

Good news: TV's advertising cup runneth over for fall
Not so good: Price pinch slows food advertising pulse

Broadcasting Jul 16

The newswEEKly of broadcasting and allied arts

Our 42d Year 1973

Women's Advocate.



Women like our lawyer.

In 38 markets, from New York to Wichita, Perry Mason wins more women viewers than programs scheduled in his time period last year.

On the average, he gets 42% more women. In 12 of the 38 markets, where Perry Mason

was the year-ago program, he gets 14% more women this year than last.

Six years after syndication release, Perry Mason's performance is phenomenal. (What other syndicated drama wears so well?)

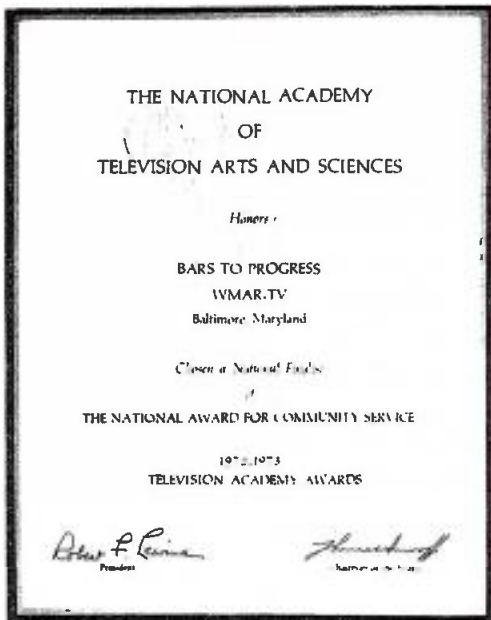
Women like a strong man. Especially in court.

Perry Mason

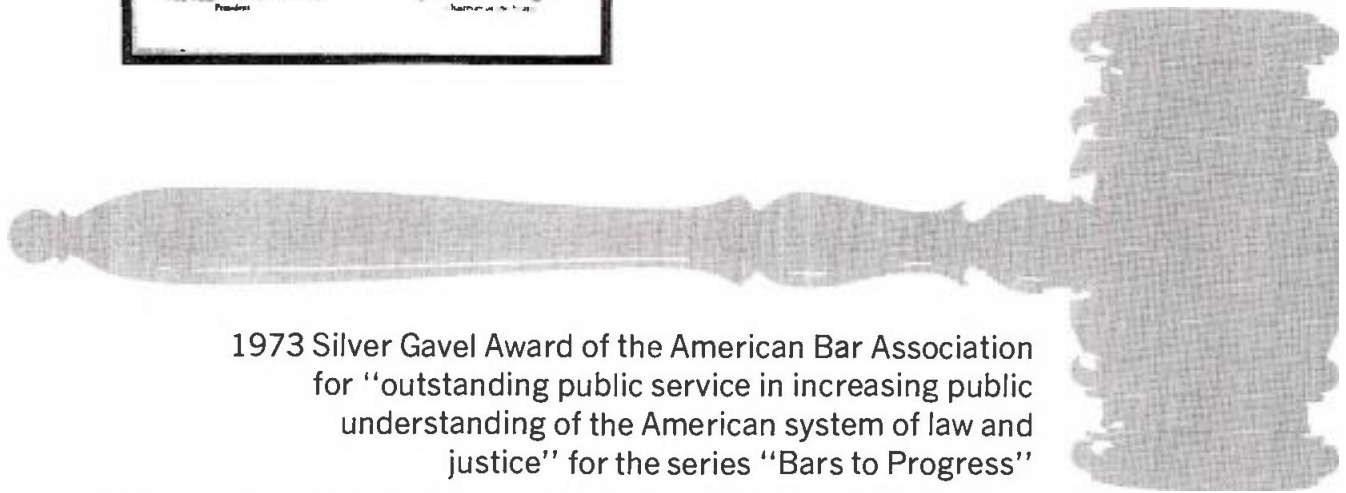
 from Viacom

Source: NSI, Feb.-Mar. 1972-1973. Audience estimates are subject to qualifications available on request.

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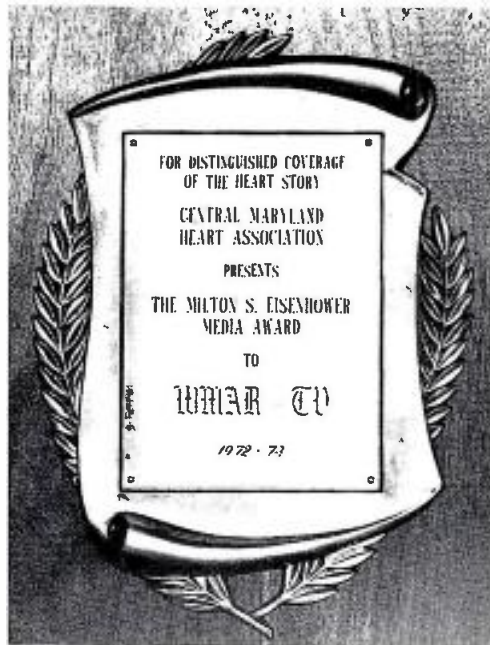


1973 National Finalist
for the "Emmy" Award.
Category: Community Service



1973 Silver Gavel Award of the American Bar Association
for "outstanding public service in increasing public
understanding of the American system of law and
justice" for the series "Bars to Progress"

The First
Milton S. Eisenhower Award
for "distinguished coverage
of the heart story"
for the documentary
"Heart Attack!"



In Maryland Most People Watch

WMAR-TV 

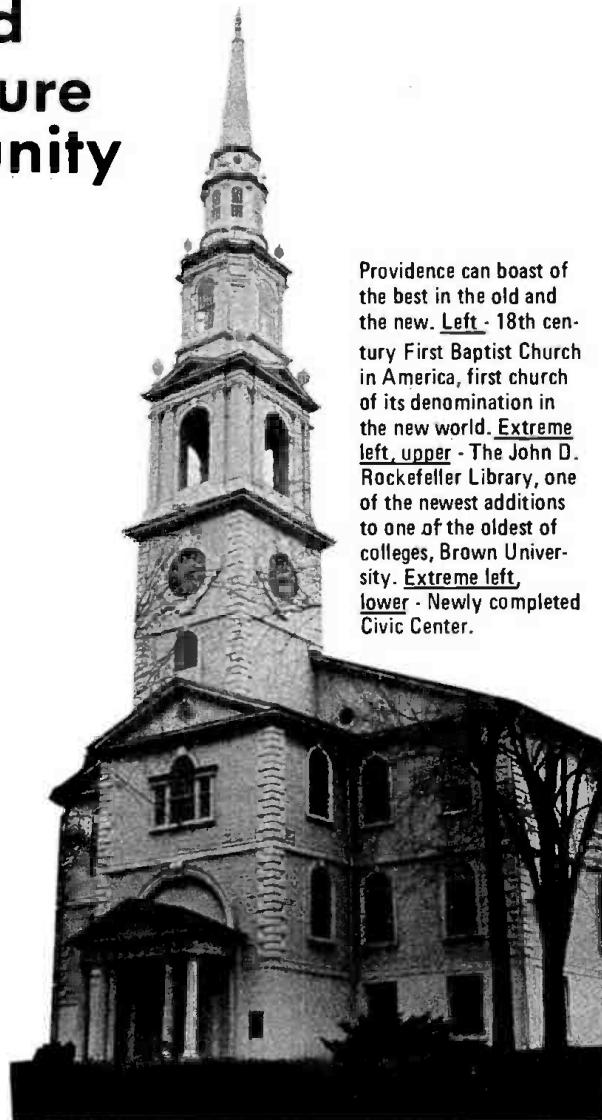
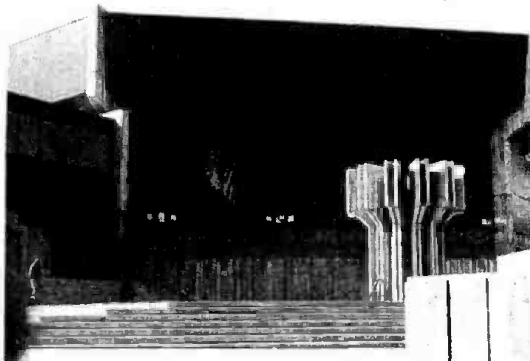
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

Broadcasting Jul 16

Vol. 85 No. 3

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WTEV delivers a land of tradition and culture rich in sales opportunity



Providence can boast of the best in the old and the new. Left - 18th century First Baptist Church in America, first church of its denomination in the new world. Extreme left, upper - The John D. Rockefeller Library, one of the newest additions to one of the oldest of colleges, Brown University. Extreme left, lower - Newly completed Civic Center.

Representative:
THE MEEKER COMPANY, INC.

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This New England area is recognized for its high cultural and religious standards. Hand in hand goes the stability and steady economic progress of the Providence Market. With an Effective Buying Income of almost six billion dollars and retail sales totaling almost three billion dollars, the Providence market offers unusually rewarding opportunities. Reach it with WTEV.

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 Vance L. Eckersley, Sta. Mgr.
 Serving the Greater Providence Area

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

Closed Circuit.

Sidetracked

There was no timetable last week on final House proceedings on remedial license-renewal legislation. Some broadcasters are beginning to worry about general legislative climate and loaded agenda of House Subcommittee on Communications and Power, which is grappling with energy crisis. Only one witness remains to be heard on renewal legislation, FCC Chairman Dean Burch, who's to be on active Army duty until July 23. Congress recesses Aug. 3 until after Labor Day (Sept. 4).

Hope is that bill can be reported by House subcommittee before Aug. 3 recess. If that happens, full committee and House action could follow promptly. There are 231 sponsors of 115 bills on renewal relief, and at least another 60 House members have been recorded as favorable. In Senate there are 12 bills with 22 sponsors, and perhaps 60 of 100 senators are said to have assured broadcasters of sympathetic consideration.

Price of journalism

Now that they have had more time to check their figures, network-TV sources estimate Senate Watergate hearings coverage is costing each network minimum of \$100,000 per coverage day—in some cases much more. Estimates of NBC losses range as high as \$300,000 per coverage day, but ABC has told Wall Street specialists its own losses net down to about \$100,000 per day, and CBS sources estimate their own bottom-line reduction at around \$100,000-\$110,000. With 20 days of hearings held and covered through last Friday (July 13)—10 of them covered by all three networks simultaneously, 10 one at a time on rotating basis—three-network cost in profits thus could have already passed \$6-million mark.

Nearing the wire

White House staff last week submitted four names to President Nixon for his consideration of successor to FCC Commissioner Nicholas Johnson. Those surviving staff's final cut were Glen O. Robinson, University of Minnesota law professor; James Quello, retired manager of WJR-AM-FM Detroit; Herbert B. Cahhan, Westinghouse Broadcasting area vice president in Baltimore, and Luther Holcomb, of Dallas, vice chairman of Equal Employment Opportunity Commission. There were strong cross-currents of political pressure. Some said clout behind Mr. Quello, including that of House Minority Leader Jerry Ford (R-Mich.) was strong enough to make him front runner. Vice President Agnew, former governor of Maryland, was said to be in Mr. Cahhan's corner. Two other candidates who didn't make staff list were still drawing strong support: Bill Hoover, KTEN-TV-FM

Ada, Okla., and W. Frank Hardin, State Telecasting Co., Columbia, S.C. In some circles it was said, however, that congressional opposition to appointment of broadcaster might rule out any choice from field.

Looking down road to next Republican vacancy (presumably when Chairman Dean Burch returns to private life), Washington insiders say there's support for Brian Lamb, assistant to Clay T. Whitehead, director of Office of Telecommunications Policy. Mr. Whitehead plays role in recommendations of FCC nominees and is said to be among those backing Professor Robinson for Johnson seat. Mr. Lamb, who intends to leave present post, says FCC doesn't figure in his plans, though he will not foreclose possibility of consideration.

More rankings?

What may be pilot for other studies of television-station operations in individual markets is under way in Los Angeles under \$140,000 grant from John and Mary Markle Foundation, which has been funding communications-research project in recent years. Los Angeles work is being done as summer project of 10 law students under supervision of Professor Geoffrey L. Cowan, of UCLA law school. Mr. Cowan is son of Lou Cowan, former president of CBS-TV, and was once in "public-interest" law practice in Washington.

Back burner

Hope is fading that Senator Sam J. Ervin Jr. (D-N.C.) will deal any time soon with newsmen's-privilege legislation pending in his Constitutional Rights Subcommittee. Reasons are two-fold: time-consuming nature of senator's ongoing Watergate hearings and failure of subcommittee members to reach consensus on provisions. Situation is also precarious in House. Representative Robert W. Kastenmeier's (D-Wis.) Judiciary Subcommittee has approved qualified bill that broadcasters say they can live with as minimum protection for sources and information. But some print groups—notably American Newspaper Publishers Association—are steadfastly opposed. Question now is whether Judiciary Committee feels there is enough media support to justify favorable action on bill.

Washington windfall

Corporation for Public Broadcasting is expected to announce shortly grant of \$305,000 to noncommercial WETA-TV Washington for production of black-affairs series. Pilot for series, entitled *Interface*, is now in production, with financing coming from previous \$40,000 CPB grant. *Interface* would augment black programming on PBS interconnec-

tion, which at present is confined to *Black Journal* (already funded by CPB for forthcoming season). *Soull*, PBS series produced by WNET (TV) New York, disappears from interconnection this fall, although CPB has provided WNET with \$175,000 to produce two specials under *Soull* format (see page 34).

Stepping out?

Reports persist that there'll be executive reorganization at Hughes Television Network, New York, with Richard Bailey Sr., 63-year-old president and founder, either retiring or moving to another assignment. Mr. Bailey was reported on vacation last week and unreachable. He formed Sports Network in 1956. Later it became Howard Hughes interest.

Expensive tab

Sterling C. (Red) Quinlan has picked working title for book he's writing on *Boston Herald-Traveler's* loss of WHDH-TV. He's calling it "The \$100-Million Lunch." Boston case was originally opened after House subcommittee disclosed off-record conversations, preceding WHDH-TV grant, between late Robert Choate, *Herald-Traveler* publisher, and late FCC Chairman George C. McConaughy, during two luncheons in 1956. Though those conversations had no role in ultimate FCC decision awarding WHDH facility, channel 5, to rival Boston Broadcasters, now operating it as WCVB-TV, channel would never have been put up for grabs if Messrs. Choate and McConaughy had lunched separately on those occasions. Mr. Quinlan has written on broadcast matters before. When he was still ABC VP in Chicago, he did novel, "The Merger," based on union of ABC and United Paramount Theaters.

Ready market

Viacom Enterprises is understood to be planning to place off-network *Family Affair* into station release next year. Company considers 1974 appropriate time to offer 137 half-hour segments of series, since it projects there will be scarcity of adult situation comedies at that time.

Australian roulette

Point system set up by Australian Broadcasting Control Commission and slated to go into effect Aug. 15 threatens to cut into lucrative U.S. TV program exports, which amounted to more than \$12 million in 1972. System gives 10 points to one-shot variety-drama programs locally produced and to ballet, poetry readings and other arts programs; five to local news; one-half point to local quiz shows, and no points to imported shows. Stations are required to amass 120 points per week or be subject to suspension or revocation of license.

At Deadline

In Brief

More good news from TvB. Advertiser investments in TV last year were 14.5% above year before, largest gain for any medium. National advertising was up 12.9%, local up 20%. Advertisers spent \$4.1 billion buying time in TV medium, while audience spent \$4.7 billion buying 17.1 million new TV sets. ■ **Bad news from Ford.** That motor company has taken all radio advertising off air; it had been on in 47 markets. Spokesman said company was going into newspapers for summer, would decide in next month whether to rejoin radio in fall. ■ **IRS into the act.** *New York Times* reported Friday (July 13) that Internal Revenue Service has begun broad investigation of recording industry tax returns to determine if payola is going out in guise of legitimate business expenses. And Assistant Attorney General Henry E. Peterson has told Senator James Buckley that Justice Department's probe into payola "promises to develop into one of major proportions." (Also see story page 35.) ■ **Players want mean sportscasters.** National Football League Players Association, in pleading to FCC, accuses TV networks of delegating unwarranted and possibly illegal responsibility in selection of sportscasters to NFL Commissioner Pete Rozelle, and says practice has "chilling effect on objective, unbiased and fair sports commentary." Mr. Rozelle has said he's taking hands-off posture in future. ■ **Wasilewski's warning.** NAB President Vincent T. Wasilewski Jr. told Colorado Broadcasters Association Friday that radio should be as concerned as television about threat of pay cable to programing now on free broadcasting. (Also see story page 20.) ■ **New Boss for NPR.** Lee C. Frischknecht, now vice president and treasurer, National Public Radio, Washington, has been named network's president, succeeding Donald R. Quayle, now with Corporation for Public Broadcasting. ■ **One on, one off.** Philadelphia local of International Alliance of Theatrical Stage Employees, on strike against Group W's KYW-AM-TV Philadelphia, ratified new contract by 58-23 vote. But tentative IA agreement with group's KDKA-AM-TV Pittsburgh has fallen apart. ■ **Fiscal problems.** Winters-Rosen Productions, Hollywood, threatened with bankruptcy, was subject of foreclosure sale last week by James F. Talcott Co., Los Angeles lenders. Talcott was only bidder for number of specials and series, including *George* situation comedy series. Winters-Rosen reported Friday that Time, which was to sponsor *George* on barter basis in 36 markets, has canceled.

'Sticks and Bones' to get its crack at CBS-TV audiences

Network reschedules Papp drama for Aug. 17; affiliates had revolted first time around

Sticks and Bones, controversial drama postponed by CBS-TV last March in face of uprising against it by affiliates, was rescheduled Friday (July 13) for August 17 at 9-11 p.m. EDT. Robert D. Wood, CBS-TV president, announced rescheduling late Friday afternoon after advising affiliates of decision. He noted he had said originally it would be presented later "when the context of its showing will be less distressing and its possible application to actual events less immediate" (BROADCASTING, March 12).

Drama, bitter allegory about blinded war veteran driven to suicide on his return home, was originally scheduled for March 9—which, as it turned out, was about time prisoners of war and other Vietnam veterans were beginning to return. Shown it in advance by closed circuit, affiliates put up massive protest. By time CBS-TV announced postponement, 69 stations—including all members of CBS-TV affiliates advisory board—had sent notice they would not carry it.

Play was second produced by Joseph Papp under what had been envisioned as

long-term contract for production of quality dramas for CBS. When postponement was disclosed, he accused CBS of censorship and swore he'd produce no more for that network. He later relented enough to say he would return if CBS carried program immediately after last veterans returned, but CBS authorities disclosed few weeks ago they had not picked up his option for another season (BROADCASTING, July 2).

Edwin W. Pfeiffer of WPRI-TV Providence, R.I., chairman of CBS-TV affiliates board, and many other affiliate leaders could not be reached for comment Friday evening. Those few who were were undecided about carrying program, but one, Charles Crutchfield of WBTV-TV Charlotte, N.C., said flatly his station would not carry it. Number of affiliates originally said they would not carry it if rescheduled, but others said they would and relatively small number were critical of CBS for postponing.

Mr. Wood said he had not consulted any affiliate in advance of rescheduling decision—although he said he had advised affiliates chairman Pfeiffer as courtesy—and that he had no idea what affiliate reaction would be. Program will be available for sponsorship, but originally scheduled presentation was only fractionally sold. Commercial considerations in rescheduling were minor, Mr. Wood said. "We just had to bring this thing full circle," he asserted.

Kinley steps into cable bureau, seen as chief-to-be

Ex-Gray aide, Lichenstein friend, named to deputy's post in FCC division; Schildhouse doesn't join speculation he's leaving

David Kinley, 32, was approved by FCC last week as new deputy chief of Cable Television Bureau ("Closed Circuit," July 9), and stepped into new job on Thursday amid speculation he was chosen as successor to bureau's current chief, Sol Schildhouse.

Mr. Kinley, who is lawyer, has no experience in cable television or communications generally. But he has held number of high-level jobs in government in past five years, with considerable experience in administrative work.

Speculation that Mr. Kinley was picked as possible future chief is based on several factors. One is that, at 55, Mr. Schildhouse is currently recovering from second heart attack in eight years, and may be expected to seek early retirement. (He is due back on job July 23.) Reports of his departure from commission have circulated periodically over past several years.

Another factor in speculation over Mr. Schildhouse's future is reported feeling on part of some commissioners—and, presumably, Chairman Dean Burch—that time for change in bureau leadership has arrived. Although Mr. Schildhouse generated considerable enthusiasm and spirit as leader, first of task force with 12 professionals in 1966, and now as chief of full-fledged bureau, some commissioners feel that as bureau continues to grow it will need more professional administration than it has had. And, too, some commissioners are said to be troubled by what they consider Mr. Schildhouse's unabashed advocacy of cable.

In his new job, Mr. Kinley will share duties with Allen Cordon, who remains in his post as deputy director. Mr. Cordon reportedly has indicated he is not interested in being considered as successor to Mr. Schildhouse.

Some commission officials expect Mr. Schildhouse to depart at same time as Chairman Burch. Speculation now puts that departure date sometime before end of year, but chairman has already stayed on job long past several previous dead-

One of the strongest things
The Mike Douglas Show
has going for it is young women.



And they're going for it stronger than ever.

When it comes to young women (18 to 49), The Mike Douglas Show is #1 and still climbing in many markets. Big markets and small markets.

The May ratings are the latest chapter in a long-time success story, and here are some people, places, and figures to back it up.

#1 with women 18 to 49 with ARB and NSI in:

New York (up 4%^{NSI})
Sacramento
Utica
Philadelphia (up 14%^{ARB})
Indianapolis
Jacksonville
South Bend

Pittsburgh
Terre Haute
Binghamton (up 57%^{ARB})
Reno
Tampa (up 17%^{ARB})
Columbia-Jefferson City
Syracuse

And there's more. For further information write: Group W Productions, 90 Park Avenue, New York, N.Y. 10016. Or call (212) 983-5081.

GROUP W PRODUCTIONS INC.
WESTINGHOUSE BROADCASTING COMPANY

Source: Nielsen ARB Feb.-March, May 1973. Audience estimates are subject to qualifications available on request.

lines set in earlier speculation. If Mr. Schildhouse remains beyond chairman's departure, however, picture of cable bureau leadership as it is now shaping up could change. But that would depend on who succeeds Mr. Burch.

Meanwhile, one person who does not share in speculation about Mr. Schildhouse is Mr. Schildhouse. Reached on Friday (July 13) at daughter's home in Long Island, where he is vacationing, Mr. Schildhouse said he has no plans for leaving. "I'm coming back to work, and I plan to stay," he said. "There are a lot of interesting things to do."

Mr. Kinley's appointment came as no surprise to Mr. Schildhouse. Chairman Burch discussed it with him, as means of strengthening cable bureau's administrative machinery, and Mr. Kinley visited Mr. Schildhouse at his home.

