell on March 14. Entitled "The Attack Organization and Strategy," the memorandum proposed the creation of an "equal time" committee within the Republican National Committee, the purpose of which was explained by Mr. Buchanan as follows: "If we are getting anything more than 'equal time' [on the networks], this committee can remain silent; but if we get anything less than 'equal time', it should confirm same . . . and then send the memorandum to John Mitchell, who should get on the horn to the network



Help to students. William B. Quarton, retired head of WMT-AM-FM-TV Cedar Rapids, Iowa, signs the articles of incorporation of the Quarton-Iowa Broadcasters Charitable Association, an organization which will fund scholarships for broadcast journalism students in Iowa colleges and universities, research projects, and other public interest activities. New corporation, supported jointly by the Iowa Broadcasters Association and a grant from Mr. Quarton's family foundation, is expected to accumulate over \$300,000 within 10 years. Looking on at the ceremony are the corporation's new officers. (l to r): Lew Van Nostrand of the WMT stations, treasurer; William F. Turner, KCAU-TV Sioux City, president; Jack Shelley, Iowa State University, secretary, and Don Uker, KDSN-AM-FM Denison, vice president.

president and point this out, indicating that if it is not corrected and equal time not provided, this will make an issue in the campaign and the subject of legislation in the coming Congress."

The above communications, Mr. Small complained, "give us some insights in how these people, who have complained about bias and prejudice in the press and how the press is being used by a handful of men, how these people plan to use the press."

The attacks, he noted, are still going on. And, he added, there is an additional specter of impropriety within the federal bureaucracy—massive attempts to withhold information from the public. Quoting from a conversation he had last March with John Eisenhower, then chairman of the Inter-Agency Classification Review Committee (a now defunct government task force that worked to declassify federal documents), Mr. Small stated that the government has rubber-stamped some billion documents as classified and is adding to the pile at the rate of 200,000 documents each day. "It would appear that these stables will never be swept clean."

Government, Mr. Small warned, "is far from finished in its attempt to keep things secret or make things difficult for newsmen. . . . In the end we have been hurt by this administration and we have a lot of work to do to restore our own image."

And Saturdays, too

ABC/DEF, the domestic, syndicated TV news service of ABC News, Oct. 6 began a seven-days-a-week operation ("Closed



TOPS!

That's LPB's stereo S-13B console, our top-line audio control center. Features include:

- 18 stereo and 6 mono inputs.
- Step attenuator mixers.
- Telephone-type switches.
- Plug-in fiberglass circuits.
- Stereo 12 watt/channel monitor.
- Internal cue amp and speaker.
- All transformer input and output.

The features and quality of LPB's S-13B just can't be found in other consoles at comparable prices. Take a hard look at the S-13B before you make a mistake!

LPB has a complete line of mono consoles, too, and everything that goes with them. Call or write today for complete information.



LPB Inc.
520 Lincoln Highway, Frazer, Pa. 19355
(215) 644-1123

Circuit," Sept. 24). DEF had not been providing a Saturday feed. The daily half-hour news reports, bought by 115 ABC-TV affiliated stations, are fed via closed circuit from 5-5:30 p.m. and 11-11:30 p.m. The latter segments are used on late-evening local newscasts and on early-morning programs the following day.

Journalism Briefs

Ten for TVN. Television News Inc. has signed WBEN-TV Buffalo, N.Y., as subscriber to its daily national and international electronic news service. WBEN-TV is the 10th station client of TVN.

Moving day. UPITN Corp. has moved its corporate headquarters to 321 West 44th Street, New York, 10036. UPITN, owned jointly by United Press International, Independent Television News and Paramount Pictures Corp., produces daily electronic news feeds to which 14 TV outlets in U.S. subscribe. It also has about 90 station clients in overseas markets.

Credit to cameramen. ABC News President Elmer W. Lower has paid tribute to TV cameramen for their contributions to reporting. He told seminar on "Television in America" at Royal College of Art in London that "too little credit" has been given to men who actually are in field making pictures, while correspondents generally get accolades.

'Consumer Reports' heads for television

Syndicast will offer mini-series for use in news shows that will identify and rate brand-name products

Syndicast Services Inc., New York, will offer for sale to stations in the next few weeks a weekly TV series of three-minute to six-minute *Consumer Union News Reports* incorporating tests on products and general consumer information.

Mitchell Johnson, president, and Sheldon Boden, senior vice president of Syndicast, said last week they had approached several station groups and reception to the program has been positive. They revealed that the segments, produced by the Consumers Union of the U.S. Inc., Mount Vernon, N.Y., would identify brand names of products tested and would be incorporated into news programs of stations.

The programing marks the debut of Consumers Union, publisher of *Consumer Reports*, into television. Gordon Hyatt, longtime TV documentary producer, is producing the news segments, scheduled for a start in January.

Mr. Johnson said he was aware that some of the segments may be controversial but was confident the programing would gain acceptance because of the intense interest in consumer developments.

On three pilot shows of the series, product categories discussed were subcompact cars, mobile homes and junk mail.

Finance

CBS so far in '73: biggest year of all

TV network profits climb; O&O's gains smaller

CBS Inc. estimated last week its income from operations in the first nine months of 1973 reached \$63.6 million on net sales of \$1,088,300,000 for a 19% increase in earnings and a 10% increase in sales above year-ago levels. Per-share earnings for the period were estimated at \$2.32 as against \$1.85 for the first nine months of 1972.

The estimates were announced by Chairman William S. Paley and President Arthur R. Taylor, who said sales and earnings for both the third quarter and nine months represented new highs. "We have now enjoyed 10 consecutive quarters of sales and earnings improvements over comparable year-earlier periods," they reported.

"During the third quarter," they said, "television network sales were well ahead of those for the comparable period last year and profits increased substantially. Television station sales likewise improved, but profits were somewhat lower. Radio sales and profits were slightly below those for last year's third quarter."

They said domestic and international recorded music sales were well ahead of

1972 levels and profits from the international operations showed "significant gains." But, they added, "domestic recorded music profits were adversely affected by cost pressures evident throughout the domestic recording industry and by the weak performance of our Audio Products operations which were discontinued in August."

Estimated companywide third-quarter results were \$23.4 millions in net earnings, or \$0.82 per share, on \$370.4 million in net sales, representing gains of 13% and 8% from third-quarter 1972.

Financial Briefs

CBS adds. CBS has added organ manufacturer to its CBS Musical Instruments Division. Newly purchased addition is Gulbransen Industries Inc., which has headquarters in Chicago and makes organs in Hoopston, Ill. Gulbransen will continue under its present management.

Interest runs high. Fairchild Industries Inc., Germantown, Md., has withdrawn proposed public offering of \$25 million of 20-year sinking fund debentures because its underwriters said securities could not be marketed at satisfactory price due to current interest rates. When Fairchild proposed offering in July it said part of proceeds would help provide interim financing for its 80%-owned subsidiary, American Satellite Corp. But company said ASC is now negotiating for its own financing.

PORKY PIG & FRIENDS

156 fully animated cartoons . . . all in color . . . 6 to 8 minutes in length . . . openings, closings and bridges supplied . . . starring Porky, Daffy Duck, Sylvester, Tweety and others

WARNER BROS. TELEVISION



A WARNER COMMUNICATIONS COMPANY

	Stock symbol	Exch.	Closing Wed. Oct. 10	Closing Wed. Oct. 3	Net change in week	% change in week	1973		P/E ratio	Approx. Shares out (000)	Total market capitalization (000)
							High	Low			
Programming											
COLUMBIA PICTURES**	CPS	N	4 5/8	4 3/8	+ 1/4	+ 5.71	9 7/8	4 1/4		6,335	29,299
DISNEY	DIS	N	78 3/8	78 1/2	- 1/8	- .15	123 7/8	70 1/8	49	28,552	2,237,763
FILMWAYS**	FWY	A	4 1/8	3 3/8	+ 3/4	+ 22.22	5 3/8	2 1/8		1,832	7,557
GULF + WESTERN	GW	N	29 1/4	29 1/4		.00	35 3/4	21 3/8	7	14,685	429,536
MCA	MCA	N	25 7/8	25 7/8		.00	34 1/4	18 1/2	10	8,367	216,496
MGM	MGM	N	17 7/8	18 3/8	- 1/2	- 2.72	24	13 5/8	19	5,958	106,499
MUSIC MAKERS**	MUSC	O				.00	2 5/8	1 5/8		534	1,401
TELE-TAPE**	O		3/8	5/8	- 1/4	- 40.00	1 3/4	3/8		2,190	821
TELETRONICS INTL.	O		5 1/8	5 3/8	- 1/4	- 4.65	10 1/2	3 3/4	11	943	4,832
TRANSAMERICA	TA	N	13 5/8	13 1/4	+ 3/8	+ 2.83	17 5/8	10 3/4	11	66,449	905,367
20TH CENTURY-FOX	TF	N	7 7/8	8 3/4	- 7/8	- 10.00	12 3/8	6 1/2	9	8,562	67,425
WALTER READE**	WALT	O				.00	1 3/8	5/8		2,203	1,376
WARNER	WCI	N	13 5/8	14 7/8	- 1 1/4	- 8.40	39 1/8	10 3/4	6	17,064	232,497
WRATHER	WCO	A	7 5/8	7 1/2	+ 1/8	+ 1.66	16 5/8	6 3/4	64	2,229	16,996
									TOTAL	165,903	4,257,865
Service											
JOHN BLAIR	BJ	N	8 3/8	8 3/4	- 3/8	- 4.28	13	6 3/8	6	2,411	20,192
COMSAT	CO	N	56 5/8	57 1/2	- 7/8	- 1.52	64 1/2	42 1/4	21	10,000	566,250
CREATIVE MANAGEMENT	CMA	A	6 3/8	7 1/8	- 3/4	- 10.52	9 1/2	4	7	1,056	6,732
DOYLE DANE BERNBACH	DDYL	O	12 1/2	13	- 1/2	- 3.84	23 1/2	12	6	1,884	23,550
ELKINS INSTITUTE**	ELKN	O	1/2	3/4	- 1/4	- 33.33	1 1/4	1/2		1,664	832
FOOTE CONE & BELDING	FCB	N	10 5/8	11 3/8	- 3/4	- 6.59	13 3/8	8 1/8	11	2,129	22,620
CLINTON E. FRANK	O					.00	11 1/2	5	10	720	7,470
GREY ADVERTISING	GREY	O	10 1/2	10 1/2		.00	17 1/4	8 1/4	5	1,263	13,261
INTERPUBLIC GROUP	IPG	N	17 5/8	17 7/8	- 1/4	- 1.39	25 3/8	12 1/8	6	2,464	43,428
MARVIN JOSEPHSON	MRVN	O	12 1/2	12 1/2		.00	18 1/2	8	10	1,085	13,562
MCCAFFREY & MCCALL	O		8	6 3/4	+ 1 1/4	+ 18.51	10 3/4	6 3/4	4	585	4,680
MCI COMMUNICATIONS+	MCIC	O	6 3/4	8 7/8	- 2 1/8	- 23.94	8 7/8	4 5/8		12,825	86,568
MOVIELAB**	MOV	A	1 3/8	1 1/4	+ 1/8	+ 10.00	1 7/8	1 1/8		1,407	1,934
MPO VIDEOELECTRONICS**	MPO	A	2 1/4	2 1/4		.00	4 7/8	2		540	1,215
NEEDHAM, HARPER	NDHMA	O	8 1/2	9 3/4	- 1 1/4	- 12.82	26 1/4	8 1/2	4	916	7,786
A. C. NIELSEN	NIELB	O	36 1/8	37 1/4	- 1 1/8	- 3.02	40 1/2	29 1/2	33	10,598	382,852
OGILVY & MATHER	OGIL	O	25 1/2	24 1/4	+ 1 1/4	+ 5.15	32 1/2	14 1/2	10	1,777	45,313
PKL CO.	PKL	O	1 1/2	1 1/8	+ 3/8	+ 33.33	2 5/8	3/4	2	818	1,227
J. WALTER THOMPSON	JWT	N	14 1/8	13 1/4	+ 7/8	+ 6.60	24 3/4	12 3/4	7	2,635	37,219
UNIVERSAL COMM.*	O		2 3/4	2 3/4		.00	12 1/4	2	5	715	1,966
WELLS, RICH, GREENE	WRG	N	12 1/4	13 1/2	- 1 1/4	- 9.25	21 1/8	9 1/2	6	1,568	19,208
									TOTAL	59,060	1,307,865
Electronics											
ADMIRAL	ADL	N	12 1/4	13 3/8	- 1 1/8	- 8.41	18	7 1/4	6	5,817	71,258
AMPEX	APX	N	5 1/2	5 3/4	- 1/4	- 4.34	6 7/8	3 1/4	13	10,876	59,818
CCA ELECTRONICS	CCAE	O	1 1/8	1	+ 1/8	+ 12.50	3	1	2	881	991
COLLINS RADIO	CRI	N	24 5/8	24 1/2	+ 1/8	+ .51	25 7/8	15 1/4	17	2,968	73,087
COMPUTER EQUIPMENT	CEC	A	2 1/8	2	+ 1/8	+ 6.25	2 7/8	1 7/8	14	2,366	5,027
CONRAC	CAX	N	22 1/4	22 1/4		.00	31 7/8	14 1/4	12	1,261	28,057
GENERAL ELECTRIC	GE	N	66 5/8	63 7/8	+ 2 3/4	+ 4.30	75 7/8	55	22	182,348	12,148,935
HARRIS-INTERTYPE	HI	N	37 3/8	37 1/4	+ 1/8	+ .33	49 1/4	24 1/2	14	6,293	235,200
INTERNATIONAL VIDEO	IVCP	O	5 3/4	6 3/4	- 1	- 14.81	14 3/4	5 3/4	10	2,745	15,783
MAGNAVOX	MAG	N	11	12	- 1	- 8.33	29 5/8	8 5/8	15	17,806	195,866
3M	MMM	N	86 3/8	86 3/8		.00	90 1/2	76 1/4	36	113,051	9,764,780
MOTOROLA	MOT	N	64 1/4	63 3/4	+ 1/2	+ .78	67 3/8	41 1/4	26	27,570	1,771,372
OAK INDUSTRIES	OEN	N	16 5/8	16 3/8	+ 1/4	+ 1.52	20 1/2	10 3/4	8	1,639	27,248
RCA	RCA	N	26 1/2	26 3/4	- 1/4	- .93	39 1/8	22 1/8	12	74,531	1,975,071
RSC INDUSTRIES	RSC	A	2 1/8	2 1/8		.00	2 1/4	1 3/8	15	3,458	7,348
SONY CORP	SNE	N	43 3/4	46 1/4	- 2 1/2	- 5.40	57 1/4	38 3/4	38	66,250	2,898,437
TEKTRONIX	TEK	N	52 1/4	51	+ 1 1/4	+ 2.45	53 7/8	29 7/8	25	8,185	427,666
TELEVISION**	TJMT	O	2 1/2	2 3/8	+ 1/8	+ 5.26	4 3/4	2 3/8		1,050	2,625
TELEPRO INDUSTRIES	O		1	1		.00	2 1/2	7/8	6	1,717	1,717
WESTINGHOUSE	WX	N	36 5/8	37 1/4	- 5/8	- 1.67	47 3/8	31 1/8	16	88,595	3,244,791
ZENITH	ZE	N	36	38	- 2	- 5.26	56	32 1/8	12	19,043	685,548
									TOTAL	638,450	33,640,625
									GRAND TOTAL	1,364,806	52,376,527

Standard & Poor's Industrial Average

122.60 121.98 +.62

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (bid price shown)
P-Pacific Coast Stock Exchange

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
A blank in closing price columns
indicates no trading in stock.

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

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

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

Company	Period	CURRENT AND CHANGE			YEAR EARLIER				
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
General Electric Co.	3 mo. 9/30	2,921,900,000	+ 9.2%	142,300,000	+11.3%	.78	2,674,300,000	127,800,000	.70
Wometco Enterprises Inc.	12 wk. 9/8	32,526,000	+20.5%	2,061,000	+15.3%	.34	26,987,000	1,778,000	.30
Cablecom-General Inc.	3 mo. 8/31	5,777,184	*	1,971,226 ¹	*	-.78 ¹	5,665,892	571,757	.11
Scripps-Howard Broadcasting Co.	9 mo. 9/30	20,221,000	+ 9.29%	3,711,160	+11.59%	1.43	18,501,728	3,325,613	1.28

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

¹ Includes extraordinary losses.

**We plan
man
truck
track
slate
shoot
cut
can
clear
copy
ship
store
and
sweat.
Just for you.**

In other words, the most complete package of video tape services in the industry. All you have to do is call us!

Total tape technology in production, post production, distribution — syndication, and videocassettes.

TAV 

TRANS-AMERICAN VIDEO, INC.
1541 N. Vine St., Hollywood, Calif. 90028 (213) 466-2141

Music

**The dawn is breaking
for another Marie**

**13-year-old sister of Osmond brothers
plants "Paper Roses" in September
and it's 23d on 'Playlist'**

Except for her long, curled eyelashes and shoulder-length, dark hair, Marie Osmond looks every bit like her 14-year-old brother, Donnie. The same full mouth, large, brown eyes and short, pointed nose on both. When Donnie was Marie's age, 13, he was a millionaire many times over. The newest and last of this generation of singing Osmond children, Marie has a bit of catching up to do. She released her first record, "Paper Roses," only last month. But already it's resting at number 23 on this week's "Playlist" (see page 41) and the sorcery of the Osmonds is again doing its work.

Ever since the spring of 1971 when the Osmond Brothers released a record that most people took to be the Jackson Five at first listening, "One Bad Apple," they have been able to do no wrong. Or very little wrong, at least.

Together, the Osmonds are the first white teen-age singing idols since the frantic early days of rock and roll when youngsters like Frankie Avalon and Richie Valens became overnight superstars with records such as "Venus" and "Donna." Clean-cut (by comparison with their contemporaries), respectable Mormons from Utah, all the Osmond siblings present an exciting, but unthreatening image. The brothers are every mother's son and every teen-age girl's heart-throb. They were the right act at the right time.

In fact, the newest Osmond, Marie, has more than one strike against her. She has not, for the most part, gotten the push in her career that the teen-age press, whose market is estimated at two-million people,



A star is made. The newest Osmond on stage is Marie, shown here with her older brother and teen-age heart-throb, Donnie.

gave her brothers. Naturally, such publications as *Spec*, *16* and *Tiger Beat* are aimed primarily at girls who wish to see photos and read stories about young boys. Nor has she gotten the amount of exposure the Osmond Brothers received from the NBC-TV's *Andy Williams Show*.

Instead, Marie (or those who make career decisions for her) chose not to attack the pop market right away, but went to the country-music audience to "break" the new Osmond act. She was able to convince Sonny James, country singing star, to produce her first record, "Paper Roses," in Nashville. Happily—for her mentors, that is—Marie's initial success on country stations quickly convinced top-40 programmers to try the record as well. The entire process from first recording session to pop hit took no more than four months.

The best way to parlay one's way into the graces of the radio programmer is, of course, to have a track record of past hits. The next best way is to have a close relationship with someone who has such a track record. The new artist may be a member of a group with a string of hits, the writer of a hit-song by another group or, the case here, a relative.

From there, it is a test of the market that a hit artist creates that determines whether or not spin-offs can be supported too. If the Osmond parents thought that Marie would have to make it on her own, indeed because she was a girl, and sent her into country music, even they underestimated the Osmond phenomenon.

Last fall, the Osmond brothers flew to London for a British tour and a command performance (the Queen was interested in seeing the youngest Osmond, Little Jimmy, 10, for he had a record on the top of British charts called "Long-Haired Lover from Liverpool"). The British press reeled in a flash of déjà vu as 8,000 youngsters, primarily girls, swarmed the airport, tore at policemen and screamed Donnie and Jimmy Osmond's names from behind balcony railings.

Last year, the Osmonds set a record for the number of gold disks in a one-year period, 11. Before them, the Beatles achieved only nine gold records, Elvis Presley eight in one year.

The Osmond Brothers' attempt this summer at becoming an "album group" with a thematic Lp called "The Plan" notably failed. Though they were able to get a couple of hit singles from it, "Let In" and "Goin' Home," the idea of an Osmond's "Sgt. Pepper" never spread beyond that stage. It was their first miscalculation, to date.

Some may recoil at the idea of a 13-year-old professional who is highly trained and choreographed down to the last wink. The majority of the Osmonds are teen-age troupers (two of the brothers are over 20, it must be noted). They are family, home and hearth. They cut to the quick of the American dream. At odds with one of the basic ethics of rock and roll, they make the kind of music youngsters' parents can stand. And Marie, well, she's gotten the best start yet thanks to the stability of country music. Yes, that's what the Osmond phenomenon is all about, stability.

Breaking In

"Painted Lady"—Ian Thomas (Janus) *
When America first released a record called "Horse With No Name" a year and a half ago, the group made the point in several interviews that just because the record sounded like Crosby, Stills, Nash and Young, that was no reason to dismiss it. CSNY, they said then, had begun paving a new avenue in rock and they were only helping to extend that road. Now, America is faced with a sound-alike (road-extending) Canadian artist named Ian Thomas and a record called "Painted Ladies." Without a CSNY or America record in sight on the chart, Ian Thomas

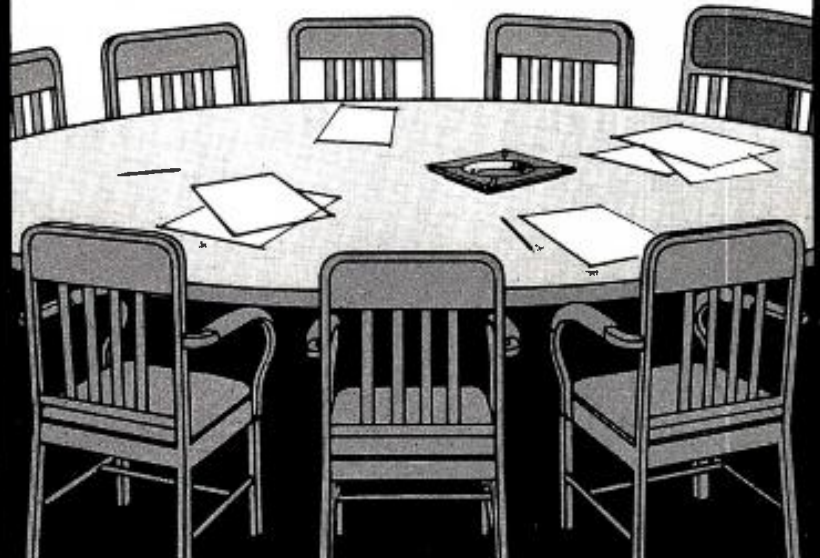


Ian Thomas

may be able to slither into the vacuum.

