

President redeclares his war with media  
And Macdonald casts his pall over pay cable

# Broadcasting Nov 5

The newsweekly of broadcasting and allied arts

Our 43d Year 1973

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**If you put this much into the news, it only takes this much to sell it.**

When it comes to selling KPRC TV News, our salesmen have it easy. After all, look what they have to work with.

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**KPRC TV HOUSTON**

EDWARD PETRY INTERNATIONAL REPRESENTATIVES NBC AFFILIATE

2



**WILL  
IT  
GO  
TO  
HER HEAD?**

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Maxwell Air Force Base  
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A new and unique study by W. R. Simmons and Associates Research, Inc. shows that accurate recall of advertised brands is **62%** higher on Personality-MOR radio than on average radio. **38%** higher on Personality-MOR radio than on average television.

Radio stations are not alike. In all, there are nine formats that get the largest share of the listening. Now W. R. Simmons has determined the commercial effectiveness of the leading programming classifications. The results are astonishing. For example, Personality-MOR radio not only ranks highest for commercial recall, it is 240% above one of the other well-established formats. You don't have to buy radio blindly or by the numbers. Thanks to this landmark study you can buy it where it will work best for you. Just call Major Market Radio, Inc. or one of these great Personality-MOR stations: WBEN Buffalo, KMPC Los Angeles, KSFO San Francisco-Oakland, KEX Portland, KVI Seattle-Tacoma-Everett.

The percentages quoted here are estimates based on systematic random sampling.

**COMMERCIAL  
IMPACT  
STUDY '73**

CONDUCTED FOR  
GOLDEN WEST  
BROADCASTERS  
AND MAJOR

MARKET RADIO INC.

BY W. R. SIMMONS AND ASSOCIATES RESEARCH, INC.

POOLE BROADCASTING CO.

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Flint, Saginaw, Bay City Channel 12 ABC

**WPRI-TV**

Providence Channel 12 CBS

**WTEN**

Albany, Schenectady, Troy Channel 10 CBS

APPOINTS

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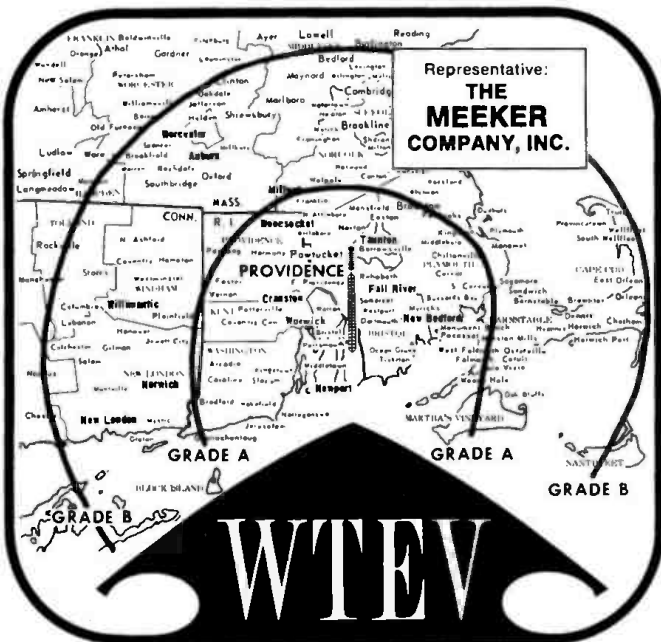
NATIONAL SALES REPRESENTATIVE



Three modern, attractive, plants of nationally-known jewelry manufacturers typify area industrial development. Top - Speidel in Warwick, R. I. Center - Trifari in East Providence. Lower - Anson in Providence.



## WTEV delivers the heartland of the jewelry industry



Providence is the nation's center of the jewelry manufacturing trade. Nearly one out of every five workers in the state is engaged in the manufacture of jewelry and its allied industries. This industry contributes heavily to the year-round prosperity and stability of the WTEV market area. Capture the market's responsiveness on this dynamic station.

# WTEV

Providence—New Bedford—Fall River  
Rhode Island—Massachusetts

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Serving the Greater Providence Area

Channel



**STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.**  
WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

## Closed Circuit

**Appearance sake.** FCC's plan to issue notice of inquiry into alleged television-network dominance of programming may become fatality of flare-up between White House and networks (see page 22). FCC officials say commissioners may feel that issuance of inquiry — at least any time soon — would seem to put FCC in league with White House in plot to get networks. One FCC member said he would "go slow" if he were FCC Chairman Dean Burch.

Presidential aide Patrick Buchanan's proposal for legislation separating networks from owned-and-operated stations is uncomfortably close to idea in FCC draft for regulatory action to achieve same end. And White House memoranda released last week (see page 6) indicate interest in enlisting FCC — and specifically its chairman — in efforts to subdue network journalism.

**Duck gets lamer.** Senate inaction on confirmation of James H. Quello for FCC continues — and could go on until Congress takes recess, presumably around Thanksgiving. Commerce Committee held meeting on number of other matters last week, and Quello appointment wasn't mentioned. If still in suspension when Congress goes home, Mr. Quello could be given recess appointment and could take seat immediately, if President were so disposed. Meanwhile, Nicholas Johnson, whose term ran out last June 30, remains in office under law that would permit him to hang around until adjournment of next session of Congress at end of 1974 — if nobody has been qualified to replace him.

**Appetizer.** Ingenious rationale is put forth by Stanford Research Institute, San Francisco, in bullish report on future of pay TV — due out late this month: It is that success of broadcast TV has whetted appetites of public for better programs to extent that sizable minority will be happy to pay for more specialized programming that can't be accommodated on commercial system that must retain mass appeal. Noted is growth of classical-record sales following symphony programs on radio in 1930's-40's.

Pay-TV report will be fourth of eight on CATV, underwritten by 36 commercial firms. Already out are studies on outlook to 1985, equipment and construction, finances. To come in addition to pay TV, are reports on regulation and legislation, adjunct technology, advertising and merchandising and economics of interconnection.

**Out of whack.** International Telecommunications Union, which allocates international spectrum space and satellites, may be in for changes to redistribute balance of power. Observers at ITU plenipotentiary conference, just concluded at Torremolinos, Spain, after six weeks of sessions, say disproportionate muscle was exercised by small nations voting as bloc. In past dozen years host of new nations, mostly African, have been admitted to ITU. Under one-vote-to-nation system, they're acting in cahoots to outvote bigger nations (with bigger stakes and contributions in communications) on funding and personnel.

Spanish conference was on housekeeping matters. There's talk among major nations of moving toward bilater-

al agreements. Not much chance to reorganize ITU voting system before next ITU allocations conference, to be held in 1977, probably in Geneva (see page 52).

**Money and manpower.** With authority to hire another 150 people, increasing size of staff to 2,035, FCC is house-hunting again. It needs 25,000 square feet of added office space in vicinity of its Washington headquarters at 19th and M Streets, N. W., which has total of 180,000 square feet. In addition, it is occupying another 106,000 square feet in two nearby buildings.

Bill containing FCC appropriation of \$36,960,000 for fiscal 1974 which began last July 1 (up from \$34,173,000 in 1973) was signed by President last week (see page 40).

**Uplifters.** Tucked away in small suite in House office building is two-man staff that for year has been researching ways for Congress to build up its image and counterbalance presidential impact on television. Study was ordered by Joint Committee on Congressional Operations and is brainchild of Representative Jack Brooks (D-Tex.). Staff has looked at live TV coverage of Connecticut legislature and UN, has interviewed network news executives and members of Congress. Its report, due early next year, will include recommendations on broadcast coverage of floor action and improved space for broadcast news personnel and gear.

**Author, author.** FCC is gearing up for study of economic effects on National Football League teams of congressional action in lifting television blackouts of games that are sold out 72 hours in advance. Study was assigned commission by Congress, and is due to be submitted April 15: At moment, project is under direction of Chairman Dean Burch's assistant, Charles Lichenstein. It ultimately will be done by Dr. Alan Pearce, commission's economic consultant. Mr. Lichenstein is not expected to remain with commission through April; he plans to leave with Chairman Burch (although that date remains elusive).

**Family dispute.** Noncommercial broadcasting's funding problems won't be only topic of major concern at next week's convention of National Association of Educational Broadcasters in New Orleans. Another subject destined for heated discussion is Public Broadcasting Service's execution of station-representation role it took over from NAEB last March. Among noncommercial-station managers there has been unpublicized discontent with service rendered by PBS, which is commanding higher membership dues than NAEB used to get. At convention there'll be talk of NAEB retaining representation capacity in its bylaws — just in case.

**Never too late.** One of nation's best known journalists — Turner Catledge, retired editor of *New York Times* — has entered ranks of broadcasters. Mr. Catledge has become chairman of board of Greater New Orleans Educational Television Foundation, which operates noncommercial WYES-TV. Mr. Catledge has of late been seeking advice and guidance of old broadcaster friends, including Walter J. Brown, president and principal owner of WSPA-AM-FM-TV Spartanburg, S. C., Catledge sidekick years ago when both were Washington correspondents.

## Top of the Week

**Outburst.** "Shock" was universal reaction of news media to President Nixon's Oct. 26 tirade against "outrageous, vicious, distorted reporting" of his policies and predicaments. Even most seasoned journalists were unprepared for emotional intensity with which Chief Executive castigated TV networks' treatment of his administration. Fears that White House might go from rhetoric to force were given early credence by Patrick Buchanan, who told CBS audience legislation is needed to check network "dominance." Infant National News Council announced plans for intense study of President's charges. Page 22.

### Colson, Magruder, Haldeman, Higby memos show depth of administration's concern over media, attempts to pressure networks

President Nixon's displeasure with coverage that news media were giving administration led White House aides early in Nixon years to propose wide variety of moves — some involving FCC and other government agencies — to assure what aides said would be greater degree of fairness. Presidential Counsel Charles Colson, after separate meetings with top network officials, suggested in September 1970 that "tough" line be taken with them — he said they were "afraid" of administration.

Information was contained in several White House memoranda in files of Watergate committee made public by Senator Lowell Weicker (R-Conn.) last week. Memoranda reportedly were provided by former White House aide Jeb Stuart Magruder. Senator Weicker said he was making material public in light of resurgence of White House criticism of media (see page 22).

President's annoyance with media was indicated in Oct. 17, 1969, memo Mr. Magruder sent to his boss, then White House Chief of Staff H. R. Haldeman. It listed 21 requests President Nixon had made in 30-day period for specific action to remedy what he considered unfair coverage, and said there might be "double or triple" that number of requests made through other parties. Among requests listed: Herbert Klein, then chief of White House Office of Communications, was to "counter biased" TV coverage of administration during summer and to ask then Representative Rogers Morton (D-Md.) to counter ABC's Howard K. Smith's remarks concerning three House seats lost by Republicans, while aide Patrick Buchanan was to report on what was done to complain to NBC, *Time* and *Newsweek* concerning "article coverage" on administration.

To avoid necessity for "shotgun" approach Mr. Magruder suggested "concentrated efforts in a number of major areas that will have much more impact on the media and other anti-administration spokesmen." Specifically, he proposed establishing "official monitoring system through the FCC as soon as Dean Burch is officially on board as chairman" (That occurred two weeks later). Mr. Magruder said that if monitoring proves White House's point, "we have then legitimate and legal rights to go to the networks, etc., and make official complaints from the FCC."

Mr. Magruder also suggested using antitrust division of Department of Justice to check into possible antitrust violations on part of "various media," and Internal Revenue Service to look into records of companies of most concern to White House. Threat of action by either agency, Mr. Magruder suggested, would be sufficient to persuade news organization to modify its approach.

Mr. Colson described meetings with network officials — William Paley and Frank Stanton, of CBS; Leonard Golden-son and James Hagerty, of ABC, and Julian Goodman, of NBC — in Sept. 25, 1970, memorandum to Mr. Haldeman.

Memorandum indicates Mr. Colson's concern was in as-

sureing President easy access to networks' facilities without having to concern himself about Democrats being given response time. (Meeting occurred after CBS had inaugurated Loyal Opposition program to afford Democrats time to reply to Presidential addresses. In first such program, then Democratic National Committee Chairman Lawrence O'Brien had blasted President, touching off row leading to FCC fairness ruling in August 1970 that went against CBS, and killed program.)

Memorandum also indicates Mr. Colson regarded network officials as fearful and capable of being intimidated. Networks, he wrote, "are apprehensive about us. Although they tried to disguise this, it was obvious. The harder I pressed them (CBS and NBC) the more accommodating, cordial and almost apologetic they became."

At another point, he said: "To my surprise CBS did not deny that the news had been slanted against us. Paley merely said that every administration has felt the same way and that we have been slower in coming to them to complain than our predecessors." And in discussing kind of "answers" opposition would be allowed to make to broadcast presidential addresses, he said, "In this regard, ABC will do anything we want."

Summing up, he reported that network officials had invited him to call them directly with complaints about slanted news coverage and that Mr. Paley would like to spend time with him in Washington, and said: "In short, they are very much afraid of us and are trying hard to prove they are 'good guys.'" And later: This all adds up to the fact that they are damned nervous and scared and we should continue to take a very tough line, face to face, and in other ways."

Memorandum went out of way to attack Frank Stanton, then president of CBS and consistent defender of broadcast freedom. Mr. Colson said that "Stanton, for all his bluster, is the most insecure of all [network officials]," and that "Stanton is almost obsequious in Paley's presence."

As did Mr. Magruder, Mr. Colson proposed making use of Dean Burch. He said he would suggest to FCC chairman that, as soon as Republicans are in majority, commission issue interpretive ruling on role of President when he uses television. This, he said, would have impact on networks' "professed concern with achieving balance."

Although Mr. Colson made point in memorandum of stressing his familiarity with communications law, he made no mention of commission decision issued in previous month — at same time as one going against CBS on O'Brien program — that bore directly on question of presidential broadcasts. It said unusually heavy concentration of Nixon broadcast speeches on Vietnam in period after November 1969 obliged networks to give time to opponents of administration's Vietnam policy. But it also emphasized that as matter of policy it adhered to view that grafting equal-time requirement on fairness doctrine is inappropriate (*Broadcasting*, Aug. 17, 1970).

Chairman Burch, in San Francisco news conference, said

**Enough.** ABC News commentator Howard K. Smith editorialized last Wednesday (Oct. 31): "President Nixon has put a strain on the nation's trust that is nearly unbearable....I think it is not excessive to say, we have been put through too much. Either Congress, or the President, through his own decision, should relieve us of a burden too heavy to carry any longer." His colleague, Harry Reasoner, said next night that he agrees. Mr. Smith, after broadcast, was asked over to White House to discuss his stand, said later he did not consider summons (from News Secretary Ron Zeigler) as White House pressure.

he had not been approached in connection with Mr. Magruder's proposal and had no recollection of any contact with Mr. Colson on his.

Mr. Burch said idea of monitoring news is "hideous" and "abominable." Regulatory agencies should not monitor, particularly in area as sensitive as news, he said. But he also said that White House had been "very fair" with him at commission, that President had never called him.

In New York, Mr. Paley said CBS has from "time to time" received complaints from White House about CBS news coverage — as it has from preceding administrations, Democratic and Republican. But, he said, "under no circumstances have these representations been permitted to affect CBS News reporting or the diligent exercise of our journalistic responsibility to cover the news fairly and accurately." And CBS News President Richard Salant said: "Whatever may or may not have happened at that meeting Mr. Colson requested with Mr. Paley and Dr. Stanton, our top executives have completely immunized us from any outside pressures. They have always strongly supported our independence and journalistic freedom." CBS News's Walter Cronkite, on air, said that pressure has never reached him.

Mr. Goodman said primary subject of his meeting with Mr. Colson, on Sept. 23, 1970, was Mr. Colson's view that more antiadministration spokesmen than proadministration spokesmen had appeared on NBC-TV in August. "He was treated courteously, though we disagreed," Mr. Goodman said, adding: "If this memorandum is a correct representation of his characterization of the meeting, his recollection and mine are completely different."

As for Mr. Hagerty, vice president of ABC Inc., he feels Mr. Colson "must be out of his ever-loving mind" in quoting Mr. Hagerty as saying ABC was "with" administration. "I pointed out to Mr. Colson that I wasn't in charge of ABC News but that I thought ABC News had been fair and honest and balanced," Mr. Hagerty said.

### **Drop-ins may have found friend at FCC: Chairman Burch is all for more competition; he promises ruling soon on prime-time access**

FCC Chairman Dean Burch finds no fault with Office of Telecommunications Policy's proposal for drop-in of 66 VHF channels in top-100 markets (*Broadcasting*, Oct. 29), as long as deed could be accomplished without harm to existing facilities. "I would like to see a fourth, fifth and even a sixth" TV network, he told final NAB regional meeting in San Francisco last week. "We would be better off in this country if we had more competition."

FCC staff has completed study of plan, Broadcast Bureau's Harold Kassens told 200 NAB delegates, and should have it ready for commission action in couple of weeks. He said some faults were discovered (San Francisco ch. 5, for example, would by OTP's calculations be transmitting from ocean).

On pay-cable issue, Chairman Burch said decision would be reached within month, declined comment on which way commission will go. He said NAB's newspaper ads on subject didn't affect him; that he was, in fact, skeptical of such goings-on.

Chairman Burch drew loud applause from announcement that he was opposed to Congressman Lionel Van Deerlin's amendment to renewal legislation. He claimed provision would encourage competing applications and is so vague that it would ultimately wind up in courts.

Chairman also promised FCC ruling "within a month" on prime-time access. Lamenting fact that issue has widely split commission, he ventured new ruling would give commission more flexibility in dealing with waivers, would address problem of time-zone differentials in Rocky Mountains and West Coast.

**Exonerated.** Two television stations among number charged with overcommercialism by George Simko, senior vice president, Benton & Bowles, in speech early last month have been told they were included by error. WOKR-TV Rochester, N. Y., and WLUK-TV Green Bay, Wis., have received letters of apology from Mr. Simko. Both stations were said to be victims of misinterpretation of monitoring by Broadcast Advertisers Reports, which furnished basic material for Simko analyses. WOKR-TV was inaccurately included among stations alleged to be excessively commercial in 11% to 37% of total programming. WLUK-TV was inaccurately included with those said to be overcommercial in early-evening news. Mr. Simko made his speech at New York television workshop of Association of National Advertisers (*Broadcasting*, Oct. 8).

**Skeptic.** *Pay cable's much-opposed efforts to get itself off ground have been dealt sudden and unexpected blow by one in formidable position to affect medium. In Los Angeles speech, House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) professed extreme doubt that subscription operations are in best interest of public, and promised to explore that and other cable-oriented questions in forthcoming hearings. Pay proponents visibly shaken by remarks, maintain their cause is righteous. Page 26.*

**FCC offers sneak preview of forthcoming 1972 radio financial data; revenues reported up 11%. Page 38.**

**Engman tells 4A's FTC isn't kidding about ad disclosure; Madison Avenue envoys extol their creations. Page 41.**

**FCC's Jack Pettit still thinks commercials need to be extracted from realm of fairness doctrine, says just that at Denver NAB regional. Alaska's Ted Stevens also elicits good vibrations. Page 42.**

**Twenty years of salesmanship have landed Len Giarraputo an executive suite at Post-Newsweek stations. This week's "Profile" lauds Mr. Giarraputo. Page 67.**

## **In Brief**

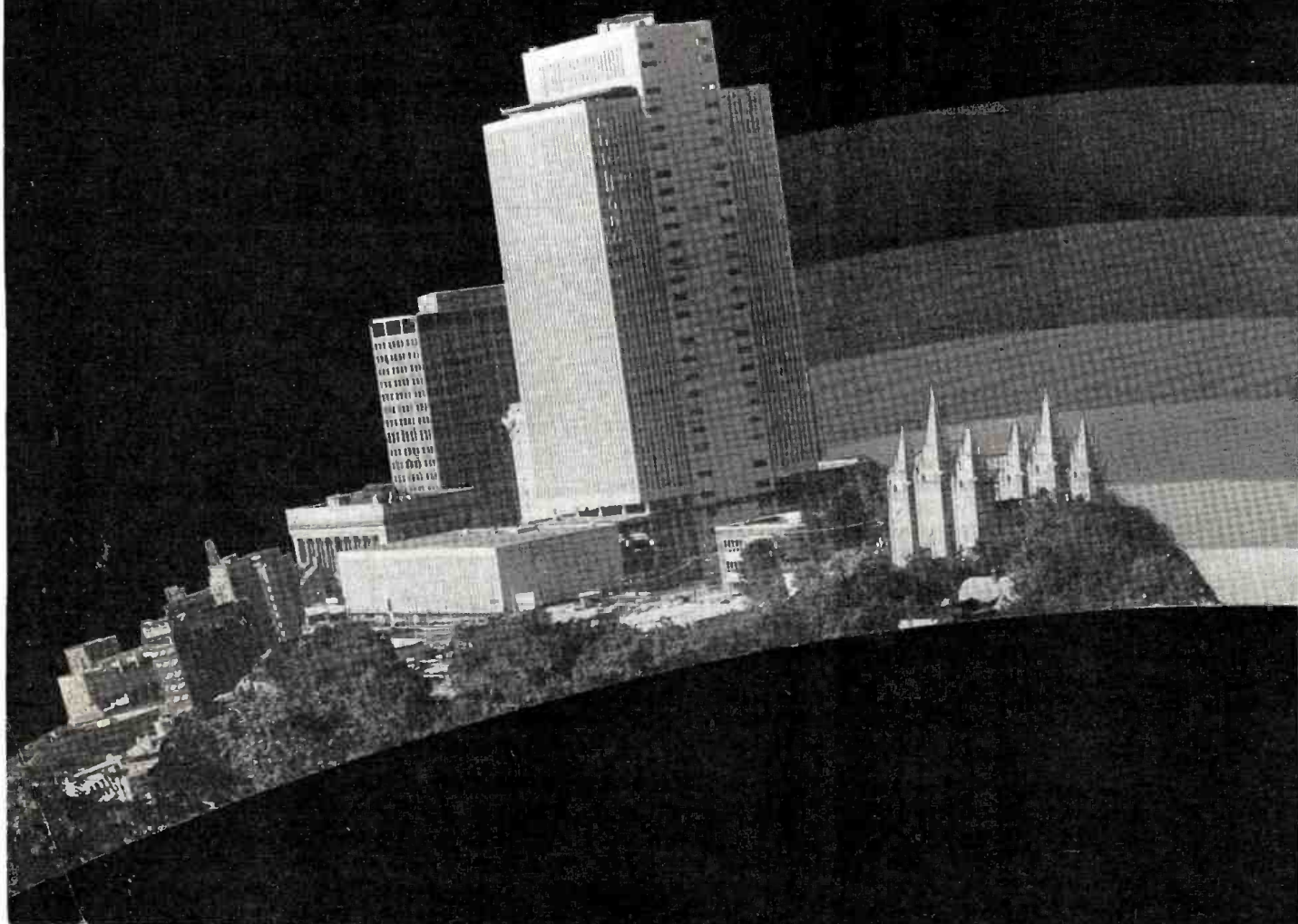
**Let's talk.** Television Bureau of Advertising President Norman E. (Pete) Cash has called extraordinary meeting of board this Thursday (Nov. 8) in New York, preliminary to organization's annual meeting in Houston Nov. 26-29. Agenda includes discussion of management succession involving formal announcement of John M. Otter, former sales VP of NBC-TV, as executive VP ("Closed Circuit," Oct. 29).

**Bartering the news.** Television News Inc., electronically fed daily news service, and Young & Rubicam have announced agreement under which Y&R will place clients' commercials on stations, in return for negotiated number of rating points per week, and will arrange for those stations to get TVN nightly service. Announcement said arrangement covers top-100 markets and calls for 52-week contracts for advertisers/stations using plan.

**Last word.** Two and half days of oral argument on pay cable this week (see page 33) will be topped off with two panel discussions Thursday morning. Participants in panel starting at 9 a.m. are David Foster, National Cable Television Association; Richard Jencks, CBS; Leland Johnson,

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now represents the  
**Screen Gems Stations**

**KCPX-TV**  
**Salt Lake City**





# WVUE-TV

## New Orleans



**PETRY**

Rand Corp.; Paul Klein, Computer TV; Bowie Kuhn, baseball commissioner, and Vincent Wasilewski, National Association of Broadcasters. At 10:30 a.m., second panel takes over, with Donald Baker, antitrust division of Department of Justice; Ernest Jennes, counsel for Association of Maximum Service Telecasters; James McKenna, counsel for ABC; Geoffrey Nathanson, Optical Systems; Martin Newman, National Association of Theatre Owners, and Gordon Stulberg, 20th Century-Fox, as participants.

**WDON sold.** Everett L. Dillard, pioneer consulting engineer and station owner, has sold last property – WDON(AM) Wheaton, Md., Washington suburb – for in excess of \$400,000, subject to FCC approval. Purchaser is Horizons Broadcasting, of which Gary Marshall Jr., sales manager of WGSO New Orleans, is president and principal stockholder.

**Last of big spenders.** ABC-TV will reportedly pay record \$3.3-million for one showing of 20th Century-Fox's "The Poseidon Adventure." Previous record was same network's \$2-million for one airing of Fox's "Patton." "There's no way ABC can make its money back on 'Poseidon,' said one industry source, noting that even if network set its rate-card at \$200,000 per minute (a figure only Academy Awards and Super Bowl presently command) for 17½ commercial minutes (assuming 2½ hours of movie airtime), resultant \$3.5-million revenue would not cover extras like station compensation, agency commission, line charges, publicity and network overhead. Record is likely to stand: "We won't get sucked into an auction like that again," one ABC executive was quoted as saying.

**Short lived.** CBS-TV's *New Perry Mason Show* (Sunday, 7:30-8:30 p.m. NYT) will be replaced Feb. 10 by *Apple's Way*, new series written by Earl Hamner (*The Waltons*) with Lee Rich, also of *Waltons*, as executive producer. New show is described as dealing with "successful architect who returns to his small home town of Appleton, Iowa."

**From jaws of defeat.** U.S. district court judge has denied motions by ABC, CBS and NBC to stay or dismiss Justice Department antitrust suits against them. But in process he implied suits may be unnecessary. Networks had asked court to dismiss or delay suits on grounds that basic charges involved – that networks improperly control prime-time programming – are under primary jurisdiction of FCC (*Broadcasting*, April 17, 1972 et seq.). In ruling, District Judge Robert J. Kelleher of Central California District rejected that argument but added: "Assuming antitrust violations are proven, accommodation of antitrust policies to FCC policy in terms of remedies will be a real and substantial problem. Accordingly, the court will give great weight to the FCC rules in the event that it becomes necessary to afford to plaintiff a remedy. This caveat, as a practical matter, might render the prosecution of these cases unnecessary, but that is for others than the court to decide."

**Victory.** FCC Friday gave International Digisonics Corp. two years to sharpen its trouble-plagued TV-commercial monitoring system to meet commission standards. Paul Roth, IDC president, said ruling "puts us in business," and that company would have no difficulty meeting deadline on tape commercials. It has given up on film.

**Renaissance.** Resurging radio drama got big shot in arm last Thursday when Mutual Broadcasting System announced, in coast-to-coast news conference, that it will schedule Rod Serling series, *Zero Hour*, beginning Dec. 17. Five episodes each week, first four with cliff-hanger endings, will add up to one story. They'll be stripped 7-7:30 NYT. Mutual President Ed Little, Chairman John Hardin, VP Gary Worth announced series start, along with Mr. Serling, producer-director Eliot Lewis, starring player Brock Peters and stars of 11th show, in production last week.

**Late Fates.** Charles Bowker named executive VP and director of stations for Buford Television Inc. (KLTU Tyler and KTRE-TV Lufkin, Tex.; KORN-TV Mitchell-Sioux Falls, S. D., and KFSA-TV Fort Smith, Ark.). He will continue as general manager of KLTU. Robert O. Mahlman, VP and director of affiliate affairs, ABC Radio Network, named VP and general manager. Ronald E. Sappenfield, VP-corporate development, Bangor Punta Corp., Greenwich, Conn., named to same post, ABC Inc. Harold K. Deutsch, VP-national sales manager for radio division of Capital Cities Communications, named VP-general manager, WCBM (AM) Baltimore. William G. Walters, president, Peters, Griffin, Woodward Inc., elected to two-year term on TVB board of directors. He succeeds Tod Moore, president, Katz Agency. Donald E. Witheridge, former director of public relations, Teleprompter Corp., joins National Cable Television Association as director of subscription cablecasting.

## Headliners



Lotspeich



Mitchel



Rosenfelt

**Edgar H. Lotspeich**, advertising vice president of Procter & Gamble, was elected chairman of Association of National Advertisers last Tuesday (Oct. 30) at annual convention in Hot Springs, Va. He succeeds **Earl A. Clasen** of Pillsbury Co. **F. Kent Mitchel**, General Foods vice president for corporate marketing services, was elected vice chairman, along with the following directors: **Del C. Bowman**, Hughes Aircraft Co.; **David W. Burke**, General Electric; **Chester R. Green**, Kraftco Corp.; **Gerald Kirshbaum**, National Distillers Products Co., and **Lee J. Lent**, consumer products division of American Cyanamid Co. In addition, **James H. Pearce** of Dow Chemical Co. was re-elected to board. **Peter W. Allport** was re-elected ANA president. (See also page 41.)

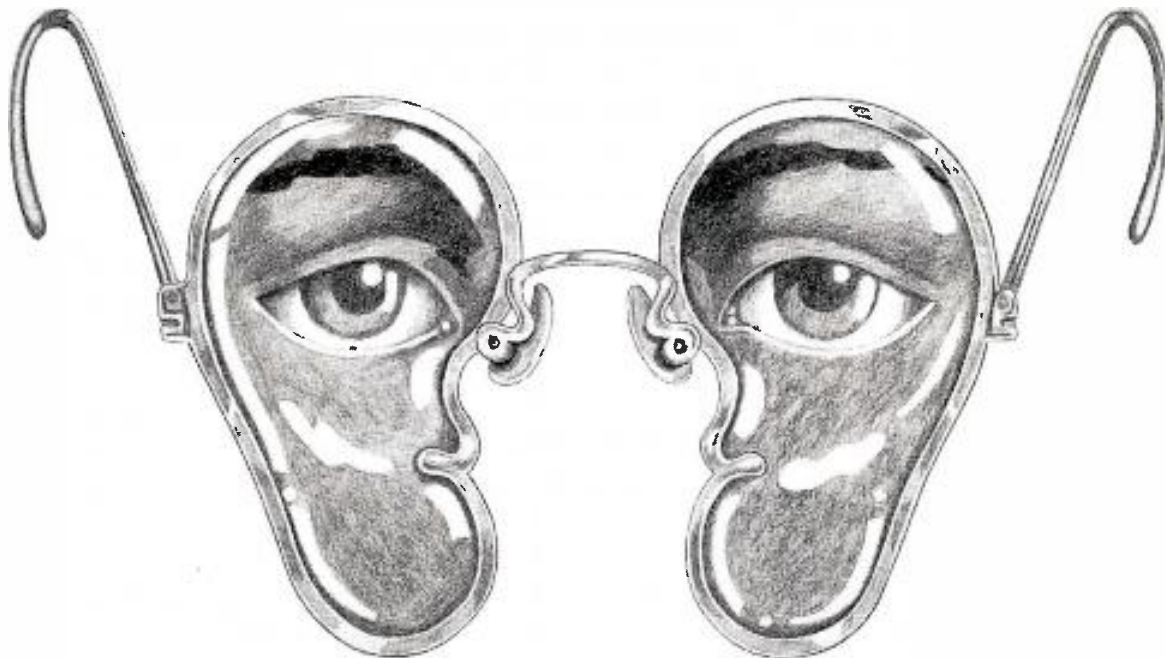
**Frank E. Rosenfelt**, vice president and general counsel of MGM Inc., elected president and chief operating officer. He succeeds **James T. Aubrey Jr.**, who had been president and chief executive officer. **Kirk Kerkorian**, financier who owns working control of company, steps in as vice chairman and chief executive (story page 44).

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**And increase your television impact. Dramatically.**



What happens when you allocate one-third of your TV buy to the ABC AM Radio Stations and other radio stations in 7 major markets?

Your reach goes up. Your average frequency goes up. And your gross impressions zoom.

With the same ad dollars, you can dramatically increase your selling impact. Your market share goes up, your advertising costs stay down.

And we can prove it.

With the help of a major independent media planning service, ABC Radio analyzed TV and TV/radio buys in the 7 major markets served by ABC AM Radio. Top-rated TV show 30's at going rates were used against radio 60's at rate card prices. In each case, we figured the best TV buy. Then the best TV/radio buy.

In every case, the TV/radio buy outperformed the TV buy in every way. But at the same cost.

For instance, we figured out how a cosmetics company aiming at women 18 through 34 could best

spend \$44,800 per month in New York. The TV/radio buy pitted against TV alone upped net reach from 70% to 82%. Upped average frequency from 2.8 to 6.9. And raised gross impressions nearly 200%.

In San Francisco, a \$22,000 per month TV/radio buy for a personal product aiming at adults 18+ upped net reach from 69% to 81%. Average frequency climbed from 1.9 to 3.8. And gross impressions increased a full 153%.

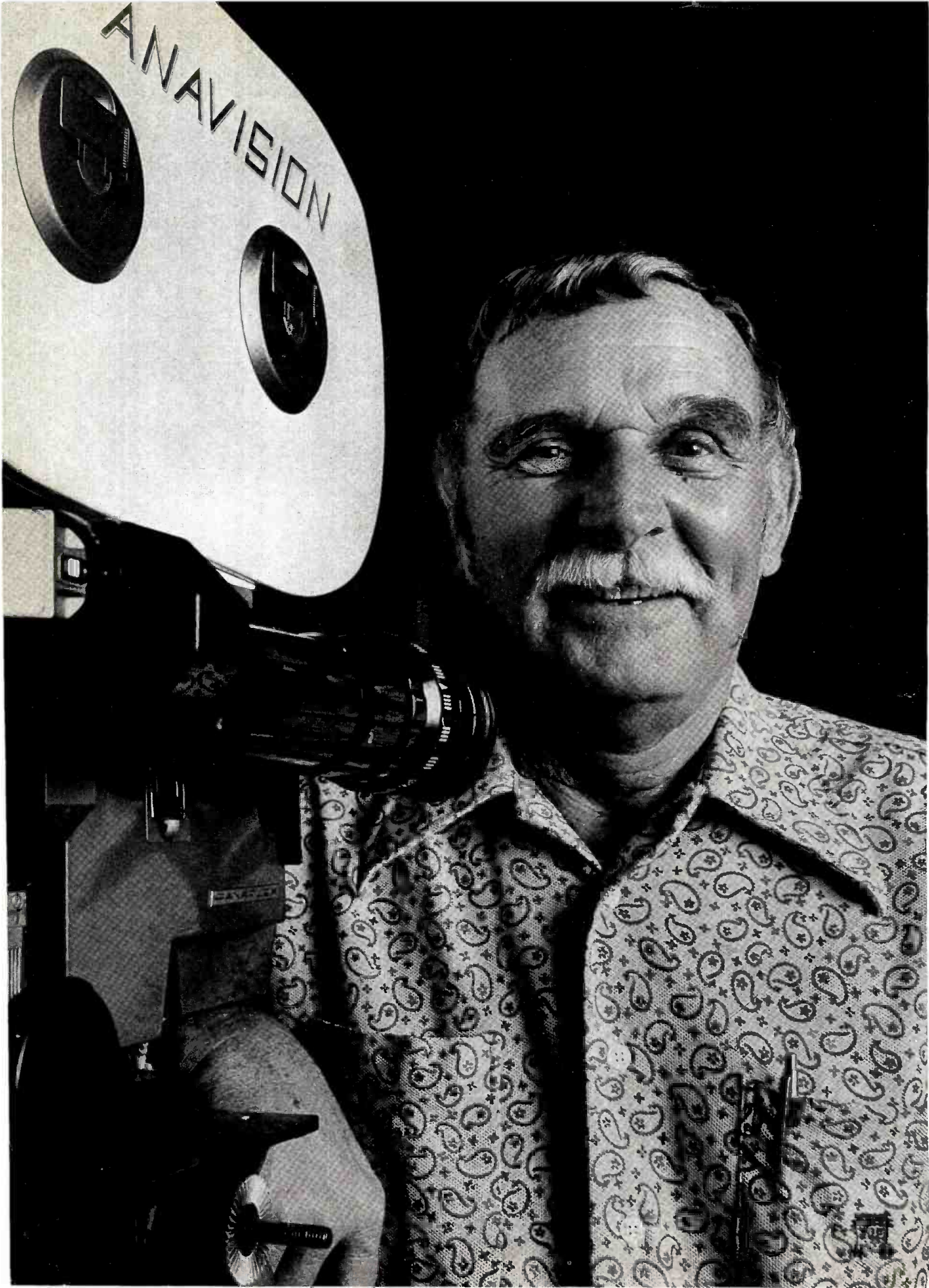
We'd like to show you how your ad dollar can get this kind of mileage. We'll show you how to compare the impact level of your current TV plan with TV/radio combo plans. *We're* in 7 major markets, but we'll help you in any market *you're* in. That's the American way of radio. For details, call or write: Norm Goldsmith, Director of Sales and Marketing, ABC AM Radio Stations, 1330 Avenue of the Americas, New York, N.Y. 10019. Tel: (212) 581-7777.



## ABC AM RADIO STATIONS

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“I knew it the moment the producer showed me the script.

“But more important than the Emmys and other awards that ‘Brian’s Song’ won was the fact that it was the highest-rated made-for-tv movie ever. I mean, people wanted to see this movie. Maybe even needed to.

“That’s why thousands of them packed Chicago theaters to see ‘Brian’s Song’ just a few weeks after it had been on television.

“And, as a cameraman who has been in the business for fifty years, working on ‘Brian’s Song’ made me feel good. You know, jumping from one medium to another without a hitch.

“That’s why I like the flexibility and freedom of something like Eastman film. And why I’ll stick with it.

“After all, I never know when another ‘Brian’s Song’ might come along.”

---

Joseph Biroc. Award winning  
Director of Photography, “Brian’s Song.”

Be sure to watch “The Men Who Made The Movies,” an eight-part series made possible by Kodak Grant and scheduled for PBS broadcasting in November and December.



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# M&H

## WHEN YOU SLIP, IT HURTS . . .

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's so easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, your station is in trouble. When you finally realize it, the reaction is often panicky, and the changes that are made accelerate the decline.

If you study your audience in-depth every year, you know just what's going on, and we harass you to make sure you don't get careless, that the corrective action you take will be productive.

For other clients who are second, third, or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. It's unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

# M&H

McHUGH AND HOFFMAN, INC.  
Television & Advertising Consultants

7900 Westpark Drive  
McLean, Virginia 22101  
Area Code 703  
790-5050

# Datebook®

• Indicates new or revised listing.

### This week

Nov. 2-8—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. FCC, Washington.

Nov. 5-8—*Washington Journalism Center* conference on campaign financing and election reform. Among speakers will be Charles Guggenheim, major producer of political spots and other campaign films for television. Watergate hotel, Washington.

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

Nov. 8—Open board meeting, *Corporation for Public Broadcasting*, Statler Hilton, Washington.

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

Nov. 9-11—Meeting, board of trustees, *Educational 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—*American Forces Network* European broadcast management conference. Speakers include: Richard C. Block, VP, Kaiser Broadcasting, and Thomas O'Brien, VP-director of radio news, ABC. Wiesbaden, West Germany.

### Also in November

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

Nov. 12-16—Media Fair '73, sponsored by department of radio-TV-film, *University of Wisconsin*, Dshkosh.

Nov. 13-14—*American Association of Advertising Agencies* eastern conference. Biltmore hotel, New York.

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

Nov. 15-18—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meetings. Water Tower Hyatt House hotel, Chicago.

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

Nov. 19—*International Council of National Academy of Television Arts and Sciences'* first directorate award to European Broadcasting Union. Awards also to be announced for best documentary and best dramatic show among foreign TV programs not yet seen in U.S. Charles Curran, BBC, to accept for EBU and make keynote speech. Plaza hotel, New York.

Nov. 20—John Treasure, chairman, J. Walter Thompson Ltd., London, speaks at seventh in series of eight public lectures on advertising and society. Midway campus, *University of Chicago*.

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.

Nov. 29—Seminar sponsored by *American Apparel Manufacturers Association*. Among speakers will be J. Walter Thompson President Henry M. Schacte, who will talk on shifts in marketing approaches in the industry. Americana hotel, New York.

Nov. 29-30—Course on "Legal and Business Problems of Television and Radio," sponsored by *Practising Law Institute*. St. Regis Sheraton hotel, New York.

### 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. 4—Philip Kotler, professor of marketing, Northwestern University, speaks at last of series of eight public lectures on advertising and society. Midway campus, *University of Chicago*.

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. 5-7—*Association of Maximum Service Telecasters* board of directors fall meeting. Arizona Biltmore hotel, Phoenix.

Dec. 6-7—Course on "Legal and Business Problems of Television and Radio," sponsored by *Practising Law Institute*. Sir Francis Drake hotel, San Francisco.

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.

Dec. 10—27th annual "Voice of Democracy" broadcast-scriptwriting contest deadline, sponsored by *Veterans of Foreign Wars and its ladies auxiliary with cooperation of National Association of Broadcasters and state broadcaster associations*. Contact any VFW state headquarters or VFW national headquarters, Kansas City, Mo.

Dec. 11-12—Beginning television production seminar, sponsored by *Telemation Inc.* Salt Lake City.

Dec. 13-14—Advanced television production seminar, sponsored by *Telemation Inc.* Salt Lake City.

### 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. 17-20, 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.

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**FRANKENSTEIN'S BLOODY TERROR**

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**CREATURE WITH THE BLUE HAND**

**THE CRIMSON CULT**

**THE NIGHT OF THE BLOOD MONSTER**

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American International Television, Inc.

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nar. sponsored by *Telemation Inc.*, Salt Lake City.

Dec. 31—Deadline for entries in *Brand Names Foundation* retailers-of-the-year awards competition. Contact BNF, 477 Madison Avenue, New York 10022.

## January 1974

Jan. 9—One-day conference, "Electronic Distributor '79," five-year outlook into electronic market sponsored by *Electronic Industries Association's distributor products division*, Chicago.

Jan. 9—*New England Cable Television Association* winter meeting. Marriott hotel, Newton, Mass.