Mr. Kinley was recommended to Chairman Burch by his special assistant, Charles Lichenstein, who had worked with Mr. Kinley at Federal Bureau of Investigation and at Department of Health, Education and Welfare.

New deputy chief has spent most of his time in Washington with L. Patrick Gray III, former acting director of FBI, whose nomination to be director collapsed under weight of spreading Watergate scandal.

Mr. Kinley was executive assistant to Mr. Gray both at FBI and, earlier, when Mr. Gray was head of Justice Department's civil division. Mr. Kinley came to Washington as member of staff of Robert Finch, first secretary of HEW, for whom he had worked when Mr. Finch was lieutenant governor of California. Before leaving HEW, Mr. Kinley was deputy assistant secretary for community and field services.

Mr. Kinley, who is not married, is native of Fort Worth, Tex., graduated from Principia College, in Illinois, and Harvard Law School, then clerked for year for Judge Gilbert Jertberg of Ninth Circuit Court of Appeals (Northern California), now retired.

Sick call

Here's updated (to July 13) report on broadcast and FCC executives now or recently hospitalized:

J. Leonard Reinsch, 65, president of Cox Broadcasting, Atlanta, at Johns Hopkins hospital, Baltimore, diagnostic center, after muscular problem, presumably induced by fall several weeks earlier. Tests so far have proved negative and should be concluded this week.

Irving Waugh, 61, president of WSM Inc., Nashville, recuperating at home following cardio-vascular surgery June 22. He is expected to return to office within month, is now handling limited correspondence.

Grover C. Cobb, 52, senior executive vice president of National Association of Broadcasters, recovering from cardiac infarction suffered May 14, is expected

to return to office on curtailed schedule Aug. 6.

Wallace Johnson, 54, FCC Broadcast Bureau chief, is at home after corrective surgery fortnight ago involving old appendectomy scar-tissue. Operation had no relation to intestinal surgery he underwent several months ago. He expects to return to FCC July 23.

Sol Schildhouse, 56, chief, FCC Cable Bureau, also expects to return to office on modified schedule July 23, after having suffered mild heart attack, his second (also see Kinley appointment story, above).

John Macy, 56, president, Council for Better Business Bureaus, Washington, and formerly president, Corporation for Public Broadcasting, reported making "excellent progress" following heart attack suffered July 7 while visiting son at camp in West Virginia. No date has yet been set for his release from Greenbriar Valley hospital, Ronceverte, W. Va. Year ago, Mr. Macy underwent two operations for twisted colon—one factor in his decision to step down from CPB post.

Justice Dept. to brandish big stick against waivers of crossownership rule

Department of Justice says it is considering oppositions in wholesale lots to petitions for waiver of FCC rule requiring breakup by Aug. 10, 1975, of commonly owned, co-located television stations and cable television systems.

Department, in pleading filed with commission last week, said it has on hand copies of 61 petitions for waiver of crossownership rule, and will file oppositions to many of them. Pleading was request for extensions of time for filing petitions. Department, noting lack of necessary resources, asked that deadlines—ranging from May 21 to July 20—be moved back to periods ranging from July 9 to Aug. 17.

Department, which has already filed against two petitions for waivers, filed against two more last week—one by Bob Magness of Helena, Mont., the other by Thoms Broadcasting Companies of Asheville, N.C. Mr. Magness owns about 46% of Capital City TV Inc., licensee of KBLL-TV Helena, and is chairman of board and controlling stockholder of Tele-Communications Inc., whose subsidiary owns cable television system in Helena. Thoms is licensee of WANC-TV Asheville, N.C., and owns cable system there.

Justice said neither petition provides facts justifying waiver. In Helena situation, Mr. Magness's control of only cable system and only television station made divestiture "particularly appropriate," said Justice. And in Asheville, Justice noted that Thoms had said only that WANC-TV is not profitable. This has nothing to do with station's viability or salability, Justice said, adding that there is no indication it cannot be made to pay own way, or that buyer cannot be found.

Headliners



Mr. Pompador



Mr. Ditricks



Mr. Dickinson



Mr. Richdale



Mr. McClay



Mr. Taft

I. Martin Pompador, VP and assistant to ABC Inc. President Elton Rule, assumes operating responsibility of four divisions previously reporting to Mr. Rule: ABC/Dunhill Records, ABC Record and Tape Sales, ABC Entertainment Center, Los Angeles, and ABC's three farm publications.

Douglas H. Ditricks, VP of operations for American Television & Communications Corp., Denver, named president, Viacom Communications Division, New York, effective Aug. 1. Mr. Ditricks will be responsible for all of Viacom's cable television systems and will direct all franchising activities and expansion of Viacode, Viacom's pay-cable operation. He fills post that has been vacant for more than year, since Richard Forsling resigned.

John F. Dickinson of Harrington, Righter & Parsons, New York, elected president of Station Representatives Association at annual membership meeting. He succeeds **Martin L. Nierman** of Petry Television. **Adam Young**, Adam Young Inc., elected VP; **Tod Moore**, Katz Agency, treasurer, and **Peggy Stone**, H-R/Stone, secretary. Named to SRA board: **Mr. Nierman**; **Lloyd Griffin**, **Peters**, **Griffin**, **Woodward**; **Jack Fritz**, **John Blair & Co.**; **Jack Masla**, **Jack Masla & Co.**; **Joseph Savalli**, **Savalli/Gates**; **J. W. Knodel**, **Avery-Knodel**, and **Ralph Guild**, **McGavren-Guild-PGW Radio**.

James C. Richdale Jr., for past five years president of Corinthian Broadcasting Corp.'s TV stations division in New York, will return to company's KHOU-TV Houston as president and general manager about Sept. 1. Move is attributed to station's need for additional executive attention and Mr. Richdale's desires. **Dean Borba**, general manager of KHOU-TV, will become VP and station manager when Mr. Richdale returns.

John L. McClay, executive VP, Taft Broadcasting Co., named head of newly formed corporate group to handle all broadcast related business. **Dudley S. Taft**, VP-corporate development, Taft Broadcasting, elected executive VP-amusement park group.

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Only Mutual Black Network, with its 70 affiliates, provides a direct route to Black America. Now beginning its second year of operation, MBN blankets Black America with news, sports and features written, produced and broadcast exclusively by blacks in the black perspective.

Don't just take our word for it. Check the RADAR IX Potential (March, 1973) and see how we reach 39% of the total black population (age 12 and over) every week.

For rates and availabilities, contact your Man from Mutual.



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(313) 354-4270

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* Reg. U.S. Patent Office.
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JUICY SHARE

On May 9, 1973, WDCA-TV, the UHF independent in Washington, D.C., telecast "Watermelon Man"—one of the never-before-shown-on-television features from Screen Gems' Volume VII.

Viewers ate it up. Well, almost.

The fact is, fully one fourth of the viewers watching television during the peak 9:00-11:00 p.m. hours preferred "Watermelon Man" to the programs being shown on all three networks as well as one VHF independent—programs like "Cannon," "Medical Center," "Mystery Movie," "Owen Marshall," and "Merv Griffin."



Here are the details:

	RATING	SHARE	ADI
UHF WDCA-TV	13.5	25	
VHF Network "X"	9.0	17	
VHF Network "Y"	9.8	18	
VHF Network "Z"	9.3	17	
VHF Independent	11.5	21	

And "Watermelon Man" is just the beginning.

Screen Gems' Volume VII is full of other nourishing goodies. Thirty in fact. Features such as "Guess Who's Coming To Dinner?," "The Collector," "The Anderson Tapes," "Getting Straight," "Man Called Sledge," "The Silencers," "Liberation of L.B. Jones," "Marooned," "MacKenna's Gold," "In Cold Blood," "The Go-Between," "The Swimmer," "Investigation of a Citizen Above Suspicion," "The Lady in the Car," "Hammerhead," "Husbands" and "See No Evil." That's juicy.

Volume VII from Screen Gems

REFLECTIONS

As we start our 11th year in business, it's difficult not to reflect on a lot of things. We have many new competitors in our field. When we started we were alone and the concept of studying anything but a rating book was new. The idea that you could find out *why* the ratings come out the way they do was startling. It was a hard sale then, but now our success has inspired many others to try their hand at it. They each go at it in their own way. By now, occasionally as many as three stations in a given market are all doing studies at the same time. Still nobody approaches the problem in quite the same way we do and very few with the same rewarding results.

News has expanded and become a key to station imagery and ratings. Almost every move to improve a newscast that looks good and can be copied, is on the air on competitive stations in the same market in a few days and in other markets in a few weeks. The real key to success, however, is still to knowing *why* you're doing what you're doing and not relying on being only a mirror of your competitor.

If you'd like to talk more about it, give us a call for a no-obligation presentation.



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Lofton lofts another one

EDITOR: It was interesting to note in your story about CBS, their alleged payola problem and a possible cover-up of the situation [BROADCASTING, July 9], that CBS News sources deny any cover-up, saying that a team within the *Evening News with Walter Cronkite* staff has been assigned the story and a report will be ready to air within two to three weeks. In keeping with the spirit of an outside special prosecutor—an idea based on the assumption that one cannot openly act as one's own judge and jury—wouldn't it be better for all concerned and wouldn't the network's investigation have more credibility if CBS asked investigating teams from either NBC or ABC to come in and report on the matter?—*John D. Lofton Jr., editor,*

Monday, Republican National Committee, Washington.

New need for old mike

EDITOR: If I could get my hands on an old, original carbon microphone, I would have it mounted and exhibit it in the Coca-Cola archives. Of course, I want to buy the mike and I realize they are hard to come by.

We have been using radio almost since 1927. In 1930, we went network with a 15-minute sports program MC'd by Graham McNamee and Grantland Rice. Our string symphony was conducted by Leonard Joy, who composed some signature music which we later purchased and have since used (the Coca-Cola theme song).—*William G. Kurtz Jr., director, department of archives, Coca-Cola Co., Atlanta.*

Datebook®

■ Indicates new or revised listing.

This week

July 15-17—*New York State Broadcasters Association* annual convention. Otesaga hotel, Cooperstown.

Also in July

■ July 17—July meeting, *Northern California Cablecasters Association*. Bay Cable, Berkeley.

July 18—Extended date for filing reply comments in proceeding on FCC jurisdiction over agreements by public utilities and cable TV operators for pole line attachments or conduit space.

July 18—Annual meeting *Shenandoah Valley Educational Television Corp.* Shenandoah Valley ETV Production center, Harrisonburg, Va.

July 18-19—Seminar on television documentary, sponsored by *Alabama Broadcasters Association* and broadcast and film department, *University of Alabama*. Continuing education center, University of Alabama, Tuscaloosa.

July 19-20—Summer meeting, *California Broadcasters Association*. Del Monte Hyatt house, Monterey.

July 21—Motion picture seminar, jointly sponsored by *Motion Picture Laboratories*, *Society of Motion Picture-Television Engineers* and *Memphis State University*. Included will be session on video tape-to-film transfers. Memphis State University Center, Memphis.

July 22-25—*Idaho State Broadcasters Association* summer convention. Shore Lodge, McCall, Idaho.

July 22-27—Sales management seminar, sponsored by *National Association of Broadcasters*. Harvard University Graduate School of Business Administration, Cambridge, Mass.

July 24—Oral argument on FCC jurisdiction over pole attachment arrangements for cable television companies. 9:30 a.m., FCC, 1919 M Street, N.W., Washington.

August

■ Aug. 1—*Senate Copyright Subcommittee* hearing on aspects of S. 1361, proposed copyright revision bill (CATV fee schedule, carriage of sporting events by cable, exemption for religious broadcasters). 10 a.m., Room 1114, Dirksen Senate Office building, Washington.

Aug. 1—Extended date for filing comments on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast applicants, Part 1, Sections IV-A and IV-B of broadcast

application forms and primer thereon (Doc. 19715).

Aug. 2-5—Summer conference, *Concert Music Broadcasters Association*. Queensbury hotel, Glens Falls, N.Y.

Aug. 8-12—1973 convention, *National Association of Television and Radio Announcers*. Marriott hotel, New Orleans.

Aug. 9-10—Annual summer convention, *Arkansas Broadcasters Association*. Featured speakers: Vincent T. Wasilewski, president, *National Association of Broadcasters*; and FCC Commissioner Richard Wiley. Arlington hotel, Hot Springs.

Aug. 13-18—National Advertising Show. New York Hilton, New York.

Aug. 16-18—*Utah Broadcasters Association* summer convention, with Washington syndicated columnist Jack Anderson as featured speaker. Park City (Utah) Resort.

Aug. 20—Cable television workshop, sponsored by *Fairleigh Dickinson University*. Florham-Madison (N.J.) campus.

Aug. 22-24—*Canadian Speech Association* conference '73, "Integrity in Communication." Seneca Col-

Major meeting dates in 1973-74

Sept. 30-Oct. 3—Annual convention, *Institute of Broadcasting Financial Management*. Marriott hotel, New Orleans.

Oct. 8-13—Annual international conference, *Radio Television News Directors Association*. Olympic hotel, Seattle.

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

Nov. 14-16—1973 seminar, *Broadcasters Promotion Association*. Sheraton Cleveland hotel, Cleveland.

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

Nov. 28-29—Annual meeting, *Television Bureau of Advertising*. Hyatt Regency hotel, Houston.

Feb. 17-24, 1974—1974 conference, *National Association of Television Program Executives*. Century Plaza hotel, Los Angeles.

March 17-20, 1974—52d annual convention, *National Association of Broadcasters*. Albert Thomas Convention and Exhibit Center, Houston.

April 21-24, 1974—23d annual convention, *National Cable Television Association*. Conrad Hilton hotel, Chicago.

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Quality is traditional at Collins. It accounts for Collins being the prime name in space communications.* It accounts for all those 25-year-old Collins transmitters still going strong. It enables Collins to give a two-year warranty. That kind of quality means lower cost-of-ownership.

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clock. They never walk away from a customer's problem. That means faster return to normal — and that means lower cost-of-ownership.

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*Every American voice from space has been heard over Collins systems.



lege of Applied Arts and Technology, Toronto. Contact: Jim Streeter, Seneca College, 1750 Finch Avenue East, Willowdale M2N 5T7, Ontario.

Aug. 25—Radio Television News Directors Association board meeting. Studios of WGN-AM-TV Chicago.

Aug. 31—Deadline for entries in Abe Lincoln Awards competition sponsored by Southern Baptist Radio-Television Commission.

Aug. 31—Extended date for filing reply comments on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast applicants, Part I, Sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

September

Sept. 7-15—Sixth annual Atlanta International Film

Festival. Award categories include: features, documentaries, short subjects, experimental, TV commercials and TV productions. Stouffiers Atlanta Inn and Fox Theater, Atlanta.

Sept. 8—Regional seminar, Radio Television News Directors Association. University of Michigan, Ann Arbor.

Sept. 11-14—Western electronic show and convention, sponsored by WESCON. Brooks hall/civic auditorium, San Francisco.

■ Sept. 12-15—Silver anniversary convention, Michigan Association of Broadcasters. Hidden Valley resort, Mich.

Sept. 14—Annual FCC newsmaker luncheon, International Radio and Television Society. Scheduled speaker: FCC Chairman Dean Burch. Waldorf-Astoria, New York.

Sept. 14-Oct. 26—Plenipotentiary conference of

International Telecommunication Union. Malaga-Torremolinos, Spain.

Sept. 16-18—Nebraska Broadcasters Association annual convention. Speakers include: FCC General Counsel John W. Pettit and Washington communications attorney Erwin G. Krasnow. Holiday Inn, Kearney, Neb.

■ Sept. 17—New deadline for entries in Broadcasters Promotion Association/Television Information Office promo spot awards competition.

Sept. 17-20—Annual convention of National Association of Theatre Owners, with motion picture and concessions industries trade show. Hilton hotel, San Francisco.

Sept. 18-20—Video Expo IV featuring hardware and software equipment exhibits and workshops sponsored by Media & Methods Magazine and International Industrial Television Association. Commodore hotel, New York.

Monday Memo

A broadcast advertising commentary from E. B. Brogan, national advertising manager, Toyota Motor Sales, U.S.A.

Changing with the times: Toyota aims for impact

Since its introduction of products into the U.S. market in 1958, Toyota has relied heavily on television, supported by radio, as our primary media. This media strategy was a product of our marketing plan and the economics of advertising in a highly competitive automobile world.

Toyota began its roll-out in the U.S. from a Los Angeles base—a deliberately chosen starting point. The import-car market was there, established and growing. And Californians have a habit of welcoming the new guy on the block.

Initially we were faced with two objectives: first, saturate the immense L.A. market with advertising that would show the product, demonstrate its advantages—and get the buyers in the showrooms. The obvious choice was television. Second, and at the same time, Toyota had to establish a “corporate” image, not only to attract buyers but also to attract new dealers. National magazines offered us the “image” factors, but far too much coverage. We elected to use regional editions, quarter-page, black-and-white ads. But at least we could say, “as advertised in *Life*”.

Problem: money. As a new advertiser, and a small one, it quickly became apparent that our limited funds could not go far enough to cover both bases. And it was equally apparent that no one of our fledgling Toyota dealers could afford television rates in Los Angeles.

Solution: Toyota Dealer Advertising Association. The organization was patterned after domestic dealer associations, with dealer and distributor funds generated on a per-unit basis and pooled for greater effectiveness. The great majority of these TDAA funds went straight into spot TV and the race was on.

The rest is history. The concept worked. TV sold Toyotas, and as we rolled out from the L.A. market, the dealer association concept rolled with us.

By 1970 we had achieved national distribution. Twelve separate Toyota dealer advertising associations had become, collectively, one of the largest users of spot TV and radio in the U.S. Since funds were generated locally—they were spent back locally. And since funds were gen-



E. B. (Barney) Brogan, a 22-year veteran of automobile advertising, was named national advertising and sales promotion manager of Toyota Motor Sales, U.S.A. Inc. in 1971. He formerly was with American Motors, the last three years as director of advertising. He is a 1944 magna cum laude graduate of Duke University (BS in economics) and a member of Phi Beta Kappa.

erated on a continuing basis, they were spent back on a continuing basis. For the most part, Toyota was a 52-week spot advertiser.

The Toyota dealer advertising association system was enormously successful. It met our needs as a growing company, involved our dealers and distributors in the advertising, and generated sufficient funds to spread the word about Toyota as a significant advertiser in a powerful but expensive medium—television.

In April of 1973, Toyota changed this system. Our dealers and distributors were relieved of the need to contribute funds to a dealer advertising association. Full responsibility for Toyota product advertising in the United States has moved back to our national headquarters in Torrance, Calif.

Why? because we as an advertiser have changed. Because the market has

changed and we must move to meet these new conditions.

Toyota Motor Sales U.S.A. is now a true national advertiser and we can advertise Toyota products on this basis. The obvious benefit is the ability to move from pure spot buying in hundreds of separate markets into the efficiencies—and prestige—of network television.

Toyota Motor Sales Inc. now operates in a much more competitive small-car market and we must meet that competition. When we began operation in the U.S. there were, for all effects, only two cars vying for the small-car buyer—Volkswagen and Toyota. Today, there are 28 different brand names going after that buyer. Some of these competitors can (and do) back up their entries with massive amounts of advertising dollars.

Our challenge is to appear as important in the consumer's mind as any other small-car advertiser and to do it without drastically increasing ad expenditures that last year totaled more than \$20 million—most of it spent in TV. The solution is to stop spreading our advertising over the entire year as was practiced under our old system. We now operate in four seasonal flights, or “impact periods” as we call them. The benefits are obvious. By impacting funds, we can—when we're in the market—appear as large as any advertiser through saturation buying.

Television has been and is expected to remain Toyota's primary advertising medium. We're beginning to feel at home in the network world. Last year's summer Olympics and this spring's Elvis Presley special proved to be enormously successful. We're well into network participation plans for the coming fall and winter flights.

Spot TV will, of course, remain as a tactical medium used to support and reinforce our schedules in selected major markets.

Spot radio will continue its role as a supportive medium in many of those same metro market areas. It complements our TV advertising and completes the audience spectrum.

One of broadcasting's success stories is Toyota. Our goal is to see that the success story continues. We're just revising our strategy to meet the conditions on the battlefield.

THIS IS RON & VAL TAYLOR'S INNER SPACE



"The kickoff was excellent. Dominated by striking, often remarkable close-quarter camera work, the program was compact, informative and winningly informal. . . . It made a snug contrast to the formidable marine safaris, and ultrasophisticated equipment of the Jacques Cousteau 'specials' "—*New York Times*, June 7, 1973.

". . . . Inner Space is a dandy of an underwater sea-exploring show. Last night's first fantastic photographic views by Ron and Val Taylor of the great white shark off the coast of Australia were absorbing. . . ."—*New York Post*, June 7, 1973.

(referring to the NBC O&O's) ". . . they've come up with an underwater action-adventure docu series of strong audience-gathering potential . . . the results were spectacular in both camera work and adventure content."—*Variety*, June 13, 1973.

"During years of filming and exploring, the Taylors have virtually become citizens of the reef community."—*National Geographic*, June, 1973.

Among markets currently cleared:

WNBC—New York
KNBC—Los Angeles
WMAQ—Chicago
WKYC—Cleveland
WRC—Wash. D.C.

WSB—Atlanta
WPLG—Miami
KING—Seattle
KFMB—San Diego

KRON-TV—San Fran.
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**“WGN? It’s like an old friend.
I listen to it in the car. I watch it at home...I guess if you live
in Chicago, you can’t help tuning in WGN!”**

WGN is Chicago



WGN Continental Broadcasting Company

Broadcast Advertising

TV sales for new season go through the roof

Prices skyrocket in sellers' market; networks see biggest fourth quarter; spot, in nearer term, reported strong

Television-network salesmen were coasting last week—toward what they said would assuredly be the biggest fourth-quarter sales record in TV history.

The big selling job for fall was over. All three networks had their new prime-time schedules better than 90% sold for the fourth quarter—and sold more extensively than ever into the next year as well. What remained to be done was to put together the remaining bits and pieces, being careful not to sell everything in sight so that some spots would be left for regular-series advertisers preempted by specials.

"Sales are and have been superb." That was the way one network sales vice president put it, and all indications were that superb was the word not only for sales in prime time but in other day-parts as well—and in spot TV, to boot.

There were a couple of potential clouds on the horizon—shortages in gasoline and food supplies—but network officials insisted they had not yet produced much thunder, much less any threat of really stormy weather. One company in each field reportedly had asked for "relief"—to be let out of commitments—and the networks were in the process of selling off their time to other advertisers.

For the most part, however, network officials looked upon the gasoline and food shortages, particularly the latter, as having had their biggest impact in keeping sales down, rather than in threatening wholesale cutbacks yet to come. The general feeling was that the food companies, because of uncertainty about supplies and pricing, "didn't buy as much as they would have," as one official put it, or "didn't create the special budgets that they would in normal times," as another said (also see story on page 18).