A good introduction is half the battle in the life of a rock record and "Painted Ladies," for sure, has that. Bill Hennes, program director of KKLW(AM) Windsor, Ont., broke the single two weeks ago in

We don't want to be on your board



At Firstmark Financial, we're interested in your business, because what we do best is finance cable systems, radio and television stations. But we don't want to be a member of your board of directors just because we help you with financing. That's why at Firstmark Financial, there's

NO EQUITY KICKER

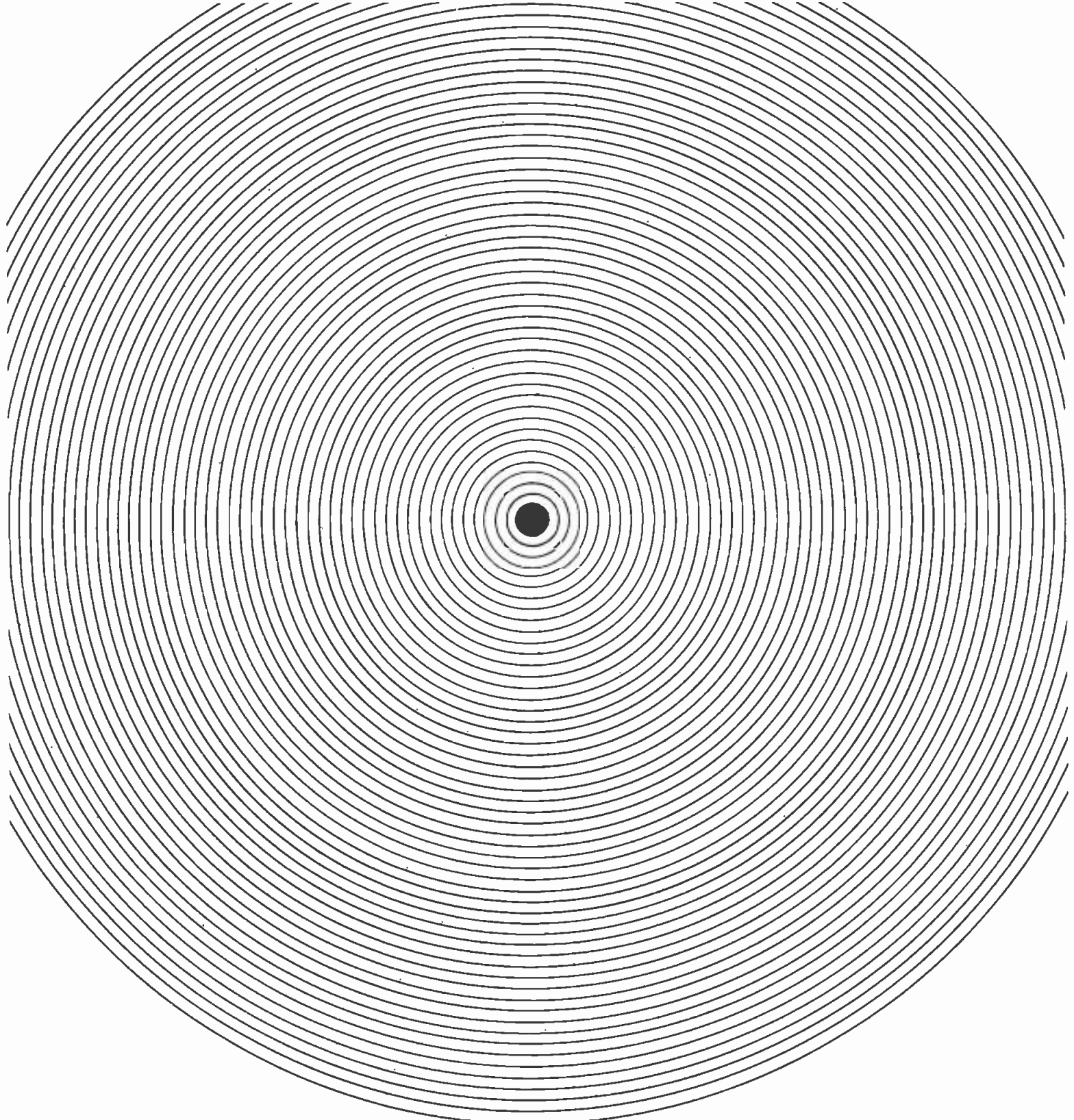
You get money and financial know-how that's engineered to meet your cash flow. (You knew us as Economy Finance Corpo-

ration, one of the earliest and largest companies in cable financing.)

Now with our new name, Firstmark Financial, we'll be happy to show you how our new competitive rates and new 10-year plan will help your profit picture. Call us collect 317/638-1331.

Firstmark Financial

Firstmark Financial Corporation
Communications Fin. Div.
110 E. Washington St.
Indianapolis, In. 46204
317/638-1331



**Hit Your Market
Every Day
Of The Year
With One Shot
In The 1974
Broadcasting
Yearbook**

The most complete and most authoritative source of facts about the business of radio and television ever published.

The 39th annual edition of this respected broadcast encyclopedia—off the press, 25,000 copies strong, in January—will contain 650 pages, index-tabbed for instant reference.

So wide is its range of information that the 1974 *Broadcasting Yearbook* will actually combine 160 different and distinct directories within a single volume . . . 160 directories covering every possible background fact needed by people who work in the broadcasting business.

They find this invaluable sourcebook so essential that it stays on top of

their desks, ready for constant use. It leads an active, useful life for a full 12 months . . . until the next edition replaces it.

Your advertisement, strategically placed in the pages of the 1974 *Broadcasting Yearbook* keeps on making multiple impressions all year long—and makes them at the very times the people who buy are receptive to your story.

One display in *Broadcasting Yearbook* thus gives you the impact of a full year's campaign . . . continuous performance, maximum exposure . . . at minimum cost.

Reserve the best position in the directory section of your choice.

**160 Separate
Directories In A
Single Volume!**

No wonder *Broadcasting Yearbook* is the most reached-for reference work in the whole business of television and radio.

Arranged according to five major index-tabbed groups, here's the treasury of individual directories you'll find in the giant 1974 *Broadcasting Yearbook*—the one-book library of television and radio information.

A—The Facilities of Television
TV Station Directory
Call Letters
Canadian TV Stations
Channels
Canadian Channels
Allocations
Experimental TV Stations
Transfers of Ownership
Newspaper Ownership
TV Applications Pending
Group Ownership
International Broadcasting

B—The Facilities of AM-FM Radio
AM & FM Radio
Directories
Canadian AM & FM Stations
AM Station Call Letters
FM Commercial Call Letters
FM Educational Call Letters
AM Radio by Frequencies
Canadian AM by Frequency
FM, Frequencies, Channels
Canadian FM by Frequency
FM Assignments
Caribbean, Mexican Stations
College Stations

C—Equipment and Products
Product Guide
Equipment Manufacturers
FCC Rules & Regulations
Station Application

D—Radio and TV Program Producers and Distributors
Radio Program Producers
Television Program Producers
Television Commercial Producers
NAB Television Code
NAB Radio Code
Talent Agents and Managers
Radio-TV News Services
Radio Commercial Producers
Business, Promotion Films
Television Processing Labs
Foreign Language Programs
Negro Programming
C&W Stations
Major Awards & Citations

E—Agencies, Reps, Networks, Brokers, Schools, Misc.
Radio & TV Representatives
Network Executives
Regional Radio Networks
Government Agencies
Associations, Societies
Unions, Labor Groups
Attorneys in Radio-TV
Consulting Engineers
Schools
Farm Directors
Advertising Agencies
Major Trends, Events

The 1974 Yearbook includes new population, marketing and audience data: Hotels and Motels used by Communications Groups, ARB Areas of Dominant Influence giving TV stations and affiliations, county ADI homes, ADI total homes, men, women, children; Markets in rank order by ADI households; Spot TV Cost Summary and Spot Radio Budget Estimator affording quick calculations of rates for any time class, length of spot on frequency basis for top 10 markets, top 50; top 100.

Plus dimensions of broadcasting (broadcast time sales since 1935, extent of broadcast editorializing, program analysis data, recent books and reference works published).

Reserve space today. Call your nearest Broadcasting office:

Broadcasting ■

Yearbook 1974

160 directories
650 pages
8 1/2" x 11"
\$17.50 per copy

Washington Headquarters
Maury Long, John Andre
1735 DeSales St., N.W. 20036,
(202) 638-1022

New York
Dave Berlyn, Stan Soifer
7 West 51st St. 10019,
(212) 757-3260

Hollywood
Bill Merritt
1680 N. Vine St. 90028,
(213) 463-3148

THE FORTIES ARE FREE THE FORTIES ARE FREE

Send to:
DOUG ANDREWS
THE POP CHRONICLES
P.O. BOX 1282
LOS ANGELES, CA 90028

meteorological

- Wind Speed
- Wind Direction
- Temperature
- Humidity
- Rainfall
- Baro. Pressure
- Recorders
- Controllers
- Sensors
- Instruments
 - a) analog
 - b) digital

**Computer
Compatible —
Made in U.S.A.**

Call our friendly
Sales Mgr., David
DeGraff, for prompt
delivery and
reasonable prices, or
write for literature
on specific
requirements.
(214) 631-2490



Texas Electronics, Inc.
P.O. Box 7225B
Dallas, Texas 75209

the Detroit market. Since that time, stations in all parts of the country have added the record.

Stations playing the first record by Ian Thomas last week included: CKLW, WIIN-(FM) Atlanta, WHYY(AM) Montgomery, Ala., WPGC-AM-FM Morningside, Md., KLIV(AM) San Jose, Calif., WBBM(FM) Chicago, KXOL(AM) Ft. Worth, WPIX-FM New York and KLIF(AM) Dallas.

"Riding My Thumb to Mexico"—Johnny Rodriguez (Mercury) ■ As the publicity mill has it, Johnny Rodriguez, country music's first Mexican singing star, was discovered by Tom T. Hall in a jail some-



Johnny Rodriguez

where in the Texas panhandle. True or not, his performance on country charts shows that country music does indeed have a new star, no matter where he was discovered. The issue here is: Does this 18-month veteran have a pop cross-over hit with a self-written song called "Ridin' My Thumb to Mexico"?

Country cross-overs, unlike R&B records, take many weeks to show up on top-40 playlists. Usually the country record begins on top 40 when it has just finished its peak on country stations. The Rodriguez record will likely be several more weeks in its journey to pop stations since it is just now peaking on the country side.

Interestingly, MOR stations have been first to pick up on "Ridin' My Thumb." Some of the stations on the record last week included WBAL(AM) Baltimore, WGAR(AM) Cleveland, WGN(AM) Chicago, WFBR(AM) Baltimore, WBIA(AM) Augusta, Ga., and WASH(FM) and WMAL(AM), both Washington.



Senator Sam, long-playing. Senator Sam J. Ervin (D-N.C.) has recorded a spoken-word album for Columbia Records for possible release before Christmas. The record included some of his now-famous Bible quotations plus recitations of "Bridge Over Troubled Waters" and "If I Had A Hammer." Pictured above (from l to r) are Senator Ervin, Columbia associate producer Loonis McGlohon and producer Al Ham at the recording session last month.

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

- CALICO, Tommy James (Roulette).
- D'YER MAK'ER, Led Zeppelin (Atlantic).
- ECSTASY, Ohio Players (Westbound).
- FOR OL' TIMES SAKE, Elvis Presley (RCA).
- GOODBYE YELLOW BRICK ROAD, Elton John (MCA).
- I WON'T LAST A DAY, Maureen McGovern (20th Century).
- LET ME SERENADE YOU, Three Dog Night (ABC/Dunhill).
- LIFE AIN'T EASY, Dr. Hook & the Medicine Show (Columbia).
- LOUIE, Lou Zerato (Atlantic).
- THE LOVE I LOST, Harold Melvin & the Blue Notes (Philly International).
- NEVER LET YOU GO, Bloodstone (London).
- REDNECK FRIEND, Jackson Browne (Asylum).
- RIDIN' MY THUMB TO MEXICO, Johnny Rodriguez (Mercury).
- ROCK AND ROLL, Kevin Johnson (Mainstream).
- SHIDDLE EE DEE, Clint Holmes (Epic).
- SMOKIN' IN THE BOYS ROOM, Brownsville Station (Big Tree).
- SWEET UNDERSTANDING LOVE, Four Tops (ABC/Dunhill).
- THERE AIN'T NO WAY, Lobo (Big Tree).
- THIS TIME IT'S REAL, Tower of Power (Warner Brothers).
- WEEPING WIDOW, April Wine (Big Tree).

Tracking the 'Playlist.' Compared to the active charts of the past three weeks, the Oct. 15 edition of the "Playlist" is relatively static. The top-three songs—Cher's "Half Breed," the Allman Brothers' "Ramblin' Man," Stevie Wonder's "Higher Ground"—are in the same one-two-three positions as last week. Breaking into the top 10 from number 18 last week is Eddie Kendrick's "Keep On Truckin'" (nine this week). New this week to the top 40 are Billy Preston's "Space Race" ("Breaking In," Sept. 17) and Todd Rundgren's "Hello It's Me" ("Breaking In," Oct. 1). "Hello It's Me" is bulleted, as are the Diana Ross-Marvin Gaye duet, "You're a Special Part of Me" (30), Al Wilson's "Show and Tell" (42), 10 C.C.'s "Rubber Bullets" (48), Ike and Tina Turner's "Nutbush City Limits" (56), Kris Kristofferson's on-the-chart, off-the-chart "Why Me" (57), Bette Midler's "Friends" (60), Aerosmith's "Dream On" (61) and Tavares's "Check It Out" (63). New to the "Playlist" are "The Most Beautiful Girl," by Charlie Rich (70), "You're the Best Thing That Ever Happened to Me," by Ray Price (71), "He," by Today's People (72) "Farewell Andromeda," by John Denver (back on at 73) and a single version of the Coca-Cola commercial, "Country Sunshine," by Dottie West (75).

The Broadcasting Playlist **Oct 15**

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 part of the day in which it appears. Bullet (•) indicates upward movement of 10 or more chart positions over previous week.

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	Half Breed (2:42) Cher—MCA	1	1	1	1
2	2	2	Ramblin' Man (3:36) Allman Brothers—Capricorn	2	2	3	3
3	3	3	Higher Ground (3:10) Stevie Wonder—Tamla	5	5	2	2
7	4	4	Angie (4:30) Rolling Stones—Rolling Stones	4	4	7	5
5	5	5	Loves Me Like a Rock (3:32) Paul Simon—Columbia	3	7	5	10
9	6	6	That Lady (3:09) Isley Brothers—T-Neck	8	3	8	4
6	7	7	Let's Get It On (3:58) Marvin Gaye—Tamla	6	9	4	7
4	8	8	We're an American Band (3:25) Grand Funk—Capitol	9	6	6	8
18	9	9	Keep On Truckin' (3:21) Eddie Kendricks—Tamla	10	8	10	6
8	10	10	Delta Dawn (3:08) Helen Reddy—Capitol	7	11	12	15
15	11	11	Midnight Train To Georgia (3:55) Gladys Knight & the Pips—Buddah	12	12	9	9
12	12	12	My Maria (2:32) B. W. Stevenson—RCA	14	10	11	12
14	13	13	Free Ride (3:05) Edgar Winter Group—Epic	13	15	13	11
16	14	14	All I Know (3:48) Art Garfunkel—Columbia	15	14	14	14
20	15	15	Heartbeat, It's a Love Beat (2:59) DeFranco Family—20th Century	17	13	17	13
10	16	16	My Sweet Gypsy Rose (2:51) Dawn—Bell	11	16	16	19
19	17	17	Yes We Can (3:55) Pointer Sisters—Blue Thumb	18	17	15	16
17	18	18	Let Me In (3:38) Osmonds—MGM	16	20	20	20
13	19	19	Brother Louie (3:55) Stories—Kama Sutra	19	18	19	22
11	20	20	China Grove (3:14) Doobie Brothers—Warner Brothers	20	19	18	18
31	• 21	21	Photograph (3:59) Ringo Starr—Apple	23	22	21	17
21	22	22	Saturday Night's Alright for Fighting (4:55) Elton John—MCA	25	21	26	27
24	23	23	Paper Roses (2:39) Marie Osmond—MGM	24	25	23	23
30	24	24	Summer (The First Time) (4:37) Bobby Goldsboro—United Artists	27	23	22	26
23	25	25	Jimmy Loves Maryann (3:25) Looking Glass—Epic	22	31	24	28
22	26	26	Touch Me in the Morning (3:51) Diana Ross—Motown	21	26	28	32
27	27	27	Top of the World (2:56) Carpenters—A & M	28	24	29	30
28	28	28	Just You 'n' Me (3:44) Chicago—Columbia	32	28	25	25
38	29	29	Knockin' on Heaven's Door (2:28) Bob Dylan—Columbia	26	27	31	31
40	• 30	30	You're a Special Part of Me (3:15) Diana Ross & Marvin Gaye—Motown	31	30	33	29
25	31	31	You Got Me Anyway (2:53) Sutherland Brothers and Quiver—Capitol	29	33	35	33
34	32	32	Rocky Mountain Way (3:39) Joe Walsh—ABC/Dunhill	44	37	27	21
33	33	33	We May Never Pass This Way Again (3:50) Seals & Crofts—Warner Brothers	33	32	30	34
26	34	34	In the Midnight Hour (3:14) Cross Country—Atco	30	29	36	36
39	35	35	Basketball Jones (4:04) Cheech & Chong—Ode	48	40	32	24
44	36	36	I Got a Name (3:09) Jim Croce—ABC/Dunhill	38	34	34	35
41	37	37	Space Race (3:21) Billy Preston—A & M	36	35	37	37
43	38	38	Jesse (4:00) Roberta Flack—Atlantic	35	36	38	38
35	39	39	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	37	38	45	42
57	• 40	40	Hello It's Me (3:27) Todd Rundgren—Bearsville	49	39	39	39
46	41	41	Hurts So Good (3:05) Millie Jackson—Spring	43	41	43	40

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
62	• 42	42	Show and Tell (3:28) Al Wilson—Rocky Road	42	42	44	41
32	43	43	Gypsy Man (5:22) War—United Artists	41	43	41	44
36	44	44	Live and Let Die (3:10) Paul McCartney and Wings—Apple	45	45	40	46
50	45	45	Sweet Charlie Babe (2:38) Jackie Moore—Atlantic	34	44	57	60
48	46	46	If You Want Me to Stay (2:58) Sly and the Family Stone—Epic	39	51	49	50
42	47	47	Ghetto Child (3:47) Spinners—Atlantic	46	49	47	49
61	• 48	48	Rubber Bullets (3:50) 10 C.C.—U.K.	60	68	42	43
49	49	49	Raised on Rock (2:38) Elvis Presley—RCA	40	68	46	75
68	• 50	50	Ooh Baby (3:14) Gilbert O'Sullivan—Mam	72	46	48	47
52	51	51	Ashes to Ashes (3:30) Fifth Dimension—Bell	47	48	53	53
55	52	52	Such a Night (2:55) Dr. John—Atco	51	55	52	48
37	53	53	The Morning After (2:14) Maureen McGovern—20th Century	61	47	50	61
54	54	54	Freedom for the Stallion (3:45) Hues Corp.—RCA	50	53	54	59
45	55	55	Get Down (2:38) Gilbert O'Sullivan—Mam	62	54	51	73
75	• 56	56	Nutbush City Limits (2:57) Ike and Tina Turner—United Artists	57	56	55	51
• 57	57	57	Why Me (3:25) Kris Kristofferson—Monument	59	52	56	54
59	58	58	Rhapsody in Blue (3:45) Deodato—CTI	52	57	58	63
60	59	59	Theme from Cleopatra Jones (3:45) Joe Simon—Spring	• 50	72	45	45
• 60	60	60	Friends (2:59) Bette Midler—Atlantic	53	62	60	69
72	• 61	61	Dream On (3:25) Aerosmith—Columbia	54	58	64	58
67	62	62	To Know You Is to Love You (3:54) B. B. King—ABC/Dunhill	66	61	62	55
73	• 63	63	Check It Out (3:25) Tavares—Capitol	56	59	71	72
58	64	64	Sister James (2:53) Nino Tempo & the 5th Ave. Sax—A & M	68	60	67	56
63	65	65	Woman from Tokyo (2:56) Deep Purple—Warner Brothers	• 75	59	52	52
65	66	66	Loving Arms (2:50) Dobie Gray—MCA	63	64	65	67
64	67	67	You've Never Been This Far Before (2:56) Conway Twitty—MCA	58	66	66	•
53	68	68	Here I Am (4:10) Al Green—Hi	•	•	61	65
71	69	69	Get It Together (2:47) Jackson Five—Motown	70	72	68	66
• 70	70	70	That Most Beautiful Girl (2:42) Charlie Rich—Epic	65	63	•	•
• 71	71	71	You're the Best Thing That Ever Happened to Me (3:46) Ray Price—Columbia	67	65	•	•
• 72	72	72	He (2:58) Today's People—20th Century	•	70	75	68
• 73	73	73	Farewell Andromeda (3:29) John Denver—RCA	69	•	68	•
69	74	74	Muskrat Love (3:03) America—Warner Brothers	75	73	70	•
• 75	75	75	Country Sunshine (2:01) Dottie West—RCA	55	70	•	•

Alphabetical list (with this week's over-all rank):
 All I Know (14), Angie (4), Ashes to Ashes (51), Bad Bad Leroy Brown (39), Basketball Jones (35), Brother Louie (19), Check It Out (63), China Grove (20), Country Sunshine (75), Delta Dawn (10), Dream On (61), Farewell Andromeda (73), Free Ride (13), Freedom for the Stallion (54), Friends (60), Get Down (55), Get It Together (69), Ghetto Child (47), Gypsy Man (43), Half Breed (1), He (72), Heartbeat, It's a Love Beat (15), Hello It's Me (40), Here I Am (68), Higher Ground (3), Hurts So Good (41), I Got a Name (36), If You Want Me to Stay (46), In the Midnight Hour (34), Jesse (38), Jimmy Loves Maryann (25), Just You 'n' Me (28), Keep on Truckin' (9), Knockin' on Heaven's Door (29), Let Me In (18), Let's Get It On (7), Live and Let Die (44), Loves Me Like a Rock (5), Loving Arms (66), Midnight Train to Georgia (11), The Morning After (53), The Most Beautiful Girl (70), Muskrat Love (74), My Maria (12), My Sweet Gypsy Rose (16), Nutbush City Limits (56), Ooh Baby (50), Paper Roses (23), Photograph (21), Raised on Rock (49), Ramblin' Man (2), Rhapsody in Blue (58), Rocky Mountain Way (32), Rubber Bullets (48), Saturday Night's Alright for Fighting (22), Show and Tell (42), Sister James (64), Space Race (37), Such a Night (52), Summer (The First Time) (24), Sweet Charlie Babe (45), That Lady (6), Theme from Cleopatra Jones (59), To Know You Is to Love You (62), Top of the World (27), Touch Me in the Morning (26), We May Never Pass This Way Again (33), We're an American Band (8), Why Me (57), Woman from Tokyo (65), Yes We Can Can (17), You Got Me Anyway (31), You're a Special Part of Me (30), You're the Best Thing (71), You've Never Been This Far Before (67).

