

White House policy in work: open entry to cable ownership
Since cigarettes went off air: most smoking ever

Broadcasting Jul 31

The newsweekly of broadcasting and allied arts

Our 41st Year 1972

SANDY FRANK FILM SYNDICATION, INC. SETS A NEW SYNDICATION SALES RECORD WITH THE PARENT GAME!

125 MARKETS SOLD IN JUST
100 DAYS OF SELLING

(SEE PAGE 13)

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Winning Team At The Miami Marathon

At the Democratic Convention, it took a little time to get things counted properly.

Including the roll-call of how many homes were tuned in to NBC, to CBS, and to ABC.

But now the Niensens are in. And the word is out: *Once again, as in every political convention since the Fifties (or for the seventh straight convention), more American homes voted for NBC.*

Democratic Convention Ratings		
	Average Rating	Convention Share
NBC	11.4	42 percent
CBS	9.4	34 percent
ABC	6.7	24 percent
Lead over CBS 21 percent		
Lead over ABC 70 percent		

Just *how* we won it is interesting, too. During the hours of three-network common coverage (chart), NBC News won each of the four nights—with the gap between our share of the audience and the CBS share widening each night.

Clearly, it was performance that earned this kind of result. Given the chance to shop around, more and more viewers discovered where the best coverage was. And stayed with it.

Those two delegates from Wisconsin may have preferred Roger Mudd. But the Chancellor-Brinkley slate proved to be the winning ticket “from California to the New York island.”

Well, it was a tough week for lots of people.

NBC NEWS

Even if nobody noticed, we'd still work as hard as we do

For us, at WTOP-TV there's only one way to work. Hard. And there's only one standard to work toward. Excellence. That's the way we believe we'll be noticed. Fortunately, our audience agrees. They appreciate and applaud the kind of work we do. But even if we were noticed less, we still wouldn't change our no-nonsense news approach, our no-holds-barred editorials, innovative specials, community-involved programming, or our commitment to intelligent, quality broadcasting. It's especially gratifying to know that experts in our own industry and in the fields of journalism, education and advertising think our work is worth rewarding. In the past year, WTOP-TV and the Post-Newsweek Stations have been honored with a number of awards. We'd like to thank those who felt we deserved their recognition. They include: *The University of Missouri Honor Award* for Distinguished Service in Journalism. *San*

Francisco State University Preceptor's Award for broadcast pioneering. *Action for Children's*

Television Act Award to the Post-Newsweek Stations for seeking out quality programs for children and for clustering and reducing the number of commercials on such programs. *The Association of American University Women*, *Four awards* to WTOP-TV for Public Service for "Caution!"—Public Service, Davey Marlin-Jones—cinema and theatre review, Warner Wolf—sports reporting and commentary. *The Associated Press Chesapeake Broadcasters Award* to WTOP-TV for coverage of the 1971 May Day Demonstrations. *The White House Press Photographers First Place Award* for Spot News to Bob Boyers, WTOP-TV. *The Baltimore Press Photographers First Place Award* for Spot News to Hal Hoiland, WTOP-TV. *THE WASHINGTON DAILY NEWS First Place* to WTOP-TV's Warner Wolf as Washington's favorite sportsman.

WTOP TV

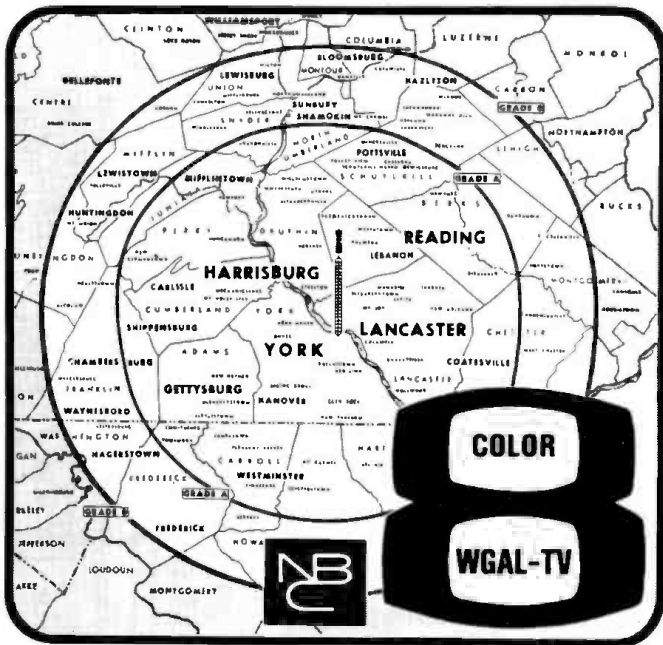
WASHINGTON, D.C.
A Post-Newsweek
Station

Broadcasting **Jul 31**

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WGAL-TV public service programming touches the lives of all its viewers



This pioneering central Pennsylvania television station reaches numerous communities which are widely divergent in interests and needs. Through the years, WGAL-TV has played an active role in the life of these as well as many other communities. From this has come the understanding which makes possible public service programming that truly serves the needs of Channel 8 viewers.

WGAL-TV

Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

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

Closed Circuit®

Burch with Johnson?

FCC this week will ask parties involved for special showing that Triangle Broadcasting Corp.'s proposed \$7.5-million sale of WSJS-TV Winston-Salem, N.C., to Multimedia Inc. is in public interest. With Chairman Dean Burch leaning toward negative side, sale may be in trouble. Triangle, which owns CATV system in market, says sale is designed to bring it into compliance with rule barring CATV-TV crossownership. But Commissioners Nicholas Johnson, H. Rex Lee and, to some extent, Chairman Burch are concerned about "regional concentration" of control of mass media. Multimedia owns radio and television stations in Greenville, S.C., Knoxville, Tenn., Macon, Ga., and Asheville, N.C., as well as number of newspapers in area.

Commissioners Robert E. Lee, Charlotte Reid and Richard E. Wiley want to follow staff report to approve sale. New Commissioner Benjamin L. Hooks is not yet prepared to vote. That could mean 3-3 tie and no sale if Chairman Burch voted no. Letter to parties, reportedly chairman's idea, is designed to give them further opportunity to provide justification for sale. Commission is not expected to take up matter again until Sept. 13, and sale contract gives either party option of canceling after Sept. 1. However, indications are that both sides intend to see matter through.

GI productions

Performers' unions are eagerly awaiting release, expected next week, of comprehensive survey of television, radio, movie and other audio-visual works produced by federal government. Survey will reportedly show wide variations in professionalism, quality and costs. Unions have been lobbying for standardization of pay scales and working conditions and complaining that government uses amateur talent at low pay. Survey is work of staff of Representative Barry Goldwater Jr. (R-Calif.)—strong supporter of government use of audio-visual techniques but critic of its competition with private producers and its lack of professionalism. Screen Actors Guild and American Federation of Television and Radio Artists have been trying to stake out position in government production.

Who's to own what

Major subject FCC intends to tackle in September is how to structure ownership of cable television. First question is whether to repeal or modify rule barring crossownership of cable systems and television stations in same markets. Review of whole rule was precipitated by Commissioner H. Rex Lee's contention that noncommercial stations ought to be given

exemption. Related question is what to do with proposed rule to break up newspaper-cable crossownerships in same markets. (High-level administration committee on long-range cable policy is veering toward recommendation of unrestricted entry into cable ownership by any other media [see page 22].)

FCC is also facing long-deferred consideration of proposed limit on total subscribers any cable company would be allowed. Trend toward consolidations in cable ownerships is reviving FCC interest in ceilings—though commission officials point out that no multiple-system owner is near 2-million-subscriber limit that has been proposed.

Answer man

Massive study by Dr. Charles Winick of City University of New York is said to disprove commonest criticisms made against television advertising directed to children—i.e., that it encourages youngsters to nag parents to buy advertised products, emphasizes sweetness in cereals, etc. Study, due for release end of August, exhaustively examines 150 elements in each of many commercials that were painstakingly reviewed. It's said to be so comprehensive as to defy easy summary. National Association of Broadcasters Television Code Authority picked up tab.

Bad blood?

Honeymoon may be over for FCC's chairman, Dean Burch, and senior Republican and dean, Robert E. Lee (who's acting chairman when Mr. Burch is away, as he is now on European trip). Mr. Lee hasn't seen eye-to-eye with chairman on number of key cases and, more than that, hasn't been privy to chairman's views prior to meetings. Commissioner Lee, now serving his 19th year, has two years to go before completing his third seven-year term.

Mr. Burch, in his third, and what his confidants believe will be his final, year (although his term runs until June 30, 1976) often becomes impatient with colleagues who may not see things his way. Commissioner Lee who seldom loses his cool, is content to observe that he sometimes is "disenchanted" with events.

Not this time

Safe bet seems to be that Office of Management and Budget recommendations for centralizing FCC's administrative authority in chairman's office ("Closed Circuit," July 3, et seq.) will not be adopted, at least in anything like their present form. No votes have been taken but there are at least three against them—those of Commissioners Robert E. Lee, Nicholas Johnson and H. Rex Lee.

With that much opposition, it would

take power play by Chairman Dean Burch to put plan over, and that does not seem to be his style; commissioners feel he would like ample majority for any reorganization plan—particularly since Congress would be expected to show deep interest in any proposed changes. Supposedly revised version of report was received at commission early last week, but it is said to resemble original very closely. It turned up about week after comments on report had been filed by commission staffers and at least one commissioner, Robert E. Lee, is said to have argued that aim should be to relieve chairman's office of work, not add to it.

Papp to CBS-TV

Number of major specials reportedly are on drawing board at CBS-TV. First, according to reports circulating last week, may be two and perhaps more two-hour productions by Joseph Papp, one of New York's hottest new theatrical producers, currently represented on Broadway with "Sticks and Bones," antiwar satire, and rock musical version of "Two Gentlemen of Verona." He's also founder and head of New York Shakespeare Festival Public Theater, currently offering "That Championship Season" and "Hamlet" among others.

Dear sir

By paying attention to his mail, ABC Inc. President Elton H. Rule initiated latest ABC-TV movie made for television. Former nun in Aurora, Colo., wrote to Mr. Rule telling him of her work rehabilitating parolees. Impressed, Mr. Rule sent letter on for further action to Barry Diller, his young vice president in charge of feature films. Mr. Diller, in turn, put Paramount TV to task of developing material contained in letter. Result: 90-minute *Movie of the Week*, "The Weekend Nun," now in script form and scheduled for filming next month.

Used to it

One broadcast researcher, his interest whetted by reports of strong performance of prime-time newscasts on some independent TV stations, has been poring over Nielsen multinetwork-area ratings in effort to see how independents are faring in daytime. His study of averages of MNA reports for comparable four-week periods in February of 1972 and 1971 produced mixed pattern. Heaviest gains were concentrated—with some exceptions—in periods when networks were not feeding programs, especially after 4:30 p.m. NYT. Recalling that independent shares increased in prime access periods of local programming last fall, he sees new findings as further evidence that independents fare better when affiliates are on their own.

At Deadline

Watch and wait on Dick Cavett

Deadline for decision passes; speculation centers on Paar and possibly others appearing on rotating basis

Fate of ABC-TV's late-night *Dick Cavett Show* was still up in air Friday (July 28). Network notified affiliates that, although July 28 was promised date for word on whether show would be kept or canceled, deadline could not be met.

Unofficially but authoritatively, negotiations with Mr. Cavett were said to be still in progress—and name of Jack Paar, formerly NBC-TV late-night star, was brought into speculation as one who might share late-night host assignment with Mr. Cavett on rotation basis. This speculation took line that Cavett series may be renewed to end of year and then be replaced by one in which Mr. Cavett, perhaps Mr. Paar and possibly other hosts would rotate from night to night. This approach reportedly was part of negotiations under way with Mr. Cavett—and, presumably, separate negotiations with Mr. Paar. ABC sources said they expected final resolution this week.

Wiley: Come, let us talk together

FCC Commissioner Richard E. Wiley says relationship between broadcast licensee and commission is marked by feeling of "suspicion and distrust," and by mood that is "negative and counterproductive."

And he says his time at commission will be well spent if he can contribute to creating new mood of regulation—one "based not on fear, isolation and distrust but . . . one in which the spirit of partnership and cooperation in serving the public can flourish and prosper."

He also is hopeful that commission's "unsteady steps toward radio re-regulation"—project which he heads—"may be the harbinger of an eventual review and re-evaluation of our entire regulatory posture vis-a-vis the broadcasting industry." Ultimate goal, he says, is healthy, stable industry, confident of its place in serving public and secure in knowledge that commission's role "is to assist rather than hinder it in meeting the legitimate needs and interests of the American public."

Commissioner Wiley, who made remarks Thursday night in appearance before Mutual Affiliates Advisory Council, in Washington, discussed broadcaster-FCC relationship in expressing concern, as he has in past, about paucity of comments commission has received in connection with its study of ways to "deregulate" radio. Commissioner Wiley said only 200 letters have been received—"a

drop in what should be . . . a rainstorm of comment."

He said he has been told that at least part of reason for industry's reluctance to participate has been that broadcasters "feel apprehensive about direct communication with their government" and believe that "'low profile' (or perhaps an invisible profile) is much the best policy when dealing with the FCC."

Commissioner Wiley said commission's study of radio rules could play role in promoting spirit of cooperation between broadcaster and commission. If government can be made aware of broadcasters' "legitimate concerns" regarding rules, he said, government—"keeping in mind always what the public interest dictates"—can "fashion an appropriate regulatory response and an appropriate regulatory climate."

Ready-to-merge Cox Cable has record second half

Cox Cable Communications Inc., Atlanta, reported that second quarter ended June 30 was "best in the company's history," reflected "a continuation of the growth and progress which the company is making in developing cable television." Company added that operating results for 1972's first half were "helped considerably" by inclusion of Santa Barbara, Calif., system, acquired June 1, 1971. Cox also said it hoped to complete merger with American Television and Communications Corp., Denver (BROADCASTING, July 24) by next fall. For six months ended June 30:

	1972	1971
Earned per share	\$ 0.23	\$ 0.14
Revenues	7,707,172	6,125,940
Net income	803,159	506,571

Border tensions

San Diego broadcasters have urged FCC to "apply whatever powers of persuasion as may be necessary" in effort to resolve controversy over American-owned but Mexican-licensed stations beaming signals across border from Tijuana (BROADCASTING, July 10).

Committee for Equality in Radio Frequencies (CERF), association of 15 San Diego radio and TV licensees, told commission in written brief last week that U.S. should not sign proposed agreement with Mexican government on FM allocations within 200 miles of either side of border until issue is resolved. Filing came in same week that representatives of FCC and State Department were meeting with officials in Mexico City on Tijuana problem.

San Diego broadcasters complaint concerns operation of two 200-kw Tijuana FM stations, XHIS and XHERS, and another proposed 50-kw FM, XOURS. Stations, they say, broadcast 100% in English language and aim signals directly

at San Diego. Although stations are licensed by Mexican authorities, they are owned by Paul Schafer, an American, and derive their income from San Diego advertisers.

San Diego broadcasters want U.S. representatives at Mexico City meeting to negotiate for agreement which would require FM stations in Tijuana and San Diego to directionalize their signals to "suppress" reception capability on other side of border. They also requested requirement that stations in both cities program at least 75% in their native languages.

McClellan wants his stamp on copyright legislation

Senator John L. McClellan (D-Ark.) will take over chairmanship of Senate Appropriations Committee, post held by Senator Allen J. Ellender (D-La.) until his death last week. But spokesman said Friday (July 28) that Senator McClellan's switch from head of Government Operations Committee to Appropriations will not affect his chairmanship of Copyright Subcommittee.

Senator McClellan, spokesman said, wants to remain with Copyright Subcommittee until after it reports out copyright revision bill next year. But, he added, senator may elect to relinquish subcommittee post after that.

In that event, Senator John Tunney (D-Calif.) is still likely candidate for subcommittee chairmanship, he said ("Closed Circuit," June 5).

Johnson vs. Wiley on fairness doctrine

FCC Commissioner Nicholas Johnson says that commission, in fairness-doctrine policy statement issued last month, shirked its responsibilities, sought to shift its work to Congress and left "incumbent President as politician in an unchallenged superior position to all his opponents."

Failure to adopt policy assuring right of response to presidential appearances on television, he says, amounts to "blatantly partisan gift to an incumbent President seeking re-election."

Commissioner made comments Friday (July 28) in "fuller" opinion he promised in dissenting statement he issued when policy statement was issued (BROADCASTING, June 26). Statement dealt with fairness doctrine as it relates to political broadcasting, and was commission's first report on massive inquiry it has undertaken into doctrine.

Commissioner's charges brought sharp retort from Commissioner Richard E. Wiley—who did not restrict comments to matter at hand. He said Commissioner Johnson had unfairly impugned motives of fellow commissioners and of agency

"At Deadline" continues on Page 12



TV Guide says some very nice things about Phil Donahue.

In the July 22 issue of TV Guide, author Edith Efron wrote:

“First Law of Broadcasting: You can’t get a nation-wide audience for a talk show unless you feature big bands, big-name entertainers and big comics.

Second Law of Broadcasting: You can’t get a nation-wide audience for a talk show on which people merely talk to each other.

Third Law of Broadcasting: No pure talk show survives in the daytime, because housewives have the concentration span of a flea . . .

“Only . . . it’s not so . . . (There) is a talk show host who has violated these laws, and turned his violations into one of the more successful syndicated properties in the United States . . . devoured by a nation-wide audience of housewives in 40 cities . . .

“The Phil Donahue Show, in its own special way, is unique . . . Phil Donahue has created a successful televised talk show featuring the ‘Silent Majority’—and that ‘Silent Majority’ talks its head off and listens to itself with eager fascination . . .

“He can relate to almost any guest alive—and he is utterly without condescension to his audience. He’s one of the few men on television who can simultaneously stuff his show full of the ‘counter culture’ while treating Middle America with the utmost understanding and respect . . .”

And we think those are some very nice reasons to include The Phil Donahue Show in your fall schedule. Get the full Donahue story. Contact:

hal  GOLDEN PRODUCTIONS, INC.

6 East 45th Street, New York, New York, 10017/(212) 687-0755

Avco Program Sales, a division of



When the little red light went on, she didn't know what to do.



She thought she'd tell her father about that little red light when she got home. A few miles later, the car died. Very dead. No oil pressure.

Was her dad mad? He sure was, since now he needs a new engine. But he should be angry at himself. He never told her what to do in a basic situation like this.

15 million Americans who watched the "National Automotive Trouble Quiz" do know. They learned that you stop your engine and pull off the road when the oil pressure light goes on.

They learned a lot more about car trouble. How to smell trouble, feel trouble, hear trouble, and see trouble. Most importantly, how to avoid trouble.

They also heard about a recent California Highway Patrol study that concluded that 18% of all accidents studied are caused by mechanical failures. All problems car owners could have taken care of before they cause accidents.

The "National Automotive Trouble Quiz" was shown on 144 stations, an audience of some 15 million Americans.

The format: a quiz show. 23 tough questions to test people's knowledge about their cars. Predistributed quiz sheets allowed audience participation.

Hosted by Dave Garroway, the show had Peggy Cass, Louis Nye and race driver Peter Revson ask and answer questions.

The response was outstanding. One station wrote: "Help... help. We are besieged with requests for a set of answers to the quiz." Many who wrote in are involved in driver education, and asked for films and tapes to show in schools.

In the opinion of the major sponsor, FRAM Filter Corporation and participating advertiser, Champion Spark Plug Company, it was a good show because it helped teach 15 million Americans important, life-saving facts about their cars.

As long as there are lessons to be learned, Capital Cities will try to teach them.

As long as there are untold stories, Capital Cities will be telling them.

Capital Cities believes television should do more than entertain.

Beginning August 19th, this show will be televised again. Shouldn't your station be included?



Capital Cities Television Productions

We talk to people.

staff, and had assailed integrity of commission action.

And he said it has been such conduct, over course of Commissioner Johnson's six years on commission, that "has done so much to diminish the credibility and effectiveness within the commission which his abundant talents would otherwise command."

Commissioner Johnson rejected commission contention that major changes in policy dealing with political broadcasting would have to await congressional action. He said commission has necessary authority and that it should either face up to its responsibilities and regulate broadcasting "or admit its unwillingness and close down."

He was primarily concerned about commission's failure to assure right of response to opponents of President when he uses radio and television to express his views. Automatic-response proposal was advanced by Democratic National Committee. Commissioner Johnson said voluntary action on part of networks is no answer to problem of providing opposing views and that Congress is hampered by political considerations from writing necessary legislation.

He suggested that commission require networks make time available to presidential opponents on basis of two prime-time appearances on three networks for President to one on networks for opposition spokesmen. And selection of those spokesmen could be left to networks, he said.

Commissioner Wiley said that commission's statement—adopted by vote of 6 to 1—was "devoid of partisan considerations or any other narrow appreciation of the goals of this highly important inquiry." He said decision was prepared by nonpartisan staff members of "disparate viewpoints and regulatory philosophies" and was adopted by bipartisan commission which did not divide on party lines.

ACTS wants break for UHF

FCC has been asked to end its present ban on crossownership of UHF stations and cable-TV systems in same market.

In petition for rulemaking filed with agency last week, All Channel Television Society, national organization of UHF interests, asked commission to exempt UHF from crossownership rule, which prohibits single interest from owning cable system falling within grade B contour of TV station it also owns.

ACTS noted that commission has in past actions recognized need to "redress the competitive imbalance between UHF and VHF," claiming that this imbalance resulted from technical differences that were "compounded" by FCC itself in early channel allocations.

Society claimed that common UHF-cable ownership would work to advantage of both media. Noting that under commission's new cable rules, CATV systems are required to provide several local origination channels, ACTS said system's use of affiliated UHF equipment

Drive in movies. Signing of Chrysler Corp., Detroit, for full sponsorship of 1972-73 season's first three NBC-TV *Saturday Night at the Movies* programs (9 p.m. to conclusion, NYT), launching period with three Academy Award winners—"In the Heat of the Night" (Sept. 16), "Cactus Flower" (Sept. 23), and "Thomas Crown Affair" (Sept. 30)—is due to be announced this week. Chrysler, through Young & Rubicam, New York and Detroit, is said to be investing more than \$2 million, with funds coming from budget allocated in past years to *Bob Hope Specials*, from which Chrysler has withdrawn for 1972-73.

could result in cost reductions. It further claimed that cable could be operated more efficiently if it could take advantage of neighboring UHF's technical and sales staff.

ACTS denied that common ownership of UHF and cable would work against diversity in local media. It contended that average cable system will have transmission capacity of some 20 channels, and that crossownership between system and occupant of one of those channels would have "little appreciable effect" on program diversity.

The how of NBC News

NBC News has directed Wallace O. Westfeldt, executive producer of *NBC Nightly News*, to conduct study of assignment procedures and contents of news programs at NBC News both in New York and in various other bureaus.

Richard C. Wald, executive vice president, NBC News, said Friday (July 28), that Mr. Westfeldt will examine ratio between spot news and in-depth reports on NBC News broadcasts. Another spokesman said later that trend recently has been to emphasize in-depth reports and Mr. Westfeldt's mission is to make recommendations that would establish better balance between spot news and coverage requiring longer forms. Robert Mulholland, one of producers of *Nightly News*, will act as executive producer while Mr. Westfeldt is on special assignment.

FDIC in on the act

Federal Deposit Insurance Corp. has reviewed radio and television commercials for Savings Bank Association of New York State and found them to contain "certain misleading statements." Burton I. Raimi, deputy assistant general counsel for FDIC, has asked the association to "cease using such misleading statements in all their future advertising."

Statements in question are: "In a savings bank your money can only go up"; "With a savings account you can't lose"; and "When you invest money in a savings bank the only way your money can go is up." Reasoning was that with rate of inflation exceeding rate of interest paid on savings accounts, statements were not completely accurate.

Spokesmen for Kenyon & Eckhardt, New York, association's agency, said, "I've no idea what their response would be. Such a letter has been received." Association is "million dollars plus" account. Spokesman for association was not available for comment.

Moyers moves to WNET; aim is diversification

Bill D. Moyers, whose \$75,000 salary helped fuel controversy over public broadcasting, is taking on new duties in that field. He will be editor and host of new program, tentatively titled *One Nation*, produced at WNET(TV) New York for national distribution, and will be member of three-man editorial board there to oversee national program.

Mr. Moyers will seek out producers from various regional production centers to do programs for *One Nation*, in apparent attempt to broaden outlook of WNET programs.

Way was cleared for new Moyers assignment when CPB board cleared shifting of some WNET funds into public affairs (BROADCASTING, July 24). In his new dual role at WNET, Mr. Moyers will receive salary between \$65,000 and \$70,000. Money will come from both Ford Foundation and CPB.

Mr. Moyers's effort for this season's public-TV schedule, *This Week*, had already been canceled.

Editorial board at production center will consist of Mr. Moyers; John Jay Iselin, general manager of WNET, and Robert Kotlowitz, director of national programing there. Board is apparent attempt to help ease tensions that have existed between WNET producers and Public Broadcasting Service over some controversial programs.

FCC challenged on reimbursements

National Association of Broadcasters has told FCC that it would be both inappropriate and beyond commission's authority to order licensee to reimburse citizen group for expenses it incurred in challenging station's license renewal. Association made that contention in statement it filed with commission last week in reference to renewal proceeding of WSNT(AM) Sandersville, Ga. In that case, challenging black group agreed to drop petition to deny but asked commission to force station to pay cost of litigation. Station refused to make such payment.

NAB claimed commission order favoring challenger in this case would be in nature of "penalty" against licensee, for which no provisions are made in Communications Act. Noting commission turned down challenger's original request last October (group has asked for reconsideration), association urged agency to "adhere to the policy" announced in October decision—namely that it would not be appropriate for FCC to compel reimbursement in absence of voluntary agreement between station and challenger calling for such payment.

THE PARENT GAME

125 Markets Sold!

(48 of the Top 50; 91 of the Top 100)

Sales Score Card as of 7/21/72

Top 100 Markets By Rank

Station	Market Rank 1-10	Station	Market Rank 31-40	Station	Market Rank 61-70
WABC-TV	New York	WRGB-TV	Albany-Schenectady	WTVD-TV	Raleigh-Durham
KABC-TV	Los Angeles	WAPI-TV	Birmingham	WTLV-TV	Jacksonville, Fla.
WLS-TV	Chicago	WKY-TV	Oklahoma City	WBIR-TV	Knoxville
WPVI-TV	Philadelphia	WZZM-TV	Grand Rapids		
WCVB-TV	Boston	WHAS-TV	Louisville		
WXYZ-TV	Detroit	---	San Antonio		
KGO-TV	San Francisco	WSAZ-TV	Charleston-Huntington		
WJW-TV	Cleveland				
WMAL-TV	Washington, D.C.				
WIIC-TV	Pittsburgh				
Station	Market Rank 11-20	Station	Market Rank 41-50	Station	Market Rank 71-80
WBAP-TV	Dallas-Ft. Worth	KTAR-TV	Phoenix	WDBJ-TV	Roanoke
KTVI-TV	St. Louis	WLWD-TV	Dayton	KFSN-TV	Fresno
KING-TV	Seattle	WBTW-TV	Charlotte	KFVS-TV	Paducah-Cape Gir.
KTRK-TV	Houston	WAVY-TV	Norfolk	KREM-TV	Spokane
WLWI-TV	Indianapolis	WHEN-TV	Syracuse	WJAC-TV	Johnstown-Altoona
WCCO-TV	Minneapolis	WFBC-TV	Grnville.-Spartanburg-Asheville	WRCB-TV	Chattanooga
---	Baltimore	KFMB-TV	San Diego	WSJV-TV	South Bend
WSB-TV	Atlanta	KCPX-TV	Salt Lake City	WCSH-TV	Portland, Me.
WCKT-TV	Miami	WTOL-TV	Toledo	WAPT-TV	Jackson, Miss.
KCMO-TV	Kansas City	WFTV-TV	Orlando	WFMJ-TV	Youngstown
Station	Market Rank 21-30	Station	Market Rank 51-60	Station	Market Rank 81-90
WTNH-TV	Hartford-New Haven	KTUL-TV	Tulsa	KOAT-TV	Albuquerque
WCPO-TV	Cincinnati	WFMY-TV	Grn.-Win.-Sim.-Hi. Pt.	WRAU-TV	Peoria
WITI-TV	Milwaukee	KARD-TV	Wichita	---	Honolulu
KOVR-TV	Sacramento	WBRE-TV	Wilkes-Barre-Scranton	KELO-TV	Sioux Falls
WKBW-TV	Buffalo	KMTV-TV	Omaha	---	Evansville
KGW-TV	Portland, Ore.	WGAL-TV	Harrisburg-Lancaster	WPTA-TV	Ft. Wayne
WBNS-TV	Columbus, Ohio	KSLA-TV	Shreveport	WJIM-TV	Lansing
WTVT-TV	Tampa-St. Petersburg	KATV-TV	Little Rock	WITN-TV	Greenville-Wash., N.C.
WSIX-TV	Nashville	WOKR-TV	Rochester, N.Y.	---	Rockford
KOA-TV	Denver	WNEM-TV	Flint-Saginaw-Bay City	WBRZ-TV	Baton Rouge
Station	Market Rank 31-40	Station	Market Rank 61-70	Station	Market Rank 91-100
WLBQ-TV	Memphis	---	Richmond	KFDM-TV	Beaumont-Port Arthur
WDSU-TV	New Orleans	WKRK-TV	Mobile-Pensacola	KHOL-TV	Linc.-Hastings-Kearney
WTEV-TV	Providence	WHBF-TV	Davenport-Rock Island-Moline	KGNC-TV	Amarillo
		WFRV-TV	Green Bay	---	Columbus, Ga.
		WOI-TV	Des Moines	WIS-TV	Columbia, S.C.
		---	Cedar Rapids	WMTV-TV	Madison
		WAND-TV	Sprgr.-Cham.-Decatur	WAAY-TV	Huntsville-Dec.-Florence
				---	Wheeling-Steubenville
				KNTV-TV	San Jose-Salinas-Monterey
				KDAL-TV	Duluth-Superior

Markets Over 100 Rank Sold

Call Letters	Station	Call Letters	Station	Call Letters	Station
KTVE-TV	Monroe-El Dorado	WECT-TV	Wilmington, N.C.	KRCG-TV	Col.-Jeff. City, Mo.
KOLD-TV	Tucson	KYTV-TV	Springfield, Mo.	KHFI-TV	Austin, Tex.
KGBT-TV	McAllen-Brownville	KZTV-TV	Corpus Christi, Tex.	WSFA-TV	Montgomery, Ala.
WTOC-TV	Savannah	WLIO-TV	Lima, Ohio	KCEN-TV	Waco-Temple, Tex.
KCAU-TV	Sioux City, Iowa	WWLP-TV	Springfield-Holyoke, Mass.	KLAS-TV	Las Vegas, Nev.
KATC-TV	Lafayette, La.	WDAM-TV	Hattiesburg, Miss.	WCBI-TV	Columbus, Miss.
KERO-TV	Bakersfield	KTVB-TV	Boise, Idaho	WIBW-TV	Topeka, Kan.
KALB-TV	Alexandria, La.	WKYT-TV	Lexington	WGEM-TV	Quincy, Ill.
WSAU-TV	Wausau	KROC-TV	Roch.-Austin-Mason City	KCDB-TV	Lubbock
WTHI-TV	Terre Haute	WLBZ-TV	Bangor	WTYY-TV	Dothan, Ala.
WCIV-TV	Charleston, S.C.	KDUB-TV	Dubuque	KFDX-TV	Wichita Falls-Lawton
				WKBT-TV	La Crosse-Eau Claire

SANDY FRANK FILM SYNDICATION, INC.

790 Madison Avenue • New York, N.Y. 10021 • Tel: 212-628-2770

Market Rank Source: Feb.-Mar. 1972 ARB Television Market Audience Rankings

Monday Memo

A broadcast advertising commentary from Robert Svensson, vice president, Harris & Frank, Los Angeles

It was local television with no ads, but a maximum of advertising impact

To a regional retailer, the thought of buying 90 minutes of prime time on two successive nights and then not using a single product commercial seemed an unlikely prospect. This is something an oil company, national insurance firm or other highly consumer-conscious corporation might do, but a retail clothing firm—hardly.

Throughout its years of retailing clothing on the West Coast, Harris & Frank has been a prominent advertiser on a Los Angeles independent TV, with a regular full-sponsorship Sunday news half-hour, various spot schedules and sports participations. Our consistent use of KTLA, other Los Angeles outlets, and stations in the other markets Harris & Frank serves has paid off on a continuing basis.

When our KTLA advertising representative called me to view the United States Information Agency-produced documentary, "John F. Kennedy: Years of Lightning, Day of Drums," which had only recently been cleared by an act of Congress for TV distribution in this country, I attended with interest and some reservations. After screening it, I was so stirred by this masterfully produced document of the successes and sorrows of that exciting period in American history, I felt that Harris & Frank had to have it, in spite of the bite that it would put in my budget. More important, my feelings were echoed by Burton L. Kieffer, president of Harris & Frank, when he saw the film.

The problem: Here was a documentary that was so majestic, so poignant and such a moving experience that strong men literally wept. It just couldn't be interrupted by commercial breaks—not unless we wanted to risk bringing the wrath of the viewing public down on us.

It seemed essential that Harris & Frank should do little more than refer to its own 116-year history in the opening billboard and immediately get to the statement: "Brought to you without commercial interruption, in appreciation of the patronage which has contributed so much to our long and continuous growth."

After producing over 700 product TV commercials during our years of television campaigning, it felt pretty soft for my staff and myself not be in a crash program to produce spots to cover a full 90 minutes of programing.

One 40-second intermission in the middle was reserved for an offer of a John F. Kennedy medallion key chain free for the asking by any adult at any Harris & Frank store throughout the signal area. Further, the program was aired on Sunday, May 28, at 8:00 p.m.—



Robert Svensson is vice president, sales promotion for Harris & Frank Inc., a 32-store West Coast men's and women's retail-apparel chain that is a division of Phillips Van Heusen Corp. Harris & Frank, based in Los Angeles, has been a consistent broadcast user for 21 years, beginning on television in 1965 and using TV extensively ever since. Mr. Svensson is in charge of TV activities, creating and producing all commercials. Since 1965, Harris & Frank has commissioned more than 700 commercials, 95% of them on video tape. Mr. Svensson's previous experience included a year at C. B. DeMille Studios, three years as a reporter for the *Los Angeles Examiner*, and 14 years with the *Los Angeles Times*, first in promotion, then as promotion and public-relations director. Mr. Svensson became advertising manager of Harris & Frank in 1952 and was appointed vice president in 1968.

which coincidentally was both Memorial Day and the weekend of John F. Kennedy's birthday—with a repeat at the same time on the following evening.

Immediately behind John F. Kennedy on each night would be a Wernher Von Braun special with Harris & Frank spots to pick up on the carryover audience. When the station promised massive promotion and merchandising support, we signed.

For weeks in advance of the first airing, KTLA promoted the upcoming special with more than 200 on-air promos, using

an announcer brought in for the purpose of giving continuing identification to promos and in opening, closing, and mid-break of the special itself. News-media interest was fanned through the use of special screenings in a cocktail-party and catered-dinner atmosphere in the cordial setting of the home of KTLA's promotion director. He delivered an introduction preceding the telecast of the Kennedy Special on half-inch tape fed to separate sets for intimate viewing groups via a special Sony home TV system. Press turnout and reception were nothing short of spectacular.

From guests representing every TV magazine, supplement and publication in the area, KTLA received major lineage, ranging from color covers to full-page stories, profiles and close-up coverage. Meanwhile, all Harris & Frank managers and key personnel attended a special screening and presentation at the studio to make sure that there was full communication and understanding on the retail front. Store posters were furnished and allocations of the medallion key chains arranged. An announcement was sent to all Harris & Frank charge-account customers with their monthly bills. Harris & Frank ran a dominant-sized ad in the Sunday issue of the *Los Angeles Times*. KTLA produced and placed two ads on each of the two telecast dates in local TV directories.

The two nights of telecasts registered a 22 rating. We got a share of 26% the first night to lead all networks and independents. Our 21% share on the repeat telecast was shaded by only 1% and on only two of the three networks.

When the Harris & Frank stores opened their doors on Tuesday morning, 15,000 Kennedy key chains—which I had worried might be exorbitant—were given to grateful customers within the first few hours. Ten thousand more were immediately ordered and promptly delivered. We are now preparing to order an additional 10,000 medallions to cover the continuing customer requests.

Hundreds of letters from appreciative viewers were received by both KTLA and Harris & Frank. Interestingly enough, the letters to the station included Harris & Frank in their expressions of gratitude. The entire venture, a cooperative effort, proved that when a retailer such as Harris & Frank, that has the guts to gamble big on an outstanding property like the Kennedy special, teams up with an energetic independent, something great can happen.

I am confident we will reap benefits for a long time to come, in terms of good will and prestigious community recognition. Furthermore, I feel the products we did not promote will be selling better as a result of our "special" effort.

TOP RATED THROUGHOUT THE COUNTRY...

NOW MORE VALUABLE THAN EVER!




The BEST of
**LAUREL
&
HARDY**

Available as 30 FEATURES
[Or 10 Features plus 60 Featurettes]



AND

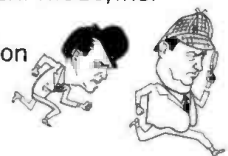


**ABBOTT
&
COSTELLO**

52 Half Hours



For availability and price in your market, contact: ALAN GLEITSMAN - ALAN ENTERPRISES, Inc.
17366 Sunset Blvd. Pacific Palisades, California. 213-459-2925
Exclusive Distributor For THE WALTER READE ORGANIZATION, Television Division





**NOW FROM
CCA!!**

Thanks to your support CCA is pleased to announce the purchase of the RF Department of Ampex. We trust you'll consider us for your UHF/VHF transmitters, antennas and line.

CCA RF INDUSTRIES, INC.
P. O. BOX 315
WESTFIELD, MASS. 01085

Insure with Employers against Broadcasters Liability losses

You'll probably want to insure yourself against libel, slander, piracy, invasion of privacy or copyright violation... up to a maximum. Beyond that, the risk may be more than you'll want to take. That's where we come in. We'll handle the excess. Call us for assistance in setting up a program. You'll get quick action from the one of our 5 U. S. offices which is nearest you. Write

Employers Reinsurance Corp.,
21 West 10th, Kansas City,
Missouri 64105. Other U. S.
offices: New York, San
Francisco, Chicago, Atlanta.

Datebook®

August

- Aug. 7-8**—Second organizing meeting of *Independent VHF and UHF television stations*. Roger D. Rice, KTUV(TV) San Francisco-Oakland, is chairman of steering committee. Chase Park Plaza, St. Louis.
- Aug. 9-12**—Annual convention, *Rocky Mountain Broadcasters Association*. Sun Valley, Idaho.
- Aug. 10-11**—Semiannual convention, *Arkansas Broadcasters Association*, Arlington hotel, Arlington.
- Aug. 11**—Southeastern TV Day, sponsored by *Georgia Association of Broadcasters*. Among speakers: FCC Commissioner Benjamin Hooks and Sol Schildhouse, chief of FCC Cable Television Bureau.
- Aug. 18-20**—Convention, *National Association of Television and Radio Announcers*. Marriott hotel, Philadelphia.
- Aug. 17**—Law and media seminar, sponsored by *San Francisco Chapter, National Academy of Television Arts and Sciences*. Mark Hopkins hotel.
- Aug. 20-23**—Fall conference, *American Marketing Association*. Rice hotel, Houston.
- Aug. 21-24**—*Republican national convention*. Miami Convention Center, Miami Beach.
- Aug. 29-31**—Workshop-seminar on lighting for TV, sponsored by *Kilegl Bros.* at University of Georgia TV studios, Athens. Fee is \$250. Contact: Wheeler Balrd, Kilegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

September

- Sept. 1**—Deadline for entries, *U.S. Television Commercials Festival*. Information: 4415 West Harrison Street, suite 230B, Hillside, Ill. 60162.
- Sept. 7-9**—Fall business meeting, *Florida Cable Television Association*. Fort Walton Beach.
- Sept. 7-9**—Annual convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.
- Sept. 11-12**—Eighth annual convention, *Nevada Broadcasters Association*. Hotel Tropicana, Las Vegas.
- Sept. 14**—Meeting, *San Francisco chapter, National Academy of Television Arts and Sciences*. Clay Whithead, director of Office of Telecommunications Policy, will be speaker. Mark Hopkins hotel.
- Sept. 13-15**—Annual convention, *Michigan Association of Broadcasters*. Hidden Valley.
- Sept. 15**—Annual FCC luncheon, *International Radio and Television Society*. Speaker: FCC Chairman Dean Burch. Hotel Hilton, New York.
- Sept. 19-21**—*Video Expo III*, exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed-circuit box office and film packages. Conference and workshops to be held. Sponsored by *The Knowledge Industries Publications*. Information: (914) 428-5400. Commodore hotel, New York.
- Sept. 20-22**—Annual convention, *CBS Radio Network Affiliates*. Arizona Biltmore, Phoenix.
- Sept. 21-23**—Annual convention, *Minnesota Broadcasters Association*. Arrowwood, Alexandria.
- Sept. 22-24**—Fall conference, *Oregon Association of Broadcasters*. Kah-nee-ta resort, Warm Springs.
- Sept. 24-26**—Annual convention, *Nebraska Broadcasters Association*. Yancy hotel, Grand Island.
- Sept. 25-29**—Annual conference, *Institute of Broadcasting Financial Management*. Fairmont hotel, San Francisco.
- Sept. 29 - Oct. 1**—Fall convention, *Illinois News Broadcasters Association*. Speakers include Raymond Shafer, Teleprompter chairman. Ramada Inn, Champaign.

October

- Oct. 1**—Deadline for nominations, *1973 Abe Lincoln Awards*. Box 12157, Fort Worth 76116.
- Oct. 1-3**—Meeting, *Pacific Northwest CATV Association*. Redpath hotel, Spokane, Wash.
- Oct. 3-5**—Fall convention, *Illinois Broadcasters Association*. Water Tower Hyatt House, Chicago.
- Oct. 4-5**—Combined fall convention, *Ohio Association of Broadcasters and Kentucky Broadcasters Association*. Carousel Inn, Cincinnati.
- Oct. 6-9**—National meeting, *Theta Sigma Phi* (professional women in communications). Marriott hotel, Houston.

Oct. 8-9—Fall convention, *New Jersey Broadcasters Association*. Playboy hotel, Great Gorge, McAfee.

Oct. 9-11—28th annual *National Electronics Conference and Exhibition*. Communications equipment will be among items featured. Regency Hyatt-O'Hare, Chicago.

Oct. 11-13—Convention, *Advertising Media Executive's Credit Association International*. Safari hotel, Phoenix.

Oct. 11-14—Annual fall convention, *Tennessee Association of Broadcasters*. Ramada Inn, Jackson.

Oct. 15-17—Third National Symposium on Children and Television, organized by *Action for Children's Television and Yale University Child Study Center and School of Art*. Theme will be programing and financing of children's television. Yale University, New Haven, Conn.

Oct. 15-18—Western region convention, *American Association of Advertising Agencies*. Arizona Biltmore hotel, Phoenix.

Oct. 19-20—*All Japan Radio and Television Commercial Council (AAC)* commercial festival. Top international commercials in five categories will be honored. Hibiya hall, Tokyo.

Oct. 19-21—Annual fall meeting, *Missouri Broadcasters Association*. Plaza Inn, Kansas City.

Oct. 20-28—*International Film, TV Film and Documentary Market (MIFED)*. Advance bookings should be made prior to Sept. 25. MIFED, Largo Domodossola 1 20145 Milan, Italy.

Oct. 22-27—112th semiannual technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Century Plaza hotel, Los Angeles.

Oct. 24-26—Workshop-seminar on lighting for TV, sponsored by *Kilegl Bros.* at KPRC-TV Houston. Fee is \$250. Contact: Wheeler Balrd, Kilegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

Oct. 27-29—Fall convention, *Texas Association of Broadcasters*. Fairmont hotel, Dallas.

Oct. 29 - Nov. 1—Annual convention, *National Association of Educational Broadcasters*. Hilton International, Las Vegas.

Oct. 31—Fall conference, *National Association of Broadcasters*. Brown Palace hotel, Denver.

November

- Nov. 1**—Fall conference, *National Association of Broadcasters*. San Francisco.
- Nov. 2**—Fall conference, *National Association of Broadcasters*. Sands hotel, Las Vegas.
- Nov. 2-3**—Central region conference, *American Association of Advertising Agencies*. Ambassador hotel, Chicago.
- Nov. 9**—Fall conference, *National Association of Broadcasters*. Sheraton Plaza hotel, Boston.
- Nov. 12-16**—Annual seminar, sponsored by *Broadcasters Promotion Association*. Statler Hilton hotel, Boston.
- Nov. 13-14**—18th annual meeting of *Advertising Research Foundation*. Hilton hotel, New York.
- Nov. 14**—Fall conference, *National Association of Broadcasters*. Hilton Palacio del Rio hotel, San Antonio, Tex.

Major meeting dates in 1972

Aug. 21-24—*Republican national convention*. Miami Convention Center, Miami Beach.

Sept. 25-28—Annual conference, *Institute of Broadcasting Financial Management*. Fairmont hotel, San Francisco.