Spot-TV as well as network business was booming, according to spot sales experts, but there was more apparent concern over the food and gasoline shortages' potential impact on spot than on net-

work. "I don't know whether I should turn pessimistic or remain bullish," one spot-TV executive reported, explaining that "I'm not concerned about anything that's actually happening in spot, but because of things I read about what might happen."

He said later he had decided to remain optimistic at least until the details and probable effects of the government's Phase 4 economic policy became known.

If spot salesmen were beginning to get a mild case of the doubts, however, there were no signs that their network counterparts had been infected. In fact, business was so firmly under control that the vice presidents in charge of sales at two of the three networks were on vacation last week.

There were also some figures to suggest how good network business currently is, and some to suggest why the fourth-quarter outlook is so rosy.

A current business gauge is provided by weekly reports compiled for BROADCASTING by Broadcast Advertisers Reports. They show that as of mid-June network sales for the year to date were running about 14% ahead of year-ago levels, while prime-time sales were up about 15% (BROADCASTING, July 9; also see page 20).

Clues to the high sales volumes booked for fall were found in estimates, compiled from a number of agencies, of the prices the networks are getting for time in their new 1973-74 prime-time schedules.

The networks keep their rate lists closely guarded, presumably for negotiating

purposes, and often in fact do not put a precise value on a precise spot but offer packages of units in several programs at one over-all package price. It's part of a process that some network executives call "bidding," rather than "selling."

But some of the asking prices had leaked out through agencies and in a number of cases were at levels that would have seemed astronomical a few years ago, with minutes pegged at \$120,000 each in CBS's *All in the Family*, apparently an all-time high for a regular series; \$90,000 in NBC's *Sanford and Son*, \$76,000 in ABC's *Marcus Welby, M.D.* ("Closed Circuit," July 9).

Prices being paid for positions in 1973-74 programs, compiled more or less piecemeal from a number of agencies, often showed variations—sometimes large variations—from one agency to another on the same programs. These were explained as due to differences in allocation of prices to specific programs within different multiprogram packages in most cases. Rounding and some hedging to prevent identification of the agency source were also involved.

The prices quoted below are all stated in terms of one-minute units:

On ABC, prices reported on new program entries included *Bob & Carol & Ted & Alice* at around \$58,000; *Suspense Movie* at \$56,000 to \$58,000; *Toma* about \$48,000, *Mr. and Ms.* \$46,000 to \$60,000, and *Griff* about \$54,000.

Among continuing ABC programs: *Tuesday Movie of the Week* from \$64,000 to \$78,000; *Rookies* from \$57,000 to



Mr. Shaw



Mr. Tillmanns



Mr. Weinblatt

Variations on a theme: Whether one took the cue from ABC's James Shaw's "90%-plus" sellout or CBS's Carl Tillmanns's "we substantially sold" or NBC's Mike Weinblatt's "we're extremely well sold and very happy about it," the message from the networks was clear last week: There'll be a bounty in TV advertising this fall.

\$66,000; *Streets of San Francisco* \$50,000 to \$60,000; *Odd Couple* \$56,000 to \$60,000; *Love American Style* \$52,000 to \$60,000; *Sunday Night Movie* \$62,000 to \$76,000; *Wednesday Night Movie* \$68,000 to \$76,000; *Owen Marshall* around \$62,000; *Room 222* around \$57,000; *Partridge Family* \$46,000 to \$48,000; *Kung Fu* about \$53,000; *FBI* around \$56,000 and *Brady Bunch* about \$55,000.

Among CBS's new entries, *New Adventures of Perry Mason* was pegged from \$49,000 to \$70,000; *Calucci's Department* \$46,000 to \$54,000; *Cojack* \$86,000 to \$90,000 and *Roll Out* around \$65,000.

Among continuing CBS shows: *Manix* and *Barnaby Jones* around \$68,000 each; *Gunsmoke* \$76,000 to \$84,000; *Lucy* about \$80,000; *Dick Van Dyke* \$68,000 to \$78,000; *Medical Center* \$68,000 to \$74,000; *Mary Tyler Moore Show* \$82,000 to \$90,000; *Carol Burnett Show* \$72,000 to \$78,000; *The Waltons* \$80,000 to \$85,000; *Cannon* \$86,000 to \$92,000; *Sonny and Cher* \$74,000 to \$80,000; *Hawaii Five-O* about \$88,000; *Maude* about \$86,000; *MASH* around \$98,000; *Bob Newhart* about \$72,000; and *Thursday and Friday Night Movies* \$45,000 to \$46,300.

On NBC, new-program prices were said to include *Lotsa Luck* at around \$60,000; *Love Story* about \$48,000; *The Magician* \$42,000 to \$55,000 and *Chase* around \$55,000.

Among continuing NBC programs, prices quoted included *Ironside* at \$64,000 to \$76,000; *Emergency* around \$46,000; *Sunday Mystery Movie* about \$62,500; *Monday Night Movie* about \$59,000; *Saturday Night Movie* from \$45,000 to \$65,000.

Network sales officials were not talking about specific prices but said that rates generally were up somewhat, in all cases stressing that the increases were within government guidelines. But they were uniformly gung-ho about the state of businesses generally.

James T. Shaw, ABC-TV vice president in charge of sales, said he had no doubt this year's fourth quarter would produce his network's highest gross ever. He could single out no product category as conspicuously responsible for the surge. "Everyone seemed to spend more in scale, from one category to another."

In Mr. Shaw's view the booming business of all three networks is "in keeping with the runaway economy." Like executives at the other networks, he declined to put a precise percentage figure on the extent of fall sales, except to say it was "90%-plus." And Warren Boorum, ABC-TV vice president and general manager of sales, who was sitting in on the telephone interview, added that "when we're around 92 or 93% sold, we consider that we're sold out" because the remaining time must be held for the use of regular-series advertisers when they have episodes pre-empted for specials.

Both men felt that this fall's sales gains arise less from increases in basic unit prices than from what Mr. Boorum called "the fact that this year there haven't been any fire sales—prices have held up."

At CBS-TV, Carl Tillmanns, vice presi-

dent and general sales manager, speaking in the absence of vacationing sales Vice President Frank Smith, reported sales "going very well in all day-parts." As for prime time specifically, he said: "We're not sold out—we're never sold out—but we are substantially sold" and "in better shape than we were a year ago, though we started these weeks later this year."

Exxon has dropped out of the CBS-TV line-up because of the gasoline shortage, but Mr. Tillmanns said he had been told—though not by Exxon—that "they're re-looking at what they can say" in future advertising, and he hoped they would "be back soon." Other gasolines, he noted, are changing their copy.

Among food advertisers, he said, one asked for relief some time ago "and we sold off for him," and another has asked to delay his start until October. "We're not barraged by food advertisers saying they want to get out," he said, a sentiment in which officials of the other networks concurred.

Mike Weinblatt, NBC-TV sales vice president, who was reached by telephone while on vacation, said NBC's fourth-quarter sold-out percentage was "in the 90's—we're extremely well sold and very happy about it." Like the others, he said NBC had experienced no real problem with gasolines and foods; only one gasoline advertiser has asked for relief and only one food company, he said, the latter involving third-quarter as well as fourth-quarter commitments.

Mr. Weinblatt was especially pleased with NBC's accomplishments in selling automotive advertisers, including Chevrolet, Ford, Toyota and Datsun as well as Chrysler, a long-time big spender on NBC. "And motorcycles," he added. "That fad is taking off in advertising, too."

He also was impressed with increases in long-term buying and firm buying. "I've never seen as many advertisers willing to talk about long-term and firm commitments," he said. "Close to 90% of all our business is firm." Officials at the other networks agreed it is a continuing trend and continuing to grow—probably because, as Mr. Weinblatt put it, "people have confidence in television and don't want to have to scramble around and maybe lose out."

Pinch moves down the line from food processors to radio and TV

Caught between the price freeze and the suppliers, the middlemen are either cutting back ad dollars for fall or cautiously eyeing them

Food processors, currently caught in the price-profit squeeze of the Nixon administration's "phase three and a half," economic policy are hedging fourth-quarter radio and TV commitments in hopes of finding relief under Phase 4.

Under current economic controls, food suppliers may raise prices to food processors but food processors may not pass those costs on to consumers.

BROADCASTING spoke with 20 food processors and only one, Hebrew National Kosher foods, said its fourth-quarter advertising plans would definitely not be affected by Phase 4. Half of the companies interviewed were taking a wait-and-see attitude. The others had begun or were planning cutbacks.

A spokesman for Campbell Soup Co. confirmed that it had asked for "relief" from September and October commitments on CBS-TV. This was due more to a slowness in product distribution than the price squeeze, he said. But he added, "The heat's on, there's no question about that." Another spokesman for one of the company's advertising agencies admitted that they were "holding off until the last moment. The next two weeks will materially affect what we do. It's a lot easier to sell off than try to buy late."

Borden's Sacramento tomato juice is planning to complete its current spot-TV schedule in the Northeast, New York, Miami and California and then "hold back in the fall," a spokesman said. "We're waiting for better news from the farm."

A spokesman for George A. Hormel & Co., Austin, Minn., said it was cutting back advertising, primarily on TV. It is trying to hold on to commitments made through October but may have to cancel its entire November-December TV schedule. That's the time Hormel pushes its line of smoked hams for the holidays. For this November, the spokesman said, the company had planned on buying on NBC's *Tonight Show*, CBS's late-night movies and on various ABC prime-time variety shows.

A spokesman for Leon Shaffer Gornick Advertising, which handles Parks Sausage Co., said Parks had already cut back its 1973 advertising by 50%. Instead of running a major radio campaign from January through May, as planned, it ran through February. He said the company was "very definitely feeling the crunch" and was hoping Phase 4 would give it the economic leeway to advertise in the fall—"our heaviest season." If all goes well, Parks will run a heavy radio campaign in New York, Philadelphia, Washington, Boston, Baltimore, Providence, R.I., and Hartford, Conn. Parks originally had allocated about \$850,000 to 1973 advertising.

Oscar Mayer & Co. has canceled local TV flights in New York and Chicago for this fall. It has also cut back its fall network-TV schedule from nine weeks to five weeks. A spokesman for the company said Mayer spends about \$7 million yearly on advertising, 85% in TV. He expects only a "nominal increase—just to keep even" in the 1974 budget. The budget won't be firmed up until some time in August.

Frito-Lay was forced to sell off second- and third-quarter TV buys on all three networks because of the potato shortage caused by last winter's severe flooding. At present, a spokesman for

the company said, "we're being cautious." He expected media plans for the fourth quarter to be firmed up by this week (July 16). Frito-Lay allocated 85-90% of its 1973 media budget to TV.

The Vienna Sausage Manufacturing Co. has stopped its radio and TV advertising. It is considering a fall promotion, a spokesman said, but "in view of the current situation, as close to 100% as possible may have to be canceled."

And one well-known processor of frozen dinners is considering canceling its fourth quarter spot-TV campaign in 70 markets, which represents 30% of its planned fourth-quarter media expenditures. Again, it all depends on Phase 4.

Hygrade Food Products Corp. doesn't ordinarily advertise in the fourth quarter, a spokesman for the company explained, but added "it's definitely going to be tight for '74." Hygrade spends about \$1 million yearly in advertising, the bulk of it in TV.

Those companies that expressed optimism for the fourth quarter included: Land O'Lakes (poultry and dairy products), La Choy Food Products, Banquet Foods Corp., H. J. Heinz Co., Kraft Foods, General Foods Corp., Libby, McNeil & Libby, Swift & Co. and Esskay Quality Meats Co. Company spokesmen said they planned to go ahead with fourth-quarter commitments but were unanimous in saying that if the situation did not improve they would be forced to take another look at those plans.

NAD upholds two, turns down five

The National Advertising Division of the Council of Better Business Bureaus announced last week that the Ford Motor Co. has agreed to modify copy used in TV and print advertising for its Lincoln Continental and Continental Mark IV automobiles.

The Ford agreement was one of two complaints upheld by NAD last month; the other was a print campaign for Marathon Oil. NAD also dismissed five complaints last month on grounds that the challenged claims had been substantiated. Among them was a complaint against STP Corp. radio commercials that claim STP gas additive keeps engines cleaned and in tune; another was against Colgate-Palmolive's claim of "continuous action" for Hour After Hour antiperspirant deodorant.

Business Briefs

Betting basics. Parimutuel race tracks may purchase "appropriate advertising" on broadcast stations identical to that permitted state-operated off-track betting facilities, FCC has ruled. Decision clarified April ruling in which New York State's OTB service was told that commercials encouraging patronage or explaining use of its facilities would be permissible under lottery rules (BROADCASTING, April 2). Commission said it

BAR reports television-network sales as of June 24

CBS \$333,948,300 (35.0%), NBC \$327,238,800 (34.3%), ABC \$293,857,100 (30.7%)

Day parts	Total minutes week ended June 24	Total dollars week ended June 24	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	73	\$ 509,100	1,832	\$ 11,859,500	\$ 11,213,000
Monday-Friday 10 a.m.-6 p.m.	994	7,767,200	23,853	198,380,800	170,329,200
Saturday-Sunday Sign-on-6 p.m.	251	2,652,000	7,142	96,241,300	94,502,300
Monday-Saturday 6 p.m.-7:30 p.m.	95	1,655,900	2,369	48,847,300	43,361,100
Sunday 6 p.m.-7:30 p.m.	2	36,000	362	8,815,300	7,757,700
Monday-Sunday 7:30 p.m.-11 p.m.	397	18,382,400	9,814	531,551,100	461,174,000
Monday-Sunday 11 p.m.-Sign-off	174	2,454,400	3,967	59,348,900	45,803,600
Total	1,986	\$33,457,000	49,339	\$955,044,200	\$834,140,900

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

will apply same guidelines to parimutuel tracks that are licensed by state governments. Clarification was requested by Harness Tracks of America Inc.

Ice-maker come-on. Frigidaire Division, General Motors Corp., Dayton, Ohio, has begun TV campaign on ABC-TV, CBS-TV and NBC-TV through August on behalf of its Top Freezer refrigerators. Frigidaire will offer an automatic ice-maker free to purchasers of refrigerators during promotion period. Agency is Needham, Harper & Steers, New York.

Pasta in summer. Golden Grain Macaroni Co., San Leandro, Calif., last week for first time broke \$400,000 summer TV spot campaign in 55 major markets for Rice-A-Roni and Noodle-Roni, as well as magazine campaign in conjunction with California Avocado Advisory Board. Beginning in fall, Golden Grain Macaroni plans \$1.7-million TV campaign, as well as continuance of \$1 million magazine campaign. Agency is Vantage Advertising and Marketing Associates, San Leandro.

Double expenditures. Best Western Motels, Phoenix, announces \$2-million advertising budget for 1973-74, twice size of last year's, with TV leading list that also includes radio, as well as consumer publications, outdoor and trade journals. Firm is currently running radio spots in 55 markets. New major radio flight will be announced soon, according to officials of Admark Corp., in-house agency for company.

Summer trip. Toyota Motor Sales USA Inc., Torrance, Calif., kicks off seven-week summer campaign using TV spots in over 200 markets as part of \$3-million all-media campaign. Agency is Clinton E. Frank, San Francisco.

Color combat. Perry Como and Jackie Gleason will be squaring off this September for TV showdown. Mr. Como will be introducing GTE Sylvania's GT-matic color TV, which is billed as first true self-adjusting color receiver, having no external color knobs. Fourteen-week spot

campaign will run in 44 markets. Agency is Doyle Dane Bernbach, New York. Jackie Gleason will be pitching GE color sets on CBS-TV's *Great Entertainer* series and ABC-TV's *NFL Monday Night Football*. Grey Advertising, New York, is agency.

Rep appointments. WNUS-AM-FM Chicago: Avco Radio Sales, New York. ■ WHEN(AM) Syracuse, New York, and KHS(AM) Los Angeles: Robert E. Eastman & Co., New York. ■ WYTV-TV Youngstown, Ohio: Adam Young Inc., New York. ■ WTIX(AM) New Orleans, Blair Radio, New York.

Agency appointment. Fotomat Corp., La Jolla, Calif., has appointed BBDO, New York, to handle its \$2 million-plus account. General Media Services, La Jolla, will continue to place advertisements. Fotomat is active in spot radio and TV.

High recall rates found for radio commercials

The high recall value of radio commercials is underscored in a new study conducted by Gallup & Robinson, Princeton, N.J.

Ernest Rockey, president of Gallup and Robinson, listed some of the findings: several hours after exposure to radio, listeners could recall commercials they heard, describing in detail those commercials which impressed them; recall scores for 29 hours after exposure were not significantly different from those achieved 11 hours after the commercial was heard; radio recall scores showed "an impressive range," as high as 41%, and auto radio "appears to be an advantageous environment for radio commercials, with recall of in-car listeners higher than those of in-home listeners."

The study is based on more than 5,000 random telephone calls. Fuller details of the study will be issued by Radio Advertising Bureau, New York, within the next eight weeks.

Both sides have their say on new TV forms

Meeting at OMB brings together broadcasters and citizen groups to argue fine points of FCC's proposed annual and renewal papers; insiders worry about what's in them, outsiders worry about what's not

Broadcasting-industry and citizen-group representatives last week spent a day tinkering with the new annual reporting and license-renewal forms the FCC is proposing to require television licensees to file. There was not much chance of any major revisions being made, but the session helped indicate the new forms were developed with at least the hope they would upgrade programing.

The forum for the confrontation was a meeting held by officials of the Office of Management and Budget, which is responsible for giving final clearance to the forms. But since OMB has no authority to require substantive changes, the session was devoted generally to talk about "burdens" imposed by some questions (the broadcasters' effort to use that complaint as a means of attacking certain questions did not appear to make much headway) and the need for clarification of others, and, on the citizen groups' part, the need for additional questions.

The FCC's Barry Cole, who is the major architect of both the renewal form and the annual reporting form, keynoted the meeting with the observation the commission is interested in obtaining more detailed information on broadcasters' performance in eight areas—news, public affairs, "other" (exclusive of sports and entertainment) and local programing—which would be provided in the annual reporting form—and material on attempts to meet local problems, public-service announcements, children's programing and commercials.

Throughout the session, when complaints arose about questions designed to elicit information in those areas, Dr. Cole's response was that the commission needs the information to develop a total "composite picture." He said there were no "magic" numbers involved as to desirable amounts of the programing and commercial material involved. But at one point he said that letters "would probably" be sent to stations whose records in those areas raised questions as to whether their performance was adequate to meet the public interest.

The broadcast-industry representatives were members of an industry committee that works with OMB on FCC-initiated forms and is headed by attorney Frank Fletcher. They expressed concern about the burdens imposed on broadcasters in requiring them to delve back three years to find answers to questions about the children's programing they have carried and, if network affiliates, whether they

carried more than 50% of news and public-affairs programs their networks offered.

They also wondered about the definition of "local" in connection with the new question concerning the number of local and national public-service announcements broadcasters carried. And they were worried about the possibility of the question itself inducing broadcasters to forgo national PSA's so that they could not be criticized for not carrying enough local PSA's. (This matter was a matter of particular concern to the Advertising Council, which was represented by Lewis W. Shollenberger, its vice president.)

The broadcasters were concerned, also, about possible "entrapment" resulting from the requirement that, instead of filing a report on its ascertainment-of-community-needs survey with the commission, a broadcaster merely "certify" to the commission that it has complied with the ascertainment process and maintain the results in the station's public file. Mr. Fletcher said that in view of the wide disagreement among commission and private communications attorneys as to what constitutes compliance with the ascertainment process, the "certification" requirement asks a broadcaster to "stick his neck out."

Citizen-group representatives — Frank Lloyd, the new director of the Citizens Communications Center, and Ralph Jennings, of the Office of Communication of the United Church of Christ—were at least as concerned about the questions that were not being asked as those that were. They felt several questions from the existing form, which are to be dropped, should be retained. They said the citizen groups could use the material even if the commission could not. But Dr. Cole said that it would be illegal for the commission to request information it did not plan to use. One of the questions asks about news staff; another, the name of the person making day-to-day programing decisions.

The OMB officials who presided at the meeting, Harry Sheftell and Nicholas Stoer, will review the comments they heard and any others the parties want to make in writing, then confer with the commission on possible modifications in the forms.

Both the citizen groups and the broadcasters have more substantive complaints about the forms that the commission adopted in May, in connection with new license-renewal procedures (BROADCASTING, May 7), than were aired last week. The United Church of Christ has already petitioned the commission for reconsideration, and Black Efforts for Soul in Television, represented by CCC, has filed a notice of appeal in the U.S. Court of Appeals in Washington.

Commission officials have pointed out that those actions are premature, since the new rules and forms they incorporate are not yet effective and will not become effective until after OMB clears the forms.

But last week, the broadcasters and the citizen-group representatives said it

was the commission that is premature in moving ahead with the forms. Albert H. Kramer, outgoing director of CCC, said the litigation and petition for reconsideration could affect the commission's rules. He and Mr. Fletcher also cited pending license-renewal legislation in Congress that would, if enacted, require major changes in commission policies.

The FCC's executive director, Jack Torbet, who also attended the meeting, said the commission could not be bound by petitions for reconsideration or litigation once it enacted a rule. If it did, he said it would not be able to act.

The mixture of citizen groups and broadcast industry representatives produced one brief flare-up in the afternoon. Mr. Jennings started it, in a discussion of PSA's, saying broadcasters used them as "plugs for time they can't sell." The broadcasters and lawyers present made it clear they were not amused. Turning to Mr. Fletcher, one of those who had reacted, Mr. Jennings said, "I didn't like the smart-ass remark you made about me."

That was a reference to Mr. Fletcher's remark, in the morning, about "second-guessers"—those likely to file petitions to deny all applications—he said the changes in the renewal form were designed to aid. And he categorized the United Church of Christ as the "best second-guesser of all." Mr. Fletcher, red-faced, denied making a "smart-ass remark" about Mr. Jennings; said he had never met him before.

After that, the proceeding quieted down again.

Other broadcast-industry representatives who were present were George Gray, of Avco Broadcasting Corp.; Carl R. Raney, of McKenna and Wilkinson; Wallace Dunlop, of Westinghouse Broadcasting Co.; James Popham, of the National Association of Broadcasters; Robert B. Cochrane, of WMAR-TV Baltimore; Joseph DeFranco, CBS, and Howard Monderer, NBC.

Walbridge says mouthful about pay cable

He announces name of Committee to Protect the Public from Paying for What It Now Gets Free on TV

A special committee of the National Association of Broadcasters held its organizational meeting last week and mapped preliminary plans for a broad assault on the siphoning of programing from free television by pay cable.

Willard Walbridge, Capital Cities Communications, Houston, who is chairman of the 10-member group formed late last month (BROADCASTING, July 2), said leaders of the cable industry have been increasingly frank about the intentions of pay-cable entrepreneurs.

