

**Apollo 17 closes a chapter in broadcasting's biggest story
Code board narrows the gap for split 30's to slip through**

Broadcasting Dec 11

The newsweekly of broadcasting and allied arts

Our 42nd Year 1972

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US AIR FORCE
SPECIAL AGY SFC110M
AL 36112



There's more to our news than meets the eye.

The run-of-the-mill TV viewer in Houston never realizes how much work we put into producing our news.

He has no idea that we have more people putting together our news than any Houston station.

Or that our air personal-

ities are writers and reporters as well as personalities.

He probably isn't aware that the KPRC TV news staff has won more awards than all other Houston stations combined.

Or that we just won the National Press Photographers first place award for the best news film of 1971.

He may not know we have one of the newest and most advanced broadcasting

facilities in America.

But if he watches Channel 2 News he knows these things because our viewers aren't run-of-the-mill.

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES/ NBC AFFILIATE

KPRCTV HOUSTON



This program is so beautiful, it has to die.

**"Please, folks, don't
let this one die."**

THE PITTSBURGH PRESS

**"What will happen is
that The Waltons will
receive rave reviews,
be embraced by a
small, but enthusiastic
audience, collect a
number of awards
—and vanish from the
air with hardly a ripple."**

DALLAS TIMES HERALD

**"...the only entirely
honest and rewarding
hour I have spent on
television this season."**

SAN FRANCISCO CHRONICLE

**"When these kids
run down the dirt road
in their bare feet,
you can feel the dirt
between your own toes."**

THE PITTSBURGH PRESS

**"The show is so
natural, so totally out
of the TV mode,
you have to worry
about its survival."**

CHICAGO TODAY

That was, as you will see, the strange verdict pronounced by many television critics about a new series, "The Waltons."

The audience reaction has been unusual, too. Little children get all smiley and weepy about it, the way they do for things like *My Friend Flicka*, *Little Women*, and the *Cookie Monster* stubbing his toe.

But from there on up in age and sophistication, overt emotions disappear. To be replaced by little smiles of recognition. An occasional gulp. Red eyes.

And in grown men, funny little sounds and fumbings in the dark, designed to hide the fact that a man is doing something as "unmanly" as being moved by a tender, sentimental story.

We at CBS would like to tell you what "The Waltons" is all about, but it won't be easy. Because everything we tell you can turn you off, if you relate it to similar programs with similar themes.

"The Waltons" is different. Not because it isn't "with it" and it isn't cutesy. Which it isn't. Not because it isn't exciting. Which it is. But because it's an honest attempt to portray a particular kind of American family during a particular time in history.

The Waltons are a large family. Seven children, the eldest eighteen, the youngest six. A mother and father. Grandmother and grandfather. Even a dog. Not a heroic *Lassie* dog. Not a funny, mangy dog. A dog dog.

And it's about the 1930's. Depression days. In the Blue Ridge Mountains of Virginia. The family is poor. One of the kids plays the harmonica. And it's all about how they all face life.

And that's what makes the Waltons special. *The kind of life they face.*

It has the feel of truth. The look, the texture. You can believe that there were people like this who led lives like this during times like these.

You can believe that maybe this was really how it was to grow up in tough country during tough times. How it really was to be part of a big, loving family.

It's about people who love each other, and love others. About people who care for their aged as well as their young.

And it's funny, because it's about a sprawling family of bright, vital individualists.

But it isn't puppy-cute. Or pat. And each program doesn't tightly package a moral, like a fortune cookie.

Though there is a moral, overall. Life can be tough. It can also be beautiful. Not easy. Beautiful.

"The Waltons" is on Thursdays.* Opposite that funny man, Flip Wilson. And the exciting action show, "The Mod Squad."

It will remain alive until the end of this season, because some people here at CBS believe that there are enough of us around—even in this super-sophisticated day and age—who can still respond to some old-fashioned notions like respect, and dignity, and love. Who aren't embarrassed by an honest lump in the throat.

And if there are enough of us, "The Waltons" may even fool the critics and live next year.

Watch "The Waltons" this Thursday night, for a change. It may bring out the best in you.

It did in us.



Save "The Waltons"

*This program appears on other days in some areas. Please check local listings.

"...a family in which people, real people, talk to one another... There's respect here, and affection openly displayed, and both young and old have their own dignity."

THE NEW YORK TIMES

"It's easy to get wrapped up with The Waltons. They happen to be real."

NEW YORK POST

"Breaks all the rules. Except one: It's entertaining!"

CHICAGO TRIBUNE

"Quite wonderful in every respect... beautiful in its conjuring up of a more innocent day, poignant in its relationships, a perfect gem of a tale."

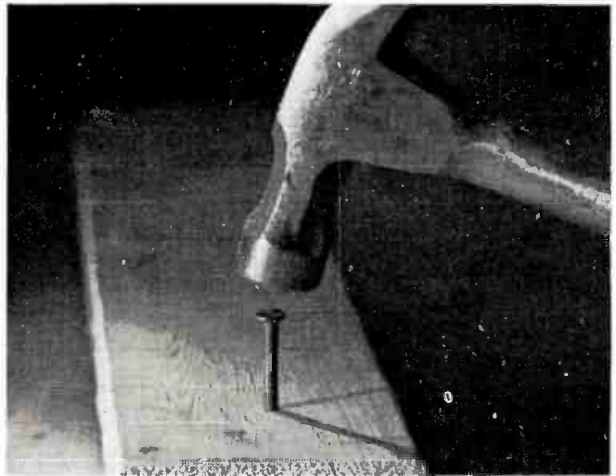
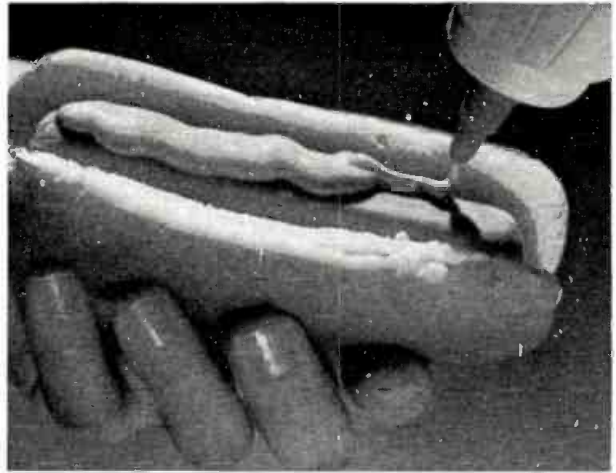
THE BOSTON EVENING GLOBE

"Probably will compare with the few great ones of television history."

THE DETROIT NEWS

"Might be the best show commercial television has produced in years."

DAYTON DAILY NEWS



Some things just go together naturally. Like WWJ AM & FM for example!

WWJ-AM and WWJ-FM — a natural combination! Two distinct radio stations. Each with its own distinctive sound. News and information all day on WWJ-AM. The finest spectrum of music available anywhere on WWJ-FM. The kind of programming listeners really like. That's why the WWJ AM & FM combination now ranks Number One in men 18-49, weekdays from 6 AM to 7 PM, and among women 18-49, weekdays from 10 AM to 7 PM* — making it by far Detroit's most efficient radio buy. WWJ-AM and WWJ-FM. A natural combination!

*Source: July-August, 1972. ARB average ¼ hour estimates. Monday-Friday, Detroit Metro Area, subject to source limitations.

WWJ-FM
MUSIC
STEREO **ONE** / **WWJ**
RADIO **ONE**

Owned and Operated by The Detroit News. NBC Affiliate. National Representative: McGavren-Guild-PGW Radio, Inc.

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The Seed. We helped it grow. It helped us grow.

The Seed is a local organization that helps kids kick drugs, and helps parents reach their kids. A SEED OF HOPE was a WTVJ special about their efforts.

It has had more impact than any other program we've ever done. We received more telephone calls than we've received for any one show in the past twenty years. Television stations from all over the country—having heard of the program by word of mouth—have been requesting videotapes. The House Committee on Crime viewed it, and read it into the Congressional Record. The County Commission asked for a special viewing, and recently donated a building for The Seed's expansion. The Federal Executive Board, after a special viewing, is trying to secure surplus government land and federal funding.

One local newspaper said A SEED OF HOPE typified "what great things documentaries can be..." More important to us than the praise is the fact that we've been able to help this grass roots effort to fight drug abuse. More important to us is that we've been able to reach our viewers with the true story of these 800 young people fighting drug addiction. And fighting it with great success.

We were glad we could help The Seed by telling our citizens about its efforts. We were glad to be reminded of television's great capacity to teach, to inform, and to make things happen. Helping The Seed grow is the kind of thing that makes this business really worthwhile—the kind of thing that makes us grow too.

WTVJ/Miami

A Wometco Enterprises, Inc. station / CBS affiliate

Closed Circuit®

For a while

Though Herbert G. Klein, White House director of communications, is among key aides announced as staying on job (see page 30), he's known to have decided to return to private life. His White House office may be trimmed in line with reorganization delegating broader powers to key cabinet members. Ron Ziegler, President Nixon's news secretary, is expected to absorb part of Klein domain.

Mr. Klein reportedly wants to return to some form of journalism, not necessarily newspapers, where he has spent nonpolitical periods of his career. Another White House aide familiar to broadcasters, Richard A. Moore, counsel to President, is reported to be staying, though he has told friends he misses communications business. He was once head of KTTV(TV) Los Angeles, later in cable TV.

Another?

Leonard H. Marks, Washington communications lawyer who was treasurer of Democrats for Nixon in recent campaign, is expected to be consulted on choice of successor to FCC Commissioner Nicholas Johnson whose term expires next June 30. It will be Democratic vacancy on agency where four Republican seats are filled. Mr. Marks, director of United States Information Agency under President Johnson, had strong hand in selection of H. Rex Lee, Johnson appointee to FCC in 1968.

Unwanted contingency

Nobody would discuss it, on grounds to do so would be insensitive, but critical illness of former President Truman had broadcast newsmen on alert late last Friday. Basic funeral plans were drawn years ago by Military District of Washington, which in case of Presidents normally drafts with their knowledge, and usually gets their clearance, before they leave office. Subject to final adjustment by family, Truman plans reportedly call for approximately two days of lying in state, one of them in Capitol; trip back to Independence, Mo.; and funeral services there. NBC is TV pool coordinator, and all three networks will also provide extensive individual coverage in film biographies and other specials.

Too much access?

Specific obligations FCC has imposed on cable systems in new CATV rules raise question whether citizen groups can negotiate same kinds of wide-ranging agreements with cable companies as they have with broadcasters. Unprecedented agreement between California groups and Cox Cable Communications Inc. and American Television & Communications Corp.

(BROADCASTING, Dec. 4) is expected to bear that out. FCC Cable Television Bureau Chief Sol Schildhause feels it is "incongruous" that citizen groups can "extract" promise of up to three channels per system at virtually no cost (\$1 per year), while rules forbid city governments to demand more than one free channel per system.

Agreement was quid pro quo for groups' commitment not to oppose proposed merger of Cox Cable and ATC into Cox American Communications Inc. However, Mr. Schildhause, strong supporter of cable television and "upset" by agreement, can be expected to express misgivings when commission reviews agreement along with pending applications and other matters in connection with merger.

Split second?

Now that something is to be done about tightening up on multiple-product 30's, subject, of course, to approval of National Association of Broadcasters' TV board (see page 18), another problem is gnawing in minds of some code executives. This is question of how "tags" should be handled. Tags are those almost-subliminal billboards, commonly used at end of spot, where advertiser makes briefest mention of another product that is unrelated to product being advertised in commercial. Matter is receiving consideration internally at Code Authority.

At last

FCC is expected to act this week on another group of renewal applications that have been on deferred list for year and a half to two years as result of petitions to deny filed by citizen groups. Stations are Taft's WTVN-AM-TV and WBUK-(FM) and Wolfe family's WBNS-AM-FM-TV, all Columbus, Ohio, KPIX-AM-FM Fort Collins, Colo. Ohio stations were due for renewal more than two years ago, on Oct. 1, 1970; Colorado stations, 18 months ago, on April 1, 1971. Staff is recommending that petitions be denied and renewals granted. That has been recommendation in previous cases involving renewal applications challenged by citizen groups, and commission has followed it.

Seeing is believing

With such big-name personalities as Henry Fonda, Jimmy Stewart, Anthony Quinn and Shirley MacLaine having failed so badly in recent television series, all three networks now are being guided by same imperative: "First comes the word." Idea that producers go out and get stars and then write something for them to play in is being totally rejected in current development season. Instead networks are now making pilots in almost every instance, even for such stars as Bette Davis

and Sammy Davis Jr. (both involved in comedy projects for NBC-TV). Among few exceptions are *New Adventures of Perry Mason*, which has on-air commitment from CBS-TV based on former network series, and *Shaft*, which is getting serious consideration from same network based on scripts and track record of theatrical feature of same title.

Winner

J. Leonard Reinsch, president of Cox Broadcasting, shortly will be revealed as recipient of gold medal citation of International Radio and Television Executives Society. Prestigious award will be presented at banquet in New York March 15 to veteran broadcaster, who had distinction of serving as executive head of four Democratic national conventions immediately prior to 1972 event. Mr. Reinsch, who will be 65 June 28, plans to retire as Cox Broadcasting president Dec. 31, 1973, but is expected to continue as chairman of Cox Cable Corp., also headquartered in Atlanta.

Reserved seats

One anticipated outgrowth of formation of black broadcasters' association (BROADCASTING, Dec. 14), of which H. Carl McCall of WLIB(AM) New York is chairman, will be suggestion that National Association of Broadcasters admit minority member to radio, TV boards. Group plans next meeting in Washington on Jan. 9.

Popularity poll

National Association of Broadcasters is on verge of self-examination program through scientific questionnaire that will be used by regional managers on selected broadcasters to determine how members feel about NAB—what they think association should do, what its weak points are, etc. Training session for managers is scheduled for Dec. 15 in Washington, and will be led by John Dimling, NAB research vice president. Preliminary questionnaire was distributed to members at regional meetings this fall, but not enough have been returned to get consensus of membership thinking.

Literary note

Senator Frank Moss (D-Utah), tireless critic of advertising, is collecting his charges in book. He'll assert that advertising is capable of stimulating economy but in practice panders to base instincts, avoids complete truth, sells inferior products. He'll also revive arguments for passage of his favorite bills, to require written documentation of advertising claims and to establish federally supported institute to study effects of advertising. Publisher is to be Prentice-Hall.

At Deadline

Demise of 'Life' attributed, in part, to TV competition

Official announcement makes no mention of radio-TV sale to save faltering magazine

Sixteen months after its competitor *Look* ceased publication (in October 1971) *Life* will follow. Publication will be discontinued with year-end double issue of Dec. 29. It was *Life* and *Look* that joined with *Readers Digest* and General Foods in anti-TV effectiveness study in early 1970 that showed, they said, need to supplement TV with magazine advertising. Later all three magazines mounted anti-TV campaigns.

Life in early 1950's clung to claim that it was world's largest advertising medium. Since 1954, however, CBS-TV network has claimed that distinction. *Life* in early 1960's continued to be profit-maker, moving upward in revenues and ad pages; in 1966, peak year, it had \$169.7 million in ad revenue and 3,300 pages of ads. Subsequently figures dropped: \$153.9 million and 2,762 pages in 1968; \$132.4 million and 2,043 pages in 1970, and \$111 million and 1,993 pages in 1971.

Official Time Inc. announcement Friday (Dec. 8) of impending demise said *Life* was published at "very substantial deficits in 1969 and 1970 and smaller deficits in 1971 and 1972," and that projections indicated resumption of heavy losses in 1973 and were even more unfavorable for 1974.

Blamed were TV competition for advertising dollars since late 1950's cost and competitive pressures including increased postal rates, and, said Time executive, "We have been running out of economies."

Announcement did not mention Time Inc.'s break-up of company's once substantial broadcast holdings in effort to raise capital, at least—one of which was earmarked for fight to save *Life*. Company sold four of its five television stations to McGraw-Hill Inc. for \$57,180,000. Eight radio stations were sold to different buyers for more than \$8 million; last radio station on market, KFSD(FM) San Diego, Calif., was sold last week, subject to FCC approval (see page 28).

In past two years *Life* reduced its circulation from 8.5 million copies to 5.5 million and increased newsstand price to 50 cents.

In statements, NBC President Julian Goodman said passing of "any great newspaper or magazine leaves each of us the poorer" and television bureau of advertising President Norman E. (Pete) Cash said "it's a sad day when a com-

munications medium loses one of its important vehicles to reach the public."

NBC's Mr. Goodman also said that passing of *Life* deprives public of publication "whose impact on American life has been unique, whose journalistic standards never ceased to be innovative and professional. With the last great national picture magazine no longer providing a news service to millions of Americans, the responsibility of broadcast journalism to inform and enlighten becomes even greater."

Mr. Cash said that *Life* apparently "no longer offered an editorial package which satisfied the changing tastes of the American people."

Also at deadline, in brief. Gillette Co., North America, Boston, has dropped Clinton E. Frank, Chicago, and reassigned products, from Gillette's Personal Care Division, to two of its other Chicago agencies. Tame Cream Rinse products, with billings of about \$1.8-million, has been given to J. Walter Thompson. White Rain hair spray and shampoo, billing about \$1.7-million, was assigned to Grey-North. Adorn hair spray, formerly with Grey-North and billing about \$3 million, was reassigned to J. Walter Thompson. ■ *Alfred W. McCann Jr., 64, who had conducted food program on WOR(AM) New York for past 41 years, died Friday (Dec. 8) of heart attack. He had succeeded his father on station's The McCann Food Hour in 1931; Later his wife, Dora, joined him on air and show became The McCanns at Home. Other survivors include daughter and son.* ■ Optical Systems Corp., Los Angeles-based private-channel cable-television firm, has worked out \$5.5-million loan agreement with First Pennsylvania Bank for financing pay-cable TV operations now underway in San Diego area. Financing consists of long-term revolving credit arrangement, with \$2.2 million borrowed initially. Indications are substantial portion of new financing will go into Optical's pay-cable projects, not only in San Diego, but also ones scheduled for Santa Barbara, Calif.; Bakersfield, Calif.; Toledo, Ohio; Chicago and Vancouver, B.C. Company is 89%-owned subsidiary of Pioneer Systems Inc., Hartford, Conn. ■ *FCC has warned broadcasters they are likely to be ordered into license-renewal or revocation hearings if they engage in fraudulent billings. Public notice last week reminded that commission 10 years ago had declared such activity contrary to public interest and that "appropriate proceedings would be instituted when "evidence of double billing by licensee is found to exist." Some such proceedings have resulted in fines, but some commissioners have expressed concern over apparent failure of forfeitures to put top to offense.*

Storer pays \$15 million for Boston sports holding

Storer Broadcasting Co., group TV and radio station and multiple CATV owner, announced agreement in principle to acquire Boston Garden Arena Corp. in stock transaction valued at more than \$15 million.

Boston Garden owns, through subsidiaries, professional hockey franchises for Boston Bruins of National Hockey League. It also holds franchise for Boston Braves of American Hockey League.

Agreement is subject to approval of boards of both corporations and of Boston Garden stockholders. Plan calls for Boston Garden stockholders to receive 1.6 shares of Storer common for each share of Boston Garden common.

Some years ago, Storer owned Miami Marlins baseball club in its headquarters city. Earlier this year it disposed of its controlling interest in Northeast Airlines.

Ohio UHF owner accused of receiving stolen gear

Lester W. White, owner of UHF wswotv Springfield, Ohio, has been charged with receiving and concealing stolen property in connection with theft of \$50,000 worth of video-tape equipment, monitors and other test gear from WHIZ-TV Zanesville, Ohio. Equipment was found at airplane hanger rented by Mr. White, local police said.

And, although not directly connected with arrest of Mr. White, First National Bank of Springfield obtained court order to lock up property of wswotv over alleged default on loan. Station was padlocked by Clark county sheriff's office late last week, effectively taking station off air.

IBEW musters added union support for its CBS strike

New York City Central Labor Union held mass demonstration in front of CBS headquarters in New York last Thursday night (Nov. 8) to show its support of International Brotherhood of Electrical Workers' strike against CBS. (Early story, page 24.)

Approximately 2,000 members of various unions marched outside building and handed out listings of companies advertising on CBS and with request that public boycott advertised products.

Both CBS and American Federation of Television and Radio Artists on Friday (Dec. 8) were still awaiting decision of appellate division of New York State Supreme Court on AFTRA's appeal of

injunction issued by lower court (BROADCASTING, Dec. 4). Injunction prevents AFTRA from directing its members at CBS, including newsmen, to honor picket lines of IBEW.

Meanwhile, however, as of late Friday (Dec. 8), negotiators representing CBS and IBEW were still meeting with federal mediator in Washington (see page 24).

New ASCAP agreement gives radio big break

New five-year license expected to reduce station payments by at least \$2.4 million a year

Agreement on new five-year music license that will cut radio stations' rate of payment to American Society of Composers, Authors and Publishers by about 14% has been reached by ASCAP and All-Industry Radio Music License Committee.

Elliott M. Sanger, retired chairman of WQXR-AM-FM New York, who is chairman of all-industry committee, said radio-station payments to ASCAP would be "at least \$2.4 million a year" less under new rate than under old. Payments totaled \$18.3 million last year.

All-industry committee, which represents approximately 1,200 stations, announced agreement and is preparing to send details to stations, which must decide individually whether to accept new contract. Historically, virtually all stations—whether directly represented by committee or not—have accepted committee-recommended agreements.

Under new terms, ASCAP's radio music commercial fee in blanket licenses—kind most stations have—would be cut from 2% of station revenues (after specified deductions) to 1.725%. Sustaining fee, based on each station's highest one-minute rate, would be unchanged. New agreement was also said to contain number of simplifications and other improvements aside from rates. For pre-program licenses, based rate would remain 8%.

New license would be retroactive to March 1, when old ones expired.

Agreement settles litigation initiated by all-industry committee after it was unable to reach satisfactory terms with ASCAP before old contracts expired (BROADCASTING, Feb. 21, et seq.). It will be submitted to Judge Sylvester J. Ryan of U.S. Southern District Court in New York, where suit is pending, on Dec. 20 for approval.

Time taken to reach agreement, though it spanned almost 10 months, was among shortest in music-license history. Last ASCAP/radio-station negotiations were started in 1962 and completed in 1964.

Emanuel Dannett and Bernard Buchholz, New York attorneys, are counsel to all-industry committee, whose members include representatives of leading radio-station groups and individual stations.

Going price going up. FCC is expected to consider this week or next notice of proposed rulemaking aimed at increasing fee schedule for all its services, including broadcasting. New license structure, which is designed to recover 100% of \$42 million FCC is requesting for fiscal 1974, would increase revenues from broadcasters about 30%. Notice is product of staff committee at work on project for past year. Fees are said to be related to budget of each commission bureau and to value to recipient service. Broadcast Bureau costs are thought to be budgeted at \$12.2 million in fiscal '74, and anticipated fee revenue at \$12.7 million. Schedule presumably is predicated on Office of Management and Budget's endorsement of FCC's fiscal request.

Split responsibility. TV and radio accreditation for inaugural ceremonies next month have been divided. Congressional Radio-TV gallery will handle certification to inauguration itself on Capital Hill; access to all other events (parade, reviewing stand, balls, gala, etc.) will be handled on first come-first served basis by inaugural committee itself. Contact is Powell Moore, director of press and publicity, inaugural committee, Second and T Streets, S.W., Washington 20555. Telephone: (202) 447-9150.

Lower: Newsmen need law

Passage of "shield" laws enabling newsmen to protect confidential sources of information was urged by Elmer W. Lower, ABC News president, in talk to St. Joseph, Mo., chamber of commerce. Mr. Lower told gathering on Dec. 7 that these laws were necessary not merely for protection of reporters but to insure flow of news to viewers, listeners and readers. He decried tendency of grand juries and courts to use newsmen as "extensions of investigative arms of government by requiring reporters to reveal their sources of information.

Multiple waivers permit Reynolds TV relay grant

FCC last week approved proposal by communications entrepreneur Don W. Reynolds to establish elaborate television-relay network serving entire state of Nevada. System, which will utilize seven new VHF and one new UHF translator stations as well as 12 microwave relay stations, will bring initial TV service to 17,000 residents of remote areas in state and, according to FCC, first Nevada service to "many more."

Reynolds system will originate at KORK-TV Las Vegas and KOLO-TV Reno, will be picked up by microwave relays and terminate at translators, being interconnected through translator relays en route. Relay stations will operate on 7000 and 1300 mhz bands rather than customary 2000 mhz.

Although proposal is generally inconsistent with FCC rules governing use of translators and microwave units, commis-

sion said geographic limitations to off-air reception in Nevada present "unique situation calling for innovative solutions." In authorizing construction, commission granted Mr. Reynolds numerous rule waivers. It also dismissed three objections from competing broadcaster (KTUVN-TV Reno), translator (K73BS Hawthorne-Babbitt, Nev.) and cable system (serving Austin, Nev.) It also approved agreement between Mr. Reynolds and competing applicants for translators in Ely and McGill, Nev. (KTUVN and three commercial TV licensees in Salt Lake City) calling for withdrawal of other firms and imposed number of conditions on various Reynolds grants.

Commission said action was also conditioned on outcome of renewal proceeding involving KORK-TV, which is accused of fraudulent billing.

Briton touring U.S. to urge clean-up of TV

Former British schoolmarm, Mary Whitehouse, is on two-and-half week tour of U.S. to sell "decency" in television. Last Friday (Dec. 8), she told news conference in Washington that she equates violence on TV with obscenity. She said she was revolted at seeing stabbing of Mrs. Ferdinand Marcos, wife of the Philippine president, depicted so vividly and in such detail on American TV screens (see page 42).

Mrs. Whitehouse, founder of Britain's Viewers and Listeners Association, advocates right of viewers to influence program content. She said she had already conferred with Martha Rountree, president of Leadership Foundation Inc. (see page 35) and that it is necessary to have American viewers present their views to British producers and vice versa so there will be no misunderstandings when programs are exchanged.

Feeling that relationship between what people see on TV and how they react must be sociologically proved must be blown sky high," she said.

American TV programs are more sentimental than sexual, Mrs. Whitehouse said, and she thinks American TV commercials are more professional than Britain's and contain less blatant sexuality. She said her association speaks for 2-3 million people in Britain.

Mrs. Whitehouse is touring U.S. under sponsorship of Citizens for Decent Literature Inc., Los Angeles.

Pacific Video buys RCA gear

Sale to Pacific Video Industries, Los Angeles, of more than \$650,000 in RCA color TV cameras, video-tape recorders and related production equipment was announced Friday (Dec. 8) by RCA. New Los Angeles company will install equipment in its mobile-TV van for on-location taping of feature films, sports events, commercials and other material. Taped production is transferred to film for distribution and exhibition, according to Jack Meyer, president of Pacific Video.

Datebook®

■ Indicates new or revised listing.

This week

Dec. 12—Public demonstrations of MCA Inc.'s new color video-disk. Universal studios, Hollywood.

Dec. 13—Association of National Advertisers' workshop on new-product marketing. Waldorf-Astoria hotel, New York.

■ **Dec. 13-15**—Benchmark Conference in Television Arts and Sciences, sponsored by television-radio department, School of Public Communication, Syracuse University. Featured speakers: Harriet Van Horne, editor, *Television Quarterly*; Perry Wolff, CBS News executive producer; Lee Polk, director of children's programs, ABC-TV. Lubin House, 11 East 61st Street, New York.

January 1973

■ **Jan. 8-10**—Oral argument on matters related to children's television programming, *Broadcast Bureau, FCC*. Contact: rules and standards division, Broadcast Bureau, by Dec. 15.

■ **Jan. 9**—Panel on buying radio and television time. *National Retail Merchants Association* 62d annual convention. Television panel includes Ave Butensky of Dancer-Fitzgerald-Sample, New York, and Richard E. Reed of WLWT(TV) Cincinnati. Radio panel includes George Ideatson of Henry J. Kaufman, Washington. New York Hilton, New York.

Jan. 9-12—Joint board meeting, *National Association of Broadcasters*. Canyon hotel, Palm Springs, Calif.

Jan. 11—*Hollywood Radio and Television Society* luncheon meeting with FCC Chairman Dean Burch as guest speaker. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

■ **Jan. 11-12**—Seminar on broadcast sales management principles, sponsored by *Brown Institute* and *KSM (AM) Skakopee, Minn.* Brown Institute, 3123 East Lake Street, Minneapolis.

Jan. 12-14—Annual midwinter conference, *Florida Association of Broadcasters*. Daytona Plaza hotel, Daytona Beach.

Jan. 12-18—Consumer Electronics Show, sponsored by *Electronic Industries Association*. To be shown: TV, radio, phonograph, tape and audio equipment. Conrad Hilton hotel, Chicago.

■ **Jan. 15**—Deadline for entries in annual television newscast competition sponsored by *National Press Photographers Association* and *University of Oklahoma School of Journalism*. Contact: Bruce Hinson, School of Journalism, 860 Van Fleet Oval, University of Oklahoma, Norman.

Jan. 18-19—Annual winter meeting, *California Broadcasters Association*. El Mirador hotel, Palm Springs.

Jan. 25-27—Annual winter conference, *Alabama Broadcasters Association*. All American inn, Auburn.

Jan. 28-29—Meeting, *Oklahoma Broadcasters Association*. Lincoln Plaza, Oklahoma City.

Jan. 28-31—Annual convention, *National Religious Broadcasters*. Washington Hilton, Washington.

■ **Jan. 28-31**—Annual public affairs conference, *American Advertising Federation*. Major speakers: Richard E. Wiley, FCC commissioner; Michael Pertschuk, chief counsel, Senate Commerce Committee; Gerald Thain, Federal Trade Commission; Robert Tallman Jr., Young & Rubicam International; Lee Loevinger, Washington lawyer; Barton A. Cummings, Compton Advertising (AAF chairman); Charles W. Yost, National Advertising Review Board; Stockton Helffrich, National Association of Broadcasters Code Authority. Statler Hilton hotel, Washington.

Jan. 31—Deadline for entries in annual *Edwin H. Armstrong Awards* for best FM programs broadcast in 1972. Awards will be presented at National Association of FM Broadcasters convention, March 22-25 in Washington. Entry forms may be obtained from Kenneth K. Goldstein, Room 510, Mudd building, Columbia University, New York.

February 1973

Feb. 1—Deadline for entries in 41st annual *Sigma Delta Chi Distinguished Service Awards* contest. Awards are offered for notable performance in print and broadcast journalism. Entry blanks may be obtained from Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

Feb. 2-3—25th annual radio-TV news seminar, *Northwest Broadcast News Association*. University of Minnesota School of Journalism and Mass Communication and Hotel Dyckman, Minneapolis.

Feb. 5-9—Annual engineering-management seminar sponsored by *National Association of Broadcasters*. Limited to 20. Contact: George W. Bartlett, VP for engineering, NAB, Purdue University, West Lafayette, Ind.

Feb. 8-9—Semiannual convention, *Arkansas Broadcasters Association*. Ramada Inn, North Little Rock.

Feb. 9-11—Annual convention of *New Mexico Broadcasters Association*. La Fonda, Santa Fe.

Feb. 11-14—Third annual seminar, *International Tape Association*. Tucson, Ariz.

Feb. 10-23—*National Academy of Television Arts and Sciences* overseas tour to four African countries visiting television installations and cultural sites. Contact: Orbitair International Ltd., 20 East 46th Street, New York 10017.

Feb. 11-22—Legislative meeting, *Texas Association of Broadcasters*. Sheraton-Crest hotel, Austin.

Feb. 13—*Hollywood Radio and Television Society* luncheon meeting with Ms. magazine editor Gloria Steinem as guest speaker. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

■ **Feb. 13-14**—Annual faculty-industry symposium, sponsored by *International Television and Radio Society*. Tarrytown conference center, Tarrytown, N.Y.

Feb. 13-15—Winter meeting, *South Carolina Broadcasters Association*. Wade Hampton hotel, Columbia.

Feb. 13-16—Convention, *National Association of Television Program Executives*. Royal Sonesta hotel, New Orleans.

Feb. 14—Judging, 1972-73 *Voice of Democracy Scholarship*. Kansas City, Mo.

■ **Feb. 24**—Region 5 meeting, *Women in Communications*. Hotel Westward Ho, Phoenix.

March 1973

March 9-11—Meeting, board of directors, *American Women in Radio and Television*. Hilton Palacio del Rio, San Antonio, Tex.

■ **March 15**—Deadline for entries in Gavel Awards competition of *American Bar Association*. Awards presented for articles, books, films, radio and TV programs that contribute to public understanding of American system of law and justice. Contact: Committee on Gavel Awards, American Bar Association, 1155 East 60th Street, Chicago 60637.

March 22-25—Annual convention, *National Association of FM Broadcasters*. Washington Hilton hotel, Washington.

March 25-28—Annual convention, *National Association of Broadcasters*. Sheraton Park and Shoreham hotels, Washington. (1974 convention will be March 17-20, Civic Center, Houston; 1975, April 6-9, Convention Center, Las Vegas, and 1976, March 28-31, Superdome, New Orleans.)

April 1973

April 1-3—Annual meeting, *Southern Cable Television Association*. Mobile municipal auditorium, Mobile, Ala.

■ **April 8-13**—Semiannual technical conference, *Society of Motion Picture and Television Engineers*. Hyatt Regency O'Hare hotel, Chicago.

Major meeting dates in 1972-73

Feb. 13-16, 1973—Convention, *National Association of Television Program Executives*. Royal Sonesta hotel, New Orleans.

March 22-25, 1973—Annual convention, *National Association of FM Broadcasters*, Washington Hilton hotel, Washington.

March 25-28, 1973—Annual convention, *National Association of Broadcasters*. Sheraton Park and Shoreham hotels, Washington.

May 13-16, 1973—Annual convention, *American Advertising Federation*. Fairmont-Roosevelt hotel, New Orleans.

May 16-20, 1973—Annual convention, *American Women in Radio and Television*. Americana Bal Harbor, Miami Beach.

May 1973

May 5—Annual *Sigma Delta Chi Distinguished Service Awards Banquet*. Omaha.

May 13-18—*American Advertising Federation* annual convention. Fairmont Roosevelt hotel, New Orleans.

May 16-20—22d annual national convention, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.

May 18-19—Spring convention, *Kentucky Broadcasters Association*. Galt House, Louisville.

June 1973

■ **June 7-10**—Spring meeting, *Missouri Broadcasters Association*. Lodge of the Four Seasons, Lake of the Ozarks.

June 28-30—Meeting, *Oklahoma Broadcasters Association*. Western Hills State lodge, Tahlequah.

July 1973

■ **July 11-14**—Annual summer convention, *Colorado Broadcasters Association*. Klandra and Talisman lodges, Vail.

August 1973

■ **Aug. 9-10**—Annual summer convention, *Arkansas Broadcasters Association*. Arlington hotel, Hot Springs.

September 1973

■ **Sept. 16-18**—Annual convention, *Nebraska Broadcasters Association*. Holiday inn, Kearney.

October 1973

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

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

Oct. 18—Fall conference, *National Association of Broadcasters*. Chicago.

Oct. 23—Fall conference, *National Association of Broadcasters*. New Orleans.

Oct. 25—Fall conference, *National Association of Broadcasters*. Atlanta.

Oct. 30—Fall conference, *National Association of Broadcasters*. Denver.

Books

The Selling of Cable Television 1972. National Cable Television Association, Washington. Paperback: \$1.95 to NCTA members, \$2.95 to nonmembers, \$1.50 per copy for bulk orders of 35 or more. Every year, NCTA prints and sells a voluminous transcript of the complete proceedings of its national convention. Now it has applied that technique to an NCTA marketing workshop, held last summer, and produced this valuable book. *The Selling of Cable Television* contains discussion and question-and-answer sessions on 13 cable-television marketing subjects, including: marketing pay cable and two-way services, marketing a top-100-market system, telephone sales, commercial marketing, and the

speakers were cable operators and marketing specialists who know the subject from the inside. The result is the definitive reference in its field.

Beyond Babel: New Directions in Communications. Brenda Maddox. Simon & Schuster. \$6.95. An American-born journalist who lives and works in England takes a long and hopeful look at the present and future uses of new communications technology, with special attention to satellites, cable and the telephone.

Mass Media Communications. Theodore Lett. Radio and Television Commission of the Southern Baptist Convention. A

layman's guide to "utilizing the various media of communications to take the Good News of Jesus Christ to the lost people of this world."

The Business of Radio Broadcasting. Edd Routt. Tab Brooks, Blue Ridge Summit, Pa. \$12.95. The author, instructor in station administration at Southern Methodist University, has drawn on 25 years of broadcasting experience in developing this guide to station operation. Chapters cover the station in the community, sales, programing, administration, technical operations and reference material for management. There's also a short glossary of radio-related terms and abbreviations.

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Open Mike[®]

In the beginning

EDITOR: We read with interest the letter [Nov. 20] regarding the First United Methodist Church of Topcka, Kan., having continuously broadcast for almost 40 years.

Pilgrim Lutheran Church, St. Louis, began broadcasting on KFUD, operated by the Lutheran Church-Missouri Synod, on Nov. 4, 1928.—O. H. Spath, *general manager*, KFUD-AM-FM St. Louis.

EDITOR: We are looking forward to celebrating 50 years of continuous, live broadcasting of the 11 a.m. worship of Mathewson Street United Methodist Church. The first broadcast was on Sunday, Dec. 31, 1922, on WEAN. WJAR began carrying the service on Dec. 22, 1935.—Rene O. Bideaux, *pastor*, Mathewson Street United Methodist Church, Providence, R.I.

Hats in the ring

EDITOR: The article on the National Association of Broadcasters board race (BROADCASTING, Nov. 27) refers in the last paragraph to the radio board election. You mentioned that there is only one announced candidate. I know of at least three others. Dick Dudley of WSAU-AM) Wausau and Ben Laird of WDUZ-AM) Green Bay, Wis., are both campaigning for the Wisconsin-Illinois district. I am running for the Class D category-at-large.—Edward D. Allen Jr., *president*, WDR-AM-FM Sturgeon Bay, Wis.

No to sexy radio

EDITOR: I would like to voice support for Mike Shapiro's stand against "pornographic radio" (Oct. 23). Broadcasters and producers should be aware of their tremendous influence, which can be wielded for noble or base causes. Effective and responsible broadcasters will weigh their words, considering the outcome of communicating information that

will be beneficial for a free, creative and productive society. Mike Shapiro, and all broadcasters like him, should be congratulated.—Eugene B. Henderson, *media director*, Herald of Truth Radio and TV Programs, Abilene, Tex.

Counterpoint

EDITOR: Your editorial, "Sanctimonious smear" [BROADCASTING, Nov. 27], commenting on the United Church of Christ reports on the dismal record of broadcasters in employment of women and blacks is all too typical of the 1940 mindset of BROADCASTING. Instead of lamenting (or even recognizing) in your editorial a self-evident truth—that in broadcasting women and minority people have been discriminated against in advancement and hiring—you cry because the figures, which came from employment reports filed by stations with the FCC, were used by "an organization that has consistently displayed animosity toward the commercial broadcasting system." And you satirize Dr. Everett Parker's statistics.—Arthur S. Harris Jr., *Harris Enterprises, Schenectady, N.Y.*

Public information

EDITOR: In recent months, too many newsmen (one is too many) have been jailed for refusing to disclose their sources. The editorial in the Nov. 27 issue makes the point. The administration is using its heavy hand to control the media. When the founding fathers wrote the Constitution they intended the press to remain free from government control. If they hadn't intended it that way, there would have been no mention of a free press. The media must remain free in order to do their job. We have never before seen such administration attempts to control the press, and it makes me wonder whether Mr. Nixon does indeed believe the people have a right to know what's going on.—David Douglas, *senior news editor*, WROV-AM) Roanoke, Va.

Monday Memo

A broadcast advertising commentary from Sanja Larsen, director of marketing, Howland, White Plains, N.Y.

Matchmaking the retailer and the broadcaster

I've spent years trying to get retailers and broadcasters together. The two groups are remarkably similar in character: basically honest, promotional minded, willing to take chances, able to handle daily or even hourly deadlines, to make quick decisions. Both are highly involved in the community. Why can't I get them married off? Perhaps because they don't talk alike, even if they do think alike.

Broadcasters talk about reach and frequency, and retailers talk about last year's figures and this year's sales. Broadcasters talk about spots and cost-per-thousand, and retailers talk about merchandise and markup. Broadcasters talk about markets; retailers talk about customers. How do you get these views (and vocabularies) together?

Since not many retailers have broadcasting backgrounds, you broadcasters are going to have to become retailers, to learn how a retail mind works.

Retailers are used to seeing the merchandise. They don't buy—or sell—sight unseen. They are used to very tangible relationships with their merchandise and their customers. How can you sell them the abstraction of your merchandise (air?) and your listeners ("I can't see anyone listening")? The solution is to gather every tangible device you can: a cassette recorder full of radio spots—your retailer's competitor's if possible. What the rival advertisers did last year.