Oct. 29 - Nov. 1—Annual convention, *National Association of Educational Broadcasters*. Hilton International, Las Vegas.

Nov. 12-16—Annual seminar, sponsored by *Broadcasters Promotion Association*. Statler Hilton hotel, Boston.

Nov. 14-18—Annual meeting, *Television Bureau of Advertising*. Waldorf-Astoria hotel, New York.

Nov. 15-18—*Sigma Delta Chi* national convention. Statler Hilton, Dallas.

Nov. 26-29—Annual meeting, *Association of National Advertisers*. Cerromar Beach hotel, Dorado Beach, Puerto Rico.

Nov. 26 - Dec. 1—Annual convention, *Radio-Television News Directors Association*. Nassau, Bahamas.

ATLANTA HAS A SUNDAY AFTERNOON TV SHOW WHOSE LINEBACKER IS A LADY.



AND IT'S GETTING A 41% SHARE OF AUDIENCE.

Wally's Workshop is a hot little half hour of do-it-yourselfery that has prompted a lot of folks into re-examining their "sports only" weekend viewing habits.

Because Wally's Workshop is working. In over 40 markets. Representing almost 50% of all TV homes.

For example: On a trend-setting station like Atlanta's WAGA, it's grabbing a 41% share at 1:30 Sunday afternoon.

And there are a raft of other stations where it's making impressive waves.

Wally is Wally Bruner of "What's My Line?" fame, and his "linebacker" in taking on all sorts of do-it-yourself tasks is wife Natalie. Which is maybe why the show is such a hit with both men and women.

Wally's Workshop opens up dozens of new sales opportunities for stations: hardware stores, lumber yards, all sorts of do-it-yourself-oriented accounts. And you can have it on a trade basis from Young & Rubicam International.

If you'd like to talk shop, the names to call are Don Foote at (212) 576-1728 or Steve Lazarus at (212) 576-8006.

YOUNG & RUBICAM INTERNATIONAL

Also distributors of The Adventures of Black Beauty and The Galloping Gourmet.

M&H

SOUL SEARCHING

There's a lot of talk about it.
How many of us do it?

Soul searching is what happens when we try to figure out the ratings. Why are we No. 1 in our market, or as the case may be, sometimes No. 3 or 4?

Soul searching is the business of M & H, and we search out the heart, soul, affection and defection of audiences toward stations. *The audience knows why it likes your station and why it doesn't*, person by person, program by program. Since the viewers and listeners spend far more time with the stations than anyone in management, they are amazingly honest and articulate about what they like or dislike. Ratings only tell you how you make out with these audiences, not WHY.

We find out why through the use of the social scientist and in-home, in-person interviewing. But we do a lot more during the course of the year—we work for you. We make specific recommendations for change, monitoring you and your competitors on a regular basis. We make sure that constructive change occurs to get things going in the right direction—and keep it that way. We literally harass you into improving.

There is a lot more to it though, and it doesn't fit in an ad. Give us a call for a presentation, with absolutely no obligation on your part.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

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

Open Mike®

Volunteer

EDITOR: Many statements have been made and much written about the accomplishments of some broadcast organizations in the reduction in the amount of commercial time used by their stations. Early in 1969 we felt that it was necessary to reduce the amount of commercial time used on channel 6. Since then we have operated at least 20% below the allowable standards as set forth in the National Association of Broadcasters television code.

We view this policy as a matter of self-regulation in the best interests of the television viewers of our area. The advertisers who utilize this station have commented that they are also beneficiaries of this anticlutter policy.

Examples of how we implement the policy in comparison with the NAB code follow: 4:30-6 p.m., *Mike Douglas Show*, 15 minutes of commercial time used by channel 6, 24 minutes allowed by NAB; 9-9:30 a.m., *Virginia Graham Show*, five minutes and eight minutes; noon-1 p.m., *Afternoon/6*, 10 minutes and 16 minutes; 6-7 p.m. news, 14 minutes, 16 minutes; 7:30-8 p.m., *Jeannie*, four minutes, five minutes; 10:30-11 p.m., *Death Valley Days*, three minutes, five minutes; 11-11:30 p.m. news, eight minutes, eight minutes.—*Jerry Chapman, station manager, WRTV(TV) Indianapolis.*

Archives

EDITOR: The history committee of the Association for Professional Broadcasting Education is attempting to preserve transcriptions of old radio programs.

It would be appreciated if radio stations that have such material still on hand would contact me. I will put them in touch with the closest university or college participating in this project, usually within their state. Arrangements will then be made for cataloging the material, preserving the original disks and audio-taping those in danger of destruction.—*Marvin R. Bensman, department of speech, Memphis State University, Memphis.*

Who's buying?

EDITOR: Regarding your article about the Association of National Advertisers' guidelines for advertising to children (July 17): While the ANA's move is decidedly a step in the right direction, it almost entirely misses the point. Specifically, children under the age of 12 have no significant purchasing power. ANA's suggestion that "Rather than urging children to pressure their parents to make purchases, advertising to children should urge them to seek parental guidance and counsel" is nonsense. When you advertise a product to a child, his dialogue

with his parents consists of lobbying for the product. Advertisers should confine their commercial messages about children's products to parents.—*Arthur Greenwald, student, Yale University, New Haven, Conn.*

Open package

EDITOR: The item "NCAA picks CATV packager" (May 22) contained inaccuracies. NCAA Films, an agent of the National Collegiate Athletic Association, has not designated North America Cable Inc. as the exclusive distributor and packager for NCAA's *Championship Film Library*. While NCAA Films has approached North American Cable as a possible distributor, other cable systems would be able to distribute the *Championship Library*. It is not the intention of NCAA to grant exclusivity to a distributor at this time.—*Grayle Howlett, promotion director, NCAA, Kansas City, Mo.*

Trading post

EDITOR: I have been trying to locate a record, or a tape, of what I believe to be one of a kind: "Clarinet Polka" and "Tiptoe Through the Tulips" by Jimmie Carrol. It came out about 1954 or 1955.

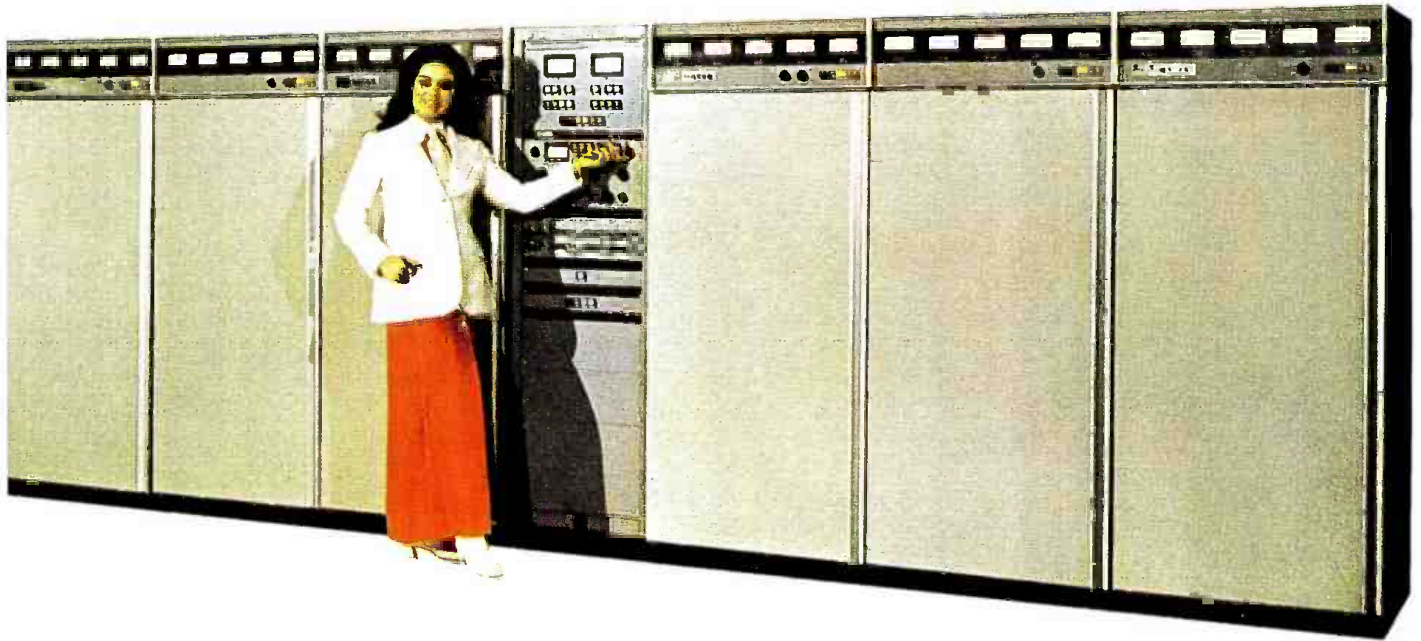
The thing that makes it unusual is that Jimmie Carrol plays all the different instruments on the record. To the best of my knowledge, it is the only commercial record ever made through multiple recording on which a full orchestration was played with only one musician. Les Paul makes one-man records, but does all the parts on guitar. Jimmie Carrol played more than a dozen instruments to make this one.—*Dale Brooks, vice president, WKRC(AM) Spencer, W. Va.*

On the RADAR

EDITOR: We appreciated your coverage in the June 26 issue of our RADAR survey on radio audiences. Unfortunately, a portion of another story was inserted in the middle of the RADAR article, splitting a listing of the sponsoring networks. For the record, NBC Radio as well as ABC Radio, CBS Radio and Mutual Broadcasting System jointly sponsored the current RADAR study.—*Gale D. Metger, president, Statistical Research Inc., Westfield, N.J.*

Last word

EDITOR: Methinks Mr. Waterman begs the question when he says "the golden anniversary of commercial radio will be upon us shortly." We celebrated that anniversary here at WSBT on July 3. Even though he has corrected the WEAf date to read Aug. 28, 1922, my calendar indicates the Ries Furniture Co. sponsored the dedicatory program on WGAZ [original call of WSBT(AM)] eight weeks to the



Full time...air time with Gates dual TV transmitters

In St. Louis, Des Moines, Philadelphia, Jacksonville and soon New York City, Chicago, San Francisco and Tampa, Gates dual VHF television transmitters, operating in parallel, provide complete redundancy for maximum on-air time.

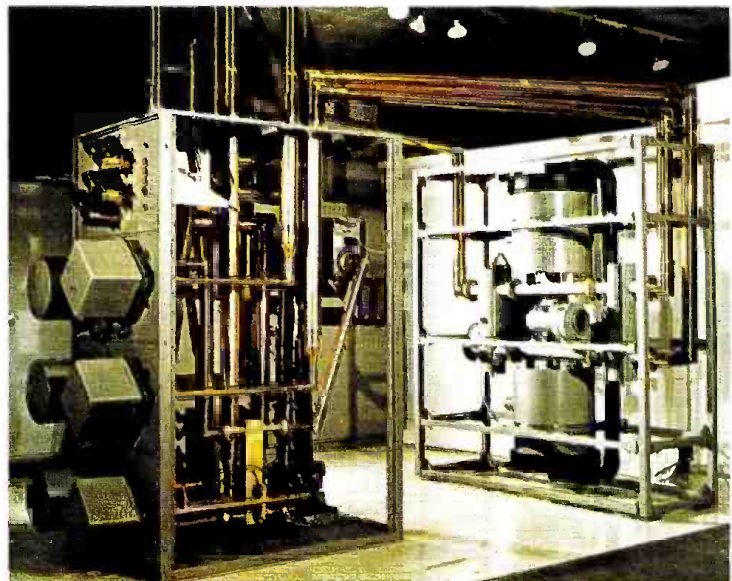
Because, only Gates provides switchable modulators, switchable low-level VSB and switchable color correction for 100% redundancy.

If one transmitter should fail, its duplicating twin keeps you on the air.

And full time — air time is just one of the advantages of parallel operation.

For full time — air time there's really no parallel to paralleling.

For full details, write Gates Division, Harris-Intertype Corporation, Quincy, Illinois 62301.



RF switcher and diplexer for Gates dual TV transmitter

**HARRIS
INTERTYPE
CORPORATION**

GATES

A DIVISION OF HARRIS-INTERTYPE

Books for Broadcasters

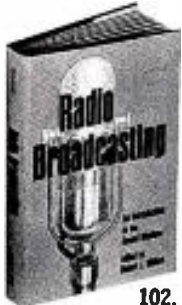
Broadcast Management

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Explores, in detail, all management problems in American radio and television . . . including audience, radio and television programming, engineering and technical factors, national and local sales, profit management, personnel matters, and government regulations. 272 pages, charts, tables, notes, index **\$8.95**



101.



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an Introduction to the Sound Medium
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An up-to-date, basic text on the principles and techniques of modern radio broadcasting.

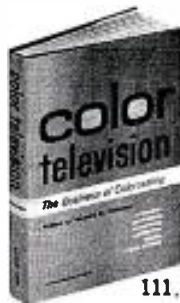
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Five prominent educators, each with an extensive background in commercial and educational broadcasting, combine their talents to bring you a "how-to" course on 1) Management and programming . . . 2) Operating and studio facilities . . . 3) Producing and directing . . . 4) Writing . . . 5) Performing. 192 pages, 20 illustrations, sample scripts, notes, index **\$6.95**

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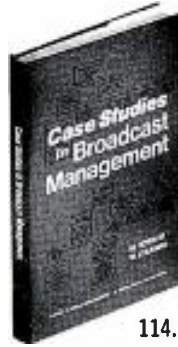


111.

Case Studies in Broadcast Management

by Howard W. Coleman

This helpful book gives solutions to such problems as—the radio audience: where is it and how to enlarge it... station revenue and economy... programming... sales and promotion policy in new UHF stations . . . late evening news-weather-sports programming . . . how to be independent in a four-station market. A must for all who aspire to—and hold—management positions. 95 pages, illustrated **\$4.95**



114.

Writing for Television and Radio,

2nd Edition
by Robert L. Hilliard

Used as a text in over 100 colleges and universities, this practical guide is valuable for home study. Covers commercials, public service announcements, news, features, sports, special events, documentaries, interviews, games and quiz programs, music and variety shows, women's and children's programs. With the addition of sample scripts, this workbook will aid you in developing your own technique and style. 320 pages, sample scripts and excerpts, index **\$7.95**



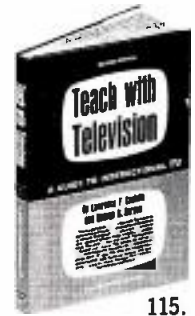
103.

Teach with Television

A Guide to Instructional TV

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by Lawrence F. Costello and George N. Gordon

This practical manual shows how to produce and use televised instruction most effectively on all educational levels from the elementary school through the university. It is about instructional television—how, when and where to use it. 192 pages, illustrated, glossary, index **\$5.95**



115.



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Revised Edition
by W. Hugh Baddeley

Now revised and updated throughout, this practical guidebook deals with all aspects of the production of the factual film. Covers the means and methods of producing documentaries step by step from the initial idea to the making of release prints and their distribution. 268 pages, 63 diagrams, glossary, index **\$10.00**

107.

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268 pages, 63 diagrams, glossary, index **\$10.00**

The Technique of Television Production

Revised Edition
by Gerald Millerson

Now revised and updated throughout, and with a new section on color television, this encyclopedic textbook on the basics of TV production consolidates its position as the standard in its field. 440 pages, profusely illustrated **\$13.50**



113.

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1735 DeSales St., N.W.
Washington, D. C. 20036

Send me the books I've checked below. My payment for the full amount is enclosed.

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- 102. Radio Broadcasting, \$6.95
- 103. Writing for Television and Radio, \$7.95
- 104. 1972 Broadcasting Yearbook, \$14.50
- 107. The Technique of Documentary Film Production, \$10.00
- 111. Color Television, \$8.95
- 113. The Technique of Television Production, \$13.50
- 114. Case Studies in Broadcast Management, \$4.95
- 115. Teach with Television, \$5.95

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The newsweekly of broadcasting and allied arts

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

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



* Reg. U.S. Patent Office.
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day earlier—minus three hours and 15 minutes, if New York was on Eastern time then.

Let's get back to the original question: Can any other station document a commercially sponsored program prior to July 3, 1922 (not Aug. 28, 1922)?—Justin Meacham, *promotion manager*, WSBT-AM-FM-TV South Bend, Ind.

(That original question was asked in a letter from Mr. Meacham in "Open Mike" July 3. An editor's note observed that until then WEAf, forerunner of WNBC(AM) New York, had generally been credited with the first commercial broadcast, advertising a housing development, on Sept. 7, 1922. Don Waterman, general sales manager of WNBC then wrote to correct the date of what he continued to describe as "first commercially sponsored program" to Aug. 28, 1922 ["Open Mike," July 17]. So far no one has laid claim to any sponsorship preceding Mr. Meacham's first assertion of priority for WGAZ—and there, the editors trust, the matter will repose.)

Conspicuous omission

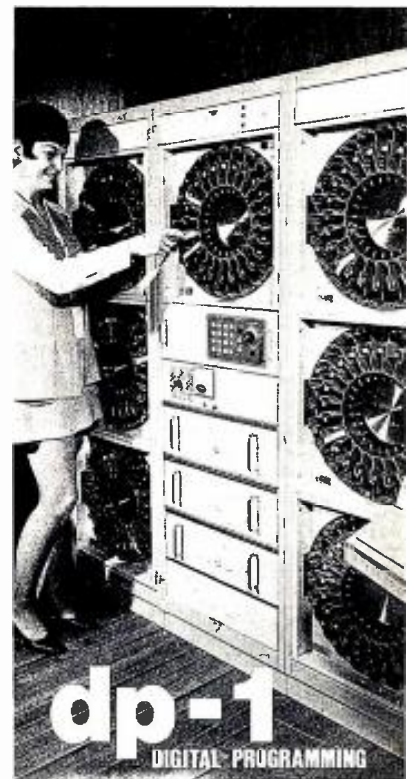
EDITOR: Your article in the July 10 issue pertaining to the exit of jingles and the entrance of songs for commercials is right on target. However, as the account supervisor for Crocker Bank in San Francisco, I find it almost unbelievable that you omitted mentioning the only song written for a commercial that has been nominated for a Grammy. I refer to "We've Only Just Begun," written originally for Crocker Bank's advertising campaign and first aired in February 1970. To date there have been over 50 leading artists who have recorded this song.—Robert J. Dreyer, *BBDO, San Francisco*.

Local favorite

EDITOR: Very rarely have I taken exception to anything that I have read in your fine publication. But this time I have to speak up. I refer to your, what I consider, snide mention of Las Vegas as the site for the 1975 National Association of Broadcasters convention. You don't understand why Las Vegas was chosen in the first place. I feel that the NAB board selected Las Vegas because it's the finest city in the country to meet. Certainly if the American Bankers Association, Jehovah's Witnesses, the Association of District Attorneys, the Knights of Columbus, the American Medical Association and hundreds of other distinguished organizations have not found their image tarnished by holding an annual convention in Las Vegas, the National Association of Broadcasters cannot be damaged by coming.—Cy Newman, *president and general manager, KVOV(AM) Henderson, Nev.*

Well done

EDITOR: Your good stor[ies] on the exemplary conduct of broadcast stations in the flood area and close by again [make] us all proud of our industry. As chairman of our area Red Cross chapter, I got fact sheets to [the 24 radio and six television stations in Houston] on the Agnes disaster. Radio and TV spots were made and circulated, and an appeal was made to the general public as well as corporations. Funds are still coming in, and we hope to reach our local goal of \$200,000 soon. We could not have done it without the quick and effective response of broadcasting.—Willard E. Walbridge, *senior vice president, corporate affairs, Capital Cities Broadcasting Corp., Houston*.



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Cable policy in the making: open entry, little control by government

Common-carrier status is foreseen in cabinet-level committee draft; ownership of systems and content would be separate, but available to anyone—including broadcasters

Members of a high-level administration committee are beginning to file comments on a draft of a proposed report that views cable television as a virgin field for the development of federal policy ("Closed Circuit," July 24). The draft pays little attention to precedents in the regulation of cable or broadcasting. It is a fresh approach by officials who mostly are in-

formed in only general terms on existing regulation.

The draft was prepared by the staff of the Office of Telecommunications Policy, whose director, Clay T. Whitehead, is chairman of the committee, and was based on previous drafts and on the views that committee members—three cabinet officers and three White House aides—have expressed on those drafts.

Sources familiar with the committee's work say there is no indication of any "serious disagreement" within the committee. And, in fact, the report now serving as the focal point of the committee's consideration closely resembles one of five options the committee was known to have been considering in December—the option that was believed at the time to reflect most closely the thinking of at least a majority of the committee (BROADCASTING, Dec. 20, 1971).

However, there is still room and time for change. The committee, after reviewing the comments on the draft, is expected to meet within the next few weeks, probably after the Republican national convention. That meeting in turn could lead to another draft, further comments

and another meeting before a report is finally ready for presentation to President Nixon.

The draft report makes it clear that the committee is considering legislation that would put its recommendations into effect. And these recommendations would provide for a different kind of cable structure from the one the FCC is building with its new rules.

However, the draft report says there should be "no sudden change" in cable policy "without substantial notice." Accordingly it says that the industry should operate under the commission's rules "for a period of years after the passage of legislation embodying the policy recommended here, as a transition interval."

The major differences between the FCC's approach and that reflected in the committee's draft appear to stem from different points of view and backgrounds. The commission views cable as a kind of broadcasting system—inheriting many of the principles of broadcast regulation—but with some common-carrier functions thrown in. The committee, on the other hand, looks at cable not in terms of broadcasting but in terms of the tech-



Mr. Whitehead



Mr. Romney



Mr. Richardson



Mr. Peterson



Mr. Klein



Mr. Finch



Mr. Garment

nology itself and how it can be put to most effective use. "The committee's main objective was to look at cable free and clear of what the FCC did," one source has said.

The product of that approach is the recommendation that cable television be structured as a true common carrier, although not a public utility. The aim of government policy, the draft report contends, should be increased access to the medium and elimination of virtually all government control of content (except for the conventional sanctions against libel, obscenity and incitement to riot).

Treating cable systems as common carriers would achieve this aim, according to the draft report. System ownership and program origination would be separate, thus eliminating the danger of excessive private control of the medium; and cable capacity would be available to all on a nondiscriminatory basis (and expanded upon demand), thus obviating any reason for government intervention to insure program balance or fairness, as in broadcasting.

The draft report says that common carrier status seems particularly appropriate for cable systems since the status is typically imposed on firms that enjoy substantial monopoly power. And a cable system, the draft report adds, "is likely to be a natural monopoly in a given area."

It does not follow, however, that public-utility regulation would be required, at least for an initial period in which the typical system matures into a substantial market force. The existence of "close substitutes" like over-the-air broadcasting and telephone services "will severely limit the monopoly power that a cable system can exploit."

The report also says it would be "highly inappropriate" during the early years of cable development, when systems will be required to make "substantial investments" and take "considerable risks," to limit them to a "fair rate of return." The committee is known to be opposed at least to federal regulation of rates charged both by the systems and by their channel lessees to subscribers and sponsors. It is understood that the committee has not focused on the question of rate regulation by state or local authorities.

Systems providing only antenna service for local signals would not be required to lease channels or to add capacity on demand; all systems would be required to offer local signals. However, unlike FCC policy, the draft report would not apparently limit the number of distant signals a system could offer.

Instead, the committee would rely on the play of the market to protect local stations. For channel lessees would have to pay full copyright liability—and thus compete in the market place—for programming they import. (One issue the committee has not yet resolved is whether the system operator would be permitted to use channels to import signals even if he paid the copyright fee.) Failure to place copyright liability on the lessee could result in local broadcasters being driven off the air because of unfair competition, the draft report says. It expresses

concern not about the stations but that rural viewers who would be deprived of service "so long as the cost of providing them cable service remains high." (Indeed, the draft report contains a recommendation that the government act to preserve the television service to rural homes that might otherwise be lost as a result of cable development forcing "marginal" stations off the air.) It also says the copyright industry and the motivation of creators would be "seriously weakened" if copyright protection were denied.

The draft report departs from the commission policy also in asserting that systems should not be required to make channels available at no cost to the public or to governmental units. The draft report says that in view of the low cost expected for cable distribution, the savings to those who would benefit from free use of the system would be "very small," while the costs to the system itself and the "economic distortions likely to result from such selective taxation, could be quite large."

Treating cable systems as common carriers would, according to the draft, eliminate any need to bar networks, newspapers and broadcast stations from owning CATV systems, even in the markets where the newspaper or television station is located. The FCC has adopted rules barring television stations from owning systems in their markets and networks from owning them anywhere: it is considering a rule to break up newspaper-cable crossownership in the same market.

Under a common-carrier structure, the draft report says, such crossownership would pose no danger of media monopoly since the owners would be required to carry all local signals, to lease all non-broadcast capacity to others, and to expand capacity on reasonable demand, and since the franchise would be nonexclusive. In addition, newspapers, television stations and networks should be free to lease "a reasonable number of channels in any market." The draft report says these provisions "should put to rest any specter of forced technological obsolescence of broadcast operations."

The draft also indicates the committee is less inclined than it has been in the past to permit telephone companies to operate cable systems providing two-way services. Such a provision was contained in what was believed to be the preferred option last December. But in the draft now under consideration, telephone companies would be permitted only to provide facilities—such as conduit space and poles—to system operators, and then only on a nondiscriminatory basis. "Exclusive franchises, of course, are not to be construed as applying to the provision of broadband services," the draft says.

The draft also touches on the over-all question of how regulatory authority is to be allocated among federal, state and local governments—and it suggests that much of it "be shifted toward local control." Indeed, it raises a question as to what role the FCC would play. For it says that cable systems "are primarily local in nature; franchising arrangements must be consistent with varying local

needs . . . ; and cable operations involve no use of the spectrum and thus little possibility of technical interference, unlike broadcast operations.

"Broad policy issues should be worked out in national and state legislation," the draft adds, "with enforcement primarily through the judicial process."

Thus, the draft reflects the view that neither the traditional approaches to government regulation—that of broadcasting or of public utilities—is appropriate for cable television growth "in the public interest." It says that "a new direction must be found," and adds that "a sound industry structure, combined with a reduction in the role of government in media content determination," is the way to go.

The committee members who are in the process of filing comments on the draft report are George Romney, secretary of housing and urban development; Elliot Richardson, secretary of health, education and welfare; Peter Peterson, secretary of commerce; Herbert G. Klein, White House director of communications; Robert Finch, counselor to the President, and Leonard Garment, special consultant to the President on the arts and minority-group affairs.

Broadcast Advertising

Since cigarettes went off the air: most smoking ever

That's conclusion of FTC which now wants government to buy antismoking advertising

In an appraisal of the first full year of prohibition of cigarette advertising on radio and television, the Federal Trade Commission announced last week that cigarette sales reached record levels and per-capita consumption increased for the first time in five years. The FTC recommended that the government buy time on the air and space in print media for a campaign to persuade smokers to quit.

The FTC also noted that although total advertising expenditures by cigarette manufacturers declined, spending in nonbroadcast media tripled. The figures were for 1971. The law banning cigarette advertising on the air became effective Jan. 2 that year.

The information was sent to Congress July 25 as a tabular supplement to a report submitted earlier this year. The latest document provides final figures in place of estimates used earlier.

Last week's report said domestic sales of cigarettes in 1971 reached 547.2 billion units, well above the previous high of 540.3 billion in 1968.

Per-capita consumption by U.S. residents and overseas military personnel was 3,982, compared to 3,969 the year before. The per-capita index had been declining since 1966 until last year.

As cigarette manufacturers were increasing their sales, they were decreasing their total advertising. They saved \$215

million in broadcast advertising but spent \$160.3 million more on newspapers, magazines and other advertising forms than they had in 1970. The total expenditures were \$251.6 million in 1971, \$314.7 million in 1970. By media, these were the figures:

Television went from \$205 million in cigarette revenues in 1970 to \$2.2 million in 1971—all spent on the heavy sports schedules of Jan. 1 that year. Radio went from \$12.4 million to zero.

Cigarette advertising in newspapers rose from \$14.7 million in 1970 to \$59.3 million in 1971; in magazines from \$38.6 million to \$98.3 million; in billboards and posters from \$11.7 million to \$60.6 million, and in direct promotion from \$19.9 million to \$27 million.

Since 1967, the FTC noted, it has been recommending more money for the Department of Health, Education and Welfare to initiate more programs to inform the public, especially young people, of the dangers of cigarette smoking.

Last week's recommendation added a new provision: "... that any such appropriation should specifically authorize [HEW] to purchase time on commercial broadcast facilities and space in print media for the dissemination of messages designed to discourage cigarette smoking."

The FTC also urged stronger health warnings on cigarette packaging and advertising.

It also called on Congress to require a declaration of tar-and-nicotine content to appear on all packages and in all advertising, and to provide that, if further hazards are found, that they too be listed.

And, finally, it recommended the appropriation of funds for research by the National Institutes of Health for the purpose of developing a safe cigarette.

The undoing of a commercial

Allstate executive recounts on Hill how two networks cited fairness in rejecting pitch for airbags

Allstate Insurance said last week it had been tripped up by the fairness issue at two of the three TV networks—when it attempted to run three one-minute commercials that showed the effectiveness of airbags as automobile safety devices.

The insurance company said ABC-TV and NBC-TV rejected the commercials on fairness grounds. CBS-TV also turned them down but for different reasons, Allstate said.

The refusal was disclosed by Allstate's Donald L. Schaffer, vice president and general counsel, who asked to testify before the Senate Commerce Committee. The committee has been holding hearings on auto safety devices.

Both ABC and NBC told Allstate that the commercials discussed or raised "controversial" issues. CBS indicated that it had turned down the commercials because the network believed they could possibly mislead the viewer.

Allstate's Mr. Schaffer explained that

Never on Sunday. New Zealand plans to continue its ban on Sunday TV and radio advertising. The New Zealand Broadcasting Authority's decision was based on a public-opinion poll that showed 61% of those surveyed opposed TV and radio commercials on Sunday.

Allstate initially sought to run one of the commercials on *Meet the Press* on NBC on May 28. He indicated that the network appeared to be amenable at first, provided tests portrayed in the commercials were successful. But, said Mr. Schaffer, when tests made in Michigan in May by other groups failed, NBC turned down the commercials. (Mr. Schaffer said the failures were not scientifically controlled while his company's tests, performed in April by an independent testing company, proved out and were scientific.)

After NBC rejected the airbag commercials, it was said, Allstate substituted "standby" messages. ABC turned Allstate down on June 5 but since then the auto-insurance firm has resubmitted the commercials in modified form. ABC has not ruled on the new commercials.

Senator Vance Hartke (D-Ind.), acting chairman of the committee, said he was shocked by the network interpretation of fairness. "Something is wrong," he said, "when the networks refuse an item of safety on a paid basis" in view of the fact they accept commercials from car advertisers who promote auto safety features.

Mr. Schaffer said later that his company disagreed with the networks' position and that Allstate had asked to appear before the committee to voice its complaint.

At CBS, on which Allstate is a substantial participant in sponsorship of campaign coverage, Robert D. Wood, CBS-TV president, said:

"The thrust of the commercial submitted was that the airbag provides the best possible 'passive restraint' system. However, no airbag was demonstrated on the driver's side, and the advertiser's representatives [Leo Burnett] told us that as yet a foolproof airbag has not been developed for the driver.

"It was our feeling that such commercials could be misleading until such time as the driver can enjoy the same protection that apparently is provided for the passenger."

NBC said that as a matter of "general policy" the network does not sell commercial time for the discussion of controversial issues and that the FCC's staff last January held the airbag controversial "and subject to the commission's fairness doctrine."

NBC said its policy was based on the belief that the public is better served when issues of "public controversy" are covered in news and public affairs shows. (Mr. Schaffer said later that Allstate's sponsored airbag test had indeed been made available to the networks for news coverage but maintained that the subsequent failures intruded and the latter got all the news play.)

An ABC spokesman said the commer-

cials failed to pass muster with the network because of the "manner of the presentation" which "appeared to raise controversial issues." (Allstate sponsors sports broadcasts among other shows on ABC.)

Senator Hartke commented that Allstate had offered to pay the networks for time used in broadcasting replies from "responsible" opponents of the airbag messages. Mr. Schaffer explained later that Allstate had tried to lessen NBC's reluctance by offering to reimburse the network for time costs, if the network still found it necessary to offer time to groups with an opposing view on the airbag issue. NBC, however, said it could not accept this offer, according to Mr. Schaffer. (NBC explained later that indeed the issue was not determinable on a financial basis but rather involved the principle that "we do not believe this is the way to present a position on a controversial matter.")

Mr. Schaffer, however, said Allstate's offer to NBC was not to be construed as a "blanket" offer, noting "we are not inviting just anyone to go on the air at our expense—after all, we are not an eleemosynary institution."

He said Allstate was of the belief that the networks "misinterpreted" fairness, that their decisions were "erroneous and against the public interest. The public is entitled to see the [commercial] films."

Court asked to prod FCC on remanded Chevron case

Complainants say commission drags its feet by failing to re-evaluate fairness edict

The FCC is being pressed hard for a decision in a case in which the question is the controversial one of whether a product commercial triggers the fairness doctrine.

More than six months ago, the U.S. Court of Appeals in Washington, in response to a commission request, remanded the case, in which two San Francisco Bay area residents were appealing the agency's decision denying the fairness doctrine complaint they had filed against five Bay area stations.

Last week, Alan B. Neckritz and Lawrence B. Ordower notified the court that the commission had yet to resolve one of three issues involved, and asked the court to force the commission's hand.

They said the court either should consider the commission's failure to act as a final order denying relief and review it, or direct the commission "to render an immediate, written decision."

Their complaint, originally filed in September 1970, when Messrs. Neckritz and Ordower were students at the University of California Law School, involved commercials for Chevron F-310 gasoline. The spots contend that use of the product helps reduce air pollution. The complainants asked the commission to require the stations involved to air

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BAR reports: television-network sales as of July 9

CBS \$327,020,300 (36.9%); NBC \$289,043,200 (32.6%); ABC \$271,014,000 (30.5%) *

Day parts	Total minutes week ended July 9	Total dollars week ended July 9	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	71	\$ 403,200	2,002	\$ 12,057,400	\$ 11,735,500
Monday-Friday 10 a.m.-6 p.m.	942	5,955,700	25,815	182,858,700	168,119,500
Saturday-Sunday Sign-on-6 p.m.	371	2,165,400	8,458	98,616,100	80,021,900
Monday-Saturday 6 p.m.-7:30 p.m.	90	1,271,000	2,493	46,061,200	38,443,900
Sunday 6 p.m.-7:30 p.m.	10	126,600	369	8,024,300	12,218,100
Monday-Sunday 7:30 p.m.-11 p.m.	394	13,633,000	10,645	489,712,500	473,798,200
Monday-Sunday 11 p.m.-Sign-off	226	1,710,000	3,994	49,747,300	34,308,100
Total	2,104	\$25,264,900	53,776	\$887,077,500	\$818,645,200

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

the other side of the issue they said was raised by the spots, and to direct the stations to stop carrying the ads, which they said were deceptive.

The commission acted eight months later—after the complainants had petitioned the appeals court in San Francisco for relief. The commission denied the complaint, and Messrs. Neckritz and Ordower appealed.

The next major development in the history of the case occurred last August, when the appeals court in Washington, in the Friends of the Earth case, overruled the commission and held that commercials for leaded gasoline and automobiles raised a fairness-doctrine issue concerning air pollution.

The commission in November asked the court to remand the Neckritz case so that it could reconsider its decision in light of the Friends of the Earth decision. The court agreed to the request, and directed the commission to rule on the fairness-doctrine issue, the deceptive advertising issue and on a request by the complainants for interim relief, which would in effect give them what they were seeking in a decision on the merits.

The commission three months ago issued an order denying the request for interim relief and the request that it direct the stations to stop carrying the contested commercials.

But it has yet to resolve the key question as to whether the commercials raise a fairness-doctrine issue. And the complainants contend the time has come for the court to act.

Three face FCC fines for ad practices

The FCC has ruled that KLAS-TV Las Vegas, owned by billionaire Howard Hughes, is apparently liable for a fine of \$4,000 for alleged fraudulent billing practices.

The commission said it found four instances in which the station issued invoices to advertisers containing fraud-

ulent information as to time of broadcast, actual cost of the commercial and the nature of the material aired.

The licensee, Hughes Tool Co., has 30 days to either pay or contest the fine.

In another action last week, the commission held that Birch Bay Broadcasting Co.'s KARI(AM) Blaine, Wash., is subject to a \$5,000 fine for purported violations of the logging requirements. The commission said the station apparently entered the names of certain advertisers into its program logs several days after the clients' advertisements were actually broadcast. The FCC said the station had no explanation for its actions.

The commission also issued a notice of apparent liability to WEXT(AM) West Hartford, Conn., for failing to log commercials and for failing to identify certain sponsors. The station faces a fine of \$4,000.

Down go discrepancies

Ayer finds TV's have reduced number of spots in wrong place at wrong time or not there at all

N. W. Ayer & Son is giving TV stations good marks for "doing a better job of handling commercials for agencies and advertisers," based on results of the agency's most recent study of station performance.

Results were reported by Hans L. Carstensen Jr., senior vice president and director of media in Ayer's New York office. He said that the agency's latest study covered a five-month period from December 1971 through April 1972. A similar study was conducted from May through September 1971.

In the period ended last April, 23,000 messages were measured. Mr. Carstensen said the agency found 4.1% of the commercials in discrepancy, a drop from the 5.1% reported in the previous five-month period.

Mr. Carstensen said that in the latest study, 0.9% of the spots were discrepant because they ran at the wrong time; 1.3%

because the wrong commercial was run and 1.9% because no commercial ran at all. The biggest improvement, according to Ayer, was in the third category: In the previous five-month period, 2.8% of the commercials studied were not run by stations.

Ayer officials said that these percentages covered commercials "lost in advertising delivery insofar as clients were concerned."

Aside from this area, there were commercials in discrepancy that were not lost but adjusted, entailing "extra work and unnecessary expense" for the agency and stations. These amounted to an additional 10% of all spots measured. In about half of these discrepancies, the spot did not run exactly as the agency ordered but was approved by the buyer as an acceptable substitute. In the other half of the cases, make-goods were negotiated between the buyer and station.

Schweiker renews fight on radio-TV exclusion

Speech to Senate denounces ban on armed forces purchase of broadcast time for recruiting

Senator Richard S. Schweiker (R-Pa.) is continuing to push for Senate passage of his amendment to the military procurement bill to allow the armed forces to spend recruitment advertising funds on television and radio (BROADCASTING, July 10). In a statement prepared for delivery on the floor Friday (July 28), he detailed his argument in favor of the amendment.

Prohibiting broadcast advertising by the armed forces does not further progress toward ending the draft "because it ties the hands of the military man when it comes to recruiting," he said. "In addition, [it] is extremely unfair to the broadcast industry and unnecessarily singles out that segment of the media for discriminatory treatment."

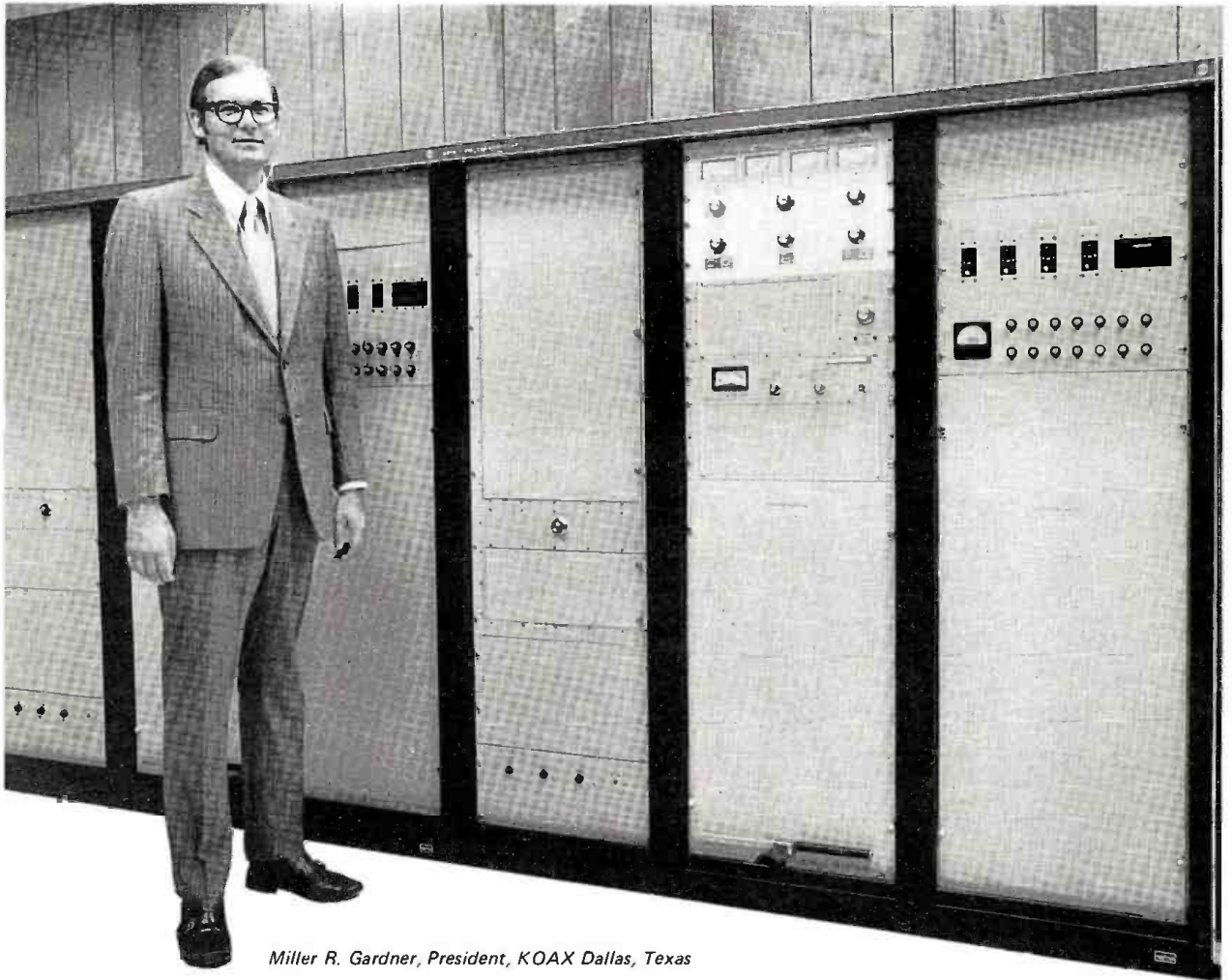
Senator Schweiker said that TV and radio advertising "is essential to permit the Defense Department to maximize the effectiveness and efficiency of its recruiting dollar." He cited a Gallup study which found that "there is an advantage of approximately 18-to-1 for paid broadcasting over public-service broadcasting" directed at men between the ages of 18 and 34. Most public-service ads do not reach young men in this age group, the study noted.

"I don't think we should kid ourselves to think that public-service advertising would be enough," the senator said. He pointed out that many agencies and organizations compete for public-service time, that public service cannot be used to reach a target audience or regional market and that it does not permit a coordinated ad campaign that tells a comprehensive story.

The prohibition on paid broadcast advertising stems from a provision inserted in the conference report on last year's Defense Department appropriations bill. The Senate had deleted \$9 million of the Army's advertising budget, but the con-

"Collins 40-kW FM transmitter gives KOAX a great new sound

... and a new level of 'on-the-air' performance."



Miller R. Gardner, President, KOAX Dallas, Texas

Miller R. Gardner, President of KOAX-FM, comments on the selection of Collins 40-kW FM transmitter for his station:

"We wanted the newest, most up-to-date system of its kind in the world . . . one that would provide superior performance and reliability. We found all these features in Collins 40-kW transmitter and a Collins circularly-polarized antenna system. Not only have we realized a tremendous improvement in our signal quality, but we also have the assurance of system redundancy and automatic switchover with minimum signal degradation."

Collins new 40-kW transmitter is specifically designed as a twin system with built-in redundancy, including dual exciters. If one of the 20-kW units should fail, automatic switchover occurs and the

system picks up a dummy load and continues to operate with only a 3-dB signal loss.

The new transmitter uses solid-state on-off switching and is equipped with automatic power output control. Complete self-monitoring capability, flexible controls, and fault-alarm indicators afford ease of operation and maximum protection. The direct FM all-solid-state exciter offers such options as stereo multiplex and an SCA generator.

For more information, contact your Collins representative or write Collins Radio Company, Dept. 400, Dallas, Texas 75207. Phone: (214) 235-9511.



COMMUNICATION / COMPUTATION / CONTROL

erees restored \$4.5 million of that amount along with the provision that "no funds be used for paid television and radio advertisements."

A spokesman for Senator Schweiker said that the provision has been interpreted as applying to all the armed forces.

In this year's military procurement bill the Army is seeking \$26.7 million for advertising; the Navy, \$8.5 million; the Marines, \$6.5 million, and Air Force, \$10.1 million—a total of \$51.8 million for advertising in the over-all bill.

The measure is now being considered on the Senate floor and will eventually go to a House-Senate conference. The version passed by the House in June does not contain any provision similar to the Schweiker amendment.

