

A preoccupation with politics as broadcasters deal with the present, get ready for future

Broadcasting Oct 23

The newsweekly of broadcasting and allied arts

Our 42nd Year 1972



"Wow...we sure had fun telling everybody what Christmas is. On 280 stations last year. And Christmas is coming up fast, Waldo."

"Ruff...another 180,000 letters... I'll get paw cramp!"

**BE A
GOOD SANTA!
CONFIRM
"CHRISTMAS IS"
NOW!**

Our half hour "Christmas Is" Special can be your holiday gift . . . from Lutheran Television, 210 North Broadway, St. Louis, Missouri 63102 — 314-231-6969.

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WSPAPER

Two things are increasingly clear about education: First, in a society which becomes more complex daily, those without adequate education have no real opportunity for the pursuit of happiness.

Second, our schools have been unable to provide real equality of opportunity because instruction has been geared

primarily to Anglo-American children. Here in Miami, with two large minority groups, we see this problem very clearly.

WTVJ dealt with this situation in its thirty-minute program, "DEXTER, PEDRO, AND RICHARD." In this story of three children—one Anglo, one Black, and one Cuban—we showed viewers why the

problem is so serious—why so many educators feel that the failure to take into account the cultural background and home environment of minority group children is one of the biggest barriers to providing equal education.

This WTVJ special had a sizeable impact. Special viewings were requested by the U.S. Office of Education and a number of teachers' associations and colleges. The Department of Defense Dependent Schools plans to use it in a multi-cultural education workshop.

WTVJ has always been dedicated to teaching our community about important social issues. We plan to maintain that dedication. Even when it means going back to school ourselves.

WTVJ/Miami

A Wometco Enterprises, Inc. station / CBS affiliate



**With liberty and
justice for some.**

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This imposing statue of William Penn, founder of Pennsylvania, stands in the main rotunda of the William Penn Museum in Harrisburg.



**No other quite
like it/WGAL-TV**

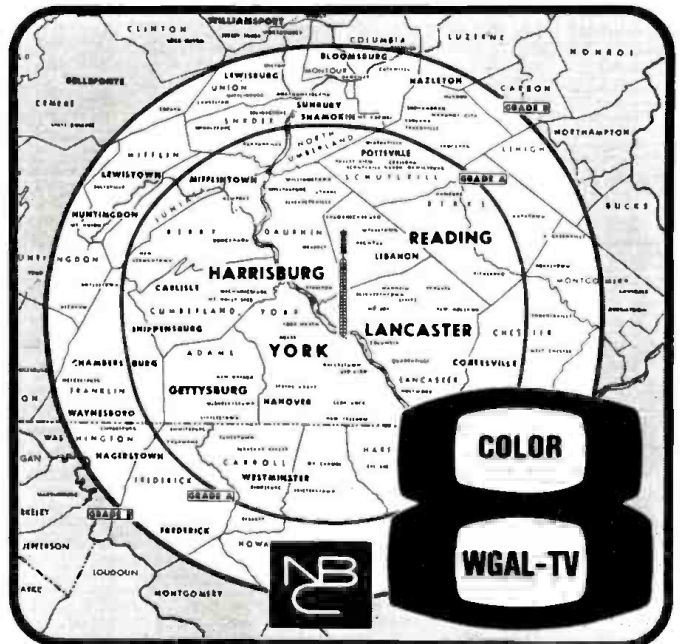
No other station in its area provides advertisers with its unique benefits. WGAL-TV has the distinction of providing reach and penetration of the entire market. No other station is quite like it when you want to sell effectively in this great multi-city plus-market Lancaster-Harrisburg-York-Lebanon.

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WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R. I./New Bedford-Fall River, Mass.

Closed Circuit®

More and more

Television viewing went up again in September—to highest September level ever recorded. Estimates by A. C. Nielsen Co. put set usage at six hours two minutes per average TV home per day, 16 minutes more than in September year ago. Observers speculate that gain derived partially from ABC-TV's Olympics coverage during first 10 days of month. Yearly highs in usage occur in winter; all-time high was last January's seven hours one minute per home per day.

Looming under Loomis

Henry Loomis, newly installed president of Corporation for Public Broadcasting, looks favorably upon proposal of Public Broadcasting Service's president, Hartford N. Gunn Jr., to overhaul national structure of noncommercial TV. Though he doesn't embrace every detail, he supports concept of "nothing for free" programming as one that coincides with plan he espoused when he became deputy director of United States Information Agency in 1969. Gunn plan would create internal market for selection and distribution of national programs on ETV outlets (BROADCASTING, Oct. 9).

Mr. Loomis is surveying broadcast field for bright young men to assume positions of responsibility in structure he proposes to radically revise. Several top echelon officials departed along with CPB's first president, John W. Macy Jr., and all those posts remain to be filled, not necessarily by Republicans, but rather on basis of professional merit. It's certainty former major-network news personalities and commentators will not fit Loomis format and will depart upon contract expiration.

The waiters

Though spot-TV business is already strong this quarter, some authorities see good chance of year-end rush of advertisers after election, Nov. 7. That could cover 1972, already considered spot-TV's comeback year, with additional sales glory. Reps say new spurt could come from advertisers that held off on fall campaigns to avoid competing with heavy placement of political advertising.

In all directions

FCC wrestled with CATV crossownership question for few hours last Tuesday, then instructed staff to draft options and postponed discussion of other major cable issues. Commissioners indicated so many diverse views that predictions of outcome on review seem hazardous. For his part, Chairman Dean Burch was said to be keeping options open. However, some officials think it unlikely majority could coalesce behind move for major re-

vision of present rule, which bars CATV-TV crossownership in same market.

Commission will return to question on Nov. 7. It will take up other issues, including pay cable, sports blackouts, mandatory program origination and radio-signal carriage, at still later date. Staff, reportedly, has recommendation thus far on only blackout and origination issues: it would restrict blackout limitation to home games (leave it to Congress to provide more protection than that) and reinstate origination rule, which was suspended when appeals court outlawed it in May 1971; Supreme Court last June reversed appellate decision and affirmed FCC rule.

Last resort

New approach to spot broadcasting's credit/collection problem is being considered by group of Institute of Broadcasting Financial Management members: They want IBFM to file complaint with Federal Trade Commission against one of biggest television and radio advertisers, which they accuse—along with house agency it normally uses—of being one of most flagrant slow-pay offenders they have to deal with. Complaint they have in mind reportedly would claim company uses its economic power to force broadcasters to give it uncommonly favorable credit terms. FTC would be asked to issue cease-and-desist order.

Geriatrics on the air

Next special-interest group to start demanding attention from broadcasting may be organized old folks. Washington-based National Council on Aging is surveying radio and television stations to find out what they're programming for elderly. Survey is financed by Ford Foundation grant—but National Association of Broadcasters is distributing it to its commercial members and Corporation for Public Broadcasting is doing same for noncommercials. Jerrold Sandler, formerly with National Association of Educational Broadcasters, is in charge for council.

Try again

FCC Commissioner Benjamin L. Hooks's plan to establish equal employment opportunity office has been sent back to drawing board, and this time FCC's executive director, John Torbet, will be one of draftsmen. Commissioners discussed EEO idea for several hours last Wednesday, then suggested that Commissioner Hooks work with Mr. Torbet in developing detailed plan for office—number of people it would employ, their functions, where it would fit in FCC organizational chart. (Indications were that it would be placed under executive director.)

Drift of discussion indicated EEO of-

vice would have less authority in implementing commission EEO policy as it relates to regulated industries than Commissioner Hooks had originally envisaged. It would have full charge of commission's internal EEO programs, but bureau chiefs appear reluctant to surrender their responsibilities for dealing with employment-discrimination problems in their fields.

Way out

Bristol-Myers, massive buyer of spot, is going to unusual extreme to relieve itself of liability for media bills. It is demanding that customers sign what amounts to release. Action is in form of letter to reps saying that "as a condition precedent to and as essential element of each Bristol-Myers agency order," stations must agree to honor American Association of Advertising Agencies' standard-contract clause placing liability for payment solely on agency. Reps are asked to sign letter and return as acknowledgment of acceptance.

On and on

KHJ-TV Los Angeles case, already seven years old, may get considerably older before FCC acts on it. Case, in which Los Angeles group is attempting to supplant RKO General Inc. as licensee of channel 9, is up for commission action this week. But commissioners appear to feel final decision should await outcome of Boston comparative-renewal hearing, in which RKO General's license for WNAC-TV is at stake. Issue in that proceeding, antitrust charges leveled at RKO General and its parent, General Tire Co., would be controlling in KHJ-TV proceeding, commissioners feel.

One alternative is remand of KHJ-TV case to administrative law judge, to permit challenger, Fidelity Television Inc., to submit program proposals for 1965-68 term, which it said it was not permitted to do in hearing. Another option, of course, would be to affirm initial decision, which called for denial of KHJ-TV's application and grant of Fidelity's.

Still at it

It's briefings as usual for administration brass, even with elections only fortnight off. Next Friday, Oct. 27, ethnic press, including foreign-language station operators from half dozen states, will be briefed in all-day session at White House by six cabinet officers and attend reception hosted by Mrs. Nixon. Herbert G. Klein, director of communications for executive branch, will brief foreign press, including broadcast newsmen, in Washington on Tuesday (Oct. 24) and next day will conduct Q and A session with some 60 radio and TV analysts in New York.

**We told
WPHL-TV
we could outsell
any other rep.**

They just asked us to prove it.

Effective October 12, 1972, Avco Television Sales assumed representation of WPHL-TV, Channel 17, in Philadelphia, Pennsylvania.

Also represented by Avco Television Sales:

WBRZ (TV), Baton Rouge; WLWT, Cincinnati; WLWC, Columbus; WLWD, Dayton; WLWI, Indianapolis; WILX-TV, Lansing-Jackson; KTXL-TV, Sacramento-Stockton; WOAI-TV, San Antonio; KNTV, San Jose; KTVW-TV, Seattle-Tacoma.

 **AVCO** RADIO TELEVISION SALES, INC.

At Deadline

Comr. Lee takes after proposals to reduce TV service areas

Memo to FCC colleagues, released to world at large, says plans would 'make shambles' of commercial and noncommercial systems, and of cable as well

FCC Commissioner Robert E. Lee has issued memorandum designed to demonstrate that "severe reduction" in television station coverage would not make room for new outlets but would make shambles of existing commercial and non-commercial television systems as well as of cable television.

Memorandum, addressed to commissioners and staff but released through commission's Office of Reports and Information on Friday (Oct. 20), was in response to "interest" on part of "one or more of our commissioners" in "drastic reduction" of television-station service areas. It is understood Mr. Lee had in mind colleagues Benjamin L. Hooks and Nicholas Johnson. Commissioner Hooks has spoken publicly of desirability of increasing number of stations by reducing stations' service areas as means of meeting needs of specific areas, like inner city and suburbs (BROADCASTING, July 15). Commissioner Johnson is said to have expressed support in commission meetings for concept of reduced service areas, at least as it relates to proposal that commission drop in channel 12 for noncommercial WETA-TV Washington's use on experimental basis. Action would short-space stations in Richmond, Va.; Wilmington, Del., and Baltimore.

Commissioner Lee said commercial and noncommercial stations need size of service areas in which they now operate to remain viable. He said reduction in service area of commercial station would result in increase in cost per thousand and drive advertisers to other media; if costs were reduced to retain advertisers, he said, stations' costs would have to be reduced, with "news and public service programs the first victims." And educational stations, he said, depend on viewers in far-flung areas for much of their financial support.

CATV service would also be affected adversely, commissioner said, since head-ends of systems outside urbanized areas would be left with no off-air signals to relay, thus would be required to rely on imported signals. "Perhaps the country would go back to listening to radio," Mr. Lee said.

Commissioner suggested, as alternative to reducing service areas and increasing number of stations, creation of "a black network," which he said "does not appear unfeasible if funds and interest were ap-

plied." He said there are dormant UHF channels in most large cities and that he would support rulemaking to earmark them "for black-owned stations."

Commissioner, who is FCC member most concerned about health of UHF television, said that reduction in service areas would result in violation of commission commitment "to Congress, to the public and to the floundering UHF industry" to foster development of UHF as full partner in "viable and efficient" broadcast service.

Heftels go for No. 10; to buy Ft. Lauderdale FM

Joyce and Cecil Heftel, Honolulu husband-and-wife team who in recent months have moved to acquire control of nine broadcast properties, last week signed contract that will give them 10th—subject to FCC approval. Station is WMJR (FM) Ft. Lauderdale, Fla., for sum "in excess" of \$1 million.

Since beginning of summer, Mr. and Mrs. Heftel have engaged in following transactions: (1) purchased RKO General's WROR (FM) Boston for \$2 million; (2) bought NBC's WJAS-AM-FM Pittsburgh for \$1.8 million; (3) contracted to buy KDNA (FM) St. Louis for \$1 million from Parent Corp.; (4) acquired 100% control of KGMB-AM-FM-TV Honolulu and KPUA-AM-TV Hilo, both Hawaii. All transfers are subject to commission approval with exception of Hawaiian deal, which was granted last month.

In connection with WMJR, Robert Crider, that station's president, has been hired as engineering consultant to all Heftel stations. He will work with Dick Casper, who will be operations manager for new chain. No personnel changes are anticipated at WMJR, Mr. Crider reported.

WMJR operates on 100.7 mhz with 100 kw and antenna 195 feet above average terrain.

Environmentalists go after Weyerhaeuser Olympic spots

ABC-TV and two affiliated stations have been accused of violating fairness doctrine in connection with network airing of commercials for Weyerhaeuser Corp. during summer Olympics coverage last month.

In letters to network, ABC-owned WABC-TV New York and affiliated WMAL-TV Washington, three environmental groups charged that spots in question, which dealt with purportedly ecological forestry techniques employed by Weyerhaeuser, invoked fairness doctrine because of controversial nature of such techniques. Principally, groups cited firm's promotion of "clear-cutting" as acceptable environmental safeguard. This

lumbering method, they asserted, has been subject of two Senate hearings and numerous other government investigations.

Complainants, which included Wilderness Society, Natural Resources Defense Council and Public Action to Protect Environmental Resources (Columbia University group), asked that "appropriate spot announcements and other equally effective programming" be aired to balance issue at time when audience comparable to that which viewed Olympics can be anticipated. No complaint has as yet been filed with FCC.

Goldwater cranks up attack on prime-time access rule, government film production

Prime-time access rule was blamed by Representative Barry Goldwater Jr. (R-Calif.) last week with being one of key reasons why employment in Hollywood film production industry has decreased by as much as 80%, in some instances, since 1966. "Elimination of this half-hour time period cost the elimination of over 20 television productions and certainly thousands were put out of work because of it," Mr. Goldwater told 13th annual Information Film Producers of America conference and trade exhibit in North Hollywood, Calif. "This year the rule proved to be absolutely ineffective in achieving its desired goals of creating a greater diversity of television programs," he noted, while pointing out that the rule, "instead compounds the economic problems of the television-motion picture industry."

California congressman said thousands of people in film industry also are jobless because of inflation, unfair foreign restrictions and tariffs on American television and motion picture production, foreign production subsidies to U.S. producers, and as result of ban on cigarette advertising on television. He cited a report prepared under his direction and submitted to White House that identifies U.S. government as largest film and audio-visual producer in world (BROADCASTING, Aug. 14). "Government departments produce as much as 95% of their audio-visual programs in-house. Meanwhile, thousands in the private sector are out of work and millions of dollars worth of studios remain dark and dusty," he charged. His findings indicate federal government spends nearly \$500 million annually on audio-visual production, only 40% of which is contracted to private enterprise. He urged support of federal audio-visual act, H.R. 17043, bill he introduced this month aimed at gaining congressional action on getting federal government out of audio-visual and film production and putting such activities

back in private enterprise ("where it ought to be").

Mr. Goldwater also disclosed that White House agrees with recommendations of his report and is beginning to implement most of them. Office of Management and Budget, it was learned, has asked General Services Administration to study desirability of centralizing government production and has initiated study of in-house vs. contract production. Latter study will be made by interagency group under direction of Office of Telecommunications Policy. OTP Assistant Director Charles Joyce is chairman of group and 13 federal agencies that have audio-visual departments have been asked to name representatives. Agencies have also been asked to provide inventory of production equipment to OMB by Nov. 15. Results of White House task force report should be available early next year, according to Mr. Goldwater.

Losing-money AM's, FM's cited by Pettit among reasons to look into radio re-regulation

FCC general counsel John W. Pettit in speech last week cited substantial number of AM and FM stations that lose money as warranting "good hard look" commission is giving its radio regulations with view to easing burdens they impose. Mr. Pettit, who spoke Saturday (Oct. 21) to Missouri Broadcasters Association in Kansas City, said that in 1970 33% of AM and AM-FM combinations and 69% of independent FM's lost money.

Commission's job is not to assure broadcasters they will earn profits, he said. But those figures, he added, raise questions as to wisdom of commission's present regulatory practices. He said commission's mandate is to "encourage the larger and more effective use of radio in the public interest."

Mr. Pettit spoke as special commission unit, under Commissioner Richard E. Wiley, was completing work on draft order that looks to changes in radio regulations, as well as on plans for briefing public on commission's "Phase I" plans for revising radio regulations (Commissioner Wiley expects re-regulation to go through several phases). Indications are that order will be issued and briefing held early in November.

Mr. Pettit's speech Saturday, as well as speeches earlier by Commissioner Wiley and Chairman Dean Burch, indicate that initial changes will be made or proposed in areas of station identification rules, half-hour meter-reading requirements, mechanical reproduction and rebroadcast rules, five-day-a-week operator inspection regulations, and variety of other logging, filing and technical rules.

Mr. Pettit also expressed hope that commission will revise its fairness doctrine requirements "so that station manager who is not an attorney can understand them." It is "axiomatic that the fairness doctrine—whatever its requirements—should serve as a useful guide for the

discharge of a licensee's public interest responsibilities on a day-to-day basis, rather than a trap to ensnare him at renewal time."

Access-time political rejected by Taft's Rogers in dispute with networks; and the race goes on

Tension between television networks and affiliates over clearances of prime-time access periods for political advertising boiled into open Friday with statement by Taft Broadcasting Co. that it was rejecting all such orders.

Lawrence Rogers II, Taft president, said "I have a policy against being stolen from by the networks. They're selling time out of the affiliates' pockets." He was referring to what has become standard placement at 7:30-8 p.m. (see page 18). "If the candidates want to buy local time," said Mr. Rogers, "they should deal with us directly."

Taft stations are WKRC-TV Cincinnati; WTVN-TV Columbus, Ohio; WBRC-TV Birmingham, Ala.; WGR-TV Buffalo, N.Y.; WDAF-TV Kansas City, Mo.; and WNEP-TV Scranton, Pa. All are ABC affiliates but WDAF-TV, which is affiliated with NBC.

Meanwhile, Nixon cause was represented on nationwide, 30-minute television broadcast Friday (Oct. 20) by John Connally, on behalf of Democrats for Nixon (see page 18). In still further variation on specialized-buying theme—first used on behalf of Senator McGovern and later by Democrats for Nixon—latter group bought every single station in Cleveland and nearby Akron, Ohio, for Connally speech. Cleveland market is rated eighth in nation with 1,237,100 TV households and about 2,609,500 adult television viewers. It is also population center of pivotal state.

Almost equal push was undertaken in Los Angeles and New York: Nixon forces bought five stations in each city. Additionally, Democrats for Nixon late Fri-

Why radio? President Nixon's unorthodox reliance on network radio for personal campaign messages came about because his campaign strategists wanted to avoid "overkill" effect, Republican sources said Friday (Oct. 20). Mr. Nixon, who is keeping low political profile while nursing large lead in polls, found radio speeches consistent with that approach, sources said. On one hand, they do give him solid exposure to electorate: In addition to millions who are hearing his addresses others read about them in newspapers, which are reporting speeches as campaign events. On other hand, they do not produce heavy impact of major television addresses. Nixon forces reportedly think television campaign would play into opponents' theme that Senator McGovern is waging underdog's battle against well-financed Republicans.

day bought 30 minutes on NBC for tonight (Oct. 23) at 7:30. There was no word on whether buy would be extended to other networks.

Mr. Nixon himself continued radio barrage this past weekend with speech on Saturday (Oct. 21) about his philosophy of government, and with Veterans' Day address on Sunday. Previously he had talked about crime, drugs and economic problems.

Surprisingly, President's heavy schedule of radio buying on three different radio networks omitted ABC's four networks, which among them count about one of every five radio stations.

Sources said November group requested time on ABC networks, but on terms that were considered unacceptable. First, they wanted Nixon speech to be simulcast on all four ABC radio networks—practice expressly forbidden by FCC when it approved four-network plan. Additionally, November group wanted to preempt newscast on ABC for their message. ABC refused, then offered alternate availabilities which November group rejected.

Short-term renewal for KNUI

Allegedly misleading station "poster contest" has prompted FCC to order short-term license renewal for KNUI(AM) Kahului, Hawaii. In notifying KNUI licensee, Qualitron Aereo Inc., of sanction—authorizing renewal only until Oct. 1, 1973—commission said its conduct fell "far short of the desired degree of licensee responsibility." During contest, which ran on KNUI last August and September, participating station advertisers hung seemingly identical posters in their places of business. Listeners were invited to identify location of two posters that were slightly different from rest. Commission said licensee assisted participant in winning, unduly extended contest and misled audience into believing they could win during entire event when in fact winning posters were not displayed until contest was two-thirds over.

Group denied KICM license

Voice of Reason Inc. has been denied authority to operate former facilities of KICM(AM) Golden, Colo., by FCC's review board. In its ruling, board disputed findings of administrative law judge assigned to case that Voice had not participated in unauthorized transfer of control.

Firm assumed operation of station on interim authority from FCC after KICM licensee, George I. Norman and Philip B. Rosenthal, surrendered license in 1969. Hearing was held on allegations that Voice had made unlawful *ex parte* communications, is not qualified financially to operate station, and on transfer issue. Judge had recommended denial of authority on first two grounds, but excused Voice on third. Board, however, concluded judge had failed to adequately consider evidence pointing to conclusion that unauthorized transfer had indeed taken place.

WE'RE TEACHING A LOT OF AMERICANS A SECOND LANGUAGE. ENGLISH.

Throughout America, people are trapped in their own communities, unable to talk their way out.

They're imprisoned behind an impenetrable barrier because they can't speak English.

And since existing language programs reach only a few people, many Americans spend a lifetime trying to pick up a language they should be able to learn in a year.

But in San Francisco, things are changing.

A committee of Chinese citizens sought the help of KPIX, Group W's television station. Working with the community, KPIX helped create a new Chinese language curriculum and handbook and then televised sixty-five half hour TV programs entitled "Sut Yung Ying Yee" (Practical English). The shows were so successful an ap-

pliance store in the area had a run on TV sets.

In Boston, a series for Spanish-speaking youngsters ("Que Pasa") was produced and televised by Group W's WBZ-TV in cooperation with the Massachusetts Executive Committee for Educational Television. The programs were later rerun in public schools by the Boston educational TV station.

Both language series have been aired by other Group W stations. And there's interest in other cities, as well as by the Federal government in similar programs elsewhere.

Putting words into action is something responsible broadcasters believe in strongly.

And Group W stations like KPIX and WBZ-TV prove it.

**Broadcasting
does more with problems
than talk about them.**



WESTINGHOUSE BROADCASTING COMPANY

WHEN YOU SLIP, IT HURTS . . .

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

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

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

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

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Area Code 703
790-5050

Open Mike.

Dissenting view

EDITOR: The New York chapter of the National Organization for Women disagrees greatly with a statement made in your Sept. 4 issue by [Richard] Pinkham of Ted Bates & Co. The statement we object to: "Unless the woman is a top comedienne, like Lucille Ball or Carol Burnett, she's not going to make it because women at home like to see men in lead roles."

I made it a point to telephone Mr. Pinkham, asking him his source for making this statement. He replied it was his *personal judgment*, and based on the past history of hit vs. flop shows. I think it's important to inform your readership (those who are responsible for employing women and creating the image of women in the media) that women certainly *do* like other women. Women like seeing other women on television, and women like seeing other women's achievements in show business as in all other fields. I believe Mr. Pinkham is laboring under the false assumption that women do not like other women—a ridiculous conclusion to make in light of today's growing feminist movement.—*Joyce Snyder, coordinator, Image of Women Committee, National Organization for Women, New York.*

Anti-tabooist

EDITOR: I found Edmund R. Brown's "Monday Memo" ["Tassaway does some selling in order to do some selling of its feminine product," BROADCASTING, Oct. 9] very mind-stretching. It's amazing the taboos we carry as a civilized society. National sings "Fly Me" and Noxzema trumpets "Take It All Off," but an everyday health function must be hidden. I'm glad BROADCASTING isn't too shy to discuss the Tassaway issue within its pages.—*Pat Throne, publicity director, WOR-TV New York.*

Consider the source

EDITOR: Again BROADCASTING merits the industry's thanks for keeping us alert to the opportunities the FCC offers in its study on the de-regulation of radio. Your [Oct. 16] editorial deserves only a small correction. The "packet of suggestions" sent to the CBS Radio Network affiliates was mailed—not by the network—but by the affiliates association. At our Phoenix convention they unanimously passed a resolution urging all affiliates to write the FCC with their personal comments. Odin S. Ramsland, chairman of the affiliates board, sent the packet of material to the stations. He also sent it to all the state broadcasters associations.

Dick Jencks's [CBS Washington vice president's] appeal that broadcasters write the FCC their own experiences and

opinions—even in longhand—underscores the need to get candid, first-hand reactions from the men who run America's stations.—*Maurie Webster, vice president, division services, CBS Radio, New York.*

David-came-early

EDITOR: I always enjoy your stories on country music programming. However, it seems that most of the attention is given to the "Johnny-come-lately's"—stations that, for the most part, finally switched to C&W out of financial necessity [special report, BROADCASTING, Sept. 18]. How about a little recognition for the pioneer in country music programming: Dave (Stone) Pinkston of Colorado Springs. His KDAV(AM) in Lubbock, Tex., was 100% country formatted in 1953, followed by his later stations—KPEP(AM) San Angelo and KZIP(AM) Amarillo, Tex., and KPIK(AM) Colorado Springs. All four are still going strong, just as they were before most of the current batch of mod country programmers "discovered" that money-making, audience-grabbing, new-fangled sound.—*Bill Nicholson, KQUE(FM) Houston.*

By any other Sid

EDITOR: In BROADCASTING's Oct. 9 issue, the editorial page cartoon is credited to Sid Hix, but the signature appears to be "S. Harris." What's up?—*David Rowland, manager, KBOO(FM) Portland, Ore.* (Both Mr. Harris's and Mr. Hix's dander, we're afraid, BROADCASTING named the wrong Sid. Restitution is rendered below.)



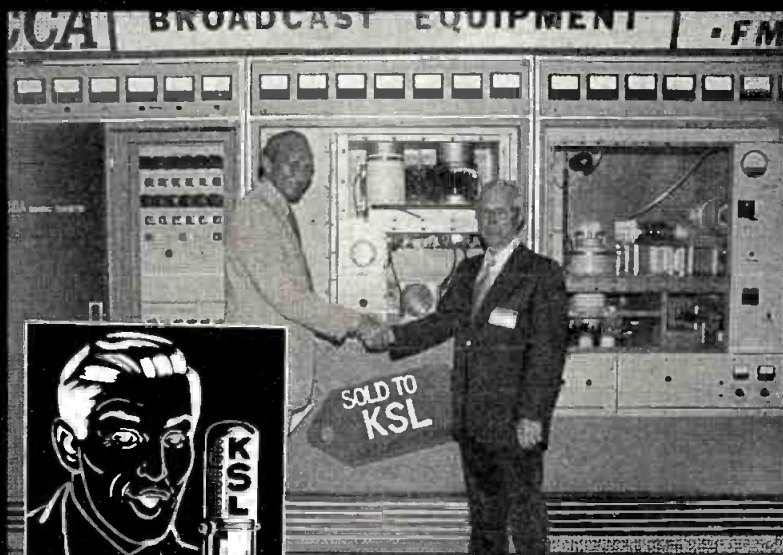
Correction

EDITOR: In reporting the untimely passing of Thaddeus H. Brown Jr., former vice president for television at the National Association of Broadcasters, BROADCASTING [Oct. 16] erred in stating some of the facts. Mr. Brown had served as Washington counsel of the Television Broadcasters Association as a member of the firm of Roberts & McInnes, not as its director. The undersigned was executive director and secretary-treasurer of TBA, the industry's first trade organization, from its inception in 1945 through 1951, the year TV emerged as a vital force in broadcasting, before merging with NAB—which earlier had looked upon television as a "What's zat?" curiosity.—*Will Baltin, Theatrevision Inc., New York.*

HAPPY BIRTHDAY KSL

SALT LAKE CITY

50 YEARS OF RADIO LEADERSHIP!!!



VINCE CLAYTON, Director of Engineering of KSL and BERNARD WISE, President of CCA Electronics standing in front of the CCA AM 50KW transmitter purchased by KSL at the recent NAB Convention.

TO THE STAFF AND MANAGEMENT OF KSL:

Congratulations on your 50th Anniversary of broadcast operation. We at CCA feel very privileged that you have shared this event with us by purchasing our 50KW AM broadcast transmitter.

We trust that we can share your 100th birthday and at that time (and with the FCC's permission) you can purchase our 100KW AM transmitter.

Congratulations again.

CCA ELECTRONICS CORP.

Bernard Wise
President

Well, they tell me, Kaymeg's growing faster than anyone in Sioux City.

Check out the ratings*. Audience levels go up or go down but KMEG-TV's shares keep rising. Local News up 100% at 6 o'clock. Prime up 33%. Late fringe up 40%. We're the station that keeps gaining, survey after survey. It's the area growth station.

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*All figures based on ARB ADI Data, November 1971-February/March 1972.



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■ Indicates new or revised listing.

This week

- Oct. 20-26—International Film, TV Film and Documentary Market (MIFED). 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. 23-26—"Regional cable-TV expo" for North-central area. National Cable Television Association and nine state associations will participate. Included will be separate meetings of state groups from Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, North Dakota, South Dakota and Wisconsin. The Abbey, Lake Geneva, Fontana, Wis.
- Oct. 24-26—Workshop-seminar on lighting for TV, sponsored by Klieg Bros. at KPRC-TV Houston. Fee is \$250. Contact: Wheeler Baird, Klieg Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.
- Oct. 25—Annual fall convention, Connecticut Broadcasters Association. Preston Hill Inn, Middlebury.
- Oct. 25-27—Fall meeting, Mid-America CATV Association. Prom-Sheraton, Kansas City, Mo.
- Oct. 26—Newsmaker luncheon on programing, International Radio and Television Society. Panel: network program executives Fred Silverman of CBS, Marty Starger of ABC and Larry White of NBC. Plaza hotel, New York.
- Oct. 27-29—Conference workshop, Western Educational Society for Telecommunications. Hilton International, Las Vegas.
- Oct. 27-29—American Women in Radio and Television Midwest area conference. Ramada Inn, Louisville, Ky.
- Oct. 28-29—Fall convention, Texas Association of Broadcasters. Discussion and question-and-answer session to feature Washington attorney Fred Ford and Dr. Everett Parker, United Church of Christ. Other speakers: FCC Commissioner Richard Wiley and Executive Director John Torbet. Fairmont hotel, Dallas.
- Oct. 29 - Nov. 1—Annual convention, National Association of Educational Broadcasters. Hilton International, Las Vegas.
- Oct. 29 - Nov. 1—"Regional cable-TV expo" for Northeastern area. National Cable Television Association, along with regional and state associations, will participate. Included will be separate meetings of state associations from Connecticut, New York, Pennsylvania and New Jersey, as well as New England Cable Association (Maine, Vermont, New Hampshire, Rhode Island, Massachusetts). Hartford Hilton hotel, Hartford, Conn.

Also in October

- Oct. 30-Nov. 2—Annual convention, Electronic Industries Association. Beverly Hilton hotel, Beverly Hills, Calif.
- Oct. 31—Fall conference, National Association of Broadcasters. Featured speakers will be Senate ma-

Major meeting dates in 1972-73

- Oct. 29 - Nov. 1—Annual convention, National Association of Educational Broadcasters. Hilton International, Las Vegas.
- Nov. 12-16—International seminar, sponsored by Broadcasters Promotion Association. Statler Hilton hotel, Boston.
- Nov. 14-16—Annual meeting, Television Bureau of Advertising. Waldorf-Astoria, 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. 28 - Dec. 1—Annual convention, Radio Television News Directors Association. Nassau, Bahamas.
- Feb. 13-16, 1973—Convention, National Association of Television Program Executives. Royal Sonesta Hotel, New Orleans.
- March 25-28, 1973—Annual convention, National Association of Broadcasters. Sheraton-Park and Shoreham hotels, Washington.

NAB's fall conferences

- Oct. 31, Denver; Nov. 2, Las Vegas; Nov. 9, Boston; Nov. 14, San Antonio, Tex.; Nov. 16, St. Louis; Nov. 21, Atlanta.

Which of these cities has the highest divorce rate?



Boston



New York



Philadelphia



Chicago



St. Louis



San Francisco



Los Angeles

Los Angeles is the biggest unhitching post. It ranks number one among these seven cities in number of divorces per 1000 population. But San Francisco and Chicago aren't far behind.

What's happening?

Some say a sexual revolution. Certainly new social trends. Whatever the reasons, the ratio of divorces to marriages in the United States has now reached an all-time high of more than 40 percent.*

And because there's a CBS Owned AM radio station in each of these cities, it's part of our responsibility to the 60 million people who live where we live to report it. To probe and dissect what's altering so many lives for better or worse.

That's why Southern Californians could turn to KNX Newsradio to learn the early impact of their state's new divorce laws.

It's why San Franciscans hear every weekday on KCBS Newsradio a continuing report on divorce, marital experiments and related matters, "The Subject Is Sex."

On each of our stations, the way people live now is under steady examination.

As is every other aspect of life in the new world of the U.S. city today. A pressure-filled, precarious and challenging world.

We're involved with it all.

From the close-up examination of our own neighborhoods to the news of this minute from all over.

Because the state of marriage isn't the only thing that has people tied up in knots.

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*Based on the average number of divorces 1969-71 compared to marriages seven years earlier (the median duration of marriages ending in divorce is seven years).
 Source: Bureau of Census, U.S. Department of Commerce; Public Health Service, U.S. Department of Health, Education and Welfare.

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... and the community responded

The response to WHBF's lead in behalf of Skills, Inc. has been overwhelming. Skills, Inc. is assured of new quarters and a bright future of growing service to our community.

WHBF-TV4

It's our habit to help.

CBS for the No. 2 market in Illinois-Iowa (Davenport Rock Island, Moline & East Moline).

jury leader Mike Mansfield; Carl Lindemann, NBC and Jack Pettit, FCC general counsel. The Brown Palace hotel, Denver.

Oct. 31 - Nov. 1—Fall convention, Eastern chapter, *National Religious Broadcasters*. Calvary Baptist church, New York.

November

Nov. 1—New deadline for filing comments in FCC pay-cablecasting proceeding (Doc. 19554). Previous date was Oct. 13. Reply comments due Nov. 15.

Nov. 2—Annual stockholders meeting, *Federated Media Inc.*, Bank of New York, 530 Fifth Avenue.

Nov. 2—Fall conference, *National Association of Broadcasters*. Featured speakers will be Senator Howard W. Cannon (D-Nev.); William C. MacPhail, CBS, and FCC Commissioner H. Rex Lee. Sands hotel, Las Vegas.

Nov. 2-3—Central region conference, *American Association of Advertising Agencies*. Ambassador hotel, Chicago.

Nov. 3-23—Eighth annual *Chicago International Film Festival*. Competition includes television production category. Entry form and fee due Sept. 25, arrival of film or tape by Oct. 2. 12 East Grand Avenue, Room 301. Chicago. 60611.

Nov. 9—Fall conference, *National Association of Broadcasters*. Featured speakers: Curt Gowdy, NBC, and FCC Commissioner Nicholas Johnson, Sheraton Plaza hotel, Boston.

Nov. 9-12—*American Advertising Federation's* Western region conference. Featured speakers will include: Barton A. Cummings, chairman, executive committee, Compton Advertising, New York; Karl Eller, president, Combined Communications Corp., Phoenix; Howard H. Bell, president, American Advertising Federation, Washington; William Ewen, executive director, National Advertising Review Board, New York; Arthur F. Kelly, senior VP, marketing, Western Airlines, Los Angeles; Arthur Wright, senior VP and manager, creative services, Cunningham & Walsh, New York; and Henry Schachte, president, J. Walter Thompson, New York. Hilton Inn, Oakland, Calif.

Nov. 10-12—Meeting, board of directors, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.

Nov. 12-16—International seminar, *Broadcasters Promotion Association*. Featured speakers include FCC Commissioner Richard E. Wiley; Harold Neal Jr., ABC Radio, and Chuck Biore, Chuck Biore Creative Services. 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*. Featured speakers: Van Patrick, MBS, and FCC Commissioner Richard E. Wiley. Hilton Palacio del Rio hotel, San Antonio, Tex.

Nov. 14-16—Annual meeting, *Television Bureau of Advertising*. Waldorf-Astoria hotel, New York.

Nov. 14-16—Hearings on drug advertising, sponsored by *National Council of Churches*. Program is under supervision of Lawrence Wayman, program consultant, department of drug and alcoholic concerns, United Methodist Board of Church and Society, and will consist of panel of 10 to hear and interrogate witnesses from manufacturing, advertising, federal agencies and consumer groups, 110 Maryland Ave., N.E., Washington.

Nov. 15—Los Angeles *Advertising Club* luncheon featuring Pulse Inc.'s "Man of the Year" award presentation to Tom Lowey. Wishire Hyatt House, Los Angeles.

Nov. 15-16—Meeting, *California CATV Association*. Disneyland hotel, Anaheim.

Nov. 15-16—Annual meeting, *Iowa CATV Association*. Holiday Inn, The Amandas.

Nov. 15-16—*Sigma Delta Chi* national convention. Statler Hilton, Dallas.

Nov. 16—Fall conference, *National Association of Broadcasters*. Featured speakers: FCC Commissioner Robert E. Lee. Chase Park Plaza hotel, St. Louis.

Nov. 17—Radio Day, sponsored by *Georgia Association of Broadcasters*. Stouffer's Inn, Atlanta.

Nov. 20—Fall meeting, *National Association of Broadcasters radio code board*. Regency-Hyatt House, Atlanta.

Nov. 21—Fall conference, *National Association of Broadcasters*. Featured speaker: FCC Chairman Dean Burch. Regency Hyatt House, Atlanta.

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

Nov. 27-30—Conference, North American Broadcast Section of *World Association for Christian Communication*. Tides hotel, St. Petersburg, Fla.

Nov. 27 - Dec. 3—*National Broadcast Editorial Conference*, held this year in connection with Radio Television News Directors Association convention. Contact: NBEC Chairman Dillon Smith, editorial director, WMAQ-TV Chicago 60654. Paradise Island, Nassau, Bahamas.

Nov. 28 - Dec. 2—Annual convention, *Radio Television News Directors Association*, Nassau, Bahamas. Deadline for registrations: Oct. 27.

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* Reg. U.S. Patent Office.

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The long and short of it.

First, the long story. That sleek beauty on the left, Eastman 16mm television projector, model CT-500, is the latest in videofilm projector design. Some of its features: channel threading (the first real breakthrough in film transport in many years), rapid forward and reverse, solid-state circuitry for sound reproduction, automatic shutdown at the end of a film, and a tungsten-halogen projection lamp.

Not that we mean to sell our newest Eastman 16mm videofilm projector short. Model TV-12M6 is ideal for a lower cost videofilm projection system. It offers both magnetic and optical sound playback and magnetic recording. It has a five-blade shutter, twenty-four frames per second, synchronous projection, and is wired for remote control. Of course it has the same extra gentle film-handling system our projectors are famous for. In short, it's long on performance and high on economy.

For full details on either projector, call or write your nearest Kodak Sales Engineering Representative.