The best thing you could do, as a first call, is to know what your retailer did in newspaper last year. (If I ran a local radio station, I'd keep a scrapbook of retailers' ads.) You should have estimated the dollars spent (check the discount rate card of the paper). Then ask for a portion of those dollars this year, and show him what could be done on broadcast. Never ask a retailer for *more* money; ask for a diversion instead.

As an example, almost every department store will have these events in January: a white sale, a foundation sale, and a sale for baby. Most retailers keep these sales going all month. Of course, they can't run ads every day in the newspaper. Of course, they *could* run radio almost every day, and help keep sales up all month. I would suggest that you produce one great spot to promote each of these sales. A spot that would really create an impact on your listeners. Let the newspapers sell the items—you sell the sale.

Your charts or pitch cards can also help him make your business tangible. So bring along your best, most comprehensive media pitch, including a specific comparison with the local newspaper's audience. Offer to help him educate his management or buyers.



Sanja Larsen is vice president and director of marketing for Howland, a 20-store retail chain in New York state and New England. A Phi Beta Kappa from the State University of South Dakota, she got her first job after college at KOTA-AM-TV Rapid City, S.D. She was advertising director of Dayton's in Minneapolis prior to joining Howland's.

Point out that research has proved that women (and men) usually read the ads of their favorite store. So newspaper ads do work—on a store's own customers. But there's a problem getting new customers with the newspaper. Naturally, broadcast can help a great deal in getting new customers to a store as it reaches around, beyond, or through a newspapers' ABC report.

By now, you should have your retailer's attention. You'll know when he asks you how much it costs. Be careful here. You'll be tempted to sell him a spot on the news four times a day, for a dazzling discount—if he'll order 26 weeks. Don't. It's time for retail-think again.

Every store has a volatile sales curve full of peaks and valleys. All department-store sales trends are remarkably similar: Starve January through March, hope Easter falls late enough for spring selling, swoop into summer sales, and fall had better help introduce the real business done in November-December. Periodically, there will be traffic-building attempts called "storewide sales."

What I'm saying is that a retailer should broadcast in flights, to support major events or specific "hot" items, and not be on the air every day. You need to work with him on a seasonal basis, helping him budget dollars to broadcast according to the importance of the event. If he has an event that is declining in importance, perhaps you have a scheme (involving your station, of course) that could bring new interest to it.

For the first go at broadcast, help him

select a product or service that you are 100% sure will bring results from your station. You must have sales results on the first go or you'll probably never get another order. Retailers are like that. Here's why. First, retailers are adventurous, and willing to try new things. They try to sell new ideas every day. Inevitably, something doesn't sell. When that happens, retailers know they have to mark it down or return it—and the faster, the better. Now, this attitude can work against *you*, if anything sours that retailer's first experience with broadcast. He'll mark you down—and out. So be positive that what you select for broadcast is right.

Now you're ready to make a demo. Here are some production ideas to separate the retailer from the national ads and still be effective. One way is to put the store to work for you. Tape an interview about a sale or event, with the fashion director, or the president of the store. Show how it can be edited into a spot. Tape customers in the store or over the phone. Turn these interviews into demo spots. (Be sure you get releases before you air any of those voices.) Again, you're creating something tangible.

You can offer the store a unique selling opportunity: for instance, the flexibility to create a spot on sunglasses at a special price, and air it only on bright sunny days; to sell air conditioners only when the temperature goes over 85 degrees; to sell women's winter boots the first day it begins to snow. Only broadcasters have this flexibility, and it's something the retailer needs.

As retailers expand, and branch into new market areas, you have another unique opportunity. The stodgy downtown retailer may never have studied his city market—it's simply there. But the new store 500 miles away is something else. When you come in with market statistics and penetration percentages for your station versus newspaper, you may find him more receptive to broadcast in the new market than he ever will be in the old "downtown" market. And if a store starts its existence with broadcast, it's apt to continue to use broadcast.

It's discouraging to me that retailers don't see the potential of radio and TV, and really commit to it. I've heard of retailers who, during a newspaper strike, used broadcast media, and very successfully, but switched back to the papers at the end of the strike. Heaven help them. When I get discouraged, I visit the Radio Advertising Bureau, and the Television Bureau of Advertising, and I recommend them to you. Their research is fabulous. They understand retailers and have the visual aids, the hardheaded suggestions, the library of retail spots to help you. They sure have helped retailers like me.

Available immediately !

Replace your weakest prime access program with:



GOODSON-TODMAN'S
I'VE GOT A SECRET
STARRING STEVE ALLEN

Steve is host. He and his all-star celebrity panelists make games out of guessing other people's secrets. It's the all-new version of a fine, star-filled, family fun show.

The Oct. '72 ARB's rate
 'Secret' a strong number 1
 at 7:30 p.m. in N.Y. and L.A.

WINS ITS TIME PERIOD IN THE TWO LARGEST AND MOST COMPETITIVE MARKETS IN THE U.S.

New York WCBS-TV TUES. 7:30 P.M.

1 IN RATING & SHARE (ADI & METRO), HOMES, TOTAL PERSONS, ADULTS, TOTAL WOMEN, WOMEN 18-49, TOTAL HOUSEWIVES, HOUSEWIVES UNDER 50.

"Secret" outrates the following list of prime access shows during the entire week:

PROGRAM	RATING	SHARE
I'VE GOT A SECRET	13	26
Golddiggers	12	22
Circus	11	23
*Safari	11	22
Survival	10	20
Young Dr. Kildare	10	18
Parent Game	10	18
Mouse Factory	9	18
Adventurers	8	16
*Father Gets Home	8	15
Black Beauty	7	13
George Kirby	6	12
Family Classics	5	13
Explorers	4	10

Los Angeles KNXT TUES. 7:30 P.M.

1 IN RATING & SHARE (ADI & METRO), TOTAL HOMES, TOTAL WOMEN.

"Secret" outrates the following list of prime access shows during the entire week:

PROGRAM	RATING	SHARE
I'VE GOT A SECRET	13	24
Adventurers	12	24
Circus	12	23
*Police Surgeon	11	22
UFO	10	20
Mouse Factory	10	19
Johnny Mann	10	17
Parent Game	8	17
*Local Movie	8	16

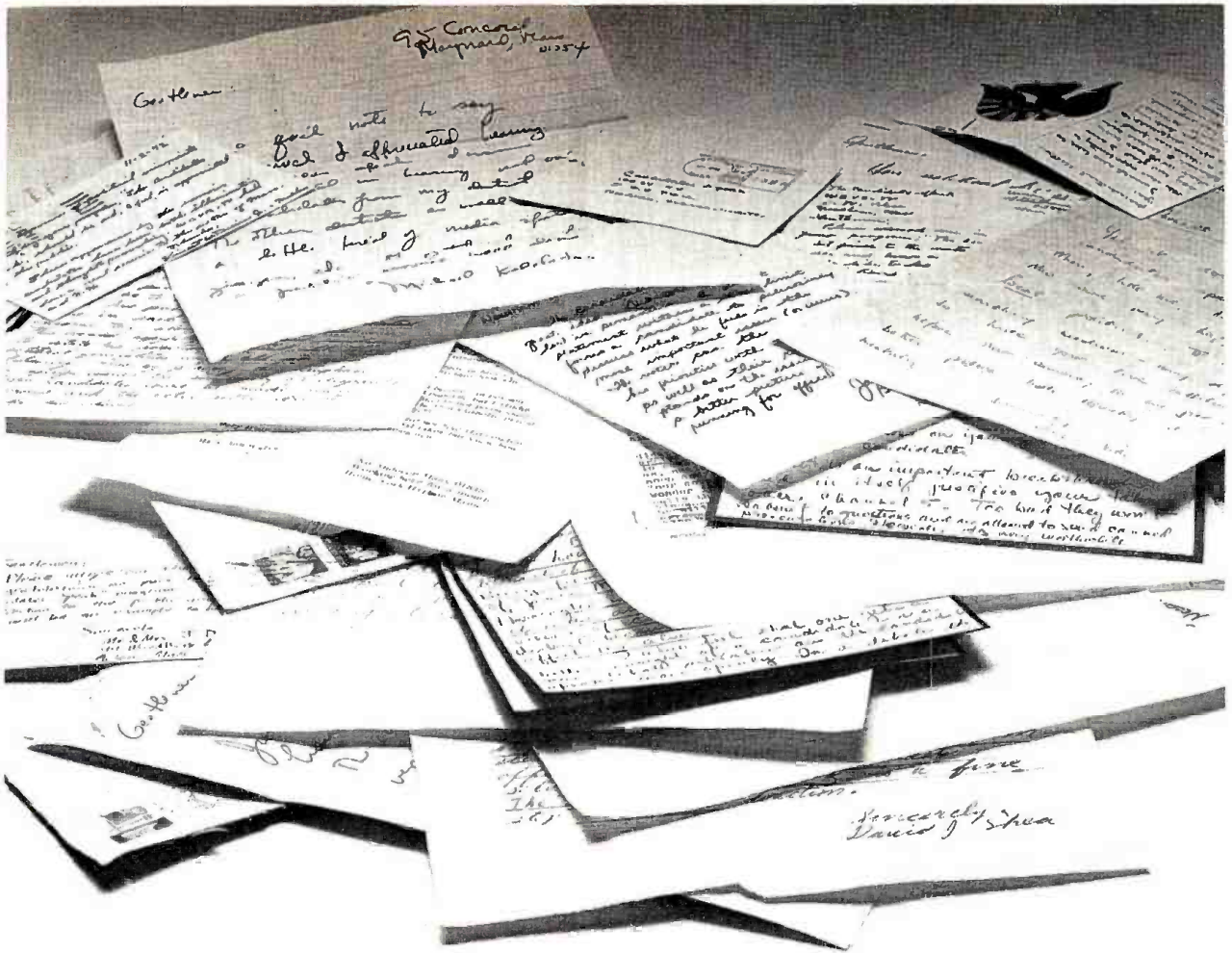
*DIRECT COMPETITION

RATING AND SHARES SHOWN ABOVE ARE ARB'S ADI, OCT. 72

Data quoted here are estimates only, subject to certain effects and limitations described in the report. All ratings shown are from the ARB TELEVISION MARKET REPORTS OF OCT. 1972 (ADI & METRO)

DISTRIBUTED BY **FIRESTONE** PROGRAM SYNDICATION CO.

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"... the stand which your Station has taken of not selling political T.V. time but making time available to each candidate is one which is in the direction which modern practice should take us."

Thomas Messenger, Braintree, Mass.

"I really feel much better informed about how I am going to vote after watching your show."

Steven L. Patt, Cambridge, Mass.

"Thanks for *The Candidates Speak*. In this age of obscenely expensive political campaigns, your free-time policy is truly admirable. Keep it up."

Reva Rubinsky, Framingham, Mass.

"*The Candidates Speak* is a great idea... A direct statement within a time limit forces a candidate to selectively discuss what he feels is the most important issue (or issues)."

Janet Burne, Beverly, Mass.

"I feel sure your program with its controversial candidates has either changed or reinforced voters' choices... You've brought light to people's viewpoints."

Joseph Whelton, Goffstown, N.H.

"Many thanks for a public service well done."

Michael Kalafatas, Maynard, Mass.

**No matter how
New England voted, we won.**

WCVB-TV 5

Represented Nationally by **hpr** HARRINGTON, RIGNER & PARSONS, INC.

Boston Broadcasters, Inc.

Apollo 17 marks end of space-age TV series

From first suborbital rocket trip to smashing climax of man on moon, \$60-million worth of special events left high points in TV history

An estimated 90-million viewers watched on television as Apollo 17's blastoff lit up the night skies over Cape Kennedy early last Thursday (Dec. 7), launching the climactic mission in an 11-year series of space adventures that for most Americans have been a television odyssey.

The mission, due to span more than 12 days and include some 75 hours of exploration on the surface of the moon, is America's last manned lunar probe, according to present plans, though there will be other manned space ventures. In a sense it thus marks the end of an era in which television made U.S. viewers—and in many cases viewers around the world—armchair witnesses to the mysteries of space.

Some 25 manned space flights have been made, all followed extensively by the cameras of the network news organizations—at a total cost estimated unofficially last week at \$60-65 million not counting unknown millions lost in advertising in pre-empted programs.

Over the years viewers have watched in fascination as the space age progressed from the first U.S. suborbital flight by Commander Alan Shepard on May 5, 1961, through the first orbital flight by Lieutenant Colonel John Glenn in 1962, and on to more sophisticated adventures such as space walks, TV "spectaculars" in flight, moon-surface close-ups and finally, on July 20, 1969, the first manned landing on the moon.

Apollo 17 is scheduled to make the sixth landing of men on the moon. Radio and TV networks provided extensive coverage of the launch period last Wednesday night and scheduled pickups from the moon and frequent reports throughout the flight, set to end with splashdown Dec. 19.

Coverage of the launch went into overtime as blastoff for the astronauts—Captain Eugene Cernan, Commander Ronald Evans and Dr. Harrison H. Schmitt—was delayed from 9:53 p.m. NYT Wednesday to 12:33 a.m. Thursday. ABC was on from 9:30 to 1, CBS from 9:41 to 12:57 and NBC from 9:45 to 12:49.

While the space flights have provided gripping television drama, viewers have tended to become a bit jaded, giving them less continuous viewing time—a factor presumably reflected in the networks' tendency to give frequent but less sustained coverage of "routine" events during the flights. As early as 1966, when the networks stayed with coverage of the emergency splashdown of the crippled Gemini 8, many viewers complained about pre-emption of regular programs such as *The Virginian*, *Batman*—and *Lost In Space*.

Although the high point of viewer interest undoubtedly came in the first moon landing in 1969, the first U.S. manned space flight—the brief, suborbital mission of Commander Shepard in May 1961—drew an estimated 31.4-million viewers during its central quarter-hour, and was covered by the networks in a total of 14 special telecasts.

The next peak of interest, after Captain Virgil Grissom's suborbital flight July 21, 1961, came when Colonel Glenn became the first astronaut to orbit the earth on Feb. 20, 1962. It was estimated that 60-million viewers watched the launch and 135 million saw some portion of the day's coverage. An index of public interest could be seen in New York's Grand Central Terminal, where CBS News hung a 11-by-14-foot TV screen to display the coverage. An estimated

10,000 people jammed the terminal to watch lift-off that morning, and at 3 o'clock the crush was so great that CBS was asked to suspend the service. The networks' costs for that day's coverage were put at \$3,053,000 including losses from program pre-emptions. They had a total of 568 persons deployed in their coverage.

A couple of orbital shots later, when Walter M. Schirra was in flight on Oct. 3, 1962, NBC had a problem—to cover the space mission and a World Series game at the same time, which it managed to do. The next mission, in May 1963, introduced the first live pictures of an astronaut (Gordon Cooper) in orbit, and the coverage was also relayed extensively to Europe by satellite.

In connection with the next manned flight, viewers got their first live close-up views of the moon from a camera mounted on a rocket hurtling toward the lunar surface. That was in March 1965. Less than three months later, during the four-day Gemini-Titan 4 mission, NBC introduced color coverage of the blastoff. That flight also featured a space walk by Astronaut Edward White which was filmed and shown in color.

The Gemini 6 and 7 mission in December 1965 brought the rendezvous of two space vehicles and also the first live TV coverage of spacecraft splashdowns.

Six months later viewers got their first look at lunar pictures from a spacecraft, the Surveyor 1, softlanded on the moon: That was June 2, 1966, and for the next four days viewers followed coverage of Gemini 9 from launch on June 3 through splashdown on June 6.

The next-to-last Gemini flight, launched Sept. 12, 1966, brought rumblings of trouble, unrelated to space science. Nothing official was said, but members of the Johnson administration let it be known they were "concerned" because the networks, concentrating on the Gemini 11 splashdown, did not carry live coverage of a speech in which Philippines President Ferdinand Marcos, addressing a joint session of Congress, gave



CBS News photos



Quite a trip. Broadcasting brought back to earth the astronauts' experiences throughout the Mercury, Gemini and Apollo space missions. Above (l-r), a Gemini crew member on a space walk, a

view of earth from the Apollo 8 capsule and Neil Armstrong becomes the first man on the lunar surface during the Apollo 11 expedition, which got the most coverage in the series.

vigorous support to the administration's Vietnam policy.

The manned flights in the Apollo series, leading to manned lunar landing, started in October 1968.

The first lunar landing, the Apollo 11 mission, featured in full television view Astronauts Neil Armstrong and Edward E. Aldrin Jr. They were shown collecting rocks and, dressed in the now familiar space suits, bouncing weightlessly across the bleak landscape. The first lunar origination during Apollo 11, on the night of July 20-21, 1969, was in black and white and lasted five hours and six minutes, of which two and a quarter hours concentrated on the astronauts. Other transmissions (from the spacecraft) were in color.

It took a minimum of \$11 million in expenditures and in revenue loss and an estimated 1,000 personnel for the networks to produce what was then judged to be the biggest show in broadcast history. An estimated audience of 125 million saw the televised moon walk in the U.S., or twice the projections made by the networks when the walk was originally scheduled. Man's first steps on the moon were seen as they were taken by Astronaut Armstrong, who placed a

camera in position to take live pictures of his descent from the LM (lunar module).

The moon-walk telecast actually started at 10:52 p.m. on July 20. From launch to splashdown (July 24) the networks engaged in eight days of grueling television coverage.

Apollo 12 in November 1969 with Astronauts Pete Conrad and Alan Bean handling the Westinghouse/CBS laboratories' field-sequential-system color camera proved to be a failure from the point of view of telecasting color pictures from the moon. In moving the camera from the lunar module to a tripod on Nov. 19 the astronauts were believed to have exposed the lens to direct sunlight, burning out the sensitive secondary electron conduction tube, and the 45-minute colorcast went to black. But color pictures of the undocking and docking of the lunar module from the command capsule were described as extraordinary.

Audiences and time spent on the mission—12 as compared with Apollo 11—were reduced. During Apollo 11, for example, the networks devoted 42 hours over-all to the landing and moonwalk, and audience averages for Apollo 12 ran several percentage points behind those

levels achieved in Apollo's 11's flight.

In recapitulating costs, it was estimated that the networks allocated about \$3 million to coverage of Apollo 12 as compared with \$6.5 million for coverage of Apollo 11. While the networks spent upwards of 50 hours each in coverage of the first lunar landing and lunar walk, the next Apollo mission, only a few months later, was covered for approximately 20 hours by ABC, 23 hours by CBS and 35 hours by NBC. Personnel required by the networks for Apollo missions had dropped from 1,000 used in July to about 750.

High drama was added unexpectedly to Apollo 13 coverage in April 1970 as the scheduled 10-day flight was shortened to seven days by electrical problems. Pooled TV coverage of the dramatic, tension-filled splashdown on April 17 (a Friday) drew an estimated 40-million viewers. Considering the fewer days of the mission, Apollo 13 was given more coverage by the networks than had been allocated to Apollo 12. For the first time, color-TV pictures were relayed by camera aboard a helicopter covering the splashdown and recovery. Network personnel deployed were about the same in number as for the Apollo 12 mission.

Since events have a habit of intruding on scheduled coverage of them, Apollo 14 in the winter of 1971 (Jan. 31-Feb. 9) shared its splashdown and recovery on Feb. 9 with coverage on TV of a devastating earthquake in southern California. During that 10-day flight, NBC carried more than 21 hours from liftoff to splashdown, CBS 18 hours and ABC 15 hours.

The Apollo 14 launch—on a Sunday midafternoon—had an estimated 55-million persons watching, but Apollo 15 later that year, on a workday Monday morning in July, had only 25 million viewing at liftoff (July 26), a considerable drop. But what this mission had was style and color pictures described as having awesome clarity. The RCA and Westinghouse field-sequential cameras transmitted the best pictures ever of a moon flight to that point, with views of the lunar launch, docking maneuvers and double view of an eclipse.

The astronauts, David R. Scott and James B. Irwin, spent three days of the 12-day mission on the moon. Splashdown was Aug. 6. Apollo 16 was launched last April 16, and last week it came Apollo 17's turn, the last of a long line.



Hero's return. America's first man into space, astronaut Alan Shepard (who rode the first Mercury capsule in a suborbital mission), was introduced to the 1961 convention of the National Association of Broadcasters, in Washington, by President John Kennedy. With them in this podium presentation were then Vice President Lyndon B. Johnson, NAB President LeRoy Collins (shaking the astronaut's hand) and Mrs. Shepard.

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**THE ASSOCIATED PRESS
BROADCAST NEWS**

Multiproduct ads face more rigid restrictions

NAB subcommittee proposes new code language to make split-30's look like wholes

The clamps were tightened on multiple-product announcements in 30-second spots when the time standards subcommittee of the TV code review board of the National Association of Broadcasters last week proposed new language in the code. This would require the products or services advertised to be related and interwoven—with "related" products or services defined as "those having a common character, purpose and use."

The recommendations, reported to the NAB's executive committee meeting in Washington last week, require approval of the full TV review board, which is expected, and then ratification by the full TV board which meets next month in Palm Springs, Calif.

The furor over multiproduct 30's has been growing for some time, and reached a peak last January at the TV board meeting in Florida when James C. Richdale Jr. and Charles H. Tower, both of Corinthian Broadcasting Corp., unsuccessfully sought to have multiproduct 30's banned or restricted. Latest upset over the multiple-30's question is traced to the current Alberto-Culver's Brunettes Only hair coloring and Calm 2 deodorant TV spot. This spot, as well as the whole question of multiple 30's, was a major topic in corridor talk during the meeting last month in New York of the Television Bureau of Advertising.

The key words, according to members who participated in the New York meeting of the subcommittee last week, are "related" and "interwoven."

Presumably, a commercial message about ham and eggs, or a spot that represents red and white wines for different entrees would be approved. The current Alberto-Culver spot presumably would not be acceptable.

Subcommittee members who took the action are Roger D. Rice, KTVU(TV) San Francisco-Oakland; Max H. Bice, KTNV-TV Tacoma-Seattle, Wash. (Mr. Bice is chairman of the TV code review board); Alfred Schneider, ABC; Thomas Swafford, CBS; and Herminio Traviesas, NBC.

The wording of the recommended change (italics indicate new language):

"XIV (5): A multiple-product announcement is one in which two or more products or services are presented within the framework of a single announcement. A multiple-product announcement shall not be scheduled in a unit of time less than 60 seconds, except where integrated so as to appear to the viewer as a single message. A multiple-product announcement shall be considered integrated and counted as a single announcement if:

"a. *the products or services are related*

and interwoven within the framework of the announcement (related products or services shall be defined as those having a common character, purpose and use); and

"b. the voice(s), setting, background and continuity are used consistently throughout so as to appear to the viewer as a single message.

"Multiple-product announcements of 60 seconds in length or longer not meeting this definition of integration shall be counted as two or more announcements under this section of the code. This provision shall not apply to retail or service establishments."

A call for specific radio-TV guidelines for state referendums

Professor charges inconsistencies in handling California issues, asks full-scale FCC examination

The fairness-doctrine problems that ballot propositions can raise for broadcasters and the FCC—the advertising blitz on radio and television late in the campaign that they generate and the alleged deceptiveness of some of the commercials, among them—has led to a suggestion that the commission initiate a full-scale examination of the manner in which broadcasters should treat ballot issues.

The suggestion was made by Geoffrey Cowan, a one-time public-interest lawyer in Washington, after observing, at first hand, the heavy media campaigning conducted in connection with some of the 22 ballot propositions on which California voted in the Nov. 7 election. Mr. Cowan is now an adjunct professor of law at and director of the Communications Law Program of the University of California at Los Angeles School of Law, and served as consultant to groups involved in two of the ballot-proposition fights.

Mr. Cowan, who described the California election as "a political scientist's dream and a politician's nightmare," suggested four areas where the commission could develop new policies or refine existing ones in connection with ballot propositions:

"The programing requirements of the fairness doctrine, as it relates to ballot propositions, should be spelled out with greater specificity." Mr. Cowan said few stations took the initiative in providing environmentalists' side of an issue on coastal conservation until after fairness-doctrine complaints were filed against nine stations and talks were held with some two dozen.

"The commission should determine how the Communications Act and FCC policy relate to false and deceptive advertising." Governor Ronald Reagan, among others, complained to the commission about what he considered fraudulent advertising in support of one of the ballot issues. Mr. Cowan noted that while broadcasters are obliged to screen out commercial advertising that is fraudulent, the Communications Act forbids them to censor statements of political candidates,

and advertisements dealing with ballot propositions "are something of a hybrid."

"The commission should also consider whether it could or should require that broadcasters give advertisers for ballot propositions" the same treatment they are required by the federal-election law to accord political candidates—that is, charge them the lowest unit charge for the time they want to buy. Mr. Cowan said it is in the public interest to reduce the cost of campaigning for and against ballot propositions, just as it is to reduce the cost of campaigning for public office.

"The commission's regulations on political editorials should apply to editorials endorsing or opposing ballot propositions as well as to those endorsing or opposing candidates for office." He said that while some stations undoubtedly invite comments from those with whom they editorially disagree, others do not.

Mr. Cowan said the study he has suggested could be undertaken either as a new proceeding or as a part of the full-scale inquiry into the fairness doctrine now underway. And commission officials indicated there was a good likelihood the matter would be pursued. They said the over-all inquiry had not been focusing on the matter of ballot propositions but that, in view of the experience of the just-concluded campaign, it probably should.

Attack on drug ads worries NAB—Chapin

Chairman also briefs D.C. session on renewal bills, political action

The National Association of Broadcasters is "very, very concerned" about the campaign against drug advertising, Richard W. Chapin, chairman of the NAB, said last week.

This problem, he told a National Broadcasters Club audience in Washington, ranks "right up there with license-renewal legislation."

Mr. Chapin, president of Stuart Enterprises, Lincoln, Neb., said the attack on drug advertising was the chief topic of conversation at the recent board meeting of the Radio Advertising Bureau in California. "Everyone was exercised about that threat," he said. Drug advertising on TV is estimated at \$300 million annually; on radio it is estimated at \$30 million.

Admitting that smaller broadcasters had been lethargic about the threat to cigarette advertising before it was banned from the air three years ago, Mr. Chapin said he did not think any broadcasters today were apathetic about the threat to drug advertising.

Charges that the advertising of over-the-counter drugs on TV and radio as well as in other media is a factor in widespread drug abuse have been voiced for some years. In the last several years, these charges have been made at congressional hearings, principally before Senator Gaylord Nelson (D-Wis.) and Senator Frank E. Moss (D-Utah).

The charges were made again earlier this year by some witnesses before the

National Commission on Marijuana and Drug Abuse and only last month at a public "hearing" sponsored by the National Council of Churches of Christ in the U.S.A. (BROADCASTING, Nov. 20).

On other subjects, Mr. Chapin said that the broadcast industry's political-action committee, the National Committee for the Support of Free Broadcasting, may have "more influence on broadcasting . . . than anything the NAB has done in recent years."

NAB plans unit to get drug-ad facts straight

Gravity of situation is seen in new attacks on cold remedies

The National Association of Broadcasters is gearing for a battle on challenges to advertising of proprietary medicines on TV and radio stations. Its first move last week was to order the appointment of a special committee.

Fearing another cigarette debacle, Richard W. Chapin, NAB chairman, repeated what he had said earlier in the week: that drug advertising now occupies a level of priority next to license renewal in NAB thinking (see page 18). He also said that the new drug committee would work with Radio Advertising Bureau and the Television Bureau of Advertising in anticipation of proposed congressional legislation in the new Congress.

Meanwhile, a proposal was made last week that the government ban the advertising of all cough and cold over-the-counter drugs that contain combinations. The suggestion, made to Senator Gaylord Nelson (D-Wis.) and his Senate Subcommittee on Monopoly, were by two physicians and a pharmacist. The three experts, as did others, testified that many of the combination remedies are ineffective and in some cases dangerous. Chicken soup and lozenges were recommended in their place. Their testimony was corroborated in part by a former medical executive of Vick Chemical Co., Dr. Donald LaBrocque, who identified the basic ingredients of Vick's NyQuil Night-Time Cold Medicine as an antihistamine and 25% alcohol.

More than \$4 million was spent to advertise NyQuil on TV last year, it was estimated, with retail sales amounting to more than \$20 million. Over-all, it was estimated that cough and cold remedies spent almost \$70 million on TV in 1971.

Other products that were attacked by name, all extensive advertisers on TV: Contac cold capsules and Dristan tablets and capsules.

Earlier in the hearings, Senator Nelson remarked:

"Overdosage may cause nervousness, restlessness or sleeplessness and the preparations should not be used without the permission of the physician if high blood pressure, heart disease, diabetes or thyroid disease is present. I have yet to see an advertisement on TV that informs the public of these facts."

Spot-TV buying holds fast pace in third quarter

TVB reports \$307.6 million in that period brings year up to \$980.4 million

Spot-television investments in 75 major markets for the third quarter of 1972 amounted to an estimated \$307.6 million.

According to a report being released today (Dec. 11) by Television Bureau of Advertising and based on Broadcast Advertisers Reports (BAR) figures on activity of 260 stations, investments in national and regional spot came to \$980.4 million in the first nine months of 1972.

Last year, TVB said the first nine months in spot television passed the \$1-billion mark. While seemingly short of that point, this year's nine-month estimates are actually well ahead of the comparable period of a year ago. Reason: at the start of 1972, BAR changed the method of compiling the data and the figures since produced have been smaller dollar estimates.

While these disparities existed at the mid-year when TVB reported first-half 1972 spot business at \$672.8 million, TVB said then that industry sources estimated spot was up 12-15% for the first six months. On that same basis, TVB said that the first nine months represented an increase in spot business of 14% over the comparable period in 1971.

Other highlights of the report:

Three newcomers joined the top-100 spot advertisers during the third quarter—and two of them were small car imports. They were Mazda (Toyo Kogyo is the manufacturer) with an \$870,200 investment, Volvo with \$771,600, and the third newcomer, but not an auto, was Ortho mattress (\$705,100). Mazda is already showing signs of becoming one of the hottest TV advertisers on the current scene (BROADCASTING, Dec. 4).

Nighttime television accounted for the largest (36%) share and dollar investment (\$111.7 million), followed by early evening with a 25% share and \$77.5 million investment. Among commercial lengths, the 30-second announcement accounted for the largest share (74%) and dollar investment (\$226.3 million).

Food and food products continued to rank as the leading category in spot (\$61.4 million), followed by toiletries and toilet goods (\$36.2 million) and confectionary-soft drinks (\$27.4 million).

Procter & Gamble invested an estimated \$18.6 million in the third quarter in spot to remain the kingpin spender. Other top budgets were those of General Foods (\$12.3 million), Colgate-Palmolive (\$9.1 million), American Home Products (\$8.6 million) and Lever Brothers (\$6.2 million).

Among the top-100 spot advertisers to increase budgets substantially in spot that quarter were American Dairy Associa-

tion (\$1.7 million), Volkswagenwerke A. G. (\$1.5 million), Ford Motor (\$1.3 million), RCA (\$1.3 million), Anheuser-Busch (\$1.2 million) and Westinghouse Electric (\$1.2 million).

The top-100 in the third quarter:

Expenditures	
1. Procter & Gamble	\$18,610,300
2. General Foods	12,334,900
3. Colgate-Palmolive	9,136,200
4. American Home Products	8,624,200
5. Lever Brothers	6,153,000
6. PepsiCo	5,786,900
7. William Wrigley Jr.	5,468,400
8. Alberto-Culver	5,158,700
9. Coca-Cola	4,560,100
10. General Mills	4,242,800
11. Seven-Up	3,291,000
12. Gillette	3,290,800
13. Quaker Oats	3,219,800
14. Bristol-Myers	3,163,000
15. Ford Motor	3,025,500
16. Jos. Schlitz Brewing	2,924,500
17. Morton-Norwich Products	2,902,700
18. Kraftco Corp.	2,803,200
19. Miles Laboratories	2,802,000
20. Shell Oil	2,619,900
21. Triangle Publications	2,497,800
22. Nabisco	2,388,800
23. Standard Oil Co. of N.J.	2,363,000
24. Kellogg	2,303,200
25. RCA	2,270,300
26. American Cyanamid	2,225,200
27. Warner-Lambert Pharm.	2,217,000
28. Noxell	2,208,100
29. Westinghouse Electric	2,186,200
30. E. & J. Gallo Winery	2,154,700
31. A. G. Volkswagenwerk	2,128,000
32. General Motors	2,113,000
33. Ideal Toy	2,031,400
34. Toyota Motor Distributors	1,975,900
35. Royal Crown Cola	1,959,500
36. American Tel. & Tel.	1,931,800
37. Anheuser-Busch	1,919,700
38. American Dairy Assn.	1,773,600
39. Carter-Wallace	1,755,300
40. Sterling Drug	1,688,200
41. Heublein	1,649,100
42. Chrysler	1,628,400
43. Nissan Motor Corp.	1,618,200
44. International Tel. & Tel.	1,593,900
45. Johnson & Johnson	1,572,700
46. Nestle	1,552,500
47. Consolidated Foods	1,536,300
48. H. J. Heinz	1,486,400
49. STP Corp.	1,382,700
50. Standard Oil Co. of Ind.	1,303,800
51. Mattel	1,275,700
52. S. C. Johnson & Son	1,246,900
53. Squibb Corp.	1,202,800
54. Borden	1,182,700
55. Schering-Plough	1,168,500
56. Standard Oil Co. of Calif.	1,161,600
57. Greyhound	1,150,000
58. A. H. Robins Co.	1,134,400
59. Campbell Soup	1,123,800
60. Hanes Corp.	1,116,100
61. CBS Inc.	1,110,500
62. Union Oil Co. of Calif.	1,110,000
63. Sun Oil	1,094,500
64. Ronco Tele. Products	1,088,600
65. American Express	1,067,300
66. Stroh Brewery	1,067,200
67. Norton Simon	1,043,800
68. American Airlines	1,035,900
69. C.P.C. International	1,027,400

70. Ralston Purina	992,400
71. Mennen	983,400
72. Carnation	972,000
73. Beatrice Foods	954,900
74. Chesebrough Ponds	954,700
75. Max Factor	940,600
76. S.C.M. Corp.	940,200
77. Mutual of Omaha	930,100
78. Standard Oil Co. of Ohio	929,400
79. Doctor Pepper	909,500
80. Yamaha International	907,400
81. Block Drug	899,900
82. R. J. Reynolds Industries	899,700
83. Toyo Kogyo Co., Ltd.	870,200
84. Clorox	857,500
85. F. & M. Schaefer Corp.	851,400
86. Pet Inc.	847,700
87. Hasbro Industries	820,300
88. William Underwood Co.	820,200
89. Control Data Corp.	818,800
90. F. W. Woolworth	810,700
91. Philip Morris	794,100
92. Goodyear Tire & Rubber	780,400
93. Volvo Import	771,600
94. Mobil Oil	738,600
95. Blue Cross	737,200
96. Ortho Mattress	705,100
97. Pabst Brewing	704,700
98. Kimberly-Clark	690,800
99. Scott's Liquid Gold	682,000
100. Revlon	673,700

the AAAA's Media Liaison Committee), the Station Representatives Association, and the Institute of Broadcasting Financial Management.

According to Miles David, RAB president, adoption of the standardization by stations and, accordingly, widespread use of the form, will help speed the rate of payment to stations while easing agency handling of spot radio. The form, he said, has been worked on for two years, noting that some stations will begin using it by Jan. 1, 1973, and that by the first quarter of the year a substantial number of outlets will have adopted it.

Since the form combines the function of an invoice and an affidavit, paper work will immediately be saved at agencies because at present some stations use separate forms for each. Standardization, however, is the most important, RAB said, in that this will save man hours at agencies in their spot-radio processing.

New Noxell product to go heavily into TV

Campaign for 'Wash & Comb' shampoo scheduled to begin next March, will cost about \$6 million a year

Some insight into the money stakes in the hair-shampoo market—and an idea as to the importance of the broadcast media (particularly television)—were presented last week in New York by the Noxell Corp.

Noxell (Noxzema skin cream and Cover Girl make-up, among other products) is introducing—and advertising—"Wash & Comb," Noxell's initial entry into the \$320-million shampoo market (anticipated to grow to \$425 million by 1975).

According to Noxell officials (agency is broadcast-oriented Carl Ally, New York), advertising in radio, TV and print (but without question "mostly in television," network and spot) at the an-

nual rate of about \$6 million, will start in March 1973.

The officials said last week that the product reflects almost two years of intensive research and development, months of consumer research and still other tests, including test marketing in two cities during the past year. According to Noxell, the performance of the product in the test cities alone—started last June—in two months "achieved the objective we had set for an entire year." The advertising schedule, said Noxell, "will be the heaviest (we) ever allocated to an introductory campaign."

Cox to buy Tele-Rep

\$1.8 million to be paid Chris Craft for rep firm with 13 TV clients

Cox Broadcasting Corp. announced last week it has reached an agreement in principle to purchase Tele-Rep Inc., TV station representative arm of Chris Craft Industries, for \$1.8 million.

According to Cox President J. Leonard Reinsch, consummation of the transaction is expected to take place in a few weeks.

Tele-Rep, a part of Chris-Craft's broadcasting division, is headquartered in New York and maintains offices in seven other cities. Alfred M. Masini will remain as the company's president; Gerard Mulderrig will remain as vice president.

Tele-Rep represents 13 TV stations, including two owned by Chris-Craft (KCOP-TV Los Angeles and KPTV-TV Portland, Ore.); the five Cox stations (WHIO-TV Dayton, Ohio; WHC-TV Pittsburgh; WSB-TV Atlanta; WSOC-TV Charlotte, N.C., and KTVU-TV Oakland-San Francisco); two owned by Corinthian (KXTV-TV Sacramento, Calif., and WISHTV Indianapolis), and KARD-TV Wichita, Kan.; KDFW-TV Dallas-Fort Worth; KTNB-TV Seattle-Tacoma, and WBAL-TV Baltimore.

Tele-Rep was formed Jan. 1, 1969, to sell for Chris-Craft's KCOP, KPTV and WTCN-TV Minneapolis. It was headed by Mr. Masini and Robert Schneider. They were president and general manager and vice president for sales planning and development, respectively. Mr. Masini was formerly a vice president and director of TV sales administration for Edward Petry & Co.; Mr. Schneider was formerly director of TV research and a vice president with Petry.

Buckley on, Petry off door

Petry Radio Sales Inc., New York, became Buckley Radio Sales Inc. Dec. 1, reflecting ownership of the representative firm by the Buckley Broadcasting Corp. Petry Radio Sales Inc. was formed in November 1970 when key executives of the radio division of Edward Petry & Co. bought the unit. It was sold to Buckley Broadcasting in January 1971 but the Petry name was retained. Robert Coppinger continues as president and chief executive officer of Buckley Radio Sales.

RAB develops standard form for spot radio

Aim is to systematize and speed agency billing and payment

A standard invoice and affidavit for spot radio transactions is being announced today (Dec. 11) by the Radio Advertising Bureau.

The new radio form resembles the standard spot television form in some respects, though developed specifically for spot radio and its needs.

RAB noted that the radio form was approved also by the American Association of Advertising Agencies' subcommittee on broadcast standardization (part of

BAR reports: television-network sales as of Nov. 19

CBS \$573,097,300 (36.4%); NBC \$514,491,000 (32.6%); ABC \$487,818,000 (31.0%)*

Day parts	Total minutes week ended Nov. 19	Total dollars week ended Nov. 19	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	106	\$ 585,600	3,529	\$ 21,013,000	\$ 20,985,500
Monday-Friday 10 a.m.-6 p.m.	1010	8,993,500	44,798	324,612,200	289,691,800
Saturday-Sunday Sign-on-6 p.m.	308	5,989,800	14,271	190,128,400	152,104,500
Monday-Saturday 6 p.m.-7:30 p.m.	92	2,103,500	4,333	80,969,100	67,777,300
Sunday 6 p.m.-7:30 p.m.	11	311,500	609	13,828,300	17,880,500
Monday-Sunday 7:30 p.m.-11 p.m.	399	25,613,600	18,247	852,134,200	810,396,800
Monday-Sunday 11 p.m.-Sign-off	156	3,458,900	6,965	92,721,100	65,104,600
Total	2,082	\$47,056,400	92,752	\$1,575,406,300	\$1,423,941,000

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

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Negotiators agree on commercial pacts

Three-year deal still must clear membership of SAG and AFTRA

A tentative agreement on new, three-year contracts covering talent in filmed and taped TV commercials was reported reached last week.

The proposed new contracts are subject to approval by the boards and memberships of the Screen Actors Guild and the American Federation of Television and Radio Artists and by the joint policy committee on broadcast talent union relations of the Association of National Advertisers and the American Association of Advertising Agencies. Pending final approval, both sides refused to divulge details of the contracts.