ARB devises plan to reach the unreachable

New ESF will use 'occupant' mailings to get participants in surveys from unlisted and nonphone homes

The American Research Bureau convened close to 100 advertising-agency and broadcasting researchers in New York last Thursday (July 27) to explain its technique for getting nontelephone homes and homes with unlisted phones into its TV and radio audience-measurement samples ("Closed Circuit," April 24, June 5).

The trick, Research Vice President Rupert R. Ridgeway told the group, involves use of "occupant" lists—lists of home addresses to which mail is sent simply to "occupant," which are bought from professional suppliers—and the computerized matching of these lists against telephone-directory computer lists. The matching process, he explained, identifies homes on the "occupant" list that do not have phones or have unlisted phones.

These homes are then given representation in the sample and are sent letters in specially designed envelopes, addressed to "resident" but carrying first-class postage, asking the occupants to call ARB. Special inducements, such as a dollar bill, are also included. Those who call are then identified and asked to cooperate by keeping ARB diaries. "We are getting different kinds of people responding, people who never responded before in telephone-oriented surveys," Mr. Ridgeway reported.

Audience-measurement services have been criticized over the years for failure to cover homes not listed in telephone directories, in that they are not covering the complete market. Random digit dialing breaks the barrier for homes with unlisted phones but reaching nonphone homes has remained a problem.

Mr. Ridgeway, credited by ARB with developing the new technique, said a number of possibilities were explored—use of auto registration lists, utility lists and the like—before ARB settled on the

combination of occupant lists and phone-directory listings. ARB calls the homes added its "expanded sample frame" (ESF).

He said ARB was "encouraged" by initial results of its first field test, undertaken in June. But he also made plain that many questions remain to be answered and much more field work to be done, some of it already under way. And he left no doubt that ESF would be "expensive," though he gave no clue to what the cost might be.

ESF homes, Mr. Ridgeway suggested, may be largely divided into two distinct groups, the "very rich" (unlisted phones) and the "very poor" (no phones), although many of them—as represented by the mobile, generally younger families who have moved since the last phone book was printed—would cut across all lines.

Mr. Ridgeway said current testing is confined to TV but will be expanded to radio when the TV tests have been evaluated. TV viewing data based on ESF in New York and Los Angeles during November will be published as demonstration reports for those markets in addition to the regular November reports.

ESF measurement will necessarily be limited to metropolitan areas, Mr. Ridgeway said, because rural addresses and post office box numbers cannot be sampled, thanks in part to postal regulations that forbid delivery of "occupant" mail to selective addresses on rural routes. He mentioned Atlanta and San Francisco as "prime candidates" for future use of the ESF technique.

Mr. Ridgeway said the technique was explained to the Advertising Research Foundation's research advisory panel and the National Association of Broadcasters' committee on local television and radio audience measurement (COLTRAM) about a month ago. He also called upon last week's audience to help determine how the data should be analyzed and to let ARB know "what you are looking for." ARB, he said, "feels the necessary added investment will pay benefits to the broadcasting industry, but only our clients can tell us if the cost is worthwhile."

Ad Council plays cool on those Stern spots

Keim says medium must decide whether to take counteradvertising

Robert P. Keim, president of The Advertising Council, said last week that if, as reported, broadcasters have rejected countercommercials offered by the Stern Concern, resubmitting them under the council's imprimatur wouldn't be likely to gain them wide acceptance.

"Many people have the mistaken impression that we deal on a committed-time basis," he said, "but we don't. We make the materials available and the media use them—or don't use them—as they see fit. If stations have turned down spots for reasons they consider good and sufficient, submitting them with our name on them probably wouldn't affect any-

thing." The networks and several stations have rejected the Stern spots. One station that is airing a Chevrolet recall spot is KPPIX-TV San Francisco (BROADCASTING, July 24).

Mr. Keim was speaking in response to questions concerning the request of the Stern Concern and its affiliate, the Stern Community Law Firm, for assistance in placing their spots (BROADCASTING, July 24). Mr. Keim said he had drafted a reply to their request but would not make it public until they had received it.

He said the request was carefully documented and left him only three questions to ask. One in effect sought confirmation or denial of reports that the messages had already been offered to and rejected by media. Another, which he said is asked of all organizations seeking Ad Council support, requested a complete description of the organizations involved, how they are financed and, in this case, which of three named organizations were requesting council endorsement. He said the three were the Stern Community Law Firm, the Center for Auto Safety and "The Medical Committee," which he said was further identified on a letterhead shown in a sample ad as the Medical Committee for Human Rights.

The third question, he said, sought information on whether the organizations could finance the campaign or campaigns if they received council approval. He said the Stern request asked that the council pay production costs for the proposed campaigns but that these are always paid by the sponsoring organizations, not the council.

Profits to revenues: off year at agencies

Net income as percentage of gross income dropped in 1971, AAAA study shows

The Association of American Advertising Agencies reports in a study due out today that the average net profit of agencies, as a percentage of revenues, declined in 1971.

According to AAAA, the net profit of agencies, after taxes, declined to 3.32% of their revenues, compared with 3.46% in 1970.

The study, covering costs and profits of 215 AAAA member agencies, also showed that among incorporated agencies—excluding partnerships and proprietorships—the average after-tax profit went from 3.11% of revenues in 1970 to 2.87% in 1971, or, in terms of sales, from 0.66% of agency billings to 0.56% of billings.

The report did not specify profits by agency size but said the 1971 average ranged from a low of almost zero for one size group to 5.93% of revenues for another. As a percentage of billing, the profit pendulum moved from almost zero for one size group to a high of 0.92% for another. Profit averages usually tend to run somewhat higher for larger agencies, according to AAAA. (The average

rate of profit dropped in six of the nine size groups, and rose from the previous year for the three groups representing larger agencies).

Though payroll continued to be the dominant agency expense, it dropped from 66.67% of revenues in 1970 to 65.26% in 1971. AAAA said the reduction of 0.24% in the average rate of profit for incorporated agencies in 1971 resulted from increases in virtually all overhead costs, since the total of these increases exceeded the reduction in payroll.

Institutionalizing counteradvertising?

Law school dean proposes regular amount of free time for responses to ads; case-by-case decisions would no longer be made by FCC

The dean of the University of San Francisco School of Law is the latest to try his hand at resolving the controversy stirred by the Federal Trade Commission's proposal for counteradvertising—a "compromise," he calls it, between opposing sides in that fight.

Dean C. Delos Putz Jr., writing in the current issue of the *University of San Francisco Law Review*, suggests that the FCC require broadcasters to make available a "substantial amount" of free time, "equal to a significant percentage of the licensee's total paid commercial advertising time" for the discussion of points of view counter to those raised in the commercials.

Thus this resembles the FTC's proposal. He would also use the FTC's "four categories of advertising"—those that explicitly raise controversial issues, that raise them implicitly, that rest on scientific premises that are in dispute, and that are silent about negative aspects of the products—as guidelines for directing attention to problem areas.

But Dean Putz would not use them as a basis for the assertion of individual claims for reply time as a matter of right. That, he says, would lead to "open-ended invitations for endless litigation about whether a particular advertisement . . . comes within one category or the other for purposes of determining what guidelines apply in measuring reply obligations."

Under Dean Putz's proposal, each licensee would administer the fund of free time as he saw fit, with his discretion subject to review by the FCC, not at the complaint of individual protesters but at license-renewal time, on the basis of over-all performance.

A licensee who devoted the required amount of time to counteradvertising would be favored with the presumption that he had satisfied all fairness-doctrine obligations created by his airing of commercial advertising; he would be relieved of any obligation to obtain counteradvertising at his own expense. And the counterads themselves could not be used as the basis for a fairness-doctrine claim for free reply time.

I see you. If a candidate for public office makes any appearance in a spot announcement in which he is identified (or identifiable) by voice or image, the entire spot is considered a use by the candidate and therefore subjects it to Section 315 of the Communications Act. That was the ruling by William B. Ray, chief of the FCC's Complaints and Compliance Division, in response to an inquiry by Charles F. Dykes, an aide to Representative W. S. (Bull) Stuckey Jr. (R-Ga.). Mr. Dykes wanted to know how long a candidate must appear on a spot in order to require equal opportunities for his opponents under Section 315.

Dean Putz lists three advantages for his proposal:

It would enable broadcasters to fix the exact cost of meeting their fairness obligations resulting from the airing of product advertising—and to pass the cost on to advertisers in an orderly way. (Dean Putz, noting that advertisers pass on such costs to consumers, does not think it unfair that the public pay the cost of "a limited amount of time" for counteradvertising.)

"It would insure presentation of a significant amount of counteradvertising to the same audiences reached by commercial advertising and in a similarly effective format," he maintains.

Wood sees threat from counteradvertising

Robert D. Wood, president of CBS-TV, said Thursday (July 27) that the Federal Trade Commission's counteradvertising proposals could "choke the life out of broadcasting."

Advertisers, he told a luncheon meeting of the New York chapter of the Academy of Television Arts and Sciences, "would flee from broadcasting to the sanctuary of other media." If the three TV networks lost as much as 10% in advertising billing each year, or \$140 million in annual income, he said, that loss would just about match the amount the networks spend on news and public-affairs programming each year.

During the question period Mr. Wood spoke disparagingly of the petition by Hollywood craft unions to the FCC to force networks to reduce the number of reruns each year. "I sympathize with the unions' unemployment problem," he said, "but as the production costs have gone up and up and up we've had to shorten the season for new episodes each year. And there's the problem of the creative drain as well. Our contract for *All in the Family* calls for 24 new shows, with an option for two more. But when I told Norman Lear we wanted those final two for last spring, he threw up his hands and told us we were breaking his back, we were trying to squeeze blood out of the skin of his head."

A final questioner, Eleanor Guggenheimer, co-hostess of a morning discussion show on WOR-TV New York, told Mr. Wood that she didn't think CBS

was moving fast enough in hiring women for both on-air and behind-the-scenes jobs. After a pause he replied, "I think you're right. We've done far too little. You've caught me short on that question; you've caught CBS's record short."

Business Briefs

\$2-million doll buy. The Mego Corp., New York, has allocated almost \$2 million to TV fall campaign for Action Jackson, new 8-inch toy doll, that features "largest spot budget ever for single product" in doll industry (60 major markets, starting Sept. 4) and major network children's shows and specials including *World of Disney* on NBC, starting mid-October; Macy Thanksgiving Day Parade (Nov. 3) and Thanksgiving Day parades in Detroit, Philadelphia, New York and Toronto, all on CBS. Agency is Helitzer Advertising, New York.

Rep appointments. KPOI-AM-FM Honolulu, KWJJ(AM) Portland, Ore., and KOLA(FM) San Bernardino, Calif.: Katz Radio, New York; WIFJ(FM) Philadelphia, WZGC(FM) Atlanta: ABC-FM Spot Sales, New York.

Trip buys Blair. The Road Information Program (TRIP), Washington, through Vansant, Dugdale, Baltimore, has bought holiday weekend schedule on the Blair-represented network. TRIP's buy consists of heavy emphasis on nation's 50 state capitals plus broad national coverage in rest of the country. Campaign will run Sept. 1-4, Oct. 13-15 and Nov. 23-26.

Affiliation formed. Hoefler, Dieterich & Brown, San Francisco-based advertising agency, forms affiliation with international marketing firm, John S. Delin and Associates, also San Francisco, to strengthen agency's overseas capabilities and provide additional services to clients in Far East. Delin organization acts as representative of Far Eastern manufacturers to American markets and helps American firms develop distribution and markets in Pacific. HD&B currently also is affiliated with Yomiko Advertising Inc., Tokyo.

WRG movie. First full-length feature entry in motion picture production move by Wells, Rich, Greene, New York-based add agency, will be distributed in fall by Columbia Pictures. Feature, "Dirty Little Billy" (about Billy the Kid's early life), was produced by Jack L. Warner, directed by Stan Dragoti who wrote screen play with Wells, Rich, Greene President Charles Moss. Mr. Dragoti is president of WRG/Dragoti, agency's new film production arm.

Joining forces. Two Los Angeles-based advertising agencies, Joseph Michaels and Associates and Media Mark Productions have agreed to complement each other's agency services. Media Mark, owned by syndicator Tom Ludeman, is heavily engaged in radio and TV distribution. Joseph Michaels, operated by veteran agency executive Carl Kuhns and businessman Joseph Harris, specializes in graphic art and design. Purpose of co-operative venture is to provide each agency with full service capability.

Different rules for radio, TV?

Macdonald says radio may suffer from more regulation than it needs, as fall-out from TV regulation; he promises hearings next session

Representative Torbert H. Macdonald (D-Mass.) said last week that the regulatory problems confronting radio broadcasters deserve "constant and concentrated attention" and that his House Communications Subcommittee will single out radio for special treatment in hearings early next year on license-renewal legislation.

Mr. Macdonald addressed a luncheon of the Mutual Affiliates Advisory Council in Washington last Wednesday (July 26).

"When we summon the FCC to the Hill each year for a full report on their activities, we tend to concentrate our questioning on the glamour issues—cable TV, sports siphoning, fairness and access on TV—and radio gets mentioned, if at all, as an extra added footnote," Mr. Macdonald said.

But he said the subcommittee, in its hearing on renewal legislation "early in the next session," will focus on radio "as a medium in its own right."

A spokesman for the congressman said last week that Mr. Macdonald may introduce a license-renewal bill of his own.

Mr. Macdonald noted that renewal requirements are uniform for the 7,000 radio stations in the U.S., regardless of their market situations. "Obviously we have a different set of circumstances than were envisioned when the Communications Act was signed into law in 1934," he said.

The FCC's licensing power is "unquestioned, but its eyes may have grown too big for its stomach," he said. "The answer may *not*, for once, be to pump more bureaucrats into another bureaucracy." It may be more simplified renewal procedures, longer license periods or no licenses at all, he said, but added he doubted Congress would accept the last solution.

The FCC may not agree that renewal applications should be judged on content rather than by "gross weight," he said. "But if we delve a little deeper than that, we might even think of creating some realistic answers that don't require hiring a law firm or taking your staff's time away from programing and managing and selling."

Mr. Macdonald cited a few of the many questions involved in dealing with renewal legislation: What should the performance criteria be? Does every station in a multistation market need to provide "balanced" programing or will the marketplace provide sufficient diversity and balance? Should a market be deprived of programing? And if not, who has the right to tell a station it must continue in the red?

He said two present renewal require-

Big wash. Personal Products Co., New York, subsidiary of Johnson & Johnson, is introducing nationally new polyester-strengthened household wipe cloth via campaign, starting in mid-July, on network TV and spot TV primarily. Called Wonder Cloth, product is being backed by more than \$4.5 million in advertising, placed through SSC&B Inc., New York.

It's national now. General Foods Corp., Post division, has placed Pink Panther Flakes pre-sweetened cereal into national distribution, supported by advertising on various network series and in national spot TV. Through Benton & Bowles, New York, product has been advertised in test market on West Coast.

Nine show buy. Schering-Plough Inc., Bloomfield, N.J., buy sponsorships in nine NBC-TV weekday daytime programs: *Dinah's Place* (10-10:30 a.m. NYT), *Concentration* (10:30-11), *Sale of the Century* (11-11:30), *Hollywood Squares* (11:30-noon), *Jeopardy* (noon-12:30), *Who, What, Where Game* (12:30-12:55), *Three on a Match* (1:30-2) *Return to Peyton Place* (3:30-4) and *Somerset* (4-4:30). Agency is Lake-Spiro-Shurman, Memphis.

Tea and soap. Thomas J. Lipton Inc., Englewood Cliffs, N.J., signs with NBC Radio network for Lipton tea commercials in *News on the Hour*, *Emphasis* and *Monitor*, through SSC&B Inc., New York. Also, Colgate-Palmolive Co., New York, places schedule for various products at various times on NBC Radio, through Ted Bates & Co., New York.

P & G subs for reruns. Procter & Gamble, Cincinnati, through Wells, Rich, Greene, New York, is sponsoring *Father on Trial* (Darren McGavin and Barbara Feldon in Warner Bros. production) on Sept. 3 and *Ozzie's Girls* (Filmways Production) on NBC-TV in the 8:30-9 p.m. NYT slot, pre-empting reruns of P&G's *Jimmy Stewart Show*.

Katz in Dallas. Katz Radio and Katz Television move Dallas offices to Hall at Welborn, suite 701, Dallas 75219. Telephone remains (214) 526-7941.

Agency appointments. The Mennen Co., Morristown, N.J., has named Warren, Muller, Dolobowsky, New York, as agency for Protein 21 conditioner, replacing Case & McGrath, New York. Move consolidates all Protein brands with WMD. ■ Benjamin Moore & Co. New York, has appointed Warwick & Legler there for its line of paints and coatings, effective Sept. 16. Account is now held by Monroe-Drayer, New York.

Up anchor. Anchor Savings Bank, which has branches throughout metropolitan New York, has started new radio theme, "Think about tomorrow," which also is title of new jingle composed for the bank by songwriter Janet Kane, wife of Josh Kane, NBC's manager of program and trade publicity. Bank President Donald L. Thomas provided voice-over for three one-minute commercials produced by Purcell Productions, New York. Agency is Phillips/Alogna Associates, Garden City, N.Y. Stations currently used by Anchor are AM's WINS, WOR, and WEVD, all New York.

Seven-week blitz. Mazda Motors of America Inc., Compton, Calif., through Foote, Cone & Belding Advertising Inc., Los Angeles, has scheduled \$1 million seven-week ad blitz in 20 markets throughout six Western states. Included are 60-second animated commercials and 30- and 60-second testimonials.

American Gas buy. The American Gas Association (J. Walter Thompson Co.) will sponsor six NBC-TV specials in 1972-73 season. Specials, tentatively scheduled on one-per-month basis from November through April, are *Snoopy's International Ice Follies*, *The Little Drummer Boy*, *The Great Snow Goose Migration*, *Country and Western Hit Parade*, *Everybody Soar* and *Upon this Rock*.

New in PR. Johnson & Ries Associates is new public relations agency formed by Ries Cappiello Colwell, advertising agency, and P. J. Johnson, who operated his own public relations company and who becomes president of new firm. 200 East 42d Street, New York 10017; telephone (212) 687-3840.

Picks new agency. WABC-TV New York has appointed Rosenfeld Sirowitz & Lawson, New York, to handle its account. Former agency was Della Femina, Trivisano & Partners there.

Joint operations. McFadden, Strauss & Irwin Inc., Los Angeles, and Bell & Stanton, New York, both public-relations firms, have pooled certain operations and in some instances will provide joint servicing of clients. MS&I has moved its New York staff into B&S's New York headquarters at 909 Third Avenue. MS&I's office at 1017 North La Cienega Boulevard in Los Angeles will serve as B&S's West Coast headquarters. New relationship will serve some but not all clients of two firms. Company name used for joint ventures will be Bell & Stanton Inc./McFadden, Strauss & Irwin.

Jenkintown benchmark. Lewis & Gilman, Philadelphia, is working on radio and TV schedules for its new account, Bloomingdale's new home furnishing store in Jenkintown, Pa., Bloomingdale's first store outside New York City area. Commercials, agency notes, will be on air just before store's opening in mid-summer.

Producing its own. FCB Productions has been established as division of Foote, Cone & Belding, Chicago, to produce TV specials "and any other type of program material for television, industrial or training use on film or video tape." Duane C. Bogle, director and senior vice president at agency (and executive producer on several *Hallmark Hall of Fame* specials on NBC-TV for Foote, Cone & Belding in the past season and for 1972-73), is in charge of division. Ronald Hobin, whose background as producer-writer-director includes NBC and Westinghouse Broadcasting, was named manager. FCB Productions is co-producing the *Hall of Fame* series and also Zenith-sponsored special on TV's 25th anniversary to be shown Sept. 10 on ABC-TV.

ments that "baffle" him involve the complicated ascertainment - of - community - needs process and the mandate that every outlet in a multistation market must concoct a lengthy profile of the market.

He wished the FCC well "and especially speed" in its efforts to overhaul "these somewhat arbitrary renewal procedures," and he said the subcommittee will be inquiring into the FCC's progress. But meanwhile broadcasters should be responding to the commission's invitation for comments on the proceeding, he said. "Only a handful" have voiced their views thus far and "that's not very productive to your cause" ("Closed Circuit," July 17, June 26).

Once again that debate about debates

As challenger, McGovern wants them; as incumbent, Nixon will stay clear; politics enters the issue in House where Speaker talks of action now to exempt top candidates from 315

President Nixon, who has been through the exercise once, has no interest in repeating it. As a result, there will be no head-to-head debates between presidential contenders this fall. But it was not at all clear that this means the Democratically controlled Congress will not press in the current session for repeal of the equal-time law as it applies to presidential and vice presidential candidates to make such debates possible.

Senator George S. McGovern (D-S.D.), the Democratic presidential nominee, took the approach expected of out-of-office candidates when, in the middle of his post-convention vacation in the Black Hills of South Dakota, he challenged President Nixon to a series of nationally televised debates.

The challenge was expressed in a telegram to Representative Carl Albert (D-Okla.), Speaker of the House of Representatives, in which Senator McGovern urged prompt action on legislation to repeal the equal-time provision of Section 315 of the Communications Act for presidential and vice presidential candidates in general elections. The senate passed its version of the bill in March (BROADCASTING, March 27). An identical bill introduced by Representative Torbert H. Macdonald (D-Mass.) is pending before his House Communications Subcommittee.

"The voters of this country are entitled to a full and candid discussion of the issues in this election, and that can best be brought about by the Democratic and Republican nominees meeting face to face, on nationwide television, so that everyone can see and judge the two men on their own," Senator McGovern said in his telegram. And he called on the President to join him in the request for House action on the repeal legislation—"to use his extensive influence on Capitol Hill to help assure that the debates can



Woodstock in Ohio. Station promotions have come a long way from the days when an enterprising radio man put two wrestlers in a ring filled with ice cream. There's no better example than the show put on by WIXY(AM) Cleveland, which got 100,000 young people together for what is now being called "the largest rock concert ever held in the state of Ohio" and "the second largest free rock concert ever held in this country." It was all for WIXY Appreciation Day. . . . The Spirit of '72, held earlier this month at Edgewater Park in Cleveland. With music by Brewer and Shipley, Buffy St. Marie, Tony Joe White, Lobo and others as the attraction, the huge crowd gathered hours before concert time and was rewarded with a long afternoon of music. During the concert, a certificate of appreciation was presented to the station by the mayor. Later, news of the concert made the national wire services—plus of course, other area stations. It's not something you do every week, but it was a rousing success on one day in July.

take place." He also asserted at a news conference that, if Congress did not act, he would urge the President to join him in buying television time for the debates.

The challenge, however, was turned down shortly after it was issued. Clark M. MacGregor, Mr. Nixon's campaign director, said that the administration's position on a broad range of issues is "well understood and broadly supported by American citizens." He added that Senator McGovern's views "have been spelled out in this year's primary elections and have not found wide acceptance.

"The people know fully of the great differences on issues between the candidates."

As a result of that position—which White House News Secretary Ronald L. Ziegler later said was "authoritative"—Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, appeared reluctant last week to push for action on the repeal legislation. He said such action would be "a futile gesture." He also expressed doubt that the bill could be brought before the committee before Congress recesses on Aug. 18 for the Republican national convention.

Speaker Albert, however, does not share Representative Staggers's reluctance. He asked the chairman and members of his committee to clear the bill for House action, and he said Representative Staggers was "not unresponsive."

Presumably, the Democratic leadership sees some political advantage in congressional approval of a bill to make Nixon-McGovern debates possible—regardless of whether President Nixon vetoes it or whether he signs it and then continues to refuse to debate the Democratic nominee. President Nixon two years ago ob-

jected to a provision in a political-spending bill that would have repealed Section 315 only as it applied to the top of the ticket. However, in vetoing the bill, Mr. Nixon did not mention that provision (BROADCASTING, Oct. 19, 1970).

President Nixon 12 years ago appeared in the first and so far the last series of broadcast debates between opposing nominees for President. And it is generally agreed that his opponent, John F. Kennedy, won the election largely as a result of his performance in the debates.

However, political incumbents generally see no advantage in debating their challengers. In 1964, with both the White House and Congress under Democratic control, no serious effort was made to secure legislation to make possible debates between Senator Barry Goldwater (R-Ariz.) and President Lyndon Johnson.

Meanwhile, broadcasters and other members of the media were wondering last week whether Vice President Spiro T. Agnew—tapped again by the President to be his running mate—will be an old or a new version, so far as his attitude toward them is concerned. In appearances last week, he offered some basis for speculating that he would prefer to close wounds rather than open new ones. Speaking to the National Newspaper Association in Portland, Ore., the Vice President said that government officials and editors "might do well to forgo harangue and cliché in favor of discussion based on reason and public interest."

He added that "there is a place for the press and the government to coexist . . . and yet to maintain that vital and delicate adversary relationship that is so vital to the maintenance and preservation of a free society. I think we can bring that about with mutual cooperation."

FCC charges \$204,540 for Plough transfers

Percent of stock being retained, comparison with other AM-FM switches are bases for fee in connection with Schering merger

The FCC has finally come up with a formula for determining its fee for the transfer of the Plough Inc. stations when Plough merged with Schering Corp. in 1971 (BROADCASTING, Dec. 14, 1970).

Using a mathematical approach termed "regression analysis," the commission's staff has decided that Schering-Plough Corp. (the new firm created following the merger) owes the FCC \$204,540.

Calculations were necessary because no cash was exchanged in the transaction; the deal involved stock adjustment in which Plough shareholders were given 39.3% of the new company and Schering holders, 60.7%. Consequently, the commission had to figure out the dollar value of the interest of the stations transferred (WPLO-AM-FM Atlanta, WCAO-AM-FM Baltimore, WCOP-AM-FM Boston, WJJD-AM-FM Chicago and WMPS-AM-FM Memphis) on its own. It did this through an analysis of 20 transfer cases involving AM-FM combinations in the past few years, which showed a definite relationship between the gross revenues of the stations sold and the price offered for them. Taking revenue figures from the

Plough stations and applying the mathematical formula, the staff arrived at a technical "consideration" of roughly \$25 million. By subtracting 39.3%—the percentage of the stations retained by Plough shareholders, and therefore not transferred—the staff concluded that the grant fee could be assessed on assets totaling \$10,227,000. By calculating two percent (which is the standard grant fee) of this figure, the final sum of \$204,540 was determined.

The commission said it would apply this principle in figuring fees for future deals in which no consideration is given. To make things easier, however, the commission asked that parties to such transactions do their own computations.

Blonder-Tongue gets station for its STV

The FCC has cleared the way for the establishment of a subscription-TV station in Newark, N.J., by Blonder-Tongue Laboratories, Old Bridge, N.J., one of the two firms that have commission approval for a self-developed STV system.

The commission last week approved Blonder-Tongue's application to acquire the construction permit for ch. 68 WWRO-TV Newark, which is not yet on the air. It also approved the firm's application to establish STV operations at the station using its BTVision pay-television system. Approval of the STV request had been a

condition of the transfer application. The commission authorized the BTVision system in July 1971.

Consideration for the sale was set at \$252,099. Atlantic Video Corp. was the seller.

The commission conditioned its grant to Blonder-Tongue on a requirement that the company offer a minimum of three and one-half hours of local prime-time programming per week on WWRO.

Tarzian selling WPTA(TV)

Combined Communications agrees to buy UHF for \$3.6 million; station is in all-U market

Phoenix-based group broadcaster Combined Communications Inc. will acquire WPTA(TV) Fort Wayne, Ind., from Sarks Tarzian Inc. for \$3,625,000. The transaction is subject to FCC approval.

Operating on channel 21, WPTA is the ABC-TV affiliate in the all-UHF Fort Wayne market. The other stations are WANE-TV (CBS-TV, ch. 15) and WKJG-TV (NBC-TV, ch. 33).

Sarks Tarzian is a Bloomington, Ind., broadcast equipment manufacturer. It is also the licensee of WTTV(TV) Indianapolis (Bloomington).

CCC, which last January acquired its fourth and fifth television stations (KBTV-TV Denver and KARK-TV Little Rock, Ark.) from the trustees of Mullins Broadcasting Co., is a publicly owned corporation headed by Carl Eller. It also operates KTAR-AM-FM-TV Phoenix and KBLU-AM-TV Yuma, both Arizona, and KOCO-TV Oklahoma City.

Broker in the transaction was R. C. Crisler & Co.

Changing Hands

Announced

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

■ WPTA(TV) Ft. Wayne, Ind.: Sold by Sarks Tarzian Inc. to Combined Communications Inc. for \$3,625,000 (see above).

■ WNFL(AM) Green Bay, Wis.: Sold by the Green Bay Press-Gazette to Communications Properties Inc. for an estimated \$500,000. Philip T. Kelly is president of Communications Properties, a publicly owned Dubuque, Iowa, group broadcaster. The firm also owns WDBQ-AM-FM Dubuque and KHAK-AM-FM Cedar Rapids, both Iowa; KFGO(AM) Fargo, N.D.; WDBC(AM) Escanaba, Mich., and KATE(AM) Albert Lea, Minn. WNFL operates on 1,440 khz with 5 kw day and 500 w night. Broker: John D. Stebbins Co., Lake Forest, Ill.

■ KICA(AM) Clovis, N.M.: Sold by Clovis Broadcasters Inc. to John Mahaffey, Bill Torbet and Norm Stratton for \$285,000. Kathryn Williams is president of the selling firm. Mr. Mahaffey has interests in KJPW(AM) and KYSD(FM) Waynesville, Mo., and KCIJ(AM) Shreveport, La. Messrs. Torbet and Stratton



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have no other broadcast interests. KICA is fulltime on 980 khz with 1kw. Broker: Hamilton-Landis & Associates.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 57).

▪ **WWVA-AM-FM** Wheeling, W. Va., and **WYDE(AM)** Birmingham, Ala.: Sold by stockholders of Basic Communications Inc. to Columbia Pictures Industries Inc. for \$5.6 million (see this page).

▪ **KBTR(AM)** Denver: Sold by stockholders of Mullins Broadcasting Co. to Mission Denver Co. for \$1.5 million (see page 36).

▪ **WEXT(AM)** West Hartford, Conn.: Sold by Donald Wilkes and Michael Schwartz to Harry Reiner and Bernard Sherf for \$425,000. Buyers own **WTYM(AM)** West Longmeadow, Mass., and **WPET(AM)** Greensboro, N.C. Mr. Reiner is a certified public accountant in New York and Mr. Sherf is an attorney in that city. **WEXT(AM)** is a daytimer on 1550 khz with 1 kw.

▪ **WJAB(AM)** Westbrook, Me.: Sold by Chester C. and Karen K. Steadman to John W. Bride for \$182,158. Mr. Bride owns **WMBA(AM)** Ambridge, Pa. **WJAB** operates daytime only on 1440 khz with 5 kw.

▪ **WQXY(FM)** Baton Rouge: Sold by Sound Dimensions Inc., a subsidiary of Gulf Union Inc., to Airwaves Inc. for \$175,000. Principal stockholders of Airwaves are Lamar Simmons and Gene Nelson. The company also owns **WLCS(AM)** Baton Rouge and **WWUN(AM)** Jackson, Miss. Airwaves has also agreed to purchase the present **WQXY** transmitter site, a 7.6-acre tract, from L. W. Brooks Jr. for \$60,000. **WQXY** operates on 100.7 mhz with 100 kw and an antenna 410 feet above average terrain.

Screen Gems purchases get FCC approval

Columbia Pictures subsidiary buys three Basic stations for \$5.6 million

The FCC last week approved the \$5.6-million acquisition of Basic Communications Corp. by Screen Gems Stations Inc., a wholly owned subsidiary of Columbia Pictures Industries Inc.

The transaction involves three of the four Basic stations, **WWVA-AM-FM** Wheeling, W. Va., and **WYDE(AM)** Birmingham, Ala. The agreement had originally called for Columbia's acquisition of the firm's fourth station—**WIGO(AM)** Atlanta, but the Basic stockholders elected last December to retain that facility through a new corporation (**BROADCASTING**, Dec. 27, 1971-Jan. 3, 1972).

Basic President Emil Mogul will continue to direct the three stations' operation under Columbia ownership. Other Basic stockholders include Helene Mogul and Louis Fried.

Columbia, a publicly owned motion

picture producer, owns through various subsidiaries **WNJU-TV** Linden, N.J.; **WVUE-TV** New Orleans; **KCPX-AM-FM-TV** Salt Lake City; **WAPA-TV** San Juan, Puerto Rico, and a minority interest in **WOLE-TV** Aquadilla, Puerto Rico.

WWVA(AM) operates on 1170 khz clear channel with 50 kw. Its FM counterpart is on 98.7 mhz with 7.4 kw and an antenna 470 feet above average terrain. **WYDE(AM)** operates on 850 khz with 50 kw daytime and 1 kw at night.

Court backs FCC on fee charging

Points by NAB, NCTA rejected; broadcasters win slight concession in protest against effective date

Since August 1970 the FCC has been charging broadcasters, CATV operators and others it regulates fees based on a schedule designed to provide for recovery of the commission's operating expenses. The fees have not yet produced that much revenue for the U.S. Treasury (\$24 million in fiscal 1972 as against an appropriation of some \$31 million), but at least the legality of the fee schedule itself has been upheld in the face of challenges by the National Association of Broadcasters, the National Cable Television Association and individual broad-

casters.

The U.S. Court of Appeals for the Fifth Circuit in a unanimous opinion said that the schedule, which represents a wholesale revision and expansion of one that was adopted in 1963 and upheld by the courts two years later, "is a reasonable exercise of the authority delegated to the commission by Congress."

Under the schedule, the commission charges for the filing of applications and the grant of station transfers and assignments; it also charges broadcasters an annual fee based on their commercial rates. As for CATV, the commission charges systems a fee based on the number of subscribers.

The NAB had taken issue with the annual license fee and the grant fee imposed on station sales. It said the first was unreasonable because it indicates the commission's concern was only with recovering the full amount of the agency's appropriation and that the second is arbitrary or unfair because it does not precisely reflect the different amounts of effort the commission expends in considering applications of differing complexity.

The court, in a decision written by Judge Walter P. Gewin, held that in its complaint about the annual fee the NAB "demonstrates a myopic misconception of the 'benefits' which the commission confers on commercial licensees." The statutory guidelines under which the commission adopted its fee schedule requires the commission to consider cost to the

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government, value to the recipient and the public policy or interest served. The court said the commission is not required to prorate precisely its costs in performing the various services in the Broadcast Bureau and limit the fee for each service to its precise administrative cost.

And in declaring that the 2% grant fee is not unreasonable, the court rejected NAB's argument that the sales price reflects only the seller's assets and good will and its inference that the commission has already been reimbursed for its work by the fee paid in connection with the transfer application. The court quoted with approval the commission's assertion that in considering the value of transfers, it should be remembered that such grants are unlike construction permits, which often involve competitive applications and comparative hearings and simply authorize new stations of undetermined profitability. Transfers, the commission had added, are "insulated from competition and concern a going business whose profitability is reflected in a judgment by the parties who have reached agreement on the price to be paid."

The court said individual broadcasters—Clay Broadcasting Corp. of Texas, WBLI Inc., Livingston County Broadcasting Co., Pontiac FM Broadcasting Co., Steuben Broadcasters Inc. and Forward Communications Corp.—had raised a "more serious question" with respect to the time schedule the commission adopted for instituting grant fees. The schedule was adopted on July 1, 1970, and was to become effective on Aug. 1, 1970, but with applications filed before July 1 accepted. The broadcasters who had filed during the month of July contended that the rule had the effect of retroactively applying the grant fee to them.

The court said that although it "might well have done otherwise," it could not find that the "effective" date and its exemption are unlawful. It noted that the 2% fee is charged not only after the commission has processed the application and approved it—but also after the sale is consummated. "The closing of the transfer or assignment . . . is an event of sufficient independence from the mere filing of the application that the imposition of a fee upon transfers to be made in the future is not a retroactive fee upon those applications already on file but not yet granted," the court said.

The court also rejected the cable interests' arguments that the commission lacks the authority to impose a fee on CATV systems; it amounts to 30 cents per subscriber. "It seems apparent," the court said, "that, under the commission's regulatory scheme, CATV operators have received 'valuable benefits' sufficient to justify the imposition of the annual fee."

The court noted that some of the commission's regulations have tended to restrict CATV. But it added the question is not whether the regulated industry likes the prescribed regulations but whether the members of the industry have benefitted in a manner different from the public at large. And the court said that the "scarcity of television outlets which exists under the commission's regulation of the

broadcast market structure creates much of the economic value of the distant signal importation by CATV."

The court found no more persuasive NCTA's arguments that the annual fee fails to meet the statutory requirements for imposing fees and amounts to a tax because it fails to consider the statutory element of "value recipient" flowing from commission regulation.

NCTA had also argued that the precise fee was based upon a miscalculation. The court, however, held that the balance struck by the commission "was not unreasonable or arbitrary." But it also said that if the fee proves to be unfair or unworkable, the commission can be expected to revise them.

Joining Judge Gewin in the opinion were Judges Robert A. Ainsworth Jr. and Bryan Simpson.

NAB action group now a reality

Manship of Baton Rouge will head a new committee—outside NAB—for political 'education' and funding

Formation of a national broadcasters' political action committee, with dual functions, is under way at last. It is the broadcasters' reaction to the regulatory and other problems they are facing, particularly those involving license renewal and the threat of counteradvertising.

Leader of the committee, "National Committee for the Support of Free Broadcasting," is Douglas L. Manship, president of WJBO-AM-FM and WBRZ-TV Baton Rouge, and of KRGV-AM-TV Weslaco, Tex. Mr. Manship also is the publisher and editor of the *Baton Rouge Advocate* and *State-Times*, and is chairman of a special committee of the National Association of Broadcasters devoted to opposing FCC proposals that would require divestiture of commonly owned TV stations and newspapers in the same markets.

One of Mr. Manship's obvious qualifications for the political action leadership is the fact that he raised almost \$200,000 (out of the \$300,000 needed) for the media structure group to pay for extensive and expensive research aimed at proving there is no conflict and nothing contrary to the public interest in such joint ownership.

The idea of political fund-raising was first suggested by Roy Elson, NAB vice president for government activities, at last January's NAB board meeting in Florida. At that time, the NAB board voted it a good idea, but insisted that it be organized outside the association.

The subject was discussed informally among broadcasters at the NAB convention in Chicago, but there was no feeling of urgency in organizing for the coming election. In June, however, the NAB board, meeting in Washington, ordered NAB officials to move rapidly to establish a political action group with the goal of involving itself, no matter

how modestly, in the current election campaign.

The meeting that officially brought the political campaign group into existence took place last week in Washington. Present, in addition to Mr. Manship, were Grover C. Cobb, executive vice president for government relations; William Carlisle, a member of that department; Louise Knight, assistant general counsel, all of the NAB, and George Webster, a Washington attorney retained by NAB as special counsel for this project.

The committee will consist of a board of six or seven executive trustees, and a second group of 15-20 advisory trustees. In addition to Mr. Manship, one of the executive trustees will be Vincent T. Wasilewski, NAB president. Others are being chosen but their names are being shielded pending their acceptance of the posts.

The organization will operate on two levels, Mr. Manship explained last week. One will concern itself with raising and disbursing money to help the campaigns of friendly congressional and senatorial candidates. This will be the focus of the group, Mr. Manship stressed: it will not get involved in presidential races or state elections.

The other, he said, will be in the educational field and will be operated completely apart from the political contribution activities. This activity will probably become involved in compiling voting records, reprinting speeches, and issuing booklets and pamphlets explaining issues. This type of activity is eligible to be supported by corporations, it was noted; political contributions are not.

Mr. Manship emphasized that the goal is to raise an unstated amount of money from as large a number of contributors as possible. "We would rather raise \$1,000 from 40 broadcasters giving \$25 each, than from a single contributor," he said. And, he said, no anonymous contributions will be accepted.

"This undertaking," he said, "is going to operate in a fish bowl. It will have to withstand the most extreme public scrutiny. And it will."

Environmentalist petition would hit all stations, WABC-TV says in defense

Station tells FCC that attempt to use fairness-doctrine complaint as license-denial issue would be precedential; Philadelphia stations challenge challengers

WABC-TV New York warned the FCC last week that if the agency honors a petition to deny filed by two environmentalist groups, it will be setting a precedent of overregulation from which no broadcaster in the country could escape.

The station made that claim in opposing the challenge filed three months ago by Citizens for Clean Air and Friends of the Earth, which claimed that WABC-TV's alleged failure to present a balanced pic-

ture of New York's air pollution problem is a violation of the fairness doctrine serious enough to warrant denial of the station's license-renewal application (BROADCASTING, May 8).

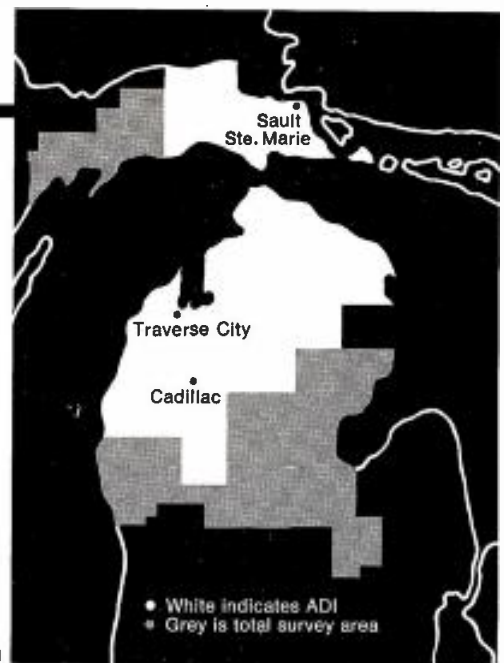
The ABC-owned station claimed that the CCA-FOE petition is "both sympathetic and reflective" to recent citizen-group efforts to expand the fairness doctrine beyond its intended degree of applicability. But the petition in question, WABC-TV claimed, "takes that process one step further and attempts to frustrate the license renewal application of an individual station on the basis of a proposition that, if germane at all, must extend to the entire broadcast industry." The station claimed that neither the FCC nor the U.S. Court of Appeals in Washington, which has overruled the commission in significant fairness cases several times within the past year, intended the fairness doctrine to be applied in a singular instance to the license renewal process. No past fairness cases have ever resulted in a station losing its license due to an individual fairness violation, it noted, and denial of renewal on fairness grounds has proven appropriate only in cases where a consistent history of violations can be shown.

WABC-TV observed that the CCA-FOE argument did not relate to the station's general performance in the fairness area but merely to one narrow subject—and even here the petitioners have not contended the station has failed to provide any coverage, but merely an inadequate amount, it said.

The station asserted further that the petitioners' principal legal argument—that the Court of Appeals ruling extending the fairness doctrine to the subjects of high-powered automobiles and highest gasoline applies in the immediate case—is the product of a misinterpretation of the court's decision. WABC-TV said the petitioners have taken this ruling to mean that the station must schedule a proportionate number of counteradvertisements to balance out its commercials for cars and gasoline, that such advertisements should be run immediately after the commercial announcements, and that WABC-TV was obligated to air antipollution messages prepared by CCA. Such is not the case, the station said. While the court provided for a general extension of the doctrine in these areas, WABC-TV argued, it left the matter of how a station fulfills its fairness obligation to the discretion of the licensee.

In other pleadings filed at the FCC last week, three of the 28 Philadelphia stations named in a petition seeking enjoinder of alleged equal-employment violations, stated that petitioner Communications Coalition's statistical approach belies the true nature of the employment situation at their facilities. The stations, WTOQ(FM) and WRCP-AM-FM, claimed that a mere restatement of statistics taken from their FCC equal-employment forms does not constitute a valid argument that the stations followed a policy of discrimination against minorities. The stations cited past instances in which they allegedly made an affirmative effort to hire

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and train minority personnel—a process sometimes frustrated by lack of experience on the part of the applicants, they said.

In another filing, WKBO(AM) Harrisburg, Pa., claimed that the black group that challenged its renewal earlier this month failed to meet the FCC's test of validity among petitions to deny in that it did not present specific allegations warranting a renewal hearing and submitted no affidavits in support of its allegations. The station questioned whether all the individuals named as parties to the petition agreed with the points made in the document. WKBO also alleged that the petitioners do not have standing to file the challenge and that the petition itself relies on generalizations—the latter point underscored, it said, by the fact that another petition by the same group, against WFEC(AM) Harrisburg, is worded identically.

KBTR sale survives format-change challenge

However, FCC notes that it's ready to study thinking behind such switches

The FCC last week held firm to its position that licensees and purchasers of stations have a right to change the formats of their stations despite opposition from the community. But in approving the \$1.5-million sale of Mullins Broadcasting Co.'s KBTR(AM) Denver to Mission Denver Co., which intends to replace the station's 24-hour all-news format with one featuring country and western music, the commission indicated it is prepared to consider the reasonableness of a format-change decision.

The sale had been opposed by four citizen groups in one petition and, in another, by KLAQ(AM) Lakewood, Colo., a Denver suburb. KLAQ expressed concern because the format proposed for KBTR would make that station a direct competitor for the same audience, since both stations would be broadcasting country music. Both KLAQ and the citizen groups contended that Denver was receiving enough of that kind of music.

And both petitions contended that Mission Denver's ascertainment of community needs was deficient; they said that the evaluation of problems was not set out and that the community leaders who were interviewed had not been informed of the proposed format change.