Jan. 10-13—*Winter Consumer Electronics Show*, Conrad Hilton hotel, Chicago.

Jan. 14-18—Winter meeting, joint board of directors, *National Association of Broadcasters*, Mullet Bay Beach hotel, St. Maarten, Netherlands Antilles.

Jan. 15-18—*Rocky Mountain CATV Association* meeting, Scottsdale, Ariz.

Jan. 18—*Publicable* meeting. Location to be announced, Washington.

Jan. 20-22—*National Cable Television Association* regional legislative conference. Quality Inn, Washington.

Jan. 24-26—*Alabama Broadcasters Association* winter conference. Speaker: FCC Commissioner Richard Wiley, Downtown Motor inn, Gadsden, Ala.

Jan. 26-27—Midwinter conference, *Florida Association of Broadcasters*, Lakeland, Fla.

Jan. 27-30—*National Religious Broadcasters* 31st annual convention. Washington Hilton, Washington.

## February 1974

Feb. 1—Deadline for entries in *Medical Journalism Awards* competition of *American Medical Association*. Categories include television and radio reporting on medicine or health. Contact: *Medical Journalism Awards* committee, AMA, 535 North Dearborn Street, Chicago 60610.

Feb. 3-5—*National Cable Television Association*, regional legislative conference. Quality Inn, Washington.

Feb. 3-5—*South Carolina Broadcasters Association* annual winter convention. Holiday Inn, Rock Hill.

Feb. 5-7—*National Cable Television Association*, board of directors meeting. Location to be announced, New Orleans.

Feb. 6-8—*Texas Cable TV Association* convention. Marriott Motor hotel, Dallas.

Feb. 7—*Southern Baptist Radio and Television Commission* fifth annual Abe Lincoln Awards presentation to distinguished broadcasters. Featured speaker: Frank Stanton, former CBS vice chairman, now chairman, American Red Cross. Place yet to be announced, Fort Worth.

Feb. 15—*Publicable* meeting. Location to be announced, Washington.

Feb. 15-16—*Arkansas Broadcasters Association* convention. Nassau, Bahamas.

Feb. 17-20—1974 conference, *National Association of Television Program Executives*, Century Plaza hotel, Los Angeles.

Feb. 18-20—*National Cable Television Association* regional legislative conference. Quality Inn, Washington.

## March 1974

March 13—Annual spring conference, *Electronic Industries Association*, Shoreham hotel, Washington.

March 17-19—*National Cable Television Association* regional legislative conference. Quality Inn, Washington.

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

March 26-28—*National Cable Television Association* regional legislative conference. Quality Inn, Washington.

March 26-29—*Institute of Electrical and Electronics Engineers* annual international convention and exposition. Statler Hilton and Coliseum, New York.

## April 1974

April 10—*New England Cable Television Association* spring meeting. Highpoint Motor inn, Chicopee, Mass.

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

April 21-24—*International Industrial Television Association* annual conference. Special feature includes admission to *National Cable Television Association* equipment exhibits, in conjunction with NCTA convention being held simultaneously. Palmer House, Chicago.

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

## May 1974

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

May 13-14—*Washington State Association of Broadcasters*, spring meeting. Ridpath hotel, Spokane.

May 21-23—*Brand Names Foundation* annual meeting, featuring retailer-of-the-year awards. Hilton hotel, New York.

May 30-June 7—*Associated Press Broadcasters Association*, national convention. Alameda Plaza hotel, Kansas City, Mo.

## June 1974

June 1-5—*American Advertising Federation*, annual convention. Statler Hilton hotel, Washington.

## July 1974

July 10-13—*New England Cable Television Association* annual convention. Mt. Washington hotel, Bretton Woods, N.H.

July 7-10—*National Association of Farm Broadcasters* summer meeting. Spokane, Wash.

## September 1974

Sept. 23-27—*Fifth International Broadcasting Convention*. Grosvenor house, London.

## November 1974

Nov. 18-28—*Television Bureau of Advertising*, annual meeting. Chicago.

Spotmaster®

# Space Setter

## \$469



5 3/8" height  
5 3/8" width

### Three/70™ Cartridge Playback Deck

Meet our midget. And don't be fooled by its modest exterior. The new Spotmaster® Three/70 packs the performance of its big brother—the incomparable Ten/70—into a pint-sized package at a pint-sized price.

Standard features include the Ten/70's direct drive synchronous motor, all silicon solid state circuitry, high output (+8 dbm) and plug-in modular construction. Deck operation is pushbutton-quick, with instantaneous response.

Now look what happens when you put a trio of Three/70s together. They fit side by side in a single rack mount. The whole thing takes up just 7" of rack space.



Three/70s accept all Type A cartridges, playing up to 10½ minutes at 7½ ips. Options include 3¾ ips operation, as well as 150 Hz and 8 kHz secondary and tertiary cue tones (to augment the 1,000 Hz primary stop/re-cue tone).

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## Broadcasting TELEVISION

The newsweekly of broadcasting and allied arts

*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*.  
Robert Adels, *staff writer*.

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

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

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



\* Reg. U.S. Patent Office.  
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# Denyer's Charley & Barney are having their second.



Their second anniversary  
on KHOW RADIO...  
and Doctor Hal Moore  
is on hand, delivering  
the word!!!

Thank you Mom, Dad,  
and kids, kids, kids  
of every age for making  
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Show the number 1 radio  
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Charley & Barney  
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(April-May 1973 ARB)

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THE GREATEST AIR SHOW ON EARTH



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The newsweekly of broadcasting and allied arts

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| GRAND BURGERS               | 55¢  |
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Sprite

# Some fast-food places are pulling a fast one on you.

Some of them are selling pressed bits and pieces of random meats as "roast beef."

Some of them are peddling containers of air and chemicals as "milk shakes."

And some of them are serving up hot dogs that have more and more fat and water and less and less nutritional value.

Granted, fast-food places are convenient, time-saving and fun. But the Washington Star Stations felt that none should call their goods what they aren't.

So we recently did an extensive series on food.

We took a look at food mislabeling, food misnomers and the more dangerous aspects of the things we eat.

We warned against a potential cancer-causing purple dye used in some foods. And a potential cancer-causing growth stimulant being implanted in some cattle.

Shortly after our investigations, the Food & Drug Administration banned both of these harmful substances.

We followed up that first series with one on the weaknesses of government inspection of food processing plants.

And we're running a weekly news feature that exposes the Washington eateries that are being closed down. And why.

As you might expect, when you deal with issues like this, you make a lot of enemies. You also make a lot of friends.

More importantly, you get problems out in the open.

And that's the fastest way we know to get them solved.

**Washington Star Station Group**  
**WMAL AM, FM, TV.**

# Monday Memo®

A broadcast advertising commentary from Victor G. Bloede, chairman and chief executive, Benton & Bowles, New York

## What's in the cards in the year ahead for advertising agencies

I would like to get a jump on the usual year-end, what's-ahead predictions and talk now about some of the major issues that will affect agencies in the next year or so.

It now seems certain that 1973 will be the biggest year in the history of the agency business. This year, total advertising placed through advertising agencies will exceed \$9.7 billion and could reach \$10 billion.

In the 50's, billings of AAAA agencies tripled. In the 60's they doubled. In the mid-70's they are growing but at a much slower rate. And this means that agencies are going to work even harder to manage their business for profit.

I see one storm cloud ahead in the client-agency relationship. And it could be a big and frightening storm indeed.

Like so many important issues it involves a question of money and a question of principle. The issue, simply stated, is: Who should be responsible for paying media bills—the client or the agency? And this issue cuts to the core of our business.

The failure of Lennen & Newell—the first major agency bankruptcy in history—caused some advertisers to re-examine the basis of the financial relationship among themselves, their agencies and the television networks. The three networks, as you know, insist on holding the advertiser ultimately responsible for payment of their bills, even though they accept payments from the agency. Thus, they have the best of both worlds—two sources from which to collect for one bill.

The fear of being held in double jeopardy for network bills is the reason some clients give for looking for ways to make direct payments to networks. And the obdurate insistence of the networks in refusing to hold financially sound agencies solely liable for these bills is the rub.

The principle of sole liability is at the very heart of the independent advertising-agency business. If many clients follow the route to some form of direct payment, our business could be in serious trouble.

Some of us have been visiting executives of the networks to ask them to reconsider their double-jeopardy policy. We have pointed out the extraordinary record of stability of the agencies. And they have admitted that their credit losses from agencies are almost too small to measure. We have pointed out to them the importance to them of the independent advertising agency. I hope that the networks reconsider and commence granting to



Victor G. Bloede is a 23-year veteran of Benton & Bowles, New York, having started at the agency in 1950 as a copywriter. He moved up successively to vice president and copy supervisor in 1955, senior vice president and member of board of directors in 1959, executive vice president in 1960, chairman of plans board from 1964 to 1967, president and chief executive officer in 1968 and board chairman and chief executive officer in 1971. Mr. Bloede was elected earlier this year as chairman of American Association of Advertising Agencies.

those agencies whose credit they can approve the same right to be responsible for paying their own bills they give to any other creditor. If they do not, we are going to be facing problems for the viability of our business that I do not like to contemplate. This could well be the most difficult problem we will have to face in the next year.

What other changes will the future bring to the agency-media relationship? A healthy press—electronic as well as printed—is not only important to us as advertising men. It is vital to our existence as a free society. Thus, our destinies, both as advertising men and as free citizens, are unalterably involved with the health, independence and prosperity of media.

Probably the most unpredictable factor in assessing what is going to happen to media is the influence of government. Think for a moment of what has happened in only the past several years in media-government relations: The banning of

cigarettes from broadcasting, in January 1971. The FCC decision, in October 1971, to reduce the amount of network programming in prime time. Government actions which led to increases in postal rates—which have added so significantly to the costs of magazine publishers.

Personally, I hope the era of this heavy government influence on media may be at an end. If it is, the future of our relationship with media may be easier to predict.

But I'll try now. To start with, we have come through a period in which we have measured media performance principally on statistical grounds. While I am not going to suggest that the slide rules are all going out the window, I believe we are going to be putting increasing emphasis on qualitative judgments in evaluating media for our clients. The environment in which we place our clients' advertising will become an increasingly important factor which will be judged, along with such traditional decision-making factors as the number of viewers/listeners/readers the particular medium reaches.

I think we shall become increasingly concerned that the effect of our messages in a media climate which is vulgar, witless and insulting to the consumer may not only be less productive; it may actually be counterproductive.

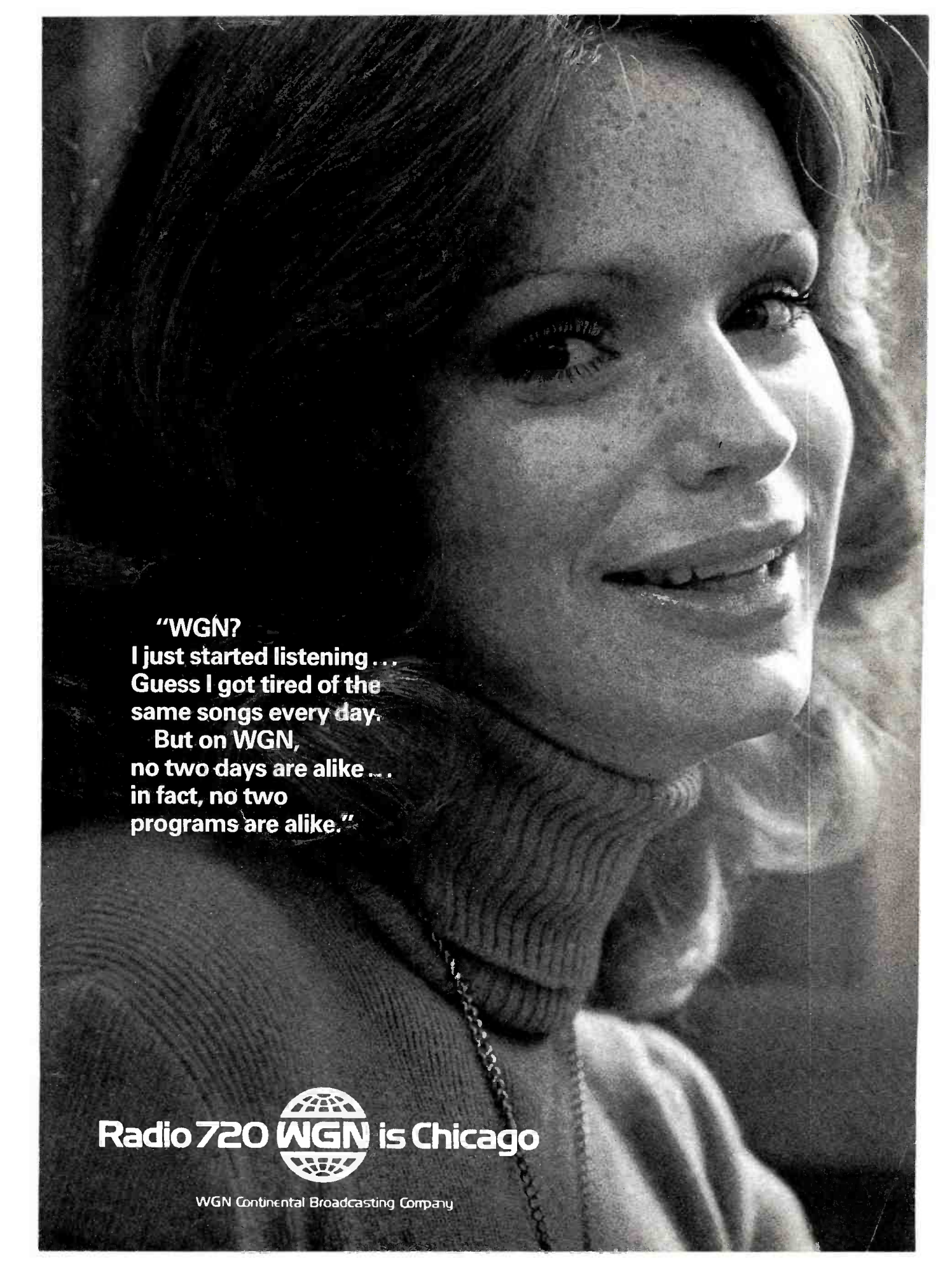
In television, we are going to see increasing concern about the clutter problem. And I think we have got to the point in our concern where we are going to do more than wring our hands about it. It is a fact that some stations do a measurably better job of handling this problem than other stations do. The differences are dramatic.

With this knowledge, I believe you are going to see agencies and clients punishing the offending stations by eliminating them from their schedules. I believe that only by this economic pressure will we have any effect on the problem.

There is obviously another factor that can affect us in a major way, and that is the influence of outside forces on our business. Here I am talking about both government influence and consumerist influence.

I would like to make two observations: First—truth in advertising is not to be a real issue in the future. Even today, there is not enough misleading advertising being run to talk about. No, the issue will not be whether we are truthful. The issue will center on advertising as a social force, and the major attacks will come in this area.

Second—maybe some of the people who have been attacking advertising will come to the conclusion that we are a pretty necessary force for the continued function of this society of ours.



**"WGN?  
I just started listening ...  
Guess I got tired of the  
same songs every day.  
But on WGN,  
no two days are alike ...  
in fact, no two  
programs are alike."**

**Radio 720  is Chicago**

WGN Continental Broadcasting Company

## Broadcast Journalism

### Question now: Will Nixon try to curb TV journalism?

**Harsh exchanges at news conference leave reporters bewildered by ferocity of Nixon attacks; Buchanan, his media analyst, wants to outlaw network 'dominance'; some see it as beginning of campaign to discredit media**

With his standing in the public-opinion polls skidding and with calls for his impeachment continuing in Congress, President Nixon has lashed out at his old and familiar enemy—the news media, particularly television. And he has taken the offensive with a fury that has stunned even network reporters who are veterans of the long march since early Agnew. But this time the feeling in the ranks seems to be that the administration's cutting edge may be losing its sharpness.

Bathed in the white glare of lights illuminating the ornate East Room of the White House for a 7 p.m. televised news conference on Friday, Oct. 26, President Nixon said: "I have never heard or seen such outrageous, vicious, distorted reporting in 27 years of public life."

He had been asked whether he thought the American people had been subjected to too many shocks in recent months, and had said that the country can take a lot of punishment. But, he added, nodding in the direction of the camera focusing on him, "the electronic media" were not present when America was experiencing the shocks of a generation ago, when he entered public life.

He was "not blaming anybody" for the kind of reporting he had just denounced, he said, as derisive laughter swept the room. "But when people are pounded night after night with that kind of frantic, hysterical reporting, it naturally shakes their confidence."

Then, when CBS's Robert Pierpoint asked a question on the minds of a number of reporters in the room—what it was about television coverage that had so aroused his anger—the President, smiling coldly, said: "Don't get the impression that you arouse my anger. . . . You see, one can only be angry with those he respects." The sharp intake of breath throughout the room apparently com-

municated itself to the President, for he sought to temper his remarks a few minutes later. It was not the reporters he did not respect, he said, but, rather, the "commentator" who willfully and "viciously" distorts the news.

White House reporters, well aware of the President's view that the news media do not treat the administration fairly, nevertheless did not expect the intensity of the President's remarks. Mr. Pierpoint—whose three on-air pieces, suggesting the President's banker friend Charles (Bebe) Rebozo might have been the beneficiary of favorable government treatment, may have helped to arouse the



*Nixon to Pierpoint:*

"Don't get the impression that you arouse my anger . . . You see one can only be angry with those he respects."



CBS News photos

President's feelings—said after the news conference he was "shocked and frightened" at the depth of feelings revealed by the President, "Anyone that emotional about anything is inclined to be a little unbalanced—that's what bothered me," said Mr. Pierpoint.

Other reporters used the same word—"shock"—to describe their reaction. And Mr. Pierpoint's CBS colleague, Dan Rather, agreed that the presidential criticism was rougher by far than anything former Vice President Spiro T. Agnew had leveled at the media, or the Presi-

dent either in two recent news conferences—in San Clemente, in August, and in the White House in September—when for the first two times in his Presidency he allowed his feelings about the media to boil to the surface in public.

"Scapegoat" was another word the reporters were using in post-mortems on the President's remarks. The President, said NBC's Richard Valeriani, is really complaining about the "simple reporting" the networks are doing—the troubles of his Vice President, the indictments of former cabinet officers and White House aides. "Some people," said Mr. Valeriani, "thought the attack a clever tactic to divert attention from his own troubles."

Not all post-conference criticism was directed at the President. Some reporters were not pleased with the performance of some colleagues. "There was too much rudeness, too much aggressiveness, too much loudness," ABC's Tom Jarriell said. He and others were referring specifically to Clark Mollenhoff of the *Des Moines (Iowa) Register and Tribune*, who left no doubt as to his determination to put a question to the President before the news conference ended. In part, some reporters conceded, such behavior is a function of the news-conference format employed, with several hundred reporters crowded into a single room and no sure way of getting the President's attention.

As for the network news chiefs in New York, they were clearly anxious to avoid roiling the waters any more than was necessary in defending the integrity of their operations against the President's charges. "ABC has not put out any stories we know to be false or inaccurate," said William Sheehan, senior vice president of ABC News. CBS News President Richard S. Salant expressed confidence—based on what he said was a familiarity with the work of CBS News and the other networks' news operations as well—that "none of the network reporting justified the adjectives the President used Friday night."

And Richard O. Wald, president of NBC News, probably spoke for all network brass when he said, "I am very sorry it all started up again. I had thought it had gone away. I honestly feel the President is making a mistake—the old mistake of blaming the messenger."

But "it" had not gone away. On Monday there was more, as the news media's curiosity about, if not fascination with, the President's remarks opened the door to more administration criticism.

Invited to appear on CBS's *Morning News* to discuss those remarks, presidential aide Patrick Buchanan, an original among the White House critics of the media—he is said to have had a large

## Crisis of confidence in the East Room

These are the sections of President Nixon's Oct. 26 news conference touching upon his difficulties with the press:

**Dan Rather of CBS:** I wonder if you could share with us your thoughts, tell us what goes through your mind when you hear people, people who love this country and people who believe in you, say reluctantly that perhaps you should resign or be impeached.

**Mr. Nixon:** Well, I'm glad we don't take the vote of this room. And I understand the feelings of people with regard to impeachment and resignation. As a matter of fact, Mr. Rather, you may remember that when I made the rather difficult decision, I thought the most difficult decision of my first term, on Dec. 18, the bombing of, by B-52s, of North Vietnam, that exactly were the words used on the networks, I don't mean by you, but they were quoted in the networks that were used now. Tyrant, dictator, he's lost his senses, he should resign, he should be impeached.

But I stuck it out and as a result of that we not only got our prisoners of war home, as I've often said, on their feet rather than on their knees, but we brought peace to Vietnam; something we haven't had and didn't for over 21 years. It was a hard decision and it was one that many of my friends in the press who had consistently supported me on the war up to that time disagreed with. Now in this instance I realize there are people who feel that the actions that I have taken with regard to the dismissal of Mr. Cox are grounds for impeachment. I would respectfully suggest that even Mr. Cox and Mr. Richardson have agreed that the President had the right, the constitutional right, to dismiss anybody in the federal government.

And second, I should also point out that as far as the tapes are concerned, rather than being in defiance of the law, I am in compliance with the law. As far as what goes through my mind I would simply say that I intend to carry out to the best of my ability the responsibilities I was elected to carry out last November.

The events of this past week, I know, for example, in your head office in New York, some thought that it was simply a blown up exercise, there wasn't a real crisis. I wish it had been that. It was a real crisis. It was the most difficult crisis we've had since the Cuban confrontation in 1962. But because we had had our initiative with the Soviet Union, because I had a basis of communication with Mr. Brezhnev, we not only avoided a confrontation but we moved a great step forward toward real peace in the Mideast. Now as long as I can carry out that kind of responsibility I'm going to continue to do this job. . . .

**Aldo Beckman of the Chicago Tribune:** Mr. President, in 1968 before you were elected you wrote that too many shocks can drain a nation of its energy and even cause a rebellion against creating change and progress. Do you think America is at that point now?

**Mr. Nixon:** I think that many would speculate, I've noted a lot on the networks particularly and sometimes even in the newspapers. But this is a very strong country and the American people, I think, can ride through the shocks that they have. The difference now from what it was in the days of shocks that even, when Mr.

role in preparing Mr. Agnew's November 1969 speech in Des Moines, Iowa, that signalled the Nixon administration's attack on the media—called for legislation to break the network's "dominance over the flow of ideas and information."

Mr. Buchanan said "every legal and constitutional means" should be employed toward that end. And he said he had several proposals in mind. The only one he discussed, however, was a separation of networks from their owned-and-operated stations, and thus deny the networks the leverage to require the stations to take the network news feeds. Other news sources—perhaps as many as five new networks—would presumably develop to compete for the business of the 15 major-market stations, he said.

Mr. Buchanan said—and the White House quickly agreed—that the proposal was his own. Officials at the Office of

Telecommunications Policy, where legislation of the kind Mr. Buchanan favors would be drafted, said no such project is under way. But the idea of forcing the networks to divest themselves of one or more of their stations is one that the FCC is expected to explore in a forthcoming inquiry on network "dominance" over programming, an inquiry being sparked by the commission's current review of the prime-time-access rule ("Closed Circuit," Oct. 1). The similarity of the approaches, though, was a coincidence. Mr. Buchanan indicated he had not been in touch with the commission on the matter.

On Tuesday morning, it was the President's son-in-law, David Eisenhower, on NBC's *Today*. He criticized the news media for failing to put stories in "perspective," and, as a result, being unfair. He also said that the "irresponsibility" of the media has been matched by the "ir-

Lisagor [Peter Lisagor, *Chicago Daily News*] and I first met 25 years ago, is the electronic media. I have never heard or seen such outrageous, vicious, distorted reporting in 27 years of public life.

I'm not blaming anybody for that. Perhaps what happened is that what we did brought it about and therefore the media decided that they would have to take that particular line. But when people are pounded night after night with that kind of frantic, hysterical reporting, it naturally shakes their confidence. And yet, I should point out, that even in this week when many thought that the President was shell-shocked, unable to act, the President acted decisively in the interests of peace and in the interests of the country and I can assure you that whatever shocks, gentlemen of the press may have or others, political people, these shocks will not affect me in my doing my job. . . .

**J. F. ter Horst of the Detroit News:** Mr. President, Harry Truman used to talk about the heat in the kitchen. And a lot of people have been wondering how you are bearing up emotionally under the stress of recent events. Can you discuss that?

**Mr. Nixon:** Well those who saw me during the Middle East crisis thought I bore up rather well. I have a quality which is—I guess I must have inherited it from my Midwestern mother and father—which is that the tougher it gets the cooler I get.

Of course, it isn't pleasant to get criticism. Some of it's justified, of course. It isn't pleasant to find your honesty questioned. It isn't pleasant to find, for example, that, speaking of my friend Mr. Rebozo, that despite the fact that those who printed it and those who said it knew it was untrue, said that he had a million-dollar trust fund for me that he was handling.

It was nevertheless put on one of the networks, knowing it was untrue. It isn't pleasant, for example, to hear or read that a million dollars in campaign funds went into my San Clemente property, and even after we had a complete audit, to have it repeated. Those are things which of course do tend to get under the skin of the man who holds this office.

But as far as I'm concerned I have learned to expect it. It has been my lot throughout my political life. And I suppose because I've been through so much—that may be one of the reasons that when I have to face an international crisis, I have what it takes. . . .

**Robert Pierpoint of CBS:** Mr. President, you have lambasted the television networks pretty well. Could I ask you, at the risk of reopening an obvious wound, you say after you have put on a lot of heat that you don't blame anyone. I find that a little puzzling. What is it about the television coverage of you in these past weeks and months that has so aroused your anger?

**Mr. Nixon:** Don't get the impression that you arouse my anger.

**Mr. Pierpoint:** I have that impression.

**Mr. Nixon:** You see, one can only be angry with those he respects. . . .

[Later, in mid-answer to a question by Peter Gail of *Business Week*, Mr. Nixon modified his stand by saying. . . .]

Let me say, too, I didn't want to leave an impression with my good friend from CBS over here that I don't respect the reporters. What I was simply saying was this: that when a commentator takes a bit of news and then, with knowledge of what the facts are, distorts it viciously, I have no respect for that individual. . . .

responsibility of the people they quote."

Mr. Eisenhower's appearance on the program was the result in part of what network newsmen say is a renewal of activity in the White House Office of Communications, the former province of Herbert G. Klein. The office, which includes among its jobs making administration officials and Nixon-family members available to the media, had been relatively inactive. But it called *Today's* staff on Saturday, after the news conference, to ask if they would like David Eisenhower on the program. "We have a standing invitation to members of the First Family," Stuart Schulberg, the show's producer, said last week. "And we had not had David on for a year and a half." (David's wife, Julie, was to appear on the program on Friday, Nov. 2, the result of an earlier arrangement.)

David Eisenhower's call for more

"perspective" echoed the theme sounded on Monday at a regular White House news briefing by Deputy News Secretary Gerald Warren, who was besieged by reporters seeking clarification of the President's remarks—specifically, some hoped, in the form of a "bill of particulars" to substantiate the charges. Putting aside the question of fairness, reporters said criticism is not helpful if it is not specific. (There were also some reporters who wondered how the President could make the charges he did since he assertedly does not watch television or read the newspapers. He relies instead on summaries of the news prepared daily by a staff headed by Mr. Buchanan.) Mr. Warren promised to look into the possibility of providing a "bill of particulars." The recently organized National News Council has taken an interest in the President's charges and has announced a study of them (see story this page). But in the meantime, Mr. Warren said, what the President is seeking in network coverage is "perspective."

What seemed to be a matter of concern was the reporting of comments critical of the President. For instance, one comment about which the President complained in the news conference was that his December 1972 order to begin bombing North Vietnam indicated he had "lost his senses." Republican Senator William B. Saxbe of Ohio was one source of that quote—and he is now the President's choice to be the new attorney general. In addition, CBS's Walter Cronkite quoted a similar remark by Radio Hanoi.

A story published in the *New York Times* on Monday regarding President Nixon's call to then Deputy Attorney General Richard Kleindienst, directing him to drop a planned appeal of the International Telephone & Telegraph case, provided Mr. Warren on Tuesday with an example of what he meant by a lack of perspective in network reporting. He noted that the White House had issued a statement on the story which included a final paragraph asserting that the President later reversed himself on the issue.

## News council gets into business with a bang: It takes on Nixon's complaint about network reporting

President Nixon's charges that some networks were guilty of "outrageous, vicious and distorted" reporting will be investigated by the National News Council, the council announced last week.

The study would be the first major investigation by the six-month-old council and its objective would be to determine the accuracy or inaccuracy of the President's charges.

The council, headed by Roger J. Traynor, former chief justice of the California Supreme Court, said it was inviting the

CBS News photo



Buchanan on network 'power':

"Every legal and constitutional means ought to be considered in order to break up that dominance."

That bit of intelligence, he said, was "not reported by the two morning shows"—on CBS and NBC.

One question arising from the President's Oct. 26 news conference that Mr. Warren did clarify was that it was Walter Cronkite the President had in mind when he criticized a report that his friend, Mr. Rebozo, was allegedly managing a \$1-million trust fund for him—a report Mr. Nixon said was not true. It had been assumed that ABC was the subject of the attack, since it was that network's Bill Gill who had broken the story of a federal investigation of the alleged fund. But Mr. Warren, although he did not mention any network, referred to the report in connection with a televised interview with fired Watergate Special Prosecutor Archibald Cox, and Mr. Cronkite had interviewed Mr. Cox on Oct. 24.

Why Mr. Cronkite and CBS and not ABC? Because, said Mr. Warren, CBS had checked the report of the alleged fund with the White House and had been told it was not true. Some CBS reporters felt there was another reason—that, as one said, the White House would simply like to "get Walter." Besides, some press

corps members said—to Mr. Warren, among others—the same White House sources who denied the report about the fund had been contending that Watergate was being blown out of proportion.

If the White House was playing a public-relations game, aimed at weakening the credibility of the print and electronic media, as some suspected, the White House had reason to be pleased early in the week. It reported a heavy flow of favorable mail in response to the President's news conference. And the comments in both the favorable and unfavorable mail covered a wide spectrum of matters, including the remarks concerning the media.

Nor could the networks draw much satisfaction from the calls and mail they received. Reaction was mixed at best. ABC said that all 275 telephone calls it received on its analysis of the news conference were negative; the 150 telegrams and letters it received were divided between criticism of ABC and of the President. NBC said that about 250 of the 575 calls it received were critical of the network's analysis of the news conference, that 150 callers expressed the view that the President should be impeached, while 90 to 100 supported network news in general and the First Amendment and another 75, the President. CBS reported this breakdown: 220 callers were critical of the President and 170 supported him, while 115 criticized the network's commentators and 35 endorsed their work.

But a Gallup poll taken immediately after the news conference and published on Tuesday showed clearly that the President had failed to sway a majority of the public. Fifty-three percent of those who watched the news conference found the President's Watergate explanations "unconvincing," while only 31% found them "convincing." In addition, the results showed that 55% had "not very much confidence in the President" or "none at all," while 42% had either "a great deal" or "a fair amount." However, only 28% felt the President should be impeached.

But even before the results of the poll

White House to provide examples of distorted reporting and the TV networks to cooperate in making tapes and transcripts of newscasts and commentaries available for review.

The network news organizations indicated a willingness to make specific transcripts or tapes available on request but for the most part did not seem inclined to open their files to what one source called "a blind fishing expedition." However, a CBS News source, while declining to comment directly, noted that in earlier response to President Nixon's charges Richard S. Salant, president of CBS News, had said "we have transcripts of all CBS News broadcasts" and "believe any objective analysis of these will establish the accuracy and propriety of our reporting."

William B. Arthur, executive director, said the council would "proceed with its study and make public its findings" even if the White House and the network news organizations do not cooperate. He indi-

cated that, if necessary, the council would seek tapes or transcripts from the National Television News Archives of Vanderbilt University, Nashville, which has been monitoring network newscasts for several years.

Chairman Traynor said the council "is undertaking this study as a public service. We believe that the information we develop should be placed on the public record as soon as possible. It is anticipated that the council's investigation will culminate in a public hearing, and that later its findings will be issued for publication."

The council is a nonprofit organization created as the result of a study sponsored by the Twentieth Century Fund and is composed of nine public members and six members representing the news media. Its purpose is to examine public complaints about news-media accuracy and also possible infringements on constitutional free-press guarantees. It was set up in April.



were published, the Washington press corps felt confident that the results of the past several months—the growing scandal involving Watergate and its related events—had strengthened the news media's credibility with the public and weakened the administration's. Even William Safire, the former presidential speech writer, who now is a *New York Times* columnist, wrote in Monday's newspaper that when the President "returned the fire of his tormentors, he handed them a victory, because he was not playing off a despised minority—he was rubbing his neck against the cutting edge of what had become majority sentiment."

Furthermore, White House criticism is nothing new to the press corps. The early Agnew attacks were matters of concern, Washington newsmen now concede. "The networks were more defensive," one put it. But even then, White House reporters agree, the network officers stood as a buffer between them and the White House. And now, as a result of the Agnew experience, ABC's Tom Jarriel said last week, the networks have gained self confidence in their reporting of White House and political news. "They looked at what they were doing, and liked it," he said.

The President's scathing attack in the East Room called to mind for many observers Mr. Nixon's emotional "farewell" to the press and the public the day after his defeat in his race for governor of California in 1962. His best-remembered comment in his remarks to a small knot of reporters was: "You won't have Nixon to kick around any longer." Less well remembered was this: "I think it's time that our great newspapers have at least the same objectivity, the same fullness of coverage that television has. And I can only say, Thank God for television and radio for keeping the newspapers a little more honest" (BROADCASTING, Nov. 12, 1962).

Indeed, some White House reporters noted last week that one need not go back 10 years to find that kind of irony. Last May, following his first speech on Watergate, President Nixon walked into the White House press-briefing room, and told a small gathering of reporters there: "We have had our differences in the past, and I hope you give me hell every time you think I'm wrong. I hope I'm worthy of your trust" (BROADCASTING, May 7).

"Does the President still want us to give him hell?" a reporter asked Mr. Warren at the close of the news briefing on Tuesday.

"When he deserves it," Mr. Warren said.

*The press—both electronic and print—took President Nixon's outburst against television-news coverage as a slam against journalism as a whole—and unjustified at that. The following excerpts from newspaper columns and editorials are representative of that reaction:*

"To be the object of hatred of a despised minority has long been considered a political plus. . . .

"Nixon's latest display of what is usually a decorously draped hatred of the press was not a stupid blast, however. . . . When he returned the fire of his tor-

mentors he handed them a victory, because he was not playing off a despised minority—he was rubbing his neck against the cutting edge of what had become majority sentiment.

"The element of calculation is gone. We are witnessing honest hatred, gleefully returned, and at the root of the mutual hatred is an irresponsible, self-indulgent and ill-examined attribution of evil motives. . . ." William Safire, *New York Times*, Oct. 30.

"[President Nixon's] own attitude showed lack of respect for segments of the media and thereby helped raise the temperature of discussion to the boiling point; at the same time, the attitude of some of his interrogators struck many as a lack of respect for his office. . . . But, regrettably, this raising to the boiling point of Mr. Nixon's relations with the TV networks and the press may not help his domestic position. It leaves him appearing more embattled, not less. . . ." Editorial, *Christian Science Monitor*, Oct. 29.

"The President, of course, has every right to complain about press treatment. . . . What is disturbing is the President's preposterous attempt to make the mass media the basic cause of his woes.

"The press certainly did not hire the Watergate buggers and burglars, order the Ellsberg break-in, plot ways to obstruct criminal investigation into high-level corruption, launder campaign funds, invent the Vesco deal that brought the indictment of two former cabinet officials.

"Nor did the press choose a crooked Spiro Agnew for Vice President or urge the President to make a legalistic game over the Watergate tapes and to fire Special Prosecutor Cox.

"These, and many other scandal-tinged problems, are essentially of Nixon's own making, one way or another. . . ." Editorial, *Milwaukee Journal*, Oct. 29.

"Two former administration cabinet members—including an attorney general—have been indicted; . . . aides have been obliged to leave government . . . and some have also already been indicted—the Vice President has been convicted of a felony and forced to resign from office.

"If President Nixon genuinely believes that the foregoing short history of the past few months constitutes a series of events that are not shocking in themselves and without benefit of commentary of any kind, his understanding of what people expect from their government and of the standards they expect it to meet must be unique. . . ." Editorial, *Washington Post*, Oct. 28.

". . . we are not one with the wolf pack determined to bring Mr. Nixon down by the heels. Yet he will only stumble if, as he has done throughout much of his 27 years, he persists in blaming his troubles on those who speak and write about them after the fact. His fact." Editorial, *Miami Herald*, Oct. 28.

"The responsibility for this degeneration in presidential press conferences

must be shared between reporters and President. There is too great a willingness to goad the President, a human being after all, with insulting questions. But the President is in a position to be magnanimous towards members of the press corps. He should not show an anger he disclaims or assert a lack of respect which he might privately feel. A President who boasts that the tougher the going the cooler he goes shows too much heat when he speaks in public of 'vicious, distorted, outrageous reporting.' Does he use this vocabulary with Mr. Brezhnev, who for all his being a 'partner' of sorts is a more formidable 'adversary' than any member of the Washington press corps is. . . ." Editorial, *Chicago Tribune*, Oct. 28.

## Some brickbats for CBS

**Institute for American Strategy says its study will show that CBS shows are 'shockingly biased' and basis for complaint to FCC**

The debate President Nixon has sparked over the question of whether the networks are balanced in their news coverage (see preceding story) will soon be given a massive input, on the negative side of the argument.

A study of CBS's news and public affairs programming in 1972, expected to cover 10,000 pages when completed, is being conducted by the Institute for American Strategy, an organization concerned with strengthening national security, particularly in relation to the Communist nations.

And the study is close enough to completion—the project may be wound up within 45 days—for IAS President John M. Fisher to assert that it shows "CBS news and public affairs are shockingly biased."

In a letter to backers soliciting funds to complete the study, Mr. Fisher says, "The basic way CBS loads its programs is to give time to those who favor a weakening of our foreign defenses while it denies the same opportunity to those who favor strengthening our foreign policy and increasing our defenses."

The purpose of the study is to provide the basis for a complaint to the FCC that CBS has violated the fairness doctrine in its coverage of national-security matters. IAS hopes to obtain an order from the commission directing CBS to provide "compensatory coverage of pro-defense views to make up for its past failure to do so," Mr. Fisher says in his letter.

Mr. Fisher, whose headquarters are in Boston, Va., said the institute undertook the study a year ago, after the three networks refused to present a documentary program on national security, *Only the Strong*, that IAS had produced. Originally, the study was to embrace all three networks; but that proved too large a project, Mr. Fisher said.

The study is expected to cost about \$100,000. Although the networks refused it, some 400 stations ran it a total of 600 times, usually as a public service, with more than half of the showings in prime time.

## Macdonald plans to ventilate cable problems on Capitol Hill

He announces wide-ranging hearings, probably next year, and endorses antisiphoning rules to keep pay cable from taking movies and sports

Representative Torbert H. Macdonald (D-Mass.), expressing dismay at the state of affairs within the cable-TV industry, announced last week that his House Communications Subcommittee will hold far-ranging hearings on the issues troubling the medium.

The message was delivered, in stern terms, at a pay-TV forum in Los Angeles. In his address, Mr. Macdonald put the cable industry on notice that he has doubts about the public desirability of pay cable, and that this is but one of many issues that need to be aired within the framework of a congressional hearing.

"There are many questions we would like to hear answers to . . ." the congressman said. "We would like to know whether the FCC has been a negative or a positive factor in the development of cable television. Did the freeze on processing applications really hold things back, or was it a convenient excuse for investors who really didn't know which way the economic winds are blowing? Did the FCC rules limiting the number of imported signals help or hinder the cause of justice for broadcasters and cable people alike? Are the high standards of technical capability ahead of their time, or are they needed to establish broadband communications on the right track? How about the requirements reserving channels for government, the schools and other public purposes? Is the requirement for local origination an essential and realistic item?"

Mr. Macdonald said he could not presently predict when the hearings would take place. He noted the existence of other high-priority items before his subcommittee. He added that the panel would "undoubtedly" wait until the CATV copyright issue is settled on the Hill, indicating that action on the more general cable questions will not come before the next session of Congress, since Senator John McClellan's proposed copyright legislation is not even expected to come to a vote in the Senate this year. In addition, Mr. Macdonald stated that his subcommittee "would be well advised" to await publication of the long-incoming cabinet-level study on cable before holding general hearings. On this note, he injected a note of hostility. Regarding the status of the administration report, the congressman said he was "somewhat dubious of dates that are promised and then conveniently forgotten."

Disposing of the projected hearings as a matter for future concern, Mr. Mac-

donald proceeded to engage the cable industry in a round of soul searching. "Quite frankly," he warned, "I'm disturbed that you've changed the rules before the teams come out on the field. We were told that cable would be available to those who wanted it, at a relatively modest subscription price per month. Now we are told that that's only the beginning of the subscriber's financial outlay, and we're told that unless we change some quite basic rules, the country won't get cable at all."

If the cable industry's current disagreements with broadcasters "ignite into a real war," he asked, "who can be the winner?" Not the broadcasters, he ventured. If cable spirits away their audience by offering competitive programming, they will be forced to diminish their own program services. Not the cable industry either, "who will find subscribers even more difficult to come by if the menu of broadcast entertainment that is being offered shrinks." And the public, Mr. Macdonald indicated, has little chance of benefitting either. Presently, he said, the TV audience "has a fat bird in the hand and doesn't really know what's in the bush."

Mr. Macdonald, maintaining that the interests of the last group are his fundamental concern, questioned the entire premise behind pay cable. "I can see the financial logic in this," he said, "but I find it pretty difficult to accept the principle behind it. When the cable industry promised a great diversity of programs and services, they never mentioned that it could be attained only by doubling the admission fee."

"It seems to me," he submitted, "that the cable-TV salesman is asking the lady of the house to pay \$60 or \$70 a year for the privilege of paying another \$60 or \$70, or \$170. I would think that would be a tough sell."

It is obvious, he continued, that for such a salesmanship coup to prevail, pay cable needs a highly attractive product. And here, he said, cable would be forced to seek out programming "that doesn't violate the cardinal principle that what is now being offered to TV audiences at no extra charge won't be forced off the air into a coin box in the home, and thus restricted to those who can and will pay for it."