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200.

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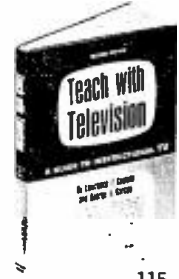


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Monday Memo

A broadcast advertising commentary from Peter J. Alper, advertising manager, Volvo Western Distributing Inc., Torrance, Calif.

Turning sales around with a turnaround in advertising copy

Southern California, birthplace of the imported-car boom, was undergoing an advertising onslaught by the Detroit mini-car manufacturers. The front-running nameplates—Volkswagen, Datsun and Toyota—were beginning to feel a real pinch for the first time in their history. So were the other imports, including us. And some of my colleagues at Volvo Western Distributing Inc. were convinced that the problem was our advertising.

For the past three years, our media mix hasn't really been a mix, it's been more of a blend. Our agency was placing TV schedules with respectable rating levels in West Coast major markets. Radio was purchased as a partner, rather than a supplement, to the TV buys. Yet with a record media budget and savvy creative people at Scali, McCabe, Sloves, our sales began to slip.

Our agency's Volvo advertising had won Clio's and a Golden Spike. We were happy for the agency, and as sales had continued a steady, albeit slow, rise each year we felt our marketing goals were being met.

We were using television to show people glimpses of Sweden they probably had never seen before: the cold winters that made demands on automobiles more severe than anywhere in our own marketing area except perhaps for Alaska; corrosive salt-sea air (three of Sweden's four borders are coasts) that could eat up a car's body long before its engine gave up the ghost. We were using television to parallel the hardy Swedish life-style with our sturdy Swedish Volvo (remember that 75-year-old Swede who took daily plunges in the ice water?). We also were using television to show the American car-buying public that if the Volvo was big enough for Swedes, who average two inches taller than Americans, then it certainly was big enough for them.

And every year, when the sales figures were totaled up, we had sold more cars than the year before. We must have been doing something right. The travelogue was satisfactory.

But the critics still persisted. One of the most difficult changes a marketer can make is to drop a seemingly successful advertising campaign for one without a track record, especially when the thrust for that change has come from an outside stimulus.

Still, in late spring of this year, Volvo listened to that voice and instructed its agency to take a new and fresh approach to the sales problem. What we were



Peter J. Alper began his advertising career with Lawrence-Fertig and Co., subsequently working his way through such other New York agencies as Victor A. Bennett Co., Pritchard-Wood and Doyle Dane Bernbach before joining NBC in New York as an editor in the broadcast standards department. He joined Volvo Distributing Inc., Rockleigh, N.J., in 1967 as assistant advertising manager and went to the West Coast two years later as advertising manager of Volvo Western Distributing, Torrance, Calif. Mr. Alper owns six Volvos, and one of them, a 1956 model, is among the oldest Volvos in the U.S.

shown only two or three weeks later was a new, bright, strong creative direction.

In place of the Swedish odyssey came four-wheel disk brakes, orthopedically designed seats, electric rear-window defrosters, a smaller turning radius than a VW and a bigger trunk than a Lincoln Continental. And all this for \$3,900. Broadcast commercials emphasized engineering in a new light and research development with commercials filmed in Volvo's new \$46-million technical center. Crash tests conducted indoors and stress testing on all components were featured. And for the first time in Volvo's long advertising history in the U.S. we were telling po-

tential customers how much money to bring with them when they went car shopping. And, perhaps more important, we were also telling them what they would get in return.

We began our traditional second-half broadcast schedule in mid-July with the new commercials. They clearly concentrated on Volvo's outstanding product features and helped to firmly position Volvo's value in the marketplace.

The new copy was as close to a 180-degree turn-around as possible. We also altered our media blend to include newspapers with 25% of the budget. The print campaign began the third week of June, with a dominant ad once a week in the major paper in seven major California markets.

The outcome of it all? July retail sales were the highest of any July ever. And August was Volvo Western's best month ever in more than 11 years of selling.

To hear some tell it, however, newspapers were the sole reason for the dramatic about-face in what had been a sagging sales picture. Newspapers were supposedly driving customers into our dealer showrooms.

But what the newspaper confirmed in my mind was the efficacy of the broadcast schedule, indeed any broadcast schedule.

We actually strengthened our broadcast advertising with the use of newspapers. Remember these were brand new commercials aimed first between the eyes and ears of the viewers and listener.

This turnaround in the creative direction came after very, very many hours of soul-searching. As long ago as 1962 and 1963, we were positioning our products against one of the toughest environments known—Swedish winters. Indeed, we were challenging not only the weather but Sweden's network of graded dirt roads going off into the boonies. After this basic position was established, the theme turned to "... lasts an average of 11 years in Sweden. ..." This theme was derived thanks to Sweden's semiofficial Svenska Bilprovning agency which measures the life expectancy of all makes of cars sold in the country. What could be better than to have an agency as sacrosanct as Svenska Bilprovning do our homework for us and deliver a believable theme?

Now, we have changed our location emphasis from Scandinavia to a car showroom in America. Our management, I'm certain, felt some uneasiness over this change. It wasn't that management necessarily felt that the American showroom was especially wrong or that a European setting was perpetually right, but you must remember that for 10 years everything that Volvo did in the U.S. market had turned a handsome profit.

The political year is a nightmare and a blessing to broadcasting. It is a nightmare for reasons that are all too obvious: The combination of hotly contested campaigns and maddeningly ambiguous statutes is guaranteed to snarl the broadcaster's life every election year. It is a blessing for reasons equally obvious: At almost no other time are the power and benefits of television and radio in a democratic society so apparent.

Last week, the nightmare qualities appeared to have the upper hand. Candidates, partisans, citizens of every description want air time for themselves or someone else; the complexities became so great that broadcasters even began grappling among themselves over it. The FCC's complaints and compliance division—which faces the unenviable task of wrestling legal sense and order from the whole scene—was thrashing through complaints, and, in some cases, demanding compliance, in elections from dogcatcher on up. All were certain that things can only get worse between now and election day.

But when that day arrives, everything stops. There are no more campaigns, no more campaign spots. At that time everyone settles down, after a day of voting, to find out what America just spent the day doing to itself. To cover that story the three networks will spend \$10 million and several hours of air time to remind Americans what the weeks of battling and bitterness were all about. Last week was a tumultuous step on the road to that day.

The making of presidents is hard work in radio-TV

Those 7:30 networks are growing in favor with politicians, creating problem for broadcasters; McGovern finds first TV half-hour buys many more; Nixon slicks to radio, lets associates carry the visual ball

As the presidential campaign enters its last few weeks, American voters are being treated—or subjected—to every imaginable species of political pitch over television and radio. Senator George McGovern, suddenly solvent, is buying blocks of time and has offered to share some of them with the incumbent, who will decline. Eminent Democrats who find themselves appalled by the McGovern

candidacy are buying counter blocks. Gus Hall, the inevitable candidate of the Communist Party, may be heard across the nation on radio. The socialists are trying to have their say. The President, comfortably above the battle, prefers to be heard rather than seen; he's confining his appearances to network radio. Others in his camp, including an energetic advertising agency, are carrying the visual battle on his behalf.

If that were the whole story, there would be much less to tell; all of it would simply be an electronic reflection of the political process. But when broadcasting and politics collide, nothing is ever that simple. When the Democrats accuse Nixon supporters of dishonest selling techniques, and take their case to the government, when candidates tangle over whether they will debate on television, when other supporters of the candidates find that complex legal matters keep them off the air, when network affiliates rebel over schedules of political broadcasts—the confusion partakes of the political but transcends it.

As is customary during this season, the principal challenger was leading the attack. Senator McGovern, who has now established the half-hour television address as a fixture of his campaign, will make another talk Wednesday (Oct. 25) at 7:30-8 p.m. The senator had previously appeared Oct. 10, Oct. 15 and last Friday (Oct. 20). Two more talks are scheduled for later.

The televised talk has a variety of uses to the McGovern camp. It is, of course, the best available way to get a message to large numbers of Americans simultaneously. It has proved to be a highly effective fund-raising device; after his first talk earlier this month, Senator McGovern found himself in the uncharacteristic position of having a comfortable supply of cash on hand to finance his campaign, especially his expensive television campaign. (An appeal for funds at the close of that program is said to have generated over \$300,000 immediately and has now brought over \$2 million; the time itself cost \$160,000.) Finally, it is providing yet another opportunity for Senator McGovern to try to coax the President into debate.

In a surprise move last week, the senator sent President Nixon a telegram, inviting him to appear Nov. 3 or Nov. 6 on one of the paid McGovern program slots. As an alternative, Senator McGovern said the two candidates could combine the time each party bought separately on election eve into a one-hour debate and share the costs.

The senator said he would "agree to

a format that excludes sensitive matters of a national-security nature that you may not wish to discuss publicly. I also have no current preference as to location or format." He asked for a response within 48 hours. There was no reason to expect an affirmative answer.

But while Mr. Nixon tucked himself away, his supporters were busily preparing to battle on his behalf. Last Friday (Oct. 20) at 7:30 p.m. EDT, the Democrats for Nixon organization was scheduled to go on national network television with its first 30-minute program. It was to be carried on a full network basis by ABC and NBC, plus all the CBS-owned stations except KNXT(TV) Los Angeles, which had a previous political buy. Most of the program was to be devoted to a speech by John Connally, ex-governor of Texas and former secretary of the Treasury, who drew strong contrasts between the two candidates. The broadcast also was to feature a video-taped segment with President Nixon.

Earlier in the week, Westinghouse Broadcasting Co. had said it would not carry the programs on its stations unless the candidate made an appearance. Westinghouse said a clause in the prime-time access rule, pertaining to political programming, exempts shows on which the candidate appears; under that provision, the network must deduct 30 minutes from scheduled network programming as compensation if the candidate does not appear. At that point, network lawyers got together with FCC attorneys and members of Democrats for Nixon to determine what constituted an "appearance." The taped Nixon segment apparently passed muster.

In Syracuse, N.Y., where all three commercial television stations refused to run the initial McGovern address, one station will carry the Democrats for Nixon broadcast—WSYR-TV, the NBC affiliate. The ABC station, WNYS-TV, has modified its original policy of not carrying political broadcasts of longer than five minutes (which it cited in rejecting the first McGovern address) to permit half-hour broadcasts at 11:30 p.m., but neither side has decided to take advantage of that opportunity. The CBS affiliate, WHEN-TV—which was subjected to demonstrations the night it did not carry the McGovern Vietnam address—also refused to sell the 7:30 slot to Democrats for Nixon.

There was evidence elsewhere that some network affiliates were beginning to rebel against the network practice of dumping these political broadcasts on the stations at 7:30 p.m.

Some network sources as well as lead-

At the FCC: worst year yet for problems about political

**Its expert answering service
has been working overtime
to cope with rash of questions
raised by old and new laws**

Election day may be only two weeks away, but in a corner of the FCC's Washington headquarters a small and harassed band of experts on the political-broadcasting rules are beginning to think they may not live to see it. To the outside world the Watergates, the Kissinger missions, the maneuvers of a President and the man who wants his job may be at center stage. In the FCC's complaints and compliance division, which handles the problems that keep boiling up from the volatile mixture of broadcasting and politics, the burning question of the moment may be whether a station can keep a candidate for dogcatcher off the air at 9 p.m. Sunday without losing its license.

It has always been a hairy business as the election draws near; this year it's hairier than ever. To the encrustation of earlier precedents—which were complicated enough—there has been added a new campaign-spending law and its requirements that broadcasters sell time to

candidates at their lowest unit rate and, on pain of license revocation, grant candidates "reasonable access"—paid or free—to their facilities.

Bill Ray, the FCC's man in charge, puts his telephone down long enough to say: "It has never been worse."

Mostly, it's a telephone operation. The calls come in all day long, every day, perhaps 30 a day, with questions from station officials, from lawyers, from candidates and their supporters. (Except that the calls are being received rather than made, it calls to mind a boiler-room operation, where promoters spend their days selling stocks on the telephone.)

But those callers who want formal rulings can get them by making requests in writing, if there is time; otherwise, the staff will respond to an oral request, scurrying about to consult with the general counsel's office and, if necessary, round up a quorum of the FCC itself for a vote. And a substantial number of complaints and inquiries, whether received on the phone or in the mail, require a letter response or the preparation of an item for the commission agenda.

It's all a time-consuming, pressure-ridden job, for William B. Ray, chief of the division, for his chief deputy in such matters, Arthur Ginsburg, chief of the complaints branch, and particularly for Milton Gross, a senior attorney in the branch, and the three junior attorneys he supervises in a year-round full-time effort to keep even with the flood of political-

broadcasting and fairness-doctrine inquiries and complaints now cresting.

Many of the inquiries are routine, and easily disposed of, either on the spot or after consultation with attorneys in the general counsel's office. (Is it enough, for instance, simply to identify the sponsor of a political broadcast? No. The rules require the use of the terms "sponsored," "paid for" or "furnished by.")

But the few commission officials who are thoroughly grounded in equal-time and fairness matters—and there are no more than a handful—are constantly surprised by the questions they receive that raise issues on which the commission has never ruled.

For instance, can a candidate who is entitled to equal time send a representative to appear on a station in his behalf? The staff does not think so; the Communications Act's equal-time law refers to "candidates." But the commission has never ruled on that question. And the lawyer who asked it—on the phone—was advised to put it in writing if he wants a formal ruling.

Or take this stickler: A candidate has bought time for a program in which he wants to incorporate film of another candidate who is a member of his party in his state. The second candidate does not want his film used. This poses two questions: Can the station refuse to carry the film of the second candidate? But if it does carry it, would the second candi-

To page 20

ing affiliates of all three networks confirmed that protests were extensive and often bitter, sometimes amounting to threats of revolt. Some broadcasters said they would refuse to clear—unless overruled by their lawyers—the two 7:30 half-hours scheduled as of last week; others said they probably would clear those but no others.

Political orders for "bobtail" or partial networks added to the affiliate discontent, raising charges that the networks were invading the spot advertising field by accepting such orders.

Frustration was added to the unhappiness by the belief of many broadcasters, station operators as well as network executives, that legal requirements for reasonable access for political candidates made it difficult, to say the least, for networks to flatly reject such orders or for stations to flatly refuse to clear.

Protests against the 7:30 network schedulings were based on several grounds. Foremost was simply that affiliates were also fearful that additional 7:30 network broadcasts would be scheduled—and almost certainly would be ordered by the McGovern forces if their fund-raising campaigns continue to produce. That could carry the 7:30 political into the rating sweeps of both Nielsen and American Research Bureau and, since political broadcast audiences notoriously fall short of normal TV audiences, depress the ratings on which stations will be selling for the next several months. Nielsen's sweep is scheduled Oct. 26-Nov. 22, ARB's

Nov. 1-21, with both services dropping out election-night results.

The first 7:30 political half-hour of the current campaign was a speech by Senator McGovern on CBS-TV (and 27 other stations bought on a spot basis) on Oct. 10. Early estimates indicated some 30 CBS affiliates, out of 194, failed to carry the speech. More recent calculations put the defections at 40. CBS itself has refused to disclose the number of clearances and nonclearances.

CBS affiliate-relations sources do not hesitate to acknowledge, however, that the Oct. 10 7:30 broadcast "created major problems for us with our affiliates," primarily because it was in time not normally programed by the network. But



Media critic Sallinger

they say the McGovern committee asked specifically for 7:30-8 p.m., refused to accept delayed broadcasts except in the mountain time zone, and CBS could see "no reasonable basis on which to turn the order down."

Not all affiliates were up in arms. Many said they considered the 7:30 schedulings regrettable but probably unavoidable and that they would clear them. "They're a pain," one broadcaster said, "but they're a part of our responsibility." Some said they could understand the position the networks were in but nevertheless were clearing network political broadcasts selectively in order, as one put it, "to keep things as even as possible between the parties on my station."

Whatever the complaint, however, the shows go on—and the ratings for the Democrats for Nixon program are expected to outclass those of the first McGovern speech, which scored a ratings triumph by political standards when it drew 30 million viewers. The Nixon supporters apparently took a leaf from Senator McGovern's buying strategy, which figures crucially in his impressive ratings. Democrats for Nixon has taken the plan one step further and bought two full networks (ABC and NBC) to McGovern's one (CBS).

(It also was disclosed last week that timebuying for the Republicans is now being paid for by the Television Committee to Re-Elect the President; earlier it had been the Finance Committee to Re-Elect the President. A spokesman said

date's opponent be entitled to equal, and free time?

Mr. Ray, who took that call last week, told the lawyer on the other end that he did not think the station could refuse the film if it were not an unauthorized rebroadcast. But Mr. Ray did not know the answer to the second question. He told the lawyer the commission would not rule on the issue unless it received a formal request.

A large number of inquiries—maybe more than half—are not disposed of with specific answers, formal or informal; the parties involved may be given the commission's thinking but are urged to work out their problems through negotiations. This is often the case in complaints about station air personnel who are candidates. ("Do you want to force your opponent out of his job or require the station to give you, say, three hours of free time or whatever equal time would come to?" the station personality's opponent might be asked. "Why not try to work something out with the station?")

The commission prefers this approach to handing down rulings that could make troublesome precedent. This is particularly true in the case of the new law requiring stations to afford "reasonable access" to candidates on either a free or paid basis. (The provision in the law prohibiting stations from charging candidates more than the lowest unit rate produced a barrage of questions last spring, after the commission issued its primer at-

tempting to explain the act's provisions that relate to broadcasters. But the number of queries has since trailed off.) The staff brought some "reasonable access" questions to the commission's attention in the past two weeks, but was instructed to ask the parties involved to try to settle their differences.

The commission has no guidelines for determining what is "reasonable access," and is apparently not anxious to begin developing them. "If you can get the parties to work something out, it's better than to lay down rigid rules," Mr. Ray said last week. "If something seems to be out of line, we say so. But we try to get them to work something out." In any case, he noted, a candidate is still free to request a formal ruling.

Thus far, however, the staff's worst fear about the impact of the "reasonable access" provision has not been realized. That involved stations in New York or Chicago, say, that serve areas of several states and scores of congressional districts. What would they do in the face of demands for time from perhaps 100 or more candidates? Even if the candidates wanted to buy the time? As yet, there have been no complaints involving that question.

There is about the commission's activity in the political-broadcast field a kind of breathlessness, even of risk-taking. There is, after all, no guarantee that a candidate who gets an informal ruling from the commission staff on the tele-

phone will relay that ruling accurately to a station on which he is seeking time. Yet, despite the hundreds of such rulings the staff has given over the years, Mr. Ray last week said he knows of no cases where the staff was "double crossed." (Mr. Gross, however, said there have been some "misunderstandings" which, he said, were "cleared up.")

With the election now two weeks away, the tempo of activity will pick up. Mr. Ray, or Mr. Ginsburg or Mr. Gross will begin to get telephone calls at home or on the weekend from the commission watch officer relaying telegraphed or telephoned appeals from candidates, stations or lawyers for prompt rulings on equal-time or fairness questions related to the election. And if past election years are any guide, Mr. Ray's staff along with the general counsel's office will be threshing out thorny questions and drafting recommendations for commission action until the day before the election. Commissioners, too, have in the past been called at home to vote on cases.

There is no way to avoid a hasty decision on a case that presents itself at the 11th hour. But this year, at Chairman Dean Burch's suggestion, the complaints and compliance office will be staffed on the weekend before the election; Mr. Ray, Mr. Ginsburg, and Mr. Gross will each spend time manning the phones Saturday and Sunday. That might permit a somewhat more orderly approach to the last-minute questions.

the name change was prompted by the unfavorable connotation of the word "finance."

Democrats for Nixon has also been running a number of televised spots, and these are about to draw formal complaints from the McGovern camp. Kirby Jones, Senator McGovern's press secretary, says the Democratic party will probably take its case to the Fair Campaign Practices Committee and the FCC, early this week. The reasons were explained by Pierre Salinger, former press secretary to President Kennedy, at a New York meeting of the American Women in Radio and Television:

"Like all the other spots in the Nixon campaign, they're totally dishonest. We're being subjected to the greatest con job in this country that we've ever seen in politics." But George Karaleksa, director of the GOP's November Group advertising agency, later responded: "They [the spots] are all based on, and backed up by, factual evidence. We're not taking them off."

The Nixon supporters' biggest single pitch for national attention so far was the Connally speech on Friday. Devoted entirely to matters of defense and foreign affairs, it pictured Richard Nixon as the defender of a historic American position that has been endorsed by five Presidents since World War II, and depicts George McGovern as a man who would imperil America by abandoning that path.

The President himself was being heard on radio. An appearance last weekend on

three radio networks was to be followed by similar talks Saturday (Oct. 21) and Sunday. All were heard on the NBC, CBS and Mutual networks. The past weekend's 15-minute talks were to run for 15 minutes, beginning at 12:06 p.m. (except the Sunday Mutual feed, which was to be around 10:30 a.m.).

Meanwhile other candidates and activists were also being heard from, but not all of them were getting on the air. Stewart R. Mott, the General Motors heir, philanthropist and ardent supporter of Senator McGovern, was reported last week to have been turned down by all three networks in a bid to buy 30 minutes of prime time. He had wanted to finance a discussion of the Vietnam war by a group of congressional candidates who are backing the McGovern candidacy.

The plan was said to have come apart on the question of equal time. Network sources said they had pointed out that such a program would expose them to equal-time demands by the congressmen's rival candidates.

The Socialist Workers Party, which has also been having trouble getting on the air, last week took its case to court. It asked the U.S. Court of Appeals in Washington to overturn the FCC decision rejecting the party's complaint that its presidential candidate had been illegally denied equal time.

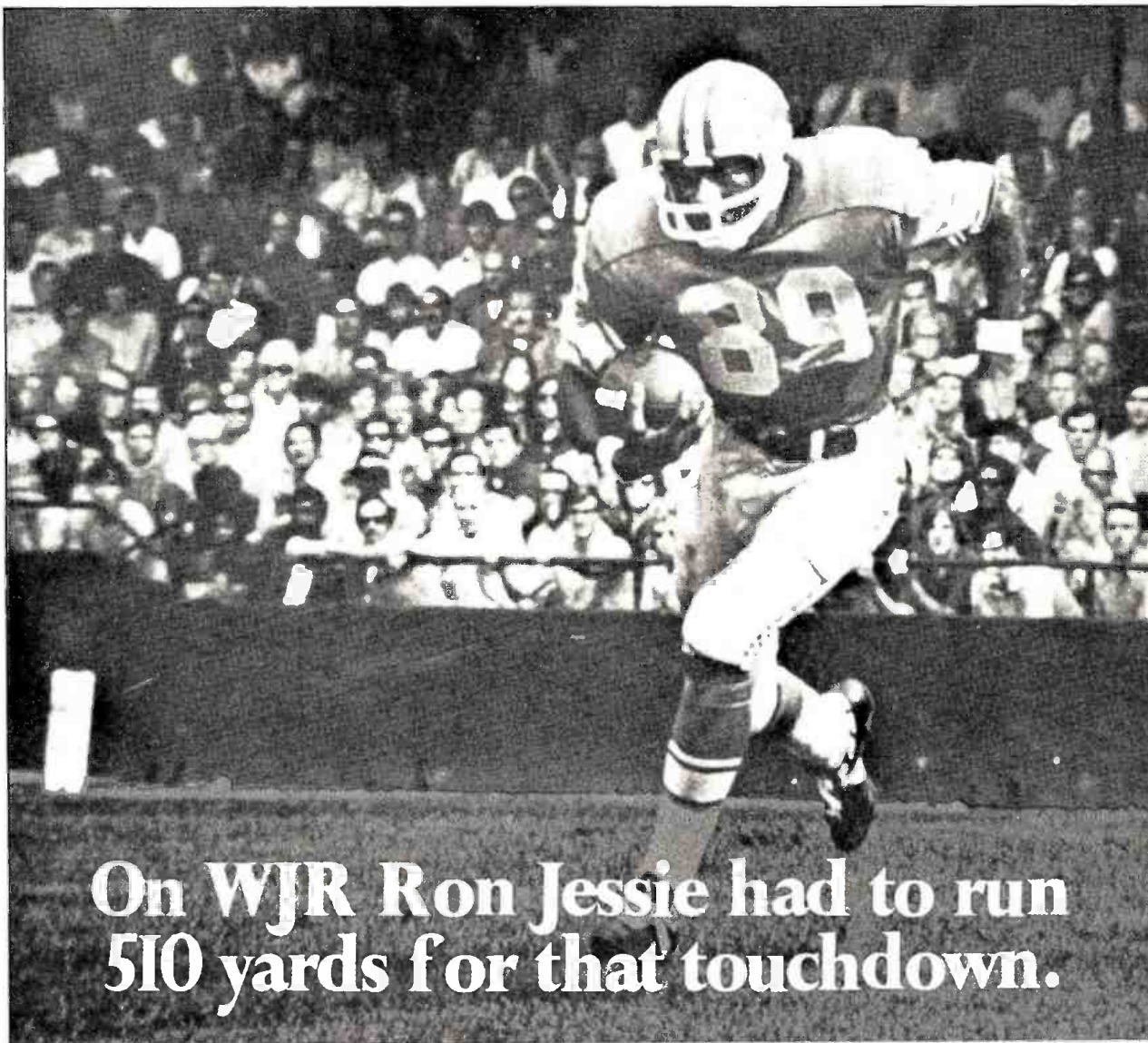
The commission's order was based on the fact that the 31-year-old candidate, Linda Jenness, was below the constitutionally set minimum age of 35 and

therefore was not a qualified candidate for President (BROADCASTING, Oct. 16). The party had sought time on NBC and the Mutual Broadcasting System as a result of Senator McGovern's Aug. 5 address announcing the candidacy of R. Sargent Shriver as his running mate.

One minor candidate who is getting on the air is Gus Hall, long-time president of the U.S. Communist Party and its candidate for President. Five-minute spots ran on the NBC radio network the evening of Oct. 16 and are scheduled to be rebroadcast on election eve. They deal with the war in Vietnam and corruption in government. According to Arlene Tyner, media coordinator of the party's New York chapter, the ABC radio network is also being considered for future buys. And local buys are being made in the 13 states in which the name of Gus Hall will appear on the ballot.

Additionally, the Communists have prepared a five-minute video-taped TV spot that will be shown in Minnesota and over WTEN-TV Albany, N.Y. last Saturday (Oct. 21). However, this spot is shown only on stations that are providing free time, since the party cannot afford to buy time. A spokesman for NBC said the Communists paid \$3,000 for the two network radio buys, each of which reaches a line-up of 190 stations.

One broadcast dispute in this campaign involves not the rights of politicians on television, but the right of broadcast journalists to be political. Geraldo Rivera, a reporter for WABC-TV New York, agreed



On WJR Ron Jessie had to run 510 yards for that touchdown.

Tiger Stadium, Detroit: Ron Jessie takes the kick-off and flashes up field, end zone to end zone, 102 yards for a touchdown.

But Jessie's not through yet, because on WJR that run will take place at least four more times: immediately afterwards in Bob Reynolds' recap, later that evening on Bob's sports show, again on the WJR Sports Final. And once more the next morning when WJR's Sports-Nut-in-Residence, J. P. McCarthy, goes over that chewed-up turf once again.

That's five times! 510 yards for 6 points.

Sorry Ron, but it's our policy. There were a few people in the area (all with valid excuses) who didn't hear your triumph live in the immortal words of Van Patrick. And we had to give them every chance to hear about it in detail.

That's why WJR over-works all this town's sports heroes. We've been doing it for years to the likes of Al Kaline, Dave Bing, Joe Schmidt and a long line of MSU gridders.

And if we can't squeeze an event on live, we'll bring Detroiters the scores and highlights: golf, bowling, hockey, tennis, soccer. Even special reports right through the fog on the Port Huron to Mackinac yacht race.

We have no choice; WJR is Detroit's Power Station for Sports. And that's one more reason why, in a world of sound-alike radio, WJR stands out.

Bob Reynolds Sports Show: 6:15-6:30 each evening. Sports Final: 11:15-11:30 every night. Sports Magazine: 8:10-9:00 evenings. Tigers, Lions, Pistons, and MSU Football, all live.

Call your KATZ rep. for more information.

WJR / **760**
CBS DETROIT
A CAPITAL CITIES STATION

last week to refrain from making further speeches in behalf of Senator McGovern, after ABC management advised him that its policy prohibits newsmen from taking sides on behalf of a candidate or party. However, there were conflicting reports late last week on whether Mr. Rivera would honor one commitment he had made—to appear on the senator's behalf at an Oct. 29 rally in New York. It was indicated, however, that there would be no further disciplining of the newsmen should he decide to participate. Al Primo, vice president-news for the ABC-owned stations, spoke of Mr. Rivera's "value" and "impact" as a member of WABC-TV's *Eyewitness News* team.

Amid all the activity, one political spokesman was heard to say that television may be *inherently* incapable of covering a political campaign. The speaker was Pierre Salinger, who told the AWRT that a presidential campaign "cannot be covered with two-minute shots every night on national television. They're going to give you a distorted picture of what the candidate is talking about." He proposed that, in the future, the networks be compelled to give presidential candidates blocks of free time.

The networks tune up for a \$10-million one-shot

The computers are being stuffed, correspondents are warming up, and the men in charge are worrying about winning the election ratings

The three television networks are shelling out \$10 million this year for the coverage of what the NBC News director of elections, Irwin Lewis, calls "the most important scheduled news event in the free world."

Continuous live TV coverage of election night 1972 begins on ABC, CBS, and NBC at 7 p.m. NYT on Nov. 7, and no network expects to go off the air before 2 a.m. Nov. 8 at the earliest, even if President Nixon maintains the strong lead now showing in the polls and wins by a landslide. (In the last presidential landslide, Lyndon Johnson's victory in 1964, NBC had projected him as the winner by 6:48 p.m., during its nightly news show, on election day but stayed with its election coverage until dawn the next morning. An early Nixon victory this year would shift the networks' focus to the length of the President's coattails, to the possibility of a shift of power in the Senate or—less likely—in the House.)

CBS and NBC will each be spending \$3.5 million this year compared with \$3 million in 1968, and ABC's outlay is up to about \$3 million this year from \$2.2 million four years ago.

The Nielsen ratings for the 1968 election coverage gave NBC a 26.0 for the

entire night, CBS a 23.3 and ABC a 9.5. But in the off-year elections of 1970, when ABC started its coverage 90 minutes later than the other two networks (retaining its regular shows early in the night) it claimed it had made a 75% gain in the ratings and a 73% gain in share over its coverage of the 1966 off-year voting. ABC is hoping that steady gains made by its early-evening Smith-Reasoner reports—which for one Nielsen week in September actually beat out NBC's John Chancellor—will translate into more competitive numbers on election night.

For the first time, ABC is going to the Vidifont electronic-typeface system, which speeds the vote totals from computer to the home screen with the flick of a switch.

NBC has a new competitive wrinkle for this year, too: In addition to the presidential races state by state, the Senate races and the gubernatorial races, it will be projecting individual winners in 50 key House races, for a grand total of 153 projections from 7 p.m. to the end of election-night coverage. While NBC hopes to enhance its coverage by adding projections, CBS is going in the other direction: fewer projections and fewer interruptions, which CBS newsmen figure will reduce clutter and make for a clearer, smoother program.

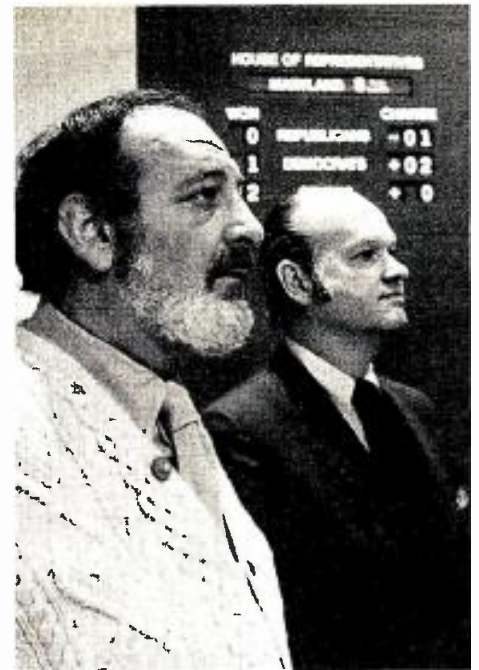
The anchormen this year will be Howard K. Smith and Harry Reasoner (ABC), Walter Cronkite (CBS) and John Chancellor and David Brinkley (NBC).

ABC hasn't yet formally assigned its correspondents to their election-night duties, but important roles will be played by Frank Reynolds, Sam Donaldson, Tom Jarriel, Bill Gill and Bob Clark.

Joining Mr. Cronkite at CBS's election-night headquarters in New York will be Mike Wallace, reporting the returns of races in the East; Roger Mudd, doing the same for the South; Dan Rather, for the Midwest; and John Hart, for the West. Eric Sevareid, CBS's national correspondent, and Theodore H. White, author of the three "Making of the President" books, will provide the analysis.

CBS has not yet assigned its correspondents to the presidential or vice-presidential candidates, or to the key Senate and gubernatorial races. (There may be fewer TV and radio mobile units out in the field than in past election shows because, as NBC's executive producer, Robert [Shad] Northshield, says [and the election chiefs at the other two networks agree with him]: "There's an appalling lack of interesting races this year.")

NBC's procedure on election night is to assign its correspondents to desks in the headquarters in New York by category rather than by region. Garrick Utley will cover the 33 Senate races, Edwin Newman the 435 House contests, and Catherine Mackin the 18 gubernatorial races. Douglas Kiker will be stationed in NBC's Washington studios to do interviews with key political figures. Richard Valeriani will be NBC's man at Nixon headquarters; Jack Perkins, in South Dakota with Senator McGovern; John



NBC's Northshield and Lewis

Dancy, with Vice President Spiro Agnew; and Ron Nessen with R. Sargent Shriver, the Democratic candidate for Vice President. As of now, Mr. Northshield says, NBC will be putting remote crews into the gubernatorial races in Illinois, Texas and West Virginia, and into the Senate races in Alabama, Illinois, Massachusetts, Michigan and Texas.

Walter Pfister Jr., the executive producer of ABC's election coverage, is beginning to look carefully at the various Senate and gubernatorial races to decide which are imposing enough to warrant the network's putting a correspondent in on election night. "We'll be making our decision basically on whether the candidates' names are recognizable nationally," said Mr. Pfister, "but other factors might enter in, like whether the race is close or, to take Maine as an example, the fact that Margaret Chase Smith is a woman. But Maine poses another problem. It's way out in the boondocks, so that Telco charges could run up to as high as \$25,000. If we can't get a pool arrangement with at least one of the other networks, we might decide to bypass the state."

CBS's election-night executive producer, Robert Chandler, says: "I suppose glamour will be the big thing in whether we send a remote crew into an area or not. Jay Rockefeller in West Virginia has that glamour, and the Ogilvy-Walker race for governor in Illinois is another instance. Senator Percy in Illinois fits that category, but he may be so far ahead that it'll be a dull race. And then if Nixon decides to use the Century Plaza in L.A. as his election-night headquarters a lot of important people will be milling around, so we might double up and put on an extra crew."

NBC's Shad Northshield is working on his fifth election night, so "we're quite a bit ahead of the game this year." He said that one of the most vexing problems for him in remote coverages is that "key candidates" like Senator John Sparkman of Alabama and Wayne Morse, the Dem-



CBS's Chandler



ABC's Pfister

ocratic candidate for senator in Oregon, "refuse to appear on TV on election night."

Irwin Lewis is the brains behind NBC's precinct system of gauging the voting behavior of a state by using the figures of a precinct chosen because its voting percentages in past elections have paralleled the percentages for the entire state. (The somewhat slower process of random sampling is resorted to if the network people can't find a key precinct providing a reliable barometer for the whole state.)

For the separate reporting of the various demographic breakdowns—in which voters are categorized by ethnic background, class status, etc., to find out the kinds of voting patterns being displayed by blocks of people—NBC uses what it calls "tag" precincts, which supply additional statistical grist for the analysts' mill.

"We're not like a newspaper," says Mr. Lewis, "which reports the election-day results in Wednesday's paper and then prints the think pieces—what the results mean, what effect they will have on the average voter—on Thursday. We've got to do the first- and second-day stories on election night itself. So we're putting more emphasis this year on surveys and on expert advice. We want to find out the motivation behind the vote, to put the voter on a psychoanalyst's couch, so to speak. Our pre-election public-opinion polls are asking questions like: What's the most important issue of the campaign? Does McGovern change his mind too much? And we'll try to find out how many Democrats are planning to vote for Nixon."

CBS and ABC don't choose one set of precincts for voting behavior and a separate set for demographic breakdowns but tend to get the two separate categories of statistics from the same precincts. CBS's Vote Profile Analysis system is refined enough now so that the 3,200 selected precincts are broken down by area (East, South, Midwest, West), size of place (city, suburban, rural), past

voting habits (basically four categories: heavily Democratic, moderately Democratic, heavily Republican, moderately Republican), income (upper, middle, low, or poverty), occupation (blue-collar, white-collar/professional, or farm), and minorities. This last category is used only if 80% of the people in a given precinct are either black or Spanish speaking. Mr. Chandler thinks it's impossible to isolate homogeneous Jewish or Italian districts (as NBC does) in any coherent way because the melting pot has made their voting patterns too unstable. (NBC's Irwin Lewis argues that ethnic groups with a strong sense of community identity have for the most part resisted the melting pot's leveling process.)

All of these past voting figures are stored in computers, and the three networks hire ad-hoc reporters, one to each sample precinct, to collect the vote totals on election night from the precinct official in charge and phone them to a network tabulation-center operator, who punches them up on a computer terminal. The figures are then studied and analyzed by each network's political experts and statisticians. (Precinct reporters are chosen from among League of Women Voters volunteers, graduate students in political science, schoolteachers, etc.)

Once the figures are in the analysts' hands, the race is on to see which network can call the winner in a given race before the other two. ABC has been crowing for four years over its declaration of Mr. Nixon as the winner in 1968 "nearly two hours before any other broadcast-news network." Mr. Lewis at NBC disputes the claim, saying: "They didn't have one scrap of information more than we had—they just decided to risk a possible error." To ABC's Wally Pfister, the NBC reaction is sour grapes all the way. "They've gotta try to alibi somehow because they were beaten," he says. "We knew our key precincts showed Nixon on top so we went with them.

All I can tell you is that we were right."

CBS's Bob Chandler is having second thoughts about this breakneck competition to be first on the air with the latest hot-off-the-computer election results. "A few days after our election-night coverage one year," he said, "we looked at a tape of the program and discovered that a reporter or an interviewer would be right in the middle of an important train of thought when all of a sudden Cronkite would interrupt him to announce that the VPA had projected a winner in some not particularly important state in the Midwest, say. All this was part of our policy of immediately rushing onto the air as soon as our vote analysts were firm about a declared winner.

"The result of this policy was a terrible, terrible show—speed was getting in the way of clarity and the viewer was becoming glutted with more facts than he could handle. So this year we're going on the theory that the public and the press aren't bedazzled any more by the number of beats you score in projecting winners. The only interruptions this year will be for a very limited number of important races—say, Nixon's winning all of California's electoral votes. We'll have a second category of races in which Cronkite will hold up the announcement of a projected winner until whatever is going on at that moment is finished, no matter how long it takes. A third category of results won't even be announced on the air at all—they'll just be added to their appropriate place on the tote board, and given during the periodic region-by-region wrap-up."

Broadcast Advertising

Code board talks of rules for advertising aimed at young

It wants guidelines to be written after massive study of commercials is wrested from borrowed computers

The TV code review board of the National Association of Broadcasters, meeting in San Diego last week, took a giant step toward bringing all advertising directed to children under special guidelines. It also heard an oral report on the status of a year-long special study of children's advertising, and it provided some relief to toy and game advertisers who are under current directives relating to such advertising.

The code board took its action in the same week that a special conference on children's programming and advertising was held at Yale University under the sponsorship of Action for Children's Television. The conference dealt extensively with advertising to children. And also last week, an ABC vice president ticked off some of the actions taken

by networks to upgrade children's programs and reduce the number of commercials that go with them.