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

Curiosity grows over Whitehead drop-in proposal

Burch, Lee among many wanting to see study that prompted OTP idea

Clay T. Whitehead, director of the Office of Telecommunications Policy, did not plan it that way, but he seems to be heading into a controversy over the feasibility of carving substantial numbers of VHF stations out of existing spectrum.

It began with an interview he gave the Associated Press last month. Yes, he said, in response to a question, it would be possible to add a number of VHF channels in the major markets; it might even be a good idea. But the major obstacle he said, is the knowledge that broadcasters would oppose any FCC attempt to take such action (BROADCASTING, Sept. 24).

Immediately, Lester Lindow, executive

director of Association of Maximum Service Telecasters, which traditionally opposes proposals it regards as likely to lead to degradation of existing television service, issued a statement asserting that Mr. Whitehead had "utterly ignored the dire consequences of any such action for the free, wide-area, over-the-air television now enjoyed by the American people" (BROADCASTING, Oct. 1).

Mr. Whitehead had said his remarks were based on a study OTP had done, and the trade press began showing an interest in that. So did members of Congress who asked for copies. Word of the bubbling controversy even reach FCC Commissioner Robert E. Lee all the way in Torremolinos, Spain, where he is attending an International Telecommunication Union conference; and, through his office he asked for a copy of the report, too. His office enclosed with the request a copy of a memorandum the commissioner had written last year arguing against reducing television stations' coverage areas in order to make room for additional stations (BROADCASTING, Oct. 23, 1972).

Chairman Dean Burch also expressed interest. "I don't know whether dropping additional VHF channels into markets is technically feasible," he said. But he said he would like to examine the OTP study. "The commission almost has got to go into this, if somebody says there is a way to do it." And he "assumes" the study will be referred to the commission. "I can't conceive of making a report and not sending it to the only people who could implement it."

But Chairman Burch also said that technical problems were not the only ones to consider. "You've got to take a lot of things into consideration—the question of whether there is economic impact, for instance. You've got to decide just how much impact you'll accept." And in a reference to Mr. Whitehead's stated view that VHF drop-ins could lead to additional networks, Mr. Burch said, "I don't know anyone who likes the idea of only three networks—but I don't know if this is the way of changing that."

Meanwhile, back at OTP, officials did not know quite what to do about all the notoriety. In its three years of existence, all of them under Mr. Whitehead, OTP has engaged in its share of controversy; but it has usually picked its fights with some calculation. In the case of the VHF drop-in study, a decision had been made to keep a lid on it, at least for the time being. OTP was being badly mauled by Congress in budget matters, and the office's clout generally seemed to be on the wane. There would have been no reason to expect OTP to want to pursue an issue that could bring it into conflict with powerful and influential broadcasters who might be expected to oppose the proliferation of VHF stations, even though the addition of VHF channels would make possible the greater variety of electronic voices Mr. Whitehead has consistently maintained is desirable.

OTP officials, in response to questions, were still saying last week that there were no plans to make the study public. If a

congressional committee or the FCC requested it, officials said, it would be turned over. But so far there were no such requests. An official was unable to answer immediately whether Commissioner Lee's request would be honored.

But if OTP was not making the study public, its officials were not reluctant to answer questions about it. And it turns out that the techniques being suggested as means of making additional channels available—without adversely affecting stations operating in accordance with FCC rules—are not revolutionary in concept they have been discussed among engineers for years.

One analysis done by OTP engineers from an engineering standpoint was said to have shown that simply by reducing co-channel separations by no more than the 10% cushion they say is present, and where necessary requiring the use of directional antennas to guard against the interference, the government could provide as many as 85 new VHF channels in the top-100 markets (some markets would get none; others would get as many as three).

Another suggestion involved the use of precise offset frequency control. Many VHF transmitters do not operate precisely on frequency; if they did, OTP engineers say, more stations could operate in a given area than at present. The engineers also suggested investigating the feasibility of intermixing vertical polarization with the present system of horizontal polarization as a technique for making more economical use of the spectrum, as do many European countries.

OTP officials insist they are not pushing any of their ideas. But they do seem to feel strongly that the commission should make its own in-depth study of its allocation procedures. They say that, after 20 years—since the commission's Sixth Report and Order on television allocations policy—it is time to update those procedures.

The study, in the preparation over the past six or eight months, was done in accord with OTP's responsibility in conjunction with the commission, to improve the management of the spectrum. One official noted that OTP, which is responsible for managing the government portion of the spectrum, has saved spectrum space by reducing the width of channels for land-mobile services, from 200 khz to 100, to 50, then to 25, and now to 12½.

OTP's technical contentions get no argument from FCC Chief Engineer Raymond Spence. He is aware of the OTP study, although he has not seen it, and last week said that dropping in VHF channels is "technically feasible." But he also said there were other "parameters" to consider—economics being one.

He said his office's opposition to the proposal of noncommercial WETA-TV Washington which now operates on channel 26, to drop in channel 12 in Washington, is based not on technical but on policy grounds. He does not believe the commission should take such actions on an ad hoc basis.

Mr. Spence said he saw "nothing new" in what the engineers were discussing.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of August 12, 1970: Section 3685; Title 39, United States Code).

1. Title of Publication: BROADCASTING.
2. Date of Filing: October 9, 1973.
3. Frequency of Issue: 51 Mondays a year (combined issue at yearend).
4. Location of Known Office of Publication: 1735 DeSales St., N.W., Washington, D.C. 20036.
5. Location of Headquarters or General Business Offices of the Publishers: 1735 DeSales St., N.W., Washington, D.C. 20036.
6. Names and addresses of the Publisher, Editor and Managing Editor:
 Publisher—Lawrence B. Taishoff, 1735 DeSales St., N.W., Washington, D.C. 20036.
 Editor—Sol Taishoff, 1735 DeSales St., N.W., Washington, D.C. 20036.
 Managing Editor—Donald West, 1735 DeSales St., N.W., Washington, D.C. 20036.
7. Owner:
 Broadcasting Publications, Inc., Washington, D.C.; Sol Taishoff, Washington, D.C. 20036; B. T. Taishoff, Washington, D.C. 20036; Lawrence B. Taishoff, Washington, D.C. 20036; J. T. Cowan, Washington, D.C. 20036.
8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities: (If there are none, so state.) None.
9. Not applicable.
10. Not applicable.
11. Circulation:

A. Total no. copies printed (net press run)	37,784*	37,300**
B. Paid circulation		
1. Sales through dealers & carriers, street vendors & counter sales	41*	52**
2. Mail subscriptions	31,048*	30,637**
C. Total paid circulation	31,089*	30,689**
D. Free distribution (including samples, complimentary and other free copies) by mail, carrier or other means	6,032*	5,892**
E. Total distribution (sum of C and D)	37,121*	36,581**
F. Office use, left-over, unaccounted, spoiled after printing	663*	719**
G. Total (sum of E & F—should equal net press run shown in A)	37,784*	37,300**

I certify that the statements made by me are correct and complete.

LAWRENCE B. TAISHOFF
 Publisher

*Average no. copies each issue during preceding 12 months.

**Actual number of copies single issue published nearest to filing date.

Neither did the engineering committee of AMST, whose members discussed the report with OTP's assistant director, Wilfred Dean, on Wednesday. But according to Roy Easley, AMST's assistant executive director, the committee members—all engineers at AMST member stations—did not agree that VHF drop-ins were technically feasible. However, the members said they would like copies of the report, if it is released. They want to analyze it.

FCC may yet be asked to fix occasional rates

Specialized networks and AT&T get no closer to agreement

A settlement on the rates AT&T should charge occasional users of its television program-transmission service remained elusive last week. And as a result, FCC officials who had hoped the issue would not be bucked up to the commission for decision turned pessimistic.

Causes of the new mood were the suggested changes in the proposed settlement that AT&T submitted last week to a drafting committee—composed of representatives of three of the parties and the commission—that had been assigned the task of working AT&T's proposals into the draft.

The committee members—Joseph Kittner for the networks, Jay Ricks for Hughes Sports Network Inc., Harry Plotkin for the Corporation for Public Broadcasting and the Public Broadcasting Service, and Kelly Griffith for the commission's Common Carrier Bureau—quickly decided the proposals would be unacceptable as presented. They arranged a second meeting, this one with AT&T's counsel, Hugh Roff, for Tuesday (Oct. 16) to discuss the matter.

Sources said that AT&T's proposals raised a number of questions. And as one source put it, some of the parties, including the FCC, "may want to pound the table" in discussing the proposals. "We may not be able to reach a settlement," a commission official said.

The AT&T proposals were not made public, but it was learned that although the company suggested no changes in the basic pricing arrangement contained in the draft settlement, it did suggest several conditions that would give it escape clauses.

Another disappointment was AT&T's failure to include in its suggested changes any proposal to meet the complaint of UPITN, the television news service. UPITN's need for a one-hour-per-day monthly contract rate is unmet by either the new monthly contract rates contained in tariffs that AT&T has already filed and that are in effect or in the occasional-user rates detailed in the draft settlement.

That proposed settlement provides for a two-year trial period in which occasional users would be charged an hourly rate of 65 cents per mile in the first year and 75 cents in the second. AT&T has proposed a \$1 hour per mile rate; the present charge is 55 cents. In addition, occasional users could take 10 hours of

service each day for a monthly charge of \$40 per mile, with sharing permitted.

The new tariff for monthly contract service—used by the networks—provided for a reduction in rates—to \$55 per month per mile from \$82.50.

The tariff providing for the \$1 rate for occasional users has already been filed and is scheduled to become effective Nov. 13, unless a settlement is reached or the commission resolves the issue on its own. The commission could suspend the rates for 90 days to give itself additional time.

Technical Briefs

Sold to Seoul. Ampex Corp., Redwood City, Calif., announced last week \$2.1-million equipment sale to government-operated Korean Broadcasting System, Seoul, with deliveries beginning late this year. Agreement calls for six Ampex AVR-1 video-tape recorders, one ACR-25 video-cassette recorder/reproducer, one RA-4000 random access programing system, and more than 100 audio recorders, reproducers and mastering units.

New from Electro-Voice. Electro-Voice Inc. has introduced model 502C and 502CP impedance matching microphone line transformers. Each unit features flat 20-15 khz response and prevent high-frequency rolloff and hum when long mike cables are used with hi-Z inputs. 502C has MC-type connector on output side and 502CP meets need for A3F pin on lo-Z and standard phone plug on output. Both units include loose A3M mike

connectors. 502C also has loose MC1. Suggested retail price: \$13.20 for 502C, \$14.40 for 502CP. 600 Cecil St., Buchanan, Mich. 49107. (616) 695-6831.

New firm. Electro & Optical Systems Ltd. is name of newly formed communications consultant firm that will specialize in television. Michael L. Paull is president. Box 537, Station Q, Toronto, Ont. (416) 483-9772.

RCA to bank on tests to tell it how to run with Selectavision

Rising cost of components, need for design refinements cited as reasons for reassessment

RCA said last week it would begin field-testing its Selectavision magnetic-tape video recorder in the first quarter of 1974 to help determine "the extent and direction of RCA's participation in the video-recording industry." William C. Hittinger, RCA executive vice president, consumer and solid-state electronics, said conditions affecting RCA's entry into that area have changed appreciably in recent months. He cited rising cost of basic components and the need for additional product-design refinements.

Consequently, Mr. Hittinger said, "we intend to gain more marketing and engineering experience in 1974 before making final commitments on the scope of

Send only
the best.



CBS Laboratories new Video Processing Amplifier is an outstanding performer! For monochrome or composite color restructuring, CBS Laboratories CLD 1300 is the universal amplifier. High quality restoration is accomplished through individual controls of video, chroma, reference burst, sync and blanking.

In helical or quad tape use, the CLD 1300 actually improves quality dramatically. And the CLD 1300 can even be used simultaneously as a standby sync generator. From CBS Laboratories, of course.

CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc.
227 High Ridge Road, Stamford, Connecticut 06905

our participation in the video-recording industry. Using our pilot run of magnetic tape recorders, we will thoroughly test various potential marketing areas."

RCA initially developed a video-recording system that used laser beams, then switched its emphasis to the magnetic-tape system. The company had hoped to have the tape-recorder system on the market in the fourth quarter of this year at prices that would attract consumer buying. The predicted price range was \$700 to \$800 for the recorder/playback unit, with a black-and-white camera to be available at around \$250 while RCA completed development of a color camera that could be produced at consumer-level prices.

RCA's current position, Mr. Hittinger said, is that "rather than adhere to a rigid timetable and pricing schedule, we intend to shape our program to the changing conditions that the industry is now experiencing. We will test first and decide later."

Mr. Hittinger's references to increased component costs and the difficulty in entering the consumer market "at an appropriate price level" were taken to mean that, even if the forthcoming tests prove successful, RCA may reposition its system toward the institutional/educational

market rather than the consumer market, at least initially.

The RCA executive said Bell & Howell will produce tape-transport mechanisms for the pilot run of RCA video recorders. He praised Bell & Howell's contribution in developing the tape-transport system, called a key component of the recorders.

RCA's move was the latest in a series of delays in the young video-cassette field. Cartridge Television Inc., the only company actively soliciting the consumer market, initiated Chapter 11 bankruptcy proceedings last summer, and at about the same time an unrelated cassette-programming company, Videorecord Corp. of America, disclosed major staff cutbacks (BROADCASTING, July 9). Another program company, Cartridge Rental Network, a joint venture of Columbia Pictures and Cartridge Television Inc., suspended operations about the same time that CTI disclosed it was filing for reorganization under the bankruptcy laws.

Dann urges video packagers to give more to software

Michael H. Dann, ex-CBS-TV-program chief now a consultant to the Children's Television Workshop, last week encour-

aged video-cassette and video-disk manufacturers to begin to allocate larger sums of money to developing their own programming.

Speaking to the VIDCA convention in Cannes, France, he said: "Less than 1% of your half-billion dollar industry budget is being spent on program development. But if \$50 million is allocated for software programming, a multimillion dollar industry will develop within three years."

Of the \$200 million spent on video-cassette and video-disk research and development in the last six years, he observed that "half has been spent by people who failed and are no longer in business."

"If you think the importance of video-disk cassette is to show the existing motion picture 'War and Peace' without commercial interruption, you have toiled in vain," he said. "Preoccupation with converting existing material to cartridge, tape, disk or film threatens to hold back this industry for a decade." Instead, Mr. Dann suggested the manufacturers neglect their "concern for which of your [hardware] systems will finally be adapted" and "create and record material not now available in any form."

Fates & Fortunes®

Media

James Martinson, VP-station development, Cy N. Bahakel Broadcasting, Charlotte, N.C., named executive VP-general manager, Bahakel's WCCB-TV there. **Warren Brill**, manager of WCCB-TV, appointed station manager. **Rick Ray**, program director, WCCB-TV, named assistant manager.

Henry W. Hughes, general manager, WOLO-TV Columbia, S.C., named VP-general manager, WABG-AM-TV Greenwood-Greenville, Miss. He is succeeded by **Thomas S. Chandler**, sales manager, WOLO-TV. All are Bahakel Broadcasting stations.

J. Rick Hall, general manager, WWOD-AM-FM Lynchburg, Va., named general manager, KXEL-AM-FM Waterloo, Iowa. He is succeeded by **Roy Morris**, formerly with WWOD-AM-FM Chattanooga. All are Bahakel Broadcasting stations.

David Chandler, with KPST(AM) Preston, Idaho, appointed manager, KOFE(AM) St. Maries, Idaho.

John Petrie, executive producer, KGO-TV San Francisco, named operations manager, KBHK-TV there.

Michael A. Goetz, with WGN-AM-TV Chicago, joins KWGN-TV Denver as operations manager. All are WGN Continental stations.

Charlie Ochs, with KGDS(AM) Tolleson, Ariz. (Phoenix), appointed operations manager.

Vic Rumore, sales manager, WNPT(AM) Tuscaloosa, Ala., named station manager.



Mr. Kall

S. Richard Kalt, sales manager, WPLR(FM) New Haven, Conn., named station manager.

Lee G. Stevens, with WUHQ-TV Battle Creek, Mich., appointed station manager. **Ray MacDonald**, formerly with WZZM-TV Grand Rapids, Mich., joins

WUHQ-TV as controller.

George Pettingell, operations manager, KGDN(AM) Edmonds, Wash., appointed station manager. **Dave Olsen**, sales manager, commonly owned KBIQ(FM) Edmonds, named station manager.

John Evans, TV production supervisor, Central Missouri State University, appointed assistant manager, noncommercial KYNE-TV Omaha, affiliated with University of Nebraska.

Kenneth Becker, assistant business manager, WNEW-TV New York, named business manager, WTG(TV) Washington. Both are Metromedia stations.

Timothy J. Rocha, with WJBK-TV Detroit, appointed promotion manager.

Nancy Ballard, assistant promotion direc-

Please send

Broadcasting

The newswEEKly of broadcasting and allied arts

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

SUBSCRIBER SERVICE

- 1 year \$20
- 2 years \$37.50
- 3 years \$50
- Canada Add \$4 Per Year
Foreign Add \$6 Per Year
- 1974 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
- 1974 Yearbook \$17.50 (If payment with order: \$15.00)
- Payment enclosed
- Bill me

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

tor, KMPC(AM) Los Angeles, named promotion director.

Denny Sanders, with WMMS-FM Cleveland, appointed creative-services director.

Jeanne White, production assistant, KTRK-TV Houston, named public service director.

Wilfred C. Prather, station manager, WMAQ-TV Chicago, elected president, Illinois Broadcasters Association.

Ray Karpowicz, KSD-TV St. Louis, elected president, Missouri Broadcasters Association; **Louis Shelburne**, KTGR-AM-FM Columbia, elected president-elect, and **Charles Earls**, KBJA-AM-FM Kennett, elected secretary-treasurer.

Clinton Fowler, VP-general manager, KGER(AM) Long Beach, Calif., and board member of National Religious Broadcasters Association, elected president, Western chapter, that organization.

Broadcast Advertising

Merritt S. Rose Jr., national sales manager, WHIC-TV Pittsburgh, named general sales manager, succeeding **Patrick Gmiter**, appointed director of television sales, Cox Broadcasting (BROADCASTING, Oct. 1).



Mr. Hoker

Jay Hoker, account executive, WXYZ(AM) Detroit, appointed general sales manager.

Harvey Cohen, sales manager, WPLG-TV Miami, joins WCIX-TV there as general sales manager.

Jack Kline, sales manager, WKBS-TV Burlington, N.J.-Philadelphia, appointed general sales manager.



Mr. Rush



Mr. Dalton

J. Warner Rush, general sales manager, WHN(AM) New York, named VP-general sales manager, Major Market Radio, New York. **Don Dalton**, VP-Eastern sales manager there, appointed director of sports marketing (BROADCASTING, Oct. 8).

W. Graham Lockey, director of Norman, Craig & Kummel, and chairman of its subsidiaries in London, Denmark and Norway, elected vice-chairman, Norman, Craig & Kummel Organization Ltd. **John S. Gude**, director of client services in Europe, NC&K, rejoins New York office as executive VP.

Arthur C. Kesteloot, VP-media director, Grey Advertising, Detroit, appointed VP-senior account executive, Ford division account, Grey.

Edward A. Wetzel Jr., formerly VP-account supervisor, Young & Rubicam, New York, named VP and general manager, Dayton, Ohio office, Needham, Harper & Steers.

Michael Eisenberg, assistant director of sales development, CBS-TV, New York, appointed director, audience measurement, CBS/Broadcast Group.

Lowell C. Wallace, with Mennen Co., Morristown, N.J., joins Warren. Muller, Dolobowsky, New York, as VP-administration.

Joel P. Baumwoll and **Sonia Yuspeh**, with research department, J. Walter Thompson, New York, elected senior VP-research and planning and senior VP-director of research and planning, respectively.

Paula Drillman, VP-director of research, and **Gene DeWitt**, VP-director of media, Rosenfeld, Sirowitz & Lawson, New York, elected senior VP's.

Chuck Hyman, a senior producer, and **Monte Gertler**, associate creative director, elected VPs, Kenyon & Eckhard, New York. **Arnold Kusnetz**, associate research director, K&E, elected VP. **Art Shardin**, art director, Kurtz Kabbanis, Symon, New York, joins K&E in same capacity.

Harry Martin, formerly with sales staff, KFMB-AM-FM San Diego, named director of sales development, KCBQ(AM) there.

John Russel, account executive, WPLR-

(FM) New Haven, Conn., appointed sales manager.

Patrick Ryan, formerly with WLAV-AM-FM Grand Rapids, Mich., joins WUHQ-TV Battle Creek, Mich., as northern sales manager.

Brooks McMurria, media buyer, Weltin Advertising, Atlanta, named account representative.

Gary Hiatt, media planner/buyer, Benton & Bowles, New York, joins Cargill, Wilson & Acree, Atlanta, in similar capacity.

Vincent J. Fazio, VP and treasurer, Robert E. Eastman & Co., New York, named VP and general manager, subsidiary operations, Hertz Corp., New York.

Browning Holcombe, Edward Petry & Co., elected president, Chicago chapter, Station Representatives Association for 1973-74, succeeding **Jim Siefert** of Peters, Griffin, Woodward. **Ed Theobald**, Harrington, Richter & Parsons, elected treasurer and **Tom Will**, PGW; secretary.