The commission, however, held that Mission Denver had complied with all ascertainment requirements and that the allegations regarding Mission Denver's procedures and proposed programing do not raise substantial questions of fact which must be resolved in a hearing.

It also pointed out that KBTR was not the only source of radio news in Denver. It noted that 20 other stations in the area provide 291 hours and 39 minutes of radio news each week, and that radio news is available on a 24-hour basis, even if not on the same frequency.

Reflecting the position taken in previous cases involving format changes,

the commission said that "under our system of broadcasting, the public interest is best served by not hampering a licensee's flexibility in choosing or changing formats." But it also said that economic factors must be considered—and noted that Mullins lost over \$500,000 with news.

"We cannot insist that Mullins sell only to someone who will continue 'all news' service," the commission said. If an assignee proposes an alternative service, the commission added, the issue to be considered "is whether approval of his application will serve the public interest."

The commission said the "plethora" of news services available in the market including the prime-time "all-news" service recently begun by KGMC(AM) Englewood and KOA(AM) Denver, and the alternative balanced program proposed by Mission all "justify the format change at KBTR."

The commission also rejected a claim of KLAQ's that Mission Denver is not financially qualified. The commission said the purchaser's financial qualifications have been demonstrated.

Mission Denver is 100% owned by Jack Roth, who also owns KONO(AM) and KITV(FM) San Antonio, Tex., WWOK(AM) Miami, Fla., and WAME(AM) Charlotte, N.C. In addition, he has a construction permit for WIGL(FM) Miami.

KBTR is the sole Mullins Broadcasting Co. property surviving from what had been a group of five stations. KBTV(TV) Denver and KARK-TV Little Rock were involved in Mullins Communications Corp.'s merger into Combined Communications Corp. in January. At the same time KARK-AM-FM were sold to the station's general manager, Ted L. Snider (BROADCASTING, Jan. 31). The KBTR spinoff to Denver Mission was held up because of the two petitions to deny.

The commission acted on a vote of 4-to-1, with Acting Chairman Robert E. Lee and Commissioners H. Rex Lee, Charlotte Reid and Richard E. Wiley in the majority. Commissioner Nicholas Johnson dissented. Commissioner Benjamin L. Hooks did not participate. Chairman Dean Burch was absent.

FCC shuns format plea, but has other questions

Advanced date for renewal filing set in order to determine whether AM in Greenwood lived up to promises

Leflore Broadcasting Inc. has been directed by the FCC to file an early license-renewal application for WSWG(AM) Greenwood, Miss., as a result of a petition by a group of former station employes, local community leaders and members of civil-rights organizations.

The petition was aimed at requiring Leflore to abandon the station's present middle-of-the-road format and to revert to a rhythm-and-blues format, or to show cause why station's license should not be revoked.

The commission turned down the request regarding format on the ground that—as it has stated in previous cases—program format is a matter "largely

within the discretion of the licensee, particularly in the face of a deteriorating financial situation," as Leflore asserted was situation with regard to WSWG.

But it said that the petitioners had raised substantial issues and that a hearing "may be necessary" to resolve them. The commission decided against a revocation proceeding, in light of the issues and the fact that the station is in the final year of its license period. Instead, in an unusual action it directed Leflore to file its renewal application by Nov. 1, 1972; ordinarily, the application would have been due March 1, 1973, three months before the license is due for renewal.

The commission is concerned about questions as to whether Leflore carried out the promises it made in its 1970 renewal application, particularly those involving programs aimed at meeting the needs of the area's blacks; whether Leflore misrepresented its performance in the application and subsequent written statements, and whether it violated the commission's rules prohibiting discrimination in employment on the basis of race.

The commission also said it would make available to the petitioners the financial reports of WSWG and the commonly owned WSWG-FM for 1970 and 1971. The commission has shown a reluctance to make public such records. And it rejected the petitioners' request that the financial reports of all Greenwood, Miss., stations be made available to the petitioners. But it said that since Leflore gave its "poor financial position" as a reason for the format change and "since this is in the nature of a contested proceeding," the recent WSWG-AM-FM financial records should be turned over to the petitioners. The commission has made public stations' financial reports under similar circumstances in the past.

Leflore in 1971 advised the commission that it was because of a \$20,000 loss in the preceding year that WSWG was dropping its rhythm-and-blues format in favor of one featuring country-and-western music. In May 1971, the AM and FM stations began duplicating programing during daylight, employing a middle-of-the-road format.

Leflore had acquired WSWG on Aug. 4, 1969, and had promised to present programs to meet the needs of the city's black population, almost 50% of the total. In its 1970 renewal application, Leflore said it would continue that orientation, and proposed to devote 95% of its programing to rhythm and blues, 3% to popular music, and 2% to religion.

At the time of the first format change, WSWG fired three black announcers. One was later hired by the FM affiliate. And the petitioners urged the commission to order the reinstatement with back pay of the two others. The commission, however, said that while it had reached no decision on the discrimination charge, it had no specific statutory authority to order the reinstatement of the two blacks, and has not adopted any rules in that regard.

The commission action was adopted by

a vote of 5-to-0, with Commissioner Nicholas Johnson concurring and Commissioner Benjamin L. Hooks abstaining. Commissioner Charlotte Reid was absent.

30 stations queried on employment records

They're first to get letters in FCC's equal-opportunity drive; Hooks to be specialist on subject

The FCC moved ahead on a new front last week to implement its policy aimed at eliminating discrimination in employment in broadcasting. It wrote 30 stations in Pennsylvania and Delaware—three of them television outlets—for more information on their efforts to provide equal employment opportunity to women and members of minority groups.

The stations, along with others in those states, are due for renewal tomorrow (Tuesday). But the commission said action on their renewals will be deferred pending completion of the inquiry.

The 30 were selected by the staff after an examination of the equal employment opportunity programs filed by each of the Pennsylvania and Delaware renewal applicants, along with the annual employment reports they submitted in 1971 and 1972 (BROADCASTING, July 24).

The 30 stations had reported either no minority-group or female employees in either year or a decline in those employee categories from 1971 to 1972 if the total number of workers stayed the same or increased.

The commission, in a public notice announcing the equal-employment-opportunity inquiry, said it had two objectives.

One is to evaluate the effectiveness of the 30 stations' equal-employment-opportunity programs.

The other—of longer range—is to help the commission obtain an insight into the problems broadcasters are encountering in searching out minority employees. "Based on the experience gained," the notice added, "the commission will be in a position to determine whether further action is necessary to effectuate equal employment opportunity for minority persons and women."

The notice indicated that the commission did not intend to rely solely on statistics in determining whether a station is guilty of discrimination in employment. It noted that in adopting its 1970 rules barring discrimination it said that statistical data for any given year may not necessarily demonstrate such discrimination exists at a station. But the commission also said that such data can be useful in revealing industry employment patterns and in raising questions about the reasons for them.

The notice, which stressed the commission's concern that all broadcast licensees make "positive efforts to implement both the spirit and the letter" of the national policy seeking to promote equal opportunity in employment, was not the only indication of the commission's interest in that field last week.

Another was Chairman Dean Burch's

request that the commission's newest, and first black, commissioner, Benjamin L. Hooks, assume a special role in helping the commission focus on the policy problems involved in promoting equal employment opportunities in the industries the commission regulates.

The chairman, in a memorandum to Commissioner Hooks, said that the problems involved "go to the criteria the commission should apply in evaluating licensee performance in the EEO area and to this agency's implementation procedures." He said the same problems arise in greater or lesser degree in other areas of commission interest—cable television and common carrier, in particular.

Commissioner Hooks was asked to present his analysis of the problems, along with a variety of options to govern future commission actions, early in September. The chairman said that a new unit—an EEO office—might be needed, "or beefed-up units within the bureaus, or some combination of both."

Commissioner Hooks, in expressing a readiness to take on the assignment, said that he hopes to help the commission enforce the equal-employment opportunity "through education and persuasion." But while he said he does not want to use "a sledgehammer," he wants "results."

All but two of the stations being queried in the EEO inquiry are in Pennsylvania. The television outlets are WPHL-TV Philadelphia, WHP-TV Harrisburg and WSBA-TV York, all Pennsylvania.

The Pennsylvania radio stations are WFIL (AM), WRCP (AM), WFIL (FM), WTEN (AM) and WWSH (FM), all Philadelphia; WWSW (AM), WKJF (FM) and WEEP (AM); Pittsburgh; WCMB (AM) and WKBO (AM); Harrisburg; WSBA (AM), WNOW (AM) and WORK (AM), York; WGAL (AM) Lancaster; WFBG (AM) Altoona; WBRE (AM) Wilkes-Barre; WHYI (AM) Carlisle; WKPA (AM) New Kensington; WESA (AM) Charleroi; WBVP (AM) Beaver Falls; WMBA (AM) Ambridge; WBCB (AM) Levittown-Fairless Hills; WCOJ (AM) Coatesville; WNPV (AM) Landsdale, and WHJB (AM) Greensburg. The two Delaware stations are WDEL (AM) and WILM (AM), both located in Wilmington.

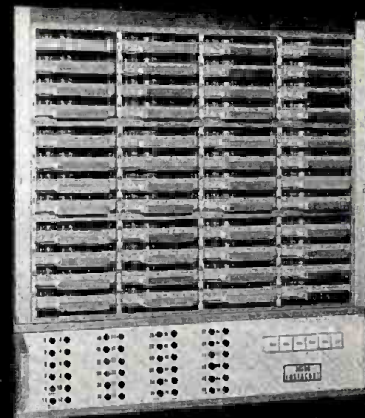
Independent TV's to organize next week

How to get credit for audience on distant cables is one concern

Cable TV looms large on the agenda of independent television stations that will meet next week (Aug. 8) in St. Louis for the formal organization of a new association.

Principal speaker for the one-day meeting at the Chase Park Plaza will be David Foster, president of the National Cable TV Association.

CATV carriage and the measurement of station-watching on cable systems distant from the station are two issues that triggered moves looking to the organization of independent TV stations, sparked by Roger D. Rice, KTVU (TV) San Francisco-Oakland. The first meet-



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ing in San Francisco June 20 resulted in the formation of a steering committee that includes, in addition to Mr. Rice, John T. Reynolds, KTLA(TV) Los Angeles; James R. Herd, KPLR(TV) St. Louis; Henry V. Greene Jr., RKO General, and Richard C. Block, Kaiser Broadcasting.

Aside from the organizational aspects of the meeting (adoption of bylaws, election of a nine-man board, choice of a name), the meeting will hear addresses by George Simko, Benton & Bowles; Thomas Dowd, Washington lawyer; William Carlisle and John Dimling, National Association of Broadcasters; Frank Tuoti, Kaiser Broadcasting; Norman E. (Pete) Cash, Television Bureau of Broadcasting, and James A. Landon, Cox Broadcasting.

CRTC okays \$18-million sale by Canadian Marconi

An application by Multiple Access Ltd. to purchase the broadcast holdings of Canadian Marconi Co. for \$18 million has been approved by the Canadian Radio-Television Commission.

Multiple Access, a Toronto-based computer services company, will buy CFCF-AM-TV, CFQR-FM and CFCX (shortwave). All the stations are located in Montreal. Canadian Marconi is selling the outlets to comply with a Canadian government rule that prohibits a foreign company from owning more than 20% of Canadian TV and radio stations.

WWJ-TV renewal appealed by blacks

Issues are a rerun of those same court reviewed in affirming FCC's renewal of WMAL-TV

Evidence that the recent WMAL-TV decision is not going to stop citizen groups from pressing renewal challenges beyond the FCC has been provided by the Inter-Faith Centers for Racial Justice Inc., of Detroit.

IFC has asked the U.S. Court of Appeals in Washington to reverse the commission decision renewing the license of the Evening News Association's WWJ-TV Detroit and dismissing the IFC petition to deny renewal (BROADCASTING, June 5).

The appeal was filed a month after the same court upheld the commission's decision renewing the license of WMAL-TV Washington in the face of protests by Washington area blacks (BROADCASTING, July 3). The WMAL-TV decision was seen by some, including FCC General Counsel John Pettit, as reflecting a willingness by the court to defer to commission judgment on matters of fact and policy in renewed cases (BROADCASTING, July 24).

Some of the charges raised by the complainants in both cases were the same—failure to ascertain needs of the community, particularly the blacks, and discrimination against blacks in employment.

Although many broadcasters and their attorneys see the WMAL-TV decision as

Composite week set. FCC last week said that broadcasters filing license renewal applications in 1973 should use the following dates in compiling composite week program log analyses: Sunday, Oct. 17, 1971; Monday, Aug. 16, 1971; Tuesday, Feb. 1, 1972; Wednesday, Dec. 1, 1971; Thursday, Jan. 27, 1972; Friday, April 28, 1972; Saturday, March 18, 1972.

affording protection against renewal challenges, Mr. Pettit feels that each protested renewal must be looked at on its facts, and that if future commission renewals are to be approved by the court, they must reflect a thorough review of the records.

Furthermore, public-interest lawyers have indicated that renewal challenges will not slacken as a result of the WMAL-TV decision. Tracy Westen, of the Stern Community Law Firm, contends that more cases will have to be appealed to develop guidelines for determining when commission judgment in resolving issues like those raised in the WMAL-TV case is reasonable and when it is not (BROADCASTING, July 10). IFC is being represented by Albert M. Kramer, of the Citizens Communications Center, of Washington, and a Detroit attorney, William T. Downs.

FCC reaffirms denial for South Dakota TV's

The FCC last week proved to be an unmovable object so far as the Heart of the Black Hills Stations is concerned. It rejected the Black Hills plea for reconsideration, and affirmed its decision of Nov. 1, 1971, denying renewal of license to KRSD-TV (ch. 7) Rapid City, S.D., and its satellite KDSJ-TV (ch. 5) Lead (BROADCASTING, Nov. 1, 1971).

The stations' troubles were all technical. The commission in its original order said the stations operated so far out of tune with commission technical requirements that the public in the cities affected was denied the service the stations were licensed to provide.

Black Hills, in seeking reconsideration, contended that the commission had erred in holding that KRSD-TV was not providing a usable signal and that the technical violations were not the fault of the licensee.

The commission said that even taking all of the "excuses" into account, the central issue is whether Black Hills can be relied upon to operate the stations in accordance with commission rules and to provide satisfactory service. The record, the commission said, "speaks overwhelmingly against any such assurance."

Part of the commission's original case was based on a 1967 petition signed by 2,000 viewers protesting the picture quality of the two stations. Black Hills sought to have the record in the case reopened so that it could submit 100 letters and petitions it said attested to the viewability of its signals.

The commission denied the petition to

reopen on technical grounds. But it said it did examine the letters and petitions—and found little that was of use to Black Hills' cause. The commission said the writers were principally concerned with assuring the continuance of the CBS programing and with the existence of two stations in the community. Since it never intended to delete channel 7 from Rapid City, the commission said, the letters and petitions could not justify a renewal to a license that had failed to uphold its obligation to operate in the public interest.

Black Hills also argued that the commission's failure to grant its application for a new antenna prevented it from earning the money to pay for replacement of its transmitter which it said was inefficient, and for improving its facilities. But the commission turned that argument against the licensee, asserting that it "compels a conclusion that Black Hills is not financially qualified to remain a licensee." It said that for Black Hills to improve its financial status, it must improve its service so that more viewers will watch the stations. But, it added, "Black Hills has failed to do this and cannot be relied upon in the future to carry out its obligations and responsibilities as a licensee."

The commission acted on a vote of only 3-to-0. Commissioners Robert E. Lee, Nicholas Johnson and H. Rex Lee voted to deny reconsideration, while Commissioners Charlotte Reid and Richard E. Wiley abstained. Commissioner Benjamin L. Hooks did not participate, and Chairman Dean Burch was absent.

The tape gets redder

FCC plan to look at environmental impact of CP applications may lead to protracted delays

Broadcasters and others regulated by the FCC will soon have another hurdle to overcome in obtaining construction permits—or permits to abandon or raze existing structures, for that matter. The commission last week issued proposed rules to implement the National Environmental Policy Act of 1969, and they could result in an application being designated for hearing on an environmental issue.

The proposed rule would require applicants for construction authority to inform appropriate persons or organizations if the construction is likely to raise a significant environmental problem. Interested parties would have 30 days to comment.

And in some cases, the applicant would be required to file a preliminary report with the commission, to enable it to determine whether the construction would involve such a problem.

Unless it is clear from the preliminary report that there will be no significant environmental effect, the applicant faces a number of problems. The commission could require a detailed report, which would mean that action on the application would be deferred for 30 days following publication of the notice of the

report in the *Federal Register*. Comments or petitions to deny would have to be filed in that period. Meanwhile, the commission would send copies of the application, the detailed report and all related information to the Council on Environmental Quality and to other appropriate federal, state and local agencies with a request for their comments.

If the commission decided after considering the information developed by those procedures that construction would have no significant effect on the environment, it would process the application. Otherwise, it would prepare a detailed environmental statement that would be associated with the application, and send copies to the Council on Environmental Quality, to individuals who had filed petitions to deny and to agencies which had commented in the proceeding.

The commission would then review the detailed statement—and either grant the application or designate it for hearing, on an environmental issue, or on non-environmental issues only. In any case, it would be obliged to state its reasons in writing.

Comments on the proposed rules are due by Sept. 29; replies by Oct. 30.

Fulbright deplors CPB funding level

But \$45-million compromise figures appears likely to be approved by appropriations unit, Congress

Senator J. William Fulbright (D-Ark.) last week lamented the scaled-down funding of the Corporation for Public Broadcasting and sharply criticized President Nixon for demanding the cut.

In a statement Senator Fulbright said "the Senate has, in effect, yielded to the President's position" by passing a one-year, \$45-million authorization bill for CPB (*BROADCASTING*, July 24). The action was taken as a hasty compromise after President Nixon vetoed a bill that would have provided a two-year authorization and higher funding levels.

The senator said he could "understand and appreciate" why the stopgap bill was necessary, but he found it "most unfortunate."

"Public and educational broadcasting are among the most important and worthwhile activities receiving government assistance," Senator Fulbright said, "and the President's veto . . . represents still another indication of his tragically misplaced priorities and another example of the administration's efforts to influence and control the media."

The Senate-passed bill got no action on the House side last week. Indications were however, that the conference committee on appropriations would act first and approve the \$45-million figure. Further attempts to raise the authorization figure would be pointless if that happened.

Yet another complication for CPB is that President Nixon may veto the entire appropriations bill, which contains funds for the Departments of Labor and HEW.

TV production: hands across the water

NBC and Universal go international, cooperating with foreign firms for more appeal and higher returns

Television production is going global. Producers—leading studios as well as independents—are looking beyond Hollywood and New York to come up with more exciting projects.

Universal Television, the major film studio creating television product, has made a film business decision to expand into global television production and has made deals for four co-production projects with the British Broadcasting Corp. in England and Spain (*BROADCASTING*, July 17). Says Universal TV Vice President Stuart P. Erwin Jr.: "To maintain our lead in the production field we can't be content to sit back and produce just for American audiences. We must produce product that has worldwide appeal."

In agreement is William F. Storke, vice president, special programing, NBC-TV. Says Mr. Storke: "I think we've taken our heads out of the sand and are saying, 'Yes, there is a way of getting quality product. It doesn't have to be all American shepherded.'"

Adds the NBC executive: "The Europeans in the film business have been thinking globally for a long while. Now in television we're all using the same facilities conduit that the picture people do in London and elsewhere. I think it speaks of better programing for the future."

NBC, along with Universal, has been

spearheading television's expansion into global production. Last season, for example, NBC-TV, in association with Studio Hamburg of Germany, presented a two-hour original musical special "Hans Brinker," which was filmed on location in Holland and Norway, with interior scenes completed in Germany. Last season, too, Universal TV produced Paul Gallico's story, "The Snow Goose," in association with the British Broadcasting Corp., filmed entirely in England.

Both projects—and such others as "Jane Eyre" and "Heidi"—were made feasible by a sort of international media mix or co-op agreement. NBC-TV's Bill Storke explains: "We could not have done 'Jane Eyre' on a television budget. We had George Scott and Susannah York and an all-star cast as well as an 11-week shooting schedule on the Yorkshire moors. So we had to take on a financial partner, namely Sagittarius Productions [headed by Edgar Bronfman], who made the overall production possible. Sagittarius released the film in Canada and the rest of the world as a feature while we got it for television."

NBC's partner on "Heidi" was Studio Hamburg. "In return for the use of their facilities and the ability to shoot in Switzerland better than we could have done on our own," points out Mr. Storke, "Studio Hamburg got a release pattern for 'Heidi' in Switzerland, Austria and Germany. It's this kind of international mix that makes projects that were not feasible before feasible now."

Universal TV's partner so far has been the BBC. The mechanics of the film studio's deal with the English company vary. The partner that initiates the project maintains creative control.

The financial investment is not necessarily equal. Universal, for instance, has paid additional money to obtain name performers. For its investment, the BBC gets presentation rights in England, while



The Anglo-Americanization of TV. Universal and BBC are co-producing *Colditz*, 15 hour episodes. The series involves the castle Nazi Germany used as a high-level prisoner-of-war camp (background). Co-star of the series, David McCallum (r.), consults with the series' technical adviser, Major P. R. Reid, an actual ex-prisoner in the castle.

Universal gets worldwide distribution rights outside the British isles.

"By joining forces, we're actually investing less than we would if we tried to do it alone," says Universal's Stu Erwin, "but together with our partner we're putting up more money than the project usually would cost."

The hour special, "The Snow Goose" for *Hallmark Hall of Fame* (shown Nov. 15, 1971), which producer Frank O'Connor turned into an Emmy winner, established the Universal-BBC relationship. Now the two companies are doing a feature film and three mini-series for television.

The first is "Don Quixote," which is in the midst of five weeks of filming in Spain, with another four weeks scheduled for London. To be completed by mid-November, it stars Rex Harrison and will play on the BBC and in the U.S. as a two-hour movie by next winter or spring of the 1972-73 season.

Robert Wagner and David McCallum star in *Colditz*, an hour mini-series of 15 episodes (with an option to continue) that is being produced in East Germany and London for presentation as a BBC series for the new season, going on the air Sept. 11. It will be seen in the U.S. after the first of the new year. The 15 episodes will cover the first 14 months of the existence of Colditz, the Castle in East Germany that was turned into a high-level prisoner-of-war camp by the Nazis at the beginning of World War II.

The second Universal-BBC series, not yet in production, is *History of The English Speaking People*, 26 hours of dramas adapted from Winston Churchill's volumes of the same title. Using a mixture of film and tape, it will be produced in 1973 and be available for presentation in the U.S. and Britain by January 1974.

The most recently announced co-production is *Fall of Eagles*, 13 one-hour or 90-minute historical dramas based on European political intrigue leading up to World War I.

"We're initially doing things that have mass appeal," explains Mr. Erwin, who under the direction of Universal TV President Sid Sheinberg is in charge of the studio's global production efforts. "But if we want the world market we have to make entertainment not only

suitable for us. People abroad are still buying the regular television stuff, yet there's an increasing demand for indigenously cultural work."

Mr. Erwin says that Universal, which is setting up an English operation to oversee the company's production in that country as well as the rest of Europe, currently is negotiating for co-production deals in Australia, Mexico, Canada and West Germany.

"We're talking in England to the BBC and the commercial networks of doing children's programming that would appeal to English-speaking countries," he says. "In Mexico we're talking about a project that would appeal to Latin American countries, indigenous material."

NBC, meanwhile, is also busily engaged in further international productions. Alistair Cooke's *America*, a mini-series produced on location throughout the U.S. since September 1970 by the BBC, will be shown on NBC-TV on alternate Tuesdays beginning Nov. 14 for 13 weeks (alternating with *Chronolog*). Together with Britain's commercial Anglia TV, NBC also is working on a nature special that is being filmed from the Tundra of Canada to the Mississippi delta.

"We're really not interested in finding new ways to travel," says the network's Bill Storke, "but to find new ways to entertain." According to Mr. Storke, television "is just scratching the surface" of production in Europe. With television around the world growing at a fast pace, with satellites shrinking time and distance and bringing people closer together, he would agree that the once localized medium may be entering an age of global expansion.

The focus is on drugs for an ATV-Metromedia live-by-satellite co-production

In another example of hands-across-the-sea production, Metromedia Television and Associated Television Corporation Ltd. of London, have agreed to investigate the drug problems of England and the U.S. on television by way of trans-Atlantic satellite. A special 90-minute program, "Drugs via Satellite," will be

seen live in this country on Sunday afternoon, Sept. 10 and will be presented in England on the ATV network. The program will originate in both countries, in London and in the New York studios of Metromedia's WNEW-TV.

David Frost, the Englishman who does most of his television work in the U.S., will be the host for the program. Two separate production units will work on the special, one American, the other English. Warren Steibel, producer-director of the American syndicated program *Firing Line*, will be executive producer and direct the two units.

Metromedia-owned stations that will carry the program live, including WNEW-TV, are KTTV(TV) Los Angeles, WTTG(TV) Washington, WTCN(TV) Minneapolis-St. Paul and KMBC-TV Kansas City, Mo. Also scheduled to clear for the special are WCVB-TV Boston and Capital Cities Broadcasting stations WPVI-TV Philadelphia; KTRK-TV Houston; WKBW-TV Buffalo, N.Y.; WTNH-TV New Haven, Conn.; KFSN-TV Fresno, Calif., and WTVD-TV Durham, N.C. The program is to be made available to other stations as well throughout the U.S.

Ballance sex talk to be syndicated

Hit radio show in Los Angeles to be marketed by Dick Clark, as ABC considers TV version

What is said to be the highest rated radio program in the 18-49-year-old demographic category in the Los Angeles market—with Bill Ballance talking about sex to women callers on the telephone—is to be syndicated nationally beginning in the fall. *The Bill Ballance Show* (the local program, five hours daily on Storer Broadcasting's KGBS(AM) Los Angeles, is called *The Feminine Forum*) is to be syndicated by Dick Clark Radioshows Inc. and Bill Ballance Enterprises Inc., both based in Hollywood. It will be made available on a three-hour, five-day-a-week basis.

"There will be no formal rate card for the program," reports Dick Clark of Dick Clark Radioshows, the newly re-established radio syndication division of Dick Clark Productions. "It will be an individual negotiation based on each market and situation.

"The gist of how the program is sold," he adds, "is that we're going to be asking for an arm and a leg. But we can justify it and if we don't, we'll kick back what we don't fulfill—have a rebate."

Reportedly, the new program will be offered on 52-week contracts. Mr. Ballance's telephone conversations will be available in one of three musical frameworks—contemporary, country, middle of the road. Newsbreaks will be tailored to the existing station format. Each show will be structured to accommodate 18 commercials.

Promotion material being distributed for the new program points out that "Ballance has tripled his audience in one

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Mr. Ballance in action

year" and "has increased the station's audience by seven times." Explaining the seeming success of radio sex talk, Dick Clark points out: "To the uninitiated who haven't listened to Bill Ballance, putting a guy on the telephone talking to listeners is not a new idea. The novelty of it is the man's 25 years of experience, his writing ability and his delivery."

Mr. Ballance's ability to get young women to talk about their sexual frustrations and gratifications also is being given a tryout on television. ABC-TV, in a deal made about two months ago, financed a pilot for a *Bill Ballance Show* that was video-taped in Hollywood July 16. The pilot production has several options, including a possibility for a daily half-hour series or a weekly 90-minute program, ideally suited for late night. Producer of the TV pilot is Teleprograms Inc., a joint venture of Dick Clark Teleprograms and Bill Ballance Enterprises Inc.

Burch wants second look at prime-time rule

Chairman tells Goldwater he will ask for inquiry this fall with changes possible before '73-'74 season

FCC Chairman Dean Burch said last week that the commission will soon be taking a second look at its prime-time access rule to decide whether it should be "radically altered" or "scrapped altogether."

In a letter to Representative Barry Goldwater Jr. (R-Calif.), who had written Mr. Burch asking that the commission reconsider the rule (BROADCASTING, July 17), the FCC chairman said that the rule has been "irrational at best and positively counterproductive at worst." He noted he voted against the rule "and nothing that has happened since has given me anything but added confirmation of that judgment."

The commission has been "deluged with requests for waivers and for specific interpretations," Mr. Burch said, "and

most of them have been well-founded."

He said he agreed with the stated purpose of the rule—to diversify TV programming and give the film and syndication industries "a needed shot in the arm." But the rule has not served that purpose, he said, and "I believe it's about time to revisit the entire rationale underlying the rule and ask whether it should be radically altered or, indeed, scrapped altogether."

Chairman Burch said he would "recommend to my fellow commissioners that we institute a notice of inquiry this fall to permit widespread comment by all interested parties—perhaps including public panel discussions as well—so that we will be ready to take appropriate action before the '73-'74 season is in the planning and production stage."

In dissenting to two commission actions denying waiver requests earlier this month, Mr. Burch said the commission is "floundering around" in its administration of the rule and should review it (BROADCASTING, July 10).

Mobil to underwrite Harlem basketball on noncommercial TV

WNET will originate coverage as antidote to admitted elitism

In a move to broaden its audience and expand its community coverage, non-commercial WNET(TV) New York will telecast the five-game Harlem professional basketball tournament beginning tonight (July 31).

"We've been elitist," John Jay Iselin, managing director of WNET, said in discussing the plans last week. "Community sports are the predominant metaphor in the language of Americans . . . We're going to do our damndest to continue this."

Noncommercial broadcasting has been under fire for what critics call over-centralization of control and too little emphasis on localism—on which grounds President Nixon vetoed a bill to extend the life of the Corporation for Public Broadcasting for two years at higher levels of funding (BROADCASTING, July 3;

see also story on page 39, this issue).

The WNET Harlem basketball coverage, made possible by a grant from Mobil Oil Corp., will be picked up by WGBH-TV Boston and was said to be tentatively set for three other noncommercial stations: WETA-TV Washington, WUHY-TV Philadelphia and WQED(TV) Pittsburgh.

The games are scheduled at 8 p.m. tonight and on Aug. 7, 14, 21 and 28.

Agnes telethon draws \$2.2 million in pledges

A six-hour flood-relief special featuring comedian Bob Hope, a long list of celebrity guests and a visit from the First Lady, has resulted in pledges of more than \$2 million in aid to victims of tropical storm Agnes.

Tabulations made public last week by the Red Cross showed a total of 129,290 pledges, amounting to \$2,284,736. The average pledge was \$17.67; the largest were \$300,000 from the Pennsylvania Power and Light Co. and \$100,000 from the Corning Glass Works.

The six-and-a-half-hour program originated from WBAL-TV Baltimore and was seen on 20 stations in 19 other cities.

Mr. Hope was the star and executive producer. Other entertainers who appeared included Mike Douglas, Steve Allen, Jayne Meadows, George Jessel, Zsa Zsa Gabor, Peter Yarrow, Dick Gregory, David Janssen and James Stewart.

Public figures who appeared included Mrs. Richard M. Nixon, Pennsylvania Governor Milton Shapp, Maryland Lieutenant Governor Blair Lee, Representative Daniel Flood (R-Pa.), and Baltimore Mayor William Donald Schaeffer.

Several stars taped special segments for the broadcast. They included Johnny Carson, John Wayne, Glen Campbell, Rowan & Martin, Jill St. John, Steve Lawrence and Eydie Gorme.

Television stations on the special "Red Cross network" were WBAL-TV; WSBK-TV Boston; WGR-TV Buffalo, N.Y.; WJW-TV and WEWS-TV, both Cleveland; WTTG(TV) Washington; WSYE-TV Elmira, N.Y.; WICU-TV Erie, Pa.; WHAG-TV Hagerstown, Md.; WHP-TV Harrisburg, Pa.; WJAC-TV Johnstown, Pa., and WNEW-TV New York.

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Health show next on Cooney agenda

A national TV series on health is the latest project under study by the Children's Television Workshop. Joan Ganz Cooney, president of the workshop, said the series was intended "to provide practical health information in an entertaining and instructional way to a broad spectrum of the public."

William Kobin, programming vice president at National Educational Television, has been appointed vice president of Future Works, a division formed to be responsible for the series.

The planning has been underwritten by the Robert Wood Johnson Foundation, the John and Mary R. Markle Foundation and Standard Oil Co. of New Jersey, with grants of \$37,500 each.

Bid against AFTRA loses

The New York State Supreme Court has dismissed a suit brought by Mutual commentator Fulton Lewis III against the American Federation of Television and Radio Artists.

Mr. Lewis had sought an injunction to

prevent the union from taking action against him if he should withdraw from AFTRA, fail to pay dues or comply with any AFTRA order. Judge Peter A. Quinn, in dismissing the case, said "there are no triable issues involved" and ruled "the union shop agreement does not, as a matter of law, violate any of the plaintiff's constitutional rights."

A similar suit brought against AFTRA by commentator William F. Buckley Jr. and M. Stanton Evans, editor of the *Indianapolis News*, who has appeared on radio, is pending before the U.S. Southern District Court in New York.

NBC-TV lends a hand to 'Electric Company'

Stars on NBC-TV series have been urged by David W. Tebet, vice president, talent, NBC-TV, to appear on the Children's Television Workshop's noncommercial series, *The Electric Company*.

NBC-TV said last week that Mr. Tebet has written to such talent as Flip Wilson, Dean Martin, Raymond Burr, David Hartman, E. G. Marshall, Lorne Greene, Michael Landon, Dan Rowan, Dick Martin, Peter Marshall, Martin Milner and Kent McCord. He cited NBC-TV's efforts in developing new concepts for children's shows and the aim of *The Electric Company* to improve the skills of underprivileged youngsters as the reasons for his appeal.

Mr. Tebet is working closely with Andrew B. Ferguson, producer of *The Electric Company*, on arrangements for this project.

Roberta Flack has been signed as guest artist and Dick Clark Enterprises is producer.

Anniversary time. Bing Crosby will be star and host of half-hour special TV program aimed for prime time this fall to recapitulate 20 years of weekly TV programming by The Christophers, ecumenical organization under Catholic auspices. Excerpts will be carried on special of guests who have appeared on organization's program, now titled *Christopher Closeup*, over two decades. Title of special: *You Can Still Change The World*.

Wolper's meat. David L. Wolper Productions, Los Angeles, has arranged with Reader Digest Association, Pleasantville, N.Y., to produce series of half-hour films for television under title *My Most Unforgettable Character*, same title as long-running feature in *Readers Digest* magazine. Plans call for series to trace major turning point in lives of people, and will feature personal stories of celebrities in entertainment, sports, government and other areas of public life. Top name host is expected to be contracted to guide series. Wolper previously formed similar affiliation with *American Heritage* magazine.

Here she comes. The Hughes Television Network will televise *Miss America Pageant Parade* on approximately 150 stations on Thursday, Sept. 7, 9-10 p.m. NYT. Hostess for traditional boardwalk parade of 50 contestants will be Vonda Van Dyke, former Miss America. *Miss America Pageant Parade* will be produced for television by Jack Lubell.

British rock. Film House International, Eugene, Ore., is distributing 12-hour documentary about British rock music. Entitled *The British Are Coming!*, program deals with attitudes and output of British musicians, and includes interviews with well-known American as well as British performers. Documentary is being offered as one 12-hour program or in segments. Each hour contains availabilities for nine minutes of commercials. Price of program is scaled to market size of stations. Film House, which is offering 10-minute demo disk of program, is syndication, jingle producer and program consultation firm. *Film House International, No. 16 Oakway Mall, Eugene, Ore. 97401*.

Cartoon music. Hanna-Barbera Productions Inc., Hollywood, forms two pop-contemporary music publishing outlets. Tables for Ladies (American Society of Composers, Authors and Publishers) and Actual Size (Broadcast Music Inc.) both hope to provide music for H-B TV series and movies. Roger Karshner, formerly vice president of Capitol Records, heads new publishing enterprise.

'Julie' in Canada. Independent Television Corp. reports sale of *The Julie Andrews Hour* to CBC network in Canada, starting on Sept. 10. Series begins on ABC-TV in the U.S. on Sept. 13.

Art on TV. Independent Television Corp. has placed into TV distribution series of six 45-minute films, *Pioneers of*

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Program Briefs

Can-Am races. The Sidaris Co., Los Angeles, production subsidiary of Penn-Pacific Corp., Phoenix, on behalf of Arutunoff Enterprises Inc., Hollywood-based TV distributor, has signed to produce live TV coverage of Canadian-American Challenge Cup auto race series. The first Can-Am race, Watkins Glen Grand Prix on July 23 from Watkins Glen, N.Y., was covered live and televised over special TV network of some 150 stations simultaneously cleared for carrying this event. Subsequent races are to be televised from Lexington, Ohio, on Aug. 6 and from Elkhart Lake, Wis., on Aug. 27. This is second consecutive year that Arutunoff Enterprises, using services and facilities of Sidaris, has offered TV coverage of Can-Am sport auto race series.

Big-top sales. Twentieth Century-Fox Television reports that 48 stations have signed for second season of *Circus*, composed of new productions. Station buyers include WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KRON-TV San Francisco, WWJ-TV Detroit and WJW-TV Cleveland.

Band and some flack. Three Dog Night has been signed to do half-hour special to be broadcast Aug. 24 on ABC-TV.

Modern Painting, written and narrated by Sir Kenneth Clark. Initial sale has been made to noncommercial KCET(TV) Los Angeles.

Kickoff. First TV showing of academy-award-winning "Around the World in 80 Days" has been set by CBS-TV for two-part presentation on *CBS Thursday Night Movies* and *CBS Friday Night Movies* Sept. 14 and 15 (9-11 p.m. NYT), during premiere week of 1972-73 season.

Heartfelt decision. ABC-TV has rescheduled segment of its Olympic coverage on Labor Day (Sept. 4), originally set for 4-6 p.m., so that 54 of its affiliates may carry the *Jerry Lewis Labor Weekend Telethon* on behalf of Muscular Dystrophy Association of America. Telethon starts on Sept. 3 at 10:30 p.m. on 140 stations.

Merchandising the talent for new season

Intensive shooting of interviews featuring affiliates and stars stores up material for programs and promotional messages on all three television networks

At ABC-TV it's called the "Personality Interview Project." At NBC-TV it's known as the "Annual Affiliates Film Festival." At CBS-TV it's sometimes referred to as the "Personality Wheel." The objective at the three networks is the same: a personalized, localized promotion service for affiliates—a way, among other aims, to produce attractive on-air promotion for new-season prime-time programing.

It works differently at each network. Take ABC-TV, for example, the weekend of July 22-23. Arnold Zenker, host of a daily hour morning show on WCVB-TV, the new ABC-TV affiliate in Boston, flew to the West Coast and checked in at the Beverly Hilton hotel in Beverly Hills, Calif. The station paid for his transportation, with the network assuming hotel and food bills.

At 9:30 Saturday morning, Mr. Zenker, in sports attire, was poolside at the hotel, sitting under palm trees, interviewing Gary Collins, of ABC-TV's *The Sixth Sense* series, before a four-man film crew provided by the network. The interview followed no script; was not supervised by the network; could be considered promotional only in that the series was mentioned during the conversation.

The meeting between the local station star and the network star lasted about five minutes. An hour later, Mr. Zenker was back before the film camera interviewing Florence Henderson of *The Brady Bunch*. Throughout that morning and afternoon and the next day he was filmed talking to such other ABC-TV personalities as Robert Young, Efreem Zimbalist Jr. and Shirley Jones; about 15 interviews in all.

And Mr. Zenker wasn't the only affiliate representative interviewing. Also on



hand for the two days were Linda Faye of WQXI-TV Atlanta, Larry Angel, WJZ-TV Baltimore, Allan Douglas, WEWS(TV) Cleveland, Suzie Humphreys, WFAA-TV Dallas and George Wilson, WMAL-TV Washington. Personalities from the five ABC-TV owned stations and from the affiliate in Philadelphia preceded them the weekend before making the same rounds, interviewing virtually the same roster of network performers.

The weekend of July 22-23 produced some 18,000 feet of footage covering 84 separate interviews, each one of which lasted about five minutes. The film was processed that Monday and shipped out on Tuesday. Each affiliate receiving the film was to be charged what was termed a "moderate" fee for each interview.

What happens to the filmed interviews when they get to the local station? Arnold Zenker said he would intersperse them throughout the summer, using maybe two at a time on an hour program, telling his audience that he'd gone to the West Coast, interviewed some people they were familiar with, building a framework of his own personal observations about the performers around each interview.

"Actually it's no big thing," comments Mr. Zenker, "but you're the local guy and I guess it makes an impression on viewers when you're seen interviewing stars. And in a generic sense inevitably there is promotional value to the network."

Phil Krieger, manager, special projects for ABC-TV, who has been supervising these West Coast personality interviews for four years, thinks they are a strong, beneficial link in affiliate relations. He also notes that in addition to the local stations interviews, some of the network stars do straight new season promos and ID's. He points out, too, that essentially stations with top-market circulation are selected to participate and that the 12 affiliates and ABC-TV-owned properties involved over the two weekends could expose the star interviews to a potential audience that would represent 51% of the nation.

The promotion department at NBC-TV,

the same weekend of July 22-23, brought twice as many stations together with far more network personalities. About 40 of the network's prime-time performers met with 25 local on-air talent from affiliate stations at poolside of the Sheraton Universal hotel in North Hollywood. It was a less personalized service than that provided by ABC-TV, but more ambitious and comprehensive. Each station was given 15 minutes to do interviews and to have the star film spots promoting NBC-TV's 1972-73 schedule. Performers such as Raymond Burr and E. G. Marshall made 25 individual stops around the pool and in suites at poolside, at each one of which individual film crews were on hand. Most stations came with their own crews, but nine stations chose to hire NBC staffers.

Some stations, such as WBZ-TV Boston, did their filming indoors. "We can control the conditions better," explained WBZ-TV personality Pat Mitchell. "We can also keep our on-air promos consistent," added station Promotion Manager Alex Dusek.

The station talent included Toni Gilbert, of NBC's Radio's *Monitor* series, who recorded interviews with each of the network stars for that program. Also working as an interviewer was announcer-disk jockey Gary Owens, who filmed 60-second comedy spots with each of the performers, to be transmitted on the network's closed-circuit lines for the use of all affiliates in promoting the fall schedule. Additionally there were facilities for the stars to record personalized "tune-in" announcements for about 100 affiliates who submitted copy.

It was the fifth year that NBC-TV performers and on-air talent from affiliate stations had participated in this self-styled "Film Festival," a project that this year commanded 72 of the Sheraton Universal's 500 rooms. Commented John Scuoppo, vice president, promotion for the network, who was in charge of the proceedings: "It's one of the best and worthwhile promotions possible to launch a new season." Affirms WBZ-TV's Alex Dusek—"There's no doubt that it's a valuable thing for us."

CBS-TV's big promotional weekend took place a month earlier (June 23-25)—and in Atlanta and Chicago, not Hollywood. Using a technique that was started 12 years before, the network flew a total of 41 prime-time performers to the two cities—21 to Chicago and 20 to Atlanta. Working out of the Continental Plaza hotel in Chicago and the Regency Hyatt House in Atlanta, the two contingents of stars (they switched cities on Sunday) did a total of 50 newspaper and 59 radio and TV station interviews during the three-day weekend.

Beyond the interviews they participated in on-air promos, public service announcements and posed for still photographs. Stations throughout the South came to Atlanta, with Midwest stations going to Chicago. They brought their own film crews. CBS, in other years, set up its star interviews in as many as four cities. Chicago and Atlanta were chosen because they are airline centers.

Newsman's privilege bill may be victim of clock

Ervin's Senate subcommittee trying to move legislation, but Judiciary Committee wants more time to study

Senator Sam J. Ervin's (D-N.C.) Constitutional Rights Subcommittee will attempt to report some form of newsmen's-privilege legislation to the parent Judiciary Committee this session but there is probably not enough time for Senate action this year.

The announcement came at a news briefing July 21 from Senator Alan Cranston (D-Calif.), who met that morning to discuss the legislation with a number of newspaper organizations and CBS News Washington bureau chief Bill Small (who also represented the Joint Media Committee, which includes the Radio-Television News Directors Association).

Senator Cranston, who has been discussing the legislation with Senator Ervin and is the sponsor of one newsmen's privilege bill, said Senator Ervin is not yet sure which bill he plans to deal with, but hopes to report out legislation without hearings.

There was a difference of opinion at the meeting on what approach should be taken, Senator Cranston said, but most who were present at the meeting favored

some form of protection for news sources.

Senator Cranston's bill (S. 3786) provides blanket protection of newsmen's sources and information. Another bill (S. 1311), sponsored by Senator James Pearson (R-Kan.) contains a number of exemptions to the privilege.

Senator Ervin, the spokesman said, is considering introducing a third bill that would be based on Justice Potter Stewart's dissent in the Supreme Court's newsmen's privilege decision last month (BROADCASTING, July 3).

Justice Stewart would permit the government to require a reporter to testify only if it could show a "compelling and overriding" interest in the information and that the information being sought was not attainable elsewhere.

In a Senate speech last week Senator Ervin contended that the Supreme Court's majority opinion raises the problem of how a reporter can continue to do his job when he can be compelled by the government to disclose his confidential sources and information in secret grand jury interrogations. "Whatever short-term benefits may flow from government's reliance upon newsmen as a substitute for its own investigations," he said "the long-term threat to the public's right to be informed about the controversial as well as the routine is too great a risk to take in a free society."