Potentially, the most far-reaching action was that taken by the TV code board which ordered guidelines to be developed to cover all advertising in children's programming. But it was agreed this will come only after the completion of the extensive study of children's advertising that is being made by Dr. Charles Winick, professor of sociology of the City University of New York. This study analyzes the content of 236 commercials and 145 factors for each commercial. It is based on seven prime categories and sub-categories (nutrition, information, self-concept, etc.) and will result, it is said, in the first definitive study of such magnitude of commercials aimed at children. The tabulation of the findings has been delayed, it was explained, by computer problems. The final report is now expected shortly after next Jan. 1.

At present, the only guidelines affecting advertising to children relate to toy and game advertising in children's programs, as well as revised advertising standards that become effective Jan. 1. The toy and game standards, adopted last year, are aimed at holding down the use of fantasy and other production techniques that may tend to distort the product or mislead youngsters. In the change in advertising standards, the host or leading cartoon character will be prohibited from delivering commercials in his program or adjacent to it. The new rules also reduce the number of permissible commercial minutes in the Saturday-Sunday children's program block to 12 per hour (from the established 16) with no more than two interruptions per half-hour, or four per hour program (compared to the four per half-hour now permitted).

Only one variation in the toy and game provisions was made, based on appeals heard at the two-day meeting. The toy and game guidelines require the advertiser to present, alone and with no special production values, a picture of the product during the last five seconds of the commercial. The exception approved last week would permit an advertiser also to show a package of the product in that segment, provided, however, that the package does not in any way interfere with the still picture of the toy or game advertised.

Other sections of the toy and game guidelines, however, were sustained: no comparative-competitive-superlative claims, to help continue to assure that children will not become dissatisfied with the toys they have; no change in the current limitation on the number of toys that may be shown in a play situation, and no commercials to be delivered by the host or leading cartoon character.

The review board, however, decided that the toys and games guidelines would not be applied to the advertising of children's toys and games in adult programs, provided that the commercial in concept and execution clearly is designed to appeal to adults and not primarily to children; that the use of a child in the com-

mercial is limited to a real-life situation and if the child is used other than as an incidental background character that use is confined to a dominant parent-child interplay situation, and that the adult program in which the toy-game commercial is placed is not in or adjacent to programs directed primarily to children.

Meanwhile, participants in the ACT-sponsored seminar at Yale heard Dr. William H. Melody of the University of Pennsylvania suggest that the threatened loss of advertising revenue to the networks by the banning of all advertising in children's programming, as advocated by ACT, might be made up by contributions from foundations and corporations using institutional advertising, and also, possibly, by government funds.

Dr. Melody, who hinted at his ideas earlier this month during the panel discussions before the FCC (BROADCASTING, Oct. 9) said: "We are not trying to break the broadcasting industry. This would be a step-by-step procedure with a flexible time schedule stretching over five, six or eight years, and there would be little financial impact at all on the industry during the first two years."

Dr. Melody said his final report would be completed next month, and is in part a response to the report of FCC consultant Alan Pearce last summer that found that gross network revenues from weekend children's advertising is almost \$75 million a year and that there is no foreseeable alternate source of income.

ACT's advocacy of no advertising on children's programs was rebutted by Michael D. Eisner of ABC and Kenneth Mason, vice president of Quaker Oats.

Mr. Eisner, who is chief of children's programming at the network, stressed the high cost of producing children's shows. Although they are considered special by the network and audience, he noted, they rate no special accommodation by unions or package syndicators as far as wages or prices are concerned.

Mr. Mason at one point suggested that perhaps all three TV networks could cooperate in the production of an hour-long "quality" program to be simulcast by all three on Saturdays at 11 a.m. to noon. Mr. Mason suggested that the networks could charge \$10,000 a minute for first showings and \$5,000 a minute for positions in repeats. With 26 originals and 26 repeats, the show would generate nearly \$12 million, he projected. After payment of commissions, station compensation and network overhead, the show would be left with a production budget of \$150,000 per original, he said.

Dr. Melody contested Mr. Mason's plan since, he said, this would still continue to "exploit children as consumers."

Another panelist, Joan Ganz Cooney, president of the Children's Television Workshop (*Sesame Street, Electric Company*), said advertising to children in TV is like "shooting fish in a barrel."

It is, she said, "a direct appeal to consumers who are illiterate, unemployed, unemployable, and dependent for their welfare on others."

Earlier in the week, Frederick S. Pierce, ABC Television vice president

for planning and development, declared that broadcasters have been improving children's programming. Speaking to the North Carolina Association of Broadcasters, Mr. Pierce emphasized strides in children's programming which, he said, "may be the most sensitive issue now facing us."

And, if broadcasters should forget how important this subject is, he said, there are plenty of people to remind them: family planners and educators, organizations, and the government.

He said he came away from the children's panels before the FCC earlier this month "feeling that they were not as aware as they should be of what we are doing in the area of children's programming."

He noted that the TV code has tightened guidelines on toy advertising and eliminated the use of hosts and animated characters within the program to endorse advertiser's products.

ABC has begun to cluster commercials within children's programs, he said, resulting in fewer program interruptions. A number of stations, he noted, have begun to fill their 7:30 p.m. access time with children's shows. And he called attention to the fact that as of January, all three networks and NAB code stations will voluntarily reduce by 25% the amount of commercial time in children's weekend programming.

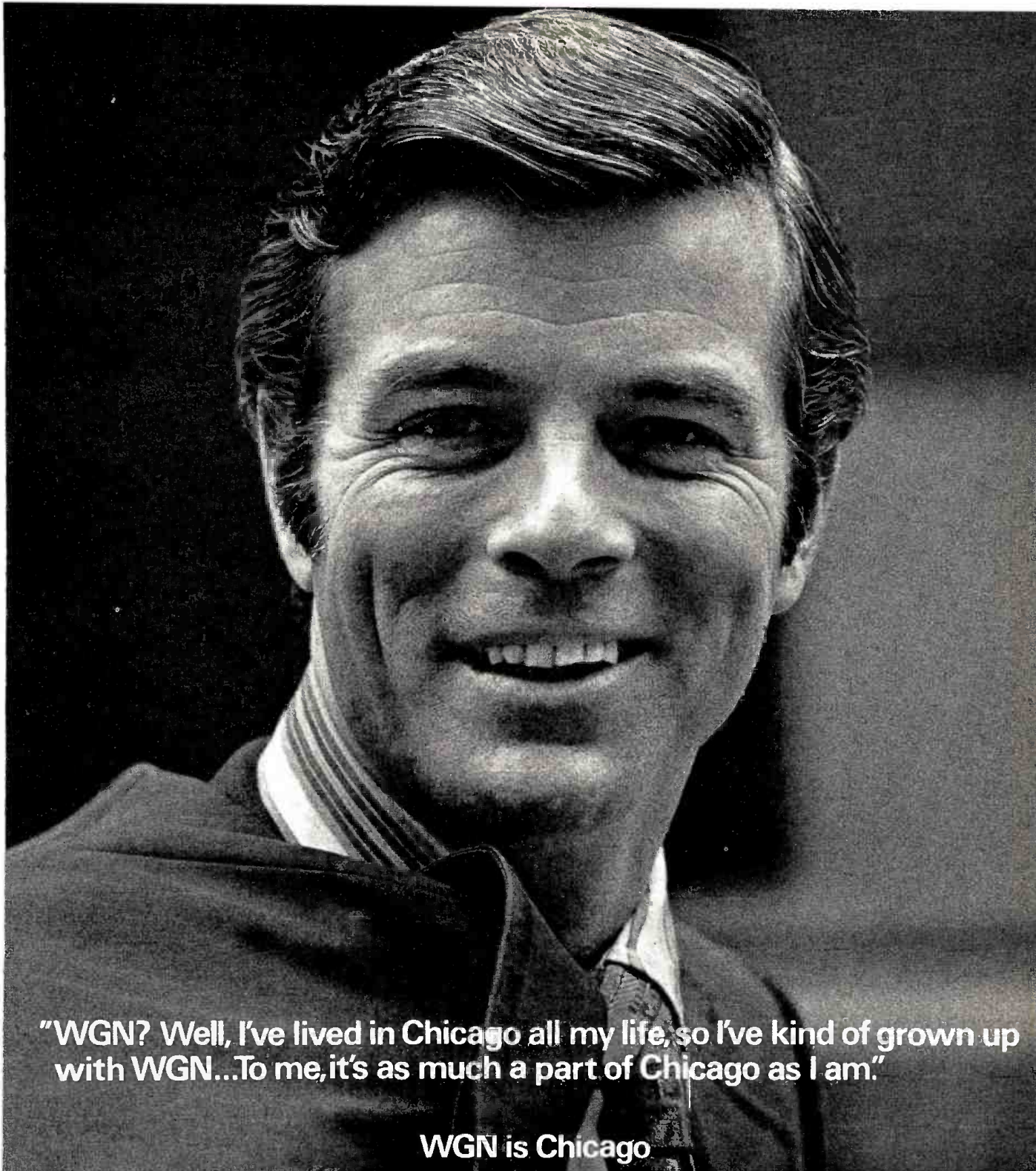
This will result in a loss of revenue, he noted, but he opposed a complete ban on advertising in children's programs. "If that happened," he said, "both we and our children would suffer. . . . We would then be in the competitive position of being unable to purchase the talents of the writers, actors and producers who form the creative soul of quality children's programming." Revenues from children's programming, he added, help pay for programs that are not profitable but which are enriching for children.

'Access' question gets hard look from high court

And Washington observers see signs that lower court's controversial BEM-DNC rulings may not survive

Supreme Court Justice Potter Stewart leaned across the bench in the high-ceilinged hearing chamber about 10 minutes into Solicitor General Erwin N. Griswold's argument last week to comment, "Unless someone can show the government is mandating this, the First Amendment is not involved." And government and communications attorneys in the room began to relax.

They felt even better as the two hours and 15 minutes of argument wore on, and Justice Stewart kept returning to that argument; the high point of their feeling was probably reached when, with Joseph A. Califano Jr., counsel for the Democratic National Committee, before him, Justice Stewart said it would be an "ex-



"WGN? Well, I've lived in Chicago all my life, so I've kind of grown up with WGN...To me, it's as much a part of Chicago as I am."

WGN is Chicago



WGN Continental Broadcasting Company

traordinary limitation of the First Amendment" if government were to choose those who could exercise the right of free speech on the basis of whether they were "responsible."

At issue was the government's appeal of a U.S. Court of Appeals decision, in August 1971, that overruled two FCC orders and held that the public has a limited First Amendment right of access to the medium to discuss controversial issues of public importance—that if broadcasters sell time for commercial advertising they cannot refuse to sell it for the promotion of ideas. One commission order rejected a complaint the Business Executives' Move for Vietnam Peace had directed against WTOP(AM) Washington for refusing to sell time for spot announcements opposing the war. The other denied the DNC's request for a declaratory ruling that broadcasters may not, as a general policy, refuse to sell time to "responsible entities," like the DNC, for the discussion of controversial issues.

The FCC, WTOP, CBS and ABC, in seeking review of the decision, said that it would give the government power over broadcasters that is neither constitutionally nor statutorily required, and would "destroy" the licensee's statutory role as a "public trustee." Mr. Griswold last week said it would involve the commission deeply in the editorial judgments of station licensees.

Government and private attorneys had felt confident, going in, that the four Nixon appointees—Chief Justice Warren E. Burger, Justices Harry E. Blackmun, Lewis F. Powell Jr., and William H. Rehnquist—would not support the lower court's opinion. (And the questions of the only two members of that foursome who spoke during the argument—Chief Justice Burger and Justice Rehnquist—provided no reason for challenging that prediction.) They were looking for a swing vote from among the holdovers on the nine-member court, and Justice Stewart, on the basis of his comments, appeared ready to provide it.

Roger Wollenberg, counsel for CBS, attempted to nail it down, in seeking to rebut one of the principal and most far-reaching contentions of Judge J. Skelly Wright, author of the lower court's opinion. Judge Wright had said that government was so intimately involved in broadcasting, through regulation and licensing, that the ban on paid political comment amounted to "state action," and an unconstitutional action, at that: censorship. Mr. Wollenberg said the commission decision makes it clear the agency "is not saying it does not want broadcasters to sell time or that it does." He said the commission had simply pointed out that it would be "inappropriate for it to issue an order of compulsion because it would interfere with the station's obligation to present contrasting views."

Furthermore, Justice Byron R. White's chief concern seemed to be whether the commission's fairness doctrine was adequate to assure equal treatment for contrasting views. He had written the court's opinion, adopted by an 8-to-0 vote, three years ago, that upheld the constitutional-



TV for TV. A newly produced 60-second television spot opens on a shot of four children grouped before a TV set with the announcer stating: "Children spend a lot of time watching television." The message promotes the use of the "Teachers Guide to Television," developed in cooperation with the Television Information Office and sold by its independent publisher to teachers nationwide for classroom use. TIO's spot—furnished free to TIO member stations and at cost of prints to nonmembers, 80 of which have already placed orders (in total TIO expects to reach 300 stations)—shows a teacher using the guide and includes program scenes from TV specials ranging from space travel to *Hallmark Hall of Fame*, National Geographic specials and Jacques Cousteau underwater explorations. The new spot is the second prepared by TIO to support the educational potential of commercial TV. Its first spot produced in the past year, "Do Children Learn from Television?", was ordered by 325 stations.

ity of the doctrine.

And Mr. Griswold and attorneys for the broadcasters stressed that the doctrine did provide such assurance. Ernest Jennes, counsel for WTOP, said that "all the views that BEM wanted to express were aired" on the station. "It's incredible to say that news was suppressed," he said.

Mr. Califano, in his argument, and Thomas Asher, counsel for BEM, hit hard on the theme of discrimination, and emphasized the need to provide a limited right of access to individuals and groups so they can express their views directly.

Mr. Califano said it was inconceivable that the "most powerful" means of communication could be used to sell "soap, deodorants and brassieres" and not ideas. In the process of his argument, he appeared to back away from the First Amendment argument, contending that the issue can be decided on the basis of the Communications Act. The Democrats' lawyer asked for "a simple rule" prohibiting broadcasters from refusing to sell time "to responsible entities for the discussion of controversial issues of public importance."

But that brought Justice Stewart's question on the constitutionality of the government's limiting the speech of "irresponsible" people. He also noted that if newspapers other than broadcasters were

involved, there would be no question as to their First Amendment right to refuse advertisements promoting controversial ideas.

Mr. Asher said the issue involved is not the matter of a right of access. "But, assuming broadcaster action is state action," he said, the ban on selling time for discussion of controversial issues violates the First Amendment. "This doesn't mean everyone has a right to speak but a right not to be excluded on these grounds."

One obstacle to the state-action argument are two decisions the Supreme Court handed down in the last session. Both indicate a conservative approach to the question of when government involvement in a private enterprise reaches the point at which an action by the enterprise becomes state action. In both decisions, the court said state action was not involved.

Mr. Asher sought to distinguish those cases from the one under discussion, which he said dealt only with a limited right of access to a government-licensed medium. But Justice Rehnquist pointed out that the Supreme Court, in deciding whether government action is involved, "will have to adopt a general principle." He wondered whether the court could restrict a ruling to the facts in the BEM-DNC case.

A bid to curb multiple-product commercials

Corinthian TV stations want stronger language inserted in NAB codes

The Corinthian Television Stations division called upon the National Association of Broadcasters code review board last week to strengthen the language of the code as it relates to multiple-product commercials.

James C. Richdale Jr., president of the Corinthian stations, outlined the company's position in a letter to Max H. Bice, chairman of the NAB television code review board and vice president and general manager of KTNT-TV Tacoma-Seattle, Wash. Mr. Richdale said that based on screenings of recently offered commercials, Corinthian believes that "the current code language is inadequate to prevent a proliferation of multiple-product commercials."

He said he had viewed one commercial that advertised multiple products in 30 seconds though the products were unrelated. He wrote that he was advised that the code staff had labeled it integrated and said it was currently running on one or more networks and on some stations. He added that if this commercial was correctly labeled under existing code language, then the "language needs to be strengthened." (Corinthian declined to identify the commercial, saying several that fit this description were currently being offered to stations.)

"In our judgment, the proliferation of this kind of commercial will have disastrous consequences for television—for

both its audiences and its advertisers," Mr. Richdale said. "If we as an industry don't have the vision and the courage to get at this problem now, tomorrow will be too late."

He said the changes in code wording relating to multiple-product announcements made last year "are apparently inadequate." He urged that necessary corrective action be taken.

A Corinthian spokesman said that as a matter of policy, company stations will continue to accept 30-second multiple-product commercials that have been approved by the board. At the same time, he added, the stations will "vigorously work for a change in the code as soon as possible."

The Corinthian letter was discussed with Mr. Bice before it was released for publication. The Corinthian spokesman quoted Mr. Bice as saying the matter had been discussed at a meeting of the code board in San Diego and corrective action was planned.

Fannin upbraids would-be reformers of advertising

He sees danger to American system in proposals like counteradvertising; Crichton, Durgin warn of extremes in ad regulation out of Washington

Senator Paul Fannin (D-Ariz.) said last week that government attempts to over-regulate advertising—an industry he said is fully capable of policing itself—pose a real threat to the free-enterprise system.

Senator Fannin had to remain in Washington but his remarks, prepared for the American Association of Advertising Agencies' Western regional conference in Phoenix last Tuesday (Oct. 18), were delivered by his son, Tom.

At the same meeting John Crichton, president of the AAAA, and Don Durgin, president of NBC-TV, saw clear signs of damage to the broadcast system in the new trend toward rigid regulation by the federal government.

In his speech, the senator referred to an editorial by newspaper publisher Eugene C. Pulliam (who also ran it as an advertisement in BROADCASTING and in major newspapers), calling on Congress to take "affirmative action" to stop a potential government takeover of television and radio.

But Congress has not taken that kind of action, said the senator. "Instead, there are those in Congress pushing for more and more government intervention and bureaucracy while a minority tries to hold at least a beachhead for free enterprise and freedom of choice."

Mr. Fannin criticized a number of legislative proposals that were not passed this year but which he said are sure to be back in the 93d Congress.

The proposed Consumer Protection Agency "could sovietize our economy," he said. "It would have the potential to

greatly influence if not actually dictate the type of goods and services available to Americans." In representing consumers before federal bodies, he said, "the proposed CPA would be given a free hand to make up its own mind and not only oppose an action of one of its sister agencies, but to oppose portions of its own consumer constituency. . . . Even the sponsors admitted that they had no idea as to where the CPA might intrude, and what position it might take once it does intrude."

Senator Fannin was also critical of a bill introduced by Senator Frank Moss (D-Utah) that would require advertisers to provide consumers with written documentation of their advertising claims. The proposal would be a burden on advertisers and the media, which would have to handle all the requests for information, he said. In passing, he mentioned bills such as Senator Moss's proposal to establish an institute to study the impact of advertising and another bill to broaden the powers of the Federal Trade Commission.

"Obviously the federal government is attempting to gain the upper hand in the relationship between advertising and government authority," said the senator.

Referring to the FTC's advertising substantiation and corrective advertising programs, he stated: "My interpretation of such actions is that the FTC is moving too hastily in seeking to plow new ground without the benefit of industry thinking. I believe that we should challenge the FTC's authority to promulgate its sweeping ad substantiation ruling."

The FTC's counteradvertising plan is "another area in which a regulatory agency appears to be acting overzealously," he said. "Almost any product could be considered dangerous or controversial by some critics."

"This move toward overregulation is completely unnecessary since advertising through self-regulation supported by appropriate government regulation has done an outstanding job in keeping abusive practices to a minimum," said Senator Fannin. "And there is simply no reason why advertising cannot successfully keep its own house in order in the future."

"If government at any level ever assumes the authority to prohibit absolutely the advertisement of perfectly legal products, if it ever assumes the role of final arbiter as to what is truth in advertising, if it develops the power to dictate to the people what they should buy and for what reason, then not only will the foundations of the free-enterprise system be destroyed, but freedom in all its many facets will be severely threatened."

NBC-TV President Durgin, speaking in Phoenix, depicted the counterad concept as potentially "a substantial if not fatal financial blow to the American system of broadcasting." As did Mr. Crichton, Mr. Durgin warned that "given time, there is reason to believe that the counteradvertising concept will spread to other media."

Mr. Crichton, speaking in Phoenix and later at a AAAA central-region conference in Chicago, reviewed events leading

up to the ban on cigarette advertising on radio and TV and then turned to drug abuse and addiction, noting: "Some officials in Washington have argued that broadcast advertising of over-the-counter medicines is a conditioning factor in the growth of the drug culture in this country." He said there was "no evidence of any kind" that links proprietary-medicine advertising with drug abuse.

"After proprietaries, I would warn you that beer and wine advertising on television and radio is almost certain to come under scrutiny," said Mr. Crichton. He said he could not anticipate what might be next but "the technique is to identify the problem—as drug addiction and abuse and alcoholism clearly are problems—and then proceed to try to remove any advertising influence or at least broadcast advertising influence, from the market."

Mr. Durgin said problems of socially harmful products or of deceptive advertising ought to be tested in the courts and in laboratories, "not in the broadcast media." To tamper with this process, he said, for the "sake of an abstract social theory, or because of an aversion to advertising, is the complete antithesis of the public interest."

BBDO and Ally defer public issues

Two advertising agencies—BBDO and Carl Ally—have put a hold on their plans for public stock offerings. "Most underwriters are finding the climate poor for getting out issues," said a spokesman for D. H. Blair Securities Corp., New York. Blair had been designated underwriter for Carl Ally Inc., New York, which said last summer it intended to go public (BROADCASTING, July 3).

At the same time last week, BBDO spokesmen acknowledged that their agency, also prepared to offer stock (BROADCASTING, Aug. 28), has held up its plans.

Blair said it expected to proceed with the underwriting for Carl Ally "as soon as the market is better." A BBDO financial official said the agency was not "overjoyed with the market that appears to be depressed." He said a final determination had not yet been made "whether to postpone or to go" with an underwriting.

Ford's 'American Idea'

Kenyon & Eckhardt, one of three agencies in the advertising family of Ford Motor Co., has come up with an idea that will win it a special assignment and—for the first time—a portion of Ford's corporate advertising business.

It was confirmed last week that K&E has submitted an ad program involving a series of corporate-sponsored television specials, with the umbrella title, *The American Idea*. The TV idea has been bought by Ford and is planned for debut in December or early 1973. K&E last week declined to reveal the network or details of the series.

Previously Ford's \$10 million worth of corporate advertising had been handled

solely by Grey Advertising, which also handles the company's line of compact cars (Pinto, Maverick and Mustang). Kenyon & Eckhardt handles Lincoln-Mercury; The third agency, J. Walter Thompson Co., has Ford passenger cars.

According to Ford, the three agencies had been asked for programs, ideas and concepts apart from advertisements.

TV code board wants substantiation of commercial claims

Among other decisions last week: trial of off-track betting ads, slight easing on models in underwear

Bowing to increasing pressures to require advertisers to substantiate advertising claims, the TV code review board of the National Association of Broadcasters last week voted to require advertisers to make available documentation adequate to support the validity of claims, demonstrations and testimonials used in commercial messages.

The move came, along with others on program standards (see page 34) and children's advertising (see page 23), at a two-day meeting of the review board in San Diego.

It also came hard on the first complaints proposed to be issued by the Federal Trade Commission based on its substantiation program that was initiated 18

BAR reports: television-network sales as of Oct. 1

CBS \$453,537,600 (36.2%); NBC \$405,689,300 (32.4%); ABC \$392,560,900 (31.4%)*

Day parts	Total minutes week ended Oct. 1	Total dollars week ended Oct. 1	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	78	\$ 493,800	2,838	\$ 16,911,800	\$ 17,069,800
Monday-Friday 10 a.m.-6 p.m.	1,007	6,816,600	37,681	260,796,800	235,136,500
Saturday-Sunday Sign-on-6 p.m.	349	6,046,700	11,880	142,314,200	112,121,800
Monday-Saturday 6 p.m.-7:30 p.m.	90	1,742,000	3,660	64,923,200	53,561,500
Sunday 6 p.m.-7:30 p.m.	14	403,500	516	11,090,700	15,420,600
Monday-Sunday 7:30 p.m.-11 p.m.	399	22,077,500	15,336	682,678,400	657,941,100
Monday-Sunday 11 p.m.-Sign-off	145	1,966,000	5,869	73,072,700	51,666,900
Total	2,082	\$39,546,100	77,780	\$1,251,787,800	\$1,142,918,200

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

months ago (BROADCASTING, Oct. 16).

The review board also voted to permit a one-year trial of advertising of off-track betting by authorized organizations in states where it is allowed. The advertising would be limited to institutional commercials and must not exhort betting.

This recommendation is the same as the one proposed last year but turned down by the full TV board at its meeting in Washington last June.

In other actions, the review board:

- Affirmed NAB Code Authority ac-

tion in disallowing the use of live models, unless fully clothed, in undergarment advertising, but approved the use of a picture of a live model used on the package of the product to be shown in the commercial.

- Warned code stations to be alert on the use of "gratuitous, out-of-context violence" in advertising for feature films.

- Sustained Code Authority evaluation that certain announcements tagged as public service messages were in fact commercials. This applied to an organization identified as PCS Productions, New York, which has submitted short filmed announcements to stations bearing true public service content but which include not-so-veiled product identifications.

- Disallowed advertising for an electric cigarette-making machine.

The Colonel's quote...

"We believe in Advertising.

The PGW Colonel has been our spokesman through the years. To us he is the symbol of integrity, hard work and innovation. In this series he will bring you the ideas of American leaders pertaining to our industry.

We enlist the participation of advertisers, agencies and media in keeping government Lawmakers, and the Consumers we all serve, informed of the major contributions Marketing and Advertising are making today to our American life."

Lloyd Griffin
Chairman
Peters, Griffin, Woodward

PGW

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Direct-response field relying more on TV

A survey by the Television Bureau of Advertising among direct-response advertisers shows that more than half of them find that the cost-per-response of television is equal to or lower than direct mail's.

Jacob A. Evans, TVB vice president, Central division, reported the highlights of the survey in a speech to the Direct Mail Advertising Association's annual conference in Chicago. He voiced the view that the survey is the first to be taken of direct marketers and their uses of television.

Other findings of the survey, he said, were that more than half of the respondents either increased or maintained their TV budgets in 1972, as compared with 1971; 83% gave cost-per-response as the primary reason for using TV, and late night and daytime are the periods most often used for direct-response advertising on TV.

Mr. Evans called direct-response advertising "the fastest growing category" of new business in television, saying it has grown from \$24.5 million in 1969 to an estimated \$85 million in 1972.

Opening move in AT&T effort to revise tariffs

Permission is sought for application to alter line charges; networks, which stand to get reduction, are in favor, and occasional users, for which prices will rise, are in opposition

Battle lines were forming last week over AT&T's proposed change in television program-transmission rates, even before the rates are filed with the FCC.

On one side are the monthly contract users—the major networks—and, on the other, occasional users—principally, the independent television stations and Hughes Sports Network.

AT&T, citing a need to bring revenues from monthly and occasional services more into line with the costs it incurs in providing them, and to make the monthly rates more competitive with those of other suppliers, last week asked the commission for permission to file revised television transmission tariffs.

The proposed tariffs, which have been known for months (BROADCASTING, July 31), would reduce the three networks' bill, now running at about \$75 million, by some \$15 million ("Closed Circuit," June 26), while boosting the charges for the occasional users.

A network spokesman said the proposed changes, as well as some of the justifications offered by AT&T—that the present rate structure in effect requires the networks to subsidize the occasional users—reflects the point of view the networks have expressed.

On the other hand, Roger D. Rice, of KTVU(TV) Oakland, chairman of INTV, the new association of independent TV stations, has contended the proposed tariffs would force independents to reduce coverage of news and public affairs, and to cut back on sports programming. He has written FCC Chairman Dean Burch, asking that the proposed tariffs be denied until the question is litigated (BROADCASTING, Oct. 16).

Counsel for HSN, Jay Ricks, said AT&T's request for permission to file new tariffs will be opposed by Hughes on two grounds: that, before allowing AT&T to file its new tariffs, the commission should resolve the issue in its pending AT&T rate case as to whether tariffs should be structured in a way to serve nonnetwork as well as network users of the company's facilities, and that the proposed tariffs are allegedly more discriminatory than the commission found AT&T's rates to be, with respect to HSN, in a proceeding the network initiated five years ago.

AT&T will probably also face opposition from the Public Broadcasting Service and its funding agency, the Corporation for Public Broadcasting. PBS now pays reduced rates on a monthly contract basis, but its occasional-use charges are

the same as those paid by commercial stations—a fact that has been a matter of continuing dispute between the carrier and PBS. A spokesman said PBS will probably file either a request for special reduced rates or a general opposition to the request for the filing of revised rates.

Under the procedures established by the FCC, interested parties will have until Nov. 1 to file comments on AT&T's request to file the revised tariffs. If the commission grants the request, AT&T will file data in support of the rates, and interested parties will have another opportunity to comment. The tariffs would become effective 60 days after they are filed. The two-step approach is a result of a commission order, issued in the pending rate case, imposing a freeze on AT&T rates and directing the company to obtain commission permission before filing revised tariffs.

The competitive considerations to which AT&T referred in its letter to the FCC involve a number of miscellaneous microwave common carriers that are cutting into AT&T business, particularly in the western states. A network official said that the networks are still making only a limited use of such independent carriers but that the amount of such use has been growing "steadily and rapidly" over the past two years.

AT&T indicated it was losing network interconnection business to its competition because its monthly contract rates were pegged at such a high rate as to generate "a disproportionate share of the revenues required to cover the costs of providing the television service."

High cost of being independent. Protests that AT&T's proposed rate revision would force them to curtail, and in many cases eliminate, sports and other remote coverage were being sounded by independent TV stations around the country last week. Jack Jacobson, WGN Continental Broadcasting Co., estimated that the \$430,000 WGN-TV Chicago would spend to cover road games of three professional teams this season would rise by 40% to \$650,000 under the proposed tariff hikes, forcing a cut-back in coverage. John Vacca, KDTV(TV) Dallas, estimated his station spent \$18,941 on AT&T line leases for sports and other remotes in the 12 months ended Sept. 30, and that the figure would be up 133%, to \$43,121, under the proposed increases, virtually eliminating this type of programming for this station. Gene Kirby, WPHL-TV Philadelphia, said he paid \$164,000 in line charges for 50 away baseball games this year; any increase would mean dropping California and Houston pickups.

"The tariff revisions . . . are designed to establish rates for both the monthly and occasional services at levels low enough to permit the Bell System to retain a share of the market sufficiently large to enable the total service to cover its costs, and high enough to make the optimum contribution to the company's over-all enterprise that present and reasonably foreseeable market conditions permit," AT&T said.

The Colonel's quote...

"...advertising in America is an original and irreplaceable force that stimulates ordinary people to legitimate aspirations and a desire not only to improve their own lot but their surroundings as well. This restless discontent with the improvable present is a very American trait. The advertising man has every right to sense his importance and a sense of mission in his ability to keep our lives and our commerce bubbling."

Lee A. Jacocca, President
Ford Motor Company
Before the 1972 annual meeting
of the American Association
of Advertising Agencies

PGW

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PETERS GRIFFIN WOODWARD, INC. • Atlanta • Boston • Charlotte • Chicago • Dallas • Detroit • Los Angeles • Minneapolis • New York • Philadelphia • St. Louis • San Francisco

Congress's record on broadcast issues: more talk than action

The 92d leaves for its successor a pile of unfinished business: consumer bills, sports blackouts, renewal protection for licensees

The Senate and House closed out the second session of the 92d Congress last Wednesday (Sept. 18), leaving behind a record of little action in areas of concern to broadcasters. But a host of broadcast-related issues are almost certain to be resurrected when the 93d Congress convenes on Jan. 3, 1973.

Following is a summary, by general subject category, of some of the major developments of the 92d's last half:

Advertising: Senator Frank Moss (D-Utah) continued a Commerce Committee hearing he had begun last year on a bill that would require advertisers to make publicly available written documentation of their ad claims. The advertising industry and the Federal Trade Commission felt it would place financial burdens on them; consumer groups enthusiastically supported it.

Broadcast journalism: Senator Sam J. Ervin Jr.'s (D-N.C.) Constitutional Rights Subcommittee concluded a hearing on freedom of the press it began in late 1971. The sessions provided a forum for broadcast and print journalists and others to

air their grievances. In releasing the text of the hearing last Thursday (Oct. 19), Senator Ervin announced his subcommittee would give top priority early next year to considering the various forms of newsmen's-privilege legislation that have been introduced in both Houses. A spokesman said that a hearing is likely. Representative Robert W. Kastenmeier's (D-Wis.) Judiciary subcommittee has already held a hearing on the legislation but reached no firm conclusions on the type of protection newsmen may need to prevent the government from forcing them to disclose confidential information and sources.

After a two-day ad hoc hearing, the Congressional Black Caucus concluded the media are pervaded by racism in employment and news coverage.

Following an inquiry and a hearing on allegations that the networks staged or distorted a number of filmed news stories, House Investigations Subcommittee Chairman Harley O. Staggers (D-W. Va.) was told by the FCC that the commission is investigating alleged news-staging incidents involving ABC and CBS. The subcommittee is still compiling its report.

CATV-copyright: After waiting for the FCC to complete its CATV rules and deal with petitions for reconsideration, Senator John L. McClellan (D-Ark.) found there was not enough time to deal with the copyright revision bill this year. But he pledged to do so early in the 93d Congress. His joint resolution extending existing copyright protection passed both Houses.

Consumer legislation: A bill to create a Consumer Protection Agency to represent consumer interest before federal agencies was killed late in the second session when the Senate voted against cutting off debate. (The House passed its CPA bill a year ago.) Under the Senate bill the CPA could not intervene in FCC license-renewal proceedings but could possibly do so in CATV matters.

Noncommercial broadcasting: Funding for the Corporation for Public Broadcasting was at issue early in the year at a House Communications Subcommittee hearing. And, after the President vetoed legislation that would have provided \$155 million for CPB over two years, both Houses passed a bill that provides a one-year, \$45-million appropriation.

License renewals: Although many bills were introduced in both Houses, no hearings were held. But House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) has pledged to begin them next year.

Political-spending legislation: The President signed into law the political-spending bill that Congress passed last year. The Senate easily passed an amendment to it that would repeal the Communications Act's equal-time provision for presidential and vice presidential candidates in general elections. But an identical bill got bottled up in the House Communications Subcommittee. Talk on Capitol Hill about changing the provisions of the law regarded as discriminating against broadcasters may turn into action next year.

Programming: Following release of the

surgeon general's report on television violence—which concluded that TV causes aggressiveness in some children who are predisposed to such behavior—Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) held a hearing to examine all the evidence. He called on the secretary of health, education and welfare, the surgeon general and the FCC to establish a violence index to measure TV violence levels. According to HEW, that may take two to four years.

A group of California congressman called on the FCC to institute a rule-making to curb network reruns.

Representative Barry Goldwater Jr. (R-Calif.) urged the commission to abolish the prime-time access rule and released a report alleging that the government is using unfair labor practices in producing TV, radio and audio-visual material.

Senator Pastore held a hearing on legislation to ban TV blackouts of home professional sports events when tickets are sold out two days in advance. At the urging of Senator Pastore, National Football League Commissioner Pete Rozelle agreed to a trial blackout ban for next year's Super Bowl game. Meanwhile, the House Investigations Subcommittee is conducting an inquiry into blackouts and the House Communications Subcommittee has promised a hearing next year.

Bargaining time again for AFTRA, SAG pacts

Negotiations for new contracts for performers and newsmen appearing on radio and television opened in New York last week (Oct. 16). The American Federation of Television and Radio Artists and the Screen Actors Guild were lined up on one side, the joint policy committee of the American Association of Advertising Agencies and the Association of National Advertisers on the other, in discussions on a contract covering film, taped and live commercials. The current three-year pact expires Nov. 15.

Additionally, AFTRA alone is negotiating with the television and radio networks on a new agreement, embracing both networks and their owned and operated stations. Although neither management nor union would reveal the demands, they were said to call for increase in salaries and fees, boosts in health, welfare and pension provisions, portability of pension rights and a "preservation of rights" clause. The last would prohibit networks or stations from using past recorded services in the event of a strike.

In talks with advertisers and agencies, AFTRA and SAG are reported to be seeking an increase in their initial production session and in the formula guiding payments for use and re-use of commercials. In addition, the unions are pressing for a clause that would eliminate or restrict further use of nonprofessionals in commercials. Another key demand is said to be the setting up of a nationwide coding system that would more easily identify the number of times a commercial is used.

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Last week's dealing in stations adds to nearly \$9 million

Sold: WBMG-TV Birmingham to Park, WGRT(AM) Chicago to black publisher and WINZ(AM) Miami to Gannett

A busy week in broadcast-station trading saw three properties change hands in separate transactions, with a total sale value of \$8.75 million. All are subject to FCC approval.

The largest deal announced last week was group broadcaster Roy H. Park's \$5.5 million purchase of WBMG-TV (ch. 45) Birmingham, Ala. Major stockholder of the CBS affiliate's present licensee, Birmingham Television Corp., is Southern Broadcasting Co., a Winston-Salem, N.C., station group.

The current purchase would bring Park Broadcasting Co., the corporate element of Mr. Park's broadcast chain, its seventh television station, giving the firm the maximum number of TV facilities allowed one owner by the FCC. Park also owns WNCT-TV Greenville, N.C.; WDEF-TV Chattanooga and WJHL-TV Johnson City, both Tennessee; WTVR-TV Richmond and WLSL-TV Roanoke, both Virginia, and WUTR-TV Utica, N.Y. The company's radio holdings include WNCT-AM-FM Greenville, WTVR-AM-FM Richmond, WDEF-AM-FM Chattanooga; WEBC(AM) Duluth and KRSI-AM-FM St. Louis Park, both Minnesota, and WNAX(AM) Yankton, S.D. It is also purchasing, subject to FCC approval, KWJJ(AM) Portland, Ore., from Rodney Johnson for \$2.5 million. The Park firm revealed last week that WBMG-TV Vice President and General Manager Hugh Smith would continue in his present position under the new ownership along with the rest of the station's staff.

The second broadcast property to be sold last week was WGRT(AM) Chicago, a white-owned, black-programed facility. Subject to commission approval, the station would be purchased by black publisher John H. Johnson for \$1.8 million.

Mr. Johnson would acquire the pioneer station, which has been on the air since 1922, through his Johnson Publications. The Chicago-based firm publishes several black-oriented periodicals, including *Ebony*, *Jet*, *Tam* and *Black World*.

WGRT, a daytimer on 950 khz with 1 kw, is being sold by Atlas Communications Inc. (Ralph L. Atlas is chairman), which acquired it in 1967. Atlas Communications President Theodore A. Jones would remain at the station.

The WGRT deal is Mr. Johnson's first broadcast venture.

Agreement was also reached last week for purchase of WINZ(AM) Miami by group broadcaster Guy Gannett Broadcast Services Inc. The seller, Rand Broadcasting Co., would receive \$2.45 million for the station, subject to FCC approval.

WINZ, a powerful facility with 50 kw daytime, has been operated by the present ownership for the past 20 years. Rex

Rand is president and principal stockholder of Rand Broadcasting.

The buyer is headed by Mrs. Jean Gannett Hawley, daughter of the late Guy Gannett. Other stations owned by the Gannett firm are WGAN-AM-FM-TV Portland, Me., and WHYN-AM-FM-TV Springfield, Mass.

WINZ operates on 940 khz with 50 kw day and 10 kw night. Broker: Blackburn & Co.

Now Connecticut wants attention from New York V's

Taking cue from New Jersey deal, Connecticut's senators demand heavier coverage of their state

The two U.S. senators from Connecticut have initiated a campaign to get New York's six commercial VHF stations to devote more attention to their state. In a letter sent Oct. 16 to the stations, Senators Lowell Weicker Jr., a Republican, and Abraham Ribicoff, a Democrat, accused the stations of carrying "very little news" of Connecticut—despite the fact that over a quarter of the state is "totally dominated" by their signals—and urged them to take corrective measures "on their own volition."