Programing

Gary Dreispul, executive producer/assistant program manager, KDKA-TV Pittsburgh, appointed program manager, WJAR-TV Providence, R.I.

Chuck Alvey, production manager, WUHQ-TV Battle Creek, Mich., appointed program director.

Jim Pewter, radio show producer and formerly with WPIX-FM New York,

VOLUME 18
28 motion pictures
...25 in color

WARNER BROS. TELEVISION

A WARNER COMMUNICATIONS COMPANY

named program manager, KRTH(FM) Los Angeles.

Mark Jeffries, with KOZE(AM) Lewiston, Idaho, named program director.

John Gorman, music director, WMMS-FM Cleveland, named program director. **Jeff Kinzbach**, with production department, commonly owned WHK(AM) and WMMS-FM, appointed production manager.

Gil Beltran, general manager and managing director, RCA Records, Brazil, appointed to new post, division VP and general manager, RCA Records, New York.

John A. Dolan Jr., former CBS assistant controller in charge of control analysis, named controller, CBS Records International. He succeeds **Nicholas Cirillo**, now VP, operations, at record division. **Farrell W. Bushing Jr.**, former director, corporate analysis, replaces Mr. Dolan as assistant controller.

Albert Becker, formerly production supervisor, CBS-TV, New York, appointed production manager, WSNL-TV Patchogue, N.Y.

Grvin E. Kirk, specialist in early-childhood education and former faculty member, University of Illinois, Urbana-Champaign, joins Children's Television Workshop, New York, as director of research for *Sesame Street* and special projects.

Gene Brewer, with Cooke & Levitt Advertising, Los Angeles, joins Stanley D. Hoffman & Associates, Encino, Calif., musical-production company, as director of sales.

Hayden Brown, producer-director, WCVB-TV Boston, joins noncommercial WTTW-TV Chicago in same capacity.

Joe Starkey, sports director, KEEN(AM) San Jose, Calif., named announcer for Pittsburgh Penguins hockey team for KDKA(AM) Pittsburgh.

Broadcast Journalism

Mike Hambrick, newsman, WEWS(TV) Cleveland, joins KTEW(TV) Tulsa, Okla., as anchorman. **Bill Lynch**, former news producer, KWTv(TV) Oklahoma City, named assistant news director, KTEW.



Mr. Wayman

Tom Wayman, with news staff, KMPC(AM) Los Angeles, appointed news director. He succeeds **Val Clenard** who is stepping down for health reasons. Mr. Clenard will continue with station as director of special events.

G. Guy Gibson, with own urban consulting firm, Detroit, and former news director, WPIX-FM New York, joins WFAA(AM)-KZEW(FM) (formerly WFAA-FM) Dallas as news director. **Noah Nelson** and **Patricia Couch**, with WFAA-TV Dallas, **Jamie Friar**, freelance reporter, and **Phil Van-Stavern**, with KXOL(AM) Fort Worth, join WFAA as reporters. **Laurel Ornish**, with KLIF(AM) Dallas and **Marty Lowry**, with WVIC(AM) East Lansing, Mich., join KZEW as reporters.

Harry Gallagher, assistant news director/anchorman, KTHV(TV) Little Rock, Ark., appointed weekend anchorman/reporter, WKBW-TV Buffalo, N.Y.

Kathy Pepino, with KYW-AM-TV Philadelphia, joins WQXI-TV Atlanta as reporter.

Joan Seeley, assistant to director of television, the White House, joins WINZ(AM) Miami as news correspondent.

Joseph L. Lilli, sports director, KFSA-TV Fort Smith, Ark., joins WIS-TV Columbia, S.C., as reporter/weekend news editor.

Russ Reinberg, formerly with KFNB(AM) Los Angeles, appointed correspondent and newscaster, KCAU-TV Sioux City, Iowa.

David Floyd, reporter-newscaster, KPRC(AM) Houston, joins KHOU-TV there as news assignment editor.

Cablecasting

William E. Clancy, director of franchising, LVO Cable, Tulsa, Okla., joins Continental Television Inc., Boston, as director of corporate development.

Donald Giesler and **Rudy Hall**, with Warner Cable Corp., New York, named district plant manager and chief technician, respectively, for Warner's systems

in Kingsport, Greenville and Ervin, all Tennessee, and in Abingdon, Saltville and Galax, all Virginia. **Gene Kois**, with Warner's system in Wapakoneta, Ohio, named program director, Warner's system in Canton, Ohio.

John P. Cleary, producer of *General Electric College Bowl* and formerly programming executive, NBC, New York, named director, New Jersey Office of Cable Television, Newark.

Steve Main, manager, Storer Cable Communications Inc.'s Venice, Fla., system, appointed manager, Storer's Sarasota, Fla., system. He is succeeded by **James Faircloth**, with Storer Cable.

Edwin W. Maneval, sales representative, upper Midwest, Anixter-Pruzan's CATV products, named sales representative, Washington and Oregon.

Mitch Saranow, graduate of Harvard law and business schools, joins sales staff, Becker Communications Associates, Chicago, cable financing firm.

Equipment & Engineering

Christopher J. Hall, formerly chief engineer, WKTZ-AM-FM Arlington-Jacksonville, Fla., joins WIVY-AM-FM Jacksonville in same capacity.

Philip Garnick, former VP-engineering and marketing, Sigma Instruments Inc., South Braintree, Mass., joins Electro-Voice Inc., Buchanan, Mich., subsidiary of Gulton Industries Inc., as president. He succeeds **Joseph Marks**, who continues as corporate VP. **Jahleel D. Woodbridge**, with Gulton, named executive VP for marketing, Electro-Voice. Electro-Voice manufactures microphones, speaker systems and sound reinforcement products, among other items. **Dan Trifiletti**, with Air Force, joins Gulton Industries Inc., Hawthorne, Calif., as marketing administrator cable products.

Richard J. Thorpe, with GTE Sylvania, Stamford, Conn., appointed product sales manager, GTE's cable equipment and installation operation.

Dave Spindle, formerly with Gravco Sales, equipment firm in Grass Valley, Calif., joins American Data Corp., television terminal equipment manufacturer, Huntsville, Ala., as regional sales manager for Southeastern U.S. and Puerto Rico. **Russell Trevillian**, with Telemet Corp., joins ADC as regional sales manager, Southwestern U.S. **Joe Rosswog**, with Vital Industries, Gainesville, Fla., named senior development engineer for TV products, ADC.

William S. Strout, VP-purchasing, Oak Manufacturing Co., appointed corporate VP-procurement, Oak Industries, Crystal Lake, Ill. Oak manufactures cable equipment as well as other electronic equipment.

Larry E. Nelson, national television and motion picture sales manager, Century Strand, joins Kliegl Bros., Long Island City, N.Y., as VP in charge of television sales.

MARKET TESTED!	TRIAL OFFER!	EXCLUSIVE!
TELL IT LIKE IT IS...		
<i>"...from another point of view."</i>		
for FOUR WEEKS!		
If you don't agree with other station managers from coast-to-coast that this is the best prestige, audience and sales builder you've ever programmed, return our trial offer billing marked, "CANCEL" . . . and you don't owe us a dime!		
ONE OUTLET TO A MARKET!		
RESERVE YOUR AREA TODAY! PHONE FOR DETAILS!		
Material researched, created and MAILED WEEKLY! TIMELY! VITAL! COMMERCIAL! "...and adjacencies are easy to sell!" (Endorsements on file.)	Available for RADIO TV CATV	BOB CESSNA 904-255-1154 P. O. Box 5356 Daytona Beach, Fla. 32020

Allied Fields

Alan Labovitz, assistant professor, Central Michigan University, Mt. Pleasant, named director, Center for Study of Communications, University of Evansville, Evansville, Ind.

Deaths

Horace Risser, 64, of Dallas, who retired as NBC News staff soundman in Sept. 30, died Oct. 5. His work included extensive coverage of Presidential election campaigns of 1964, 1968, 1972.

Paul Hartman, 69, vaudeville, TV and motion-picture entertainer, died of heart attack at his home in Hollywood Oct. 2. In addition to Broadway and film roles, Mr. Hartman made regular appearances on *Petticoat Junction* and *Mayberry RFD*. He is survived by wife, son, Ted, and sister and brother.

Blake Ritter, 58, broadcaster and former Broadway actor, died at Bryn Mawr (Pa.) hospital Sept. 28. After early career as singer and actor, Mr. Ritter joined WCAU-TV Philadelphia in the early 1950's and later was named news editor, WPBS (FM) Philadelphia. He is survived by his

wife, Mary, and son, Martin.

Raymond Colvin, 76, former engineer with WJAR-TV Providence, R.I., died Sept. 25 of heart attack. Mr. Colvin had been with RCA before joining WJAR-TV in 1954. He is survived by wife, Charlotte, and daughter.

James B. Hatfield, 61, Seattle-based broadcast engineering consultant, died there Aug. 2 of heart attack. Mr. Hatfield began his career as engineer in various Washington stations, including post as chief engineer of what is now KING(AM) Seattle.

For the Record®

As compiled by BROADCASTING Oct. 2 through Oct. 9 and based on filings, authorizations and other FCC actions.

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

New TV stations

Action on motion

■ Administrative Law Judge Forest L. McClenning in Anaheim, Calif. (Orange County Broadcasting Co. et al.), TV proceeding, on judge's own motion closed record (Docs. 18295, 18297, 18298, 18300). Action Sept. 26.

Other action

■ Review board in Red Lion, Pa. granted appeal by Red Lion Broadcasting Co., applicant for new UHF to operate on ch. 49, Red Lion, and John H. Norris, vice-president, prospective general manager and 10% stockholder of Red Lion, from ruling by Administrative Law Judge Forest L. McClenning limiting scope of certain issues in proceeding (Doc. 18136). Action Oct. 3.

Call letter application

■ *University of Maine, Biddeford, Me.—Seeks *WMEG-TV.

Designated for hearing

■ WDTB-TV Panama City, Fla.—FCC in response to request by WJHG Inc., licensee of WJHG-TV Panama City, designated for hearing application of Panhandle Broadcasting Co. for license covering construction of new VHF (WDTB-TV). In same action, divestiture condition on WDTB-TV's CP was temporarily waived to grant Panhandle's request for program test authority. Grant was made subject to whatever commission action may be appropriate as result of hearing. Action Oct. 3.

Existing TV stations

Final actions

■ WQXI-TV Atlanta—Broadcast Bureau granted CP to install aux. trans. at main trans.-ant. location (BPCT-4644). Action Sept. 28.

■ KLAS-TV Las Vegas—FCC notified Summa Corp., licensee, that it failed to comply with Communications Act, as amended by Federal Election Campaign Act of 1971, by its policy not to sell time to any political candidate for announcements exceeding 60 seconds in length, except between 1:30 a.m. and 6:00 a.m. Action Oct. 3.

■ WKBW-TV Buffalo, N.Y.—Broadcast Bureau granted CP to install new alt. main trans. (BPCT-4635). Action Sept. 28.

■ FCC granted waiver of prime time access rule to permit TV stations affiliated with ABC to carry to completion 1973 NCAA regular-season football games. ABC requested waiver in event of "runover" beyond three hours, or after 7 p.m. Action Oct. 3.

■ Houston and Pittsburgh—FCC granted waiver of prime time access rule to KPRC-TV Houston to permit presentation of 6 programs of *National Geographic* series (waiver runs until Sept. 30). Commission also authorized WTAE-TV Pittsburgh to carry ABC's program *The Reasoner Report* at 7 p.m. on Saturdays, without its counting toward permissible three hours of network programming on these evenings, provided program is preceded and followed by half-hour local news or public affairs programming (waiver runs until March 31, 1974). Action Oct. 3.

■ Chicago—FCC informed Thaddeus L. Kowalski, representing Polish-American Congress, that ABC television network was not unreasonable in concluding that Polish jokes did not constitute personal attack. Action Oct. 3.

Actions on motions

■ Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFAA-TV] and WADECO Inc.), TV proceeding, granted motion by WADECO to extent that WFAA-TV is directed to produce certain documents as evidence; denied motion in all other respects and in separate action granted petition by WADECO Inc. to amend application to modify certain exhibits (Docs. 19744-5). Action Sept. 27.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX-TV] and Forum Communications Inc.), TV proceeding, granted motion by WPIX to amend application to reflect current ownership information and data concerned with parent organization, and by separate action granted motion by Forum and extended to Oct. 8 time in which to file responsive pleading to opposition to its earlier petition to amend (Docs. 18711-2). Action Sept. 27.

Other action

■ Review board in Dallas in response to petition by Belo Broadcasting Corp., licensee of WFAA-TV Dallas, added issues against application of WADECO Inc. Proceeding involves application of Belo for

renewal of license of WFAA-TV and competing application of WADECO Inc., for CP for WFAA-TV facilities (Docs. 19744-5). Action Oct. 1.

Call letter application

■ WQXI-TV Atlanta—Seeks WAXI-TV.

Call letter action

■ *WWWG(TV) La Crosse, Wis. — Granted *WHLA-TV.

New AM stations

Application

■ Pagosa Springs, Colo.—KYOR Inc. seeks 1400 khz., 1 kw-D and 250 w-N. P.O. address Drawer K, Blythe, Calif. 92225. Estimated construction cost \$6,500 (equipment to be leased); first-year operating cost \$34,838; revenue \$50,000. Principals: Robert B. Roddy (50%), Daniel F. Anderson, John P. Barry, M.D., and John Claypool (each 16⅓%). Group also owns KYOR(AM) Blythe, Calif. Ann. Sept. 28.

Actions on motions

■ Administrative Law Judge John H. Conlin in Banning and Yucaipa, both California (Bud's Broadcasting Co., et al.), AM proceeding, ordered effectiveness of order issued Aug. 6 establishing present hearing schedule suspended; continued hearing now scheduled for Oct. 23 without date and ordered that any party objecting to shall submit no later than Oct. 10 revised schedule which has concurrence of all parties to case (Docs. 19778-81). Action Sept. 27.

■ Administrative Law Judge Chester F. Naumowicz in Santa Cruz and Aptos-Capitola, both California (St. Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, denied request by Broadcast Bureau for permission to file appeal of Sept. 14 order of presiding judge which permitted Progressive to amend application (Docs. 19503, 19506). Action Sept. 26.

■ Chief, office of opinions and review, in Denver (Action Radio Inc.), AM proceeding, granted request by Broadcast Bureau and extended to Oct. 11

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017

212-687-4242

West Coast—P.O. Box 218, Carmel Valley, California 93924

408-375-3164

Summary of broadcasting According to the FCC, as of Aug. 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,368	4	18	4,390	48	4,438
Commercial FM	2,417	0	41	2,450	123	2,581
Commercial TV-VHF	505	1	6	512	7	520
Commercial TV-UHF	189	0	3	192	42	245
Total commercial TV	694	1	9	704	49	765
Educational FM	590	0	21	611	82	693
Educational TV-VHF	67	0	4	91	3	95
Educational TV-UHF	123	0	14	137	5	143
Total educational TV	210	0	18	228	8	238

* Special temporary authorization.

time in which to file exceptions to initial decision released Aug. 28 (Doc. 19274). Action Sept. 27.

Other action

■ Review board in Iowa City AM proceeding, granted motion by Burns, Rieke and Voss Associates for extension of time through Oct. 10 in which to file oppositions to Broadcast Bureau's petition to reopen record and to add issues in Iowa City AM proceeding. Proceeding involves competing applications of Burns, Rieke and Voss Associates and Braverman Broadcasting Co. for new AM at Iowa City (Docs. 19596-7). Action Sept. 28.

Call letter application

■ Mt. Whitney Broadcasters, Mt. Whitney, Calif.—Seeks KINC.

Existing AM stations

Applications

■ WGUY Bangor, Me.—Seeks CP to change hours of operation to U with 5 kw, DA-N, and change D ant. site to 1500 ft. east of intersection of Finson and Pushaw Road, Bangor. Ann. Oct. 1.
 ■ KLAB Klamath Falls, Ore.—Seeks CP to change hours of operation to U with 5 kw, DA-N, and add N site at north side of Lost River, 4.3 miles south-east of Altamont, Ore. Ann. Oct. 1.

Final actions

■ WCUZ Grand Rapids, Mich. and WMEE Fort Wayne, Ind.—Broadcast Bureau granted mod. of licenses covering change in corporate name to Pathfinder Communications Corp. (BML-2478, BMLRE-3670). Action Sept. 27.
 ■ WEGO Concord, N.C.—Broadcast Bureau authorized remote control (BRC-3669). Action Sept. 28.
 ■ FCC granted Mutual Broadcasting System Inc. waiver of radio dual network rules to permit simultaneous broadcast of news programs and National League Playoff baseball games scheduled for Oct. 7 through Oct. 11. Action Oct. 3.

Actions on motions

■ Administrative Law Judge Basil P. Cooper in Connellsville, Pa. (Connellsville Broadcasters Inc.), renewal proceeding for WCVI Connellsville, granted petition of Bernard Stern to intervene in proceeding as owner of Burns Drug Co. and as 21.4% stockholder of Connellsville Broadcasters Inc. (Doc. 19668). Action Sept. 27.
 ■ Chief Administrative Law Judge Arthur A. Gladstone in Madisonville, Tenn. (Monroe Broadcasters Inc.), renewal of license proceeding for WKYZ, designated Administrative Law Judge William Jensen to serve as presiding judge; scheduled pre-hearing conference for Oct. 30 and scheduled hearing for Dec. 11 (Doc. 19829). Action Sept. 27.

Other actions

■ Review board in Norristown, Pa. (WNAR Inc.), AM proceeding, denied petition by WNAR for reconsideration or certification to commission of review board's decision denying its application to increase power (Doc. 14952). Action Oct. 3.
 ■ Review board in Portsmouth, Va., AM proceeding, in response to a petition by Chesapeake-Portsmouth Broadcasting Corp., permittee of WPMH Portsmouth, Va. (1010 khz, 5 kw, D, DA), added issue to determine whether programing of WPMH had been meritorious, particularly as to public service programs (Doc. 19787). Action Sept. 28.

Call letter applications

■ KGGM Albuquerque, N.M.—Seeks KRKE.
 ■ KCHY Cheyenne, Wyo.—Seeks KNIE.

Call letter action

■ KIZZ El Paso—Granted KISO.

New FM stations

Applications

■ Scarborough, Me.—Greater Portland Radio Inc. Seeks 106.3 mhz, 3 kw. HAAT 300 ft. P.O. address Box 607, Scarborough 04074. Estimated construction cost \$47,415; first-year operating cost \$33,600; revenue \$80,000. Principals: John W. and Marjorie Bride (together 80%). Brides also own WMBA(AM) Ambridge, Pa. and WJAB(AM) Westbrook, Me. Ann. Sept. 27.
 ■ Florissant, Mo.—Florissant Broadcasting Co. Seeks 97.1 mhz, 50 kw. HAAT 500 ft. P.O. address 2120 Pyrenee Drive, Florissant 63033. Estimated construction cost \$43,970; first-year operating cost \$58,000; revenue \$36,000. Principals: Kenneth A. Behlmann, president (100%). Mr. Behlmann has various business interests in Florissant. Ann. Sept. 24.
 ■ Hanover, N.H.—Robert R. Powell. Seeks 99.3 mhz, 3 kw. HAAT 300 ft. P.O. address Box 361, Bradford, Vt. 05033. Estimated construction cost \$60,303; first-year operating cost \$73,000; revenue \$73,000. Principals: Robert R. Powell (100%) also owns WMOU(AM)-WQLX(FM) Berlin, N.H. Ann. Sept. 27.
 ■ St. Thomas, Virgin Islands—Milton Alfred Lindesay. Seeks 97.9 mhz, 10.15 kw. HAAT 1453 ft. P.O. address Dronningens Gade #48, Box 272, Charlotte Amalie, St. Thomas 00801. Estimated construction cost \$28,716; first-year operating cost \$46,806; revenue \$60,000. Principals: Milton Alfred Lindesay (100%) is field investigator in office of Governor, St. Thomas. Ann. Sept. 27.

Final actions

■ Jonesboro, Ark.—Snider Broadcasting Corp. FCC granted 107.9 mhz, 97.9 kw. HAAT 597 ft. P.O. address 1001 Spring Street, Little Rock, Ark. 72202. Estimated construction cost \$116,150; first-year operating cost \$60,300; revenue \$85,000. Snider Broadcasting is licensee of KARN-AM-FM Little Rock, Ark. Principals: Ted L. Snider, president (75%), et al. Mr. Snider is president of Business Music of Arkansas, muzak franchise (BPH-8219). Action Oct. 3.
 ■ Jefferson City, Mo.—KAIR Inc. FCC granted 100.1 mhz, 3 kw. HAAT 300 ft. P.O. address 211 East Capitol Avenue, Jefferson City 65101. Estimated construction cost \$59,704; first-year operating cost \$35,000; revenue \$60,000. Principals: James L. Risner, president, Paul D. Adams and John W. English (each 33⅓%). Mr. Risner is president of KJEL-AM-FM Lebanon, Mo., and owns 50% of KRMS-AM-FM Osage Beach, Mo. Mr. Adams is secretary of Transportation and Development Council, Jefferson City. Mr. English, lawyer in firm of Carson, English, Monaco and Coll, Jefferson City, owns majority interest in California Foods Inc., supermarket, California, Mo., among other interests. Action Sept. 6.

Actions on motions

■ Administrative Law Judge Jay A. Kyle in Duncan, Okla., granted application of Duncan Broadcasting for 102.3 mhz, 3 kw. HAAT 159 ft. P.O. address 1701 Pine Street, Duncan 73533. Estimated construction cost \$68,553; first-year operating cost \$21,756; revenue \$25,000. Principals: R. H. Drewry, president, et al. (100%). Duncan Broadcasting also operates KRHD(AM) Duncan (Doc. 19651). Action Sept. 19.
 ■ Administrative Law Judge James F. Tierney in Bisbee, Ariz. (Bisbee Broadcasters Inc. and WRYE Associates), FM proceeding, granted motion by Bisbee; set certain procedural dates and scheduled hearing for Oct. 30 in lieu of Oct. 9 (Docs. 19754-5). Action Sept. 27.

Other actions

■ Review board in Lorain, Ohio (Lake Erie Broadcasting and Lorain Community Broadcasting Co.), FM proceeding, scheduled oral argument Oct. 30 on exceptions and briefs to initial decision, released Nov. 1, 1972, proposed grant of application of Lake

Erie Broadcasting and denial of competing application of Lorain Community Broadcasting Co. for new FM at Lorain (Docs. 19213-4). Action Oct. 3.