Cable, which "once was a supplementary system, now has the objective of replacing the free system" of broadcasting, Mr. Walbridge asserted.

He said the committee, at its meeting last Wednesday (July 11), set the follow-

ing three goals: To oppose the removal of sports and entertainment programs from free television to pay television (the real threat, he said, is from pay cable rather than over-the-air pay TV); to undertake a "massive" public-information campaign on "the real danger of pay cable to free TV," and to seek government action protecting the rights of the public to free television.

Mr. Walbridge said the committee plans to add two members—representing an independent television station and a radio station. Its members now represent the TV networks and affiliates. And, he said, another meeting will be held on Sept. 5 to discuss specific details of the campaign. Paid newspaper advertising and printed brochures were under discussion at last week's meeting, he said.

He also reported that the committee has chosen a name: Committee to Protect the Public from Paying for What It Now Gets Free on Television.

Wiley revives talk of experiment with fairness

In talking to farm broadcasters, he brings up Whitehead's suggestion that doctrine be eliminated in one market for a trial run

Talk of an experimental lifting or at least modification of the fairness doctrine was revived last week by FCC Commissioner Richard E. Wiley, who has special responsibilities in the areas both of "re-regulation" and fairness.

The commissioner discussed such a possibility in a speech to the National Association of Farm Broadcasters, in Washington, in which he reviewed commission progress in its re-regulation project, and noted that "provocative questions have been raised about the wisdom of applying the doctrine uniformly in all markets."

But, as in past discussions of such a test, he appeared to be talking only about radio outlets, not television stations, which are far less numerous. He cited the example of Washington, D.C., which has more than 40 radio stations, and asked: "Does the public interest require that each station present news, public affairs and local programming—or could the dynamics of the market place insure that all significant formats would be made available to the listening public?"

The commissioner was not specific in discussing the kind of experiment he had in mind—whether it would involve the suspension of the doctrine or some alteration in the manner in which it is now applied. He said only that an experiment involving "a different application" of the doctrine in a particular area might provide "useful information."

The original suggestion for de-regulation of radio was made by Clay T. Whitehead, director of the Office of Telecommunications Policy, in October 1971. He said then that the commission might

select a market where de-regulation, including a suspension of the fairness doctrine, might be tested (BROADCASTING, Oct. 11, 1971).

Since then, the possibility has been discussed in public from time to time, though not in any manner indicating firm plans had been drawn. Indeed, Commissioner Wiley has said privately that the commission could not begin to focus on the possibility of a test until after reviewing comments in the inquiry into the commission's procedures for ascertaining community needs, a proceeding in which comments are not due until Aug. 1. (Among other things, the inquiry is designed to help the commission determine whether different procedures should be used by radio and television stations and by outlets in different-size markets.)

Furthermore, the commissioner, who heads commission task forces working on both re-regulation and a massive fairness-doctrine inquiry, noted in his speech that tough legal problems would be involved even in an experimental suspension of the doctrine. He pointed out that the doctrine is "mandated" not only by the commission but by the Communications Act.

"I can assure you, however, that this will be the subject of further and more intensive commission evaluation," he added.

The commissioner also indicated that the fairness inquiry, which was initiated two years ago, is not likely to be completed soon. He said he was "hopeful" that the project would be completed "by the end of the year."

Commissioner Wiley, in discussing the commission's over-all re-regulation program, disclosed plans for bringing regulator and regulated into closer communication. He said that beyond its decision to periodically mail summaries of re-regulation actions to licensees, the commission will be improving telephone com-

munication with broadcasters (the re-regulation task force hopes to distribute a list of specific commission personnel to call on specific problems) and intends to establish "soon" a regional meeting experiment in which commission experts can engage in a "candid exchange of views with licensees from several states."

Mr. Wiley spoke at the opening night dinner of the three-day NAFB summer convention attended by 178 association members in Washington July 9-11. The convention also featured appearances by Secretary of Agriculture Earl L. Butz and leaders in environment, economics and agriculture focusing on such topics as price controls, the energy crisis and agricultural legislation. Presiding at the NAFB sessions was Russell Pierson, association president, the farm service director for WKY-AM-TV Oklahoma City.

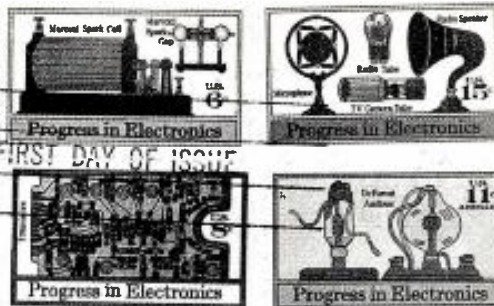
FCC wants to talk over AT&T rates again

Commission invites those involved to session next month to determine various aspects of complex proceeding

The FCC is calling in the concerned parties for another go at resolving the rate-making puzzle involving the relationship, if any, between the program transmission facilities AT&T employs for the networks and those it provides occasional users.

The commission last month held an oral argument on whether the commission will allow AT&T to file new rates for occasional users that would boost their costs by some \$10 million annually. It has permitted the company to file new tariffs for contract users (the networks) reducing their rates by some \$18 million.

The commission, which has given itself



Almost. Four stamps saluting progress in electronics—issued July 10 on the 11th anniversary of the first television transmission via Telstar satellite—are the closest thing yet to stamps honoring the broadcasting industry. Picturing devices from the original "wireless" to the transistor used in satellite transmissions—the stamps commemorate not only progress in electronics, but breakthroughs in communications as well. Six-cent stamp (upper l), shows Marconi's spark coil and spark gap used at the turn of the century in the first transatlantic transmission of radio signals. The 11-cent airmail stamp (lower r), pictures Lee DeForest's audion, a development which made possible the amplification of signals. The 15-cent stamp (upper r), for international surface mail, shows an early carbon microphone similar to those used by NBC Radio in the 1920's along with a goosenecked speaker from the same era, an early vacuum tube and a TV camera tube. The 8-cent stamp (bottom r), commemorates the 25th anniversary of the invention of the transistor—and the beginnings of the modern age of satellite communication.

a mid-September deadline for ruling on the question—if it misses it, AT&T will be permitted to file the new occasional-user tariffs on 60-days notice—now is seeking the parties' help in resolving the questions involved "by way of settlement."

The commission, in a letter from Common Carrier Bureau Chief Bernard Strassburg, invited the parties to a conference for that purpose on Aug. 14.

The questions of concern to the commission as listed in the letter include the following:

- Whether and in what respect the value of the monthly contract service is enhanced by the availability (regardless of actual use) of facilities set aside for "occasional use."

- To the extent the value of the contract service is enhanced, should a portion of the costs and revenue requirements related to the facilities for "occasional use" be assigned to the contract service and, if so, how should such assignment be measured?

- Is there a need and justification for more than one rate classification in the monthly service—that is, one based on 24 hours of use per day (as in the new tariff) and another, at lower rates, based on, say, 10 hours of use per day?

- Whether shared or joint use of all monthly contractual service would be operationally feasible and promote the more efficient and economic use of those services and, if so, whether the tariffs should be revised to permit shared or joint use.

Besides the three networks and AT&T, the parties include such occasional-use customers as Hughes Sports Network Inc. and UPITN, and various professional athletic leagues concerned about the impact of the proposed rates on the televising of their games.

Frying pan or fire for two AM stations

The FCC has ordered hearings that could cost two AM stations their broadcast authorizations. It ordered one on Radio Milton Inc.'s application for renewal of a license for WSRA Milton, Fla., and another on the application of Chesapeake-Portsmouth Broadcasting Corp. for a license to cover its construction permit for WPMH Portsmouth, Va.

The issues in the Milton, Fla., case include questions as to whether Radio Milton made misrepresentations to the commission, discriminated in its employment practices, falsified its operating logs, and transferred its license or any rights under it without commission permission.

The commission, in the Portsmouth, Va., case, said a number of questions had arisen there since Chesapeake-Portsmouth was granted a permit—among them, whether it has exercised adequate control over the station, discriminated in employment, or failed to maintain a public file.

In each case, the commission left itself an alternative to stripping the station of its broadcast authorization. The commission said it might decide to fine each up to \$10,000 if it decides a loss of license is not warranted.

Charges fly over Panama City U

Conflict-of-interest allegations and hints of White House influence ascribed to political enemies

The possibility of a conflict of interest involving Small Business Administration regulations and an allegation of White House "intervention" cropped up last week in connection with the grant last year of a television permit to a group in Panama City, Fla.

The *St. Petersburg Times* reported that the apparent conflict of interest involved L. Charles Hilton, Jr., listed as a 25% stockholder of the permittee of channel 13, Panhandle Broadcasting Co., and a former president of Small Business Assistance Corp., a small-business investment company licensed by the SBA.

Mr. Hilton and his Washington communications attorney, Vincent Pepper, deny any conflict of interest is involved; they say that the impression of one results only from "confusion" regarding the application filed with the FCC. However, there appears to be a question of at least a possible misrepresentation to the commission.

The alleged conflict was said to involve a \$400,000 loan commitment made to Panhandle by the SBAC while Mr. Hilton was its president. SBA regulations prohibit a small-business investment company from providing financing directly or indirectly to any of its officers, stockholders or other associates—unless an exception has been granted.

As an officer of SBAC, Mr. Hilton said, he was a director of the television company. But he was only the legal, not the beneficial, owner of the stock to which he was credited in the application filed with the FCC; the SBAC was the beneficial owner. He and Mr. Pepper said Mr. Hilton was listed as the legal owner as a matter of "convenience"; if the SBAC were listed, voluminous data on the dozens of principals of the SBAC and its parent corporation would have had to be filed with the commission.

However, Mr. Pepper said, "there was a breakdown in communications" within the corporation, and it failed to note in the application that Mr. Hilton was holding 25% of the stock for SBAC. Mr. Pepper said that if a misrepresentation was involved, it was clearly "inadvertent."

The stock has been transferred to SBAC within the past several weeks, a transaction that will be reported to the commission within the 30-day reporting period, Mr. Pepper said.

The problem came to light in January, according to Mr. Pepper, when a second issue of stock was made to the original stockholders, and stock was issued in Mr. Hilton's name. Mr. Hilton signed it over to SBAC, but, Mr. Pepper said, it took another five months for the legal complexities involved to be completely resolved.

Both the SBA and the FCC are checking into the matter. Anthony DeMuzio, an SBA official, said staffers would re-

view the facts in SBA's files and probably pursue the investigation in Panama City. Commission officials were awaiting a report from Mr. Pepper on the situation. And after being informed of the explanations being offered, a commission official said, "This is going to require some clearing up."

Construction of Panhandle's station, WDTB(TV) is nearing completion and it is expected to be prepared to go on the air within a few weeks. However, Panhandle has yet to apply for a license to cover the construction permit.

The suggestion of "intervention from the White House," results from a notation to that effect a commission economist working on the case, Julius Kurtz, made on March 18, 1972, on an informal "control card" he maintains. But he said he does not recall the basis for it.

"I don't have the slightest indication of where it came from," Mr. Kurtz said last week—other than that a call or message would not have come directly from the White House. He said his level would be too low for that. "However it came to me, I don't know. But I jotted it down."

The notation was made after the staff recommended approval of the grant, but before the grant was made on April 5, 1972.

Mr. Hilton traces Panhandle's problems, including the allegations of White House "interference," to politics. Florida Republican State Chairman L. E. (Tommy) Thompson is one of four shareholders in the station. "Everybody's after Tommy's ass, and I'm in the middle," Mr. Hilton said.

He also noted that Panhandle had been obliged to contend with the protest lodged against its application by WHJG-TV Panama City, the only station currently in the market. The protest was based in part on economic grounds. And commission officials indicated that attorneys for WHJG-TV had shown revived interest in the Panhandle application after the story broke in the *St. Petersburg Times*.

Hooks wants to know what it takes to get time extension from FCC

FCC Commissioner Benjamin L. Hooks says that, in view of the commission's refusal to grant an extension of time to file petitions to deny the renewal applications of 11 Mississippi and Louisiana stations, he is interested in what the commission does consider sufficient grounds for granting such extensions.

The commissioner, in dissenting to the commission's denial, noted that "allegations of an act of God, an historical legal argument and a presidential declaration of disaster" were inadequate to support the request for an extension filed by the Southern Media Coalition.

The SMC, which is based in New Orleans, had filed petitions to deny against a number of stations in the two states in behalf of various citizen groups (BROADCASTING, May 7). In requesting an extension of time for filing against addi-

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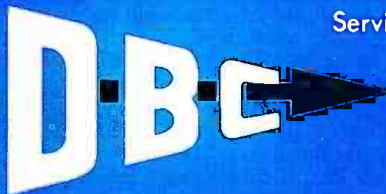
However, the temporary process of increasing our production capabilities did warrant changes in our marketing structure. But change is a common necessity. Without it would we ever have had the innovation of Cable Television and its consequent expansion into the industry we know today?

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tional stations, on May 1, the deadline for petitions to deny, SMC said large portions of Louisiana and Mississippi had been hard hit by rains, floods and tornadoes during March and April, when negotiations between the groups and the stations would have been under way and pleadings in preparation.

Commissioner Hooks asked whether the commission turned down the petitioners because it felt they did not have anything important to say "or rather as some maintain" because it "intends to ram through license renewals, come Hades or high water."

The commission action was announced last month in a June 7 letter to the SMC (BROADCASTING, June 8). Commissioner Hooks's dissent was released last week along with a copy of the letter.

Johnson's list: how the ranked react to rankings

**McGannon pleased to be on the top;
Rogers calls commissioner 'hostile'**

Some sputtered with indignation, others glowed, but most group TV-station owners were noncommittal last week about FCC Commissioner Nicholas Johnson's relative ranking of network affiliates' operations in the top-50 markets (BROADCASTING, July 9). A spokesman for ABC-TV, four of whose stations ranked in the bottom 50% of the list, refused comment until network officials had a chance to go over the 264-page report. NBC-TV, which on the whole fared pretty well in the reckoning, said it would have no comment at all.

A spokesman for Cox Broadcasting said the list was fodder for "some newspapers that have never been friends of television" and that "the broadcasting industry should pay as little attention as possible to it." He said: "The most important aspects missing [from the evaluations in the report] was quality. If you put five hours of garbage on the air and someone else puts on one excellent hour of public service, this report makes you out to be five times better. I also wish he would have dated the data on each station. I mean, if it's based on FCC filings, he's comparing data that was filed in 1969 and '70 with others that were filed for '72-'73."

Taft Broadcasting, which fared the worst of all the group owners, released a statement by Lawrence H. Rogers II, president, on Monday (July 9) calling Mr. Johnson "inconsistent," "hostile" and "confused." In part, Mr. Rogers said: "Mr. Johnson's statistic-laden parting salvo at broadcasting confused a lack of profitability with public service." He cited Taft's WTVN-TV Columbus, Ohio, which, he said, was ranked number 18 in minority employment in Mr. Johnson's report and in the top 25% in percentage of minorities in top positions, but was ranked 136th out of 144 in the over-all table. "Underneath it all Mr. Johnson is,

simply said, hostile to the free-enterprise system of broadcasting," Mr. Rogers said. "Mr. Johnson is entitled to his personal opinions . . . I dissent."

A Taft competitor in Columbus had an understandably different reaction to the "Johnson ratings." WBNS-TV ran a full-page ad in its parent *Columbus Dispatch* with the bold headline "WBNS-TV. Only Number 22, But We'll Try Harder! Promise." The text went on to emphasize that, according to the commissioner, WBNS-TV was "the 22nd ranked station in the United States," ahead of stations in such markets as New York, Baltimore, St. Louis and Seattle, and remarked that "Frankly, we are nearly bursting our TV tubes with pride." The ad—produced by Ron Castell and on the streets the morning after Mr. Johnson's dissent was released—concluded with the observation, "WBNS-TV is 22 today, but tomorrow we want to be Number One. As Commissioner Johnson might say, anyone who makes a claim like that deserves watching."

Donald H. McGannon, president and chairman of the board of Group W Broadcasting, which fared the best of all the group owners with four of its five television stations ranked in the top five, said: "We're happy with the way the results emerged. We're just not sure about the circumstance involved in the methodology." Mr. McGannon expressed perplexity, though, on why WBZ-TV Boston, which was ranked 31st, did not do as well as the other Group W stations, but said, "You can't say that 31 out of 144 is a bad showing."

A spokesman for CBS-TV said it "would be happy to answer questions [about the report] but not until we have a chance to see and absorb the material." Unofficially, however, he commented that CBS-owned stations "seemed to do better than the other two networks." And asked why he felt that WBBM-TV Chicago had not done as well on the list as other CBS stations (it was ranked 74th while the others were in the 20's and 40's), the spokesman observed that "WBBM has been through some tough times, especially concerning its news operation. But we think it has turned around dramatically in the recent past, if you believe the Chicago press. We also have a new general manager there, you know."

(Commissioner Johnson's rankings of 144 stations, assembled by groups, appear in this week's "For the Record," page 46).

Future rankings not on agenda, either from Johnson or FCC

The elaborate rankings of top-50-market television rankings that form the core of FCC Commissioner Nicholas Johnson's study of television broadcasting apparently will be a one-time thing.

Commissioner Johnson, who is leaving the FCC, said last week he hoped the FCC would continue ranking stations.

However, the commission has apparently ruled out such projects, at least for the time being. In initiating the rulemaking that resulted, in May, in new license-renewal procedures and new annual re-

porting and license-renewal forms for television, the commission had proposed to rank stations on the basis of the news, public affairs and "other" (exclusive of sports and entertainment) programming they will report. But in its order adopting the new rules, the commission said it was "not yet ready" to adopt such ranking (BROADCASTING, May 7).

Change of life for the NAEB

**Odd man out in public broadcasting
seeks a new place in the sun**

There have been many public casualties in public broadcasting this past year. There have also been some private ones. Witness the National Association of Educational Broadcasters.

Last March, public broadcasting was in tatters. Fragmented; sorely in need of funding, under administration attack on both its structure and credibility, the medium needed a new way. It came, in the form of a partnership between the Public Broadcasting Service and the Corporation for Public Broadcasting. Up until then, PBS had been merely a manager of the PTV interconnection; NAEB had represented the stations. Overnight, NAEB lost its principal reason for being.

Yet NAEB is still there, albeit with a shrunken constituency, a smaller staff and beset by a disappearing budget base. Its executives, too, have been looking for a new way. They think they've found it in a new identity and purpose: "The national society of professionals in telecommunications."

Translated, that means that NAEB is no longer a trade association but a professional organization, and one hoping to attract members from a far less parochial base than in the past. Targets of its organizational embrace: instructional communicators, cable operators, proponents of cassette technology and any others who would pledge allegiance to its representational banner.

NAEB's redefinition of priorities began at somebody else's meeting—the one on March 31 in which the PBS board decided that public TV stations must muster their forces under one roof. PBS's role had until then been limited to the business of scheduling and transmitting programming. Individual stations had been united under NAEB. And NAEB was not a party to the pending conciliation negotiations with CPB.

To alleviate the obvious shortcomings of this arrangement, the PBS board elected to absorb Educational Television Stations, a semiautonomous arm of NAEB serving as a national representative of PTV licensees. Subsequently, public radio outlets formed a new organization, the Association for Public Radio Stations (still in the formative stage at a temporary headquarters in Iowa City).

With the departure of ETS, NAEB saw several of its key personnel joining the crosstown exodus to PBS's more affluent headquarters at Washington's

L'Enfant Plaza. Among them was Charles Marquis, the association's legislative authority, who assumed similar duties at PBS. Presley D. Holmes, who had headed ETS at NAEB, joined the division at its new home. Another NAEB alumnus, former Information Director Ed Pfister, had made the switch several months before when he became assistant to PBS Chairman Ralph Rogers.

If officials at NAEB were distressed with the changes, they did not say so publicly. Indeed, the party line has been and remains one of anticipation and optimism. The "New NAEB," as the organization now characterizes itself, is determined to meet the challenge set by President William G. Harley: "how to preserve the stability of that which is tried and true and yet be adaptively responsive to the innovative and new."

Under its new definition, NAEB is concentrating in three areas: professional development, information and publications, and research and planning. Into the first fall: a national convention and regional conferences; the "Educational Broadcasting Institute," a series of professional seminars and workshops; "Professional Emphasis Groups," comprising "informally constituted clusters of NAEB members with related professional interests," and a personal placement service which includes listings of job candidacies and openings. The second is to encompass a regular association newsletter; the *Public Telecommunications Review*, a bimonthly anthology of writings pertinent to the industry; an annual telecommunications directory listing persons, organizations and other data concerning telecommunications activities, and a number of special publications and research projects. In the third, NAEB has established: a field information and data report service, offering varied reports on various topics of importance in the field; an accelerated research program covering educational and cultural topics and a program information clearinghouse, providing an index of sources for production underwriting.

Responsibility for the administration of those activities rests with five individuals, working directly under Mr. Harley. William T. Dale, formerly director of instructional services, will be responsible for instructional and educational development; James A. Fellows, formerly director of professional services, assumes responsibility for internal personnel administration, membership development, monitoring of contract and grant activities and the research and planning of services to membership; Stephen E. Millard, formerly director of informational services, will administer NAEB staff publications, press relations, and advertising in other publications; Mary Lynn Moody, formerly convention and conference coordinator, retains that responsibility, and H. Holt Riddleberger, who has resigned as deputy director of ETS to take responsibility for federal regulation and legislation, liaison with cable interests and broadcast licensees and projection of telecommunications development.

If NAEB has made the organizational preliminaries to achieve its broadened objectives, one formidable task remains:



Saw no evil. Richard A. Moore, the former president of KTTV(TV) Los Angeles who is now special counsel to the President, last week had his turn at the witness's microphone in the Senate Watergate hearing. Mr. Moore described his role as a kind of "white-halred" adviser to the younger men on the White House staff, and said he believed that President Nixon knew nothing of the Watergate cover-up until after John W. Dean III, then White House counsel, informed the President, on March 21, at Mr. Moore's urging.

funding. Public broadcasting's eternal nemesis is NAEB's too. Membership fees, its officials acknowledge, will not be sufficient to achieve all its stated goals in the transitional period. Accordingly, NAEB has sought, and is awaiting approval, of several foundation grants. Its highest hopes rest with the Ford Foundation, which has been approached for a grant "in the low six figures." Other foundation sources are expected to provide lesser sums, the spokesman said.

Whether NAEB's promises, plans and press releases can be translated into tangible change for the better remains to be seen. Public broadcasters, sympathetic to the cause, seem to feel the medium has much to gain and little to lose, a feeling expressed by Donald Taverner, president of noncommercial WETA-FM-TV Washington and a member of the PBS board. "NAEB," Mr. Taverner said, "has always had elements of both a professional and trade association. Now, with the new structure, it seems to me, NAEB has an opportunity to limit its scope to the professional kinds of concerns—many of the things that have been done hit-and-miss by other organizations in the past."