The board of the Screen Actors Guild, which is estimated unofficially to be involved in about 95% of all TV commercials made for national distribution—via network or spot—is scheduled to consider the tentative agreement at a meeting in Hollywood tonight (Dec. 11). A SAG spokesman, asked whether there was any question about the board's approving it, said: "No, absolutely not."

He also said: "You know damn well that if the negotiating committee and the board of directors recommends it there's no question but that it will be approved by the membership." The submission to members was to be by mail, but in the meantime, assuming SAG board approval tonight, official announcement of the contract was expected tomorrow (Tuesday).

In the past, AFTRA has tended to go along with SAG in such negotiations, although there are some differences between AFTRA and SAG contracts.

The ANA-AAAA joint policy committee also is scheduled to meet today and is expected to approve the tentative contracts. The agreement was reached Sunday, Dec. 3. The new contracts, if approved, will be retroactive to Nov. 16, when the old ones expired.

Ayer study underscores FM's growing stature

N. W. Ayer & Son's media department, which has been undertaking independent studies or analyses of radio from the advertiser's point of view, has now released its look at FM radio as a distinct medium.

Aside from the obvious numbers in terms of stations, sets and demographics, Ayer makes these points:

FM-receiver costs have declined and set sales are "skyrocketing"; programing is so diverse now as to closely parallel AM programing with something to appeal to everyone; market penetration is at an all-time high of about 80% and deepest in the major markets where the growth is greatest in stations and sale of sets.

While FM programing closely paralleled that of AM in the top-10 markets,

the analysis found that in those markets FM stations accounted for 25% to 30% of the average listening audience.

Among other highlights of Ayer's analysis: Most significant has been the growth in FM's audience share among the teen group; FM listening is greatest during daytime hours, AM's in morning traffic periods; FM has slightly heavier evening listening.

Conclusion by Ayer, after also reporting on stereo and on commercial time (a comparatively "uncluttered" sound, said Ayer): FM is part of radio and should be considered on the same bases advertisers use for other media.

British ad business has designs on post-1976

Associations issue report calling for two commercial TV channels and radio network in addition to noncommercial operations

With the charter of the BBC and the powers of the Independent Broadcasting Authority due to expire in July 1976, interested groups and the government have begun preparing reports and proposals outlining new directions for British broadcasting (BROADCASTING, Oct. 16).

The latest such report, "Television 76," issued in mid-November, is a joint effort by the Incorporated Society of British Advertisers Ltd. and the Institute of Practitioners of Advertising. The report calls for the creation of a "broadcasting council" that would regulate commercial and noncommercial TV and radio. The council would have direct authority over four separate operations:

■ A "Public Service Authority," financed by license revenues, that would operate a national social and educational

service on a fourth TV channel, a national special interest channel similar to BBC 2, and noncommercial radio services "as currently run by the BBC";

■ A "general interest" TV channel, financed by advertising sales, operated by a publicly owned company, programed along the lines of BBC 1;

■ A second "general interest" TV channel, financed by advertising sales, operated by contractors appointed by the broadcasting council, and

■ A commercial radio network, financed by advertising sales and operated by contractors appointed by the broadcasting council.

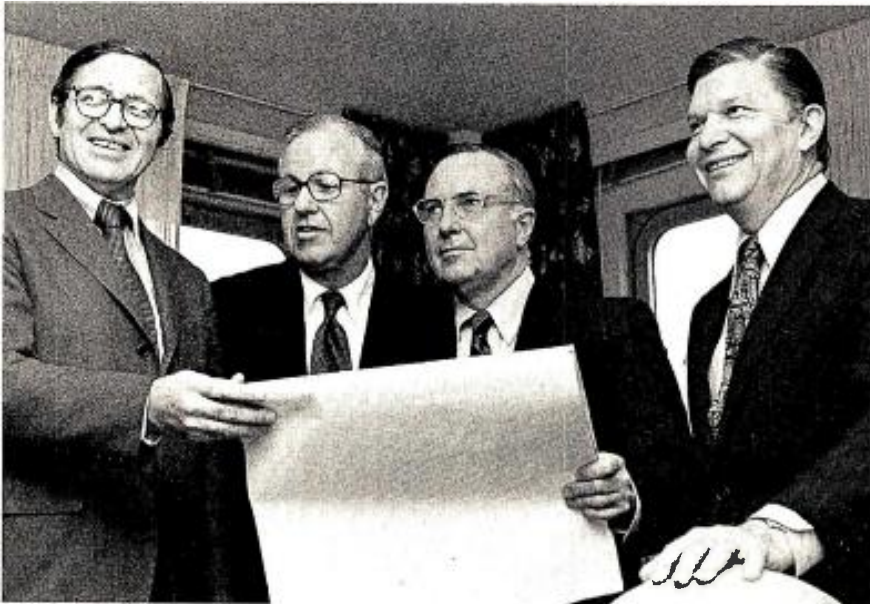
The report cites a study last summer by the IPA and the Advertising Association that found 67% of the respondents approved of advertising, while 24% disapproved and 9% had no opinion. Their plan, the report states, "will not only meet the needs of advertisers, but at the same time will satisfy the needs of all sectors of the community and will provide a wider choice than is at present available, at no extra cost to the public."

Burnett forms division for domestic business

Decentralization move creates three separate corporate units

In a major restructuring move, Leo Burnett Co., the nation's third largest agency in broadcast billings, announced the creation of a separate division to handle all domestic accounts. The new entity, which will be known as Leo Burnett U.S.A., will commence operations effective Jan. 1.

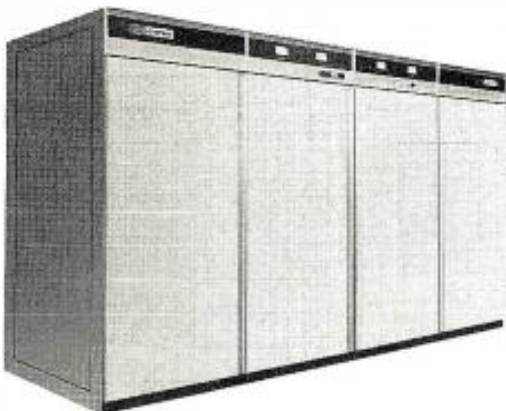
C. R. Jack Kopp, who is presently executive vice president in charge of client services of the parent firm, will head the domestic unit as president and



The home front. Leo Burnett Co., third ranked in broadcast billings, has created a domestic division to handle all U.S. business. Howard Shank (l) is chairman of the new operation, Leo Burnett, U.S.A. To his left are C. R. (Jack) Kopp, president and chief operating officer of Burnett U.S.A.; Philip H. Schaff Jr., chairman and chief operating officer of Leo Burnett Co., and Leonard S. Matthews, president of the parent firm.

Eight major new products for radio broadcasters in 1972.

MW-50, 50 kW AM transmitter: We threw away the modulation transformer and reactor.



BC-1H, 1 kW AM transmitter: Solid-state oscillator and audio driver. 125% positive peak modulation capability.



FM-2.5H3, 2.5 kW FM transmitter: Only two tubes for great reliability. An outstanding solid-state TE-3 exciter.



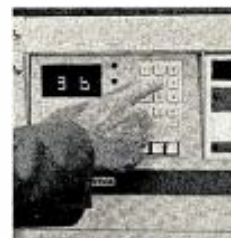
Studioette 80 audio console: 11 inputs into 4 mixing channels. Isolation transformers on all inputs and outputs.

Gateway 80 audio console: 18 inputs into 8 monaural mixing channels; modular solid-state amplifiers, step-type attenuators.

Digital AM frequency monitor: Accurately measures carrier frequency of standard AM broadcast transmitters.



Touch control program automation: Advanced digital design. "Live" sound 24 hours a day.



Dualux 80 audio console: Dual programming; 18 inputs into 8 mixing channels.

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The DC-10, latest addition to Delta's Wide Ride™ fleet, gives "comfort" a whole new meaning. Two-by-two seats in both Tourist and First Class.

chief operating officer. Board chairman will be Howard C. Shank, presently executive vice president in charge of creative services. Management structure of the corporate parent, Leo Burnett Co., Chicago, will remain unchanged, with Philip H. Schaff Jr. continuing as board chairman and Leonard S. Matthews staying on as president but with a wider range of responsibilities.

In making the announcement last week, Mr. Matthews expressed the firm's belief that a "decentralization of authority is needed." The move signifies the division of the Burnett firm into three separate corporate units—Leo Burnett U.S.A., Leo Burnett International Inc., and Leo Burnett Co. Ltd. (Canada)—all reporting to the Chicago headquarters.

In the U.S., the agency billed some \$176.9 million in broadcast accounts last year, putting it behind only J. Walter Thompson and Young & Rubicam (BROADCASTING, Nov. 27).

Business Briefs

New buys. Gillette Co., Boston, through BBDO, New York, has bought major sponsorship in six NBC-TV nighttime shows in first quarter of 1973 (Sunday and Wednesday "Mystery Movie," Monday and Saturday Movies, *Search* and *Emergency*).

Advertisers on NBC Radio. In new business reported by NBC Radio: Insurance Co. of North America, Philadelphia (through Young & Rubicam, New York) is sole sponsor of coverage of Apollo mission from last Wednesday's lift-off to scheduled splashdown Dec. 19; Campbell Soup, Camden, N.J. (Needham, Harper & Steers, Chicago) signed for unspecified but "extensive" schedule; Borden, New York (Conahay & Lyon, there), will be major advertiser in coverage of inauguration of President Nixon on Jan. 20 (Saturday) and 3M Co., St. Paul, Minn. (Y & R, Chicago) is 52-week sponsor of three-minute weather shows (Frank Blair on *Monitor*).

In commercial swim. Olympic swimmer Mark Spitz who has become commercial spokesman for Spartan Pool, Clifton, N.J., division of Major Pool Equipment Corp. Spartan, through Kight-Cowman-Abram Inc., Columbus, Ohio, is to start "Swim with Mark Spitz" campaign, with new spokesman to display fine points of swimming in film and print demonstrations. Advertiser is producer of residential in-ground swimming pools and maintains national dealer network.

Schenkel calls shots at WOWO. Wowo (AM) Fort Wayne, Ind., conducted "Do Us a Favor. Shoot our Sales Manager" photography contest. Station sent Polaroid cameras to 70 national advertisers, offering them opportunity to take picture of wowo sales manager, Doug Schull, in exchange for 10-minute presentation about station and its market. ABC sportscaster Chris Schenkel judged 55 photos entered in promotion, won by Ed Kukuk, merchandising manager of Rust-Oleum Corp., Evanston, Ill.

Media

IBEW strike: CBS loses another game as employees are assaulted

Without technicians, instant replays also fail in games that get on air; Apollo pool is threatened for time

New violence broke out last week in the International Brotherhood of Electrical Workers' strike against CBS, bringing the Federal Bureau of Investigation as well as New York police into the dispute.

Cables were broken at New York's Shea stadium, where CBS-TV was preparing to telecast the Dec. 3 New York Jets-New Orleans Saints football game, and crews attempting to repair them were threatened and "many of our people" were assaulted, according to a CBS official. The network finally called off the telecast of the game.

John A. Schneider, president of the CBS/Broadcast Group, called the events "barbarous" and said: "We are investigating what legal measures are open to us." Later, in a memo recapitulating the events for CBS officers and department heads, he said "charges" were being filed. CBS sources declined to say what the charges were or against whom they were filed, but in the context of Mr. Schneider's memo they presumably alleged threats to and physical assaults on CBS employes and damage to property.

New York police—who, according to Mr. Schneider's report, had failed to respond to CBS calls for assistance during the Shea stadium confrontation—were questioning CBS employes last week, apparently trying to identify the assailants as part of their investigation.

Mr. Schneider said CBS was preparing full reports "for appropriate law-enforcement agencies, including the FBI"—which, he disclosed, had already been investigating "earlier strike-connected incidents of sabotage and violence." This presumably referred to cable cuts that prevented CBS-TV from covering the Nov. 5 Jets-Washington Redskins football game, also at Shea stadium (BROADCASTING, Nov. 13). The FBI has jurisdiction because CBS is engaged in interstate commerce.

Leaders of the striking union denied knowledge of any threats or violence, insisting their men were doing "peaceful picketing."

CBS authorities carefully refrained from linking the union to the violence, although Mr. Schneider did say "large numbers of IBEW pickets" were handing out leaflets "denouncing CBS employes who were working on the broadcast," and that picketing was done at some locations

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Earl Wilson
Rex Reed
Hermione Gingold
Roxane
Vincent Sardi
Julie DeJohn
The New York Rock Ensemble
Adelle Davis

Barbara Taylor Bradford
Pat Cooper
Richard Roundtree
Sheila MacRae
Dina Merrill
Beverly Sills
Anthony Quinn
Gloria Vanderbilt
Marty Ingels
Jim Thome

Estelle Parsons
Arlene Dahl
Vivian Vance
Cindy Adams
Linda Gerard
Helen Gurley Brown
Bill Blass
Eli Wallach
Gwen Verdon
Adam Wade

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where it had been forbidden under a federal court injunction. He also said the physical violence was done by members of a group who had "made it clear they would block any re-connection of the [broken] television lines."

The strike also threatened to block CBS-TV's coverage of last Wednesday night's launch and subsequent developments in the Apollo 17 moon flight (story page 15). IBEW cameramen employed by a National Aeronautics and Space Administration contractor threatened to walk off their jobs at the Cape Kennedy launch site if CBS-TV were given the three-network pool feed, and NASA at first ruled that CBS must be excluded. After a sharp protest by CBS News President Richard S. Salant, NASA reversed its stand and, according to a CBS spokesman, gave assurances that CBS would have access to the pool. NASA had been informed, according to the spokesman, that IBEW would not have pickets at the launch scene.

In his protest, Mr. Salant told NASA its exclusion of CBS "is not only contrary to earlier NASA assurances upon which we relied in our scheduling, planning and deployment of personnel and equipment, but it also is an entirely impermissible official discrimination against one of the network users. We therefore must insist that any NASA output connected with Apollo 17 that is made available to some networks be made available to CBS as well. Any other course will be official government discrimination causing us serious loss and, more important, setting a dangerous precedent which would permit the government to control what news organizations can cover an important public event."

The strike, which started Nov. 3, primarily involves differences between CBS and the union over jurisdiction involving new and emerging technologies (BROADCASTING, Nov. 20). Except for the two canceled football telecasts at Shea stadium, for which other games were substituted, supervisory and other nonunion personnel have kept the TV network—and also the CBS Radio network and the CBS-owned TV and radio stations—on the air with only minor miscues, according to CBS spokesmen.

Lately, however, viewers have noticed mixups in camera work in the football coverage and, in some of the Dec. 3 games, an absence of instant replays. A CBS spokesman confirmed that the stop-action/slow-motion equipment "went bad technically" in some "but not all" cases. He said the breakdowns would be repaired and that they were prepared for full coverage of all games scheduled for telecast over the past weekend: one on Saturday and five on Sunday.

Meanwhile, the Federal Mediation and Conciliation Service announced late last Wednesday (Dec. 6) that meetings between CBS and IBEW representatives would reconvene in the FMCS Washington offices on Friday (Dec. 8) at 1 p.m. It would be the first such meeting since Nov. 16.

Earlier on Wednesday, CBS Vice Chairman Frank Stanton sent a memo to

the CBS organization saying: "The CBS position has been and remains: The company is prepared to meet at any time, at any place, to discuss settlement of the strike." The memo was prompted, he explained, by "many inquiries"—from pickets, wives of striking technicians, other unions and the press—as to why discussions had not been resumed.

Highlights of Mr. Schneider's memo describing Dec. 3 events at Shea stadium follow:

Before 9 a.m., he said, large numbers of IBEW pickets appeared at the stadium, and many handed out leaflets in front of various entrances denouncing CBS employees who were to work on the broadcast. He said other pickets were carrying signs and observed that "such picketing was in direct violation of a federal court injunction limiting picketing at Shea to the CBS gate or CBS equipment outside the stadium."

At approximately 10:30 a.m., according to Mr. Schneider, a crowd of about 250 union employees of Shea stadium stood outside the employees' entrance, refusing to enter. Mr. Schneider said a CBS representative, noting "the expressed temper of the crowd," asked the police to bring in more men to protect CBS personnel and equipment.

"Another detachment of police was called up from the Bronx," Mr. Schneider continued, "but every request for police protection inside the stadium was refused, on the grounds that the police could not enter unless asked to do so by the stadium management or internal stadium security personnel."

Shortly before 11 a.m., Mr. Schneider recounted, a Jets official asked representatives of CBS who were on the scene to meet with the team's owner and attorney. "The Jets' owner, Mr. Phil Iselin, said at that meeting that there would be no television broadcast of the game," Mr. Schneider reported. "The CBS position, which was emphasized at the meeting, was that any such decision would have to be made by CBS management. Nevertheless, Mr. Iselin instructed a Jets representative to make an announcement to the Shea stadium employees that the game would not be broadcast on television."

At 11:15 a.m., after Mr. Iselin's announcement was made, the stadium employees entered the premises, Mr. Schneider said. He added that shortly thereafter, the stadium electric power feeding the CBS technical equipment was "cut off entirely from somewhere in the stadium." Mr. Schneider said that CBS personnel tried to make an emergency connection to its own self-contained generator but that in a matter of minutes pictures were lost.

"About this time (noon), members of CBS management went into the stadium to check the cable connections of our three press-box cameras on the fourth level," Mr. Schneider stated. "They found disconnected cables hanging loosely, with the broken connections guarded by a group of 10 or 15 people who made it clear they would block any re-connection of the television lines.

"CBS asked the stadium guards for

more security protection. The group continued to grow as CBS personnel attempted to mend cable breaks inside the press box. The group attempted to force its way into the press box, threatening members of the CBS crew, throwing punches and otherwise assaulting some of our people.

"One of the uniformed security guards joined in the attack on CBS personnel. CBS people outside heard about the melee on the press-box intercom and specifically requested police assistance; but at no time during the confrontation did any New York city policeman appear at the scene inside the stadium. In view of the assaults and violence, the CBS crew withdrew from the location."

Mr. Schneider said that after members of the crew returned to the CBS trucks outside the stadium and reported the details of what had taken place, CBS decided to cancel the broadcast in order to safeguard its employees.

CBS personnel notified the police outside the stadium of the assaults, and several policemen accompanied two CBS staffers inside the premises, according to Mr. Schneider. By that time, he said, the assailants apparently had left the area. Mr. Schneider added that "this shocking incident was not confined to attacks on CBS personnel and equipment." He noted that a *New York Times* photographer also was the target of threats and physical violence.

FCC's Nash raps conduct of owner, counsel of KAYE

Formal order dismissing renewal application charges applicant deliberately disregarded procedures

FCC Administrative Law Judge Ernest Nash, after almost three months of reflection and deliberation, has produced a document that may be unique in its criticism of a broadcast attorney and his client. It is Judge Nash's formal order dismissing with prejudice the renewal application of KAYE(AM) Puyallup, Wash. The cause of the highly unusual action: "It is my considered judgment that this applicant has no intention to pursue its application consistent with the directives and rules of the commission, and the procedures and standards which govern administrative proceedings. I am convinced that . . . it was the intent of the applicant through the conduct of its principal owner [James N. Nicholls] and its counsel [Benedict Cottone] to seek to prevail by wearing down the presiding judge with tactics of disruption and disorder."

He said commission processes had been "publicly demeaned and disgraced by wilful zealots bent upon destruction as the only alternative they would accept to being permitted to have their own way."

Judge Nash on Sept. 11 had recessed the hearing and announced he was dis-

missing the application because of the licensee's alleged failure to prosecute it. The action came as a climax to an increasingly rancorous proceeding that had begun on Aug. 16, in Puyallup. On Sept. 8, a Friday, Judge Nash had barred Mr. Cottone from the hearing "because of his continuous disorderly, disrespectful and disruptive conduct." Three days later, Mr. Nicholls said he had been unable to obtain new counsel on such short notice (BROADCASTING, Sept. 18).

KAYE's notice of appeal from the order is already on file with the commission. Mr. Cottone filed it in the same week that Judge Nash recessed the hearing and said he would end it.

KAYE's renewal application was set for hearing in July 1970 because of petitions filed by a number of citizen groups charging the conservatively oriented station with violations of the commission's fairness doctrine and personal-attack rules. In June 1971, Judge Nash issued an initial decision recommending denial of the license renewal. The commission, however, remanded the case for further hearing last May, as a result of KAYE's contention that Judge Nash had not afforded station counsel an opportunity to make a rebuttal showing.

In his order last week, Judge Nash said KAYE, because of the conduct of its representative, had defaulted in meeting its obligations to provide evidence and had prevented completion of the hearing record that the commission needed to make a public-interest finding. "Its default must be considered a failure to prosecute," he said.

The bulk of Judge Nash's 71-page order consists of excerpts from the hearing record aimed at substantiating the presiding officer's description of KAYE's performance. This includes assertions that KAYE had presented its exhibits in a disorganized manner "designed to make a shambles of the record" and had tried to "inhibit and prevent systematic cross-examination by avoiding any systematic presentation of its witnesses and by resorting to tactics of ridicule, distraction and invective during examination by counsel for the Broadcast Bureau."

He also said Mr. Cottone's "continuous and unremitting argument," Mr. Nicholls' "irrelevant and argumentative testimony" and their generally "provocative and inflammatory acts and words to incite disrespect and hostility for the presiding judge and counsel for the Broadcast Bureau" had succeeded in a "deliberate design to force discontinuance of the hearings."

But although he backed his charges primarily with excerpts from the record, Judge Nash said the written record is "a poor conductor of the heat and turmoil of willful controversy." He said it did not project scenes "such as Mr. Cottone striding to the dais and picking up a heavy book which he then banged on the table almost in my face while shouting" or "the snickers and giggles by which Mr. Cottone communicated with the often appreciative audience of the applicant's partisans."

Judge Nash said that in allowing the proceeding to continue as long as he did,

he had denied "respected citizens of the community"—those who had filed the petition to deny—their right to seek a redress of grievances. "We have, in pursuit of a decent purpose to permit an applicant due process, deprived reasonable people of their right to due process."

Mr. Cottone last week said KAYE will proceed with its appeal and base it on the ground that an administrative law judge does not have the authority to "censure" an attorney. He said the commission must first afford the attorney an opportunity to be heard.

And he made it clear he is determined to have a hearing on Judge Nash's charges. He said he has written to the Federal Communications Bar Association about the controversy, and while he declined to release the text, he said, "Only one side is out. I can't let this go by without saying something." He said Judge Nash's order "violates elementary fairness" as well as the commission's rules.

The conflict evident between Judge Nash and Mr. Cottone did not come as a complete surprise in August. Judge Nash, in his initial decision, criticized Mr. Cottone and the manner in which he presented his case. For its part, KAYE, after the case was remanded to him, asked that Judge Nash be disqualified because of "prejudice and bias"—a request that was denied.

Mr. Cottone rejected as baseless the assertion that KAYE deliberately set out to force discontinuance of the hearing. "We put in 6,000 pages of evidence, or

tried to, and he's saying we didn't want to go ahead with the case."

He said Judge Nash terminated the hearing because "there was only one conclusion that could have been reached on the basis of the evidence"—that the station should be renewed. The evidence, he said, "was overwhelming."

KS00-TV, KCOO-TV are sold to Forum Co.

Group owner pays \$2,225,000 for Sioux Falls and Aberdeen V's

The Forum Co., a Fargo, N.D., communications firm, has announced an agreement to purchase two South Dakota television stations, subject to FCC approval. Included in the \$2,225,000 transaction are KS00-TV (ch. 13) Sioux Falls and KCOO-TV (ch. 9) Aberdeen. Both are presently licensed to KS00-TV Inc.

The Forum firm announced that it is creating a new subsidiary, Forum Communications Inc., to handle the broadcast expansion. Included in the new company will be Forum's present broadcast properties, WDAY-AM-FM-TV Fargo and WDAZ-TV Devils Lake, N.D. The company, which is headed by William C. Marcil, is also publisher of the *Fargo Moorehead* (N.D.) *Forum*, a daily newspaper. Gordon H. Ritz is chairman and Morton H. Henkin, president, of the selling firm.


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TV affiliates, as are WDAY-TV and WDAZ-TV. KSOO-TV operates with 316 kw visual, 39.8 kw aural and an antenna 2,000 feet above average terrain. KCOO-TV operates with 304 kw visual, 47.5 kw aural and an antenna 1,390 feet above average terrain.

Kaiser, GE dispute KFOG sale challenge

They ask FCC to dismiss as inaccurate a petition filed by a San Francisco citizen group

Parties to the \$1.4-million sale of KFOG (FM) San Francisco last week told the FCC that a local citizen group's challenge to that transfer is based on inaccurate conclusions and a premise that conflicts with the needs of the station's listeners.

In separate pleadings, Kaiser Broadcasting Co., the seller, and General Electric Broadcasting, the buyer, requested that the commission dismiss a petition to deny the sale by the Community Coalition for Media Change (BROADCASTING, Nov. 20). The petitioners claimed that GE plans to diminish KFOG's news and public affairs programming, has failed to ascertain minority needs, has perpetrated a policy of employment discrimination at its other broadcast stations and has deceived consumers through General Electric Corp., its parent company.

In response to the programming accusations, the commission was reminded last

week that KFOG's adult-oriented format has met with "extreme popularity" and that GE does not plan to alter that format. In fact, GE contended, any attempt to depart from that type of programming would probably be met with "substantial public outcry." The buyer claimed that CCMC's allegations that the new ownership plans to reduce KFOG's news content were erroneous, and that GE, in fact, plans to increase news by 10%. Contending that CCMC has not raised objections to KFOG's present programming but rather to the fact that GE would not program the station in the manner desired by the petitioning group, GE commented: "An assignment application should not be used as a vehicle for interposing quibbles over programming judgments."

GE also contended that CCMC's employment allegations are false. To demonstrate its position, it noted that since it has taken over the operation of four other radio stations (KOA-AM-FM Denver and WSIX-AM-FM Nashville), black employment at those properties has increased ten-fold and two-fold, respectively. (The company also owns television stations in Denver and Nashville.) Regarding the issue attributed to the parent company, relating to a 1962 federal order that the firm rebate some \$50 million in excessive charges for consumer products, GE noted that the FCC has already determined that it is not disqualified from being a licensee in light of that incident.

Kaiser, in its pleading, noted that the KFOG sale will separate the ownership

of that station and Kaiser's KBHK-TV San Francisco. And pointing out that it intends to dispose of its radio properties and concentrate on the ownership of independent UHF stations, Kaiser asserted that a grant of the sale would indirectly aid in the development of the UHF medium.

Time-Life's last FM is sold after false start

KFSD (FM) San Diego has been sold by Time-Life Cable Communications Inc. to Number One Radio, Tucson, Ariz., for \$300,000.

KFSD (formerly KOGO-FM) is one of two stations still under the ownership of Time-Life following the sale of the majority of that firm's broadcast properties to McGraw-Hill Inc. and others. The other is WOTV (TV) Grand Rapids, Mich. The San Diego FM was originally offered for sale to Kelly Broadcasting Co., but that proposed transfer was terminated after the FCC designated Kelly's proposal for hearing over a format dispute (BROADCASTING, Aug. 21). Kelly, which would have paid \$250,000 for the station, had planned to drop KFSD's classical-music format in favor of contemporary programming, but ran into opposition from a local civic group. Number One Radio will maintain the station's classical programming.

The buying firm, which is headed by Ed Richter, vice president of the R. C. Crisler & Co. media brokerage firm, also owns KAIR (AM) Tucson and KBUZ-AM-FM Phoenix.

KFSD operates on 94.1 mhz with 100 kw and an antenna 640 feet above average terrain.

Changing Hands

Announced


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

- KSOO-TV Sioux Falls and KCOO-TV Aberdeen, both South Dakota: Sold by KSOO-TV Inc. to the Forum Co. for \$2,225,000 (see page 27).
- KFSD (FM) San Diego: Sold by Time-Life Cable Communications Inc. to Number One Radio for \$300,000 (see story above).

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 55):

- WDSU-AM-FM New Orleans: Sold by Royal Street Corp. to Covenant Broadcasting Corp. for \$1.5 million. Royal Street, which is 75% owned by Edgar B. Stern and his family, is leaving the broadcast business. The FCC approved its sale of WDSU-TV to Liberty Corp. for \$16 million two weeks ago (BROADCASTING, Dec. 4). Covenant is a subsidiary of Broad Street Communications, New Haven, Conn. It is the licensee of WELI (AM) New Haven and owns through



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72-57

another subsidiary cable systems in Millville, N.J., Greensburg, Pa., and the Port Huron, Mich., area. Richard L. Geismar is the firm's chairman. WDSU(AM) operates on 1280 khz with 5 kw. WDSU-FM is on 93.3 mhz with 100 kw and an antenna 850 feet above average terrain.

▪ WGGG(AM) Gainesville, Fla.: Licensee Gator Radio Inc., merged into parent corporation, Quality Broadcasting Corp. No monetary consideration involved. Quality is the licensee of WDBF(AM) Del Ray Beach, Fla., and recently acquired WNDB(AM) and WDNJ(FM) Daytona Beach, Fla. Its president is Victor Knight. Other principals include Frederic M. and Lyman S. Ayres, who have interests in a department store chain in the Midwest; John Appel, president of Gregory and Appel Insurance, Indianapolis; Richard Jackson, a certified public accountant in Indianapolis; Robert Klemann, a realtor-investor in Del Ray Beach; and David Kenny, an executive with the Ayr-Way chain-store firm. WGGG operates on 1230 khz with 1 kw day and 250 w night.

▪ KYAC-AM-FM Kirkland, Wash.: Control of licensee Carl-Dek Inc. sold by Gordon B. Sherwood Jr., Edward R. Hopple and others to Donald Dudley for \$426,518. Mr. Dudley, a black, is the stations' general manager. KYAC-AM-FM are the only stations carrying entirely black-oriented programming in the Pacific Northwest and, with this acquisition, become the second black-owned radio outlets in the West. The first was KJLH(FM) Long Beach, Calif., owned by John Lamar Hill. KYAC(AM) operates on 1460 khz with 5 kw daytime. KAYC-FM is on 96.5 mhz with 19 kw and an antenna 350 feet above average terrain.

WCHI sale hearing set

The FCC has designated the \$175,000 sale of WCHI(AM) Chillicothe, Ohio, for hearing to resolve questions both of administrative policy and of character qualifications relating to the station's current licensee.

The WCHI sale, in which Chillicothe Telecom Inc., a local telephone common carrier, proposes to buy the station from The Court House Broadcasting Co., was the subject of an oral argument held by the commission last month. The central issue of that proceeding was the general question of whether a common carrier should be permitted to obtain a broadcast facility operating within its own service area. Subsequently, the commission added an issue of misrepresentation against Court House to determine whether it is qualified to be a licensee, in light of an apparent inaccuracy in its sale application. Court House had claimed that it had no other applications pending at the commission when, in fact, it is an applicant for a new FM in Chillicothe. That application is mutually exclusive with a like request by Telecom.

Combined membership in NAB and code proposed for radio

California sessions next month will also get recommendation for restudy of TV-code fees

A sweeping revamping of radio code membership—including it as part of membership in the National Association of Broadcasters—was recommended last week by an NAB special committee and endorsed by the executive committee of the association.

And a move also was made to survey the present rates paid by television stations to subscribe to the TV code.

The radio proposal, still subject to approval by the radio board of the NAB at its meeting next month in California, would automatically make all radio members of the association subscribers to the radio code. Stations would be required to certify their adherence to code provisions on an annual basis—but stations that did not desire to comply with the code could do so by informing the NAB. There, however, would be no reduction in membership fees to the NAB in this event. Also, it was stressed that radio broadcasters who wish to subscribe to the code but not become NAB members would be accommodated. There are 300 such subscribers now.

The cost of radio-code operations

would be met from the general funds of the association without separate code membership fees. The radio code dues this year is \$200,000.

The radio code board, according to the evaluation report, would also be directed to revise its code of fair practices, including specified time standards in the light of the unofficial time limitations on commercials used by the FCC. The commission normally asks for additional information at license-renewal time when a station shows it is accepting or planning to accept more than 18 minutes of advertising per hour. This is seen as a move that might relieve the code authority from some of the expensive monitoring efforts used in determining whether radio code subscribers are meeting code standards.

The NAB executive committee also recommended that radio code board membership continue at 11, but said three should be members of the NAB radio board, two from the networks and six at large. There had been suggestions that membership be reduced to nine.

The TV portion is concerned principally with funds on the assumption, it is understood, that code activity in this area is most extensive and most necessary in the light of continuing attacks on TV advertising and programming (see pages 18, 19). TV board chairman Peter Storer, Storer Broadcasting Co., Miami, agreed to appoint a committee that will include members of the TV code review board, the NAB television board and others to study the subject of TV

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Closer East-West ties. Japanese and American broadcasters have arranged an exchange program at a meeting in Tokyo. Agreement calls for an annual television festival to be held in alternate years in each country. The first will be next spring in New York and Washington coincident with the National Association of Broadcasters convention in the capital. Also planned are exchanges of programming and the encouragement of "sister-station" relationships between American and Japanese TV stations. Secretariats for the exchange will be the Japan Society of New York and the Broadcast Programming Center of Japan. The Nov. 24 meeting at Japanese Foreign Office in Tokyo capped a 10-day visit by a contingent of American broadcasting leaders (BROADCASTING, Nov. 13). Present were (seated, l-r) Clair R. McCollough, Steinman Stations; J. Leonard Reinsch, Cox Broadcasting Corp.; Yoshinori Maeda, Japan Broadcasting Corp.; Junzo Imamichi, Japan's Na-

tional Association of Commercial Broadcasters; (standing, l-r) Irving G. Waugh, WSM Inc., Nashville; Leonard J. Patricelli, WTIC-AM-FM-TV Hartford, Conn.; Don DeGroot, WWJ-AM-FM-TV Detroit; Roy H. Park, Park Broadcasting Inc., Utica, N.Y.; John E. Fetzer, Fetzer Broadcasting Co., Kalamazoo, Mich.; Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati; Lawrence F. Haeg, WCCO-AM-FM-TV Minneapolis; John B. Poor, RKO General, New York; Fred Weber, Rust Craft Broadcasting, Margate, N.J.; Charles A. Batson, Cosmos Broadcasting Corp., Columbia, S.C.; E. R. Vadeboncoeur, Newhouse Broadcasting Corp., Syracuse, N.Y.; Takaaki Kagawa, Cultural Affairs Division, Japanese Ministry of Foreign Affairs; Roger D. Rice, KTVU(TV) Oakland-San Francisco; M. Takata, Broadcast Programming Center of Japan; Donald P. Campbell, WMAR-FM-TV Baltimore, and Y. Isomura, Broadcast Programming Center of Japan.

code fees. This, it is understood, emanates from the study made by consultant Ralph Daniels, former CBS stations division president, who recommended that subscription fees be related to station spot charges or to station revenues instead of the highest hourly rate that is now in effect ("Closed Circuit," Dec. 4).

The TV committee will be charged, the NAB announcement stated, with the study of TV code fees "that might be appropriate and recommend to the [TV] board a new system of fees that would float with the economics of the television industry."

Daniel Kops, Kops-Monahan Stations, New Haven, Conn., was chairman of the code-evaluation committee. Other members were George R. Comte, WTMJ-TV Milwaukee; Wilson C. Wearn, Multimedia Broadcasting Co., Greenville, S.C.; Thad Sandstrom, WIBW-AM-FM-TV Topeka, Kan. Mr. Storer and Andrew M. Ockershausen, Evening Star Stations, Washington, who is chairman of the radio board of NAB, were ex-officio members of the committee.

Short term for WENZ

WENZ(AM) Highland Springs, Va., has been granted a short-term license renewal by the FCC as the result of a contest the station ran two years ago for which prizes were not awarded for 14 months. The commission said an investigation into WINZ's operations revealed that although the contest in question ended in June 1970, prizes were not awarded until August 1971. Calling the delay unreasonable, the commission concluded that Baron Radio Inc., the WINZ licensee, had "fallen short of the degree of responsibility required of

a licensee." The firm was ordered to file within 30 days a report on how WINZ intends to avoid such practices in the future. The new renewal period will expire Dec. 1, 1973.

Some second-term chair shifting

Klein, Ziegler, Buchanan to stay, but Colson's out and Shakespeare may return to broadcasting

Three White House aides who have become well known to broadcasters over the last four years will stay on with President Nixon into his second term. But one ex-broadcaster—Frank Shakespeare, now head of the U.S. Information Agency, is reportedly on his way back into broadcasting.

Herbert G. Klein, long-time associate of President Nixon and a former editor of the *San Diego Union*, will remain as director of communications for the executive branch, the White House reported. But Mr. Klein has said he intends to return to the private sector later.

Staying on also is Ronald L. Ziegler, White House news secretary.

Another holdover will be Patrick Buchanan, a speech writer whose duties also include monitoring the print and broadcast coverage of the President and overseeing publication of a daily digest of those reports for the President.

But he is probably best remembered by broadcasters for his suggestion, in an interview on public broadcasting, that the government resort to an antitrust suit if the networks continue to broadcast what he considers a single point of view. The

suggestion has since been disavowed by other administration figures, including Mr. Klein (BROADCASTING, Dec. 4).

One other White House figure who has operated more deeply in the background but who has been a source of concern to broadcasters, Charles Colson, is leaving government. Mr. Colson, who is said to be one of the aides who makes the calls to the networks to express displeasure with news coverage, is returning to private law practice in Washington.

The White House is yet to make a formal announcement regarding Mr. Shakespeare's future, and Mr. Shakespeare has directed USIA spokesmen to say "no comment" when asked about his plans. However, both CBS and the *Washington Post* have reported he is leaving to return to a post in broadcasting.

Mr. Shakespeare left CBS in 1969 after playing a major role in Mr. Nixon's 1968 election campaign, to become head of USIA. Mr. Shakespeare had been with the company for 19 years, serving in his last assignment as president of CBS Television Services.

Trouble in Baja

Racial discrimination charged by black employes who walk out; L.A. consultants are prime target

A number of black employes at XPRS(AM), a Mexican-owned station that bills itself as "The Soul Express" and is programmed primarily for the black community throughout Southern California, have walked off their jobs and are picketing the station's sales office in Los Angeles charging racial discrimination, among

other grievances. A prime target of the strike is the Hollywood-based broadcast consultant firm of Randal/Sharon, which is alleged by the strikers to be "the chief architects and enforcers" of the station's racist policies. Randal/Sharon, operated by Robert Sharon and Ted Randal, signed a long-term agreement last April to assist XPRS, a 50 kw station that operates at 1090 khz and is licensed to Rosarita Beach in Baja California, Mexico. Express Radio, Los Angeles, is the U.S. sales representative for the station.

Among the principal demands being made of management by strikers is "the ouster" of Randal/Sharon. The striking employes claim to be backed by three civil rights groups—Congress of Racial Equality, Operation Bread-Basket and People United to Save Humanity.

A spokesman for Express Radio claims that the charge of racial discrimination is "completely false" and that the strike stems from the firing of two black employes for just cause. "The terminations were in no way related to race," a statement issued by the station contended. "They would have occurred at any radio station or any business organization anywhere."

The station, according to the statement, employed 18 persons last month, 12 of them black. The station says six black employes walked off the job as a protest over the firing of a black newsman and black director of community relations. The strikers indicate that their group includes more than six station employes.

D.C. broadcasters, civil-defense authorities clash

Local governments want power to take over stations in emergencies

Broadcast licensees in Washington are prepared to meet with local civil-defense officials on establishing a system to permit local governments to communicate with the public in emergencies. But the broadcasters are not about to agree to turn over control of the stations to the local officials, and they could have done without what some regard as an effort on the part of the local officials to intimidate them.

The Metropolitan Washington Council of Governments (COG), which represents the District of Columbia and surrounding counties in Maryland and Virginia, wrote FCC Chairman Dean Burch last month asserting that civil-defense administrators had been unable to reach a satisfactory arrangement with broadcasters—at the engineer level—that would permit local officials "to communicate with the public directly and effectively in times of emergency."

Blair G. Ewing, director of COG's department of public safety, who wrote the letter, enclosed a resolution adopted by COG's board of directors that requests a meeting on the subject with the presi-

dents of the local stations. He also asked that a copy of the resolution be placed "in the files of each of the broadcasters involved" and that "this matter be taken into account" when the stations' licenses are up for renewal.

The chairman of the National Capital Area Industry Advisory Committee, Granville Klink Jr., chief engineer of WTOP (AM), said that he understood civil-defense organizations have used that kind of approach to "intimidate" stations "in the boondocks." Washington stations, he said, are more inclined to be aware of their rights.

He noted that participation in the Emergency Broadcast Service is voluntary—a point that the commission's Executive Director, John Torbet, made in answering COG's letter to Chairman Burch. Because participation is voluntary, he said, he was turning down the request that the COG resolution be placed in the station's files.