■ Review board in West Columbia, S.C. granted application of Congaree Broadcasters for new FM at West Columbia on 101.1 mhz, 3 kw. HAAT 300 ft. P.O. address Box 112, Cayce, S.C. 29033. Estimated construction cost \$41,920; first-year operating cost \$47,670; revenue \$50,000. Principals: Barnett Goldberg and Sanders Guignard (each 25%), et al. Mr. Goldberg is consulting engineer in Columbia, S.C. and Mr. Guignard has interest in Cayce shopping center (Doc. 19624). Competing application of Statesville Broadcasting Co. was denied (Doc. 19626). Action Sept. 12.

Rulemaking actions

■ Princeton, Ill.—FCC, in response to petition for rulemaking by James W. Yeazel, proposed amendment of FM table of assignments with addition of ch. 252A to Princeton (RM-2087). Action Oct. 3.
 ■ Bath, Me.—FCC proposed amendment of FM table of assignments by substituting class B ch. 290 for ch. 237A at Bath (RM-2090). Action was in response to petition by Porter Broadcasting Services Inc., licensee of WJTO-FM Bath on ch. 237A, only channel assigned to Bath. Action Oct. 3.
 ■ Cape Girardeau, Mo.—FCC, in rulemaking notice, proposed amendment of FM table of assignments in Cape Girardeau, Dexter, Portageville, Caruthersville and Malden, all Missouri (RM-2005, RM-2117). Action was in response to petitions by Communications Systems Inc. requesting changes to permit it to obtain full class C facilities for KFMP(FM) Cape Girardeau, and by Tri-County Broadcasting Co. requesting first channel assignment at Malden, Mo. Since grant of CCI's proposal would require other changes in the FM table of assignment, commission has five alternative plans under consideration. Action Oct. 3.
 ■ Marion, Ohio—FCC proposed amendment of FM table of assignments by assigning ch. 232A to Marion (RM-2099). Action was in response to request by Scantland Broadcasting Co. Action Oct. 3.

Call letter applications

■ Horne Industries Inc., Searcy, Ark.—Seeks KWCK-FM.
 ■ Arnold E. and Verla M. Wilson, Harrisonville, Mo.—Seeks KIEE(FM).
 ■ Fulton Broadcasting Co., Mercersburg, Pa.—Seeks WRCV(FM).
 ■ *Carnegie-Mellon Student Government Corp., Pittsburgh—Seeks *WRTC(FM).
 ■ New Era Broadcasting Co., Cedar City, Utah—Seeks KBRE-FM.
 ■ *Central Wyoming College, Riverton, Wyo.—Seeks *KCWC(FM).

Call letter actions

■ Communications Properties Inc., Albert Lea, Minn.—Granted KCPI-FM.
 ■ *Southwestern Union College, Keene, Tex.—Granted *KSUC(FM).
 ■ *Green River Community College, Auburn, Wash.—Granted *KGRC(FM).

Designated for hearing

■ Fulton, Miss.—Chief, Broadcast Bureau, designated for hearing mutually exclusive applications of Itawamba County Broadcasting Co. and Tombigbee Broadcasting Co. for new FM on ch. 269 (101.7 mhz) at Fulton. Hearing will determine which proposals would better serve public interest and which applications for CP should be granted. (Docs. 19838-9). Action Oct. 3.

Existing FM stations

Final actions

■ WHNN(FM) Bay City, Mich.—Broadcast Bureau granted mod. of license covering change of studio location to trans. site at 81 Tuscola Road, Bay City; operate by remote control from proposed studio location (BMLH-467). Action Sept. 27.
 ■ WQLR(FM) Kalamazoo, Mich.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1286). Action Sept. 27.
 ■ WRLB(FM) Long Branch, N.J.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to operate on 107.1 mhz, ch. 296 for aux. purposes only (BPH-8575). Action Sept. 27.
 ■ WAAL(FM) Binghamton, N.Y.—Broadcast Bureau granted CP to change trans. location to Inghram Hill Road, Binghamton; change studio location and operate by remote control from proposed studio site at 117 Hawley Street, Binghamton; install new trans. and ant.; make change in ant. system; ERP 7.1 kw; ant. height 1090 ft. (BPH-8572). Action Sept. 27.
 ■ *WKWZ(FM) Syosset, N.Y.—Broadcast Bureau granted license covering new educational FM (BLED-1143). Action Sept. 27.

■ KFJL(FM) Oklahoma City—Broadcast Bureau granted CP to change trans. and studio location to 900 feet east of intersection of Eastern Avenue and Britton Road, Oklahoma City; install new trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 420 ft. (BPH-8573). Action Sept. 27.

■ WEZV(FM) Bethlehem, Pa.—Broadcast Bureau granted license covering changes; ERP 28 kw (horiz.), 18 kw (vert.); ant. height 630 ft. (BLH-5904). Action Sept. 27.

Fine

■ KLYN-FM Lynden, Wash.—Broadcast Bureau notified licensee that it had incurred apparent liability for \$200 for violation of rules by failing to provide data concerning equipment performance measurements. Action Sept. 27.

Call letter applications

■ KRHM(FM) Lake Havasu City, Ariz.—Seeks KBAS(FM).

■ KZIN-FM Bakersfield, Calif.—Seeks KUZZ-FM.

■ WGIL-FM Galesburg, Ill.—Seeks WAAG(FM).

■ WSTK(FM) Woodstock, Ill.—Seeks WXR(FM).

■ WMER(FM) Celina, Ohio—Seeks WBSE(FM).

■ KPAM-FM Portland, Ore.—Seeks KPAM(FM).

Call letter actions

■ WFAA-FM Dallas—Granted KZEW(FM).

■ KXOL-FM Fort Worth—Granted KPLX(FM).

■ *KHKE(FM) Cedar Falls, Iowa—Granted *KUNI(FM).

■ *WGBH-FM Cambridge, Mass. — Granted *WGBH(FM).

■ KFMX(FM) Omaha—Granted KEZO(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending auxs., and SCA's when appropriate: WAKW(FM) Cincinnati; WAOP(AM) Otsego and WATC(AM) Gaylor, both Michigan; WATH-AM-FM Athens, Ohio; WATT(AM) Cadillac and WATZ-AM-FM Alpena, both Michigan; WAVI(AM) Dayton and WBBY(FM) Westerville, both Ohio; WBCM(AM) Whnn(FM) Bay City-Saginaw, Mich.; WBCO-FM Bucyrus, WBEX-AM-FM Chillicothe and WBKC(AM) Chardon, all Ohio; WBMB(AM) West Branch and *WCMU-TV Mount Pleasant, both Michigan; *WGSF(TV) Newark and *WGTE-TV Toledo, both Ohio; *WGYC(TV) Grand Rapids, Mich.; *WOSU-TV Columbus and *WOUB-TV Athens, both Ohio; *WUCM-TV University Center, Mich.; *WVIZ-TV Cleveland; WBRB-AM-FM Mt. Clemens, WBRN-AM-FM Big Rapids and WCEN-AM-FM Mt. Pleasant, all Michigan; WCHO-AM-FM Washington Court House, WCKY(AM) Cincinnati, WLCT-AM-FM Newark, WCNW(AM) Fairfield, WCOL-AM-FM Columbus, WCOM-FM Urbana and WCSM-AM-FM Celina, all Ohio; WCUZ(AM) Grand Rapids, Mich.; WCVO(FM) Gahanna, Ohio; WCNZ(AM) Flint, Mich.; WDAO(FM) Dayton, Ohio; WDEE(AM) and WDET(FM), both Detroit; WDOH(FM) Delphos, Ohio; WDOV-AM-FM Dowagiac, Mich.; WEEC(FM) Springfield, Ohio; WEXL(AM) Royal Oak, Mich.; WFCJ(FM) Miamisburg, Ohio; WFDF(AM) Flint, Mich.; WFIN-AM-FM Findlay, Ohio; WFMK(FM) East Lansing, Mich.; WFOL(FM) Fairfield, Ohio; WFUR-AM-FM Grand Rapids, Mich.; WGCL(FM) Cleveland; WGER-FM Bay City, WGRY(AM) Grayling, WHAK(AM) Rogers City and WHFB-AM-FM Benton Harbor-Joseph, all Michigan; WHIO-AM-FM Dayton, Ohio; WHLS-AM-FM Port Huron, WHNE(FM) Birmingham, WHSB(FM) Alpena and WHTC-AM-FM Holland, all Michigan; WHTH(AM) Heath and WIBO(FM) Waverly, both Ohio; WIDG(AM) St. Ignace and WIKB(AM) Iron River, both Michigan; WILE-AM-FM Cambridge, Ohio; WILS-AM-FM Lansing, Mich.; WIMA-AM-FM Lima, WING(AM) Dayton and WIOI(AM) New Boston, all Ohio; WITL-AM-FM Lansing, WJBL-AM-FM Holland, WJCO(AM) Jackson, WJFM(FM) Grand Rapids, WJGS(FM) Houghton Lake and WJML-AM-FM Petoskey, all Michigan; WJW(AM) Cleveland; WKAR(AM) East Lansing, Mich.; WKBN-FM Youngstown, Ohio; WKJR(AM) Muskegon Heights and WKPR(AM) Kalamazoo, both Michigan; WKRC(AM) and WKRQ(FM), both Cincinnati; WKYO(AM) Caro, WKZO(AM) Kalamazoo, WLDR(FM) Traverse City, WLEN(FM) Adrian and WLEW-AM-FM Bad Axe, all Michigan; WLGN-AM-FM Logan and WLMI-AM-FM Jackson, both Ohio; WLRC(AM) Whitehall, Mich.; WLW(AM) Cincinnati; WMBN-FM Petoskey, Mich.; WMHE(FM) Toledo, Ohio; WMIC-FM Sandusky, Mich.; WMOA-FM Marietta and WMOH(AM) Hamilton, both Ohio; WMUZ(FM) Detroit; WNCO-AM-FM Ashland, WNDH(FM) Napoleon. WNPQ(FM) New Philadelphia, WNRE-FM Circleville and WNYN(AM) Canton, all Ohio; WOAP-AM-FM Owosso, Mich.; WOBL(AM) Oberlin, Ohio; WOMC(FM) Detroit; WONE(AM) Dayton, WONW(AM) Defiance, WOSU(AM) Columbus

and WOUB(AM) Athens, all Ohio; WPLB-AM-FM Greenville and WPON(AM) Pontiac, both Michigan; WPTW-AM-FM Piqua, Ohio; WQLR(FM) Kalamazoo, Mich.; WQMS(FM) Hamilton, Ohio; WSDS(AM) Ypsilanti, WSJM-AM-FM St. Joseph, WSMR(FM) and WSOO(AM), both Sault Ste. Marie, all Michigan; WSPD(AM) Toledo and WSPD(AM) Columbus, both Ohio; WSTR-AM-FM Sturgis, WTCM-AM-FM Traverse City and WTHM-AM-FM Lapeer, all Michigan; WTIG(AM) Massillon, WTOF(AM) Canton, WTUE(FM) Dayton and WUBE-AM-FM Cincinnati, all Ohio; WUPY(AM) Ispeming and WVGR(FM) Grand Rapids, both Michigan; WVKO(AM) Columbus, Ohio; WVMO(FM) Monroe, Michigan; WVNO-FM Mansfield, Ohio; WWM(AM) Cadillac and WWCCK(FM) Flint, both Michigan; WWEZ(FM) Cincinnati, WVJ-AM-FM Detroit and WWRM-FM Gaylor, Mich.; WWST-AM-FM Wooster, Ohio; WWTW-FM Cadillac, WWWW(FM) Detroit and WYOF(AM) Bay City, all Michigan; WYCH(FM) Hamilton, Ohio; WYON(FM) Grand Rapids, Mich.; WZIP(AM) Cincinnati; WZND(FM) Zeeland and WZZM-FM Grand Rapids, both Michigan; *WAPS(FM) and *WAUP(FM), both Akron, Ohio; *WAUS(FM) Berrien Springs, Mich.; *WBGU(FM) Bowling Green, *WBOE(FM) Cleveland, *WBWC(FM) Berea, *WCBE(FM) Columbus, *WCDR-FM Cedarville and *WCML(FM) Marietta, all Ohio; *WCMU-TV Mount Pleasant, Mich.; *WCSU-FM Wilberforce, *WCWS(FM) Wooster, *WCWT-FM Centerville and *WDEQ-FM Degraff, all Ohio; *WDR(AM) Detroit, *WDUB(FM) Granville, Ohio; *WEMU(FM) Ypsilanti, *WGGL-FM Hnughton, *WHPR(FM) Highland Park, *WIAA(FM) Interlochen and *WKAR-FM East Lansing, all Michigan; *WKT(AM) Strythurs, *WLMH(FM) Morrow and *WMCO(FM) New Concord, all Ohio; *WMHW-FM Mt. Pleasant, Mich.; *WMUB(FM) Oxford, Ohio; *WNMR(FM) Marquette, Mich.; *WNSD(FM) Cincinnati; *WOKA(FM) Royal Oak, Mich.; *WOBK-FM Oberlin, *WOBN(FM) Westerville, *WOSU-FM Columbus and *WOUB-FM Athens, all Ohio; *WPHS(FM) Warren, Mich.; *WRCJ(FM) Reading, *WRDL(FM) Ashland, *WRMU(FM) Alliance and *WRUW-FM Cleveland, all Ohio; *WSGR-FM Port Huron and *WSHJ(FM) Southfield, both Michigan; *WSLN(FM) Delaware and *WSTB(FM) Streetsboro, both Ohio; *WTSD(FM) Drayton Plains and *WUOM(FM) Ann Arbor, both Michigan; *WVXU-FM Cincinnati; *WYSO(FM) Yellow Springs, *WYSU(FM) Youngstown, WPCO-TV Cincinnati and WEWS(TV) Cleveland, all Ohio; WEYI-TV Saginaw, Mich.; WHIO-TV Dayton and WHIZ-TV Zanesville, all Ohio; WILX-TV Onondaga and WJRT-TV Flint, both Michigan; WJW-TV Cleveland; WKAR-TV East Lansing, Mich.; WKEF(TV) Dayton and WKRC-TV Cincinnati, both Ohio; WKZO-TV Kalamazoo, Mich.; WLIO(TV) Lima, WLWC(TV) Columbus, WLWD(TV) Dayton and WLWT(TV) Cincinnati, all Ohio; WNEH-TV Bay City, Mich.; WOET-TV Kettering, Ohio; WOTV(TV) Grand Rapids and WPBN-TV Traverse City, both Michigan; WSPD-TV Toledo and WSTV-TV Steubenville, both Ohio; WTOM-TV Cheboygan, Mich.; WUAB(TV) Lorain, Ohio; WWTW(TV) Cadillac and WWUP-TV Sault Ste. Marie, both Michigan; WYT(TV) Youngstown, Ohio and *WCET(TV) Cincinnati. Actions Sept. 27.

■ FCC, following analysis of information obtained from equal employment opportunity inquiry, granted conditional renewal of license until Oct. 1, 1975 for following stations: WCHS(AM) Charleston, W. Va.; WFIR(AM) Roanoke, WGH-AM-FM and WTDI(AM), both Newport News, WQRK(FM) Norfolk, WSSV(AM)-WPLZ(FM) Petersburg and WPLM(AM) Suffolk, all Virginia; WKAZ-AM-FM Charleston and *WSPW(TV) Grandview, both West Virginia. Action Sept. 19.

■ FCC, following analysis of information obtained from equal employment opportunity inquiry, granted renewal of licenses, co-pending auxs. and SCA's when appropriate, for following stations: WASA(AM)-WHDG(FM) Havre de Grace, WBOC(AM) Salisbury, WBOC(FM) Ocean City-Salisbury, WDON(AM) Wheaton, WFMD(AM)-WFRF(FM) Frederick and WNAV-AM-FM Annapolis, all Maryland; WJLS(AM)-WBKW(FM) Beckley, WTI(AM) and WXIT(AM), both Charleston, all West Virginia; WCMS-AM-FM Norfolk, WHAP(AM) Hopewell, WLVA(AM) Lynchburg, WVEC-AM-FM-TV Hampton and *WVPT(TV) Staunton, all Virginia. Action Sept. 19.

■ Broadcast Bureau granted renewal of licenses for following Utah translator stations: K03AS Richfield, Elsinore and Sevier; K03DE Fishlake Resort; K06DY Roosevelt, Lapoint and Mountain Home; K07CY Redwash, Bonanza and Vernal; K08CS Roosevelt, Lapoint and Mountain Home; K09CY Redwash, Bonanza and Vernal; K10DD Roosevelt, Lapoint and Mountain Home; K11DF Redwash, Bonanza and Vernal; K12FF Roosevelt, Lapoint and Mountain Home; K13HF Redwash, Bonanza and Vernal; K07JV Circleville; K07JW Pangulitch; K12HT Logan; K09AM and K13AK, both Heber; K02AV St. George; K02AV Virgin; K03AL Toquerville; K04AZ Santa Clara, Veyo and Montoquia, and Littlefield, (Ariz.); K04BB Rockville; K05CP Toquerville; K06AY Santa Clara and Washington; K07CG Toquerville; K08BN St. George;

K08BO Virgin; K08EN Pine Valley and Central; K09CD Rockville; K09KP Toquerville; K11JE St. George; K12BQ Toquerville; K12BR Virgin; K13CA St. George; K13HH Enterprise; K05AR Rockville; K08E1 and K13AZ, all Logan and Wellsville; K08EL, K10ES and K12EB, all Wendover; K81BD St. George; K05BC Enoch; K09CJ, K11CQ and K13CP, all Cedar City and Iron Springs; K76BU Enoch and Iron county; K76BV Wayne county; K80BQ Orangeville and Emery county; K80BY Kanab and Mt. Carmel; K82BA Juab and San Pete counties; K82BT Tropic; K83BB Columbia and Duchesne and Emery counties; K83BC Virgin; K83BD Marysvale; K70CU, K73BE and K76BN, all Logan; K77CA Santa Clara; K79CA Santa Clara and Littlefield (Ariz.); K02FA, K04FG and K05DO, all Antimony; K07GY, K09CS, K11CX and K13CV, all North Creek area, Adamsville and Beaver; K02FS, K04FS and K05DX, all Castle Gate; K06DR and K08AU, both Spring Glen, Price and Emery county; K08CF Scofield; K10AZ Spring Glen, Price and Emery county; K10CL Scofield; K12AZ Spring Glen, Price and Emery county; K12CE Scofield; K02BO Teasdale and Torrey; K03AU Loa and Bicknell; K04BN and K05BG, both Teasdale and Torrey; K06BS and K07CT, both Loa and Bicknell; K11FP and K13FF, both Manti and Ephraim; K08BK, K10BR and K13BV, all Mantua; K09JH, K11JK and K13JP, all Mayfield; K08DP Scipio and Holden; K09EU Oak City, Leamington and Lynndyl; K10EB Scipio and Holden; K11FA Oak City, Leamington and Lynndyl; K12DH Scipio and Holden, K13ET Oak City, Leamington and Lynndyl; K06DH Scipio and Holden; K06DI Lynndyl and Oak City; K02BY, K04BC and K05AT, all Minersville; K08GA, K10FW and K12GI, all Morgan, Milton and Mountain Green; K08CC, K10CH and K12CC, all Mt. Pleasant; K07BL, K09BA and K11BE, all area north of Randolph; K06EO, K08DI and K10DI, all Huntsville, Liberty and Eden; K09CI, K11CO and K13CN, all Park City; K09FX, K11FZ and K13EK, all Circleville; K02BQ, K04BC and K05BH, Marysvale; K11DB Wayne county; K11LJ Hanksiville; K13CY Wayne county; K13LS Hanksiville; K03CN, K08CT and K10DE, all Duchesne; K12DL Duchesne City and Strawberry River area; K07JZ and K05DV, both Escalante; K08EK, K10FL and K12FP, all Hatch; K07KM Hanksiville; K09CU Rural Wayne county; K09LC Hanksiville; K08AS, K10AY and K12AY, all Henefer; K02BJ Enoch; K02CL Modena and Beryl Junction; K03AR Parowan; K04BE Enoch; K04CH and K06CQ, both Modena and Beryl Junction; K08CE, K10CK and K12CD, all Kanarrville and New Harmony; K07GQ Cedar City; K12FL Parowan; K13HI Salt Lake North Bench; K13Y Brigham City; K02EN Orderville; K03CX Navajo Lake; K04EX and K05DU, both Orderville; K06FM and K07HY, both Navajo Lake; K08FJ, K10FJ and K21HD, all Alton; K09FM Manti and Ephraim; K71BR East Price; K72CM Helper; K76CI and K81BB, both East Price; K70CN, K75AY and K78BG, all Myton; K70AR, K74AQ and K78AA, all Orangeville, Castle Dale, Ferron and Huntington; K73BF Beaver county, Hamilton Fort and Newcasttle; K64AA Duchesne county and Spring Glen; K67AA Beaver county, Hamilton Fort and Newcasttle; K75BW San Pete county, Aurora and Juab county; K70BD Fillmore, Meadow and Kanosh; K72AQ Delta and West Millard county; K74AO Fillmore, Meadow and Kanosh; K77AJ Delta and West Millard county; K80AN Fillmore, Meadow and Kanosh; K83AF Delta and West Millard county; K76BM Fillmore; K79AU Delta; K66AA Duchesne county and Spring Glen; K69AA Aurora and Juab county; K80CE Beaver county, Hamilton Fort and Newcasttle; K78BN San Pete county, Aurora and Juab county; K59AF, K61AB, K63AC and K65AD, all Summit County; K70DC Torrey; K70DO Manti, Ephraim and Fountain Green; K71BH Milford and Beaver county; K71AU University of Utah campus and Salt Lake City; K72CG Richfield and Monroe; K72CF Myton; K74AY University of Utah campus and Salt Lake City; K75BP Washington and Washington county. Action Sept. 28.

Translator actions

■ K10IQ Upper Divide Creek, Colo.—Broadcast Bureau granted CP for new VHF translator to operate on ch. 10 (192-198 mhz) by rebroadcasting programs of KOA-TV Denver (BPTTV-4672). Action Sept. 26.

■ K08HT Upper Divide Creek, Colo.—Broadcast Bureau granted CP for new VHF translator to operate on ch. 8 (180-186 mhz) by rebroadcasting programs of KREX-TV Grand Junction, Colo. (BPTTV-4671). Action Sept. 26.