Senate gets reform bill repealing equal time

The Senate Rules Committee last week formally reported to the floor political-spending legislation repealing the equal-time provision of the Communications Act for federal-office candidates and establishing over-all campaign-spending limits. The committee had approved the bill (S. 372) late last month (BROADCASTING, July 2). The measure would also set limits on individual contributions to campaigns and create an independent Federal Elections Commission to keep tabs on contributions and expenditures. The bill is scheduled to come up on the Senate floor next week.

Red Lion, WXUR will haunt Norris try for UHF permit

Family connections to stations that fell by the fairness doctrine likely to be entangled in hearing

What may be a long postscript to the WXUR-AM-FM Media, Pa., proceeding began last week, and it involves another named fixed in FCC regulatory history—Red Lion Broadcasting Co., licensee of WGCB-AM-FM Red Lion, Pa.

Counsel for Red Lion, Benedict Cotton, in response to a question from Administrative Law Judge Forest L. McClenning, said Red Lion is prepared to proceed with a hearing on an application for a UHF permit for channel 49 in York, Pa., which has been pending since 1965.

Most of the lengthy delay resulted from the application's entanglement with the fate of WXUR-AM-FM, whose renewal applications were set for hearing in January 1967, principally on charges of fairness-doctrine violations. The commission three years later denied the renewals, and the stations went off the air two weeks ago, after last-minute appeals for reprieve were denied by the courts and the commission (BROADCASTING, July 9).

The principal link between the two cases is John H. Norris. He and his wife now own 45% of Red Lion; his father, the 89-year-old Rev. John M. Norris, owns the remainder. John H. Norris is also president, general manager and a director of Brandywine-Main Line Radio Inc., which was the licensee of WXUR-AM-FM, and is a director of Faith Theological Seminary, which owned the licensee corporation.

The elder Norris in January 1968 had asked for a hearing on the television application, after he had waited almost three years for commission action. By that time, Red Lion was already involved in the court case that was to result in the landmark Supreme Court decision in 1969 upholding the constitutionality of the commission's fairness doctrine.

The commission, in designating the application for hearing, said that because of the younger Mr. Norris's connection with both licensees, the issues in the Media proceeding are relevant to the Red Lion case.

Red Lion had made a "special undertaking" to comply with the requirements of the fairness doctrine pending judicial determination of the doctrine's constitutionality. But the commission, in its order, said it questioned whether it could rely on those promises in view of John H. Norris's connection with both operations and the fact that questions had been raised in the WXUR hearing as to whether those stations had complied with similar promises.

Accordingly, the commission said, it could not act on the television application

until the record in the WXUR proceeding had been completed. Therefore, it said, the Red Lion hearing could not begin until the one involving the Media stations was completed.

With the judicial and regulatory string having run out—and the stations off the air—the way was finally cleared for the hearing on the Red Lion television application if the applicant was still interested. And it is.

The issues are to determine the record of the younger Norris in operating WXUR-AM-FM, as reflected in the record of the hearing, and whether, in the light of that record, the commission can rely on Red Lion's promise to comply with the fairness doctrine.

The completion of the WXUR case also means the way was cleared for commission action on the renewal applications of WGSB-AM-FM. They have been on the deferred list since Aug. 1, 1972, with action held up, according to the commission staffer, pending the outcome of the WXUR case. The commission is expected to consider in the next several weeks the matter of how to proceed with the stations.

In a separate but related matter involving the Red Lion and Media stations, Mr. Cottone, who represents both, appealed to the commission from a staff ruling last month that WGSB and WXUR had failed to comply with the commission's personal-attack rules in connection with a Jan. 27, 1972, broadcast (BROAD-

CASTING, June 22). Mr. Cottone said the ruling is unconstitutional.

The broadcast in question was part of the *Life Line* series, and allegedly accused the United Church of Christ with providing financial assistance to violent, subversive and antiwhite militant groups.

Mr. Cottone argued that ruling was not only improperly applied to a type of program exempt from the personal attack rules and was inconsistent with previous FCC rulings but was a "prejudicial" action.

He said the stations "were singled out . . . for adverse ruling" even though the chief of the complaints and compliance division, William B. Ray, who issued it, was aware that "there were many other stations throughout the country which carried the same broadcast" and failed to comply with the requirements of the personal-attack rules.

The rules require a station within seven days of broadcasting a personal attack to provide the person or group mentioned a tape, transcript or accurate summary, and a reasonable opportunity to reply. The ruling resulted not from a complaint but from a request by the stations for a ruling as to whether the broadcast constituted a personal attack.

From Wiley to Steinem

A record total of 104 broadcast organizations, including stations, networks, program syndicators and equipment manu-

facturers, have signed to attend the 12th executive conference of the New York State Broadcasters Association in Cooperstown, N.Y., July 15-17. Among the panelists and speakers will be FCC Commissioner Richard E. Wiley, Senator Jacob Javits (R-N.Y.), *Ms. magazine* editor Gloria Steinem and Lieutenant Governor Malcolm Wilson of New York. Industry executives on the agenda include Ralph M. Baruch, president of Viacom International; Alfred R. Stern, president of Warner Cable; Jules Fine, senior vice president, Ogilvy & Mather, and Garner Ted Armstrong, educator-broadcaster.

Signal Companies eyes merger into United Aircraft

An agreement in principle for the merger of Signal Companies Inc., Beverly Hills, Calif., into United Aircraft Corp., East Hartford, Conn., was announced last week. Signal owns 49.9% of group broadcaster Golden West Broadcasters Inc.

The agreement, subject to the approval of the stockholders of both companies and the FCC, calls for the exchange of three shares of Signal stock for one share of new convertible preferred stock of United Aircraft. The transaction is estimated to be in the \$750 million range.

Signal Cos. operates internationally in transportation, petroleum, natural gas, and aerospace. It had total sales last year of \$1.46 billion with earnings of \$40.6 million. United Aircraft specializes in aerospace and industrial products. It had 1972 sales of over \$2 billion, with earnings of \$50.6 million.

Harry J. Gray is president and chief executive officer of United Aircraft. Forrest N. Shumway, president and chief executive officer of Signal Cos. and William E. Walkup, chairman and executive vice president, will become members of the board of United Aircraft after the merger is approved by stockholders.

Changing Hands

Announced

Following sale of broadcast station was reported last week, subject to FCC approval:

■ WYPR(AM) Danville, Va.: Sold by David P. Welborne and Charles Lowe to Harry S. Reiner and Richard Campbell for \$380,000. Mr. Reiner has controlling interest in WEXT(AM) West Hartford, Conn. Mr. Campbell is presently general manager of WYPR. WYPR operates daytime on 970 khz with 1 kw. Broker: Blackburn & Co.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 45):

■ KMEN(AM) San Bernardino, Calif.: Sold by Valjon Inc. to Lincoln and Sylvia Dellar for \$525,000. Buyers have majority interest in KACY(AM) Port Hueneme, Calif. KMEN is full time on 1290 khz with 5 kw.



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■ **KHIT(AM)** Walla Walla, Wash.: Sold by Leader Broadcasting Co. to Carl S. Tyler, John A. Lienkaemper and F. M. Stevens for \$105,000. Mr. Tyler is general manager and Mr. Stevens, sales manager of **KVRS(AM)** Ontario, Ore. Mr. Lienkaemper has interest in Bertelson-Lienkaemper Memorial Chapel, Ontario. **KHIT** is daytimer on 1320 khz with 1 kw.

Short leash for Jones

Bob Jones University has been issued short-term renewals until June 1, 1974, for its **WMUU-AM-FM** Greenville, S.C. Applications for the renewals had been deferred since June 1970, pending a Commission of Civil Rights-requested FCC investigation to determine if the stations were in compliance with rules prohibiting employment discrimination.

In issuing the short-term renewals, the commission noted the stations' effort to improve the over-all employment status of minorities and women. (There are presently two black women on stations' staff of 13.)

Renewals are subject to conditions: Affirmative recruitment efforts must be maintained outside the white-only school; employes may not be recruited from **BJU**, and the licensee must submit its affirmative-action procedures to the commission each time it fills a position at the stations.

Media Briefs

Detroit challenge fizzles. FCC has refused to reconsider staff action dismissing informal complaint by Inter-Faith Council for Racial Justice against renewal of Storer Broadcasting's **WJBK-TV** Detroit. IFC in 1970 had accused **WJBK-TV** of having no channels open for establishing dialogue with black listeners. Commission supported Broadcast Bureau's finding that IFC challenge "lacked the requisite factual support to warrant an evidentiary hearing."

Stamp of approval. FCC has adopted new rules specifying that licenses and permits require only seal of commission for authentication. Before rules were amended, authentication required signature of secretary of commission as well as FCC seal. To avoid delay in processing applications, forms with signature of former Secretary Ben F. Waple, who retired June 30 (**BROADCASTING**, July 2), will be used until new forms are available.

ABC regionals. ABC-TV opened a series of five regional meetings with affiliates last week, holding sessions last Tuesday (July 10) in Los Angeles and on Thursday (July 12) in Denver. Others will be in New York July 24, in Fort Lauderdale, Fla., on July 25 and in Chicago on July 27.

RCA and blacks. Creation of an RCA-NBC scholarship in telecommunications at Howard University, Washington, was announced by NBC last week. It will consist of annual \$800 stipend to a undergraduate student and a \$500 unrestricted

grant to Howard University, and will start in 1973-74 academic year. NBC said one reason for selection of Howard was that it is one of few black educational institutions offering undergraduate degree in communication arts. RCA scholarship in science has been in effect at Howard since 1953.

BPA's best. Broadcasters Promotion Association, Chicago, has arranged with Michigan State University, East Lansing, for school to judge national broadcast promotion awards. Under agreement, entries are to be sent directly to Michigan State, with school selecting judges and handling judging of awards. Awards, now known as BPA/Michigan State University promotion awards, will be presented

in three categories—audience promotion, sales promotion and community involvement—at BPA seminar in Cleveland next November.

In new quarters. Joe Fitz-Morris Co., public relations-promotion firm in broadcast and advertising field, has moved to new offices at 295 Madison Avenue, New York 10017. Phone: 212-889-3170.

More for ABC. ABC-TV has announced signing of **WCJB(TV)** Gainesville, Fla., as its 178th primary affiliate.

Back again. CBS announced return as affiliate of **WEMP(AM)** Milwaukee after eight-year absence. **WEMP**, owned by Consolidated Broadcasting Corp., is full time on 1250 khz with 5 kw.

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McClellan pushes copyright button

He sets short hearings on aging bill that includes cable and pro sports

Senate Copyright Subcommittee Chairman John McClellan (D-Ark.) last week scheduled a two-day hearing on the CATV issue and other aspects of the copyright-revision bill, signaling his intention to deal with the legislation during the first session of the 93d Congress.

The senator had announced he would hold such a hearing when he reintroduced the copyright bill (S. 1361) last March (BROADCASTING, April 2).

On Aug. 1, following a session July 31 on proposed copyright exemptions for library photocopying and for educational institutions, the McClellan subcommittee will examine the CATV royalty schedule, the application of the compulsory-license provision to the carriage of sporting events by cable, and the proposed copyright exemption for religious broadcasters. Spokesmen for each side of an issue will be afforded a total of 40 minutes for their presentations.

Principal witnesses on the CATV-fee issue will include Jack Valenti, president of the Motion Picture Association of America, David Foster, president of the National Cable Television Association and a spokesman for the National Association of Broadcasters.

On the sports issue, representatives of professional baseball, basketball, football and hockey are expected to testify, as is one from the National Collegiate Athletic Association.

The Religious Broadcasters Association and publishers of gospel music will address themselves to the remaining aspect.

A spokesman for the McClellan subcommittee said last week that the senator's decision to hold the hearings follows "an informal report" from FCC Chairman Dean Burch, who told the senator he has been unsuccessful in his efforts to mediate a compromise between cable interests and copyright owners on copyright fees (BROADCASTING, April 9).

Senator McClellan wants the copyright-revision bill to reach the Senate floor by the end of the first session of the 93d Congress, the spokesman said. He said the subcommittee is likely to deal with the legislation in September, followed by consideration by the parent Judiciary Committee in October. This timetable, he said, would insure that the bill could be voted upon by the Senate early next year and passed to the House, where it would first be taken up by Representative Robert W. Kastenmeier's (D-Wis.) Subcommittee No. 3 of the Judiciary Committee.

S. 1361 is nearly identical to copyright bills Senator McClellan has introduced in the past two Congresses. Among other things, it would make cable systems liable for copyright payments and establish

quarterly fees under a compulsory licensing system. Fees would range from 1% of gross receipts from subscribers, up to \$40,000, to 5% of gross receipts over \$160,000.

The bill also, in effect, allows professional sports organizations to continue determining when and where their games are to be telecast. (This is done by making it a copyright infringement for a CATV system to carry a professional sporting event into the local service area of one or more TV stations, "none of which has received authorization to transmit said program within such area.")

Thus, the bill as currently drafted prohibits cable systems from using their compulsory licenses to circumvent the TV blackouts that professional sports organizations, particularly football, impose on home games.

The McClellan spokesman said the sports provision reflects the fact that "we inherited an existing policy" which has not been changed either by legislation or by FCC rule. If a new policy on blackouts is to be formulated, he said, it could perhaps be incorporated into the copyright-revision bill. But, he noted, the present bill does not preclude CATV systems from negotiating for the television rights to professional sports contests.

In addition, the copyright bill grants royalties to recording artists for the use of their music on radio or TV. Stations would pay 2% of their net revenues or a prorated fee based on the proportion of their programming occupied by records.

A Copyright Royalty Tribunal would be established in the Library of Congress to distribute royalties and make adjustments in fees.

FCC guidelines for pole tolls?

Agency gets conflicting advice on assertion of new jurisdiction; cables want it, broadcasters don't

The National Cable Television Association has told the FCC it would incur little additional administrative burden by declaring that CATV pole-attachment agreements fall within its regulatory jurisdiction, as long as the commission provides national guidelines establishing "uniformity" in pole-rental contracts.

The NCTA statement was filed in a commission inquiry into whether it has the authority to include pole-attachment matters in its general CATV regulatory scheme. In the same proceeding, the commission heard from a number of common-carrier interests which argued in unison that it lacks authority to enter this concededly new area of regulation. The agency also heard a warning from the National Association of Broadcasters that, if it asserts jurisdiction over pole attachments, it could become "engulfed in an endless chain of piecemeal proceedings" in cable, none of which would conform to the Supreme Court's mandate that the commission limit its cable regulation to

matters that are "reasonably ancillary" to its regulation of television.

The commission's inquiry, upon which it has scheduled oral argument for July 24, is in response to a pending proposal by the California Water & Telephone Co. to double its annual pole-rental fees, from \$3 to \$6. The matter has been put before the commission by NCTA and the California Community Television Association, which have argued that it is representative of the need for federal intervention in the administration of pole attachments (BROADCASTING, April 30, et seq.)

But as far as NAB is concerned, the commission's decision to hold an inquiry on the matter signifies "an apparent commitment by the commission to the development of a wired nation." An FCC movement on this narrow issue, in which its authority to regulate is questionable at best, NAB said, would present a number of other issues no less related to cable operations and no more related to the areas over which the agency has already asserted jurisdiction. "What about increased construction costs, equipment costs, salaries, inevitable copyright fees, programming costs, franchise fees, limitations on subscriber charges, the cost of providing access channels, and a host of other potential cost items?" the NAB asked. The commission, it charged, "is only seeing the tip of the iceberg when it addresses the isolated subject of increased charges for pole usage." It asserted that commission action on the limited topic would be entirely inappropriate in the absence of congressional legislation that would give it authority "over all aspects of cable regulation."

But in the NCTA's opinion the immediate issue is not as clear-cut as the NAB would have the commission believe. The agency, the NCTA said, "faces not a question of whether utility-poles communications space will be regulated, but a question of whether the regulator will be public or private. Noting that, at present, most state public-utility commissions have declined jurisdiction over pole-attachment arrangements, the NCTA contended: "It thus is apparent that if the FCC does not assert jurisdiction . . . there will be no regulatory supervision" and phone companies, electrical utilities and other pole lessors will be left entirely to their own devices in formulating charges to the CATV industry.

The NCTA asserted that it is necessary, at the same time, for the commission to issue standardized guidelines for pole-rental agreements mandating that cable operators have nondiscriminatory access to utility poles. The charge for pole usage, it said, ought not to exceed costs to the lessor. And, it added, "it may be necessary" for the commission to hold hearings to determine what those costs are.

The question of FCC jurisdiction was argued by the cable and common-carrier interests on differing interpretations of congressional intent. According to the NCTA, the FCC has authority to delve into the pole-attachment issue because it is empowered to regulate "all interstate communication" by wire and cable. And

Congress's definition of "wire communications," the NCTA argued, includes all transmissions "by and of wire, cable or other like connection . . . including all instrumentalities, facilities, apparatus, and services incidental to such transmission." Pole attachments, NCTA submitted, clearly fall into the designation of "facilities, apparatus and services" since they are essential to the realization of the cable transmission.

On the other hand, the common-carrier filing concluded that since pole attachments are not part of the actual communication, they are exempt from federal regulation. The position taken by AT&T summarized that line of argument: "The primary thing that constitutes 'wire communications' is the transmission of messages between different points," AT&T said. Common carriers, electrical companies and other pole lessors, it asserted, "in no way participate in the origination, termination or other transmission of CATV communications that pass over the cables attached by the CATV to their poles or laid in their conduits."

The National Association of Regulatory Utilities Commissioners noted that Chief Justice Warren Burger in 1969, while still on the U.S. Court of Appeals in Washington, had ruled that neither CATV operators' use of their own connection facilities nor their use of existing utility poles "involves a common carriage." And since phone companies are regulated by the FCC purely for their common-carrier status, they are therefore not responsible to the federal government for the administration of those parts of their physical plant that are not incidental to common-carrier transmissions, NARUC claimed. Regulation of pole attachments, it asserted, "is best left to the state and local governments based on local conditions."

Harvesting the grapevine on local origination

NCTA gathers suggestions of system operators on how to program that channel

When it comes to gathering information on how to program a local origination channel, cablecasters complain they are limited to grapevine information and hit-or-miss long-distance phone calls to other cable operators. The National Cable Television Association, in response to the problem, will issue a "Cablecasting Guidebook" this week. This compilation of suggestions from cable operators around the country is designed to alleviate the information shortage.

Most of the suggestions indicate that operators should orient their channel toward distinctly local interests. A Springfield, Ill., cablecaster begins the community-service section (the guidebook is divided into 18 sections, each pertaining to a distinct program format) with the comment that a local origination channel should not attempt to compete with broadcasters for mass audiences. Ex-

amples of community-service programming include a five-day plan to stop smoking that was cablecast over the Toledo, Ohio, system and the Tyler, Tex., system presentation of a half-hour program on a city bond issue. In Reading, Pa., the cable system empowered the mayor and police chief to pre-empt all 12 channels on the cable system for emergency messages. Residents then would be advised to turn to local origination channel for further information.

Sports have long been a staple of local origination. The guidebook offers ideas apart from the standard fare of football and basketball games. Quarter-midget auto racing is a popular local-origination offering in Terre Haute, Ind.; karate lessons in Charlottesville, Va., golden-glove boxing in Holyoke, Mass., and snowmobiling in Butte, Mont. A novel offering of the Lakeland, Fla., system was two half-hour programs in which viewers were treated to a birds-eye view of the city from 6,000 feet above.

A section of "Edges and Gimmicks" offers a variety of ways to present popular, relevant local origination. Whether it be bedtime stories for children at 7:30 p.m., candid shots of the community for program lead-ins or a local employe-of-the-week contest, cable operators' suggestions indicate a willingness to experiment.

The Fort Myers, Fla., system killed three birds with one stone with one of its ideas. Television sets are placed in motel-office windows and tuned to the local original channel to indicate which motels in the area have vacancies. A record is

kept by the cable operator and cablecast in the late evening hours. And so travelers need only look at the television screen and are spared needless driving and telephone calls; the cable operator enhances his community image, and motels are more receptive to being wired for cable.

The guidebook contains sections on program formats including children's, medical, hobby, news, political, public access and talk shows. Lists of program distributors and free programming are also included. A limited edition of the guidebook is available from NCTA. Cost is \$15 for members and \$30 for non-members.

Sterling opts for pay cable in Manhattan

With finances faltering, system operator ties with Home Box Office for first such operation in city

The anticipated move of Sterling Manhattan Cable Television Inc. into pay television was taken last week when the company said it would begin a sports, feature motion picture and special-events pay channel next fall.

The venture will be operated with Home Box Office Inc., New York, which, like Sterling Manhattan Cable, is a subsidiary of Sterling Communications Inc.,

advertisement

PUBLIC NOTICE

WHEREAS a written report to the municipality indicating the type of cable television system deemed suited for the municipality has been filed with the Clerk of the Village of Greenport in accordance with the requirements of the New York Commission on Cable Television, notice is hereby given of the following:

a. The political boundaries of the area for which a franchise is proposed to be awarded is the Village of Greenport, Long Island, New York.

b. The system shall have a minimum capacity of 20 TV channels and have a bi-directional capability within the main trunk lines. Initially, the system shall carry 11 Class I channels (off-the-air TV stations) and one Class II channel (locally-originated weather channel). Equipment used in the distribution plant shall be of current state of the art design, and the entire plant shall be capable of meeting applicable technical standards imposed by the FCC's and the New York State Commission's rules on cable TV. A CATV system satisfying the above is now installed and operating in the proposed franchised area.

c. Applications for the franchise shall be submitted in writing by September 17, 1973 and any and all applications received by the Village of Greenport will be available for public inspection during normal business hours at the office of the Village Clerk located at 236 Third Street, Greenport, New York.