Senator Cranston said he personally favored a bill with as few restrictions as possible. "I'm concerned about any limit on [protection of] sources," he said. "I think it is very dangerous to freedom of the press. . . ."

He said there would be meeting in September between senators and media representatives to try to reach agreement on the kind of newsmen's privilege needed.

Meanwhile the House has decided to hold off on acting on newsmen's privilege legislation for the time being. A spokesman for Representative Robert Kastemeier's (D-Wis.) House Judiciary subcommittee said the subcommittee met in executive session on July 20 and decided there was not enough time to deal with the bills and that interested parties should be given opportunity to reconsider their positions in light of the Supreme Court's decision, which stressed importance of protecting the grand-jury process as against protecting newsmen's confidential information.

Goodman lights fire under subpoena issue

In letters to Ervin, Cranston he calls for hearings, legislation to supersede Supreme Court ruling

NBC President Julian Goodman sent letters last week to Senator Sam J. Ervin Jr. (D-N.C.) and to Senator Alan Cranston (D-Calif.) concerning the issue of freedom of the press.

He urged Senator Ervin, chairman of the Subcommittee on Constitutional Rights, to reopen hearings to consider the question of news subpoenas, in view of the recent Supreme Court decision

denying newsmen immunity from them. Mr. Goodman said the decision will have "a restrictive effect on the flow of news and information to the American public."

Mr. Goodman recalled that he had made a statement in hearings before the subcommittee, stressing that during the preceding two and a half years, more than 100 subpoenas had been served on two television network companies. At that time, Mr. Goodman wrote, Senator Ervin expressed the view that a favorable decision in news subpoena cases then pending before the Supreme Court would obviate the need for congressional action.

Mr. Goodman noted that the Supreme Court decision recognized that at the federal level, Congress has freedom to determine if a statutory newsmen's privilege is necessary and desirable and to fashion standards and rules. He therefore called on the subcommittee to consider, as a priority matter, legislation "to protect the newsgathering function of our press."

In his letter to Senator Cranston he commended the legislator for introducing a newsmen's privilege bill to provide protection for the free flow of information to the public. In view of the Supreme Court decision, Mr. Goodman said, the ability of the news media to provide information to the public would be "dangerously impaired" unless Congress exercises its jurisdiction to enact legislation that will protect the press in its efforts to serve the public.

Leave full coverage of conventions to PBS?

That's suggestion of KGTV which says networks could kick in on expenses and still save money

A TV editorial suggesting that perhaps commercial networks should leave gavel-to-gavel coverage of political conventions to the Public Broadcasting Service—and help underwrite PBS's costs of providing that service—was reported last week to have drawn predominantly favorable response from viewers.

The editorial was by Vice President and General Manager Clayton Brace on McGraw-Hill's KGTV-TV (formerly KOGO-TV) San Diego. It took note of viewer queries about pre-emptions of regular programming for coverage of the Democratic convention earlier this month, speculated that convention news wrap-ups might be a better approach and suggested that commercial networks could help pay PBS's costs for full coverage and still save money.

KGTV officials reported at midweek last week that they had received 65 to 75 letters from viewers and that these favored the station's editorial position by a ratio between two-and-a-half and three-to-one. They said they had no plan to make a campaign of it—the editorial itself, they said, did not really advocate a change—but would probably distribute copies to members of the California congressional delegation, to PBS and to NBC, with which KGTV is affiliated.

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Bias against Nixon charged by ex-aide

Author of book criticizing media says news judgments are colored

A former journalist and one-time White House aide last week charged that the broadcast and print media are guilty of bias against the Nixon administration.

James Keogh, addressing a luncheon of Accuracy in Media—a Washington-based nonprofit organization that seeks to promote accuracy in news reporting—said that “more and more readers and viewers are looking at their messengers [the media] with suspicious and doubtful eyes,” and realizing “that news is distorted by the point of view and advocacy on the part of journalists.”

Mr. Keogh, author of “President Nixon and the Press,” and formerly executive editor of *Time* magazine and chief of the White House research staff, contended that the networks and major newspapers concentrate on the “left-of-center” viewpoint, exaggerate when it suits their purpose and accent negative news.

He contended that the reaction by television and newspapers to the 1970 incursion into Cambodia was “almost hysterical” and that viewers could only get the impression from TV commentators that President Nixon had done “a dangerous thing” when he ordered the mining of Haiphong Harbor.

Why do the media “make themselves look so silly in retrospect?” he asked. “Because they disagree with the President’s policies and they let their point of view distort their judgment.”

More government control or surveillance of the media is not the answer, Mr. Keogh said. “The profession should heal itself,” recognizing that “they should inform, not turn into politicians.”

Earth News goes audio with alternative service

Radio tapes with a difference being circulated to 89 stations with a counterculture bent

On a sample day last week, 89 radio stations—mostly of the counterculture—were sent a new kind of audio news service. The day’s distribution consisted of two features, each two minutes in length. One concerned a young, wealthy eccentric and the problems he had trying to bring a camel into a new Laguna Beach (Calif.) vegetarian restaurant called “Love Animals, Don’t Eat Them.” The other was an interview with the young promoter of a “swinger’s ball” in Southern California who affirmed that “there won’t be any balling at the ball” because “I don’t think any rational person will come to the door expecting to get it on in the aisles at a public place.”

This audio service of two two-minute features, five days a week, is distributed on reel-to-reel tape via air mail by Earth News Service. It is in addition to the Earth Newsletter service, which was

started in October 1970 and currently is being distributed to 390 commercial radio stations, a reported 600 college radio stations (during the school year) and about 70 newspapers (BROADCASTING, June 21, 1971).

The newsletter, operating out of San Francisco, consists of 10 original news items daily, which are airmailed to subscribers seven days a week by a staff of three editors. The new audio service is based in Santa Monica, Calif., and produced by a staff of five, with Lew Irwin, news director of KDAY (AM) Santa Monica, as reporter. The stories handled by the audio service stem from and essentially are about the youth culture. Most of the international coverage comes through an association with Dispatch News of Washington.

Says Jim Brown, publisher of the Earth News services to radio stations: “There hasn’t been a new news wire service to radio stations in 20 years. Our audio service is meant to be a viable, legitimate news service.” According to Mr. Brown, some of the station subscribers to the audio service allow it to stand aside from regular news coverage as a feature. Other subscribers tack the Earth News material onto their five-minute newscasts.

ABC crew ambushed; two die, one escapes

Two ABC News cameramen stationed in Saigon, Terence Khoo, 35, and Sam Kai Faye, 48, were killed July 20 while filming a battle at My Chanh in South Vietnam. A third ABC News staff member, soundman T. H. Lee, who escaped injury, said the film crew was ambushed by North Vietnamese troops while trying to join South Vietnamese forces engaged in a firefight.

Both Mr. Khoo and Mr. Sam were natives of Singapore and had covered the war for almost 10 years for ABC News. Mr. Khoo was completing his final week in Vietnam prior to reassignment to the ABC News bureau in Bonn.

Elmer W. Lower, ABC News president, praised both men as “courageous and resourceful journalists carrying out a difficult assignment in an area they knew to be fraught with dangers.” He said they had “rendered outstanding and loyal service to the ABC News Saigon bureau.”

They were said to be the first foreign correspondents killed in Vietnam since Feb. 24, 1971.

Focus on the city. School of Journalism at University of Missouri, Columbia, Mo., will establish an urban journalism center in St. Louis. School is designed to provide experience in understanding and reporting on urban society, while offering general courses to nonjournalism or prejournalism students. School of Journalism students will be able to take one semester of undergraduate or graduate study at the center, which will be located on the university’s St. Louis campus.

Cable

NCTA orders study of life with pay cable

Board votes to support fight now against New York hotel systems

The board of directors of the National Cable Television Association last week approved the formation of a special committee on pay cable. The committee is to recommend a policy for NCTA.

The establishment of the committee reflects concern within the membership about the legal and public-relations problems associated with both the concept of pay cable and the relationships between cable operators and potential program suppliers. Even the name bothers many, suggestive as it is of “pay TV,” the over-the-air service that was held off for years by vigorous opposition.

The issue is not, of course, whether to “support” or “oppose” pay cable. It has been firmly established that cable operators see the new service as one key to their future success in major markets (see page 46). The issue is how to bring it into the world as painlessly as possible.

Members of the committee are expected to be named within a few weeks.

The board also authorized intervention by NCTA in the dispute over a hotel pay-TV system in New York. The association will support Sterling Manhattan Cable Television Inc. of New York in its FCC complaint against the New York Telephone Co. Telco is providing line service to Trans-World Communications, a Columbia Pictures subsidiary that is distributing pay-cable programs to five of the city’s hotels.

Sterling has argued that the same federal regulations that apply to cable should apply to the hotel service. It said the operation violates both FCC rules and New York city law. That position has won the support of Teleprompter Manhattan CATV Corp., the city’s other cable service (BROADCASTING, July 17).

At the same meeting, NCTA Chairman William J. Bresnan named a new slate of association committee chairmen. With only a few slots left unfilled, the new list is as follows: copyright—Alfred Stern, Television Communications Corp. (reappointed); legislative—as announced earlier, Gene Iacopi, Nor Cal Cablevision Inc., Oroville, Calif.; convention—Burt Harris, Cypress Communications Corp.; budget and audit—Gene Schneider, LVO Cable; community services—Barry Zorthian, Time-Life Broadcast Inc. (reappointed); by-laws—Robert Weary, Junction City (Kan.) Television Inc.; ETV—Rex Bradley, Telecable Inc. (reappointed); satellites—Hubert J. Schlafly, Teleprompter Corp.

The Political Action and Political Education Committees, recently absorbed into NCTA, will continue to be headed by Martin Malarkey, of Malarkey, Taylor & Associates. A special “blue-ribbon” committee on dues and membership will be headed by Monroe F. Rifkin, of Ameri-

can Television & Communications Corp. Still to be appointed are the chairmen of the utility relations, public relations and engineering committees.

The board also heard a status report on a study of state regulation, to be conducted by a newly hired consultant—Del Smith, of the Space Science Center of the University of Wisconsin, Mr. Smith will study existing and proposed approaches to state regulation and assess their impact on cable.

Also approved was publication of a booklet for NCTA members on the use of designated access channels. It will spell out what the FCC requires.

Cable cannot live by subscriber bread alone—Stern

TVC president uses some synonyms in advocating financial solution, but they come through as pay cable

Even if they offer distant signals, burglar alarms and shopping services, cable operators cannot prosper in the top-25 markets on subscriber fees alone, according to Alfred R. Stern, president of Television Communications Corp. They need another source of revenue, he says—extra charges for special “audio-visual” presentations. In other words, pay cable.

Appearing at one of the periodic “wavemaker” luncheons at Washington’s Broadcasters Club, Mr. Stern said that distant signals alone are not enough, especially under the FCC’s rules. Neither are additional services such as alarms (which he said might even be provided by telephone-related equipment rather than cable) or service channels.

What would broaden a system’s revenue base, he said, would be per-program or per-channel charges for particular attractions. Mr. Stern generally avoided the phrase “pay cable”—preferring alternative constructions such as “additional fees from other services”—but the written questions from his audience used the more direct term repeatedly. And Mr. Stern left no doubt that his firm, and the whole industry will be “active” in this new field.

The Washington club’s usual clientele would tend to break out in hives at the sound of those words, but Mr. Stern’s audience was unusual: It was composed almost entirely of cable operators and their representatives. With an industry leader on the stand, and a board meeting of the National Cable Television Association on (see page 45), the room was filled with a who’s who of cable—from NCTA Chairman William Bresnan, the new president of Teleprompter and NCTA President David Foster on down. Except for lawyers, the club was almost empty of figures associated with broadcasting.

Had they been on hand, they would have heard Mr. Stern issue a call for cooperation between the two industries, and recognition of the fact that their “common problems” outweigh their dif-



TVC’s Al Stern

ferences. He acknowledged that not all the long-time differences can be erased—“We’ve all taken some positions, and to a certain extent we’re stuck with them”—but said future unity was both possible and desirable.

Mr. Stern was also asked about the coming report of the high-level administration committee on long-range cable policy, which is expected to recommend common-carrier status for cables (see page 22). He replied quickly that cable ought to be considered an “uncommon carrier”—a private business, “largely unregulated with respect to programing.”

Cable Briefs

Enter the builders. Jerrold Corp., equipment manufacturer, and TM Communications Co. of Florida, a subsidiary of the Times-Mirror Co., have signed contracts inaugurating an extensive construction program in Florida. Over a thousand miles of plant are scheduled to be built in St. Petersburg, Lake Hamilton, New Smyrna Beach, Edgewater and St. Cloud areas.

Lay it out. Laser Link Corp., Woodbury, N.Y., has published booklet explaining its system of microwave transmission. Twelve-page booklet, “How to Lay Out an Airlink CATV System,” covers such subjects as installation, selection of transmitter and receiving sites and how to determine power requirements. Dept. B-1, Laser Link Corp., 303 Crossways Park Drive, Woodbury, N.Y. 11797.

Ohio buy. Cypress Communications Corp., Los Angeles, has concluded acquisition of cable-TV system serving Canton, Ohio. As previously reported (BROADCASTING, May 29), purchase was for \$5.6 million in cash from Downe Communications Inc., New York. Canton system serves 15,400 subscribers.

To build system. Magnavox Co., CATV division of Manlius, N.Y., has signed complete turnkey contract for \$1.8 million with Eastern Telecome Inc., Monroeville, Pa., for construction of Mount Lebanon Cable TV system, Mount Lebanon, Pa.

NAB, AMST joust with NCTA again

The National Cable Television Association has been accused of trying to “contravene” the spirit of last year’s broadcast-cable-copyright compromise on CATV regulatory policy.

In filings at the FCC, the National Association of Broadcasters and Association of Maximum Service Telecasters contended that comments NCTA filed last month in relation to the FCC proceeding seeking information on time exclusivity for nonnetwork programing (BROADCASTING, June 26) was an attempt to bring about a revision in the commission’s cable rules aimed at giving stations in top-50 markets the same degree of exclusivity from cable retransmission as is currently afforded broadcasters in markets 51-100.

While it did not argue for any limitations on time exclusivity for broadcasters last month, NCTA called on the commission to allow cable systems to transmit copyrighted material leased to the neighboring station as little as a year after broadcast. In response to this request, NAB commented: “Surely NCTA cannot seriously have intended to reawaken and reargue any of the exclusivity issues we all believed had been equitable put to rest” in compromise agreement. AMST added that NCTA is attempting to give the commission the impression that “virtually any exclusivity is bad for the program supplier, very bad for the CATV operator and probably bad for the broadcaster.” Such an assertion, AMST claimed, comes “at the wrong time and in the wrong proceeding.”

NCTA countered in its own brief that those broadcasters and program suppliers who are seeking a continuance of the status quo on time exclusivity are practicing “a sham.” Arguing that the present degree of time exclusivity present in the industry is in violation of the Communications Act and copyright law, NCTA claimed that what these interests need is “not more evidence but a change in the law.”

N.Y. Phone to FCC: Service was intrastate

Commission told hotel hook-up didn’t need compliance certificate; role as cable competitor also disclaimed

The FCC last week got the New York Telephone Co.’s side of a dispute over a pay-cable operation serving five New York hotels.

The phone company said it was innocent of the wrongdoing, charged by Sterling Manhattan Cable Television Inc. in an FCC brief earlier this month. Sterling, one of the borough’s two franchised CATV operations, claimed that the local Bell System affiliate violated commission rules by failing to obtain a certificate of compliance prior to initiating a relay service for Trans World Communications—a Columbia Pictures Industries subsidiary that provides closed-circuit TV movies

Western Union drops networking

Company tones down its satellite plan; in another FCC filing educational TV says FCC should force carriers to give free service or low rates

The Western Union Telegraph Co., one of eight applicants to operate a domestic communications-satellite system, last week modified its system design to achieve a decrease of some \$23 million in proposed investment. Part of the saving would be realized from a withdrawal of an offer of program distribution by satellite to 36 network affiliates on the West Coast.

The three networks had rejected the proposal, expressing greater interest in a distribution system to serve affiliates nationwide.

In a related action last week, the FCC approved a Western Union request for a waiver of Section 319 of the Communications Act to permit the firm to place contracts for the procurement of satellites. Section 319 states that no license for any station will be issued prior to the granting of a construction permit, or unless that requirement is waived.

The commission stipulated that its action has no bearing on the future outcome of Western Union's application to operate a domestic satellite system, and that any contracts the company executes for the procurement of satellites will be at its own risk.

In its FCC filing last week, Western Union said its investment in domestic satellite communications will amount to \$68.1 million in the first year of operation, increasing to \$70.9 million by the fifth year. Originally, the company had planned to spend more than \$92 million. The reduction was not attributed solely to the abandonment of the network proposal, however. Other considerations, the company said, include a revised plan calling for the initial launching of two satellites instead of the three originally planned. Under the amended proposal, Western Union would keep a third satellite on the ground as a reserve unit.

The Western Union filing was one of several on the satellite issue last week.

The Network Project, a New York-based citizen group, asked the commission to reconsider its June satellite policy action on several grounds, including a charge that the satellite policy is in violation of the 1969 National Environmental Act. The FCC, according to this group, failed to consider the potentially harmful ecological effects of radiation emitted by microwave relay stations.

Two other petitions seeking partial reconsideration of the satellite action were filed. One, by the National Association of Educational Broadcasters, asserted that the commission should have required, instead of inviting, the submission of specific rate proposals by the satellite applicants for service to noncommercial broadcasters and other educational interests. NAEB said it supports the com-

and special presentations to hotel customers (BROADCASTING, July 17). Sterling contended that the FCC has jurisdiction over the matter because of its statutory authority to regulate common carriers engaging in interstate commerce.

However, the phone company last week claimed that the service it provides TWC is "purely local" and does not involve any transmissions across state lines. Therefore, it contended, its service is exempt from the FCC regulation.

It said that the service contracted by TWC is an intrastate closed-circuit system—regulated by the New York State Public Utilities Commission—which does not use standard phone lines and does not have the capacity to interconnect with other carriers.

The phone company disputed Sterling's assertion that the TWC system is a potential competitor for Sterling and other cable and broadcast operations in the city, claiming that TWC does not have the capacity to retransmit off-air television signals and provides only feature films and its Televention closed-circuit convention coverage service. The TWC operation is not suitable for traditional CATV operation in any case, it argued, since the phone company service provides a maximum capacity of only six channels—several of which do not fall within the frequency spectrum utilized by conventional cable systems.

New York Telephone also rejected as groundless Sterling's argument that TWC's transmission of movies that were not produced within New York state indicates that the operation involves interstate commerce. And, it continued, Sterling's allegation that TWC has the capacity to transmit live broadcasts from locations outside the U.S. is false because the TWC system does not link up with any carrier outside the city of New York.

Meanwhile, Teleprompter Manhattan CATV Corp., the city's other CATV system, asked the FCC to permit it to intercede in Sterling's behalf in the proceeding. It claimed that while the TWC system does not presently compete in any area served by the Teleprompter system, Sterling is correct in asserting that TWC could become a competitor through an expansion move.

CARS power

FCC Cable Television Bureau Chief Sol Schildhouse has been delegated further authority in the regulation of community antenna relay (CARS) stations.

In an action by the full commission last Wednesday (July 26), the cable chief was given the power to act on requests for special temporary authorizations for CARS facilities. The commission said its action was appropriate because such authorizations are of a routine nature and must be handled expeditiously. In the same action, the commission revised the procedure for applying for such authorizations.

The chief of the Cable Bureau was also given authority to act on unopposed applications for transfers of CARS facilities. In a related matter, the commission

amended its rules to specify that no such transfer can be effected without prior notification of the FCC.

In another action announced later in the week, the commission expanded Mr. Schildhouse's responsibilities by affording him the power to act on applications for certificates of compliance by cable systems seeking new services. The move was an effort to expedite handling the present backlog of some 800 certificate applications (BROADCASTING, July 24).

Books

Basic Books in the Mass Media: An Annotated, Selected Booklist Covering General Communications, Book Publishing, Broadcasting, Film, Magazines, Newspapers, Advertising, Indexes and Scholarly and Professional Journals. Eleanor Blum. University of Illinois. \$8.00. A reference, research and buying guide for those interested in communications. Revises and updates a 1962 edition.

The Press in America: An Interpretative History of the Mass Media, third edition. Edwin Emery. Prentice-Hall. \$11.95. Updated edition of this wide-ranging historical work includes revised chapters on broadcasting and new material on the "crisis in credibility." The first edition, published in 1954, won the Sigma Delta Chi award for research in journalism.

Communication: Methods for All Media. Hadley Read. University of Illinois Press. \$6.95. Primarily a practical, basic guide to writing, speaking and using visual media. Also includes more general material on the process and environment of communication.

Media: An Introductory Analysis of American Mass Communications. Peter M. Sandman, David M. Rubin, David B. Sachsman. Prentice-Hall. \$8.95. "Thoroughly opinionated" textbook by three young professors who studied with William L. Rivers, the noted communication research specialist. (Sample quote: "The best that can be said about the finest radio news is that it's almost as good as the average television news. Which isn't all that good.") The book's emphasis is on media structure and effects; its target is as much the educated consumer as the present or would-be journalist.

The Age of Television, third edition. Leo Bogart. Frederick Ungar Publishing Co. \$14.50. Updated edition of one of the first fundamental reference books about television. "Required reading for all serious students of TV," was BROADCASTING's comment on the original.

Picture Tube Imperialism: The Impact of U.S. Television in Latin America. Alan Wells. Orbis Books. \$4.95. A British-born, American-educated sociologist asserts that, through a day-to-day media bombardment of American ideals, Latin Americans are being impeded in their search for a cultural identity.

mission's decision to accommodate diversified interests in domestic-satellite technology, but claimed that "more specific terms of access" for educational interests should have been provided.

The association wants noncommercial service at no charge or at preferential rates.

In another petition, RCA Global Communications expressed fear that a provision of the FCC's satellite ruling could enable AT&T to "pre-empt" a long-line service RCA is currently providing between Alaska and the continental U.S. via international satellite. In its satellite order, RCA noted, the commission said that AT&T should provide longline service via satellite to Alaska, Hawaii and Puerto Rico. Though RCA stated that it does not believe it was the commission's intention in this ruling that AT&T should interfere with RCA's current Alaskan service, it said a clarification is in order.

AT&T holds off new television tariff

Revised rates may mean saving of \$15 million annually to networks

AT&T has moved back "for several weeks" the date for filing with the FCC a request for permission to submit revised program-transmission tariffs.

The proposed rates, which have been a subject of discussion with commission officials, the networks, public broadcasting officials and Hughes Sports Network for 18 months, would reportedly result in a sharp reduction in network costs, but an increase in costs to HSN.

There has been speculation that the three-network bill, now running at about \$75 million annually, would drop to \$60 million ("Closed Circuit," June 26). The proposed higher rates for occasional use service virtually assures HSN's opposition to the new tariffs.

In any case, the proposed rates for the networks would not affect the decision they are now pondering as to whether to abandon terrestrial transmission for domestic satellite service. One network source said the savings represented by the proposed AT&T rates do not approach the kind that the networks have in mind in discussing satellite service with the various firms seeking communications-satellite authorizations.

At the last meeting among the parties involved in the program-transmission-rates issue, two weeks ago, AT&T officials indicated that the monthly charge for full-time television network service would drop from \$82.50 per mile for the interexchange channel to \$55 per mile. The new rates for station connection would be \$1,500 per month, less than the networks now pay, but the new monthly rate for local channel service, \$1,000 per month, would be higher on an annual basis.

On the other hand, the interexchange channel rate for occasional service would be increased from 55 cents per mile to \$1. The station-connection charge in the service would be \$80 per hour and the local channel rate, \$500 per day (but

no more than \$1,000 in a given month).

AT&T had been expected to file last week for permission to submit the new tariffs. However, a spokesman for the Long Lines department said company officials wanted more time to study the filing.

EIA wants chs. 70-83 off television sets

They've already been given to land mobile, group tells FCC, and detent tuners could come faster if they're taken from dial

The trade association representing manufacturers of consumer electronic products has proposed a revision in the FCC's all-channel television reception requirements that would remove UHF channels 70-83 from all TV sets.

In a petition for rulemaking filed at the FCC last week, the Consumer Electronics Group of the Electronic Industries Association requested that, effective July 1, 1974, set manufacturers be required to produce units with a reception capability of only 56 positions (channels 14-59). It also asked that all references to television channels 70-83 be removed from the statutes as of Nov. 15, 1975.

The group also requested that, after the latter date, no licenses of UHF translators operating on channels 70-83 be renewed. This would force the migration of some 800 translator stations to channel positions further down the UHF spectrum.

The EIA petition comes in the wake of two significant FCC rulings affecting UHF broadcasting—one which will bar UHF use of channels 70-83 effective Nov. 15, 1975 (those channels having been reallocated for use by the land-mobile radio services), and another that requires receiver manufacturers to include on all units a 70-position detent tuning system for UHF, comparable to that presently used for VHF reception, by July 1, 1974.

EIA noted that although the commission has implemented a plan for the transfer of translators currently using channels 70-83 to lower frequencies, it will still be possible for translators in remote locations (where land-mobile interests will presumably not make full use of the new spectrum space for some time to come) to operate indefinitely on the higher channels. Under the commission's plan, translators remaining on the reallocated frequencies after the November 1975 cut-off date will be renewed on a secondary basis—with land mobile given first option on the channel.

Noting that Philco-Ford Corp. had advanced a similar proposal in 1970 which was not acted upon by the commission, EIA concluded that sufficient time has now elapsed for translators occupying the reallocated channels to consider moving, and for land-mobile interests to plan for the occupation of those channels. The principal problem, it indicated, is that after the 1975 switchover on channels 70-83, the only broadcast oc-

cupants on those channels will be the translators which have not yet been displaced by land mobile. Nevertheless, it claimed, set manufacturers would still be required to provide tuning space for those translators (which EIA estimated could be viewed in less than one million households) under the present rules.

EIA also claimed that commission approval of its proposal would result in financial and technical advantages which would inevitably be passed on to the consumer.

On the technical side, EIA asserted that despite "diligent efforts" by manufacturers to find an adequate means of complying with the 1974 detent tuning requirements, such an ability "has not been demonstrated."

But elimination of the 14 channels from the tuning requirements, it said, would result in a 20% decrease in the UHF tuning range and would thus "materially increase the likelihood that calibration accuracy and resetability can be developed which meet the FCC requirements in actual production."

They keep buying television sets

EIA also reports that radio sales dropped in first six months

The sale of TV sets by manufacturers to dealers for the first six months of the year continued up compared with the same period last year—by 21.1% for color and by 9.1% for monochrome. In radio, however, total sales were down by 4.2%, although FM sales registered a 15.6% gain.

For six months ended June 30:

	1972	1971
Television		
Color	3,005,358	2,482,076
Monochrome	2,368,418	2,171,246
Total	5,373,776	4,653,322
Radio		
AM	1,848,238	2,277,504
FM	1,878,283	1,622,416
Auto	5,221,358	5,438,857
Total	8,945,879	9,338,777

Technical Briefs

Clean Machine. Treise Engineering has announced new cleaner waxer for 8/16 mm or 16/35mm film. It may be used for cleaning and lubricating film for use in cassettes, renovating old roll film or providing protection for newly processed film. 1941 First Street, San Fernando, Calif. 91340

New line. Lamp Business division of General Electric Co., Cleveland, is offering new line of stage/studio lamps that is said to be mid-way choice between lower cost incandescent lamps and top-performing halogen-cycle quartz lamps. New GE line of 3,200K, mogul bipost base lamps, available in fall, are designed for use primarily in lens-type spotlights for motion picture and television production and for theater stage and photographic lighting.

A widening market for country music via TV syndication

What networks reject still finds home in a growing middle-American market

It's becoming an adage in Nashville that country music on television is better off in syndication than it was on the networks. Witness this evidence:

CBS-TV dropped *Hee Haw* after only two years in what was called a purge of the network's "rural image." Picked up for syndication in 1971 by Yongestreet Program Services, *Hee Haw* rated among the top three syndicated TV programs this year, reaching almost 12 million homes a week—a figure that, according to Yongestreet, puts it ahead of 30 prime-time network offerings.

The Porter Wagoner Show, never on the networks but one of the leading country-music half-hours, had an audience of about 4.1 million homes in the February rating sweeps of 1971. In 1972—according to Show Biz Productions, the show's syndicator—the total homes jumped to 6.8 million.

Four other Show Biz-syndicated country-music shows, including *The Wilburn Bros. Show* and *The Del Reeves Show*, have enjoyed a 60% growth in audience in the last four years. (Show Biz supplies 325 stations with its half-hour programs, the spokesman said.)

Three years ago, *The Bill Anderson Show* was seen in 30 markets. Last year, it was seen in 125, 37 of them in prime time. The Anderson show has been under new ownership and tied to a new syndication firm since last fall. It has finished its first season with DMK Films—it was formerly with General Electric Broadcasting—and is "a whole new thing now," says Bill Anderson.

"Bill's whole career is taking a turn this year," says producer-director Dennis Kostyk. "He signed a contract with MCA this year to appear in five films in the next five years and do five movie themes in the same time. He did a guest shot on *Alias Smith and Jones* this year. We're trying to broaden the appeal of the show, bring in a more pop flavor to attract a larger audience. We're trying to make it like any other show."

Like most major syndicators, DMK Films is looking to place the Anderson show in the top markets. It has recently returned to Los Angeles and has hopes of breaking Boston and New York. It may take two to three years to do that, he believes.

Bill Anderson, a tall, articulate, former journalism major from Columbia, N.C., says he was dubious at first about the changes DMK was trying with the show that has borne his name for more than six years. "When they told me Don McLean [writer and performer of "American Pie"] was booked onto the show, I wasn't sure how my audience would take it. But when that boy sat down and played the



Bill Anderson, TV picker and singer

banjo—he was as good as anyone I'd ever heard."

Of the "popification" of his show he now says, "I've felt for a long time that country music should be taken out of the barnyard and put into the mainstream of television production. Our job [regulars on his show include Jan Howard and his backup band, The Po' Boys] is not to just sing for those people, we have to entertain them. And if I can do that by bringing on Don McLean or Cliff Robertson—he came on one week to talk about his new film that's about the rodeo—then I'm gonna bring them on."

"The problem that we're faced with as syndicators that most other people in the field don't have," Mr. Kostyk explained, "is the regional prejudice against country music. The majority of people like country music, I believe. It shapes up like a bell-curve on the map. The line [of acceptance] runs from the middle of California and goes up in the Midwest to the pockets of the most avid country fans in Ohio and Indiana and then down again at the Mason-Dixon line. The decisions to cancel Johnny Cash [on ABC-TV] and *Hee Haw* were provincial, I think, out of New York. Country music is a lot more universal than they think."

A&M picks Sansui for quad

A&M Records, Los Angeles, has chosen the Sansui four-channel (quadraphonic) system for its first quad release. Sansui's quad system, called the SS, uses matrixed coding mode—as does the CBS SQ system—rather than a discrete system—as used by RCA (BROADCASTING, April 3). The first four-channel A&M release is Joan Baez's current album, *Come from the Shadows*. It was shipped last Thursday (July 27).

Ode Records, an A&M subsidiary label headed by Lou Adler, has used the SS system previously for Carole King's *Music* album.

A&M spokesmen stressed that the rec-

ord company was "not locked into any specific system" for any long period of time. Unlike the CBS SQ system, which licensed manufacturers for use of the system (that practice was terminated recently), Sansui has not signed agreements with its users, which include Project 3 and ABC/Dunhill record companies.

Audience profile sought by good-music stations

A national survey to determine the demographic characteristics of listeners to good-music radio stations has been voted by Concert Music Broadcasters Association.

The study will be made later this year in conjunction with public radio stations in the good-music category, according to C. K. Patrick, WCLV(FM) Cleveland, chairman of CMBA's executive committee.

The action was taken two weeks ago at the CMBA convention in Cleveland which was attended by 85 representatives of concert-music stations. The convention also heard a report that the audiences of good-music stations increased 29% and sales 41% the first half of this year compared to the first six months of last year.

Rolling Stones to ASCAP

The Rolling Stones have licensed their two new publishing firms through the American Society of Composers, Authors and Publishers. The new firms, Promopub Music and Promoright Music, will handle the publication of Rolling Stone music beginning with their current album, *Exile on Main Street*.

Songs written by the Stones prior to this album were licensed through Broadcast Music Inc. by several publishing firms. A number of major artists and publishers have been leaving BMI for ASCAP in the last two years, among them Carole King, Jobete Music (the publishing arm of Motown Records) and Neil Diamond (BROADCASTING, Feb. 21). "We assume the Stones will bring their old copyrights over to ASCAP when their contract with BMI expires. That's the way it usually goes," an ASCAP source said.

All agreements with British composers are made through the Performing Rights Society of Britain.

Another format test

The Citizens Committee to Keep Progressive Rock has appealed an FCC denial of the group's challenge to the sale of WXEZ(FM) (formerly WGLN) Sylvania, Ohio (BROADCASTING, July 3). The citizen group is contending that Midwestern Broadcasting Co., the station's new owner, was not acting in the public interest when it elected to change WXEZ's format from progressive rock to middle-of-the-road music. The appeal was filed with the U.S. Court of Appeals, Washington.

Cable begins to look as good as gold

Expansion is the word in the industry; banks and insurance firms are now almost eager to invest in a "good risk" as CATV's future becomes less cloudy

Cable-television companies are shoring up their financial structures in 1972, poised for expansionary—and expensive—moves in the decade ahead.

Through a combination of bank and insurance-company loans, stock underwritings and private fundings, cable firms are pressing diligently to raise the initial outlays required to construct new systems and institute new services.

They are succeeding on an unprecedented scale. In contrast with only a few years ago, cable companies now are emerging as "good risks" for banks and insurance companies, the investing public and private lending groups.

In the four months since March 31, when the FCC rules governing cable went into effect, major steps in the financial sector have included:

Teleprompter raised more than \$66 million through the sale of 1,870,000 shares of its common stock and reported it is in discussion with banks to extend its long-term loan from \$42 million to at least \$100 million.

American Television & Communications signed a \$23.5 million loan agreement with 13 insurance companies, led by Travelers Insurance Co. and Aetna Life Insurance Co.

Sammons Communications Inc., Denver, has filed a registration statement with the Securities and Exchange Commission for a proposed offering of a million shares of its common stock at a maximum offering of \$22 per share.

Wall Street analysts and officials of lending institutions agree that financing in 1972 for cable will far outstrip 1971 performance in this field.

The FCC's cable regulations, the grow-

ing maturity of the medium after a history of 20 years and its prospects for providing auxiliary (and potentially profitable) services were cited as factors contributing to cable's favorable risk position.

If CATV's prophecies are to be fulfilled, a vast infusion of capital is required. Though analysts and other financial experts acknowledge that long-term projections can be precarious, several estimate that the industry would require \$5 billion to \$10 billion over the next 10 years to build new systems, buy new equipment and programing, and provide additional services.

They explain that the wide gap in estimates reflects (1) how fast systems actually can be built and (2) how rapidly systems can move into two-way services, including pay TV merchandising, alarm systems and instructional facilities.

Edward Addiss of Matthews, Mitchell & Co., New York, referred to the urgent need for capital to establish new systems now in the planning stages. He notes there are slightly more than 2,800 systems in operation; another 1,600-plus have been franchised but not built, and about 2,700 applications for new franchises have been filed.

"The current systems have about five million subscribers," he continued. "Cable is shooting to add 20 million over the next 10 years. It's hard to say if this growth pattern can be achieved, but if pay TV on cable becomes a reality, it is certainly within the realm of possibility."

The most pressing financial need for cable systems over the next few years, analysts say, will be funds to construct new systems. Several pointed to a recent projection by Jerrold Electronics indicating that almost \$800 million would be needed over the four years ending in March 1975 to construct new systems. The figure does not include costs for the head-end, local origination facilities and equipment required for full two-way communication.

Arnold Rimberg of Edward Viner & Co., New York, stressed that in a growth industry such as cable, there is a tandem relationship between equity financing and debt. A company that raises a certain amount of money through a stock offering is usually able to borrow even larger amounts from banks, insurance companies or other sources.

"For example, Teleprompter's recent stock offering brought in more than \$66 million," he said. "And the company has announced it would seek to raise its debt position from \$42 million to at least \$100 million, adding \$58 million to be used for construction and other purposes."

(Analysts freely mentioned four or five other cable companies that they said are expected to have new stock issues before the end of the year, but warned against use of names because of SEC regulations against publicity prior to registration.)

Jeff Casdin of Source Equities Inc., New York, observed that over the past few years, banks and insurance companies have become "better educated" on cable and are more amenable to providing lines of credit. He said he could recall long-term loans given at one time with interest as high as 10½% with warrants, but now companies are in a position to negotiate loans with interest as low as 8½% without warrants. He voiced the opinion that some cable firms with a record of stability and growth potential would be able to borrow this year at interest as low as 8%.

Mr. Casdin ventured that multiple-systems operators able to raise certain sums of money through equity (stock) offerings will be able to borrow approximately twice that amount from outside financing sources. He calculated that the 14 major companies involved in cable have managed to assume debts of about \$215 million over the past 12 months, which, he said, was "considerably higher" than in the preceding period though he had no comparable figure.

Dick Kershner of Drexel, Firestone, Philadelphia, said the accessibility of financing today has led even relatively small companies such as Comcast and UA Cablevision to go public and enabled American Television to negotiate a large long-term loan at 8½% interest "without equity kickers."

Mr. Kershner views this period as the second phase of CATV, with the first being "mom-and-pop operations" and the second, the emergence of public corporations. He believes there will be an acceleration of the trend toward consolidations, with larger CATV corporations acquiring smaller ones and, in the process, strengthening their position for obtaining additional financing.

The drastic change in the attitude of funding sources toward cable companies was underlined by Dennis B. McAlpine of Tucker, Anthony & R. L. Day, New York. In earlier days, banks and insurance companies and other conventional sources shunned the CATV industry, he said. Financing was made available by equipment manufacturers, principally Jerrold, through an arrangement with financing organizations that exacted interest considerably higher than the present 8% to 10%, according to Mr. McAlpine.

"The industry today has maturity and respect and is able to attract financing without too much difficulty," he said. "The larger cable companies and the smaller ones don't seem to have any trouble, though some middle-sized firms find it a little difficult."

Benjamin Lenhardt, assistant vice pres-

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ident of the First National Bank of Chicago, said the bank has "a major commitment" to cable and has provided financing for major and regional MSO's and individual systems. He declined to specify dollar amounts but said the banks' availability of funds for cable has run to "eight figures" and "will double this year."

He explained the mechanics of lending this way: First National of Chicago and a leading insurance company will make available long-term credit (approximately 15 years) to a system to be paid off at specific periods. The bank portion generally is paid in the first seven or eight years and the insurance company in the latter period, he said.

Mr. Lenhardt, whose speciality is the cable field, said the First National Bank of Chicago is active in all areas of entertainment financing, including motion pictures and television production, broadcasting and sports complexes. As an indication of his confidence in cable's future, he said his unit recently made a major presentation to the bank's management, outlining the progress of the industry and tabbing it "one of the growth industries of the decade."

Other banks and insurance companies involved in cable-TV financing, as mentioned by analysts, are Chase Manhattan Bank, Morgan Guaranty Bank, Bank of New York, Pittsburgh National Bank, Aetna Insurance, Allstate Insurance, Home Life Insurance and John Hancock Mutual Life Insurance.

Peter J. Enderlin of Merrill Lynch, Pierce, Fenner & Smith, New York, said the stability of the cable field in recent years is reflected by the lack of major defaults in meeting debt obligations. He envisioned a period of continuous growth in cable, marked by mergers and acquisitions.

He noted that over-all performance of cable stocks had run ahead of the general market until the beginning of 1972, but said prices in recent months generally have been only slightly ahead.

The trend towards merger apparently will continue in 1972 and through early 1973, according to CATV specialists. Only two weeks ago American Television & Communications, Denver, agreed in principle to merge with Cox Cable Communications through issuance of about \$125.6 million of AT&C stock (BROADCASTING, July 24).

In recent months, Warner Communications has acquired Television Communications at a cost of \$47 million in stock; Communications Properties has bought Telesystems for about \$23.5 million and Telecommunications had purchased Rust Craft's cable division for about \$10 million.

Still pending are the acquisitions of Cypress Communications by Warner Communications (\$75 million) and the purchase of Jefferson-Carolina by American TV and Communications (\$15 million).

Analysts cautioned that there are sometimes practical problems leading to termination of merger agreements. As examples they cited the calling off of agreements whereby Vikoa would have acquired Communications Properties

(\$98.5 million); Warner Communications would have purchased Cable Information Systems (\$13 million) and Viacom International would have bought Columbia Cable (\$38.5 million).

For the near-term future, financial specialists project a continuous pattern of growth and expansion in the cable-TV industry, powered by loans and equity financing; a continuance of the thrust toward consolidation, and market performance that will be cyclical in nature, characterized by sharp rises and, at least, moderate drops in prices. Cable TV's long-term potential is rated "quite good."

TV network leads way for ABC Inc. record half

\$10-million profit chalked up in second quarter of '72 alone

Record revenues and net income were reported last week by ABC Inc. for both the second quarter and first six months of 1972, with earnings for the periods more than doubling 1971's figures.

Second quarter revenues soared to \$206,164,000 from \$173,319,000 in the comparable period last year, while net income climbed to \$10,169,000, or \$1.19 per share, from \$4,428,000 or 63 cents per share in the 1971 quarter.

Commenting on the improved performances, Leonard H. Goldenson, chairman, and Elton H. Rule, president, said: "As was true in the first quarter, the record level of operating earnings in the second quarter was principally due to the continued strong performance of the television network. The outlook for our company remains excellent and we expect substantial earnings improvement for the balance of the year."

For the first six months ended June 30:

	1972		1971	
Earned per share	\$ 2.05	\$ 1.02		
Revenues	413,489,000	358,319,000		
Net income	16,681,000	7,204,000		

Income up at Capcities

FCC-approved tax break on WTEN(TV) hikes working capital by \$6 million

Capital Cities Broadcasting Corp., New York, reported that net income for the second quarter rose 32% over the same period last year, and that net income for the six months ended June 30 was up 39% over 1971's comparable period.

The company's consolidated income has been restated to include the acquisition of the Belleville, Ill., *News-Democrat*, a paper with 30,000 circulation.

The company said that "in May 1972, the FCC issued a tax certificate to the company which resulted in the deferral of approximately \$6 million of taxes on the sale of television station WTEN Albany, N.Y. As a result, working capital will be increased by that amount."

For the six months ended June 30:

	1972		1971	
Earned per share	\$ 1.12	\$ 0.81		
Revenues	58,567,000	45,962,000		
Net income	8,578,000	6,157,000		

Cox Broadcasting comes on strong

Profits in first six months 30% above first half of '71; radio-TV properties up 13%

Cox Broadcasting Corp., Atlanta, reported "substantial gains" in revenues and earnings for the second quarter and six months ended June 30, 1972, as compared with the same period last year.

Net income for the three months ended June 30 showed a 24% increase over last year's net income for the same period. Operating revenues for the 1972 second quarter were up 21% over last year's second quarter.

For the six months ended June 30, net income gained 30% over the same period last year. Operating revenues totalled \$38,408,186, compared with \$31,387,834 in the January-June period of 1971, an increase of 22%.

"All CBC operating divisions reported increased revenues and earnings for the quarter," J. Leonard Reinsch, president of Cox, said. "Revenues of CBC's major division, broadcasting, rose 13% over the like 1971 period, with television showing a much greater gain than radio. The broadcasting division also reported strong gains in operating profits."

Mr. Reinsch added: "The upward trend in broadcasting revenues experienced during the first half of 1972 should level off in the third quarter. Revenues are expected to show another upswing in the fourth quarter of this year."

Both revenues and pretax earnings of the publishing and services divisions showed "solid gains" in the second quarter and the first six months of 1972, according to the company, with each division reporting "internal growth."

The revenue-and-profit performance of the program production and distribution division showed "great improvement" for the 1972 second quarter, according to Mr. Reinsch, reflecting additional revenues from the motion picture "Willard." He added that "Ben," sequel to "Willard," was released in June and was "well received in major market areas."

CBC's 56.3%-owned affiliate, Cox Cable Communications Inc. has announced a proposed merger with American Television and Communications Corp., and Cox Broadcasting is acquiring KFI(AM) Los Angeles for \$15.1 million, subject to FCC approval (BROADCASTING, July 24).

For the six months ended June 30:

	1972		1971	
Income per share	\$ 0.89	\$ 0.69		
Revenues	38,408,186	31,387,834		
Net income	5,226,880	4,021,048		

Broadcasting booms Storer finances

Storer Broadcasting Co., Miami Beach, Fla.-based group owner, reported last week that a 17.1% jump in broadcasting revenues was in large measure responsible for over doubling the company's net

income for the first six months of the year.

Revenues of the Storer stations were put at \$36,999,200 for the 1972 period versus \$31,587,600 for the first half of 1971. Second-quarter broadcast revenues were \$19,970,900 in 1972 compared to \$17,182,000 in 1971.

Broadcast related pre-tax earnings were \$10,983,100 in the first half of 1972 and \$6,496,600 in the second quarter of 1972. Comparable 1971 results are \$7,710,600 and \$4,995,500.