What types of programming could possibly fit that demand? Sports events that are not currently being telecast? "Whether or not pay cable can find an audience willing to put up money to see soccer and lacrosse and rugby, or squash and handball and table tennis, is a question only you can answer," Mr. Macdonald concluded. And as for major sports events now denied pay cable by the antisiphoning rules (which mandate that the medium cannot touch sports if they have been broadcast within two years on conventional television), Mr. Macdonald also had reservations. "If a club owner is willing to risk taking his club's games off TV for two years . . . that is his privilege at this time," he said. But "if there were to be a general move toward this kind of

behavior, it seems to me quite within the realm of possibility that the Congress might respond to public outcry and reconsider the time period that [the FCC] established."

Mr. Macdonald reminded his audience that he "fully endorses" the current antisiphoning regulations.

And as far as the potential for the pay cablecasting of home games that are not sold out, and therefore not subject to the new antiblackout legislation, is concerned, Mr. Macdonald claimed that there is "no disposition" to make National Football League Commissioner Pete Rozelle's predictions of empty stands "come true by substituting pay-cable attendance for the living, breathing, hot-dog eating, parking, beer-drinking bodies in the stadium."

Movies on pay cable, Mr. Macdonald noted, signify "a different battleground." The situation, he asserted, is not as simple as pay entrepreneurs would have the world believe—put films on the bidding block and let the marketplace make the decision. The TV viewer, he noted, "has expressed his preference for feature films in no uncertain terms." And he admitted "a bias in his direction." The current push of the pay interests, Mr. Macdonald noted, is to relax, or kill, the antisiphoning provisions that make unavailable to pay TV movies that are more than two years old, with limited access to films after 10 years in release. Should the rules be dropped? To answer that question, Mr. Macdonald said, he would have to first find an answer to still another: What effect would such an action "have on the feature-film entertainment currently available on over-the-air TV?" The answer, the Massachusetts Democrat said, can only be found after the issues are aired in congressional hearings.

While the congressman's message was obviously unwelcome news to cable operators—at least with respect to pay cable—Mr. Macdonald also took pains to assure that industry that his mind is not closed on the issue. "My position is not frozen in ice or carved in stone, and if persuasive arguments are made, it can be altered." He cautioned, however, "it will take more than emotional arguments, it will take some hard facts and very educated guesses."

But his final words were these: "No doors are closed to you in the Congress, and no minds are closed. We stand ready to be convinced."

As if Mr. Macdonald's words weren't enough, the audience of less than 200 attending the forum, sponsored by Paul Kagan Associates, also heard Sol Schildhouse, FCC cable bureau chief, comment that the irony of the FCC hearings getting under way in Washington this week (see page 33) is that originally they were called to consider relaxing the antisiphoning rules. Now, he said, it seems probable the restrictions will be retained, and perhaps even tightened. The antisiphoning rules adopted by the FCC last year, limit the programs that pay systems may carry in the top-50 markets where those programs already have been on broadcast television.

Mr. Macdonald's remarks were so

stark that Gordon Stulberg, president of the 20th Century-Fox, was moved to remark that events of recent months raise the question of the very vitality of pay TV. He said he was thinking not only of Mr. Macdonald's words, but also of the National Association of Broadcasters newspaper campaign against pay TV. He said that he could see a battle ahead that will be "both harrowing and exhaustive." Obviously distressed at the impact his bearish remarks had on his audience, Mr. Stulberg added later in the meeting that he felt the movie industry should be free to test whether the American public will pay for feature movies if the box office is brought into the home. He also agreed with other sentiments expressed at the meeting that feature movies are needed on pay TV to provide the base for a service that could mean such special programs as ballet, opera, Broadway plays, etc. The discouragement was infectious. Even David Foster, president of the National Cable TV Association, agreed: "We're in trouble across the board . . ." mentioning the problems of financing, Teleprompter and the NAB campaign among others. But, he emphasized, pay TV is only one element in CATV, and it is cable TV itself that is being challenged.

And Barry Zorthian of Time Inc. (Sterling Communications, New York) said the outlook is bleak in Washington. He mentioned that Senator John O. Pastore (D-R.I.), who is chairman of the Senate Communications Subcommittee, is not sympathetic, and that the best that can be hoped is that Mr. Macdonald has "an open mind."

In counterpoint to these discouraging sentiments, however, others were more bullish, summed up, perhaps, best by Geoffrey Nathanson, president of Optical Systems Inc., operator of the Channel 100 pay-TV operation in San Diego, with others starting in Harrisburg and Easton, both Pennsylvania; Toledo, Ohio; Wayne, N.J., and in the planning stage, Santa Barbara and Bakersfield, both California. Optical, he said, is in business and is expanding—despite the pessimism from "armchair quarterbacks."

As did others, Mr. Nathanson bitterly attacked the NAB antipay-TV campaign, referring to it as a "paranoid TV industry committed to the destruction of any kind of pay TV."

The most stringent attack on the NAB campaign came from Dore Schary, president of Theatre Television Inc., which is operating a pay system in Sarasota, Fla., and has announced plans for expansion.

Mr. Schary, a former Hollywood producer and writer, attacked the NAB advertisements as "a fog of misinformation" and charged they were "full of blatant misstatements."

The third topic that stung pay-TV advocates was the charge that the networks are "warehousing" feature movies. This was first made by Robert Weisberg, of Telemation Program Service, New York, and repeated by Mr. Schary. The latter said that two or three pay-TV firms are considering filing antitrust suits against the networks for this practice. The charge

is that TV networks are insisting in contracts with movie distributors that the films they are buying not be sold to CATV, even though they may not be broadcast for a year or more.

Among other highlights of the meeting:

■ Mr. Weisberg reported that a recent study done for TPS estimated that there would be 250,000 pay-TV subscribers by 1980, meaning a gross revenue of \$18 million yearly, with a 40% cut to distributors.

■ Speaker after speaker stressed that the success of pay TV will not have a significant impact on broadcast-TV audiences; one figure was that even ultimately when there may be six-million pay subscribers, the impact on over-the-air viewing would be less than half of 1%.

■ Several speakers acknowledged that initial penetration of pay TV was up to 35% but that this fell by a third to a half when the regular broadcast TV season commenced in September.

The forum was told that there are 35 operating pay-TV systems in existence as of Oct. 19 and that they serve 40,000 subscribers.

## Wiley holds out prospect of cable re-regulation; Brown tells industry it should get in gear

**FCC commissioner was in charge of silver linings at last week's North Central Expo, while Ohio congressman was in charge of hair shirts; Foster pleads with colleagues to pull together**

For the cable operators at last week's North Central Regional Expo at Arlington Park, Ill., it was a time for chastisement, contemplation, self-evaluation and, here and there, a glimmer of hope.

The last came from FCC Commissioner Richard Wiley, the man who made the term "re-regulation" a household word in radio and who now talks about doing the same for cable. The first came from the ranking minority member of the House Communications Subcommittee, Representative Clarence Brown (R-Ohio), who scolded cable for its tardiness in bringing forth "more graphic demonstrations" of its potential.

And from David Foster, president of the National Cable Television Association, the cablemen heard the most impassioned plea yet for solidarity in the face of multidirectional adversity.

For Mr. Wiley, the meeting had nostalgic overtones. It was at a similar regional gathering last year in Hartford, Conn., that the then-new commissioner had his first cable audience. In the interim, he indicated last week, the open-door policy he instituted at his Washington office has been so heavily embraced by cablemen that he now considers himself among the enlightened. And this

enlightenment last week inspired a great deal of candid commentary.

"In my opinion," he said, "there is no reason to wait until delay and unnecessary regulatory burdens are firmly entrenched throughout your industry before cable re-regulation can begin. . . . And if I have anything to say about it, you can look for more re-regulation of our very complicated cable rules—not only to reduce the backlog problem but also to assist the cable operator," particularly the small entrepreneur with minimal legal resources. Coming from the man deemed most likely to succeed Dean Burch as the next FCC chairman, these were encouraging words.

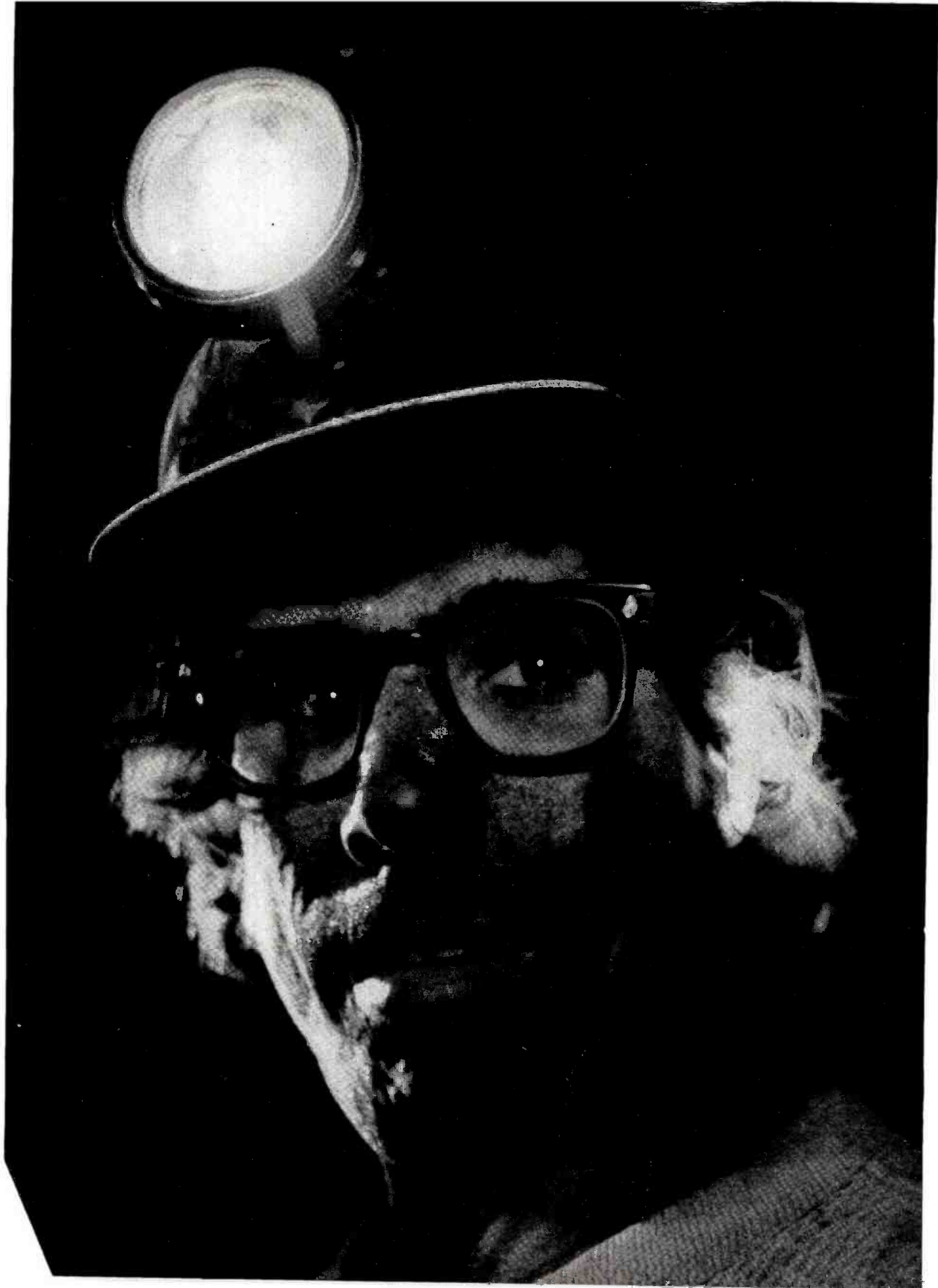
Mr. Wiley conceded that there are now some 1,800 compliance-certificate applications awaiting action, but maintained that "the villain of this [backlog] story is not necessarily dressed in government gray." He reported that the Cable Television Bureau processed some 360 applications last year and is expected to dispose of "an equal number within the next several months. The fact that many of the remaining bids are being contested by broadcasters and other interests remains a cause of delay," he noted. But with a Cable Bureau staff that has more than tripled in the past year, "I think it is reasonable to expect that considerable progress will be made to reduce the bureaucratic lag. . . ."

Mr. Wiley's observations on the controversy over federal-state-local cable regulations were not quite as welcome to an industry that has gone on record as desiring total FCC pre-emption in this area. He said he "cannot support" this concept. But at the same time, he added that "there seems little justification for regulatory duplication." The ideal solution, Mr. Wiley asserted, would be to "let each form of government do what it does best without biting off a bigger mouthful than either it or the cable industry can swallow."

Municipal ownership, Mr. Wiley noted, remains a tender concern within the cable industry. Here, he affirmed his allegiance to the industry point of view, stating that he is "firmly opposed" to government being "in an ownership position of a communications business."

Mr. Wiley also gave some reflections on two issues that have become priority items to cablemen in recent months—nonduplication and pay cable. On the former, he noted that the commission is now on the verge of exempting systems with fewer than 500 subscribers from the nonduplication rules—an action to which he pledged support—and now contemplates a further rulemaking proceeding to deal with the problem as it applies to larger operations. The situation, he said, now comes down to this: "The commission has heard your complaints and is ready to act to relieve them or to evaluate—in a formal proceeding—their validity and how best to solve them."

The pay-cable situation, the commissioner said, "is nearly ripe for resolution" and the oral argument the agency has scheduled this week on the issue will be the first step in that direction. While he was noncommittal as to the outcome, Mr. Wiley assured his audience "that the com-



# For some people the new ABC News Close-Up series gets too close for comfort.

On Thursday night, October 18th, millions of television viewers throughout America witnessed the investigation of an American tragedy. The program they were watching was ABC's new documentary series—ABC News Close-Up. The tragedy they saw unfold was the tragedy of the West Virginia coal miner.

For most viewers, "Close-Up: West Virginia—Life, Liberty and the Pursuit of Coal" was an unexpected and frightening look at what happens when a state becomes swallowed up by the very industry it depends on for economic life. Questions were asked. Names were named. Facts were exposed...and for some, the going got tough. But tough, no-punches-pulled, investigative reporting is

what ABC News Close-Up is all about. It's the newest, boldest step in our total commitment to bring you the clearest, most informative and in-depth news on television.

In the coming months, ABC News Close-Up will zero in on a wide range of subjects, keyed directly to events in the news. On November 26th, we'll bring you a penetrating look into the government's failure to provide proper fire safety standards in homes, offices, cars, and planes. Then, next, ABC News Close-Up will explore the power of vertical conglomerates and their control over the food industry.

So keep a close watch on ABC News Close-Up—it will keep you close to what's going on behind the news.

## Here are some reviews from across the country.

"ABC's initial commitment is impressive. And the first edition of 'Close-Up' is impressive. The series, more precisely the development of the series over the next several months, demands close attention. If it's effective, the ABC competition could be the best thing to happen to TV news in years."

—John J. O'Connor, *New York Times*

"A great first effort for the new ABC investigative team. They are to be particularly commended for seeking out a newsworthy subject."

—*Variety*

"A cold, angry documentary...It is good to see ABC drawing with clear, bold lines the connections between economics and some of these so-called natural disasters."

—Michael Kernan, *The Washington Post*

"A first-rate investigative job."

—Kay Gardella, *New York Daily News*

"It's off to a good start...a well-documented study of coal mine safety — and lack of it — both above and below the scarred soil of West Virginia."

—Bob Williams, *The New York Post*

"A hard-hitting ABC-TV investigative report. Such graphic national spotlight ought to speed up long, overdue reforms."

—Rex Polier, *Philadelphia Bulletin*

"Good survey of a scandal reaching outside the state boundaries...uses facts, interviews and noninterviews to get across its point..."

—Telefilm Review, *Variety*

"...ABC aired the first of their new news series, 'Close-Up' last night. It is a fine example of investigative journalism and should get an Emmy."

—Sue Cameron, *The Hollywood Reporter*

"It is not a documentary on coal mining...it is the horrifying, maddening story of human beings who are at the mercy of the God-given natural wealth of their surroundings."

—Janine Gressel, *The Seattle Times*

"...the program is an indictment of irresponsible misuse of power and inexcusable governmental failure to prevent it."

—Harry Harris, *Philadelphia Inquirer*

"A hard-hitting, name-calling, hip-shooting exposé in the old fire-eating tradition...ABC deserves congratulations for having started ripples that may be far-reaching."

—Percy Shain, *Boston Globe*





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**She uses her head. Delta is ready when you are.**



mission's rules are not cast in stone." A public-interest determination would justify change, he said, but at the same time, cablemen must be aware that that interest "would be ill-served if what is now viewed 'free' is simply transformed to 'pay.'" The commission's goal, he stressed, is to pave a regulatory pattern within which both cable and broadcasting can be accommodated.

Mr. Wiley also repeated the commission's position that cable operators should ultimately be compelled to pay some copyright fee for the broadcast material they carry. "In this great country of ours," he emphasized, "there simply is no such thing as a free ride." The goal then, he said, is for whatever legislation that ultimately comes out of Congress to reflect "a realistic assessment of cable's ability to pay at this stage of its development."

From Representative Brown, the message was concise: "Stop telling us what you can do and do it." The acquisition of the financial strength cable needs to grow, he said, "can come only by increment, step by step. And one of the first steps is increased visibility for what cable can do."

More graphic demonstration of cable's potential services to varying kinds of audiences is long overdue." The opportunities for extension of cable service into the areas of education, public access and special interest programming, Mr. Brown said, are plentiful and the "seed" resources are available.

The regulatory climate within which this growth will be accomplished, Mr. Brown stated, is doubtless a major factor to be considered. Total FCC pre-emption, he argued, would be undesirable from the standpoint that local governments are in a better position than the FCC to define a community's particular needs and that total national jurisdiction "would likely result in administrative chaos that could stifle all growth." The approach embraced by Mr. Brown favors "expansion based on free market merits of the local system, and against increasing government control—federal, state or local."

Contrary to those in government—and particularly at the Justice Department—who have watched the mergers of several major cable firms with a skeptical, and sometimes prohibitive, eye, Mr. Brown heralded these developments as a vote of confidence in the corporate state. "Your industry can be the greatest showcase for demonstrating to the American people and their representatives in Congress that concentration of ownership can yield—or better yet, increase—the diversity of opinion and programming available in the United States," he said.

Those comforting words notwithstanding, NCTA's Mr. Foster, in terms that did not conceal his anger, proclaimed that cable deserves a fairer shake than it is now getting in Washington. The industry, he contended, is now faced with a regulatory climate "that can only be called begrudging." The government, he complained, is trying to regulate "this infant industry in a fashion that knows no equal other than, perhaps, the telephone company—the largest, most profitable monopoly in this country." Accom-

panying this alleged hostility, Mr. Foster said, are a host of other problems: the shortage of financing, the growing obligation for capital expenditures, the problems being experienced by Teleprompter. And on top of this, Mr. Foster lamented, the broadcast industry has marked cable as "target number one for this year."

Regardless of the National Association of Broadcasters' proclamations that it has problems only with the pay-cable aspect of the industry, Mr. Foster claimed, the industry as a whole is under attack. "They're talking about the cable television industry from top to bottom," he contended. "I think one message that we need to get out of this is to get involved. These are problems that face all of us in this industry. . . . What affects Teleprompter's future affects the value of your system, no matter how small it is."

On that note, Mr. Foster posed a question to the audience at large: "When was the last time you were in Washington, and what did you do there?" Was the visitation limited to "Dr. Kissinger's pandas" or did it include a trip to Capitol Hill and the FCC, to lobby for the interests of the industry?

"I know we have many differences among ourselves," Mr. Foster conceded. "Let's hammer out those differences together, and together, let's operate as one industry—because that, my friends, is going to get us through these difficult times."

Mr. Foster reiterated NCTA's position on the nomination of James Quello to the FCC: official neutrality but unofficial opposition. Mr. Foster said Mr. Quello is "highly qualified," but "he also happens to be a broadcaster. . . . Do we really want a fox in with all these chickens?"

Mr. Foster also stressed that cablemen must make their voices heard in Washington on three particular issues. On copyright, he reported that legislation sponsored by Senator James McClellan (D-Ark.) (S. 1361) will probably not be reported out of committee during this session of Congress. "I think it's time for us to let him [Senator McClellan] know that we are not going to let him down." Lacking local support, he warned, the copyright issue might fall on some other force in Congress that is "less sympathetic" to cable's needs than the senator from Arkansas. On pay cable, he emphasized that the FCC must be told in unison "that this industry does not support the concept of any type of programming being kept out of the free enterprise marketplace." And on the issue of pole-attachment arrangements, the commission must understand that "we're very serious" about the negotiations NCTA is holding with AT&T and General Telephone, and that the commission must wait until those talks are completed before it moves to assert jurisdiction in the area.

The North Central Expo, the second of three planned regional meetings co-sponsored by NCTA and state cable associations, also featured a number of industry speakers on topics ranging from new possibilities for local origination to the current status of state regulation of cable. One presentation of particular interest



David Foster, President  
National Cable Television Association

**Retort.** While National Cable Television Association President David Foster was busy advancing the pay-cable cause in person in Los Angeles and Chicago last week (see pages 26 and 29) viewers of the Nebraska Television Network got an opportunity to witness his act on a delayed basis. The Kearney-based broadcast facilities last Monday ran an editorial response taped by Mr. Foster in Washington two weeks ago. Within his allotted time, Mr. Foster took exception to a previous network broadcast—the first of its kind in the country—adhering to the National Association of Broadcasters antipay campaign (*Broadcasting*, Oct. 29). The opportunity was facilitated by the fairness doctrine.

was offered by Rex Bradley, Telecable Inc., who is chairman of the industry consortium studying the feasibility of cable satellite interconnection. Based on the group's initial impressions, Mr. Bradley stated that satellites seem to be a viable option. "When you take a good look at the numbers, it looks like we should be interested. . . . For the first time in history, we're going to be able to approach advertisers and program distributors with a household count that has some meaning." Mr. Bradley reported that the consortium, the Cable Satellite Access Entity, should sign a contract with an independent researcher to conduct the investigation within six to eight weeks. A final report should be completed by mid-summer, he said, after which another study exploring technical means—rather than satellites' fundamental viability to cable—will be contemplated. CSAE is scheduled to meet this Thursday and Friday to further evaluate its progress. CSAE, in which more than forty cable firms are participating, has collected \$145,000 to finance its work.

## Twin Cities area to work with CTIC in regional interconnection study

The Cable Television Information Center, Washington, has announced plans for a study on the potential for regional interconnection of cable systems in a metropolitan area.

The study, due for completion in May 1974, will be conducted jointly by CTIC and the Metropolitan Council of the Twin Cities. It will concentrate on the numerous municipalities in the Minneapolis-St.

Paul area and will attempt to develop a number of computer models for engineering and financial analysis. CTIC Director W. Bowman Cutter said it is anticipated that the research will result in a new CTIC service which will "give officials in a specific situation a series of concrete alternatives for an interconnection system for their particular communities."

CTIC's primary function is to aid local governments in planning cable ordinances and to act as consultant to the cities in their franchise negotiations. The Twin Cities council represents 86 local jurisdictions, Michael Holland, CTIC's Midwest director who will serve as liaison between the center and the council, said the Minneapolis-St. Paul area was chosen for the project because a new state law dictates that interconnection plans be developed in the region and because of the established vehicles there for cooperation among municipalities.

The study is expected to cost \$40,350. CTIC, which expects to reap a larger benefit from the project due to its national implications, will provide a larger portion of the funding. It has allocated \$25,000 to the effort.

## Pay takes center stage with 86 to testify at FCC

**Here's a rundown on those slated to appear this week in three days of oral arguments**

The much-heralded debate on pay cable will finally get off the ground this week, when the FCC has 86 various persons and groups scheduled for a total of 925 minutes of oral argument on this issue in Washington.

In the three-day proceeding, scheduled to start today (Nov. 5), the commission will hear from various cable interests, the networks and other broadcasters, representatives of local governments, public-interest groups and sports interests, among others.

Originally, the commission had hoped to hear separate arguments on the sports and nonsports aspects of the pay-cable question. But due to the large number of participants who wanted to comment on both aspects, this format had to be scrapped.

The afternoon of Nov. 7 has been set aside for panel discussions. However, the composition and nature of these panels have not yet been announced.

The participating groups and the spokesman for each:

Monday morning—National Association of Theatre Owners, Marlin E. Firestone), National Cable Television Association (David H. Foster), National Association of Broadcasters (John B. Summers), Optical Systems Corp. (Geoffrey M. Nathanson), Association of Maximum Service Telecasters (Ernest W. Jennes), Paul Kagan Associates (Paul Kagan), Douglass Cater (Director of the Aspen Institute for Humanistic Studies, Program on Communications and Society), American Civil Liberties Union (Alan Reitman), Joint Council on Educational Telecommunications (William G. Harley), Teleglobe Pay-TV System Inc. (Mark E. Fields), National Urban Coalition (M. Carl Holman), National Urban League Inc. (Ronald H. Brown), Henry Geller (speaking for him-

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self, Leland L. Johnson and Walter S. Baer), American Farm Bureau Federation (Donald T. Donnelly).

**Monday afternoon**—Alan Rothenberg, Professional Bowlers Association (Edward G. Elias), Milwaukee Professional Sports and Services Inc. (William Alverson), St. Louis Blues Hockey Club Inc. (Clay Hyland), Philadelphia Hockey Club Inc. (Harlan Singer), Duckpin Professional Bowlers Association (Franklin T. Applestein), PGA Tournament Players Division—Women's Tennis Association (Martin Carmichael), National Hockey League (Donald V. Ruck), National Basketball Association Player's Association (Lawrence Fleisher), New York Nets—New York Islanders (Roy Boe), Jack Dolph Associates (Jack Dolph), Office of the Commissioner of Baseball (Paul Porter), Viacom International (Ralph Baruch), American Cable Television Inc. (Bruce Merrill), 20 television station licensee (KCAU-TV, et al.), (James A. McKenna Jr. and Robert W. Coll), Tatt Broadcasting (Bernard Koteen).

**Tuesday morning**—program suppliers (Jack Valenti, Gordon Stulberg, Charlton Heston, Greg Morris, Robert Stack, Robert Wise, Edward Anhalt, Leo Jaffe, Louis Nizer and Ben Loveliss), Congressman Lionel Van Deerlin, Congressman Thomas Ludlow Ashley, Congressman Gus Yatron, Mayor Michael Close of Pottsville, Pa., Warner Cable of Pottsville, (William G. Dimmerling), Warner Cable of Warren (Fred Schwab), Mayor Eugene L. Shirk of Reading, Pa., Earl J. Huntley, president of the city council, Jacksonville, Fla.; ABC (Everett H. Erlick, Robert J. Kaufman, James A. McKenna Jr. and Robert W. Coll), NBC (Howard Monderer), CBS (Harry R. Olson Jr.), Computer Television Inc. (Paul L. Klein), Warner Cable (Alfred Stern), Trans-World Communications (Robert L. Heald).

**Tuesday afternoon**—Chester County Broadcasting (William Halpern), Juan Morales, James L. Felton, Betty Wooten, Jefferson TV Cable Co. (John Rigas), Jackson Community Antenna Inc. (Ken Everett), Open Channel (Theodora Sklover), Cable Television Information Center (W. Bowman Cutter), Cable Communications Resource Center (Charles E. Tate), Dr. Jesse Hartelino, director, Open University Program, Rutgers University; ABC-TV Affiliates Association (Kenneth A. Cox), CBS-TV Affiliates Association (Charles A. Mitter), NBC-TV Affiliates Association (Robert W. Ferguson), American Television & Communications (Monroe M. Rifkin), Cox Cable Communications (Henry W. Harris), Smith & Pepper (E. Stratford Smith and Robert F. Corazzini), Cablecom-General Inc. (Thomas G. Shack Jr.), San Francisco CATV Corp. (Thomas Martinez), Multimedia Inc. (Wilson C. Wearn), Westinghouse Broadcasting (Ramsey L. Woodworth), Corinthian Broadcasting (Charles H. Tower).

**Wednesday morning**—Time Inc. (W. Theodore Pierson Jr.), Commission on Cable Television of the State of New York (Joel Yohalem), New York Cable Television Association (Lewis I. Cohen and Morton L. Berfield), Varian Micro-Link, Dayton Communications, et al. (Leo I. George), National Council of La Raza (Henry Santiestevan), International Brotherhood of Electrical Workers (Arthur Korff), Writers Guild of America East Inc. (Leonard Wasser), The Authors League of America (Irwin Karp), Community Medical Cablecasting (Laird Kelly), Department of Health, Education and Welfare, Office of Education, National Center for Educational Technology (Robert T. Filep), Telease Inc. (Robert S. Block), Lincoln Center for the Performing Arts (John Gorman), United States Conference of Mayors (A. J. Cooper), Illinois Agricultural Association (William W. Allen), John & Mary Markle Foundation (Lloyd N. Morrissett), Digital Communications Inc. (Frank N. Merklein), Theatrevision Inc. (Dore Schary and Ralph Bellamy), Gary Communications Group (A. William Douglas), Channel Two Television Co. (Jack Harris), Springfield Television Broadcasting Corp. (William L. Putnam).

### Cable Briefs

**In-state leap.** FCC last week waived leap-frogging rule to permit cable systems serving capital district of New York—Albany-Schenectady-Troy—to carry signals of New York City independents, WOR-TV and WPIX (BROADCASTING, Oct. 29). Commission acted on petition of New York state's Commission on Cable Television, which stressed community of interest between New York City and capital district. Without waiver, systems would have been required to carry signals

of stations in Boston and Hartford, Conn. Commission said that it may consider amendment to rules providing for cross-board exemption to leapfrogging rule for in-state signals, but that for present it will adhere to rule unless showing of unusual circumstances warranting waiver is made.

**Sold.** Bauce Cable Associates, new Dallas firm, has purchased cable systems serving five Virginia towns for undisclosed amount. Sellers are brothers Gayle, Richard, Earl and Gary Judy. Systems, serving Luray, Stanley, Woodstock, Toms Brook and Strasburg, currently have 2,400 subscribers out of more than 4,000 potential. William M. Bauce is general partner of buying interest. Broker: Donald A. Perry & Associates, Newport News, Va.

### Jersey tightens grip

**State commission passes rules more restrictive to cable**

In its continuing effort to strengthen state control of cable operations, the New Jersey Office of Cable Television has passed new rules strictly limiting the circumstances in which a system can escape its jurisdiction.

The ruling states that only systems that were actually under construction or in operation before Dec. 15, 1972—the date on which the cable office (OCTV) assumed statewide jurisdiction of cable—can receive grandfather certificates, thus making them exempt from the more restrictive technical and operational standards present in current state law. Significantly, the ruling mandates that new cable construction within a municipality where a system was operating prior to the cut-off date will have to conform to current statutes. This means that many New Jersey systems will find themselves obligated to follow the more restrictive procedures for part of their plants, while the older segments will be essentially free of state control for several years to come. Under present law, grandfathered systems do not have to bring themselves into compliance with the more restrictive statutes until 1977.

According to OCTV Director John P. Cleary, the new ruling will enable the office to "examine the financial capability and quality of service" of a system before new construction in franchised municipalities is approved. (The office already has authority to pass final judgment on new construction proposals.) The ruling, Mr. Cleary said, was advanced with the interests of the consumer in mind.

The ruling will reportedly affect new construction in 100 local jurisdictions where a franchise had been granted prior to the Dec. 15 cut-off date.

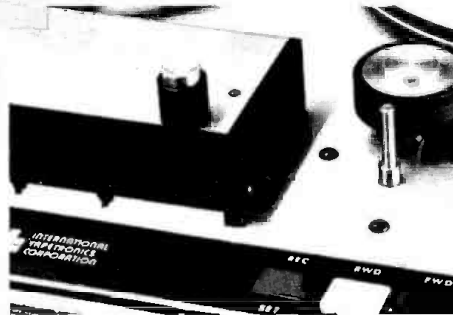
The cable office's powers would be further increased under legislation proposed by New Jersey Governor William Cahill, which would give the state authority to review franchise proposals prior to their approval by the local governments (BROADCASTING, Oct. 8). The proposal is to be introduced in the state legislature Nov. 12.



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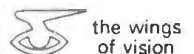
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## IATSE strikes three networks in Los Angeles

Management steps in as stagehands walk out; pay scales at issue

TV networks and their owned stations in Los Angeles were operating at more or less normal levels last week after 600 members of the stagehands union walked out on Oct. 28. Members of Local 33, International Alliance of Theatrical Stage Employees voted in the early hours of that day against accepting a network package that reportedly included a two-step, 5.5% wage increase plus a hike in contributions to the local's health and welfare funds. The union reportedly is demanding a cost-of-living clause and wage parity with New York stagehands. The scale in Los Angeles is about \$4.47 an hour; in New York, \$5.55.

The current three-year contract with the networks has another year to run, but provides for negotiations on wages in its final year (BROADCASTING, Oct. 22).

Picket lines were at entrances to the three network studios as well as their owned TV stations in Los Angeles (KABC-TV, KNXT and KNBC). The stagehands had the support of other IATSE

locals, including newsfilm cameramen, film editors, still photographers, publicists, make-up and wardrobe workers. For a short period it looked as if the National Association of Broadcast Employees and Technicians might also become involved. ABC, however, secured a ruling from a permanent arbitrator that NABET officials could not join the picket lines, although he upheld the right of individual NABET members to respect the IATSE lines. Local NABET leaders threatened to strike ABC and NBC nationally, if management officials took over the jobs of NABET members absent because of the IATSE strike, but this threat dissipated when the national NABET headquarters disavowed it. (CBS does not have a NABET contract.)

Network spokesmen reported that operations were continuing with management manning union posts. NBC said no taping is taking place at its Burbank studio. About 10 NBC programs are affected, including daytime shows. ABC said that there were no major prime-time shows being taped in Hollywood at the moment, although there are daytime and game shows that use its facilities. CBS said the network was operating pretty much as normal. Many of the key programs of the three network have from two to six episodes in the can. Independent producers using network facilities have moved their shooting to other, non-network facilities.

## FCC reports gains for radio in 1972

It lifts corner of forthcoming financial statistics to show 11% increase in revenue over 1971

Radio continued on an upward trend in revenues in 1972, the FCC reported last week. A summary of the FCC's annual report to Congress provided a peek at the radio financial figures the commission will issue within the next few weeks.

According to the summary combined revenues of radio networks and AM and FM stations, last year amounted to \$1.4 billion (a gain of 11% over 1971's \$1.26 billion). The summary contained no information on total radio profits. Revenues of the seven nationwide radio networks as a group were \$45.9 million compared to \$38.7 million in 1971.

The report also revealed that network-owned AM and FM stations had profits of \$5 million on revenues of \$66.6 million in 1972, compared to profits of \$5.1 million on \$61.4 million the year before.

The summary said time sales of the seven networks, their owned stations and all other AM and FM stations increased 8% to \$1.5 billion in 1972 from \$1.38 billion in 1971.

### Changing Hands

#### Announced

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

▪ **KANO(AM)-KWTV(FM)** Anoka, Minn.: Sold by Northwest Broadcasting Co. to Community Service Radio Inc. for \$530,000. Stewart C. Dahl is president of Northwest. Thomas R. Holter, Victor M. Aime and Peter Celesnik, owner of **WIBU(AM)** Poynette and **WLVE(FM)** Baraboo, both Wisconsin, are principals of Community Service: KANO is daytimer on 1470 khz with 1 kw. KWTV operates on 107.9 mhz with 57 kw and antenna height 320 feet above average terrain. Broker: Chapman Associates.

▪ **KPOI-AM-FM** Honolulu: Sold by Valjon Trust to Communico Inc. for \$550,000. Valjon, headed by Walter Richey is selling **KMEN(AM)** San Bernardino, Calif., subject to FCC approval. Frederic W. Constant is president of Communico, licensee of **wkss(FM)** Hartford-Meriden, Conn. KPOI operates full time on 1380 khz with 5 kw. KPOI-FM is on 97.5 mhz with 35 kw and antenna height 185 feet below average terrain. Broker: La Rue Media Brokers, New York.

▪ **WIVI-FM** Christiansted, St. Croix, Virgin Islands: Sold by H.R.H. Inc. to Leisure Time Communications Inc. for \$154,000. Mr. and Mrs. Raymond E. Higdon, and Mr. and Mrs. Eugene B. Gray own H.R.H. Inc. Principals of Leisure Time are Joseph McInerney, former partner in Washington public-relations firm, who has

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73-57

real estate interests in Rehoboth Beach, Del., and Ocean City, Md., and Paul C. Stokes. Leisure Time recently acquired WDMV(AM) Pocomoke City, Md. (BROADCASTING, Oct. 29). WIVI-FM is on 99.5 mhz with 4.9 kw and antenna height 205 feet above average terrain. Broker: Blackburn & Co.

#### Approved

The following transfers of station ownership have been approved by FCC (for other FCC activities see page 55):

▪ **KXOL(AM)** Fort Worth: Sold by KXOL Inc. to Metro Broadcasting Corp. for \$1.8 million. William P. Jamar Jr. and Jane Jamar own KXOL Inc. They also have interest in **KBWD(AM)** Brownwood and **KSNY(AM)** Snyder, both Texas. Metro is subsidiary of Sigmor Corp. Tom E. Turner is president and major stockholder of Sigmor which operates following stations through wholly-owned subsidiaries: **KBUC-AM-FM** San Antonio, **KRYS(AM)** Corpus Christi and **KTON-AM-FM** Belton, all Texas. KXOL operates full time on 1360 khz with 5 kw day and 1 kw night.

▪ **KSEI(AM)** Pocatello, Idaho: Sold by Pioneer Broadcasters Corp. to KTFI Broadcasters Inc. for \$374,000. Henry Fletcher owns Pioneer Broadcasters. Dale G. Moore is principal owner of KTFI Broadcasters. Mr. Moore also owns **KGOV-AM-TV** Missoula, **KCFW-TV** Kalispell, **KCAP(AM)** Helena, **KTVM-TV** Butte, all Montana and **KMVT** Twin Falls, Idaho. KSEI operates full time on 930 khz with 5 kw.

▪ **KCFI(AM)** Cedar Falls, Iowa: Sold by Cedar Falls Broadcasting to Jim Mudd Broadcasting for \$304,622. Cedar Falls Broadcasting is owned by Robert Goodwin. Principals of Jim Mudd Broadcasting are James A. Mudd, James F. Bardgett and Frank Ewers Jr. Mr. Mudd has restaurant interests in Monmouth, Ill. Dr. Ewers has medical practice in Ottawa, Ill., and Dr. Bardgett has dental practice in Ottawa. KCFI is daytimer on 1250 khz with 500 w.

▪ **KKNU(FM)** Fresno, Calif.: Sold by Mineral King Broadcasters to East-West FM Group Inc. for \$202,500. Clyde B. Love and W. R. Patton are principal owners of Mineral King. East-West is owned by Robert E. Darling, John Q. Tilson and Dino R. Fulvio. Messrs. Darling and Fulvio already have minority interest in **KKNU**, which is on 102.7 mhz with 1.6 kw and antenna height 1,980 feet above average terrain.

## Nixon veto of funds for USIA stands

**Alternative is House-Senate huddle on version that would be acceptable to President**

The Senate last week failed to override President Nixon's veto of a bill containing a \$216-million authorization for the U.S. Information Agency, which operates the Voice of America. The vote was 54 to 42 in favor of overriding, 10 votes shy

of the required two-thirds majority.

At issue was a question of executive privilege. President Nixon vetoed the bill Oct. 23 because it contained a provision cutting off USIA funds when the agency failed to deliver documents required by the Senate Foreign Relations Committee or the House Foreign Affairs Committee. (Exempted were direct communications between the President and USIA employees.)

A Senate spokesman indicated that the matter of authorization legislation may be met. He pointed out that Senate and House representatives will soon go to conference on their USIA appropriations bills. If the conference version is approved by the President, he said, the

funds would be available to USIA.

A spokesman for the House parliamentarian said a waiver of Senate and House rules was obtained for the appropriations measure to proceed in the absence of authorization legislation. But he added that a USIA authorization bill could be reintroduced anyway to give further directions to the agency.

## Humbar is ordered to pick up the tab

Representatives of television evangelist Rex Humbar's Cathedral of Tomorrow and attorneys for the state of Ohio agreed last week to a plan under which the

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Centrally located in historical mountain resort and tourist area. Ideal for owner/management operation.

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



**Tarheeling.** The North Carolina Association of Broadcasters—275 strong—met for three days in Charlotte two weeks ago to share experience and hear from such industry luminaries as Jack Fritz (l), president of John Blair & Co., Andrew Ockershausen (c), vice president of the Washington Star Station Group and chairman of the joint board of directors of the National Association of Broadcasters, and Richard E. Wiley (at left in picture on right), the FCC commissioner. They also honored one of their own:

Frank Jarman, retired general manager of WDNC-AM-FM Durham (pictured with Commissioner Wiley), who was named to the association's hall of fame. Wade Hargrove, the association's executive director and counsel, received a first annual distinguished service award. Elected to NCAB office: president, William Rollins, general manager, WSVN(AM) Valdese; president-elect, Roland Potter, WDSL(AM) Mocksville; TV VP, James G. Babb Jr., WBTV Charlotte; radio VP, Robert I. Smith, WNOS-AM-FM High Point.

cathedral will repay allegedly defrauded holders of cathedral securities.

The Ohio State Commerce Department and the U.S. Securities and Exchange Commission last February sued the cathedral, charging it with the fraudulent sale of securities. The federal suit alleged that the organization, which was said to have tangible assets of \$3.4 million and liabilities of \$8.2 million, sold unregistered securities and lacked funds to assure repayment of the notes it sold to some 4,000 persons in 40 states (BROADCASTING, Feb. 19).

The cathedral, located in Cuyahoga Falls, Ohio (a suburb of Akron), operates, among other enterprises, a television-production facility that has made commercials for major companies. Mr. Humbar's television sermons have been broadcast on as many as 360 stations, according to his church.

A consent order issued by the U.S. district Court in Cleveland last March provided for appointment of a manager to run the cathedral's business.