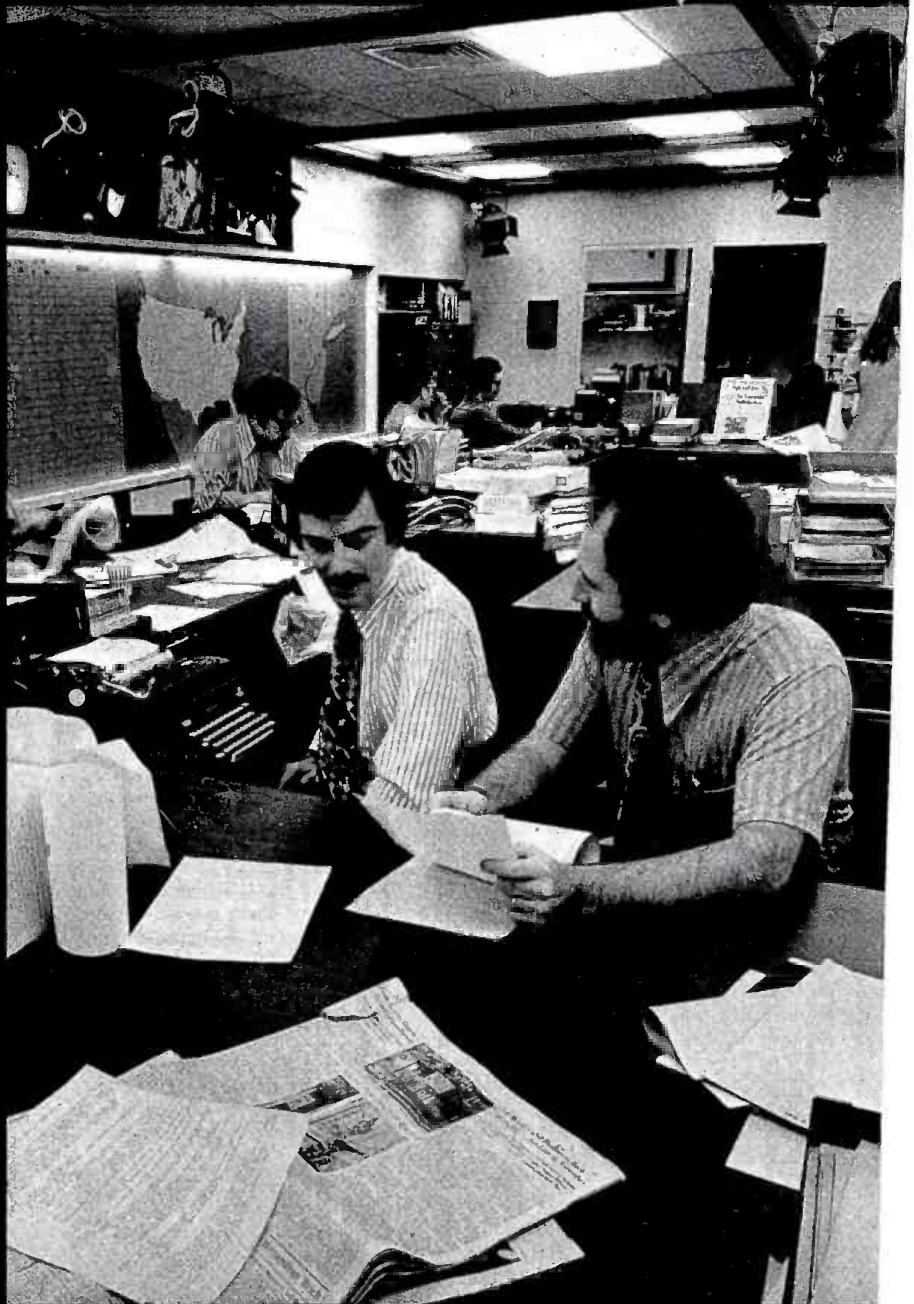
d. The name, address and telephone number of the municipal officer who may be contacted by persons interested in additional information concerning the proposed award is William Lieblein, mailing address c/o Village of Greenport, 236 Third Street, Greenport, New York 11944, tel. 516-765-1142 or 516-477-2115.

Dated: June 25, 1973

**BY ORDER OF THE VILLAGE BOARD
VILLAGE OF GREENPORT, NEW YORK
MABEL HARRIS, VILLAGE CLERK**

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NEWS



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principally owned by Time Inc. Home Box Office will supply programming.

The move marks the beginning of pay cable in New York City proper (Sterling Manhattan covers lower Manhattan). A spokesman said that subscribers will pay an undetermined monthly charge for pay cable above the regular monthly fee of \$6.

Sterling Communications, which recently reported a net loss of more than \$10 million in the fiscal year ended last March, said at that time it was considering the possibility of launching a pay-cable television service in Manhattan (BROADCASTING, July 9).

Grand Rapids nervous about GE pulling back on cable operations

Franchise already has been granted, but cable firm is retrenching and city officials are concerned about its commitment to quality

A touchy franchise situation has developed in Grand Rapids, Mich.

The town of 60,000 has tentatively awarded General Electric Cablevision, Schenectady, N.Y., the franchise pending final negotiations. In the last month, however, GE Cablevision has quietly withdrawn its franchise applications in six cities and will no longer compete for any additional franchises. The action was

taken "to better balance General Electric's allocation of investment resources," according to one company official.

City officials in Grand Rapids are now noticeably concerned about G.E.'s commitment to build a quality cable system in their city if it is awarded the franchise. The two parties will begin final negotiations soon. A GE Cablevision vice president said his company will commit itself to build the system provided no "unreasonable demands" are made by the city during final negotiations. He also stated that a rumored recapture clause—which would allow the city to buy back the franchise for the original construction cost minus depreciation if the owner should decide to sell out—would be unacceptable because the final figure would not be indicative of the system's market value.

Aside from these differences, both parties are hopeful that agreement will be reached. If negotiations should fail, the city would approach Continental Cablevision, Boston, which the city had judged second-best qualified to meet its needs.

General Electric Cablevision's operating systems currently serve over 85,000 subscribers. Additional franchises have been awarded to the company in three cities (San Antonio, Tex., is one) and plans are to continue with their construction. An official of the company says there "are no plans" to dispose of its current cable holdings.

Broadcast Journalism

How the Republicans tried to twist 'The News Twisters'

'Times' reports that Colson ordered purchase of 1,000 copies of Efron book that attacked the networks for leaning to the left

Another broadcast angle of the Watergate mess was revealed last Monday (July 9) when the *New York Times* reported that an aide to former White House Special Counsel Charles Colson purchased 1,000 copies of Edith Efron's "The News Twisters" in an effort to boost the book onto the best-seller lists. In the first part of a two-part series on an alleged "sabotage program" of Republican agents against Democratic presidential candidates, the *Times* said Mr. Colson instructed reelection scheduling secretary, Herbert L. Porter, to pay \$8,000 to Richard Howard, a Colson aide, to buy 1,000 copies of the Efron book, a study purporting to show bias by TV-network news departments in their coverage of the 1968 presidential campaign. A spokesman for Mr. Colson confirmed he had authorized the expenditure, but said that the purchases were made "at Mr. [H. R.] Haldeman's insistence."

A spokesman for the publisher of "The News Twisters," Nash Publishing, Los Angeles, said it had no records of a single 1,000-copies purchase and he believed the books were bought in "drips and drabs." The book is in its fourth printing and has sold about 25,000 copies to date, the spokesman said.

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CBS to fight citation for contempt for airing courtroom sketches

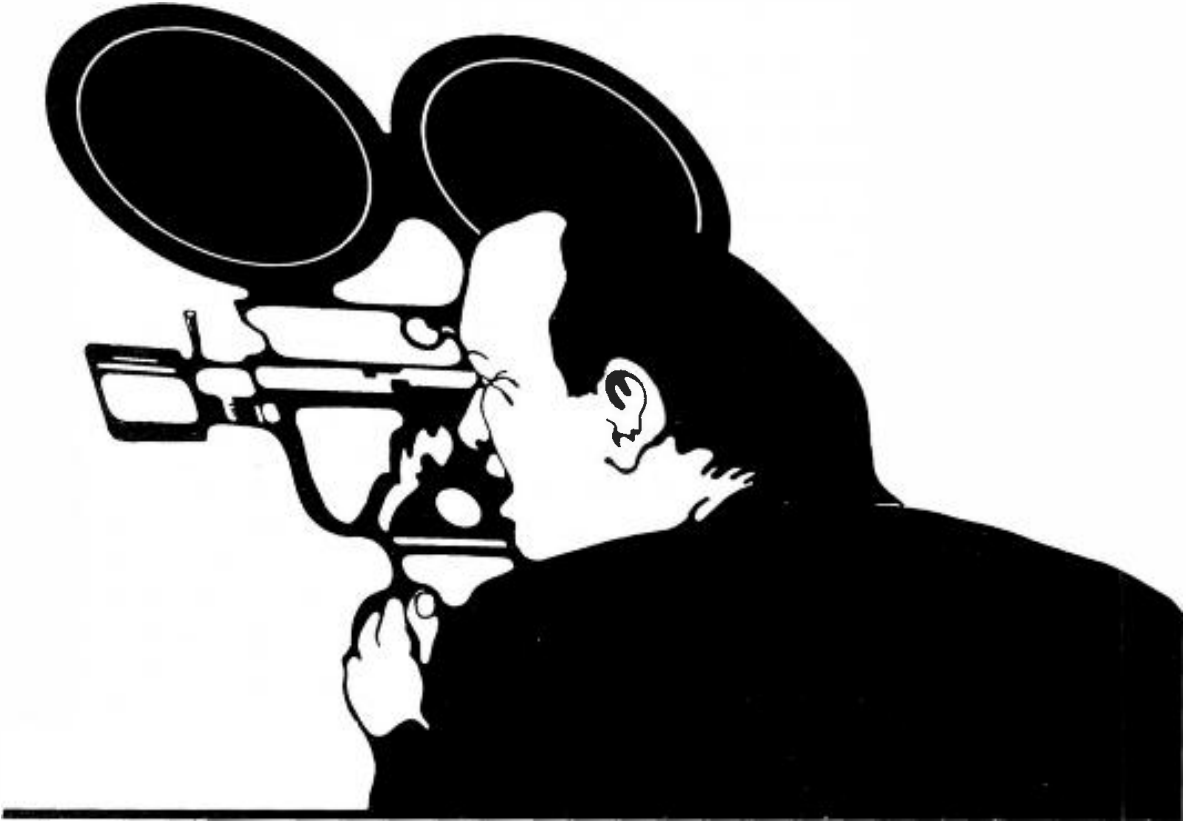
CBS officials said last week they would appeal a decision by a federal district judge in Florida holding CBS in contempt for telecasting courtroom sketches in violation of the judge's order.

Chief Judge Winston E. Arnoff of the U.S. district court for northern Florida issued the contempt ruling Saturday, July 7, after a hearing in Pensacola, and fined CBS \$500. Attorneys for CBS filed notices of intent to appeal to the U.S. Circuit Court of Appeals in New Orleans.

One appeal is expected to challenge the First-Amendment constitutionality of Judge Arnoff's barring of sketches, which some legal authorities say is without U.S. precedent in similar court cases. The other appeal will be against the contempt citation itself.

Judge Arnoff had ordered CBS News correspondent Jed Duvall and artist Aggie Whelan not to broadcast sketches drawn by Miss Whelan during pre-trial hearings held in his court for the so-called "Gainesville Eight," seven members and one supporter of the Vietnam Veterans against the War who have been charged with conspiring to disrupt last summer's Re-

Why Television Is the Number-One News Medium



Among all mass media, television is now regarded as the fastest, fairest and most complete. That was a central finding in a massive survey just reported by the respected Bureau of Social Science Research, of Washington. It confirms other studies of public attitudes by the Roper organization, which year after year has found television holding a position of primacy as a journalistic force.

How did television achieve that rank; why does it keep gaining in stature? The answers will be found in a comprehensive article that the editors of *Broadcasting* have been preparing for publication in the Aug. 13 issue.

All the elements in the intricate system of television news collection and presentation will be examined: the networks, news services, the stations. All of the marvelous range of stories—from Watergate hearings in Washington to a fire in a New Orleans saloon to the election of a black mayor in Los Angeles to the size of the corn crop in Cedar Rapids—will be explored in

their mechanics, purpose and cost. The case studies of news programs and documentaries will be extensive and profusely illustrated.

Augmenting its regular circulation of 36,563, which includes the cream of broadcast-oriented marketing and advertising executives, all members and key staffers of the FCC and officials of other governmental bodies involved in broadcast regulation or legislation, *Broadcasting* will deliver copies of its Aug. 13 issue to every member of the United States Senate and House of Representatives and to the governors of all states.

If you count your news department to be a factor in television journalism—or if you are a network, a wire service, a programmer, or anyone else supplying to the business of television news, you'll want to tell about it in the Aug. 13 issue of *Broadcasting*. Closing date for your advertising is Aug. 6. For details and space availabilities, contact your nearest *Broadcasting* representative.

You belong in Broadcasting Aug 13

publican national convention at Miami Beach. The order included sketches drawn from memory outside the courtroom.

The sketches were subsequently broadcast on the June 22 edition of *CBS Morning News with John Hart*.

Richard S. Salant, president of CBS News, notified the court that Mr. Duvall and Miss Whelan were acting under orders in preparing the sketches for broadcast. Thus they were not held in contempt.

Smith is 'most objective,' Severeid 'least objective' in Sindlinger study

The public believes the most liberal network TV newsmen are also the least objective, according to the results of a nationwide telephone poll done by Sindlinger and Co., Swarthmore, Pa., and released last week by King Features Syndicate.

According to the survey, conducted June 22-28 and based on answers from 2,236 persons, the newscasters most rated as liberal were CBS's Walter Cronkite (34.8%), NBC's David Brinkley (29.6%) and CBS's Eric Severeid (28.4%). They were followed by Roger Mudd (CBS), Barbara Walters (NBC), Frank McGee (NBC), Harry Reasoner (ABC), Dan Rather (CBS), Howard K. Smith (ABC) and John Chancellor (NBC).

Mr. Severeid was described as "least objective" by 15.7%; Mr. Cronkite and David Brinkley followed with 13.9% and 9.2%, respectively.

Described as "most objective" was Mr. Smith (15.1%), followed by Mr. Chancellor (14.2%) and Mr. Reasoner (11.8%). Mr. Cronkite was fourth with 10.4%.

The top three in terms of trust and accuracy ratings were Messrs. Chancellor (55.8%), Cronkite (54.6%) and Reasoner (54.3%).

RTNDA picks cream of year's news shows

The Radio Television News Directors Association has chosen four stations to receive its national television news awards. The Edward R. Murrow Award for excellence in reporting on a significant community problem was given to CBLT(TV) Toronto for *Housing*, produced by Tim Kotcheff. Winner for on-the-spot news reporting was KDKA-TV Pittsburgh for its coverage of the 1972 floods. News director there is William Aber. KIRO-TV Seattle received the award for best investigative reporting for its program dealing with a horse-racing scandal, under the supervision of news director Clifton Kirk. A special citation for TV reporting was awarded to KAKE-TV Wichita, Kan., for *Private Club Bias*, produced by news director Paul Threlfall.

The awards, made annually by RTNDA, will be presented to the winning stations at the association's conference Oct. 8-13 in Seattle.

Programing

Dick, Jane and Sally take a back seat to TV in inner-city reading study

Educators find new subject matter for Philadelphia youth in scripts of top shows

Some 30 prime-time network-TV shows—including ABC's *Kung Fu*, *The FBI* and *Mod Squad*; CBS's *Lucy Show*, *Mannix* and *Waltons*; and NBC's *Sanford and Son* and *Ironside*—are teaching Philadelphia ghetto kids how to read.

"Every Hollywood production company we've asked to send us scripts," says Michael P. Marcuse, the assistant superintendent of schools in Philadelphia, and the man most responsible for getting the program off the ground, "has responded enthusiastically. So far, it's been a dream of cooperation."

The production companies have provided Dr. Marcuse and his staff with master scripts for programs which the staff has taped directly from the TV set. Xeroxed copies of the script are distributed to the students (an over-all total of 900 were involved in the program that ended in June), who then follow along with the cassette as it unreefs on two TV monitors. The school system prefers cassettes to a closed-circuit setup, Dr. Marcuse said, because they give the individual classroom teacher greater control. "If she wants to make a point about a particular line of dialogue," he says, "she can turn the sets on or off as needed."

"Kids who couldn't learn to read before," adds Michael McAndrews, a staff aide to Dr. Marcuse, "are all of a sudden excited and motivated because they have great empathy for those characters up there on the screen. In a sense, the kids want to become these characters, and if that means learning what they say in given situations—the way they speak, the intonation of their voices—then the children are eager to do it."

The Philadelphia educators have even devised follow-up lessons for each script, ranging all the way from creative exercises in rewriting the dialogue to the nuts-and-bolts basics of grammar, spelling and punctuation.

'Soul!' kept alive by two-show grant

Soul!, the WNET(TV) New York black-affairs program that earlier this year seemed destined for the discard pile for lack of funding, has been given a temporary lease on life by the Corporation for Public Broadcasting board of directors.

The board, meeting last Wednesday (July 11) in New York, voted to approve \$175,000 to finance two special presentations of the WNET program. CPB said that the grant, though limited in scope, would give *Soul!* enough funding to retain its present production staff at least

through December. The program has been seen nationally through the Public Broadcasting Service interconnection.

The two *Soul!* specials specifically covered in the CPB grant, each to run at least one hour, are "Ailey on Air," a dance program by New York's Alvin Ailey American Dance Theater, and "From the Roots," an examination of gospel music. Both programs will be available for PTV presentation in the 1973-1974 season.

CPB said that the board's action was taken with the hope that WNET will be able to find other funding sources for *Soul!* after funds from the latest allocation run out next fall. During the past season, CPB granted a total of \$290,000 for *Soul!*'s production.

Big one for TVS: sports from Moscow

Special network will provide 10 hours of programing on tape delay to 150 TV's

TVS Television Network, New York, which has been building its power-base as a sports programing force for the past 11 years, now is preparing for its most ambitious project: the coverage of the World University Games from Moscow, Aug. 15-25, over 150 TV stations at a combined production and time-charges cost of about \$1 million.

TVS, which was acquired earlier this year as a subsidiary of Corinthian Broadcasting Corp., will provide stations with 10 one-hour programs. Eddie Einhorn, president of TVS, said last week that all coverage will be relayed to the U.S. via satellite, but will be carried on a tape-delay basis because of the seven-hour time difference between Moscow and the eastern portion of the U.S.

The games will spotlight university athletes from 70 countries, including the U.S., and TVS's coverage will emphasize track and field, gymnastics and basketball. The announcers for TVS will be Bud Palmer, Merle Harmon, Dick Bank, Gordon Maddox, and Donna De Verona. The Soviet Union will arrange for the pick-up. TVS will have a staff of 12 in Moscow.

Mr. Einhorn said that sponsors for the World University sports coverage are J. C. Penney (McCaffrey & McCall), State Farm Insurance (Needham, Harper & Steers), Colgate-Palmolive (Ted Bates), Wilkinson Blades (Bates), Equitable Life Insurance (Foote, Cone & Belding), Warner-Lambert (J. Walter Thompson) and Norwich Pharmacal (Benton & Bowles).

The games are not TVS's first international foray. Last month the company arranged for the telecast on 130 stations in the U.S. of a 90-minute program, which originated in Peking and featured top U.S. collegiate basketball players.

For more than a decade TVS has arranged for the setting up of an independent network to telecast sports events. It has specialized in basketball and in 1973-74 will present about 100 games from the major college conferences.

CBS cooperation with Buckley now inoperative

Senator's investigation into payola is at loggerheads with CBS Records; company says Justice Department asked it not to discuss case

CBS put up some fences last week between operating personnel of Columbia Records and Senator James Buckley C-R-N.Y.). In return, the senator stepped up his public agitation for "a full-scale congressional investigation of the recording industry," saying that his office had evidence that the controversy goes beyond "drugola" to the "ethical responsibility of the heads of the recording industry."

According to Leonard Saffir, an aide to Senator Buckley, he was informed last Wednesday (July 11) by John Appel, CBS deputy general counsel, that "the Justice Department has asked [CBS] not to discuss the case." Pressed as to whether CBS would relent with Justice's permission *to page 37*

Tracking the Playlist

With 10 bullets below the top-40 positions and seven new songs on the chart this week, a number of records are making their way to the upper positions, seemingly to replace those records—such as George Harrison's, Three Dog Night's and Jim Croce's—that have been active for more than 12 weeks. "Will It Go Round in Circles" by Billy Preston (eight) enters the top 10 for the first time this week, while Barry White's "I'm Gonna Love You" (15) drops out. Other shifts in the top-20 spots were minor. Breaking into the top-40 for the first time this week—all with bullets—were Lobo's "How Can I Tell Her" (34), The Intruders' "I'll Always Love My Mama" (35), Helen Reddy's "Delta Dawn" (36) and Sly and the Family Stone's "If You Want Me to Stay" (38) ("Breaking In," July 9), which jumped from 72 last week. Also awarded bullets for moves of 10 spots or more this week are four R&B cross-over records (this category of records has been slow for a few weeks but seems to be picking up movement now as Barry White, the Spinners and Sylvia, other strong cross-overs, begin to drop): "Are You Man Enough" (48) by the Four Tops, "Time to Get Down" by the O'Jays (50), Johnnie Taylor's "I Believe in You" (55) and the Manhattan's "There's No Me Without You" (53). Davis Gates's first solo single, "Clouds" (42), and Dawn's "Has Anybody Seen My Sweet Gypsy Rose" (41) are also bulleted. New and bulleted on the chart this week are "Bongo Rock" by the Incredible Bongo Band (61), "Young Love" by Donnie Osmond (62) and Kris Kristofferson's "Why Me" (63), which has been on the chart before. Gladys Knight's first record on her new label, Buddah, is new at number 68, as is War's "Gypsy Man" (71), Jeanie Pruitt's "Satln Sheets" (74) and Jerry Reed's "Lord, Mr. Ford" (75), which also was on chart before.

The Broadcasting Playlist

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of American Research Bureau audience ratings for the reporting station on which it is played and for the day part in which it appears. • Bullet indicates upward movement of 10 or more chart positions over previous week.

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	Kodachrome (3:24) Paul Simon—Columbia	1	1	1	1
4	2	2	Natural High (4:02) Bloodstone—London	3	3	2	2
3	3	3	Give Me Love (Give Me Peace on Earth) (3:32) George Harrison—Apple	5	2	3	3
2	4	4	My Love (4:08) Paul McCartney and Wings—Apple	4	4	4	5
7	5	5	Yesterday Once More (3:50) Carpenters—A & M	2	6	7	9
5	6	6	Shambala (3:27) Three Dog Night—ABC/Dunhill	9	5	6	4
6	7	7	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	6	8	5	6
14	8	8	Will It Go Round in Circles? (3:42) Billy Preston—A & M	7	9	8	8
10	9	9	Playground in My Mind (2:55) Clint Holmes—Epic	8	10	10	10
8	10	10	Boogie Woogie Bugle Boy (2:32) Bette Midler—Atlantic	10	7	13	13
13	11	11	Diamond Girl (3:29) Seals and Crofts—Warner Brothers	11	11	11	12
17	12	12	Smoke on the Water (3:48) Deep Purple—Warner Brothers	17	13	9	7
12	13	13	Long Train Runnin' (3:25) Doobie Brothers—Warner Brothers	12	12	14	11
11	14	14	Get Down (2:38) Gilbert O'Sullivan—Mam	13	14	12	15
9	15	15	I'm Gonna Love You (3:58) Barry White—20th Century	15	15	19	16
16	16	16	Feelin' Stronger Every Day (4:13) Chicago—Columbia	20	16	15	14
15	17	17	One of a Kind (Love Affair) (3:31) Spinners—Atlantic	14	17	18	18
22	18	18	Soul Makossa (4:30) Manu Dibango—Fiesta	16	20	16	17
25	19	19	The Morning After (2:14) Maureen McGovern—20th Century	19	18	21	19
20	20	20	Right Place Wrong Time (2:50) Dr. John—Atco	18	23	17	21
21	21	21	So Very Hard To Go (3:37) Tower of Power—Warner Brothers	23	22	20	20
24	22	22	Behind Closed Doors (2:55) Charlie Rich—Epic	22	19	22	30
30	23	23	Touch Me in the Morning (3:51) Diana Ross—Motown	21	25	25	26
18	24	24	Daniel (3:52) Elton John—MCA	25	21	23	25
26	25	25	Live and Let Die (3:10) Paul McCartney and Wings—Apple	26	24	24	22
28	26	26	Uneasy Rider (3:53) Charlie Daniels—Kama Sutra	24	26	26	24
31	27	27	Misdemeanor (2:36) Foster Sylvers—Pride	28	27	27	28
36	28	28	Brother Louie (3:55) Stories—Kama Sutra	33	29	28	23
23	29	29	Frankenstein (3:28) Edgar Winter Group—Columbia	27	28	32	29

continues on next page

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<i>Jingles</i>	<i>Toys</i>
<i>Life Insurance</i>	<i>Watches</i>
<i>Lithographs</i>	<i>Waterbeds</i>

Radio and TV Stations desiring further information about the Charge-A-Trade system may write, Charge-A-Trade, 915 W. Sunrise Blvd., Ft. Lauderdale, Florida or call toll free, 1-800-327-3720 (in Fla. 305-764-6424).