However, Mr. Torbet also said that the commission's EBS rules provide methods to permit local officials to communicate with the public. He added that the commission "supports the development of a liaison with the National Capital Area Industry Advisory Committee" on meeting the requirements of state and local jurisdictions in communicating with the public.

Mr. Klink said talks with COG have stalled on COG's request for permission to run a line into the major stations that would permit local officials to go on the air whenever they feel it is necessary. He said the broadcasters feel that would amount to a violation of commission rules and regulations requiring broadcasters to maintain control over the operation of their stations.

Colonel Norton Wilson, director of civil defense in Montgomery county, confirmed that direct access to station facilities was one of "several propositions" local officials wanted to discuss.

But it was not clear when that discussion would occur. Although COG has invited presidents of several area stations to a meeting of its civil defense committee on Dec. 14, Mr. Klink said the broadcasters would not be prepared by then to submit a plan for discussion.

Metromedia tries to block financial-disclosure ruling

KTTV owner says FCC overlooked one pleading in the proceeding

Metromedia Inc. charged last week that an oversight by the FCC resulted in the commission's ordering confidential financial records of the firm's KTTV (TV) Los Angeles to be opened to a group challenging that station's license renewal.

The company, which has asked the FCC to stay and reconsider an order of two weeks ago permitting Albert H. Kramer, attorney for the challenging group, to inspect KTTV's FCC financial reports for 1969, 1970 and 1971 (BROADCASTING, Dec. 4), claimed that the commission never would have issued that

order had it not inadvertently ignored a previous Metromedia pleading.

The commission's order affirmed an August ruling by FCC Executive Director John Torbet that Mr. Kramer should have access to the KTTV files in order to respond to Metromedia's contention that information in those reports refutes allegations made in a petition to deny the KTTV renewal. The challengers had claimed that KTTV had not reinvested an adequate amount of its profits in local programming; Metromedia had countered by claiming that in comparison with the financial returns of the network-owned stations in the Los Angeles market, KTTV's profits had been minimal. But in making that argument, Mr. Torbet had found, Metromedia had put the financial reports "at issue" in the renewal proceeding because it had invited the commission to examine those files.

In this respect, Metromedia claimed last week, the commission's failure to consider a pleading it filed subsequent to Mr. Torbet's ruling was a "fatal omission." This is so, it said, because that pleading demonstrated that it was the challengers, not Metromedia, that had put the financial matter at issue. In that document, it said, it had been contended that the challengers' allegations of profit siphoning were baseless and that this could be proved most expediently by referring to the financial reports.

Carolina stations find EEO letters with Christmas cards

FCC using same criteria it utilized earlier, but list cut five states and D.C.

The FCC has sent letters of inquiry to 49 stations in North and South Carolina in the third round of its program to check on stations' equal-employment-opportunity programs at license-renewal time. The licenses of stations in those states expired on Dec. 1.

The stations being queried are those with 10 or more employes whose annual employment records showed no women on the payroll or a decline in their number, or were in areas with a population containing 5% or more blacks and employed no blacks or fewer than they did a year ago. The stations are being asked to explain their employment practices.

The FCC used these criteria when it began the program in July, querying renewal applicants in Pennsylvania and Delaware, and again two months later when it wrote to stations in Washington, Maryland, Virginia and West Virginia.

However, as was true of stations in the Washington batch of renewals, the staff, acting on instructions from the commission pared down the list of stations to receive letters. The commission felt that application of the criteria would work injustices in some cases.

Commissioner Nicholas Johnson dissented to the commission's action last week because the list was trimmed. He

said the stations being queried were about half of those the staff originally said met the criteria for inquiry.

"I dissent to this capricious approach," he said. He was the only commissioner dissenting.

The North Carolina stations receiving queries are WAIR(AM) Winston-Salem; WAYS(AM), WIST(AM) and WAME(AM), all Charlotte; WBAG-AM-FM Burlington-Graham; WBUY(AM) and WLXN(FM) Lexington; WCHL(AM) Chapel Hill; WCOG(AM) Greensboro; WDNC-AM-FM Durham; WELS(AM) Kinston; WGBR(AM) and WEQR(AM) Goldsboro; WGNI(AM) and WAAV(FM), WECT(TV) and WWAY(FM), all Wilmington; WHKY-AM-FM, WIRC(AM) and WXRC(FM), all Hickory; WJNC(AM) and WRCM(FM) Jacksonville; WJRI(AM) Lenoir; WLOE(AM) and WFAF(FM) Leakeville; WMFR-AM-FM High Point; WNCT-AM-FM Greenville; WPTF-AM-FM Raleigh; WSKY(AM) Asheville; and WSTP(AM) and WRDX(FM) Salisbury.

The South Carolina stations are WCRS-AM-FM Greenwood, WDX-AM-FM Orangeburg, WELP-AM-FM Easley, WESC-AM-FM Greenville, WGUS(AM) North Augusta, WVOT-AM-FM Wilson and WIS-TV Columbia.

NAB board to get \$3.7 million budget request

Research, radio code earmarked for most of \$200,000 hike

National Association of Broadcasters' executive committee last week endorsed a 1973-74 budget of \$3.7 million for the association. This is \$200,000 above the 1972-73 budget, with the addition earmarked for research projects and the potential take-over financially of radio code operations (see page 29).

The new budget will be presented to the joint boards of the association at the annual midwinter meeting Jan. 9-12 in Palm Springs, Calif.

The executive committee also agreed to continue the mini-conference program, and ordered one to be held in each of the NAB's 17 radio districts next year. It also approved continuance of management seminars at the six regional meetings, recommending that they be held for a full day, the day before each conference, instead of the half-day sessions that took place this year.

The committee also officially placed the association in favor of a federal newsmen's-privilege bill, joining other groups in this position.

And it voted to actively oppose activities being proposed by the U.S. Postal Service to have regular postmen distribute advertising material on a fee basis as an activity separate from delivery of the mails. Richard W. Chapin, chairman of the NAB, stressed that the opposition was principally based on the prospective impact this activity would have on the delivery of regular mail; he acknowledged,

however, that the spectre of advertising competition plays a part in the NAB position. This is also the position of newspaper and magazine publishers, he said.

Schweiker promises reprise in the 93d

Pa. senator will introduce early in next Congress his NAB-backed, five-year license-renewal bill

Senator Richard Schweiker (R-Pa.), who in the 92d Congress was the only member of the Senate to sponsor the license-renewal legislation supported by the National Association of Broadcasters, announced last week he will introduce an identical bill early next year.

The Schweiker bill (S. 3551), introduced last April (BROADCASTING, May 8), extends the license-renewal period from three years to five years and provides that the past performance of an existing licensee will be a primary factor for the FCC to consider in renewal proceedings.

In the House the primary sponsor of the NAB bill was Representative James T. Broyhill (R-N.C.). Also, a bill similar to the NAB-backed measure, but without the five-year renewal provision, was sponsored in the Senate by Frank Moss (D-Utah).

In addressing a regional dinner meeting of the Pennsylvania Association of Broadcasters last Wednesday (Dec. 6) in Philadelphia, where he was honored for his efforts on behalf of broadcasters, Senator Schweiker said he was hopeful that the bill will receive prompt consideration by the 93d Congress.

A five-year renewal term, he said, would enable stations to make longer-range commitments and reduce the FCC's workload so it could pay more attention to the quality of licensees' performance. "Similarly," he said, "with the many public-service requirements that have been added as policies by the FCC in recent years, I think it is even more incumbent on us to insure that the actual performance of a broadcasting station is a paramount consideration in license-renewal proceedings."

TV reallocation to cut coverage to core-city size?

That's idea Hooks keeps revisiting as way around court's ruling that total area must be served

FCC Commissioner Benjamin L. Hooks is still intrigued with the possibility of developing a system of television allocations under which stations in heavily populated sections of the country would serve smaller, possibly more homogeneous, areas.

To Commissioner Hooks, the suggestion might offer an alternative to a requirement that big-city stations primarily serve residents of the inner-city. That

kind of requirement, he says, has been ruled out by the court decision in the WMAL-TV Washington case, which held that stations must serve their entire service area, including the suburbs.

The commissioner—the first black member of the FCC—originally broached his idea in an interview on WMAL-TV in July (BROADCASTING, July 15). He discussed it further in an interview on another Washington station, WRC-TV—on Dec. 2.

He said he does not want to deprive stations of a profit; indeed, he said, they need profits to provide imaginative and innovative programming. But he is interested in cutting service areas "to a reasonable proportion, so people can be served by [the airwaves] which belong to them."

He also indicated that the experience of stations in the West that serve vast areas but small populations is a source of encouragement to him. If five or six stations can survive in a state with "500,000 to 600,000" population, he said, "you can't convince me" that the service areas of stations in the highly populous East cannot be cut.

Commissioner Hooks acknowledged that, given the present state of the technical art and the "political climate and the social climate," he does not know whether the idea he is advancing is a real possibility. But he said he is not satisfied with things as they are.

He stressed, however, that inner-city groups cannot ignore the "present law and court decisions" which require stations to serve their entire service area. That is "a reality" that must be recognized, he said. "I don't want to fool people that we can do things in a certain way if that's not the way to do it."

Commissioner Hooks, who is equal-employment-opportunities commissioner, also made a point of stressing that young blacks should obtain the education and training they will need to take advantage of the employment opportunities he said the commission is opening up.

"There is no such thing as just learning the black experience," he said. "You can't run a camera in a black way." He indicated he was disturbed by young blacks who say academic courses are irrelevant, or who drop out of school, feeling they cannot succeed.

He also indicated that the subject was a painful one for him: "You get tagged as an Uncle Tom when you talk about black people getting prepared," he said. "Yet from where I sit, I can get jobs for lawyers and engineers. But I can't get a nonlawyer a lawyer's job and a nonengineer an engineer's job."

AFTRA out at WINX

Employees of WINX(AM) Rockville, Md., United Broadcasting Company station in suburban Washington, have voted out the American Federation of Television and Radio Artists as bargaining agent. Decertification petition had been initiated by WINX management in October at expiration of AFTRA's first two-year contract with the station.

High court may get another fairness test

WXUR-AM-FM seeks review of renewal denial that also involves personal-attack rule

The Supreme Court will soon be faced with the question of whether it will again pass on the constitutionality of the FCC's fairness doctrine. But unlike its decision in the Red Lion case upholding the doctrine, the life or death of a station would be involved this time.

The counsel for WXUR-AM-FM Media, Pa., Benedict Cottone, last week said the licensee will seek Supreme Court review of the commission decision denying the station's license-renewal applications on, among other grounds, violation of the doctrine and its subsidiary personal-attack rules.

The decision to seek Supreme Court review was virtually automatic last week after the three-judge panel of the U.S. Court of Appeals in Washington which heard the case denied the station's request for rehearing. The vote was 2-to-1, with Chief Judge David Bazelon, who had dissented in the court's ruling, voting for rehearing.

Judge Bazelon created considerable interest in the communications community in Washington with a lengthy dissenting opinion that attacked the fairness doctrine. He said the doctrine might serve more to inhibit than to enhance free speech, and asserted that the WXUR case raises "a prima facie violation of the First Amendment" (BROADCASTING, Nov. 13).

Nevertheless, Mr. Cottone may have a problem in persuading the high court not only to take the case under review but to consider it in light of the fairness doctrine and personal-attack rules. Only one member of the three-judge panel—Judge Edward A. Tamm—supported the commission's decision on those issues as well as one involving alleged misrepresentation of program proposals. Judge J. Skelly Wright, the third member of the panel, said he concurred in the decision only on that third ground. And, in a reply to Judge Bazelon's opinion, said the deception ground is the only one that "forms the basis of our judgment."

However, Judge Bazelon, who dissented only after changing his decision to concur on the deception ground, said in his dissenting opinion that the fairness doctrine is the key issue in the case and that the "deception" question "is inextricably bound up in the considerations underlying the fairness doctrine."

Mr. Cottone made a similar argument in seeking rehearing before the appeals court, and could be expected to make it again in seeking Supreme Court review. He also said in that petition for rehearing that even if the commission's decision is affirmed on the misrepresentation issue alone, the rulings involving the fairness doctrine will remain "as commands to licensees even though there has

been no judicial adjudication of the constitutional validity of such commands."

The Supreme Court upheld the doctrine in 1969 by an 8-to-0 vote. At issue in that case was the validity of the doctrine and the personal-attack rules. But Judge Bazelon, in his opinion, noted that in upholding the commission action the court is affirming the first denial of a station's renewal application because of fairness-doctrine obligations.

WXUR-AM-FM are owned by Faith Theological Seminary, which is headed by fundamentalist preacher Dr. Carl McIntire. The renewal applications were set for hearing after various citizen groups complained to the commission about allegedly unbalanced programming.

How to judge a naughty no-no from a good ho-ho

Traviesas tells 'Donahue' audience about the delicate decisions facing the overseers of broadcast standards

"I suppose you don't like being called a censor."

The remark was directed at Herminio Traviesas, NBC-TV's vice president for broadcast standards, who had heard it before. "That's one name we do not like in our business," he replied. "I like to think of myself and my staff as creative editors."

Mr. Traviesas, who describes himself as "the man where the buck stops" at NBC, was explaining—and often defending—his role as the network's chief overseer of programming on Avco Broadcasting's syndicated *Phil Donahue Show*. The program, which was aired live Dec. 1, also featured Lawrence M. Carino, vice president and general manager of Storer Broadcasting Co.'s WJBK-TV Detroit, who achieved attention, of sorts, when his

station refused to air CBS's offering of the film, "In Cold Blood," last month.

Mr. Traviesas and his staff of 35 are responsible for screening every second of program material to be aired on NBC for taste as well as violations of FCC guidelines on obscenity. Making such decisions, he said, is not a cut-and-dried task. "I'm very much concerned as to how far we can go. We're always going to be more conservative than the majority of the public might accept, but we have to be very careful that we just don't go beyond good taste."

In the process, Mr. Traviesas said, he often asks himself: How can an individual insure that the material remains essentially inoffensive and still avoid mediocrity? The answer, he said, is to achieve a delicate balance between the two extremes. "We have a job of protecting the public and the interests of my network. Obviously, with the mass audience we can't satisfy everybody so we have to be conservative but at the same time go forward in all the things we do. Otherwise, we're just a very bland entertainment medium."

Mr. Traviesas said he gets "the most flak" about the content of taped variety shows, and the big three in this category are *Laugh-In*, *Dean Martin* and *Johnny Carson*. Of the three, Mr. Traviesas said, he has the most trouble with Dean Martin, who is likely to pepper his show with sexual implications. "I can show you some material [on the Martin program] that is delightful and funny that we would not put on the air because it's very specific in terms of sexual connotations and out-house jokes," he said.

Sex, he said, poses the major problem for the editor in material written for television, because profanity is routinely excluded. That is not the case, he said, in theatrical films to be aired on the network. He said his staff is particularly cautious about the use of four-letter words and blasphemous references to God.

Mr. Carino admitted being sensitive about off-color remarks in films in gen-



Morality men. Avco Broadcasting personality Phil Donahue makes a point with Herminio Traviesas, NBC vice president, broadcast standards (c) and WJBK-TV Detroit General Manager Lawrence M. Carino (r) during the broadcast of the Dec. 1 episode of Mr. Donahue's syndicated program.

éral and in "In Cold Blood" in particular. WJBK-TV's decision not to air the CBS-edited version of the film provoked much public comment—both pro and con—in the Detroit market. Defending the station's action, Mr. Carino claimed: "We found that in the opinion of the people who screened the program at the station the language was unacceptable for home television viewing." He noted that one portion of the version cleared by CBS carried the exchange:

"You're some kind of a bastard, aren't you? . . ." "Yeah. It was just a piece of tail in the back seat of a car and I knocked up the broad and had to do the right thing by her."

Mr. Carino continued: "In our market, we have a potential five million viewers. We've got to think about the tastes and likes and dislikes of all those viewers."

(Later in the program, a woman called in to inform Mr. Donahue that she resented Mr. Carino's graphic description of the objectionable phrases in "In Cold Blood." "It doesn't sound any better coming over the air on your program than it would in the movie," she complained. A caller from the Detroit area, however, termed WJBK-TV's decision "absolutely ridiculous," and said she was "so mad" that she had arranged to watch CBS programming via cable from Toledo, Ohio.)

Discussing other problems in his work, Mr. Traviesas claimed that truth in advertising "is the biggest problem facing

the broadcast standards editor today. I welcome the problem of sex and violence; they're easy. But truth in advertising has always been with us. I don't allow a commercial on the air without substantiation." He cited one particular case in which NBC originally refused to carry spots for Winchester little cigars, only to be informed by the client that the Internal Revenue Service had judged the product suitable for broadcast promotion. "How can I argue with the government?" he asked. Mr. Traviesas said his department, which reviews 36,000 commercials each year, is particularly cautious about spots that could be imitated by children.

Nudity, while taboo in the real sense on American television, is also a problem, according to Mr. Traviesas. "This country, believe it or not, is still basically puritanical. We still receive volumes of mail from irate viewers who can't believe the bikini is here to stay."

FCC again says no to fairness guidelines

It rejects KMBC-TV defense of conditions it had hoped would keep it out of trouble

The FCC has refused to retreat from its position that guidelines imposed by Metromedia's KMBC-TV Kansas City, Mo., for the airing of replies to controversial broadcasts are overly restrictive. In a

ruling last week, the commission denied a Metromedia request for reconsideration of an original order issued last January (BROADCASTING, Jan. 17).

Metromedia had contended that the conditions it desired to place on the acceptance of response messages would not, as the commission had feared, inhibit the presentation of contrasting sides of controversial issues, but would rather work to protect KMBC-TV and responding spokesmen from accusations of defamatory conduct. The conditions were that the response must not subject the station or any individual to ridicule or public censure, contain any "personal attack" as defined by the FCC, or contain any material that might subject the station to any further fairness-doctrine obligation. A fourth condition—that the response avoid defamatory, scandalous or obscene material—had initially won the commission's approval.

In denying the Metromedia request, the commission ruled last week that while the intentions behind the conditions were proper, the wording of the conditions themselves was too vague to achieve their intended purpose or to state specifically what Metromedia intends to exclude from the responses.

The issue came to light after two Kansas City attorneys filed a complaint with the commission charging that a 17-part KMBC-TV series on the activities of certain Jackson county, Mo., judges violated the fairness doctrine and the personal-attack rules. Although the commission found the station to be innocent of those charges in its action last January, it did find fault with KMBC-TV's general procedures for dealing with fairness replies.

The Colonel's quote...

"I can understand why many broadcasters—faced with the spectrum of counter-advertising, meeting license renewal challenges and trying to interpret the conflicting decisions made under the umbrella of the fairness doctrine—feel like the 'shuttlecock in a badminton game'...

Don't take these blows at your freedoms or at your economic base. Fight back."

The Hon. Fred Rooney
U.S. House of Representatives
before the Pennsylvania Broadcasters
Association as recorded in the
Congressional Record by the
Hon. Lionel Van Deerlin 1972.

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Oklahoma official ousted after ethnic slur

Anti-Semitic remarks on KWTV prompt governor's action

A filmed "conversation" broadcast by KWTV (TV) Oklahoma City and featuring the chairman of the Oklahoma Securities Commission has resulted in that official's formal resignation.

On Nov. 16, Andrew Fisher, KWTV's urban affairs reporter, was covering a routine monthly meeting at which the commission's staff briefs the commissioners on the OSC's activities. One of the items under discussion was a proposal to require Goldstein/Samuelson Inc., a Los Angeles-based commodities brokerage, to register certain securities with the OSC.

According to Mr. Fisher, Charles E. McCune, the 73-year-old chairman of the commission, remarked at one point: "They [the brokerage firm] shouldn't be allowed in business with a name like that." And: "That name alone tells me there's something screwy about the whole thing."

After the session, in what Mr. Fisher described as a "filmed conversation in which we made no effort to hide the fact that he was being recorded," Mr.

Fisher asked what had prompted Mr. McCune's remarks. "I think they are Jewish and I think that they are skunks—the name and what they've done," was one of those remarks, according to Mr. Fisher.

Although Mr. McCune said he did not want to be quoted, KWTW broadcast the interview on its 6 and 10 p.m. newscasts that night. The reaction was immediate: Governor David Hall called for Mr. McCune's resignation.

New group mounts grass-roots attack on offensive TV

Lee explains FCC options; Steinfeld cites HEW findings on video violence and children

A national movement whose aim is "clean up TV" was initiated last week in Washington by the Leadership Foundation Inc., whose founder and president is Martha Rountree, originator and first moderator of *Meet the Press*. The Leadership Foundation was organized in 1969 as a non-profit, tax-exempt group whose 25,000 members represent over 7,000 women's clubs and organizations.

At a meeting of more than 350 women, representing women's clubs and church groups, the audience was urged to establish monitoring groups in their home communities and, when they find offensive TV programming, to write to the station and to the sponsor, with copies going to the FCC.

Miss Rountree said she thinks this operation can become effective because "basically, the TV stations want to please their audiences and the sponsors want to sell their products."

The campaign, the Leadership Foundation literature says, is aimed at "bad taste, crime, violence, vulgarity and other features in TV programs which the majority of people find objectionable." The purpose, it continued, is to persuade TV stations to "confine their programming to presentations, subjects and language which is acceptable in your own living room with family and friends present." The movement, it says, is "definitely" not an attempt at censorship.

TV's depiction of "demonstrators, malcontents and others" was attacked by Helen Bentley, chairman of the Federal Maritime Commission, who was the keynote speaker at the meeting. Miss Bentley said TV must be made to serve as a catalyst for the betterment of the spirit, morality and patriotism of Americans. "TV can be used to sell America," she said. She commended WBAL-TV Baltimore and WTOP-TV Washington for showing the flag and playing the national anthem before the beginning of prime-time news and entertainment, instead of at 1 a.m. or 2 a.m. as most stations do.

The audience also heard Ruth Hankins, a black Washington lawyer, call for complaints to stations and sponsors. "If enough people complain, you will see improvement," she said. And, she added,

the power of a boycott ought not to be underestimated.

FCC Commissioner Robert E. Lee told the audience about the problems the commission has because of the legal definition of obscenity. He agreed that writing to stations and sponsors would help, and suggested that objections could also be filed at license-renewal time.

And, he added, if there is sufficient financial backing, a local group could file for the facility in competition with the existing licensee.

The meeting also heard Jesse L. Steinfeld, surgeon general of the U.S., state that a causal relationship between TV violence and aggression in some children had been established by the three-year, \$1-million study. Dr. Steinfeld emphasized that it is the parents' responsibility to use the "off" button on the TV set showing programs they don't like.

ABC-TV goes to affiliates

In regional meetings this week, network hopes to encourage heavier line-ups for its schedule

Station clearances will be a major objective of ABC-TV officials in two meetings with affiliates this week, one Tuesday (Dec. 12) at the Century Plaza hotel in Los Angeles and the other Thursday (Dec. 14) at the Sheraton-Blackstone in Chicago.

Network officials are especially hope-

ful of getting strong affiliate line-ups for ABC-TV's new late-night programming, which starts Jan. 8 in the 11:30 p.m.-to-1 a.m. NYT period now occupied by the *Dick Cavett Show*, and for the new *Reasoner Report*, a magazine-format news program featuring Harry Reasoner on Saturdays at 6:30-7 p.m., starting Feb. 24.

The official announcement of this week's regional sessions said they would review "a very successful series of meetings" between ABC officials and the ABC-TV affiliates' board of governors in Puerto Rico two weeks ago (BROADCASTING, Dec. 4). Many of those sessions dealt directly and indirectly with clearances, especially as a factor in ABC's ratings gains, according to participants. Even one of the relatively few complaints reported from the affiliates' side—that their compensation from the network seemed to be somewhat down this year—was turned into a clearance argument by ABC officials: If all affiliates had cleared all programs, they said, compensation would have been higher this year than last.

The two meetings this week, like the Puerto Rico sessions, will also focus on ABC-TV's new January prime-time schedule, on the new late-night programming and *Reasoner Report*. The late-night programming will provide weekly rotations of Jack Paar, dramatic shows, Dick Cavett and comedy-variety programs, in that order.

James E. Duffy, president of the ABC

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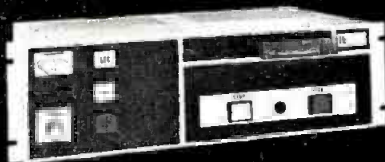
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TV Network, and Richard L. Beesmyer, vice president in charge of affiliate relations, will lead the network delegation to both of this week's sessions, which between them are expected to encompass all ABC-TV affiliates.

Funt aide indicted

Seymour Goldes, a certified public accountant specializing in the television and motion-picture fields, was indicted last week on charges of stealing \$1,285,826 from Allen Funt, creator and producer of the *Candid Camera* TV series. Mr. Goldes, who had been Mr. Funt's accountant and business manager since 1961, was charged with 44 counts of grand larceny during a period from February 1968 to August 1972. New York State Justice Jawn Sandifer held Mr. Goldes for psychiatric examination after his counsel informed the court Mr. Goldes was under psychiatric care after an attempted suicide.

Program Briefs

Prime-time skating. Metromedia Producers Corp. reports it is producing *Ice Palace* as a prime-time access half-hour series for 1973-74 season. Metromedia has produced both one-hour series and various specials based on ice shows. The company owns the Ice Capades.

Historical anecdotes. Wyvern House Associates has prepared calendar of unusual, significant, or amusing events from American history for broadcast daily throughout the year. The three-and-one-half minute documentaries, scheduled to begin Jan. 1, are designed to include introductory music theme and allow for sponsor's commercial message. *Wyvern House, 24 Colburn Drive, Poughkeepsie, N.Y. 12603*

Racing recap. Intel Television Productions is offering to TV stations 26-week package of 30-minute reports on stock-car racing. Program, *SCR Action*, will utilize news format in presenting films of recent races and other features. Consultation will be provided by *Stock Car Racing Magazine*. *Intel Television Productions Inc., 300 Hatboro Pike, Hatboro, Pa., 19040. (215) 672-5787.*

You're there again. CBS-TV is returning *You Are There*, half-hour historical series for young people, to network schedule starting Sunday, Jan. 28, 5-5:30 p.m. ("Closed Circuit," Nov. 20). Fifteen repeat episodes of series, hosted by Walter Cronkite, will be shown in time period in which another series for young viewers, *What's a . . . All About?*, will be carried on pre-emptive basis starting next March.

Burke's back. Alan Burke, former star of syndicated *Alan Burke Show*, has signed with Wometco Theaters of Florida to do similar syndicated program in January. Called *Alan Burke, Counselor at Large*, TV show will focus on controversial subjects and Mr. Burke's advice.

'Pickwick' sells. Time-Life Films reports it has sold *Pickwick*, BBC's musical production of Charles Dickens's classic, in more than 40 U.S. markets. This is third season for sale of *Pickwick*, 90-minute TV special. It has been bought by stations including WCVB-TV Boston, WJW-TV Cleveland, KSL-TV Salt Lake City and WRC-TV Washington.

Christmas spots. Astronaut James B. Irwin reads one-minute verses from Bible's Christmas story on disks being sent to radio stations by Southern Baptist Radio and Television Commission. Colonel Irwin reads from Kenneth L. Taylor's "The Living Bible," paraphrase of scriptures.

Real dog. Writers Guild of America, West, which over years has registered some far-out program ideas, now has on file outline for half-hour weekly TV program that amounts to canine version of Chuck Barris Productions-ABC-TV's *The Dating Game* series. Key component of proposed program entitled *Apollo Canine Mating Game*, is contest for dog-mating. Idea is for three male dogs, accompanied by their male masters, to respond to questions posed by female dog which is accompanied by female handler. According to outline on file with WGAW, "The female selects her winning suitor and the male dog accompanies her on a 'romantic holiday'." Outline was filed by L. Maurice Wooden, who operates Apollo Canine Dating Service in Santa Monica, Calif.

Handling talent. Barbara Claman and Judith Lamb, casting specialists in broadcast, have formed Barbara Claman Inc., New York, 200 West 57th Street, New York 10019. (212) 757-8130.

Venezuelan product. John Pearson International Inc., Beverly Hills, Calif., independent TV distributor to international markets, has obtained worldwide television rights to third annual Onda Nueva music festival, to be held in Caracas, Venezuela, Feb. 14-17, 1973. Festival is scheduled to be presented in color via satellite on Feb. 17 for four hours. Color video tapes and films of three-day affair, which is to include American as well as international entertainers, will subsequently be made available.

Changing Formats

■ KVOV(AM) Henderson, Nev., experimenting with a return to old-time radio, has adopted a weekday "Golden Days of Radio" format to replace its "soul" sound initiated three years ago. The new format, effective Oct. 3, features such classics as the *Lone Ranger*, *Green Hornet*, *Suspense*, *Sherlock Holmes*, *Fibber McGee and Molly*, *The Shadow*, *Easy Aces*, and *Lum 'n Abner*. Between programs, the station broadcasts comedy records, morning and afternoon talk shows, and Mutual Black Network news. KVOV retains its "soul" format on weekends with "rhythm and blues," "soul," jazz, and religious programming. According to president and general manager Cy Newman, the new format has met with favorable response from the white community while at the

same time retaining a majority of its black listeners. The format change was accompanied by the addition of Tom Cross, formerly with KWOW(AM) Los Angeles, as production coordinator.

▪ KJZZ(AM) Phoenix (formerly KPHO) adopted a country-western format to replace its all-news programming. The format change, effective Oct. 4, occurred in conjunction with an ownership change from Meredith Corp. to Dairyland Managers Inc. Ray Odom, former owner of K-Hat Inc., is new general manager. Other staff additions include: John Moritz as sales manager (formerly with Coca-Cola Bottling Co., Phoenix) and Mike Mitchell as program director (formerly program director, KUPD-AM-FM Tempe, Ariz.). Myron Drake remains with KPHO as news director and Ron Edwards remains as production manager.

▪ KPFX(AM) Phoenix (formerly KHAT) initiated an all-news format Oct. 4 to replace its country-western programming. The format change accompanied an ownership change from K-Hat Inc. to Phoenix Broadcasting Co. (BROADCASTING, Oct. 23). Staff additions from KPHO(AM), Phoenix's former all-news station, include: John Bonnett, national sales manager (KPHO general manager), Earl Baldwin, local sales manager (KPHO on-air personality), James R. Hood, news director, Bob Baker, sports director, Roger Downey, Dave Zorn and Dave Fitzpatrick, reporters. Other appointments include: Stan Richards as station manager (formerly with KOY(AM) Phoenix), Gerald Ackley, reporter (formerly with KTKT(AM) Tucson) and Carol Hemingway, reporter (formerly freelance reporter).

▪ WJFM(FM) Grand Rapids, Mich., adopted a new "easy listening" format provided by Peters Productions' "Music Just for the Two of Us" to replace its country-western sound. The change, effective Nov. 1, was accompanied by a complete separation of programming from the sister AM station, WJEF, which retains its country format. WJFM had been simulcasting 20% of WJEF's programming.

UNICOM's flashbacks

Universal Communications Inc., New York, is stepping up its TV production activity with *Remember When?*, a new half-hour series trading on the nostalgia of the 1930's.

Universal Communications (called UNICOM) began in 1967 as a media-buying service and has since moved into TV production and syndication with two half-hour daily talk shows, *Mantrap* and *Joanne Carson's VIP's*. Warren J. Cavior and Fred B. Tartar, board chairman and president, respectively, of UNICOM, said *Remember When?* will be designed for an audience that has been largely neglected—the over-50 age group.

The program will begin as a group of specials, focusing on guests, entertainers, music and newsreels of the 1930's, and progress hopefully to a full-blown series. Mr. Tartar said UNICOM is de-

veloping the series at the request of specific advertisers.

The changed pace of pilot production in Hollywood

What used to be the big push in the fall is now a constant effort, say network program heads

The rhythm of network prime-time TV program development in Hollywood is in the process of changing from a frenetic two- or three-month seasonal business in the fall to a continuing year-round process. At a newsmaker luncheon staged by the Hollywood Radio and Television Society, the three network programming chiefs agreed that the trend to 12-month program development already has been established.

"The idea that we're going to put 15, 20, 25 pilots into production in the fall along with the other networks doing the same thing is just insanity," said Fred Silverman, CBS-TV programs vice president. He indicated that current thinking at the network is that pilots conceivably could go on the air "in fall, in January, in March or April, or in summer."

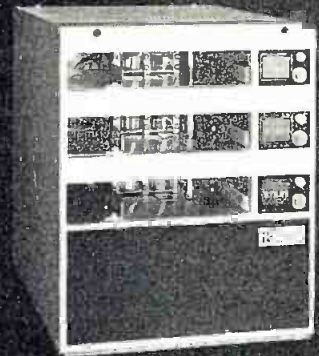
Mr. Silverman pointed out that under the old program-development system, first-rate creative talent, always in short supply, was forced to turn out a great deal of product for all three networks in a brief period of time. Consequently, he indicated, "We were not getting the best of these creators." Mr. Silverman also said that what happens in Hollywood every fall qualifies as "sheer lunacy."

Lawrence R. White, NBC-TV's vice president, programs, in agreeing with Mr. Silverman, revealed that his network recently commissioned scripts for April and May delivery, long after the formal time when new programs are developed. "We're now really actively in the 12-month development business," Mr. White said.

Martin Starger, president of ABC-TV's ABC Entertainment unit, also agreed that continuous program development "is a healthy fact of our business." As evidence, he disclosed that ABC-TV's three new mid-season programs, coming on the air in January, were developed at widely varying times, one as long ago as 18 months, another as recently as two months.

Earlier, commenting on the controversy over network TV reruns, Mr. Starger took pains to explain that it is a complicated issue and asked that not all of the ills of Hollywood unemployment be blamed on reruns. "Reruns by themselves are not that evil a thing," he contended. In the last 12-month period, he claimed, 66% of ABC-TV's programs (including specials and other pre-emptive material) were original presentations. Beyond this, he said, "the viewer does not turn away from reruns. That is an abso-

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lute truth. To most of the audience, they are not reruns."

Still, Mr. Starger acknowledged, "The viewer deserves a mix of what he views," and that a constantly descending ratio of originals versus reruns is "an unhealthy thing." But he said that a return to the old pattern of showing 39 original segments and 13 reruns would not only cause a dilution in the quality of production but it also would hurt over-all employment.

Networks move against antitrust actions

In briefs filed in Los Angeles, they contend FCC has jurisdiction

A federal judge in Los Angeles last week took under advisement separate but similar motions by ABC, NBC and CBS to either dismiss or stay the civil action brought last spring by the U.S. government against the three companies for allegedly violating antitrust provisions of the Sherman Act. ABC, CBS and NBC filed separate briefs but each affirmed that the FCC has primary jurisdiction in the case.

In effect the three network television companies said that the matter should be referred to the FCC because of its primary jurisdiction, or that the court should recognize that in the interest of judicial efficiency the case should go to the FCC. U.S. District Court Judge Robert J. Kelleher, after the one-day hearing in Los Angeles, took the three motions under advisement. The primary argument on behalf of the network companies (which were represented by separate counsel) was made by Lloyd Cutler, one of the senior partners in the Washington law firm of Wilmer, Cutler & Pickering, retained to argue the motion for CBS Inc.

In its court action earlier this year, the U.S. government, through the Justice Department, filed separate, but similar, complaints against ABC, CBS and NBC (Viacom International Inc. also was named in the CBS complaint) charging that each company, through its control of a TV network, has violated federal antitrust law by engaging in monopolistic practices in prime evening television time periods (BROADCASTING, April 17).

Homecast expands services

Homecast Corp. of America, the operator of a Japanese-language, radio-programming subscription service in the Los Angeles market for some 10 years, is now producing two hours of Japanese-language programming on weekends for KSTN-FM Stockton, Calif. Homecast plans to branch out into television by turning out two additional hours weekly when KSBA(TV), a UHF licensed to the Southern California market of Guasti, goes on the air.

Homecast was started as a pay-radio service by Japanese news reporter Noboru Shirai, who is president of the company. For \$7 monthly, 7,000 Japanese-speaking

subscribers are given a special receiver (for which a \$30 deposit is required) tuned to a subcarrier frequency of KXTZ-FM) Los Angeles. They also are serviced with 15 hours a day, seven days a week, of various Japanese programming, including modern as well as traditional music, Kabuki dramas and news reports. Some 65% of the programming is produced in Homecast's studios in the Crenshaw section of Los Angeles, with the remaining 35% coming from Japan.

Homecast, which has a staff of about 25, sells to both local and national advertisers, including Japan Air Lines. Chief program producer for Homecast is Mrs. Sumiko Tatematsu, who previously worked in television in Fukuoka, Japan.

Can the fine arts find a home on television?

At Washington conference, some see cable, some see PTV, some see commercial networks as benefactors of cultural programs

"As a medium for the boldest of imaginations, television is now coming of age."

That was the theme of a two-day conference held in Washington Dec. 1-2 and sponsored jointly by the National Council on the Arts and the National Endowment for the Arts. According to NEA Chairwoman Nancy Hanks, "there has been a great deal of talk, but little practical exploration, of how the new media technologies can be used to benefit the arts, and more importantly, the quality of all programming transmitted by the electronic media."

Much of the conference's "exploration" of those technologies centered on a debate over which medium is most accessible to the arts.

"There is," said John Goberman, director of media development at New York's Lincoln Center complex, "no possibility of the cultural programming we would all like to see on any over-the-air commercial network." This is so, Mr. Goberman said, because networks sell time and "maximum profits result from maximum audiences. An opera or ballet cannot attract anywhere near the numbers of people that even a game show can." Mr. Goberman, whose organization is arranging for the cable-TV production in New York of 23 live cultural performances, suggested that cable, because of its economic structure, can foster a climate in which such programming can survive. Since cable systems sell service to subscribers, not time to advertisers, he said, diverse program offerings can work to the operator's advantage—as long as he can afford them. For this reason, Mr. Goberman said, live cultural programming on a per-program fee basis would be the "utopian" situation—"by which a million viewers paying a dollar each will be able to see an opera." He asserted, however, that "many cable operators still subscribe to the conventional broadcast wisdom

that cultural programming is death." It will take "a lot of fresh thinking and hard work" to reverse that belief, he said.

Another approach was offered by Clay T. Whitehead, director of the White House Office of Telecommunications Policy, who delivered the meeting's keynote address (BROADCASTING, Dec. 4). According to Dr. Whitehead, the problem lies in conditions that put "our national television system into an economic and regulatory box that has little room for the arts." On the economic side, he said, commercial broadcasters must program to "please most of the people most of the time." On the regulatory side, he continued, public policy has resulted in a minimum number of TV allocations.

There are two ways in which government can foster greater diversity in programming, Dr. Whitehead said. One is the "government push" method, in which regulators could create an "economic monopoly" in television and generate more programming responsibilities in the industry. This wouldn't work, Dr. Whitehead said, because government could not avoid determining what programs to "push" through the system and would inevitably become "an arbiter of public taste." The second method, he said, could be termed "demand pull," in which government could effectively reduce the economic concentration in the present system and consequently expand the number of outlets. Viewer demand, based on the public's willingness to pay for what it wishes to see, would "pull" the desired programming through the system, Mr. Whitehead said.

But according to Richard W. Jencks, CBS Washington vice president, the commercial television system is not as adverse toward the arts as some critics have suggested. Certainly, Mr. Jencks told the conference, those interested exclusively in such offerings as Mozart opera and Ionesco dance "are going to be disappointed with us." But to those more interested in "great expansion of high culture into the public consciousness," he continued, "I would suggest that it is not these other media, but commercial television itself which will continue to have the greatest impact in that direction."

Noting that many in the arts community have rested their hopes on pay cable, Mr. Jencks recalled that during a pay-TV experiment over WHCT(TV) Hartford, Conn., 96% of all viewing time was devoted to motion pictures and sports events. A single boxing match between Sonny Liston and Muhammad Ali, Mr. Jencks said, attracted nearly four times as many subscribers as the cumulative total of all 50 "educational features" offered by WHCT over a two-year period.

And while public television can provide diverse programming without the obstacle of a per-program fee, Mr. Jencks said, it cannot hope to attract the audience enjoyed by commercial TV. He claimed that a recent CBS Sunday morning presentation of a Bach concert, while attaining a low audience by commercial standards, was seen by four or five times as many people as would be viewing the same program on PTV in prime time.

Sticky problem of editorials ends news meet

Panel discussion talks the pros and prohibitions of taking a stand on the air; new board approves \$88,000 RTNDA budget

Management responsibility for editorializing was a major topic at one of the last meetings of the newly organized National Broadcast Editorial Association (successor to the National Broadcast Editorial Conference), held in conjunction with the Radio Television News Directors meeting two weeks ago in Nassau (BROADCASTING, Dec. 4).

Mitchell Wolfson, president of Wometco Enterprises stations, explained that Ralph Renick was given the editorializing assignment in 1957 as vice president of the company and has been its editorial voice since.