Storer's net income for the first six months of this year was \$4,567,000 or \$1.08 per share compared with \$2,184,900 or 52 cents in the first half of 1971.

Storer also attributed the gain in net income to decreased losses of the company's 86% owned subsidiary, Northeast Airlines.

Last Monday (July 24) the Civil Aeronautics Board reaffirmed its approval of the merger of Northeast into Delta Airlines and denied petitions for reconsideration filed by several other parties. On July 25 Eastern Air Lines and National Air Lines filed with the Circuit Court of Appeals for the District of Columbia to stay the merger. Officials of Storer, Northeast and Delta have stated that the merger is currently scheduled to be consummated on Aug. 1.

Radio stations get healthier

Annual NAB survey finds profits at median outlet went up 9.5% in '71; Irion expects even better things for '72

Despite the soft economy last year, the typical (median) radio station increased its profits before federal taxes by 9.5%, with net revenues up 4.1% and total times sales up 5.7% compared with 1970.

These were the cheery conclusions from the National Association of Broadcasters' annual survey of 1971 station finances, based on responses from 1,380 commercial AM and AM-FM radio stations. Excluded were independent FM stations and those combination AM-FM operations where separate returns were filed for the FM. These will be reported later. Of the 1,380 stations, 1,004 reported profitable operations.

The confidential returns were analyzed by Ron Irion, director of NAB's broadcast management department, who noted that radio's performance in time sales was in contrast to TV's "lackluster" showing for the same 12-month period. TV's 1971 total time sales fell slightly from the previous year's level (BROADCASTING, July 3).

In radio time sales, the typical station was half a percentage point up in the national and regional category, but a healthy 6.5% in local advertising sales. Mr. Irion noted that as a percentage of total time sales, national radio spot had faded for the third straight year—it was only 11.9% in 1971, compared to 12.5% in 1970, and 12.8% in 1969.

Broadcast expenses, continuing a gen-

eral climb as they did in all sectors of the economy, were up 3.8% for the median radio station, with the highest increase, 5.6%, in the general and administrative ranks, and with an actual reduction of 2.4% in the technical area. Among other expenses that rose last year were music-license fees, up 6.5%

The profit margin of the typical radio station (the relationship of profits before taxes on total revenues) rose fractionally—from 1970's 6.4% to last year's 6.78%.

This year, Mr. Irion estimated, total revenues of the median radio station will rise to \$180,000, a 6.6% increase over the 1971 total of \$168,900.

Revenues and Expenses of the Typical Radio Station Nationwide, 1971

	1971	1970	change %
TOTAL BROADCAST REVENUE *	\$168,900	\$162,200	4.1%
TOTAL TIME SALES	\$171,800	\$162,300	5.7%
From:			
Networks	0	0	
National and regional	20,400	20,300	0.5%
Local advertisers	151,200	142,000	6.5%
TOTAL BROADCAST EXPENSE	\$157,400	\$151,700	3.8%
From:			
Technical	12,300	12,600	-2.4%
Program	48,200	46,700	3.2%
Selling ^b	29,400	28,100	4.6%
General and administrative	67,500	64,300	5.0%
SELECTED EXPENSE ITEMS			
TOTAL SALARIES ^c	\$ 86,700	\$ 84,000	3.2%
From:			
Technical	7,100	7,300	-2.7%
Program	32,400	31,700	2.2%
Selling	22,600	21,700	4.2%
General and administrative	24,600	23,300	5.6%
DEPRECIATION AND AMORTIZATION	\$ 7,400	\$ 7,400	—
MUSIC LICENSE FEES	\$ 4,900	\$ 4,600	6.5%
PROFIT (before federal income tax)	\$ 11,500	\$ 10,500	9.5%
PROFIT MARGIN	6.78%	6.47%	4.8%

* Time sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.

^b Includes all promotions, excludes agency and representatives commissions.

^c Includes salaries, wages, and bonuses of officers and employees.

Financial Briefs

Viacom International Inc., New York, reported substantial gains in revenues and net earnings for both first half and second quarter of 1972, with both CATV and film-distribution division registering advances over comparable 1971 periods.

Ralph M. Baruch, president, said 18,000 cable subscribers were added during first half of year and noted that total subscribers would rise to more than 87,000 with expected acquisitions of Port Angeles Telecable and Com-Cable within next 30 days. For first six months ended July 1:

	1972	1971
Earned per share	\$ 0.23	\$ 0.16
Revenues	11,820,000	9,391,000
Net Income	884,000	619,000

LIN Broadcasting Corp., New York, radio-TV group owner, reported cross-board increases for first six months of 1972 over same period last year. For six months ended June 30:

	1972	1971
Earned per share	\$ 0.80	\$ (0.47)
Revenues	10,042,838	8,677,683
Net income	1,883,339	(1,110,735)

Time Inc., New York, reported that earnings from operations "advanced more

than 10%" in both second quarter and first half of 1972 over the same periods last year.

Time realized second-quarter capital gains of \$21.9 million after taxes from sale of WFBM-TV Indianapolis, KLZ-TV Denver, KOGO-TV San Diego and KERO-TV Bakersfield, Calif. This gain was offset partly by write-down of \$8.6 million after taxes on investment in Metro-Goldwyn-Mayer Inc. stock to June 30, 1972, market price. Time says it "does not plan to sell its MGM holdings at current prices." Among other off-setting charges for Time were "write-downs on foreign television investments and printing equipment." For six months ending June 30:

	1972	1971
Earned per share	\$ 3.24	\$ 1.52
Revenues	304,484,000	294,345,000
Net income	23,594,000	11,036,000

Lamb Communications Inc., Toledo, reported 14% gain in sales and 41% boost in operating earnings for year ended May 31. Lamb has TV stations in Ohio, Michigan and Pennsylvania, and has received FCC approval of its purchase of three Frontier Broadcasting Co. TV stations and a microwave company with operations in Colorado, Wyoming and Nebraska (BROADCASTING, July 10). For year ended May 31:

	1972	1971
Earned per share	\$ 0.07	\$ 0.05
Revenues	3,132,000	2,757,000
Net income	188,000	133,000

J. Walter Thompson Co., New York, in reporting declines in billings and in earnings for first six months said these were attributed by JWT Chairman Dan Seymour to continuing client losses sustained last year in the agency's U.S. operations. For the six months ended June 30:

	1972	1971*
Earned per share	\$ 1.01	\$ 1.27
Billings	369,000,000	381,000,000
Net income	2,725,000	3,511,000
Shares outstanding	2,704,986	2,764,082

* Restated to reflect poolings of interest of leading companies acquired last December.

Communications Satellite Corp., Washington, reported increases in revenues and net income for six months ended June 30, compared to same period last year.

For six months ended June 30:

	1972	1971
Earned per share	\$ 1.26	\$ 1.21
Revenues	50,858,000	44,163,000
Net income	12,566,000	12,145,000

Post Corp., Appleton, Wis., reported increased revenues and income for six months ended June 30, compared to same period last year. Post owns TV and radio stations in Missouri, Wisconsin, Michigan and Iowa.

For six months ended June 30:

	1972	1971
Earned per share	\$ 0.74	\$ 0.74
Revenues	8,231,000	6,441,000
Net Income	701,000	554,000

Fuqua Industries Inc., Atlanta, reported "sharp increase" in its earnings for second quarter and first six months of 1972, over same periods last year. For six months ended June 30:

	1972	1971
Earned per share	\$ 0.61	\$ 0.53
Revenues	191,733,000	164,445,000
Net Income	5,669,000	4,521,000

	Stock symbol	Exch.	Closing July 26	Closing July 19	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	80	74 1/2	+ 5 1/2	+ 7.38	80	51 1/4	8,418	673,440
ASI COMMUNICATIONS	ASIC	D	2	2			5	2	1,815	3,630
CAPITAL CITIES	CCB	N	58 1/2	59 1/2	- 1	- 1.68	64 1/4	48	6,446	377,091
CBS	CBS	N	60 5/8	55	+ 5 5/8	+ 10.22	60 5/8	45 1/2	28,096	1,703,320
CDX	CDX	N	43 1/2	43 3/8	+ 1/8	+ .28	49 3/4	36 1/4	5,827	253,474
FEDERATED MEDIA	D		3	2 7/8	+ 1/8	+ 4.34	4 1/8	2 7/8	820	2,460
GROSS TELECASTING	GGG	A		16 3/4			.00	23 7/8	800	13,400
LIN	LINB	O	14 1/4	12 7/8	+ 1 3/8	+ 10.67	22 3/8	12 7/8	2,296	32,718
MOONEY	MDDN	O	10	10 1/2	- 1/2	- 4.76	11 5/8	4	250	2,500
PACIFIC & SOUTHERN	PSOU	O	12 1/2	13 1/2	- 1	- 7.40	18 1/4	10 3/8	1,929	24,112
RAHALL COMMUNICATIONS	RAHL	D	17 3/4	16 1/2	+ 1 1/4	+ 7.57	29	8	1,037	18,406
SCRIPPS-HWARD	SCRIP	O	24 1/2	22 3/4	+ 1 3/4	+ 7.69	27	18	2,589	63,430
STARR	S8G	M	27 1/2	26	+ 1 1/2	+ 5.76	28 1/4	15 1/2	1,182	32,505
TAFT	TFB	N	53 1/8	51 5/8	+ 1 1/2	+ 2.90	57 1/4	41 3/4	4,064	215,900
								TOTAL	65,569	3,416,386
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A	5 3/8	5	+ 3/8	+ 7.50	8 3/4	4 1/2	1,250	6,718
AVCO	AV	N	15 1/2	14 5/8	+ 7/8	+ 5.98	20 7/8	13 7/8	11,489	178,079
BARTELL MEDIA	BMC	A	4	4 1/8	- 1/8	- 3.03	7 1/8	3 7/8	2,257	9,028
BOSTON HERALD-TRAVELER	BHLO	O	18	16 1/2	+ 1 1/2	+ 9.09	30	11	589	10,602
CHRIS-CRAFT	CCN	N	6 3/8	6 1/2	- 1/8	- 1.92	8 3/4	5 5/8	3,999	25,493
COMBINED COMMUNICATIONS	CCA	A	32 1/2	31 3/8	+ 1 1/8	+ 3.58	42 1/2	29 5/8	3,148	102,310
COWLES COMMUNICATIONS	CWL	N	11 1/8	11 3/8	- 1/4	- 2.19	12 1/2	9 1/2	3,969	44,155
OUN & BRADSTREET	DNB	N	76 3/8	76 3/4	- 3/8	- .48	80 1/4	63	12,867	982,717
FUQUA	FQA	N	21 1/4	20 5/8	+ 5/8	+ 3.03	27 7/8	20 1/8	8,282	175,992
GABLE INDUSTRIES	GBI	N	25 3/4	24 1/2	+ 1 1/4	+ 5.10	32 1/4	23 1/2	2,220	57,165
GENERAL TIRE & RUBBER	GY	N	27	27			32 5/8	24 5/8	19,483	526,041
GLOBETROTTER COMMUNICATION INC	GLBTA	O	12 1/4	12	+ 1/4	+ 2.63	20 1/2	9 1/4	2,820	34,545
ISC INDUSTRIES	ISC	A	7 1/8	7 3/8	- 1/4	- 3.38	9 1/8	6	1,646	11,727
KANSAS STATE NETWORK	KSN	O	7 1/2	7 1/2			7 7/8	6 1/2	1,621	12,157
KINGSTIP INC.	KTPP	O		14 3/4			22	14 1/2	1,154	17,021
LAMB COMMUNICATIONS	O		3 1/2	4	- 1/2	- 12.50	4 7/8	2	475	1,662
LEE ENTERPRISES	LNT	A	26	27 7/8	- 1 7/8	- 6.72	30	17 1/2	3,289	85,514
LIBERTY CORP.	LC	N	18	19 1/8	- 1 1/8	- 5.88	21 5/8	17 1/2	6,753	121,554
MCGRAW HILL	MHP	N		16 3/8	+ 1/8	+ .76	20 7/8	16	23,327	384,895
MEREDITH CORP.	MDP	N	19 7/8	19 7/8			.00	30 3/4	19	2,772
METROMEDIA	MET	N	35 7/8	35 3/8	+ 1/2	+ 1.41	39	27 1/4	5,956	213,671
MULTIMEDIA INC.	O		40 1/2	40 1/2			44	14	2,408	97,524
OUTLET CO.	OTU	N		13 1/8			19 3/8	13 1/8	1,335	17,521
POST CORP.	POST	D	24 3/4	24 3/4			30	9	942	23,314
PUBLISHERS BROADCASTING CORP.	PUBB	O	3 1/2	3 1/2			4 7/8	1 5/8	919	3,216
REEVES TELECOM	R8T	A	3 3/8	3 1/8	+ 1/4	+ 8.00	4 1/2	2 3/8	2,292	7,735
RIDDER PUBLICATIONS	RPI	N	31 1/2	30	+ 1 1/2	+ 5.00	34 1/2	26	8,324	262,206
ROLLINS	ROL	N	41 1/2	42 3/8	- 7/8	- 2.06	43 1/4	33	12,135	503,602
RUST CRAFT	RUS	A	34	34 1/4	- 1/4	- .72	36 3/4	24	2,318	78,812
SAN JUAN RACING	SJR	N	28 1/2	30 5/8	- 2 1/8	- 6.93	34 3/4	28 1/2	1,958	55,803
SCHERING-PLOUGH	SGP	N	119 3/4	113 3/4	+ 6	+ 5.27	120 3/4	82 5/8	25,471	3,050,152
SONDERLING	SDB	A	13 3/8	13 1/8	+ 1/4	+ 1.90	30 3/4	12 7/8	1,005	13,441
STORER	S8K	N	44 3/4	43 1/2	+ 1 1/4	+ 2.87	47 1/2	31	4,223	188,979
TURNER COMMUNICATIONS	O		5 3/4	5 3/4			7	2	1,328	7,636
WASHINGTON POST CO.	WPD	A	34 1/8	34	+ 1/8	+ .36	36	23 1/2	4,789	163,424
WOMETCO	WOM	N	21 7/8	23 5/8	- 1 3/4	- 7.40	25 7/8	18 1/2	5,789	126,634
								TOTAL	194,602	7,656,138
Cable										
AMECO	ACO	O	2	2 1/4	- 1/4	- 11.11	12 3/4	1 1/2	1,200	2,400
AMERICAN ELECTRONIC LABS	AELBA	O	5 5/8	5 3/8	+ 1/4	+ 4.65	9 3/4	3	1,670	9,393
AMERICAN TV & COMMUNICATIONS	AMTV	O	41 1/2	39 7/8	+ 1 5/8	+ 4.07	43 1/2	17 1/4	2,462	102,173
BURNUP & SIMS	BSIM	O	23 3/8	23 1/4	+ 1/8	+ .53	23 3/8	6 3/4	6,572	153,620
CABLECOM-GENERAL	CCG	A	12	11 1/2	+ 1/2	+ 4.34	18 1/4	11 1/8	2,395	28,740
CABLE INFORMATION SYSTEMS	O		3 1/4	3 1/4			4 3/4	1 3/4	955	3,103
CITIZENS FINANCIAL CORP.	CPN	A	10 1/8	10 5/8	- 1/2	- 4.70	15 1/4	10	2,355	23,844
COLUMBIA CABLE	CCAB	O	20 1/4	20 1/4			29	17 1/4	900	18,225
COMMUNICATIONS PROPERTIES	COMU	D	12 1/4	12 1/2	- 1/4	- 2.00	27 3/8	11 1/8	1,917	23,483
COX CABLE COMMUNICATIONS	CXC	A	35 7/8	34 1/2	+ 1 3/8	+ 3.98	36	23 1/4	3,555	127,535
CYPRESS COMMUNICATIONS	CYPR	O	21	19 1/2	+ 1 1/2	+ 7.69	23	7	2,707	56,847
ENTRON	ENT	A	4 1/2	4 1/4	+ 1/4	+ 5.88	9 1/4	3 5/8	1,320	5,940
GENERAL INSTRUMENT CORP.	GRL	N	29 7/8	28 1/2	+ 1 3/8	+ 4.82	31 1/2	20 3/4	6,501	194,217
LVO CABLE INC.	LVOC	O	13 7/8	14 1/8	- 1/4	- 1.76	16 1/2	6 3/4	1,466	20,340
STERLING COMMUNICATIONS	STER	O	5 3/4	5 1/4	+ 1/2	+ 9.52	7 3/4	3 1/2	2,162	12,431
TELE-COMMUNICATIONS	TCOM	O	27 5/8	27 1/4	+ 3/8	+ 1.37	30 3/8	15 1/2	3,856	106,522
TELEPROMPTER	TP	A	37 7/8	37 3/8	+ 1/2	+ 1.33	43 3/8	28 1/8	15,551	588,994
TIME INC.	TL	N	47 3/4	45 3/8	+ 2 3/8	+ 5.23	64 3/4	44 5/8	7,278	347,524
VIACOM	VIA	N	20	18 5/8	+ 1 3/8	+ 7.38	28 1/2	15 1/2	3,836	76,720
VIKOA	VIK	A	10 1/8	10 3/8	- 1/4	- 2.40	19 3/4	8	2,333	23,621
								TOTAL	70,991	1,925,672
Programming										
COLUMBIA PICTURES	CPS	N	11 1/2	11 3/8	+ 1/8	+ 1.09	14 7/8	9 1/8	6,342	72,933
DISNEY	DIS	N	193	186 3/4	+ 6 1/4	+ 3.34	196	132 3/4	13,223	2,552,039
FILMWAYS	FWY	A	6 1/8	6 3/4	- 5/8	- 9.25	8	4 7/8	1,868	11,441
GULF & WESTERN	GW	N	36 5/8	33 7/8	+ 2 3/4	+ 8.11	44 3/4	28	15,816	579,261
MCA	MCA	N	24 5/8	25	- 3/8	- 1.50	35 7/8	24 1/4	8,182	201,481
MGM	MGM	N	18 1/2	17	+ 1 1/2	+ 8.82	21 1/2	16 3/4	5,895	109,057
MUSIC MAKERS	MUSC	O	2 1/4	2 1/4			3 3/4	1 1/8	534	1,201
TELE-TAPE PRODUCTIONS	O		1 3/4	1 7/8	- 1/8	- 6.66	2 7/8	1	2,190	3,832
TRANSAMERICA	TA	N	17 5/8	17 1/8	+ 1/2	+ 2.91	23 1/2	16 1/4	67,154	1,183,589

	Stock symbol	Exch.	Closing July 26	Closing July 19	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)	
20TH CENTURY-FOX	TF	N	9 3/4	9 5/8	+ 1/8	+ 1.29	17	9 3/8	8,562	83,479	
WALTER READE ORGANIZATION	WALT	O	1 7/8	1 3/4	+ 1/8	+ 7.14	4 1/8	1 3/8	2,203	4,130	
WARNER COMMUNICATIONS INC.	WCI	N	46	42 1/2	+ 3 1/2	+ 8.23	50 1/4	31 1/4	16,221	746,166	
WRATHER CORP.	WCO	A	12 3/8	12 3/8			17 7/8	9 7/8	2,164	26,779	
Service									TOTAL	150,354	5,575,388
JOHN BLAIR	BJ	N	16 7/8	17 3/4	- 7/8	- 4.92	22 3/8	16 3/4	2,600	43,875	
COMSAT	CQ	N	55 1/4	53 5/8	+ 1 5/8	+ 3.03	75 3/8	52	10,000	552,500	
CREATIVE MANAGEMENT	CMA	A	11	11			15 1/2	9 3/8	1,056	11,616	
DOYLE DANE BERNBACH	DOYL	D	30 1/2	31 1/4	- 3/4	- 2.40	34 3/4	24	1,925	58,712	
ELKINS INSTITUTE	ELKN	O	3 3/4	3 1/2	+ 1/4	+ 7.14	16 3/8	2 3/4	1,664	6,240	
FOOTE, CONE & BELOING	FCB	N	12	12 3/4	- 3/4	- 5.88	14	10 5/8	2,176	26,112	
GREY ADVERTISING	GREY	O	17 7/8	17 3/8	+ 1/2	+ 2.87	18	9 1/4	1,209	21,610	
INTERPUBLIC GROUP	IPG	N	35 1/2	34 3/8	+ 1 1/8	+ 3.27	36 1/8	22 3/4	1,843	65,426	
MARVIN JOSEPHSON ASSOCS.	MRVN	D	14 7/8	14 1/4	+ 5/8	+ 4.38	17 3/4	5 7/8	825	12,271	
MCCAFFREY & MCCALL	O	14	13 3/4	+ 1/4	+ 1.81	16 1/2	7	585	8,190		
MOVIELAB	MOV	A	1 7/8	1 7/8			3 1/8	1 5/8	1,407	2,638	
MPO VIDEOTRONICS	MPD	A	4 1/2	3 7/8	+ 5/8	+ 16.12	7 1/8	3 5/8	547	2,461	
NEEDHAM, HARPER & STEERS, INC.	NOHMA	O	32 3/4	33	- 1/4	- .75	34 1/8	21 1/2	911	29,835	
A. C. NIELSEN	NIELB	D	58 1/2	54 3/4	+ 3 3/4	+ 6.84	58 1/2	37 5/8	5,299	309,991	
OGILVY & MATHER	OGIL	D	48 1/2	45	+ 3 1/2	+ 7.77	48 1/2	16	1,716	83,226	
PKL CO.	PKL	O	1 5/8	2	- 3/8	- 18.75	9 1/2	1 5/8	778	1,264	
J. WALTER THOMPSON	JWT	N	38	40	- 2	- 5.00	49 1/4	38	2,711	103,018	
WELLS, RICH, GREENE	WRG	N	22 1/2	22 1/4	+ 1/4	+ 1.12	27 7/8	19 5/8	1,618	36,405	
Manufacturing									TOTAL	38,870	1,375,390
ADMIRAL	ADL	N	17 3/4	18 5/8	- 7/8	- 4.69	27	17 1/8	5,163	91,643	
AMPEX	APX	N	7 3/8	7 1/8	+ 1/4	+ 3.50	15 1/8	7	10,875	80,203	
CARTRIDGE TELEVISION INC.	O	24 1/4	25 1/2	- 1 1/4	- 4.90	43 1/2	16 1/2	7,557	183,257		
CCA ELECTRONICS	CCAE	D	4	4 1/4	- 1/4	- 5.88	6 1/4	2 1/4	881	3,524	
COLLINS RADIO	CRI	N	14	13 7/8	+ 1/8	+ .90	19 7/8	13 1/4	2,968	41,552	
COMPUTER EQUIPMENT	CEC	A	3 1/8	3	+ 1/8	+ 4.16	4 5/8	3	2,421	7,565	
CONRAC	CAX	N	32 3/8	30 3/4	+ 1 5/8	+ 5.28	39 3/8	27 1/8	1,259	40,760	
GENERAL ELECTRIC	GE	N	63 1/2	63	+ 1/2	+ .79	70 7/8	58 1/4	182,183	11,568,620	
HARRIS-INTERTYPE	HI	N	50 3/4	51 7/8	- 1 1/8	- 2.16	59	48 1/4	6,365	323,023	
MAGNAVOX	MAG	N	27 1/2	31 1/4	- 3 3/4	- 12.00	52 1/4	27 1/2	17,685	486,337	
3M	MMM	N	82 3/8	81 1/8	+ 1 1/4	+ 1.54	83 3/8	74 1/4	112,659	9,280,285	
MOTOROLA	MDT	N	125	115 3/4	+ 9 1/4	+ 7.99	125	80	13,481	1,685,125	
OAK INDUSTRIES	OEN	N	14 3/4	14 1/4	+ 1/2	+ 3.50	17 1/2	9 5/8	1,638	24,160	
RCA	RCA	N	35	34 5/8	+ 3/8	+ 1.08	45	32 1/8	74,352	2,602,320	
RSC INDUSTRIES	RSC	A	2 3/4	2 7/8	- 1/8	- 4.34	4 3/8	2 1/2	3,458	9,509	
TEKTRONIX	TEK	N	59 1/8	57 1/4	+ 1 7/8	+ 3.27	60 7/8	32 3/4	8,128	480,568	
TELEVISION	TIMT	O	7	7			13 3/4	6	1,050	7,350	
WESTINGHOUSE	WX	N	44 1/8	48 1/8	- 4	- 8.31	54 7/8	42 1/4	86,927	3,835,653	
ZENITH	ZE	N	42 5/8	41 7/8	+ 3/4	+ 1.79	50 1/2	41 3/8	19,031	811,196	
									TOTAL	558,081	31,562,650
									GRAND TOTAL	1,078,467	51,511,624

Standard & Poor's Industrial Average

120.40

118.78

+ 1.62

A-American Stock Exchange
M-Midwest Stock Exchange

N-New York Stock Exchange
O-Over the counter (bid price shown)

A blank in closing price columns indicates no trading in stock.

Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

Fates & Fortunes®

Broadcast Advertising

Jim Laverty, senior account executive, Benton & Bowles, New York, named account executive, D'Arcy-MacManus International, New York, responsible for Colgate-Palmolive toilet articles division account. **Carl Abrams**, creative director, McCann-Erickson, New York, joins D'Arcy-MacManus as group creative director.

James J. Moore, associate counsel, Norman Craig & Kummel, New York, named VP, assuming additional supervisory responsibilities for radio-TV business affairs. **Sam Bradley** and **Charles Gennarelli**, associate creative directors, NC&K, named VP's.

Marion Lennox, radio-TV traffic man-

ager, Benton & Bowles, New York, named VP.

Two to FCPC board. John E. O'Toole, president, Foote, Cone & Belding, and Eugene F. Novak, president, Rumrill-Hoyt, elected to board of Fair Campaign Practices Committee, Washington. They are members of American Association of Advertising Agencies' Committee on Improving Advertising, whose subcommittee, headed by Mr. O'Toole, prepared statement on political advertising for AAAA, and Mr. Novak also created and supervised design of "fair campaign pledge" symbol for use in political advertising (BROADCASTING, June 12).

E. Wyatt Hicks, executive VP, J. Walter Thompson, New York, named managing director, New York office, newly created position. **H. J. Barnum**, founder and president, Deltakos, JWT's medical-scientific communications division, named executive VP of agency and Deltakos chairman. **John H. Brinckerhoff III**, executive VP, Deltakos, succeeds Dr. Barnum as president of division.

Donald T. Egensteiner, VP, creative director, Young & Rubicam, Detroit, and **Gerald Miller**, VP, associate creative director and manager, copy personnel, Y&R, New York, elected senior VP's.

Jack Foster, creative director, Foote, Cone & Belding, Los Angeles, named senior VP and member of board.

L. Roy Wilson, general manager, Ketch-

um, MacLeod & Grove, Washington office, named senior VP.

Lloyd Highbloom and **Warren Buchanan**, account supervisors, Doyle Dane Bernbach, New York, named VP's.

Theodore C. Levenson, chairman, Levitan Communications, New York, news and programing service for cable TV, joins Kenyon & Eckhardt, New York, as VP/management supervisor and director of strategy review board.

Thomas Schull, head of Tom Schull Productions, New York, marketing and advertising consultancy firm, appointed to newly created position of director, national/retail chain advertising, Station Representatives Association, New York. His responsibilities include development of spot business at national or regional level from retail chains and franchise organizations.

John T. Brady, formerly executive VP, Metro Radio Sales, New York, named VP/general manager, RKO Radio Representatives there. He succeeds **Charles H. Warner** who resigns.

Alfred Racco, general sales manager, ABC-owned KGO(AM) San Francisco appointed general manager succeeding **Edward F. McLaughlin**, new president of ABC Radio (BROADCASTING, July 24).

John T. Lynch, with WIND(AM) Chicago, joins KFMB(AM) San Diego as sales manager.

Harvey Lapidus, with WVON(AM) Chicago, named sales manager.

John H. Wrath, former general manager, KGB(AM) San Diego joins XHIS(FM)-XHIS(FM) Tijuana, Mexico, as sales manager.

Patrick F. Hayes, general manager, WCOA-FM Pensacola, Fla., joins WVIV-AM-FM Jacksonville, Fla., as general sales manager.

Melvin Waskey, with WFBR(AM) Baltimore, appointed assistant to general manager. (Correcting July 24 item).

Fred J. (Skip) Sawyer, with BIAS division of Data Communications Corp., Memphis, computerized broadcast billing service, named manager of BIAS consulting services.

Paul N. Yugas, senior media planner, Cunningham & Walsh, New York, joins Kenyon & Eckhardt, New York, as media supervisor. **Jeanine C. Cullen**, account executive, DKG Inc., New York, joins K&E as account executive. **Dhiren Chauhan**, research analyst, Compton Advertising, New York, joins K&E as market research analyst.

James Hapeman, with Kenyon & Eckhardt, Chicago, appointed account supervisor for Pabst Brewing account.

Henry J. Gerfen, VP, Warren, Muller, Dolbowski Inc., New York agency, joins The Mennen Company, Morristown, N.J., as VP and director of marketing.

Jerry Brown, marketing supervisor, Sudler & Hennessey, New York, joins pharmaceutical division of BBDO, New York, as director of medical marketing and media.

Stanley Cronwall, brand supervisor,

Thomas E. Goettsche, **Arthur G. Jordan**, and **William C. Price**, account executives, Leo Burnett, Chicago, named account supervisors.

Herbert W. McCord, station manager, CBS-owned WCBS-FM New York, joins CBS-TV network sales department as account executive.

Robert R. Saracen, manager, WGAN-TV Portland, Me., joins Blair Television, Chicago, as account executive.

Benjamin W. Daniels, with WTVD(TV) Raleigh, N.C., joins Blair Television, Atlanta office, as account executive.

Thomas P. Atkinson, with J. Walter Thompson, New York, joins Doremus & Co. there as senior copywriter.

Jim Hughes, manager, Savalli-Gates Dallas office, joins Timerite Inc., advertising division of Southern Baptist Radio and TV Commission, as account executive.

Fred Rinehart, editor and publisher, Cricket magazine, Salt Lake City, joins KIRO(AM) Seattle as creative director.

David Ferrara, with KIOI(FM) San Francisco, joins KABC(AM) Los Angeles, as retail marketing coordinator.

Bob Leadley, formerly with Young & Rubicam, New York, joins Sam Lusky Associates Inc., Denver agency, as marketing specialist and account supervisor.

Media

Steven J. Ross, president of Warner Communications Inc., elected to additional posts of chairman and chief executive, succeeding late President **William V. Frankel**, with whom he had shared duties of chief executive. **Ted Ashley**, chairman of Warner Bros., TV and motion picture subsidiary, named chairman of parent company's executive committee, post vacant since 1970.

Peter D. O'Connell, attorney, Washington law firm of Pierson, Ball & Dowd, appointed VP, secretary and chief coun-

KABL keeps promise. Three minority-group representatives were elected last week to seven-member board of KABL Inc., established by Starr Broadcasting Corp. to make policy for its recently acquired KABL-AM-FM Oakland-San Francisco. Minority-group members who were elected in accordance with what was believed to be unprecedented agreement to give minorities voice on broadcasting outlet's board (BROADCASTING, April 24), are **Walt Thompson**, black, who is chairman of journalism department of Laney College, Oakland; **Richard Bessera**, chicano attorney, and **Larry Jack Wong**, Chinese, who is official of National Institute of Mental Health's regional office in Oakland. Other members of the board are **Peter** and **Michael Starr**, president and executive vice president, respectively, of Starr Broadcasting; **Gordon Ryan**, corporate secretary, and **Knowles L. Hall**, vice president and general manager of KABL-AM-FM.

sel of group-owner Combined Communications Corp., Phoenix.



Mr. Walsh

Gene Walsh, director, program publicity, NBC, appointed director, press and publicity, with over-all responsibility for entertainment programing publicity activities including NBC photo department. **Josh Kane**, manager, program and trade publicity, appointed manager, press and publicity. **Curtis Block**, administrator, business and trade publicity, appointed manager, business and trade publicity.

James H. Quello, VP, Capital Cities Broadcasting Corp. and station manager, WJR(AM) Detroit, resigns to become broadcast consultant.

Jack Adamson, station and general sales manager, KIRO(AM) Seattle, named VP.

Anthony C. Rufo, Midwest sales manager, CBS-FM sales, appointed general manager, WBBM-FM Chicago, CBS-owned station. He succeeds **John Catlett**, named general manager of WCBS-FM New York (BROADCASTING, July 10).

Harold R. Rosenberg, general sales manager, KHJ-FM Los Angeles, appointed general manager.

Richard F. Carr, VP and general manager, KCMO(AM)-KFMU(FM) Kansas City, Mo., named VP for broadcast operations, Specialty Premiums Inc., Kansas City-based marketing firm and parent of Las Vegas Electronics, licensee of KVEG-AM-FM Las Vegas. He will be responsible for operation of stations and future broadcast acquisitions of Specialty Premiums.

George Page, assistant to president of Public Broadcasting Service, Washington, and former NBC News TV correspondent and producer, named director of public information, PBS. **David Swanson**, manager of public information, resigns to start his own Washington-based consulting firm specializing in broadcast public relations and promotion, with PBS as one of his clients.

Walter A. Bowry, assistant manager, WTVR-AM-FM-TV Richmond, retires after 31 years with stations and elected director, Roy H. Park Broadcasting of Virginia Inc., licensee of WTVR stations.

Frederick C. Delahay, sales manager, KPAM-FM Portland, Ore., joins KQIV(FM) Lake Oswego, Ore., as general manager. KQIV is new station scheduled to begin broadcasting in August.

Charles A. Brailer, executive producer, KFVB(AM) Los Angeles, appointed to newly created position of broadcast operations manager, KPIX(TV) San Francisco. Both stations are owned by Westinghouse Broadcasting Co.

Gloria Thomas, manager of community relations, F&M Schaefer Brewing Co., Brooklyn, N.Y., named director of community affairs, WCBS-TV New York.

Howard Frost, chief engineer, WHCT-TV

IBM hires Dann. International Business Machines has retained Mike Dann, former CBS program executive and since then executive with Children's Television Workshop, as consultant. Mr. Dann, said IBM, will act as adviser to company in area of corporate sponsorship of programing. As of July 1, Mr. Dann also became consultant at CTW. Mr. Dann, who was senior VP, programing, at CBS-TV, left in 1970 and joined CTW as VP and special assistant to Joan Cooney, CTW president. At CTW Mr. Dann has been primarily responsible for international sales and distribution of *Sesame Street*.

Hartford, Conn., appointed director of broadcast operations. **Pete Savioli**, production manager, appointed promotion manager.

Marty Jacobs, assistant director, Southern Illinois University Radio Network, joins WKBS-TV Philadelphia as public-affairs director.

Maria Russell, producer, *The Gene London Show*, WCAU-TV Philadelphia, appointed manager of publicity, WCAU-TV.

George S. Johnson, director of planning, KOV(AM) Albuquerque, retires after 40 years with station.

Mick Shafbuch, VP and general manager, KOA-AM-FM Denver, named president-elect, Colorado Broadcasters Association.

William S. Hart, general manager, non-commercial WYES-TV New Orleans, elected president, Greater New Orleans Educational Television Foundation, licensee of station.

Programing

Frank Wells, VP, Warner Bros., Hollywood, elected president and chief operating officer. Warner Bros. is subsidiary of Warner Communications.

Dick Cox, VP-programing, Doyle Dane Bernbach, New York, named VP-development, Tomorrow Entertainment there, with responsibilities in television and motion-picture areas.

Neal H. Pilson, assistant general counsel, Metromedia Inc., New York, named to new post of VP, administration, Metromedia Producers Corp., also New York.

Peter Watkins, account executive, Metromedia TV sales, named VP, special projects, Winters/Rosen Distribution Corp., New York.

Howard B. Anderson, Western division sales manager, 20th Century-Fox Television, joins Hughes Communications, Hollywood, as staff VP.

George Liberatore, sales service director, WTV(TV) Milwaukee, appointed production manager.

Norm Michaels, freelance cinematographer, joins WHCT-TV Hartford, Conn., as production manager.

Don Cripe, manager, WFBM-AM-FM Indianapolis, recently sold by Time-Life Broadcast to Rahall Communications, joins WRTV(TV) Indianapolis, sold by

Time-Life to McGraw-Hill Broadcasting, as manager of McGraw-Hill 6 Productions.

Tommy Edwards, with WOR-FM New York, joins WLS(AM) Chicago as production director.

Leonard Schwartz, formerly director of programing and production, Independent Television Corp., New York, named director of programing of newly formed TV division of Hemisphere Pictures Inc., New York.

David Tiller, attorney, Legal Aid Society with Los Angeles Indian Center, joins KNBC(TV) Los Angeles as policy editor, with responsibility for reviewing programing material prior to broadcast.

Broadcast Journalism

Jack Bowe, executive producer, morning news, and legislative correspondent, WSBT(AM) South Bend, Ind., appointed director of news and public affairs, WSBT-AM-FM-TV.

Susan Spencer, reporter, WCBS-TV New York, joins WCCO-TV Minneapolis, as feature reporter.

Bruce Dunning, reporter/producer, CBS News, Saigon, named CBS News correspondent.

George Scott, associate news director, KTKT(AM) Tucson, Ariz., joins KTAR(AM) Phoenix, as news director.

Robert D. Coker, news director, WIRE(AM) Indianapolis, assumes additional duties of news director, WXTZ(FM) there. Both are Mid-America Radio Inc. stations.

Jack Eddy, news director, KOMO-TV Seattle, **Richard Cheverton**, news director, WOOD-TV Grand Rapids, Mich., and **Anthony Gonzalez**, general manager, WWNR(AM) Beckley, W. Va., elected to board, Associated Press Broadcasters Association. Named to a second four-year term is **Fred Hammond**, news director, WWL(AM) New Orleans.

John Kerans, news director, WWTC(AM) Minneapolis, joins WIND(AM) Chicago as anchorman.

Ken Ford, news reporter, WJBK-TV Detroit, appointed co-anchorman, weekend newscasts.

Jane Tillman Irving, writer and reporter, WWRL(AM) New York, joins WCBS(AM) there as community reporter.

Hilton Kaderli, weather reporter, WTTG-TV Washington, joins WTOP-TV Washington in similar capacity.

Spencer Allen, editorial director, KMOX-TV St. Louis, appointed associate professor and director, newly established Urban Journalism Center, University of Missouri School of Journalism, St. Louis campus.

Equipment & Engineering

Stuart L. Bailey, co-founder of Washington engineering consulting firm of Jansky & Bailey, now division of Atlantic Research Corp., elected chairman of Joint Technical Advisory Council, advisory group co-sponsored by Institute of Electrical and Electronics Engineers and Elec-

tronic Industries Association. **Allen M. Peterson**, senior scientific adviser, electronics and radio sciences division, Stanford Research Institute, named vice chairman.

G. Lee Smith, VP-sales, RCA, joins Admiral Corp., Chicago, as VP-electronics marketing.

W. Sanford Maner, chief engineer, Suffolk Cablevision, Islip, N.Y., joins Anixter Pruzan, CATV equipment manufacturer, as Southeastern salesman for CATV products. He will be based in Anniston, Ala.

John B. Hatch, public-relations director, Barbetta-Miller Inc., Fairfield, N.J., advertising agency, appointed product-news manager for Ampex Corp., Redwood City Calif.

Cable



Mr. Woodard

Charles C. Woodard, vice president for programing, Teleprompter Corp., New York, named president of Covenant Cable Inc., subsidiary of Broad Street Communications Inc., Riverside, Conn.

James O. Robbins, assignment editor, WBZ-TV Boston, named general manager of Montachusett Cable Television (Fitchburg, Gardner and Leominster, Mass.), owned by Aurovideoc-TV, subsidiary of Adams Russell Co., Waltham, Mass.

Frances Postlethwaite, assistant secretary-treasurer, Ocean View Cablevision Inc., Seaside, Calif., appointed director of public relations and promotion.

Marvin H. Sternlicht, divisional controller, Vernitron Corp., Long Island-based engineering firm, joins Television Communications Corp., New York, as director of corporate accounting.

Deaths

Thomas Coleman, 54, former director, Western division, Associated Press broadcast department, died July 19 in Freeport, N.Y., after long illness. He is survived by his wife, Clara, and five children.

T. H. Patterson, 54, executive VP, WITN-TV Washington (Greenville), N.C., died of heart attack July 22. He is survived by his wife, Myrtle, and two children.

Lou Scofield, 58, veteran daytime TV serial writer and co-creator of *Where the Heart Is* series on CBS-TV, died July 19 in South Laguna Beach, Calif. Other series he had written for included *Edge of Night*, *Search for Tomorrow* and *Secret Storm* on CBS-TV. He is survived by two daughters.

Ferenc Kormendi, 72, former editor, Voice of America Hungarian service, died July 20 at George Washington University hospital, Washington, of stroke. He had previously been commentator and writer for BBC and producer-director for Radio Free Europe in New York. He is survived by his wife, Panni.

For the Record®

As compiled by BROADCASTING July 18 through July 25, and based on filings, authorizations and other FCC actions.

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

New TV stations

Final action

■ Panama City, Fla.—FCC denied petition by Panhandle Broadcasting Co. for partial reconsideration of commission memorandum opinion and order adopted April 5, granting its application for CP for new TV to operate on ch. 13 at Panama City. Action July 19.

Action on motion

■ Hearing Examiner Jay A. Kyle in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, granted motion of Alabama Television Inc. to accept its late-filed motion for protective order; denied Alabama's motion for protective order to limit or suppress interrogatories propounded by Broadcast Bureau; and ordered Alabama to promptly respond to bureau's interrogatories filed in this proceeding (Docs. 15461, 16760-1, 16758). Action June 17.

Existing TV stations

Final actions

■ KTLA-TV Los Angeles—FCC denied complaint by attorney Mark Lane that KTLA-TV Los Angeles engaged in censorship in violation of First Amendment and Communications Act by deleting some of his remarks from talk show aired by station on June 23, 1970. Action July 19.

■ KIXE-TV Redding, Calif.—Broadcast Bureau granted CP to change type of ant. Action July 17.

■ WFCB-TV Miami—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 17, 1973. Action July 17.

■ KAUS-TV Austin, Minn.—FCC granted application by The Minnesota-Iowa-Television Co. (KAUS-TV ch. 6 Austin), for CP to permit omnidirectional operation with increase in ant. height. Action July 12.

■ WOTV(TV) Grand Rapids, Mich.—FCC ordered Willard Schroeder, general manager of WOTV Grand Rapids, to dispose of his 51% stock interest in WOOD Broadcasting Inc. (WOOD-AM-FM Grand Rapids), or terminate his employment by WOTV. Commission said that Mr. Schroeder's status violated FCC cross-interest policies. WOTV is owned by Time-Life Broadcast Inc. Action July 19.

■ WECT(TV) Wilmington, N.C.—FCC ruled that Roy H. Park Broadcasting Inc. will be issued tax certificate in conjunction with its 1968 sale of its minority interest in Atlantic Telecasting Corp. (WECT(TV) Wilmington). Action July 19.

■ *WSJK-TV Sneedville, Tenn.—Broadcast Bureau granted CP to install precise frequency control equipment. Action July 17.

■ KIRO-TV Seattle—Broadcast Bureau granted CP to install aux. ant. at main trans. and ant. location. Action July 17.

■ WMAL-TV Washington—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 17, 1973. Action July 17.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV]), TV proceeding, scheduled further hearing conference for July 21 (Doc. 19339). Action July 10.

■ Hearing Examiner Frederick W. Denniston in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV]), TV proceeding, granted request by Dubuque Communications Corp. for right to appeal order released July 3 which denied motion filed May 25 by Dubuque seeking admission of facts (Doc. 19339). Action July 11.

■ Hearing Examiner Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV]), renewal of license. Granted motion by applicant and continued to Aug. 16 date for prehearing conference (Doc. 19519). Action July 17.

New AM stations

Final actions

■ Circleville, Ohio—Review board grant of application of Circleville Broadcasting Co. for new AM at Circleville on 1540 khz, with 1 kw DA-D, proposed in initial decision released May 31, became effective July 20, in accordance with rules (Doc. 18858). Action July 21.

■ Vinita, Okla.—FCC granted request by Green Country Broadcasting Co. for extension of temporary authority to Oct. 17, to operate KVIN Vinita, Okla., and request by P B L Broadcasting Co. for temporary and interim authority to operate same station has been denied. Action July 17.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Shreveport, Vivian and Bossier City, all Louisiana (James E. Reese, et al.), AM proceeding, corrected order released July 7 establishing procedural dates, to show date for written testimony as Aug. 16, instead of Aug. 10 (Docs. 19507-9). Action July 18.

■ Hearing Examiner Charles J. Frederick in Tallahassee and Quincy, both Florida (Charles W. Holt, Talquin Broadcasting Co., B. F. J. Timm), AM proceeding, on hearing examiner's own motion, with consent of all parties, rescheduled hearing for July 24 (Docs. 19445-7). Action July 10.

■ Hearing Examiner Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, granted petition by applicant for leave to amend application to show change in stockholders, in order to formalize ruling made on record (Doc. 18413). Action July 19.

Existing AM stations

Final actions

■ WYFE Rockford, Ill.—Broadcast Bureau granted license covering changes; change trans.: studio location same as trans. location; no remote control. Action July 18.

■ KOKA Shreveport, La.—FCC granted Hepburn Broadcasting Co. (KOKA Shreveport), renewal of license for remainder of full license term expiring June 1, 1973. On March 3, 1971, KOKA's renewal application was granted for a period of one year. Action July 19.