The development followed by a week an announcement by the New Jersey Coalition for Fair Broadcasting that it had procured agreements with New York stations for expanded news and other programming pertaining to that state (BROADCASTING, Oct. 15). Senators Weicker and Ribicoff said in their letter than in light of the New Jersey agreements, "we hope that New York stations will now focus attention on Connecticut and the long-time need to improve news coverage there."

Stations contacted by the senators last week were WABC-TV, WCBS-TV, WNBC-TV, WNEW-TV, WPIX(TV) and WOR-TV. With the exception of WPIX, all had been party to the New Jersey agreement. Noncommercial WNET-TV had also reached a settlement with the New Jersey group; it did not receive a letter from the Connecticut senators.

The move last week followed a Sept. 22 speech by Senator Weicker before the New England Press Association, in which he claimed that all New York news media had paid little notice to the nearby parts of Connecticut which he represents. "There is nothing that I can do about newspapers from out of state," he said. "There is a great deal I can do with a broadcast industry that monopolizes the public airways of my state." The senator added that he would investigate several sanctions: the "revocation" of portions of the New York stations' licenses extending their service areas into Connecticut, the granting of additional power to existing Connecticut stations, and the granting of a license for a new facility to serve southwestern Connecticut. Senator Weicker also announced that it has been arranged for high-school civics students in the state to monitor the evening news-

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casts of WNBC-TV, WCBS-TV and WABC-TV.

Spokesmen for several of the New York stations said regular programs had dealt with affairs of that state, and that there had been special reports featuring Connecticut leaders. In addition, station officials noted that unlike the situation in New Jersey, which has no commercial VHF station, Connecticut has several television stations of its own, including two VHF's (WTIC-TV Hartford and WTNH-TV New Haven).

Friend or foe?

OTP's Goldberg, while defending investigation of reruns, says office stands for diminishing presence of government in regulatory matters

The Nixon administration, which has taken some critical shots from broadcasters as a result of its decision to investigate the rerun controversy, was held out to broadcasters last week as an ally in the war against undue regulation.

Henry Goldberg, acting general counsel of the White House Office of Telecommunications Policy, in a speech before the North Carolina Association of Broadcasters last week, said OTP will "continue on the path of separating government from control of media content and relying more on marketplace competition rather than government regulation to achieve public-interest goals."

In the "short run," he said, this could

lead to OTP support of license-renewal legislation. (He did not, however, say what kind; OTP officials have been saying for months the office would submit such legislation, but not until after the election.)

Mr. Goldberg also gave a boost to the FCC's effort to revise its radio regulations—a project inspired at least in part by OTP Director Clay T. Whitehead's call for radio deregulation—and urged his listeners to work for more than regulations that will simply make it easier to operate a radio station. The issue, he said, "is the authority of the government to regulate content of an important medium of expression, when the justification for that regulation is open to substantial question."

Mr. Goldberg, in a survey of the OTP's activities in the broadcasting area, expressed concern about the lack of an agreement among cable operators, broadcasters and program suppliers on new copyright legislation that would assure payment, by cable-television operators, of their fair share to program production sources. He noted such an agreement was the predicate for the compromise the parties reached last year that paved the way for FCC adoption of its cable-television rules. But, he said, "we appear to be no closer to new copyright legislation than we were at the outset."

He also cautioned his audience against seeking other kinds of regulation of cable. If government can impose negative program restrictions on cable channels—

such as barring the presentation of series programs for a fee (a commission regulation now in effect)—"it could just as easily affirmatively require presentation of certain types of programs on broadcast TV," he said.

As for OTP's investigation of "the networks' business practice of expanding reruns in the prime time hours that they control"—a project, he noted, that the President assigned OTP—that "is an appropriate subject of government inquiry," he said.

He and OTP's chief economist, Bruce Owen, are meeting with network representatives, union officials and others, and are obtaining statistical data regarding reruns, in an effort to obtain all the necessary facts, he said. He expects "preliminary conclusions" to begin emerging in about six weeks.

Five Avco stations struck by IBEW

Dispute centers on jurisdiction over news-camera operation

A dispute over a hand-held video-tape camera that may be used in future news production has resulted in a strike by technicians at five Avco Broadcasting Corp. stations.

Members of local chapters of the International Brotherhood of Electrical Workers walked off their jobs on Oct. 6 at Avco's WLW(AM)-WLWT(TV) Cincinnati, WLWD(TV) Dayton, Ohio, and WLWI(TV) Indianapolis. A similar strike broke out three days later at the firm's WLWC(TV) Columbus, Ohio, where 27 IBEW technicians have been involved in a labor dispute since June. Management and other personnel have taken over the technical chores at the stations and programming has not been affected, an Avco spokesman said.

The disagreement stems from Avco's contention that IBEW technicians do not possess the qualifications to handle assignments requiring the use of the news camera, which is designed to be carried by one person. IBEW is demanding that its members be assigned jurisdiction for the possible future use of such equipment. The union has also insisted on a uniform contract expiration date for the four cities. All the contracts in question expired a year ago. Negotiations are currently at an impasse, according to the company.

Changing Hands

Announced

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

- WBMG-TV Birmingham, Ala.: Sold by Birmingham Television Corp. to Roy H. Park for \$5.5 million (see page 31).
- WINZ(AM) Miami: Sold by Rand Broadcasting Co. to Guy Gannett Broadcasting Services for \$2.45 million (see page 31).
- WGRT(AM) Chicago: Sold by Atlas

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72-49

Communications Inc. to Johnson Publishing Co. for \$1.8 million (see page 31).

■ **WKKR(AM)** Pickers, S.C.: Sold by Franklin D. R. McClure and Frank D. Ferguson Jr. to J. Ardell Sirk and Remella K. Sirk for \$90,000. Mr. and Mrs. Sirk own **WKYK(AM)** Burrsville, and **WCSL(AM)** Cherryville, both North Carolina. **WKKR** is a daytimer on 1540 khz with 1 kw.

Cable

■ Cable systems serving Islip, Smithtown and Brookhaven, all New York: Sold by Petra Cablevision Corp. to Viacom International Inc. for sum between \$12.5 million and \$12.8 million (see page 39).

■ Cable-television systems and franchises in communities adjacent to Houston: Purchased by Teleprompter Corp. Deal involves acquisition by Teleprompter of 97½% of the stock of Southwest Video Corp. for an undisclosed amount of Teleprompter stock. Southwest Video operates systems at Baytown and Clear Lake, which serve Nassau Bay, Taylor Lake, Seabrook, Webster, El Lago and Shoreacres, all Texas, and holds a franchise for the new city of Humble. Teleprompter said the systems have a potential 32,000 subscribers.

PTV promoters honored

Six public-television stations have been named winners in the second annual promotion awards competition of the Corporation for Public Broadcasting. The winners, all in different station-size categories, were: **WQED** Pittsburgh; **WCET** Cincinnati; **WITF-TV** Hershey, Pa.; **KAET** Phoenix, and **KFME** Fargo, N.D. A "special award for excellence" was voted to the New Jersey Public Broadcasting Authority. Citations of honorable mention went to **KVII** Sacramento, Calif.; **WMVS** Milwaukee, and **WGBH-TV** Boston. The awards were presented by William E. Duke, CPB director of public affairs, earlier this month in Chicago at a national conference on public relations in public television.

One hundred promotional ideas that were on display in the contest have been collected in booklet form by CPB, under the title: "They Got It Together."

In the money. Goal of the newly formed National Committee for the Support of Free Broadcasting, organized earlier this year under auspices of National Association of Broadcasters to collect and distribute political contributions, is "several hundred thousand dollars for each biennial election." That target is specified in a fact sheet put together by Bill Carlisle, NAB executive, and due to be mailed to broadcasters this week. As of late last week, committee had collected more than \$30,000, according to reliable sources. Goal for this year is \$50,000. Chairman of NCSFB is Douglas L. Manship, **WJBO-AM-FM** and **WBRZ(TV)** Baton Rouge, La.

Parker suggests further anonymity

He tells FCC that public should be able to inspect station records without station's knowledge

The Rev. Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ, has told the FCC it is a necessity that the commission insure confidentiality to those using FCC public files. Dr. Parker, in an Oct. 12 letter to John Torbet, executive director of the FCC, responded to a National Association of Broadcasters proposal that the FCC make available the names of persons utilizing public records maintained at the commission (**BROADCASTING**, Oct. 9).

Dr. Parker contended that if the licensee is notified that a third party has been scrutinizing its public filings at the commission, it would be possible for the station to take steps to thwart an anticipated challenge. Often, Dr. Parker charged, "when a licensee gets wind of a possible challenge, he or she begins an intense effort to intimidate citizens from filing objections. Individual members of a group are sometimes offered incentives to discourage others in the group not to file." And, he added, the advance warning might give licensees opportunity to "fabricate false pictures of their perform-

ance" by upgrading programing and employment profiles at the last minute.

Rather than implementing the NAB proposal, Dr. Parker said, the commission should "further facilitate" citizen participation in broadcast matters by removing "extraneous" identification requirements of those seeking access to FCC files (the commission now requires file-checkers to give their names, business addresses and institutional affiliations), and by requiring stations to maintain their public files at a location "outside of the licensee's direct control," such as a public library.

Goodman at Lincoln awards

The fourth annual Abe Lincoln Awards presentation will be held at Fort Worth's Tarrant County Convention Center on Feb. 8, 1973, with NBC President Julian Goodman as the featured speaker.

The awards, honoring distinguished broadcasters, are sponsored by the Southern Baptist Radio-Television Commission. Presentations will be made for superlative achievement in nine categories this year, the church commission announced. The categories are: educational programing and public affairs, documentary, spot-television service, spot religious, network public affairs, network religious, youth or children's and national-crisis programing.

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Television code may get face-lift

Proposals for liberalization, to reflect changing standards will be considered in January when NAB boards meet

The first broad revision of TV program standards in 20 years has been recommended to the full television board by the TV code review board of the National Association of Broadcasters.

At the review board's meeting in San Diego last week, a subcommittee recommended, and the board with slight changes approved, a revision of the code's program provisions to make them more general, and in a sense more liberal, except in one category—violence.

On that subject, the new phrases are explicit injunctions: that violence in programs is to be projected in responsibly handled contexts, and not to be used exploitatively; that excessive, gratuitous or instructional violence is to be avoided and that "the use of violence for its own sake and detailed dwelling upon brutality or physical agony by sight or sound are not permissible."

The action appears to be recognition of the outcry about TV violence that culminated earlier this year with the report of the surgeon general and the continuing activity by the Department of Health, Education and Welfare to establish a TV violence profile (see following story).

That tightening of program provisions was the only one; other provisions took a broader and less repressive approach, reflecting changes in American mores over the past two decades. Take the very first paragraph of the preamble to the TV code, initially written in 1952. That now reads: "Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host."

The first paragraph of the recommended new preamble reads: "Television is seen and heard in nearly every American home. These homes include children and adults of all ages, embrace all races and all varieties of philosophic or religious conviction and reach those of every educational background. Television broadcasters must take this pluralistic audience into account in programing their stations. They are obligated to bring their positive responsibility for professionalism and reasoned judgment to bear upon all those involved in the development, production and selection of programs."

The original preamble had four addi-

tional long paragraphs; the newly recommended introduction contains two further paragraphs that call on advertisers to accept a responsibility to the viewing audience for their commercials as well as calling on them to support broadcasters' endeavors to offer program diversity.

Among other relaxations of the present code strictures, now cut down to general credos, the review board suggested among other things that TV programs should not only reflect the influence of established institutions but also expose "the dynamics of the social change which bear on our lives." Discussing responsibility to children, the recommended phraseology notes for the first time that children watch programs designed primarily for adults and that broadcasters should take this practice into account.

Another rewritten section that evidences new open-mindedness is that on marriage. In the present code, the wording is as follows: "Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually as a solution for marital problems." The new wording is much more liberal; it reads: "The presentation of marriage, the family and similarly important human relationships, and material with sexual connotations, shall not be treated exploitatively or irresponsibly but with sensitivity."

In the reference to religious programing, the proposed new content combines several subsections to note that: "Programs reach audiences of all creeds simultaneously. Therefore, both advocates of broad or ecumenical precepts, and the exponents of specific doctrines, are urged to present their positions in a manner conducive to viewer enlightenment on the role of religion in society."

The changes, which will be presented to the TV board at the NAB board meeting in Palm Springs, Calif., in January, were drafted by these members of the TV code review board subcommittee on program standards revision: Joseph C. Drilling, KJEO-TV Fresno, Calif.; Alfred R. Schneider, ABC; Thomas J. Swafford, CBS and Herminio Traviesas, NBC. Max Bice, KTNT-TV Tacoma, Wash., chairman of the review board, was a member ex officio.

A new commission to track TV violence?

HEW proposal comes as sequel to surgeon general's study

Social scientists who were assembled in Washington to discuss the feasibility of establishing a violence index for TV have urged the establishment of a commission outside the federal government to carry on the additional research they said was necessary. And there was a consensus that whatever kind of index might be devised, it should not be used for regulation of program content or to restrict programing.

These were two of the principal agreements belatedly emerging last week from a one-day meeting of 21 social scientists

held under the auspices of the Department of Health, Education and Welfare last June 2. Seven of the participants were staff members of HEW's National Institute of Mental Health; two were from the FCC; the others were academicians.

A summary report of the meeting was submitted to Nicholas Zapple, staff counsel to the Senate Communications Subcommittee, by Stephen Kurzman, assistant secretary of HEW for legislation, and made public by Mr. Zapple last week. It was an amplification of a letter sent two months ago by HEW Secretary Eliot L. Richardson to Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee. Senator Pastore called for the establishment of an index following the earlier report of the surgeon general who found a possible but unmeasured connection between violence on television and in life.

Mr. Richardson said that it was the sense of the meeting that a profile, rather than an index, was feasible and preferable, and could be established in two to four years after further research.

Mr. Kurzman said that the June 2 meeting recognized implicitly that the portrayal of excessive violence, however violence is defined, in current TV programing has potentially harmful effects, particularly for children and that action of some kind is needed.

The participants agreed, he said, that a violence measure should be primarily a means of consumer education and as providing an information base from which public pressure could be brought to bear on the media. And it was felt, his summary stated, that TV broadcasters might welcome some guidelines.

There was agreement too that the group established to produce the profile should avoid an adversary relationship with TV broadcasters, but at the same time there was also unanimity that it should steer clear of approving industry practices.

The work should be undertaken, the participants agreed, by a special commission having its own staff and research funds and reporting annually to the public. They were unanimous that it should be established outside the federal government, because of regulatory implications, but there was some ambivalence about whether it should accept federal financial support.

Those attending the meeting were: Albert Bandura, Stanford University; Orville Brim, Russell Sage Foundation; Stephen Chaffee, University of Wisconsin; James A. Davis, University of Chicago; George Gerbner, University of Pennsylvania; Hilde Himmelweit, London School of Economics and Political Science; F. Gerald Klein, University of Michigan.

And, William McGuire, Yale University; Lloyd N. Morrisett, John and Mary R. Markle Foundation; Eli Rubinstein, State University of New York (and former director of the surgeon general's study when he was at NIMH); M. Brewster Smith, University of California

(Santa Cruz), and Stephen Withey, University of Michigan.

And the following NIMH staffers: Rae Carlson, David Kefauver, John Murray, David Pearl, Betty H. Pickett, Lorraine Torres and Louis Wienckowski. Attending from the FCC were Charles Lichtenstein, aide to Chairman Dean Burch, and Elizabeth Roberts, children's programing consultant.

Debate in Dallas: radio sex shows—smut or service?

Shapiro says they offend the public; Lurie defends his successful show; ad club majority votes with Shapiro

*Q: How do you turn on your man?
A: The wine kiss-off.*

*Q: The wine kiss-off? What's that?
A: I pour some wine on the right place, and then I kiss it all off.*

*Q: How do you turn on your man?
A: I just grab a handful.*

Radio's new wave of sex-oriented telephone talk shows generates more serious and decorous exchanges than those, but it is the occasional bursts of bedroom candor that have given the programs their notoriety. Nowhere do the choice examples of "sex radio" elicit more violent reaction than in some quarters of the broadcasting industry itself.

The evidence was there for all to see and hear at a meeting of the Dallas Advertising League. On one side was Al Lurie, general manager of KLIF(AM) Dallas, where a month-old midday talkfest, the *Dave Ambrose Show*, is turning on young housewives and turning off the conservative listeners with about equal force. On the other side was Mike Shapiro, vice president and general manager of WFAA-AM-FM-TV Dallas, who has made known—on and off the air—his outrage at the arrival of this "audio pornography" in Dallas.

Armed with a tape of the show's wilder moments (from which the two examples above were taken), Mr. Shapiro said he felt compelled to speak out "when a segment of the profession I've devoted 27 years of my life to claws its way to the bottom of the barrel." Defenders of these programs think of them as a way for women to talk openly about problems and situations they all share, but Mr. Shapiro saw it differently: "To me," he said, "sex talk shows are offensive to a majority of the public. They contribute nothing to the stability of our community."

Mr. Shapiro said the program was irresponsible, without guidelines for determining good taste, and readily available even to junior high-school listeners (although the station accepts only 18-and-over callers). He saw it as a bad course for the broadcasting industry, which is under attack already and might be using its resources in other ways.

"The moral fabric of this country is being tested," he said. "The wave of permissiveness reflected in this type of programing and—yes, I admit it—by some TV shows, some TV movies and some dialogue on talk shows—all of it to me contributes to the fanning of flames. If broadcasters really set their minds to it, we could use our powerful medium to turn this decaying process around."

Mr. Shapiro had expressed some of these same sentiments on his television program, *Let Me Speak to the Manager*, where Mr. Lurie had appeared as a guest to present his side.

Mr. Lurie's basic defense of the show was this: "It will harm no one. It is done in good taste. It is honest. We are predicting it will deliver a great buying audience for our advertisers." He too presented a tape, which contained far less gamy material than Mr. Shapiro's (some of it was hardly distinguishable from any general-interest call-in show), and a few recorded words from the show's host. Mr. Ambrose said the "only obscene thing" about the program was some of the reaction it had inspired.

But Mr. Lurie, who appeared first on the platform, wasn't claiming that the program is innocuous. He said that in all his years in broadcasting, he couldn't "recall anything that generated so much excitement." He offered some provocative sample topics to suggest why. They included: "Is (or was) your virginity important to you?" "How do you turn on your man?" "How would you confront 'the other woman?'" "Is sex really all that great?" As a result of discussions along these lines, Mr. Lurie said, people are listening to radio who weren't before.

As part of his defense of the program, Mr. Lurie noted that an earlier incarnation has been aired on KGBS(AM) Los Angeles, a Storer Broadcasting Co. station. He said that Storer is a responsible broadcasting organization that would never permit an inherently smutty program on the air.

The advertising people in the audience were later polled on their reaction to the program. A solid majority of the Dallas group took Mr. Shapiro's side.

Program Briefs

'Shaft' to TV. CBS and MGM Television have signed agreement to develop movie "Shaft" into one-hour weekly series aimed for 1973-74 season. Richard Roundtree has been signed to repeat role of black investigator. "Shaft" movie has itself been licensed to CBS-TV for prime-time showing in September 1973.

From local to syndication. Hubbard Broadcasting Corp., St. Paul, is placing into TV syndication half-hour weekly talk series, *Charlie McCarthy Show*, which began on company's KSTP-TV St. Paul-Minneapolis last summer. Chris Remington has been named manager of syndication for series, which features former mayor of St. Paul.

Taken by 28. ABC Films reports that initial sales on *Audubon Wildlife Theater* series of 78 half-hour episodes have been

made in 28 markets. Documentary programing on wildlife species has been bought by stations including KNBC(TV) Los Angeles, KRON-TV San Francisco, WSBK-TV Boston, KIRO-TV Seattle, WGR-TV Buffalo, N.Y., and KUTV(TV) Salt Lake City.

CBS wins fourth week; NBC keeps over-all lead

Old shows dominate ratings in the still-young new season

CBS led NBC by two-fifths of a rating point in the Nielsen averages for the fourth week of the new season. It was CBS's second win; ABC and NBC have won one week each. For the week ended Oct. 8, CBS had 19.8, NBC 19.4 and ABC 18.4. By nights of the week, CBS won Wednesday, Friday and Saturday and tied with NBC on Monday. NBC also had Thursday and ABC had Tuesday and Sunday.

NBC leads in the total averages for the first four weeks: (NBC 19.6, CBS 19.1 and ABC 18.6. In new-show averages for the fourth week, CBS was tops with 18, NBC had 17.1 and ABC had 15.5. For the total four weeks NBC leads in the averages for new shows, 18.1 to CBS's 17.7 and ABC's 15.3).

Of 19 new shows on the networks, CBS's *Bridget Loves Bernie* was in the top 10 with a share in the 40's; CBS's *Maude*, with a share in the 30's, made the top 20. Five others made the top 40: CBS's *Bob Newhart*, NBC's *Wednesday Mystery Movie* ("Madigan") and *Little People* with shares in the low 30's, and ABC's *Rookies* and *Temperatures Rising* in the high 20's.

Following are the national rankings for the week ended Oct. 8, with ratings presented for the top-15 shows:

(1) All in the Family (CBS) 33.4; (2) Bob Hope Special (NBC) 32.2; (3) Marcus Welby, M.D. (ABC) 30.5; (4) Bridget Loves Bernie (CBS) 26.4; (5) Tuesday Movie of the Week (ABC) 26.1; (6) Sanford and Son (NBC) 25.2; (7) Adam 12 (NBC) 24.9; (8) Flip Wilson (NBC) 24.3; (9) ABC Sunday Movie (ABC) 23.8.

(10) Cannon (CBS) 23.2; (11) Wonderful World of Disney (NBC) 22.5; (12) Here's Lucy (CBS) 22.4; (13) Gunsmoke (CBS) 22.3; (14) CBS Friday Movie (CBS) 22.1; FBI (ABC) 22.1; (16) CBS Thursday Movies (CBS); (17) Sunday Mystery Movie (NBC); (18) Mary Tyler Moore (CBS); NBC Monday Movie (NBC);

(20) Maude (CBS); Hawaii Five-O (CBS); (22) Doris Day (CBS); (23) Medical Center (CBS); (24) Bob Newhart (CBS); (25) NBC Saturday Movie (NBC); Wednesday Mystery Movie (NBC); (27) Dean Martin (NBC); (28) Partridge Family (ABC); (29) Wednesday Movie of the Week (ABC); Dick Van Dyke (CBS);

(31) Rookies (ABC); (32) Mission: Impossible (CBS); Little People (NBC); Mannix (CBS); (35) NFL Football (ABC); (36) Room 222 (ABC); (37) Laugh-in (NBC); (38) Carol Burnett (CBS); (39) Temperatures Rising (ABC); Bonanza (NBC);

(41) Brady Bunch (ABC); (42) Ghost Story (NBC); (43) Waltons (CBS); (44) Emergency (NBC); Mod Squad (ABC); (46) Paul Lynde (ABC); (47) Odd Couple (ABC); (48) Streets of San Francisco (ABC); (49) Sandy Duncan (CBS); (50) Bill Cosby (CBS);

(51) Love, American Style (ABC); (52) Sonny and Cher (CBS); (53) Search (NBC); M*A*S*H (CBS); (55) CBS Tuesday Movie (CBS); Owen Marshall (ABC); (57) Julie Andrews (ABC); (58) Sixth Sense (ABC); (59) Banyon (NBC); (60) Bold Ones (NBC);

(61) Anna and the King (CBS); (62) The Men (ABC); (63) Alias Smith and Jones (ABC); (64) First Tuesday (NBC).

Standoff: Maier and Journal Co.

ACLU gets into the act as mayor still refuses to talk to newspaper-owned TV at broadcast press conferences

The Milwaukee chapter of the American Civil Liberties Union has called on four TV stations to discontinue making their facilities available for news conferences at which Mayor Henry W. Maier allegedly refuses to answer questions from representatives of the Journal Co.'s WTMJ-TV in that city.

The ACLU said it had made no judgment on the over-all dispute between the mayor and the Journal Co. but that the four stations (WISN-TV, WITI-TV, WVTM and noncommercial WMVS) "are participating in a conspiracy to deprive WTMJ of equal treatment." ACLU said it would meet with the four stations to suggest that they "boycott the mayor while he continues to treat their fellow station in this manner. . . ."

The mayor holds biweekly news conferences on four Milwaukee AM's—WISN, WOKY, WEMP and WRIT—as well as on the TV outlets. By rotation, the broadcasts originate at the various stations' studios.

Efforts by the Radio Television News Directors Association to help resolve the dispute have thus far been unsuccessful (BROADCASTING, July 24). Last month RTNDA said that the TV stations' agreement to participate in the news conferences, when WTMJ facilities are excluded from the rotational originations, violates its ethics code (BROADCASTING, Sept. 18).

In a letter to BROADCASTING, the mayor's communications director, Robert J. Welch, stressed that all stations are invited to the news conferences and that a WTMJ reporter has participated in them. But, he added, the mayor reserves the right to respond to questions from WTMJ

newsmen "consistent with the advice given him by his attorney."

Mr. Welch also outlined his side of the events that led up to the feud between Mayor Maier and the Journal Co., which publishes the *Milwaukee Journal* and *Sentinel* and also owns WTMJ-AM-FM.

"At the invitation of the Journal newspaper," he wrote, "the mayor had submitted [last December] a weekly column for inclusion in the paper's op-ed page. The agreement between the two parties, in writing, stated that the column would not be edited for content or subjected to editor's notes. . . . The editor informed the mayor in writing that portions of the column were deleted because they were 'libelous'. . . . Legal counsel has advised the mayor not to respond to questions submitted by representatives of the Journal Co. while the threat of a libel action remains. To this date the Journal Co. has not submitted anything of a legal nature which would remove the constraints imposed upon the mayor."

Mr. Welch added that the question-and-answer sessions at the Milwaukee stations "will be augmented by impromptu news conferences here at city hall to which all media are invited, a proposed monthly report to the people via television, almost daily use of our beeper facilities for those who do not have the manpower to cover city hall on a regular basis, and in-depth television interviews. . . ."

In a half-hour address on WITI-TV two weeks ago, the mayor invited Journal Co. President Donald B. Abert to engage in a series of TV debates, moderated by an independent panel, to "let the people decide [the issues involved in the dispute] for themselves." The panel could be a permanent body "serving as a press review board to monitor the conduct of the press in Milwaukee," the mayor suggested.

But in a reply letter to the mayor, Mr. Abert declined the offer. "The Journal Co. is not interested in debates with public officials," he wrote. "This is not our function."

Findley contests CBS's reporting of grain deal

Network's three-part dissection of case brings demand for equal time

Representative Paul R. Findley (R-Ill.) charged last week that a three-part CBS-TV report on the sale of U.S. grain to Russia was "unbalanced and inaccurate" and asked the network for equal prime time to answer what he called the "unjustified conclusions reached by its commentators."

CBS broadcast the report Sept. 27, Sept. 29 and Oct. 6 as part of its 7 p.m. newscast. It featured Walter Cronkite as narrator and filmed segments from other CBS correspondents.

In a letter last Tuesday (Oct. 17) to CBS Vice Chairman Frank Stanton, Mr. Findley contended that Mr. Cronkite "assumed an air of objectivity that quickly broke down as the report continued."

He said the program's unsupported conclusions were that the grain companies had made excessive profits; there was illegal conflict of interest by grain company employees; farmers had information on the crop conditions in Russia and on the activities of the grain companies; officials of the Agriculture Department conspired with the grain companies to insure excessive profits at the consumer's expense, and American taxpayers are worse off financially because of the wheat sale.

None of these allegations have been proved, said Mr. Findley; in fact, he finds strong evidence to suggest that they are false.

Mr. Findley is former editor and publisher of two weekly newspapers in Pittsfield, Ill.—the *Pike Press* (in which he has retained minority interest) and the defunct *Pike County Republican*.

A CBS spokesman said last Thursday (Oct. 19) that the network has received Mr. Findley's letter but has not yet replied.

Journalism Briefs

Airing the issues. WSAZ-TV Huntington, W. Va., is scheduled to pre-empt its prime-time schedule (7-11 p.m.) today (Oct. 23) to present political special, *Town Hall: Politics '72*. Live program will feature senatorial, congressional and gubernatorial candidates from Ohio, West Virginia and Kentucky discussing issues with members of tri-state area's League of Women Voters.

Cuba report. WTVJ (TV) Miami claims to be first local station in seven years to visit and evaluate U.S. naval base at Guantanamo Bay, Cuba. Special reports were carried Oct. 9 and Oct. 10 in station's 6 p.m. and 11 p.m. newscasts.

Added mileage. ABC Media Concepts has made agreement with Superscope Inc., Sun Valley, Calif., under which Superscope will incorporate ABC News' *Issues and Answers* programs into its audio cassette Library of Spoken Word. Initial release will consist of 12 to 18 tapes from *Issues and Answers*.



Combatant. Milwaukee Mayor Henry W. Maier (l) confers with WITI-TV chief director, Tom Koester, prior to taping a speech in which he challenged Journal Co. President Donald Abert to debate his dispute with the company and its WTMJ-AM-FM-TV Milwaukee.

The best of Nashville

Country Music Association presents its annual awards; Loretta Lynn wins three, including top honors

Loretta Lynn was named "Entertainer of the Year"—the first woman so honored—by the Country Music Association at its awards ceremony last Monday (Oct. 16). The CMA awards show was telecast by CBS-TV at 10-11 p.m. NYT from the stage of the Grand Ole Opry in Nashville. Glen Campbell was host.

Winners in other award categories follow:

Single of the year—"Happiest Girl in the Whole U.S.A.," Donna Fargo.

Album of the year—*Let Me Tell You About A Song*, Merle Haggard.

Song of the year—"Easy Lovin'," Freddie Hart.

Female Vocalist—Loretta Lynn.

Male Vocalist—Charlie Pride.

Vocal Group—Statler Brothers.

Vocal duo—Conway Twitty and Loretta Lynn.

Instrumental Group—Danny Davis and the Nashville Brass.

Instrumentalist—Charlie McCoy.

Overnight national American Research Bureau ratings for the CMA awards show gave it a 32 share and an 18.4 rating—placing the show number two in the time period behind the second half of ABC's *Monday Night Football* and ahead of NBC's *Monday Night at the Movies*.

At the same time, ASCAP, BMI and SESAC were honoring the ones behind country music—the writers

The three performing-rights societies, the American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC, also held their awards dinners in Nashville on successive nights last week during the four-day celebration of the Grand Ole Opry's 50th anniversary (BROADCASTING, Oct. 16).

The BMI country music awards dinner was held on Tuesday night (Oct. 17) at which Kris Kristofferson was honored with the Richard J. Burton award for the most performed song of the year, "Help Me Make it Through the Night." In all, 103 writers and 71 publishers were presented BMI citations of achievement. Billy Sherrill and Mr. Kristofferson were awarded five citations each and Glenn Sutton followed with four. Leading BMI publishers was the Tree Group with eight awards, followed by Blue Book Music with seven.

At the ASCAP dinner Wednesday night (Oct. 18), Jerry Rice and Bill Foster carried home 9 ASCAP awards, while Ricci Mareno was awarded four. Leading the field among ASCAP publishers was Jack and Bill Music with 10 awards, followed by United Artists Music and Terrace Music, both with four. Grant Turner, an announcer on the Saturday-night Grand Ole Opry radio broadcast on WSM(AM) Nashville for more than 20

years, was cited with a special broadcasters award. Forty-two songs were honored during the evening—with 21 publishers and 38 writers receiving awards.

And, at the SESAC banquet last Thursday, the late Hubert Long, who played a large role in the early popularization of country music, was presented posthumously the Paul Heinecke citation of merit. (Mr. Long died last month). The "Ambassador of Country Music" award went to H. W. "Pappy" Daily of Raydee Music, Houston. And Hugh King won the "Most Promising Country Music Writer of the Year" award. Six writers and five publishers received SESAC awards.

Breaking In

"I Didn't Know I Loved You (Till I Saw You Rock n' Roll)"—Gary Glitter (Bell)
 Despite the fact that oldies are perhaps the biggest story this year in both the record and radio businesses, there's no rule that says you have to play or record an oldie—as did Michael Jackson and Donny Osmond (who had second-time-around-hits with "Rockin' Robin" and "Go Away Little Girl," respectively)—to be popular in this vein. A hit can be made now simply by *sounding* oldies. Gary Glitter is a leading example of this phenomenon.

Mr. Glitter's last hit, "Rock and Roll

We have a hit
 if you have
 The Wisdom Of Solomon

MANCINI & FOX

(But I Could Reach)

THE WISDOM OF SOLOMON

EV 210



If you have not yet been serviced with this single, just let us know and we'll rush it right out.

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Send to: Event Records, c/o Polydor Incorporated, 1700 Broadway, New York, N.Y. 10019

Listen to
 the Wisdom Of Solomon.
 It'll be the smartest decision
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Gary Glitter

(Parts 1 & 2)", was reminiscent of Les Paul, Duane Eddy and The Ventures—the last artists to conjure hits from heavy rhythmed guitar songs without a vocal. "Didn't Know I Loved You" is cut from the same cloth—but this time there is a vocal, although it is at best subservient to the beat and guitar work.

Thunderous hand-clapping and a big bass drum beat open the song. Single-note electric guitar blasts emphasize the beat and lead up to the vocal. An abundance of background vocal and echo balloons the sound with flashy, wild blandishment. Not so surprising: Gary Glitter is over 40. For many years—as Paul Raven—he played second bill in Europe to Little Richard and Bill Haley. His new name seems obviously designed for his new sound.

Stations reported on the new Gary Glitter include WCFL(AM) Chicago, WMAK(AM) Nashville and WRIT(AM) Milwaukee.

"Operator (It Just Doesn't Feel That Way)"—Jim Croce (ABC/Dunhill) ■ As in Chuck Berry's "Memphis," the protagonist in this song implores a telephone operator to connect him with a long-lost girl friend. Jim Croce's lyrics tell a soft and sad story: "Operator, can you help me place this call? The number on the matchbook is old and faded/ She's living



Jim Croce

in L.A./ With my best old ex-friend Ray/ A guy she said she knew very well and sometimes hated."

Acceptance of "Operator" so soon after its release two weeks ago, may foretell even greater success for this single than for Mr. Croce's first hit, "Don't Mess Around With Jim." Stations playing "Operator" last week included WFIL(AM) Philadelphia, WRKO(AM) Boston, KILT(AM) Houston, KLIF(AM) Dallas, WOKY(AM) Milwaukee and WAYS(AM) Charlotte, N.C.

"Me and Mrs. Jones"—Billy Paul (Philadelphia International) ■ This is the third chart-potential record in as many months

to come from the production team of Kenny Gamble and Leon Huff. The first two were "Back-Stabbers" (the O'Jays) and "If You Don't Know Me By Now" (Harold Melvin and the Blue Notes). The record gives its story away in the first line: "Me and Mrs. Jones/We got a thing goin' on." It's lush with strings, and big-band horn sections punctuate the breaks. Although the sound and theme are adult, top 40's have been the first to go on the record. If contemporary play strengthens, however, it's anticipated MOR's will jump on it quickly.

Stations reported on Billy Paul last week included: WTIX(AM) New Orleans; CKLW(AM) Windsor, Ont.; KJRB(AM) Spokane, Wash.; WWRL(AM) New York, and WJBG(AM) Philadelphia. The Epic Records sales department (Philadelphia International is distributed by Epic) reports national sales of over 200,000.

Correction. BROADCASTING's Oct. 16 "Breaking In" listed Melanie's new single on Neighborhood Records as "Alone Together." It's "Together Alone."

Two more years

The House has voted to extend copyright protection for musical and literary protection for musical and literary works for an additional two years. Under provisions of S.J. Res. 247, copyrights that would have expired on Dec. 31, 1972, will be extended to Dec. 31, 1974. The resolution, introduced by Senate Copyright Subcommittee Chairman John L. McClellan (D-Ark.) (BROADCASTING, June 26), cleared the Senate on June 30.

Congress has passed a series of these copyright extensions since the first works protected by the 1909 law were due for release to the public domain at the end of 1965. (Under present legislation the shelter was applied for two 28-year periods.) The extensions have been enacted while Congress considers a comprehensive revision of copyright law—pending for almost seven years now—that would protect works for the life of the artist plus 50 years.

Oldies: one off, one on

Within a two-week span this month, the CBS-owned FM in San Francisco changed to an oldies format while the RKO-owned FM there went from oldies to beautiful music. KCBS-FM thus becomes the third CBS FM to program vintage rock and roll. WCAU-FM Philadelphia has been on the format for about two years; WCBS-FM New York switched over this past July.

KKEE-FM, the RKO outlet, has terminated its *Solid Gold Rock n' Roll* tape syndication service (supplied by American Independent Radio) and purchased the beautiful-music syndicated package of the Bonneville Program Service. The *Solid Gold* package was formerly programmed under the aegis of Bill Drake, who has left AIR to become RKO's vice president for radio programming (BROADCASTING, Oct. 16).

Original adviser on cable TV tells FCC it's overregulating

Economist Seiden, who surveyed CATV on FCC consultancy in 1965, now sees no need for federal rules

Seven years ago, the FCC published a report by an economist it had retained to help it develop the facts on which to formulate policy for regulating the budding cable-television industry. The report, by Dr. Martin H. Seiden, said the problem confronting the commission was not so much CATV as the commission's own television-allocation policy, which was said to have effectively denied large sections of the country three-network service. Dr. Seiden's recommendation was radical: Use translators to enlarge the nation's 172 one-and-two-station markets to an area containing sufficient population to support three stations—and rely more on the laws of economics than on the commission's regulations to keep CATV in check as an auxiliary service (BROADCASTING, March 8, 1965).

The Seiden plan sank with hardly a trace, as over the years the commission, involved in an ever-deepening controversy with broadcasters, CATV interests, the Congress and even the White House, tried one approach after another to the question of how best to integrate cable television into the nation's television system. Dr. Seiden, who now heads a Washington consulting firm that specializes in mass-communications industries, has kept an eye on these developments, and now has written a book on them—"Cable Television U.S.A.: An Analysis of Government Policy," to be published in November by Praeger Publishers, New York. It is a critical book. It says that the FCC involvement in CATV regulation could be taken as a "model" for the manner in which government policies emerge and develop in a variety of fields, even the Vietnam war. It might have said "horrible example." He even questions whether the FCC should regulate CATV at all.

"Initially," Dr. Seiden writes, "the government's objective is to serve the public interest." But what usually happens when the government staff seeks to define the problem is that a complex matter is "reduced to *a priori* judgments," and "in-depth studies are not undertaken until years later.

"Thus, the fact that no broadcaster had actually gone off the air due to CATV competition at the time the government moved to expand its authority (nor has any since) did not stay the momentum for the expansion of regulatory authority. That some economic impact was merely *plausible* sufficed as the basis for government concern and government action."

Then, he says, "group think' asserts itself." There is resistance to change as the bureaucrats maintain their loyalty to the original position. "In the process, the initial desire to serve the public interest is cast aside. It is now the staff's (or the policy's) interest that is at stake."

However, the commission policy on CATV did change over the years, and drastically. As Dr. Seiden notes, the policy goal in 1965 was to protect small-market stations against CATV competition by requiring cable to carry the signals of local stations and to refrain from duplicating them. Over the years, the policy emphasis shifted to protection of UHF stations in the major markets. Now that aim has also been set aside as the bars to entry to the major markets have been lowered, if not removed, while the commission expresses new concern—about the health of the television-programming industry.

Dr. Seiden cites a number of reasons for the changes in policy, the major one, he says, being the barrage of criticism from intellectual circles, "backed by research undertaken under blue-ribbon, nonindustry auspices," aimed at the ban on CATV service in the major markets. So, it might be pointed out, the commission does respond to external arguments challenging its basic assumptions. But, he says, the latest rationale—protection of the programming industry—is no more supported by government research or empirical data than were the "earlier objectives summarily rejected in 1972."