Mr. Wolfson described this move as "risky business" in 1957, but said the company now regarded editorializing as its responsibility to the community. It does not, however, endorse political candidates, feeling that if the issues are illuminated, voters can decide for themselves.

Mr. Renick said, replying to questions, that he never has felt that his status as a newsman was compromised because he doubled as his station's editorial voice.

Panel moderator Richard N. Hughes of WPIX(TV) New York and WICC(AM) Bridgeport, Conn., didn't let his moderator's status deter him from making observations on editorializing. He urged careful editorials broadcast regularly rather than intermittently, easy-to-tune time slots and that editorials be separated from "commercial functions."

Lloyd Cooney, KIRO-AM-FM-TV Seattle, said his station did not endorse political candidates because of company (Bonneville) policies. He warned: "If you don't



Transition. New president of the Radio Television News Directors Association, Charles Harrison, WGN-TV Chicago (l), receives the gavel from outgoing RTNDA president Chet Casselman, KSFO(AM) San Francisco, at the end of the annual convention of the association two weeks ago in Nassau, Bahamas.



New to the job. Radio Television News Directors' new board members gather following election at the RTNDA convention last month. Shown above (from l to r) Curtis Beckmann, WCCO-AM-FM Minneapolis; Larry Maisel, WDBJ-TV Roanoke, Va.; Charles Harrison, WGN-TV Chicago (new RTNDA president); Travis Linn, WFAA-TV Dallas (newly elected vice president of the association); Richard Gottschald, WDIO-TV Duluth, Minn., and David Kelly, WMAL-TV Washington.

like problems, don't rock the boat. Don't editorialize. Nothing turns on people like an opinion with which they disagree."

Kenneth McQueen, WABC-TV New York, said it was ABC policy to have management on camera. He editorializes twice per week, but rebuttals run 50%—far higher than in most areas.

Charles Murdock, WLW(AM) Cincinnati, said stations in the Avco group are checked on editorials to avoid conflicts. Avco managers all make trips to Washington to contact congressional delegations and get the feel of the legislative picture.

The new RTNDA board, meeting the day after the convention, approved the new nonvoting supporting membership category, setting a \$500 annual fee for membership, with a maximum of two per network or group. There is hope that this might bring in \$20,000 to \$25,000.

The board also adopted a budget of \$88,207, including \$14,700 to support the Washington office on a part-time basis. The new budget also specified \$17,440 for the association's newsletter, *The Communicator*; \$16,992 for the office of the executive secretary; \$23,150 for next year's convention in Seattle, and \$15,925 for all other programs, including payment of a \$5,000 retainer to the Washington law firm of Pierson, Ball and Dowd which has been representing RTNDA for only out-of-pocket expenses.

Membership was listed at 977, with 440 actives at the end of this year, compared to 942 and 387 in 1971.

Klein, Hartke champion cause of jailed newsmen

Newsmen concerned about the apparent willingness of courts to jail them for refusing to disclose confidential sources were given some verbal encouragement from both the executive and congressional branches of government last week.

Herbert G. Klein, director of communications for the executive branch, deplored the recent arrests of newsmen

for refusing to divulge confidential sources to the courts. (The most recent case occurred last week; see page 42).

Mr. Klein, speaking in Atlanta before state, local and federal government employees involved in public relations, said there is a strong need for the confidentiality of sources.

He also said he favors minimal regulation—"in other words, less not more regulation" of the news media.

At the same time, Senator Vance Hartke (D-Ind.) said in Washington that broadcasters should speak up in defense of what he called their constitutional right to protect sources against government inquiry.

He said that instead of fighting, "sophisticated reporters, editors and publishers" are heading a school of law "which counsels caution and compromise." He said "they are preparing a court test all along the line that can weaken their basic authority, process and function in a free society."



Editorializing. Leading the newly organized National Broadcast Editorial Association, formed at the Radio Television News Directors Association convention in Nassau, Bahamas, two weeks ago, is Bryson Rash, WRC-TV Washington (l), shown here shaking hands with Dillon Smith, WMAQ-TV Chicago, chairman of the now superseded Broadcast Editorial Conference. Also pictured is Fred Dressler, KBTW(TV) Denver who is secretary-treasurer of the new organization.

How Tele-Poll helped George Allen pick a quarterback



There were arguments in Washington, D.C.

Some stated adamantly that Redskins coach George Allen should stick with Billy Kilmer as his starting quarterback.

Others argued, just as vociferously, that he should go back to the old master, Sonny Jurgensen.

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The 'unique' morning newsmen at KPLR-TV

Despite his handicap of blindness, John Weidlich fills the bill as on-camera reporter for channel 11

When John Weidlich started doing the morning newscasts on KPLR-TV (ch. 11) St. Louis last September, many viewers became suspicious. "What is he, some kind of a weirdo?" one irate housewife



Mr. Weidlich

inquired of station officials. The anxiety was over the fact that Mr. Weidlich was appearing on camera wearing sunglasses. But, no, callers were informed, John Weidlich isn't a weirdo. He is totally blind.

It would seem inconceivable that a blind person would be capable of surmounting the obvious difficulties involved in delivering three five-minute newscasts each weekday morning. But as Bill Addison, KPLR-TV's news director, points out: "The man is unique." Indeed, Mr. Weidlich, 26, seems to fall in a category all his own. The holder of a master's degree in English (and a Phi Beta Kappa key) from St. Louis University, he types copy in braille at 85 words a minute.

Mr. Weidlich looks back at his emergence as an on-air newsmen as "partly planned, partly accident." After having taken a course in radio and television at SLU, Mr. Weidlich says, he started thinking that it would be interesting to do some work as a disk jockey. "But I didn't take it too seriously at first," he emphasizes. He wanted to teach. Then came a course at St. Louis's Radio-Television Broadcast Institute (now Elkins Institute), and subsequently an offer from Mr. Addison, an old friend of the Weidlich family, to join KPLR-TV in an off-air capacity. That was last February. For the next eight months he worked as a news writer, assignment editor and occasionally as a correspondent doing news remotes.

When KPLR-TV initiated its two-and-one-half-hour *Reed Farrell Morning Affair* three months ago, it was Mr. Addison who came upon the idea that John Weidlich could handle the additional 15

minutes of news that would be carried on the program. "We knew full well that it might not work because of his visual handicap," Mr. Addison recalls. "But he's used to disappointments."

While Mr. Weidlich's delivery was concededly amateurish at first, Mr. Addison says he started showing visible signs of improvement within two weeks. Now, he added, both Mr. Weidlich's presentation and the positive audience reaction (after the initial shock) have been "remarkable." The only alterations in production the station has made, Mr. Addison says, is the addition of a braille machine off which Mr. Weidlich reads his copy and the implementation of a system of finger-snap cues to supplant the traditional hand waves. If something goes wrong while the show is in progress, such as a cartridge misfiring, the audio signal is simply cut off and the producer apprises Mr. Weidlich of the situation verbally.

KPLR-TV also seems to have solved the problem of Mr. Weidlich's having to read wire copy or stories written by others with the introduction of a new system called Optacon, which transfers printed matter to raised letters on another sheet of paper. And thus far, Mr. Addison says, the only complaints he has heard from his protege have been "that it's too hot, too cold or that his braille machine has run out of paper."

Station preparation for disaster urged

Ohio State researcher finds few have plan set up, suggests some priorities in guidelines

Broadcasters should be prepared for natural disasters that occur at night, during a holiday, when the station is short-staffed, when power and telephone lines are down and when transportation and coverage facilities are restricted. At those times broadcasters should have at least an outline of a plan for disaster operation that is simple and known to all of the staff.

This is the advice of a staff researcher at the Disaster Research Center, Ohio State University. He's Jerry J. Waxman, a doctoral candidate there, who has put together a report after interviewing management and program personnel at 13 stations in recently stricken areas.

Excellent guidelines, he found, are in

existence at such stations as KYFO(AM) Lubbock, Tex., and at WIOD(AM) and WTVJ(TV), both Miami.

Using these guidelines and information from broadcasters in areas hit by floods and hurricanes, Mr. Waxman emphasized that the number-one priority is to remain on the air. Only one-third of the stations interviewed, he said, had stand-by generators. Determine what equipment is needed and where it can be obtained, he warned.

The second priority, he stressed, is to initiate communication with civil-defense and governmental organizations and to maintain those channels when emergencies strike.

The third important element, he said, is to keep in close contact with the telephone and power companies for priority restoration of facilities, as well as with local amateur radio clubs for extra communication channels if needed. Mr. Waxman warned also that stations must expect a flood of incoming telephone calls seeking information. Arrange for private, unlisted numbers for use in emergencies, he suggested.

Among other recommendations: Anticipate round-the-clock operation and establish work schedules to counteract fatigue as soon as possible after disaster strikes; prepare to carry no regular programming or commercials for an extended period of time; arrange to work closely with other broadcasters in the community; plan for the procurement of food and water for the staff; anticipate injured persons coming to the station for first aid.

Mr. Waxman said that stations that seem to be most prepared for emergencies are those participating in the Emergency Broadcast System (EBS).

He interviewed personnel at the following stations for his report: KIMN(AM) KKLS(AM), KOTA-AM-TV and KRSD-AM-TV, all Rapid City, S.D.; KGNB(AM) New Braunfels, Tex.; WFEC(AM), WHP-AM-TV and WTPA-TV, all Harrisburg, Pa., and WCBA(AM) and WCLI(AM), both Corning, N.Y.

Talk host jailed briefly, released pending appeal

Harry Thornton, co-host of *The Morning Show*, on WDEF-TV Chattanooga, spent several hours in jail last Tuesday (Dec. 5) for refusing to name the owner of



In the act. Dramatic sequence detailing attack on the wife of President Ferdinand E. Marcos of the Philippines shows assailant drawing his knife, lunging toward Imelda Marcos and poised to



slash at her. Scene at an amusement park outside Manila was telecast by TV stations there and relayed to U.S. networks on pool basis. (Photos courtesy of CBS.)



a voice that was heard on a call-in portion of the show, on Nov. 22. If Mr. Thornton loses an appeal, now pending before the state criminal appeals court, he could be returned to jail for an indefinite term.

Mr. Thornton is another in a line of newsmen who have preferred jail to revealing their news sources. Two weeks ago, he was summoned before a county grand jury and then the county criminal court, and directed to name the caller who had identified himself only as a member of the grand jury and had said the jury had "whitewashed" a case involving a former city judge (BROADCASTING, Dec. 4). He refused both times, on the ground that to do so would strike a blow at "the concept of free speech and press."

Last week, in a second appearance before County Judge Tillman Grant, he refused again. His attorney, Jerry Summers, attempted to present a number of affidavits and several witnesses to show cause why Mr. Thornton should not be jailed.

Mr. Summers said he wanted to show bad faith on the part of the grand jury and the district attorney, Edward E. Davis. The Supreme Court, in holding that newsmen do not have a constitutionally guaranteed immunity to grand jury questioning, indicated newsmen could claim harassment and bad faith as a defense against refusing to disclose sources.

Judge Grant, however, said the only question was whether Mr. Thornton would purge himself of contempt of the court and the grand jury by answering questions about the person who accused the grand jury of "whitewash." Judge Grant indicated Mr. Thornton would remain in jail until he did.

Mr. Thornton was released from jail on an order issued by Judge Charles Galbreath, of the state court of criminal appeals. The judge said his order did not indicate he was ruling on the merits of the case; rather, he was releasing Mr. Thornton pending a hearing on the merits of both sides. That is now scheduled for Jan. 2.

Hagerty on revamping presidential elections

Unshackling broadcasters from the equal-time rule for eight weeks figures in proposal by ABC VP

If James C. Hagerty had his way, presidential primaries would be abolished on a state level, the electoral process for the chief-executive post would be greatly streamlined to promote a more efficient system of public choice and the broadcast media would be free to go about reporting the whole show unencumbered by the equal-time provisions of Section 315.

Mr. Hagerty, an ABC vice president and former press secretary to President Dwight D. Eisenhower, has offered those suggestions in an article in the *New York Times*. What needs to be done

to correct the present flaws in the presidential electoral system, Mr. Hagerty wrote, is the implementation of "a series of basic changes" designed to "encourage widespread discussion and ultimate action."

In sum, Mr. Hagerty's system would work as follows: State primaries would be eliminated and replaced with a single national election in which presidential candidates would be chosen by popular vote (in the event that no candidate received 50% of the vote a run-off would be held between the two leading contenders.) The vice-presidential candidates and party platforms would be chosen at national conventions, in accordance with the present system. No campaigning would take place in August, the month being reserved for the formulation of party strategies; the actual campaign would begin on Labor Day and run for eight weeks. During that time, Section 315 would be temporarily suspended in application to the presidential race so that the broadcasters could provide free time to the major-party candidates. ("If such an arrangement were permitted," Mr. Hagerty said, "it would seem to me that a logical schedule could be worked out in advance, whereby the major candidates could be given at least an hour a week by the networks, hopefully at a given time and night each week.")

In response to recent criticism concerning broadcast projections of the winners in presidential elections prior to the closing of polls in various areas of the country, Mr. Hagerty proposed that election day be expanded to a 24-hour period with all polls closing simultaneously. California Governor Ronald Reagan recently complained to the FCC that network predictions could have an adverse influence on voting habits in his state.

The public is on the newsman's side

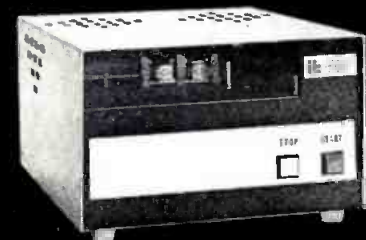
Gallup finds majority feel that reporters should not be forced to reveal confidential sources

According to results of a survey conducted by pollster George Gallup, the public believes that a newsman should not be required by a court to identify his confidential news sources.

The Gallup survey, based on interviews with 1,462 adults in over 300 selected locations around the country, asked whether a newspaper reporter should be required to reveal in court the name of a man who gives him confidential information for a news article. Of the respondents, 57% said the reporter should not; 34% said he should, and 9% had no opinion.

Among respondents who had attended college, 68% said the reporter should not have to reveal his source, 27% thought he should and 5% had no opinion. Replies from high-school educated respondents were 55%, 37% and 8%, respectively, and those attending only grade school answered 48%, 35% and 17%, respectively.

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Music

Breaking In

"Crocodile Rock"—*Elton John (MCA)* ■ "Crocodile Rock" is in the top 10 in England this week, according to various trade charts. It fronts a new album due after Jan. 1 called *Don't Shoot Me I'm Just the Piano Player*. The single is a carefully tooled reconstitution of a fifties rocker about a pseudo dance-craze. The flip side, "Elderberry Wine" is a rocker too, but contemporary.

Stations playing the new Elton John single include: WFIL(AM) Philadelphia, KJR(AM) Seattle, KTLK(AM) Denver, WHYY(AM) Montgomery, Ala., WTTX(AM) New Orleans, KLIV(AM) San Jose, Calif., WMEX(AM) Boston, KILT(AM) Houston and CKLW(AM) Windsor, Ont.

"The Relay"—*The Who (Decca)* ■ The last Who single, "Join Together," was a

second-division hit during late summer and early fall. There was no album at that time to take advantage of the exposure. "Relay" was released three weeks ago, several weeks after an announcement that the new Who album, ready to be shipped, was shelved by the band so it might work on a new rock-opera by band member Peter Townshend. At this time, Decca cannot say when there will be a new album from the group.

Stations reported playing "The Relay" last week included: KLIF(AM) Dallas, KILT(AM) Houston (as an LP cut), WMEX(AM) Boston and WRNO(AM) New Orleans.

"Superstition"—*Stevie Wonder (Tamala)* ■ From his new album, *Talking Book*, Stevie Wonder—who introduced a new band and a new dense, electronic rhythm-and-blues sound on last summer's Rolling Stones American tour—attempts to follow "Super Woman." As is the case with cross-over records, sales are strong before

pop stations will playlist. Chicago distributor of Motown reports sales of 70,000 records in that city alone with play coming from R&B stations WVON(AM) and WGRT(AM), both Chicago, and no top-40 play. (WCFL(AM) Chicago added record a fortnight ago, however.)

Other stations playing the new Stevie Wonder included: KLIF(AM) Dallas, WPDQ(AM) Jacksonville, Fla., (top 10), WIBG(AM) Philadelphia, CKLW(AM) Windsor, Ont., and KOL(AM) Seattle.

Cablecasting

But there are others: Wilcher's group files against cable merger

S.F. organization tries to block Cox-ATC move, claiming pre-arranged minority agreement is too soft

There has been a falling-out among minority groups in California in connection with the proposed merger of Cox Cable Communications Inc. and American Television and Communications Corp. Marcus Garvey Wilcher and the Community Coalition for Media Change have filed a petition with the FCC aimed at blocking the merger, claiming the companies are guilty of racial discrimination and that the merger would violate anti-trust laws.

The petition was filed after 16 minority groups signed an agreement with the two companies promising not to attempt to block the merger. For their part, Cox Communications and ATC promised that the resulting company, Cox-American Communications Inc., would lease CATV channels to minority groups for \$1 a year, provide the video equipment to operate the channels, help finance production centers for groups wishing to produce programming for cablecasting throughout the state, and meet minority-employment goals (BROADCASTING, Dec. 4).

Mr. Wilcher and the community coalition—in the past, they have opposed renewals of a number of broadcast stations in the San Francisco Bay area—petitioned the commission to deny the two companies' petition for waiver of the CATV-TV crossownership rule and their applications for transfer of community-antenna relay licenses to the new company.

The coalition lists a number of groups that are among the 16 that signed the agreement—the National Association for the Advancement of Colored People (Western region), the Chinese Media Committee of Chinese for Affirmative Action and the Black Panther Party. However, J. Anthony Kline, counsel for the groups that signed the agreement, has informed the commission that the commitment of all 16 to refrain from opposing the merger "will be honored."

He said that the petition filed by Mr. Wilcher and the CCMC does not reflect the position of any of the original 16 groups, or of the Mexican American Legal Defense and Educational Fund,



Elton John



The Who



Stevie Wonder

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The Quad-Cities, meaning Davenport, Rock Island, Moline and East Moline, is where your rich aunt and 370,000 other wealthy people live. The Quad-Cities sports a Consumer Spendable Income of \$1,456,586,000 divided among 118,190 households. This gives the average household \$12,324 for Consumer Spendable Income (ranking 50th nationally) ... not bad when you know the national average is but \$11,359 per household. So you say 'big deal'; and it should be if you have a product to market and you're looking for a nearby market place that has plenty of cash.

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WHBF

radio a CBS affiliate

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

source: SRDS Consumer Market Data, Jan. 1972



which is also listed as a constituent member of the CCMC regarding the waiver petition and transfer applications. "On the contrary," he said, the groups believe that the agreement makes commission approval of the merger "comport with the public interest."

Mr. Wilcher issued a news release last week accusing Mr. Kline of attempting to advance only his own interests and those of the two companies. The minorities, he said, "were short-changed."

He said the agreement failed to deal with a variety of "major needs," such as board-of-director memberships, grants for minority students to pursue careers in communications, management positions, a definite minimum percentage of jobs comparable to the minority population that is more than 20% in the state and financial support for minority cable ownership.

Mr. Wilcher, noting that the agreement has been called "precedent-setting," said that its reality is that "a white attorney has used the Black Panther name to get a lot of publicity for himself and his public law firm"—Public Advocates Inc., of San Francisco. "Black, brown, Asian and native American people have gained little."

Firm rein on cable by state PUC urged

NARUC speaker maintains CATV is monopoly that must be controlled

A strong call for regulation of CATV by state public-utilities commissions was sounded by William R. Ralls, member of the Michigan Public Service Commission, to the Nov. 28 meeting of the National Association of Regulatory Utility Commissioners in New Orleans. He also said he thought cable ownership and programming should be separated, and that CATV systems should be required to interconnect where possible.

Noting the potentials of cable for TV-program distribution as well as for specialized services, Mr. Ralls commented: "Cable communications must be a public utility available to everyone at regulated rates, providing a fair return to investors or adequate security to bondholders, with channel capacity constantly maintained to meet demands."

Among his arguments: CATV is a monopoly. Subscription to a cable system will become a household necessity. Rates must be reasonable and nondiscriminatory. Capacity must be available for every customer.

And, he added: "The aim of regulatory policy should be to enhance the free flow of information, access to the medium, program diversity, and special services. System ownership and program organization should ultimately be separated, thus eliminating the danger of excessive control of the medium. Cable capacity should be available to all on a nondiscriminatory basis—and expanded upon demand—thus obviating any reason for federal government intervention to insure

program balance or fairness, as in broadcasting."

And, he concluded, states should require cable companies to interconnect their facilities to the extent economically and technically feasible.

Cable Briefs

Cable label. Magnavox Co. CATV division, has introduced complete range of MX-404 active CATV distribution-system products. Product line includes two-way, mid-split dual trunk and single feeder systems; one- and two-way single feeder systems, and individually designed dual trunk and feeder systems.

Additions to CATV product line. GTE Sylvania has added indoor "housedrop" splitters and matching transformers to its Pathmaker line of broadband communications equipment. Models 3021 and 3022 are two-way splitters; models 3031 and 3032 are three-way devices, and 3041 and 3042 are four-way types. All have output impedance of 75 ohms at all ports and operate over bandwidth of 5-300 mhz. Transformers, models 3000 and 30002, operate over the same bandwidth and are similarly rated.

Vikoa's Buying Spree. Vikoa Inc., New York, has bought five cable-TV systems in West Virginia from three different corporations. It acquired system in Burnsville from Marlinton Cable Co.; one in Elk Valley from Elk Valley Cable Co. and three systems from Kanawha Cable Co. (Glenville, Spencer and Clendinin). La Rue and McGavren Media Brokers., New York, handled transaction.

CATV music system. Tape-Athon Corp., Inglewood, Calif., has developed automatic background music system with announcement program for use with CATV transmission facilities. Called channel-caster carousel, equipment consists of two reel-to-reel tape playback transports for music programming and rotary type cartridge mechanism that holds 24 messages, all housed in 77" rack. System, which transmits music and messages over unused or weather-scan channel on CATV subscriber lines, can be programmed to provide music sequence.

Changes recommended in ITU's structure

Suggestions are contained in report by international lawyers' panel

Moves to improve the structure and functions of the International Telecommunication Union have been recommended by a panel on international telecommunications policy of the American Society of International Law.

Although the panel held that the present ITU structure and functions are basically sound and that no radical changes are necessary, it nevertheless suggested revitalizing the plenipotentiary conferences, now held only every seven years, making more active the administrative council and organizing a secretariat research unit.

It also suggested that powers of the International Frequency Registration Board should be "carefully" augmented and its role as a group of technical experts should be strengthened.

Among other suggestions, put forward now so that they may be acted on at next year's plenipotentiary conference, September 1973 at Torremolinos, Spain:

- Improve internal organization by amalgamating the secretariats of the International Radio Consultative Committee (CCIR) and of the International Telephone and Telegraph Consultative Committee (CITT); expanding the authority of the secretary-general over administration and finances and creating possibly two additional deputies.

- Adopt a permanent constitution at the 1973 conference.

- Enhance the participation of developing countries in the ITU.

- Correct deficiencies in the administrative conferences by placing greater emphasis on advance coordination of proposals by all countries prior to the conferences; transferring administrative-type regulations to a new set of ITU internal regulations that could be amended without recourse to a conference; voting by mail on minor amendments to regulations; and undating and codifying radio regulations.

- Recognize the status of the Interna-

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tional Telecommunications Satellite Consortium to give it the international authority to coordinate satellite systems.

Professor Abram Chayes of Harvard University was chairman of the panel. The report was written by David M. Leive, director of the society's international organizations research project, and contains an appendix on the proposed ITU constitution by Professor Samuel D. Estep of the University of Michigan. The work was funded by a grant from the National Science Foundation.

President of the American Society of International Law is William D. Rogers, a Washington lawyer.

Ex-IATSE executive indicted in New York

Fundus charged with accepting bribes for union memberships

Kenneth Fundus, business manager of New York Local 52 of the International Alliance of Theatrical Stage Employees from 1965 to 1970, was indicted last week on a charge of accepting a total of \$15,000 in bribes for obtaining union membership for two men.

Mr. Fundus was arraigned in New York State Supreme Court last Tuesday (Dec. 5) and pleaded not guilty. He was paroled in his own custody until tomorrow (Dec. 12).

Mr. Fundus was indicted after a three-year investigation of the union by the district attorney's office of New York county. According to Assistant District Attorney Frank-Snitow, who conducted the investigation, Mr. Fundus accepted a \$10,000 bribe in 1970 from Robert Sokoler, a public-relations man, in order to obtain union membership for his son, Robert, and a \$5,000 bribe from a man identified as Robert Janoff in the same year.

Mr. Snitow said both men wanted positions as "mixers," which pay from \$350 to \$1,000 a week for coordinating onto one tape all the various sounds, including voices and music, that are heard in motion pictures, commercials and television programs.

Domsat isn't always the answer—Clark

Former OTM executive cites values of sophisticated ground systems

The belief that a domestic satellite-communications system will be cheaper, faster and more efficient than present ground facilities may be a fallacy, Ralph L. Clark, formerly with the now-defunct Office of Telecommunications Management (it was replaced by the Office of Telecommunications Policy), told the National Association of Regulatory Utility Commissioners meeting in New Orleans Nov. 28.

Domestic-satellite systems may be good for CATV and possibly as a distribution system for TV programs, according to Mr. Clark, who now is manager

of the Washington office of the Institute of Electric and Electronic Engineers.

He noted that the present terrestrial communications system is highly sophisticated and widespread: that the cost of transmission has become a progressively smaller element in the total cost of telecommunications services, and that the use of 4 mhz and 6 mhz for space paths complicates matters because satellite systems must be engineered carefully to avoid interference with present earth services using the same frequencies.

With these handicaps, with the competition for FCC grants, and with the inauguration of specialized carriers, "the chances of domestic satellites making a credible showing against the existing high-quality terrestrial transmission plant are just nonexistent," he said.

Mr. Clark said he could see domestic-satellite systems being useful for distribution of TV programs to CATV head-ends, and being adapted to the distribution of commercial network programs.

U.S. use of Canadian bird is set

If both governments approve, service to start by June 1

Preliminary arrangements with Telesat Canada for the use of Canada's satellite system to provide domestic service in the U.S. embracing television, voice and message service were announced last week by RCA and American Satellite Corp. Both are subject to approval by the Canadian Parliament as well as the U.S. government.

In announcing the agreement last week, RCA Board Chairman Robert W. Sarnoff said that RCA Global Communications and RCA Alaska Communications will operate the service.

The U.S. service is scheduled to begin not later than June 1, if approved. The RCA companies will install earth stations in the Washington-New York corridor, and in California and Alaska to relay communications signals through the Canadian satellite.

Howard R. Hawkins, RCA executive vice president and chairman of RCA Globcom, outlined these benefits and potential advantages of the new system: Communications now routed between Alaska and the contiguous 48 states via Intelsat IV can be carried at a lower cost; the cost of transmitting live TV between Alaska and the adjacent 48 states will be reduced; the commercial TV networks and other organizations can use the system to conduct experiments in distributing programming by satellite, and for the first time, voice, record and video traffic now carried over terrestrial facilities between the East and West Coasts will have an alternate satellite route. (The reference to terrestrial services presumably is to AT&T facilities.)

American Satellite said it was planning to lease three full-time circuits, each capable of one TV channel or 960 voice circuits, on the second Canadian satellite in the second half of next year, with the possibility it may begin service earlier on



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Information for Decisions

the first Telesat satellite. It said it intends to provide private line channels for voice, data facsimile and other communication needs, as well as for TV for program distribution, CATV interconnection and for private and industrial video service, from earth stations to be built in the vicinity of New York, Chicago, Dallas and Los Angeles.

American Satellite is jointly owned by Fairchild Industries Inc. and Western Union International.

The first Telesat Canada satellite was launched by the U.S. National Aeronautics and Space Administration from Cape Kennedy on Nov. 9. It was placed into a stationary orbit over the equator, and is scheduled to become operational early in 1973. A second identical satellite is set for launch on April 18, 1973.

Right under the AM band

In what is believed to be an unprecedented use of an AM radio frequency, the Los Angeles Department of Airports, under a one-year experimental grant from the FCC, has started broadcasting traffic and parking advisories on 530 khz. The information communications system, designed, installed and operated by RTV International Inc., New York, broadcasts from a 10-watt transmitter through a triaxial cable underneath the main approaches and roadway to Los Angeles International Airport.

According to a spokeswoman for the department, the signal transmitted "is very limited in range" and does not interfere with the signals of commercial stations on the AM band (535 khz to 1605 khz). The cable is estimated to cover some two-and-a-half miles and to radiate a signal not more than 130 feet.

Cassette recordings are used for standard messages covering current traffic and parking conditions. An announcer on duty comes on live or makes a quick cassette recording to broadcast alerts when traffic and parking become congested.

Finance

Collins Radio Co., Cedar Rapids, Iowa, reported profits in excess of \$1 million for first quarter of current fiscal year, ending three-year period of red-ink operations. Firm also reported \$10-million reduction in corporate debt during three-month period.

For three months ended Nov. 3, 1972, against first quarter of past fiscal year, ended Oct. 29, 1971,

	1972	1971
Earned per share	\$ 0.20*	\$(3.08)*
Revenues	77,437,000	52,656,000
Net income	1,030,000	(8,826,000)
Shares outstanding	2,967,647	2,967,647

*—Includes benefit of tax loss carryforward.

Vikoa Inc., New York, reported decrease in revenues and increase in net income for first nine months of year. Vikoa has divested itself of its manufacturing facilities and is making an effort to enlarge its holdings in the cable-television and telephone areas. For first nine months,

	1972	1971
Earned (loss) per share	\$ 0.27	\$(1.14)
Revenues	8,281,000	13,000,000
Net income	675,000	(2,656,000)

Gulf & Western Industries Inc., New York, reported that net income for first fiscal quarter of 1972 rose to new all-time high for any quarter in its history. For three months ended Oct. 31:

	1972	1971
Earned per share	\$ 0.98	\$ 0.81
Revenues	439,078,000	362,511,000
Net income	20,213,000	16,970,000

Wrather Corp., Beverly Hills, Calif., producer of *Lassie* series, reported sharply increased net income for latest nine months, thanks to \$4-million extraordinary gain. Firm says production of 24 new films for 1972-73 syndicated *Lassie* show will be completed in November.

For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.11	\$ 0.08
Revenues	13,779,752	12,996,132
Net income	253,315	173,050
Shares outstanding	2,250,695	2,201,131

Oak Industries Inc., Crystal City, Ill., re-

ported increases in revenues and income for nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.99	\$ 0.29
Revenues	17,091,176	13,846,615
Net income	1,882,220	732,080

Magnavox Co., Fort Wayne, Ind., reported increase in sales and drop in net income for nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.89	\$ 1.30
Revenues	478,783,000	434,143,000
Net income	15,672,000	22,605,000

Credit and financial report. Republic Corp., Los Angeles, parent of Consolidated Film Industries film-processing firm and Glen Glenn Sound Co., which provides services to TV production, has completed previously announced eight-year credit agreement with all of its bank lenders extending company's period for payment of some \$60 million in principal term debt. Company also reported that its operating results for fiscal year ended July 31, 1972, are substantially improved over results for prior fiscal year.

December starts well. It was generally a good week for companies listed on BROADCASTING's stock index. Of the 137 stocks listed, 70 were up, 51 down and 14 remained the same. Of the losses reported, none declined more than two points.

Major gains were registered in the manufacturing category: 14 of the 21 stocks listed were up, nine with gains of two or more points. Significant among the gainers were Motorola, up 9½ to 130¼; Sony Corp., up 7¼ to 54½, and Magnavox, up 3½ to 31½. Only four stocks declined in this category, with losses not exceeding one point.

In other categories there was little fluctuation. A notable exception was Walt Disney Productions which rose 8¾ to a new 1972 high of 207, before dropping back to 205 at market closing. Other individual gains: Capital Cities Broadcasting, up 3, to 60¼; LIN Broadcasting, up 2¼ to 13; Kingstip Inc., up 2% to 16½, and Warner Communications Inc., up 3¼ to 40¼.

Broadcasting Stock Index

Weekly market summary of 137 stocks allied with broadcasting

Stock symbol	Exch.	Closing Dec. 6	Closing Nov. 29	Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N 72 7/8	74 5/8	- 1 3/4	- 2.34	81 1/2	51 1/4	8,418	613,461
ASI COMMUNICATIONS	ASIC	O 1	1 1/8	- 1/8	- 11.11	5	1	1,815	1,815
CAPITAL CITIES	CCB	N 60 1/4	57 1/4	+ 3	+ 5.24	64 1/4	48	6,496	391,384
CBS	CBS	N 51 3/4	51 3/4		.00	63	45 1/2	28,096	1,453,968
COX	COX	N 36 1/2	37 1/2	- 1	- 2.66	51	36	5,838	213,087
FEDERATED MEDIA	O	2 1/2	2	+ 1/2	+ 25.00	4 1/8	2	820	2,050
GROSS TELECASTING	GGG	A 16 7/8	17 1/8	- 1/4	- 1.45	23 7/8	12 1/4	800	13,500
LIN	LINB	O 13	10 3/4	+ 2 1/4	+ 20.93	22 3/8	10 3/4	2,341	30,433
MOONEY	MOON	O 9	9		.00	11 5/8	4	250	2,250
PACIFIC & SOUTHERN	PSOU	O 9 1/4	7 1/2	+ 1 3/4	+ 23.33	18 1/4	6 1/2	2,010	18,592
RAHALL COMMUNICATIONS	RAHL	O 17 1/2	16 1/2	+ 1	+ 6.06	29	8	1,037	18,147
SCRIPPS-HOWARD*	SCRP	O 22	22 1/2	- 1/2	- 2.22	27	18	2,589	56,958
STARR*	SBG	M 24 3/4	24 1/2	+ 1/4	+ 1.02	30 1/2	15 1/2	1,042	25,789
STORER	SBK	N 44 1/4	42 1/4	+ 2	+ 4.73	49 3/8	31	4,223	186,867
TAFT	TFB	N 55 1/2	56 3/4	- 1 1/4	- 2.20	59 1/4	41 3/4	4,064	225,552
TOTAL								69,839	3,253,853
Broadcasting with other major interests									
ADAMS-RUSSELL	AAR	A 5 3/8	5 3/4	- 3/8	- 6.52	8 3/4	4 1/2	1,250	6,718
AVCO	AV	N 17 7/8	16 1/4	+ 1 5/8	+ 10.00	20 7/8	13 7/8	11,497	205,508

Here are 6 sensible reasons why the smart CATV operator should borrow from Cable Funding Corp.

1. We'll finance all facets of cable operations.

We've got the expertise to tailor a loan to anybody's needs, regardless of size. Whether it's for a new system build, a rebuild, a refinancing or for acquisitions, we'll lend you the money you need. And that includes tax-sheltered investment partnerships and off-balance sheet financing, too.

2. We're the biggest.

We're the largest company devoted exclusively to cable television financing, and we have no affiliation with any equipment manufacturer or supplier. When you do business with us, you're free to pick the cable equipment that best suits your needs.

3. Leverage.

With Cable Funding Corp., you get *maximum* borrowing power with a *minimum* capital investment on your part, more than any conventional lender is willing to give you. On new builds, we'll lend you money with regard to the *total* cost of constructing your cable system. And that includes funds to cover initial marketing costs *and* the operating deficits inherent in the first few years of any CATV system.

4. Our flexible repayment policy.

We understand the cable business. We're familiar with the way the money comes in. So our repayment rates are geared to projected cash flow. That's an advantage most commercial institutions won't give you.

5. We make loan decisions quickly.

We're structured to provide you with immediate service. And prompt decisions.

6. We provide unique professional expertise.

Unlike any other lender, we provide more than money. Malarkey, Taylor and Associates (you've heard of them!) are affiliated with Cable Funding Corp. and are available to help you with all aspects of cable operations, including engineering, marketing, administrative and personnel problems.

If all this makes sense to you, just call our president, Harold Ewen, at (212) 371-3700 for more information. It just might be the smartest thing you'll do today.



Cable Funding Corp.