Under an order last May from the Ohio Common Pleas Court, the cathedral was directed to mail offers of repayment to its securities holders by Dec. 31. The cathedral wanted to include language in the letter informing its stockholders of their right to donate their securities to the cathedral. The Ohio Commerce Department objected, charging it would be an "indirect solicitation." The Common Pleas Court last week agreed and ordered the language removed from the cathedral's proposed mailing.

The federal suit against Cathedral of Tomorrow is still pending in the U.S. District Court in Cleveland.

### Media Briefs

**Bankrolled.** President Nixon last week signed appropriation bill containing \$39,860,000 for FCC in fiscal year 1974. Total is \$3 million more than he requested for agency and \$5.7 million more

than Congress approved for agency for 1973. Congress tacked on extra \$3 million for 1974 with request that commission clean up backlogs and do something about sex and violence on radio and television. FCC money is provided for in over-all bill containing total of \$19 billion for several major agencies, including Department of Housing and Urban Development, National Aeronautics and Space Administration and Veterans Administration.

**New consultancy.** Phil Watson, former general manager of WHUR(FM) Washington, has formed Phil Watson & Associates consulting firm specializing in community ascertainment matters, technical assistance and minority employment-training. Address: 1725 DeSales Street, N.W., Washington 20036. Telephone: (202) 223-4916.

**NOW rebuttal.** Detroit chapter of National Organization for Women has disputed allegation in letter by Center for the Public Interest in Washington to FCC, in which center asked commission to withhold action on license-renewal application of WXYZ-TV Detroit because of agreement station reached with NOW chapter (BROADCASTING, Oct. 1). In own letter to commission NOW chapter President Joan Israel charged that Center's letter was "replete with absurd distortions and allegations." She said agreement between NOW chapter and WXYZ-TV was not "extortion" but merely established chapter as adviser in connection with station's programming and hiring practices. Station "retains complete decision-making authority," she asserted and agreement confers no economic benefit to women's organization.

**Three for ABC.** KROB-FM Omaha, WLSR(FM) Louisville, Ky., and XHRA-FM Guadalajara, Mexico, are joining ABC's American FM radio network. XHRA-FM, which becomes first Mexican affiliate of ABC Radio, broadcasts in English.

## Reinsch sees room for all in spectrum

**Recipient of Pulse honor urges halt to fighting within ranks, says mistakes of broadcasters relatively few**

J. Leonard Reinsch, president of Cox Broadcasting and Cox Cable Communications, accepting The Pulse Inc.'s "Man of the Year" award Wednesday (Oct. 31) in Atlanta, lamented "fratricidal warfare" among broadcasters, as well as "unnecessary self-condemnation."

"It troubles me to see the harsh and harmful fighting that goes on within our own ranks," he said. "Some among us insist on taking the position that there is insufficient room in the communications spectrum to accommodate a combination of free and public television, radio, cablevision and pay TV. I look with admiration at all of these and ask, why not?"

Mr. Reinsch said he puts his own trust in the consumer. "I am bullish about the ability of the American people to make logical and progressive decisions regarding the communications services they want and need."

Mr. Reinsch noted surveys showing public mistrust of broadcasting, and, while admitting their accuracy, challenged their soundness: "It's my opinion that the public says this but doesn't really mean it," he said, noting the increasing popularity of both television and radio (in terms of audience statistics) and adding that "every day presents additional evidence to document the public's reliance on broadcast news."

"The real marvel," Mr. Reinsch noted later, after remarking that his own career spans virtually all the years of professional broadcasting in America, "is not that we broadcasters make as few mistakes as we do. The real marvel is that we have come so far so fast in mastering the complicated resources at our command."

## Engman escalates FTC talk about information disclosure

**Agency chairman's speech at ANA indicates something's in the wind; he hints voluntary action would stave off rulemaking by commission**

Federal Trade Commission Chairman Lewis A. Engman last week told some of the nation's largest advertisers that the FTC has the authority as well as the duty "to see to it that information is disclosed to the public in cases where failure to disclose such information would result in unfairness or deception."

Taking up a theme he sounded in an Oct. 17 address to the American Association of Advertising Agencies, Mr. Engman last week told the Association of National Advertisers that we are living in an "age of accountability." With public confidence in advertising at a low level, consumers have begun demanding accountability from the business community, he said. In his speech before the AAAA (BROADCASTING, Oct. 22), Mr. Engman had said that the FTC's advertising-substantiation program had proved less than effective in relaying factual information to the consumer. But if ad substantiation has only limited value in that regard, he said last week, another means of satisfying informational needs is through "the affirmative disclosure of facts pertinent to a consumer's decision to purchase a particular product."

Among the types of information to be elicited by the disclosure approach would be facts relating to positive aspects of a product's performance. He cited Crest's use of the American Dental Association endorsement as one ad campaign based on an informational premise. But along with disclosing positive information about a product, "the disclosure of material information which may be less than flattering is also in the public interest," he said.

Informational disclosure is a topic that has received increased attention from FTC officials in recent weeks. Two weeks ago Commissioner Mayo Thompson advanced that option as a "particularly promising" means of combatting deceptive advertising and cited an FTC staff report which supported the commission's legal right to require information disclosure that would facilitate consumer choice among competing products (BROADCASTING, Oct. 29). In a speech a month ago to the Food and Drug Law Institute (BROADCASTING, Oct. 1), former FTC Counsel Ronald M. Dietrich called information disclosure an "important area" for the commission.

While all three agreed that affirmative information disclosure is worth exploring, it has not been clear whether the FTC would wield its legal tools to force ac-

tion or rely on voluntary compliance from advertisers. Mr. Dietrich indicated that the FTC would use its rulemaking powers in that area and said the staff was currently exploring the use of rulemaking in requiring nutrient information in certain food products. Mr. Thompson backed a voluntary approach to disclosure. Mr. Engman said last week that voluntary disclosure "may be able to preclude" extensive government intervention. "I would prefer to see those legitimate public demands on business met normally and voluntarily without resort to new laws, regulations, requirements and restrictions," he said. He did hold a club in reserve, however, making reference to case-by-case litigation and the more broadly applicable trade-regulation rule.

Before the FTC can proceed any further in the area of disclosure, there are a number of "different questions" to be resolved, he said. Among problems Mr. Engman pinpointed were:

- Isolation of pertinent product qualities.
- How to render information in an understandable and useful manner without at the same time "stifling innovation either in product development or in advertising itself."
- Selection of the mode of disclosure—point of sale, advertising, or a combination of the two.
- Determination of products to focus on.

He called on the private sector to assist government in resolving those problems in an effort that "ultimately will rebound not only to the benefit of the public but also to the benefit of those members of the business community who are economically viable and competitive." Advertisers who represent their products fairly "have nothing to fear from the Federal Trade Commission or from the requirements of affirmative disclosure," he said. But, he concluded, those who misrepresent their products. "like the scrambling quarterback caught 15 yards behind the line by a well-executed blitz . . . will be dumped. And, in my opinion, deservedly so."

**DDB's Bernbach underscores need for creativity in commercials; BBDO's Dillon urges more awareness of consumer needs and wants; SSC&B's Seaman says time has come for renaissance in advertising; Goldmark cites communications role in bicentennial celebration**

William Bernbach, chairman of Doyle Dane Bernbach, whose Volkswagen "Iem-on" ad is regarded as one of the classics in modern advertising, stressed the importance of creativity in a session on "better ads and commercials and how you can get them."

"After you have produced the best product," he said, "packaged it brilliantly, priced it right, distributed it magnificently and positioned it to best meet the needs of the consumer, you will have sinfully wasted all these great marketing skills if nobody knows you have done these things. And what makes people know you have done these things is the most important and difficult problem confronting you today. For this is communications, which is not a science but a subtle, ever-changing art, defying formulaization, flowering on freshness and withering on imitation, where what was effective one day, for that very reason will not be effective the next."

Tom Dillon, president of BBDO, told the advertisers they would get better advertising if they stopped asking the consumer what she wants and started asking what her problems are with the kind of products they offer: "If you ask a consumer what she wants in a dog food, she will tell you she wants one that will feed the dog well. Since all dog foods do this, this is hardly a breakthrough idea. [But] if you ask a consumer what her problems are with canned dog food, you will find that they are, first, canned dog food smells terrible, and, second, it doesn't have a bone in it. It might be interesting to note that the latest success in canned dog food solves these two problems [Campbell Soup's Recipe dog food was identified by BBDO as the answer]."

Mr. Dillon emphasized: "If you as-

### BAR reports television-network sales as of Oct. 21

CBS \$541,111,600 (34.9%); NBC \$535,880,500 (34.6%), ABC \$473,075,700 (30.5%)

| Day parts                        | Total minutes week ended Oct. 21 | Total dollars week ended Oct. 21 | 1973 total minutes | 1973 total dollars     | 1972 total dollars     |
|----------------------------------|----------------------------------|----------------------------------|--------------------|------------------------|------------------------|
| Monday-Friday Sign-on-10 a.m.    | 87                               | \$ 548,800                       | 3,071              | \$ 19,827,700          | \$ 18,586,000          |
| Monday-Friday 10 a.m.-6 p.m.     | 1,011                            | 9,050,300                        | 39,106             | 311,505,500            | 288,678,500            |
| Saturday-Sunday Sign-on-6 p.m.   | 327                              | 8,760,400                        | 11,705             | 163,731,300            | 165,741,300            |
| Monday-Saturday 6 p.m.-7:30 p.m. | 97                               | 2,450,200                        | 3,984              | 78,374,400             | 71,922,500             |
| Sunday 6 p.m.-7:30 p.m.          | 15                               | 866,400                          | 574                | 13,801,100             | 12,418,600             |
| Monday-Sunday 7:30 p.m.-11 p.m.  | 402                              | 29,549,800                       | 16,449             | 857,942,900            | 755,847,700            |
| Monday-Sunday 11 p.m.-Sign-off   | 168                              | 3,464,400                        | 6,812              | 104,884,900            | 81,172,200             |
| <b>Total</b>                     | <b>2,107</b>                     | <b>\$54,690,300</b>              | <b>81,611</b>      | <b>\$1,550,067,800</b> | <b>\$1,394,366,800</b> |

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

sume that all businesses are really consumer problem-solving organizations, then the function of advertising becomes very clear. The function of advertising then becomes the effective communication of the solution of the consumer's problem. This is capable of hard definition, and when it is obtained, it can be fed into a competent creative process with excellent results."

Alfred J. Seaman, president of SSC&B Inc., called for "a renaissance in advertising," with the emphasis on creativity.

"The times call for change—changes in three directions," he said. "First, changes which meet the consumer's new attitudes and interests. I don't believe for one minute that consumers want the amount or kind of information that 'consumer advocates' claim they do. But consumers do want significant information honestly and imaginatively.

"Second, changes which permit us to move comfortably within the often unpredictable parameters set by government bureaus. It's not enough to force a few new disclaimers into our old formats. We need new bottles for new wine.

"Third, changes which will increase the selling effectiveness of the ads and commercials on which we spend millions individually and billions collectively. No amount of rationalization will take away the demand for economic as well as social effectiveness."

In a session on "new developments in media and marketing management," Dr. Peter C. Goldmark, president of Goldmark Communications, renewed his call for a government-backed domestic satellite system to link cable-TV networks and large-screen theaters to show international cultural events for the bicentennial (BROADCASTING, June 4).

"Time is running out," he said, "for a suitable lasting recognition of this nation's centuries of progress . . . I don't believe this nation wants to celebrate its 200th anniversary with just balloons, sirens and a giant firecracker. . . . What the country does want is a meaningful observance that will have a lasting effect for generations to come."

A system providing that sort of electronic link-up, Dr. Goldmark said, could provide the nucleus for a nationwide set-up that could "change the entire face of electronic media as we know it today."

## Fairness doctrine should be divorced from product advertising — Pettit

FCC general counsel gives his ideas on needed changes in regulation at NAB conference in Denver; Alaska Senator Stevens cites support for free over-the-air television

FCC General Counsel John W. Pettit last week condemned the use of the fairness doctrine as it has been applied in the past to product advertising. Speaking at the National Association of Broadcasters regional conference in Denver, the fifth of six fall meetings, Mr. Pettit revealed several "personal thoughts" on the FCC's upcoming reconsideration of the fairness doctrine.

"The fairness doctrine is and must be viewed as a means to promote public enlightenment on significant public issues," he said, "rather than resolving the relative merits of deodorants and disposable diapers."

Citing examples of what he believed to be misuses of the doctrine, Mr. Pettit observed: "Standard product commercials make no significant contribution to the development of an informed public opinion. It just doesn't make sense to use the broadcast of these products ads as an occasion to order the carriage of contrasting points of view . . . Cigarette ads clearly did not provide the public with any information relating to the underlying controversy on smoking and health. The only meaningful discussion of the issue was presented in the anti-smoking public service announcements . . . We heard only one side—the anti side."

In any reconsideration of the doctrine, Mr. Pettit suggested he would favor the safeguarding of commercials that were not "devoted in a direct and meaningful way to the discussion of underlying public issues." If such a re-evaluation of the doctrine were not made by the commission, he implied, "the FCC could, to a large extent, decide what gets debated and when. Perhaps that's not

censorship, but it's close enough for me."

Senator Ted Stevens (R-Alaska), member of the Senate Communications Subcommittee, told the broadcasters at a luncheon address in Denver the same day that "there is substantial, bipartisan support in the Senate for the continual health of the free, over-the-air television." The "normal, commercial relationship" between cable television and commercial broadcasting "can and must be maintained in the public interest," he emphasized.

The senator, substituting for Kansas Republican Senator James Pearson (who was injured in a farm accident in late September), also told the meeting of his desire to study the impact of television on several outlying Alaskan islands. The FCC has recently approved the use of several 10-watt transmitters for broadcasting to Unalaska and St. Paul Islands, which have not had normal television service to date. "I have suggested that baseline studies be made of these communities now so that we can compare them with results from similar studies after a year of operation of these new systems. Such studies would, I think dispel many of the assumptions made by those who are inclined to blame television for many of our faults."

## Two face fines for campaign rates

Lowest-unit-charge provision of '71 law cited by FCC

The FCC has notified Waldron Broadcasting Corp., licensee of WCIR-AM-FM Beckley, W. Va., and KAYS Inc., licensee of KFEQ(AM) St. Joseph, Mo., that they have incurred apparent liabilities of \$5,000 each for overcharging political candidates during last year's elections.

An FCC field investigation indicated KFEQ charged candidates in the November Missouri general elections different rates for comparable announcements, in violation of the lowest-unit-rate provision of the Communications Act. KAYS Inc. attributed the charging of different rates to advertising agency mistakes and possible use of the wrong rate card and said restitution would be made to overcharged candidates. But the commission said the violation—the first imposed under the lowest-unit-rate provision of the 1971 campaign-reform law—was "a serious matter that warrants substantial forfeitures."

It also cited the station for failing to log commercial content of programs.

The commission also found the WCIR stations guilty of violating the lowest-unit-charge provision and said that they also apparently failed to obtain from certain candidates required written certification that purchases of broadcast time would not violate any campaign-spending limits.

In addition, the commission said Waldron failed to log the sponsors of two political announcements and the duration of several others, and did not file amendments to its affiliation contract with Mutual.

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## Preadults do not have two heads

**DKG study finds 12-22 group had same attitudes, values as their older contemporaries**

When is a market not a market? According to a study conducted by DKG Inc., New York, the answer is when that market is defined solely in terms of a preadult age category. "The very concept of a 'youth market' is a myth," DKG President Larry Spector concludes.

The agency's study of 400 students from the Northeast and Midwest, 12-22 years old, points to a range of opinions about advertising. "Our study revealed that opinions, value systems and attitudes vary among young people to the same degree they do among adults," Mr. Spector commented in an address to the Advertising Federation of Greater Miami.

He said that, far from bolstering the generalizations of an antiadvertising bias on the part of youth, the DKG study revealed that 86% of those tested regard the institution of advertising as a positive means of keeping the consumer informed about products. Nearly 66% do not see advertising as an invasion of privacy, nor do the majority of those surveyed view it as a manipulative process, Mr. Spector reported.

The study does point up that today's student is concerned with the possibility of deception, but he seems to be uncertain of the correct source of regulation that might decrease the frequency of that deception.

DKG at no time revealed itself as sponsor of the research during the period in which those surveyed were participating in the procedures including written questionnaires, personal interviews and group sessions.

## Amstar and milk ads consent orders finalized

Two consent orders provisionally accepted by the Federal Trade Commission have been issued on final basis. In one, Amstar Corp., New York maker of Domino and Spreckels sugar, and its agencies, Lewis & Gilman, Philadelphia, and Dailey & Associates, Los Angeles, are prohibited from making false nutritional claims and using deceptive endorsements. The consent order also included a provision requiring corrective ads in which Amstar will state Domino "is not a special or unique source of strength, energy and stamina" and indicate the product is not a substitute for a balanced diet (BROADCASTING, June 25).

The other order prohibits the American Dairy Association and its agency, Leo Burnett, Chicago, from misrepresenting the dietary and nutritional values of whole milk. The complaint had centered on a 1972 radio commercial "There's a new you coming the Grade A way" which the FTC said falsely implied reducing benefits of whole milk in low-calorie diets (BROADCASTING, Aug. 27).

## Business Briefs

**One down.** Federal Trade Commission has settled first of four complaints growing out of its ad-substantiation program with provisional acceptance of consent order that forbids Rheem Manufacturing Co., New York, from claiming—without "reasonable basis"—that its Corsaire and Rheemair air conditioners are most efficient or quietest. Among other provisions of order, Rheem cannot claim its systems are "revolutionary" because they recondition air "every second" and it must document future performance claims for three years after appearance. Three other cases generated from substantiation program are still pending—against General Motors, Whirlpool and Fedders Corp.

**Rep appointments.** WJRT-TV Flint, Mich.; WPRI-TV Providence, R.I., and WTEN-TV Albany, N.Y.: Telerep Inc., New York. ■ WIOD-AM and WAIA-FM both Miami: The Christal Co., New York. ■ KSLQ(FM) St. Louis: Metro Radio Sales, New York.

**Milwaukee's newest.** New film-production firm, The Lemorande Co., has been set up in Milwaukee to offer art, writing, directorial and production services to advertisers. President is William J. Lemorande, most recently writer-producer for Page Schwessinger Advertising Agency in that city. 205 East Wisconsin Avenue, Milwaukee 53202.

## Programing

## 'Kojak' is first new show to net solid ratings

**Telly Savalas as a cop lives up to predictions and scores shares in 40's while CBS's 'Apes' movies continue to smother competition**

The public is still going ape over "Planet of the Apes" and Telly Savalas may bring back the bald head as sex symbol, according to the national Nielsen overnights for the seventh week of the season (Oct. 22-28).

"Beneath the Planet of the Apes" (CBS Friday Movie, 9-11 p.m. NYT) emerged as the highest-rated show of the week, chalking up a share figure in the low 50's, which was more than three times as high as the competition on ABC and more than twice as high as that on NBC.

And the writers'-strike-delayed premiere of Telly Savalas's new *Kojak* series (CBS, Wednesday, 10-11 p.m.) socked home a 25.6 rating and mid-40's share—the best debut numbers of any new show so far this year. (Madison Avenue media pundit had earlier predicted that *Kojak* would be the most successful of the new shows [BROADCASTING, Sept. 10].)

Over-all, CBS won three nights (Tues-



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**CBS LABORATORIES**

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## Changing Formats

day, Wednesday and Friday), NBC three (Monday, Saturday and Sunday) and ABC one (Thursday). NBC captured Monday with a strong mid-30's share for its theatrical movie "A Big Hand for the Little Lady" (9-11 p.m.) and a high-20's share for its *Opryland USA* (8-9 p.m.) country-musical special (in place of the sitcoms *Lotsa Luck* and *Diana*, which most insiders say are doomed).

CBS seems to have a lock on Tuesday night with *Maude* (8-8:30 p.m.), *Hawaii Five-O* (8:30-9:30 p.m.) and James Stewart's new courtroom series, *Hawkins* (9:30-11:00 p.m., in rotation with *Shaft* and with made-for-TV movies). ABC's *Tuesday Movie of the Week* showing of the special two-hour "The President's Plane Is Missing" (8-10 p.m.) gave that anthology its best ratings (20.1) and share (low 30's) of the season, whereas *Marcus Welby* (ABC, 10-11 p.m.), with a 15.8 rating and high 20's share, is beginning to look as though he's in his last season of house calls.

*Kojak's* numbers, coming on top of the figures totted up by *The Sonny and Cher Comedy Hour* (Wednesday, 8-9 p.m.) and *Cannon* (9-10 p.m.), both of which won their time periods, gave CBS an easy win on Wednesday. NBC's *Love Story* (Wednesday, 10-11 p.m.), with another low-20's share, could end up a January casualty to *Kojak's* charisma.

A theatrical-movie rerun on CBS, "Guess Who's Coming to Dinner" (Thursday, 9-11 p.m.), gave ABC's *Kung Fu* (9-10 p.m.) a solid mid-30's share, and ABC's *Streets of San Francisco* (10-11 p.m.) shot up to a huge low-40's share, swamping *NBC Follies*.

The "Apes" movie gave CBS Friday night despite a disastrous lead-in from *Calucci's Dept.* (8-8:30 p.m., with a low-teens share) and *Roll Out* (8:30-9 p.m.). The latter show has already been given its cancellation notice, although the identity of its replacement is still unknown. *Sanford and Son* (NBC, Friday, 8-8:30 p.m.) got its usual high-40's share, and, as usual, *The Girl with Something Extra* (NBC, Friday, 8:30-9 p.m.) squandered 16 of those share points.

NBC squeezed out a surprise win over CBS's entrenched Saturday-night comedy block with a John Wayne western, "Chisum," on *Saturday Night at the Movies* (9-11 p.m.), which averaged a low 40's share over the two-hour period compared to a low-30's average for the CBS comedies.

*Walt Disney* (7:30-8:30 p.m.) and a *Peggy Fleming in Russia* special (8:30-9:30 p.m.) gave NBC enough firepower to take the marbles Sunday night, with CBS's *The New Perry Mason* (7:30-8:30 p.m.) continuing in the doldrums with a low-20's share.

## Gays gain concessions

NBC sources said last week they had acknowledged "improvements could be made" in NBC-TV's portrayals of homosexuals, during a meeting with representatives of the Nation Gay Task Force

on Oct. 26. They indicated plans for continued liaison with the Task Force, with other representatives of the homosexual community and with professional consultants when necessary. Meeting was held after—but had been arranged before, NBC sources said—protester interrupted NBC's *Today* show Oct. 26 to complain, he said later, that an episode of NBC's *Sanford and Son* had been unfair to homosexuals (BROADCASTING, Oct. 26).

## Aubrey, MGM come to parting of ways

Differences with Kerkorian said to have set stage for resignation, takeover by Frank Rosenfelt

The new president of MGM is Frank Rosenfelt, currently vice president-general counsel, who was elected Oct. 31 to succeed James T. Aubrey who resigned on that day following reported differences with Kirk Kerkorian, MGM's principal stockholder.

The change in command at MGM followed three major divestments of that company's assets in the same number of weeks: first, the move of its feature-film distribution facilities to United Artists Corp.; second, the sale of its U.S. and Canada music publishing businesses to UA for \$15 million, and, third, only last week, the sale of its overseas theater holdings to Cinema International Corp., a joint Paramount-Universal distribution venture, for an estimated \$17 million. Cinema International also arranged to lease and distribute for a 10-year period all MGM movie features and TV programs in overseas markets.

Mr. Rosenfelt, a 1950 graduate of Cornell University Law School, joined MGM in 1955 as a member of its law department, following a five-year stint with RKO General Pictures. He was named secretary of MGM in 1966, and vice president and general counsel in 1969.

Mr. Aubrey became president of MGM in that year. He had been president of CBS-TV network from 1959 to 1965 when he resigned, or was fired, in one of the industry's greatest shocks that year. In the four years before joining MGM, Mr. Aubrey had producing assignments with Columbia-Screen Gems, Warner Bros., and was even producing a program for ABC.

Asked about MGM's television activities, Mr. Rosenfelt last week said that emphasis on TV production and distribution will be increased. MGM, he noted, remains also in feature-film production.

Currently MGM is producing four series for TV: *Shaft*, *Hawkins* and *Medical Center* for CBS, and *Adam's Rib* for ABC. It announced only last week that it has projects in various stages for all three networks for the next season—four 30-minute comedies and three 90-minute dramas for ABC; one comedy, four dramas and one movie of the week for NBC, and two comedies for CBS.

■ **KFEQ(AM)** St. Joseph, Mo., has switched to a 24-hour modern country format under the theme "country sunshine."

■ **KWYT(FM)** Salinas, Calif., formerly KRSA-FM, adopted a new stereo format with its change of call letters Oct. 15. The station now programs beautiful music 24 hours a day.

■ **KXLE-AM-FM** Ellensburg, Wash., have revised their programing to increase country-western and standard offerings while eliminating classical and jazz segments.

■ **KZEW(FM)** Dallas (formerly WFAA-FM) has begun a new progressive-rock format in addition to instituting a separate FM news department.

■ **WDSM(AM)** Duluth, Minn., has adopted its own version of country music in a format which it calls "All American Radio." Designed to appeal to a broad age range, the new format features a variety of interpretations of popular country selections.

■ **WEAN(AM)** Providence, R.I., has shifted from an MOR/contemporary format to one featuring contemporary music exclusively. The station's revised format will include such artists as Carole King, Helen Reddy, Neil Diamond and Diana Ross. The station will continue its emphasis on news with frequent but brief newscasts.

## Johnson charges brush-off of public

Two-sentence rejection of 'Maude' fairness complaint is assailed

FCC Commissioner Nicholas Johnson says that the commission is following a procedural requirement in connection with the fairness doctrine that "discourages public complaints and literally rips the heart" out of the doctrine.

The commissioner made the comment in a statement dissenting from the commission's action on Oct. 11 denying the request of two Catholic organizations for review of a staff ruling denying fairness-doctrine and personal-attack rule complaints against WCBS-TV New York (BROADCASTING, Oct. 15). The complaints dealt with a two-part episode of *Maude* involving abortion.

Commissioner Johnson noted that the commission disposed of the appeal in a two-sentence order asserting that the complainants had not provided information indicating that the station had presented only one side of the issue in its over-all programing and that the commission action would not be warranted until they had provided specific information to support a claim of a fairness-doctrine violation.

Besides being "an unreasonable requirement with no legal basis," Commissioner Johnson said, "it is ludicrous for the commission to sanction a procedural rule requiring members of the public to submit proof of something the licensee has not broadcast."

## Program Briefs

**Movie rundown.** Seventh edition of "Track Record of Feature Films on Network," released last week by Katz Television, New York, shows that 26% of all movies on networks in 1972-73 were made for TV, contrasted with 11% in 1970-71. Oliver T. Blackwell, Katz vice president and director of audience development, said compilation contains information about 1,768 titles, 54% increase over 1970-71 edition. It covers films on network from September 1961 to June 1973 and includes following for each title: type, theatrical-release date, length, color or black-and-white, playdate on television, number of network runs, starting time, NTI rating and syndicator-packager. Booklet, prepared by Katz Television under supervision of Mr. Blackwell, is intended to assist client stations in evaluating feature films originally carried on network and subsequently released into syndication.

**Clark for Kirshner.** Dick Clark has replaced producer Don Kirshner as executive producer of ABC-TV's *In Concert* (alternate Fridays, 11:30-1 a.m. NYT). Mr. Clark will serve in that capacity for the six shows beginning Dec. 7, which will be produced by ABC. Mr. Clark's Tele-Shows Productions will then produce next six, taking rock program through May. Mr. Kirshner has served as *In Concert's* executive producer since its premiere last winter. He is now producing rival program, *Don Kirshner's Rock Concert*, syndicated by Viacom. Mr. Clark will also be producing *Dick Clark Presents the Rock 'n' Roll Years* for ABC-TV (Wed., 8-8:30 p.m. NYT), premiering as series Nov. 28.

**Syndication pact.** Metromedia Producers Corp. has entered into agreement with Spelling-Goldberg Productions, acquiring domestic and foreign syndication rights to all new SGP programs. Beginning with 1973-74 season and running through March 31, 1976, pact involves made-for-TV movies for ABC, subject to SGP's contract with network. SGP has already scheduled seven films, four of which are

set for future telecast this season. Three have already been aired. Under terms of agreement, all new SGP series, films and other programs made for ABC-TV will or can be syndicated by Metromedia Producers.

**Tennis, anyone?** Syndicast Services Inc., New York, is distributing *Celebrity Tennis*, TV game series, with tennis star Tony Trabert as host. Series, 26-half hours, was produced over four-day span at Westside Racquet Club, Los Angeles, with 57 personalities participating (Burt Bacharach, Bill Cosby, Lorne Greene, Dan Rowan, Bob Newhart, Don Adams, Glen Campbell, Cornel Wilde among others). Show is produced by 7-10 Productions, Hollywood (Joe Siegman and Don Gregory), which also produces *Celebrity Bowling* TV series.

**From Rex Sparger.** Radio stations are being offered *The Real Majority*, combination of debates, public-affairs interviews blended with immediate reaction and opinion from listeners on current issues both inside and out of government. Program will be aired on Sundays at 4 p.m. EST for as much live pick-up as possible. Producer is Rex Sparger, one-time Capitol Hill aide with the House Oversight Committee, 3033A Cambridge Place, N.W., Washington 20007.

**More on 'Maude'.** Article in current *America*, weekly published by Jesuits, claims that abortion episodes of CBS's *Maude* were "not spontaneous but induced." Article says that Population Institute, New York and Washington, by extensive public-relations campaign, influenced Norman Lear, producer of show, to deal with subject. Article concludes that "pro-life movement" should "take a leaf from the book of groups like the Population Institute and conduct the well-planned, well-organized efforts needed to get a fair hearing in the communications media." Co-author of article is Robert B. Beusse, former vice president of WOR-AM-FM-TV New York, now secretary for communications of the National Conference of Catholic Bishops and U.S. Catholic Conference.

## Finance

### BBDO is now OTC

The latest addition to BROADCASTING'S stock index is BBDO International Inc. (see below). The New York-based advertising agency began trading over the counter on Oct. 24, opening at \$18 and closing for the day at 17 $\frac{7}{8}$  bid. Underwriters headed by Dean Witter & Co. offered 705,515 shares, all of which were sold out the first day; 1,807,785 are still held by the agency's employees.

BBDO's total domestic and international billing last year was approximately \$375 million, of which an estimated \$195 million was in broadcast.

### Financial Briefs

**All gone.** Gulf & Western Industries has announced its offer to stockholders to buy 420,000 warrants to buy Atlantic-Richfield Co. common shares has been fully subscribed. Holders of G&W common were offered warrants at \$16 each to buy Atlantic-Richfield common at \$127.50 a share.

**D&B acquisition.** Dun & Bradstreet Companies has agreed in principle to acquire Meisel Photochrome Corp., Dallas, for 357,000 D&B common shares currently valued at \$13.7 million. Meisel, which provides color-processing services to professional photographers, two weeks ago called off merger talks with 20th Century-Fox Film Corp.

**Marriage.** Tektronix Inc. and Grass Valley Group Inc. have signed formal agreement under which Tektronix would acquire Grass Valley for 470,000 shares of Tektronix common stock. Transaction has indicated value of \$24.4 million. Agreement, originally announced last summer, will be submitted to Grass Valley stockholders at special meeting next January. Tektronix, Beaverton, Ore., manufactures cathode-ray oscilloscopes; Grass Valley is broadcast-equipment concern.

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

| Stock symbol         | Exch. | Closing Wed. Oct. 31 | Closing Wed. Oct. 24 | Net change in week | % change in week | High 1973 | Low    | P/E ratio | Approx. shares out (000) | Total market capitalization (000) |
|----------------------|-------|----------------------|----------------------|--------------------|------------------|-----------|--------|-----------|--------------------------|-----------------------------------|
| <b>Broadcasting</b>  |       |                      |                      |                    |                  |           |        |           |                          |                                   |
| ABC                  | ABC   | N 27 1/2             | 31 3/4               | - 4 1/4            | - 13.38          | 34 1/4    | 21     | 11        | 17,029                   | 468,297                           |
| CAPITAL CITIES COMM. | CCB   | N 44                 | 44 1/2               | - 1/2              | - 1.12           | 62 1/2    | 35     | 18        | 7,074                    | 311,256                           |
| CBS                  | CBS   | N 35 1/2             | 35 3/4               | - 1/4              | - .69            | 52        | 28 5/8 | 11        | 28,315                   | 1,005,182                         |
| CONCERT NETWORK**    |       |                      | 3/8                  |                    | .00              | 5/8       | 1/4    |           | 2,200                    | 825                               |
| COX                  | COX   | N 21 1/2             | 23 1/4               | - 1 3/4            | - 7.52           | 40 1/4    | 21 1/4 | 12        | 5,828                    | 125,302                           |
| FEDERATED MEDIA*     |       |                      | 5                    |                    | .00              | 5 1/2     | 2      | 16        | 820                      | 4,100                             |
| GROSS TELECASTING    | GGG   | A 13 5/8             | 14 1/4               | - 5/8              | - 4.38           | 18 3/8    | 12 1/4 | 8         | 800                      | 10,900                            |
| LIN                  | LINB  | O 7 3/8              | 7 3/4                | - 3/8              | - 4.83           | 14 3/4    | 5 3/8  | 7         | 2,296                    | 16,933                            |
| MOONEY               | MOON  | O 3 7/8              | 4 5/8                | - 3/4              | - 16.21          | 10 1/4    | 3 7/8  | 10        | 385                      | 1,491                             |
| PACIFIC & SOUTHERN   | PSOU  | D 11                 | 12 1/4               | - 1 1/4            | - 10.20          | 13 3/4    | 7      | 122       | 1,767                    | 19,437                            |
| RAHALL               | RAHL  | O 4 1/4              | 4                    | + 1/4              | + 6.25           | 12 1/4    | 4      | 6         | 1,297                    | 5,512                             |
| SCRIPPS-HOWARD       | SCRP  | D 17 1/2             | 18                   | - 1/2              | - 2.77           | 21 1/4    | 17 1/2 | 8         | 2,589                    | 45,307                            |
| STARR                | SBG   | M                    |                      |                    | .00              | 24 1/2    | 9      | 9         | 1,200                    | 13,350                            |
| STORER               | SBK   | N 17                 | 17 3/4               | - 3/4              | - 4.22           | 44        | 15 7/8 | 8         | 4,751                    | 80,767                            |
| TAFT                 | TFB   | N 26 1/8             | 25 3/4               | + 3/8              | + 1.45           | 58 5/8    | 22     | 10        | 4,219                    | 110,221                           |
| WHDM CORP.**         |       | D 27 1/2             | 27 1/2               |                    | .00              | 27 1/2    | 14     |           | 589                      | 16,197                            |
| WOODS COMM.          |       | D 3/4                | 3/4                  |                    | .00              | 1 5/8     | 3/4    | 6         | 292                      | 219                               |
| TOTAL                |       |                      |                      |                    |                  |           |        |           | 81,451                   | 2,235,296                         |