The Broadcasting Playlist continued from page 35

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
38	30	Monster Mash (3:00) Bobby Boris Pickett—Parrot	40	31	30	27
27	31	Money (3:59) Pink Floyd—Harvest	38	36	29	31
19	32	Pillow Talk (3:41) Sylvia—Vibration	29	34	33	36
37	33	Swamp Witch (3:47) Jim Stafford—MGM	30	33	34	35
42	• 34	How Can I Tell Her? (3:59) Lobo—Big Tree	32	30	35	34
59	• 35	I'll Always Love My Mama (3:04) Intruders—Gamble	41	35	31	32
48	• 36	Delta Dawn (3:08) Helen Reddy—Capitol	34	32	42	37
40	37	And I Love You So (3:14) Perry Como—RCA	31	37	40	54
72	• 38	If You Want Me To Stay (2:58) Sly and the Family Stone—Epic	42	38	38	33
29	39	Daddy Could Swear, I Declare (3:42) Gladys Knight and the Pips—Soul	39	40	37	38
34	40	You'll Never Get to Heaven (3:38) Stylistics—Avco	35	42	36	44
62	• 41	My Sweet Gypsy Rose (2:51) Dawn—Bell	37	39	41	46
60	• 42	Clouds (2:45) David Gates—Elektra	36	41	44	48
33	43	I'm Doin' Fine Now (2:48) New York City—Chelsea	54	43	39	42
44	44	Goin' Home (2:10) Osmonds—MGM	49	44	43	41
49	45	Tequila Sunrise (2:52) Eagles—Asylum	43	45	48	45
43	46	Back When My Hair Was Short (2:39) Gunhill Road—Kama Sutra	45	50	47	51
47	47	Roll Over, Beethoven (4:30) Electric Light Orchestra—United Artists	60	48	45	40
71	• 48	Are You Man Enough? (3:24) Four Tops—ABC/Dunhill	47	51	52	43
45	49	Over the Hills and Far Away (4:42) Led Zeppelin—Atlantic	59	54	46	39
75	• 50	Time To Get Down (2:53) O'Jays—Philadelphia International	57	49	50	49
55	51	I'd Rather Be a Cowboy (4:10) John Denver—RCA	51	46	55	53
41	52	Let's Pretend (2:51) Raspberries—Capitol	44	59	60	56
73	• 53	There's No Me Without You (3:28) Manhattans—Columbia	62	53	51	47
51	54	Blockbuster (3:12) Sweet—Bell	61	60	49	50
65	• 55	I Believe in You (3:58) Johnnie Taylor—Stax	52	55	56	55
53	56	He Did with Me (2:27) Vicki Lawrence—Bell	46	47	63	61
35	57	Give It to Me (3:07) J. Gells Band—Atlantic	63	56	53	52
52	58	What About Me? (2:40) Anne Murray—Capitol	50	52	64	62
54	59	The Hurt (4:16) Cat Stevens—A & M	55	57	61	60
50	60	You Are the Sunshine of My Life (2:45) Stevie Wonder—Tamla	48	65	54	72
—	• 61	Bongo Rock (2:36) Incredible Bongo Band—Pride	68	58	59	58
—	• 62	Young Love (2:18) Donnie Osmond—MGM	58	66	58	63
—	• 63	Why Me? (3:25) Kris Kristofferson—Monument	53	62	71	*
61	64	Do In' It to Death (5:05) Fred Wesley and the JB's—Polydor	*	64	65	57
56	65	Hocus Pocus (3:18) Focus—Sire	*	*	57	59

Over-all rank			Rank by day parts			
Last week	This week	Title (length) Artist—label	6-10a	10a-3p	3-7p	7-12p
68	66	Sunshine (3:43) Mickey Newberry—Elektra	72	63	69	85
70	67	Free Electric Band (3:15) Albert Hammond—Mums	67	70	66	66
—	68	Where Peaceful Waters Flow (4:22) Gladys Knight and the Pips—Buddah	*	61	73	64
46	69	Wildflower (4:08) Skylark—Capitol	65	71	62	*
32	70	Tie a Yellow Ribbon (3:19) Dawn—Bell	56	69	*	*
—	71	Gypsy Man (5:22) War—United Artists	73	68	70	67
66	72	L. A. Freeway (3:20) Jerry Jeff Walker—MCA	69	67	74	69
39	73	No More Mr. Nice Guy (3:05) Alice Cooper—Warner Brothers	*	78	67	70
—	74	Satin Sheets (2:58) Jeannie Pruitt—MCA	66	76	68	*
—	75	Lord, Mr. Ford (3:25) Jerry Reed—RCA	64	75	*	74

Alphabetical list (with this week's over-all rank):

And I Love You So (37), Are You Man Enough? (48), Back When My Hair Was Short (46), Bad Bad Leroy Brown (7), Behind Closed Doors (22), Blockbuster (54), Bongo Rock (61), Boogie Woogie Bugle Boy (10), Brother Louie (28), Clouds (42), Daddy Could Swear, I Declare (39), Daniel (24), Delta Dawn (36), Diamond Girl (11), Doin' It to Death (64), Feelin' Stronger Every Day (18), Frankenstein (29), Free Electric Band (67), Get Down (14), Give It to Me (57), Give Me Love (Give Me Peace on Earth) (3), Goin' Home (44), Gypsy Man (71), He Did with Me (56), Hocus Pocus (65), How Can I Tell Her? (34), The Hurt (59), I Believe in You (55), I'd Rather Be a Cowboy (51), If You Want Me to Stay (38), I'll Always Love My Mama (35), I'm Doin' Fine Now (43), I'm Gonna Love You (15), Kodachrome (1), L. A. Freeway (72), Let's Pretend (52), Live and Let Die (25), Long Train Runnin' (13), Lord, Mr. Ford (75), Misdemeanor (27), Money (31), Monster Mash (30), The Morning After (19), My Love (4), My Sweet Gypsy Rose (41), Natural High (2), No More Mr. Nice Guy (73), One of a Kind (Love Affair) (17), Over the Hills and Far Away (49), Pillow Talk (32), Playground in My Mind (9), Right Place Wrong Time (20), Roll Over, Beethoven (47), Satin Sheets (74), Shambala (6), Smoke on the Water (12), So Very Hard to Go (21), Soul Makossa (18), Sunshine (66), Swamp Witch (33), Tequila Sunrise (45), There's No Me Without You (53), Tie a Yellow Ribbon (70), Time to Get Down (50), Touch Me in the Morning (23), Uneasy Rider (26), What About Me? (58), Where Peaceful Waters Flow (68), Why Me? (63), Wildflower (69), Will It Go Round in Circles? (8), Yesterday Once More (5), You Are the Sunshine of My Life (60), You'll Never Get to Heaven (40), Young Love (62).

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

from page 35

sion, Mr. Appel then said—according to Mr. Saffir—that “That’s not the only reason. We have reasons of our own.” Thursday, in a formal statement, CBS said that its cooperation with Senator Buckley was “subject to its primary responsibility to the federal investigative authorities, and to the integrity of its own thorough-going investigation.” The statement said the Buckley staff could talk to its own corporate staff, but not to anyone within the records division itself.

The CBS News investigation into possible payola involving its parent company also was drawn into last week’s controversy between the company and the senator. Mr. Saffir said that David Wynshaw, the ousted Columbia Records executive and assistant to ex-President Clive Davis, told him he had not been contacted by any CBS reporter, despite the statement by CBS News President Richard Salant that his investigation would “keep probing, even if it leads to the top.” A spokesman for CBS News confirmed that organization’s nonpursuit of Mr. Wynshaw, but said it was because they knew he wasn’t granting interviews. (Mr. Saffir, on another tack, reported that Mr. Wynshaw told him that the \$250,000 he says CBS paid for payola went in its entirety to tip-sheet publisher Kal Rudman for disbursement to program directors.)

Mr. Saffir said he did meet with CBS/Records Group President Goddard Lieberman on July 6, with CBS President

Arthur Taylor and Mr. Appel in attendance. He characterized the CBS executives as “definitely” cooperative at that time. The change in policy became apparent when he subsequently tried to set up appointments with other Columbia executives last week.

In related news, a meeting of representatives of the member companies of the Recording Industry Association of America was held last Tuesday (July 10) in New York. Mr. Liebersen, who replaced Mr. Davis as CRG president, was elected to fill Mr. Davis’s post as chairman of RIAA. Two weeks earlier, RIAA called for record companies to conduct their own investigations into allegations of payola in the record industry. It was reported that last week’s discussions centered on facilitating those internal investigations.

Breaking In

“Gypsy Man”—War (United Artists) ■ War, a group with one of the most original sounds to emerge this year, is a consistent hitmaker. And the band’s latest, “Gypsy Man,” has received so much airplay since its release that it probably will head right up station playlists, making it the third hit for the group this year. “The World Is a Ghetto” and “Cisco Kid” came before.

War produces a dense, chanting sound with three or four musicians laying down

intricate cross-rhythms. The melody is carried entirely by a vocal chorus. Instruments that conventionally would carry the melody—guitar and keyboard—are used to provide a droning bottom to War’s murky sound.

Disk jockeys will enjoy talking over the 23-second intro to this record—the sound of rushing wind. It will add drama to the sound of any radio station. Even though the record is almost five and a half minutes long, there is a false ending about three-quarters of the way through that will afford programmers the opportunity to come out of the song about a minute early. But programmers and disk jockeys who take that course do so at their own risk, since audiences are reported to be reacting favorably to the alternately whining and staccato harmonica solo at the end of the record.

Stations playing the new War single last week included KLIF(AM) Dallas, KILT(AM) Houston, KJR(AM) and KOL(AM) Seattle, Wash., WCOL(AM) Columbus, Ohio, and WFIL(AM) Philadelphia.

“Let’s Get It On”—Marvin Gaye (Tamla) ■ “Let’s Get It On” is quite a departure for this Motown recording artist of 10 years. It is blues-based and far more raunchy than anything Marvin Gaye has done before. His last three records—“What’s Going On,” “Mercy, Mercy Me” and “Trouble Man”—were distinguished by their smoothness—quintessential soul, as opposed to R&B or blues—and by the distinctive Marvin Gaye falsetto. Little of that is apparent in his latest.

Mr. Gaye’s penchant for writing lyrics that may sound “relevant” at first but end up sounding superficial after not much scrutiny (“We’re all sensitive people with so much to give . . .”) is forgivable since words are not the major part of his appeal or success. The range of his fine voice—from incredibly high-pitched ecstasy to low-down, come-hither-lover—and tight, multilayered production by the stable of Motown back-up musicians are able to plant enchanting aural pictures easy to enjoy.

“Let’s Get It On” is predictably breaking pop from Detroit top-40 play. Strong R&B airplay and sales have begun to carry it up those charts which measure retail activity. As pop play spreads in the next few weeks, it probably will begin to appear on BROADCASTING’s airplay-based chart.

Stations playing the new Marvin Gaye single last week included WDRQ(FM) Detroit and CKLW(AM) Windsor, Ont.

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

- BELIEVE IN HUMANITY, Carole King (Ode).
- EVERYONE’S AGREED, Stealers Wheel (A & M)
- FREEDOM FOR THE STALLION, Hues Corp. (RCA).
- GLAMOUR BOY, Guess Who (RCA).
- HERE I AM, Al Green (Hi).
- JIMMY LOVES MARYANN, Looking Glass (Epic).

- THE KING OF ROCK AND ROLL, Cashman and West (ABC/Dunhill).
- MAYBE BABY, Gallery (Sussex).
- MY MERRY GO ROUND, Johnny Nash (Epic).
- NEVER NEVER NEVER, Shirley Bassey (United Artists).
- NEXT DOOR NEIGHBOR'S KID, Jud Strunk (MGM).
- ONE TIN SOLDIER, Coven (MGM).
- ROLAND THE ROADIE, Dr. Hook (Columbia).
- SEEDS, Melanie (Neighborhood).
- SHORT STOPPING, Vida Brown (Stax).
- SMOKE, SMOKE, SMOKE, Commander Cody (Paramount).
- STAY AWAY FROM ME, Sylvers (Pride).
- SUMMER (THE FIRST TIME), Bobby Goldsboro, (United Artists).
- SUNSHINE SHIP, Arthur, Hunley, Gottlieb (Columbia).
- THESE DAYS, Ian Matthews (Elektra).
- TOP OF THE WORLD, Lynn Anderson (Columbia).
- WIPE OUT, Sufaris (Dot).
- WOULDN'T I BE SOMEONE?, Beegees (RSO).
- YOU ARE ALWAYS THERE, Donna Fargo (Dot).
- YOU LIGHT UP MY LIFE, Carole King (Ode).

Drew in for Drake at RKO; on-air exodus at KHJ

Paul Drew, program director of KHJ (AM) Los Angeles, was named vice president in charge of programing, RKO General Radio, last Wednesday (July 11). He replaces Bill Drake, who has returned to the programing consultancy and radio syndication firm of Drake-Chenault Enterprises. Mr. Drew will relinquish his post as KHJ programer; Bruce Johnson, RKO General Radio president, said a replacement would be named shortly.

In other RKO-KHJ developments, morning personality Robert W. Morgan—one of the best-known top-40 morning men in radio—resigned from that station July 6. With his departure, KHJ had lost more than half its air staff in less than a month. Several weeks ago, "The Real" Tom Steele, afternoon drive personality on KHJ for almost 10 years, left the station in a contract dispute, and Mark Elliot, with several RKO stations for almost five years, left in a dispute over a change in his air shift, according to Mr. Drew.

Changing Formats

- KCEY (AM) Turlock, Calif., formerly programing top 40, has switched to modern-country format, which is to include selections appearing on both contemporary and country charts.
- WQXX-FM Hialeah, Fla., which had been presenting beautiful-music, nonpersonality format since it underwent ownership change Nov. 1, 1972, adopted modern-country format July 2.
- WRIP-FM Rossville, Ga., which had been programing combination of oldies rock during daytime and progressive rock nights, has adopted country format.

Cartridge VTR's: headache cure in the control room

RCA, Ampex (and soon IVC) are helping cut costs, errors and signal problems with this relatively new equipment

A former observer of TV studio master control rooms would be amazed at the serenity there today. And those who monitor commercials for advertising agencies might notice that certain stations rarely have color-phase problems, garbled audio or black between spots. The reason: cartridge video-tape recorders.

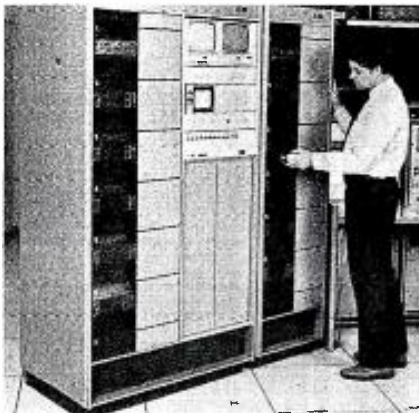
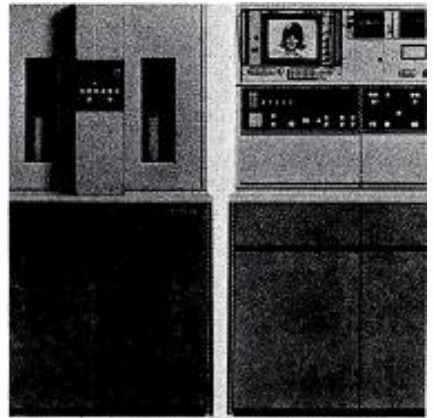
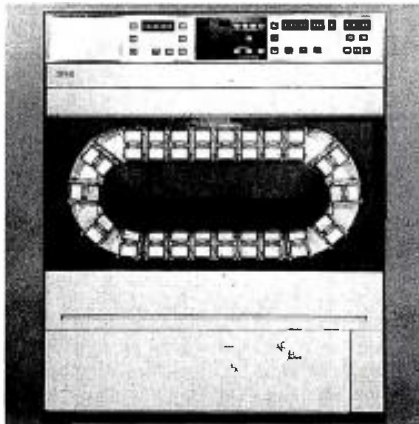
Over 100 television stations across the country have now purchased either the RCA TCR-100 or the Ampex ACR-25 cartridge VTR's. It generally is held that such machines eliminate a number of problems of reel-to-reel VTR's, especially when programing short, back-to-back segments.

The chief engineer for WDCB Washington, Don Doughty, who had the prototype for the TCR-100, says he enjoys the cartridge machines because "engineers no longer have to work long into the night dubbing commercials onto a master tape for the next day's use." He adds that three reel-to-reel VTR's can be replaced by one cartridge VTR for commercial

breaks. "This not only reduces the possibility of human error but it also frees the reel-to-reels for studio use rather than tie up a local production."

Both machines work something like this: Video segments are recorded on two-inch, pre-packaged video-tape cartridges. The cartridges themselves, which vary in length from one to six minutes depending on the manufacturer, are loaded onto a continuous belt within the video-tape cartridge machine which delivers the cartridges to the heart of the system, the transports. Both systems have two transports which contain the "heads." The tapes are taken to the transport slots, injected and threaded. Once threaded, the tape is cued to a point a few seconds ahead of the message start. While transport A is playing, the machine threads and cues the cartridge in transport B. When the cartridge in transport A reaches the point two seconds (for the RCA model) prior to the end of the message, the machine automatically pre-rolls the tape in transport B. Two seconds later the TCR-100 performs the video switch and delivers a fully synchronized color picture to the video line from transport B. The VTR then rewinds the tape on transport A and sets up the next cartridge to be aired. The number of carts the machine plays back-to-back in each sequence is programed by the operator before the break.

Advantages of cartridge VTR's over reel-to-reel VTR's are said to be smoother, cleaner station breaks, consistent color quality, less chance of error—and there-



The field. Competitors in the fast-expanding video-tape cartridge recorder market are RCA's TCR-100 (upper left), Ampex's ACR-25 (upper right) and the IVC BCR-200. Over 180 of the Ampex and RCA machines are said to have been delivered to television stations across the country. One television engineer calls this new breed of broadcast gear among the few recent innovations in broadcast equipment. The TCR-100 and ACR-25 both use two-inch cartridges and are said to reduce operating costs and increase quality over conventional reel-to-reel machines. The BCR-200 will ship its first machine this October and uses one-inch tape in a six- or 12-deck configuration. Prices range from \$66,000 (helical) to \$180,000 (quad).

fore fewer make-goods—and reduced operating costs.

Comparable cartridge VTR's are priced at \$155,000 for the RCA TCR-100 and \$180,000 for the Ampex ACR-25. KPRC-TV Houston estimated that the TCR-100 would save \$33,732 per year over conventional reel-to-reel costs. Head contact for a 30-second spot is about 32 seconds with a cart machine versus 120 seconds for a reel-to-reel. Averaging 100 spots a day, the station estimated it would save \$9,652 in head costs per year. Labor requirements shrink from 130 seconds per 30-second spot to six seconds per spot for the cartridge machine. Yearly labor savings would amount to 913 hours or \$9,130. KPRC-TV estimated that it also costs \$14,950 per year to make up the daily spot reel which would not normally be needed with a cartridge VTR.

Aside from monetary gains, color-bar checks need only be made at the beginning of each day, the cartridges themselves take up one-third the space of a conventional six-inch boxed reel, cartridges are easier to catalogue and the video tape has a longer life because it is enclosed. Production benefits include the ability to add and insert dealer tags, make multi-dubs on to reel-to-reel, assemble commercials, and assemble programs integrating live and recorded programs, as frequently found in newscasts.

RCA and Ampex are currently vying for the two-inch cartridge VTR market. Since its prototype was first introduced in 1970 RCA is the leader in the field with over 120 machines in use. Ampex says over 60 of its ACR-25 have been delivered since its entry into the market in 1972 and a "backlog for \$12 million of the equipment currently exists." Ampex offers random access, a debated advantage, along with manual access which both machines provide; the Ampex unit can play a second spot sandwiched between two others whereas the minimum length for the RCA middle-slot spot is 20 seconds; maximum length of the RCA cartridge is three minutes, the Ampex six; the Ampex unit holds 24 cartridges and the RCA 22. According to one engineer, "RCA has the experience and Ampex the added features."

International Video Corp. will deliver its first BCR-200 to WLCV-TV Tampa-St. Petersburg, Fla., this October. Six or twelve one-inch tape decks are mounted vertically and the decks can be automatically programed to follow the desired sequence. If one deck were to fail the unit can be programed to skip the malfunctioning deck and continue to the next. Cost of the unit, depending on the configuration (six decks or 12), ranges from \$66,000 to \$99,000. It is being aimed "at markets below the top 100," according to a marketing official.

Whatever the fate of the competition, television viewers, station managers, advertisers and especially video-tape machine operators are sure to come out winners. Better quality and improved efficiencies could bring true the statement of one RCA salesman who expects that "80% of the stations" in his two-state area "will have a machine like this [the VTR cart machine] within the next year."

FCC comes down hard on illegal CB operators

FEB investigations prompt indictments against those unlawfully using citizen band and causing significant radio-television interference

A concerted effort by FCC staff to crack down on an increasing number of illegal citizen-band operators has resulted in charges against 300 individuals within the past three months. That disclosure, from a spokesman with the FCC's Field Engineering Bureau, came in the wake of a commission announcement that it has found 16 unlicensed CB operators in the Washington area guilty of violations that could subject each defendant to a fine of up to \$10,000 and a year's imprisonment. In addition, the commission has announced that an 11-count indictment was brought two weeks ago against a Detroit organization, known as United CB'ers of America, and its president, charging both with distribution of counterfeit FCC radiotelephone operators licenses, making false statements to the commission and violating certain mail-fraud statutes. Although the exact size of the organization is not known, FCC officials believe it operated on a national level and that many of its members are unlicensed operators. Its president, George Bennett, who also is accused of criminal contempt for allegedly violating a previous court injunction barring him from operating CB equipment, does not hold a valid FCC operators license, an FEB source said.