■ K56AE Heber, Utah—Broadcast Bureau granted CP for new UHF translator to operate on ch. 56 (722-728 mhz) by rebroadcasting programs of KUED Salt Lake City (BPTT-2521). Action Sept. 26.

Other actions, all services

■ FCC gave notice of its intention to hold oral argument on matters under consideration in Doc. 19667 involving public inspection of program logs. Oral argument will take place on Nov. 20 at commission's offices in Washington. Action Oct. 3.

Ownership changes

Applications

■ KJSO(FM) San Jose, Calif.—Seeks transfer of control of SRD Broadcasting Co. from Scott M. Elrod, Donald M. Bekins, et al. (100% before, none after) to Comet Theatre Enterprises Inc. (none before, 100% after). Consideration: \$600,000. Principal: Frederic A. Danz owns as individual or as trustee and executor of estates of John Danz and Jessie Danz, owns KBFW(AM) Bellingham, KALE(AM) Richland, KEDO(FM) Longview, all Washington; KGLX(AM) The Dalles, KASH(AM) Eugene, both Oregon. Mr. Danz also has majority interest in KTW-AM-FM Seattle. Ann. Sept. 24.

■ WLTA-FM Atlanta—Seeks assignment of license from Atlanta FM Broadcasters to Susquehanna Broadcasting Co. for \$2.5 million. Sellers: Eathel Holley, president, et al. (100%); Mr. Holley also owns WNEA(AM) Newman, Ga. Buyers: Louis J. Appell Jr., Helen P. Appell, George N. Appell and Helen A. Norton (together 100% as trustees of Louis J. Appell residuary trust). Susquehanna Broadcasting also owns WQBA(AM) Miami and WKIS(AM) Orlando, both Florida; WFMS(FM) Indianapolis; WGBB(AM) Freeport, N.Y.; WHLO(AM) Akron, WHLO(FM) Canton, WLQA(FM) Cincinnati and WLQR(FM) Toledo, all Ohio; WARM(AM) Scranton and WSBA-AM-FM-TV York, both Pennsylvania; and WICE(AM) Providence, R.I. Ann. Sept. 24.

■ KMBL(AM) Junction, Tex.—Seeks assignment of license from HW Broadcasting Co. to Heart-of-the-Hills Communications Corp. for \$38,000. Seller: Harry C. Wisheart (100%). Buyers: Dean La Rue Haley (75%), Curtis C. Short (15%) and Thomas McCampbell (10%). Mr. Haley is with Mobil Oil Corp., Corpus Christi, Tex. Mr. Short is announcer with KSIX(AM) Corpus Christi and Mr. McCampbell has law practice in Corpus Christi. Ann. Sept. 24.

■ KAWB(FM) McKinney, Tex.—Seeks assignment of license from Albert W. Brown to Modern Media of McKinnel Inc. for \$135,000. Seller: Mr. Brown (100%) also has 45% interest in KSHN(FM) Sherman, Tex. Buyers: C. R. and Josephine B. Graham (together 100%). Mr. Graham is salesman with KAWB(FM). Ann. Sept. 24.

■ KAFCA(AM)-WISGM(FM) Staunton, Va.—Seeks transfer of control of American Home Broadcasting Corp. from Lloyd Gochenour (100% before, none after) to Shenandoah Valley Broadcasting Co. (none before, 100% after). Consideration: \$220,000. Principals: Brice Miller (50%) et al. Mr. Miller is general manager of WYNG(AM) Goldsboro, N.C. Others in purchasing group have various independent business interests in Staunton area. Ann. Sept. 24.

Actions

■ KKAR(AM) Pomona, Calif.—Broadcast Bureau granted assignment of license from KKAR Inc. to Bassett Broadcasting Co. for \$262,500. Seller: Elizabeth M. Schrimmer, president (100%). Ms. Schrimmer has interest in KXLY-AM-FM-TV Spokane, KAPP-TV Yakima and KVEW(TV) Kennewick, all Washington; WISC-TV Madison, Wis. and KTHI-TV Fargo, N.D. Buyers: Joseph J. Bassett (80%) and Kenneth C. Reeth (20%). Mr. Bassett is account executive with Memphis broadcast services firm. Mr. Reeth is production manager of WOCN-AM-FM Miami (BAC-7947, BACRE-2553). Action Sept. 28.

■ WRGA-AM-FM Rome, Ga.—Broadcast Bureau granted transfer of control of Rome Broadcasting Corp. from Charles Smithgall (60% before, none after), to Mather M. Payne (40% before, 100% after). Consideration: \$180,000. Principal: Mr. Payne is president and director of Rome Broadcasting, which in addition to broadcast interests, owns cable TV system in Rome (BTC-7068). Action Sept. 28.

■ WOKK(AM) Meridian, Miss.—FCC granted assignment of license from New South Broadcasting Corp. to Torgerson Broadcasting Co. for \$150,000 (BAL-7837). Sellers: Frank E. Holladay and Joseph W. Carson. Buyers: Stanleigh O. Torgerson, president (100%). Torgerson Broadcasting is licensee of WQIC(AM) Meridian. Action Sept. 26.

■ WQIC(AM) Meridian, Miss.—Broadcast Bureau granted assignment of license from Torgerson Broadcasting Co. to East-West Communications Corp. for \$65,000. Sale is contingent on FCC approval of acquisition by Torgerson Broadcasting of WOKK(AM) Meridian. Buyers: Charles L. Young, president (49%), and Peble Corp. (51%). Mr. Young owns manufacturing and construction firms in Meridian. He also has real estate interests there. Peble Corp. is Meridian real estate and investment firm (BAL-7885). Action Sept. 27.

■ WKFD(AM) Wickford and WOTB(FM) Middletown, both Rhode Island—Broadcast Bureau granted transfer of control of Adman Radio Co. (WKFD) and Bay Broadcasters Inc. (WOTB) from Louis C. Adler (50% before, none after) to Ronald L. Hickman (50% before, 100% after). Consideration: \$70,000 and adjustments. Principal: Ronald L. Hickman is general manager of WKFD(AM) Middletown (BAL-7943, BALRE-2549). Action Sept. 28.

■ KNIT-AM-FM Abilene, Tex.—Broadcast Bureau granted assignment of license from Key City Broadcasters Inc. to West Texas Media Inc. for \$265,000. Seller: Robert C. Sewell, vice president, et al. Buyers: Frank J. Gerow (33%), Page W. Nelson (33%) et al. Dr. Gerow is assistant professor at Baylor College of Medicine and owns 37% of KZFM(FM) Corpus Christi, Tex. Dr. Nelson also owns 37% of KZFM. He is in private practice in Houston (BAL-7830, BALH-1813, BALRE-2481). Action Sept. 28.

■ KBMT(TV) Beaumont, Tex.—Broadcast Bureau granted assignment of license from Sabine Broadcasting Co. to Harbour Television Systems Inc. for assumption of liabilities in excess of \$3 million. Sellers: John Nichols, president, et al. Buyers: A. O. Banning (56%), William G. Hill Jr. (27%), et al. Mr. Banning owns Banning Transportation Inc., trucking firm in Oklahoma City. Mr. Hill is general manager of KBMT(TV) (BALCT-521, BALRE-2522, BALTP-433, BALTS-353). Action Sept. 28.

■ KHRB(AM) Lockhart, Tex.—Broadcast Bureau granted assignment of license from Heath-Reasoner Broadcasters to Radio Caldwell County Inc. for \$79,422. Sellers: Dan eHath and Marion Reason (each 50%). Buyers: L. M. Preuss III (70%), William R. Buchanan (20%) and Franklin Kaspar (10%). Mr. Preuss has newspaper and other publishing interests in Texas. Mr. Buchanan is general manager of KGTN-AM-FM Georgetown, Tex. (BAL-7932, BALRE-2541). Action Sept. 28.

■ WVRC(AM) Spencer, W. Va.—Broadcast Bureau granted transfer of control of Nubro Broadcasting Co. from Jesse D. Newman, et al (100% before, none after) to Kenneth M. Monroe (none before, 48% after) and Charles R. Marlow (none before, 20% after). Consideration: \$130,000. Principals: Mr. Monroe formerly owned 50% of CATV system in Ripley, Va. Mr. Marlow is chief engineer of WVRC. Messrs. Monroe and Marlow are now doing business as Roane Broadcasting (BTC-7162). Action Sept. 28.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Oct. 2 (stations listed are TV signals proposed for carriage):

■ Theta Cable of California, Box 2590, Los Angeles, Calif. 90025 proposes for San Bernardino county (CAC-3050), Upland (CAC-3051), Ontario (CAC-3052) and Montclair (CAC-3053), all California, to add KVST-TV and KLCS, both Los Angeles.

■ Southern Monterey County TV Cable Inc., 10880 Wilshire Boulevard, Suite 1130, Los Angeles 90024 proposes for Soledad (CAC-3079) and Gonzales (CAC-3080), both California, to add KMEX-TV Los Angeles and KEMO-TV San Francisco.

■ Warner Cable of Cedartown, 75 Rockefeller Plaza, New York 10019 proposes for Polk County, Ga. unincorporated areas (CAC-3060), WCIQ Mt. Cheaha State Park, Ala.; WGTW-TV Athens, Ga.; WAGA-TV, WHAE-TV, WTGC, WQXI-TV and WSB-TV, all Atlanta; WDEF-TV, WRB-TV and WTVC, all Chattanooga; WAPI-TV and WBRC-TV, both Birmingham, Ala.

■ Valley Cablevision Corp., 815 East Pennsylvania Avenue, South Bend, Ind. 46637 proposes for Goshen (CAC-3067), Elkhart (CAC-3068) and Elkhart county, portions surrounding Goshen and Elkhart (CAC-3069), both Indiana; to add WSNS-TV and delete WFLD-TV, both Chicago.

■ Citizens Cable Communications Inc., 927 South Harrison Street, Fort Wayne, Ind. 46802 proposes for St. Joseph township, Ind. (CAC-3074), WANE-TV and WKJG-TV, both Fort Wayne, and WPTA Roanoke, both Indiana; WGN-TV Chicago; WTTV Bloomington, Ind.; WBGU-TV Bowling Green, Ohio and WIPB Muncie, Ind.

■ Ottumwa TV FM Inc., 303 East Second Street, Ottumwa, Iowa 52501 proposes for Ottumwa (CAC-147), to add WSNS-TV and delete WFLD-TV, both Chicago.

■ Morehead TV Cable Co., 804 Brown Building, Austin, Tex. 78701 proposes for Olive Hill (CAC-3057) and Carter county areas adjacent to Olive Hill (CAC-3058), Ky., to add WCHS-TV Charleston, W. Va. and WKRC-TV Cincinnati.

■ Manistee T.V. Cable Inc., Box 236, Milford, Mich. 48042 proposes for Manistee (CAC-3054), Manistee township (CAC-3055) and Filker township (CAC-3056), all Michigan, to add WKBD-TV Detroit.

■ American Cablevision Co., 51 Winter Street, Kenne, N.H. 03431 proposes for Keene (CAC-3076) Marlboro (CAC-3077) and Swanzey (CAC-3078), all New Hampshire, to add WSBK-TV Boston and delete WKBG-TV Cambridge, Mass.

■ Long Island Cablevision Corp. of Southampton, Route 58 and Osprey Avenue, Riverhead, N.Y. 11901 proposes for Southampton (CAC-3081 and CAC-3082), East Quogue (CAC-3083), Quogue (CAC-3084), Hampton Bays (CAC-3085) Eastport (CAC-3086), Speonk (CAC-3087), Westhampton

Beach (CAC-3088 and CAC-3089), Quogue (CAC-3090), Remsenburg (CAC-3091) and Westhampton (CAC-3092), all New York, to add WABC-TV New York.

■ Carolina's Cable Inc., 360 South Monroe Street, Denver, proposes for High Point, N.C. (CAC-3059), to add WTIV Charlotte, N.C.

■ Cablevision of Stroud, Box 305, Stroud, Okla. 74079 proposes for Stroud (CAC-3075), KTEW, KOTV, KTUL-TV and KOED-TV, all Tulsa; WKY-TV, KOCO-TV, KWTW, KETA and KOKH-TV, all Oklahoma City, all Oklahoma; KTVT Ft. Worth and KDTV Dallas; KMBA-TV Kansas City, Mo. and KWGN-TV Denver.

■ Twin County Trans-Video Inc., R.D. 4, Allentown, Pa. 18103 proposes for Upper Nazareth township (CAC-3070), Plainfield township (CAC-3071), Pen Argyl borough (CAC-3072) and Wind Gap borough (CAC-3073), all Pennsylvania; WBRE-TV Wilkes-Barre; WNEP-TV and WDAU-TV, both Scranton; WFAF-TV, WPVI-TV, WPHL-TV, WKBS-TV, WCAU-TV and KYW-TV, all Philadelphia and WLVT-TV Allentown, all Pennsylvania; WNEW-TV, WOR-TV, WPIX-TV, WCBST-TV, WNBC-TV, and WABC-TV, all New York; WHP-TV and WTPA, both Harrisburg, WGAL-TV and WLYH-TV, both Pennsylvania; WJWJ Linden and WXTV Paterson, both New Jersey.

■ Warner Cable of Harrisonburg, 75 Rockefeller Plaza, New York 10019 proposes for Harrisonburg (CAC-3061), Bridgewater (CAC-3062), Dayton (CAC-3063), Broadway (CAC-3064), Timberville (CAC-3065) and Rockingham county unincorporated parts (CAC-3066), all Virginia, to add WVIR-TV Charlottesville, Va. and WDCA-TV Washington.

Final actions

■ Port Charlotte and Punta Gorda, both Florida—FCC, in response to petition by Broadcasting-Television Services Inc., licensee of WBBH-TV Fort Myers, Fla., directed Gulf Coast Teleception Inc., operator of cable television systems at Port Charlotte, North Port Charlotte and Punta Gorda, to show cause why it should not be ordered to cease and desist from further violation of the rules requiring that any cable system operating within grade B or higher contour of any TV station shall upon request of station, maintain station's program exclusivity against lower priority duplicating signals. Action Oct. 3.

■ Peru, Ind.—FCC in response to petition by Indiana Broadcasting Corp., licensee of WISH-TV Indianapolis, ordered Hoosier Telecable Corp., operator of cable TV system at Peru, to show cause why it should not be ordered to cease and desist from further violation of rules which require cable systems to carry commercial stations that are significantly viewed in community of system. Action Sept. 26.

■ Vincennes, Ind., Bridgeport, Ill. et al.—FCC in response to request by Full V. U. Television, operator of cable TV systems at Vincennes, portions of Knox county and Washington, all Indiana and Lawrenceville and Bridgeport, both Illinois, waived provisions of certificate of compliance requirements and authorized cable systems to carry signal of WIIL-TV Terre Haute, Ind. until action can be taken on its pending applications for certificates of compliance (CAC-2752, CAC-2753, CAC-2754, CAC-2755, CAC-2987). Action Oct. 3.

■ Poplar Bluff, Mo.—FCC denied petition by Turner-Farrar Association, licensee of satellite station KPOB-TV Poplar Bluff and its parent station WSIL-TV Harrisburg, Ill., requesting that Midwest Video Corp., cable TV operator at Poplar Bluff, be ordered to terminate carriage of WDXR-TV Paducah, Ky. Action Oct. 3.

■ Santa Fe, N.M.—FCC authorized Santa Fe Cablevision Co. to add signal of XEPM-TV Jaurez, Mex., to its cable television system at Santa Fe (CAC-957). Opposition by Spanish International Communications Corp., licensee of KMEX-TV Los Angeles, was denied. Action Oct. 3.

■ Dunkirk, N.Y.—FCC granted certificate of compliance and authorized Harbor-Vue Cable TV Inc. (CAC-1348) to carry signals of WGR-TV, WBEN-TV, WKBW-TV, WUTV and *WNED-TV, all Buffalo, N.Y.; WICU-TV, WSEE and WJET-TV, all Erie, Pa.; CBLT and CFIO-TV, both Toronto; CHCH-TV, Hamilton; and CKCO-TV Kitchener, both Ontario. Opposition by Great Lakes Communications Inc. (WICU-TV), Taft Broadcasting Company (WGR-TV), WBEN, Inc. (WBEN-TV), and Capital Broadcasting Corporation (WKBW-TV), was denied. Action Sept. 28.

■ Hornell, N.Y.—FCC denied request by Hornell Television Service Inc., operator of cable TV systems at Hornell, North Hornell, Thatcherville and Canisteo, all New York, for waiver of rules requiring carriage of signal of WENY-TV Elmira, N.Y. Action Oct. 3.

■ Staunton, Va.—FCC waived certificate of compliance requirements and directed Staunton Video Corp., operator of twelve-channel cable system at Staunton, to carry signal of WVIR-TV Charlottesville, Va. within thirty days. Staunton Video's request for waiver of mandatory carriage requirements of rules was denied. Action Sept. 26.

Professional Cards

<p>JANSKY & BAILEY Atlantic Research Corporation Shirley Hwy. at Edsall Rd. Alexandria, Va. 22314 (703) 354-2400 Member <i>AFCCE</i></p>	<p>—Established 1926— PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 Member <i>AFCOE</i></p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member <i>AFCCE</i></p>	<p>COHEN and DIPPELL, P.C. CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member <i>AFCCE</i></p>
<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member <i>AFCOE</i></p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Telearstar Ct. (703) 560-6800 Falls Church, Va. 22042 Member <i>AFCOE</i></p>	<p>LOHNES & CULVER Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member <i>AFCCE</i></p>	<p>ROBERT E. L. KENNEDY 1302 18th St., N.W., 785-2200 WASHINGTON, D.C. 20036 Member <i>AFCCE</i></p>
<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member <i>AFCCE</i></p>	<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member <i>AFCOE</i></p>	<p>STEEL, ANDRUS & ADAIR CONSULTING ENGINEERS 2029 K Street N.W. Washington, D. C. 20006 (202) 223-4664 (301) 827-8725 Member <i>AFCOE</i></p>	<p>HAMMETT & EDISON CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member <i>AFCOE</i></p>
<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hilland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D. C. 20036 Member <i>AFCOE</i></p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member <i>AFCOE</i></p>	<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO Member <i>AFCCE</i></p>
<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER LAMB, INC. Communications Consulting and Engineering 250 West 57th Street New York, New York 10019 (212) 246-3967</p>	<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 Member <i>AFCCE</i></p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</p>

Service Directory

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>SPOT YOUR FIRM'S NAME HERE To Be Seen by 120,000* Readers— among them, the decision making sta- tion owners and managers, chief engi- neers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>	<p>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>
			<p>Oscar Leon Cuellar Consulting Engineer 1563 South Hudson (303) 756-8456 DENVER, Colorado 80222 Member <i>AFCCE</i></p>

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Operations Manager wanted for modern Country station adjacent to major market, midwest. Must be experienced, possess 1st phone and be willing to assume responsibility. Box K-43, BROADCASTING.

Do you believe in FM? Could you handle the operation of an FM station which covers 85 miles in all directions and more than two million people? Fully automated with PAMS "escape" format. If you feel confident you could put outstanding billing on a facility such as this, let us hear your complete story. Box K-114, BROADCASTING.

General manager. Top opportunity. See display ad. Thomas McMurray Ideas.

Help Wanted Sales

Multi-media group has opening for radio sales manager in top 15 market. Excellent opportunity for advancement. Prefer small market person who is ready for advancement. Immediate opening. Box K-97, BROADCASTING.

Southeastern Michigan AM Station looking for an experienced salesman. M.O.R. format with a fast growing market. Dominating station in area. Immediate opening. Would like complete information by letter. Please reply to Box K-148, BROADCASTING.

Fresno California's number one metro FM station and number one beautiful music station seeks experienced, ambitious and aggressive salesman with management potential. Must have proven track record and be willing to work the street. Excellent salary, commission and benefits. Be one of the first to join our young, aggressive growth oriented team, in one of California's fastest growing cities. Just two short hours from the Sierra Mountains or the Pacific ocean. Send resume to KGNU, P.O. Box 4261, Fresno, Calif. 93744.

Far better than average opportunity for good radio salesman to move up to TV. Contact Robert Palmer, WQWL-TV, Florence, Ala. 35630. Phone 205-764-7711. Robert Palmer, P.O. Box 2220, Florence, Ala.

Sales pro needed. WPUT only station fastest growing county in state. 50 miles from NYC. Phone collect: Etkin, 914-8R9-7171.

Help Wanted Announcers

New England: Leading adult music station would like to hear audition tapes from staff announcers interested in filling future vacancies when they occur. Good wages, stability, brand new facilities, new equipment. Equal Opportunity Employer. Box J-157, BROADCASTING.

Tight beard, production-minded morning man for modern Country station, midwest, suburb of major market. Need 1st phone. Ideal working conditions and salary. Box K-44, BROADCASTING.

Station in southeastern city of 18,000 seeks an experienced morning man with engineering ability. AM, automated FM and background music equipment. Send tape and resume. Box K-55, BROADCASTING.

Funny, controversial? Top-ten super-talker looking for the greatest. Salary no-limit for the best. Box K-118, BROADCASTING.

Experienced announcer and production. Must be good at copy. Good typing ability essential. Send complete resume, minimum starting salary. Beautiful California city, Mild Climate. One hour to Sequoia National Park. KONG-AM & FM, Box 3329, Visalia, California.

One of the Top Soul Stations in the country needs strong announcer. Immediate opening . . . good salary, paid vacation and company benefits. Send tapes & resume to Edward S. Howard, KYOK, 3001 LaBranch, Houston, Tex. 77004.

MOW-CW station needs announcer who has or wants sales. Pleasant college town. Salary, commission, allowances. Resume and salary requirements to WBCU Radio, Buckingham, W. Va. 26201.

Talk show host, conservative, leading. Must be controversial, emotional, entertaining. Send tape and resume to Wynn Moore, WEEZ, Chester, PA 19105.

WIBG Philadelphia is looking for entertainers. We're looking for the brightest people with the most potential. Send well-scoped recent aircheck, biography and references. Jerry Del Colliano, Program Consultant, WIBG, Lafayette Hills, Pa. 19444

Help Wanted Announcers Continued

Outstanding opportunity for a production minded radio-announcer seeking permanent position with one of the nation's finest WKZO Radio-TV pioneer of the Fetzer Stations. We are an equal opportunity employer with working conditions, fringe benefits, and advancement possibilities tops in outstanding community. Send tape, resume, and salary requirements to Lee Dershem, WKZO Radio, 590 W. Maple Street, Kalamazoo, Mich. 49001.