| Stock symbol                                   | Exch. | Closing Wed. Oct. 31 | Closing Wed. Oct. 24 | Net change in week | % change in week | High 1973 | Low     | P/E ratio | Approx. shares out (000) | Total market capitalization (000) |           |
|--|-------|----------------------|----------------------|--------------------|------------------|-----------|---------|-----------|--------------------------|-----------------------------------|-----------|
| <b>Broadcasting with other major interests</b> |       |                      |                      |                    |                  |           |         |           |                          |                                   |           |
| ADAMS-RUSSELL                                  | AAR   | A                    | 2 7/8                | 3 3/8              | - 1/2            | - 14.81   | 5 3/8   | 2 3/8     | 7                        | 1,259                             | 3,619     |
| AVCO   | AV    | N                    | 10 1/4               | 10 1/2             | - 1/4            | - 2.38    | 16      | 8         | 4                        | 11,478                            | 117,649   |
| BARTOLL MEDIA                                  | BMC   | A                    | 1 1/2                | 1 3/8              | + 1/8            | + 9.09    | 3 1/2   | 1 1/4     | 9                        | 2,257                             | 3,385     |
| CAMPDOWN INDUSTRIES                            | O     |                      |                      | 1/2                |                  | .00       | 2       | 1/2       | 6                        | 1,138                             | 569       |
| CHRIS-CRAFT                                    | CCN   | N                    | 4 7/8                | 5                  | - 1/8            | - 2.50    | 6 5/8   | 3 5/8     | 61                       | 4,161                             | 20,284    |
| COMBINED COMM.                                 | CCA   | A                    | 20 1/8               | 23 1/2             | - 3 3/8          | - 14.36   | 44      | 15        | 14                       | 3,470                             | 69,833    |
| COWLES   | CWL   | N                    | 8 3/8                | 8 3/4              | - 3/8            | - 4.28    | 9 5/8   | 4 3/4     | 19                       | 3,969                             | 33,240    |
| DUN & BRADSTREET                               | DNB   | N                    | 37 5/8               | 38 3/4             | - 1 1/8          | - 2.90    | 42      | 32 3/4    | 27                       | 26,042                            | 979,830   |
| FAIRCHILD INDUSTRIES                           | FEN   | N                    | 5 3/4                | 6                  | - 1/4            | - 4.16    | 13 3/8  | 5 1/4     | 72                       | 4,550                             | 26,162    |
| FUQUA  | FQA   | N                    | 11 5/8               | 11 1/8             | + 1/2            | + 4.49    | 20 3/8  | 9 1/2     | 6                        | 9,741                             | 113,239   |
| GENERAL TIRE                                   | GY    | N                    | 17 3/4               | 18 5/8             | - 7/8            | - 4.69    | 28 3/4  | 17 3/8    | 5                        | 20,668                            | 366,857   |
| GLOBETROTTER                                   | GLBTA | O                    | 4 7/8                | 4 7/8              |                  | .00       | 8 1/8   | 4 3/4     | 6                        | 2,820                             | 13,747    |
| GRAY COMMUNICATIONS                            | O     |                      | 9                    | 9                  |                  | .00       | 12 7/8  | 9         | 6                        | 475                               | 4,275     |
| HARTE-HANKS                                    | HHN   | N                    | 10 1/2               | 11 5/8             | - 1 1/8          | - 9.67    | 29 1/4  | 8         | 9                        | 4,335                             | 45,517    |
| JEFFERSON-PILOT                                | JP    | N                    | 37 1/8               | 39 1/4             | - 2 1/8          | - 5.41    | 40 7/8  | 27        | 17                       | 24,075                            | 893,784   |
| KAISER INDUSTRIES                              | KI    | A                    | 8 1/4                | 8 3/8              | - 1/8            | - 1.49    | 9 3/8   | 4         | 7                        | 27,487                            | 226,767   |
| KANSAS STATE NETWORK                           | KSN   | O                    | 4 1/8                | 4 3/8              | - 1/4            | - 5.71    | 6 1/8   | 4 1/8     | 7                        | 1,741                             | 7,181     |
| KINGSTIP                                       | KTP   | A                    | 6 7/8                | 7 1/4              | - 3/8            | - 5.17    | 14 1/4  | 6 3/8     | 6                        | 1,155                             | 7,940     |
| LAMB COMMUNICATIONS                            | P     |                      | 1 1/2                | 1 3/4              | - 1/4            | - 14.28   | 2 5/8   | 1 1/2     | 30                       | 475                               | 712       |
| LEE ENTERPRISES                                | LNT   | A                    | 14 5/8               | 14 3/8             | + 1/4            | + 1.73    | 25      | 12 1/2    | 10                       | 3,366                             | 49,227    |
| LIBERTY  | LC    | N                    | 17                   | 17 1/4             | - 1/4            | - 1.44    | 23 7/8  | 15 3/4    | 8                        | 6,760                             | 114,920   |
| MCGRAW-HILL                                    | MHP   | N                    | 8 3/4                | 9                  | - 1/4            | - 2.77    | 16 7/8  | 7 1/2     | 9                        | 23,525                            | 205,843   |
| MEDIA GENERAL                                  | MEG   | A                    | 33 7/8               | 34 7/8             | - 1              | - 2.86    | 43 1/2  | 31 3/4    | 13                       | 3,546                             | 120,120   |
| MEREDITH                                       | MDP   | N                    | 11 7/8               | 12 1/2             | - 5/8            | - 5.00    | 20 1/2  | 11 3/8    | 6                        | 2,840                             | 33,725    |
| METROMEDIA                                     | MET   | N                    | 10 3/8               | 10 1/4             | + 1/8            | + 1.21    | 32 1/4  | 10        | 5                        | 6,517                             | 67,613    |
| MULTIMEDIA                                     | O     |                      | 18 1/2               | 19 1/2             | - 1              | - 5.12    | 30 1/4  | 18        | 12                       | 4,388                             | 81,178    |
| OUTLET CO.                                     | DTU   | N                    | 11 1/2               | 10 3/4             | + 3/4            | + 6.97    | 17 5/8  | 10 1/4    | 6                        | 1,379                             | 15,658    |
| POST CORP.                                     | POST  | O                    | 10 3/4               | 11 3/4             | - 1              | - 8.51    | 17      | 10        | 5                        | 893                               | 9,599     |
| PSA  | PSA   | N                    | 9 7/8                | 10 7/8             | - 1              | - 9.19    | 21 7/8  | 9 7/8     | 9                        | 3,768                             | 37,209    |
| REEVES TELECOM                                 | RBT   | A                    | 1 7/8                | 2 1/8              | - 1/4            | - 11.76   | 3 1/4   | 1 1/2     | 10                       | 2,376                             | 4,455     |
| RIDDER PUBLICATIONS                            | RPI   | N                    | 18                   | 19 1/2             | - 1 1/2          | - 7.69    | 29 7/8  | 12 1/2    | 13                       | 8,312                             | 149,616   |
| ROLLINS  | RDL   | N                    | 25 1/4               | 25 3/4             | - 1/2            | - 1.94    | 36 1/2  | 14 1/4    | 26                       | 13,305                            | 335,951   |
| RUST CRAFT                                     | RUS   | A                    | 12 3/8               | 12 1/2             | - 1/8            | - 1.00    | 33 3/4  | 11 5/8    | 7                        | 2,366                             | 29,279    |
| SAN JUAN RACING                                | SJR   | N                    | 17 1/2               | 17 3/8             | + 1/8            | + .71     | 23 3/4  | 14        | 15                       | 2,152                             | 37,660    |
| SCHERING-PLOUGH                                | SGP   | N                    | 80 5/8               | 80 1/2             | + 1/8            | + .15     | 87 5/8  | 69 3/8    | 46                       | 52,590                            | 4,240,068 |
| SONDERLING                                     | SDB   | A                    | 12                   | 12                 |                  | .00       | 16 3/8  | 7 5/8     | 8                        | 816                               | 9,792     |
| TECHNICAL OPERATIONS                           | TD    | A                    | 7 3/4                | 7 5/8              | + 1/8            | + 1.63    | 13 1/2  | 5 1/8     | 10                       | 1,376                             | 10,664    |
| TIMES MIRROR CO.                               | TMC   | N                    | 22 5/8               | 23 1/4             | - 5/8            | - 2.68    | 25 7/8  | 16 1/2    | 15                       | 31,145                            | 704,655   |
| TURNER COMM.                                   | O     |                      | 3 7/8                | 3 7/8              |                  | .00       | 6       | 3 3/4     | 6                        | 1,486                             | 5,758     |
| WASHINGTON POST CO.                            | WPO   | A                    | 23 7/8               | 23 3/8             | + 1/2            | + 2.13    | 37      | 18 5/8    | 10                       | 4,749                             | 113,382   |
| WDMETCO  | WDM   | N                    | 12 1/2               | 12 5/8             | - 1/8            | - .99     | 19 3/8  | 10 5/8    | 10                       | 6,295                             | 78,687    |
| <b>Cablecasting</b>                            |       |                      |                      |                    |                  |           |         |           | TOTAL                    | 335,246                           | 9,389,849 |
| AMECO**  | ACO   | O                    | 1/8                  | 1/8                |                  | .00       | 3       | 1/8       |                          | 1,200                             | 150       |
| AMER. ELECT. LABS**                            | AELBA | O                    | 2 1/4                | 2                  | + 1/4            | + 12.50   | 3 5/8   | 1 3/8     |                          | 1,673                             | 3,764     |
| AMERICAN TV & COMM.                            | AMTV  | O                    | 15 3/4               | 16 1/2             | - 3/4            | - 4.54    | 39      | 15 3/4    | 26                       | 2,879                             | 45,344    |
| ATHENA COMM.**                                 | O     |                      | 3/4                  | 1                  | - 1/4            | - 25.00   | 5 1/2   | 3/4       |                          | 2,126                             | 1,594     |
| BURNUP & SIMS                                  | BSIM  | O                    | 29 3/4               | 31                 | - 1 1/4          | - 4.03    | 31 3/4  | 20 3/8    | 41                       | 7,692                             | 228,837   |
| CABLECOM-GENERAL**                             | CGG   | A                    | 3 1/2                | 3 7/8              | - 3/8            | - 9.67    | 8 7/8   | 3 1/4     |                          | 2,498                             | 8,743     |
| CABLE FUNDING CORP.+                           | CFUN  | O                    | 7 5/8                | 7 1/4              | + 3/8            | + 5.17    | 9 3/4   | 4 1/2     |                          | 1,233                             | 9,401     |
| CABLE INFORMATION**                            | O     |                      |                      | 3/4                |                  | .00       | 2 1/2   | 3/4       |                          | 663                               | 497       |
| CITIZENS FINANCIAL                             | CPN   | A                    | 4                    | 4 1/8              | - 1/8            | - 3.03    | 9 1/2   | 3 7/8     | 8                        | 2,685                             | 10,740    |
| COMCAST  | O     |                      | 2 1/4                | 2 3/4              | - 1/2            | - 18.18   | 5 3/8   | 2 1/4     | 12                       | 1,493                             | 3,359     |
| COMMUNICATIONS PROP.                           | COMU  | O                    | 3 7/8                | 3 7/8              |                  | .00       | 9 3/4   | 3 5/8     | 28                       | 4,435                             | 17,185    |
| COX CABLE                                      | CXC   | A                    | 12 1/4               | 12 7/8             | - 5/8            | - 4.85    | 31 3/4  | 12 1/4    | 24                       | 3,560                             | 43,610    |
| ENTRON   | ENT   | O                    | 1                    | 1                  |                  | .00       | 9 1/4   | 1/4       | 7                        | 1,358                             | 1,358     |
| GENERAL INSTRUMENT                             | GRL   | N                    | 19 7/8               | 21                 | - 1 1/8          | - 5.35    | 29 1/2  | 13 1/4    | 14                       | 6,790                             | 134,951   |
| GENERAL TELEVISION*                            | O     |                      | 3                    | 3                  |                  | .00       | 4 1/2   | 2 1/2     | 150                      | 1,000                             | 3,000     |
| HERITAGE COMM.**                               | O     |                      | 5 1/4                | 5                  | + 1/4            | + 5.00    | 17 1/2  | 5         |                          | 345                               | 1,811     |
| LVO CARLE                                      | LVOC  | O                    | 4 3/4                | 4 7/8              | - 1/8            | - 2.56    | 11 1/4  | 4         | 21                       | 1,656                             | 7,866     |
| SCIENTIFIC-ATLANTA                             | SFA   | A                    | 11 3/8               | 11                 | + 3/8            | + 3.40    | 15 3/8  | 6 1/4     | 15                       | 917                               | 10,430    |
| TELE-COMMUNICATIONS                            | TCOM  | O                    | 6 3/4                | 7 1/8              | - 3/8            | - 5.26    | 21      | 6 3/4     | 16                       | 4,617                             | 31,164    |
| TELEPROMPTER                                   | TP    | N                    |                      |                    |                  | .00       | 34 1/2  | 8 3/4     | 13                       | 16,482                            | 158,639   |
| TIME INC.                                      | TL    | N                    | 39 3/4               | 42 1/4             | - 2 1/2          | - 5.91    | 63 1/4  | 29 1/2    | 10                       | 10,380                            | 412,605   |
| TOCOM  | TOCM  | O                    | 4 3/8                | 4 1/2              | - 1/8            | - 2.77    | 12 1/8  | 4 3/8     | 10                       | 634                               | 2,773     |
| UA-COLUMBIA CABLE                              | UACC  | O                    | 6 3/4                | 6 3/8              | + 3/8            | + 5.88    | 15      | 6 3/8     | 12                       | 1,794                             | 12,109    |
| VIACOM   | VIA   | N                    | 7 1/4                | 8                  | - 3/4            | - 9.37    | 20      | 7 1/4     | 13                       | 3,851                             | 27,919    |
| VIKOA  | VIK   | A                    | 3 5/8                | 3 5/8              |                  | .00       | 9 1/8   | 3 3/8     | 52                       | 2,591                             | 9,392     |
| <b>Programming</b>                             |       |                      |                      |                    |                  |           |         |           | TOTAL                    | 84,552                            | 1,187,241 |
| COLUMBIA PICTURES**                            | CPS   | N                    | 5 1/8                | 5 3/8              | - 1/4            | - 4.65    | 9 7/8   | 4 1/4     |                          | 6,335                             | 32,466    |
| DISNEY   | DIS   | N                    | 70 7/8               | 71 5/8             | - 3/4            | - 1.04    | 123 7/8 | 70 1/8    | 44                       | 28,552                            | 2,023,623 |
| FILMWAYS**                                     | FWY   | A                    | 4 1/8                | 4 3/8              | - 1/4            | - 5.71    | 5 3/8   | 2 1/8     |                          | 1,832                             | 7,557     |
| GULF + WESTERN                                 | GW    | N                    | 28 1/8               | 30 1/4             | - 2 1/8          | - 7.02    | 35 3/4  | 21 3/8    | 7                        | 14,054                            | 395,268   |
| MCA  | MCA   | N                    | 26 7/8               | 28                 | - 1 1/8          | - 4.01    | 34 1/4  | 18 1/2    | 10                       | 8,380                             | 225,212   |
| MGM  | MGM   | N                    | 18 5/8               | 17 7/8             | + 3/4            | + 4.19    | 24      | 13 5/8    | 20                       | 5,958                             | 110,967   |
| TELE-TAPE**                                    | O     |                      | 7/8                  | 3/4                | + 1/8            | + 16.66   | 1 3/4   | 3/8       |                          | 2,190                             | 1,916     |
| TELETRONICS INTL.                              | O     |                      | 4 1/4                | 4 1/2              | - 1/4            | - 5.55    | 10 1/2  | 3 3/4     | 9                        | 943                               | 4,007     |
| TRANSAMERICA                                   | TA    | N                    | 11                   | 11 7/8             | - 7/8            | - 7.36    | 17 5/8  | 10 3/4    | 9                        | 66,449                            | 730,939   |
| 20TH CENTURY-FOX                               | TF    | N                    | 7 1/8                | 7 5/8              | - 1/2            | - 6.55    | 12 3/8  | 6 1/2     | 8                        | 8,562                             | 61,004    |
| WALTER READE**                                 | O     |                      |                      | 1/2                |                  | .00       | 1 3/8   | 1/2       |                          | 2,203                             | 1,101     |
| WARNER   | WCI   | N                    | 12 5/8               | 12 1/8             | + 1/2            | + 4.12    | 39 1/8  | 10 3/4    | 5                        | 17,064                            | 215,433   |
| WRATHER  | WCO   | A                    | 6 7/8                | 7                  | - 1/8            | - 1.78    | 16 5/8  | 6 3/4     | 57                       | 2,229                             | 15,324    |
| <b>Service</b>                                 |       |                      |                      |                    |                  |           |         |           | TOTAL                    | 164,751                           | 3,824,817 |
| BBDO INC.+                                     | O     |                      | 15 1/8               | 17 7/8             | - 2 3/4          | - 15.38   | 17 7/8  | 14 7/8    |                          | 706                               | 10,678    |
| JOHN BLAIR                                     | BJ    | N                    | 7 1/8                | 7 1/2              | - 3/8            | - 5.00    | 13      | 6 3/8     | 6                        | 2,411                             | 17,178    |
| COMSAT   | CO    | N                    | 50                   | 53 1/2             | - 3 1/2          | - 6.54    | 64 1/2  | 42 1/4    | 18                       | 10,000                            | 500,000   |
| CREATIVE MANAGEMENT                            | CMA   | A                    | 5 5/8                | 5 5/8              |                  | .00       | 9 1/2   | 4         | 6                        | 1,016                             | 5,715     |

| Stock symbol         | Exch. | Closing Wed. Oct. 31 | Closing Wed. Oct. 24 | Net change in week | % change in week | 1973  |     | P/E ratio | Approx. shares out (000) | Total market capitalization (000) |    |           |            |
|----------------------|-------|----------------------|----------------------|--------------------|------------------|-------|-----|-----------|--------------------------|-----------------------------------|----|-----------|------------|
|                      |       |                      |                      |                    |                  | High  | Low |           |                          |                                   |    |           |            |
| DDYLE DANE BERNBACH  | DOYL  | D                    | 12 1/2               | 13 1/4             | -                | 3/4   | -   | 5.66      | 23 1/2                   | 12                                | 6  | 1,910     | 23,875     |
| ELKINS INSTITUTE**   | ELKN  | D                    | 5/8                  | 1/2                | +                | 1/8   | +   | 25.00     | 1 1/4                    | 1/2                               |    | 1,664     | 1,040      |
| FOOTE CONE & BELDING | FCB   | N                    | 10 7/8               | 10 1/2             | +                | 3/8   | +   | 3.57      | 13 3/8                   | 8 1/8                             | 11 | 2,129     | 23,152     |
| CLINTON E. FRANK     |       | O                    |                      |                    |                  |       |     | .00       | 11 1/2                   | 5                                 | 10 | 720       | 7,470      |
| GREY ADVERTISING     | GREY  | O                    | 9 3/4                | 10 1/2             | -                | 3/4   | -   | 7.14      | 17 1/4                   | 8 1/4                             | 5  | 1,263     | 12,314     |
| INTERPUBLIC GROUP    | IPG   | N                    | 14 5/8               | 15 1/4             | -                | 5/8   | -   | 4.09      | 25 3/8                   | 12 1/8                            | 5  | 2,464     | 36,036     |
| MARVIN JOSEPHSON     | MRVN  | O                    | 14 3/4               | 13 1/2             | +                | 1 1/4 | +   | 9.25      | 18 1/2                   | 8                                 | 11 | 1,085     | 16,003     |
| MCCAFFREY & MCCALL   |       | O                    | 7 1/4                | 7 1/2              | -                | 1/4   | -   | 3.33      | 10 3/4                   | 6 3/4                             | 4  | 585       | 4,241      |
| MCI COMMUNICATIONS+  | MCIC  | O                    | 7                    | 7 5/8              | -                | 5/8   | -   | 8.19      | 8 7/8                    | 4 5/8                             |    | 12,825    | 89,775     |
| MOVIELAB**           | MDV   | A                    | 1 3/8                | 1 1/4              | +                | 1/8   | +   | 10.00     | 1 7/8                    | 1 1/8                             |    | 1,407     | 1,934      |
| MPD VIDEOTRONICS**   | MPO   | A                    | 2 5/8                | 2 3/4              | -                | 1/8   | -   | 4.54      | 4 7/8                    | 2                                 |    | 540       | 1,417      |
| NEEHAM, HARPER       | NDHMA | O                    | 8 3/4                | 8 3/4              |                  |       |     | .00       | 26 1/4                   | 8 1/2                             | 4  | 916       | 8,015      |
| A. C. NIELSEN        | NIELB | O                    | 33 3/8               | 34 1/2             | -                | 1 1/8 | -   | 3.26      | 40 1/2                   | 29 1/2                            | 31 | 10,598    | 353,708    |
| OGILVY & MATHER      | DGIL  | O                    | 23                   | 24 1/4             | -                | 1 1/4 | -   | 5.15      | 32 1/2                   | 14 1/2                            | 9  | 1,777     | 40,871     |
| PKL CO.              | PKL   | O                    | 7/8                  | 1 1/4              | -                | 3/8   | -   | 30.00     | 2 5/8                    | 3/4                               | 1  | 818       | 715        |
| J. WALTER THOMPSON   | JWT   | N                    | 13                   | 13 3/4             | -                | 3/4   | -   | 5.45      | 24 3/4                   | 12 3/4                            | 6  | 2,635     | 34,255     |
| UNIVERSAL COMM.*     |       | O                    | 2 3/4                | 2 3/4              |                  |       |     | .00       | 12 1/4                   | 2                                 | 5  | 715       | 1,966      |
| WELLS, RICH, GREENE  | WRG   | N                    | 11 1/2               | 12 1/4             | -                | 3/4   | -   | 6.12      | 21 1/8                   | 9 1/2                             | 6  | 1,568     | 18,032     |
| <b>Electronics</b>   |       |                      |                      |                    |                  |       |     |           | TOTAL                    |                                   |    | 59,752    | 1,208,390  |
| ADMIRAL              | ADL   | N                    | 13 5/8               | 14 1/8             | -                | 1/2   | -   | 3.53      | 18                       | 7 1/4                             | 6  | 5,817     | 79,256     |
| AMPEX                | APX   | N                    | 4 3/4                | 4 7/8              | -                | 1/8   | -   | 2.56      | 6 7/8                    | 3 1/4                             | 11 | 10,878    | 51,670     |
| CCA ELECTRONICS      | CCAE  | O                    | 1                    | 1                  |                  |       |     | .00       | 3                        | 1                                 | 2  | 881       | 881        |
| COLLINS RADIO        | CRI   | N                    | 24 5/8               | 24 3/4             | -                | 1/8   | -   | .50       | 25 7/8                   | 15 1/4                            | 17 | 2,968     | 73,087     |
| COMPUTER EQUIPMENT   | CEC   | A                    | 2                    | 2                  |                  |       |     | .00       | 2 7/8                    | 1 7/8                             | 13 | 2,366     | 4,732      |
| CONRAC               | CAX   | N                    | 18 7/8               | 20 1/4             | -                | 1 3/8 | -   | 6.79      | 31 7/8                   | 14 1/4                            | 10 | 1,261     | 23,801     |
| GENERAL ELECTRIC     | GE    | N                    | 65 3/8               | 67 1/2             | -                | 2 1/8 | -   | 3.14      | 75 7/8                   | 55                                | 21 | 182,348   | 11,921,000 |
| HARRIS-INTERTYPE     | HI    | N                    | 38 1/2               | 39 1/2             | -                | 1     | -   | 2.53      | 49 1/4                   | 24 1/2                            | 15 | 6,227     | 239,739    |
| INTERNATIONAL VIDEO  | IVCP  | O                    | 6 3/4                | 7 1/4              | -                | 1/2   | -   | 6.89      | 14 3/4                   | 5 3/4                             | 12 | 2,745     | 18,528     |
| MAGNAVOX             | MAG   | N                    | 9 5/8                | 9 3/4              | -                | 1/8   | -   | 1.28      | 29 5/8                   | 8 5/8                             | 13 | 17,806    | 171,382    |
| 3M                   | MMM   | N                    | 86 1/2               | 88 7/8             | -                | 2 3/8 | -   | 2.67      | 90 1/2                   | 76 1/4                            | 36 | 113,051   | 9,778,911  |
| MOTOROLA             | MDT   | N                    | 61 3/4               | 62 3/4             | -                | 1     | -   | 1.59      | 67 3/8                   | 41 1/4                            | 25 | 27,740    | 1,712,945  |
| OAK INDUSTRIES       | DEN   | N                    | 15 1/4               | 16                 | -                | 3/4   | -   | 4.68      | 20 1/2                   | 10 3/4                            | 7  | 1,639     | 24,994     |
| RCA                  | RCA   | N                    | 24 1/2               | 25 5/8             | -                | 1 1/8 | -   | 4.39      | 39 1/8                   | 22 1/8                            | 11 | 74,531    | 1,826,009  |
| RSC INDUSTRIES       | RSC   | A                    | 2 1/8                | 2 1/4              | -                | 1/8   | -   | 5.55      | 2 1/4                    | 1 3/8                             | 15 | 3,458     | 7,348      |
| SONY CORP.           | SNE   | N                    | 38 7/8               | 38 1/4             | +                | 5/8   | +   | 1.63      | 57 1/4                   | 38 1/4                            | 34 | 66,250    | 2,575,468  |
| TEKTRONIX            | TEK   | N                    | 51 1/8               | 51 1/4             | -                | 1/8   | -   | .24       | 53 7/8                   | 29 7/8                            | 24 | 8,185     | 418,458    |
| TELEVISION**         | TIMT  | O                    | 2 1/2                | 2 1/2              |                  |       |     | .00       | 4 3/4                    | 2 3/8                             |    | 1,050     | 2,625      |
| TELEPRO INDUSTRIES   |       | O                    | 3/4                  | 3/4                |                  |       |     | .00       | 2 1/2                    | 3/4                               | 5  | 1,717     | 1,287      |
| WESTINGHOUSE         | WX    | N                    | 31 1/2               | 31 7/8             | -                | 3/8   | -   | 1.17      | 47 3/8                   | 31 1/8                            | 14 | 88,595    | 2,790,742  |
| ZENITH               | ZE    | N                    | 35 1/4               | 36 1/4             | -                | 1     | -   | 2.75      | 56                       | 32 1/8                            | 12 | 19,043    | 671,265    |
| <b>Electronics</b>   |       |                      |                      |                    |                  |       |     |           | TOTAL                    |                                   |    | 638,556   | 32,394,128 |
| <b>GRAND TOTAL</b>   |       |                      |                      |                    |                  |       |     |           |                          |                                   |    | 1,364,308 | 50,239,721 |

Standard & Poor's Industrial Average

121.72 123.65 -1.93

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. Earning  
figures are exclusive of extraordinary  
gains or losses.

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

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

| Company  | Period     | Revenues      | Change  | CURRENT AND CHANGE |         |           | YEAR EARLIER  |             |           |
|--|------------|---------------|---------|--------------------|---------|-----------|---------------|-------------|-----------|
|  |            |               |         | Net Income         | Change  | Per Share | Revenues      | Net Income  | Per Share |
| Interpublic Group of Companies ...               | 9 mo. 9/30 | 693,997,000   | + 7.9%  | 5,225,000          | +49.4%  | 2.07      | 643,237,000   | 3,498,000   | 1.31      |
| Meredith Corp. ....                              | 3 mo. 9/30 | 33,971,000    | + 0.4%  | 1,203,000          | -14.6%  | .42       | 33,836,000    | 1,408,000   | .52       |
| Oak Industries Inc. ....                         | 9 mo. 9/30 | 85,708,114    | + 19.4% | 3,434,575          | +82.5%  | 1.94      | 71,787,711    | 1,882,220   | .99       |
| Teletape Corp. ....                              | year 6/30  | 6,855,879     | + 33.7% | 301,701            | *       | .14       | 5,126,510     | (1,405,859) | (.64)     |
| Marvin Josephson Associates Inc. ...             | 3 mo. 9/30 | 2,975,300     | + 15.6% | 330,300            | +28.2%  | .32       | 2,574,000     | 257,600     | .25       |
| PSA Inc. ....                                    | 9 mo. 9/30 | 93,125,000    | + 12.7% | 843,000            | *       | .23       | 82,615,000    | 5,144,000   | 1.20      |
| Scientific-Atlanta Inc. ....                     | 3 mo. 9/30 | 6,080,000     | + 48.8% | 213,000            | +53.2%  | .23       | 4,085,000     | 139,000     | .15       |
| Transamerica Corp. ....                          | 9 mo. 9/30 | 1,540,059,000 | + 7.2%  | 62,720,000         | + 4.3%  | 1.04      | 1,436,316,000 | 60,112,000  | .99       |
| Rollins Inc. ....                                | 3 mo. 9/30 | 45,036,164    | + 19.3% | 2,871,582          | +15.1%  | .22       | 37,734,459    | 2,494,467   | .19       |
| Filmways Inc. ....                               | year 8/31  | 54,756,000    | + 1.0%  | 1,106,000          | *       | .50       | 54,186,000    | (2,875,000) | 1.70      |
| Twentieth Century-Fox Film Corp. <sup>1</sup> .. | 9 mo. 9/29 | 190,382,000   | + 32.7% | 10,015,000         | +65.3%  | 1.17      | 143,473,000   | 6,057,000   | .71       |
| Cablecom-General Inc. ....                       | 9 mo. 8/31 | 15,379,385    | + 5.6%  | (1,592,848)        | *       | (.63)     | 14,561,399    | 866,013     | .35       |
| Kingslip Inc. ....                               | year 9/30  | 23,712,447    | + 33.9% | 1,340,158          | +20.0%  | 1.16      | 17,713,971    | 1,116,946   | 1.00      |
| Admiral Corp. ....                               | 9 mo. 9/30 | 382,732,000   | + 10.9% | 9,910,000          | +12.4%  | 1.70      | 345,026,000   | 8,817,000   | 1.67      |
| Combined Communications Corp. ...                | 9 mo. 9/30 | 75,927,625    | + 89.4% | 3,508,109          | +32.5%  | 1.72      | 40,085,669    | 2,646,786   | .78       |
| LIN Broadcasting Corp. ....                      | 9 mo. 9/30 | 16,412,123    | + 6.1%  | 2,065,763          | -32.5%  | .89       | 15,465,072    | 3,060,357   | 1.31      |
| Storer Broadcasting Co. <sup>2</sup> ....        | 9 mo. 9/30 | 60,816,000    | + 3.3%  | 6,255,000          | -10.9%  | 1.32      | 58,861,000    | 7,018,000   | 1.47      |
| Harris-Intertype Corp. ....                      | 3 mo. 9/30 | 109,484,000   | + 25.4% | 4,359,000          | +24.4%  | .70       | 87,331,000    | 3,505,000   | .55       |
| A. C. Nielsen Co. ....                           | year 8/31  | 148,734,853   | + 16.4% | 12,007,228         | + 22.4% | 1.13      | 127,731,345   | 9,810,653   | .93       |
| Magnavox Co. ....                                | 9 mo. 9/30 | 440,323,000   | - 8.0%  | 5,077,000          | -323.9% | .29       | 478,783,000   | 15,672,000  | .89       |

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

<sup>1</sup> Television program sales contributed \$16,151,000 to revenues in 1973 period;

\$19,952,000 in 1972 period (which ended Sept. 23).

<sup>2</sup> Net income is before special credits of \$2,414,000 in 1973 period and \$13,289,000 in 1972 period.

# The Broadcasting Playlist™ Nov 5

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 an upward movement of 10 or more chart positions over the previous week.

| Over-all rank | Last week | This week | Title (length)<br>Artist—label  | Rank by day parts |        |      |       |
|---------------|-----------|-----------|---|-------------------|--------|------|-------|
|               |           |           |   | 6-10a             | 10a-3p | 3-7p | 7-12p |
| 2             | 1         | 1         | Half Breed (2:42)<br>Cher—MCA   | 1                 | 5      | 1    | 1     |
| 1             | 2         | 2         | Angie (4:30)<br>Rolling Stones—Rolling Stones                               | 2                 | 3      | 3    | 2     |
| 6             | 3         | 3         | Midnight Train to Georgia (3:55)<br>Gladys Knight & the Pips—Buddah         | 3                 | 1      | 4    | 5     |
| 5             | 4         | 4         | Keep on Truckin' (3:21)<br>Eddie Kendricks—Tamia                            | 7                 | 4      | 2    | 4     |
| 11            | 5         | 5         | Photograph (3:59)<br>Ringo Starr—Apple                                      | 4                 | 2      | 6    | 3     |
| 7             | 6         | 6         | Heartbeat, It's a Love Beat (2:59)<br>DeFranco Family—20th Century          | 6                 | 6      | 5    | 6     |
| 3             | 7         | 7         | Ramblin' Man (3:36)<br>Allman Brothers—Capricorn                            | 5                 | 7      | 7    | 9     |
| 17            | 8         | 8         | Top of the World (2:56)<br>Carpenters—A & M                                 | 9                 | 9      | 9    | 8     |
| 13            | 9         | 9         | Just You 'n' Me (3:44)<br>Chicago—Columbia                                  | 8                 | 11     | 11   | 7     |
| 10            | 10        | 10        | Paper Roses (2:39)<br>Marie Osmond—MGM                                      | 11                | 10     | 8    | 12    |
| 8             | 11        | 11        | All I Know (3:48)<br>Art Garfunkel—Columbia                                 | 10                | 8      | 10   | 10    |
| 20            | 12        | 12        | I Got a Name (3:09)<br>Jim Croce—ABC/Dunhill                                | 13                | 13     | 12   | 16    |
| 9             | 13        | 13        | That Lady (3:09)<br>Isley Brothers—T-Neck                                   | 12                | 17     | 13   | 13    |
| 4             | 14        | 14        | Higher Ground (3:10)<br>Stevie Wonder—Tamia                                 | 15                | 14     | 14   | 15    |
| 18            | 15        | 15        | Space Race (3:21)<br>Billy Preston—A & M                                    | 16                | 12     | 16   | 11    |
| 21            | 16        | 16        | Knockin' on Heaven's Door (2:28)<br>Bob Dylan—Columbia                      | 14                | 18     | 15   | 17    |
| 15            | 17        | 17        | Yes We Can Can (3:55)<br>Pointer Sisters—Blue Thumb                         | 17                | 15     | 17   | 14    |
| 16            | 18        | 18        | We're an American Band (3:25)<br>Grand Funk—Capitol                         | 21                | 19     | 18   | 19    |
| 12            | 19        | 19        | Let's Get It On (3:58)<br>Marvin Gaye—Tamia                                 | 19                | 16     | 21   | 18    |
| 14            | 20        | 20        | Loves Me Like a Rock (3:32)<br>Paul Simon—Columbia                          | 18                | 20     | 19   | 20    |
| 24            | 21        | 21        | We May Never Pass This Way Again (3:50)<br>Seals & Crofts—Warner Brothers   | 20                | 22     | 20   | 21    |
| 26            | 22        | 22        | Hello It's Me (3:27)<br>Todd Rundgren—Bearsville                            | 23                | 23     | 24   | 23    |
| 37            | 23        | 23        | The Love I Lost (3:39)<br>Harold Melvin & the Bluenotes—Philadelphia Int'l. | 26                | 21     | 23   | 25    |
| 31            | 24        | 24        | Free Ride (3:05)<br>Edgar Winter Group—Epic                                 | 28                | 29     | 22   | 22    |
| 29            | 25        | 25        | Let Me In (3:38)<br>Osmonds—MGM   | 25                | 26     | 28   | 24    |
| 39            | 26        | 26        | Goodbye Yellow Brick Road<br>Elton John—MCA                                 | 29                | 27     | 25   | 26    |
| 33            | 27        | 27        | Ooh Baby (3:14)<br>Gilbert O'Sullivan—Mam                                   | 22                | 28     | 27   | 31    |
| 23            | 28        | 28        | Summer (The First Time) (4:37)<br>Bobby Goldsboro—United Artists            | 24                | 24     | 29   | 30    |
| 25            | 29        | 29        | You're a Special Part of Me (3:15)<br>Diana Ross & Marvin Gaye—Motown       | 27                | 25     | 26   | 29    |
| 19            | 30        | 30        | My Maria (2:32)<br>B. W. Stevenson—RCA                                      | 30                | 30     | 32   | 33    |
| 27            | 31        | 31        | China Grove (3:14)<br>Doobie Brothers—Warner Brothers                       | 40                | 31     | 31   | 27    |
| 28            | 32        | 32        | Jesse (4:00)<br>Roberta Flack—Atlantic                                      | 31                | 32     | 33   | 36    |
| 32            | 33        | 33        | Rocky Mountain Way (3:39)<br>Joe Walsh—ABC/Dunhill                          | 39                | 41     | 30   | 28    |
| 40            | 34        | 34        | Let Me Serenade You<br>Three Dog Night—ABC/Dunhill                          | 33                | 33     | 34   | 32    |
| 42            | 35        | 35        | Show and Tell (3:28)<br>Al Wilson—Rocky Road                                | 34                | 35     | 36   | 37    |
| 36            | 36        | 36        | The Most Beautiful Girl (2:42)<br>Charlie Rich—Epic                         | 32                | 36     | 39   | 41    |
| —             | 37        | 37        | Leave Me Alone (Ruby Red Dress) (3:26)<br>Helen Reddy—Capitol               | 38                | 34     | 38   | 39    |
| —             | 38        | 38        | Smokin' in the Boys' Room (2:57)<br>Brownsville Station—Big Tree            | 48                | 47     | 37   | 35    |
| 41            | 39        | 39        | Jimmy Loves Maryann (3:25)<br>Looking Glass—Epic                            | 37                | 37     | 41   | 38    |
| 45            | 40        | 40        | Basketball Jones (4:04)<br>Cheech & Chong—Ode                               | 67                | 49     | 35   | 34    |
| —             | 41        | 41        | Who's in the Strawberry Patch with Sally (2:23)<br>Dawn—Bell                | 35                | 38     | 40   | 46    |

| Over-all rank | Last week | This week | Title (length)<br>Artist—label                                     | Rank by day parts |        |      |       |
|---------------|-----------|-----------|--|-------------------|--------|------|-------|
|               |           |           |  | 6-10a             | 10a-3p | 3-7p | 7-12p |
| 53            | 42        | 42        | Sister James (2:53)<br>Nino Tempo & The Fifth Avenue Sax—A&M       | 44                | 40     | 43   | 40    |
| 47            | 43        | 43        | Painted Ladies (3:30)<br>Ian Thomas—Janus                          | 45                | 39     | 44   | 43    |
| 30            | 44        | 44        | Delta Dawn (3:08)<br>Helen Reddy—Capitol                           | 36                | 48     | 42   | 51    |
| 35            | 45        | 45        | You Got Me Anyway (2:53)<br>Sutherland Brothers and Quiver—Capitol | 43                | 42     | 48   | 44    |
| —             | 46        | 46        | Last Kiss (2:31)<br>Wednesday—Sussex                               | 49                | 44     | 45   | 45    |
| 54            | 47        | 47        | Sweet Understanding Love (2:59)<br>Four Tops—ABC/Dunhill           | 47                | 46     | 47   | 48    |
| 46            | 48        | 48        | Be (3:52)<br>Neil Diamond—Columbia                                 | 42                | 50     | 52   | 56    |
| —             | 49        | 49        | Come Get To This (2:40)<br>Marvin Gaye—Tamia                       | 66                | 43     | 54   | 42    |
| 34            | 50        | 50        | In the Midnight Hour (3:14)<br>Cross Country—Atco                  | 46                | 52     | 51   | 53    |
| 64            | 51        | 51        | Sail Around the World (3:14)<br>David Gates—Elektra                | 53                | 45     | 59   | 54    |
| 44            | 52        | 52        | D'yer Mak'er (3:15)<br>Led Zeppelin—Atlantic                       | 60                | 55     | 49   | 47    |
| 43            | 53        | 53        | Dream On (3:25)<br>Aerosmith—Columbia                              | 50                | 53     | 55   | 52    |
| 48            | 54        | 54        | Touch Me in the Morning (3:51)<br>Diana Ross—Motown                | 51                | 59     | 53   | 57    |
| 22            | 55        | 55        | My Sweet Gypsy Rose (2:51)<br>Dawn—Bell                            | 41                | 54     | 60   | 71    |
| 51            | 56        | 56        | Nutbush City Limits (2:57)<br>Ike and Tina Turner—United Artists   | 73                | 70     | 46   | 50    |
| 59            | 57        | 57        | Such a Night (2:55)<br>Dr. John—Atco                               | 55                | 56     | 61   | 55    |
| 38            | 58        | 58        | Brother Louie (3:55)<br>Stories—Kama Sutra                         | 65                | 58     | 50   | 63    |
| 63            | 59        | 59        | There Ain't No Way (3:14)<br>Lobo—Big Tree                         | 54                | 61     | 57   | 68    |
| 52            | 60        | 60        | Rockin' Roll Baby (3:15)<br>Stylistics—Avco                        | 57                | 62     | 62   | 60    |
| 68            | 61        | 61        | You've Never Been This Far Before (2:56)<br>Conway Twitty—MCA      | 56                | 60     | 68   | 65    |
| —             | 62        | 62        | The Joker (3:36)<br>Steve Miller Band—Capitol                      | 70                | 57     | 64   | 59    |
| 75            | 63        | 63        | Time in a Bottle (2:24)<br>Jim Croce—ABC/Dunhill                   | *                 | *      | 56   | 49    |
| 60            | 64        | 64        | My Music (3:04)<br>Loggins & Messina—Columbia                      | 59                | 64     | 70   | 62    |
| 55            | 65        | 65        | Corazon (3:56)<br>Carole King—Ode                                  | 63                | 63     | 65   | 66    |
| 69            | 66        | 66        | Spiders & Snakes (3:03)<br>Jim Stafford—MGM                        | 61                | 67     | 63   | 64    |
| —             | 67        | 67        | Tell Her She's Lovely (3:50)<br>El Chicano—MCA                     | *                 | 65     | 58   | 58    |
| 67            | 68        | 68        | Woman from Tokyo (2:56)<br>Deep Purple—Warner Brothers             | 74                | 66     | 66   | 61    |
| 57            | 69        | 69        | Check It Out (3:25)<br>Tavares—Capitol                             | 58                | 69     | 71   | 73    |
| 74            | 70        | 70        | Mammy Blue (3:41)<br>Stories—Kama Sutra                            | 64                | 75     | 67   | 72    |
| 71            | 71        | 71        | I'm Coming Home (3:15)<br>Johnny Mathis—Columbia                   | 62                | 51     | *    | *     |
| 61            | 72        | 72        | Ashes to Ashes (3:30)<br>Fifth Dimension—Bell                      | 72                | 68     | 73   | *     |
| 66            | 73        | 73        | Loving Arms (2:50)<br>Dobie Gray—MCA                               | 69                | 74     | *    | *     |
| —             | 74        | 74        | Life Ain't Easy (2:43)<br>Dr. Hook and the Medicine Show—Columbia  | 71                | 71     | *    | 74    |
| 58            | 75        | 75        | Rock and Roll (4:20)<br>Kevin Johnson—Mainstream                   | 75                | 72     | 72   | *     |

\* Asterisk indicates rank below *Broadcasting's* statistical cut off.

**Alphabetical list (with this week's over-all rank):**  
 All I Know (11), Angie (2), Ashes to Ashes (72), Basketball Jones (40), Be (48), Brother Louie (59), Check It Out (69), China Grove (31), Come Get To This (49), Corazon (65), D'yer Mak'er (52), Delta Dawn (44), Dream On (53), Free Ride (24), Goodbye Yellow Brick Road (28), Half Breed (1), Heartbeat, It's a Love Beat (6), Hello It's Me (22), Higher Ground (14), I Got a Name (12), I'm Coming Home (71), In the Midnight Hour (50), Jesse (32), Jimmy Loves Maryann (39), The Joker (62), Just You 'n' Me (9), Keep on Truckin' (4), Knockin' on Heaven's Door (18), Last Kiss (46), Leave Me Alone (Ruby Red Dress) (37), Let Me In (25), Let Me Serenade You (34), Let's Get It On (19), Life Ain't Easy (74), The Love I Lost (23), Loves Me Like a Rock (20), Loving Arms (73), Mammy Blue (70), Midnight Train to Georgia (3), The Most Beautiful Girl (36), My Maria (30), My Music (64), My Sweet Gypsy Rose (55), Nutbush City Limits (56), Ooh Baby (27), Painted Ladies (43), Paper Roses (10), Photograph (5), Ramblin' Man (7), Rock and Roll (75), Rockin' Roll Baby (60), Rocky Mountain Way (33), Sail Around the World (51), Show and Tell (35), Sister James (42), Smokin' in the Boys Room (38), Space Race (15), Spiders & Snakes (66), Such a Night (57), Summer (The First Time) (28), Sweet Understanding Love (47), Tell Her She's Lovely (67), That Lady (13), There Ain't No Way (59), Time in a Bottle (63), Top of the World (8), Touch Me in the Morning (54), We May Never Pass This Way Again (21), We're an American Band (18), Who's in the Strawberry Patch with Sally (41), Woman from Tokyo (68), Yes We Can Can (17), You Got Me Anyway (45), You're a Special Part of Me (29), You've Never Been This Far Before (61).