375 Park Avenue, New York, New York 10022
Telephone: (212) 371-3700

							1972		Approx. shares out (000)	Total market capitalization (000)
Stock symbol	Exch.	Closing Dec. 6	Closing Nov. 29	Net change in week	% change in week	High	Low			
BARTELL MEDIA	BMC	A	3 3/8	3	+ 3/8	+ 12.50	7 1/8	2 3/4	2,257	7,617
CHRIS-CRAFT	CCN	N	7 1/8	6 1/8	+ 1	+ 16.32	8 3/4	4 5/8	4,007	28,549
COMLINEO COMMUNICATIONS	CCA	A	37 1/8	37	+ 1/8	+ .33	42 1/2	28 1/2	3,405	126,410
COWLES COMMUNICATIONS	CWL	N	9 3/8	9 1/8	+ 1/4	+ 2.73	13 1/8	9	3,969	37,209
DUN & BRADSTREET	DNB	N	75	75 1/2	- 1/2	- .66	81 3/8	63	12,982	973,650
FAIRCHILD INDUSTRIES INC.	FEN	N	11 1/8	9 3/4	+ 1 3/8	+ 14.10	14 1/4	9	4,562	50,752
FUQUA	FQA	N	21 1/2	21 5/8	- 1/8	- .57	27 7/8	16 3/8	9,587	206,120
GABLE INDUSTRIES	GBI	N	25	26 1/4	- 1 1/4	- 4.76	32 1/4	23	2,551	63,775
GENERAL TIRE & RUBBER	GY	N	27 1/2	29 1/2	- 2	- 6.77	32 5/8	24 5/8	19,483	535,782
GLOBETROTTER COMMUNICATION INC	GLBTA	U	9	9		.00	20 1/2	7 1/2	2,843	25,587
GRAY COMMUNICATIONS	O	12 3/4	10 3/4	+ 2	+ 18.60	14	6 1/2	475		6,056
HARTE-HANKS NEWSPAPERS INC.	HNK	O	26 5/8	26 3/8	+ 1/4	+ .94	33 1/4	21	4,321	115,046
ISC INDUSTRIES	ISC	A	8 1/8	7 1/2	+ 5/8	+ 8.33	9 1/8	6	1,655	13,446
KAISER INDUSTRIES	KI	A	6 1/2	6 5/8	- 1/8	- 1.88	9 5/8	5 1/2	26,948	175,162
KANSAS STATE NETWORK	KSN	O	5 3/4	5 3/4		.00	7 7/8	5 3/4	1,621	9,320
KINGSTIP INC.	KTP	A	16 1/8	13 1/2	+ 2 5/8	+ 19.44	17 1/8	10 7/8	1,154	18,608
LAMB COMMUNICATIONS*	O	2 3/4	2 3/4		.00	4 7/8	2	475		1,306
LEE ENTERPRISES	LNT	A	22 3/4	23	- 1/4	- 1.08	30	17 1/2	3,357	76,371
LIBERTY CORP.	LC	N	25 1/8	23 1/8	+ 2	+ 8.64	25 1/8	17 1/2	6,753	169,669
MCGRAW HILL	MHP	N	14 3/4	14 5/8	+ 1/8	+ .85	20 7/8	13 1/4	23,327	344,073
MEDIA GENERAL INC.	MEG	A	35 1/4	35 1/2	- 1/4	- .70	49 3/8	27 7/8	3,434	121,048
MEREDITH CORP.	MDP	N	20 3/4	20	+ 3/4	+ 3.75	30 3/4	18 1/2	2,820	58,515
METROMEDIA	MET	N	33	32 7/8	+ 1/8	+ .38	39	27 1/4	5,959	196,647
MULTIMEDIA INC.	D	44	44		.00	45	14	2,408		105,952
OUTLET CO.	OTU	N	15 7/8	14 5/8	+ 1 1/4	+ 8.54	19 3/8	13	1,336	21,209
PACIFIC SOUTHWEST AIRLINES	PSA	N	22 3/8	23 1/8	- 3/4	- 3.24	37 1/2	18 1/4	3,771	84,376
POST CORP.	POST	O	16 1/2	17 1/2	- 1	- 5.71	30	9	942	15,543
PUBLISHERS BROADCASTING CORP.	PUBB	O	2	1 7/8	+ 1/8	+ 6.66	4 7/8	1 5/8	919	1,838
REEVES TELECOM	RBT	A	2 7/8	3	- 1/8	- 4.16	4 1/4	2 3/8	2,292	6,589
RIODER PUBLICATIONS	RPI	N	27 1/2	28	- 1/2	- 1.78	34 1/2	21 7/8	8,327	228,992
ROLLINS	ROL	N	38 3/4	38 5/8	+ 1/8	+ .32	43 1/4	33	12,146	470,657
RUST CRAFT	RUS	A	29	30 1/2	+ 1 1/2	+ 4.91	39 3/8	24	2,318	67,222
SAN JUAN RACING	SJR	N	20 7/8	22 1/2	- 1 5/8	- 7.22	34 3/4	18 3/4	1,958	40,873
SCHERING-PLOUGH	SGP	N	131 1/4	127 7/8	+ 3 3/8	+ 2.63	136 3/4	82 5/8	25,471	3,343,068
SONDERLING	SDR	A	13 5/8	14	- 3/8	- 2.67	30 3/4	11	1,005	13,693
TIMES MIRROR CO.	TMC	N	27	27 1/2	- 1/2	- 1.81	27 7/8	25 3/4	30,790	831,330
TURNER COMMUNICATIONS*	O	5 3/8	5 3/8		.00	7	2	1,328		7,138
WASHINGTON POST CO.	WPD	A	37	35 3/8	+ 1 5/8	+ 4.59	37 1/4	23 1/2	4,818	178,266
WHO CORP.*	O	17 1/2		+ 3 1/2	+ 25.00	30	11	589		10,307
WOMETCO	WOM	N	18 1/2	18 7/8	- 3/8	- 1.98	25 7/8	18 1/2	6,001	111,018

Cable TOTAL 267,111 9,111,015

AMECO	ACO	O	2 7/8	2 3/4	+ 1/8	+ 4.54	12 3/4	1 1/2	1,200	3,450
AMERICAN ELECTRONIC LABS	AELBA	U	3	4	- 1	- 25.00	9 3/4	3	1,726	5,178
AMERICAN TV & COMMUNICATIONS	AMTV	O	42	43 5/8	- 1 5/8	- 3.72	47 1/4	17 1/4	2,488	104,496
BURNUP & SIMS	BSIM	O	25 7/8	23 5/8	+ 2 1/4	+ 9.52	25 7/8	6 3/4	7,510	194,321
CABLECOM-GENERAL	CCG	A	9 1/8	9 5/8	- 1/2	- 5.19	18 1/4	8 5/8	2,472	22,557
CABLE FUNDING CORP.*	CFUN	O	9 3/4	10 1/4	- 1/2	- 4.87	15 1/4	9 1/4	1,233	12,021
CABLE INFORMATION SYSTEMS*	O	2 1/4	2 1/4		.00	4 3/4	1 3/4	955		2,148
CITIZENS FINANCIAL CORP.	CPN	A	8 1/8	8 1/4	- 1/8	- 1.51	15 1/4	7 1/2	2,416	19,630
COLUMBIA CABLE	CCAR	O	16 7/8	17 1/4	- 3/8	- 2.17	21 3/4	16 3/8	900	15,187
COMCAST CORP.	D	5 5/8	4 7/8	+ 3/4	+ 15.38	7	4 1/8	1,280		7,200
COMMUNICATIONS PROPERTIES	COMU	O	9 7/8	9 1/2	+ 3/8	+ 3.94	27 3/8	8 3/8	1,917	18,930
COX CABLE COMMUNICATIONS	CXC	A	36 3/4	37	- 1/4	- .67	41 3/4	23 1/4	3,556	130,683
CYPRESS COMMUNICATIONS*	CYPR	O	19 5/8	17 7/8	+ 1 3/4	+ 9.79	23	7	2,732	53,615
ENTRON	ENT	A	3 1/8	3 1/8		.00	9 1/4	3	1,358	4,243
GENERAL INSTRUMENT CORP.	GRL	N	27 3/8	24 3/4	+ 2 5/8	+ 10.60	32 7/8	20 3/4	6,501	177,964
LVD CABLE INC.	LVOC	O	10 3/8	10	+ 3/8	+ 3.75	16 1/2	6 3/4	1,466	15,209
SCIENTIFIC-ATLANTA INC.	SFA	A	14 1/2	15 1/4	- 3/4	- 4.91	15 3/4	8 1/8	914	13,253
STERLING COMMUNICATIONS	STER	O	3 7/8	4 1/4	- 3/8	- 8.82	7 3/4	3 1/2	2,162	8,377
TELE-COMMUNICATIONS	TCOM	O	22	22		.00	35 1/4	15 1/2	3,822	84,084
TELEPROMPTER	TP	A	34 3/8	34 1/8	+ 1/4	+ .73	44 1/2	28 1/8	16,381	563,096
TIME INC.	TL	N	49 1/2	49	+ 1/2	+ 1.02	64 3/4	44 5/8	7,284	360,558
TOCOM	TOCM	O	10 3/8	10	+ 3/8	+ 3.75	11 1/4	7	596	6,183
UA CABLEVISION INC.	UACV	O	15 3/4	15 1/2	+ 1/4	+ 1.61	24	13	750	11,812
VIACOM	VIA	N	21 3/4	19	+ 2 3/4	+ 14.47	28 1/2	15 1/2	3,931	85,499
VIKOA	VIK	A	10	9 1/4	+ 3/4	+ 8.10	19 3/4	8	2,333	23,330

Programming TOTAL 77,883 1,943,024

COLUMBIA PICTURES	CPS	N	11 1/8	10 1/8	+ 1	+ 9.87	14 7/8	9 1/8	6,342	70,554
DISNEY	DIS	N	205	196 1/4	+ 8 3/4	+ 4.45	205	132 3/4	13,802	2,829,410
FILMWAYS	FWY	A	4	3 7/8	+ 1/8	+ 3.22	8	3 5/8	1,868	7,472
GULF & WESTERN	GW	N	36 1/4	37 1/4	- 1	- 2.68	44 3/4	28	15,816	573,330
MCA	MCA	N	30 1/2	29	+ 1 1/2	+ 5.17	35 7/8	23 1/8	8,182	249,551
MGM	MGM	N	23 3/8	24 1/8	- 3/4	- 3.10	27 1/2	16 3/4	5,900	137,912
MUSIC MAKERS	MUSC	O	2 1/8	2 3/8	- 1/4	- 10.52	3 3/4	1 1/8	534	1,134
TELE-TAPE PRODUCTIONS*	O	1 5/8	1 1/2	+ 1/8	+ 8.33	2 7/8	1	2,190		3,558
TELETRONICS INTERNATIONAL*	O	10 1/4	10 1/2	- 1/4	- 2.38	18 1/2	6 1/4	724		7,421
TRANSAMERICA	TA	N	18 3/4	19 3/4	- 1	- 5.06	23 1/2	16 1/4	67,413	1,263,993
20TH CENTURY-FOX	TF	N	11 1/4	10 1/2	+ 3/4	+ 7.14	17	8 5/8	8,562	96,322
WALTER READE ORGANIZATION	WALT	O	1 1/2	1 5/8	- 1/8	- 7.69	4 1/8	1 1/4	2,203	3,304
WARNER COMMUNICATIONS INC.	WCI	N	40 1/4	37	+ 3 1/4	+ 8.78	50 1/4	31 1/4	18,883	760,040
WRATHER CORP.	WCO	A	9 3/4	8 3/8	+ 1 3/8	+ 16.41	17 7/8	7 1/8	2,164	21,099

Service TOTAL 154,583 6,025,100

JOHN BLAIR	BJ	N	12 3/4	13 1/2	- 3/4	- 5.55	22 3/8	11	2,606	33,226
COMSAT	CQ	N	63 7/8	65 1/8	- 1 1/4	- 1.91	75 3/8	52	10,000	638,750
CREATIVE MANAGEMENT	CMA	A	9 3/8	9 1/2	- 1/8	- 1.31	15 1/2	8 1/2	975	9,140
DOYLE DANE BERNBACH	DDYL	O	23 3/4	25 1/4	- 1 1/2	- 5.94	34 3/4	21 1/2	1,945	46,193

	Stock symbol	Exch.	Closing Dec. 6	Closing Nov. 29	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)	
ELKINS INSTITUTE	ELKN	O		1 1/4		.00	16 3/8	1 1/4	1,664	2,080	
FOOTE, CONE & BELDING	FCR	N	13 1/8	12 7/8	+ 1/4	+ 1.94	14	10 5/8	2,152	28,245	
GREY ADVERTISING	GREY	O	16 1/2	17	- 1/2	- 2.94	18 1/8	9 1/4	1,200	19,800	
INTERPUBLIC GROUP	IPG	N	26 3/4	26 1/8	+ 5/8	+ 2.39	36 1/8	22 3/4	2,130	56,977	
MARVIN JOSEPHSON ASSOCS.	MRVN	D	15	14 3/4	+ 1/4	+ 1.69	17 3/4	5 7/8	825	12,375	
MCCAFFREY & MCCALL*		O	10 1/2	10 1/4	+ 1/4	+ 2.43	16 1/2	7	585	6,142	
MCI COMMUNICATIONS	MCIC	O	8 3/4	9 1/4	- 1/2	- 5.40	12 3/4	6 5/8	11,257	98,498	
MOVIELAB	MOV	A	1 7/8	1 7/8		.00	3 1/8	1 3/8	1,407	2,638	
MPO VIDEOTRONICS	MPO	A	3 7/8	3 1/2	+ 3/8	+ 10.71	7 1/8	3 1/2	547	2,119	
NEEDHAM, HARPER & STEERS INC.*	NDHMA	D	25 1/4	25 3/4	- 1/2	- 1.94	34 1/8	21 1/2	911	23,002	
A. C. NIELSEN	NIELB	O	58 3/4	58 7/8	- 1/8	- .21	62 1/8	37 5/8	5,299	311,316	
OGILVY & MATHER	OGIL	O	35 1/2	34	+ 1 1/2	+ 4.41	48 1/2	16	1,716	60,918	
PKL CO.*	PKL	O	2 3/4	2 3/8	+ 3/8	+ 15.78	9 1/2	3/4	778	2,139	
J. WALTER THOMPSON	JWT	N	27	28	- 1	- 3.57	49 1/4	23	2,694	72,738	
UNIVERSAL COMMUNICATIONS INC.*	U	O	13 1/2	13	+ 1/2	+ 3.84	17	8	715	9,652	
WELLS, RICH, GREENE	WRG	N	20 3/8	18 3/8	+ 2	+ 10.88	27 7/8	16 3/4	1,635	33,313	
Manufacturing									TOTAL	51,041	1,469,261
ADMIRAL	ADL	N	19 1/2	17 1/2	+ 2	+ 11.42	27	13 5/8	5,813	113,353	
AMPEX	APX	N	7	7		.00	15 1/8	5	10,875	76,125	
CARTRIDGE TELEVISION INC.		O	21 3/4	18	+ 3 3/4	+ 20.83	43 1/2	16 1/2	2,083	45,305	
CCA ELECTRONICS	CCAE	D	3 1/4	3 1/8	+ 1/8	+ 4.00	6 1/4	2 1/4	881	2,863	
COLLINS RADIO	CRI	N	21 3/4	18 3/4	+ 3	+ 16.00	21 3/4	13 1/4	2,968	64,554	
COMPUTER EQUIPMENT	CEC	A	2 3/4	2 1/2	+ 1/4	+ 10.00	4 5/8	2 3/8	2,421	6,657	
CONRAC	CAX	N	30 3/4	30 1/2	+ 1/4	+ .81	39 3/8	24	1,261	38,775	
GENERAL ELECTRIC	GE	N	69 5/8	67 3/4	+ 1 7/8	+ 2.76	70 7/8	58 1/4	182,123	12,680,313	
HARRIS-INTERTYPE	HI	N	47 1/8	47 1/2	- 3/8	- .78	59	45 1/2	6,358	299,620	
MAGNAVOX	MAG	N	31 1/8	27 5/8	+ 3 1/2	+ 12.66	52 1/4	25 5/8	17,685	550,445	
3M	MMM	N	82 1/2	84 1/8	- 1 5/8	- 1.93	87 1/8	74 1/4	112,867	9,311,527	
MOTOROLA	MOT	N	130 1/4	121 1/8	+ 9 1/8	+ 7.53	130 1/4	80	13,609	1,772,572	
OAK INDUSTRIES	OEN	N	19	19		.00	21 3/4	9 5/8	1,638	31,122	
RCA	RCA	N	38 1/4	37 7/8	+ 3/8	+ .99	45	32 1/8	74,432	2,847,024	
RSC INDUSTRIES	RSC	A	2 1/8	2 1/8		.00	4 3/8	1 5/8	3,458	7,348	
SONY CORP	SNE	N	54 1/8	46 7/8	+ 7 1/4	+ 15.46	54 1/8	21 1/4	53,000	2,868,625	
TECHNICAL OPERATIONS, INC.	TO	A	11 5/8	10 1/8	+ 1 1/2	+ 14.81	17 7/8	9	1,386	16,112	
TEKTRONIX	TEK	N	50 3/4	47 1/2	+ 3 1/4	+ 6.84	65 1/2	32 3/4	8,157	413,967	
TELEMATON	TIMT	O	4 1/2	4 5/8	- 1/8	- 2.70	13 3/4	4 1/4	1,050	4,725	
WESTINGHOUSE	WX	N	44 7/8	45 1/4	- 3/8	- .82	54 7/8	38 3/8	88,235	3,959,545	
ZENITH	ZE	N	53 1/4	50 7/8	+ 2 3/8	+ 4.66	53 1/4	39 3/4	19,040	1,013,880	
TOTAL									609,340	36,124,457	
GRAND TOTAL									1,229,797	57,926,710	

Standard & Poor's Industrial Average

131.58 129.78 +1.80

A-American Stock Exchange
M-Midwest Stock Exchange
*Closing prices are for Tuesday

N-New York Stock Exchange
O-Over the counter (bid price shown)

A blank in closing price columns indicates no trading in stock.

Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

Fates & Fortunes®

Broadcast Advertising

Jerry Entis, senior VP, Young & Rubicam International, New York, joins Grey Advertising, New York as senior VP and management representative.

Gabe Massimi, founder of Boase, Massimi Pollitt, London, joins Clyne Maxon, New York, as executive VP-director of creative services.

Marion D. Dawson, associate creative director; **Henry F. DeBoest**, account supervisor, and **Richard A. Garvey**, associate creative director, Needham, Harper & Steers, Chicago, elected VP's. **Kenneth M. Konecnik**, associate creative director, J. Walter Thompson Co., Chicago, and **Ian Christopher**, copy supervisor, Clinton E. Frank there, join Chicago division, NH&S, in similar capacities.

Victor L. Olesen, managing director of automobile services, Campbell-Ewald international operations, Detroit, elected senior VP. **Charles R. Seelhoff**, director

Football's Frank. **Clinton E. Frank**, chief executive and chairman, executive committee, Clinton E. Frank Inc., Chicago agency, named recipient of Walter Camp Award, presented for significant contribution to game of football. Mr. Frank, of Yale, was captain of 1937 All-America team; National Collegiate Athletic Association man of the year; Heisman Trophy winner, and elected to National Football Foundation Hall of Fame in 1955. Presentation will be made at Walter Camp Football Foundation's annual award dinner, Jan. 27, at Yale.

of broadcast administration, Campbell-Ewald, Detroit, named VP.

Marcia Bell Grace and **Camille Larghi**, copy group supervisors; and **Bill Arzonetti** and **Mike Lawlor**, art group supervisors, Doyle Dane Bernbach, New York, named VP's.

Peter Murray, account executive, Storer Television Sales, New York, joins WAGA-TV Atlanta as national sales manager. He succeeds **Dan Berkery** who joins WITI-TV Milwaukee as general sales manager. WAGA and WITI are Storer Broadcasting stations.



Mr. Somerville
manager.

Robert J. Somerville, director of sales development, Kaiser Broadcasting Corp., Oakland, Calif., named VP-sales. He continues his sales development duties.

Chuck Muntean, regional sales manager, KMST(TV) Monterey-Salinas, Calif., appointed general sales

Rich Robertson, with KVI(AM) Seattle, appointed general sales manager.

Bob Harrison, with WICE(AM) Provi-

dence, R.I., joins WHIM-AM-FM there as regional sales manager.

John Bonnett, general manager, KPHO(AM) Phoenix, joins KPHX(AM) there (formerly KHAT) as national sales manager. **Earl Baldwin** with KPHO, joins KPHX as local sales manager.

Stephen S. Dane, with Ratner Co., San Diego clothing manufacturer, joins WCOD-FM Hyannis, Mass., as sales manager.

Thomas W. Carroll, manager, Harrington, Richter & Parsons, Los Angeles, named VP.

Tony Hirsh, account executive, Radio Advertising Representatives, New York, appointed Eastern sales manager. He succeeds **Douglas Auerbach**, who joins WBZ(AM) Boston as general sales manager.

May Moseley, with WREC-AM-FM-TV Memphis, joins Ralph Stachon & Associates, Dallas radio and TV marketing firm, as director, special services.

John Beddia, media supervisor, Kenyon & Eckhardt, New York, appointed assistant media director. **Charles Ewell**, VP and creative director, Henderson Advertising Agency, Inc., Greenville, S.C., joins K&E as associate creative director.

Juanita Josel, personnel manager, Sears, Roebuck & Co., San Bruno, Calif., elected chairman, ADS (national professional advertising society). **Robert S. Boyd**, professor, college of journalism and communications, University of Florida, elected vice chairman.

Gloria Fekete, broadcast supervisor, Alberto-Culver account, Edward H. Weiss & Co., Chicago, named 1972-73 Station Representatives Association "Chicago timebuyer of the year." Annual award honors achievement by member of advertising profession.

Raymond E. Banville, manager of administration and meetings, Grocery Manufacturers of America, Washington, joins American Advertising Federation there as director of member relations and meetings.

Neal K. Fenkell, operations and sales manager, Tiger Television Network, assumes additional post of director, television and radio operations, for Detroit baseball club. WJR(AM) Detroit holds

radio rights while Tigers retain TV rights.

Media



Mr. Smith

Charles M. Smith, VP, business analysis, ABC, New York, named VP, ABC Television, New York. In newly created post Mr. Smith will coordinate and monitor profit performance of various operating units comprising ABC Television.



Mr. King

Sam G. Rahall, VP-treasurer, Rahall Communications Corp., St. Petersburg, Fla., and president, WLCY-TV there, elected senior VP. **Bruce Singleton**, VP and chief engineer, WLCY-TV, elected corporate VP and director of engineering. Rahall Communications is owner of WLCY-AM-FM-TV St. Petersburg, Fla., WKAP(AM) Allentown, Pa., and WWNR(AM) Beckley, W.Va.



Mr. Iselin

James M. King, general manager, KDKA-TV Pittsburgh, elected VP, Westinghouse Broadcasting Co., owner of station.

Boyd W. Lawlor, executive VP, Central California Communications Corp., Salinas, assumes additional post, assistant to president. CCCC owns KSBW-FM-TV Salinas, KSBY-FM-TV San Luis Obispo and has CATV holdings throughout state.

John Jay Iselin, VP and managing director, noncommercial WNET(TV) New York, named executive VP, supervising all operations, including national production. He succeeds **Ward B. Chamberlin Jr.**, who resigned in October to become president of Provide Addict Care Today, New York.

Lester Bernstein, managing editor, Newsweek magazine since 1969, joins RCA, New York, as VP, corporate communications, effective Jan. 3. In newly created post he will be responsible for RCA's editorial services, corporate advertising and publications departments. Before joining Newsweek 10 years ago, Mr. Bernstein was with NBC as director of information and later as VP, corporate affairs.

Rick Sklar, program manager, WABC(AM) New York, appointed to new post, operations manager.

Paul Merschorf, with KBSC-TV Los Angeles, joins WCAS(AM) Cambridge, Mass., as station manager. He succeeds **Stu Zuckerman**, who joins WKBG-TV Boston as promotion manager. Kaiser Broadcasting is owner of stations.

Kurt M. Gebauer, program director, WUDO(AM) Lewisburg, Pa., appointed general manager. **Carl Finke**, sales manager, WUDO, named VP, Wireline Radio Inc., licensee.

John Papas, general sales manager, WRKO(AM) Boston, assumes additional post of station manager.



Mr. Bernstein

Francis C. Gillon, owner, Gillon & Associates, Cedar Rapids, Iowa, agency, joins KDUB-TV Dubuque, Iowa, as station manager and sales director.

Harvey Guenther, general manager, WKAZ-AM-FM Charleston, W. Va., joins WKLX(AM) Portsmouth, Va., in similar capacity.

Frank M. Falduto, station manager, WKZN(FM) Kenosha, Wis., assumes additional post, station manager, WZBN(AM) Zion, Ill. Zion-Benton Broadcasting Corp. is owner of both stations.

Alan R. Bishop, with WMYR(AM) Fort Myers, Fla., joins WCOD-FM Hyannis, Mass., as station manager.

Albert L. Hulsen, director of radio activities, Corporation for Public Broadcasting, Washington, joins Minnesota Education Radio Inc., St. Paul, as corporate VP and general manager of stations. MER is licensee of KSJN-FM Minneapolis-St. Paul, KSJR-FM Collegeville, and KCCM-FM Moorhead.

Paul A. Bissonette, promotion manager, WUTV(TV) Buffalo, N.Y., joins WGR-TV there in similar capacity.

Charles A. Siepman, one of principal architects of FCC's controversial "Blue Book" on programming in mid-1940's, joins WMCA(AM) New York as public-affairs adviser. Since FCC service he has spent 21 years as chairman, department of communications, New York University's school of education.

Bob Law, advisory member, Addiction Services Agency, Brooklyn, N.Y., joins WWRL(AM) Woodside, N.Y., as community-relations director.

Barbara Baker, with accounting division, Outlet Co., Providence, R.I., appointed

Please send

Broadcasting

The newswEEKly of broadcasting and allied arts

Name Position

Company

Business Address
 Home Address

City State Zip

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

SUBSCRIBER SERVICE

- 1 year \$20
- 2 years \$37.50
- 3 years \$50
- Canada Add \$4 Per Year
Foreign Add \$6 Per Year
- 1972-1973 Cable Sourcebook \$8.50 (If payment with order: \$7.50)
- 1973 Yearbook \$14.50 (If payment with order: \$13.50)
- Payment enclosed
- Bill me

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

Broadcasting has designs on 1973. They'll become apparent 51 times that year—beginning, we believe conspicuously, with the January 1 issue.* It will publish under the banner

Perspective73

and will feature among its contents:

The broadcast fallout from consumerism—How important advertisers and their agencies have been affected by and are responding to a new lifestyle in audience and regulatory attitudes.

Heat on the broadcast press—An analysis of the tensions between the radio-TV journalist, the government and a growing body of organized criticism. It will include "as-they-see-it" points of view from protagonists on all sides.

The new media—State of the art, and prospects for the future, on both the hardware and the software fronts of such developing electronic media as MDS, LDS and video-cassettes.

Cable TV: The second generation—State of an expanding industry that is still undefined but mustering its strengths for what it hopes will be a quantum leap toward 1980. Including *Broadcasting's* latest accounting of the first-50 MSO's, a track on the trend toward consolidation and the burgeoning movement toward programing-for-pay.

Every night at the movies—The motion picture is far and away the dominant art-and-money form in television. A special report will measure the magic from "Casablanca" to "Love Story."

Biography of a boom—An economic analysis of 1972, the year that's shaping up as broadcasting's biggest.

That's not all, but it will give you some idea of why we think. . . .

You belong in Broadcasting Jan 1

January 1 is but the first of the "special" dates you'll want to remember in Broadcasting's 1973. Already scheduled:

January 22—A special report on top 40 radio.

February 5—What you'll want to watch for at the NATPE— a pre-convention preview.

March 19—The NAB pre-convention issue.

March 26—The NAB convention issue.

April 2—The NAB post-convention issue.



Which will be seen by the more than 120,000 influentials who read *Broadcasting* regularly. For more details and advertising opportunities available, call your nearest *Broadcasting* representative. Closing date: December 18.

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New York, N.Y.
Bob Hutton, Eleanor Manning, Stan Soifer
7 West 51st Street, 10019
212-757-3260

Hollywood
Bill Merritt
1680 N. Vine Street, 90028
213-463-3148

Broadcasting
The newswEEKly of broadcasting and allied arts

Alfred R. Schnelder, VP, ABC broadcast division since 1962, elected VP of parent ABC Inc., one of series of changes announced last week. Mr. Schnelder will have corporate staff responsibilities in addition to his current broadcast division assignments, which include supervision of broadcast standards and practices, ABC Merchandising Inc., ABC Music, as well as liaison for video-cassette development for ABC Inc. **Michael Hauptman**, director of planning for ABC-owned radio stations, named to new post, VP, ABC Radio, with responsibilities extending to ABC Radio Network, ABC-FM Spot Sales Inc., and owned radio stations. **C. Stephen Gentry**, director of program development, CBS-TV, joins Circle Entertainment, Hollywood-based film production unit of ABC Entertainment, as VP, *Movie of the Week*. **Grace M. Johnsen**, director of ABC broadcast standards and practices, elected VP.



Mr. Schnelder



Mr. Hauptman



Miss Johnsen



Mr. Gentry

broadcast division accounting supervisor. Outlet Co. is owner of WBDO-AM-FM-TV Orlando, Fla., KSAT-TV San Antonio, Tex., WJAR-AM-TV Providence, R.I.

Programming



Mr. Picker

David V. Picker, president and chief operating officer, United Artists Corp., New York, named chief executive officer, effective Jan. 1. He succeeds **Arthur B. Krim**, who continues as chairman. **Eric Pleskew**, VP, named executive VP and chief operating officer. Also effective Jan. 1, following principal officers of UA will be designated senior VP's: **James Velde**, domestic sales; **David Chasman**, production; **Fred Goldberg**, adver-

tising and publicity; **William Bernstein**, business affairs, and **Joseph Bos**, finance.

Sanford C. Sigoloff, president and chief executive officer, Republic Corp., Los Angeles, resigns. He continues as director.

James W. Hardiman, managing director, Yuni Public Relations Corp., Tokyo, Japan, appointed executive in charge of television press department, Universal Television, North Hollywood, Calif.

Allan Purcell, sales manager, ABC Films of Canada, joins Viacom Canada Ltd., subsidiary of Viacom International Inc., as director, syndicated sales.

Judith Grubbs, freelance legal researcher, appointed program supervisor, West Coast, for ABC Entertainment.

Jack M. Rattigan, station manager, WKLX-AM) Portsmouth, Va., appointed programming coordinator, Rust Communications stations: WHAM-AM)-WHFM-AM) Rochester, N.Y., WKLX-AM) Portsmouth, Va., WRNL-AM)-WRXL-AM) Richmond, Va.

Lucille S. Sahlany, promotion manager, WKBF-TV Cleveland, appointed program manager.

Tom Wynn, with WLOL-AM) Minneapolis, appointed program and production director.

Don W. Hofmann, program director, KJOY-AM) Stockton, Calif., joins KVI-AM) Seattle in similar capacity.

Jim McInnes, with WIBA-FM Madison, Wis., appointed program director.

Malcolm Wall, assistant to director of programming, Mississippi Authority for Educational Television, Jackson, appointed director of programming. **Michael Kelly**, senior producer, MAET, appointed production director.

Bob Russo, music director, WHN-AM) New York, appointed to newly created post, assistant program director.

Ron de Moraes, director, *Soul Street*, Avco Broadcasting's nationally syndicated black music program, joins WBZ-TV Boston as producer/director.

Stan Burford, production manager, KBHK-TV San Francisco, appointed producer-director.

Alan Bell, engineer-director, KMST-TV Monterey-Salinas, Calif., appointed production manager. **Marilyn Blakemore**, with KMST, appointed production coordinator.

Bernie McCain, director of community relations, Sonderling Broadcasting's WWRL-AM) Woodside, N.Y., appointed operations manager, Sonderling's KDIA-AM) Oakland, Calif.

Chuck McKibben, recording director, Mel Blanc School, Beverly Hills, Calif., appointed director of studio operations, Mel Blanc Audiomedias there. MBA is radio and TV producer.

Broadcast Journalism

Henry Steele Commager, prominent American historian, has been named special consultant to ABC News for its bicentennial programming and also will consult with other divisions of ABC in con-

nection with anniversary programming.

Bob Betts, newscaster, WEMP-AM) Milwaukee, appointed news director.

Dave Marash, sports reporter, CBS-owned WCBS-AM) New York, assumes additional post, sports reporter, WCBS-TV New York.

Alice Neff, reporter, WBAL-TV Baltimore, joins NBC News bureau, Cleveland, as general assignment reporter.

Chee-Chee Williams, writer and reporter, KCMO-TV Kansas City, Mo., rejoins KMBC-TV there as general assignment reporter.

Sam Salerno, owner, KRML-AM) Carmel, Calif., joins KMST-TV) Salinas-Monterey, Calif., as sports director.

Jesse Valdez, with KPRC-TV Houston, appointed reporter.

Paul Newburgh, news director, KILQ-AM) Grand Forks, N.D., elected chairman, North Dakota Associated Press Broadcasters.

Cable

Jack L. Williams, director of programming, Teleprompter Corp., New York, named to similar post with Television Communications Corp., also New York, for TVC's CATV systems throughout country.

Theodore A. Eagans, staff attorney, general counsel's office, Department of Health, Education and Welfare, joins Cable Television Information Center, Washington, as assistant to the general counsel.

Ian Elliot, with Community Tele-Communications, Denver, appointed regional manager, Pacific Northwest division.

Reid Phillips, regional manager, Jefferson-Carolina Corp., Greensboro, N.C., CATV owner, joins Teleprompter Corp. as manager, Greenville, S.C., CATV system.

Walter B. Brown, chief technician, C-A Cablevision Inc., Artesia, N.M., joins Teleprompter as manager, Lovington, N.M., CATV system. **Patricia Carrington**, assistant producer, Warner Brothers, New York, joins Teleprompter in newly created post, community relations, Manhattan CATV system.

Equipment & Engineering

Harold Chestnut, consultant, systems engineering, information science and engineering, General Electric Corporate Research and Development, Schenectady, N.Y., elected president, Institute of Electrical and Electronics Engineers Inc. Dr. Chestnut, formerly VP of regional activities for IEEE, succeeds **Robert H. Tanner**. **John J. Guarrera**, chairman of board and president, SACOM, Sun Valley, Calif., elected VP of IEEE.

Richard J. Elkus, chairman, executive committee, Ampex Corp., Redwood City, Calif., named chairman of board.

Carl Hanseman, director of technical operations, Vidtronics Co., Hollywood, named VP in charge of operations.

John I. Foote, staff engineer, KQV-AM-FM Pittsburgh, joins WGMS-AM-FM Washington as chief engineer.

Gery Hodges, with electronic systems repair division, Illinois National Guard,

Chicago, joins KKUZ(AM) Burlington, Iowa, as chief engineer.

Eugene L. Bidun, with RCA Broadcast Systems, joins LPB Inc., Frazer, Pa., as sales manager. LPB is manufacturer and distributor of broadcast control room equipment.

Kenneth R. Gebhard, corporate accounting manager, Allied Chemical Corp., Morristown, N.J., joins C-Cor Electronics Inc., State College, Pa., as controller.

Allied Fields

Elwood Bear, formerly assistant information officer, U.S. Geological Survey, De-

partment of Interior, named public information officer, Office of Telecommunications, Department of Commerce.

Deaths

Gunther Goldschmidt, 46, advertising agency executive, died Nov. 30 in San Francisco of heart attack. Mr. Goldschmidt, who spent his early career in the agency field in New York, was president of Advertising Media Consultants Inc., Los Angeles-based media buying organization. He is survived by his wife, Barbara, two sons and daughter.

Leonard Riblett, 57, assistant managing editor, *Los Angeles Times* and television

writer, died Dec. 5 in Los Angeles of an apparent heart attack. Mr. Riblett, a long-time newspaperman, wrote scripts for the *Dragnet* series among other TV productions. He is survived by his wife, Mildred, and two sons.

Jimmy Lytell, 67, radio band leader and clarinetist of the 1940's, died Nov. 26 at his home in Kings Point, N.Y. Mr. Lytell's radio shows included *Chamber Music Society of Lower Basin Street*, an NBC Radio Dixieland jazz show heard in 1940-41 and again in 1944, *The Million Dollar Band. Cavalcade of America*, and the *Morton Downey Show* from 1946-49. He is survived by his wife, Georgia Wilson, and one son.

For the Record®

As compiled by BROADCASTING Nov. 29 through Dec. 5, 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

Application

■ San Bernardino, Calif.—Inland Empire Television Corp. Seeks UHF ch. 18 (494-500 mhz); ERP 2840 kw vis, 535 kw aur. HAAT 2,397 ft.; ant. height above ground 219 ft. P.O. address 1024 North G Street. San Bernardino 92410. Estimated construction cost \$27,100; first-year operating cost \$14,000; revenue \$100,000. Geographic coordinates 34° 11' 15" north lat.; 117° 41' 55" west long. Type trans. GE TT-59-B. Type ant. GE TY204-A. Principals: W. Kenneth Connolly and Jerry Falwell (each 50%). Both Mr. Connolly and Mr. Falwell are pastors in Baptist Church. Ann. Nov. 22.

Existing TV stations

Final actions

■ KTTV-TV Los Angeles—FCC denied petition by Metromedia Inc. for review of executive director's ruling of July 24 granting request of Citizens Communications Center to inspect 1969-1971 financial reports of KTTV-TV, and affirmed ruling. Action Nov. 29.

■ WIII-TV Terre Haute, Ind.—Broadcast Bureau affirmed engineering data to show proposed operation on ch. 38 (614-620 mhz); ERP vis. 1000 kw; aur. 191 kw; studio location to 2d Avenue and Poplar Street. Terre Haute; change type trans. and ant. Action Nov. 29.

■ WAVE-TV Louisville, Ky.—Broadcast Bureau granted request to operate trans. by remote control from 725 South Floyd Street, Louisville. Action Nov. 29.

■ WWNY-TV Carthage, N.Y.—Broadcast Bureau granted request to operate trans. by remote control from 120 Arcade Street, Watertown, N.Y. Action Nov. 29.

■ New York—FCC denied application by WPIX Inc. for review of Review Board's order denying motion to enlarge issues in proceeding involving applications of WPIX Inc. for renewal of license of WPIX(TV) New York and of Forum Communications Inc. for CP for ch. 11. (Docs. 18711-2). Action Nov. 29.

■ Greensboro, N.C.—FCC granted motion by

Greensboro Television Co. for stay pending appeal of decision released Sept. 26 in proceeding involving application by WFMY Television Corp. for renewal of license for WFMY-TV Greensboro, and Greensboro TV's application for same facilities. Action Nov. 29.

■ KTHI-TV Fargo, N.D.—Broadcast Bureau granted request to operate trans. by remote control from 1350-21 Avenue South. Fargo. Action Nov. 29.

■ FCC denied petition by United Broadcasting Company Inc. and subsidiaries for reconsideration of order consolidating for hearing application of United Television Co. of Eastern Maryland for renewal of license of WMET(TV) Baltimore. Application of KECC Television for license to cover CP authorizing new station at El Centro, Calif., and initiating revocation proceeding against United of New Hampshire, licensee of WMUR(TV) Manchester. N.H. (Docs. 19336-8). Action Nov. 29.

Actions on motions

■ Administrative Law Judge Byron E. Harrison in San Juan, Mayaguez and Ponce, all Puerto Rico (TeleSanJuan Inc. [WTSJ(TV), WMGZ(TV), WPSJ(TV)]), TV proceeding, reaffirmed with prejudice motion by TeleSanJuan Inc. to dismiss applications; ordered all operations authorized by applications to cease by 12 midnight EST, Nov. 30, and terminated proceeding (Docs. 19353-5). Action Nov. 20.

■ Administrative Law Judge Forest L. McClenning in Washington (United Television Co. [WFAN-TV], et al.), TV and AM proceeding, granted motions by Washington Community Broadcasting Co. to reopen record; reopened record, accepted and incorporated into record Washington Community's amendments to reflect appointment of H. Carl Moultrie, stockholder of Community, as judge of superior court of District of Columbia, and resignation of Newton Frohlich as assistant secretary and director of Community, his replacement by Richard L. Sippel of same law firm with which Mr. Frohlich was associated and certain financial facts; and

closed record (Docs. 18559, 18561-3). Action Nov. 21.

Fine

■ KVII-TV Amarillo, Tex.—FCC ordered Marsh Media Ltd., licensee, to forfeit \$1,500 for repeated violations of sponsorship identification requirements and logging rules. In separate action, commission issued KVII-TV short-term license renewal for period ending Dec. 1, 1973, for engaging in activities to mislead audience and advertisers as to size of station's normal audience. Action Nov. 29.

Call letter application

■ KHFI-TV Austin, Tex.—Seeks KTVV(TV).

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WIBW-TV Topeka, Kan. (Stauffer Publications Inc.)—Amendment to agreement dated Nov. 4, 1970, extends agreement to Nov. 1, 1974.

■ WVUE(TV) New Orleans (Screen Gems Stations Inc.)—Agreement dated Sept. 19, effective Oct. 1 through Oct. 1, 1974, replacing earlier agreement. First call right. Programs delivered to stations at control board of main stations. Network rate \$935; compensation paid at 30%.

■ WJRT-TV Flint, Mich. (Poole Broadcasting Co.)

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

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212-687-4242
West Coast—P.O. Box 218, Carmel Valley, California 93924
408-375-3164

Summary of broadcasting

Compiled by FCC Oct. 30, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,358	5	13	4,376	51	4,427 ¹
Commercial FM	2,331	1	54	2,386	117	2,503
Commercial TV-VHF	504	1	6	511 ³	11	523 ²
Commercial TV-UHF	185	0	8	193	49	255 ³
Total commercial TV	689	1	14	704	60	778
Educational FM	520	0	24	544	72	616
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	120	0	9	129	7	137
Total educational TV	206	0	14	220	8	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.

through Oct. 1, 1974, replacing earlier agreement. First call right. Programs delivered to WXYZ-TV Detroit. Network rate \$1,400; compensation paid at 30%.

■ **WJAC-TV** Johnstown, Pa. (WJAC Inc.)—Agreement dated Sept. 25, effective Oct. 1 through Oct. 1, 1974, replacing original agreement. Network rate \$1,216; compensation paid at 30%.

■ **WBOY-TV** Clarkburg, W.Va. (Northern West Virginia Television Broadcasting Co.)—Amendment to original agreement dated Oct. 13, 1970, extends agreement to Oct. 1, 1974.

NBC

■ **Formula:** NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually 3.59% for ASCAP and BMI payments.

■ **WBOC-TV** Salisbury, Md. (WBOC Inc.)—Amendment to original agreement changes network rate to \$300, effective Jan. 1, 1973.

■ **WWLP-TV** Springfield, Mass. (Springfield Television Broadcasting Corp.)—Amendment to original agreement changes network rate to \$585, effective Jan. 1, 1973.

■ **WDAF-TV** Kansas City, Mo. (Taft Broadcasting Co.)—Amendment to original agreement changes network rate to \$1,543, effective Jan. 1, 1973.

■ **WSM-TV** Nashville (WSM Inc.)—Amendment to original agreement changes network rate to \$1,099, effective Jan. 1, 1973.

■ **WEAU-TV** Eau Claire, Wis. (WEAU Inc.)—Amendment to original agreement changes network rate to \$374, effective Jan. 1, 1973.

New AM stations

Actions on motions

■ **Administrative Law Judge Lenore G. Ehrig** in Jacksonville, Ala. (Jacksonville Broadcasting Co. and University Broadcasting Co.), AM proceeding, granted request of Broadcast Bureau and reopened record; scheduled conference for Dec. 19; ordered that proposed findings of fact and conclusions, due on Nov. 24, shall not be filed until record is once more closed (Docs. 18899-18900). Action Nov. 22.

■ **Administrative Law Judge Millard F. French** in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, upon request of Broadcast Bureau and with consent of all parties, continued hearing to Jan. 4, 1973 (Doc. 18413). Action Nov. 28.

■ **Chief Administrative Law Judge Arthur A. Gladstone** in Vinita, Okla. (Northwest Oklahoma Broadcasting Inc. and PBL Broadcasting Co.), AM proceeding, designated Administrative Law Judge Chester F. Naumowicz Jr. to serve as presiding judge; scheduled prehearing conference for Dec. 21 and hearing for Feb. 6, 1973 (Docs. 19639-40). Action Nov. 20.

■ **Chief Administrative Law Judge Arthur A. Gladstone** in Shreveport, Vivian and Bossier City, all Louisiana (James E. Reese, et al.), AM proceeding, in absence of presiding judge, granted petition by counsel for Mr. Dowd and extended to Jan. 2, 1973, time to file proposed findings and conclusions and to Jan. 12, time to file replies since Mr. Dowd died suddenly and it is not known whether executor will wish to continue to prosecute application; ordered that telegraphic advice of this action be forwarded to Bossier Broadcasting Co. by petitioner and that certification evidencing transmittal of such

advice be filed with presiding judge (Docs. 19507-9). Action Nov. 24.

■ **Administrative Law Judge Byron E. Harrison** in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan Inc.), AM proceeding, denied motion by Eastern for discovery and production of documents (Docs. 19614-5). Action Nov. 22.