WOBM Toms River, N.J. needs a full time disc jockey. Call Greg Kozlar, 201-269-0927. Equal Opportunity Employer.

Radio Journalist . . . We need a minority broadcaster, who considers news number one. Will consider an inexperienced person with a good voice who can read. Good opportunity for man or woman looking for first break. Rush tape and resume to Cameron Harper, News Director, WOOK Radio, Drawer T, Greenville, S.C. 29610

Morning man for adult M.O.R. format. Applicants must excel in production, five years' experience, minimum requirement. Send complete resume, tape or air check and salary requirements to Budd Clain; WSPR; 63 Chestnut Street; Springfield, Massachusetts 01103. WSPR is an Equal Opportunity Employer.

Soul Jocks Needed—Send tape, resume and salary requirements to WTAM Box 1436 Gulfport, MS 39501.

Immediately: some experience. Salary open. Reading ability essential. WVOS, Liberty, N.Y. 914-292-5533. Equal Opportunity Employer.

Milwaukee studio available for recording auditions, etc. Hourly rate. Operate controls yourself and save. Broadcast Performance. 463-1900.

Progressive FM in Virginia resort area needs production manager. Will also probably pull air shift. Send production tape and progressive music air check to Bruce Garraway, 713 Colonial Ave., Norfolk, Virginia 23507. 804-622-4600.

Help Wanted Technical

Chief Engineer for Directional 5000 watt AM station and automated FM station. Immediate opening. Start salary \$11-12,000. Three weeks vacation. Hospitalization. Six day week. Box K-65, BROADCASTING.

Chief Engineer for southeastern, Michigan station needed for studio, transmitter operation and maintenance. Challenging opportunity with growing company. All replies kept in strictest confidence. Send resume to Box K-94, BROADCASTING.

First phone man to read meters at transmitter. Some announcing experience. WAMD Aberdeen, Md. 21001.

Engineer/announcer—Central Fla. Daytimer MOR station needs a professional engineer who can handle a short air shift, permanent and reliable only. WJCM, Sebring, Fla.

Assistant chief engineer for 24 hour AM-FM operation. Strong on automation. Send resume and salary requirements to: WLKY Radio, Attention: W. A. Cooper, P.O. Box 10,000, St. Petersburg, Florida 33733.

First Phone radio combo, some maintenance. Religious-C/W format. WVOC, Battle Creek, Mich.

Help Wanted News

Wanted: Early morning news man. Heavy voice, good news ability, mostly on-air work, some outside coverage, 6 day week. Top 25 market station. Good pay, equal opportunity employer. Resume and tape to Box K-117, BROADCASTING.

Dynamic morning news personality needed for No. 1 major market station. You must be great. Box K-125, BROADCASTING.

Radio News—Experienced newscaster for major Florida AM. Must have solid sound and the depth to back it up. Box K-140, BROADCASTING.

Minority applicants are urged to apply. Number one "mass appeal" station with five national news awards seeks reporter-news announcer. Ability, potential and desire may be substituted for experience. Ideal opportunity for mature and level headed person. Rush tape, resume and photograph to Henry Holmes, News Director, WBBG, Box 1443, Augusta, Georgia, 30903. Phone 803-279-6610.

1st Phone Newsmen. Organize, report local news 6 p.m.-1 a.m. Start \$145. Contact Ed. K. Smith, WCMB; Box 3433 Harrisburg, Pa. 17105.

Help Wanted, Programing, Production Others

10,000 watt full time AM and FM in the midwest looking for top flight Production Director. Must have mature voice, be thoroughly experienced in editing and recording techniques . . . continuity and organization. You will work with a staff of two other people in preparation of all on air and spec commercials. This is a permanent, solid position with a growing reliable company. Send sample tape of work, resume, including work history and family situation and requested salary. We are an Equal Opportunity Employer. Send reply to Box J-194, BROADCASTING.

Copywriter with decent knowledge of progressive radio and production. Metro NYC area, FM-AM, some air background helpful. Send complete resume and tape. Box K-82, BROADCASTING.

My production director may be leaving for another job. If he stops playing golf in the halls he may even have the chance to leave on his own. In the meantime, I can't stand the job and need a person who can knock 'em dead. Only award winners need apply. Resumes, tapes, funny sayings and sincere letters to: Jeff Kaye, WKBW Radio, 1430 Main Street, Buffalo, New York 14209. WKBW is an E.O.E. M/F.

Situations Wanted Management

Personnel Director with ten years top business background and prior Broadcast experience wishes to return to the field. Let's talk. Box H-187, BROADCASTING.

Seasoned professional, programmer, News Director, Interviewer desires small market management or unique approach to modern communication where those above 35 are considered. Box K-78, BROADCASTING.

Selling General Manager. Aggressive self-generating. Will motivate staff. Financially stable. Excellent track record. Will consider sizeable investment. Box K-98, BROADCASTING.

Very Successful General Sales Manager looking for the right spot for self and family. 12 year local and national sales experience in Top Eastern Market. Built reputation on Honesty and Hard work. Currently in corp. mgt. Box K-105, BROADCASTING.

Veteran Broadcaster wants to manage California AM station. Medium market preferred. Best references furnished. Box K-113, BROADCASTING.

G.M.—Experienced—successful—family—31—1st Phone. Came through the ranks. Looking for future and stability. Good references. Box K-133, BROADCASTING.

General Manager with 15 years experience, sales and programming, management, prefer C & W or MOR, small market on west coast. Write Box K-135, BROADCASTING.

General Manager. Eighteen years. Fourteen in management. Know how to get the most from people. Honest. Reliable. Box K-137, BROADCASTING.

G.M. for your Texas or surrounding state medium market country music station. Presently managed station being sold for double what was worth when I took over. Net profit is what counts. \$25,000 minimum plus incentive. Available January. Box K-138, BROADCASTING.

Program Manager of high-ranked station in nation's Number One Market looking for bigger challenge. Contact: Cliff Hesse, 1311 Brightwater Avenue, Brooklyn, N.Y. 11235.

Stan Kaplan and Jay Thomas, President and Programmer of SIS Radio, Inc., (WAYS-AM/WROQ-FM, Charlotte, NC, WAPE-AM, Jacksonville, FL) are looking for new challenges. Effective today they will offer their services and programming management consultants to radio stations, preferably Top 40, but any format will do. The only criteria is that the station have lots of money and troubles. Contact either Stan Kaplan or Jay Thomas at WAYS, 704-392-6191.

Situations Wanted Sales

Tired of Station Management. Would like to return to straight sales position. Looking for station with top account list that needs someone to maintain present billing and add to it. Left Sales Position six months ago to become part owner and manager at present position. Billed \$19,000 to \$24,000 monthly in last sales position in market of 140,000. Prefer South. Reply Box K-128, BROADCASTING.

Att: Major market radio stations . . . Dynamic radio sales personality desires position as local or national sales manager with top promotional-minded radio outlet, excellent credentials . . . highly knowledgeable, motivating . . . solid experience . . . PROFIT BY ME NOW! Box K-129, BROADCASTING.

Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

I'm talented enough to do play-by-play and the morning-evening sports for a major college or pro station. I just need the chance. Write Box K-75, BROADCASTING.

Commercial & international MOR radio and TV personality, presently employed, interested in contact with major market operation utilizing also dialogue-programming. Sensing human interest in milkman or movie star and offering looks, quality and candor, creative commercial courage and years of experience. Tapes, photos and resume via Box K-111, BROADCASTING.

Immature, drunkard, morning man; Top 40, contemporary, Aztec; up to medium market, up yours? Box K-112, BROADCASTING.

Lost . . . Female first phone, looking for family. Last seen with radio experience: Disk jockey, continuity writer, production assistant, commercial announcer. Believe to have run away with television experience: Studio engineer, audio engineer, camera operator, stage manager, news reporter. Young, single, and can communicate. Has college degree. When found, write Box K-115, BROADCASTING.

Harry Giff where are you? Box K-116, BROADCASTING.

8-years good radio experience says a lot. If you take pride in your operation, if you're willing to pay the right man, let's talk. Box K-119, BROADCASTING.

Morning Man—Personable—Community Oriented—Conversation and Natural Humor—8 years experience—Family man—Prefer Pa., but will travel—Personal interview—Box K-134, BROADCASTING.

Beautiful Music Announcer, now employed, seeks change, result of new format. Prefer PA, NY, NJ, or New England. Box K-142, BROADCASTING.

Experienced Announcer/with first class license. Seeking permanent position. Experienced in automation, good production news, and music balance. Willing to relocate. Call 213-933-7983 or write George Woods, 1117 S. Cochran #2, Los Angeles, Calif.

Top 40 announcer and family looking for a home. Three years experience in Top 40 ratings. Will move anywhere. Contact Gene Michaels in PA. 1-717-697-0735 between 2 a.m. and 1 p.m. Available now.

1st phone combo man. Don Martin grad, good news, commercials, go anywhere. Resume and tape. John Gardner, 460 W. Doran #308, Glendale, Calif. 91203. 213-244-8912.

Midday pro. Super production. Excellent references. Good work for good pay. Will work as jock, production director, or PD at contemporary station in medium or large market. Material on request. 205-288-9192 after 6 central time.

Situations Wanted Technical

1st phone Eng./Ann./News/Combo. Currently working for major market station. Also FM stereo, SCA experience. Am stuck on transmitter duty and going crazy. Someone please save me. Box K-130, BROADCASTING.

Christian Chief Engineer looking for right station. Engineering and Sports. Capable, experienced, family man, college degree. Box K-139, BROADCASTING.

Nineteen years experience, radio chief, AM-DA, FM, TV. Charles Simpson, 3407 W. 65th St., Cleveland, Ohio 44102. 216-961-7771.

Situations Wanted News

News Director seeks move to medium or large market. B.A. telecommunications and journalism. Experienced hard worker—host of daily talk show. Looking for a job with a future. Box K-69, BROADCASTING.

Newsman: seeks relocation to larger Midwestern market. 8 yrs. experience. BA Political Science. Excellent voice, delivery, writing ability. Married. Box K-89, BROADCASTING.

I live news! 5 years experience. Seek permanent news director position. Actualities are essential. Many awards. All upper midwest markets considered. Top-notch references. 850/month minimum. Box K-101, 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 K-145, BROADCASTING.

Situation Wanted News Continued

My long-time athletic interests include routine sports but also extend to current issues, trends, controversies. Love sports commentaries, analyses, talk shows, sportscasts. Also exciting basketball, baseball, football play-by-play. TV-Radio experience. M.A. degree. Central New England based. 617-753-2882.

Situations Wanted Programing, Production, Others

Dynamite program director—rock, adult contemporary, or country. Box J-213, BROADCASTING.

Mature broadcaster seeks new challenge in MOR radio . . . first phone . . . over 5 years experience . . . good audience response . . . excellent references . . . stable . . . eager to learn more programming . . . currently employed. . . 29 . . . single. Box K-84, BROADCASTING.

TELEVISION

Help Wanted Management

A TV news background, an MA, a creative imagination, ambition and management capability are required. You should be personable, responsible, persuasive and flexible. Write Box H-229, BROADCASTING.

Development Director. Our man left to become a GM. Opportunity to come with active PTV station in major market. Manage \$650,000 annual fund raising program, which includes TV auction. Direct responsibility for membership program, corporate and foundation contacts, with supervision of auction and promotion/publicity staffs. Must be familiar with direct mail and should be able to handle on-camera fund raising during Membership Pledge Weeks. Looking for articulate person with good writing ability and organizational skills. Send resume and salary requirements to J. Michael Collins, WNED-TV, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Help Wanted Technical

TV Maintenance Engineer: Kaiser Broadcasting Company requires technician experienced in maintaining latest RCA UHF Transmitter and studio equipment. 1st Class FCC license required. Equal opportunity employer. M/F. Call or write E. H. Herlihy, WKBG-TV, 75 Morrissey Blvd., Boston, MA 02126. 617-288-3200.

Engineer . . . Civil Service Position . . . State of Illinois. Must be capable of full and sole responsibility for the maintenance and operation of both QUAD and CCTV video tape equipment. Send resume including references and salary requirements to: John Szymanski, Illinois Dept. of Personnel, Room 503, State Office Building, Springfield, Ill. 62706. Equal Opportunity Employer m/f.

1st Class TV Engineer for progressive small market network station. No experience required, will train right man. Contact Chief Engineer, 606-255-4404. An Equal Opportunity Employer.

Help Wanted News

Contemporary News Team in one of the nation's most interesting medium markets is expanding the TV news staff. We are looking for male and female reporters and photographers who are professional broadcast journalists, who have the youthful drive of 25, and who have the mature judgement of 65. Applicants must be professionals, or people who are determined to be. Submit resume, photograph, writing samples, and VTR or SOF first letter. Box K-76, BROADCASTING.

Midwest CBS affiliate has immediate need for professional, pleasant appearing meteorologist. AMS seal required (now or in near future). Moving expenses paid. Write Box K-100, BROADCASTING.

Editorial Director. WSFA-TV, one of the South's most respected news stations, is seeking a full-time Editorial Director to research, write and air daily editorials. Send resume and video tape to Charles Caton, News Director, WSFA-TV, 10 East Delano Avenue, Montgomery, Alabama, 36105. Equal Opportunity Employer.

Experienced person, general assignment reporter. Knowledge of news film helpful, but not necessary. Must be intelligent, and have on-air experience. Send resume, picture, and/or video tape to: News Director, Wisconsin TV Network, Box 100, Madison, Wisconsin 53701.

Help Wanted Programing, Production, Others

Wanted: Staff Announcer/TV host; host for Black-oriented variety talk show; general announcer responsibilities; experience in writing, on the air, on-air interviewing, good personality. Send resume—or contact: Ed Jones, WCPO/TV, 500 Central Avenue, Cincinnati, Ohio 45202.

Help Wanted Programing, Production, Others Continued

Agricultural Extension Service needs person with commercial TV experience for TV production and staff training. Send resume to W. L. Carpenter, Box 5037, N.C. State University, Raleigh, N.C. 27607.

Situation Wanted Management

Experienced production/operations manager looking for larger market. Box K-124, BROADCASTING.

Situations Wanted Technical

Small Market Chief with eleven years television experience, seeks maintenance position, North Central or upper Midwest area Box K-64, BROADCASTING.

TV Chief, all phases installation and maintenance VHF and UHF, desires relocating central or south central state. Non-drinker, conscientious. Box K-121, BROADCASTING.

Situations Wanted News

Radio News Director, TV stringer wants full time TV News. BA Telecommunications and film. News Director school ETV. Hard worker seeking the right opportunity. Box K-70, BROADCASTING.

News Film Editor—experienced and talented. Excellent, varied background: newsfilm, commercials, documentaries, specials, community interest. Box K-131, BROADCASTING.

Newsman; 24; television, radio experience; Masters degree Broadcast Journalism; Murrow Award; Seeking challenging position anywhere. Box K-136, BROADCASTING.

Experienced, reliable, and likeable describes me. Have directed TV news operation, anchored, hosted daily talk show. Good filmwork. 512-672-3061, 512-672-3140.

Situations Wanted Programing, Production, Others

Teaching assistant wants job in real world. Two years varied experience in TV production. Eager to learn and willing to relocate. Available—January. Box K-1, BROADCASTING.

Asst. Director/Floorman in Boston market for 2 years. Would like to relocate to outlet with heavy production output and advancement possibilities. Young, single and capable. Box K-61, BROADCASTING.

Photographer—Several years experience, major market news and special films for television. Looking for opportunity with station or TV related company committed to quality product. Received awards in News, Documentary, and Commercial films. Ability to accomplish under tough circumstances. Tape and References. Box K-106, BROADCASTING.

Experienced producer/director/writer looking for the right market. Box K-122, BROADCASTING.

Work horse willing to work for you. Experienced in all phases of production. Please . . . horse fodder, no chicken feed. Box K-123, BROADCASTING.

Experienced hard working TV director seeks challenges in medium, major market station: five years experience in directing various types of program. Familiar with all phases of TV operations. Consider Assistant Director, Production Assistance in Top Ten station. Box K-141, BROADCASTING.

Sports Director: Experienced sports reporter and photographer currently working for mid-western network affiliate. Can write, edit and deliver copy. Send inquiries to Box 6481 Columbus, Ohio 43224.

Experienced, mature director in Top Ten market wants Production-Director position. Top references from fine, major broadcasting firm. Seven years experience. 301-460-1108.

Experienced, degreed news photographer, reporter seeks TV opportunity. Will relocate Steve Wigodsky, 5017 Underwood, Omaha, Nebraska 68132.

WANTED TO BUY EQUIPMENT

Need used FM transmitter 3-7 kw, must be good condition. Also, 380 to 420 foot guyed tower. Box K-79, BROADCASTING.

Wanted: Ampex VR-1200 Video Tape recorder. Call 408-298-6676. Engineering KGSC-TV, San Jose, CA.

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.

FOR SALE EQUIPMENT

Two RCA TK-42 color camera chains complete with auxiliary electronics and controls. \$10,000.00 each. E. Newton Wray, General Manager, KTBS-TV, Shreveport, Louisiana 71104. Telephone 318-868-3644.

Tower, self supporting, 300 ft. dismantled, on ground, excellent condition, ready to move, \$3500.00. Dick Hardin, WBUD, Trenton, N.J.

RCA Headwheel Panels, MI40760DZ, 10 Mil, BB Low-band. \$500. WLV-TV, (215-867-4677). Jerry Richards.

Marti & Sparta new/resale equipment. Remote pickup/STL/Remote Control. Consoles, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

IGM 510-4 stereo automation system. Random access carousel, time announcer, automatic program logger, etc. Removed from service for simulcast operation. Cost new \$22,000.00, asking \$11,000.00. Call Greg Happel collect after noon. 502-351-3121.

RCA TR-4 High Band Color VTR with Electronic Editor—Spare Head—Low Hours. Contact R. Hippler, General Television Network—313-548-2500.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BEESCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

Replacement attenuators. We supply equivalent controls for most broadcast consoles. Contact Mike Sutton 919-934-3135. Shalco, Inc. P.O. Box 1089, Smithfield, N.C. 27577.

RCA TR22 Low Band Color VTR's (2) with waveform monitor, pulse-crossmonitor, mono & color ATC, air-bearing head-wheel panels, compressor, and extra head. Well cared for. Call Mr. Taylor 215-367-6057.

Heliast-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94628.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne, Box 1004, Rockville, Maryland 20850, 301-762-7626.

COMEDY MATERIAL

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, Calif. 93705.

Revelation XXIII is it! 1,200 complete pieces of wit and wisdom under one cover for \$2. E. F. Brennan, Box 5116, Milwaukee, Wisconsin 53204.

INSTRUCTION

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.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in New Orleans***, 2940 Canal.

Elkins in Oklahoma City, 501 N.E. 27th St.

Elkins in San Antonio**, 503 S. Main.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Instruction Continued

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.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, IL 60634. 312-286-0210.

Enrollment applications now being considered for courses in Broadcasting-Radio Licensing and Communications Engineering. State Technical Institute, 3443 North Central Ave., Chicago, IL 60634. 312-286-0210.

San Francisco. FCC license, 6 weeks, November 5. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell, 94102. 415-392-0194.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Nostalgia Program Specialists. Comedy—Bands—Singers—Groups. Hayden Huddleston Productions, 305 Shenandoah Building, Roanoke, Virginia 24011. Telephone (703) 342-2170.

"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.

TV newsclips, free to qualified stations. Apply: World-wide News, 395 Main Street, Metuchen, N.J. 08840.

Having Trouble Producing good revenue with your present format? I may be able to help as I have many stations. Call Dr. Crews 912-883-4908.

RADIO

Help Wanted Management

FARM DIRECTOR

Take complete charge of farm effort at Ohio powerhouse. E.O.E.

WRFD
COLUMBUS 43285

A PIECE OF THE ACTION

Due to the death of our President/General Manager, the Stockholders of a Midwest radio property are in immediate need of a General Manager with strong sales ability. Stock options and/or buy-in negotiable. (Market size 30,000).

Call: Mr. Robert Doertler
414-255-1312 or 414-771-7978

Help Wanted Management Continued

RADIO SALES MANAGER

Rare opportunity for ambitious salesman ready for sales management. Well-known top 50 market station with excellent demographics. Attractive midwestern city with top school system and recreational facilities. Emphasis on ability to prepare marketing strategy and motivate 4 man sales department. \$32,000 base salary and negotiable incentive. College graduates with 2 to 5 years competitive selling experience and burning desire to get ahead please call

Mike Walker, Management Consultant
312-693-6171

CONTEMPORIZED GENERAL MANAGER

Be "THE MAN". Our clients are looking for a full charge GM. Super sales ability and dynamic leadership a must. Large beautiful metro city. Tastefully recycled facility, right down to the ladies room wall paper. Salary—\$25,000 plus NEW car also strong incentive bonus and nice fringe. NO FEE. ALL REPLIES CONFIDENTIAL. Send complete resume. All replies answered within 30 days.

Thomas McMurray Ideas
610 Shelton Street
Charlotte, NC 28211

Help Wanted Sales

If you can make ten calls in a ten hour day . . . want a high 5-figure income in a major market for a #1 group owned station . . . then you might be a salesman! So . . . SELL ME!

Box K-72, BROADCASTING

CAPE COD

FOR THE GOOD LIFE
GREAT SALESMAN NEEDED.
CALL STEVE DANE, WCOD,
1-617-775-8800

BROADCAST EQUIPMENT SALES OPPORTUNITY

Manufacturer of high-quality broadcast audio equipment and the leader in college broadcast equipment market seeks a Sales Manager to direct growing Sales and Marketing activities.

This is a great opportunity for interesting work in a growth situation. Applicant must have demonstrated broadcast equipment sales background. Care to discuss it? Call LPB President, Richard Crompton direct, 215-644-1297 during business hours or 215-644-1688 on the evenings of Monday and Tuesday, October 22 and 23.

LPB Inc.
520 Lincoln Highway, Frazer, Pa. 19355
(215) 644-1123
See our ad on Page 32 of this issue.

Help Wanted Announcers

MIDWEST TALK

We're looking for a talker, preferably with news and programming background, who has the ability and courage to opine. Tape, resume, picture and salary expectations to:

K-103, Broadcasting

Country Morning Man

Major West Coast Market

Need heavyweight morning man for top-rated Country music radio station. Willing to pay for right talent. Send air check and resume.