■ KCCC Carlsbad, N.M.—FCC granted application of KOLOB Broadcasting Co. for renewal of license of KCCC for a limited term of one year ending Aug. 1, 1973, to permit early review of station's operation. KCCC was also notified that it has incurred apparent liability for \$4,000 fine. Action July 19.

■ WBBZ Ponca City, Okla.—Broadcast Bureau granted license covering changes: change trans. Action July 18.

■ KOHU Hermiston, Ore.—Broadcast Bureau granted license covering changes; trans. and studio location redescribed as south end of Cooney Lane. Action July 18.

■ New Kensington and Pittsburgh, both Pennsylvania—FCC denied petition by Gateway Broadcasting Enterprises Inc., for reconsideration of order released March 2 to show cause why its licenses for WKPA(AM) New Kensington and WYDD-(FM) Pittsburgh, should not be revoked (Doc. 19452). Action July 19.

■ WANS Anderson, S.C.—Broadcast Bureau granted license covering changes; trans.-studio location: 3501 North Main Street, Highway 76 north of city. Action July 18.

Action on motion

■ Chief, Office of Opinions and Review, in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.), for renewal of license of WPDQ, granted request of chief, Broadcast Bureau, and accepted bureau's late filed exceptions to hearing examiner's initial decision released May 12 and bureau's brief in support thereof (Doc. 19126). Action July 12.

New FM stations

Applications

■ *Fort Wayne, Ind.—The Cedarville College. Seeks 90.3 mhz, 50 kw. HAAT 499.5 ft. P.O. address North Main Street, Cedarville, Ohio 45314. Estimated construction cost \$88,500; first-year operating cost \$74,300; revenue none. Principals: Paul Gathany, Kenneth St. Clair, et al. Mr. Gathany is general manager of *WCDR-FM Cedarville, Ohio, Mr. St. Clair is business manager of college. Ann. July 7.

■ Keokuk, Iowa—Keowa Broadcasting Inc. Seeks 95.3 mhz, 2.84 kw. HAAT 167 ft. P.O. address Box 885, Keokuk 52632. Estimated construction cost \$21,700; first-year operating cost \$42,000; revenue \$60,000. Principals: Dennis A. Boyer (29%), James P. Hoffman (15%), et al. Mr. Boyer is assistant manager of WRAM(AM) Monmouth, Ill. Mr. Hoffman is attorney. Ann. July 10.

■ *Gorham, Me.—University of Maine at Portland-Gorham. Seeks 91.1 mhz, kw does not apply. HAAT does not apply. P.O. address Central Dining Facility, Gorham Campus, Gorham 04038. Estimated construction cost \$8,220; first-year operating cost \$2,000; revenue none. Principals: Edward E. Winchester, JoAnne R. Magill, et al. Mr. Winchester is director of engineering, Maine public broadcasting network. Mrs. Magill is clerk, board of trustees. Ann. July 10.

■ *Presque Isle, Me.—University of Maine. Seeks 90.9 mhz, kw does not apply. HAAT does not apply. P.O. address Merriam House, Main Street, Presque Isle 04769. Estimated construction cost \$5,645; first-year operating cost \$1,000; revenue none. Principals: Edward E. Winchester, JoAnne R. Magill, et al. Mr. Winchester is director of engineering, Maine public broadcasting network. Mrs. Magill is clerk, board of trustees. Ann. July 10.

■ *Springfield, Mo.—Southwest Missouri State College. Seeks 91.1 mhz, 5.78 kw. HAAT 264 ft. P.O. address 901 South National, Springfield 65802. Estimated construction cost \$35,521.32; first-year operating cost \$26,500; revenue none. Principals: Carl A. Fox, Edison Kaderly, et al. Mr. Fox, president of college, is vice president-programming, KYTV-(TV) Springfield. Mr. Kaderly is vice president of college. He is also lawyer and banker. Ann. July 14.

■ *Rockingham, N.C.—Richmond County Board of Education. Seeks 91.9 mhz, 10 w. HAAT does not

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Summary of broadcasting

Compiled by FCC June 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,351	4	17	4,367	55	4,422 ¹
Commercial FM	2,302	1	49	2,352 ²	116	2,468
Commercial TV-VHF	504	1	6	511 ³	13	524 ²
Commercial TV-UHF	184	0	6	190 ³	60	250 ³
Total commercial TV	687	2	12	701	73	774
Educational FM	504	1	17	521	78	599
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	119	0	6	125	11	136
Total educational TV	203	3	10	214	13	227

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

apply. P.O. address Long Drive, Rockingham 28351. Estimated construction cost \$4,914; first-year operating cost none; revenue none. Principals: Irie Leonard, Worth G. Walker, et al. Mr. Leonard is superintendent of schools. Mr. Walker is chairman, board of education. Ann. July 10.

■ *Central Point, Ore.—School District 6. Seeks 91.9 mhz, kw does not apply. HAAT does not apply. P.O. address 451 North 2d Street, Central Point 97501. Estimated construction cost \$1,000; first-year operating cost \$100; revenue none. Principals: Dean Wilson, J. D. Straus, et al. Mr. Wilson is chairman, board of directors. Mr. Straus is vice chairman, board of directors. Ann. July 7.

■ Uniontown, Pa.—Western Pennsylvania Ethnic Radio Inc. Seeks 99.3 mhz, 3 kw. HAAT 300 ft. P.O. address R.D. #3, Continental, Uniontown 15401. Estimated construction cost \$19,354; first-year operating cost \$38,696; revenue \$60,000. Principals: Dr. Carl W. Strawberry (50%) and Kenneth R. Strawberry (50%). Dr. Strawberry is dentist in Washington. Mr. Strawberry is special assistant at U.S. Department of State, Washington. Ann. July 10.

■ Keyser, W. Va.—Four Star Broadcasters Inc. Seeks 94.1 mhz, 6 kw. HAAT 785 ft. P.O. address State Route 46 East, Keyser 26726. Estimated construction cost \$10,015; first-year operating cost \$3,248; revenue \$6,480. Principals: Thomas B. Butscher (33 1/3%), Kenneth E. Robertson (33 1/3%) and Gary L. Daniels (33 1/3%). Mr. Butscher is 25.1% owner of WMSG-AM-FM Oakland, Md. He is also 33.3% owner of WKLP(AM) Keyser. Mr. Daniels is 26.15% owner of WMSG-AM-FM. He is also 33.3% owner of WKLP(AM). Mr. Robertson is 22.77% owner of WCST-AM-FM Berkeley Springs, W. Va. He is also 26.15% owner of WMSG-AM-FM and 33.3% owner of WKLP(AM). Ann. July 7.

■ Oakridge, Tenn.—Oak Ridge FM Radio Corp. Seeks 100.3 mhz, 100 kw. HAAT 2,000 ft. P.O. address 83 Reservoir Road, Box 87, Norris, Tenn. 37828. Estimated construction cost \$65,301.70; first-year operating cost \$33,865; revenue \$48,000. Principals: Creed A. Daniel (75%), John W. Pirkle (25%). Mr. Daniel is secretary and 75% owner of Radioak Inc. in Oak Ridge. He is also attorney. Mr. Pirkle is president and 25% owner of Radioak Inc., AM permittee. He is also program director of WROL(AM) Knoxville. Ann. July 10.

Final action

■ Review board in Sacramento, Calif., FM proceeding, granted joint request by Intercast Inc. and California Stereo Inc., for extension of time through Aug. 1, to file responsive pleadings to petitions to enlarge issues filed by California Stereo and Intercast. Proceeding involves mutually exclusive applications of California Stereo Inc. and Intercast Inc., for new commercial FM station to operate on ch. 293 at Sacramento (Docs. 19515-6). Action July 20.

Actions on motions

■ Chief, Broadcast Bureau, on request of Gerity Broadcasting Co., extended through July 27, time to file reply comments on proposal in matter of amendment of FM table of assignments, Adrian, Mich. and West Lafayette, Ind. (Doc. 19512). Action July 19.

■ Chief, Broadcast Bureau, on request of Corporation for Public Broadcasting, extended through July 31, time to file replies to statements in support of or opposition to its petition for rule making to add and amend various sections of rules in matter of proposed changes in rules relating to noncommercial educational FMs. Action July 17.

■ Chief, Broadcast Bureau, on request of LeFlore County Broadcasting Co., extended through July 24, time to file replies to oppositions to its petition for rule making to amend rules by substituting FM ch. 250 for ch. 252 in Poteau, Okla., in matter of amendment of FM table of assignments, for new

class C allocation and deletion of class A allocation at Poteau. Action July 17.

■ Hearing Examiner Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp., Penobscott Broadcasting Corp.), FM proceeding, on hearing examiner's own motion continued to date to be announced after review board has acted on presently pending appeals from memorandum opinion and order of hearing examiner released June 13, relating to scope of testimony to be received in evidence, evidentiary hearing now scheduled for July 25 (Docs. 19165-6). Action July 11.

■ Hearing Examiner Frederick W. Denniston in Shreveport, Vivian and Bossier City, all Louisiana (James E. Reese, Alvis N. Dowd [KNCR] and Bossier Broadcasting Co.), AM proceeding, granted petition of Alvis N. Dowd for leave to amend his application and accepted amended application showing that on June 8, in partnership with A. T. Moore, Dowd filed application for CP for new FM at Atlanta, Tex. (Docs. 19507-9). Action July 11.

■ Hearing Examiner Frederick W. Denniston in Lorain, Ohio (Lake Erie Broadcasting Co., Lorain Community Broadcasting Co.), FM proceeding, re-affirmed order of hearing examiner released June 29 and denied request by Lorain Community to appeal (Docs. 19213-4). Action July 10.

■ Hearing Examiner Chester F. Naumowicz Jr. in Troy, Ala. (Troy Radio Inc. and Pike Broadcasting Inc.), FM proceeding, granted applicants' joint petition filed May 1, for approval of agreement to dismiss application of Pike Broadcasting Inc. and reimbursement of certain expenses of Pike's by Troy Radio Inc.; approved agreement; and dismissed application of Pike Broadcasting Inc. (Docs. 19407-8). Action July 17.

Rulemaking action

■ FCC proposed amendment of FM table of assignments involving petitions for changes in four states. The changes in table would include assignment of ch. 240A to Dublin, ch. 300 to Atlanta, hoth Georgia, ch. 221A or 280A to Starkville, Miss., and ch. 276A to Helena, Ark. in place of ch. 298. Proposals conflict with one another and with channel changes in existing assignments required to accommodate several of proposals. Action July 19.

■ FCC proposed amendment of FM table of assignments to reassign ch. 252A from Ottawa to Shorewood, both Illinois, and replace ch. 252A at Ottawa with ch. 237A. Action July 20.

Existing FM stations

Final actions

■ KMLA(FM) Ashdown, Ark.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 210 ft. Action July 18.

■ KPAY-FM Chico, Calif.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action July 21.

■ KMET(FM) Los Angeles, Calif.—Broadcast Bureau granted CP to install alt. main trans. Action July 21.

■ KYXY(FM) San Diego—Broadcast Bureau granted mod. of licenses for FM and STL to change licensee name to KYXY Inc. Action July 21.

■ KKFm(FM) Colorado Springs, Colo.—Broadcast Bureau granted request for SCA on a sub-carrier freq. of 67 khz. Action July 21.

■ *WPKN(FM) Bridgeport, Conn.—Broadcast Bureau granted license covering changes; ERP 2.4 kw; ant. height 550 ft. Action July 18.

■ WDRC-FM Hartford, Conn.—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location to be operated on 102.9 mhz; ERP 17.5 kw; ant. height 760 ft.; remote control permitted. Action July 21.

■ WEAI(FM) Jacksonville, Ill.—Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 330 ft. Action July 18.

■ WJBD-FM Salem, Ill.—Broadcast Bureau granted license covering new FM; ERP 2.9 kw; ant. height 150 ft. Action July 18.

■ WFMB(FM) Springfield, Ill.—Broadcast Bureau granted license covering changes; ERP 20 kw; ant. height 245 ft. Action July 18.

■ WPGU(FM) Urbana, Ill.—Broadcast Bureau granted CP to change trans. location to East John, Champaign, Ill.; install new ant.; make change in ant. system; ERP 2.95 kw; ant. height 235 ft.; remote control permitted. Action July 21.

■ WVAK-FM Paoli, Ind.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. Action July 18.

■ *KTCF(FM) Cedar Falls, Iowa—Broadcast Bureau granted license covering changes; ERP 5.5 kw; ant. height 210 ft. Action July 18.

■ WIBW-FM Topeka, Kan.—Broadcast Bureau granted license covering changes; ERP 97 kw; ant. height 1,220 ft. Action July 18.

■ WRNO(FM) New Orleans—Broadcast Bureau granted license covering changes; ERP 56 kw; ant. height 370 ft. Action July 18.

■ WCOP-FM Boston—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 500 ft. Action July 18.

■ KEZZ(FM) Altink, Minn.—Broadcast granted mod. of CP to change trans.; change ant.; ant. height 190 ft. Action July 21.

■ KCKN-FM Kansas City, Mo.—Broadcast Bureau granted CP to make changes in transmission line. Action July 21.

■ KDBM-FM Dillon, Mont.—Broadcast Bureau covering new FM; ERP 1 kw; ant. height 480 ft. Action July 18.

■ KHUB-FM Fremont, Neb.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 56 ft. Action July 18.

■ WMHT-FM Schenectady, N.Y.—Broadcast Bureau granted license covering new *FM; ERP 13.5 kw; ant. height 810 ft. Action July 18.

■ KKNM(FM) Oklahoma City—Broadcast Bureau granted license covering changes; change trans.; ERP 100 kw; ant. height 235 ft. Action July 18.

■ WKYE-FM Bristol, Tenn.-Va.—Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 260 ft. Action July 18.

■ *WTTU(FM) Cookeville, Tenn.—Broadcast Bureau granted license covering new *FM. Action July 18.

■ KOXT(FM) San Antonio, Tex.—Broadcast Bureau granted license covering changes; change trans.; ERP 100 kw horiz. and 50 kw vert.; ant. height 670 ft. Action July 18.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending auxiliaries and SCA's where appropriate: KDAL Duluth, Minn.; KSRT-(FM) Tracy and KSTN-FM Stockton, both California; KUAJ Elele, Hawaii; *KUSC(FM) Los Angeles; KYRS Rock Springs, Wyo.; WDSM Superior, Wis.; WNCT Greenville, N.C. Actions July 14.

Other actions, all services

■ FCC denied request by RKO General Inc. for declaratory ruling that would permit issuance of tax certificates under Internal Revenue Code, for voluntary divestitures of AM and FM's in same market. It said that "the relief requested is outside the basic statutory provision which authorizes tax certificates." Action July 19.

■ William B. Ray, chief of complaints and compliance division, Broadcast Bureau, informed Charles F. Dykas, Legislative Assistant to Representative W. S. Stuckey Jr. (R-Ga.), that any appearance on political spot announcement in which [candidate] is identified or identifiable by voice or picture, should be considered usage of Section 315, and would entitle opposing candidate to equal opportunities. Mr. Dykas had asked for ruling on how long candidate must appear in spot announcement to require equal opportunities under Section 315 of Communications Act. Action July 19.

■ FCC stated that elimination of commercials from children's television could result in loss of almost \$56 million in revenue for three TV networks. Unlike loss in cigarette revenue, networks could not make up these revenue declines by replacing commercials. As result, they would have to either increase prices on other programs to make up losses in children's programs or drop programming altogether. Ann. July 21.

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■ FCC ruled oppositions by commissioner of baseball, National Basketball Association and National Hockey League to applications for cable TV certificates of compliance will be considered in FCC's rulemaking proceeding in Doc. 19417, and will not be associated with particular applications for certification. Action July 19.

■ FCC denied request by Spanish International Broadcasting Corp. (SIBC) for declaratory ruling that would qualify special interest programming as broadcasting service, or in alternative, permit SIBC by waiver of rules to present special interest programming on limited basis for period of two years. Action July 19.

■ FCC denied number of petitions for reconsideration of commission actions of June 24, 1970, and March 23 on pay cablecasting, and cable TV sports programming (Docs. 18397 and 18893). Action July 19.

Translator actions

■ K05DB changed to K09KX Covelo, Calif.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 5 76-82 mhz to ch. 9 186-192 mhz. Action July 13.

■ Harlem, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Harlem operating on ch. 7 174-180 mhz by rebroadcasting programs of KFBB-TV ch. 5 Great Falls, Mont. Action July 17.

■ Weston, Ore.—Broadcast Bureau granted CP for new VHF translators to serve Weston operating on ch. 9 186-192 mhz by rebroadcasting programs of KVEW(TV) ch. 42 Kennewick, Wash.; and operating on ch. 11 198-204 mhz by rebroadcasting programs of KNDU(TV) ch. 25 Richland, Wash. Action July 13.

Modification of CP's, all stations

■ K09JQ changed to K04GZ and K04GX changed to K05EU Covelo, all California—Broadcast Bureau granted mod. of CP's to change frequencies of VHF TV translators from ch. 9 186-192 mhz to ch. 4 66-72 mhz and from ch. 4 66-72 mhz to ch. 5 76-82 mhz. Action July 13.

■ KHQI(PM) Sacramento, Calif.—Broadcast Bureau granted mod. of CP to change studio location and remote control to 2600 Auburn Boulevard, Sacramento; change trans.; change ant. Action July 21.

■ KGB San Diego—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 27. Action July 14.

■ WMCR-FM Oneida, N.Y.—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system; ERP 390 w.; ant. height 720 ft.; remote control permitted. Action July 21.

■ WJT-45 Port Lavaca, Tex.—Broadcast Bureau granted mod. of CP to change frequencies of CAR from 12725-12750 to 12875-12900 mhz. Action July 13.

■ WTOP-TV Washington—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 17, 1973. Action July 17.

Ownership changes

Applications

■ WDSU-AM-FM New Orleans—Seeks assignment of license from Royal Street Corp. to Covenant Broadcasting Corp. of Louisiana for \$1,500,000. Sellers: A. Louis Read, executive vice president, et al. Buyer: Broad Street Communications Corp. (100%). Principals in Broad Street: Richard L. Geismar, Fred E. Walker, et al. Mr. Geismar is 30% owner of Broad Street Communications Corp., Riverside, Conn. He is also chairman, treasurer and director of Covenant Broadcasting Corp. (WELI-AM) New Haven, Conn.). Mr. Walker is president and stockholder of Broad Street. He is also president and director of Covenant. Ann. July 21.

■ WPTL(AM) Canton, N.C.—Seeks assignment of license from Vernon E. Pressley to P/M Broadcasting Inc. for \$170,000. Seller: Vernon E. Pressley. Buyers: Charles R. Price Jr. (50%) and Gerald C. McNabb Jr. (50%). Mr. Price and Mr. McNabb are equal partners in Price/McNabb Advertising Inc., Asheville, N.C. Ann. July 21.

■ WPTL(AM) West Warwick, R.I.—Seeks assignment of license from RSPV Inc. to Consolidated Communication Inc. for \$300,000. Seller: Ernest Tannen, president, et al. Buyers: Harold E. Carpenter (64.43%), G. Warren Hirshon (8.57%), et al. Mr. Carpenter was formerly vice president and general manager of WNBH(AM) New Bedford, Mass. Mr. Hirshon is retired. He was formerly stockholder and chairman of board for Dupre & Hirshon Advertising Inc. in New Bedford. Ann. July 21.

■ WJMC-AM-FM Rice Lake and WHSM(AM) Hayward, both Wisconsin—Seeks assignment of license from WJMC Inc. to R.J.B. Inc. \$555,390. Sellers:

Ella Elizabeth Bridges, Mary Bridges Smith and Henry H. Smith. Buyer: Russell J. Brown (100%). Mr. Brown is general manager, president and 20% owner of WJMC Inc. Ann. June 12.

Cable

Final actions

■ Decatur, Ala.—FCC denied request by Decatur Telecable Corp., operator of 12-channel CATV system at Decatur, for waiver of program exclusivity and single-channel carriage rules. Action July 19.

■ Sedona and Oak Creek Canyon, both Arizona—FCC directed Sedona-Oak Creek TV and Cable Co., operator of 12-channel CATV system at Sedona and Oak Creek Canyon to show cause why it should not be ordered to cease and desist from further violation of rules. Action July 19.

■ WLTV-33 Gilroy and San Martin, both California—CATV Bureau granted CP for new CAR studio to head end link station to operate on 12700-12725 mhz to be used with CATV system serving Gilroy and San Martin. Action July 13.

■ Columbia, Mo.—CATV Bureau dismissed at applicant's request application for new CAR station to operate on 12762.5-12775.0, 12775.0-12787.5, 12787.5-12800.0, 12850.0-12862.5 and 12900.0-12912.5 mhz to bring TV signals KTVI(TV), KMOX-TV, KSD-TV, KETC(TV) and KPLR-TV, all St. Louis, to CATV system at Columbia, Mo. Action July 17.

■ WOB-42 Herkimer and Little Falls, both New York—CATV Bureau granted CP for new CAR local distribution station to operate on 12.7-12.95 ghz to be used with CATV systems in Herkimer and Little Falls. Action July 13.

■ WOB-41 Herkimer and Little Falls, both New York—CATV Bureau granted CP for new CAR local distribution station to operate on 12.7-12.95 ghz to be used with CATV systems in Herkimer and Little Falls. Action July 13.

■ FCC denied petition by D. J. Cable Co., operator of 12-channel CATV systems at Nazareth borough, Tatamy borough, upper Nazareth township and lower Nazareth township, all Pennsylvania, for declaratory ruling and/or waiver of carriage and program exclusivity provisions of rules. Action July 19.

Actions on motions

■ Hearing Examiner Jay A. Kyle in Whitehall and Circleville, both Ohio (Multi-Channel Cable Co.), for authority to operate cable TV systems in Columbus, Ohio, TV market, scheduled prehearing conference for Sept. 5. (Docs. 18356-7). Action July 18.

■ Hearing Examiner Forest L. McClenning in Manatee county, Fla. (Manatee Cablevision Inc.), for authority to operate cable television systems in Tampa-St. Petersburg, Fla., TV market, dismissed as moot pending petitions in proceeding and terminated hearing on issues (Docs. 18093-5). Action July 18.

■ Hearing Examiner Herbert Sharfman in Meadville, Pa. (Meadville Master Antenna, Inc.), CATV proceeding, scheduled hearing for Sept. 25 (Doc. 19479). Action July 18.

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced July 20 (station in parentheses are TV signals proposed for carriage):

■ El Paso Cablevision Inc., El Paso, Tex. (KNME-TV Albuquerque, N.M.).

■ Columbia Television Co., Hermiston, Ore. (CHEK-TV Victoria, B.C.).

■ Shen-Heights TV Association Inc., Shenandoah, Pa. (WOR-TV and WPXI(TV), both New York).

■ Tri-Town Video Inc., Endicott, Me. Vestal, Union and Owego, all New York (WNEW-TV New York).

■ Mexico Cable TV Inc., dba Nor-Par Cablevision, South Paris and Norway, both Maine (WKBG-TV Cambridge, WSBK-TV Boston, both Massachusetts).

■ Oneonta Video, City of Oneonta, town of Oneonta, town of Otego, village of Otego, town of Laurens and village of Laurens, all New York (WUTR(TV) Utica, via UHF TV translator W42AB Oneonta, both New York).

■ Community Telecommunications Inc., dba Sterling Cable TV, Sterling, portions of Logan county, Colo., and Multi-Pix Inc., dba Alliance Cable TV Co., Alliance, Neb. (KCOP(TV), KHJ-TV, KILA-TV and KTTV(TV), all Los Angeles).

■ Community Television of Montana Inc., dba Deer Lodge Cable TV, Deer Lodge, Mont., Laramie, Wyo. (KWGN-TV Denver; KUED(TV) Salt Lake City).

■ McComb Cablevision, McComb, Miss. (WMAU-TV Bude, Miss.; WWOM-TV New Orleans).

■ Cablevision of Muskogee, Muskogee, Okla., Brookhaven Cablevision, Brookhaven, Miss. (KDTV(TV) Dallas, KTVI(TV) Fort Worth).

■ Community TV Association of Havre, Inc., Havre, Mont. (KHQ-TV Spokane, Wash.).

■ True Vue Inc., Creston, Iowa (KBMA-TV Kansas City, Mo.; WGN-TV and WFLD-TV, both Chicago).

■ Glendive Cable TV, Glendive, Mont. (CKCK-TV Regina, Sask.).

■ Community Cables Inc., dba Enid Cable TV, Enid, Okla. (KDTV(TV) Dallas, KTVI(TV) Fort Worth).

■ Micro TV Inc., dba Miles City Cable TV, Miles City, Mont. (KWGN-TV Denver).

■ Cablevision of New Jersey, Hoboken, N.J. (WABC-TV, WCBS-TV, WNBC-TV, WNEW-TV, WOR-TV, WPIX(TV), WNDT(TV), WNYE-TV and WNYC-TV, all New York; WJNU-TV Newark, WXTV(TV) Paterson, both New Jersey; WLIW(TV) Garden City, N.Y.; WJTT(TV) Trenton, N.J.).

■ Alabama TV Cable Inc., city of Mountain Brook, Ala. (WBRC(TV), WBIO(TV), WAPI-TV and WBMG(TV), all Birmingham, Ala.; WTCG(TV) Atlanta; WRIP-TV Chattanooga).

■ Hobbs Cablevision Inc., Hobbs, N.M. (KNME-TV Albuquerque, N.M.).

■ Lodi Cable Service Co., Creston, Ohio (WAKR-TV Akron, WKYC-TV, WEWS(TV), WJW-TV, WVIZ-TV and WKBF-TV, all Cleveland, WUAB-TV Lorain, WJAN(TV) Canton, all Ohio).

■ Lodi Cable Service Co., New London, Ohio (WAKR-TV Akron, WKYC-TV, WEWS(TV), WJW-TV, WVIZ-TV and WKBF-TV, all Cleveland, WUAB-TV Lorain, WSPD-TV, WTOL-TV and WDHO-TV, all Toledo, all Ohio).

■ Arizona Cable TV Inc., Tempe, Ariz. (KTVK-TV, KPHO-TV, KAET(TV), KOOL-TV, KTAR-TV and KPAAZ-TV, all Phoenix; KTLA(TV) and KTTV(TV) Los Angeles).

■ Champlain Cablevision Inc., Moreau, N.Y. (WAST(TV) and WIEN(TV) Albany, WRGB(TV) and WMHT(TV), both Schenectady, WOR-TV, WPIX(TV), WNEW-TV, New York, all New York; WVER(TV) Rutland, Va.).

■ St. Peter Cablevision Inc., St. Peter, Minn. (WCCO-TV, KMSP-TV, WTCN-TV and KTCL-TV, Minneapolis, KTCA-TV and KTSPTV, St. Paul, KAUST-TV Austin, KEYC-TV Mankato, all Minnesota).

■ Ashtabula Cable TV Inc., Ashtabula, Ohio (WPXI(TV), WOR-TV, WNEW-TV, all New York; WYTV(TV), WKBN-TV, both Youngstown, Ohio; CKCO-TV Kitchener, Ont.; WVIZ-TV Cleveland).

■ Erie County Cable TV Inc., Mill Creek, Pa. (WJET-TV, WQLN(TV), WSEE(TV) and WICU-TV, all Erie, Pa.; WUTV(TV), WBEW-TV and WGR-TV, all Buffalo, N.Y.; CBLT(TV) and CFTO-TV, both Toronto, CPFL-TV London, CHCH-TV Hamilton, CKCO-TV Kitchener, all Ontario; WPXI-TV New York).

■ Erie County Cable TV Inc., Wesleyville, Pa. (WPXI(TV) New York).

■ The Times Mirror Co., San Dieguito area, San Diego county, Calif. (KNBC(TV), KCOPI(TV), KTLA(TV), KTTV(TV), KMEX-TV and KLXA-TV, all Los Angeles).

■ Cablevision of Duncan, Duncan, Okla. (KTVT-TV Ft. Worth).

■ Community Tele-Communications Inc., dba Scottsbluff Cable TV, Scottsbluff, Gering and Terrytown, all Nebraska (KCOPI(TV), KHJ-TV, KTLA(TV) and KITV(TV), all Los Angeles).

■ Schenectady Cablevision Inc., Schenectady, town of Colonie, town of Glensville, town of Niskayuna, town of Rotterdam, village of Scotia, all New York (WNEW-TV and WOR-TV, both New York; WSBK-TV Boston; WHCT(TV) Hartford, Conn.; WIEN(TV) and WAST(TV), both Albany, WRGB-TV and WMHT(TV), both Schenectady, and WKTU(TV) Utica, all New York).

■ GRC Cablevision Inc., Clark county, Ind. (WTTV(TV), WTU(TV), both Bloomington, Ind.; WXIX-TV Cincinnati; WKZ(TV) Elizabethtown, Ky.).

■ Tri-Cities Cable Co. Inc., Daingerfield, Lone Star, and Hughes Springs, all Texas (KSLA-TV, KTBS-TV and KTAL-TV, all Shreveport, La.; KLTU(TV) Tyler, KDTV(TV), KDFW-TV, WFAA-TV and KERA-TV, all Dallas, KTVT(TV) and WBAP-TV, both Fort Worth).

■ Storer Cable TV Inc., Suisun City, sections of eastern Solano county, both California (KTVU(TV) Oakland, KFTV(TV) Santa Rosa, KVIE(TV), KCRA-TV, KXPT(TV) and KTXL(TV), all Sacramento, KQED(TV), KQEC-TV, KRON-TV, KPXI(TV), KGO-TV KEMO-TV and KBHK-TV, all San Francisco, KNTV(TV) and KGSC-TV, both San Jose, KOVR(TV) Stockton, all California).

■ People's Cable Corp., town of Perinton, town of Penfield, town of Gates, town of Greece and town of Pittsford, all New York (WPXI(TV) and WOR-TV, both New York).

■ Community TV Association Inc., Sidney, Mont. (CKCK-TV Regina, Sask.).

■ Communications Investments Inc., Giddings, Tex. (KBTX-TV Bryan, WOAI-TV, KENS-TV, KLRN-

TV and KSAT-TV, all San Antonio, KCEN-TV Temple-Waco, KTBC-TV, KHFI-TV and KVUE-TV, all Austin, KHTV-TV and KVRL-TV, both Houston, all Texas).

■ Teltro Cable TV, Wausau and Stettin, both Wisconsin (WVTV-TV Milwaukee).

■ Community Television of Utah, Salt Lake City (KWGN-TV Denver, KMUV-TV and KTXL-TV) both Sacramento, KTVU-TV Oakland, KBHK-TV San Francisco, all California).

■ Oceanic Cablevision Inc., north shore area, Oahu (including Mokuieia, Haleiwa, Sunset Beach, Waialua, Kahuku), Wahiawa, Waipahu, Pearl city, Aiea, Foster village, Halawa Heights, all Hawaii (KGMB-TV, KHVH-TV, KHON-TV, KIKU-TV and KHET-TV, all Honolulu).

■ Cablevision of Augusta Inc., Augusta, Richmond county, Ga. (WSB-TV Atlanta).

■ New Worlds Cable T.V. Inc., Cameron, Tex. (KTBC-TV, KVUE-TV and KHFI-TV, all Austin, KCEN-TV Temple, KWTX-TV Waco, KLRN-TV San Antonio, KDTV-TV Dallas, KTVT-TV Fort Worth, KHTV-TV Houston, all Texas).

■ New Worlds Cable T.V. Inc., Somerville, Tex. (KVRL-TV, KTRK-TV, KPRC-TV, KHTV-TV

and KHOV-TV, all Houston, KTBX-TV Bryan, KAMU-TV College Station, KTBC-TV, KHFI-TV and KVUE-TV, all Austin, all Texas).

■ Tiffin Valley Cable Inc., village of Archbold, village of Stryker, both Ohio (WTOL-TV, WSPD-TV, WDHO-TV and WGTE-TV, all Toledo, Ohio; WKJG-TV, WANE-TV and WPTA-TV, all Ft. Wayne, Ind.; WKBD-TV and WJBK-TV, both Detroit; CKLW-TV, Windsor, Ont.).

■ Midland Cable TV Co., Watertown, S.D. (WTCN-TV Minneapolis; KORN-TV Mitchell, KUSD-TV Vermillion, KDLO-TV Florence, KESD-TV Brookings, KCOO-TV Aberdeen, all South Dakota).

■ Mahoning Valley Cablevision Inc., Liberty township, Niles, Weatherfield township and Warren township, all Ohio: (WFMJ-TV, WKBN-TV and WYTV-TV), WVIZ-TV, WKYC-TV, WEWS-TV and WJW-TV, all Cleveland, all Ohio).

■ Tifton Cablevision Inc., Tifton, Ga. (WAGA-TV, WQXI-TV, WSB-TV and WTCG-TV, all Atlanta).

Cable actions elsewhere

The following are activities in commu-

nity-antenna television reported to BROADCASTING through July 25. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Port Allen, La.*—Dr. William C. Norris, Jr. of Jackson, Miss., has been awarded 15-year franchise.

■ *Urbana, Ohio*—Champaign Cable Co. and Omega Communications Inc. of Indianapolis have applied to city council for franchise.

■ *Warren, Ohio*—Mahoning Valley Cablevision of Youngstown, Omega Communications Inc. of Indianapolis and Edward Corp. of Warren have applied to city council for 15-year franchise.

■ *Chickasha, Okla.*—Cablevision of Chickasha has been awarded 25-year franchise.

■ *Perry, Okla.*—Multiple-CATV owner LVO Cable Inc., Cable/Communications for Perry, Truive Inc. of Perry and Future Cable Communications of America Inc. have applied to city council for franchise.

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Looking for independence, permanence and unlimited opportunity for personal earnings? Community Club Awards (CCA) has opening for Mid-Western sales manager. Full time, five day a week travel. Previous CCA sales experience advantage, but not required. Must be self starter with ability to address large groups of women; ability to sell station management and motivate station sales staff. Apply in writing, including recent snapshot. Personal interview successful applicants. Opening immediate. CCA, Inc., P.O. Box 151, Westport, Conn. 06880.

Credentials in sales, programming, promotion, to build sales and audience of new powerful FM in Corsicana, Texas. Excellent management future with expanding group. Send resume, photograph, and character references. Richard Kearley, 11046 Aladdin, Dallas, Texas 75229.

Assistant manager, small market growing FM radio station to serve primarily as commercial manager. Must be sales and promotion oriented, qualified to service prestige accounts. Salary plus profit sharing, future possibility as manager. Resume to WZTA, Box 30, Tamaqua, Pa. 18252.

Manager—Full-power FM station under construction. Responsible for all aspects of station operation. Advanced degree and administrative experience in educational radio preferred. Salary open. Available January, 1973. An equal opportunity employer. Send resume to: Dr. George Schowengerdt, G-5 Library, University of Missouri-Rolla, Rolla, Missouri 65401.

Sales

Eastern prestige rock station has \$40,000+ in commissions on running billings to split between 2 new salesmen. Number ONE biller is retiring, making this money available, and other salesmen are in good shape. Send resume and documentable references to Box G-221, BROADCASTING.

Youthful corporation desires experienced sales manager to market lucrative radio automation software. High commission. Stock options possible. Box G-334, BROADCASTING.

North Florida's fastest growing AM is looking for local sales manager who can do the job in competitive medium market. Must be able to land new contracts and supervise staff. Exceptional staff to work with. Excellent opportunity to advance. Box G-336, BROADCASTING.

Central Florida. Full-time MOR station, owned by major group, has opening for a quality-oriented salesman with the ambition and drive it takes to make it to the top. For a confidential discussion of your abilities and the opportunity available, contact Jerry Norman, Vice-Pres. Gen'l Mgr., WBJW, 222 Hazard St., Orlando, Florida. 305-425-6631.

Account Executive, S.W. Pa. Good established list. Professional adult fulltime operation. Heavy on sports. Fine station, facilities and staff. Free hospitalization. Free rent (if single). Contact William Ellis, WCVI, Conneltsville, Pa. 412-628-1111.

Outstanding opportunity for aggressive sales pro at solid Midwest group operation. Winning combination of exclusive-in-the-market formats: contemporary AM, beautiful music stereo FM. Unusually attractive opening for a creative, mature, dedicated radio sales person who believes in service. Excellent growth potential with progressive group. Contact Wayne Blackmon, WIBM, Box 1450, Jackson, Michigan 49203.

If you're a good salesman and would like to work for New Jersey's most powerful and exciting station, with a possibility of becoming sales manager, write Bob Locke, Nassau Broadcasting Co., Box 1350, Princeton, N.J. 08540, or call 609-924-3600.

Good opportunity—established station. Salary, commission. Need resume, sales record. KFRO, Longview, Texas 75601.

Sales service manager for KYW-TV, Phila., Pa. Need experienced and motivated person capable of managing department. Computer skills helpful. Send resume stating experience and salary history to: Mr. Albert Holtz, Sales Manager, KYW-TV, Independence Mall East, Philadelphia, Pennsylvania 19106.

Immediate opening—experienced salesman with the areas fastest growing radio station. WCCC AM-FM, Harford. 203-549-3456.

Announcer-salesman. Sales ability most important qualification. Rush replies to WCGR, Box 155, Canandaigua, N.Y. (located 25 miles from Rochester).

Sales Continued

Seasoned pro self-starter for only station in fastest growing county, N.Y.S. Immediate employment, contact Al Eikin, Manager, WPUT, Brewster, NY 914-279-7171.

Announcer-Salesman. #1 small market station looking for dedicated salesman-announcer. Great opportunity in small town, Central USA. Good salary and commission. Call 308-345-5400.

Salesman, WHYI-AM Noblesville, Indiana, Indianapolis area. Dr. Wendel Hansen, Rt. 4, Box 26 B, Noblesville, Ind. 46060.

If you are a young and ambitious radio idea salesman in one of America's small markets and are waiting for your big opportunity to move to a large market, call immediately. Barry Shainman, 714-776-1190, Stereo 96, Anaheim, California.

Announcers

Warm, modern country jock for a medium market, southern coast for afternoon drive. Must be stable, mature, and sober. Starting salary—\$600. Excellent opportunity for advancement. Send tape and complete resume first time. Box G-148, BROADCASTING.

Talk show—host. Combination of light chatter with pleasant contemporary music (no rock) to do a feminine interest program, housewife hours, New England facility. Send everything you can to convince us you're worth interviewing with non-returnable tape, salary desired, etc., to Box G-259, BROADCASTING.

Experienced announcer Upstate New York. Salary open. Send resume and tape to Box G-266, BROADCASTING. Equal Opportunity Employer.

Small market Kansas station on upswing. Opportunity for personable man in all-around board work, news gathering, play-by-play sports. Tell us all. Box G-273, BROADCASTING.

\$200 per week for cookin' rock jock. Box G-283, BROADCASTING.

National production house in Midwest has immediate opening for seasoned announcer with professional, mature male voice who knows production. Permanent position. Opportunity to grow. No "Ego Boys" or "Prima Donna's". Only hard working, reliable pros need apply. Resume, tape, references, salary requirements. Box G-290, BROADCASTING.

If you're capable of doing a lively morning show featuring country and MOR music blocks and might like to sell in a small Carolina market, send resume and tape to Box G-301, BROADCASTING.

Powerful Northeast contemporary needs experienced announcer who can follow format. Stable individual with good production to join a team. First preferred but not necessary. Rush tape, resume with references to Box G-319, BROADCASTING.

Administrator with good background. Must also be creative. Serve as operations chief, and handle commercial production. Outstanding medium market station. Rockies. Write Box G-331, BROADCASTING.

Announcers Continued

Immediate opening experienced announcer with first phone for contemporary Florida station. Box G-267, BROADCASTING.

Need jock from tri-state area who is wizard in production room. Capable of putting some color on the air. Excellent money. Send resume, tape, letter first time to: WAHT, P.O. Box 15, Lebanon, Penna.

Announcer: MOR type who understands 1 to 1 concept to work in framework of beautiful music format. Superior production ability a must. High base with extras. Needed September 4th. Send tape, picture, resume to PD, WATI, Indianapolis 46217.

August opening for morning announcer. 1000 watt AM, 3000 watt FM Stereo. Send tape, photo and resume to WMFC, Box 645, Monroeville, Alabama.

Mature-sounding morning men for our New Jersey and Connecticut stations. Adult MOR formats. NO beginners. Rush tape, resume, salary to Bob Locke, Nassau Bdcstg. Co., Box 1350, Princeton, N.J. 08540.

Personality for automated country morning show. Must have proven record. Able to create interesting commercials. Send tapes immediately to Manager, KVOC, Casper, Wyoming 82601.

Weekends—Opening August 26, staff announcer, production man. Automated operation. Salary open. WASR, Wolfeboro, New Hampshire.

Get with the Rock, WCLS, "The Rock of Columbus," is seeking strong experienced morning and night personality jocks—positions open immediately—send air check, resume, salary expectations to Operations Manager, WCLS, Box 229, Columbus, Georgia 31902.

Come work with me 1 year and I'll show you how to get to the majors. Dan O'Shea, WMPX, Midland, Michigan. Send air check. No phone calls.

Midwest. We need strong air personality, production good voice. 2-3 years or more experience. MOR-pop. Our people are all pros. We have a good station in university community of 25,000. Tape, resume to WSP, Stevens Point, Wisc. 54481.

Announcer wanted immediately. Established Schulke good music format. Send tape and resume immediately to Walter Thurman, WSWT, Box 3335, West Glen Station, Peoria, Ill. 61614.

Canadian major market top 40. I need a breakfast man. I want a good jock who is creative and has a flair for production. No beginners, please. 403-263-8160.

Going MOR. Two progressive MOR jocks wanted. Experienced only. Good voice, excellent at production. Top commercial delivery. Prefer man from Rocky Mountain states. Personal interview a must. Send tape, resume, photo and references to: Box 11809, Pioneer Station, Salt Lake City, Utah 84111.

Technical

Chief Engineer of non-directional radio station in Omaha, Nebraska. Salary commensurate with ability. Box G-74, BROADCASTING.

First phone—experienced—for AM directional and FM Stereo shift plus maintenance schedule—permanent position for the right person. Equal employment opportunity in Southern New England medium market. Resume and references to Box G-109, BROADCASTING.

Need a chief engineer to maintain AM, FM stations with automation and background music. Deal to include background music sales if desired. Small market Southeast. Write Box G-302, BROADCASTING.

Chief engineer. Studio and transmitter maintenance, non-directional AM and FM. Growing small market station offers stability and opportunity to responsible operator. KOFO, Ottawa, Kansas.

Chief operator for Skw 2 tower DA-1 and 50kw FM. New England. All new XMTR facilities. Require directional and solid state experience. Contact Douglas Aiken, Technical Director, 1-603-669-1250.

Engineering manager FM station. Extensive experience in high quality audio and FM transmitters. First class FCC license required. Car necessary. Write: Mr. Ed Herlihy, WJIB, 68 Commercial Wharf, Boston, Mass. 02110, or call 617-288-3200. WJIB is an equal opportunity employer M/F.

Beginner Professionals—Part-time & weekend board \$1.80/hour + sales @15%. New country modern regional AM; American Entertainment Network affiliate; Western Kentucky/Indiana border. Small, small town; low, low pay; hard, hard work, and fun. We expect you to be good enough to leave us in one year; and we'll help, but we want you at least one year. Broadcast training helpful. Good voice, diction, and enthusiasm required. Send resume, picture, and voice check to: Radio 1140, WKCM, Box 140, Hawesville, Kentucky 42348.

Technical Continued

Engineer—Full-power FM station under construction. Bachelors degree, first phone, and radio experience preferred. Salary open. Available January, 1973. An equal opportunity employer. Send resume to: Dr. George Schowengerdt, G-5 Library, University of Missouri-Rolla, Rolla, Missouri 65401.

Chief engineer capable of full maintenance. All voice helpful, but limited to one hour of recording per day. Call Manager 307-265-2727 (no collect) or write Box 2090, Casper, Wyoming.

News

Young News Director needed with action-oriented journalistic capability. No straight-laced stentorian types, please. We need a newsman aware of the fact that news reporting must suit station format in complete compatibility. Forward tape, resume, and news philosophy to Box G-204, BROADCASTING.

Unexcelled Florida news team expands. Qualified experience necessary. Benefits, atmosphere excellent. Tape, photo, resume to Box G-235, BROADCASTING.

Wanted—Play-by-play announced for college and high school football, basketball and baseball. Some board work. Need tape, resume and references. Experienced only. WNDH Radio, Napoleon, Ohio 43545. 419-592-8060.

Newsman. Great opportunity with growing company for newsmen with some boardwork. #1 station in small market—Central USA. Call 308-345-5400.

WG5M Long Island needs a mature sounding experienced newsmen. Ability to dig and write important. Knowledge of area desirable. Professionals only. Contact John Miller, Box 740, Long Island, N.Y. 11746. 516-423-6740.

Programing, Production, Others

Aggressive program director capable of disciplined supervision of staff or your choosing. To direct modern MOR "golden" formatted SKW daytime in top 100 Midwest market. Salary commensurate with capability, plus fringes. Send tape, resume and credentials to Box G-203, BROADCASTING.