■ **Acting Chief Administrative Law Judge Jay A. Kyle** in Tallahassee and Quincy, both Florida (Charles W. Holt, et al.), AM proceeding, having under consideration absence of presiding Judge Frederick because of illness, postponed hearing scheduled for Nov. 29 subject to further order of presiding judge (Docs. 19445-7). Action Nov. 27.

Other actions

■ **Review board** in Calhoun, Ga., AM proceeding, granted request by John C. Roach for extension of time through Jan. 8, 1973, to file exceptions to supplemental initial decision released Oct. 31, in which Administrative Law Judge Millard F. French proposed denial of Mr. Roach's application for new AM in Calhoun (Doc. 17695). Action Nov. 29.

■ **Review board** in Iowa City, AM proceeding, granted petition by Braverman Broadcasting Co. for extension of time through Dec. 4 to file responsive pleadings to petition by Burns, Rieke and Voss Associates to enlarge issues in proceeding involving competing applications of Braverman and Burns, Rieke and Voss Associates for new AM on 1560 khz, with 1 kw, DA-2, SH, at Iowa City (Docs. 19596-7). Action Nov. 29.

■ **Review board** in Pineville, La., and Dermott, Ark., AM proceeding, in response to petition by Robert Cowan Wagner, applicant for new AM in Pineville, enlarged issues against Southeast Arkansas Radio Inc., competing applicant for AM in Dermott, to include determination of Southeast's efforts to ascertain community needs and interests. Mr. Wagner's request for engineering issues against Southeast was denied. Action Nov. 30.

■ **Review board** in Clifton Forge, Va., AM proceeding, in response to appeal by Broadcast Bureau from ruling by Administrative Law Judge Naumowicz allowing expense claims of \$2,988 in proceeding on applications of Clifton Forge Radio and Alleghany-Highlands Radio Inc. for AM on 1230 khz at Clifton Forge, ruled that administrative law judge should not have allowed Clifton Forge to be reimbursed for expenses incurred in attempt to secure interim operating authority, but said that it did not believe that he erred in allowing Clifton Forge to be reimbursed for expenses prior to May 27, 1971 (Docs. 19489-90). Action Nov. 22.

Call letter application

■ **Circleville Broadcasting Co.**, Circleville, Ohio—Seeks WNEE.

Existing AM stations

Applications

■ **KACY** Port Hueneine, Calif.—Seeks CP to increase nighttime power to 5 kw. Ann. Dec. 4.

■ **WCOS** Columbia, S.C.—Seeks CP to remove series dissipative resistance from ant. during daytime hours. Ann. Nov. 29.

Final actions

■ **WTUG** Tuscaloosa, Ala.—Broadcast Bureau permitted remote control. Action Nov. 22.

■ **KXAR** Hope Ark.—Broadcast Bureau granted mod. of license covering change in hours of operation from SH to U. Action Nov. 24.

■ **KRLA** Pasadena, Calif.—FCC, in response to request by Oak Knoll Broadcasting Corp., interim operator of KRLA, authorized release of \$60,000 by Oak Knoll of \$65,000 escrow account to Community Television of Southern California for use

in operation of noncommercial KCET(TV) Los Angeles. Action Nov. 29.

■ **WGN** Chicago—Broadcast Bureau granted license covering permit for changes in aux. trans. Action Nov. 24.

■ **WHCO** Sparta, Ill.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Nov. 24.

■ **WLMD** Laurel, Md.—FCC denied request by Interurban Broadcasting Corp. for partial refund of \$6,500 grant fee paid in connection with transfer of control of WLMD from I. Lewis Sandler and Carita Sandler to Sheffell Communications Inc. Action Nov. 29.

■ **WLDB** Atlantic City, N.J.—FCC dismissed renewal application of Atlantic City Broadcasting Co., licensee, because licensee failed to answer official correspondence or file required commission documents. FCC ordered WLDB to stop broadcasting on Dec. 29 and directed that call letters be deleted. Action Nov. 30.

■ **WOHI(AM)**-WRTS(FM) East Liverpool, Ohio—FCC denied request by Constrander Corp. for partial refund of grant fee paid in connection with application to transfer control of Constrander Corp., licensee, from Joseph D. Coons to Frank J. Mangano. Action Nov. 29.

■ **KVIN** Vinita, Okla.—Chief, Broadcast Bureau, granted request by Northwest Oklahoma Broadcasting Inc. for joint interim authority to operate KVIN. Action Nov. 28.

■ **WANV** Waynesboro, Va.—Broadcast Bureau granted license covering new alt.-main aux. trans. Action Nov. 22.

■ **KAYE** Puyallup, Wash.—Administrative Law Judge Ernest Nash terminated hearing on application by KAYE Broadcasters Inc. for renewal of license for KAYE and dismissed application with prejudice (Doc. 18929). Ann. Dec. 4.

Other actions

■ **Review board** in Huntsville, Ala., and Warner Robins, Ga., AM proceeding, in response to request by Garrett Broadcasting Service (WEUP), Huntsville, corrected transcript of oral argument held Oct. 24. Proceeding involves applications of Garrett Broadcasting and WREN Inc. (WREN), Warner Robins, to change both stations from D to U (Docs. 19258-9). Action Nov. 24.

■ **Review board** in Norristown, Pa., AM proceeding, scheduled oral argument for Dec. 14 on exceptions and briefs to supplemental initial decision which proposed grant of application of WNAR Inc. to increase power of WNAR Norristown to 5 kw, 1 kw during CH, with directional mode of operation (Doc. 14952). Action Nov. 22.

Fine

■ **WCNU** Crestview, Fla.—FCC notified Gulf Shores Broadcasting Co.; licensee, that it has incurred apparent liability for \$2,500 for engaging in double billing practices. Action Nov. 29.

Call letter action

■ **WXYC** Cleveland—Granted WWWE.

New FM stations

Applications

■ **Modesto, Calif.**—Kilbro Broadcasting Corp. Seeks 102.3 mhz, 3 kw. HAAT 300 ft. P.O. Address 2437 East Orangeburg Avenue, Modesto 95350. Estimated construction cost \$24,500; first-year operating cost \$30,000; revenue \$60,000. Kilbro Broadcasting Corp. owns KFIV(AM) Modesto. Principals: F. Robert Fenton, president, et al. Mr. Fenton is general manager of KFIV. Ann. Nov. 28.

■ ***St. Louis**—Double Helix Corp. Seeks 91.5 mhz, 100 kw. HAAT 372 ft. P.O. address 4285 Olive Street. St. Louis 63108. Estimated construction cost \$66,000; first-year operating cost \$32,000; revenue none. Principals: Dana L. McRoberts, president and director, et al. Ann. Nov. 24.

Start authorized

■ **WWRM-FM** Gaylord, Mich.—Authorized program operation on 106.7 mhz, ERP 50 kw, HAAT 570 ft. Action Nov. 14.

Final actions

■ ***Danbury, Conn.**—Western Connecticut State College. Broadcast Bureau granted 91.7 mhz, 10 w. HAAT 79 ft. P.O. Address 181 White Street, Danbury 06910. Estimated construction cost \$7,200; first-year operating cost \$4,000; revenue none. Principals: Ruth A. Haas, president of college, et al. Action Nov. 17.

■ **Plano, Ill.**—SPY Broadcasting Systems Inc. Broadcast Bureau granted 107.1 mhz, 3 kw. HAAT 300 ft. P.O. address Route 1, Box 310, Lockport, Ill. 60441. Estimated construction cost \$18,198; first-year operating cost \$8,262; revenue \$24,460. Principals: Lawrence W. Nelson, president (33 1/3%), et al. Mr. Nelson is engineer at WIND(AM) Chicago. Action Nov. 24.

■ **Knoxville, Iowa**—FCC granted application of

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American Radio Missions Inc. and Red Rock Lake Broadcasting Co. for FM on 92.1 mhz, 3 kw, HAAT 300 ft. Under agreement, two companies will operate on time-share basis; American Radio will operate 85 hours weekly, with primarily religious programming; Red Rock will present 18 hours of news and sports weekly. Total construction cost \$8,753; first year operating cost \$16,660; revenue \$26,289. Principals: Robert G. Smiley is president of American Radio Missions Inc. Alver Leighton is president of Red Rock Lake, licensee of KNIA-(AM) Knoxville. Action Nov. 15.

■ Bellevue, Ohio—Bellevue Community Broadcasting Co. Broadcast Bureau granted 92.1 mhz, 1.1 kw, HAAT 125 ft. P.O. address 106½ East Main Street, Bellevue 44811. Estimated construction cost \$8,655; first-year operating cost \$31,670; revenue \$28,000. Principals: John P. Bedard (100%). Mr. Bedard owns, among other interests, Bon Real Estate & Investment Co. and Urban Investment Co., both in St. Clemens, Mich. Action Nov. 17.

■ Ironton, Ohio—Tri Radio Broadcasting Inc. Broadcast Bureau granted 107.1 mhz, 3 kw, HAAT 125 ft. P.O. address Box 292, Ironton 45638. Estimated construction cost \$38,215; first-year operating cost \$12,000; revenue \$18,000. Principals: Kenneth H. and Rose A. Auble (together 100%). Mr. and Mrs. Auble own WIRO(AM) Ironton. Action Nov. 22.

■ Bethlehem, Pa.—Lehigh University. Broadcast Bureau granted 91.3 mhz, 10 w, HAAT 99 ft. P.O. address Bethlehem 18015. Estimated construction cost \$2,425; first-year operating cost \$2,700; revenue none. Principals: W. Deming Lewis, president, et al. Action Nov. 17.

■ Johnson City, Tenn.—East Tennessee State University. Broadcast Bureau granted 89.5 mhz, 70 kw, HAAT 2,200 ft. P.O. address Johnson City 37601. Estimated construction cost \$91,961; first-year operating cost \$47,777; revenue none. Principals: Harold E. Frank, et al. Mr. Frank is assistant chairman of university's department of speech. Action Nov. 27.

Initial decisions

■ Southern Pines, N.C.—Administrative Law Judge Herbert Sharfman, in initial decision, proposed reimbursement of \$8,500 to Sandhill Community Broadcasters Inc., as provided in dismissal agreement between Sandhill and William R. Gaston, in proceeding involving competing applications for FM ch. 296 in Southern Pines (Doc. 19350). Ann. Nov. 30.

■ Harriman, Tenn.—Administrative Law Judge James F. Tierney, in initial decision, proposed denial of applications of Folkways Broadcasting Co. and F. L. Crowder for new FM at Harriman (Docs. 18912-3). Ann. Nov. 30.

Action on motion

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, dismissed request by Cumberland Broadcasting Co. for leave to file reply pleading and for oral argument (Docs. 19468-69, 19471). Action Nov. 22.

Other actions

■ Review board in Bangor, Me., FM proceeding, remanded ruling by Administrative Law Judge Basil P. Cooper that Bangor Broadcasting Corp. did not have to answer written interrogatories submitted by Penobscot Broadcasting Corp. in FM ch. 225 proceeding to administrative law judge (Docs. 19165-6). Action Nov. 22.

■ Review board in Lorain, Ohio, FM proceeding, granted motion by Lorain Community Broadcasting Co. for extension of time through Dec. 11 to file exceptions to initial decision (Doc. 19213-4). In initial decision released Nov. 1, Administrative Law Judge Frederick W. Dennison proposed grant of application of Lake Erie Broadcasting Co. for FM in Lorain, and denial of competing application of Lorain Community Broadcasting Co. Action Nov. 30.

■ Review board in Pittston, Pa., FM proceeding, scheduled oral argument for Dec. 19 on exceptions and briefs to initial decision proposing denial of application of P.A.L. Broadcasters Inc. for CP for new FM on ch. 276-A in Pittston (Doc. 17885). Action Nov. 22.

■ Review board in Shell Lake, Wis., FM proceeding, denied petition by Charles R. Lutz to amend application in proceeding involving mutually exclusive applications of Erwin Gladdenbegk and Charles R. Lutz for new FM on ch. 237 in Shell Lake (Docs. 19211-2). Action Nov. 28.

Rulemaking actions

■ Muncie, Ind.—FCC denied petition by Muncie Broadcasting Corp. for reconsideration of Jan. 7 action denying request for assignment of FM ch. 244A to Muncie (Doc. 19161). Action Nov. 29.

■ Gregory, S.D.—FCC proposed, in rulemaking notice, assignment of FM ch. 260 or 268 to Gregory. Request by West Central Investment Co. for assignment of either of two channels to Gregory was unopposed. Action Nov. 29.

■ Jackson, Wyo.—FCC, in response to petition by

KSGT Inc., proposed amendment of FM table of assignments by assignment of ch. 245 to Jackson. Action Nov. 29.

Call letter applications

■ KVRE Inc., Santa Rosa, Calif.—Seeks KVRE-FM.

■ University of Maine, Gorham, Me.—Seeks *WMPG(FM).

■ Central Michigan University, Mt. Pleasant, Mich.—Seeks *WMHW-FM.

■ Richmond County Schools, Rockingham, N.C.—Seeks *WRSH(FM).

■ A & D Associates, Quebradillas, Puerto Rico—Seeks WREI(FM).

Call letter actions

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

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

■ John J. Henry and Delye B. Medlin, Hilton Head Island, S.C.—Granted WHHR(FM).

Designated for hearing

■ Rockford, Ill.—FCC designated for hearing mutually exclusive applications of Radio Rockford Inc. and Quest for Life Inc. for new FM on ch. 265 with 3 kw at Rockford. Radio Rockford proposes to operate with ant. height of 258 ft., while Quest for Life requested operation with ant. height of 300 ft. Issues to be determined include efforts made by Radio Rockford to ascertain community problems. Action Nov. 29.

■ Duncan, Okla.—FCC designated for hearing mutually exclusive applications of Duncan Broadcasting Co. and William S. Hagara for new FM on ch. 272A (102.3 mhz) in Duncan. Duncan Broadcasting proposes operation with 3 kw and ant. height of 159 ft. and Mr. Hagara with 3 kw and ant. height of 124 ft. Hearing issues to be determined include whether staff proposed by Mr. Hagara is adequate to effectuate his proposal. Action Nov. 29.

Existing FM stations

Final actions

■ KUTE-FM Glendale, Calif.—FCC denied motion by Mount Wilson FM Broadcasters Inc. for stay pending review of commission order granting application for assignment of license of KUTE-FM from Robert P. Adams to Progress Radio Network Inc., and denying petition opposing assignment. Commission, however, granted Mount Wilson's supplement to motion to permit it to file with court of appeals motion for stay. Action Nov. 28.

■ WOVV(FM) Fort Pierce, Fla.—Broadcast Bureau granted CP to install new trans. and ant.; change transmission line; ERP 100 kw; ant. height 135 ft.; condition. Action Nov. 27.

■ WQXX(FM) Hialeah, Fla.—Broadcast Bureau granted CP to install new trans.; change transmission line; change ant.; ERP 3 kw; ant. height 280 ft. Action Nov. 28.

■ WHOO-FM Orlando, Fla.—Broadcast Bureau granted CP to change trans. and studio location to 0.85 mile east of Route 235 and 0.25 mile south of Route 438, Pine Hills, Fla.; install new trans. and new ant.; ERP 98 kw; ant. height 460 ft. Action Nov. 24.

■ KCOB-FM Newton, Iowa—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Nov. 24.

■ WWRM-FM Gaylord, Mich.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Nov. 24.

■ WRNW(FM) Mt. Kisco, N.Y.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Nov. 24.

■ KWXI(FM) Fort Worth—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Nov. 24.

■ WAVA-FM Arlington, Va.—Broadcast Bureau granted request for waiver of rules to identify as Arlington, Va.—Washington. Action Nov. 22.

■ WRKR(FM) Racine, Wis.—FCC waived mileage-separation requirements of rules, and granted application of WRAC Broadcasting Co. to move trans. site and increase facilities of station. Action Nov. 29.

Other action

■ Review board in Hartford and Berlin, both Connecticut, FM proceeding, in response to request by WHCN Inc., applicant for renewal of license of WHCN-FM Hartford, Conn., enlarged issues against Communicom Media Inc., applicant for ch. 290 at Berlin, Conn., to include issues based on Communicom's failure to include all pertinent information required by application form and failure to amend application within 30 days to reflect significant changes. Action Nov. 24.

Call letter applications

■ KFOX-FM Los Angeles—Seeks KIQQ(FM).

■ KBTC-FM Houston, Mo.—Seeks KSCM-FM.

Call letter actions

■ *KHSC(FM) Arcata, Calif.—Granted *KHSU-FM.

■ WNRE(FM) Circleville, Ohio—Granted WNRE-FM.

■ WKYC-FM Cleveland—Granted WWWW(FM).

■ WBUK(FM) Columbus, Ohio—Granted WTVN-FM.

■ WLYC-FM Williamsport, Pa.—Granted WILQ-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's where appropriate: KQEO Albuquerque, N.M.; WANV Waynesboro, Va.; WAPF McComb, Miss.; WGR-FM Buffalo, N.Y.; WLSD Big Stone Gap, and WPUV-AM-FM Pulaski, both Virginia. Actions Nov. 22.

■ WCFL Chicago—FCC granted application of Chicago Federation of Labor and Industrial Union Council for renewal of license for WCFL. Petition by Better Broadcasting Council Inc., Task Force for Community Broadcasting and Illinois Citizens' Committee for Broadcasting to deny renewal was denied. Action Nov. 29.

■ KEYY Provo, Utah—Broadcast Bureau granted renewal of license. Action Nov. 29.

Modification of CP's

■ *WQED(TV) Pittsburgh—Broadcast Bureau granted mod. of CP to extend completion date to May 29, 1973. Action Nov. 29.

■ *WQEX(TV) Pittsburgh—Broadcast Bureau granted mod. of CP to extend completion date to May 29, 1973. Action Nov. 29.

■ *WIPM-TV Mayaguez, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion to May 29, 1973. Action Nov. 29.

Translators

Applications

■ FCC accepted for filing application of Edward J. Schuller for FM translator in Baywood Park, Calif., on ch. 285, 104.9 mhz, TPO 10 w, primary station KTMS-FM Santa Barbara, Calif. Ann. Nov. 28.

■ FCC accepted for filing applications of Pensacola Christian Schools Inc. for FM translators in Gulfport, Biloxi, Meridian, and Hattiesburg, all Mississippi; Montgomery and Selma, both Alabama, and Fort Walton Beach, Fla., on ch. 288, 105.5 mhz, TPO 1 w, primary stations *WPCS(FM) Pensacola, Fla.; in Biloxi, Gulfport, Montgomery, Selma and Fort Walton Beach on ch. 292, 106.3 mhz, TPO 1 w, primary station *WPCS(FM) Pensacola; and in Montgomery on ch. 237, 95.3 mhz, TPO 1 w, primary station *WPCS(FM) Pensacola. Ann. Nov. 28.

■ FCC accepted for filing applications by Elliston TV Group for two new VHF translators in Elliston, Mont., on ch. 10, 192-198 mhz, primary station KXLF-TV Butte, Mont., and on ch. 7, 174-180 mhz, primary station KBLL-TV Helena, Mont. Ann. Nov. 28.

■ FCC accepted for filing application of Stanford TV Association for FM translator in Stanford, Mont., on ch. 221, 92.1 mhz, TPO 1 w, primary station KOPR-FM Great Falls, Mont. Ann. Nov. 28.

■ FCC accepted for filing application by Elkton TV Association for new VHF translator in Elkton, Ore., on ch. 6, 82-88 mhz, primary station KVAL-TV Eugene, Ore. Ann. Nov. 28.

■ FCC accepted for filing application by Mt. Mansfield Television Inc. for new UHF translator in Bennington, Vt., on ch. 69 (800-806 mhz), primary station WCAX-TV Burlington, Vt. Ann. Nov. 28.

Actions

■ K07KB Del Norte, Colo.—Broadcast Bureau granted license covering new VHF translator. Action Nov. 24.

■ Estes Park, Colo.—FCC granted applications of Platte Valley Farm Supply Co. for CP's for four new VHF translators to serve unincorporated area southwest of Estes Park. New translators, operating on output chs. 3, 8, 10 and 12, would re-broadcast four Denver stations: KWGN-TV, ch. 2; KOA-TV, ch. 4; KMGN-TV, ch. 7, and KBTU-

(TV), ch. 9. Opposing petition by Estes Park CATV Inc., owner and operator of 12-channel cable system in Estes Park, was denied. Action Nov. 29.

■ **W70BC**, Harrisburg, Pa.—Broadcast Bureau granted license covering new UHF translator. Action Nov. 27.

■ **W75AO**, Harrisburg, Pa.—Broadcast Bureau granted license covering new UHF translator. Action Nov. 27.

■ **W72AS**, Harrisburg, Pa.—Broadcast Bureau granted license covering new UHF translator. Action Nov. 27.

■ **W63AB**, Mansfield, Pa.—Broadcast Bureau granted license covering new UHF translator; specify type trans. Action Nov. 24.

■ **W77AI**, Ywaling, Pa.—Broadcast Bureau granted license covering new UHF translator; specify type trans. Action Nov. 24.

Other action, all services

■ FCC, in response to request by Theodore F. Koop, former CBS vice president, waived divestiture conditions imposed in CBS-Viacom decision. Decision approved proposal by CBS to spin-off cable TV and television program syndication operations to Viacom International Inc. on condition CBS directors and officers, broadcast group division presidents, and those persons holding 1% or more of CBS common stock dispose of Viacom stock within two years. Action Nov. 29.

Ownership changes

Applications

■ **WYSE(AM)**, Inverness, Fla.—Seeks assignment of license from Citrus Broadcasting Co. to Fleet & Fleet Inc. for \$70,000. Sellers: Herman W. Goldner, president, et al. Buyers: John H. Fleet, president (64%), et al. Mr. Fleet is chief engineer at WOCN-AM-FM Miami and WWBA-AM-FM St. Petersburg, Fla. Ann. Nov. 29.

■ **KBAB(AM)**, Indianola, Iowa—Seeks assignment of license from Town and Country Broadcasting Co. to Warren Broadcasting Inc. for \$115,000. Sellers: Glenn R. Olson, vice president, et al. Mr. Olson has applied for assignment of KJFJ(AM)-KWAW(FM) Webster City, Iowa. Buyers: McCord Real Estate & Auction Co., Indianola, Grinnell Shoe Co., Grinnell, and Duane Sandage Real Estate & Farm Management Inc., Clarion, all Iowa (each 33 1/3%). Principals of three firms are Max McCord, Duane Sandage and Sharp Lannom. Ann. Nov. 29.

■ **WCTF(TV)**, Cleveland—Seeks assignment of CP from Community Telecasters of Cleveland Inc. to Zingale Broadcasting Co. for price not exceeding \$250,000. Sellers: Charles W. Steadman, president, et al. Buyer: Joseph T. Zingale (100%). Mr. Zingale owns 33 1/3% of WIXZ(AM) McKeesport, Pa. He has interest in Globetrotter Communications Inc., which owns WVON(AM) Cicero, Ill., and WIXY(AM)-WDOK(FM) Cleveland, Mr. Zingale also has interests in professional basketball, hockey and baseball teams in Cleveland. Ann. Nov. 30.

Actions

■ **KVOA-TV**, Tucson, Ariz.—Broadcast Bureau granted assignment of license from KVOA Television Inc. to Channel 4-TV for \$2,725,000. KVOA Television Inc. is owned by Pulitzer Publishing Co. Other Pulitzer stations are KSD-AM-TV St. Louis and KOAT-TV Albuquerque, N.M. Buyers: Richard L. Bloch, Donald R. Diamond and Donald Pitt (each 33 1/3%). Mr. Diamond has real estate interests in Tucson and has interests in Phoenix Suns, professional basketball team. Mr. Pitt is lawyer in Tucson and has real estate interests in area. Mr. Bloch is chief executive officer of Filmways Inc. Filmways is currently selling its only broadcast interests: KIMA-TV Yakima and KEPR-TV Pasco, both Washington, and KLEW-TV Lewiston, Idaho. Action Nov. 24.

■ **WDSU-TV**, New Orleans—FCC granted assignment of license from WDSU-TV Inc. to Cosmos Broadcasting of Louisiana Inc. for \$16 million. Sellers: WDSU-TV Inc. is wholly owned by Royal Street Corp., licensee of WDSU-AM-FM New Orleans. Buyers: Cosmos Broadcasting Corp. (100%). Cosmos Broadcasting Corp., subsidiary of commonly held Liberty Corp., is licensee of WIS-AM-TV Columbia, S.C., WSFA-TV Montgomery, Ala., and WTOL-TV Toledo, Ohio. Action Nov. 29.

■ **WDSU-AM-FM**, New Orleans—Broadcast Bureau granted assignment of license from Royal Street Corp. to Covenant Broadcasting Corp. of Louisiana for \$1,500,000. Sellers: A. Louis Read, executive vice president, et al. Buyer: Broad Street Communications Corp. (100%). Principals in Broad Street: Richard L. Geismar, Fred E. Walker, et al. Mr. Geismar is 30% owner of Broad Street Communications Corp., Riverside, Conn. He is also chairman, treasurer and director of WELI(AM) New Haven, Conn. Mr. Walker is president and stockholder of Broad Street. He is also president and director of Covenant. Action Nov. 29.

■ **KGPC(AM)**, Grafton, N.D.—Broadcast Bureau granted transfer of control of KGPC Co. from Clayton G. Matheson, et al (100% before, none after) to Gary L. Hanson and Gary C. Pearson (each none before, 50% after). Consideration: \$140,120. Messrs. Pearson and Hanson are employees of Grafton National Bank. Mr. Pearson was formerly host of sports program on KGPC. Action Nov. 24.

■ **WRIB(AM)**, Providence, R.I.—Broadcast Bureau granted assignment of license from R. I. Broadcasting Co. to WRIB Inc. for \$248,000. Seller: Frances P. Perreault, president. Buyers: Arthur Tacker (50%) and Gerson Askins (50%). Both Messrs. Tacker and Askins have 10% interest in WRIB. Mr. Askins is also owner of automobile agency in Agawam, Mass. Action Nov. 29.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance. FCC announces Dec. 4 (stations in parentheses are TV signals proposed for carriage):

■ Teleprompter of Ukiah, portion of Mendocino County, Calif. (KFTY-TV) Santa Rosa and KIEM-TV Eureka, both California).

■ Gill Cable Inc., unincorporated parts of Santa Clara county, Campbell and San Jose, all California. (KTNL-TV) Sacramento, Calif.).

■ Marin Cable Television Inc., Sausalito and specified areas of Marin county; Tele-Vue Systems Inc., specified areas of Marin county and specified areas of Sonoma county; Cable TV of Marin Inc., specified areas of Marin county and specified areas of Sausalito and specified areas of Tiburon; Clear View Cable Systems Inc., specified areas of Marin county and specified areas of Tiburon; H-G-C Cablevision Inc., specified areas of Sonoma county, all California. (KFTY-TV) Santa Rosa, Calif.).

■ Teleprompter of Ukiah, Ukiah, Calif. (KFTY-TV) Santa Rosa and KIEM-TV Eureka, both California).

■ Mountain States Video, Arvada, Colo. (KBT-TV), KOA-TV, KMGH-TV and KRMA-TV, all Denver; KTVJ-TV and KDTV-TV Dallas; XEJ-TV Juarez, Mexico.

■ Mountain States Video, Westminster, Louisville, Lafayette, Greenwood Village, Federal Heights, Englewood and Commerce City, all Colorado. (KBT-TV), KOA-TV, KMGH-TV, KWGN-TV and KRMA-TV, all Denver; KTVJ-TV and KDTV-TV, both Dallas; XEJ-TV Juarez, Mexico).

■ Flagler Cable Co., Flagler Beach, Fla. (WESH-TV) Daytona Beach, WDBO-TV and WFTV-TV, both Orlando and WJXT-TV and WJCT-TV, both Jacksonville, all Florida).

■ Okearico Inc., Okeechobee county, Fla. (WEDU-TV) and WTVT-TV, both Tampa. WPTV-TV and WEAT-TV, both Palm Beach. WDBO-TV and WFTV-TV, both Orlando. WINK-TV and WBBH-TV, both Fort Myers, and WTVX-TV Fort Pierce, all Florida).

■ Liberty TV Cable Inc., Hazelhurst, Ga. (WSB-TV), WAGA-TV, WXII-TV, and WTCG-TV, all Atlanta; WSAV-TV Savannah, Ga.; WJXT-TV Jacksonville, Fla.; WCWB-TV Macon, Ga.)

■ Liberty TV Cable Inc., Vidalia and Lyons, both Georgia (WSB-TV), WAGA-TV, WXII-TV and WTCG-TV, all Atlanta; WJBF-TV Augusta, WTCT-TV Savannah and WCWB-TV Macon, all Georgia).

■ Cabletronics Inc., Geneseo, Ill. (WOCITV) Davenport, Iowa; WHBF-TV Rock Island and WQAD-TV Moline, both Illinois; KLIN-TV Iowa City; WGN-TV and WFLD-TV, both Chicago).

■ Junction City Television Inc., Grandview Plaza, Kan. (KWGN-TV) Denver).

■ Junction City Television Inc., Junction and Fort Riley Cable TV Service Inc., Ogden and Fort Riley, all Kansas (KWGN-TV) Denver).

■ Cablecom-General of Topeka, Topeka, Kan. (KTWU-TV), KTSB-TV and WJWB-TV, all Topeka, Kansas; KBMA-TV, KCMO-TV, KMBC-TV, WDAF-TV and KCPT-TV, all Kansas City, Mo.; KQTV-TV St. Joseph, Mo.).

■ Air Capital Cable-Vision Inc., Wichita, Kan. (KARD-TV) and KAKE-TV, both Wichita and KTVH-TV and KPTS-TV, both Hutchinson, all Kansas; KBMA-TV Kansas City, Mo.; KWGN-TV Denver).

■ Coldwater Cablevision Inc., Coldwater, Mich. (WKAR-TV) East Lansing, Mich.).

■ Lake City Cable TV, Lake City, Minn. (KTCA-TV), WCCO-TV, KMSP-TV and WTCN-TV, all Minneapolis, Minn.; KGLD-TV Mason City, Iowa; KSTP-TV St. Paul; KAUS-TV Austin, Minn.; WKBT-TV LaCrosse, Wis.; KROC-TV Rochester, Minn.; WEAU-TV Eau Claire, Wis.).

■ General CATV Inc., Florence township and Edgewater Park, both New Jersey (KYW-TV), WCAM-TV, WFIL-TV, WKBS-TV, WPHL-TV and WTAJ-TV, all Philadelphia; WHYI-TV Wilming-

ton, Del.; WNJS-TV Waterford Works, N.J.; WNEW-TV and WPIX-TV, both New York).

■ Video Link Ltd., Carmichaels borough and Nemacolin Village, both Pennsylvania (KDKA-TV), WTAE-TV, WIIC-TV, WQED-TV, WPGH-TV and WQEX-TV, all Pittsburgh; WJAC-TV Johnstown, Pa.; WDTV-TV Weston and WTRF-TV Wheeling, both West Virginia; WSTV-TV Steubenville, Ohio; WBOY-TV Clarksburg and WWVU-TV Morgantown, both West Virginia; ch. 40, Greensburg, Pa.; WKBF-TV Cleveland; WUAB-TV Lorain, Ohio).

■ Suburban Cable TV Co., Haverford township, Pa. (KYW-TV), WCAU-TV, WPVI-TV, WPHL-TV and WTAJ-TV, all Philadelphia; WHYI-TV Wilmington, Del.; WOR-TV and WPIX-TV, both New York).

■ Bucks County Cable TV Inc., Lower Southampton township, Pa. (KYW-TV), WPVI-TV, WCAU-TV, WPHL-TV, WTAJ-TV and WKBS-TV, both Philadelphia; WHYI-TV Wilmington, Del.; WOR-TV and WPIX-TV, both New York; WLVT-TV Allentown, Pa.; WNJT-TV Trenton, N.J.).

■ Bucks County Cable TV Inc., Warminster township, Pa. (KYW-TV), WPVI-TV, WCAU-TV, WTAJ-TV and WKBS-TV, all Philadelphia; WHYI-TV Wilmington, Del.; WOR-TV and WPIX-TV, both New York; WNJT-TV Trenton, N.J.).

■ Bucks County Cable TV Inc., Warrington township, Pa. (KYW-TV), WPVI-TV, WPHL-TV, WTAJ-TV and WKBS-TV, both Philadelphia; WHYI-TV Wilmington, Del.; WOR-TV and WPIX-TV, both New York; WNJT-TV Trenton, N.J.).

■ Pocono CATV Inc., White Haven, Pa. (WDAU-TV), WNEP-TV and WVIA-TV, all Scranton; WBRE-TV Wilkes-Barre, all Pennsylvania; WPHL-TV Philadelphia; WOR-TV and WPIX-TV, both New York).

■ Presidio TV Cable, Presidio, Tex. (K09GN [KOSA-TV] Presidio; K71CK [XHIT-TV] Chichuha, Mexico).

■ Peninsula Broadcasting Corp., South Boston, Va. (WLVA-TV) Lynchburg, Va.; WFMJ-TV Greensboro and WTVJ-TV and WRDU-TV, both Durham, all North Carolina; WSLI-TV, WDBJ-TV, WBRA-TV and WRFV-TV, all Roanoke, Va.; W7IAH [WCVE-TV] and W73AJ [WCVV-TV], both Halifax and South Boston, Va.; WRAL-TV Raleigh, WXII-TV and WUNL-TV, both Winston-Salem. WHNC-TV Chapel Hill and WGHP-TV High Point, all North Carolina).

Final actions

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Florida Cablevision Corp., Fort Pierce, part of St. Lucie surrounding Ft. Pierce, Vero Beach, part of Indian River county surrounding Vero Beach and Indian River Shores, all Florida; Washington Cable Co., Oxford, N.J.; Hyper-Video, Inc., Garner, N.C. Actions Nov. 27.

■ FCC granted applications by Information Transfer Inc. for certificates of compliance to add number of TV signals to existing cable TV system at Newark, N.Y., and begin cable operations in Clyde, Lyons and Palmyra, New York. Action Dec. 1.

■ Norristown, Pa.—FCC granted application by Norristown Distribution Systems Inc. for certificate of compliance to begin television service in Norristown by carrying signals of 11 TV's. Action Dec. 1.

■ North Augusta, S.C.—FCC granted request by CSRA Cablevision Inc., operator of North Augusta and Aiken county, S.C., cable systems, for certificates of compliance authorizing it to carry signals of additional TV's. Action Nov. 29.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Dec. 6. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Muskegon, Mich.*—Township board granted Muskegon Cable TV System 15-year license. Monthly rate will be \$6.50; installation cost is \$15.

■ *Madison, Ohio*—Town council awarded franchise to Telemedia of Lake Erie.

■ *Bridgewater, Pa.*—City council approved rate increase to \$6, effective Jan. 1, 1973, for CATV of Pennsylvania.

■ *White Haven borough, Pa.*—Pocono CATV Inc. has applied for franchise.

■ *Newbury, Vt.*—Public service board authorized Upper Valley Cable Corp. to operate cable system in Newbury. In same action, board approved proposal of St. Johnsbury Community Television Corp. to purchase controlling interest in Upper Valley.

Classified Advertising

RADIO

Help Wanted Management

Is management your thing? Move up! If you are creative, imaginative, and enjoy challenge—Don't wait—send resume to Box M-46, BROADCASTING.

General Manager—Medium market—must be professional salesman to lead hard working staff. Make our Good Music station biggest in central New York and you can write own future. Send resume, photo, salary requirement to Box M-47, BROADCASTING.

Sales

Small market chain has opening for salesman with sales management or management potential. Send complete resume with first reply to Box M-4, BROADCASTING.

Western New York middle market station looking for aggressive salesman, with two years experience, to take over established AM and FM account list. Should earn \$11-12,000 first year. Send resume to Box M-8, BROADCASTING. Only experienced salesmen need apply.

If you're a professional in sales, highly motivated and ready for a take charge position come join our four station group. We're a young aggressive management team and can offer you a very profitable opportunity. Send resume and track record to Box M-45, BROADCASTING.

Assistant Sales Manager for AM station in border Midwest major market. Please send basic statistics to Box M-78, BROADCASTING.

Wanted—sales person for small market station. Male or female. Qualified to perform in competitive sales situation. Guaranteed—\$200 draw against commissions. Equal Opportunity Employer. Send resume to Box M-83, BROADCASTING.

Sales-announcer. #2 man for new AM station already in the black. Unlimited opportunity to learn and financial gain. Only mature person wanted. Immediately. Box M-85, BROADCASTING.

Help wanted: Combination sales/play-by-play. Established accounts. Salary plus commission. KDLS-KDLS FM, Box 26, Perry, Iowa 50220.

Solid opportunity if you know sales and are willing to work. You can be a part of a very capable staff in one of New Mexico's best markets. Contact Jack Chapman, KGAK, Gallup, New Mexico. 505-863-4444.

Denver, Colorado. No. 1 account list. Salary + Commission, expenses and great company benefits awaits Creative, Hard Hitting Gunner with proven track record. Able to handle solid but conservative agencies. Ready to make a name for himself. Need marketing and ideas man for \$18,000-\$20,000 first year bounty. Prefer man 25-35, compatible with Big Rock format. For personal and confidential interview send resume to or call Philip Jay Le Noble, Sales Manager KTLK, 1165 Delaware, Denver, Colorado 80204. (303) 222-4811.

#1 Suburban AM station in LA area. Needs sales rep. to handle local and agency accounts. If experienced and have strong track record will receive \$800-1000 guarantee plus car. Available account lists have generated \$18-24 thousand annually. Opportunity for local sales manager. Dean T. Wickstrom, Gen. Sales Mgr., KWOW, Pomona, Calif. 91766. 213-331-0794.

Waiting for a major market opportunity? Top 10 market's only country station is building a solid sales force. Box 37, Cleveland, Ohio 44121. 216-338-3108.

Announcers

Northeastern New York State station seeks experienced morning man who can obtain and hold audience and act as Program Director. Send tape, resume, picture and salary requirements. Box M-48, BROADCASTING.

Experienced mature announcer for modern Contemporary mid-morning. Good voice and production a must. This is a permanent position with one of North Carolina's fastest growing operations. We have AM, FM and Cable TV. Offer a real future for a man who wants to work. Will start you at \$140 with guaranteed raises. Complete resume and tape on first reply. Box M-59, BROADCASTING.

KCRA, Sacramento isn't wall-to-wall anything so our talent must be special. We have one program opening—early to mid-afternoon. We are now healthy but not dominant during this period. If you think you are better than most of KMPC and flexible enough to KHJ it, I'd like to hear you, especially if you're available. Salary: open. Opportunity: equal. Contact: Johnny Hyde, KCRA Radio, 310 10th St., Sacramento, Calif. 95814. 916-441-5272.

Announcers Continued

Wanted: An experienced announcer for early morning, Uptempo, MOR personality shift and production work. Sales work available if desired. Contact: Ken Smith, KELD AM-FM, 208 1/2 N. Washington, El Dorado, Ark. 71730. Phone 501-863-6126.

Help Wanted . . . Morning Mayor! After 15 years our Morning Mayor is moving to another city. Only pros need apply. Salary open. Send tape and info to Jim Blake, WHFB, Box 608, Benton Harbor, Mi. 49022.

Announcer who can perform light studio maintenance engineering. No FCC license required. An Equal Opportunity Employer. Write, Jim Shaheen, WNBK-AM/FM, Binghamton, NY 13902.

Very Modern country station in South Florida looking for very modern announcer—strong on production. Big city sound in pleasant, fast-growing community of 15,000. Rush tape and resume to: Jim Williams, WOKC, Okeechobee, 33472.

This may be the break you are waiting for. Just show above average potential. Submit resume and tape to General Manager, WTWA, Box 591, Thomson, Ga.

Suburban Philadelphia station. Big voices with big intelligence. If you are on the way up, mail tape and resume to MEDIAmerica, 9414 Crosby Rd., Silver Spring, Md. 20910.

Technical

AM/FM Stereo combination Midwest needs chief engineer. Good salary and working conditions. Box L-84, BROADCASTING.

Chief Engineer for Southwest Virginia AM-FM-Stereo, SCA, automation, Background Music. Must be strong on maintenance. No announcing. Start \$150. Send complete resume in first letter. Box L-195, BROADCASTING.

Chief Engineer AM-FM station located in South Jersey resort area. Knowledgeable on FCC rules and regs; ability to deal with RF problems and develop good PM program. Send resume with salary requirements and references to Box L-242, BROADCASTING.

Chief engineer with directional experience. The station is located in a Southeast suburban market and the position pays up to \$18,200 for a person with good technical experience and emotional stability. There is no real hurry but if you are interested, please send a resume, references and picture to Box M-19, BROADCASTING.

Chief Engineer for Northeast 2 station group. Full maintenance responsibility, automation experience required. Salary, \$10,000. Send references, resume to Box M-40, BROADCASTING.

Chief Engineer who knows preventive maintenance and repair of studio and transmitter equipment. Immediate opening. Las Vegas 5,000 watt non-directional daytimer. Call or write Cy Newman, KVOV, 702-564-2591.