Box K-126, BROADCASTING

DJ

KYA needs an all-night jock who can really cook. Format is contemporary. Seldom an opening for the on-air staff at KYA, but it's happened. Station needs a big voiced, energetic, imaginative person who can stick to the format and be creative. Must have 3 years of successful experience in a large or medium sized market.

Company offers good starting salary, commensurate with background experience and attractive fringe benefit program. Rush tapes and resume to:

*Vice President General Manager KYA
1 Nob Hill Circle
San Francisco, California 94108*

Situation Wanted Management

Station Owners

4A V-P with twenty years broadcast experience desires General Manager position. Strong sales, administrative and profit minded. Compensation negotiable for right offer. Resume on request. Reply:

Box K-143, BROADCASTING

Situation Wanted Announcer

#1 in #1!!!

Talk Host With Top Rating In Drive Time in Number One Market!

Solid, stimulating, strong. Good demographics. Outstanding news background. Great interviewer. Good sense of humor. Responsible, knowledgeable broadcaster. Excellent references. Seeks talk show in major market with appropriate compensation. TV experience too, and also interested in radio-TV operation. Let's talk it over.

Box K-120, BROADCASTING

Situations Wanted Announcers Continued

"I LOVE YOU"

MOR personality pro with lots of experience both major & minor as PD, production director. If that's what you need and can supply stability & a moderate amount of money, then we need each other.

Box K-146, BROADCASTING

Situation Wanted News

YOUNG AGGRESSIVE NEWSMAN

Eng/journalism major. Major network production experience. Seeks on air, midwest or east coast.

Box K-147, BROADCASTING

Situation Wanted Programing, Production, Others

Former ABC-FM Program Director now available. Excellent program management, analysis, format development and on-air work in progressive rock.

*BRUCE A. BREEDING
713-522-3151*

Help Wanted Programing Production Others

PROGRAM DIRECTOR

KYA is in immediate need of a Program Director. Applicants must have current and past record of successfully programming a contemporary station in a highly competitive large or medium sized market. Applicants must know programming, music, continual on-air promotion, administration of union contracts and corporate and internal administration. Position requires an ability to lead and inspire a staff of DJ's.

Company offers a good starting salary, commensurate with background experience and an attractive fringe benefit program. Please send resume in confidence to:

*Vice President General Manager
KYA
1 Nob Hill Circle
San Francisco, California 94108*

TELEVISION

Help Wanted Technical

VTR MAINTENANCE MAN

Tape maintenance man wanted by the most progressive post-production company on the west coast. The man we are looking for is probably young, has experience in local television, preferably on Ampex equipment. He enjoys making good pictures, and likes to be involved in the latest state-of-the-art equipment and network level shows. Please send resume and salary requirements.

*Union benefits and
Equal Opportunity Employer
Box K-132, BROADCASTING*

Help Wanted News

Co-anchor man

for 6 and 11 p.m. news. Immediate opening in major Florida market. Please send resume and references in first letter. Videotape desired. All replies confidential. An equal opportunity employer. Send to:

*Gert Schmidt, President, WLTV
P.O. Box 1212, Jacksonville, Florida 32201*

WRITER-PRODUCER

Immediate opening available for qualified news person to write and collect newscasts. Applicants should be highly experienced in a competitive news operation.

ASSIGNMENT EDITOR

Company requires several yrs. exp. in the assignment of news reporters and photographers.

Company offers good company salary. Commensurate with experience and excellent fringe benefits and good promotion from within possibilities. Please send resume, including salary, history and requirements in confidence to:

*News Director, WLWT
1440 West 9th Street
Cincinnati, Ohio 45202*

Equal Opportunity Employer

Situation Wanted Management

General Manager, seasoned, mature with exceptional background in sales, programming, production, news, promotion and engineering. A proven money maker. You and your rep will know this man by reputation. Leadership, integrity and talent, combined with the ability to work well with people, plus loyalty, and impeccable financial, moral and community relations make this ad worth investigating.

Box K-127, BROADCASTING

Miscellaneous

NEED A CHANGE

Jocks, newsmen, all air people. Tapes, resumes, salary desired.

*Broadcast Media Personnel Inc.
Box 22267 Dallas, Texas
214-337-3215 75222*

Miscellaneous—Continued

Bah Humbug!

Don't let the ghost of Christmas Past haunt you! This year, give your salesmen something they can really sell. The Original Scrooge Radio Broadcast is now exclusively available in your market. For a demo tape and sales idea kit, please send \$1.00 to cover postage and handling to: A.V.B.C., 31 Nassau Road, Mt. Holly, N.J. 08060.

Employment Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Wanted To Buy Stations

\$20,000 Cashdowner

Won't buy anything, so the brokers tell me. Small market station owners who want out, can help me prove they're wrong. All replies confidential.

Box K-144, BROADCASTING

For Sale Stations

STATION OWNERS

There is no "buyer list" for mass mailings in the offices of the nation's fastest-growing media brokerage firm. You profit most when your property is exposed the least. That's why you'll profit from our creative, confidential service. (This is where the action is!)



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138

TOP 100 GROWTH MARKET, S.W.

Top-rated Fulltime AM and Class C FM. Excellent cash flow; valuable real estate.

Price: \$1,200,000 (negotiable)
Favorable terms. Principals Only

Contact:
Norman Fischer
R. Miller Hicks & Company
1011 West 11th Street
Austin, Texas 78703
(512) 477-9696

AM \$25,000 down
AM-FM \$215,000 terms
AM \$230,000 terms
TV \$3,200,000

Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805/544/1310

For Sale Stations—Continued

MOUNTAIN WEST AMs

IDAHO
Class IV. Good potential, good equipment, good real estate. \$105,000. 29% down.
UTAH
Metro full time 5,000/500. \$650,000. 29% down.
WYOMING
Class IV. Needs hard work and TLC. \$50,000. Small down and assume debts.
ARIZONA
5 kw-D with Class C FM. Medium market. Profitable.
IDAHO
5 kw-D. Low frequency. Large area coverage. Well equipped. Needs owner-operator. \$150,000 with 29% down.
Mountain States Media Brokers
Box 99, Broomfield, Colorado 80020
(303) 466-3851

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1553

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545

Florida	Small	FM	375M	Terms	MW	Small	FM	170M	Terms
SE	Metro	Power	750M	30%	SE	Metro	Daytime	315M	29%
MW	Major	Daytime	550M	Cash	NY	Metro	Daytime	280M	29%

 **CHAPMAN ASSOCIATES®**
business brokerage service

Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

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 in writing.
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.

—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.

Applicants: If audio tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. If VTR's are submitted send \$5.00 to cover handling and forwarding. All VTR's forwarded by Parcel Post. 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:

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.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

A television institution: newsman Walter Cronkite

After Vice President Agnew resigned last Wednesday, Walter Cronkite did an unusual thing. Winding up an expanded *CBS Evening News* broadcast that night, he offered "a personal word." Viewers would be mistaken, he said, if they thought he was delighted by this turn of events. He said he had liked Mr. Agnew when he first met him in 1967 and that, although they had become ideological enemies, "there is no feeling of revenge here, but one of great pity. . . . As Americans we all share his tragedy."

The unusual part, however, was less what he said than that he said it. Certainly he has been one of the most outspoken critics of the media-intimidation campaign that Mr. Agnew came to stand for in the Nixon administration. But he has rarely offered his personal opinions on the tube. To do so, even if the opinions were clearly labeled, would in his judgment impugn his credibility with everyone except perhaps his fellow newsmen.

There have been a few exceptions when his views and feelings did show through, but mostly they were unintentional. There was the time his voice broke with emotion as he reported the death of President Kennedy. There was the time in Chicago in 1968 when he railed against Democratic convention leaders after a CBS colleague was punched on the convention floor (but he invited Mayor Richard Daley to appear in rebuttal in a later broadcast). And his emotion was also evident when he took the telephone call—on the air—from Lyndon Johnson's news secretary breaking the news of the former President's death.

Walter Cronkite's preoccupation with news seems almost total, but there is also another side. He has been described, for instance—in *Playboy* magazine, of all places—as a kind of Walter Mitty in reverse. The description is not as far-fetched as it may seem.

Approaching 57, Walter Cronkite would seem to have attained as much as any one man might dream of. His face and voice are among the best known in the U.S. During the past TV season, an average of more than 8.8 million homes tuned to *CBS Evening News With Walter Cronkite* each night. He has been the voice of CBS News on every space shot since the first one, and across more than a decade whenever there was triumph or tragedy to report, from the moon landings to assassinations, political conventions, elections and inaugurations, he has been the man superintending the details for CBS News. A public poll has voted him by a long margin the most trustworthy of public figures. He has interviewed the movers and shakers of the world, and he has received more



Walter Leland Cronkite Jr.—CBS News radio-TV correspondent and managing editor, *CBS Evening News With Walter Cronkite*; b. Nov. 4, 1916, St. Joseph, Mo.; attended University of Texas, 1933-35; reporter, *Houston Post*, and news and sports reporter, KCMO(AM) Kansas City, Mo., 1936; news writer-editor, United Press in Kansas City, Austin and El Paso, and sports and news reporter, WKY(AM) Oklahoma City, 1937; Braniff International Airways, public relations and traffic, 1938; rejoined UP, 1939; UP war correspondent in North Atlantic, Africa and Europe, 1942-45; reopened UP Amsterdam and Brussels bureaus, was chief UP correspondent at Nuremberg war crimes trials, managed Moscow bureau, 1946-48; Washington correspondent for 10 Midwest radio stations, 1948-50; with CBS News since 1950; m. Mary Elizabeth Maxwell, March 30, 1940; children: Nancy Elizabeth, 24; Mary Kathleen, 23, and Walter 3d, 16.

awards, honorary degrees and other tributes than can be readily catalogued.

And yet with all this—plus a five-year contract that reportedly assures him \$250,000 to \$300,000 a year, not to mention an almost unheard-of three months a year of vacation time—he can still dream of ordinary things. Like going dancing with his wife, because people turn and stare.

Much as he may dream of doing other things, however, he has spent virtually all his life doing only one thing—news. At the University of Texas at Austin, he took on so many part-time journalistic assignments—with the school newspaper and radio station, with International News Service and with Scripps-Howard newspapers—that after a couple of years he quit school to concentrate full time on journalism. He started his full-time journalism career as a reporter for the *Houston Post* and then, in 1936, moved to KCMO(AM) Kansas City, Mo. There his forte was recreating football games from telegraphed play-by-play reports.

After the football season he was laid off

in a retrenchment program and signed on with United Press. The UP sent him back to Austin and then to El Paso, Tex., to open and head a bureau there. But word of his success at re-creating football games had got around, and his typewriter was hardly limbered up at El Paso when WKY(AM) Oklahoma City invited him to broadcast the University of Oklahoma football games. He didn't really want to leave a job where he was both the chief and only correspondent, and when WKY people asked him to name his figure he multiplied his UP salary by three—and to his surprise it was accepted. But, he recalls, "even after tripling, my salary was still about \$75."

The only real interruption in his news career came in 1937 when a friend at Braniff International Airways talked him into joining the airline. A year later, when war seemed imminent, he wanted to get back to newspapering, and rejoined UP. When war did come, he covered the battle of the North Atlantic, took part in the Allied invasions of North Africa and at Normandy, dropped with the 101st Airborne Division into Holland and was with the U.S. Third Army at the Battle of the Bulge. After reporting the German surrender he reopened UP bureaus in Amsterdam and Brussels, was chief UP correspondent at the Nuremberg war crimes trials and headed the Moscow bureau before returning to the U.S. in 1948 and becoming Washington correspondent for a string of 10 midwestern radio stations.

In 1950 he was hired by CBS News, ostensibly to go to Korea, but during the waiting period he became such a success doing first the early-evening and then both the early and late-evening news for WOIC(TV), now WTOP-TV Washington, then partially owned by CBS, that he never got the Korea assignment.

Before last Wednesday, one of the rare times Walter Cronkite offered personal opinion on the television air was in 1968 when, after a visit to Vietnam, he presented a series of "editorials" advocating a negotiated peace. President Johnson has been quoted by sources close to him as saying that he first realized, when watching the Cronkite "editorials," that the U.S. had lost that war. Walter Cronkite says he cannot vouch for that statement but that, if true, it could mean either of two things. It could mean the broadcasts first made President Johnson realize he had been misled about the state of the war, or that the government's propaganda about the war had been exposed. He would like to think it was the first possibility. He would take more professional pride in that: "We would like to think we had performed a good journalistic service." Either way, though, it would seem the stuff that Walter Mitty dreams are made of.

Editorials

Promises, promises

The license-renewal legislation that emerged last week from the House Communications Subcommittee would give challengers preference over licensees if the challengers promised better programing. This establishes the curious principle that cases are to be won by the most ambitious lies. It is a principle that may be understood by politicians with personal experience in campaign promises. It is hardly the way to restore order to the renewal of broadcast licenses.

The elevation of promise over performance came from Representative Lionel Van Deerlin (D-Calif.) as an amendment to an otherwise reasonable bill and was accepted by attending Democrats, including, inexplicably, Chairman Torbert Macdonald (D-Mass.) who was thought to know better. Mr. Van Deerlin offered another amendment that would require hearings on protested transfers, a condition that would make endless work for those foundation-supported lawyers who recruit obstructions and would all but end station trading. His colleagues' rejection of that proposal provides some hope that in the final drafting by the parent Commerce Committee, Mr. Van Deerlin and his works will be altogether ignored.

Secret covenants?

A new and vicious conflict is in the making between television broadcasters and cable-television operators.

A central issue is the broadcasters' determination to husband and the pay-cable venturers' itch to acquire the mass attractions of movies and sports. On the cable side all the old masks have been dropped. No longer is pay cable promised to be the purveyor of the specialties that broadcasting ignores: ballet, bird watching, Sanskrit verse at the touch of the magic black box. The pay venturers now talk openly of pay for what they want it to be, a mass medium built on box-office hits: the blockbuster film, the championship game. It is, they commonly admit, the only way to open big markets.

But wait a minute, the broadcasters have some reason to ask. Wasn't the FCC's liberalization of rules on distant-signal importation supposed to be the cables' turnkey to the big cities? Why now the sudden attempt to obtain a relaxation of the antisiphoning rules that were part of the cable-regulation package? The answers were given, with remarkable candor and with total disregard of the positions of the so-recent past, in that private session the directors of the National Cable Television Association had with the six FCC members who were in Washington (BROADCASTING, Oct. 8).

The NCTA imported distant signalers from Wall Street to talk about the huge sums of money cable needs to break out of its present configuration and to suggest that the capital would be freed if only there were a loosening of government controls. At the same unusual session, teams of cable operators made their special pitches for relief, with the emphasis on a lifting of restrictions against pay-cable use of the movies and sports that have been major attractions on free television. It was, in short, a presentation that was intended to elicit a favorable response from an FCC that was even then in the throes of a wholesale re-evaluation of its cable policy.

At the very least, the FCC owed broadcasters a chance to even things. In granting, last week, a request by the National Association of Broadcasters for an oral argument on the pay-cable issue, the FCC acted wisely. Special pleading in a case of this complexity ought to be conducted openly, for all to hear.

Pro bono

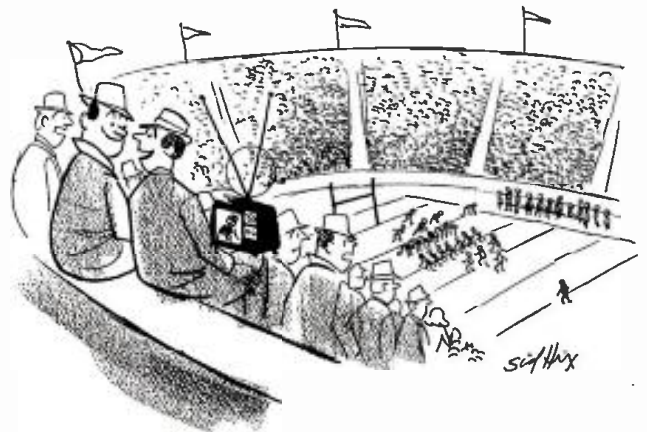
In the advertising business, as in international affairs, it is always the other side's fault. It was as predictable as a Nick Johnson dissent for advertising agencies to blame the broadcaster for clutter and piggybacking exceeding the limits of the television code. But mention is never made of the manner in which advertisers, agencies and buying services put the arm on stations for demanded time placements without regard to code or clutter.

The new season for chastisement of television was kicked off Oct. 4 in New York under the auspices of the Association of National Advertisers. This time, however, it went beyond the threat stage. Stations alleged to engage in "unreasonable" practices in their local programing were cited by call letter, even to the extent of labeling some offenders as the "dirty dozen".

Rather than take dead aim at their most important medium, the ANA participants would do better to pursue the refreshing advice given them by the FCC's general counsel, John Pettit, at the workshop. He urged disavowal of the fairness doctrine as it was applied to cigarette counteradvertising, a crucial issue indirectly involved in the Chevron gasoline case awaiting decision and before the FCC in its reconsideration of the need for any fairness doctrine at all.

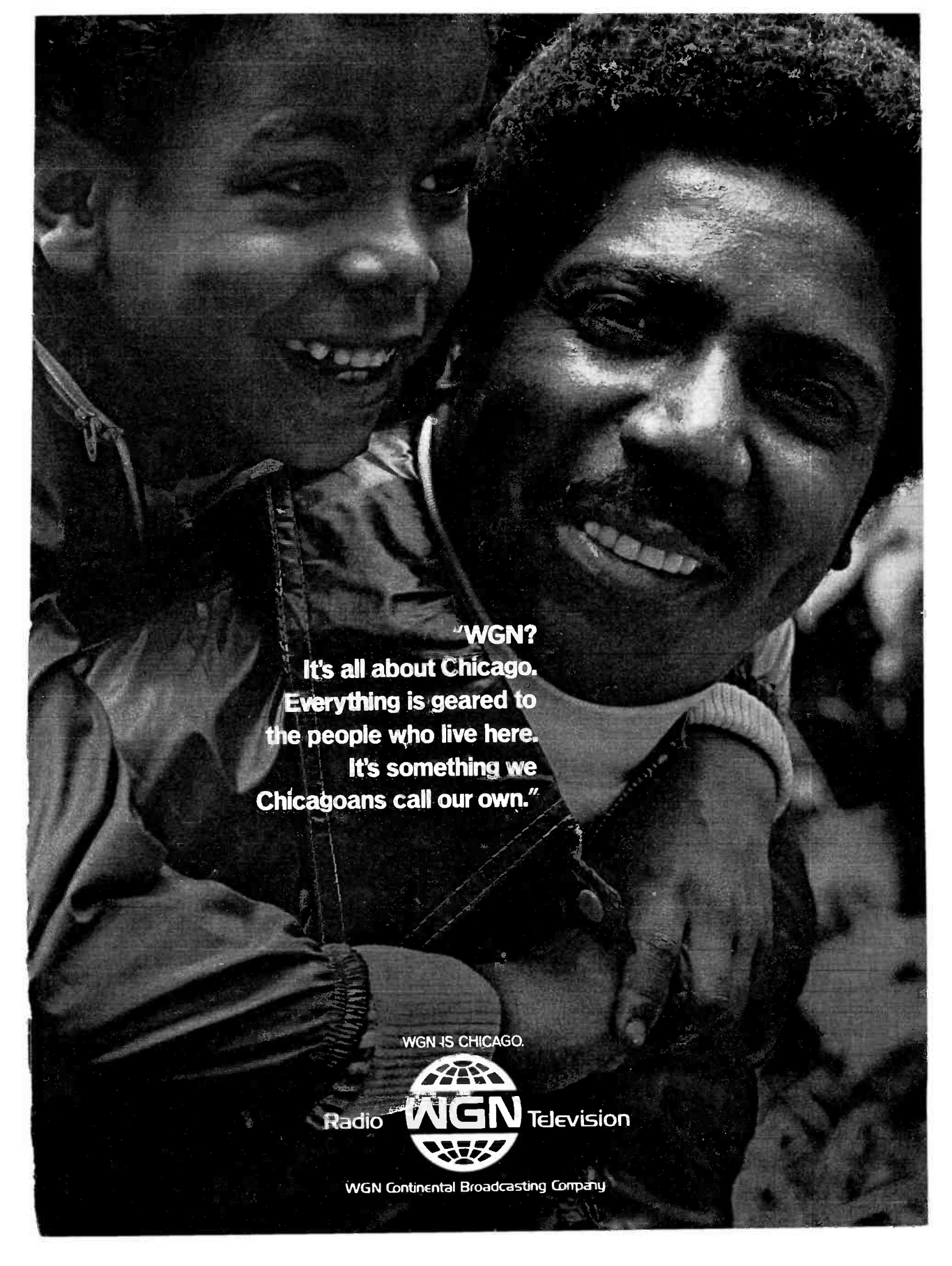
Mr. Pettit who joined the FCC almost two years ago from private law practice, also debunked the children's-programing provocations in spite of the advocacy of his chief, FCC Chairman Dean Burch, who has not only supported but run interference for the crusaders. Instead of apologizing for their Saturday-morning children's programing, broadcasters were urged by Mr. Pettit, the father of two youngsters, to change the label from "cartoon ghetto" to "the comic book of the airwaves".

The more we see of Mr. Pettit, the better we like him for his logic and courage. It's unfortunate he has eliminated himself from candidacy for the next Republican vacancy on the FCC—the commissionership that will be open when Chairman Burch leaves later this year. At 38, however, he's young enough to be plucked for another government tour after he recoups family fortunes in private practice.



Drawn for BROADCASTING by Sid Hix

"With the ban on blackouts, now we can tell just what the hell is going on down there."



**"WGN?
It's all about Chicago.
Everything is geared to
the people who live here.
It's something we
Chicagoans call our own."**

WGN IS CHICAGO.

Radio



Television

WGN Continental Broadcasting Company



Cash for trash.

Litter is becoming more of a problem everywhere, especially after elections when posters cover buildings, fences, telephone poles and vacant lots.

After a recent election, the Fetzer radio station in Kalamazoo offered two cents for every used poster brought into the station. In three days, they were swamped with more than two thousand posters.

Not only was the town cleaned up, but the job of the local trash collectors was made a lot easier. (One defeated candidate asked for his posters back—a hint to the news department that he might be thinking of running again.)

Helping people to find ways to keep their town the way they want it is all part of Fetzer total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-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