# Hip. hip. hooray!

Winners of the BMI 1973 Country Music Achievement Awards  
The most performed Country songs April 1, 1972 to March 31, 1973

- ALABAMA WILD MAN  
Jerry Reed  
Vector Music
- ALL THE LONELY WOMEN IN THE WORLD  
Bill Anderson  
Stallion Music, Inc.
- ALWAYS ON MY MIND  
Wayne Carson Thompson  
Mark James  
Johnny Christopher  
Press Music Co., Inc.  
Rose Bridge Music, Inc.
- ANY OLE WIND THAT BLOWS  
Dick Feller  
House of Cash, Inc.
- BE MY BABY  
Phil Spector  
Elkie Greenwich  
Jeff Barry  
Hudson Bay Music Co.  
Mother Bertha Music, Inc.
- BORROWED ANGEL  
Mel Street  
Leviss Music, Inc.
- BY THE TIME I GET TO PHOENIX  
Jim Webb  
Dramatis Music Corp.
- CHANTILLY LACE  
J. P. Richardson  
Glad Music Co.
- CLASS OF '57  
Harold Reid  
Don Reid  
House of Cash, Inc.
- DO YOU REMEMBER THESE  
Don Reid  
Harold Reid  
Larry Lee  
House of Cash, Inc.
- DON'T SHE LOOK GOOD  
Jerry Chesnut  
Passkey Music, Inc.
- DREAM ME HOME  
Mac Davis  
Screen Gems Columbia Music, Inc.
- EASY LOVING  
Freddie Hart  
Blue Book Music
- ELEVEN ROSES  
Lamar Morris  
Darrell McCall  
Hank Williams Jr. Music, Inc.
- EVERYBODY'S REACHING OUT FOR SOMEONE  
Dickey Lee  
Allen Reynolds  
Jack Music, Inc.
- EVERYTHING IS BEAUTIFUL  
Ray Stevens  
Ahab Music Co., Inc.
- FOOL ME  
Joe South  
Lowery Music Co., Inc.
- FOR THE GOOD TIMES  
Kris Kristofferson  
Buckhorn Music Publishing, Inc.
- FUNNY FACE  
Donna Fargo  
Algee Music Corp.  
Prima-Donna Music Co.
- GENTLE ON MY MIND  
John Hartford  
Gleser Publications, Inc.
- GOOD THINGS  
Billy Sherrill  
Norris Wilson  
Carmol Taylor  
Algee Music Corp.
- GOOD TIME CHARLIE'S GOT THE BLUES  
Danny O'Keefe  
Cottillon Music, Inc.  
Road Canon Music
- GOT THE ALL OVERS FOR YOU (ALL OVER ME)  
Freddie Hart  
Blue Book Music
- GRANDMA HARP  
Merle Haggard  
Blue Book Music
- THE HAPPIEST GIRL IN THE WHOLE U.S.A.  
Donna Fargo  
Algee Music Corp.  
Prima-Donna Music Co.
- HELP ME MAKE IT THROUGH THE NIGHT  
Kris Kristofferson  
Combine Music Corp.
- HERE I AM AGAIN  
Shel Silverstein  
Evil Eye Music, Inc.
- HOT ROD LINCOLN  
Charles Ryan  
W. S. Stevenson  
Four Star Music Co., Inc.
- I AIN'T NEVER  
Mel Tillis  
Webb Pierce  
Cedarwood Publishing Co., Inc.
- I CAN'T STOP LOVING YOU  
Don Gibson  
Acuff-Rose Publications, Inc.
- I STARTED LOVING YOU AGAIN  
Merle Haggard  
Bonnie Owens  
Blue Book Music
- I TAKE IT ON HOME  
Kenny O'Dell  
House of Gold Music, Inc.
- I WILL NEVER PASS THIS WAY AGAIN  
Ron Gaylord  
Vegas Music International, Inc.
- I WONDER IF THEY EVER THINK OF ME  
Merle Haggard  
Blue Book Music
- IF IT AIN'T LOVE (LET'S LEAVE IT ALONE)  
Dallas Frazier  
Blue Crest Music, Inc.
- IF YOU TOUCH ME (YOU'VE GOT TO LOVE ME)  
Carmol Taylor  
Joe Stampley  
Norris Wilson  
Al Gallico Music Corp.  
Algee Music Corp.
- I'M SO LONESOME I COULD CRY  
Hank Williams  
Fred Rose Music, Inc.
- IT'S GONNA TAKE  
A LITTLE BIT LONGER  
Ben Peters  
Pigem Music Publishing Co., Inc.
- IT'S NOT LOVE (BUT IT'S NOT BAD)  
Glenn Martin  
Hank Cochran  
Tree Publishing Co., Inc.
- I'VE FOUND SOMEONE OF MY OWN  
Frank Robinson  
Run-A-Muck Music
- I'VE GOT TO HAVE YOU  
Kris Kristofferson  
Buckhorn Music Publishing, Inc.
- JAMBALAYA (ON THE BAYOU)  
Hank Williams  
Fred Rose Music, Inc.
- THE JAMESTOWN FERRY  
Mack Vickery  
Bobby Gorchers  
Tree Publishing Co., Inc.
- JUST FOR WHAT I AM  
Dallas Frazier  
A. L. (Doodle) Owens  
Blue Crest Music, Inc.  
Hill and Range Songs, Inc.
- KATE  
Marty Robbins  
Meripose Music, Inc.
- KEEP ME IN MIND  
Glenn Sutton  
George Richey  
Flagship Music, Inc.
- THE KEY'S IN THE MAILBOX  
Hartan Howard  
Fort Knox Music Co.
- KISS AN ANGEL GOOD MORNIN'  
Ben Peters
- LET'S ALL GO DOWN TO THE RIVER  
Earl Montgomery  
Sue Richards  
Altem Music Corp.
- LONELY WOMEN MAKE GOOD LOVERS  
Freddy Weller  
Spooners Oldham  
Young World Music  
Equinox Music
- LONESOME 7-7203  
Justin Tubb  
Cedarwood Publishing Co., Inc.
- THE LONESOMEST LONESOME  
Mac Davis  
Screen Gems-Columbia Music, Inc.
- LOOKING BACK TO SEE  
Jim Ed Brown  
Maxine Brown  
Dandelion Music Co.
- THE LORD KNOWS I'M DRINKING  
Bill Anderson  
Stallion Music, Inc.
- LOST HER LOVE ON OUR LAST DATE  
Floyd Cramer  
Conway Twitty  
Acuff-Rose Publications, Inc.
- LOVE IS THE LOOK YOU'RE LOOKING FOR  
Rose L. Maphis  
Neely's Bend Music, Inc.
- LOVING YOU COULD NEVER BE BETTER  
Charlene Montgomery  
Earl Montgomery  
Betty Tate  
Altem Music Corp.
- MADE IN JAPAN  
Bob Morris  
Faye Morris  
Blue Book Music
- MANHATTAN KANSAS  
Joe Allen  
Tree Publishing Co., Inc.
- ME AND JESUS  
Tom T. Hall  
Haltnote Music
- MISSING YOU  
Red Sovine  
Dale E. Noe  
Hill and Range Songs, Inc.
- MY HEART HAS A MIND OF ITS OWN  
Howard Greenfield  
Jack Keller  
Mandan Music Corp.  
Screen Gems-Columbia Music, Inc.
- MY MAN  
Norris Wilson  
Billy Sherrill  
Carmol Taylor  
Algee Music Corp.
- NEON ROSE  
Gayle Barnhill  
Rory Bourke  
Brougham Hall Music, Inc.  
Window Music Publishing Co., Inc.
- OKLAHOMA SUNDAY MORNING  
Tony Macaulay (PRS)  
Albert Louie Hammond (PRS)  
Michael Edward Hazelwood (PRS)  
Kenwood Music, Inc.  
Gene Campbell Music, Inc.  
Co-publisher in dispute
- OLD DOGS—CHILDREN AND WATERMELON WINE  
Tom T. Hall  
Haltnote Music
- ONEY  
Jerry Chesnut  
Passkey Music, Inc.
- PASS ME BY (IF YOU'RE ONLY PASSING THROUGH)  
Hilman Hall  
Haltnote Music
- A PERFECT MATCH  
Ben Peters  
Glenn Sutton  
Flagship Music, Inc.  
Algee Music Corp.
- A PICTURE OF ME (WITHOUT YOU)  
George Richey  
Norris Wilson  
Al Gallico Music Corp.  
Algee Music Corp.
- PRETEND I NEVER HAPPENED  
Willie Nelson  
Willie Nelson Music, Inc.
- RATED X  
Loretta Lynn  
Sure-Fire Music Co., Inc.
- REACH OUT YOUR HAND AND TOUCH SOMEBODY  
Billy Sherrill  
Tammy Wynette  
Algee Music Corp.  
Altem Music Corp.
- RELEASE ME  
Eddie Miller  
W. S. Stevenson  
Four Star Music Co., Inc.
- RHYTHM OF THE RAIN  
John Gummoe  
Warner-Tamerlane Publishing Corp.
- THE ROADMASTER  
Freddy Weller  
Spooners Oldham  
Young World Music  
Equinox Music
- (I Never Promised You A) ROSE GARDEN  
Joe South  
Lowery Music Co., Inc.
- SEPARATE WAYS  
Bobby West  
Richard Mainegra  
Press Music Co., Inc.
- SHE LOVES ME RIGHT OUT OF MY MIND  
Freddy Weller  
Spooners Oldham  
Young World Music  
Equinox Music
- SHES TOO GOOD TO BE TRUE  
Johnny Duncan  
Pigem Music Publishing Co., Inc.
- SHOW ME  
Joe Tex  
Tree Publishing Co., Inc.
- SOFT SWEET AND WARM  
Norris Wilson  
Carmol Taylor  
Algee Music Corp.
- SOUL SONG  
George Richey  
Billy Sherrill  
Norris Wilson  
Algee Music Corp.  
Al Gallico Music Corp.
- SUPERMAN  
Donna Fargo  
Prima-Donna Music Co.  
Algee Music Corp.
- SYLVIA'S MOTHER  
Shel Silverstein  
Evil Eye Music, Inc.
- TEDDY BEAR SONG  
Don Earl  
Nick Nixon  
Champion Music Corp.
- THAT CERTAIN ONE  
Don Reid  
House of Cash, Inc.
- THAT'S WHY I LOVE YOU LIKE I DO  
Jack Morrow  
Beechwood Music Corp.
- THERE'S A PARTY GOIN' ON  
Billy Sherrill  
Glenn Sutton  
Algee Music Corp.  
Flagship Music, Inc.
- THIS MUCH A MAN  
Marty Robbins  
Meripose Music, Inc.
- TIL I GET IT RIGHT  
Red Lane  
Larry Hanley  
Tree Publishing Co., Inc.
- TO GET TO YOU  
Jean Chapel  
Four Star Music Co., Inc.
- TO KNOW HIM IS TO LOVE HIM  
Phil Spector  
Vogue Music, Inc.
- TRACES  
Buddy Bule  
James B. Cobb Jr.  
Emory Gordy Jr.  
Low-Sal, Inc.
- WHITE SILVER SANDS  
Charles Matthews  
Gisdy's Reinhardt  
Sharina Music Co.
- WOMAN (SENSUOUS WOMAN)  
Gary S. Paxton  
Acoustic Music
- YOU TOOK ALL THE RAMBLIN' OUT OF ME  
Jerry Reed  
Vector Music



BROADCAST MUSIC, INC.

## Hill survey of record firms elicits show of clean hands

Some companies, however, suggest steps that Congress might take to get industry more in line

Recording companies responding to a congressional questionnaire unanimously say they are innocent of any illegal promotional practices. The respondents, representing 28% of the recording industry, participated in a survey that was completed last week by the Senate Subcommittee on Copyrights.

Approximately 74 record companies out of the 260 that were sent mailings had responded last week to the questionnaire issued by the subcommittee at the behest of its chairman, Senator John L. McClellan (D-Ark.). But there were some significant stragglers among the nonrespondents. Nine companies that did not answer were members of the Recording Industry Association of America which has previously promised full cooperation with the subcommittee's inquiry. Two prominent non-RIAA members, Stax and Motown Records, were also among

the nonrespondents. But spokesmen for the subcommittee staff said that they believed that those that had not yet answered would do so soon, thereby obviating need for subpoenas.

All 74 respondents said that there was nothing legally or ethically wrong with their promotional practices. But several, especially small, independent companies, used the questionnaire to criticize the stringent playlist policies of top-40 radio stations. One manufacturer suggested that programmers be required by law to submit a complete log of all records a station has played. The reason for the law, the manufacturer said, would be to "spot a song that is being played all day long, and any work that is played on a station more than four times a day is rightly suspect of some illegal operations."

Another small firm suggested that the subcommittee investigate ties between network-owned record companies and network-owned radio stations. Others also slashed at the "tremendous muscle" of large record companies that "keep independents from getting representation on radio stations' playlists."

The information from the questionnaires will be used by the copyright subcommittee in marking up a copyright-revision bill some time early next year. A spokesman said that the subcommittee staff will begin field investigations to verify the data it received last week. Details of the probe have not yet been formulated, but, it was believed, it could begin within three weeks.

An RIAA spokesman said the association had been in contact with the nine member firms which had not yet responded, the most prominent of which was MGM Records. "From the outset," the spokesman said, "RIAA has encouraged its members to cooperate fully with the subcommittee and we continue to do so. We are certain there are reasonable explanations why some replies might be late. We are aware that some companies haven't yet received questionnaires."

Indeed, spokesmen for Stax and Motown said that they had not received questionnaires through the mail. Though members of the subcommittee staff complained that "it was certainly all over the trade press [that the committee was sending out questionnaires], but they seem not to have been sufficiently curious." The subcommittee will supply the two black-owned companies with questionnaires which the companies, in turn, promised to complete.

In other news related to the payola controversy, Pasquale Falcone, talent manager and the man whose activities with employes of Columbia Records indirectly led to the firing of Clive J. Davis as president of CBS/Records Group (BROADCASTING, June 4, et seq.), was sentenced in a Newark, N.J., federal court last week for his part in a heroin-smuggling scheme. Mr. Falcone was given a 10-year prison term and a \$10,000 fine. Francine Berger, another former Columbia Records employe, was acquitted in the same trial.

## Ringo's 'Ringo': almost a Beatles album

All four members of the old group contribute to this new LP, making for rumors of a reunion, recognition for producer Perry

As a result of the new Ringo Starr LP—*Ringo* (Apple)—last week, record producer Richard Perry has unwittingly been catapulted to the ranks of pop-culture hero. Both broadcast and print media have taken to labeling him "the man who reunited the Beatles," but Richard Perry himself doesn't see it quite that way. Even before considering his reluctance to claim this kind of notoriety, the title itself appears moot now.

While it is true that the four ex-Beatles—John Lennon, Paul McCartney, George Harrison and Ringo Starr—have all made musical contributions on one piece of vinyl for the first time since the group disbanded in 1970, only one cut out of the 10 on *Ringo* can boast three of them simultaneously, and none completes the original line-up generally credited with beginning a new era in pop music in 1963. And Mr. Perry has from the start played down his reputed role as superstar peacemaker. "I don't like to discuss the *Ringo* album in terms of a Beatles LP," he insists. "There is no need to, musically."

But *Ringo* is the first new release by an ex-Beatle since rumors of a reconciliation began to snowball when Allen Klein dropped out of the corporate picture (BROADCASTING, April 9). And its cast is enough to renew the power of Beatlemania, ever newsworthy, especially where radio is concerned.

Top 40 programmers initially reacted to the album's release with a flurry of evening mini-specials heralding the event nonetheless. But they have since independently followed Mr. Perry's tone and spirit by concentrating their later play on the already well-established single, "Photograph," many with the disk-jockey tag, "from the new *Ringo* LP." And although tight playlists at Top-40 stations have virtually ended the practice of airing album cuts not released as singles, the strength of a Beatlemania resurgence has led many an MOR format to lean on two in particular—the fanciful "Oh My My" and a nostalgically re-recorded 1960 oldie, "You're Sixteen." (MOR's shift to a more contemporary sound was first precipitated, in large part, by the wide demographic acceptance of the Beatles.) And the more loosely formatted FM rockers have also concurred with that verdict.

It was the same Richard Perry who, a little less than a year ago, caused a top-40/MOR stir by uniting the voice of Rolling Stone Mick Jagger with Carly Simon on her hit, "You're so Vain." This time out, other rock luminaries including Harry Nilsson, T-Rex's Marc Bolan, four of the five members of The Band, Billy Preston and Martha Reeves

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Ringo

join with Messrs. Lennon, McCartney and Harrison in saluting the musical coming-of-age of Ringo. But no one in the cast, least of all the ex-Beatles, are contemplating re-grouping on any permanent basis whatever. According to Mr. Perry, "that was an impossibility from the start."

### Breaking In

**"Come Get to This"**—*Marvin Gaye (Motown)* ■ One of the brightest spots in this year's music has been the revitalization of one of black music's smoothest musicians, Marvin Gaye. "Let's Get It On" was one of the biggest hits of this season and his collaboration with Diana Ross on "You're a Special Part of Me" promises to sell quite a few *Diana and Marvin* albums, released last week. "Come Get to This," the second track from Marvin Gaye's most recent LP, hit the air in major markets all over the country last week.

In a way, his new single is a return to a familiar role for this artist. He is a weaver of moods and rich images. With "Let's Get It On," Marvin Gaye was more straightforward than he had been in a long while. But "Come Get to This" comes back to the spinning wheel. Marvin Gaye may be wandering around top-40 radio for many months to come.

Stations playing "Come Get to This" last week included KLIF(AM) Dallas, WPIX(FM) New York, WIXY(AM) Cleveland, KELP(AM) El Paso, KEWI(AM) Topeka, Kan., and WLIF(AM) Philadelphia.

**"Smokin' In the Boys Room"**—*Brownsville Station (Big Tree)* ■ Brownsville Station is Detroit rock 'n' roll. A logical extension of the Motown sound of the early sixties, a number of white bands have taken on the mantle of soul from now-departed Motown Records (now based in Los Angeles) to come up with a white-noise, high-energy form of rock parochially termed "punk rock." Rare Earth, the Stooges (which now lives on through its leader, Iggy Pop) and the

MC 5 were the forebears of Detroit punk rock. Brownsville Station, from Ann Arbor, Mich., really seems to have designs on keeping this aging school of music alive.

Indeed, heavy-metal, simple-melodied songs are sounding better and better on top 40 this past half-year and Brownsville Station seems to be lucky enough to cash in on it. After many weeks of secondary-market air play, it jumped onto major-market playlists in a big way last week and came onto the "Playlist" as number 38 in its first week (see page 48). Some of the stations playing "Smokin' in the Boys Room" last week: KLIF(AM) Dallas, KILT(AM) Houston, KLIV(AM) San Jose, WHHY(AM) Montgomery, Ala., WDRQ(FM) St. Louis, WMAK(AM) Nashville and KJR(AM) Seattle.

**Tracking the 'Playlist.'** "Half Breed" by Cher pops back up into the number-one spot this week. It had been in that position for the two weeks before last. And this week's chart, though basically inactive, is characterized by the retreats from top positions of records that have been there for some weeks. Marvin Gaye, Paul Simon, B. W. Stevenson and the Isley Brothers all drop dramatically this week while Bob Dylan, Harold Melvin and the Blue Notes, and the Carpenters move up. Only three records break into the top 40 this week: Al Wilson's "Show and Tell" (35), Helen Reddy's "Leave Me Alone (Ruby Red Dress)" (37 and bulleted new) and Brownsville Station's "Smokin' in the Boys Room" (38 and bulleted new) (see "Breaking In" this page). Four other records are bulleted in their first week on the chart. They are Dawn's "Who's in the Strawberry Patch with Sally" (41), Wednesday's "Last Kiss" (46), Marvin Gaye's "Come Get to This" (49) (see "Breaking In" this page) and Steve Miller's "The Joker" (62). Also new to the chart this week is El Chicano's "Tell Her She's Lovely" (67).

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

- A SONG I'D LIKE TO SING, Kris Kristoferson & Rita Coolidge (A&M).
- BLUE COLLAR, Bachman-Turner Overdrive (Mercury).
- COULD YOU EVER LOVE ME AGAIN, Gary and Dave (London).
- DAY THAT CURLY BILLY SHOT CRAZY SAM MCGEE, Hollies (Epic).
- FUNKY STUFF, Kool & the Gang (De-lite).
- IF YOU'RE READY (COME GO WITH ME), Staple Singers (Stax).
- LET ME BE THERE, Olivia Newton-John (MCA).
- LOUIE, Lou Zerato (Atlantic).
- ME AND BABY BROTHER, War (United Artists).
- RAZAMANAZ, Nazareth (A & M).
- REASON TO FEEL, Scuffy Schew (Metro-media).
- STEALIN', Uriah Heep (Warner Bros.).
- TAKE ME TO YOUR HEART, Monkey Meeks (Roxbury).
- TOGETHER (BODY AND SOULIN'), Mission (Paramount).

## Equipment & Engineering

### Rules relaxed for frequency checks

FCC heeds petition of NAB, Rountree to allow up to 40 days

The FCC has modified its rules governing frequency monitors and the maintenance of operating frequencies of broadcast stations by increasing the maximum interval allowed between successive frequency measurements on carrier and sub-carrier frequencies. The interval, which had been 31 days, is now 40.

The rule change was the result of a petition by the National Association of Broadcasters and the consulting engineering firm of J. G. Rountree.

The FCC last August abandoned its requirement of three-hour and daily frequency checks and instead said that frequencies should be checked as often as necessary to insure that they are maintained within the prescribed tolerance, but that the interval between successive checks should not exceed 31 days.

Rountree and the NAB noted that licensees and commercial measuring services usually schedule frequency measurements on a specific day rather than a day of the month. Because of this practice, they suggested that measurements be made at least once each calendar month but that the maximum interval be expanded to 40 days.

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## Technical Briefs

**ITU sets '77 date.** World administrative radio conference will be held in 1977, probably in Geneva, Switzerland, on ways in which 11.7-12.2 ghz band can be shared between broadcast-satellite and terrestrial-fixed and land-mobile users. Decision to hold meeting was made by International Telecommunication Union, in final hours of plenipotentiary conference in Torremolinos, Spain, which ended Oct. 26. Conference on 11.7-12.2 ghz band which is reserved for broadcast satellites and terrestrial-fixed and land-mobile services, was urged by European members, who want way cleared for their implementation of terrestrial services.

**All about AM's.** National Radio Club, nonprofit organization serving long-dis-

tance AM-reception hobby, is offering its *Night Pattern Book*, listing directional night patterns of all U.S. and Canadian AMs using contour scales of 300 and 900 mv/m. Item also pinpoints locations of nondirectional nighttimers and has separate maps for each clear channel. NRC also prints a *Domestic Log* listing stations by both frequency and call letters, and gives information on location, power, network affiliation and operating schedules. Group's *DX News* appears during 30-week peak winter-reception period and contains regular columns and technical receiving features, such as AM loop antennas, now in use by some commercial frequency-monitoring stations. Airmailed *DX News* and NRC membership \$14.00, *Night Pattern Book* and *Domestic Log* \$7.50 each. *National Radio Club, Box 99, Cambridge, Mass. 02138.*

**Baker talks drop-ins.** Senator Howard H. Baker (R-Tenn.) expressed interest last week in prospects of the addition of three additional VHF stations in his home state. The ranking minority member of the Senate Communications Subcommittee, in a news release to Tennessee newspapers, said that he was "interested to learn" of an Office of Telecommunications Policy study asserting that additional VHF channels could be dropped into 66 markets (*Broadcasting*, Oct. 29). "Acting on these recommendations," the senator said, "can provide Tennesseans with greater diversity in television programming." The OTP study says that additional V's could be dropped into Nashville, Knoxville and Memphis.

## Fates & Fortunes®

### Media



**Jerry Chapman**, general manager, WRTV-TV Indianapolis, assigned to additional duties as VP, licensee, McGraw-Hill Broadcasting Co., station group owner.

**Andy Albeck**, VP, United Artists Corp. and United Artists Broadcasting Inc.,

Chapman

appointed president, UA Broadcasting, succeeding Eric Pleskow, named chairman of board. UA Broadcasting's stations include WRIK-TV Ponce, Puerto Rico; WWSH(FM) Philadelphia, and WUAB(TV) Lorain, Ohio.

**Doug Bell**, program director, wsoc-TV Charlotte, N.C., appointed general manager, WCCB-TV there.

**Gary Bookasta**, president, World Showplace Music Inc., radio production and promotion firm, Los Angeles, named acting general manager, KROQ(AM) Los Angeles.

**Andrew Subbiondo**, controller, CBS Radio division, New York, elected VP.

**John O. Flournoy Jr.**, VP-finance, Park Broadcasting Inc., New York, joins non-commercial WETA-FM-TV Washington as controller.

**Keith L. Andre**, formerly VP, Radio Advertising Bureau, Chicago, named VP-general manager, WONT(FM) Oneonta, N.Y.

**Charles Neal**, sportscaster, WRC-TV Washington, joins wdas-AM-FM Philadelphia as operations manager and announcer on AM.

**Steve Rosetta**, formerly with KGMS(AM) and KXOA(FM) Sacramento, Calif., joins KNDE(AM) there as station manager.

**Richard F. DeGrave**, local sales manager, WDAI(FM) Chicago, joins WNUW(FM) Milwaukee as station manager.

**Tom Wayne**, news director, WWTC(AM) Minneapolis, assumes additional duties as operations manager.

**Julian Goodman**, NBC president, named to receive distinguished alumni award of American Association of State Colleges and Universities. He will be second recipient of award; first was late President Lyndon Johnson.

**William F. Fore**, executive director, broadcast and film commission, National Council of Churches of Christ, re-elected chairman, Advisory Committee of National Organizations to Corporation for Public Broadcasting. **John D. Sullivan**, director of communications, National Education Association, elected ACNO vice-chairman. Following were elected to head ACNO subcommittees: **Alice Beeman**, general director, American Association of University Women, programming; **Hyman Bookbinder**, Washington representative of American Jewish Committee, public policy; **Pearl Price**, past president of National Congress of Parents and Teachers, education; **Father Patrick Sullivan**, director of film and broadcast division, U.S. Catholic Conference, membership and nominations; **Margo Tyler**, information director, National 4-H Foundation, community outreach.

**Kenneth L. McDowell**, director of office of minority student affairs, Miami University, Oxford, Ohio, joins WLW(AM)-WLWT(TV) Cincinnati as director of minority affairs.

**Franklin H. Small**, general manager, WNDR(AM) Syracuse, N.Y., appointed director of community relations.

**Charles B. Adams**, sports reporter, Associated Press, New York, joins NBC there as administrator, sports informa-

### Broadcast Advertising



Nugent

VP-treasurer, Texas Broadcasting Corp., named general sales manager, KLBJ-AM-FM Austin, Tex. In addition to KLBJ stations, Texas Broadcasting is partial owner of KWTX Broadcasting Co. (KWTX-AM-TV Waco) which in turn is partial owner of KBTX-TV Bryan, KNAL(AM) Victoria, all Texas, KXII(TV) Ardmore, Okla. and KLFY-TV Lafayette, La.



Greenfield

formerly general sales manager, WJJD-AM-FM Chicago, joins KIKK-AM-FM Pasadena-Houston, Tex., as VP-general sales manager.

**Edward A. McCusker**, general sales manager, WIOQ(FM) Philadelphia, elected VP. **Dick Partridge**, account executive, WIOQ, named national sales manager.

**Anthony Welch**, account executive, CBS Radio Spot Sales, Los Angeles, appointed sales manager, San Francisco office.



Brosseau

regional sales manager, WCSC-TV Charleston, S.C., appointed general sales manager.

**Robert G. Minicus**, VP, Cunningham & Walsh, New York, elected senior VP and creative director.

**Hal Altman**, creative

supervisor, Wells, Rich, Greene, New York, elected VP. Michael Anderson, director of WRG's Hong Kong office, and Anthony Caulfield, director of London office, elected VP's. Others elected VP's at WRG: Robert Cox, creative supervisor/art director; Tom Heck, Robert Kuperman and Robert Wilvers, all art directors; Peter Murphy, creative supervisor/writer; Don Staley, copywriter, and John Thorne and Warren Wiethaupt, both account supervisors.

George G. Walthius, VP-account supervisor on Kraft Foods account, J. Walter Thompson, Chicago, named to head mid-western sales in Radio Advertising Bureau's Chicago office.

Edward A. Bianchi, Raymond V. Dempsey and Forrest D. Long Jr., creative supervisors, Young & Rubicam, New York, elected VP's.

William H. Oberholtzer, VP-media and board member, Leo Burnett, Chicago, appointed VP of media services division.

William Lane and Rein Luik, account supervisors, McCann-Erickson, New York, elected VP's.

Nick Verbitsky, account executive, WCBS-(AM) New York, joins Christal Co., as New York sales manager.

Maria-Luise Busi, accounting administrator, Avco Radio Television Sales, New York, appointed director of finance and administration.

Mel Trauner, director of research, Buckley Radio Sales, New York, elected VP. Samuel L. Hall Jr., sales manager, Buckley's St. Louis office, elected VP.

Harold L. McVeigh, general manager, Needham, Harper & Steers, Dayton, Ohio, elected VP and assistant account director of company's office in Chicago.

Joan Whaley, senior research group head, Dancer-Fitzgerald-Sample, New York, named VP-associate research director.

James T. Vandiveer, account supervisor, Sun Maid raisins, California Apricot Advisory Board and Avoset Food Corp. accounts, Clinton E. Frank, San Francisco, named VP.

John A. King, formerly with Storer Broadcasting's WSPD(AM) Toledo, Ohio, and WJW(AM) Cleveland, joins WCWA-(AM) Toledo as national-regional sales manager.

Joe Bell, with sales staff, WASH(FM) Washington, joins WSOQ(AM)-WEZG(FM) North Syracuse, N.Y., as director of sales.

Judith Sirinsky, retail sales account executive, WLS(AM) Chicago, named retail sales director.

Ronald L. Buckhammer, account executive, Grey Advertising, Detroit, named marketing programs supervisor, Ford corporate account.

Robert Munoz, formerly with Wind & Sun, Chicago-based cosmetic firm, joins Spanish International Network as manager, Chicago sales office.

Byron Lawrence and Pat Dunbar, with Luckie & Forney agency, Birmingham, Ala., appointed VP-creative services and

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VP-account services, respectively. **Leo Wright**, with L&F, named associate creative director.

**Barbara Strumpf Shiller**, media buyer. Hicks & Greist Advertising, New York, joins Weitzman & Associates, Rockville, Md.-based agency, as media director.

**H. Michael Hahn**, executive VP-account supervisor, Norman, Navan, Moore & Baird agency, Grand Rapids, Mich., named VP-account executive, Lord, Sullivan & Yoder Advertising, Marion, Ohio.

**Clement F. Birch**, account supervisor, J. M. Korn & Son, Philadelphia agency, named VP-general manager, newly opened Bloomington, Minn., office.

**Harry Davis**, with Ruben-Montgomery & Associates, Indianapolis agency, appointed copy group leader; **Joe Smith**, senior art director appointed to head graphics group, and **Tom Robb**, copy chief, appointed broadcast production group leader.

## Programing

**Jack E. Shafer**, program manager, KMGH-TV Denver, assigned to additional duties as director of programing, licensee, McGraw-Hill Broadcasting Co., station group owner.

**John Lund**, program director, WGAR(AM) Cleveland, joins WNEW(AM) New York in same capacity. He is succeeded by **Loren Owens**, on-air personality at WGAR. **Charles H. Watkins**, creative/production director, appointed assistant program director, WGAR.

**Robert S. Ferguson**, VP in charge of worldwide advertising and publicity for motion-picture division, Columbia Pictures Industries Inc., named VP-corporate relations. He is succeeded by **Andrew Fogelson**, VP-advertising and publicity, Warner Bros. **Burton Marcus**, formerly with law firm of Zimet, Haines, Moss and Goodkind, New York, joins Columbia Pictures as VP, general counsel and secretary.

**Jim Teeson**, music director, WWTC(AM)



A first. **Ward L. Quaal** (r), president of WGN Continental Broadcasting Co., was named Chicago Press Veteran of 1973 by the Chicago Press Veterans Association, marking first time a broadcaster has received the award (*Broadcasting*, Oct. 22). Making the presentation on **Richard Orr**, chairman of the Chicago Press Veterans. Mrs. Quaal looks on.

Minneapolis, assumes additional duties as program director.

**Matt Biberfeld**, assistant program manager, noncommercial WNYC-AM-FM New York, appointed program manager, WNYC-FM.

**Shadoe Stevens**, on-air personality, KROQ(AM) Los Angeles, named program director. **Michael J. Schweinsburg**, formerly with World Showplace Music Inc., Los Angeles, named music director, KROQ.

**Bob Wallace**, on-air personality, WEMP(AM) Milwaukee, appointed program director and announcer, WNUW(FM) there. Both stations are owned by Consolidated Broadcasting Corp.

**Windsor Bissell**, with WJXT(TV) Jacksonville, Fla., appointed executive producer, public affairs.

**H. Robert Reinhard**, formerly general sales manager, WOMC(FM) Detroit, named national sales manager, Kalamusic, stereo music syndication and program consultation division, Fairfield Broadcasting Co., Kalamazoo, Mich.

**Bud Kaatz**, sports anchorman, WAVY-TV Portsmouth, Va., joins WRC-TV Washington in similar capacity.

## Broadcast Journalism

**Rob Lea**, with KTLA(TV) Los Angeles, joins KFMB-TV San Diego as executive news producer.

**Bruce M. Cummings**, news director, WHP-AM-FM-TV Harrisburg, Pa., joins WJXT(TV) Jacksonville, Fla., as executive news producer.

**John Shelton**, editorial director, WSFA-TV Montgomery, Ala., joins KMOX-TV St. Louis in same capacity.

**Jill Geisler**, reporter, WISC-TV Madison, Wis., joins news staff, WITI-TV Milwaukee.

**C. J. Underwood**, public relations officer, Carowinds amusement park, North Carolina, joins WBTV(TV) Charlotte, N.C., as news correspondent.

**Rollin Post**, newsman, KPIX(TV) San Francisco, joins noncommercial KQED(TV) there as reporter.

## Cablecasting

**Michael R. Corboy**, former chairman, Southwest Development Corp., named president and chief operating officer. Tocom Inc., Dallas, manufacturer of cable-television equipment.

**J. Bartlett Swift**, formerly with Teleprompter Corp., New York, joins Warner Cable of Eastern Massachusetts Inc. as VP and general manager.

**Donald W. Phillips**, with GTE Sylvania Inc., Stamford, Conn., appointed north central regional sales manager, GTE's equipment and installation operation.

**B. W. Hughes**, former associate director, National Cable Television Association, joins Utility Tool Corp., East Haddam, Conn., subsidiary of Ripley Co., as CATV sales manager.

**Ted A. Pregitzer** and **David O. Korte**, graduates of Michigan State University, appointed director of origination services

and coordinator of public access, respectively, with National Cable Co., East Lansing, Mich., division of LVO Cable Inc.

## Equipment and Engineering



Risk

**J. E. Risk**, chief engineer, KSD-AM-TV St. Louis, named director of engineering for KSD-AM-TV and KOAT-TV Albuquerque, N.M. All stations are owned by Pulitzer Publishing Co. **Monte L. Walpole**, engineering supervisor, KSD-TV, appointed manager of engineering there. **Johannes Oelke**, engineering supervisor, KSD, named manager of engineering at KSD.

**Sidney Schneider**, corporate engineer, radio division, Sonderling Broadcasting Corp., New York-based station group owner, elected VP-engineering.

**Howard M. Durbin**, senior VP and tech-

nical director, Electro-Voice Co., Buchanan, Mich., joins James B. Lansing Sound Inc., Los Angeles-based manufacturer of speaker and electronics systems, as VP-research and engineering. **Jim Barthell**, VP-engineering administration, JBL, appointed VP-development.

**Kenneth R. Reichel**, product manager, Shure Brothers Inc., Evanston, Ill., appointed sales engineering manager. **Jerry H. Schroeder**, manufacturer salesman, named assistant manufacturer sales manager. **John Santos** and **Charles R. Asher**, export salesmen, appointed regional sales managers, international sales.

## Deaths

**Richard O. Williams**, with Teleprompter Corp., New York, joins Television Microtime Inc., Bloomfield, Conn., as senior applications engineer.

**Norman A. Darer**, 41, president of CBS Publications, magazine and paperback division of CBS Inc., died Wednesday (Oct. 31) at Columbia Presbyterian Medical Center, New York, after brief illness. Mr. Darer began with CBS Radio in 1959. Survivors include his wife,

former Abbey Bernstein; daughter Pamela, and son Jonathon.



Godley (1946 photo)

**Paul Forman Godley**, 84, pioneer shortwave radio and broadcast engineer, died Oct. 20 of heart attack. Mr. Godley was instrumental in early radio development. In 1916, he designed receiving and transmitting equipment for first coast-to-coast 200-meter amateur communication. He later collaborated in creating first Navy aircraft radio telephone and designed first superheterodyne receiver in America. In 1921, Mr. Godley participated in first trans-Atlantic short-wave radio transmission. In 1926, he founded consulting engineering firm, Paul Godley Co., Montclair, N.J. He retired from consulting in 1963. Survivors include sons, Paul Jr., who continues as president of engineering firm, and William T., and daughters Glenna Nolle and Jean Littlefield.

# For the Record®

As compiled by BROADCASTING Oct. 23 through Oct. 29 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

■ Chief, Broadcast Bureau, on request of J. Richard Carr, extended through Oct. 30, 1973, time to file comments and through Nov. 8 time to file reply comments in matter of amendment of TV table of assignments in Myrtle Beach, S.C. (Doc. 19810, RM-2153). Action Oct. 24.

## Existing TV stations

### Final actions

■ WLS-TV Chicago—FCC granted request by ABC to operate WLS-TV from new Sears building on interim basis pending construction of authorized facilities in building. Action Oct. 25.

■ \*WTIU(TV) Bloomington, Ind.—Broadcast Bureau granted request to operate trans. by remote control from Radio & TV building, Indiana University, Bloomington (BRCETV-42). Action Oct. 18.

■ Nebraska—FCC granted request of Bi-States Co. for waiver of rules to identify commonly owned commercial Nebraska stations KHOL-TV Kearney; KHPL-TV Hayes Center; KHQL-TV Albion, and KHTL-TV Superior, by means of single visual slide containing call letters and location of each station. Action Oct. 25.

### Action on motion

■ Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFAA-TV] and Wadeco Inc.), TV proceeding, granted motion by Wadeco to compel answers to extent that WFAA-TV is directed to respond to certain of Wadeco's interrogatories; by separate action, denied WFAA-TV's request for mod. of ruling or in alternative for permission to appeal (Docs. 19744-5). Action Oct. 18.

### Call letter applications

- WQXI-TV Atlanta—Seeks WXIA-TV.
- KREZ-TV Durango, Colo.—Seeks KOBD-TV.

## New AM stations

### Initial decision

■ Vinita, Okla.—Administrative Law Judge Chester F. Naumowicz Jr. proposed in initial decision grant of application of PBL Broadcasting Co. for 1470 khz, 500 w-D. P.O. address 320 South Wilson, Vinita, 74301. Estimated construction cost \$24,550;

first-year operating cost \$50,000; revenue \$78,000. Principals: Wayne Lee Boyd, Walter R. Pope and Jackie Dean Lee (each 33 1/3%). Buyers have various independent business interests in Vinita area (Doc. 19640). Mutually exclusive application of Northeast Oklahoma Broadcasting for same facilities would be denied. Action Oct. 9.

### Action on motion

■ Administrative Law Judge Ernest Nash in Centreville, Va. (Centreville Broadcasting Co.), AM proceeding, upon request of all parties, ordered that replies to proposed findings be filed on or before Nov. 2 in lieu of Oct. 16 (Doc. 18888). Action Oct. 16.

### Other actions

■ Pagosa Springs, Colo.—FCC waived provisions of rules and accepted for filing application of KYOR Inc. for new AM at Pagosa Springs on 1400 khz, with 250 w, 1 kw-LS, unlimited time. Action Oct. 25.

■ Review board in Clarksville, Ga. granted application of R-J Co. (Doc. 18527) for 1500 khz, 5 kw-D. P.O. address Box 307, Buford, Ga. 30518. Esti-

|  |   |
|--|---|
|  | <h1>EDWIN TORNBURG<br/>&amp; COMPANY, INC.</h1>   |
|  | <p style="text-align: center;"><b>Negotiators For The Purchase And Sale Of<br/>Radio And TV Stations • CATV<br/>Appraisers • Financial Advisors</b></p> <p style="text-align: center;">New York—60 East 42nd St., New York, N.Y. 10017<br/>212-687-4242<br/>West Coast—P.O. Box 218, Carmel Valley, California 93924<br/>408-375-3164</p> |

## Summary of broadcasting According to the FCC, as of Sept. 30, 1973

|                      | Licensed | On air<br>STA* | CP's | Total<br>on air | Not<br>on air<br>CP's | Total<br>authorized |
|----------------------|----------|----------------|------|-----------------|-----------------------|---------------------|
| Commercial AM        | 4,371    | 4              | 17   | 4,392           | 47                    | 4,439               |
| Commercial FM        | 2,419    | 0              | 49   | 2,468           | 130                   | 2,598               |
| Commercial TV-VHF    | 505      | 1              | 6    | 512             | 7                     | 520                 |
| Commercial TV-UHF    | 190      | 0              | 2    | 193             | 42                    | 245                 |
| Total commercial TV  | 695      | 1              | 8    | 705             | 49                    | 765                 |
| Educational FM       | 592      | 0              | 26   | 618             | 79                    | 697                 |
| Educational TV-VHF   | 87       | 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.

dated construction cost \$20,603; first-year operating cost \$26,500; revenue \$31,220. Principals: Robert P. and Jacqueline A. Joseph (each 50%). Josephs have interest in WDYX(AM) Buford, Ga. Competing application of Click Broadcasting Co. for new AM in Blue Ridge, Ga. to operate on 1500 khz was denied (Doc. 18526). Action Oct. 9.

### Call letter application

■ Jessie C. Howard, Cleveland, Tex.—Seeks KJCH.

## Existing AM stations

### Applications

- KCSJ Pueblo, Colo.—Seeks CP to change ant. trans. and main studio location to 4.8 miles north of Pueblo, 1 mile west of U.S. Highway 25, near Pueblo; change pattern to DA-2. Ann. Oct. 26.
- WVMG Cochran, Ga.—Seeks CP to replace existing tower with 310 ft. tower. Ann. Oct. 26.
- WLKM Three Rivers, Mich.—CP to make changes in ant. system due to FM tower construction. Ann. Oct. 26.
- WTZE Tazewell, Va.—Seeks CP to remove series limiting resistors to increase effective radiated field to 192 mv/m. Ann. Oct. 26.

### Final actions

- WSLA Selma, Ala.—FCC granted application of Central Alabama Broadcasters Inc. for program test authority. Opposition by WCOV Inc., licensee of WCOV-TV Montgomery, Ala., was denied. Action Oct. 25.
- KACY Port Hueneme, Calif.—FCC denied petition by KACY Inc. for reconsideration of commission action of May 9 denying request for waiver of previous AM "freeze" rules and returned application to increase nighttime power as unacceptable for filing. Action Oct. 25.
- KDAN South St. Paul, Minn.—FCC dismissed application of South St. Paul Broadcasting Co., licensee, to relocate station's main studio in downtown St. Paul and denied request for permanent waiver of rules. Action Oct. 25.
- KHDN Hardin, Mont.—Broadcast Bureau granted mod. of license covering reduction of hours of operation for 7:00 p.m. sign-off (BML-2471). Action Oct. 17.
- KRAM Las Vegas—Broadcast Bureau granted mod. of license covering move of main studio location and remote control point outside corporate city limits to 925 East Desert Inn Road, near Las Vegas; waived provisions of rules (BML-2483). Action Oct. 17.
- Jackson, Tenn.—FCC on request of law firm of Dow, Lohnes and Albertson ruled that James Hoppers, who has 2% interest in WDXI Jackson, Tenn., may be employed as general manager of WTJS-AM-FM Jackson, as long as he does not vote his interest or take part in management of WDXI in any way. Action Oct. 25.

### Actions on motions

■ Administrative Law Judge John H. Conlin in Cleveland Heights, Ohio (Friendly Broadcasting Co.), in matter of renewal of licenses for WJMO-(AM)-WLYT(FM), granted petition by Friendly to amend application to report change in musical format of WLYT(FM) (Doc. 19412). Action Oct. 18.

### Fines

- KEDI Manitou Springs, Colo.—FCC ordered licensees of KEDI and WZBN Zion, Ill. to forfeit \$500 assessed in notices of apparent liability sent to them, since they failed to respond to official notices within 30 days specified in rules. Action Oct. 25.
- KFEQ St. Joseph, Mo.—FCC notified KAYS Inc., licensee, that it has incurred apparent liability of \$5,000 for overcharging political candidates and for logging violations.
- WCIR-AM-FM Beckley, W. Va.—FCC notified Waldron Broadcasting Corp., licensee, that it has

incurred apparent liability of \$5,000 for violation of rules concerning broadcasts by candidates for public office, program logs, and timely filing of network contracts. Action Oct. 25.

### Call letter application

■ WAFC Staunton, Va.—Seeks WKDW.

### Call letter actions

- KGUD Santa Barbara, Calif.—Granted KTYD.
- WHJJ Elmhurst, Ill.—Granted WKDC.
- WQIC Meridian, Miss.—Granted WTNK.
- KHRB Lockhart, Tex.—Granted KCLT.