And as he indicated in his report for the FCC in 1965, CATV is the byproduct of the "basic errors" the commission made in establishing its television allocations policy in 1952. CATV, he says, is a response to the need for television service felt by residents of markets served by fewer than three stations. But if the FCC is responsible for its creation, it has stunted CATV's growth, according to Dr. Seiden. The less than \$300 million in revenues the CATV industry recorded in 1971 might have been "about \$2 billion" if half the homes in America had become CATV subscribers, as some had predicted would occur in the absence of the commission's "freeze," he says.

Indeed, Dr. Seiden regards it as rather odd that so much time and effort on the part not only of the FCC and Congress but also the White House should be spent on an industry as relatively small as cable television. He notes that even if the entire industry were a single company, it would rank only about 400 on *Fortune's* list of the 500 largest industrial corporations in America.

The book also seeks to put to rest what it says are myths about the economics of CATV. A cable system is not a money-making machine, Dr. Seiden says; he cites a 1969 study of 314 systems in Canada, where CATV closely resembles the American industry, revealing a ratio of net profit after taxes to gross revenues (the profit margin) of only 2.1%, and a return to capital of 12.1%, also before taxes.

Even considering the differences in taxes and depreciation rates between

Canada and the United States, Dr. Seiden says, the return to capital is about equal to that of most service industries—and slightly below that of the networks, even less than the average earned by television broadcasters.

Dr. Seiden also quotes various studies indicating that the costs of cablecasting will make that enterprise less than attractive, economically, and says that even the top-100 markets may not prove to be the promised land for the cable industry: "With fairly rigid subscriber charges and rising costs due to local and federal regulatory policies that call for free services, and with the higher cost of CATV development in the major cities, the future profits of the CATV industry will continue to be under long-term pressure."

Throughout his book, Dr. Seiden appears sympathetic to the cable-television industry for the regulations under which it is forced to live. At one point he raises the question as to whether, in view of their "complexity," which he calls "mind-boggling," the CATV rules adopted by the FCC earlier this year were necessary. He says CATV subscribers have not complained about service and points out that CATV "is a minor—indeed insignificant—medium."

But it is doubtful whether cable-industry representatives would share his enthusiasm for the alternative he appears to suggest—local regulation: not merely state regulation, either, but local. For, much as they dislike federal regulation, cable interests dislike even more a patchwork of many different regulatory programs under which they would be required to operate if local and state governments were the principal regulators of CATV.

Viacom pays over \$12 million for L.I. systems

Suffolk Cablevision, operated by Petra, has potential of 200,000 subscribers

Viacom International Inc., New York, has reached an agreement in principle to acquire 100% of the stock of Petra Cablevision Corp., Islip, N.Y., for between \$12.5 million and \$12.8 million.

The agreement calls for payment of \$11 million in cash for 100% of the stock of Petra and an incentive payment of between \$1.5 million and \$1.8 million in cash or Viacom stock for additional subscribers through September 1976.

Petra, which operates under the name of Suffolk Cablevision, has CATV systems in Islip, Brookhaven and Smithtown on Long Island. The systems are expected to have 30,000 subscribers at completion of the acquisition, scheduled before the end of the year. There are about 200,000 homes in Suffolk's franchised areas.

A spokesman said that the Suffolk purchase will be financed from part of the proceeds of a private placement being negotiated by Viacom.

Broadcasters oppose pay cable on circumvention of antisiphoning

They urge FCC to reject request for waiver of its old-movie rule to accommodate Florida 'experiment'

An attempt by a pay-cable venturer to obtain a waiver of the FCC's antisiphoning rules covering a proposed "experimental" showing of theatrical films on a Florida CATV system has evoked the protests of broadcast interests. The broadcasters contend that the waiver request is an attempt to subvert the program protection afforded stations by commission rules and, if granted, could inspire a multitude of similar pleadings from pay-cable interests around the country.

The controversy stems from plans by Theatrevision Inc. to conduct a three-month "test" of its pay-cable operation on channels leased from a Storer cable TV system in Sarasota, Fla. The plan calls for the presentation of eight motion pictures, for which Storer subscribers would pay in advance.

Several of the planned features were produced more than two years ago, which would put their subscription showing in conflict with the commission's antisiphoning rules. The rules prohibit pay showings—either on cable or over the air—of feature films produced more than two years prior to the pay-TV presentation.

Theatrevision requested a waiver of those rules on Sept. 8, claiming that in view of the limited number of subscribers who would view the films (the firm anticipates a feed to some 1,500 receivers), protection to area television stations is "wholly unnecessary." Although the Theatrevision pleading was filed at the FCC over a month ago, it did not immediately become a matter of public knowledge. The agency did not announce the filing.

In subsequent pleadings to the commission, ABC and the National Association of Broadcasters "strenuously" opposed the Theatrevision request. Additional opposition was voiced by Hubbard Broadcasting Inc., licensee of WTOG-TV Tampa-St. Petersburg, Fla., a UHF serving Sarasota.

In their filings, the three broadcast interests made clear that their opposition was not limited to the Sarasota case. As the NAB put it, the Theatrevision request "clearly reveals what is taking place all over this country; pay-TV interests, in order to enhance their offerings to the closed subscriber world of wired television, are making every effort to use the very feature films (and sports programs) which the commission has determined should be available to every member of the public to view via free television."

Noting that the two-year limitation of the antisiphoning rule was implemented so that the films and other programs of-

ferred on a fee basis would be of such recency that they are unlikely to appear on conventional television, ABC claimed that the "trend" among producers has been to release film product for broadcast at increasingly early times. This development, the network said, is evidenced by its own recent showing of the 1971 "Love Story." But proposals such as Theatre Vision's, ABC asserted, could have the affect of reversing that trend: "It is reasonably clear that if you give producers four years to exhibit films on pay television [as Theatre Vision would have the commission do], they will withhold their films from free TV for four years."

Storer Broadcasting Co., parent of the Sarasota cable system, last week disassociated itself from the Theatre Vision request. It told the FCC that it has taken no position on the matter and that its role in Sarasota is that of a landlord. And the NAB, expressing concern over the commission's failure to notify the public of the Theatre Vision request, last week wrote the commission to request that "some sort of procedure" be worked out to disclose similar motions in the future.

N.Y. CATV's find friend in city hall

Brief filed with FCC claims hotel pay-cable skims cream without providing other services

New York City has entered the dispute between two local CATV operations and a service offering feature films to New York hotel customers on a fee basis.

In a petition to the FCC, the city sought permission to intervene on behalf of Sterling Manhattan Cablevision in that firm's complaint against the hotel pay-cable service of Trans World Communications. The Sterling complaint, which was submitted to the commission three months ago (BROADCASTING, July 17), was directed against the New York Telephone Co. (Telco), which provides line connections for the Trans World service. Teleprompter, which operates the second cable system in New York, has already intervened on Sterling's side.

The city's brief was apparently intended to refute contentions by Trans

Both sides. The promise of CATV, myriad services in addition to relay of off-air TV programs, was touted and put down at the same meeting last week. In a session on cable TV held at the Electronic and Aerospace Systems Conference in Washington, Hubert Schlafly of Teleprompter noted the many services that can be provided by two-way, interactive broadband CATV services (stock-market transactions, retail sales, fire and burglar protection, medical monitoring, meter reading). In rebuttal, R. A. Dunlop, a behavioral scientist with RCA, said that tests show that the most efficient transfer of information is still face to face—the office water-cooler system, as someone in the audience dubbed it. Both Mr. Schlafly and Mr. Dunlop and other members of the panel agreed that CATV's next realistic service will be what they called "premium programming" (pay TV). Mr. Dunlop and some other panel members held to the view that cable TV's extra services will most likely come in the 1980's.

World and Telco that the FCC has no jurisdiction over the matter because the service in question does not involve interstate commerce. The city said that although the Trans World/Telco operation serves only five hotels in the borough of Manhattan—with transmission and reception terminals located within the city—interstate commerce is "incidental" to the operation. This is so, the city contended, because many films offered by Trans World are produced by—and purchased from—sources outside the state. And since these films are the mainstay of Trans World's business, the city asserted, the commission has the authority to intercede.

The city also criticized the merits of the Trans World system. The service, it told the commission, is a "classic example of cream-skimming." Trans World, it said, has placed itself in competition with New York's franchised cable systems only in the most profitable programming area—entertainment. At the same time, it said, Trans World has avoided the less viable forms of programming (public access, educational, government, etc.),

which the traditional cable operations are obligated to provide by terms of their franchises.

"The proliferation of systems like the Trans World system, without effective regulation," the city asserted, "portends ominously for the future of cable television in major urban areas." Not only do they pose a threat to the viability of established cable, the city claimed, but they will also "seriously hamper" future franchising efforts in areas that are not yet served by traditional cable.

Harmony effort at NCTA

Board OK's ideas to give smaller systems their say; Bresnan calls for unity

The board of the National Cable Television Association has approved a program designed to improve communications between NCTA and its smaller-system operators.

The program, first announced by NCTA President David H. Foster (BROADCASTING, Oct. 2), includes a survey of small operators' attitudes and a series of informal meetings around the country between operators and NCTA staff members.

NCTA Chairman William Bresnan also took the association's call for unity to two state association meetings. In speeches before the West Virginia and Mississippi meetings, he said that the common interests of large and small operators far outweigh the differences.

"None of us—large or small—can run and hide from the questions of regulation and legislation, the impact of new technology, the great expectations and great demands being expressed by an ever growing segment of the public," said Mr. Bresnan, who is also president of Teleprompter Corp.

He said the small system operators who have criticized NCTA for undue attention to multiple owners' needs should use the opportunities already available to gain a larger voice in association affairs. He was particularly critical of the small response that greeted his call for volunteers to serve on NCTA committees. "I can only consider it a cop-out," he said, "when our critics fail to come forward to serve and make their voices heard," he said.

According to Mr. Bresnan, "many if not most NCTA staff activities exist in large part for the benefit of the smaller MSO's and the independents" because they duplicate functions that "MSO's, as they get larger, can and do perform for themselves."

At the board meeting in Tarpon Springs, Fla., the members also expressed strong concern over the continuing backlog in certificates of compliance at the FCC. The cable industry regards that situation as a violation of the spirit of last year's compromise between cable, broadcast and copyright interests, and the NCTA board has urged its staff to step up the attempt to focus public attention and get FCC action on the matter.

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New space talk: Amsat in domsat

It's combine formed by Fairchild and Western Union International, and it counts heavily on cable and broadcast-network business; GTE modifies its plans

A new force in the still-unborn domestic communications-satellite industry emerged last week. It's American Satellite Corp., a joint venture of Fairchild Industries and Western Union International, and preliminary indications are that it would look to broadcasters—particularly the networks—and to cable systems for a sizable slice of its revenues.

Announcement by Fairchild and WUI of their agreement to form the new firm was made two months ago (BROADCASTING, Aug. 7), but specifics became available only last week when a detailed proposal was submitted to the FCC. According to that proposal, ASC will replace Fairchild as applicant to operate a domsat system, with Fairchild and WUI sharing ownership and financing obligations on a 50-50 basis. Although the ASC system would initially cater to "point-to-point" customers such as private industry, common carriers, government and the news media, the new firm told the commission, additional traffic is anticipated from sources requiring "point-to-multipoint" communications, including the major television networks and CATV systems. In fact, the firm indicated, an early decision by the networks as to whether they intend to use domestic satellites would radically affect ASC's developmental game plan.

ASC will operate out of Fairchild's corporate headquarters in Germantown, Md., a Washington suburb. Emanuel Fthenakis, formerly Fairchild vice president for advanced space-system development, is president and chief executive

officer of the new firm. An eight-man board of directors, with four members each from Fairchild and WUI, will be headed by WUI's Edward A. Gallagher. The board consists of Walter Burke, John F. Dealy, Edward G. Uhl and Mr. Fthenakis from Fairchild, and Samuel Hoffman, Anthony A. Sirna III, Helmut N. Friedlaender and Mr. Gallagher from WUI. In addition to Mr. Fthenakis, other ASC paid employees are Dennis T. Goddard, former WUI vice president, sales, and Anthony A. Bergamini, former WUI corporate controller, who become ASC vice president for marketing and secretary-treasurer, respectively.

The joint agreement between Fairchild and WUI calls for an initial capital outlay for ASC of \$1 million, to be supplied equally by both firms. One million shares of ASC authorized capital stock have been issued, with WUI and Fairchild each controlling 50%.

According to the FCC proposal, ASC's long-range development will come in three phases. Initially the company would establish four earth stations for transmission and reception; space capacity would be handled through two or more transponder channels that would be leased from other operational satellite systems. During the second phase which, the firm said, would come about between 1974 and 1978 depending on when the commission authorizes the system, two 12-transponder satellites and four to eight earth stations would be used. At maturity, ASC said, the system would involve two 24-transponder satellites with a reserve spacecraft on the ground, and at least eight earth stations. In addition, the ground segment of the mature system could be augmented by new earth stations if the TV networks are established as customers. And, ASC told the commission, if the networks make an early decision to use satellites, the second developmental phase could be scrapped and the system would move ahead from leased channels to a full 24-transponder arrangement.

Among the potential uses outlined by ASC for its system are private-line trans-

missions, regular and occasional TV network program distribution, interconnection of cable TV systems and occasional private video distribution.

In another filing at the commission last week, GTE satellite Corp., a consortium of General Telephone & Electronics carriers, amended its original satellites application to reflect changes made necessary by the commission's June report and order on future domsat policy.

The major addition to GTE's original proposal was the firm's plan to provide point-to-point service between the continental U.S. and Hawaii—a market for which it will have to compete with AT&T. The GTE system, according to the revised proposal, calls for the establishment of five earth stations. The company would not put up its own satellite; it would instead lease 10 transponders from the satellite proposed by Hughes Aircraft Corp.

The new GTE proposal also reflected an agreement in principle between that firm and Hughes, whereby the latter would utilize GTE's California earth station to provide interconnection for the CATV-type programming Hughes plans to deliver via its satellite (BROADCASTING, Sept. 25). GTE also said it is willing to provide access to the Hughes satellite to any authorized entity under terms and rates equivalent to those agreed on by Hughes. And it also disclosed that it has negotiated an agreement with the Communications Satellite Corp. to insure that its earth stations are technically compatible with that firm's proposed system.

The Fairchild-WUI and GTE-Hughes cooperative ventures reflect a new direction in the domsat picture that has taken shape since the commission issued its June order—the formation of consortia among original satellite applicants. Another new satellite firm, Space Communications Corp., has been formed among Comsat, MCI Satellite Corp. and Lockheed Aircraft. The commission announced it was soliciting comments on that merger two weeks ago (BROADCASTING, Oct. 16).

Broadcasting Stock Index

Weekly market summary of 129 stocks allied with broadcasting

Stock symbol	Exch.	Closing Oct. 18	Closing Oct. 11	Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitalization (000)
						High	Low		
Broadcasting									
ABC	N	71 3/4	74 1/4	- 2 1/2	- 3.36	81 1/2	51 1/4	8,418	603,991
ASI COMMUNICATIONS	D	1 1/2	2	- 1/2	- 25.00	5	1 1/2	1,815	2,722
CAPITAL CITIES	CC8	57	56 1/4	+ 3/4	+ 1.33	64 1/4	48	6,496	370,272
CBS	CBS	53 1/8	53 3/4	- 5/8	- 1.16	63	45 1/2	28,096	1,492,600
COX	N	40 1/4	40 5/8	- 3/8	- .92	51	36 1/4	5,827	234,536
FEDERATED MEDIA	D	2 1/2	2 1/2		.00	4 1/8	2 1/4	820	2,050
GROSS TELECASTING	GGG	A 16 1/4	15 3/8	+ 7/8	+ 5.69	23 7/8	12 1/4	800	13,000
LIN	LIN8	11	11 3/4	- 3/4	- 6.38	22 3/8	11	2,341	25,751
MOONEY	MOON	D 9 5/8	9 7/8	- 1/4	- 2.53	11 5/8	4	250	2,406
PACIFIC & SOUTHERN	PSQU	D 8 1/2	8 3/4	- 1/4	- 2.85	18 1/4	8 1/2	2,010	17,085
RAHALL COMMUNICATIONS	RAHL	D 14 1/2	15 1/4	- 3/4	- 4.91	29	8	1,037	15,036
SCRIPPS-HOWARD	SCRP	D 22 3/4	22 1/2	+ 1/4	+ 1.11	27	18	2,589	58,899
STARR	SBG	M 25 1/8	27	- 1 7/8	- 6.94	30 1/2	15 1/2	1,042	26,180
STORER	SBK	N 41 3/4	42 1/4	- 1/2	- 1.18	49 3/8	31	4,223	176,310
TAFT	TFB	N 57 1/4	55 1/2	+ 1 3/4	+ 3.15	59 1/4	41 3/4	4,064	232,664
TOTAL								69,828	3,273,502
Broadcasting with other major interests									
ADAMS-RUSSELL	AAR	A 4 7/8	5 1/8	- 1/4	- 4.87	8 3/4	4 1/2	1,250	6,093
AVCD	AV	N 15	14 3/8	+ 5/8	+ 4.34	20 7/8	13 7/8	11,497	172,455

	Stock symbol	Exch.	Closing Oct. 18	Closing Oct. 17	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)	
MCCAFFREY & MCCALL		O	10 1/2	10 3/4	- 1/4	- 2.32	16 1/2	7	585	6,142	
MOVIELAB	MOV	A	1 1/2	1 3/4	- 1/4	- 14.28	3 1/8	1 1/2	1,407	2,110	
MPD VIDEOTRONICS	MPO	A	3 7/8	3 5/8	+ 1/4	+ 6.89	7 1/8	3 5/8	547	2,119	
NEEDHAM, HARPER & STEERS INC.	NDHMA	O	26 1/2	27 7/8	- 1 3/8	- 4.93	34 1/8	21 1/2	911	24,141	
A. C. NIELSEN	NIELB	O	56 3/8	56 7/8	- 1/2	- .87	59 1/4	37 5/8	5,299	298,731	
OGILVY & MATHER	OGIL	O		35 1/2		+ .00	48 1/2	16	1,716	60,918	
PKL CO.	PKL	O	1	3/4	+ 1/4	+ 33.33	9 1/2	3/4	778	778	
J. WALTER THOMPSON	JWT	N	26 1/4	24	+ 2 1/4	+ 9.37	49 1/4	23	2,704	70,980	
UNIVERSAL COMMUNICATIONS INC.		O	11 1/2	11	+ 1/2	+ 4.54	17	8	715	8,222	
WELLS, RICH, GREENE	WRG	N	18 3/4	19 3/8	- 5/8	- 3.22	27 7/8	18 1/2	1,635	30,656	
Manufacturing									TOTAL	39,495	1,275,345
ADMIRAL	ADL	N	16 1/2	16 3/4	- 1/4	- 1.49	27	13 5/8	5,813	95,914	
AMPEX	APX	N	5 1/2	5	+ 1/2	+ 10.00	15 1/8	5	10,875	59,812	
CARTRIDGE TELEVISION INC.		O	20	22 3/4	- 2 3/4	- 12.08	43 1/2	16 1/2	2,083	41,660	
CCA ELECTRONICS	CCAE	O	3	2 5/8	+ 3/8	+ 14.28	6 1/4	2 1/4	881	2,643	
COLLINS RADIO	CRI	N	14 3/8	15	- 5/8	- 4.16	19 7/8	13 1/4	2,968	42,665	
COMPUTER EQUIPMENT	CEC	A	2 5/8	2 3/4	- 1/8	- 4.54	4 5/8	2 1/2	2,421	6,355	
CONRAC	CAX	N	25 3/4	26	- 1/4	- .96	39 3/8	24	1,259	32,419	
GENERAL ELECTRIC	GE	N	62 1/2	63 3/4	- 1 1/4	- 1.96	70 7/8	58 1/4	182,123	11,382,687	
HARRIS-INTERTYPE	HI	N	47 1/4	45 3/4	+ 1 1/2	+ 3.27	59	45 1/2	6,365	300,746	
MAGNAVOX	MAG	N	26 3/4	27 1/8	- 3/8	- 1.38	52 1/4	25 7/8	17,685	473,073	
3M	MMM	N	76 1/2	78 1/2	- 2	- 2.54	85 3/4	74 1/4	12,867	984,325	
MOTOROLA	MOT	N	115 1/2	118 1/4	- 2 3/4	- 2.32	129 7/8	80	13,481	1,557,055	
OAK INDUSTRIES	OEN	N	16 5/8	16 1/2	+ 1/8	+ .75	21 3/4	9 5/8	1,638	27,231	
RCA	RCA	N	32 3/4	32 3/4		.00	45	32 1/8	74,352	2,435,028	
RSC INDUSTRIES	RSC	A	2 1/4	2 1/2	- 1/4	- 10.00	4 3/8	2 1/4	3,458	7,780	
TECHNICAL OPERATIONS INC.	TO	A	10	10 3/4	- 3/4	- 6.97	17 7/8	9	1,386	13,860	
TEKTRONIX	TEK	N	50 5/8	51 1/2	- 7/8	- 1.69	65 1/2	32 3/4	8,136	411,885	
TELEVISION	TIMT	O	5 1/4	5 1/2	- 1/4	- 4.54	13 3/4	4 1/4	1,050	5,512	
WESTINGHOUSE	WX	N	42	42 7/8	- 7/8	- 2.04	54 7/8	38 3/8	87,609	3,679,578	
ZENITH	ZE	N	46 1/4	45 3/4	+ 1/2	+ 1.09	50 1/2	39 3/4	19,037	880,461	
									TOTAL	455,487	22,440,689
									GRAND TOTAL	1,027,420	42,278,329

Standard & Poor's Industrial Average

120.77

122.39

-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.

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Broadcast Advertising

Stephen J. Witt, VP, Marschalk, New York, elected senior VP and director. Paul S. Posnick, creative supervisor, Ted Bates, New York, joins Marschalk as VP and creative director.



Mr. Tendrich

Max Tendrich, executive VP, Weiss & Geller, New York agency, named president, Art Ross, director of creative services, succeeds Mr. Tendrich as executive VP, and Anne Rothenberg, with Weiss & Geller, elected VP, administration.

Donald V. Johnson, VP-director of marketing and planning, Post-Keyes-Gardner Inc., Chicago, named president, Griffin Market Research Inc., Chicago.

Richard G. Jones Jr., Alvin Lieberman and Robert L. Sanstrom, account supervisors, Young & Rubicam, New York, named VP's.

Richard J. Gyde, account supervisor, Grey Advertising, New York, named VP.

Norman F. Bierman, VP and account-group head, BBDO, New York, elected to board of BBDO Ltd., London. He will also serve as account director in London office.

Jackson D. Brown, account supervisor,



Mr. Lowey

Pulse's pick. Tom Lowey, Los Angeles-based president of Clinton E. Frank, has been named 1972 "man of the year" by Pulse Inc., marketing and audience-research firm. Presented for significant contributions to broadcast advertising, the award this year is based on Mr. Lowey's development of Toyota automobile advertising. He will be honored Nov. 15 at a luncheon of the Los Angeles Advertising Club.

and James L. Shymkus, creative director, Leo Burnett, Chicago, named VP's.



Mr. Rice

Donald H. Rice, senior VP, management supervisor, SSC&B, New York, joins Magnavox there as advertising manager.

Thomas J. Ashley, national sales manager, WTCG(TV) Atlanta, appointed general sales manager, KHJ-TV Los Angeles. He is succeeded at WTCG by Les Fine, local sales manager.

William H. Mallery, Eastern division manager, NBC-TV Spot Sales, New York, joins WTNH-TV New Haven, Conn., as general sales manager.

Gary Hawke, account executive, KHJ-FM Los Angeles, appointed local sales manager.

Harry Martin, with KFMB(AM) San Diego, appointed director of sales relations.

Leo Ahern, marketing merchandise man-

Upward movement at JWT. J. Walter Thompson, New York, has elected three new directors and three new executive VP's. The new directors: Don Johnston, executive VP, International; E. Wyatt Hicks, executive VP, managing director, New York, and H. J. Barnum, corporate executive VP and chairman of Deltakos, JWT's medical and scientific division. Messrs. Johnston and Hicks were also named to the executive committee of the board of directors.

The new executive VP's: John A. P. Treasure, chairman of J. Walter Thompson Ltd., London, and member of board; Glen Fortinberry, supervisor of Ford division accounts and also named managing director, Detroit, and Alvin A. Achenbaum, director, marketing services, New York.

Also, Edward W. Dooley, executive VP, account services, New York, was named to new post of chairman of New York office operating committee. Serving on this committee, which will report to Mr. Hicks, are Arnold Grisman, executive VP, creative director, New York; Mr. Achenbaum and Chester Hopkins, senior VP, administration, New York. Edward B. Wilson, executive VP and managing director, Chicago, was given additional supervision of Los Angeles and San Francisco offices of JWT.

ager, Cunningham & Walsh, New York, joins Kenyon & Eckhardt there as account executive, Lincoln-Mercury Dealers Association account.

Raymond L. Craig, account supervisor and VP, Compton Advertising, Chicago, joins N. W. Ayer there as account supervisor.

Thomas E. Walters, account supervisor, Doyle Dane Bernbach, New York, appointed to similar position at Henderson Advertising, Atlanta.

Dale Finley, account executive, Kenyon & Eckhardt, Detroit, appointed supervisor, sales promotion department. He succeeds **John Miley**, appointed account executive on Lincoln Continental.

Jonas Hollander and **Thomas A. Sweringen**, account executives, Doyle Dane Bernbach, Los Angeles, appointed account supervisors.

Roy Polevoy, research director, ABC-owned WLS-TV Chicago, appointed director of research and sales promotion, ABC Television Spot Sales, New York.

Robin Fisher, project manager, television sales department, American Research Bureau, New York, appointed research manager, WCBS-AM-FM New York.

Rona Levein, VP-creative supervisor, Foote, Cone & Belding, New York, and **Joan Usoskin**, VP-senior associate creative director, Norman, Craig & Kummel there, named associate creative directors, Clyne, Maxon, New York.

Ralph I. August, account executive, KITS-AM Los Angeles, joins CBS-FM Sales there, as West Coast manager.

Barbara Babini, sales assistant, San Fran-

cisco office, Katz Television, named saleswoman.



Mr. Cobb

Brian Cobb, national sales manager, KOA-AM-FM Denver, appointed general sales manager, WSIX-TV Nashville. All are General Electric stations.

Michael G. Gratz, senior account executive, KPLR-TV St. Louis, joins KSLQ-AM there, as general sales manager.

Peter Gorman, VP, Allegheny Beverage Corp., joins Knox Reeves Advertising, Minneapolis, as general manager, strike force division. **Carol Clemens**, director, Cassi Advertising, department of Twin City Wholesale Drug Co., Minneapolis-St. Paul, joins Knox Reeves as media supervisor.

Pat Baker, corporate advertising and sales promotion manager, Redman Industries Inc., Dallas, joins McCrary-Powell Advertising there as account executive. **Don Malone**, **Kay Nesom** and **Dan Pickering**, with McCrary-Powell, appointed art director, media director, and writer-producer, respectively.

Gary J. Schneider, sales representative, Post Publishing Co., Minneapolis-St. Paul, appointed account executive, J.F.P. & Associates Inc., Duluth, Minn., agency.

Media



Mr. Manion

John J. Manion Jr., VP, planning and analysis, CBS/Comtec Group, elected VP and treasurer, CBS Inc. He succeeds **Kenneth W. Hoehn**, killed last June in aircraft accident in Europe (BROADCASTING, June 26).

H. Y. Engeldinger, VP-finance, Meredith Corp., Des Moines, Iowa, parent of group-owner Meredith Broadcasting, elected senior VP. He is succeeded by **William H. Straw**, treasurer.



Mr. Lieberfarb

Warren N. Lieberfarb, executive assistant-market development, 20th Century-Fox Film, Beverly Hills, Calif., named VP, telecommunications, directing exploration and development of markets for Fox in cable and pay TV, video cassettes and other media.

Perry S. Ury, WRKO-AM-WROR-FM Boston, elected president, Massachusetts Broadcasting Association; **Winthrop P. Baker**, WBZ-TV Boston, elected VP; **Thomas F. Carroll**, WQRC-FM Barnstable, elected secretary, and **Richard S. Jackson**, WBEC-AM-WQRB-FM Pittsfield, elected treasurer.

Anthony Marano, WCTC-AM-WQMR-FM New Brunswick, elected president, New Jersey Broadcasters Association. **Joseph Reilly**, WERA-AM Plainfield, elected VP.

Robert Pricer, WCLT-AM Newark, elected president, Ohio Association of Broadcasters; **Richard E. Reed**, WLWT-TV Cincinnati, elected first VP, and **Stephen T. Joos**, WIZE-AM Springfield, elected second VP.

Dale Pon, manager of advertising, research and special projects for CBS-owned FM stations, New York, appointed director of administration for ABC-owned FM stations, New York.

Keith H. Moon, general sales manager of Central California Communications Corp.'s KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, named to additional post of station manager, KSBW-TV.

R. Earl Higgins, controller and manager, industrial/labor relations, KYW-AM Philadelphia, named VP-control, broadcast division, Outlet Co., group station owner, Providence, R.I.

Sherrie Sutton, director of promotion and research, WMCA-AM New York, appointed research manager, WINS-AM there.

Richard E. Vazzana, general sales manager, WTRY-AM Troy, N.Y., appointed general manager.

Don E. Pille, general manager, WHYT-AM Noblesville, Ind., joins WLRO-AM Lorain, Ohio, in same capacity.

Programing

Phil Boyer, program manager for KCRA-TV Sacramento, Calif., appointed manager of programs for KNBC-TV Los Angeles.

Jeff Satkin, assistant advertising manager and director, agency operations, Screen Gems, New York, named promotion

SMPTTE honors. The Society of Motion Picture and Television Engineers has conferred the grade of Fellow on the following members involved in broadcasting (awards will be made at SMPTTE meeting this week in Los Angeles): **Hugo A. Bondy**, chief engineer, WAGA-TV Atlanta; **Frank L. Flemming**, VP-engineering, NBC-TV, New York; **Claude Mercier**, assistant to the director of engineering, Radiodiffusion-Television Francaise, Paris; **Royce L. Pointer**, director of products engineering, ABC, New York; **Hans Schmid**, senior engineering laboratory supervisor, ABC; **Richard Thiele**, director, Institute for Rundfunktechnik, Munich; **Boris Townsend**, deputy head of engineering information service, Independent Broadcasting Authority, London. There also will be presented an SMPTTE distinguished service award to, among others, **Harold A. Rosen**, Hughes Aircraft Co., for contributions to satellite telecommunications.

manager, Viacom International Inc., New York.

Bill Toomey, former Olympic decathlon champion, joins newly-formed Video Cassette Industries, Los Angeles, as director of sports programming for firm's Videocoach division, with responsibilities for developing sports-oriented entertainment programming for commercial broadcast as well as educational and instructional programming for video cassettes.

The Rev. William E. Guilford, executive director, Central Oklahoma Multi Media Association, Oklahoma City, named VP, videocassette programming, Communico Broadcasting Corp., Oklahoma City. Mr. Guilford will direct the development and production of educational, industrial and religious programs on videocassettes.

Chris Remington, with Remington Associates, TV distribution firm, named manager, Hubbard Productions, St. Paul, which will syndicate *Andy's Gang*, off-network series, featuring Andy Devine, and half-hour weekly series, *Charlie McCarthy Show*.

Bill Burkett, program director, WRNO-FM) New Orleans, appointed to same post at WAPE(AM) Jacksonville, Fla. He is succeeded at WRNO by **Hugh Dillard**, music director.

Jamar Muench, public-relations coordinator for KFI(AM) Los Angeles, appointed director of special events for KHJ-FM Los Angeles.

Bob Eldred, with KRE(AM) Berkeley, Calif., appointed program director.

William Rapp, on-air promotion supervisor, WLS-TV Chicago, appointed traffic and technical operations coordinator. He is succeeded by **Richard C. Sandoval**, with WBBM-FM Chicago. **Teresa Gutierrez**, with WLS-TV, appointed associate public affairs producer.

Broadcast Journalism



Mr. Cafarell

Norman Cafarell, director of client relations, UPI, New York, appointed to new post of general manager, North American sales.

Walter Troy Spencer, news writer for WOR(AM) New York, named to additional post of movie critic for station. He was associate editor of BROADCASTING before joining WOR three years ago and before that was feature writer and film critic for *New York World Telegram and Sun*.

Til Ferdenzi, coordinator of sports information, NBC, New York, appointed manager, sports information.

Jim Brady, community-relations director, St. Louis county police department, joins KMOX(AM) St. Louis as director, news operations.

Dave Sheehan, newsman and sports director, WWTC(AM) Minneapolis-St. Paul, appointed news director.

Mike Drexler, northern Ireland corre-



Mr. Haas

honorary pallbearer.

Mr. Haas entered broadcasting with purchase of KPCB Seattle in 1935. Call letters were changed to KIRO and 100-w daytimer moved to frequency then held exclusively by 710 kc WOR(AM) New York in first of incursions that led to "breakdown" of 40 original clear channels. Station later grew to present 50 kw. KIRO-TV went on air in 1958, one of last of contested VHF's to be authorized after prolonged contests. Among issues were Mr. Haas's former association with *Seattle Record*, labor newspaper of which he was editor in early thirties, and allegations that he was extreme left-winger. It and companion AM and FM stations were sold to Mormon church's Bonneville International for \$5 million in 1963, although Mr. Haas remained executive and director until his death. Senator Magnuson, early minority stockholder in KIRO properties, had disposed of his interests several years earlier.

Mr. Haas was named to original board of Corporation for Public Broadcasting by President Johnson in 1968, was renominated by President Nixon in 1970.

Commenting on his death, Senator Magnuson called Mr. Haas "pioneer broadcaster [whose] constructive contributions in this capacity have enriched the lives of the people in the Pacific Northwest." Senator Jackson noted he was "always interested in trying new things and was not always accepted in the industry because of his unorthodoxy," and said that in his death "communications industry has lost one of its true leaders." Justice Douglas credited Mr. Haas with "revitalizing" Washington politics, and said: "He represented the best in an age when people were independent, not submissive, and he made bright and contagious the prospects of the pluralistic society to which he was deeply committed."

spondent, CBS Radio, and **Wanda Wells**, newscaster, WCFL(AM) Chicago, join WMAQ-AM-FM Chicago, as news reporters.

Dan Gilbert, with WNOE(AM-FM) New Orleans, joins WGNO-TV New Orleans as news director.

Art Price, with KOA(AM) Denver, joins KIST(AM) Santa Barbara, Calif., as news director.

Ed Arnow, reporter, KPIX(TV) San Francisco, appointed to on-air news team.

Sam Topp, news director, WJMO(AM) Cleveland Heights, Ohio, joins news staff of WCKY(AM) Cincinnati.

Bryant Gumbel, editor of *Black Sports* magazine, New York, joins KNBC(TV) Los Angeles as reporter and weekend sportscaster.

David Grant, chief meteorologist, KWTV-TV Oklahoma City, joins WQXI-TV Atlanta in same capacity.

Richard Buhler, with news staff, KFVB(AM) Los Angeles, joins KNX(AM) Los Angeles as writer-editor.

Music

W. F. Myers, director of international relations, SESAC, New York, appointed permanent member and trustee of board of directors of Gospel Music Association and named president of the Gospel Music Hall of Fame.

Doug Christian, with WRNO(FM) New Orleans, appointed music director.

Dick Fitzmaurice, with KRE(AM) Berkeley, Calif., appointed music director.

Saul Haas, 80, former chairman of KIRO Inc., Seattle, licensee of KIRO-AM-FM-TV, died Tuesday (Oct. 17) after short illness. He is survived by his wife, Dayee, and daughter, Deesa. Mr. Haas was known as Democratic party power in Northwest, as well as pioneer broadcaster. He had been Franklin Roosevelt's campaign manager in that region in 1932, post that led to his being named director of customs for port of Seattle from 1932 to 1945. He was instrumental in election campaigns of late Senator Homer T. Bone and present Washington Senators Warren G. Magnuson and Henry (Scoop) Jackson. Supreme Court Justice William O. Douglas was close friend. Senators Magnuson and Jackson were to be active pallbearers at funeral services last Friday; Justice Douglas was

Cable



Mr. Stover

and Nebraska.

G. R. (Barry) Stover, corporate promotion manager and public relations director, group-owner Kansas State Network Inc., Wichita, appointed manager of company's new cable-television division. KSN now holds interests in operating CATV systems in Kansas, Oklahoma and Nebraska.

Bernard M. Simon, assistant controller, Television Communications Corp., New York cable-TV operator, named VP.

Jack Leinen, with Thermogas Inc., Des Moines, Iowa, joins Hawkeye Cablevision there as director of origination.

Equipment & Engineering



Mr. Smith

will be continuing development of CBS's joint ventures with Memorex and

Harry E. Smith, who became president of CBS Electronic Video Recording (EVR) Division early this year to preside over phasing-out of that division (BROADCASTING, Dec. 27, 1971/Jan. 3), named VP, venture operations, CBS/Comtec Group. His principal responsibilities

Savin Business Machines in video editing and facsimile, respectively. CBS sources said his new appointment indicated EVR's phase-out, though not "totally" completed, "in effect is."

Peter Reuter, VP, Trygon Electronics, New York division of Systron Donner Corp., appointed marketing manager, Amperex Electronic Corp., Hicksville, N.Y.

Stephen J. Manley, Eastern region CATV sales engineer, Jerrold Corp., Philadelphia, joins GTE Sylvania Inc., New York, as senior sales engineer for CATV operation.

Richard B. Tullis, president and chief executive, Harris Intertype Corp., Cleveland, elected chairman. **Joseph A. Boyd**, executive VP-operations, elected president and principal operating officer. Harris Intertype is parent of Gates Radio, broadcast-equipment manufacturer.

Richard Rudman, general manager and chief engineer, KAYN(FM) Tucson, Ariz.,

joins KGB-AM-FM San Diego, as chief engineer.



Mr. Ide

Russ Ide, director of broadcast sales, Telemation Inc., Salt Lake City, named VP-sales, corporate-marketing division.

Armand Belmaris-Sarabia, director of engineering, Teletronics International Inc., New York, elected VP and director of engineering.

Deaths

James C. Montgomery, 29, sales manager of Kaiser Broadcasting's WKBF-TV Cleveland, died Wednesday (Oct. 18) of blood disease. He had been with station since June, previously was with Kaiser's WKBD-TV Detroit. Survivors include wife, Gay, and two children.

Leo G. Carroll, 80, stage, film, and TV

star, died Oct. 16 in Hollywood hospital after long illness. English-born actor was best known for his television portrayals of Cosmo Topper in ABC-TV *Topper* series in 1950's and of Mr. Waverly in NBC-TV series *The Man from U.N.C.L.E.* He is survived by his wife, Edith, and one son.

Samuel H. Cropper, 68, director of Scripps-Howard Broadcasting Co. and Scripps-Howard Investment Co., died Oct. 12. Mr. Cropper, of Somerville, N.J., and Bellaire Shores, Fla., was executive of Chemical Bank, New York, for 20 years before retirement in 1969. Survivors include his wife, Jimmie, and two stepsons.

Coleman Olvin Austin, Jr., 47, VP, Cy Bahakel Broadcasting group, with headquarters in Charlotte, N.C., died Oct. 6 in Roanoke, Va. Prior to his appointment as VP, Mr. Austin served as manager of Bahakel's WRIS(AM) Roanoke. He is survived by his wife, Mary, three daughters and one son.

For the Record®

As compiled by BROADCASTING Oct. 11 through Oct. 17, 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—directional 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

■ Washington—FCC granted joint motion by Jefferson Standard Broadcasting Company of Virginia, Richmond, Va., Hearst Corporation, Baltimore, Westinghouse Broadcasting Co., Baltimore and Channel 20 Inc., Washington for extension of time until Nov. 1 to file petitions to deny application of

Greater Washington Educational Telecommunications Association Inc. for new experimental TV on ch. 12, Washington. Action Oct. 12.