Needed immediately. Qualified, first ticket maintenance engineer for AM-Stereo operation in major market. Good salary, excellent working conditions and modern equipment. Send resume and picture to Ron Taylor, WAVI-WDAB, Dayton, Ohio or call 513-224-1137.

AM/FM combination, In Midwest needs Chief Engineer, fine town and schools. Fine working conditions. Call A. Aymen, 517-269-9931.

News

Weekend man in Chicago. Excellent pay. Send tape and resume. Box M-49, BROADCASTING.

Leading Southeastern 50KW metro is seeking a public affairs oriented News Director. Our selection will be based on experience in News, Public Affairs, Specials, Awards, as well as your capability to direct and lead a news team. We offer excellent starting salary and fringe benefits. An Equal Opportunity Employer. Box M-70, BROADCASTING.

Wanted! Working newsmen for new station. Excellent money for right man. Send tape, resume, and picture. Box M-77, BROADCASTING.

News Director for 5,000 watt, news oriented, CBS affiliate. Competitive market. Responsible for directing three newsmen. Previous ND experience and solid delivery desired. Send resume and tape that will be returned. Box M-91, BROADCASTING.

News personnel for local radio and Cable TV station. Must be experienced in gathering, writing and delivering local news. No "readers" please. Female applicants preferred, all considered. Salary open. Personnel selected will be in line for management positions. Apply WETT Radio, Box M, Ocean City, Md. 21842. No calls.

Programming, Production, Others

Need experienced Program Director for medium size Midwest market. Knowledge of Modern Country format helpful but not essential. We want a creative person with strong personality that can guide and motivate people to their fullest potential. Salary negotiable. Fringe benefits. Box M-64, BROADCASTING.

Producer-Director-Announcer needed at WBEZ, National Public Radio, Chicago. Experienced in all phases of production. Work includes instructional and general interest programming. Radio-TV degree required. Send audition tape, complete resume, picture and salary desired to Tony DiCristofano, WBEZ, 228 N. LaSalle St., Chicago, Ill. 60601.

Program Director start date January 1, 1973, Buffalo, N.Y. WWOL Radio AM and FM needs a professional Program Director. Experienced in writing, production, and knowledge of FCC rules, must be able to motivate people. A great opportunity for the right person. Send tape and resume to Mr. Jack B. Ludescher, General Manager.

Production Director with mature voice. Send tape and resume to WZAT (FM), Box 1326, Savannah, Ga. 31402.

Situations Wanted Management

2-Man team. Management, sales, programming, engineering. Knoxville area. Tell who, where, what your offer is. Box L-115, BROADCASTING.

General Manager: Experienced all aspects of station operation, technical, programming, sales, FCC, etc. Prefer medium market. Box L-149, BROADCASTING.

Manager, strong on sales, with 15 years radio/television experience. During past three years developed new business from \$0 to \$400,000 annual sales. Family man, will relocate. Salary negotiable. Write Box M-39, BROADCASTING.

Twenty years manager same station; thirty-five years licensed first radiophone; experienced AM/FM; directionals; audio and RF design; powers to 300KW. White, age 57, married, no minor dependents, sober, solvent, bondable. Available January 1. Box M-56, BROADCASTING.

Attention. Minnesota broadcaster hard working sales/air pro wants the good life with your small market station. Currently employed major market. Background all phases. Your key man. Box M-63, BROADCASTING.

General Manager seeks position of responsibility. Excellent track record proven in P/L in 50KW Stereo operation in Midwest. 20 years experience in all facets of commercial radio. Looking for salary, commission and/or override commensurate with the authority in programming, sales and public relations within your policies. Box M-89, BROADCASTING.

Sales or Management. Every qualification. Exceptional top producer. 8 1/2 years broadcasting experience. One of the best. \$15,000 per year minimum. Will relocate. Box 37, New Britain, Conn. 06050.

Sales

Creative idea seller looking for better opportunity. 5 Years experience, married, well organized. Never satisfied with present month's figure. Presently at medium market dog doing combo A/S. Wish to relocate to Dixie or Islands. If you've got a product, I can sell it. Write and produce to get results. Selling Country now. Box M-52, BROADCASTING.

Sales or Management. Every qualification. Exceptional top producer. 8 1/2 years broadcasting experience. One of the best. \$15,000 per year minimum. Will relocate. Box 37, New Britain, Conn. 06050.

Announcers

Professionally trained announcer will go anywhere, do anything for minimum salary to gain experience. Hard worker, likeable. Box L-205, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box M-1, BROADCASTING.

Dependable, hard working announcer. New England area. Seven years experience. First phone. Employed. Seeking opportunity. Good references. Box M-25, BROADCASTING.

Progressive Rock man two years experience. Know youth market thoroughly. If you appreciate good, diversified, inventive music programming, I'm for you. Tapes etc. Box M-38, BROADCASTING.

Announcer/newsmen. One year experience, out of radio one year to get ahead on bills. Now wants back in. Facts: young, single, dedicated, talented; but needs help in finding right approach. No drifter. Call 716-637-5382 evenings or write Box M-57, BROADCASTING.

1st phone experienced announcer, newsmen, heavy on sales. Any format. Prefer Pa NJ, NY area. Box M-81, BROADCASTING.

Announcers Continued

I want that first break! Good aircheck, 3rd endorsed, enthusiastic worker. Robert at 806-372-9234. Box M-84, BROADCASTING.

They used to call me the original Duke of Farmingdale, but for your format I'm just plain Bill Duke; Top 40 Soul jock, willing to relocate, free full time after 2/1/73; James Duke, 816 East 229 St., Bronx, NY 10466.

Announcer-dj. Experienced, BA Communication Arts. First phone. Excellent production. Small W. Coast market preferred. Maita, Box 391, Moraga, Calif.

Columbia School of Broadcasting grad; a beginner, 3rd endorsed desiring announcing position at small station in NJ, NY, Pa or Conn. Contact Gregory Bresiger 91-04 109 St., Richmond Hill, NY. Phone 212-849-2313.

Professionally trained, experience limited, middle age, hard worker, will relocate. Looking for a permanent job. 3rd endorsement. Give me that first break. Fred Brown, 733 Chandler Dr., Dayton, Ohio 45426.

Black jock, first phone, seeking first break. Mature voice, good production and reads well. Contemporary style. Robert Jackson, 305 Wykes St., Aliquippa, Pa. 15001.

Top 40 Personality, first phone, ten years experience, formerly with Lin, blackballed by Frankfort, Ky., broadcasters for AFTRA activity. Johnny Bowles, 4812 Imperial Terrace, Louisville, Kentucky. Call 502-447-2779. No tape.

Experienced metro-Detroit disc jockey seeks job with MOR or Personality Rock station in medium or small markets. Have third, am 24, married, 3 years experience. Average voice—above average knowhow. Larry Meyers, 2420 Banner, Dearborn, Mich. 48124.

Well, I got the experience. Drive time, top suburban station. Voice plus personality. Ready for a change, up. Ira, 102 Babbit Rd., Bedford Hills, NY.

2 1/2 years experience. More Music, MOR and CW formats. Married stable. Would prefer Top 40. Contact Terry Jay. 406-442-7918.

DJ 2 years experience. Presently employed part time in major market. Want full time show in any type format. Will be in Florida the week of Dec. 25 thru Dec. 30. Willing to stop by for personal interview. Good voice, great personality. Willing to learn. Write or call Randy Johnson, 2635 Coldsprings Dr., Xenia, Ohio 513-426-1763. Resume and tape on request.

First phone broadcaster. Any format! Good news, can read! Can take direction. Very ambitious! Write Dom Piezza, Box 32, Southview, Pa. 15361.

Announcer/newsman. Broadcast school graduate. 3rd endorsed wants air work anywhere. Bill Streim. 715-344-2912.

Have immediate opening. Well trained and waiting. Any format, will travel. 3rd class endorsed, open minded. Jim Winter. 1-414-467-3273.

Technical

20 years aggressive Chief Engineer, construction installation, good administrator, complete operation AM, FM-SCA, Stereo automation. Relocate anywhere, references. Box M-14, BROADCASTING.

Engineer or combo experienced qualified SE only. Box M-37, BROADCASTING.

Experienced engineer AM, FM, Stereo, Directional arrays microwave studio audio no choice location Box M-60, BROADCASTING. Or 214-593-4782. Available immediately.

16 years chief engineer. AM-FM-DA, CATV, mobile and industrial mfg.—test dept. Available immediately. Box M-72, BROADCASTING.

First class license, seventeen years technical experience, announcer or engineering position South Central or South Eastern states. Radio or television. 309-348-3441 Robert Baxter, Box 389, So. Pekin, Ill.

News

Experienced news director. Degree in Journalism. Dedicated, professional delivery, leadership qualities. TV news/newspaper experience. Original writing style. Box L-133, BROADCASTING.

Male/Female professional broadcasting team. Young, with Network and local experience in major market. Desire work in news/public affairs. Management and talent capabilities. Experienced in radio, willing to change to TV. Eager, enthusiastic, educated. Box M-2, BROADCASTING.

Full time sports and newswriter with major events to his credit excels at play-by-play and does AM drive time sports in New York area part time. Would like a full time radio job. Reply. Box M-10, BROADCASTING.

News Continued

Merry Christmas Start 1973 right with skilled, thoughtful, experienced general practitioner of broadcast journalism. Good communicator, good administrator, good worker, good wages. Degree, early 30's, major markets. Will consider larger mediums in exotic places. Box M-75, BROADCASTING.

Help—Need a break anywhere inside/outside news, third phone, 2 years college radio. 1-313-534-0251.

Programing, Production, Others

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

Program Manager: Excellent track record. Looking for medium to large market station in trouble. Reasonable autonomy required. Box L-150, BROADCASTING.

10 Year. First. All facets. Want back into management. Family. Small-medium market. Call Bob 315-782-5786. Box L-187, BROADCASTING.

TELEVISION

Help Wanted Management

Commercial Manager with sales know-how and administrative ability. VHF in Southwest market. Box L-217, BROADCASTING.

Promotion Manager. Network affiliated TV station in major upper Midwest market. Great opportunity for self motivated person who isn't afraid of work. Apply Box M-58, BROADCASTING.

Aggressive Newsmen and Photographers who are not afraid to work, and who would be dedicated to building the best television news organization any place. Network affiliated TV station, top 20 market, located in upper Midwest. We want people who are excited about news work. Apply Box M-67, BROADCASTING.

Imaginative and creative television analyst age 26 to 35 who knows a great deal about what makes television news successful and is willing to learn more. Requirements: Master's Degree; skill to communicate effectively both verbally and in writing; attractive personality. Offered: growth, financial and professional, national exposure, autonomy, excellent working and living environment. Box M-93, BROADCASTING.

Announcers

Second Banana for top children's television show to do bits and commercials. Should have puppet experience and voice range for different characters on the show. Call Ben Hevel, Assistant General Manager, WCPO-TV, 500 Central Ave., Cincinnati, Ohio 45202. 513-721-9900. An Equal Opportunity Employer M/F.

Technical

Well qualified engineer trainee with first phone. Texas VHF. Box L-219, BROADCASTING.

Opportunity for qualified, reliable assistant chief engineer, Southwest VHF. Box L-220, BROADCASTING.

Leading Eastern VHF station seeks experienced maintenance/construction technical personnel. Top union rates. Equal Opportunity Employer. Send interest and resume to Box L-229, BROADCASTING.

KCOY-TV has opening for qualified switcher. Ability to set-up color cameras and VTR's essential. West Coast applicants preferred. Write Drawer 1217, Santa Maria, Calif. 93454.

Engineer with first phone for Southwestern VHF. Experience not required but must have trade school or military training. Basic starting salary \$126.93 with annual increases, paid holidays and vacation plus other benefits. Send brief resume to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, NM 87106.

1st Class TV engineer for progressive small market network station. No experience required, will train the right man. Contact Chief Engineer, 606-255-4404.

Gravco Sales, Inc., a subsidiary of the Grass Valley Group, Inc., needs a regional salesman for the Northeast area. A strong technical background in broadcasting is essential. Please send a resume to Robert E. Lynch, Gravco Sales, Inc., Station Plaza East, Great Neck, NY 11021.

News

Newsman-photographer with proven ability for top news station in South Texas. Box L-218, BROADCASTING.

Announcer/weatherman—Ohio CBS affiliate. Group owned. Announce three weekdays and perform weather forecast on weekend news programs. Experience necessary. Send resume, salary requirements and VTR (or picture if VTR unavailable) to Box M-24, BROADCASTING. An Equal Opportunity Employer.

News Continued

Florida TV station expanding news staff. Need investigative reporter; on-air field reporters; photographers; photographers with reporting background and news producers. ALL MUST have journalism degrees or comparable experience. Experienced only need apply. Equal Opportunity Employer. Box M-36, BROADCASTING.

A reporter with all the tools who wants to be a part of a news operation that works hard at being No. 1 and can bring a little glamor to the on-the-air look. If that's you, let us know about you. A top 25 net VHF. An Equal Opportunity Employer. Box M-50, BROADCASTING.

Young, aggressive working newsmen to co-anchor top 60's market upper Midwest network affiliate. The man we seek may now be weekend back-up man just waiting for "that opportunity." Resume and VTR required. Box M-53, BROADCASTING.

Wanted: Experienced television news editor for network affiliate in major California market. Successful applicant must be professional newsmen and capable administrator. He will be expected to play leadership role in further developing the station's outstanding news effort. Station offers excellent salary and attractive fringe benefits in an outstanding family community. Send full details of educational background, work experience, availability and salary expectations to Box M-90, BROADCASTING.

6 year major market news vet seeks major market position only. Prefer west of Ohio. Light weights and low budgets please do not reply. Strong on air delivery, well above average writer, rewriter and editor. J. Bashford, 816-233-8689.

Programing, Production, Others

Assistant Promotion Manager on way up. Independent Top-Ten. Must be brilliant and creative in on-air, audience and sales promotion. Opportunity as big as your ability. Rush. Box M-66, BROADCASTING.

Situations Wanted Management

Broadcast Executive with strong management background in TV, Cable TV, radio. Sales-profit oriented. Position in management or sales management. Excellent references. Currently employed in East. Strong financially. Box M-5, BROADCASTING.

Controller-Business Manager. Five years with UHF independent group in Top 10 markets seeks opportunity to utilize experience and help increase profitability of another station or group. Box M-44, BROADCASTING.

Sales

College Grad with heavy production and engineering credentials wants chance at TV sales. He's no fool and knows where the money is. Looking for opening with opportunity for advancement in medium or metro market. All inquiries answered. Box M-74, 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

General assignment announcer in top market wants move to smaller city where live TV and community involvement is still important. Skilled anchorman, legman, weatherman, talk host, et al. If you need a mature, reliable, sober craftsman, write Box M-62, BROADCASTING. I'll visit at your convenience and my expense if in order.

Technical

Engineering manager: 22 years experience, 18 years management, but still young enough to perform. Experience, TV, FM, AM directional, construction, operations, union negotiations, management oriented. Seeking permanence with a future. Box M-26, BROADCASTING.

News

Male/Female professional broadcasting team. Young, with Network and local experience in major market. Desire work in news/public affairs. Management and talent capabilities. Experienced in radio, willing to change to TV. Eager, enthusiastic, educated. Box M-2, BROADCASTING.

Top prospect. 2 1/2 years commercial radio, State House reporting, college television, currently News Director of one of nation's outstanding student news departments, excellent references, knows sports. Tape, photo, resume. Box M-61, BROADCASTING.

Personable, young Black female; college; TV programming, news continuity and newspaper experience; seeking TV sports or news opening. Box M-76, BROADCASTING.

News Continued

Totally committed to career/family. Versatile—news, sports, weather. Can anchor, interview, write, film. Age: thirty-six; half in broadcasting. Presently employed. Seeking stable association with opportunity. Video tape references will convince. Box M-82, BROADCASTING.

Experienced anchorman news and/or sports looking for advancement. Strong presentation with a smile makes the ratings smile back. Box M-92, BROADCASTING.

Programing, Production, Others

Television or CATV production manager. Experienced all phases of production in major city. Seeking smaller community environment. Box K-185, BROADCASTING.

Female desires challenging position with growth potential in TV or radio. BS communications 15 months radio producer, copywriter and 4 months associate producer of half-hour TV show both in 3rd market. Currently doing free lance public relations in New York. Willing to relocate. Box M-41, BROADCASTING.

Looking for a woman? Highly motivated, non-nonsense woman director wishes to direct. Box M-43, BROADCASTING.

Production Manager, producer/director, cinematographer. Do you need a creative experienced professional? 15 years in film and TV. Willing to relocate. Box M-65, BROADCASTING.

CABLE

Help Wanted Sales

Sales manager to manage expanding Cable TV sales department. Excellent opportunity. An Equal Opportunity Employer. Reply Box L-225, BROADCASTING.

WANTED TO BUY EQUIPMENT

Equipment wanted. We are moving into Christian television. If you are disposing of any color TV equipment we need it. We would ask you to consider a tax receipt for donating the equipment to a tax exempt Christian organization. CCI, Box 33, Norfolk, Va. 23501. 703-623-6262.

Need Marconi camera chains blk and white Mark IV or V. Need lenses Taylor Hobson Variol V or III. Reply E. Panos, 2334 Lawrence Ave., Chicago, Ill. 60625. 312-784-500. 2-6 P.M.

Two used self-cuing cart machines. 1 rec/play, 1 play only for U.S. Navy shipboard radio station overseas. Contact FTM 2 Denton, ships radio station, USS Worden (DLG-18), FPO, San Francisco, 96601.

GE TT-20 UHF Exciter on Channel 36 or higher, or frequency sensitive components for same. Output waveguide cavities for TT-25 transmitter. Maury Goldberg, 1618 James St., Syracuse, NY.

Spotmaster and Tapecaster cartridge tape machines wanted. Highest prices paid. Also, trade-ins on new or rebuilt equipment. Autodyne, 301-762-7626. Sorry, no collect calls.

Ampex 1100 VTR. Contact: Television Production, Inc. Orlando, Fla. 305-423-8281.

FOR SALE EQUIPMENT

GR 916—AL RF Bridge, like new condition. \$750.00 Box M-86, BROADCASTING.

Carousels. Like new. Completely rebuilt, tested and guaranteed. Limited supply. \$995. Autodyne, Box 1004, Rockville, Md. 20850. Phone: 301-762-7626.

1 RCA TTU12A transmitter. On Channel 33 but can be retuned for other frequencies. Including: 1 TTU 1B Driver; 2 12 KW power amplifiers with power supply; 1 filterplexer; 1 heat exchanger with spare water coil; 1 set of spare cavities for all stages; 1 set of miscellaneous parts and tubes. This transmitter is currently in operation and will be available in January, 1973. 600 ft. 6 1/8" EIA bolt flange type transmission line. Used and in good condition. Contact A. W. Taylor, WYTV, Inc., Youngstown, Ohio. 216-783-2930.

Focus Coils for GE-UHF Transmitter. TT-25. Also many other parts and perhaps a spare transmitter. Maury Goldberg, 1618 James, Syracuse, NY 315-479-7620, 478-0046, 463-4567.

Color encoders, GE & RCA tube type; GE TV-112 solid state encoders, spare boards for GE250's, 350's, new and used. RCA & GE B&W 10 cameras, new ADC audio patch panels. Sell or trade. Maury Goldberg, 1618 James St., Syracuse, NY 315-479-7620, 478-0046, 463-4567.

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Need your first phone see our display ad on page 64. D.M.S.

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.

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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.

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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, 1630 Woodfern Dr., Homewood, Alabama 35209.

Want to be a more competent broadcaster see our display ad on page 64. D.M.S.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Know why others get the jobs! See our display ad on page 64. D.M.S.

COMEDY MATERIAL

30 Minute pop-in tape! Hundreds comedy one liners, includes Sexy Gal. \$10. Tapes, 975 South Tuttle, Sarasota, Fla. 33579.

One Liners: Sample only \$1. Sunshine Comedy Service (Room 23), Box 4636, Jax., Fla. 32201.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 2634B, San Francisco 94126.

For Rent: 1 Spotmaster record unit and 1 Spotmaster record/playback unit. Factory reconditioned. \$25 per month. Address inquiries to: Channing Leasing Co., Inc., Box 447, Natick, Mass. 01760. 617-655-5360.

Professional voice spots. Send copy. We rush tape. Write for rates. Sulton Assoc., Box 702, Kingston, NC 28501.

The Blonde. 150 one liners. Recorded by saucy, sweet playmate, \$14.95. Free catalog! Chicago Broadcast Circle, 25 East Chestnut, Chicago, 60611.

RADIO

Help Wanted Management

SELLING MANAGER

For full-time non-directional AM in town of 25,000. Well established, beautifully equipped, well-financed, profitable, 30-year-old station in Mid-Atlantic area needs experienced radioman who can lead, sell and manage.

Box M-18, Broadcasting
Equal Opportunity Employer

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If you're MOR experienced, creative, well-versed in production and preferably can do a sparkling air show, you might well be the leader for our successful, fast rising format. Send resume and tape to James A. Noe, Jr., President, WNOE, 529 Bienville, New Orleans, La. 70130.

LEO BURNETT CO., INC. NEEDS A BROADCAST SERVICE SUPERVISOR

We need a bright individual with agency or station experience in broadcast business and traffic. Working knowledge of talent unions, local and network station operation is desirable.

Knowledge in commercial production is a plus.

Interested?

We're interested in hearing from you. Write or phone:

JIM CARLSON
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Prudential Plaza
Chicago, Illinois 60601
Phone: (312) 236-5959

An Equal Opportunity Employer (M/F)

Situations Wanted Management

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Available for radio, TV, or both. Lately GM radio, have managed all departments except technical, same stations, same medium market, for quarter-century. Experience includes labor negotiations, work on licenses and renewals.

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News Director for major Midwest market television network affiliated station. We have a most challenging opportunity for a dedicated, aggressive, mature newsman. Full responsibility for News Department. Requirements include leadership ability, responsible news judgment, strongly motivated. Minimum five years experience in broadcast journalism. Resume and references desired. Send to:

Box L-152, Broadcasting

AN EQUAL OPPORTUNITY EMPLOYER

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Number one rated network affiliated television station in beautiful central California area is in need of a personable anchorman as well as competent in-the-field reporter. If you know your business well, you are aware of all of the other qualifications for such a position. We are a very aggressive company in programming and sales, but news is a priority department with management. Our marketing area is secondary in size, and we will pay you a comparable starting wage for your ability, and your future with our company will depend upon your productivity. If interested, forward VTR and complete resume plus salary requirements to:

Box M-42, BROADCASTING

**THIS SPACE
DOES IT**

If you need help, the right job—or for any needs related to broadcasting—place your ad here.

You belong in

Broadcasting

The newswEEKly of broadcasting and allied arts
1735 DeSales St., N.W.
Washington, D.C. 20036

Sports Pro?

You might be! But not because you read the scores and interview players. We'd expect that from our third stringer! You could be our pro if you provide the unusual as well, if you're an innovator and creative enough to do commentary.

If you're ready for a top five Eastern market with a station that not only reports but broadcasts sports, tell us what makes you great!

Box M-71, Broadcasting

You Belong in

Broadcasting

The newswEEKly of broadcasting and allied arts

Situations Wanted News

ANCHORMAN

Must be bright, experienced, personable, to anchor weekend news. Television on air and news background a must for major New England network affiliate. Must have the ability to host topical news oriented panels. Send resumes and tapes to

Box M-73, Broadcasting

Help Wanted Announcers

**TV WEATHER
PERSONALITY**

MAJOR EAST COAST STATION HAS IMMEDIATE OPENING. SEND VTR AND RESUME TO NEWS DIR., WTNH-TV, 135 COLLEGE STREET, NEW HAVEN, CONN.

An Equal Opportunity Employer.

Help Wanted Technical

WANTED: ASS'T CHIEF ENGINEER

Complete, new, color VHF station of the East-coast, needs an engineer with first class ticket. Strong on maintenance and production. Must be able to motivate others. Excellent company benefits. Salary commensurate with experience and ability. Great opportunity advancement and growth with one of the nation's most respected broadcast groups. We are an Equal Opportunity Employer. Send complete details, including photograph, in first reply, **Box M-69, Broadcasting.**

**Situations Wanted
News**

ANCHORMAN

Former NBC News Vietnam correspondent seeks key slot any market. Attractive and excellent at conversational approach. Replies confidential.

Box M-79, Broadcasting

Cable Help Wanted Technical

CCTV ENGINEER

Large Chicago-based corporation has urgent need for a chief engineer for CCTV Teleproduction Department. Successful candidate will have approximately five years solid servicing experience with broadcast VTR's and RCA TK-43 cameras. Unusually fine working environment, outstanding benefits package, healthy starting salary. Age is no barrier. This position will be available shortly after January 1.

Send résumé in complete confidence to:

Box M-27, Broadcasting

FOR SALE EQUIPMENT

FOR SALE

**High Band VHF Transmitter
General Electric TT 23A**

20 Kilowatt output. Fully color proofed. On air 'till Spring '72. 950 ft. 6 1/8 50 ohm transmission line. Prodeline type 100-845 GE-TY-52-A3. Helical antenna on channel 12. Power gain of 9.64. Contact:

Tri-State Antenna Tower & Leasing Inc.

Box 682 Benjamin Fox Pavilion

Jenkintown, Pa. 19046

Phone (215) 884-2009

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SPECIAL INTENSIVE ENGINEERING COURSES

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 (three weeks)

CLASS BEGINS FEBRUARY 12, 1973

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Most complete equipment to work with to provide you with a background in practical communications.

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For information regarding either of these Classes call (213) 462-3281 or write to



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 1653 N. CHEROKEE AVE.
 HOLLYWOOD/CA 90028

FOR SALE Stations
 Continued

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Maximum power Class A FM Stereo grossing over 9,000 monthly. Automated, modern brick building, billing increases every quarter. Real money maker. Will return 15% or more on your investment. Never before offered for sale. \$120,000.
 Box M-51, Broadcasting.

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Major Market.
 AM and FM combination.

Box M-55, Broadcasting

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 INCORPORATED
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- CALIFORNIA.** Grossing \$9,000 monthly. Growing coastal market. \$165,000. 29% down.
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 and ASSOCIATES
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 Nostalgia is sweeping the country and so are our 5-minute daily programs featuring the great comedians of Radio's Golden Age. W.C. Fields, Cantor, Allen, Amos & Andy, Abbott & Costello and 47 others. Two commercial positions. Easy to sell—reasonable rates. Phone (703) 342-2170 and listen to audition tape. Have your tape recorder ready when you call and make your dub while listening. Hayden Huddleston Productions, 305 Shenandoah Bldg., Roanoke, Virginia 24011.

OWNERS-MANAGERS, RADIO
 At last, a full service radio consulting firm designed for your small to medium market. We work with you to realistically determine and achieve your stations potential in sales, programing, music, news, promotion and talent.
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 Schenectady, NY 12305

WANTED TO BUY—Stations

Georgia Radio Stations
 Experienced broadcasters seeking Georgia Radio Property. All replies confidential.

**Address: Box M-54,
 Broadcasting.**

Wanted To Buy Stations
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FINANCIALLY QUALIFIED CORPORATION INTERESTED IN PURCHASING AM OR FM RADIO STATIONS. PREFERABLY IN SOUTHEAST. NO BROKERS PLEASE!
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FOR SALE Stations

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Profile

The insider's insider: Jack Fritz of John Blair

Along Madison Avenue, Jack Fritz is known as the Blair Man. In the broadcast industry, Mr. Fritz is considered an insider, a man to be trusted and consulted. And these two images somehow blend. Media vice presidents at two leading broadcast agencies said independently of each other that when there's a problem or when one has a new idea and needs counsel of a broadcaster, it's Jack Fritz who often is consulted. "He's the man I call to solve the problem—and very professionally," said one. "If I had an idea of a different way to do things related to television I would consider Jack's input," said the other. The latter added: "Jack Fritz is pleasant to do business with and realistic. He is in the forefront of innovation and a party to most standards set in the television business today."

Another vice president in media with a smaller New York-based agency worked with Jack Fritz when she was a timebuyer and he was a salesman. She confessed she still has a note he sent her some years ago at the time she was elected an advertising agency's vice president when female VP's were rare. She says: "Jack always came through. He did memorable things. He did them because he wanted to but that's not to say they didn't pay off. He got billings out of it. He's a warm human being—though of course once a Blair man always a Blair man."

Jack Fritz, after 11 years as a salesman for Blair, another seven years in managerial capacities until becoming, last month, president and chief executive officer of John Blair & Co., is still unsure just how a Blair salesman becomes the top man in the company. That was never his aspiration.

He told a visitor at his bright, comfortable office on Fifth Avenue that John Blair himself had a philosophy of how to be a success in the station-representation business. "John said to be successful, it was important to get a good salesman out to do a job and with limited management." The Blair modus operandi, he said, was never to think in executive suite terms, or to employ people whose aim in life would be to "take a shot at becoming management."

But Mr. Fritz's visibility rose considerably several weeks ago when Frank Martin, who had been the first Blair man to succeed to the head of the company following the retirement of founder John Blair, announced his resignation. The mantle fell to Jack Fritz on Nov. 8.

The direction of the Blair firm will remain in broadcast, said Mr. Fritz. "Our roots have been in broadcast representation since we started in 1933, and we intend to keep broadcasting as the primary



Jack Wayne Fritz, president and chief executive officer, John Blair & Co., New York, and president, Blair Television; b. April 22, 1927, Battle Creek, Mich.; BA, speech, University of Michigan, 1949; servicing of advertising displays in supermarkets for Lever Brothers, Detroit, 1949-50; salesman, radio and TV, ABC Spot Sales, Detroit; rejoined Lever as product manager, Pepsodent division, New York, 1951-54; sales staff, John Blair & Co. television sales division, New York, 1954-65; vice president, New York sales manager of Blair Television's station division, 1965; general manager, 1966; board of directors' member, 1967; general manager of broadcasting, 1968; president, Blair Television, May, 1972; president of John Blair & Co., Nov. 8, 1972; m. Marilyn (Lynne) Shingleton, 1950; children—Jack W. III, 21; Dan, 18, and Susan, 15.

interest." John Blair & Co. is publicly held and diversified, with substantial financial interests in graphics. He said that although he was proud of the company's printing division, "The basic thrust at Blair is broadcast and it is this that we want to concentrate on."

"We enjoy a nice position in the rep business, both in radio and in television. We have always dedicated ourselves to show leadership in the industry. A lot of people lost faith in the business because of government pressures or other factors. It is a great business to be in and we believe it has a great future."

Mr. Fritz, a lantern-jawed, lean and angular Midwesterner (native of Michigan), acknowledged that the rep business has "changed substantially" over the years, although the stress is still on sales. "We now cover territory with 21 salesmen where some years back, when I was a salesman, we had 10 salesmen covering that similar segment of the business."

"The rep business is more complicated," he continued. "When I was a salesman,

each one of us handled \$500,000 to \$600,000 in business a month. It would be difficult for a salesman to handle that today because of the complexity of the marketplace.

"Though salesman are still important, and the key to the business, they now are burdened with the need to exchange information continually between stations and agencies and advertisers. The rep used to sell station image. And though we had ratings, they were, for example, in total homes and not in demographics.

"We used to do a hell of a lot of image selling. And then the criteria changed. However, the basics haven't changed. There are still good timebuyers and salesmen around."

As a salesman himself, Mr. Fritz applies an unusual amount of candor to opinions of himself and of his business. "My greatest pitch ever made in the broadcast business," he said, "was in the early 1960's to an oil company in Philadelphia. We were trying to sell a 52-week sports package. Everything was right but we lost the order. It was no sale, but a great lesson. I learned that selling is not just a matter of putting things together but a matter of continuing discovery. Blair finally sold the package to someone else."

He said, however, that reminiscing always brings him around to the point of confirming his faith in the business he's known these many years. And, in selling, Mr. Fritz said, "I'd rather be out selling broadcast time than selling soap." (And he's a former Lever Brothers salesman.)

Mr. Fritz's ties with broadcasting are more than personal. Several of the Fritz family are involved in broadcasting. An older brother, Charles D. (Chuck) Fritz, is vice president and general manager of WXYZ(AM) Detroit. A sister, Sara Jane Fritz of Battle Creek, Mich. (Mr. Fritz's birthplace), is a broadcast traffic consultant; one of Chuck Fritz's sons, Mark, is a salesman for Storer Broadcasting in Los Angeles, another of his sons, Timothy, is news anchorman at WLYH-TV Lebanon-Lancaster, Pa. "There are five of us in the broadcast business," Mr. Fritz said with pride.

An avid skier, golfer, paddle-tennis buff and traveler, Mr. Fritz displays zest for a taxing life style. Last September, he tried riding the rapids on the Colorado river. He is also a member of many organizations, in which, he said, he winds up a "collector." "On my tombstone," he said, "it will be written that 'he collected money well' and I do so for the church, for the schools or whatever organization I join."

Where does Mr. Fritz really fit? "Closest to stations," according to him. "I was part of the so-called new breed in broadcasting. Now, I guess, I've become the old breed." Sales talk, of course.

Editorials

Cable access

To remove the threat of obstruction to their proposed merger, Cox Cable Communications and American Television & Communications have reached an accommodation with California minorities loosely banded into something called the Third World Coalition. To put it more precisely, Cox and American have made a deal with three "public-service" lawyers who have specialized in the recruitment and representation of opposition to broadcast-license renewals and transfers and who, with this agreement, have now extended their practice to the cable field.

For Cox and American, the agreement probably makes good business sense. At little or no immediate expense, the companies have agreed to lease available channels to minority groups at \$1 per year on future systems they may build and to release channel time now to minorities when broadcast programs are blacked out in compliance with nonduplication rules (BROADCASTING, Dec. 4). They have also agreed to provide the necessary equipment.

For the cable business in general, however, a precedent has been set. Although FCC rules require new systems to provide public-access channels, they impose no obligation to throw in the production hardware or to make commitments to specific groups. The Cox-American arrangement institutionalizes a disproportionate role for minority activists who know how to shoot their way into the headend.

This is not to say that minorities ought to be denied a larger role in communications—on the cable or on the air. Indeed the established enterprises in both fields should actively encourage the realization of minority aspirations. The seminar on black ownership in broadcasting, conducted two weeks ago by the National Association of Broadcasters, was an enlightened start in a direction that ought to be pursued—toward mutual assistance.

Cop-out

Federal Trade Commissioner David S. Dennison Jr. left no doubt, in his speech to the Association of National Advertisers a couple of weeks ago (BROADCASTING, Dec. 4), that television is an uncommonly powerful advertising medium. It is so much so, he suggested, going back to the Supreme's Court's 1965 decision in the Colgate-Palmolive "sandpaper" case, that television may be unsuited for some forms of advertising.

There was nothing really new in this, except perhaps that Commissioner Dennison chose to mention it at all. Nobody has to be told that television is powerful, or that it is subject to special strictures as a licensed medium. TV's high visibility, coupled with these factors, has in fact led to the creation of a myth that ought to be exposed. The myth is that there aren't really any advertising problems, just TV-advertising problems.

This is, of course, blind nonsense, perpetrated by those who complain about TV clutter and would have you believe, we suppose, that all those agglomerated print ads you see in newspapers and magazines—especially in the current holiday gift-selling season—are uniformly spaced, well separated by editorial material, quiet, dignified and soft of sell.

Advertising does have problems, and television has its share of them. It would be foolish to suggest—though some seem to suggest it—that television can solve all its problems alone. For many of its problems are only indirectly of its own making. The piggyback, which led to the 30-second commercial that is commonly blamed for "compounding clutter," was an advertiser-agency invention. And the commercials that are variously criticized as inane or unrealistic or exaggerated—or, sometimes,

as misleading—were certainly not produced by broadcasters.

For his part, the broadcaster must be responsible for what he broadcasts. But beyond that, advertising's problems are common problems, not to be pinned on—or solved by—any one element of the advertising structure alone. It must be a combined effort, and advertisers, agencies and broadcasters all have a vital stake in making it work.

Fifth Estate is first

If journalism by the printed page constitutes the Fourth Estate then broadcast news is the Fifth Estate and, according to every recent survey, the most potent and believable of all media.

It was fitting, proper and timely therefore when the men responsible for the news outputs of stations moved to expand the scope and, hopefully, the clout of their operations. This happened at the 27th annual convention of the Radio Television News Directors Association in Nassau, Nov. 27-Dec. 2. Ratification of a Washington bureau, to continue under the supervisory eye of Ted Koop, one of the nation's top journalists who resists full retirement, imparts new prestige to RTNDA.

Also significant in the emergence of broadcast journalism was another event during that same eventful week in Nassau. What previously had been the National Broadcast Editorial Conference became a full-fledged association, with the dean of Washington broadcast journalism, Bryson Rash of WRC-TV, as its first president.

If there was a blue note at RTNDA it was that recruitment of candidates for membership on the association's board of directors is impeded by the unwillingness of some managements to pick up the tab. There obviously are entities that cannot easily afford the periodic loss of service of their news directors. Yet representation of less affluent stations on the board is needed for balance.

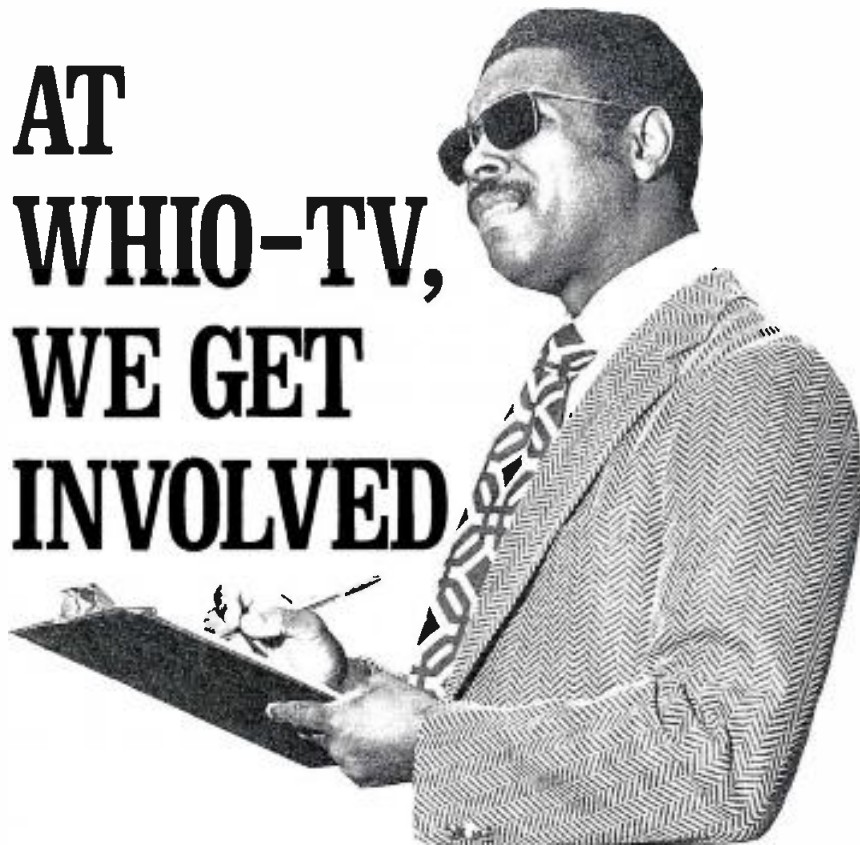
As we have observed during all of our 41 years of publication, broadcasting's biggest asset is information. News broadcasting has come a long way. Broadcast journalists will never achieve perfection, but they must never stop trying.



Drawn for BROADCASTING by Sid Hix

"He's worked in so many of those irritating-type commercials, the public is beginning to recognize him."

AT WHIO-TV, WE GET INVOLVED



Involvement in our community. And get our community involved. Our **SPECIAL COMMUNITY REPORT** with Jim Sweeney is one example. This special feature of "The Total News At Six" gives Daytonians insight. And incentive.

Since January of 1970, this Report has initiated the removal of ghetto eyesores, encouraged the addition of a multi-million dollar highway, raised funds for minority group projects, aided in recording the accomplishments of noted black Americans in the Congressional Historical Calendar . . . The list goes on. And so does the work.

SPECIAL COMMUNITY REPORT. Another reason why the "Total News" is total.

WHIO Television



A Communications Service of
Cox Broadcasting Corporation

Represented by TeleRep



Please feed the zoo.

When the founder and benefactor of the Children's Zoo died, the Fetzer television station of Lincoln, Nebraska recognized the zoo's need for a permanent means of support. An extensive campaign of special programming on morning and evening shows was launched to provide fund-raising memberships in the new zoological society. Goals set by the society were generously exceeded. Now an aware and enthusiastic public makes the zoo a permanent source of enjoyment for young and old. Helping to promote activities that give enduring pleasure to people is all part of Fetzer total community involvement.



The Fetzer Stations

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

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