## New FM stations

### Applications

- Clarksville, Ark.—Ray Forrester. Seeks 92.7 mhz, 3 kw. HAAT—73 ft. P.O. address Box 188, Clarksville 72830. Estimated construction cost \$16,574; first-year operating cost \$7,794; revenue \$1,200. Principal: Mr. Forrester (100%) owns KLYR(AM) Clarksville. Action Oct. 9.
- Oak Creek, Colo.—Elliott John Bayly. Seeks 103.9 mhz, 400 w. HAAT 98 ft. P.O. address Box 598, Oak Creek 80467. Estimated construction cost \$12,595; first-year operating cost \$14,260; revenue \$10,000. Principal: Mr. Bayly (100%) is former professor of math and science at United States International University, Steamboat Springs, Colo. 80477. Ann. Oct. 9.
- Camilla, Ga.—Capel Broadcasting Co. Seeks 105.5 mhz, 2.96 kw. HAAT 155 ft. P.O. address Drawer 113, Camilla 31730. Estimated construction cost \$22,916; first-year operating cost \$30,914; revenue \$30,000. Principal: Charlie L. Browne (100%). Mr. Browne also owns WCLB(AM) Camilla. Ann. Oct. 9.
- Rochester, N.H.—J. Sherwood Inc. Seeks 103.9 mhz, 3 kw. HAAT 161 ft. P.O. address Box 608, Rochester 03867. Estimated construction cost \$6,300; first-year operating cost \$23,105; revenue \$35,000. Principal: J. Sherwood Bent (100%). Mr. Bent is manager of Merrimack Valley School of Communication (training school for announcers). Ann. Oct. 9.
- Endwell, N.Y.—Southern Tier Educational Television Association. Seeks 89.3 mhz, 8.67 kw. HAAT 977 ft. P.O. address Box 97, Endwell 13760. Estimated construction cost \$149,519; first-year operating cost \$77,800; revenue none. Principals: Salvatore A. Fauci, board chairman of Southern Tier Educational Television Association, et al. Ann. Oct. 9.
- Beaver, Utah—Beaver County School District. Seeks 90.1 mhz, 10 w. HAAT 72 ft. P.O. address 365 North Main, Beaver 84713. Estimated construction cost \$3,742; first-year operating cost \$275; revenue none. Principals: Karl Truman, president of board of education of Beaver County School District, et al. Ann. Oct. 12.

### Final action

■ Jesup, Ga.—Happy Acres Broadcasting Co. FCC granted 98.3 mhz, 3 kw. HAAT 300 ft. P.O. address 109 Beech Street, Cochran, Ga. 31014. Estimated construction cost \$45,200; first-year operating cost \$22,468; revenue \$40,000. Principals: Raymond B. Forehand (54%), Cleo H. Forehand (43%) and Sue F. Frye (3%). Happy Acres also owns WVMG-AM-FM Cochran, Ga. Action Oct. 11.

### Actions on motions

- Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), noncommercial FM proceeding, granted petition by Pacifica to amend application to show composition of officers and directors as of Sept. 15, and that wholly-owned subsidiary WBAI-FM Inc. would be assigned to Pacifica Foundation under applied for commission consent (Doc. 18634). Action Oct. 18.
- Administrative Law Judge James F. Tierney in Elgin and Glen Ellyn, both Illinois (Board of Education, Union School District 46 and College of

DuPage, District 502), noncommercial FM proceeding, set certain procedural dates and scheduled hearing for Feb. 25, in lieu of Dec. 3 (Docs. 19820-2). Action Oct. 18.

■ Chief, Broadcast Bureau, on request of East Coast Broadcasting Corp., extended through Oct. 24, time to file replies to oppositions in matter of amendment of FM table of assignments in Center Moriches, N.Y. (RM-2239). Action Oct. 19.

### Call letter applications

- Beef Empire Broadcasting Co., Fort Collins, Colo.—Seeks KCOL-FM.
- Farmville Broadcasting Co., Farmville, N.C.—Seeks WRQR(FM).
- Board of Regents, University of Wisconsin System, Green Bay, Wis.—Seeks \*WGBW(FM).

### Call letter actions

- Jim & Tom Hassenger Broadcasting Co., Sioux City, Iowa—Granted KBCM(FM).
- Easton Broadcasting Co., Easton, Md.—Granted WEMD-FM.
- Redwood Broadcasting Co., Redwood Falls, Minn.—Granted KLGR-FM.
- Ranchland Broadcasting Co., O'Neill, Neb.—Granted KBRX-FM.
- Gardner-Webb College, Boiling Springs, N.C.—Granted \*WGWG(FM).
- Campbell College Inc., Buies Creek, N.C.—Granted \*WCCE(FM).
- Coleman County Broadcasters, Coleman, Tex.—Granted KSTA-FM.
- Magic Valley Broadcasting Inc., Harlingen, Tex.—Granted KMBS(FM).

## Existing FM stations

### Application

■ KOCV(FM) Odessa, Tex.—Seeks CP to change frequency from 91.3 to 90.9 mhz. Ann. Oct. 23.

### Final actions

- KEWE(FM) Camarillo, Calif.—Broadcast Bureau granted request for waiver of rules to identify as Camarillo-Oxnard, Calif. Action Oct. 19.
- WWCW-FM Brazil, Ind.—Broadcast Bureau granted CP to make changes in ant. system; ERP 3 kw; ant. height 300 ft. (BPH-8594). Action Oct. 17.
- WLEN(FM) Adrian, Mich.—Broadcast Bureau rescinded grant of application for renewal of license, including SCA when appropriate, pending further action by FCC. Action Oct. 19.
- KESM-FM El Dorado Springs, Mo., and WCRD Bluffton, Ind.—FCC denied request by Daryl L. Fredine and Wells County Radio Corp., licensees, for further waiver of FM minimum hours rules. Action Oct. 25.
- WEZV(FM) Bethlehem, Pa.—Broadcast Bureau granted request for waiver of rules to identify as Bethlehem-Allentown, Pa. Action Oct. 19.
- WHAL-FM Shelbyville, Tenn.—Broadcast Bureau granted CP to install new ant.; make change in ant. system; ERP 59 kw; ant. height 510 ft.; remote control permitted (BPH-8486). Action Oct. 17.

### Call letter applications

- KARN-FM Little Rock, Ark.—Seeks KNYS(FM).
- WIXO(FM) New Orleans—Seeks WLQY(FM).
- KRSI-FM St. Louis Park, Minn.—Seeks KFMX(FM).
- WXVJ(FM) Three Rivers, Miss.—Seeks WLKM-FM.
- WEAV-FM Plattsburgh, N.Y.—Seeks WGFB(FM).
- \*KLSD(FM) Lubbock, Tex.—Seeks \*KOHM(FM).
- KAWB(FM) McKinney, Tex.—Seeks KMMK(FM).
- KEFM(FM) Nacogdoches, Tex.—Seeks KJCS(FM).

### Call letter actions

- KRSA-FM Salinas, Calif.—Granted KWYT(FM).
- \*WJJE(FM) Lafayette, Ind.—Granted \*WJEF(FM).
- \*WIXS(FM) Grayson, Ky.—Granted \*WKCC(FM).
- WFLW-FM Monticello, Ky.—Granted WKYM(FM).
- WJIB-FM Boston—Granted WJIB(FM).

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following translators: K06BE, K09EK and K11GW,

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all San Luis and rural area, Colo.; K09DZ Mora, K02EP, K06EI and K11HQ, all Reserve, all New Mexico; K08BV, K10CD, and K12BX, all Woodruff, K285AA Beaver, K247AA Vernal and rural Uintah county, K288AD Myton and rural Duchesne counties, K285AB Price, K237AC Teasdale and Torrey, K296AA rural Wayne county, K237AB and K269AA, both Orangeville, K288AB Brigham City, K288AC Richfield and Monroe, and K296AC Richfield, all Utah. Actions Oct. 16.

■ Broadcast Bureau granted renewal of licenses for following stations, including SCA when appropriate: KWYN-AM-FM Wynne, Ark.; WAGN Menominee, Mich.; WBLV-AM-FM Springfield, Ohio; WBRJ Marietta, Ohio; WBTC Uhrichville, Ohio; WBUC Portage, Mich.; WBYQ(FM) Hendersonville, Tenn.; WDOK(FM) Cleveland; WERT-AM-FM Van Wert, Ohio; WFLW-FM Monticello, Ky.; WFRO-FM Fremont, Ohio; WHBC-AM-FM Canton, Ohio; WKXO Berea, Ky.; WMC Memphis; WMIC Sandusky, Mich.; WMRN-AM-FM Marion, Ohio; WRAY-AM-FM Princeton, Ind.; WREY New Albany, Ind.; WSRW-AM-FM Hillsboro, Ohio; WYNYQ(FM) Chattanooga. Actions Oct. 24.

## Modification of CP's, all stations

■ \*KSPC(FM) Claremont, Calif.—Broadcast Bureau granted mod. of CP to extend time to Feb. 20, 1974 (BMPED-1027). Action Oct. 16.

■ \*KLOCTV Modesto, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to April 18, 1974 (BMPCT-7495). Action Oct. 18.

■ WMOD(FM) Washington—Broadcast Bureau granted mod. of CP for extension of time to April 1, 1974 (BMPH-13900). Action Oct. 16.

■ WEDR(FM) Miami—Broadcast Bureau granted mod. of CP for extension of time to March 15, 1974 (BMPH-13898). Action Oct. 16.

■ WIGL(FM) Miami—Broadcast Bureau granted mod. of CP for extension of time to Feb. 12, 1974 (BMPH-13895). Action Oct. 16.

■ \*WBJB-FM Lincroft, N.J.—Broadcast Bureau granted mod. of CP for extension of time to April 20, 1974 (BMPED-1026). Action Oct. 17.

■ WGNA(FM) Albany, N.Y.—Broadcast Bureau granted mod. of CP for extension of time to Jan. 20, 1974 (BMPH-13896). Action Oct. 17.

■ KWHW-FM Altus, Okla.—Broadcast Bureau granted mod. of CP for extension of time to April 20, 1974 (BMPH-13899). Action Oct. 17.

■ WNOR-FM Norfolk, Va.—Broadcast Bureau granted mod. of CP for extension of time to Feb. 13, 1974 (BMPH-13897). Action Oct. 17.

## Translator actions

■ K13MO Healy, Alaska—Broadcast Bureau granted CP for new VHF translator on ch. 13 by rebroadcasting programs of KUAC-TV Fairbanks, Alaska (BPTTV-4652). Action Oct. 18.

■ K04HL Nenana, Alaska—Broadcast Bureau granted CP for new VHF translator on ch. 4 by rebroadcasting programs of KUAC-TV Fairbanks, Alaska; condition (BPTTV-4650). Action Oct. 18.

■ K07LD Bouse, Ariz.—Broadcast Bureau granted CP for VHF translator on ch. 7, by rebroadcasting programs of KTVK(TV) Phoenix (BPTTV-4860). Action Oct. 16.

■ K03DL, K08HL, K10TE and K12IV, unincorporated area southwest of Estes Park, Colo.—Broadcast Bureau granted CP's to change principal community to Fall River residential and motel area northwest of Estes Park; change type of trans.; increase output power; make changes in ant. systems (BPTTV-4819-22). Action Oct. 16.

■ K55AJ Heath and surrounding area, Mont.—Broadcast Bureau granted CP for a new UHF translator on ch. 55, by rebroadcasting programs of KTVQ(TV) Billings, Mont. (BPTT-2534). Action Oct. 12.

■ K75CW and K78DC, both Elko, Nev.—Broadcast Bureau granted CP's to replace expired permits for new UHF translators (BPTT-2559-60). Action Oct. 19.

■ K05EL Devil's Lake Sioux Indian Reservation, N.D.—Broadcast Bureau granted license covering new VHF translator (BLTTV-4001). Action Oct. 17.

## Other action, all services

■ FCC amended rules to authorize chief administrative law judge to designate new presiding judge in event officer presiding at hearing becomes unavailable to commission. Chief administrative law judge was also authorized to determine whether new hearing should be ordered or, in alternative, whether hearing should continue before another judge. Amendment becomes effective Nov. 6. Action Oct. 25.

■ FCC, in response to petition for reconsideration by J. G. Rountree and supporting petition by National Association of Broadcasters, modified rules

concerning frequency monitors and maintenance of operating frequency of stations to increase from 31 to 40 days maximum interval between successive frequency measurements on carrier and subcarrier frequencies of stations (Doc. 19712). Amendments become effective Dec. 7. Action Oct. 25.

## Ownership changes

### Applications

■ WRSD(AM) Homestead, Fla.—Seeks transfer of control of Radio South Dade Inc. from Clement L. and Helen L. Littauer (100% before, none after) to Southland Radio Inc. (none before, 100% after). Consideration: \$205,000. Principal: James L. Wiggins, president (100%) of Southland also owns WYNR-AM-FM Brunswick and WQDE(AM) Albany, both Georgia. Ann. Oct. 11.

■ WWS(AM) Monticello, Fla.—Seeks assignment of license from Jefferson Broadcasting Corp. to Townsend Broadcasting Corp. for \$133,000. Sellers: Millard V. Oakley, president, et al. (100%). Mr. Oakley has 75% interest in WCSV(AM) Crossville and 36% interest in WLIV(AM) Livingston, both Tennessee. He also has 33 1/3% interest in applicant for new AM at Kingston, Tenn. Buyers: Hobart L. Townsend (26%), Ruth D. Townsend (25%) and Frank A. Woods (49%). Townsend Broadcasting also owns WTBP(AM) Parsons, Tenn. Ann. Oct. 10.

■ WTMC(AM) Ocala, Fla.—Seeks assignment of license of Osceola Broadcasting Co. to Hunter Arnette Broadcasting Co. for \$479,000. Sellers: Walter Beinecke Jr. (100%). Mr. Beinecke also owns WORJ-FM Mount Dora and WORL(AM) Orlando, both Florida. Buyers: William A. Hunter (42%), E. Vernon Arnette (22%), et al. Mr. Hunter has interest in WDOT(AM) Burlington, Vt., WBAZ(AM) Kingston, N.Y. and WWJP(AM) Brooksville, Fla. Mr. Arnette has interest in WTMC(AM) Ocala, Fla. Ann. Oct. 10.

■ WVTL(FM) Monticello, Ind.—Seeks assignment of license from Fidelity Broadcasting Co. to Twin Lakes Broadcasting Inc. for \$50,000. Sellers: Joseph P. Sweeney, president et al. (100%). Mr. Sweeney also owns WROI(FM) Rochester, Ind. Buyers: Leon Buck (100%). Mr. Buck owns WXTA(FM) Greencastle, Ind. Ann. Oct. 10.

### Actions

■ KKNV(FM) Fresno, Calif.—FCC granted assignment of license from Mineral King Broadcasters to East-West FM Group Inc. for \$202,500. Sellers: Clyde B. Love, W. R. Patton, et al. Buyers: John Q. Tilson III (30%), Robert E. Darling (15%), Dino R. Fulvio (13%), et al. Mr. Tilson is financial consultant. Mr. Darling is minority owner, general manager and program director of KKNV. Mr. Fulvio also has minority interests in KKNV and is sales manager there (BALH-1807, BASCA-560). Action Oct. 25.

■ KSEI(AM) Pocatello, Idaho—Broadcast Bureau granted assignment of license from Pioneer Broadcasters Corp. to KTFI Broadcasters Inc. for \$374,000. Seller: Henry Fletcher (100%). Buyer: KGVO Broadcasters Inc.; Dale G. Moore owns KGVO, licensee of KGVO-AM-TV Missoula, Mont. Mr. Moore also owns KCAP(AM) Helena, KTVM-TV Butte, both Montana; KMVT Twin Falls, Idaho, and KCFW-TV Kalispell, Mont. (BAL-7920, BALRE-2535). Action Oct. 18.

■ WQHI(FM) Jeffersonville, Ind.—Broadcast Bureau granted assignment of license from Wireless of Indiana to Whatever's Fair Inc. for \$20,266. Sellers: Charles N. Cutler and Warren Ventress (together 100%). Messrs Cutler and Ventress have 30.4% interest in WVCM(FM) Carrollton, Ky. Buyers: John T. Rutledge, president (85%), et al. Mr. Rutledge has 26.3% interest in WQXM(FM) Clearwater, Fla., and 30% interest in WQXX(FM) Hialeah, Fla. (BAPH-544). Action Oct. 19.

■ KCFI(AM) Cedar Falls, Iowa—Broadcast Bureau granted assignment of license from Cedar Falls Broadcasting to Jim Mudd Broadcasting for \$304,622. Seller: Robert Goodwin (100%). Buyers: James A. Mudd (60%), James F. Bardgett (24%) and Frank Ewers Jr. (16%). Mr. Mudd has restaurant interests in Monmouth, Ill. Dr. Ewers has medical practice in Ottawa, Ill., and Dr. Bardgett has dental practice in Ottawa (BAL-7922). Action Oct. 19.

■ WDAL-AM-FM Meridian, Miss.—Broadcast Bureau granted transfer of control of Broadcasters and Publishers Inc. from Houston L. Pearce (60% before, 50% after) to Don Partridge (40% before, 50% after). Consideration: \$16,000. Principals: Mr. Pearce is board chairman and Mr. Partridge is president of WDAL-AM-FM Meridian (BTC-7220). Action Oct. 19.

■ WCTF(TV) Cleveland—FCC granted assignment of CP from Community Telecasters of Cleveland Inc. to Zingale Broadcasting Co. for \$180,976. Sellers: Charles W. Steadman, president, et al. Buyer: Joseph T. Zingale (100%). Mr. Zingale owns 33 1/3% of WIXZ(AM) McKeesport, Pa. He has interest in Globetrotter Communications Inc., which owns WVON(AM) Cicero, Ill., and WIXY(AM)-WDOK(FM) Cleveland, Mr. Zingale also has interests in professional basketball, hockey and baseball teams in Cleveland. Petition to deny filed by WUAB Inc.,

licensee of WUAB-TV Lorain, Ohio, was dismissed. (BAPCT-505). Action Oct. 25.

■ KXOL(AM) Fort Worth—FCC granted assignment of license from KXOL to Metro Broadcasting Corp. for \$1.8 million. Sellers: William P. Jamar Jr. and Jane Jamar (together 100%). Jamar are licensees of KXOL-FM Fort Worth and KBWD(AM) Brownwood, Tex. They also have 17.5% interest in KSNY(AM) Snyder, Tex. Buyers: Sigmor Corp.; Tom E. Turner is president and major stockholder of Sigmor which operates following stations through wholly-owned subsidiaries: KBUC-AM-FM San Antonio, KRYS(AM) Corpus Christi and KTON-AM-FM Belton, all Texas (BAL-7918). Action Oct. 25.

## Cable

### Applications

■ The following operators of cable television systems have requested certificates of compliance, FCC announced Oct. 23 (stations listed are TV signals proposed for carriage):

■ Greenfield Cable Television Inc., 1253 Diamond Avenue, Evansville, Ind. 47727 proposes for Greenfield, Ind. (CAC-3138), WTU-TV and WTTV, both Bloomington, WISH-TV, WRTV, WLWI, WFYI, and WHMB-TV, all Indianapolis, both Indiana; WGN-TV Chicago and WXIX-TV Cincinnati.

■ Hoosier Hills Cable Co., 108 East Washington Street, Indianapolis 46204 proposes for Orleans (CAC-3135) and Paoli (CAC-3136), both Indiana, WHAS-TV, WLKY-TV, WAVE-TV and WDRB-TV, all Louisville, Ky.; WTO and WTHI-TV, both Terre Haute, WTTV and WTU-TV, both Bloomington, WTVW Evansville, WISH-TV and WLWI, both Indianapolis, all Indiana.

■ Hoosier Hills Cable Co., 108 East Washington Street, Indianapolis 46204 proposes for Mitchell, Ind. (CAC-3134), requests certification of existing operations.

■ United Cable Co. of New Hampshire, 36 Hanover Street, Manchester, N.H. 03105 proposes for Manchester, N.H. (CAC-3140), to add CHLT-TV Sherbrooke, Que.

■ Clear Television Cable Corp., 248 Route 9, Box 340, Berkeley township, Bayville, N.J. 88721 proposes for Ocean Gate, N.J. (CAC-3141), WCBS-TV, WNBC-TV, WNEV-TV, WABC-TV, WOR-TV and WPX-TV, all New York; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV and WTAF-TV, all Philadelphia; WHYY-TV Wilmington, Del.; WNET Newark, WKBS-TV Burlington and WNJT Trenton, all New Jersey.

■ Centre Video Corp. of Ohio, 451 Commercial Street, Mingo Junction, Ohio 43938 proposes for Brilliant (CAC-3142), Mingo Junction (CAC-3143) and Steubenville township (CAC-3144), all Ohio, to add WVVU-TV Morgantown, W. Va., via translator W41AA Wheeling, W. Va.

■ Tele-Media Co. of Lake Erie, 4522 Main Avenue, Ashtabula, Ohio 44044 proposes for Bryan, Ohio (CAC-3133), WTOL-TV, WSPD-TV, WDHO-TV and WGET-TV, all Toledo, Ohio; WANE-TV, WPTA and WKJG-TV, all Fort Wayne, Ind.; WOOL Lima, Ohio; CKLW-TV Windsor, Ont.; WKBD-TV, WJBK-TV, WWJ-TV and WXYZ-TV, all Detroit; WXIX-TV Newport, Ky.; WTTV Bloomington, Ind.; WUHQ-TV Battle Creek, WOTV Grand Rapids, WKZO-TV Kalamazoo, WILX-TV Onondaga and WJIM-TV Lansing, all Michigan; WNDU-TV and WSBT-TV, both South Bend and WSJV Elkhart, both Indiana.

■ Telecab Communications Corp., 1336 Sulphur Spring Road, Baltimore 21227 proposes for Jonestown, Pa. (CAC-3137), WGAL-TV and WLYH-TV, Lancaster, WHP-TV and WTPA, both Harrisburg. WITF-TV Hershey, WBSA-TV York, WLVT Allentown, WPHL-TV and WKBS-TV, both Philadelphia, all Pennsylvania.

■ TV Cable Co., Box 5728, Dallas 75202 proposes for Elizabethton (CAC-3131) and Johnson City (CAC-3132), both Tennessee, requests certification of existing operations and to add WRET-TV Charlotte, N.C.

■ Cablevision Investors Inc., Box 7852, Waco, Tex. 76710 proposes for McGregor, Tex. (CAC-3139), to add KNCT Belton, Tex.

### Final actions

Cable TV Bureau granted following operators of cable television system certificates of compliance: Tele-Vue Systems Inc., Lynwood, Wash. (CAC-1207); Cablevision of Fort Gibson Community Antenna Co., Ft. Gibson, Okla. (CAC-1894); James A. McCoy, Cass City, Almer township, Indianfields township, Caro and Vassar, all Michigan (CAC-1897-1901); General CATV Inc., Willingboro, Westampton township, Burlington township and Burlington, all New Jersey (CAC-1918-1921); Husco Broadcasting and Electronics Corp., Huntington, W. Va. (CAC-2177); Leacom, Inc., Silverthorne, Dillon and Frisco, all Colorado (CAC-2229-30-32); Community Communications Co., Warren and unincorporated areas of Drew county, Arkansas (CAC-2278-9); Bisbee CATV, Bisbee and Cochise county, both Arizona (CAC-2293-94); Mid-continental Cable Systems Co. of Nebraska, Valentine, Neb. (CAC-2320). Actions Oct. 18.



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### Help Wanted Management

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.

AM-FM-South-50,000 Market needs GM with Sales, Production, Promotion, Engineering background. Also opening for announcers. Box K-231, BROADCASTING.

Group owner looking for manager. Sales and programming background imperative. Top pay, profit percentage and executive benefits available to right person. Send work resume and photograph. All replies confidential. Box M-7, BROADCASTING.

General Manager. Chance of lifetime for aggressive salesperson. Part Ownership available. FM in North-east. Box M-20, BROADCASTING.

Wanted Manager to assume 100% management and sales responsibility for powerful FM Stereo station in southwest city. Only format of its kind in area. Four city sell! Unique opportunity for producing salesperson! Excellent commission and arrangement. Apply only if ambitious! Write to Box M-48, BROADCASTING.

Radio Sales Manager. Rare opportunity for ambitious salesperson 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 send complete resume to President. All replies answered. Box M-50, BROADCASTING.

General Manager—Middle Atlantic States market of forty thousand. Must take charge of entire operation. Person we are looking for should be sales and profit oriented, community minded, and experienced in small market operation. If you are our person, you will earn five figure income to start with—bonus and stock option. Send resume with full details to: Box M-22, BROADCASTING.

Suburban Chicago—Evanston. Separating AM, FM management, sales. Immediate opening for manager AM. Must have successful sales and sales supervision experience. Knowledge of FCC requirements, engineering, operation, etc. necessary. Ability to follow established procedures and contribute new ideas essential. Please send all details and requirements in first letter. E. A. Wheeler, 2008 State National Bank, Evanston, IL 60204.

### Help Wanted Sales

Move up now. Experienced small market salesperson or sales manager ready to move into middle sized market. Many fringe benefits. A good list in an exciting company in dynamic growing Georgia. The right person should want to be sales manager and be able to bring in some more people to follow them. Send a resume including your sales records, or just a letter, and we'll call you. But do it now. Box K-77, BROADCASTING.

Wanted: Top notch, aggressive, respectable salesperson for Northeastern Ohio daytime station. Is moving with unlimited potential. Your income is up to you. All references thoroughly checked E.O.E. Box K-232, BROADCASTING.

Southern N.E. FM looking for a person who likes to work and get paid for it. We are on the move and need a mover in the sales department. Complete info in first letter. Box K-250, BROADCASTING.

Immediate opening for sales manager—Central Florida fulltime in growing area. Box M-19, BROADCASTING.

Group owned Chicago radio station has immediate opening for ambitious, young salesperson ready to move up to a large market. Company promotion made position available. Income range 35 to 40K depending on performance. Send resume to Box M-51, BROADCASTING.

Leading broadcasting company is looking for management trainees in both radio and television. Potential more important than experience. Submit detailed resume to Vice President/Administration, Box M-52, BROADCASTING.

### Help Wanted Sales Continued

Major market Ohio radio station. Contemporary format with top numbers. Recent college graduates considered. \$15,000 guarantee with opportunity to earn \$25,000 first year. Rush resume to Sales Manager, Box M-53, BROADCASTING.

AM-FM combination station in colorful Colorado needs professional salesperson; above average opportunities with excellent possibilities for advancement; station located in the heart of ski country with year round recreation; ideal for family; references and resume. Box M-68, BROADCASTING.

North East Contemporary, group owned station with plenty of room for advancement, is seeking an experienced and creative high biller who wants freedom to manage his own account list, move up to a major market, and increase his earnings. Guarantee, commission, plus expenses. Send resume and references. An Equal Opportunity Employer. Box M-71, BROADCASTING.

Opportunity—established station. Salary, commission. Send resume, sales record. KFRO, Longview, TX 75601.

My name is Jim Young. I recently moved to Cedar Rapids, Iowa and am currently re-staffing KHAK Radio. The product is ready, and now I am willing to pay above average salaries to proven sales producers. My needs are immediate. Please contact me at P.O. Box 1363, Cedar Rapids, IA 52406, or call 319-365-9431.

WSRO, Marlboro MA. The affluent suburban market between Boston & Worcester. Excellent position open for experienced salesperson. Contact Tom McAuliffe—617-485-1470.

Georgia's 3rd fastest growing city needs aggressive young salesperson—established account list—come grow with us—Tifton, GA—P.O. Box 96B—Tifton—382-1340.

### Help Wanted Announcers

Live and work in sunny San Juan, Puerto Rico. New cookin' FM stereo rock expected mid-Nov. Needs jocks. Production must, good readers. Lower pay, longer hours to start. Only strong swimmers need apply. Ole. Write Box K-104, BROADCASTING.

Need experienced announcer for program director and good beginner. Send tape, resume to: Box K-153, BROADCASTING.

Small market Virginia daytimer with FM needs announcer, salesperson, or combination of both. Box K-217, BROADCASTING.

Southern Top Forty AM seeks announcer. Talented beginners considered. Equal Opportunity Employer. Box M-15, BROADCASTING.

Conversational personality with something to say about MOR music, feature news, sports, local and current events, etc. If you ad-lib well, like a more flexible format, and are strong on spots, send tape, photo, resume. Great Lakes area, medium market. EOE. Box M-61, BROADCASTING.

Dislike the pressures of a large station; not afraid to be a jack-of-all-trades? Like involvement in a growing New Jersey county gathering local news? Third phone mandatory. Send tape, resume, writing sample, salary requirements to Box M-72, BROADCASTING.

Radio Announcer, 1st phone, experienced, for W. Pa. station. (No maintenance.) Send resume to Box M-76, BROADCASTING.

Anchorage, Alaska: Population, 150,000 . . . Leading adult "good music" station needs mature sounding announcer. No beginners! 5 day week. Excellent working conditions. Good salary. Send tape and resume to Ken Flynn, KHAR AM/FM, 3900 Seward Highway, Anchorage, AK 99503.

Wanted: Someone interested in area news fulltime to join three man staff. Resume and midwest background only. Dale Low. KLSS/KSMN. Mason City, IA 50401.

Announcer/Engineer . . . Excellent position soon in quality, college town operation, one hour west of Oklahoma City. First phone. Prefer family person. Strong announcer, news, commercials, some engineering. Good pay, negotiable. Permanent. Send resume, tape. KWEY, Box 587, Weatherford, OK 73096. Johnson or Buening . . . 405-772-5939.

### Help Wanted Announcers Continued

Houston TX immediate opening for announcer at top-rated FM stereo beautiful music station. Group owned, excellent fringe benefit program, salary open. Rush tape and resume to Thom Sanders KYND Radio, 1001 East Southmore, Pasadena, TX 77502. Equal Opportunity Employer.

Immediate need for experienced MOR announcer for afternoon board shift plus some production and news. Call or write: Program Director, WASA, Havre de Grace, MD 21079. 301-939-0800.

Wanted immediately: An experienced combination announcer and newscaster. Contact Greeley N. Hilton, Manager, WBUT-WLXN Radio, Box 668, Lexington, N.C. (Equal Opportunity Employer).

Modern Country . . . one of America's best needs two adult, mature air personalities. Afternoon and mid-day shifts. If your production is great, you create a great show, and your motivation generates great ratings . . . we'll polish you up for that step to the majors. Great plant, people and pay here. (I've already passed over 33 air checks . . . hoss.) If you know country radio check with Nashville about us then send . . . pic, air/production check, resume first mailing to: Dave Donahue, WITL Radio, Box 10-10, Lansing, MI 48910 . . . Pronto.

Midwest 5k/1k Rocker looking for "Heavy-Voiced" Morning Drive person with PD potential. Top pay and benefits. Send tape, resume first letter or call J. C. Smith, WJPS, Evansville, IN. 812-425-2221. Equal Opportunity Employer.

Wanted—Morning person who can communicate and present contemporary music format to adults. Good voice and production ability a must. Desire a family person who wants to live and work in the country's most attractive historic area. Good pay plus fringes. Send air check and resume to Pat Collins, WMBG, P.O. Box 180, Williamsburg, Va. 23185.

Need two announcer/salespeople. Must be personable and friendly, with mature voice; only experienced need apply. We are a C & W station in a 16 station market; don't let that fool you—we have never lost money and we've never had a salesperson. If you're good on the air and can cut commercials, the customers are waiting for you. We have no tied down house accounts; this is a permanent position, replacing 6-year employees. If you're a drifter, prima donna or have family, financial or drinking problems, do not apply. We are a happy station where everyone works together in serving the public and making money. Start at \$6000 plus, depending on you. Send resume and tape of you to WNMN, P.O. Box 7042, Garden City, Ga. 31408.

Minorities are encouraged to apply. Thlrld phone. Come South. Automated Rock-Soul FM. 55 minutes automated, 5 minutes network news. Monday through Saturday, nights, 7pm until 12:15pm, No Sundays. \$2.50 hour, \$78.75 weekly, 3 1/2 hours. WPWR, St. George, S.C. 803-563-4371.

Afternoon Drive and production director for dynamic new broadcast corporation in one of Florida's fastest growing medium market areas. Salary negotiable. Call: Ken Copper, WSIR Winter Haven, 813-294-4111.

A Wisconsin contemporary leader is seeking an experienced afternoon entertainer, who also has a flair for production. No beginners, please. Send tape, resume, salary requirements to James P. Schuh, WSPT-FM, P.O. Box 247, Stevens Point, WI 54481 immediately.

Florida MOR has immediate opening for experienced newscaster who enjoys short air shift, bright up-tempo sound. Once in lifetime opportunity to join growing market on Florida suncoast. Rush tape and resume of newscast and air shift to Dave Barker, WTRL 1490, Bradenton, FL 33505. Equal Opportunity Employer.

Morning person, 6 days, bright but no screamer. Immediate availability. Minimum experience 3 years, including news and production. Salary + benefits. Send resume, tape, references airmail to WVWI, Box 5170, St. Thomas, V.I. 00801. An Equal Opportunity Employer.

Beautiful future for announcer that can do it all plus heavy sales. Tape, resume and photo to WXTA Radio, Box 594, Greencastle, IN.

Experienced mature contemporary personality. College town. 24 hour stereo. Send tape, resume, requirements WXUS, 1000 Ortman, Lafayette, IN 47905, 317-474-3776.

Milwaukee studio available for recording auditions, etc. Hourly rate. Operates controls yourself and save. Broadcast performance. 463-1900.

## Help Wanted Technical

**Experienced Chief Engineer** needed for Midwest 5KW Directional AM and automated FM. Excellent equipment and working conditions. Salary \$900/mo. plus. Send resume and references. E.O.E. Box K-149, BROADCASTING.

**University in Texas** has opening for 1st phone with degree. E.O.E. Will install and operate 2.5 kw FM station and do some CCTV maintenance. Teach one basic engineering course. Excellent small community living, good retirement. Send resume to Box K-214, BROADCASTING.

**Superb opportunity** for chief engineer in midwest and midsouth. Two-station chain needs first capable of handling directional AM, maintenance, repairs, and annual proofs. Good fringe benefits. Salary open. Box K-233, BROADCASTING.

**Engineer—Radio Station—Chief Engineer** for New York Metro area Educational FM station needed for studio, transmitter operation and maintenance. Part time with very flexible hours. Student engineers available to help with duties (some with First Phone). Requires First Phone (Second Phone will be considered). Box K-247, BROADCASTING.

**Midwestern station** looking for midwesterner for Chief Engineer. Responsibilities include 1 KW AM, 50 KW FM Stereo, automation. Would have other engineering help. Four years experience and the desire to be a working Chief necessary. E.O.E. Box K-257, BROADCASTING.

**Chief Engineer** wanted with experience in AM, FM Stereo, STL, automation by Southwest station. Good steady job in excellent community. A little announcing mixed with maintenance. Well established station operation. Write to Box M-47, BROADCASTING.

**Wanted: Chief Engineer**, must have experience, for Midwest Radio Station. Please reply to Box M-75, BROADCASTING.

**Chief engineer** needed for non-directional AM and FM operation. Major east coast resort and recreational area. Equal opportunity employer. Send resume, reference and salary requirements to Box M-96, BROADCASTING.

**Chief Engineer** wanted. KLCL-AM-FM Lake Charles; La. Prefer air-work but not essential. Young growth company with unlimited potential. Contact Jim Toth, V.P. and Gen. Mgr., 1-318-433-1641.

**Live in one of America's finest small communities**, Searcy, Arkansas, work at one of America's finest small market radio stations, KWCK, Searcy, Arkansas; 11,000 happy people, local college environment without the problems of the metro area. A small market station, with big market billings. Mature staff of this news-oriented, regional station needs experienced chief engineer to care for all-new audio and transmitter layout. AM and FM Stereo separately programmed. We'll pay you what you're worth. Join the other pros who are fed up with the rat races and freeways, submit resume to Michael Horne, president, Post Office Box 190, Russellville, AR 72801.

**Chief for Christian 1 kw** directional plus 100 kw Stereo Easy Listening Format Automated. KWIL/KHPE Albany, OR 97321.

**First phone man** to read meters at transmitter. Some announcing experiencing. WAMD Aberdeen, MD 21001.

**Immediate opening** for first phone engineer to read meters at transmitter. Age no barrier. Will train beginner. WAMD Aberdeen, MD 21001.

**Live in Vacation Land—We** need a fulltime chief, announcing and/or production ability a plus. Must take over all engineering. Good salary. Contact Roger L. Sweet, WOB, Box 738, Rhinelander, WI. 54501 or call 715-362-6140.

**Chief Engineer** for directional 5,000 watt AM station. Must have first class license. Send resume and salary requirements to WTMP Radio, P.O. Box 1101, Tampa, FL or call 813-626-4108.

**Florida corporation** seeks chief engineer. Air ability a plus, technical ability foremost. Box 727, DeLand, FL. 904-736-3700.

**Immediate opening** for assistant chief engineer. Challenging job at AM-FM complex in Morganton, W. Va. Salary: \$7,200 yearly to start. Call 304-292-6301 ask for Jim Murphy.

**Fast-growing exporter** of Broadcast Equipment seeks person with technical knowledge of TV and Radio equipment, to head NYC staff. Should have extensive purchasing and managing experience, with strong contacts among electronic suppliers. Broadcast Equipment Corporation, 777 Third Avenue, New York, N.Y. 10017. Phone: 212-758-7577.

## Help Wanted Technical Continued

**Wanted, good on maintenance.** Does not have to have a ticket. Good salary. Call 606-886-2050. Make it personal for D. C. Stephen, owner.

**Teaching—Broadcast Electronics Technology—We** need a technically strong person to teach and develop a new program leading to the Bachelor of Science Degree in Broadcast Electronics Technology. The person we are looking for will have experience as a Chief Engineer and possibly additional experience in CCTV, CATV, or microwave communications. His academic credentials will include preferably an M.S. degree in Electronics Technology. Qualified applicants should contact M. R. Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, MI 49307. Phone 616-796-9971, Ext. 208. An Equal Opportunity Employer.

## Help Wanted News

**Weekend anchorperson/producer—I** am looking for a young personable broadcast journalist looking for an on the air slot. Writing, telephone beat work, production and anchor work for weekend newscasts required. Balance of week will be standup feature, sports and assignment work. Some film shooting required. If you don't know how, we'll train you. Pay is better than average for medium-sized Midwest market. Send to news director VTR sample of air work, picture, resume, writing samples and salary requirements first letter. Box H-242, BROADCASTING.

**Major Southwest station** with strong local news operation needs a "heavy voiced" news person. Good pronunciation of Spanish names is desired. Starting salary up to \$600 a month, excellent pay advancement in the future. Send tape and resume to: Tom Twinam, KROD, 2201 Wyoming, El Paso, TX 79903.

**Experienced Newscaster—to** gather, write and announce. Must be sober and willing to work. Send resume, tape and minimum salary desired. Buddy Starcher, KWBA, Baytown, TX 77520.

**1st Phone Newscaster.** Organize, report local news. Morning shift. Start \$145. Contact Ed K. Smith, WCMB, Box 3433, Harrisburg, Pa. 17105.

**Experienced newscaster** for aggressive news department. Must be able to gather, write, do ad libs and interviews plus a good on-air newscast. Contact Jim Martin, WDBO, Orlando, FL. 1-305-425-1677.

**I'm looking for a great morning news personality.** Someone who knows how to inject the real excitement of life into a newscast. If you're that special individual, ready to team up with the nation's number one talk-news station, send tape and resume now. Mike Drexler, WERE Radio News, 1500 Chester, Cleveland, OH 44114.

**Lansing is a fantastic news town**, if you're ready to move up to a larger market news directorship. Long hours, love for news and desire to be unbiased and truthful will earn top salary, benefits and long-term job. Send resume, aircheck and photo to WITL, Box 10-10, Lansing, MI 48910.

## Help Wanted, Programing, Production Others

**Programer / Morning Communicator / Production Ace,** Successful cross/country station with laid back philosophy needs help with creative refinement. Middle size—no hassle metro market. Enjoy your work. Write Box J-176, BROADCASTING.

**Promotion Director** for major market TV affiliate. The person I want is currently doing promotion for an 18-34 radio rocker and wants to make the jump to TV. This is a chance to bring your wild radio promotion ideas to TV and watch them fly. Copy samples with resume. Box M-13, BROADCASTING.

**Production Manager** needed yesterday. Mature, creative, take-charge type of individual to maintain our Award-Winning production department, plus pull a weekend air-shift. Will work with super sales staff and local clients to produce results. Box M-25, BROADCASTING.

**Unique talent wanted.** Production manager able to get ideas, create and produce. In addition, be able to handle personnel. Medium market. Salary compensatory with ability. Box M-97, BROADCASTING.

**WFUN-Miami** needs a sharp account executive, happy to talk with people in medium markets who are ready to move up. Call me at 305-667-1601, Glenn Mincer.

## Help Wanted, Programing, Production Others Continued

**Top Production Talent, the Progressive Radio Network** wants Executive Producer to coordinate nationally distributed newfeature productions. Progressive rock, heavy production and journalism background necessary. Lots of freedom and responsibility, (203) 429-0729.

## Situations Wanted Management

**Veteran Broadcaster** wants to manage California AM station. Medium market preferred. Best references furnished. Box K-113, BROADCASTING.

**Youth, Drive, Ideas, Success.** Put this experienced general manager to work on your station problem and get things done. 15 years in radio TV. Media pro. Modest tool Box K-223, BROADCASTING.

**Successful Program Director, Producer/Director,** more than five years in CATV/Broadcasting. Experienced producer of sports, news, community affairs and children's programing. News photographer, graphics designer, budget planner, seeks challenging management position in Industry, Education, Broadcasting, CATV. Box M-10, BROADCASTING.

**Selling General Manager.** Aggressive self generating. Will motivate staff. Financially stable. Excellent track record. Community leader. Will consider sizeable investment. Box M-12, BROADCASTING.

**Experienced manager** with proven rating success seeks to invest \$15,000 for part ownership. If you're contemplating expansion, or considering relinquishing some responsibilities, contact Box M-26, BROADCASTING.

**Now Station Manager FM** in forty-first market. Managed production company and AM radio station. Operations Manager for top five market radio station. Eighteen years radio, fourteen in management. Honest, reliable hard worker. How can I help you? Box M-38, BROADCASTING.

**G-M available** for your medium market station. Proven track record. We both make money through proper management. Box M-42, BROADCASTING.

**General Manager, 35** and ready to move up from this market of 150,000. Took this station from No. 4 to No. 1 in nine months. Programing and sales management experience. Box M-54, BROADCASTING.

**Sales Manager, 29,** looking for greater opportunity. Proven track record but have progressed as far as I can here. 6 years sales experience. Box M-55, BROADCASTING.

**Program Director, 10** years experience with several formats. College grad with ability to motivate people. Prefer large size market with a challenge to upgrade the station. Box M-56, BROADCASTING.

**I have been preparing for 10 years.** Major in broadcasting, salesman, announcer, 1st phone, married, two children. Want to be settled by Christmas. Box M-69, BROADCASTING.

**If you're looking for a General Manager** who is a good creative salesman, eighteen years experience, fourteen in management, who is honest, reliable and capable, then I'm looking for you. Box M-70, BROADCASTING.

**General Manager:** Major market sales manager with track record and management background wants General Management major market. Top man with proof of performance. Box M-80, BROADCASTING.