Existing TV stations

Final actions

■ FCC waived prime-time access rules to permit ABC, CBS and NBC television networks and their affiliates in top-50 markets to continue to present one-time-only network news and public affairs programs without counting shows toward permissible three hours of network programming through March 31, 1973. Action Oct. 11.

■ FCC waived prime-time access rule to permit network-owned and affiliated stations in mountain and Pacific time zones to present network news, following network sports event or other live, simultaneous programming, without network news counting toward three hours of network programming permitted under rules. Waiver was granted until Oct. 1, 1973. Action Oct. 12.

■ FCC waived prime-time access rule to permit ABC-affiliated TV's to carry to completion all 1972 NCAA football games and Gator Bowl without extra time over three hours being counted against programming permitted under prime-time access rule. It required, however, that pre-game show begin no later than 3:30 p.m. EST and game start no later than about 4 p.m. EST. Waiver does not include

presentation of post-game material. Action Oct. 12.

■ FCC reaffirmed, on remand from U.S. court of appeals. FCC ruling that fairness doctrine does not apply to presentation of Chevron F-310 gasoline commercials by five California TV's. In ruling FCC maintained that Chevron commercials did not argue position on controversial issue of public importance, as was alleged. Action Oct. 5.

■ *KCET(TV) Los Angeles—Broadcast Bureau granted authority to operate trans. by remote control from 4400 Sunset Drive, Los Angeles. Action Oct. 5.

■ WJRT-TV Flint, Mich.—Broadcast Bureau granted authority to operate trans. by remote control from 2302 Lapeer Road, Flint. Action Oct. 10.

■ KCBJ-TV Columbia, Mo.—Broadcast Bureau granted authority to operate trans. by remote control from 14 South Seventh Street, Columbia. Action Oct. 10.

Actions on motions

■ Administrative Law Judge Frederick W. Denniston in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV]), TV proceeding, dismissed petition by Mallick & Bernton for leave to withdraw as counsel for Dubuque Communications Corp.; in separate action, scheduled hearing conference for Oct. 16 and suspended date for filing proposed findings and replies, pending further order (Doc. 19339). Actions Oct. 11 and 12.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted petition by Forum for leave to amend application to reflect termination of another broadcast interest of Forum principal as result of transfer of control approved by commission on Aug. 21 (Docs. 18711-2). Action Oct. 2.

Call letter action

■ KFBC-TV Cheyenne, Wyo.—Granted KYCU-TV.

New AM stations

Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Salem and West Derry, both New Hampshire (Salem Broadcasting Co., New Hampshire Broadcasting Corp., Spacetown Broadcasting Corp.), AM proceeding, granted petition by Spacetown Broadcasting Corp. to amend application to specify Derry, rather than West Derry, as station location, conditioned on claiming no comparative advantage as result; in separate action, granted petition by Spacetown Broadcasting to amend application to reflect change in proposed trans. from used on-hand to new one, and reduction in first-year costs

	<h1>EDWIN TORNBERG</h1> <h2>& COMPANY, INC.</h2>
	<p>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242</p> <p>West Coast—P.O. Box 218, Carmel Valley, California 93924 408-375-3164</p>

of operation by \$500, estimated expense for mod. of used trans. (Docs. 19434-5-6). Actions Oct. 4.

■ Administrative Law Judge Lenore G. Ehrig in Salem and West Derry, both New Hampshire (Salem Broadcasting Co., New Hampshire Broadcasting Corp. and Spacetown Broadcasting Corp.), AM proceeding, granted two unopposed petitions by New Hampshire Broadcasting Corp. for leave to amend application by including additional information concerning one of principals, Donald E. Barron; and to include copy of latest ruling by Salem Board of Adjustment on request for variance to construct proposed facilities at trans. site because of certain alleged procedural defects; in separate action, granted unopposed petitions by Spacetown Broadcasting Corp. to amend application to replace certain expired bank loan commitments to various of principals and to applicant itself with updated commitments from Indian Head National Bank of Derry and for leave to submit requested material; by separate action, denied petition by Spacetown Broadcasting Corp. for further clarification of issue and alternate request that matter be certified to review board; by separate action, granted petitions by Salem Broadcasting Co. for leave to file amendments to reflect certain ownership changes as result of death of Colby E. Moody, former president, and updated bank letter on financial commitment, as well as updated ascertainment of community needs and problems, and statement concerning proposed site (Docs. 19434-5-6). Actions Oct. 4 and 5.

■ Administrative Law Judge Millard F. French in Brunswick, Ga. and Jacksonville, Fla. (Dowric Broadcasting Co. and Integrated Broadcasting Co.), AM proceeding, denied request by Integrated Broadcasting Co. for permission to file appeal of ruling by administrative law judge accepting post-designation engineering amendment tendered by Dowric Broadcasting Co. (Docs. 19448, 19450). Action Oct. 5.

■ Administrative Law Judge Jay A. Kyle in Springfield and Joplin, both Missouri (A-W Broadcasting Co., et al.), AM proceeding, granted petition by A-W to change name of applicant from Gary Acker and Billy Wolfe dba A-W Broadcasting Co. to Gary Acker, Billy Wolfe, Don Burrell, Charles Burton and Paul L. Bradshaw dba Queen City Broadcasting Co. and to make certain substitutions and changes in exhibits and engineering reports (Docs. 19480-2). Action Oct. 3.

■ Administrative Law Judge Ernest Nash in Centreville, Va. (Centreville Broadcasting Co., set certain procedural dates and scheduled hearing for Nov. 14 (Doc. 18888). Action Oct. 5.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz, Hollister and Aptos-Capitola, all California (St. Cross Broadcasting Inc., et al.), AM proceeding, granted motion by St. Cross for leave to amend application to update financial showing (Docs. 19503-6). Action Oct. 4.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM and FM proceeding, granted petitions by Indianapolis Broadcasting Inc. for leave to amend application to update information on stockholders and their business activities (Docs. 19122-3-4-5). Action Oct. 11.

Other actions

■ Review board in Jeannette, Pa., AM proceeding, scheduled oral argument for Nov. 9 before review board on initial decision, exceptions and briefs, in proceeding on application of Central Westmoreland Broadcasting Co. for new AM on 1530 khz, 1 kw (250 w, CH), D, Jeannette (Doc. 19042). Action Oct. 12.

■ Review board in West Hazleton, Pa., AM proceeding, granted petition by Broadcasters 7 Inc. for extension of time through Oct. 27 to file exceptions and brief to initial decision in proceeding involving Broadcasters 7 application for new AM in West Hazleton (Doc. 18491). Initial decision, released Sept. 6, proposed denial of Broadcasters 7 application. Action Oct. 10.

■ Agana, Guam—FCC granted request by Magof Inc. for waiver of AM freeze rules and accepted for filing application for new AM on 570 khz with 5 kw-U at Agana. Magof Inc. will provide second service to population of 85,000. Action Oct. 12.

Call letter action

■ North American Broadcasting Co., Boynton Beach, Fla.—Granted WKAQ.

Designated for hearing

■ Charlevoix, Mich.—FCC designated for hearing application of New Broadcasting Corp. for AM on 1270 khz, with 5 kw-D at Charlevoix. Harrington Broadcasting Corp., licensee of WJML-AM-FM Petoskey, Mich., which filed petition to deny or alternatively, statement of objections to grant, was made party to proceeding. New Broadcasting's application was originally granted by commission on Nov. 28, 1968, after dismissal of competing application. Commission rescinded grant, on own motion, to permit further consideration of impact

of operation of proposed station on concentration of control of media and mass communications in northwestern area of lower peninsula of Michigan. Action Oct. 12.

Existing AM stations

Applications

■ KBIS Bakersfield, Calif.—Seeks CP to increase directional radiation pattern size and MEOV's. Ann. Oct. 13.

■ KARM Fresno, Calif.—Seeks CP to change ant. trans. and main studio location to south side of American Avenue, between Fowler and Clovis Avenues. Fresno, Ann. Oct. 10.

■ KHAK Cedar Rapids, Iowa—Seeks CP to make changes in MEOV's. Ann. Oct. 10.

■ KLEM Le Mars, Iowa—Seeks CP to change trans. site adjacent to base of present tower (same location), change main studio location to 37 2d Avenue N.W., Le Mars, operate trans. by remote control from main studio location and change type trans. to Gates, Vanguard II. Ann. Oct. 13.

■ WPMC Goldsboro, N.C.—Seeks CP to eliminate use of resistor in ant. system. Ann. Oct. 10.

■ WSPF Hickory, N.C.—Seeks CP to change ant. trans. site to Eastern Access Road, Hickory. Ann. Oct. 13.

■ WQTC Two Rivers, Wis.—Seeks CP to make changes in ant. system. Ann. Oct. 3.

Final actions

■ WYDE Birmingham, Ala.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control and changing main studio location to 2112 11th Avenue South, Birmingham; conditions. Action Oct. 12.

■ KDAY Santa Monica, Calif.—Broadcast Bureau dismissed request for waiver of rules to identify as Santa Monica-Los Angeles. Action Sept. 27.

■ KCKN Kansas City, Kan.—Broadcast Bureau granted license covering changes in main trans. and license covering use of former main trans. for aux. purposes only. Action Sept. 29.

■ WPDC Elizabethtown, Pa.—Broadcast Bureau granted CP to change to non-DA and to dismantle 2d tower. Action Oct. 10.

■ WMAK Nashville—Broadcast Bureau granted license covering use of former main trans. for alt. main; cancel present aux. trans. Action Oct. 11.

■ KHLB Burnet, Tex.—Broadcast Bureau granted mod. of license covering change in SH to operation from 6 a.m. to 7 p.m. daily. Action Sept. 29.

■ WSAU Wausau, Wis.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from the WSAU-TV trans. building, four miles southwest of city, Rib Mountain State Park, Wausau. Action Oct. 10.

Actions on motions

■ Administrative Law Judge Basil P. Cooper in Yuba City, Calif. (General Broadcasting Co. [KOBQ]), AM proceeding, on oral request of applicant and with consent, continued prehearing conference to Oct. 31; set preliminary procedural date (Doc. 19549). Action Oct. 10.

■ Administrative Law Judge Lenore G. Ehrig in New Kensington and Pittsburgh, both Pennsylvania (Gateway Broadcasting Enterprises Inc.), in matter of revocation of licenses for WKPA(AM) and WYDD(FM), set certain procedural dates and scheduled further prehearing conference for Nov. 27 and hearing for Feb. 6, 1973 (Doc. 19452). Action Oct. 11.

■ Administrative Law Judge Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.), in matter of renewal of licenses for WJMO and WLYT(FM), granted request by Broadcast Bureau for further prehearing conference and scheduled further prehearing conference for Oct. 17 (Doc. 19412). Action Oct. 12.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz, Hollister and Aptos-Capitola, all California (St. Cross Broadcasting Inc., Milo Communications Corp. [KMPG], and Progressive Broadcasting Co.), AM proceeding, denied motion by St. Cross Broadcasting Inc. to extend procedural dates (Docs. 19503-4, 19506). Action Oct. 5.

Other actions

■ Review board in Huntsville, Ala., and Warner Robins, Ga. AM proceeding, rescheduled for Oct. 24 oral argument in proceeding involving mutually exclusive applications of Garrett Broadcasting Service (WEUP), Huntsville and WRBN Inc. (WRBN), Warner Robins for changes in facilities (Docs. 19258-9). Action Oct. 10.

■ Review board in Warner Robins, Ga., AM proceeding, denied motion by WRBN Inc. to affirm grant of application to change existing facilities of WRBN Warner Robins from D to full-time on

1600 khz. WRBN's application was designated for hearing with application of Garrett Broadcasting Service, licensee of WEUP Huntsville, Ala., for unlimited operation on 1600 khz. Initial decision proposed grant of WRBN's application and denial of Garrett's. WRBN contended that application should be severed and granted. Action Oct. 13.

Fines

■ WGML Hinesville, Ga.—FCC notified Liberty Broadcasting Co., licensee, that it has incurred apparent liability of \$500 for repeated violation of rules for failure to employ full-time, or contract in writing for part-time services, first-class radiotelephone operator and for failure to make inspections of trans. and associated equipment on five days of each week. Action Oct. 12.

■ WTSL Hanover, N.H.—FCC notified Tri-City Broadcasting Corp., licensee, of apparent liability for \$1,000 for operating the station with improperly licensed operator and for operating with excessive power. Action Oct. 12.

■ WGAI Elizabeth City, N.C.—FCC notified Smiles of Elizabeth Inc., licensee, that it has incurred apparent liability for \$3,500 for numerous violations of rules, including operation with excessive power and failure to make and log monthly field intensity measurements. Action Oct. 12.

Call letter application

■ WJAS Pittsburgh—Seeks WPIQ.

Call letter action

■ KJEM Oklahoma City—Granted KLEC.

Designated for hearing

■ Harlan, Ky.—FCC consolidated for hearing applications of Radio Harlan Inc. for renewal of license for WHLN Harlan and of Eastern Broadcasting Co. for new AM in Harlan. Petition to deny Eastern application was filed by WHLN. Eastern proposes operation on 1470 khz, 1 kw-D and WHLN operates on 1410 khz, 5 kw-D in Harlan. Issues to be determined include whether there are adequate revenues available to support additional AM in area. Action Oct. 12.

■ *KFNW Fargo, N.D.—FCC designated for hearing application by Northwestern College to change frequency of KFNW from 900 khz to 1170 khz (Doc. 19313). Proposed operation would eliminate interference with commonly-owned KTIS Minneapolis. Action Oct. 12.

Presunrise service authority

■ Broadcast Bureau granted PSA for operation between 6 a.m. and sunrise times specified in basic instrument of authorization, with daytime ant. system and power as shown for following AM's: WJAK Jackson, Tenn. (500 w). Action Aug. 11; WDWL Cherry Hill, N.J. (500 w). Action Aug. 16; WOTT Watertown, N.Y. (500 w). Action Aug. 25; WHEL New Albany, Ind. (500 w). Action Sept. 1; KWYK Farmington, N.M. (445 w). Action Sept. 29.

■ Broadcast Bureau granted PSA from 6 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and with power as shown for following AM's: WJLJ Tupelo, Miss. (250 w). Action Aug. 18; KKIM Albuquerque, N.M. (12.2 w). Action Aug. 31; WZBN Zion, Ill. (3.46 w). Action Sept. 1; KCTX Childress, Tex. (25 w). Action Sept. 21.

New FM stations

Final actions

■ *Columbia, Mo.—New Wave Corp. Broadcast Bureau granted 89.7 mhz, 10 w. HAAT 73 ft. P.O. address 1106 North Garth St., Columbia 65201. Estimated construction cost \$845; first-year operating cost \$2,500; revenue none. Principals: Gerald P. Keleher, president, board of directors, et al. Action Sept. 26.

■ Kerrville, Tex.—Kerrville Broadcasting Co. FCC granted 94.3 mhz, 3 kw. HAAT minus 55 ft. P.O. address Box 791, Kerrville 78028. Estimated construction cost \$54,309; first-year operating cost \$5,200; revenue \$18,000. Kerrville Broadcasting Co. is licensee of KERV(AM) Kerrville. Principal: KERV Inc. (100%). John J. Jacquemine, Jack D. Slack and Raymond O. Johnson own (each 33 1/3%) KERV Inc. Mr. Slack is president and owns (92%) Saulsman-Slack Construction Inc., Houston. He also is Western manager of Majestic Contractors Ltd., Edmonton, Alberta. Mr. Jacquemine has interests in Anchor-Wate Co. and Anchor-Wate Equipment Co., pipeline coating and equipment companies in Houston. Mr. Jacquemine and Mr. Johnson are both officers in Anchor-Wate subsidiary. KGEE Inc., licensee of KGEE(AM)-KGF(FM) Bakersfield, Calif. Mr. Johnson also owns accounting firm in Houston. Action Aug. 29.

Actions on motions

■ Chief, Broadcast Bureau, on request of Roy Hess,

Summary of broadcasting

Compiled by FCC Sept. 30, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,358	5	12	4,375	48	4,423 ¹
Commercial FM	2,327	1	52	2,380	118	2,498
Commercial TV-VHF	504	1	6	511 ³	13	524 ²
Commercial TV-UHF	185	0	7	192 ³	64	256 ³
Total commercial TV	689	1	13	703	77	780
Educational FM	518	0	16	534	78	612
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	119	0	7	126	11	137
Total educational TV	205	0	12	217	12	229

* 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.

petitioner, extended through Oct. 20 time to file comments and through Nov. 3 time to file reply comments on notice of proposed rule making in matter of amendment of FM table of assignments (Enterprise and Greenville, both Alabama; Bonifay, Chiple and Pensacola, all Florida). (Doc. 19561). Action Oct. 6.

■ Administrative Law Judge Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Company), FM proceeding, on motion by Harvit Broadcasting Corp., scheduled further conference for Oct. 11; by separate action, in accordance with agreements reached, continued hearing to Feb. 13, 1973 (Docs. 18456-7). Actions Oct. 10 and 11.

■ Chief Administrative Law Judge Arthur A. Gladstone in West Palm Beach, Fla. (Guy S. Erway, Sandpiper Broadcasting Co., Sun Sand and Sea, Inc., Marshall W. Rowland), FM proceeding, designated Administrative Law Judge Chester F. Naumowicz Jr. to serve as presiding judge and scheduled prehearing conference for Nov. 6 and hearing for Dec. 18 (Docs. 19601-2-3-4). Action Oct. 6.

■ Administrative Law Judge David L. Kraushaar in Galion, Ohio (Tuscarawas Broadcasting Co. and Radio Galion Inc.), FM proceeding, on request by Tuscarawas Broadcasting Co. to hold in abeyance procedural dates, pending ruling on agreement looking toward settlement of case, set aside and canceled all procedural dates previously scheduled, pending further order (Docs. 19461-2). Action Oct. 10.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, granted motion by Cumberland Broadcasting Co. to extent that WIOO Inc., through counsel, is directed to make documents requested in Cumberland motion available to counsel for all other parties to proceeding, by not later than Nov. 3 for inspection and copying by them, at time and place that are mutually convenient to parties and attorneys; by separate action, on motion of Cumberland Broadcasting Co., extended through Oct. 19 deadline for responses to motion for discovery and inspection directed to Cumberland, filed Sept. 29 by WIOO Inc., and also to interrogatories served upon Cumberland by WIOO Inc. (Docs. 19468-9, 19471). Actions Oct. 10 and 12.

Other actions

■ Review board in Klamath Falls, Ore., FM proceeding, denied joint petition by Klamath Temple and 960 Radio Inc. for extension of time through Oct. 19 to file motions to enlarge, change or delete issues (Docs. 19585-6). Proceeding involves mutually exclusive applications of Klamath and 960 for CP's for new FM on ch. 223 at Klamath Falls. Action Oct. 13.

■ Dix Hills, N.Y.—FCC granted request by Half Hollow Hills Youth Development Corp. for waiver of rules and accepted application for new non-commercial FM on ch. 205 (88.9 mhz) with 10 w, at Dix Hills for filing. Rules prohibit acceptance or grant of application when interference is either caused or received within the 1 mv/m contour of station. Action Oct. 12.

Rulemaking action

■ FCC, in notice of rulemaking, proposed amendment of FM table of assignments to assign ch. 285A to Union City and ch. 252A to Camden, both Tennessee, ch. 257A to Chatsworth, Ga., and ch. 272A to Eldorado, Ill. All of proposed assignments are for first FM channels in communities. Commission invited comments on proposals by Nov. 27 and stated that petitioners are expected to file even if nothing more than to incorporate petitions by reference, and are expected to state intentions to apply for respective channels, if assigned, and if authorized to promptly build stations. It added that failure to make showing may result

in denial of petition. Reply comments were invited by Dec. 8. Action Oct. 12.

Call letter applications

■ Opp Broadcasting Co., Opp, Ala.—Seeks WAMI-FM.

■ Phelps County Broadcasting Inc., Rolla, Mo.—Seeks KZNN(FM).

■ John Henry and Delyle Medlin, Hilton Head Island, S.C.—Seeks WHHR(FM).

Call letter actions

■ *Arcata Union High School District, Arcata, Calif.—Granted KAHS(FM).

■ Eastern Broadcasting Corp., Anderson, Ind.—Granted WLHN(FM).

■ *Moberly Board of Education, Moberly, Miss.—Granted KMTS(FM).

■ Franklin Mountain Broadcasting Corp., Oneonta, N.Y.—Granted WONT(FM).

■ *Paul Smith's College, Paul Smiths. N.Y.—Granted WPSA(FM).

■ Julie P. Miner, St. George, Utah—Granted KDXU-FM.

Designated for hearing

■ Sacramento, Calif.—FCC consolidated for hearing application of Edward Royce Stolz II (Royce International Broadcasting) for CP for new FM in Sacramento with mutually exclusive applications of California Stereo Inc. and Intercast Inc. for new FM in Sacramento (Docs. 19515-6). Royce proposes operation on ch. 293 with ERP of 50 kw and ant. height of 120 ft. Action Oct. 12.

Existing FM stations

Final actions

■ KPSA(FM) Los Angeles—Broadcast Bureau granted license covering changes in ant. system. Action Sept. 29.

■ KPCC-FM Pasadena, Calif.—Broadcast Bureau granted license covering aux. trans.; ERP 16.5 kw; ant. height 660 ft. Action Sept. 22.

■ KDIG(FM) San Diego—Broadcast Bureau granted mod. of license covering moving main studio location and remote control outside city limits to Holiday Inn, La Jolla Village Drive and Interstate Route 5, La Jolla, Calif. Action Oct. 10.

■ WMOP-FM Ocala, Fla.—Broadcast Bureau granted CP to change trans. location to 1257 Northeast 49th Street, Ocala; install new trans.; install new ant.; ERP 100 kw horiz., 78 kw vert.; ant. height 190 ft.; remote control permitted. Action Oct. 11.

■ KOZE-FM Lewiston, Idaho—Broadcast Bureau granted CP to change trans. location to 1½ miles north of Clearwater River bridge on Highway 95, Lewiston; change ant. height to minus 631 ft. Action Oct. 10.

■ WLIF(FM) Baltimore—Broadcast Bureau granted CP to change ant. to new location on same site; make changes in ant. system; change type ant.; ERP 9.6 kw; ant. height 960 ft.; remote control permitted; condition. Action Oct. 6.

■ KFMX(FM) Omaha—Broadcast Bureau granted CP to change trans. location to 72d Street and Crown Point Avenue, Omaha; install new trans. and new ant.; make changes in ant. system; ERP 95 kw; ant. height 1,230 ft. Action Oct. 3.

■ KGBI-FM Omaha—Broadcast Bureau granted CP to change trans. location to five miles east, 2½ miles north of Louisville, Neb.; operate by remote control from main studio location, 1515 South 10th

Street, Omaha; install new trans.; install new ant.; make changes in ant. system; ERP 100 kw; ant. height 470 ft. Action Oct. 5.

■ KPTL-FM Carson City, Nev.—Broadcast Bureau granted license covering new FM; ERP 52 kw; ant. height 2,240 ft. Action Oct. 11.

■ KORU(FM) Tulsa, Okla.—Broadcast Bureau granted CP to change trans. location to 0.6 miles east of Admiral Place and Garnett Road, Tulsa; studio location and remote control to be determined; make change in ant. system; change ant. height to 195 ft.; ERP 100 kw. Action Sept. 29.

■ WQBS-FM San Juan, Puerto Rico—Broadcast Bureau granted CP to operate trans. by remote control from studio location; First Federal building, Ponce de Leon Avenue at Parque Street, San Juan; install new trans. and new ant.; make changes in ant. system; ERP 32 kw; ant. height 190 ft. Action Sept. 29.

■ KL0L(FM) Houston—Broadcast Bureau granted CP to change trans. location to Shell building, Houston; install new ant.; make changes in ant. system; ERP 97 kw; ant. height 790 ft.; remote control permitted. Action Oct. 2.

■ KCAW-FM Port Arthur, Tex.—Broadcast Bureau granted CP to change studio location and remote control to 3333 25th Street, Port Arthur; install new trans.; install new ant.; make change in ant. system; ERP 25 kw; ant. height 190 ft. Action Oct. 11.

■ KSOP-FM Salt Lake City—Broadcast Bureau granted CP to change trans. location to 17 miles west of Salt Lake City, Coon Peak, Oquirrh range of mountains; install new trans.; new ant.; make changes in ant. system; ERP 13 kw; ant. height 3,650 ft.; remote control permitted. Action Oct. 3.

Call letter applications

■ KGUD-FM Santa Barbara, Calif.—Seeks KTYD(FM).

■ WEAW-FM Evanston, Ill.—Seeks WOJO(FM).

■ WOMI-FM Owensboro, Ky.—Seeks WBKR(FM).

■ WPTF-FM Raleigh, N.C.—Seeks WQDR(FM).

■ WLYC-FM Williamsport, Pa.—Seeks WILQ-FM.

Call letter action

■ KBBX(FM) Seattle—Granted WEZX(FM).

Renewal of licenses, all stations

■ FCC denied petition by Black Identity Education Association opposing license renewal application of Omaha broadcast stations: KETV-TV, KFAB-AM-FM, KGBI-FM, KLNG, KMTV-TV, KOLI-AM-FM, KOOL, KYNE-TV, WOW-AM, KFMX-FM and WOW-TV. Commission granted renewal applications for all stations except for KOLI-AM-FM and KLNG. Final action on these applications will be deferred pending outcome of other proceedings involving licensees. Action Sept. 27.

Modification of CP's, all stations

■ WABB-FM Mobile, Ala.—Broadcast Bureau granted mod. of CP to change trans. location to Shelton Beach Road, 0.4 miles north of Moffat Road, Mobile; increase ant. height to 450 ft.; ERP 100 kw; remote control permitted. Action Oct. 5.

■ WRMA Montgomery, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to April 8, 1973. Action Oct. 10.

■ KTVU(TV) Oakland, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to April 5, 1973; granted mod. of CP to extend completion date of aux. ant. to April 5, 1973. Action Oct. 5.

■ KTSF-TV San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to April 5, 1973. Action Oct. 5.

■ *KQED(TV) San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to April 5, 1973. Action Oct. 5.

■ KPIX(TV) San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to April 5, 1973. Action Oct. 5.

■ KGO-TV San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to April 5, 1973. Action Oct. 5.

■ Seaside, Calif., Big Sur Broadcasting Corp.—Broadcast Bureau granted mod. of CP to change trans. and make changes in transmission line of FM. Action Oct. 10.

■ K13KF Stateline, Calif.—Broadcast Bureau granted mod. of VHF translator CP to change frequency from ch. 13, 210-216 mhz to ch. 12, 204-210 mhz; include Meyers, Calif., in principal community; change trans. location to Tahoe mountain, 1¾ miles west of junction of US Highway 50 and California

State Route 89, Calif., change type of trans.; make changes in ant. system; change call letters to K121U. Action Aug. 5.

■ WTAI-FM Melbourne, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to April 15, 1973. Action Oct. 10.

■ *WYFL-FM Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to delete remote control; change trans.; change ant.; make changes in ant. system; ERP 1.90 kw; ant. height 90 ft. Action Oct. 5.

■ WLBH Matton, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to March 22, 1973. Action Oct. 10.

■ WSHY Shelbyville, Ill.—Broadcast Bureau granted mod. of CP for changes in radiation pattern encompassing measured fields; condition. Action Oct. 12.

■ Sioux City, Iowa, Tri-State Broadcasters Inc.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 16, 1973. Action Oct. 10.

■ K11KK Natchitoches, La.—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to March 29, 1973. Action Sept. 29.

■ WRPM-FM Poplarville, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to April 16, 1973. Action Oct. 13.

■ WRPM Poplarville, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to April 19, 1973. Action Oct. 12.

■ WNNN(FM) Canton, N.J.—Broadcast Bureau granted mod. of CP to extend completion date to March 23, 1973. Action Oct. 13.

■ WUSJ Lockport, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to March 26, 1973; granted mod. of CP to modify MEQV's of DA pattern. Action Oct. 12.

■ K12IG Chiloquin, Ore.—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to April 5, 1973. Action Oct. 5.

■ KOMS(FM) Lebanon, Ore.—Broadcast Bureau granted mod. of CP to extend completion date to March 30, 1973. Action Oct. 10.

■ WGGG-TV Greenville, S.C.—Broadcast Bureau granted mod. of CP to change ERP to vis. 187 kw, aur. 37.4 kw; change type ant.; make changes in ant. structure; ant. height 1147 ft. Action Oct. 12.

■ *WRFN(FM) Nashville—Broadcast Bureau granted mod. of CP to change trans. and studio location to 906-17th Avenue, North, Nashville. Action Oct. 10.

■ KSTU(FM) Centerville, Utah—Broadcast Bureau granted mod. of CP to extend completion date to April 6, 1973. Action Oct. 11.

■ WNOR-FM Norfolk, Va.—Broadcast Bureau granted mod. of CP to extend completion date to April 13, 1973. Action Oct. 13.

Translator actions

■ K04AI and K07AP, both Prescott, Ariz.—Broadcast Bureau granted CP's to change type of trans.; increase output to 10 w and make changes in ant. system of two VHF translators. Action Oct. 10.

■ Burnt Ranch, Calif., Ironside Television Club—Broadcast Bureau granted CP for new VHF translator to serve Burnt Ranch and Hawkins Bar, both California, on ch. 5 by rebroadcasting programs of KRCR-TV, ch. 7, Redding, Calif. Action Oct. 11.

■ Orleans, Calif., Orleans Community Service Club—Broadcast Bureau granted CP for new VHF translator to serve Orleans on ch. 8 by rebroadcasting programs of KVIQ-TV Eureka, Calif. Action Oct. 5.

■ K04GJ Yreka, Calif.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 4 (66-72 mhz) to ch. 13 (210-216 mhz); change trans. location to three miles west of Yreka and make changes in ant. system; change call letters to K13LO. Action Sept. 26.

■ Yreka, Calif., Oregon Broadcasting Co.—Broadcast Bureau granted CP for new VHF translator to serve Yreka and Montague, both California, on ch. 4 by rebroadcasting programs of KOB1(TV) Medford, Ore. Action Oct. 5.

■ K04DG Dove Creek, Colo.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 4 (66-72 mhz) to ch. 5 (76-82 mhz); change primary TV to KOAT-TV Albuquerque, N.M., via K09DM Cortez, Colo.; change type trans. and make changes in ant. system; change call letters to K05EW. Action Sept. 26.

■ K261AA Montrose, Colo.—Broadcast Bureau granted CP for new FM translator to serve Montrose on ch. 261 (100.1 mhz) by rebroadcasting programs of KREZ(FM), ch. 222 (92.3 mhz), Grand Junction, Colo. Action Oct. 11.

■ Jerome, Idaho, College of Southern Idaho—Broadcast Bureau granted CP for VHF translator to serve Twin Falls (Magic Valley area), Idaho, on ch. 13 by rebroadcasting programs of KAID(TV), ch. 4, Boise, Idaho. Action Oct. 10.

■ K257AB Great Bend, Kan.—Broadcast Bureau

granted license covering permit for new FM translator on ch. 257 (99.3 mhz). Action Oct. 3.

■ Owyhee, Nev., Owyhee TV Association—Broadcast Bureau granted CP for new VHF translator to serve Owyhee on ch. 13 by rebroadcasting programs of KBOI-TV, ch. 2, Boise, Idaho. Action Oct. 11.

■ Owyhee, Nev., Owyhee TV Association—Broadcast Bureau granted CP for new VHF translator to serve Owyhee on ch. 11 by rebroadcasting programs of KTVB(TV), ch. 7, Boise, Idaho. Action Oct. 11.

■ Tierra Amarilla, N.M., KOAT Television Inc.—Broadcast Bureau granted CP for new VHF translator to serve Tierra Amarilla on ch. 11 by rebroadcasting programs of KOAT-TV, ch. 7, Albuquerque, N.M. Action Oct. 11.

■ K10CG Aztec and Cedar Hill, both New Mexico—Broadcast Bureau granted mod. of license covering change in primary TV of VHF translator to KOAT-TV Albuquerque, N.M. Action Oct. 3.

■ Dunn Center, N.D., City of Dunn Center—Broadcast Bureau granted CP for new VHF translator to serve Dunn Center on ch. 7 by rebroadcasting programs of KFVR-TV, ch. 5, Bismark, N.D. Action Oct. 11.

■ Aquas Buenas, Puerto Rico, Ponce Television Corp.—Broadcast Bureau granted CP for new UHF translator to serve Caguas, Puerto Rico, on ch. 58 by rebroadcasting programs of WRIK-TV Ponce, Puerto Rico. Action Oct. 5.

■ K288AD Myton and rural Duchesne county, both Utah—Broadcast Bureau granted license covering permit for new FM translator. Action Oct. 4.

■ K237AB Orangeville, Utah—Broadcast Bureau granted license covering permit for new FM translator. Action Oct. 4.

■ K280AA Vernal, Utah—Broadcast Bureau granted CP for new FM translator to serve Vernal on ch. 280 (103.9 mhz) by rebroadcasting programs of KSL-FM, ch. 262 (100.3 mhz), Salt Lake City; condition. Action Sept. 29.

■ K257AA Vernal and rural Uintah county, both Utah—Broadcast Bureau granted license covering permit for new FM translator. Action Oct. 4.

■ Skykomish, Wash., Skyomish Valley TV District—Broadcast Bureau granted CP for three new VHF translators to serve Skyomish on ch. 9 by rebroadcasting programs of KOMO-TV, on ch. 11 by rebroadcasting programs of KING-TV and on ch. 13 by rebroadcasting programs of KIRO-TV, all Seattle. Action Oct. 5.

Other actions, all services

■ FCC denied complaints and requests for time, filed by Republican National Committee, Socialist Labor Party and Communist Party, U.S.A., against national broadcast by Democratic presidential nominee, Senator George McGovern (D-S.D.), announcing personal choice to replace Senator Thomas Eagleton (D-Mo.) as Democratic vice-presidential candidate. McGovern statement, broadcast live on Aug. 5, was carried on television by ABC, CBS and NBC networks, and on radio by Mutual Broadcasting System. Action Oct. 12.

■ FCC ruled, in response to complaints by Socialist Workers Party against Metromedia Inc., NBC Inc., Mutual Broadcasting System and WTTW(TV) Chicago alleging that they failed to provide equal opportunities to three of party's candidates in violation of Communications Act, that licensees involved did not violate equal-opportunities rule because none of candidates could be considered legally qualified candidates. Action Oct. 12.

■ FCC informed NBC Inc., which requested interpretive ruling, that it finds no justification for overruling NBC's judgment that appearance by legally qualified candidate for public office at World Series' pregame awards ceremony is bona fide news event, within meaning of Communications Act, and therefore exempt from equal-time requirements. Action Oct. 5.

■ Chief, Broadcast Bureau, on request of Black Efforts for Soul in Television, extended through Oct. 24 time to file reply comments in matter of reimbursement for legitimate and prudent expenses of public interest group for consultancy to broadcaster in certain instances (Doc. 19518). Action Oct. 13.

■ Los Angeles, CBS Inc.—Broadcast Bureau granted license covering new low-power station on 450-451 mhz to be used with KNX-AM-FM, KNXT(TV), all Los Angeles. Action Oct. 5.

■ Hartford, Conn., Connecticut Educational Television Corp.—Broadcast Bureau granted license covering new low-power station on 26.10-26.48 mhz to be used with WEDH(TV) Hartford. Action Oct. 11.

■ New York, CBS Inc.—Broadcast Bureau granted extension of temporary authority to transmit program material to AM's, FM's and TV's in Canada. Action Oct. 10.

■ New York, CBS Inc.—Broadcast Bureau granted license covering new low-power station on 450-451 mhz to be used with WCBS-AM-FM-TV New York. Action Oct. 11.

Ownership changes

(Editor's Note: BROADCASTING's reporting of ownership actions in "For the Record" has fallen behind. This issue brings the section up to date through August. Reporting will be current as of the Oct. 30 issue.)

Applications

■ KAVR-AM-FM Apple Valley, Calif.—Seeks assignment of license from BHA Enterprises Inc. to Phoenix Broadcasters Corp. for \$423,750. Sellers: Gerald F. Hicks, president, et al. Mr. Hicks is retaining 4.7% interest in Phoenix Broadcasters. Buyers: John D. Feldmann and Arthur B. Hogan (each 47.64%). Messrs. Hogan and Feldmann own Hogan-Feldmann Inc., TV-radio brokerage firm. Burbank, Calif. Ann. Sept. 15.

■ KWG(AM) Stockton, Calif.—Seeks transfer of control of Barnes Enterprises Inc. from B. E. Barnes (100% before, none after) to John B. Jacobs and Robert L. Eubanks (each none before, 50% after). Consideration: \$146,200. Mr. Jacobs is freelance TV announcer; Mr. Eubanks is freelance TV performer. Ann. Aug. 24.

■ WRYZ-AM-FM Jupiter, Fla.—Seeks transfer of control of Lighthouse Broadcasting Co. (which has CP for WRYZ-FM) from B. M. Dukes, et al., to Loxahatchee Broadcasting Co. Of 625 shares outstanding of Lighthouse's stock, Loxahatchee owns 100 and seeks to buy 415. Consideration: \$24,900. Principal: Phyllis B. Ramsdell (100%). Miss Ramsdell owns the Gilded Lilly, gift shop in Tequesta, Fla. Ann. Aug. 14.

■ WGNE-AM-FM Panama City, Fla.—Seeks assignment of licenses from Radio Gulf Inc. to Janus Broadcasting Co. for \$220,000. Seller: Stella H. Collins, president. Buyers: Fred Lindholm, Don McCoy (both 40%) and David A. Johnson (20%). Dr. Johnson is Santa Ana, Calif., physician. Messrs. Lindholm and McCoy are employed by WGNE-AM-FM, primarily in sales operations. Ann. Aug. 30.

■ WEZX(FM) Tampa, Fla.—Seeks assignment of license from Tecnico Leasing Inc. to Southern Broadcasting Co. for \$500,000. Sellers: Frederic T. C. Brewer, president, et al. Buyers: John G. Johnson, president, et al. Southern Broadcasting owns: KSGN(AM) Birmingham, Ala.; WKIX(AM) Raleigh, N.C.; WTOB(AM) Winston-Salem, N.C.; WYYD(AM) Raleigh, N.C.; KOY(AM) Phoenix; KULF(AM) Houston; WGHP-TV High Point, N.C.; 32.67% of WBMG(TV) Birmingham, Ala., and WRVA(AM)-WRVQ(FM) Richmond, Va. It is applying to purchase WHBQ-FM Memphis. Ann. Aug. 21.

■ WRBL-AM-FM Columbus, Ga.—Seek transfer of control of Columbus Broadcasting Co. from R. W. Page Corp. (51% before, none after) to J. W. Woodruff Jr. (49% before, 100% after). Consideration: \$2,244,003. Principal: Mr. Woodruff owns 55% of WGPC-AM-FM Albany, Ga., and has other business interests. Ann. Aug. 8.

■ WLOR(AM) Thomasville, Ga.—Seeks assignment of license from Triple C. Broadcasting Corp. to Mills-Bellamy Enterprises for \$260,000. Seller: Mrs. Lem J. Clark, president (100%). Mrs. Clark owns WTUF(FM) Thomasville, Ga. Buyers: Norris B. Mills and Chester D. Bellamy (both 50%). Mr. Mills, former stockholder in WMTM-AM-FM Moultrie, Ga., manages properties he owns in Moultrie. Mr. Bellamy owns boat sales and repair shop in Thomasville. Ann. Aug. 30.

■ KUAI(AM) Eleele, Hawaii—Seeks transfer of control of American Islands Broadcasting Corp. from Charles T. Erickson (77% before, none after), et al. to John S. Short and William G. Dahle (each 50% after). Principals: Mr. Short and Mr. Dahle are employees at KUAI(AM). Ann. Aug. 30.

■ KTEE(AM) Idaho Falls, Idaho—Seeks acquisition of positive control of The Benay Corp. by The Benay Corp. of Delaware (33% before, 51.9% after). Consideration: \$22,204. Principals: Primus Inc. (52.8%), et al. Primus Inc., Darien, Conn., holding company, owns 11.9% of WAEQ-TV Rhinelander, Wis. Ann. Aug. 22.