KFDI Radio in Wichita, Kansas is looking for a production manager who loves production. If you're our man, you'll work with the best equipment, a talented continuity writer, six aggressive, fast moving salesmen, and 33 other staff members who operate #1 adult station in a bustling Mid-Western market. You must be able to write continuity, edit tape, organize an efficient master file system, and maintain a routine that allows for the day to day production while accommodating spec tapes, creative productions, etc. Above all, you must be steady, dependable, and enthusiastic! If you are these things, we'll pay you well, and guarantee you a stimulating, rewarding career! Send production and continuity samples, picture, and complete resume to Mike Lynch, KFDI Radio, Box 1402, Wichita, Kansas.

Creative production chief. Write and produce unique commercials for successful modern country radio station. Opportunity for administrative advancement. We're growing rapidly. Write Box 2090, Casper, Wyoming.

Can you create comedy and other commercials? Then you are probably able to assist creative medium market station in other areas. We have a genuine opportunity for you. Call Manager 307-265-2727 (no collect) or write Box 2090, Casper, Wyoming.

Situations Wanted, Management

18 year pro in deadend administrative position. Desires medium or small market management with possible eventual buy-in. Box G-214, BROADCASTING.

GM/SM—Thoroughly experienced. Top salesman. Expert in sales motivation, programing, budget control, ratings. Excellent references. Available now, station being sold. Prefer N.E. 401-624-6461. Box G-240, BROADCASTING.

MOR team to take charge. Top engineer-announcer, 20 years, chief AM, FM-stereo. Station, automation, equipment design, planning, construction. Programing, production, news. Ready to manage. Wife: third-endorser. Operator, pleasant announcer, traffic, programing, bookkeeping. Operate semi-automated station with part-time operator-sales people. CP's note: No rush, employed Florida. South preferred. Box G-275, BROADCASTING.

General Manager, all experience has been with one station that recently sold. Heavy in sales and involvement. I can invest substantial cash for part ownership. Will answer all replies and consider any location. Box G-278, BROADCASTING.

Management Continued

Highly successful major market total broadcaster available. People oriented, creative administrator. Emphasis on sales and the bottom line. Twenty years professional experience. I want incentives commensurate with growth. Let's talk. Box G-284, BROADCASTING.

Operations director with 22 years in industry—sales and programing oriented, seeking position as manager. Box G-293, BROADCASTING.

Future manager with 12 years experience in engineering and programing seeks manager or sales to manager position. Prefer Mid or Northwest. Box G-294, BROADCASTING.

Housecleaning? Combination GM/CE has answers. Box G-306, BROADCASTING.

Family man 27, seeks PD spot, 6 years experience all phases. 3rd endorsed would prefer no air shift, currently employed in NE PD/morning men contemp. MOR. Box G-330, BROADCASTING.

General manager available soon. Box 3312, Green Bay, Wis. 54304.

Sales

Creative salesman ready for move up. One year TV coupled with radio experience has made me number one in my present position. Box G-296, BROADCASTING.

Announcers

One of America's most unique personalities available in the fall currently top-rated latest A.R.B. Drive time top ten market. Box G-144, BROADCASTING.

First phone, authoritative news, top salesman, 1 1/2 years broadcasting school including TV news, college, happy seeking light rock or MOR. Box G-186, BROADCASTING.

Enthusiastic, dedicated and cooperative. 2 years experience in rock and country music, also experienced in sales. Minimum \$130.00—Married. Box G-189, BROADCASTING.

Experienced young professional, family, rock, modern country, adult contemporary. Box G-211, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box G-212, BROADCASTING.

Broadcast School Director/Instructor—6 years experience, wants out of the school business and back into his first love—radio—Prefer top 40 or up-tempo. Contemporary MOR. Married, vet, 1st phone, super tight board, congenial personality and stable. Searching for station or group to grow with. Will relocate anywhere for right job. Box G-227, BROADCASTING.

Seeking a place to grow after a stifling bout with automation. 1st phone, good production, 3 1/2 years in radio and willing to move for announcing job under a program oriented management. Box G-263, BROADCASTING.

Enthusiastic, versatile and dependable . . . top 40 jock and/or news. 1 year announcing, management, production and writing. Strong on delivery. Third endorsed. Ready to relocate and sweat. All material available. Chuck Bell . . . Box G-277, BROADCASTING.

Three years experience, third endorsed, some college, theatre background. Box G-280, BROADCASTING.

Available August 7, college degree in broadcasting and 3rd. Experienced in rock and MOR. Prefer rock, consider all. Box G-298, BROADCASTING.

Young talented announcer. Production—news. Experienced. Any format. Position desired in Northeast. Minimum \$125. For exchange of references, tape and resume, Box G-299, BROADCASTING.

Experienced pro with network quality voice. Major market experience. All phases radio and television. Third class with endorsement. Box G-300, BROADCASTING.

Small market announcer-salesman wants to advance. Masters, 3rd, aggressive, eager. Give me a MOR or top 40 airshift and I'll do whatever else is necessary. Box G-310, BROADCASTING.

Midwest to Southwest—first phone, four years experience MOR, CW dj and automation programing. Married, dependable, honest. Box G-313, BROADCASTING.

College athlete, Degree: Broadcasting, Physical Education. Built sports dept. at 100,000 watt FM. Experienced play-by-play. Married, reliable, enthusiastic about radio sports. Box G-314, BROADCASTING.

Announcer-MOR, top 40, progressive. Immediate availability. Prefer NJ, NY, Pa. Gary MacIver, 485 Valley Street, Maplewood, NJ 07040. 201-763-1957.

Announcers Continued

Experience is a combination of quantity and quality. Rich background from progressive rock to programming of MOR for automated chain. Good voice, good ideas, high ambitions, 1st phone. Looking for a place to stay at least two years, N.E. or West Coast. Steve, 617-472-3527.

Personality! Now available. Any format except country. 3 1/2 years experience including telephone-talk. BS in Radio-TV, first phone, pipes, finest references. Vietnam vet. 412-264-9505.

First phone . . . 2 broadcast schools. Will do any type of work in order to gain experience MOR. Will relocate anywhere. Earle Gerhart, 7130 Chew Ave., Philadelphia, Pa. 19119.

Temporary or part-time work wanted. Former jock and newscaster at major stations (MOR and contemporary) in two top-ten markets wants to get back on the air. Have quit off-air job at network flagship and want to sharpen air skills. The closer to New York or San Francisco the better but will consider other areas. Call 212-362-7047.

CW, PD, DJ with 5 years experience looking for permanent home as either announcer, PD or MD. Scott Stephenson 1-309-944-2046.

First phone, Brown grad, AA Degree Mass Communications, 2 1/2 exp., cable and radio. Will consider any offer. Available now. Bob Krebs, Jackson, Minnesota 56143. 507/847-3471.

Top Show . . . big voice . . . creative production . . . 1st phone . . . currently PD CW station. Bob O., 307-265-2727.

Radio comic creative college grad, 22, seeks job on small contemporary. Bill Brill, 1903 Leslie Lane, Merrick, New York. 516-868-3612.

Save this ad. Summer end personnel changes may necessitate locating a new air personality and commercial production man, and here I am waiting with great voice, 3rd endorsed, 3 years college, 2 station experience, and a lot of enthusiasm. Contact Fred Missman, Box 1041, Palos Verdes, Calif. 90247. 213-377-0039.

3rd phone, 2 years experience in rock/MOR/news, prefer small market. Rich Thomson, 1121 Catalina, Wichita, Kan. 67216. 316-522-4460.

1st phone, broadcasting graduate, any format, 26, married, two children. Knowledgeable of radio procedures. John M. Stangle, 2766 Worden St., San Diego, California 92110.

Soft voiced young announcer, looking for big break—your name salary. Doug Galliher, 3907 Angol Place, Jacksonville, Fla. 32210. 904-771-7386.

Attention Southeast: Stranded in Florida. Experienced professionally trained 1st phone announcer. Have tape, resume, references. Call Larry 813-774-2903.

Experienced sportscaster also experienced on AM, FM Stereo. Looking for college spot. Available for 1972 season. Married. Prefer Texas but will consider all others. Radio or TV. Contact Les Organ, 505-746-2751.

Technical

First phone operator desires maintenance experience, Southeast. Box G-151, BROADCASTING.

Large market chief. Proven track record of boosting loudness and signal penetration. AM-FM directionals, proofs, construction. Age 27, married, BS. Currently employed NE at 12K salary. Box G-183, BROADCASTING.

Chief engineer, mature, experienced. AM-FM-stereo. automation. Desire change before school resumes. Box G-274, BROADCASTING.

Aggressive young major market chief. Top-notch credentials. Dynamite, references. Box G-281, BROADCASTING.

Engineering consultant: seeks technical administrative position with major broadcast facility or equipment manufacturer. B.S. Degree. Experience in all technical aspects of broadcasting. Box G-287, BROADCASTING.

Chief engineer seeks engineer management position with chain. Experienced AM-DA-FM SCA STL. Presently chief 50 KW DA five years. Box G-295, BROADCASTING.

Programming/operations/first phone. Female seeks challenging position in Southeast. Knows and enjoys radio. Hard work and long hours no problem. Box G-315, BROADCASTING.

Chief Engineer—29 years in business—planning, maintenance, proofs, directional antennas, remote control—Julian Craft, 256 E. 39th St., Norfolk, Va. 703-625-0298, 853-9257.

Technical Continued

Small market desiring dedicated, experienced engineer. Will assume board shift. East preferred. 216-688-2395.

Christian first phone seeks management, engineering/announcing position in non-commercial station. Donald Scott, RD 4, Newton, N.J. 07860. 201-948-5616.

News

Three years experience in major university sports including hockey. Sportscasts, interviews, pre-game/post-game shows and sports director. If you have the opening, I have the ability to make your sports program top-notch. Box G-169, BROADCASTING.

Sportscaster . . . desires job with leading radio and/or television. Major market, big league experience. Award winner. Top interviews, commercials, telephone participation. Box G-206, BROADCASTING.

Dedication to broadcasting. News, sales, announcer. Minimum \$800/month. Minnesota, Wisconsin, Dakotas . . . only. Box G-213, BROADCASTING.

Blackman—4 1/2 years experience, Indiana University broadcasting major, experienced as news director, news reporter, announcer and production. Radio or TV. Married, presently employed. Box G-243, BROADCASTING.

Experienced sportscaster—college basketball and football play-by-play. Reporting sports and news. Will relocate. Box G-248, BROADCASTING.

News director, state capital correspondent, city bureau chief wants reporter-editor slot in all news or news-talk station. Last job in large Michigan market. Box G-269, BROADCASTING.

Need a top notch sports announcer? Big Ten play-by-play pro available for the right job. Experience as news and sports director and in TV should help. Box G-272, BROADCASTING.

Female broadcast journalist seeking advancement in news and public affairs. Experience in spot news, live coverage of legislative hearings, and documentary production. Contributor to NPR's "ATC." M.A. in radio and television. Box G-291, BROADCASTING.

Northwestern J-school grad, former military information officer, desires radio news position. Box G-307, BROADCASTING.

Resonant voice, polished pro . . . inside/outside capabilities, writer, BA, pbp, 1st phone. G-308, BROADCASTING.

Dynamic play-by-play. I gamble on fourth down, I crash the backboards, and I can punt and run with anyone. Will combo above with news or my 1st ticket dj ability. Experienced. Managers interested in exciting sports can contact this team player at Box G-322, BROADCASTING.

Single, 24, college degree, no experience, draft exempt. Desire start anywhere. Willing to work hard to prove myself. Salary unimportant, experience is. Resume and tape on request. Box G-329, BROADCASTING.

Young family man, vet, 2 years experience desires work in MO Ror news. Box 339, BROADCASTING.

Reporter-news announcer, medium market. BS, 9 years broadcast experience. Strong on interviews. Some film. Sports reporting-announcing, pro team. Box G-335, BROADCASTING.

J-Grad: 3 years radio experience; stable worker wants responsibility soon. Paul West, 2550 College Avenue #8, Berkeley, California.

Experienced young Chicago journalist with First Phone seeks radio news position at medium market station, preferably in the Middle Atlantic or New England area. 312-869-8881.

Ivy League grad, four years in minor market, one summer in New York City all news, looking for medium or major market home. Good reporter and announcer, willing to work hard. 212-662-8933, before 9:30 A.M.

Seasoned radio-TV news broadcaster seeking position with operation where news gets the accent and respect it deserves. Mike EauClaire, 313-785-5008.

Programming, Production, Others

Solid gold! I would love to program it fulltime. Presently programming top-40 in a top-30 market, but for love of gold. File your claim early. Box G-231, BROADCASTING.

Black music director, salesman seeks station with future. Box G-276, BROADCASTING.

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

Programming Continued

Successful program director with seven years experience in medium market top forty and progressive FM, looking for new or suffering FM to aggressively program. Currently head of number two rated FM in fourteen station market. Box G-289, BROADCASTING.

Conscientious, hard working, copywriter-production-newsmen-dj. First phone. Personality plus talent. Experienced. Box G-303, BROADCASTING.

Program/music director—ratings builder, tripled last station in top 50 market—available now. Box G-311, BROADCASTING.

Small markets: young ambitious husband and wife—both experienced, licensed. Go anywhere, do anything for percentage ownership, profit in your station. Can cut cost—able to operate all phases ourselves—if necessary for short while. Watch us improve quality, sales, efficiency—small market veteran. Currently in medium market—on our way up! Answering service 213-937-4555. Box G-318, BROADCASTING.

Experience in rocks and MOR, salary dependent upon location. I am 27, married, with one child and desire challenge with a stable organization. For complete resume and tape send reply to Box G-338, BROADCASTING. See display ad for further information.

Black P. D. Looking. 919-483-6530.

Would like first shot at programming, but first I want to learn from someone who is doing it well now. Looking for asst. pd/music director job after 3 1/2 years in announcing and production. Will work long and hard for relatively low wages. Call Steve Crowley, 617-472-3527, or write 208 Fenno St., Wollaston, Mass. 02170.

Attention Southwest. Looking for PD position with modern medium market station. 8 years all phases of radio, college grad, married, 25 years old, good voice and personality. Currently selling interest in Southern Illinois' number one country station. Know programming and all music, prefer MOR. IGM, Gates, and Schafer automation experience. Treat me right and I'll stay forever. 618-993-8689 days.

TELEVISION

Help Wanted Sales

Wisconsin TV station needs local sales manager. Strong income. Fringe benefits. Must be leader. Reply Box G-317, BROADCASTING.

Technical

The Grass Valley Group, Inc., is seeking a television systems design engineer. Applicants should be thoroughly familiar with video and audio systems. Manufacturing experience desirable but not mandatory. BSEE or equivalent experience required. The Grass Valley Group is located in the Sierra Nevada mountains of Northern California, away from smog, traffic, and large city problems. Send a personally written resume to Merv Graham, Chief Systems Engineer, PO Box 1114, Grass Valley, California 95945.

Engineer, qualified, complete UHF operation. KBSA, Box 286, La Canada, Calif. 91011.

Technician, prove capability in the operation, installation and maintenance of live cameras, film cameras, quadrature video tape and audio equipment. Apply by letter only, giving full details of past employment and references. WNET-TV, Hotel Lafayette, Bufile, New York 14203. An equal opportunity employer.

Broadcast engineering/technician responsible for daily operations and light maintenance at new UHF PTV station at upper Midwest university. First Class FCC license or may consider BS in EE. \$8-10,000. Equal opportunity employer. Available approximately August 1. Contact 414-465-2500 for further information.

Broadcast equipment sales. Gravco Sales, Inc., a subsidiary of the Grass Valley Group, is expanding its New York office. A strong technical background in color television systems is essential. Sales experience desirable. Please send a resume to Robert Lynch, Gravco Sales, Inc., Station Plaza East, Great Neck, New York 11021.

News

Major market VHF Network affiliated station in Midwest needs program talent as Editor/analyst. Applicants must have background that emphasizes news. Our station is fully dedicated to NEWS and thus we have the finest facilities available. Send resume and audition tape to Box G-159, BROADCASTING.

Midwest station in top 20 market is looking for news talent to co-anchor prime time newscasts. Previous experience must confirm a team man with personality and a total commitment to news. Resume accompanied with VTR to Box G-160, BROADCASTING.

News Continued

Reporter, special affairs newsmen (or woman) for number one rated Mid-Eastern top fifty market. NBC affiliated station. Ability in gathering and writing news plus strong on air work for anchoring daily woman's oriented public affairs program a must. An equal opportunity employer. Box G-201, BROADCASTING.

Experienced hard news documentary producer for S.E. Fla. TV station. Experienced only need apply. Box G-226, BROADCASTING.

Immediate opening for dedicated newsmen with network affiliated UHF television station in Ohio. Beat reporting . . . anchor . . . feature work. Only dedicated newsmen need to apply. Rush resume, picture, and references to Box G-265, BROADCASTING.

Chief Engineer. Southeastern PTV station. "Take charge" man to head capable nine man staff. Requires experience in B&W, color, VTR, and remotes, plus proven administrative ability. Excellent working conditions and benefits. Send resume and salary requirements to Box G-320, BROADCASTING.

Broadcast engineers, studio and transmitter. Experience preferred but not required. Good electronics background and first-phone license are. Long established California network station. Send resume and salary requirements. Box G-326, BROADCASTING.

South Florida TV seeks combination sports reporter/photographer with interview capability. Experienced only apply. Salary requirement first letter. Box G-325, BROADCASTING.

Anchorman. Genuine opportunity. Present or potential news leadership. Key considerations include authority, humanity, delivery. Advancement via group ownership opens this challenge. No barriers, age included. Live where laughter and sunshine still prevail. Send resume/VTR to: Gene Wilkin, GM, KING Broadcasting, So. 4103 Regal, Spokane, Wash. 99203 or call 509-KE-4-0423, ask for Wes.

Programing, Production, Others

Producer-director: Experienced, competent, well-informed, friendly ideas-man, who is eager to help build the public television image in southeast station. Lots of production. Hard working and must adjust to tight-knit family atmosphere. We'll love you if you love us. Equal opportunity employer. Box G-288, BROADCASTING.

Production pro wanted at net affiliated medium market station in North Central area. Man we are looking for must be fully experienced in live, VTR and film production, both program and commercial. Prior direction experience necessary. Successful candidate will become production manager and completely supervise No. 1 rated professional staff. Opportunity unlimited for future advancement. Top salary and benefits package. Send full resume in first letter. Box G-304, BROADCASTING.

Producer-Director. Commercial tape production house needs creative director with heavy experience directing commercials and programs. We offer an excellent plant, facilities, working conditions, and salary. You provide experience, hard work and ability. Send letter and resume to: Ron St. Charles, Production Manager, United Artists Production, 8443 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

Art director for ETV station. Experienced in all forms of print and on-air art including scenic design. Salary open depending on qualifications. Equal opportunity employer. Send resume and portfolio to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, New York 14203.

Situations Wanted Technical

Chief-engineer. Twenty years electronics experience including three years major television network. Thoroughly familiar with operation and installation of all engineering activities. Heavy remote experience. Some directing. Will relocate, married, references. Box F-183, BROADCASTING.

Experienced reliable first phone operator, Southeast. Box G-91, BROADCASTING.

TV, switcher, director, first, BA, editing, announcer. 315-478-8896. Box G-94, BROADCASTING.

Young man 20, presently employed at Midwestern VHF station seeking fulltime opportunity. Acquired first phone in high school and recently graduated from Valparaiso Tech. Familiar with switching, VTR operation, slide and film projection. Box G-312, BROADCASTING.

Engineer: first phone, experienced AM, FM, TV, VHF, UHF. Transmitter; studio; maintenance. Resume, photograph. Box G-324, BROADCASTING.

Technical Continued

Broadcast maintenance engineer with over fifteen years hands-on experience in color television, full power AM, FM Stereo and directional know-how, seeking heavy responsibilities with stable company. Please inquire Box 26152, Tempe, Arizona 85282.

First phone graduate RCA Studio School, NYC. Familiar with all areas of studio operations. Wilbur Banks, 499 West 130th St., Apt. 2D, New York, N.Y. 10027.

News

Are you looking for an anchorman? Employed 50 market. Over a decade of experience in broadcasting. Anxious for move up to another top-rated station. Box G-237, BROADCASTING.

Reporter with major market experience wants to relocate. Radio, television, newspaper experience. Box G-250, BROADCASTING.

Different weather forecast by different weather forecaster. Contact Box G-286, BROADCASTING.

Ambitious anchorman for small UHF station seeks something better. I can write, rewrite and report news. Seven years radio/TV experience. Married, Master's degree. Box G-297, BROADCASTING.

Weatherman. Top rated pro with major market background. Excellent on camera appearance with smooth delivery. Box G-321, BROADCASTING.

Black photographer, 25, four years medium market experience (16mm) seeks challenging opportunity in major market. References. Box G-333, BROADCASTING.

I'm 30 years old, major market and big league PBP background and looking for a station that needs help. I'll deliver commentary, scoops on your sportswriters, plus a personable delivery that fits into your news block. I have plenty of big name references and contacts. I'm ready to help your fall news block. Are you willing to move immediately. Box G-340, BROADCASTING.

Experienced documentary and newsfilm crew available for political conventions, Olympics, Vietnam, or other assignments. Eclair, Nagra, CP-16 equipped. Smith & Friends, 2735-C Tallulah Dr., Atlanta, Ga. 30319.

Michigan TV anchorman/weather 3 years experience. Production/news. Tom Stephens, 217-789-2978. Call after 6 PM please.

Programing, Production, Others

Journalist, Army veteran, trained, recently discharged, seeks good position, good pay and future, willing to work more than his share for a good future in television or radio. References, DD 214, resume, and voice tape available. Will travel. Box G-244, BROADCASTING.

Director/switcher, now at small market, seeking medium market similar position or upward move. Young, professional, enthusiastic, versatile. Excellent references. Box G-249, BROADCASTING.

Can produce challenging show for youngsters age 6-11. Available in October. Prefer Southwest. Box G-285, BROADCASTING.

Gulf States! Heavy experience as Art Director, Set & Graphic Designer. Well versed in photography & production techniques. Hard worker, responsible, sales minded and not temperamental. Box G-328, BROADCASTING.

Will booth announce, work camera, projection, studio crew, etc. Have network background and RCA training. Married, will relocate. Richard Howard, 37 West 89th St., NYC, N.Y. 10024.

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Used broadcasting equipment needed immediately. Cash paid. Box G-73, BROADCASTING.

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Used 5KW AM transmitter of the newer small size needed. Call or write Chief Engineer, WDBO, Orlando, Florida. 305-241-4191.

Studio Camera Crane for TV use. 10 to 15 foot lens height required. Contact Ron St. Charles, Production Manager, United Artists Production, 8443 Day Drive, Cleveland, Ohio 44129. 216-845-6043.

Need a 35mm SOF film projector for use on a RCA TK 27 film island. Please state make and condition: Mr. Howard J. Zukerman, National Teleproductions Corporation, 5261 North Tacoma Ave., Indianapolis, Ind. 46220.

FOR SALE EQUIPMENT

Helix-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Patch panels-CoAxial, (2), 3/8" 50 ohm, 10 X 10 plus dummy load connection. Dialectric Communications Type 3233P. Unused. Complete specs available. Original cost about \$7000 each. S-W Elec., Box 23872, Oakland, California 94623, Telephone (415) 832-3527.

1,000 Watt UHF translator, Ampex with modularized power supply (with Bogner Antenna). Channel 36 in, Channel 79 out, KGSC-TV, San Jose, California PH. 408-298-6679.

McMartin TBM-3500 Modulation Monitor and TBM-3000 Frequency Monitor. Both in excellent condition. Contact WMOA-FM, Marietta, Ohio. 614-373-1490.

Raytheon transmitter parts for RA-250, RA-1000A and RA-5A AM transmitters. Raytheon reformer repair service available. Write for prices and information. CA Service, Springfield, Vt. 05156.

Sale—closeout. 3 RCA TK41 studio color cameras with lenses, tripods, Fearless heads, 300' cable each, package \$6,600, or \$2,650 each. Bell & Howell Jan projector mag/opt on base, \$850. EMI 4 1/2" B&W studio camera lenses and cables, \$1,500. Marconi Mark IV 4 1/2" B&W studio camera lenses, tripod dolly, cable, \$2,500. RCA TK21B B&W film Vidicon camera, \$600. All FOB, Las Vegas. Contact Frank Anderson, 702-870-2020, or John Eitlinger, 213-652-8100.

Mike Boom, Mole-Richardson type 103-B with perambulator. Mint condition. Kluge films, 5350 W. Clinton Ave., Milwaukee, Wis. 414-354-9490.

Cameras—two RCA TK-60, complete, includes I.O., mounting equipment, cable. Both for \$5,695. Also three RCA TK11, modified for field use, with I.O., mounting equipment, cable. All for \$2,695. Dynair VS-121B 12x3 switcher, excellent condition, three years old, \$1,495. Contact H. G. Wagner, WMAV/WAVT, 1015 N. Sixth St., Milwaukee, Wis. 53203. 414-271-1036.

PRICED TO SELL—practically new from defunct WLXT-TV, Channel 60, Aurora, Illinois. MICROWAVE ASSOCIATES—complete package; 85T2B115V(F) all solid state 2MHz transmitter, 15KHz audio program channel on 7.5 MHz subcarrier. Solid state 2M2 crystal control receiver, 15KHz audio program channel on 7.5 MHz subcarrier. Two six foot antennas and pipe; two 45AR connectors; hoisting grins; steel wraplock. NEWLETT PACKARD MONITOR-355E. MARCONI SIDE BAND Analyzer-TF2360R. GENERAL RADIO COMPANY Transmitter Monitor-Serial 167; Type 1184-A-A. GENERAL ELECTRIC 12 1/2 kilowatts color transmitter. JAM-PRO ANTENNA. TOWER Type-83P, 400 ft. Guide, A3 Lighting; location—Naperville, Illinois. Contact: Mulqueen Productions, 18W083 Jamestowne Lane, Villa Park, Illinois (60181); 312-627-3028.

FM antenna . . . three bay circularly polarized. Gates FMC-3 with heaters and matching section. 3/8" flange termination. Has mounting brackets for utility tower model 340. Presently 92.7. Used only four years . . . new condition . . . never damaged. Available October 1972 or before. In operation now. Asking \$1,850. Make offer. WOBB, Box 927, Toms River, New Jersey 08753.

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Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International. Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

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Ampex 7500 Color Video Tape Recorder, excellent condition, \$2,300, will deliver. Stan Nazimek, Jr., 506 Mount Prospect Ave., Clifton, New Jersey 07012. 201-777-4168.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

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, Illinois 60611, call collect 312-944-3700.

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Miscellaneous Continued

How much is a job worth . . . ? For a complete, updated listing of all known radio openings in the U.S., rush \$10 to: Franklin-Madison Assoc., Box 8027, Akron, Ohio 44320.

Art & graphic design exclusively for TV. Network quality. Custom made. Fast service. Also slides, special effects and animated film clips. Write Baurer Studio, 1301 N. Rampart. New Orleans, La. 70116.

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Video Engineers. International positions. One of the world's leading manufacturers of TV equipment is offering excellent overseas positions. Must be completely familiar with color TV, digital control is optional. Should be willing to re-locate overseas in some of Europe's most exciting cities. Multi-language capability preferred. All replies strictly confidential. Send resume and salary req. to Box G-271, BROADCASTING.

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*** 2603 Inwood Rd. 357-4001.

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Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago***, 3443 N. Central.

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Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting date Oct. 4. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

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R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

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Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

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Think about it. We cost less but take more time to prepare you for a first phone. 10 weeks \$355. It's the best way. State approved. Omega Services, 333 East Ontario, Chicago, Illinois 60611. 649-0927.

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KLZ-DENVER A Group One Station—Needs Strong Afternoon Traffic Personality

Contact—Russ Knight
KLZ Radio Station
123 Speer Blvd.
Denver, Colorado 80217
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Top 50 East Coast MOR needs experienced, creative Program Director. Complete details to

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TM productions **TM programming**

TM Production/TM Programming has a prime territory open for a bright, aggressive broadcast oriented salesman. Extensive travel and well rounded background in AM-FM broadcasting required. Salary and commission terms open. Resume only:

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Major metro group station in West. \$20,000 minimum for morning personality who can take the market.

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50,000 watt, Mid-West radio station with network affiliation has immediate need for experienced Traffic Manager. Company will consider #2 man in major market station. Company offers attractive starting salary and benefits and good promotion opportunities. Please send complete resume in confidence to:

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We are seeking 3 outstanding television time salesmen for the New York, Chicago, Atlanta markets. Income potential—\$25,000 to \$35,000. Send confidential resume to Ron Curtis & Company, O'Hare Plaza Building, 5725 East River Road, Chicago, Illinois 60656. No Fee. All replies answered.

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Challenging oppty. in N.Y. Co. involved in creating & distributing video cassettes. Important position, fine salary for producer/director with heavy tape exp., remote & studio. Must be able to oversee projects from inception to E.E. Budgeting, administrative skills essential.

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Box 346-H, 15 E. 40th St.
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OUTSTANDING NEWS DIRECTOR

Documented track record in building top ratings. Employed pro who knows what's happening in TV news and how to apply it to your station.

Box G-166, Broadcasting

**Situations Wanted
Programing, Production, Others**

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A new, believable face and voice for your market . . . experienced from grass roots to all major networks . . . film, tape, voice over . . . NETWORK QUALITY AT LOCAL RATES. A call to 214-526-4548 can bring you what you're looking for, wherever you may be . . . or you may write for details.
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Miscellaneous

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30-minute, weekly program of nostalgia at its best, featuring hundreds of great stars from radio's golden past. Comedy and music recorded between 1909 & 1940's. Rate \$5 per program—no term contract. For audition tape write Hayden Huddleston Productions, 305 Shenandoah Bldg., Roanoke, Va. 24011 or phone 703-342-2170.

Miscellaneous Continued

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But, variety being the spice of sponsors, you might like a change of voice occasionally. Network quality, warm, professional voice will voice your spots to provide that variety. Any spot \$15.00. Any format \$25.00. 10% cash discount. First spot introductory price \$5.00. Satisfaction guaranteed or money refunded. Send copy and instructions to RICK O'SHEA PRODUCTIONS, BOX 290, LAS VEGAS, NEVADA, 89101. Ask for free Las Vegas show info and reservations.

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CATV EXPANSION

Three station major market system expandable to 250,000 homes. Certificate of compliance will double number of stations offered on cable. Seeking expansion via joint venture, merger or capital infusion on any reasonable basis. Reply to President.

Box G-238, BROADCASTING

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Stations**

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from owner, AM or FM in any location. I have \$30,000 cash, a lovely Mid-West city home and a 200 acre farm. Will give all. All replies confidential.

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I have a network daytimer with P.S.A. Single station licensed to suburban of 22,000. Tower is 5 miles from large major market. Small billing. Will trade up or down, any location considered. Subject to FCC approval.

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Box G-316, Broadcasting

For Sale Stations Continued

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METRO AM-FM**

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(Will consider part stock or merger)
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NE	Small	Daytime	145M	Nego	MW	Metro	FM	150M	Terms
E	Medium	Daytime	600M	Nego	E	Metro	Fulltime	565M	Nego
E	Metro	Daytime	280M	29%	E	Metro	Fulltime	435M	SDLD



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Profile

Principles into practice: Larry Cervon of Gates

Larry Cervon's career almost begs for one of those son-of-the-immigrant-grocer write-ups. That's what he is, besides being vice president and general manager of the Gates Radio Co.

At the age of 7, Mr. Cervon was brought to America from an island seven miles off the coast of Yugoslavia. When he was 9, he was already working in his father's store in the Unionport section of the Bronx. He has never forgotten those days: "I learned then," he says, "that you have to work to make a buck."

And he recalls, too, with obvious affection, the values he learned from his father, "a warm, friendly person who helped me better understand people and taught me the need for making a profit."

He still operates under the principle that hard work makes money. On Saturday, July 22, Mr. Cervon and his family began a long-delayed, two-week holiday on Great Peconic Bay at the eastern end of Long Island. He spent his first two days relaxing, but on Monday, he found for the first of several times during those two weeks that he had to don shirt, tie and suit and go to work.

On one of those busman's holiday days soon, he will travel to Washington for the closing of a transaction whereby Gates, through its parent company, Harris-Intertype, will acquire the TV-equipment line of General Electric Co. That \$5.5-million deal, bringing GE's estimated \$15-\$20 million annual sales into the Gates purse, makes Gates the number-two, all-service broadcast-equipment firm in the U.S. and number six in the world, Mr. Cervon claims.

From immigrant-grocer's son to the vice presidency of what Mr. Cervon says is the number-two broadcast-equipment maker in the country: What went in between?

A graduate of the College of the City of New York (now City University of New York), with a major in economics and a minor in history, he joined the U.S. Marines in 1941 (going on active duty in 1943 after graduation from CCNY). After one year in leatherneck uniform, he transferred to the Navy where he was assigned to the electronics course given by Captain William Eddy, a legend among electronics people. Before falling under the tutelage of Captain Eddy, Mr. Cervon was headed for a law career; he now was headed for the electronics business.

After the war, he spent two years with RCA and Westinghouse, in their international divisions. In 1947, he joined Gates, then on the bottom line of broadcast equipment makers, after RCA, Western Electric, Raytheon, Collins and GE.



Lawrence John Cervon, vice president-general manager, Gates Radio Co., division of Harris-Intertype Corp.; b. Jan. 27, 1922, Lozisce, Brac, Yugoslavia. BS (economics), College of the City of New York, 1943; attended Fordham University Law School, 1946-47. Served with U.S. Marines and U.S. Navy, 1943-45. RCA International, 1943; Westinghouse International, 1946; Gates Radio Co., sales engineer, 1947, general sales manager, 1953; VP-sales, 1960; VP-operations, 1965; VP-general manager, 1967; m. Louise K. Bossler of Flushing, N.Y., April 26, 1953; children—Kathryn L., 15, and Lawrence J. Jr., 12; Hobbies—biography and history.

Gates's business then was at the \$600,000-a-year level.

There at Gates, Mr. Cervon fell, naturally, under the influence of Parker Gates, founder of the firm. He speaks as warmly of him as he does of his father. Parker Gates "was a wonderful man to work for," he says. He practiced and taught his men empathy to the needs of broadcasters, fast delivery, simply designed products, reliability and economy. He also taught me," Mr. Cervon says, "the importance of providing a personal touch to all customers on all occasions whether they bought or not."

(There are broadcasters throughout the Middle Atlantic and New England states who react warmly when Mr. Cervon's name is mentioned. Some recall, in all good spirit, however, that he hardly

ever left them without persuading them to buy something, even a comparatively minor item of equipment.)

After seven years on the salesman's road, Mr. Cervon was called to Quincy, Ill., Gates's home office, to become general sales manager. During the Korean War, with a government-imposed freeze on materials, Gates's broadcast production lines had virtually ceased operation. Mr. Cervon, however, had learned that the Army Signal Corps needed mobile radio transmitters; he landed that \$2-million contract and kept the Gates broadcast lines going. That success led to the offer of the general sales manager post.

But the offer also meant leaving New York. "For somebody who was born on a small island and who lived near the sea all his life, and who loved New York—to become a Midwesterner was a big decision," says Mr. Cervon now. It took Mr. Cervon and his wife four months to decide to accept the offer. He's never regretted the move.

In 1960 he was named a Gates vice president and in 1967 he was named to his present post.

The almost six-foot, 200-pound Mr. Cervon (he dropped a final "e" two years ago—too many people mispronounced his anglicized name) is a staunch free-enterpriser. American television is the result, he says, "of competition between stations and between networks in technology and in programming rooted in its commercial advertising base." He says U.S. broadcasting is unequalled anywhere in the world.

And he is concerned about business elsewhere in the world. International business is one of his major interests, and it should be. Of Gates's \$20 million yearly sales, 20% is export, a slice he expects to continue to grow, although he is more bullish about domestic sales.

He theorizes that television has had two boom periods so far: in the early days, the 1950's, and in the mid-1960's when the rush was on to color. Then came the late 1960's and early 1970's when the economy slowed and the bureaucracy made an uncertain life for broadcasters, he says. But Mr. Cervon believes another growth period is coming; not a boom, but a period of evolutionary growth.

Executive-type predictions and worries aside, Mr. Cervon is down at bottom a salesman, working to make a buck. His "most challenging day," he recalls was in 1961. He went in to negotiate a \$100,000 deal with Richard Eaton, president of United Broadcasting, known as a difficult man to do business with. Thirteen hours of uninterrupted negotiating later, Mr. Cervon emerged with an agreement. Mr. Cervon still keeps a note from Mr. Eaton complimenting him on his "tact and imagination."

Editorials

Good start

The consensus toward which the administration's cabinet-level committee on cable-television policy seems to be heading veers sharply from the present course of cable regulation. It will displease some elements in both broadcasting and cable.

Yet as an outline of the legislation that would be necessary for implementation, it strikes us as sound. The relatively unfettered common-carrier function that is tentatively suggested is an agreeable compromise between government regulation and free-market operation. The elimination of discrimination against classes of cable-system ownership and channel access is particularly to be desired.

There will be broadcasters who want more protection against cable expansion and competition than the committee's draft provides and cable operators who want to continue in the dual roles of system owner and channel occupant. Their disparate views would presumably be given full exposure in the legislative process. Whatever comes of it all, the draft looks promising.

Experts on cynicism

The Federal Trade Commission has issued its report on the effects of the first year of prohibition against the broadcast of cigarette advertising by radio and television: Total cigarette sales were the largest on record; per capita consumption increased for the first time since 1966; cigarette advertising vanished from the air but enormously increased in other media. Not quite the triumph for public health that the sponsors of the antibroadcasting legislation guaranteed.

The leaders of the campaign that resulted in that legislation consistently ignored the substance of arguments arrayed against them—including the well founded prediction that a discontinuation of broadcast promotion would cause no significant decline in cigarette sales. They preferred to deal on the emotional level, accusing broadcasters of an indifference to the public's welfare in their greed for profits, depicting themselves as the lone champions of morality. Senator Frank E. Moss (D-Utah) was the spokesman for the antibroadcast crowd. "There are times," he once told the Senate, "when service in this body leaves one cynical and depressed."

The cynicism and depression suffered then by Mr. Moss were of no larger order than those felt often by outsiders who must contemplate the Senate and its works.

No way

If Democratic presidential aspirant George McGovern thinks he can cajole President Nixon into even a single television debate (assuming enactment of enabling legislation) he is whistling Dixie.

It has become a tradition to the political art to challenge the champ to TV debates. But no incumbent President has ever debated his opponent and none is likely to. In 1960, then Vice President Richard Nixon did debate the charismatic Senator John F. Kennedy, and rued the day he agreed to the three encounters. The Democratic victor, who had really never been in the top echelon of his party's leadership, was given an otherwise unavailable platform.

No one knows better than Richard Nixon that, if he hadn't agreed to the 1960 debates, the course of American and world events might have changed. The late President Kennedy certainly knew this; he had confided that without the prime-time exposure in those three debates he would never have received

the votes that enabled him to win by the narrowest of margins.

Senator McGovern is probably better known today than young Senator Kennedy was when he captured the Democratic nomination 12 years ago. Perhaps the McGovern challenge to debate was calculated to elicit a newsworthy brush-off from the President. It received, instead, a summary dismissal from the President's campaign manager, Clark MacGregor, who said confrontations "would not serve the national interest".

Although debates obviously are out, there's no plausible reason why Congress shouldn't enact pending legislation that would make free time available at the option of broadcasters for presidential and vice-presidential candidates by exempting them from the equal-time provisions of Section 315 which allow minority candidates equal exposure. But that's a half-measure.

The forthright, honest way to deal with political broadcasting is to repeal Section 315 in its entirety and allow broadcasters to exercise their own editorial judgments, as do their counterparts of the printed page. No one knows this truth better than the political incumbents, if they would only admit it.

Truth in advertising

When Action for Children's Television (ACT) announced that three vitamin makers had "agreed" to stop advertising in children's television programs (BROADCASTING, July 24), the implication was that they had made such an agreement with ACT. The companies were also said to have taken their actions "in response to public pressure spearheaded by ACT." All in all, it read as if ACT had choreographed the whole thing.

But representatives of the three companies say, and ACT leaders now confirm, that ACT's contact with them consisted of asking them a few weeks ago what they were doing about advertising in children's programs. The reason ACT asked was that its monitoring had shown a decline in the volume of vitamin commercials. By the time the question was put, two of the companies had already stopped such advertising and the third had decided to stop this fall. They said so in reply to ACT's question, and that is the extent of their "agreement" and their "announcement" to ACT.

You would learn none of this from the ACT announcement. If news releases were advertising, the FTC would have an open-and-shut case.



Drawn for BROADCASTING by Sid Hix

"Relax, folks, I'll have it fixed before Nixon comes on . . . I'm a serviceman first, then a Democrat."



CAROL CHANNING



JOE FRAZIER



FRED WILLIAMSON



RUTH BUZZI



PHOTO BY RUSS BUSBY

THE STARS HELPED MAKE WSB-TV'S 12TH ANNUAL "SALUTE TO AMERICA" PARADE THE BIGGEST IN THE NATION.

Some of the biggest stars in America paraded down Peachtree on the 4th of July while over 400,000 people came out to watch. Thousands more watched it all, live and in color on Channel 2.

Carol Channing was "Miss Salute to America". Boxing champ Joe Frazier was there, as well as Ruth Buzzi, comic star of "Laugh-In", movie and TV star Fred Williamson and other celebrities

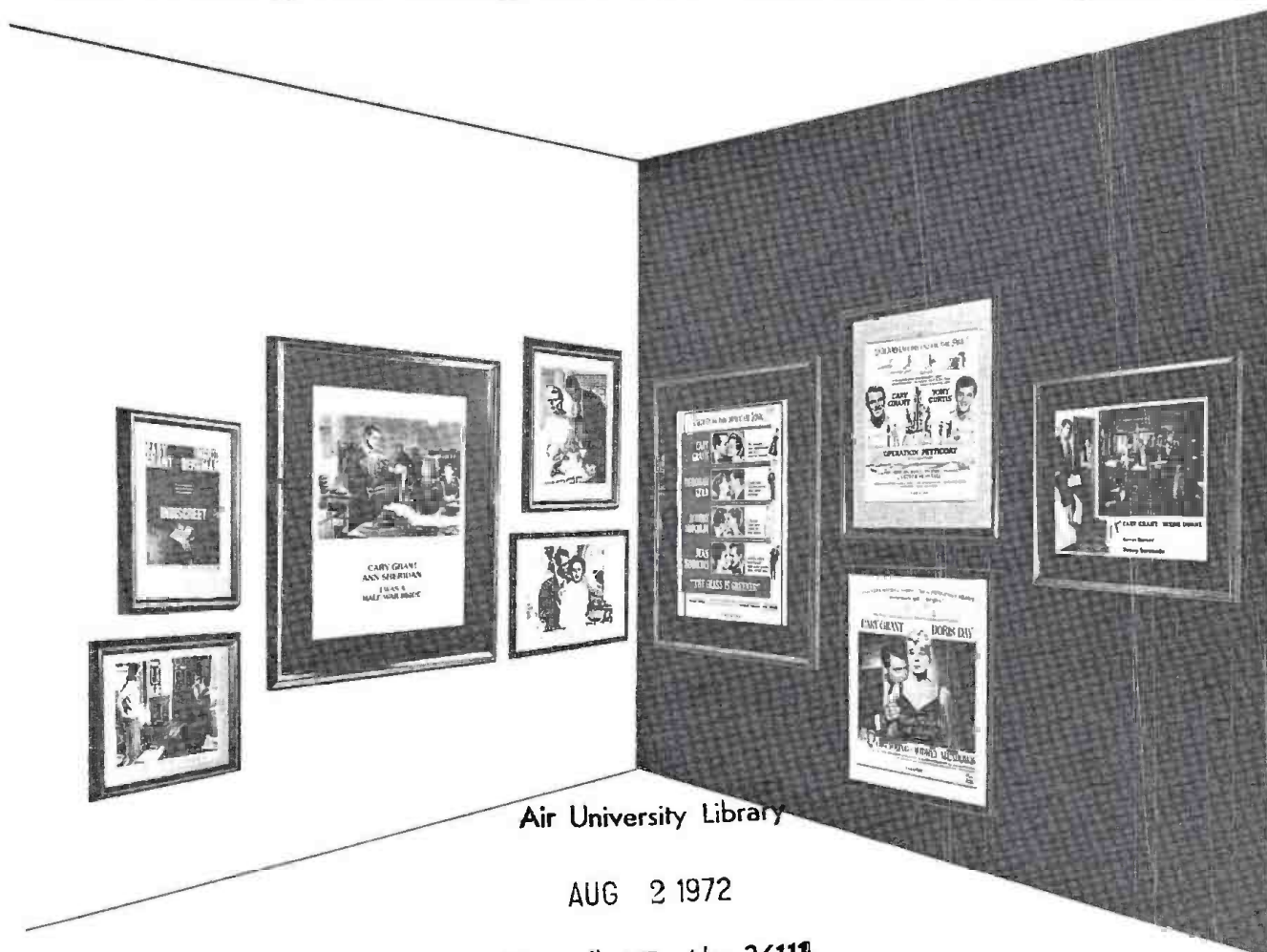
and personalities from the sports and entertainment world including the famous Clydesdale Horses, Winnie the Pooh, Snoopy and great military and high school bands.

We'd like to thank everyone who made this year's Parade the best ever. Spectacular people in a spectacular Salute to America. Live and in color each year — created and televised by WSB-TV.



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