**Selling General Manager:** Currently successful General Sales Manager in major market. Want to relocate medium market as General Manager. Twenty-two years radio, fifteen management. Mature family man in forties with excellent track record. Accomplished Sales, Programing, Promotion, Personnel, Budgeting. Will assure profitable, solid operation. Would consider plan to participate in ownership. Box M-81, BROADCASTING.

**MBA candidate** with BS in broadcast management desires extensive grooming for executive position. Knowledge FCC. Computer programmer. Sales and marketing emphasis. Prefer major/minor network operation. Box 112, Lawrence, KS 66044.

**20 year professional** seeks position. Any and all phases—Midwest preferred. Call 1-313-385-3200. Available now!

## Situations Wanted Sales

**Part time announcer** would like an opportunity to learn sales. Would also pull an air shift. Maryland or Southern Pennsylvania. Box M-29, BROADCASTING.

## Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Major market personality looking for change. Good voice, production, music director. Can supply excellent references. Will consider medium markets. Box K-213, BROADCASTING.

Talented MOR personality. Great potential. No ego trip. Can take direction. Best at PM drive or night. Presently employed but getting nowhere. 3rd endorsed. Radio-TV college grad. Now in 250,000 market. All offers considered. Box M-17, BROADCASTING.

Take one announcer, Black, mix equal parts: clarity, mature smooth delivery, professionalism, writing-reading ability, sales experience, third endorsed. You'll never have that recipe again. MOR, Jazz, Beautiful Music, R & B, Box M-21, BROADCASTING.

Enthusiastic, dependable announcer/salesman. Classical, Jazz, Contemporary. Will relocate. B.S. 3rd 1/1. Box M-24, BROADCASTING.

Background jock (OM, PD, Production Director, Maintenance first, news, BA, references) seeks any size professional rocker. \$9,000 negotiable. 315-866-6202. Box M-34, BROADCASTING.

Attention: San Diego Radio—1st phone, 3 years announcing, news, production, engineering and sales. Can be uptempo or human, whichever. I've been desiring San Diego! I am a good worker! Consider diligence, consider me! Box M-44 BROADCASTING.

College grad., married, currently on the air, wants to be heard in larger Eastern market. Top 40 or MOR. Responsible. Creative production. Tight board, 3rd endorsed. "Sound" knowledge of music back to the '50s. Box M-45, BROADCASTING.

Good voice. 32, single, 3rd endorsed. Experienced in MOR, Religious, P.D., Adult Talk, station management. Florida or Ohio. Box M-65, BROADCASTING.

3rd phone, single, 2 year experience in C&W. Looking for C&W or MOR in Illinois, Indiana, Missouri, Kentucky. Box M-73, BROADCASTING.

Country jock, would like 8:00 p.m. to 5:00 a.m. board shift, different hours considered. Experienced. First phone. Box M-79, BROADCASTING.

Insanity on the radio—why not! Typical cast of characters, can use phone, pro of 7 years. P.D. experience, married, college grad. Medium market, contemporary. Top 40, C&W only. 216-478-1062. Box M-85, BROADCASTING.

Simply spivly black jock desires Top 40 or MOR position. First phone, good voice, and currently gift wrapped in Box M-93, BROADCASTING.

Excellent news and commercial delivery, smooth sound. MOR or EZ, prefer west. First phone. one-year experience. R. Canonica, 415-935-0133.

Florida: WNEW type professional. Strong D.J., news, production. 3rd ticket. Family man, excellent reputation. Dean, 100 Blackamore, Cranston, R.I. 02910.

Experienced announcer 3rd ticket, Broadcasting degree. Seeking medium market rocker, AM or FM. 309-384-3650.

Experienced, creative personality. Seeks Midwest, contemporary medium/large market home. Pat O'Brien, 313-278-6681.

Contemporary DJ seeks chance. Some experience. Degree in Broadcasting. 8646 Harding, Skokie, IL 60076—Tom 312-677-5518, 312-675-1281.

Not on an ego trip. Just sincere about broadcasting. Experience—some, hard worker—yes, single—yes, debts—no, age 20, voice—professional, willing to relocate, salary—whatever, available on request. Will adapt to any market and position. Keith B. Harrington, 6126 Farrow, Kansas City, KS 66104, 1-913-299-8078. Call collect after 7 p.m.

The New John Pluta sacrifices volume for quality and warmth, a sprinkling of cheer, will relocate. Write: 121 Whitesboro Street, Yorkville, N.Y. 13495.

First Phone. DJ five years, engineer for two, music director. M-agement change forces move. Popular music preferred. I will make you happy. 417-334-5677. Mike Conner, SR 1, Box 1277, Branson, Mo. 65616.

## Situations Wanted Announcers Continued

9 years experience, 3rd endorsed with friendly sound, 5 years at last station, not drifter. Also automation background. Seeking MOR station in California. Prefer Bay Area, available immediately. Ernie Burchard, 2143 AZA, Santa Clara, CA.

Black entertainer ready to move anywhere. Medium or major market adult MOR with radio-TV combination. Call 802-823-5041 mornings 8-9 a.m. EST or write Carl M. Adams, Barber Pond Road, Pownall, VT 05261.

First Phone, college grad, warm and humorous approach. In second year of small-market AM drive, also experienced in TV. Looking for medium or large Up-MOR. Prefer Midwest. Tape and resume ready. 918-333-5348.

An outstanding personality and production man. Magic ability to capture and keep an audience. Entertaining aircheck. Real professional job of production. Uses some very unique programming ideas. Thanks G.M.'s P.D.'s and peers. By the way guys, I'm looking. Pat O'Brien, 313-278-6681.

Major College sportscaster, PD, Talk-Host for two decades desires midwest or west. George Taylor, WALE, 617-674-3535.

Young, ambitious sportscaster-DJ wants starting position in small-market station. Will relocate and work my way up. Contact Harold Maas, 15309 Maddelein, Detroit, MI 48205. 313-839-5877. I learn quickly.

Talk and Entertainment—all night desired. Six years experience, talk, news, DJ. Interested in human side of story, can do controversy. Single, 30, will travel anywhere. 617-767-3281.

Major market voice in a beginner's body. Good copy writer. Have access to professional production equipment for mail order voice and production work. Randy Thomas, 312-297-7353, 6920 Mannheim Rd., Rosemont, IL 60018.

Specs Howard School grad. 3rd endorsed phone, tight board, willing to relocate. Tape and resume on request. Write Joseph M. Catarino, 2105 Newman, Trenton, MI 48183.

## Situations Wanted Technical

First class licensed female has worked for major market station. Need first engineering position. Inquire Box K-225, BROADCASTING.

Chief Engineer, 10 years in all phases of broadcast engineering, major market AM & FM operation, seeking director of engineering or chief engineer position for chain or station showing growth potential. Part ownership would be an additional consideration. Box M-9, BROADCASTING.

Off the air again? You need contract maintenance engineers. Proofs, frequency checks, construction. Complete maintenance. Write Box M-30, BROADCASTING.

Contract maintenance engineers seeking stations. Construction, frequency checks, proofs. We have a deal to fit your budget. Box M-31, BROADCASTING.

Radio Chief looking for a home. First class license. Telecommunications degree. One year television. Three years DA radio maintenance. Lewis Pifer, 2218 Casey, Mt. Vernon, IL 62864, 618-244-1782.

## Situations Wanted News

5-year veteran seeks position in medium-market, preferably in Midwest. I am controversial and creative. Newsprint experience also. Box K-248, BROADCASTING.

Knowledgeable sportscaster-newsmen available now. Three years pbp baseball, basketball, football. Broadcast degree. Resume and tape available. Box M-5, BROADCASTING.

You get what you pay for! I'm darn expensive—but consider: 5 years experience as news director—awards, actualities, humor, dig, write, deliver, guts, loyalty, highest references. Desire permanent news director slot in upper midwest. Box M-22, BROADCASTING.

Hard working and "with it" sports announcer wishing to return to broadcast industry. Outstanding and exciting play-by-play. One year experience as sports and news director and d.j. work. 3rd endorsed. Prefer midwest. Box M-36, BROADCASTING.

30 year old with B.A. and experience in news, public affairs, and jock work wants news exclusively; street reporting in active department in upper Midwest preferred. Box M-59, BROADCASTING.

Currently employed newsmen will consider right move up. Good year solid local news experience. Single, steady, relocate. Box M-83, BROADCASTING.

## Situations Wanted News Continued

Move over guys. Sincere female jock wants job in the New York area. I'm open for the news department. Box M-94, BROADCASTING.

No—I won't work for peanuts! But, I'll do more than "monkey around" with your news. 5 years experience as news director. Awards, actualities, highest references, permanent. Interested in upper midwest news director job. Box M-98, BROADCASTING.

Columbia School grad, 3rd ticket, wants start in rock music or news anywhere. Read well, write copy, willing to work, learn. Stephen Innis, San Diego, 714-291-8475.

Broadcast Journalist with #1 news team in major market is looking for a new challenge (South or West preferred but will consider others). 5-years professional radio/television experience. Bachelors in Telecommunications/Journalism. Real workhorse. Dynamite writer. Good voice. Won't blow the lid off your budget. Eye radio-air or TV-reporter position. Box 4442, Cleveland, OH 44125.

Experienced. Mature BA seeks relocation for news and air shift. McCarney, Box 2064 Aspen CO 303-925-2673, 925-3406.

## Situations Wanted Programming, Production, Others

Experienced country PD, MD, Major market station. Seven years present location. Young, aggressive. Will relocate anywhere, for right deal. GM, do it now. Write Box M-3, BROADCASTING.

Young, aggressive salesman with 2 yrs. experience as comm. producer-director, looking for promotion or public relations position in small or medium market. Promo. experience also. Box M-4, BROADCASTING.

Major market jock and news director seek medium market bright MOR or Contemporary programming position as a team. Impressive resume and references. 5-figure salary but reasonable and negotiable. Must be a sincere, stable, people-oriented facility who wants to be a winner. Box M-28, BROADCASTING.

Farm-consumer director. Mature, experienced, talented, (radio and/or TV). Complete charge of major effort. Resume on request. Box M-40, BROADCASTING.

Successful major market contemporary programmer seeks challenge all inquiries confidentially considered. Box M-60, BROADCASTING.

Positive Programming, the way I do it, could be the best thing that's ever happened to your station. Don't your listeners, advertisers and bank account deserve the best? Box M-67, BROADCASTING.

Experienced Broadcaster seeks Production Manager position with up/MOR facility, preferably in west, southwest. 1st phone, professional attitude, automation experience. Excellent references, tape upon request. Box M-78, BROADCASTING.

6 years solid professional, Beautiful Music, MOR voice seeks permanence with growth company in Midwest. Present market over 100,000 on East coast. Dedicated, neat, no inflated ego, management potential, B.A., first. Box M-89, 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.

Position available: General manager, educational KEET-TV, Eureka, Calif.; administrative level management experience in TV, experience with public relations, fund raising. Will be responsible for station administration all departments, co-ordination, development. Write Herbert Urban, President, P.O. Box 99B, Eureka, CA 95501. An equal opportunity employer.

### Help Wanted Sales

Strong on local sales? Dissatisfied with present position? Great opportunity for right person in major southeastern market with network affiliate, group ownership with excellent benefits. Send resume and requirements. Box K-241, BROADCASTING.

Local Sales manager wanted. Strong retail development background. Miami VHF Affiliate-group owned. An Equal Opportunity Employer. M/F. Write Box M-8, BROADCASTING.

## Help Wanted Technical

South Texas VHF station needs well qualified chief engineer. Box K-164, BROADCASTING.

Wanted chief engineer AM-FM group owner—heavy on directional antennas, maintenance, audio proof of performance. Top salary and growth potential. Equal opportunity employer M/F. Reply to Box K-170, BROADCASTING.

Assistant chief engineer with proven ability for Texas VHF. Box K-183, BROADCASTING.

Technical Operations Supervisor, to supervise video and audio technicians in production of color television programs in large production center in southeast. Must have broad background in setup and operation of color TV equipment under studio and remote location conditions. Would have prime responsibility for maintaining quality standards. Annual salary \$10,000 to \$14,000. Send resume to Box K-207, BROADCASTING.

Expanding TV production company in the southeast, has a need for a fully qualified maintenance engineer. Send complete resume and salary requirements to Box K-219, BROADCASTING.

Staff Engineer, communication arts—Brand new Communication Arts Complex, Southern California. Forward looking program, colleagues. Assist with installation, operation and maintenance of TV studio equipment: color and B&W cameras; quad recorders; associated terminal equipment. Magnetic film audio recording and mixing equipment. Technical school plus experience. Beautiful suburban setting away from downtown Los Angeles smog. Marina nearby, plus unlimited sports, social and cultural activities. To \$12,150/annum to start. Resume to Box K-235, BROADCASTING.

1st Class Engineer-operators for small market, expanding station. Experienced or will train. Contact Chief Engineer, WCDV-TV Montgomery, AL. 205-288-7020. Equal Opportunity Employer.

Studio Engineer—1st class license, assistance in studio maintenance, TV and FM transmitters, remotes and VTR's. Salary \$778-\$922/ month. Master Control Technician—1st class license, operation of UHF and FM transmitters, Quad VTR's, patching audio and video, on air switching, and CCTV. Salary: \$685-\$811/ month. Written resumes to: Personnel Officer, 631 S. Mt. Vernon Avenue, San Bernardino, CA 92403. An Equal Opportunity Employer.

Help Wanted. 2 CCTV technicians wanted to repair, maintain and install CCTV systems and equipment. Experience with IVC, Sony, Ampex, or Telemation necessary. Call Mr. Cooper collect; 216-692-3050.

CATV Studio Maintenance. Will consider person with minimal experience. Excellent opportunity for growth in a young corporation, full company benefits. Contact Norman Compton, Amherst Cablevision, 602 Grover Cleveland Hwy., Amherst, NY 14226 (716) 837-1120.

## Help Wanted News

Reporter, photographer and film editor needed by major market VHF Network affiliated station in upper Midwest. Applicants must have background and experience that emphasizes complete dedication to news. Our station has the best in equipment, facilities and employee benefits. Also, we are an equal opportunity employer. Send resume to Box K-196, BROADCASTING.

Investigative reporter who has the ability and desire to be a top professional newscaster. Must have proven track record. Midwest major market VHF Network affiliate. Send resume to Box K-200, BROADCASTING.

Producer for 5:30 .m. half-hour newscast. Major Midwest market. Want young creative person, possibly writer or reporter looking to move into producing. Send resume and short philosophy on what type of newscast you would produce to: Box M-46, BROADCASTING.

Wanted—TV field reporter male or female at least two years solid commercial station experience film and editing experience helpful. Must be strong on features. We are number one news operation in major northeast market. Send samples of on-camera work and News writing, plus complete resume and references. Equal Opportunity Employer. Box M-87, BROADCASTING.

Wanted TV News photographer ready to move to number one news operation in New York State city, must have solid experience shooting and editing. Rush resume, samples of news films and references. Equal Opportunity Employer. Box M-88, BROADCASTING.

## Help Wanted News Continued

Weather person to do weather show and news filming and reporting. Send resume and VTR to Operations Manager, WEAU-TV, Eau Claire, WI 54701.

Sports Director for major league sports town. To produce and anchor both the early and late newscasts at WKRC-TV, Cincinnati, Ohio. We like lots of film, and commentaries. Salary negotiable. Send tape, resume, salary requirements to Joe Harris, News Director, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219.

Sports personality. Proficient on-air talent, photographer, film editor to do features on people involved in sports, hunting, fishing, etc. Will produce, air shows at least two nights a week. Contact Tom Torinus, WLUX-TV, P.O. Box 7711, Green Bay, WI 54303. Send V if available.

Professional Journalist. WSFA-TV is seeking a strong reporter-anchorman to join one of the South's best news departments. Send resume and video tape to Charles Caton, WSFA-TV News Director, 10 East Delano, Montgomery, AL. Equal Opportunity Employer.

## Help Wanted Programing, Production, Others

Promotion Director for major market TV affiliate. The person I want is currently doing promotion for an 18-34 radio rocker and wants to make the jump to TV. This is a chance to bring your wild radio promotion ideas to TV and watch them fly. Copy samples with resume. Box M-13, BROADCASTING.

Immediate opening: Director—Talk-Variety show; major Midwest market. Applicant must have strong experience in pre-production and post-production development as well as on-air directing. An Equal Opportunity Employer—M/F. Forward resume immediately to Box M-74, BROADCASTING.

PTV Art Director. Responsible for TV graphics, set design, related print materials. Salary range, \$9,500-\$10,500. Position available Dec. 15. Equal opportunity employer. Resume to Joan Gordon, WBGU, Bowling Green, OH 43403.

Immediate opening for top-notch executive producer/director. At least five years experience in all phases of TV a must. Resume to Joe Weber, Production Manager, WKYC-TV, 1403 East 6 Street, Cleveland, OH 44114.

Writer—For television. Radio-only experience may be acceptable. Send resume to David Hoyle, WOTV, Grand Rapids, MI 49502.

Position Available Immediately. Television Producer/Director for Instructional Services staff at college of 9,000 students. Will promote, produce, and direct television and other mediated programing in support of instructional goals. Responsibilities include initiation of programing, creative writing, scripting, and casting. Able to work effectively with administration, faculty, and complete production staff. Seek candidate with three or more years in production and direction. Experience in color television. Educational or Documentary programing essential. Masters degree preferred. Salary negotiable. Send resume to: Frank Bristler, Director, Audiovisual Services, Ferris State College, Big Rapids, MI 49307.

Visiting lecturer or Assistant Professor, Iowa State University, Ames, for Winter and Spring Quarters, 1973-74, November 15, 1973 until May 31, 1974. Prefer practical production experience in radio and television, and Ph.D. Teaching assignment: 12 hours per quarter and might include Radio Workshop, Advanced Television Production, an additional television course; perhaps 1 section of fundamentals of speech, depending upon the appointee's background. \$7000-\$7300 for two academic Quarters. Salary modifications in the event the above qualifications are less than preferred. Write to: Dr. W. R. Underhill, Chairman, Department of Speech, Iowa State University, Ames, IA 50010. Phone 515-294-7670. Iowa State University is an Equal Opportunity Employer.

Art Director for Public Television station. Must be well qualified, experienced and strong in graphic design. Send resume and portfolio to WNED-TV, 184 Barton St., Buffalo, N.Y. 14213.

## Situation Wanted Management

Still young, vigorous, twenty year veteran seeks general manager position in medium or major market, especially strong in sales, but very knowledgeable in programing and administrative. Twelve years management experience, will consider sales manager in right situation. Box K-189, BROADCASTING.

Promotion-Devotion, Experienced? Sure. Desire room to grow. Money isn't my main concern. Working with a real pro—in the right market—is. Box K-224, BROADCASTING.

## Situation Wanted Management Continued

Manager-General Sales Manager. Outstanding record both national and local sales. I build inspired and lasting sales organizations and profitable stations. Excellent industry references. If you believe your station can do better, let's talk! Box K-249, BROADCASTING.

General Manager, 38, with 6 years management experience in medium market. Both program and sales management background. A real "go-getter." Box M-57, BROADCASTING.

Business Manager/Controller, over 9 years major market experience. Independent and network affiliates. Strong budgets, cost controls, credit. Thorough knowledge all phases television and radio operations. Seeking challenging position at corporate or station level. Box M-77, BROADCASTING.

Experienced General Manager with strong sales and production background seeks profitable challenge as G.M. or Sales Manager. Box M-91, BROADCASTING.

## Situation Wanted Sales

Sales manager—New York based. Heavy New York, Philadelphia, Chicago advertising agency coverage experience. Over twenty years Rep, Station, Marketing, Programing background. Capable of developing unique sales plans. Box K-226, BROADCASTING.

Local Sales Manager offering experience and ability in leading 6 man sales department to record billings. Goal, progressive group in top 50. Challenge and responsibility most important. Top references available. Box K-239, BROADCASTING.

Children's Programing producer-host now available. Quality format for afterschool. Sales, announcer, and PR experience. Box M-86, BROADCASTING.

## Situations Wanted Technical

First phone control room/camera operator. Strong on audio. MS degree in TV. Will consider TV or production house. Prefer N.E. Box K-240, BROADCASTING.

Assistant chief, Public VHF, would like to move up. Relocate anywhere, U.S.A. Box M-2, BROADCASTING.

Radio-T.V. tech. looking for job in video, but will accept radio. Presently working on cross country video & microwave circuits. First class radio-telephone license. Willing to relocate, 212-931-2037, Greg Crossman, 1320 Odell, Bronx, N.Y.

First Phone, 10 years in broadcasting. Operations position wanted, switcher, audio man, production engineer. No maintenance. Don Heumann, 213-627-8971, Los Angeles, CA. Write: 939 South Figueroa St., 90015.

## Situations Wanted News

News Directorship or responsible reporting position wanted by NBC journalist. Ten years excellent experience. Box M-1, BROADCASTING.

Newspaperman, 34, wants start in television news. Nearly 7 years experience on Metro prize winner. MA in December. Willing to listen, learn, work and relocate. Box M-14, BROADCASTING.

18 years in Broadcasting; good appearance, conservative delivery; rating-proved draw in Top 20 market; experienced in all phases, strong on-air; will deliver in anchor position. Box M-23, BROADCASTING.

Experienced, professional newsman who could be top-flight news director and/or anchorman someday soon, wants first really big break. Let youthful enthusiasm work for you. Box M-32, BROADCASTING.

TV News Director/Anchorman seeking larger market. Good ratings. Producer of award-winning news and news specials. 12 years experience. Box M-43, BROADCASTING.

Newswoman, Princeton graduate, seeks news position. Newspaper, magazine, Capitol Hill experience. Box M-63, BROADCASTING.

News director—Excellent credentials. Network experience as producer/reporter. Box M-90, BROADCASTING.

Number 2 man in 25-man California news department wants News Director or Anchor position in Medium market. Married, 13 years radio-TV experience. Excellent credit and personal references. 3 1/2 years with number 1 Nieken and A.R.A. ratings in 5 station market. Present position is good but stagnant. Box M-92, BROADCASTING.

Emmy nominee reporter seeks work in special projects, docs. Master's in journalism. Experienced. Call 214-747-7935.

## Situations Wanted News Continued

Experienced 25 year old college grad wants position as cameraman, reporter. Experienced air man. Have done some of everything. 512-672-3061.

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, OH 43224.

## Situations Wanted Programing, Production, Others

Producer-director, NBC affiliate, Top 40, MA, doing some promotion work, want to do more. Box M-16, BROADCASTING.

Production Manager, 6 years experience in medium market desires change. College graduate, 30, wants to direct in larger market. Announcing and acting experience. Write Box M-35, BROADCASTING.

Farm-consumer director. Award-winning, talented producer/host, cinematographer, writer, p.r., seeks outstanding challenge/opportunity. Resume. Box M-41, BROADCASTING.

Experienced Producer Director seeking broadcast or advertising agency position. Leaving fine broadcast firm for valid reason. Top references. Box M-66, BROADCASTING.

Experienced, young director in Top Ten market wants Producer-Director position. Top references from fine, major broadcasting firm. Seven years experience. 301-460-1108.

Recent Graduate, B.A. in TV and film. Some experience. Desires position in broadcasting industry, will relocate anywhere. Mutaz Chichakly, 2315 East Olive, Arlington Heights, IL 60004.

Cameraman/floorman. Directed program aired in N.Y.C. Seeks position within metro area or Long Island. Call 212-253-8845 nights.

## WANTED TO BUY EQUIPMENT

Wanted to buy—35mm TV projector with lens. Good working condition. State details and price. Box K-216, BROADCASTING.

Needed: Water cooled dummy load capable of handling 25 kw and operational at 180-186 mhz (ch. 8), KFPW-TV, P.O. Box 4150, Ft. Smith, AR 72901.

Wanted: Ampex VR-1200 Video Tape recorder. Call 408-298-6676. Engineering KGSC-TV, San Jose, CA.

Equipment wanted: Need, for Model RCA BTA-5F, 5,000 units, the following: Three transformers: Type 901065-501, Stock No. 46398; Type 900435-1, Stock No. 17553; Type No. 901005-501, Stock No. 43867, and two chokes, Type 900501-1, Stock No. 43785. Reply to: Terry Stripsky, Chief Engineer, KQRS, 917 N. Lilac Drive, Minneapolis, MN. 55422, Telephone 612-545-5601.

Wanted: Type approved microwave system to pass color. Respond to: Box 4371, Inglewood, CA. 90309.

## FOR SALE EQUIPMENT

Collins 212F Console, excel. cond.; CCTV System (Viewfinder cameras, monitors, switcher, etc.). Box M-62, BROADCASTING.

For Sale—Telescript 7000 3 1/4" x 4" Slide projector, complete with 8' x 10' rear screen and remote control unit. Make an offer. KORN-TV, Mitchell, S.D. 57301.

1. GE 4TT24A1-3 UHF Driver, Ch. 22 removed from service 10/14/73. 2. 3-COHU 3200 cameras with 10 x 1 lens and remote CCU. 3. 2-SONY 5000 color camera chains with 6 x 1 lens and sync. gen. 4. 1 RCA TK21C film camera. Reply to: D. Zulij, KWHY-TV, 213-466-5441, Los Angeles, 90028.

2. McMartin SCA Generators B103/7/41 & B103/7/67, New and Unused, \$125.00 each. 1. McMartin TBM-200A SCA Modulation and frequency monitor adapter \$650.00. 1. Wilkinson Electronics TRF-1A AM RF AMPLIFIER. Outputs for frequency and modulation monitors. \$100.00. Contact: J. B. Tillis, WDLF Radio, DeLand, 1-904-734-3100.

RCA BT10B 10 KW FM Transmitter now operating. \$2,300.00 cash. Ed Fritts, WPAD, Paducah, KY (502) 442-8231.

1 KW RCA BTF 1D, \$3,000.00. 3 bay Jampro horizontal antenna \$1,000.00. 250 feet 7/8" transmitter line, \$150.00, plus fittings. 10 channel custom board—side pots, \$1,000.00. If sold together \$4,500.00. All equipment now on the air at WTAO Murphysboro, IL (618) 687-2000.

## For Sale Equipment Continued

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.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESSCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Replacement attenuators. We supply equivalent controls for most broadcast consoles. Contact Mike Sutton 919-934-3135, Shalloco, Inc. P.O. Box 1089, Smithfield, N.C. 27577.

Delta 7 VELCOR HSC rids quads of ugly blemishes caused by velocity error. Standalone, economical. Ask for brochure—Television Microtime, 1280 Blue Hills, Bloomfield, CT 06002, 203-242-0761.

3 KW ERP Gates Transmitter package: FM1B Transmitter, FMA 4A antenna, Sta-Level, 75' HJ7-A Helix—Good Condition—\$3500 or offer, 714-873-7334.

Ampex, AG440B-2 with Servo, Scully 280MS-2, just arrived from factory, in stock—ready for immediate shipment. Also in stock used AG440's, AG350's, 350's and Scully 270 and 280's stereo and mono in excellent condition. Call Broadcast Automation Associates 305-776-4762, or write 5199 N.E. 12th Avenue, Fort Lauderdale, FL 33308.

Ampex VR1100 w/AMTEC, procamp, electronic editor, one (1) spare Mark 10 videohead and audio cue channel. Good condition, asking \$15,000. Al Petretto, Hewlett-Packard, Palo Alto, CA 415-493-1501, ext. 3534.

5 KW Sola CV5 Constant Voltage Transformer \$250; Ampex 351 in Console Cabiner \$1,000; ATC PB-190 w/Record Amp \$250; 2 each RCA-77D Microphones \$75 each. Burden Associates, 20944 Sherman Way, Canoga Park, CA 91303. 213-340-4590.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer, Box 8057, Pensacola, FL 32505.

## COMEDY MATERIAL

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

## INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, CA 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.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

## Instruction Continued

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, CA 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-

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephoto license with broadcast endorsement training. Placement assistance. Small classes! Bonded! Certified by NM State Board of Education. Approved for Veterans. Classes year around; June 1st, Sept. 2nd, Jan. 2nd, April 1st. Enroll now! Write Dave Button, Mgr., School of Broadcast Training, 317 West Quay, Artesia, NM 88210. 505-746-2751.

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Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

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## RADIO

### Help Wanted Management

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BOX M-84, BROADCASTING.

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## Situations Wanted Programing, Production, Others

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### Help Wanted Programing, Production, Others

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 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.

**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.  
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Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_



# Profile

## Switch-hitting in broadcasting: from sales to operations

"Sales presents a perfect target," says Len Giarraputo. "You can go out there and put your arms around it and run with it. But operations—it's the problem of the day; it's so much less definite in its boundaries. There's no breathing room at the end of the month. You feel as though you can never get out of the tub."

Mr. Giarraputo, who was plucked out of his post as vice president for national sales for Post-Newsweek Stations to become executive vice president for operations, will probably be wet and wrinkled from his immersion for some time. It's a big assignment in the broadcasting business, with responsibility for three TV stations and two radio outlets—WTOP-AM-TV Washington (where he has headquarters), WJXT(TV) Jacksonville, Fla., WPLG-TV Miami and WCKY(AM) Cincinnati—and he's gearing up for another TV, WTIC-TV Hartford, Conn., whose purchase is pending FCC approval. And the job is destined to get larger: "No doubt about it," says Mr. Giarraputo, there is yet "another V down the line" for Post-Newsweek.

Whatever the dimensions of the job, the company thinks it has a man to fit it. Says Larry Israel, now president of the parent Washington Post Co., and the man who picked Mr. Giarraputo for his present eminence: "Len has exceptional sales ability, drive and aggressiveness. He has a terribly good understanding of research. And he's been a quick study on the other complexities of running a broadcast operation."

No small matters, either, are the competing challenges standing against the two Florida TV's, including one filed by a group headed by President Nixon's chief Florida fund-raiser for the 1972 campaign. Mr. Giarraputo discreetly sidesteps comment on that situation. Instead, he says in neat, unruffled tones, "If we can be criticized for anything, it's for the fact that we've done too much." In other words, Post-Newsweek may have made itself a very visible target for competing applications by making itself so prominent in those markets. "Miami and Jacksonville certainly aren't newspaper markets," he observes. "TV is very important to them and in Jacksonville, especially, the response [to programing] is immediate."

"As a company," Mr. Giarraputo says, "we are free thinkers. Sometimes you lose. Sometimes you lose big. But you have to be willing to try. With perhaps the leading independent in the country here in Washington [Metromedia's WTTG] and a very tough U [WBCA], there's a great deal of competitive fare available



Leonard Thomas Giarraputo—executive vice president for operations, Post-Newsweek Stations; b. Brooklyn, N.Y., Jan. 13, 1930; NBC page, 1948-50; U.S. Army, 1950-52; advertising assistant, NBC, 1953-55; participating sales, NBC-TV's *Today*, *Home and Tonight* shows, 1956-68; sales manager, *Mediascope* magazine, 1958-61; salesman, Metromedia-owned WNEW-TV New York, 1961-65; national sales manager, WNEW-TV, 1965-66; vice president, general sales manager, WNEW-TV, 1966-68; executive vice president, *Playbill* magazine (division of Metromedia Inc.), 1968-69; vice president, national sales manager, WNEW-TV, 1969-70; director of national TV sales, Post-Newsweek Stations, 1971-73; executive vice president for operations, Post-Newsweek Stations, 1973-; m. Edna Voruerk of Hollis, N.Y., 1954; children—Barbara Ellen, 13; Mark Leonard, 8.

to viewers. You have to take the time to plot out your course of action, compete where it's necessary, counterprogram where it's necessary." In Washington, that kind of free-thinking has made WTOP-TV one of the most independent network affiliates in the country, to the continuing chagrin of CBS-TV's station-clearance executives. The current Friday-night situation is typical of the station's program policy. It schedules *World at War*, a Laurence Olivier-narrated documentary series, into the access-time period at 7:30 and, pre-empting the network's *Calucci's Dept.*, continues with it until 8:30. Then it segues back to the network for *Roll-Out*, a lighter-side-of-the-war series it finds a fitting follow-up. Later that night, and every weeknight, it again pre-empts the *CBS Late Night Movie* for its own.

Lee Giarraputo leans to phrases like "the way to do it" and "the way it should be done." It bespeaks a policy of not

cutting corners, of insuring that programs are carried out with the proper funds, amount of time, equipment, deliberation, whatever. One example of that policy, Mr. Giarraputo likes to point out, is WTOP-TV's use of Minicams, the lightweight, portable TV cameras. WTOP-TV was one of the first non-network-owned stations to put them into regular use. Its Minicam crews were the first TV newsmen on Capitol Hill the day Spiro Agnew resigned as Vice President, gathering stunned reactions and the late-breaking development. The announcement came at 2:04 p.m. (NYT) and by 2:25 WTOP-TV was on the air with its first report—and it stayed live until 7:38. "That's the way to do it," says Len Giarraputo.

Mr. Giarraputo broke into broadcasting young, as an NBC page in 1948. In 1953, after an Army stint, he went back to the network, tucked a batch of rate cards into his briefcase and hit the street. For all intents and purposes, he wouldn't get a job that took him off the TV-sales street until 1973, when he went into operations for Post-Newsweek.

With television barely out of its infancy, Mr. Giarraputo was one of about a dozen salesmen hired in 1956 to go out and sell the agencies on the concept of something called "personality TV." NBC-TV's *Today*, *Home and Tonight* shows had been designed for personalities (Dave Garroway, Arlene Francis, Steve Allen).

"It was a pretty crazy set-up, then," Mr. Giarraputo says. "The 12 of us who really sold the shows were called junior salesmen, if I remember correctly." Account executives at the networks were pulling down the lion's share of the commissions because the sales came from an assigned agency. But it was the junior salesmen, who could not make the sales at the agencies but had to go directly to the clients, who sold most of the time.

"Maybe it wasn't such a bad system," he allows now. "It forced you to call on the clients [which helped initially to sell the medium itself, as well as a couple of spots]. And even now you have to impress upon people that the agency is not the end of the sales process."

Today, Len Giarraputo is not that far from sales in his position as executive vice president for operations. But now he is in the eye of a different storm. His job requires that he deal with the matters that he calls "the problem of the day." He says he enjoys it for the challenge, but would like to come to a time when "there aren't any labor negotiations, aren't budget meetings, aren't production deadlines to meet. Then, I could sit down and think about the ways to go about obtaining the additional things we need," he says. "the things we never get around to." That's the way to do it.

# Editorials

## No gain

Both sides suffered losses in the epic confrontation between Richard M. Nixon and the press on Friday night, Oct. 26. The President lost the composure that he professes to value so highly — and with it at least some of the respect he would otherwise have merited for skillful disquisitions on other subjects. The press lost its professional detachment and with it some of the prestige it has gained in exposing the Watergate scandals.

It really doesn't matter now that Mr. Nixon brought it on himself, first with a gratuitous and unresponsive answer to a question put by Dan Rather, the CBS correspondent whom the White House counts its enemy. Mr. Rather deserved better when he quite properly asked what the President thought when he heard "people who love this country and people who believe in you say that perhaps you should resign or be impeached." What Mr. Rather got was a discourse on network coverage that had irritated Mr. Nixon as early as the outset of the bombing of North Vietnam. That was only the beginning. Later in the conference the President characterized broadcast reporting as "outrageous, vicious, distorted," and he said, in a heated remark that he later tried to tone down, that he had no respect for television journalists.

For its part, the press behaved more boorishly as the conference went on. The shouting for attention got more raucous. The questions got more editorial and less inquisitive. By the time Clark Mollenhoff of the *Des Moines (Iowa) Register and Tribune* got the floor to accuse the President of hiding "prima facie evidence of high crimes and misdemeanors" the news conference had been utterly perverted. There must have been editors watching in home offices who flinched at the sight of reporters turning into curled-lip prosecutors, as a national audience looked on.

Serious journalists were owed better representation. Their craft, it now becomes evident, is going to need a full measure of public support in the intensifying conflict between journalism's natural mission to report and besieged politicians' self-preserving instinct to conceal or dissemble. Television journalism in particular is threatened.

It was hardly coincidence that Patrick Buchanan, the aide who is in charge of telling Mr. Nixon what the media are saying, followed his boss's outburst of Oct. 26 with an interview last week in which he advocated legislation to subdue the networks. It may be coincidence that Clay T. Whitehead, who is Mr. Nixon's director of telecommunications policy, has repeatedly criticized the television networks' present role and proposed such alternatives as multi-channel cable systems and drop-ins of new VHF stations to diversify television distribution.

It may also be coincidence that an FCC with a Republican majority is considering new inquiries into network operations and ownerships. There is talk of divestment of some or all owned-and-operated stations and of restricting the networks' production facilities. In the FCC's new interest in network "dominance" are to be found strong traces of an antitrust suit filed against the networks by the Department of Justice a year and a half ago. The suit is aimed at severely curtailing network influence in prime-time entertainment.

To counter administration attacks, both open and behind the scenes, journalists and journalism will prevail only by responsible performance of their basic duties. Especially

in a time of personal challenge to the holders of highest office, journalism must be comprehensive in its coverage and meticulous in its comment if it is to command and retain public confidence. The conduct of journalists themselves, when observable on television, can profoundly affect public attitudes.

The tensions between Mr. Nixon and the press go back to his origins in politics; they have merely been drawn tighter in the President's recent travail. They must be endured as a normal journalistic experience. In the aftermath of the Nixon news conference, nothing much was said about earlier expressions of the same antagonism by the man then designated by the President to cow the press. By the way, whatever happened to Spiro T. Agnew?

## Let's go

Isn't it about time for the Senate to quit playing games on the personnel of the FCC?

Six weeks have elapsed since the President nominated James H. Quello of Detroit to succeed headline-hunting Nicholas Johnson as a member of the FCC. The fact that the White House had procrastinated from June 30, when the Johnson tenure would have ended if his successor had been qualified, until Sept. 20 does not excuse the Senate from initiating confirmation hearings with reasonable dispatch.

The FCC has never been confronted with more critical problems, than those it faces now. Unfortunately, this has not been the most diligent or industrious commission with memory either.

It is common knowledge that Chairman Dean Burch, for economic reasons, wants to leave but has been asked to stay until Mr. Quello takes office. It is well known too that Nick Johnson is doing everything he can (including a pitch to Congress favoring impeachment of the President) to hang on. He draws his full pay and allowances until his successor is sworn in.

Chairman John Pastore (D-R. I.) of the Senate Communications Subcommittee, is an articulate, energetic fireball. He is respected by his colleagues on both sides of the aisle as a fair-minded legislator who hews to the letter of the law. We suspect that when he realizes the equities he will break the FCC log-jam.



Drawn for Broadcasting by Sid Hix  
"Nobody leaves this studio until we find the steak that was used in that supermarket commercial."



## ***People renewal.***

After two years of continued delays in Sioux City's urban renewal, citizens became discouraged with the whole process, despite the promise of the end result.

Morale was so low that the Fetzer television station in Sioux City decided to give it a lift with a series reminding people of all the ways the city is moving forward. The series, entitled "Upward Bound," turned out to be such a success that there was a demand for it by all the other stations. Its optimistic theme even became the rallying call used by everyone to describe Sioux City's future.

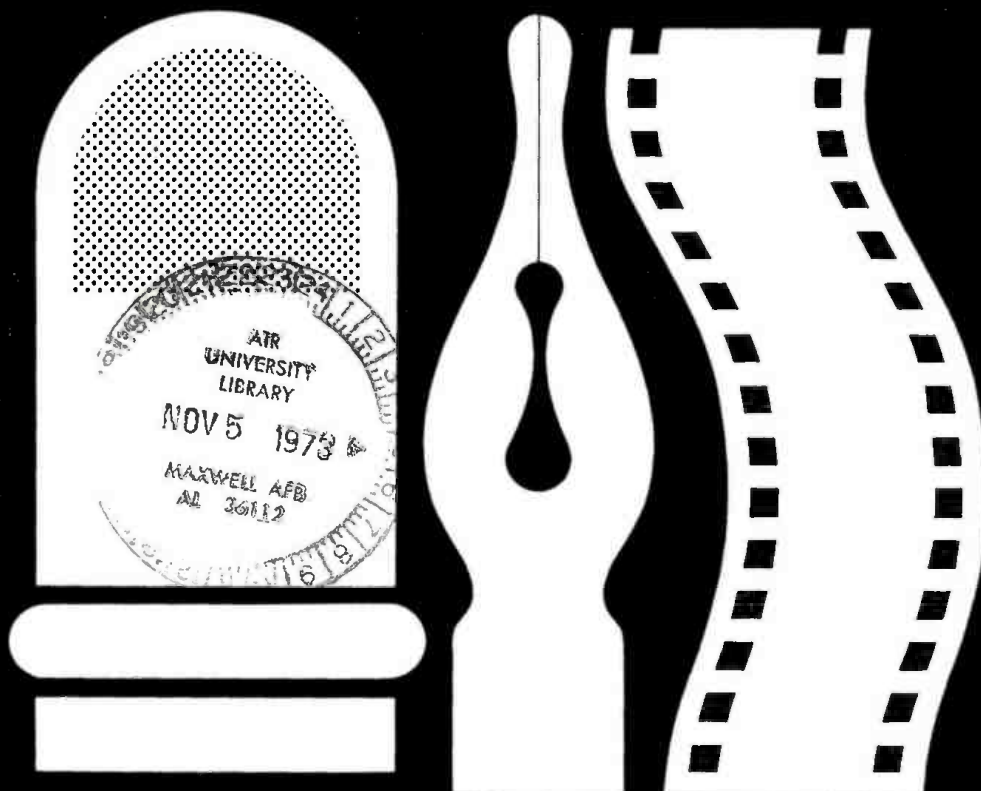
Helping to renew the spirit of a city is an important part of Fetzer total community involvement.



## *The Fetzer Stations*

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

for medical journalism above and beyond . . .



**the american medical association  
announces the 1973 medical journalism  
awards competition**

The AMA awards program has as its purpose the recognition of those outstanding achievements in medical journalism which have contributed to a better public understanding of health and medicine.

Awards of \$1,000 in each of five categories will be presented to the entries selected by the Medical Journalism Awards Committee. The categories of competition are:

|            |            |            |
|------------|------------|------------|
| Magazines  | Radio      | Television |
| Newspapers | Editorials |            |

The deadline for all entries is February 1, 1974. For complete information on rules and submission of entries, please write to:

Medical Journalism Awards Committee  
American Medical Association  
535 North Dearborn Street  
Chicago, Illinois 60610