■ New AM station (call letters not assigned), Flora, Ill.—Seeks assignment of CP from The Virginia Broadcasting Corp. to Flora Broadcasting Co. for out-of-pocket expenses up to \$6,500. Sellers: Richard K. Holt, secretary, et al. Virginia Broadcasting is licensee of WPCR-AM-FM Lincoln, and WCMY(AM) Ottawa, both Illinois. Buyer: Michael R. Freeland, Mr. Freeland owns WFVL(AM) Camden, and WKTA-FM McKenzie, both Tennessee, and WNOI-FM Flora. Ann. Sept. 15.

■ WTLC(FM) Indianapolis—Seeks transfer of control of Indianapolis Radio Corp. from James W. Beatty, Thomas W. Mathis, John W. Chittenden, et al. (69.26% before, none after) to Frank Perry Lloyd and Associates Inc., et al. (none before, 68.57% after). Principal: Frank P. Lloyd (100%). Dr. Lloyd is director of medical research at Methodist hospital, Indianapolis. He also has minority

interest in Midwest National Bank, also in Indianapolis. Ann. Sept. 22.

■ **WSTM-FM** St. Matthews, Ky.—Seeks transfer of control from Lad Broadcasting Corp. to Scott Broadcasting Co. for \$275,000 (plus assumption of liabilities). Seller: Linda A. Dunn, sole owner. Buyers: Thomas Jefferson Wright and Edward Sheehan Schroering (each 50%). Mr. Wright owns T. Jefferson Wright Associates Inc., advertising and public relations firm in Louisville, Ky. He also owns Viewright Inc., advertising firm, also in Louisville. Mr. Schroering owns Schroering Agency, life insurance firm, and accounting firm, both in Louisville. Ann. Aug. 24.

■ **WVLV(FM)** Versailles, Ky.—Seeks transfer of control of Woodrider Broadcasting Co. from William K. Alexander, James W. Hatcher, James T. Alexander and George F. Harris (as a group, 100% before, none after) to Leon Buck (none before, 100% after). Consideration: \$60,000. Principal: Mr. Buck formerly held interest in WXTA(AM) Greencastle, Ind. Ann. Sept. 15.

■ **KRMD(AM)-KJKL(FM)** Shreveport, La.—Seeks assignment of licenses from Radio Station KRMD to KRMD Inc. for \$425,000. Seller: T. B. Lanford, sole owner. Mr. Lanford has interest in KALB(AM)-KSLI(FM) and KALB-TV, all Alexandria, La.; WYOU(AM) Tampa and WZST(AM) Leesburg, both Florida; WSLI-AM-FM and WJTV(TV), all Jackson, Miss.; KKTV(TV) Colorado Springs; KCTV(TV) San Angelo, Tex. Buyers: Jim R. Phillips, president, Charles B. Jordan Jr., treasurer (both 30%); Gary R. Ackers, secretary, and Daniel Robert Hyde, vice president (both 20%). Mr. Phillips and Mr. Jordan have interest in KPUR(AM) Amarillo and KHEY(AM) El Paso, both Texas. Mr. Ackers has interest in KHEY, KRBC(AM) Abilene, Tex., and KENM(AM) Portales, N.M. Mr. Hyde is sales manager of KHEY. Ann. Aug. 30.

■ **WROR(FM)** Boston—Seeks assignment of license from RKO General Inc. to Cecil and Joyce Heffel for \$2 million. Sellers: RKO General Inc., group broadcaster, is division of General Tire and Rubber Co. Buyers: Mr. and Mrs. Heffel have interest in Pacific Broadcasting Co., Hawaiian station group, and are applying to purchase WJAS-AM-FM Pittsburgh. Ann. Sept. 15.

■ **WILD(AM)** Boston; **WUFO(AM)** Amherst, N.Y.; and **WAMO-AM-FM** Pittsburgh—Seek assignment of licenses from Dynamic Broadcasting Inc. to Sheridan Broadcasting Corp. for \$2 million. Sellers: Leonard E. Walk is president of Dynamic Broadcasting, which is also licensee of WLTO(AM) Miami. Buyers: Ronald R. Davenport, chairman of board, chief executive officer and treasurer (68.42%), et al. Mr. Davenport is dean of Duquesne University School of Law, Pittsburgh. Ann. Oct. 5.

■ **KWRT(AM)** Boonville, Mo.—Seeks assignment of license from William R. Tedrick to Big Country of Missouri Inc. for \$175,000. Principals: Kenneth R. Hodges, president (60%); James Edwin Smith, vice president, and Richard L. Billings, secretary-treasurer (both 20%). Mr. Hodges is account executive with WGEM-TV Quincy, Ill., and has 25% interest in KQUZ(AM) Burlington, Iowa. Mr. Smith is president and 50% owner of KQUZ. Mr. Billings is account executive with WGEM-TV. Ann. Sept. 15.

■ **KODY(AM)** North Platte, Neb.—Seeks assignment of license from KODY Radio Inc. to North Platte Broadcasting Inc. for \$220,000. Sellers: Robert H. Lau, president, et al. Buyers: Richard Wagner, president, John D. Phillips, vice president, Eames Irvin, secretary-treasurer, Robert L. Howsam (each 20%), Thomas C. Haydock Jr. and George S. Haydock II (each 10%). George Haydock is vice president and general sales manager of paper company in Cincinnati; Thomas Haydock is stockbroker in that city. Mr. Howsam is executive vice president and general manager of Cincinnati Reds, professional baseball team; Mr. Irvin is vice president of Lincoln, Neb., bank; Mr. Phillips is president of Lincoln plumbing supplies firm and director of bank and life insurance company there. Mr. Wagner is assistant to Mr. Howsam and has real estate interest. Ann. Aug. 30.

■ **WFMM(FM)** Newburgh, N.Y.—Seeks assignment of license from Nelson Broadcasting Co. to Stereo Newburgh Inc. for \$400,000. Sellers: Donald P. Nelson, president, et al. Buyers: Media Horizons Inc., sole owner. Media Horizons Inc. owns WGNV(AM) Newburgh, WRAN(AM) Dover, N.J., and KMEO-AM-FM Phoenix. Ann. Aug. 24.

■ **KGRL(AM)** Bend, Ore.—Seeks transfer of control of Juniper Broadcasting Inc. from Bradley D. and Dagmar Fancher, and Glen and Betty Cushman to Gary L. Capps, David N. Capps and Inland Radio Inc. Juniper Broadcasting owns KACT(AM) The Dalles, Ore. It also controls (75%) KTIK(AM) Pendleton, Ore. Consideration: \$425,000. Principals: Inland Radio Inc., licensee of KSRV(AM) Ontario, Ore. and KEEP(AM) Twin Falls, Idaho, is controlled by Gordon L. Capps (60.2%), David N. Capps (16.3%), Gary L. Capps (16.1%), et al. Gordon Capps has controlling interest in KLBK(AM) La Grande, Ore. David Capps is general manager and has interests in KTIK(AM) Pendleton, Ore. Gary Capps is president of Juniper Broadcasting. Ann. Sept. 15.

■ **KWJJ(AM)** Portland, Ore.—Seeks assignment of license from Rodney F. Johnson to Roy H. Park,

sole owner. Mr. Park owns WNCT-AM-FM-TV Greenville, N.C.; WLSL-TV Roanoke, Va.; WUTR-TV Utica, N.Y.; WTVR-AM-FM-TV Richmond, Va.; WJHL-TV Johnson City, Tenn.; WDEF-AM-FM-TV Chattanooga; WNAX(AM) Yankton, S.D.; KRSL-AM-FM St. Louis Park, Minn., and WEBC(AM) Duluth, Minn. Ann. Sept. 27.

■ **WRSJ-AM-FM** San Juan, Puerto Rico—Seeks assignment of license from Radio San Juan Inc. to P.H. Broadcasting Corp. Consideration: \$1 million. Sellers: Radio San Juan, through subsidiary TeleSanJuan, owns WTSJ(TV) San Juan, and is permittee of WMGZ(TV) Mayaguez and WPSJ(TV) Ponce, all Puerto Rico. Buyers: Miriam and Paul Hernandez Jr. (together 100%). Mr. Hernandez owns and Mrs. Hernandez is officer in Paul's Alfombras Inc., carpet firm, in Puerto Rico. Ann. Aug. 24.

■ **WL0M(FM)** Chattanooga—Seeks assignment of license from Rock City Broadcasting Inc. to Turner Communications Corp. for \$160,000. Sellers: E. Y. Chapin IV, vice president and general manager, et al. Rock City has application for new AM at Chattanooga. Buyers: Charles E. Smith is director of Turner, whose stations are WGOW(AM) Chattanooga. WJRI-TV Atlanta. WTMA-AM-FM Charleston, S.C. and WMBR(AM) Jacksonville, Fla. Ann. Aug. 21.

■ **WHBQ-FM** Memphis—Seeks assignment of license from RKO General Inc. to Southern Broadcasting Co. for \$450,000. Sellers: RKO General, group owner, is division of General Tire and Rubber Co. Buyers: Southern Broadcasting is group owner. John G. Johnson, president, et al. Ann. Aug. 21.

■ **KHYM(AM)** Gilmer, Tex.—Seeks assignment of CP from Upshur Broadcasting Co. to KHYM Broadcasting Co. for \$19,048. Seller: Samuel N. Morris. Dr. Morris has majority interest in KDRY(AM) Alamo Heights, Tex. Buyer: J. R. McClure. Mr. McClure is investor in real estate and stocks. He is also president of Missionary Broadcasters Inc., Greenville, S.C., nonprofit organization which promotes missionary radio in U.S. and overseas. He also has other business interests. Ann. Aug. 24.

■ **KCLX(AM)** Colfax, Wash.—Seeks assignment of license from Adrian DeVries to Frank Szymanski, et al., for \$100,000. Buyer: Mr. Szymanski (70%). Mr. Szymanski is director and chief engineer of KGOS(AM) Torrington, Wyo. Ann. Oct. 5.

Actions

■ **WYAM(AM)** Bessemer, Ala.—Broadcast Bureau granted assignment of license from WYAM Inc. to Brandon-Robison Broadcasting Corp. for \$125,000. Sellers: Nesuhi Ertegun, president, et al. Anthony S. Brandon (35%), John H. Robison, et al. Mr. Brandon is salesman for Wray-Ford in Shreveport, La. Mr. Robison is executive vice president of Banker's Trust of South Carolina, in Columbia, S.C. He also has 20% interest in Horizons Industries and Benchmark Inc., furniture manufacturing companies, in Newton, N.C. Action Sept. 29.

■ **KPHO(AM)** Phoenix—FCC granted assignment of license from Meredith Corp. to Dairyland Managers Inc. for \$1,651,000. Sellers: Meredith is publicly held group broadcaster and has other diversified interests. Buyers: Stuart H. Struck, president (82%) and Helen L. Struck, vice president (18%). Mr. Struck is director of Sentry Insurance Co., which owns WSP2T(AM) Stevens Point and WRJN(AM) Racine, both Wisconsin. Action Sept. 20.

■ **KHAT(AM)** Phoenix—FCC granted assignment of license from K-Hat Inc. to Phoenix Broadcasting Co. for \$216,803. Seller: Ray Odum. Buyer: Melvin Himelstein (100%). Mr. Himelstein is self-employed in real estate and other investments. Action Sept. 20.

■ **KSWW(AM)** Wickenburg, Ariz.—Broadcast Bureau granted transfer of control of Wickenburg Radio Co. from William Schyler Thurber (51% before, none after) to Joyce Stirling (49% before, 51% after) and Jack Hughes (none before, 49% after). Consideration: Mrs. Stirling will pay \$20; Mr. Hughes will pay \$15,000. Principals: Mrs. Stirling is vice president of Wickenburg Radio Co. Mr. Hughes is station manager of KSWW. He is also sole owner of Hughes Advertising in Wickenburg and half owner of Hughes-Pollay Co., land development company in Wickenburg. Action Sept. 21.

■ **KREX-AM-FM-TV** Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado—FCC granted transfers of control of XYZ Television Inc. from Forestville Realty Corp., et al., to Rex G. Howell. Consideration: \$954,119. Principal: Mr. Howell, former owner of stations who has retained minority interest, will gain control through purchase of additional stock of licensee, made available by conversion of licensee debts into stock. Action Aug. 11.

■ **WOWW(AM)** Naugatuck, Conn.—Broadcast Bureau granted transfer of control of Naugatuck Valley Service Inc. from John T. Parsons and Vernon L. Wilkinson (jointly 100% before, none after) to Frank G. Stisser (none before, 100% after). Consideration: \$200,000. Principal: Mr. Stisser is 85% partner in Riverside, Conn., real estate firm. He was formerly 56.2% stockholder and president of C.E. Hooper Inc., Norwalk, Conn., broadcast and marketing research company, and formerly executive vice president of Daniel Starch & Staff, Mamaro-

neck, N.Y., print research firm. Action Sept. 15.

■ **WQXT(AM)** Palm Beach, Fla.—Broadcast Bureau granted assignment of license from Palm Beach Broadcasting Corp. to GR Group Inc. for \$332,000. Seller: Norman Knight (100%). Mr. Knight owns WGIR(AM) and WNHS(FM), both Manchester, WTSV-AM-FM Clearmont, WTSJ(AM) Hanover, and WHEB(AM) and WPFM(FM), both Portsmouth, all New Hampshire. He also owns WSRB(FM) Worcester, WEIM(AM) Fitchburg and WSAR(AM) Fall River, both Massachusetts, and WWSB(FM) Palm Beach and WCKS(FM) Cocoa Beach, both Florida. Buyers: Gerson Reichman (100%). GR Group Inc., formerly Lamport Co., is distributor of textiles, New York. Action Sept. 15.

■ **WJGA-AM-FM** Jackson, Ga.—FCC granted assignment of license from Central Broadcasting Co. to Better Radio Inc. for \$130,000. Sellers: R. P. Shapard Jr., president, et al. Buyers: Bradley L. Williamson (50%), et al. Mr. Williamson owns (90%) WLOV-AM-FM Washington and WBLW(AM) Royston, all Georgia. He also owns (90%) WCKM(AM) Winnsboro, S.C. Action Aug. 29.

■ **WRMS(AM)** Beardstown, Ill.—Broadcast Bureau granted assignment of license from Sudbrink Enterprises Inc. to MacFee Broadcasting Corp. for \$70,000. Seller: Robert W. Sudbrink, president. Sudbrink stations are WLYF(FM) Miami; KYND(FM) Pasadena, Tex.; WLIF(FM) Baltimore; WWEZ(FM) Cincinnati; WEZU(FM) Wauwatosa, Wis.; WLAK(FM) Chicago; WPCH(FM) Decatur, Ga. Buyer: David MacFee, president (100%). Mr. MacFee has interest in Sudbrink stations. He also owns less than 1% of Capital Cities Broadcasting group. Action Aug. 21.

■ **KRCB-AM-FM** Council Bluffs, Iowa—Broadcast Bureau granted transfer of control of KRCB Inc. from J. J. Conroy and R. E. Russell (jointly 100%) to KRCB-Michigan Inc. Consideration: \$415,000. Principals: Richard L. Freeman (32%), Robert Brody (11.2%), et al. Mr. Freeman was formerly vice president and general manager of WKBD(TV) Southfield, Mich. Mr. Brody is president and 53% owner of Samuel Brody & Sons, management company, in Detroit. He is also 50% owner of building sales company and 53% owner of building corporation in Detroit. Action Sept. 29.

■ **WSER(AM)** Elkton, Md.—FCC granted transfer of control of WSER Inc. from Wyoming Valley Broadcasting Co., et al. (100% before, none after) to Oscar T. Grann and D. Michael Brandewie (each none before, 40% after) and Daniel J. Hamilton (none before, 20% after). Consideration: \$150,000 (plus assumption of \$70,185 in liabilities). Principals: Messrs. Grann, Brandewie and Hamilton are employed at Federal Aviation Administration, Washington, as engineers. Action Aug. 29.

■ **WPBC-AM-FM** Richfield, Minn.—Broadcast Bureau granted assignment of license from People's Broadcasting Co. to Fairchild WPBC Inc. for \$1.75-million. Sellers: William V. Stewart, president, et al. Buyers: Fairchild Industries Inc. (100%). Directors of Fairchild: John F. Dealy, Joseph H. Dugan, et al. Mr. Dealy is vice president of Fairchild Industries Inc. He is also vice president of Fairchild KLIF Inc. Mr. Dugan is treasurer of Fairchild Industries Inc. He is also treasurer of Fairchild Industries Subsidiaries. Fairchild Industries is aircraft manufacturing and electronics company. Action Oct. 2.

■ **KDWB(AM)** St. Paul—Broadcast Bureau granted assignment of license from Val Jon Inc. to Doubleday Broadcasting Co. for \$3.25 million. Sellers: Walter Richey, president, et al. Buyers: Nelson Doubleday, board chairman, David G. Scribner, president, et al. Doubleday stations are KDEF-AM-FM Albuquerque, N.M.; KHOW(AM) Denver; KITE(AM) Terrell Hills, KEXL(AM) San Antonio, KOSA-TV Odessa, KR0D-AM-TV El Paso and KDTV(TV) Dallas, all Texas. Action Sept. 29.

■ **WTSV-AM-FM** Clearmont, N.H.—Broadcast Bureau granted assignment of license from Radio Clearmont Inc. to Electromagnetic Corp. for \$323,315 (includes five-year covenant not to compete). Seller: Norman Knight. Buyers: Palmer C. Dante, president (60%). S. Palmer Dante, vice president-treasurer, and Sally C. Dante, secretary (both 20%). S. Palmer Dante owns 60% of Palmer Investment Co., Newark, N.J., securities and real estate investments firm. Palmer C. Dante, formerly with Ted Bates & Co. and Goldeneye Inc. (commercial production firm), both New York, owns 40% of Rem-Lan Productions, New York, commercial and film production company. Sally C. Dante owns 40% of Palmer Investment Co. Action Sept. 21.

■ **WBCE-FM** Buffalo, N.Y.—Broadcast Bureau granted assignment of license from WEBR Inc. to WBCE Inc. Consideration: \$100,000. Sellers: WEBR Inc., which recently sold WEBR(AM) Buffalo to Queen City Radio Corp., is retaining 20% interest in WBCE-FM. Buyers: Queen City Radio Corp. (80%). Action: Aug. 31.

■ **WELM(AM)** Elmira, N.Y.—Broadcast Bureau granted assignment of license from Radio Elmira Inc. to Tenness Broadcasting Corp. for \$427,567. Sellers: Edwin D. Lonie, president, et al. Buyer: Charles P. LeMieux, sole owner. Mr. LeMieux has interests in Tenness Corp. of America Inc., Norwalk, Conn., sporting goods firm, and in Nineteen Corp., also in Norwalk, real estate firm. Action Sept. 29.

■ **WACK(AM)** Newark, N.Y.—Broadcast Bureau granted assignment of license from Radio W.A.C.K.

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Inc. to Pembroke Pines Inc. for \$254,000, plus \$60,000 consulting agreement. Sellers: Joseph Sova, president, et al. Buyer: Robert James Pfuntner (100%). Mr. Pfuntner is vice president and general manager of automobile agency in Wellsville, N.Y. Action Sept. 29.

■ **WSJS-TV Winston-Salem, N.C.**—FCC granted assignment of license from Triangle Broadcasting Corp. to Multimedia Inc. for \$7,312,500. Sellers: Triangle owns WSJS-AM-FM Winston-Salem. It also owns Telecab of Winston-Salem Inc. Gordon Grey, controlling stockholder in Triangle, is also a director of Media General which controls WFLS-AM-TV Tampa, Fla. Buyers: Multimedia is publicly held corporation with interests in newspaper publishing, trucking, film service, engraving and CATV systems. It owns WFBC-AM-FM-TV Greenville, S.C., WBIR-AM-FM-TV Knoxville, Tenn., WMAZ-AM-FM-TV Macon, Ga., and WWNC-AM-TV Asheville, N.C. Action Sept. 7.

■ **WKYC-AM-FM Cleveland**—FCC granted assignment of license from NBC Inc. to Ohio Communications Inc. for \$5,500,000. Buyers: Nick Mileti, president (51%), et al. Mr. Mileti has various interests in professional baseball, basketball and hockey teams in Cleveland. He also has interests in Cleveland Sports Arena, and Ohio Sports Center Inc., which constructs, owns and operates sports coliseums. Action Oct. 5.

■ **KOLE(AM) Port Arthur, Tex.**—Broadcast Bureau granted assignment of license from Radio Southwest Inc. to Gulf States Broadcasting Co. for \$190,000. Sellers: Cave L. Johnson Jr., vice president, secretary, et al. Buyers: Joseph P. Driscoll (66 2/3%) and Robert D. Hanna (33 1/3%). Mr. Hanna has interest in FM Highland Park, Tex., and KRAM(AM) Las Vegas. He also has interest in Kelly Broadcasting Co., licensee of KPTL(AM) Carson City, Nev. He also is stockholder in Broadcast Equipment and Sales Co. (BESCO), Dallas, and Sovran Inc., Dallas media brokerage. He has several other broadcast-related interests. Mr. Driscoll has interests in several Dallas businesses. Action Sept. 28.

■ **KIXX(AM) Provo, Utah**—FCC waived three-year-holding rule and granted assignment of license from KIXX Broadcasting to KIXX Inc. for \$99,000. Sellers: Frank and Harold Van Wagenen, partners. Buyer: John W. Hough (100%). Mr. Hough is 64% owner of KTHS(AM) Berryville, Ark. He is also 19.58% owner of KBOA-AM-FM Kennett, Mo., sole owner of KVWO-AM-FM Cheyenne, Wyo., and sole owner of KQIL(AM) Grand Junction, Colo. He is also attorney and has interests in foundries and shopping centers in Illinois and California. Action Sept. 20.

■ **WELF(AM) Tomahawk, Wis.**—FCC granted assignment of license from Tomahawk Broadcasting Co. to Goetz Broadcasting Corp. for \$72,800 (includes covenant not to compete). Sellers: Bruce J.

and Martha L. Micek, and Robert A. Jones, partners. Buyers: Nathan Goetz and Robert Goetz (each 50%). Messrs. Goetz own WDLB-AM-FM Marshfield. WFAW-AM-FM Fort Atkinson and 50% of WROB-AM-FM Reedsburg, all Wisconsin. Action Oct. 12.

■ **KWYO(AM) Sheridan, Wyo.**—Broadcast Bureau granted assignment of license from Big Horn Broadcasting Co. to Daniels Properties Inc. for \$150,000. (includes 10-year covenant not to compete). Seller: Donald E. Tannehill, president. Buyer: Bill Daniels, president (100%). Mr. Daniels owns CATV brokerage firm in Denver and owns number of CATV systems. Action Sept. 28.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Sept. 29 (stations in parentheses are TV signals proposed for carriage):

■ **Beaver Cablecom of Gravette, Gravette, Ark.** (KTEW(TV), KOTV(TV), KTUL-TV, and KOED-TV, all Tulsa, Okla.; KYTV(TV) Springfield, and KUHL-TV and KODE-TV, both Joplin, all Missouri; KFSA-TV Fort Smith, Ark.; KOAM-TV Pittsburgh, Kan.; KGTO-TV Fayetteville, Ark.).

■ **Televents of San Joaquin Valley Inc., Firebaugh, Chowchilla and Dos Palos, all California** (KTVU-TV Oakland, KSBW-TV Salinas, KQED(TV) and KBHK-TV, both San Francisco, KNTV(TV) and KGSC-TV, both San Jose, KLOC-TV Modesto, Calif.; KMJ-TV, KFSN-TV, KJEO(TV) and KAIL-TV, all Fresno, KTXL(TV) Sacramento, KMST-TV Monterey and KMPH(TV) Tulare, all California).

■ **Televents of San Joaquin Valley Inc., Mendota, Calif.** (KMST(TV) Monterey, KTXL(TV) and KVIE(TV), both Sacramento, KLOC-TV Modesto, KTVU(TV) Oakland, KQED(TV) and KBHF-TV, both San Francisco, KMJ-TV, KFSN-TV, KJEO-TV and KAIL(TV), all Fresno, KGSC-TV and KNTV(TV), both San Jose, and KSBW-TV Salinas, all California).

■ **Televents of San Joaquin Valley Inc., Patterson, Calif.** (KTVU(TV) Oakland, KCRA-TV, KVIE(TV), KXTV(TV), KQVR(TV) and KTXL(TV), all Sacramento, KLOC-TV Modesto, KGSC-TV, San Jose, KBHK-TV San Francisco and KAIL(TV) Fresno, all California).

■ **CATV of Pennsylvania Inc., Rochester, Bridge-water, Beaver, Rochester township, East Rochester, Vanport township, Freedom and Monaca, all Pennsylvania** (KDKA-TV, WTAE-TV, WIIC-TV and WOED(TV), all Pittsburgh; WJAC-TV Johnstown, Pa.; WTRF-TV Wheeling, W.Va.; WKBN-TV,

WFMJ-TV and WYTV(TV), all Youngstown, WSTV-TV Steubenville, WUAB(TV) Lorain and WKBF-TV Cleveland, all Ohio).

■ **Chesapeake CATV Inc., Island of Tangier, Va.** (WTAR-TV Norfolk and WTVR-TV Richmond, both Virginia; WTTG(TV) Washington; WXEX-TV Petersburg, WAVY-TV and WYAH-TV, both Portsmouth, WVEC-TV and WHRO-TV, both Hampton, all Virginia; WBOC-TV and WCPB(TV), both Salisbury Md.).

Final actions

■ **Cable TV Bureau granted following operators of cable television systems certificates of compliance:** Cable Communications of Iowa Inc., Fairfield, Iowa; Cablevision of August Inc., Augusta, Ga. Actions Oct. 12.

■ **Cable TV Bureau granted following operators of cable television systems certificates of compliance:** Punxsutawney TV Cable Co., borough of Punxsutawney, Walston (Young township), Cloe (Bell township) and Rossiter (Canoe township), all Pennsylvania; Kaplan Cable TV Inc., Kaplan, La.; Continental CATV Inc., Abbeville and Crowley, both Louisiana; Storer Cable TV Inc., Fairfield, Calif.; Hutchinson Cablevision Inc., Hutchinson, Kan.; Marcus CATV Corp., Marinette and Menominee, both Michigan. Actions Oct. 13.

■ **Cable TV Bureau granted following operators of cable television systems certificates of compliance:** Viking Media Corp., Monona, Wis.; Marcus CATV Corp., Neenah and Menasha, both Wisconsin; Redwood Cablevision Inc., unincorporated areas of Humboldt county; Television Cable Service Inc., Jacksonville, Tex.; Act Co., Anderson, S.C.; KOTA Cable TV Co., Brookings, S.D.; Community Communications Co. dba Alamosa Cable TV, Monte Vista and Alamosa, both Colorado; Community Communications Co. dba Leadville Cable TV, Leadville, Colo. Actions Oct. 16.

■ **FCC adopted rules to prohibit stations licensed in Business Radio Service from being used for transmission of program material to cable television systems (Doc. 17824).** Purpose of rulemaking was to close business radio service completely to program transmission to cable systems in keeping with FCC policy to include all cable TV transmission in FCC service. Cable TV microwave relay systems currently authorized in business radio service will be permitted to transmit cable TV program material on year-to-year basis until Feb. 1, 1976. Action Oct. 5.

■ **FCC terminated order requiring Akron Telarama Inc. to maintain station alignment that existed on Sept. 5 on Telarama's cable TV systems at Akron, Tallmadge, Stow, Cuyahoga Falls and Barberton, all Ohio.** Scripps-Howard Broadcasting Co., licensee of WEWS(TV), ch. 5, Cleveland, had requested order because of Telarama's intention to move WEWS from ch. 4 to ch. 5 on systems. Action Oct. 10.

Classified Advertising

Payable in advance. Check or money order only.

Copy: Deadline is Monday, for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Replies should be addressed to Box Number, c/o BROADCASTING, 1735 DeSalas St., N.W., Washington, D.C. 20038.

Applicants: If tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- Help Wanted, 40¢ per word—\$5.00 minimum.
- Situations Wanted, 30¢ per word—\$5.00 minimum.
- All other classifications, 50¢ per word—\$5.00 minimum.
- Add \$1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- 5" or over billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

RADIO

Help Wanted Management

Wanted: Intelligent, creative, ambitious radio analyst age 26 to 35 who knows a great deal about what makes a radio station a success and is willing to learn more. Aptitudes required: imagination, skill to communicate effectively, attractive personality. Offered: growth, financial and professional; autonomy; creative expression; excellent working and living environment. Box K-143, BROADCASTING.

Immediate opening for aggressive Sales Manager who wants to step up to General Manager in three months at group owned Vermont station. This station is small but excellently equipped, very successful and located in the most beautiful section of Vermont. We want a man who is aggressive, promotion minded, and community oriented. Send complete resume, picture and salary requirements to Mr. Odeneal, Scornix Group Broadcasting, Inc., On-The-Mall, Lebanon, N.H. 03766.

Sales

Sales manager, strong personal sales, who can motivate salesman. Salary, override, bonus, incentives. Box J-196, BROADCASTING.

Salesman wanted for one of the great stations in the South. Salary, fringe, good list. Move up to one of Georgia's fastest growing cities. Send resume and sales experience record to Box K-168, BROADCASTING.

Sales Continued

Georgia. Top rated, news oriented metro station has opening for self starting sales manager who can direct a team and carry a list. Box K-169, BROADCASTING.

Major Midwest market fulltime AM needs a strong salesman with outstanding record in smaller Midwest market. Excellent facility showing solid growth. Send resume to Box K-188, BROADCASTING.

Salesman or sales manager for aggressive small market station in Washington State. Good opportunity for advancement. Box K-213, BROADCASTING.

Central New Jersey. Sales manager-salesman combination. Develop sales department. Salary or draw plus incentives. Box K-229, BROADCASTING.

Can you sell Modern Country in Stereo in the Midwest with a Pulse rating of Number two in a 150,000 market size? Write and produce your own commercials and make money. Write Box K-232, BROADCASTING.

Mid So. full time AM station seeks time salesman-saleslady. Top 40 format. College town of 13,000. Equal Opportunity Employer. Box K-249, BROADCASTING.

Salesman, experienced, or strong desire with broadcast background. Guarantee. Full Blue Cross. Car furnished. Must be willing to work. If in New Mexico or adjoining state, call Darrel Burns, KRNS AM-FM, Los Alamos.

Sales Continued

Huntsville, Alabama. Full-time CW station, has excellent opening for experienced salesman in good radio market, to take over active account list. Must be capable of good client relationship. Above average earnings for the ambitious, self-starter. Opening immediate. Contact W. H. Pollard, Jr., Gen. Mgr., WBHP Radio, P.O. Box 547, Huntsville, Ala. 35804. 205-534-3521.

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.

Opening for salesman who wants to move up. Will train you if you want to get into sales. WJMJ, Cordele, Georgia.

Now interviewing young experienced salesman. Don C. Wirth, WNAM, Neenah-Menasha, Wisc. 414-722-6471 for confidential discussion.

Opportunity knocks for a personable sales oriented guy who wants to move up with a growing organization. No beginners but will consider someone with limited experience and unlimited ambition. Contact Bill Raihall, General Manager, WTIG Radio Station, Massillon, Ohio 44646.

Announcers

Experienced announcer. Tight format. Programmed Modern Country. Professional sound. Sharp production spots. Advancement guaranteed. Medium market Southwest. Air check resume to Box K-156, BROADCASTING.

Experienced board and play-by-play announcer/newsman. Small college town, Kansas. Box K-173, BROADCASTING.

Feel good in the morning? (And make everybody else feel good, too?) We want someone who does to give us morning rating points. Someone people will love. Run your own show. Do your own thing. We're a great radio station in a growing medium size market. This could be your BIG chance. EOE. Send non-returnable tape and resume to Box K-176, BROADCASTING.

Tight board, cooking drivetime or night jock looking for major or medium Top 40 Rocker. Three endorsed with 3 years experience. \$175 salary. Reply Box K-196, BROADCASTING.

Experienced jock for Contemporary format. We need a bright mature jock who can communicate. Send air check, production, resume, and salary requirements. Box K-201, BROADCASTING.

Midwest station looking for a good voice with reading ability to gain experience with a progressive MOR-FM. Some contemporary AM work available for right man. Send resume, picture and tape. Box K-215, BROADCASTING.

Christian Radio Station needs committed announcer/chief engineer. Send resume and salary requirements in confidence to Box K-219, BROADCASTING.

New York metro area Italian personality for established original Italian hours. Must speak Italian and English, with knowledge of old country. Excellent speaking voice and personality. Show running 10 years plus . . . always sold out. Sunday only . . . five hours air. Basic salary plus 30% of all accounts sold. Top 40-AM/FM-#1. Box K-230, BROADCASTING.

East Coast adult station—substantial market—wants intelligent, experienced human being—a comfortable, authoritative, informal professional. MOR format—busy, progressive station. Must have production talent and experience. Aircheck and resume to Box K-242, BROADCASTING.

Experienced announcer-salesman, mature preferred. MOR music-news automated. Tape, resume. KHIT, Walla Walla, Washington.

Morning man on top rated station with MOR contemporary format in Florida's fastest growing market. Must be experienced with bright, warm sound and natural sense of humor. Send audition tape, background, references, picture, complete info immediately to Glenn Lewis, PD, WDBO Radio, Orlando, Florida 32802.

Good mature sounding announcer needed now at 5000 watt Modern Country Music station. Send tape, resume, references, salary requirements first letter to WKCY. Box 1107, Harrisonburg.

Number 1 CW needs dj/salesman. Must be good air personality, dynamic salesman. Base salary plus commission: \$10,000+. Contact Gerry Gallina, WMCL, Box 282, McLeansboro, Ill. 62859 or call 618-643-2311.

Announcers Continued

Announcer—experienced, MOR, please no beginners, good salary for good work. WNDH, Napoleon, Ohio 43545. Phone 419-592-8060.

WOBM is still looking for a qualified, talented, presently-employed NJ broadcaster. Some of our best references have worked for us. Call Greg Koziar; 201-269-0927. E.O.E.

WUNI, Mobile needs a good Mod. Country jock for morning drive. Whitty, good voice, good production and clean cut. No drifters or amateurs. Send tape, salary requirements, personal and credit references first letter. Mike Malone, PD, 1257 Springhill Ave., Mobile, Ala. 36604.

Morning man for MOR medium Midwest market. Beautiful recreational area with major college. Experienced only. EOE. Call Dan Jones, 618-942-2181. No collect calls.

South central Ohio station needs announcer. Beginners welcome if qualified. Send resume, photo, tape to Box 52, Covington, Ohio 45318.

Technical

Assistant radio chief for radio, TV, CATV group in Southeast. Opportunity for advancement. Immediate opening. An Equal Opportunity Employer. Send resume, references, picture. Box K-69, BROADCASTING.

Experienced engineer for AM & FM radio. Like new equipment. Salary commensurate with experience and ability. Permanent. Ideal working conditions. Complete broadcast equipment maintenance. Additional benefits for a capable, maintenance engineer and limited air duty. Medium market and a beautiful living area. Send resume and references to Box K-180, BROADCASTING.

Fulltime Engineer needed for a 5KW (Directional night) located in the Sunny Southland. The station is located in a major market and our entire operation is housed in a new completely modern building. All of our equipment is of recent date and in excellent condition, including both towers that were reguyed this year. The Engineer of our choice must be a man thoroughly experienced in both transmitter and studio maintenance and have the ability to perform proof of performance tests. Strict compliance to F.C.C. Regulations a must. If you can follow instructions and get along with people, write today. Excellent starting salary, good fringe benefits. Send your resume along with a recent snapshot to Box K-218, BROADCASTING. An Equal Opportunity Employer.

Chief engineer experienced in AM, FM and automation. New studios and equipment to be ready in 6 weeks. Call George Wilburn, KWHW, Altus, Oklahoma. 405-482-1450.

Chief Engineer needed: WFIL almost-moved to new AM site then going to new 900 foot FM tower in November. Also group FM owners. Want top experienced cost-conscious engineer who can maintain, construct, design solid state equipment to achieve quality sound. Send resume, salary requirements soonest to J. C. Amatore, WFIL Radio, Fort Lauderdale, Fla. EOE.

Chief engineer AM/FM, some announcing during automated periods. Must be good technician, strong maintenance. WTHM, Lapeer, Mich. Mrs. Sheill, 313-664-8556.

Radio/Television engineer: Interviewing now for state alcoholism program. To monitor, repair and maintain audio/visual systems, closed circuit television system and 16mm production. Starting salary \$7,370. High School graduate, two years experience in equipment operation and maintenance required. Contact Don Thieme, Box 1147, Avon Park, Fla. 33825, or phone 813-453-3151. An Equal Opportunity Employer.

Chief engineer wanted for 5000 watt AM with companion cable TV. Immediate opening. Call 303-336-2206 or write Box 890, Lamar, Colo. 81052.

IGM has immediate opening for a customer service representative. 3 to 5 years broadcast experience required. Knowledge in audio and digital circuitry. Send resume to Bill Apt, IGM, Box 943, Bellingham, Wash. 98225.

Transmitter Test & Service Co.—CCA Electronics has available immediate openings for experienced AM and FM transmitter technical people who will devote one-third of their time to field work and the balance to testing AM and FM transmitters at CCA. Starting salary is \$10,000 per year. Permanent residence required in the Philadelphia area. Send resume, but would prefer visit in person, to Mr. Bernard Wise, CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, N.J. 08030.

News

Immediate opening! Central East Coast 5KW. Small to medium market needs first phone local newsmen with some experience. Send tape, resume and salary requirements. Box K-141, BROADCASTING.

News Continued

Experienced newsmen to gather, write, and broadcast local news in Northeast. Salary commensurate with experience and talent. Send resume and tape to Box K-186, BROADCASTING. An Equal Opportunity Employer.

News director to head three man staff. Must be hard worker and dedicated to news. Good starting salary. N.Y. state AM-FM. Send tape, resume, photo Box K-251, BROADCASTING. EOE.

Experienced news anchorman for AM drive shift Major market Contemporary/MOR station in the Southeast. Send tape, resume, and pictures to Box K-255, BROADCASTING.

Newsmen to gather, write and air news as part of team with top station in the market. We want a capable newscaster who is not afraid of hard work. Must be willing to learn and practice methods which maintain our news leadership in medium market (250,000). Send picture, resume and tape to News Director, WDAK, Box 1640, Columbus, Georgia 31902.

Experienced news anchorman with big voice for AM drive shift. Major market news-conversation station. Send tape, resume and picture to Alan H. Andrews, WJAR Radio, Providence, R.I.

News director's assistant. Experience required. Rush tape, resume, salary: Stan Reed, WFPB, Middletown, Ohio 45042.

Programing, Production, Others

Still looking for the right man! Extremely creative in commercial production. Good air personality. Detail oriented, to advance to administration. Experienced! References! Rockies. Box K-202, BROADCASTING.

Copywriter: creative-radio experience—some college—for 1KW Contemporary music AM. This #2 slot opening is for 5-day, 40-hour week. No air work—only production voicing. Position to be filled by end of November. Send tape, resume, salary requirements to Andy Rapp, WICC Radio, 177 State St., Bridgeport, Conn. 06603.

Mr. Funnyman! Does your creativity get in the way of your stability? If not, call "Manager," 307-235-3380, and let's talk commercials, and air work. Administrative opportunity in the offering.

Situations Wanted, Management

Radio station manager desires radio or TV position in the D.C. area. Presently managing profitable Southwest station. Ten years experience. Box K-150, BROADCASTING.

Experienced General Manager seeks to relocate. Fourteen years management experience with present company and its predecessor. Young, aggressive. BA Degree in Radio-TV. Excellent record. Top references. Seek position of General Manager with medium or large market radio station or TV station. Box K-155, BROADCASTING.

General Manager, over 15 years experience all phases of broadcasting, will put your station in black, no gimmick or expenditures, just know-how and hard work, interested in small market on West Coast, also in ownership. Box K-174, BROADCASTING.

Professional with top credentials. Take charge broadcaster. Seeks association where he can apply experience and ability in return for growth opportunity. Box K-177, BROADCASTING.

For 13 years, I have been working at becoming radio's best manager. Experienced as PD, Salesman, Operations Manager. I'm ready. Box K-199, BROADCASTING.

Twenty five years experience; management, engineering, sales, morning shows, professional news delivery, know FCC rules. Impeccable references. Want Rhode Island, Massachusetts or Connecticut location. Box K-214, BROADCASTING.

Office Manager of Midwest group of stations for past twelve years now going independent in early 1973. Interested in providing full time bookkeeping service to radio stations within 150 mile radius of Illinois-Wisconsin border. Box K-217, BROADCASTING.

10 year pro. First. All facets. Want security-management. Family man. Small medium markets. Box K-221, BROADCASTING.

Everything you want in a general manager! Background and management experience appropriate for medium to major markets AM and/or FM. Excellent personal and broadcast business reputation. Hard working full charge executive for your important property(s). Good record of station development. Box K-253, BROADCASTING.

Manager-SM, radio-TV professional; desires challenging, rewarding opportunity; stable, hard worker; local-national sales; family man. Box K-254, BROADCASTING.

Sales

Small to medium market sales manager or assistant. Proven sales record, thorough knowledge radio, good writer, announcer, newsmen. South preferred. Box K-184, BROADCASTING.

Sales position desired. Experienced with new, unique concepts. Available for radio or TV. Box K-206, BROADCASTING.

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701. 214-592-6280.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box J-169, BROADCASTING.

Top 100 markets. Dependable, first phone communicator. Experienced in Top 40, MOR, CW. College grad. Married. Box K-88, BROADCASTING.

Northeast preferred. Experience (eight years) with enthusiasm. Employed. First phone. MOR or CW. Awaiting the right opportunity. Box K-121, BROADCASTING.

Experienced announcer, newscaster, salesman. Dependable, versatile, creative. Third endorsed. Looking for Atlanta, Ga. area. Box K-125, BROADCASTING.

Newscaster, dj, experienced. Authoritative, dependable, creative, versatile, tight board. Third endorsed, aggressive sales. 212-329-8396. Box K-144, BROADCASTING.

Los Angeles personality—consistent, proven #1 ratings in both MOR and Country. First phone. Box K-167, BROADCASTING.

First phone out of radio 2 years. One year of experience as dj and asst. sports director. I'm 24 will travel and a hard worker. Box K-190, BROADCASTING.

Do you have a Queen Bee on your station? I'm available immediately. Black female dj seeks FM or AM engineered station. Will relocate anywhere. Box K-198, BROADCASTING.

Experienced, cooperative, first phone, professional training. Desire position in MOR or Progressive MOR in Northeast or Middle Atlantic area. Write for tape and resume to Box K-207, BROADCASTING.

Experienced soul jock available, not just a time and temp jock. Formerly with a major market. Will consider any market. Box K-208, BROADCASTING.

Experienced in major market Top 40. Currently in conservative MOR and bored. Want to join bright team in Top 40 or Contemporary MOR again. Stable, married, college grad, first phone. Box K-216, BROADCASTING.

Pleasing voice and personality to match. 3rd endorsed, 28, recent broadcasting school grad. 212-373-9722 after 6:30 p.m. Box K-220, BROADCASTING.

Are Ya' Ready for a new approach? Box K-243, BROADCASTING.

Modern Country pro seeking new employment. Three years experience first ticket, married. Will relocate anywhere, prefer Midwest. Box K-244, BROADCASTING.

College grad with 6 years experience and first ticket wants to do any adult format. Preferably in South or West. Box K-245, BROADCASTING.

Announcer, dj, control board engineer. Experienced, versatile, creative. Aggressive sales, 3rd phone. Black, bad, can be had. Eastern seaboard. Box K-246, BROADCASTING.

Beginner jock 3rd phone commercial delivery, out of third board definitely right will relocate. Ronnie Mack, 1313 Blavis St., Philadelphia, Pa. 19140. Call 215-329-4548. Do it.

Award winning announcer, PD. Impressive resume, deep voice. Beautiful Music, MOR, serious. Mature, stable, professional, permanent. Let's talk now. 616-759-0514.

Experienced dj wants job at Top 40 station. Third phone endorsed. Tom McLaren, 807 Summit Ave., Prospect Park, Pa. 19076. 215-583-5164.

Announcer/copywriter, 3rd class license, wants air work AM/FM/TV. Anywhere, USA. Call 212-764-2459, 9-5.

Announcers Continued

Professionally trained, experience limited, middle age, hard worker, will relocate, looking for a permanent job. 3rd endorsed. Give me that first break. Fred Brown, 733 Chandler Dr., Dayton, Ohio 45426.

1st phone announcer. Age 30. 11 years radio. Prefer Country-South, Southwest. Dependable. Available immediately. 656-4255. Winter Garden, Fla.

Modern Country professional seeks permanent position in Midwest. Major or medium market only. Joe Williams, 703-951-1066. After 7 p.m.

Take an Australian to lunch and find out how to shore up that sagging rating with a 10 year pro. It worked for Susquehanna Broadcasting and WNEW AM in N.Y. For more information call 212-866-5375 or write Tony Murphy, 230 Riverside Dr., N.Y., N.Y. 10025. Will relocate.

Young dj, third phone looking for first break into broadcasting tight board, good news, commercials. Ready now. Larry Ferritta, 12 Lawrence Circle, Middletown, N.J. 07748, 201-671-5741.

Experienced announcer FM, MOR, AM, Contemporary. First phone. Gene Holmes, 320 7th Ave., South, Apt. 304, St. Cloud, Minnesota. Phone 612-251-7342.

First, 7 years, FM-AM MOR morning man and drive-time, some news, mature, family, Northeast. Nick Conti, 34 Green Street, Beacon, N.Y. 12508.

Experienced young personality jock looking for Top 40/contemporary in larger market. First phone, humor, TV talk experience. Available now. Danny Odess, 5511 Fleming Street, Naples, Florida 33940. 813-774-4372.

I want that first break! Good aircheck, great references. If interested, contact Robert Wolf, 806-372-9234. 4507 W. 3rd, Amarillo, Texas 79106. Available immediately.

Technical

Experienced, aggressive chief engineer. FM Stereo, automation, high power directionals, proffs. Quality audio. Full maintenance. Box J-219, BROADCASTING.

Chief with years experience directionals, installations and maintenance. Wishes to relocate Illinois, Indiana, Iowa, Wisconsin, or Ohio. Will consider others. Box K-166, BROADCASTING.

Mature Chief Engineer, good administrator. 15 year background in AM/FM plus TV construction and maintenance. Currently chief at major market directional AM. 12K minimum. Relocate anywhere best deal. Box K-183, BROADCASTING.

Chief Engineer. 20 years AM, FM, Stereo, SCA, automation, full maintenance, seeking Eng. Mgr. or engineering position in Midwest. All offers considered, references. Box K-187, BROADCASTING.

Top-notch engineer seeking position in small market. Worker. Enjoy airwork. Employed. Box K-222, BROADCASTING.

First phone since 1951. Radar endorsed. Twenty years operation, maintenance. Proffs. High power radio, television transmitters. Anywhere. Box K-231, BROADCASTING.

News

Experienced reliable news director (RTNDA). Writes quality news. Professional delivery. Degree (Journalism). Exceptional credentials. All stations considered. Box K-163, BROADCASTING.

I'm ready for a challenge! Experienced full-time newsman desires chance to work in sports exclusively, on or off mike. 7 years of play-by-play in hoop, grid and baseball; sports pr experience and pa announcing. Married, college grad, will relocate. Box K-165, BROADCASTING.

News director seeks immediate opportunity. 13 years radio-TV, last five as news director. Box K-181, BROADCASTING.

Experienced news director wishes to relocate. Prefer Arizona, Florida or Southern California. Director of four man medium market operation since 1966. Interested in comparable directorship or joining a larger news staff. Fully qualified. Box K-195, BROADCASTING.

I need a job to support my family. Please try me in any field as a newscaster, announcer or disc-jockey. Box K-210, BROADCASTING.

First phone, authoritative news, top salesman, 1 1/2 years broadcasting school including TV news. Happy, college. Seeking light Rock or MOR. Box K-212, BROADCASTING.

News Continued

Two experienced pros. Work well together. Top pay, benefits gets top performance. Major market. Pick a pair. Box K-225, BROADCASTING.

Top radio reporter in this market seeks more challenge, more responsibility, more money, as reporter, or news director. Box K-241, BROADCASTING.

News director or operations manager. Major market, 15 year seasoned pro. 1st ticket. Can relocate anywhere in U.S., Canada, overseas. Will consider smaller market with advancement potential. Box K-247, BROADCASTING.

News gal, commercial radio experience. MS in TV-Radio. Desires locale in Top 50 market. Available immediately. C. Preston, 20 Maple St., Springfield, Mass. 413-567-5003.

News director/talk host at 50KW. Looking for news and/or talk in major market. 615-352-4348 between 9 A.M. and Noon.

Bright attractive female, 24, B.A. News experience in print, some broadcast. Press aide on Hill, seeks reporting. Box K-257, BROADCASTING.

Programing, Production, Others

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

Rock program director with major market experience wants small or medium market to settle down and raise a family. Good air show, production, copy, knowledge of programing. First phone. Box H-170, BROADCASTING.

Experienced on-air, and programing looking for MOR medium market. College grad, 3rd, young, married, presently employed. Box K-137, BROADCASTING.

Successful small market pd/announcer wants to move up. Cable TV news and sports exp. 23 years old. Contemporary MOR/Rock 7 years exp. Young pro can produce. Box K-200, BROADCASTING.

Real performer. Ready to act. Morning communicator with built-in sunshine. Experienced programmer ready for medium market Contemporary MOR. Box K-227, BROADCASTING.

Automation can sound live. Three years experience with two Gates systems at fully automated AM-FM. Programing, news, copy, dj, etc. Third ticket. Bill Collins, 1202 E. 6th St., Panama City Beach, Fla. 32401.

Assistant manager, traffic manager, copywriter, etc. Young, energetic and experienced in all areas of radio. I'm looking for an employer who wants a successful station and will work with me to achieve that goal. I'll provide references from past employers, one of them the biggest success in the valley. Let's communicate! I'll prove I can do the job! For a complete resume contact R. Dennis Alexander, 110 South Carlisle St., Greencastle, Pa. 17225. Phone 717-597-3814. P.S. I have a "first," tool

TELEVISION

Help Wanted Management

Broadcast Finance. If you have 5-10 years of extensive accounting under your belt and feel ready to move into a responsible financial post with a group operator in the East, send your resume and credentials to us now. Box K-235, BROADCASTING.

Broadcast Management. Broadcast group needs tough-minded number two man who knows radio and TV and the operating figures that measure their effectiveness. Need to be analytical, innovative, industrious, capable of earning respect of station management. Send background and career objectives. Box K-236, BROADCASTING.

Sales

TV Sales. Top 50 market. Midwest CBS affiliate needs professional local salesman with experience to handle top billing list. Group ownership offers right man excellent management opportunities. Send resume to Box K-147, BROADCASTING. An Equal Opportunity Employer.

Florida major market affiliate is interested in person seeking career in Sales Research. Experience desirable. Outstanding opportunity with group owned station. An Equal Opportunity Employer M/F. Box K-154, BROADCASTING.

Announcer

Staff announcer, must be versatile; need emphasis on news. Send VTR, resume to WFRV-TV, Box 1128, Green Bay Wisc. 54301.

Technical

Television engineer-supervisor for UHF transmitter operation and maintenance and remote broadcast activities. Experience in color necessary. First class license required. Send resume to Mr. Richard Macek, Personnel Div., Indiana Univ., Bloomington, Ind. 47401.

Maintenance engineer. Modern RCA equipped station. "Can do" attitude required. Salary determined by experience, ability, and performance. Cary Fitch, Chief Engineer, KIII-TV, Box 6669, Corpus Christi, Texas 78411.

Director wanted to do news and production at WBBH-TV, an NBC affiliate in Florida. Experience necessary. Write WBBH-TV, 3719 Central Avenue, Fort Myers, Florida 33901, or call Production Manager, 813-936-0195.

First phone operator with experience in handling master control TV switcher, Ampex VTR 1100 and 1200 B machines, film projectors, and audio board. Maintenance and some transmitter experience helpful. Salary depends on experience. Write Channel 21, 410 Alexander St., Rochester, N.Y. 14607.

News

Combination reporter/photographer with journalism degree or comparable experience for South Florida TV Station. Equal Opportunity Employer. Box K-74, BROADCASTING.

News producer. For news and documentaries. Major Ohio VHF. If you have experience and desire the challenge of leadership, send resume, salary requirements, and example of your scripting. Box K-134, BROADCASTING.

Experienced field reporters—trained journalists with professional on air qualities for Southeast television station. Full resume and salary requirement first letter. Equal Opportunity Employer. Box K-192, BROADCASTING.

Experienced television investigative reporter—trained journalist for Southeast television station. Full resume and salary requirements first letter. Equal Opportunity Employer. Box K-193, BROADCASTING.

Reporter/anchorman for CBS affiliate in medium market. This position requires an individual who is a self-starter, a journalist who likes to work hard at a challenging job, and who has pleasant on-camera appearance. Send resume, writing samples, photograph and VTR to Box K-250, BROADCASTING.

Anchorman/producer. To ramrod top-rated, highly-viewed newscasts at aggressive Midwest net VHF. Tape and resume to Box K-252, BROADCASTING.

Combination newsman and on-air sports man for group owned radio and television station. Good salary, group insurance, profit sharing and other fringes. Great hunting and fishing area with unpolluted environment. Send resume and references to: General Manager, KTWO-Radio-TV, Box 2720, Casper, Wyoming 82601.

Programming, Production, Others

Traffic Manager. Need strong, take-charge TV traffic manager for network affiliate in medium California market. Must be able to develop and streamline total traffic system. Excellent salary and fringe package. Send full details on background and experience. Box K-171, BROADCASTING.

Production manager for network VHF in California. Experience in all phases of production required. Send complete resume and salary requirements to Box K-204, BROADCASTING.

Young, aggressive individual seeks producer/director position in mid-size market. Five years experience in major market, with film, news, talk and entertainment. Box K-256, BROADCASTING.

Situations Wanted News

Experienced broadcast journalist seeks position as TV or radio newsman. Willing to relocate. Strong background on-air in radio news. Three years experience as staff writer for major metropolitan New York newspaper. Mid-twenties. Box K-140, BROADCASTING.

Wanted: One TV station willing to give a news-reporting job to a young talented woman with major market broadcasting experience. MA film, radio, TV. Box K-164, BROADCASTING.

After seven years of radio, I'm wanting to get into TV news. Medium or small market. Wanting to learn from pros. University graduate, Bachelor's degree in English/Journalism. Presently employed. Resume, pictures, etc. on request. Box K-175, BROADCASTING.

Network news editor with 7 years experience in the media, including TV and radio reporting, educational TV, documentary production and with a number of years as a freelance correspondent for foreign news networks and newspapers, desires position in major market area on East or West Coast as a reporter or producer. Write Box K-178, BROADCASTING.

News Continued

News director. 15 years as a newsman and administrator. Market size not important. Box K-179, BROADCASTING.

News director's post sought by producer-reporter now with respected NBC-TV news operation. Excellent credentials. Box K-182, BROADCASTING.

Professional meteorologist, young, personable and promotable. Meteorology degree, AMS Television Seal of Approval, currently in major market. VTR and resume available upon request. Box K-191, BROADCASTING.

Experienced anchor/reporter. BA, 27, married, award, unbeatable references, knows film. Special ability for human interest "on the road" features, political reporting and news analysis/contemporary work. All around professional, currently employed inside national political scene. Box K-228, BROADCASTING.

Experienced television-radio sportscenter seeks major or medium market. Aggressive. College graduate. Excellent PBP. Wants challenge. Box K-238, BROADCASTING.

Professional meteorologist with personality, AMS Seal. Fifteen years experience in broadcasting. Box K-240, BROADCASTING.

Programing, Production, Others

TV journalist producer, four years network credits, seeks employment Nation's Capital in broadcast news/public affairs. Specialized in political coverage, campaigns, elections. Strong Washington experience. Box K-28, BROADCASTING.

Television producer-director with outstanding local and network credits is seeking management opportunity. Eighteen years of television background and experience. Box K-97, BROADCASTING.

Top five market staff AD for five years seeks relocation in a top twenty city in comparable position. Box K-133, BROADCASTING.

Television or CATV production manager. Experienced all phases of production in major city. Seeking smaller community environment. Box K-185, BROADCASTING.

I need a job to support my family. Try me as television cameraman. I spent three summers with NBC-TV, New York. Box K-211, BROADCASTING.

22 years experience TV and radio. Most as chief. Looking for low pressure job with good staff. C. L. Sweet, 1100 W. Scharbauer, Hobbs, N.M. 88240. 505-393-4034.

WANTED TO BUY EQUIPMENT

Ampex 1200 VTR from owner. Reply to D. Zulli, 213-466-7757.

Two RCA type TVM-1B or TVM-6 microwave units, 7 GHz band to include feed systems, sound diplexers, and cables. Include price to WCCO-TV, Director of Engineering, Minneapolis, Minnesota 55402.

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Hurstville St., Laredo, Texas 78040.

Channel 17 antenna and TV equipment, also 92.1 FM circular antenna. 713-327-8916.

Wanted: Used carousel—as is but complete. KSJT, Box 1296, San Angelo, Texas 76901.

Easy listening music tapes, mono or stereo. WCIR, Beckley, West Virginia.

KTR 1000 7GHZ color portable microwave or equivalent, complete with sound diplexer, dishes, tripods, cables attenuator. Also color sync. gen. "Kit", WDXR-TV, Paducah, Ky. 42001. 502-443-1737.

FOR SALE EQUIPMENT

New, SKW AM transmitter, \$425 per month lease to responsible party. Ottawa Equipment Co., 683B N. Ottawa, Chicago, Ill. 60631. 312-774-5115.

FM antenna, two years old. Gates 8 bay type FMCB, tuned to 101.1 MHz, 100 KW horiz., 65 KW vert. Has 300 watt heaters on horizontal elements. 125 ft. Andrew HJ8-50A. On tower atop building. \$35,000 as is. Contact Lester Mullan, KTRH, Houston, Texas.

G.E. Camera package. Eight Model PE-16 Field Chains, all for \$3,000. Two Model PE-20 4 1/2 inch I.O. Studio Chains, both for \$2,500. 1-205-991-4800.

10,000 Watt Stereo FM transmitter, 1966, Gates Model FMS-10G with 67Kc SCA, available December 1st, \$12,000, replacing with 20Kw. William Bruring, WWLA, La Crosse, Wisc. 54601. 608-784-7373.

FOR SALE EQUIPMENT Continued

Presto 6N lathe, portable case. 112 & 224 OI feed screws. Three speeds, 1D cutter, 92B Amplifier. Price \$650. HP 200B Osc. \$45, HP200 AB \$95, HP200 CD \$95. Meissner Lab., 4630 N.W. Woodside Terr., Portland, Oregon 97210.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

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.

6 1/8" 19.5' 75 ohm transmission line. 6 1/8" mitre elbows, hangers. Call Harrison Systems, 301-779-7668.

RCA TK-27 color film camera, \$18,500. Contact Dr. Thomas Cyrs, Northeastern Univ., 360 Huntington Ave., Boston, Mass. 02115. 617-437-2274.

Breaking up Shafer Stereo automation system. Will sell Ampex 445 tape reproducers, Ampex 440 recorder-reproducer, Shafer spotter. Call Manager, KLFM, 515-232-0104.

Black and White processor—R15 Filmline 16mm, 1965, 77"x60"x30" with first developer pump and filter, air compressor, bleach agitator, and two 1,200 ft. magazines. Variable speed with 20 ft P.M. maximum. Excellent condition. \$1,200. West Michigan Telecasters, Inc., Box Z, Grand Rapids, Michigan. 616-364-9551.

12 Bay Gates FMA-12 FM Antenna with deicers, 350 ft. Andrew 561 coax. Includes guides, hangers and insulators for 1/4 isolation. Model TBM-3500 FM Modulation monitor. WFMX, Statesville, N.C.

Complete broadcast mobile unit with 2 RCA TK-30 cameras, zoom lens, 2 sync. gen., audio, director's console, etc. Ready to roll. Call 312-738-1022.

65 Ford remote vehicle. Built-in leveling jacks. Reinforced roof. 12,500 miles. 3 RCA TK 31s—2 with zooms. 4 channel audio. Intercom. Small GE SS switcher. \$10,000. H. L. Vanamburgh, (207) 772-4661.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,** 2727 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

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.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 5841 Chippewa.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Colorado Springs*, 323 South Nevada Ave.

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 January 3, April 11, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

Instruction Continued

On the air announcer training at R.E.I. features individual, realistic preparation for your Radio/TV career. R.E.I.'s engineering course features intensive training for the FCC First Phone! Complete either course in just five (5) weeks! Call 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

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.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. \$(10.00 with broadcast endorsement) 2nd. \$(12.00), and 1st. \$(16.00), phone exams; complete package, \$25. Research Company, Dept. B, Rt. 2, Box 448, Calera, Alabama 35040.

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.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Need 1st phone fast? Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next intensive Theory Course will begin October 30, 1972. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

COMEDY MATERIAL

Good Grieff! Australian Hi-Line Comedy Service. Send U.S. \$32.00 for 52 weeks airmail subscription. Information on promotions, jobs in Aussie Radio. Send U.S. \$2.00 for samples. Australian Hi-Line Comedy Service, 69 Bull Street, Cooks Hill 2300, Australia.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Personal jewelry with station call letters on miniature mike or TV camera. Stamp brings details. Roberson Co., Box 1344, Bangor, Me. 04401.

30 Minute pop-in tapes! Hundreds comedy one-liners, includes sexy gal. \$10. Tapes, 975 South Tuffie, Sarasota, Fla. 33579.

RADIO

Help Wanted Management

GENERAL MANAGER RADIO

Acquisition two new stations creates General Manager opening in mid-sized Eastern market. Top opportunity for proven SM to step up or experienced GM who wants new challenge. Resume and income requirements to our consultants:

Personnel Inc.
601 Insurance Exch. Bldg.
Des Moines, Iowa 50309

Help Wanted Sales

KEWT-Sacramento

If you want to work with professional broadcasters. If you are a pro yourself and can prove it, we have an opening. You'll be selling the SRP format on the newest, finest facility in Calif. Send complete resume and expected starting compensation to:

R. H. Dolph, Box 6347, Sacramento 95860

Help Wanted Technical

BROADCAST TRANSMITTER TECHNICIAN

50,000 Watt East Coast Radio Station requires experienced Broadcast Transmitter Technician. Must have good working knowledge of high powered transmitters. First Class license required. Equal Opportunity Employer.

Box K-162, BROADCASTING

Particularly interested in minority candidates for TV maintenance technician. Experienced in maintaining Ampex video tape machines, Ampex HS-100 and color cameras. Travel. Location: Pacific Northwest.

Box K-189, Broadcasting

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B.S.E.E. preferred. 3 to 5 years broadcast engineering experience as a Chief Engineer, encompassing work in RF and microwave systems. Reply:

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Engineer

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The leading manufacturer of video tape recorders and television color cameras is looking for a field service engineer for our central region (Chicago). Previous field maintenance on video tape recorders and television color cameras experience required. Broadcast television experience desirable.

For immediate consideration, please write outlining your experience to: C. M. Nowell, Field Service Supervisor, International Video Corporation, 1920 Wakegan Road, Glenview, Ill. 60025. Or phone: (312) 729-5160. We are an Equal Opportunity Employer.



Help Wanted News

NEWSMAN

Need heavy, powerhouse morning newscaster. Must have extensive news background and desire to dig into local scene. This is a rare opening at number one AM/FM/TV Ohio outlet. An Equal Opportunity Employer.

Box K-233, Broadcasting

Situations Wanted, Management

TOP TEN MARKET PRO AVAILABLE

Experienced agency acct. exec., new business, sales, major station promotion chief, programming, news, production, public affairs, ascertainment. Married, kids, 37. B.S. Communications, Marketing. Good manager. Awards, honors, contacts. \$20's.

Box K-194, Broadcasting

YOUNG LAWYER/BROADCASTER

Seeks work with small-to-medium-size broadcast group as Assistant to the President or owner who secretly desires an "extra right hand" to take charge of pet projects and other matters which beg for the attention of the too-busy top officer or executive. 8 years broadcast experience (4 in N.Y.C.) in production, programming, engineering. Former assistant to Washington broadcast attorney. Knowledge of FCC rules and procedures. B.A., Columbia University. Juris Doctor expected May, 1973. Married, 25, highest recommendations.

Box K-209, BROADCASTING

CHALLENGE WANTED

Having read the HELP WANTED MANAGEMENT ads in BROADCASTING for a good number of years, I'm impressed by their similarity. Everyone is looking for a "dynamic, young, sales oriented" guy to train for someone else to steal. Well, I'm not young, but I've had more than thirty years of experience in broadcasting from top to bottom—on mike and camera, hot line, PR, producer, station manager. You get to know the problems of every staff member coming up the way I did, including specifying, buying and using equipment. I've won many awards and I know how to squeeze a nickel and get five cents worth—a feat most difficult to accomplish these days. Having lived out of the country for the past five years, I want to come home. I've worked my way up to a pretty good salary bracket, but I'm willing to be reasonable. Broadcast, cable, education, industry—it'll be good to be able to walk proud in my own country. With all its faults, it's still the greatest. Any takers?

Box K-237, Broadcasting

EXPERIENCED RADIO MANAGER NOW AVAILABLE

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BOX K-248, BROADCASTING

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Box K-205, Broadcasting

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Modern Country Pro
Looking For Permanent
Position
Box K-239, Broadcasting

Programing, Production, Others

Need a programmer? I'm a major market pro with an excellent background who wants a major or secondary station to program. You write the contract, I'll do the rest. All inquiries:

Box K-172 Broadcasting

PROGRAM DIRECTOR

12 years experience. 9 years in majors at top rated stations. Excellent track record with top references. College graduate currently employed, all correspondence will be in strict confidence. Experienced in all phases of radio, can motivate staff and audience. If you are sincere about hiring a program director who can get the ratings or increase current ratings and pay him an above-average salary in return for increased billings, I would like to hear from you.

Box K-197, Broadcasting

Help Wanted Technical

TV CHIEF ENGINEER

A deep South TV station in a 3-station TV market needs a new chief engineer who knows how to organize as well as repair and maintain equipment. We prefer a man who wants something better in this life. The pay is excellent, working conditions are ideal and fringe benefits are maximum. And we are the #1 station in the market, so your ego won't be hurt either. Send us your resume so we can start talking, face to face.

Box K-203, Broadcasting

Programing, Production, Others

TALK-SHOW PRODUCER

Currently in Top Ten Market. Show and I are both #1. However, am hot to trot.

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Relates to what's happening NOW!
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Fooye on being #2.

Box K-224, Broadcasting

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Help Wanted Sales

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Expansion of our retail sales department offers opportunity for an ambitious professional time salesman to work for a leading TV station on beautiful part of California's central coast. Position requires aggressive sales approach, integrity and energy to complete a meaningful list of daily sales calls. You will be calling on direct retail accounts, and must be able to develop commercial ideas as well as schedules.

Experienced broadcast sales personnel only.

Send complete resume and earning requirements to: Keith H. Moon, Station/General Sales Manager, KSBW-TV, Box 1651, Salinas, California 93901.

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TELEVISION

Help Wanted Management

Everyone knows there is a tremendous shortage of qualified executives in the broadcasting industry, and we've done something about it. For eight years, we have helped forward-thinking ownership recruit the right people for their company to assure orderly growth, but now we need help in expanding our own service to the industry. The men we need are extremely ambitious, well educated, excellent problem solvers, and know station sales and operations. Our people are superior, and we provide an outstanding income program to keep them from accepting regular job offers from clients. We like the 25 to 35 age bracket and, specifically, sales managers or salesmen ready for management. Prestigious suburban Chicago offices. Limited travel. If you think you can effectively represent our firm to company presidents and other key influentials within the broadcast industry and you want an opportunity to earn \$50,000 per year, let us hear from you. Call Fred Harms, Vice-President, Ron Curtis & Company, at 312-693-6171.

Help Wanted Technical Continued

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Write John C. Thorne, Television Cable Company, P.O. Box 895, Myrtle Beach, South Carolina 29577.

Help Wanted Programing, Production, Others

PRODUCTION DIRECTOR

Must know and love all phases of production. Creative talent, ability to work with sound, management potential . . . important to this opening at top rated Midwest station. An Equal Opportunity Employer.

Box K-234, Broadcasting

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Profile

Still loving it all at 65: a former charleston champ, now boss of ATV, Lew Grade

Sir Lew Grade, deputy chairman and chief executive of the London-based Associated Television Corp. Ltd., is a short, stocky man with towering instincts. Whatever he does, he does on the grand scale. It is said, for instance, that his first program venture at ATV was to commit virtually all of his and his associates' original capital—almost \$1.1 million out of \$1.3 million—for 39 episodes of a single series without either seeing a script or consulting his associates beforehand. (Some of them thought, "You must be raving mad," but they backed him. The series was *Robin Hood*, and Sir Lew recalled earlier this month that it is still selling after 17 years and has earned more than \$20 million.)

In that scale of things, then, it was not out of proportion that he invited a party of U.S. TV editors and reporters to be his guests in London for five days in early October. Actually, any showman with the means could have done that. But to charter a 347-seat jumbo jet for 124 passengers—that is the Lew Grade style of showmanship.

Sir Lew is generally regarded as the most influential man in British commercial television. London's *Sunday Times* devoted 122 column inches to him in an article last winter, calling him "Britain's greatest showman, the arbiter of mass taste, deciding what millions will watch." At ATV he presides over a complex that includes one of the Independent Broadcasting Authority's biggest program contractors, the ATV Network Ltd., which serves the Midlands area from Birmingham studios seven days a week and also supplies programs to other IBA contractors; ITC—Incorporated Television Co. Ltd., which produces feature films as well as TV series and specials for distribution throughout the world; Independent Television Corp., the U.S. subsidiary, headed by Sir Lew as chairman and Abe Mandell as president, which handles distribution throughout the western hemisphere while ITC (London) covers the eastern. ATV also is a co-owner, with other IBA contractors, of Independent Television Publishing Ltd., which publishes *TV Times*, a weekly magazine that reaches an estimated 10 million readers, and of Independent Television News Ltd., which provides news to the commercial broadcasters.

ATV's interests don't end there. It owns most of the legitimate theaters in London, including the Drury Lane and London Palladium, and many in the provinces. It also owns Pye Records Ltd., a leading recording company. Other interests include bowling alleys, a company that merchandises TV characters, a Muzak service, property investments and



Sir Lew Grade, deputy chairman and chief executive, Associated Television Corp. Ltd., London; b. Dec. 25, 1906, in Tomak, Russia, son of Isaac and Olga Winogradsky; moved with parents to London, 1912; educated Rochelle Street School, London; professional dancer and talent agent, 1920's and 1930's; joint managing director, Lew and Leslie Grade Ltd., talent agency, until 1955 when he became deputy managing director of ATV and managing director of Incorporated Television Co. Ltd.; subsequently managing director and then chief executive and deputy chairman, ATV; officer or director of several ATV subsidiaries including chairman of Independent Television Corp., New York; m. Kathleen Sheila Moody, June 1942; knighted, Jan. 1, 1969; children—Paul, 20.

music-publishing and film and theatrical costume companies.

The ATV companies employ some 6,000 people and, though everyone says Sir Lew makes all the big decisions himself, it is to them and his key executives that Sir Lew attributes ATV's success. "I'm so lucky," he says, a phrase he uses often. Lucky or not, the ATV companies had \$91.3 million in sales and earnings, and pre-tax profits of almost \$15 million, during the last fiscal year.

The director of this empire is a man of much energy and enthusiasm and a fondness for long, fat Havana cigars that have been likened to sawed-off swagger sticks. He is in his London office by 7 a.m.—when he is not in the U.S., as he frequently is, or elsewhere on business or a rare vacation—and usually works there until 6 or 7 p.m., then goes home and watches television with his wife after dinner, often making telephone calls while watching. "My wife is so wonderful," he says of Lady Grade, a former singer whom he married in 1942. "She says I could do anything I want to do. She has so much faith in me she says I could be elected Pope if I wanted to be—and I'm Jewish."

He was born Louis Winogradsky, in Tomak in the Russian Crimea, on Dec. 25, 1906. His recollections of England go back to the age of 5. His parents, who

were amateur singers, had been booked into a theater in London and remained. He grew up in hard times in London's East End until the charleston craze broke out in the 1920's offering big prizes in dance contests. Young Lew mastered the charleston, won a series of competitions and toured Europe under the billing of "World's Champion Charleston Dancer." In his travels he took to noticing other acts that impressed him and bringing them to the attention of English agents—until, also noticing that the agents were doing quite well with the talent he sold them, he became a talent agent himself. After World War II, during which he served in the British Army, he joined forces with his brother Leslie, also an agent, to form Lew and Leslie Grade Ltd., which became the biggest talent agency in Britain and Europe.

At ATV, incorporated originally as Associated Broadcasting Co. Ltd. in February 1955 when commercial television was on the verge, it has been basic policy of Sir Lew to back programs with production budgets that could be justified only if the shows were sold abroad as well as in England. This has led occasional critics to question whether he doesn't produce with the American market uppermost in mind, but Sir Lew replies that it enables Britons to see better productions, built to British specifications, than if produced for them alone. His implementation of this policy has won for ATV/ITC three Queen's Awards to Industry for export achievements and led to his being knighted on Jan. 1, 1969. Anyway, he says of the pandering-to-America charges, "America is only one place we sell to. We sell everywhere in the world."

Selling is one of the things he likes best. He once told an interviewer that he gets "really depressed" when critics attack one of his shows: "For a whole hour," he said, "I am so depressed. Then I pull myself together, tell myself to go and sell something; then I feel better."

For the immediate future he has talked Lord Laurence Olivier into doing Eugene O'Neill's *Long Day's Journey into Night* as a special for ABC, and talked the O'Neill estate into letting the TV version be shortened.

Over the years, through ITC, he has kept a steady stream of programs of all types—action/adventure, musicals, comedies, specials—coming to America. He is currently represented on ABC with *The Julie Andrews Hour* and in syndication with *UFO*, sold in 125 markets, and *The Protectors* and *The Persuader*, both sold in more than 100 markets and sponsored by Faberge and Chevrolet, respectively.

At 65, approaching 66, he shows no signs of slowing down. "I don't work for the money," he says. "I do it for the pleasure of the work. I once said work is my hobby, and that's true. I love it. . . . I'm so lucky."

Editorials

Captive electorate?

David H. Foster, president of the National Cable Television Association, is expressing alarm at what seems to be a trend toward municipal ownership of cable systems. Mr. Foster has reason for alarm, and so do the citizens of communities where governments own or covet cable operations.

The attractions that municipalities see in cable are inviting: a source of revenue as an alternative to the rising taxes that the public is increasingly resisting, an avenue of communication to the citizenry. But those attractions have an underside that turns blotchy in the light. No government in an open society should be given control of a monopoly system of access to the television sets in its jurisdiction.

Nothing is said about that, however, in the propaganda that some acquisitive governments are distributing now. Take, for instance, the four-page newspaper insert circulated to residents of Montgomery county, Md., Oct. 9 in support of the county government's desire to build and operate cable systems (BROADCASTING, Oct. 9). In exaggerated copy that would expose a commercial advertiser to prosecution for fraud, the Montgomery county newspaper ad solicited citizen support with a blue-sky description of a future filled with money rolling in and culture and convenience rolling out. As just one of the myriad of services depicted for the future was this instant diagnosis and prescription for a health crisis in the home: "Mother strikes a button on her cable-equipped, two-way-channel television set. Immediately she is connected, through a computer center, with a special section of a Montgomery county hospital or to a county health agency. Messages fly back and forth in split seconds . . ."

The federal government has already assumed jurisdiction over the basic regulation of cable television, though it has left to local governments the authority to choose among rival applicants for exclusive franchises. Perhaps it would be practical for the federal government to add a rule excluding local governments from acting both as judge and contestant in the competition for grants.

A small recovery

Largely through the missionary work of Senator Richard Schweiker (R-Pa.), a legislative prohibition against the use of radio or television advertising for armed-forces recruiting has been removed from the new bill providing appropriations for the Department of Defense. The Senate-House conference report accompanying last year's appropriations explicitly excluded the broadcast media from military advertising. The new legislation contains no similar restraint.

Senator Schweiker has pointed out, however, that more legislative work must be done if the armed forces are to be freed to place recruitment advertising on the air. The new appropriations bill gives the Army \$26.7 million, the Air Force \$10.1 million, the Navy \$8.5 million and the Marines \$6.5 million to advertise for recruits—but all of those figures are based on proposals that in all cases omitted radio and television purchases. At the time the budgets were prepared the services were assuming that the legislative ban on broadcast would be extended.

Now, although the ban has been dropped from the new legislation, the military services must get congressional approval for any reallocation of their advertising appropriations. The broadcasters therefore have a double selling job: first to persuade the services that broadcast advertising suits their mission, second to persuade the Congress that radio and television provide unique advantages in the campaigns for recruits. There is also a need

to overcome the conviction of some legislators that radio and television, being regulated by the government, are somehow obligated to provide free time for recruitment messages that other media are paid to carry.

Not all broadcasters will join in the sales job. Some rejected Army advertising when it was placed on radio and television in early 1971 before Congress banned it in the 1972 budget: they saw it as their patriotic duty to carry recruitment messages at no charge. Those broadcasters must be respected for their opinions, but others are equally entitled to believe that it is bad national policy for the government to discriminate between regulated and unregulated media.

A principle is at stake here, and it is of much larger consequence than the relatively little money that may be made from a reapportionment of military spending. It is a principle worth defending with whatever vigor broadcasters command.

No recess

As a citizen, the broadcaster has a normal citizen's interest in the elections on Nov. 7. But whatever the outcome, the broadcaster's paramount interest must be the ultimate fate of his license to operate.

The broadcaster, without regard to partisanship, feels he has been subjected to cruel and inhuman buffeting by all three branches of the federal government during the past several administrations. But the worst plague has been the license-renewal process that has degenerated into triennial trauma.

At the latest congressional session, which adjourned last Wednesday, broadcasters were successful in their efforts to convince half the members of the House and Senate of the inequities of current renewal and strike-application practices and to acquire their support of remedial legislation.

These legislators are now at work in native precincts. Not all will return to Washington next January. But all who do return—and the newly elected legislators—need to be indoctrinated on license-renewal legislation. The earlier the start next January in the 93d Congress, the greater the likelihood of swift relief, in keeping with commitments made by what seem to be absolute majorities in both houses, won over by the righteousness of the cause.



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Many companies err in their selection procedures because they do not obtain an adequate number of candidates at the outset. This is because recruitment is costly, time-consuming, often frustrating, and frequently fruitless, particularly when men are being sought for higher level positions.

It is not that many candidates are not men of good character who are anxious to do a good job. Rather it is that very few men have the precise constellation of qualifications needed for the work. (Selection here is analogous to finding a good left-handed pitcher who can also bat .300.) For this reason it is usually necessary to obtain proportionately more candidates for these more sophisticated, higher level positions.

Too much readily available talent is mediocre. The market is glutted with

people who have already been filtered out elsewhere. Executives, the kind who make things happen for their companies, are hard to find; harder to move.

The executives a company wants (and needs) to hire are not easily attracted by word-of-mouth or by the "mine sweeping" techniques of trade publication employment ads. Personal referrals from trade sources and industry friends also tend to attract résumés from many marginally qualified men and only a few, at most, from the very men a company seeks to hire.

Such men must be sought out individually and confronted personally with a skilled presentation of the opportunity a company can offer them.

For more information on how Ron Curtis & Company can help you hire the right executive, please call 312-693-6171 collect.

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