Those recent developments underscore what the commission spokesman described as a "rampant" proliferation of unauthorized operations in the citizen band. And while the primary detriment of this situation is being experienced by licensed CB operators who are being deprived of authorized spectrum space, the practice is also causing "an enormous amount" of interference to radio and television reception, the FEB spokesman said. This, he said, is the result of the popular use by unlicensed operators of linear amplifiers, a device that greatly increases the signal strength of the CB unit, but which also causes significant distortion of aural and visual broadcast signals in areas close to the CB transmitter.

Unlicensed CB operations, according to the FEB spokesman, is "the biggest problem" the bureau is currently facing. In response to the need for increased supervision of CB transmissions nationwide, the bureau last April, established three separate engineering teams, each with a staff of 10, to travel to areas of the country in which violations are suspected. The spokesman estimated that an additional 500-600 indictments can be expected within the next six months.

AMST fights ch. 17 grab

The Association of Maximum Service Telecasters is opposing a proposal by the Offshore Telephone Co. to utilize UHF spectrum space to establish a radio telecommunications service for oil-drilling

operations in the Gulf of Mexico.

The Offshore plan, outlined in a petition submitted to the FCC in June 1972, would necessitate the use of UHF channel 17 (488-494 mhz), which would subsequently be shared with broadcasters operating in coastal regions.

In a pleading to the commission, AMST took exception to Offshore's assertion that the UHF frequency is the only one available for the proposed operation. It claimed that space in the 900 mhz region is vacant and suitable for such an operation and that, contrary to Offshore's contention, mobile equipment for use in that spectrum space will be available as early as 1974.

Public FM's now can charge for SCA use, but cannot make money

Noncommercial FM stations are now authorized to charge fees for sideband transmission of instructional, subscription programming. But in permitting such operations, the FCC has stipulated that no money is to be made in the process.

The commission's action amended a rule which had stated that public FM stations' use of subsidiary communications authorizations must be of an entirely noncommercial, nonprofit nature. The new provision states that subscription sideband transmissions, while permissible, may not result in revenues in excess of actual costs.

The commission stated that the source of the program material may be an educational institution, an independent production interest or the station itself. But in any case, it said, the material to be transmitted must be of a nature authorized for educational SCA operations.

To make the distinction between program sources clearer, the commission designated two separate categories to be used in billing subscribers. One includes material that is prepared by an educational entity; the other, programs that, while considered of value to audiences, do not constitute educational material.

Point-to-point putdown

The FCC has notified WANV(AM) Waynesboro, Va., that it will not grant a request to permit intermittent transmission of coded messages for the purpose of alerting members of a Waynesboro emergency first-aid unit. In a letter to the licensee, the commission said, "We have consistently discouraged the transmission of private point-to-point messages in the AM broadcast band, primarily because such usage does not square with the definition of 'broadcasting' contained in the Communications Act (i.e., the dissemination of radio communications intended to be received by the public)."

The FCC said that it feels widespread adoption of such practices would quickly result in the de facto reallocation of broadcast frequencies to other uses. Point-to-point messages may be carried by AM stations only under emergency

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OR

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Crystal Lake, Illinois 60014
(815) 459-5000

circumstances of a general nature such as hurricanes, floods or earthquakes, and only when such operation has been requested by a responsible public official.

Technical Briefs

New test equipment. North American Philips Corp. has announced development of HF sweep generator to be distributed by Test & Measuring Instruments, Inc., Hicksville, N.Y. Instrument covers range from 3 mhz to 860 mhz in eight panel-selected sweep ranges. Setting accuracy is better than 1% and unit sells for \$575.

Measuring static. Singer Instrumentation, Los Angeles, has introduced radio-noise meter for measuring broadband interference. Meter operates at frequencies of 834 khz or 100 khz. It sells for \$1097.

Finance

RCA sets a record in first six months

**Firm tops the \$2-billion mark
in revenues for the first time**

Record sales and net income were achieved by RCA Corp. in the second quarter and first half of 1973.

In announcing results last Thursday (July 12), Robert W. Sarnoff, RCA chairman, said that sales for the six months rose by 11% to \$2.05 billion, marking the first time in the company's 54-year history that first-half sales topped \$2 billion.

Mr. Sarnoff reported that all operations within RCA, except the government segment, showed advances in sales and forecast that American business would close out 1973 with a record of "substantial progress," though the second half should produce a slower rate of growth because of government fiscal restraints imposed in the second quarter.

For the six months ended June 30:

	1973	1972
Earned per share	\$ 1.14	\$ 0.99
Revenues	2,046,100,000	1,850,000,000
Net income	88,000,000	76,400,000

CBS sales and profits up in first-half 1973

**Earnings rose nearly 25%
and revenues increased 12%**

CBS Inc. reported last week that estimated net income and revenues amounted to \$40.3 million and \$719 million respectively for the first half of 1973.

William S. Paley, chairman, and Arthur R. Taylor, president, said earnings rose by 23% and revenues by 12% over the comparable period last year. They pointed out that sales and earnings for the first six months and the second quarter of this year represent a "new CBS high for those periods, enabling CBS to achieve its ninth consecutive quarter of sales and earning improvements over comparable year-earlier periods."

For the second quarter of the year,

net income was estimated at \$23.4 million on estimated net sales of \$355.3 million, a 14% rise in earnings and an 11% jump in revenues.

The figures do not include a non-recurring gain of \$5.4 million, resulting from the first-quarter sale of the New York Yankees.

For the six months ended June 30:

	1973	1972
Earned per share	\$ 1.41	\$ 1.13
Revenues	719,000,000	643,000,000
Net income	40,300,000	32,800,000

Sonderling turns down take-over proposal by Clarence Jones firm

An unsolicited offer to buy 246,800 shares of Sonderling Broadcasting Corp. stock and five-year debentures totaling \$5.4 million has been rejected by board chairman Egmont Sonderling and two other shareholders.

Egmont Sonderling said he had received an unsolicited letter dated July 3, 1973, from Center City Communications Inc. offering to buy from him and two others 246,800 shares of Sonderling common stock for \$18 per share in cash and \$4 per share in five-year debentures. He said the offer imposed conditions, including Center City obtaining, through a tender offer, sufficient additional shares to give it 51% of Sonderling's outstanding shares.

Egmont and Roy Sonderling said they have notified Center City they do not intend to accept its offer. They identified the third shareholder as Mason Loundy, a director of the corporation.

Center City is headed by Clarence B. Jones, publisher of the *Amsterdam News*, a black-interest newspaper. Mr. Jones also is active in Inner City Broadcasting Corp., which bought black-oriented WLIB(AM) New York in 1972.

Sonderling Broadcasting owns and operates two television stations, 10 AM and FM radio stations and a chain of New England movie theaters. Sonderling's WWRL(AM) New York, WOL(AM) Washington, KOJA(AM) Oakland, Calif., and WDIA(AM) Memphis are black-oriented stations.

Financial Briefs

Scripps-Howard Broadcasting Co., New York, reported increase in revenues and net income for six months ended June 30:

	1973	1972
Earned per share	\$ 1.05	\$ 0.92
Revenues	14,069,542	12,713,801
Net income	2,728,348	2,380,273

Ogilvy & Mather International, New York, reports first-quarter 1973 net income down by \$160,000 from first-quarter 1972. For the three months ended March 31:

	1973	1972
Earnings per share	\$ 0.32	\$ 0.42
Billings	92,849,000	92,827,000
Net income	587,767	748,245

Walt Disney Productions, Burbank, Calif., reported increased revenues and earnings for third quarter and nine

months, with earnings per share up 33% for third quarter and up 18% for nine months. For nine months ended June 30:

	1973	1972
Earned per share	\$ 1.02	\$ 0.86
Revenues	257,751,000	220,026,000
Net income	29,198,000	24,668,000

ABC Inc. said it plans to buy on open market over next few months up to

500,000 shares of ABC stock to be held in treasury and available for various corporate purposes. These shares are in addition to 500,000 shares purchased by ABC earlier this year.

San Juan Racing Association, which owns six radio stations in continental U.S. as well as race track in Puerto Rico, may

acquire up to 100,000 shares of its own stock over next three months under plan approved by its board of directors. Company's stock is traded on New York Stock Exchange and has been selling recently at approximately \$14.25 per share. There are 2,151,773 shares outstanding. Shares to be acquired will be used for general corporate purposes.

Broadcasting Stock Index

Weekly market summary of 142 stocks allied with broadcasting

Stock symbol	Exch.	Closing Wed. July 11	Closing Tues. July 3	Net change in week	% change in week	High 1973	Low	Approx. Shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	ABC	N 25 3/4	21 5/8	+ 4 1/8	+ 19.07	31 1/2	21	17,029	438,496
ASI COMMUNICATIONS					.00	1 1/2	1	1,815	2,268
CAPITAL CITIES COMM.	CCB	N 44 5/8	43 3/4	+ 7/8	+ 2.00	62 1/2	35	7,074	315,677
CBS	CBS	N 34 3/4	33 1/8	+ 1 5/8	+ 4.90	52	30 1/2	28,315	983,946
CONCERT NETWORK*	D	1/4	1/4		.00	5/8	1/4	2,200	550
COX	CDX	N 21 7/8	22 7/8	- 1	- 4.37	40 1/4	21 5/8	5,850	127,968
FEDERATED MEDIA	D	2	2 1/2	- 1/2	- 20.00	3 1/2	2	870	1,640
GROSS TELECASTING	GGG	A 14 1/8	12 7/8	+ 1 1/4	+ 9.70	18 3/8	12 7/8	800	11,300
LIN	LINB	D 5 5/8	5 3/4	- 1/8	- 2.17	14 3/4	5 5/8	2,296	12,915
MOONEY	MODN	D 5	5		.00	10 1/4	5	385	1,925
PACIFIC & SOUTHERN	PSDU	D 7 1/4	7	+ 1/4	+ 3.57	13 3/4	7	1,930	13,992
RAHALL	RAHL	D 4 1/4	4 1/4		.00	12 1/4	4 1/4	1,297	5,512
SCRIPPS-HOWARD*	SCRP	D			.00	21 1/4	19	2,589	49,838
STARR	SBG	M			.00	24 1/2	9 5/8	1,166	11,660
STORER	SBK	N 19 1/4	19	+ 1/4	+ 1.31	44	15 7/8	4,391	84,526
TAFT	TFB	N 23 7/8	25	- 1 1/8	- 4.50	58 5/8	22	4,096	97,792
WHDH CORP.*	D	21 1/4	21	+ 1/4	+ 1.19	24	14	589	12,516
WOODS COMM.*	D	3/4			.00	1 5/8	3/4	292	219
TOTAL								82,934	2,172,740
Broadcasting with other major interests									
ADAMS-RUSSELL	AAR	A 3 3/4	2 7/8	+ 7/8	+ 30.43	5 3/8	2 5/8	1,259	4,771
AVCO	AV	N 9 1/4	8 1/2	+ 3/4	+ 8.82	16	8	11,478	106,171
BARTELL MEDIA	BMC	A 1 3/4	1 5/8	+ 1/8	+ 7.69	3 1/2	1 3/8	2,257	3,949
CHRIS-CRAFT	CCN	N 4 1/8	3 3/4	+ 3/8	+ 10.00	6 5/8	3 3/4	4,161	17,164
COMBINED COMM.	CCA	A 22 1/4	21 1/8	+ 1 1/8	+ 5.32	44	15	3,230	71,867
COWLES	CWL	N 5 3/8	5	+ 3/8	+ 7.50	9 5/8	4 3/4	3,969	21,333
DUN & BRADSTREET *	DNB	N 35 5/8	68	- 32 3/8	- 47.61	39	32 3/4	26,042	927,746
FAIRCHILD INDUSTRIES	FEN	N 5 7/8	6	- 1/8	- 2.08	13 3/8	5 1/4	4,550	26,731
FUQUA	FQA	N 10 7/8	10	+ 7/8	+ 8.75	20 3/8	9 1/2	9,741	105,933
GABLE INDUSTRIES	GBI	N 17 5/8	17 1/2	+ 1/8	+ .71	25	15	2,605	45,913
GENERAL TIRE	GY	N 19 3/8	18 1/4	+ 1 1/8	+ 6.16	28 3/4	17 3/8	20,652	400,132
GLOBETROTTER	GLBTA	D 4 3/4	5	- 1/4	- 5.00	8 1/8	4 3/4	2,820	13,395
GRAY COMMUNICATIONS	D	10 1/2	10 1/2		.00	12 7/8	9	475	4,987
HARTE-HANKS	HHN	N 8 7/8	8 5/8	+ 1/4	+ 2.89	29 1/4	8 1/2	4,335	38,473
KAISER INDUSTRIES	KI	A 4 1/4	4 3/8	- 1/8	- 2.85	6 5/8	4	27,487	116,819
KANSAS STATE NETWORK	KSN	D 4 7/8	4 7/8		.00	6 1/8	4 7/8	1,741	8,487
KINGSTIP	KTP	A 6 1/2	6 3/4	- 1/4	- 3.70	14 1/4	6 1/4	1,155	7,507
LAMB COMMUNICATIONS*	O	1 3/4	1 7/8	- 1/8	- 6.66	2 5/8	1 3/4	475	831
LEE ENTERPRISES	LNT	A 13 3/4	13 1/4	+ 1/2	+ 3.77	25	12 5/8	3,366	46,282
LIBERTY	LC	N 17 1/8	16 5/8	+ 1/2	+ 3.00	23 7/8	15 3/4	6,760	115,765
MCGRAW-HILL	MMP	N 8 1/4	8 5/8	- 3/8	- 4.34	16 7/8	7 1/2	23,525	194,081
MEDIA GENERAL	MEG	A 32 3/4	32	+ 3/4	+ 2.34	43 1/2	31 3/4	3,546	116,131
MEREDITH	MDP	N 13	12 7/8	+ 1/8	+ .97	20 1/2	12 1/4	2,827	36,751
METROMEDIA	MET	N 18	16	+ 2	+ 12.50	32 1/4	14 1/8	6,483	116,694
MULTIMEDIA	O	18	18		.00	30 1/4	18	4,388	78,984
OUTLET CO.	OTU	N 11 1/4	10 3/4	+ 1/2	+ 4.65	17 5/8	10 3/8	1,379	15,513
POST CORP.	PDST	D 10 1/2	10 1/2		.00	17	10 1/4	893	9,376
PSA	PSA	N 13	13 1/8	- 1/8	- .95	21 7/8	10 3/8	3,779	49,127
PUBLISHERS BCSTG.	PUBB	D			.00	2	7/8	919	804
REEVES TELECOM	RBT	A 1 5/8	1 5/8		.00	3 1/4	1 5/8	2,376	3,861
RIDDER PUBLICATIONS	RPI	N 15 1/2	13 1/8	+ 2 3/8	+ 18.09	29 7/8	13	8,312	128,836
ROLLINS	ROL	N 16 5/8	15	+ 1 5/8	+ 10.83	36 1/2	14 1/4	13,372	222,309
RUST CRAFT	RUS	A 14	14 3/8	- 3/8	- 2.60	33 3/4	14	2,366	33,124
SAN JUAN RACING	SJR	N 15 1/4	14 1/4	+ 1	+ 7.01	23 3/4	14	2,153	32,833
SCHERING-PLOUGH	SGP	N 77 3/4	76 1/4	+ 1 1/2	+ 1.96	80 1/4	71 3/4	52,590	4,088,872
SONDERLING	SDB	A 12 1/2	10 3/4	+ 1 3/4	+ 16.27	16 3/8	7 5/8	1,006	12,575
TECHNICAL OPERATIONS	TO	A 6 7/8	7 1/4	- 3/8	- 5.17	13 1/2	5 1/8	1,386	9,528
TIMES MIRROR CO.	TMC	N 19	17	+ 2	+ 11.76	25 7/8	16 1/2	31,145	591,755
TURNER COMM.*	O	4 1/2		- 1/4	- 5.26	6	4 1/2	1,486	6,687
WASHINGTON POST CO.	WPO	A 20	19	+ 1	+ 5.26	37	18 5/8	4,746	94,920
WOMETCO	WDM	N 12	11 3/4	+ 1/4	+ 2.12	19 3/8	11 1/4	6,098	73,176
TOTAL								313,333	8,000,143
Cablecasting									
AMECO	ACD	D 5/8	5/8		.00	3	5/8	1,200	750
AMERICAN ELECT. LABS	AELBA	D 2 1/8	1 3/8	+ 3/4	+ 54.54	3 5/8	1 3/8	1,673	3,555
AMERICAN TV & COMM.	AMTV	D 25 1/2	22 1/4	+ 3 1/4	+ 14.60	39	22	2,859	72,904
ATHENA COMM.*	O	1 1/2	1 1/8	+ 3/8	+ 33.33	5 1/2	1	2,126	3,189
BURNUP & SIMS	BSIM	O 21 1/8	20 3/8	+ 3/4	+ 3.68	31 3/4	20 3/8	7,510	158,648
CABLECOM-GENERAL	CCG	A 4	4 1/4	- 1/4	- 5.88	8 7/8	3 3/4	2,489	9,956
CABLE FUNDING CORP.*	CFUN	D 4 3/4	4 5/8	+ 1/8	+ 2.70	8 1/8	4 1/2	1,233	5,856
CABLE INFO. SYSTEMS*	O				.00	2 1/2	1	663	663

Stock symbol	Exch.	Closing Wed. July 11	Closing Tues. July 3	Net change in week	% change in week	High	1973 Low	Approx. Shares out (000)	Total market capitalization (000)	
CITIZENS FINANCIAL	CPN	A 4 3/4	4 5/8	+ 1/8	+ 2.70	9 1/2	4 1/2	2,676	12,711	
CDMCAST	D	3 1/4	3 1/8	+ 1/8	+ 4.00	5 3/8	3 1/8	1,280	4,160	
COMMUNICATIONS PRDP.	COMU	D 3 7/8	4	- 1/8	- 3.12	9 3/4	3 5/8	4,435	17,185	
CDX CARLE	CXC	A 21	20 1/8	+ 7/8	+ 4.34	31 3/4	20 1/8	3,560	74,760	
ENTRON	ENT	O			.00	9 1/4	1/4	1,358	509	
GENERAL INSTRUMENT	GRL	N 16 3/8	14 3/8	+ 2	+ 13.91	29 1/2	13 1/4	6,790	111,186	
GENERAL TELEVISION*	D	3	2 1/2	+ 1/2	+ 20.00	4 1/2	2 1/2	1,000	3,000	
HERITAGE COMM.	O	10	10		.00	17 1/2	7	345	3,450	
LVO CABLE	LVOC	D 5	5		.00	11 1/4	4 1/4	1,561	7,805	
SCIENTIFIC-ATLANTA	SFA	A 7 3/4	6 7/8	+ 7/8	+ 12.72	15 3/8	6 1/4	917	7,106	
STERLING	STER	O 1 1/2	1 1/2		.00	4 1/4	1 1/4	2,162	3,243	
TELE-COMMUNICATIONS	TCOM	O 8	7 1/8	+ 7/8	+ 12.28	21	7 1/8	4,616	36,928	
TELEPROMPTER	TP	A 17 3/8	16 1/4	+ 1 1/8	+ 6.92	34 1/2	14 3/8	15,999	277,982	
TIME INC.	TL	N 31 5/8	31 1/4	+ 3/8	+ 1.20	63 1/4	29 5/8	7,286	230,419	
TOCDM	TOCD	O 6 1/4	5 3/8	+ 7/8	+ 16.27	12 1/8	5 3/8	596	3,725	
UA-COLUMBIA CABLE	UACC	D 8	8 3/8	- 3/8	- 4.47	15	7 3/4	1,832	14,656	
VIACOM	VIA	N 9 3/8	9 1/4	+ 1/8	+ 1.35	20	9 1/4	3,851	36,103	
VIKOA	VIK	A 5	4 5/8	+ 3/8	+ 8.10	9 1/8	4	2,562	12,810	
Programming								TOTAL	82,579	1,113,259
COLUMBIA PICTURES	CPS	N 5 1/8	5 5/8	- 1/2	- 8.88	9 7/8	4 1/2	6,335	32,466	
DISNEY	DIS	N 84 3/8	74 1/8	+ 10 1/4	+ 13.82	123 7/8	70 1/8	28,552	2,409,075	
FILMWAYS	FWY	A 2 1/8	2 3/8	- 1/4	- 10.52	5 3/8	2 1/8	1,877	3,988	
GULF + WESTERN	GW	N 24 3/8	22 7/8	+ 1 1/2	+ 6.55	35 3/4	21 3/8	16,387	399,433	
MCA	MCA	N 24 1/2	20	+ 4 1/2	+ 22.50	34 1/4	18 1/2	8,367	204,991	
MGM	MGM	N 16 1/4	14 3/8	+ 1 7/8	+ 13.04	24	13 5/8	5,958	96,817	
MUSIC MAKERS	MUSC	O			.00	2 5/8	1 5/8	534	1,401	
TELE-TAPE*	O	3/4	1	- 1/4	- 25.00	1 3/4	3/4	2,190	1,642	
TELETRONICS INTL.*	O	4 1/2	4 1/2		.00	10 1/2	4 1/2	724	3,258	
TRANSAMERICA	TA	N 12 3/4	11 1/4	+ 1 1/2	+ 13.33	17 5/8	10 3/4	66,449	847,224	
20TH CENTURY-FOX	TF	N 7 3/4	7 1/4	+ 1/2	+ 6.89	12 3/8	6 1/2	8,562	66,355	
WALTER READE	WALT	O			.00	1 3/8	7/8	2,203	1,927	
WARNER	WCI	N 15	13 3/8	+ 1 5/8	+ 12.14	39 1/8	13 1/8	18,864	282,960	
WRATHER	WCO	A 8 1/4	7	+ 1 1/4	+ 17.85	16 5/8	7	2,229	18,389	
Service								TOTAL	169,231	4,369,926
JOHN BLAIR	BJ	N 7 3/8	7 1/2	- 1/8	- 1.66	13	6 3/8	2,494	18,393	
COMSAT	CO	N 47 1/2	45 1/8	+ 2 3/8	+ 5.26	64 1/2	42 1/4	10,000	475,000	
CREATIVE MANAGEMENT	CMA	A 6 1/4	5 7/8	+ 3/8	+ 6.38	9 1/2	4	1,056	6,600	
DOYLE DANE BERNBACH	DOYL	O 12 1/4	12	+ 1/4	+ 2.08	23 1/2	12	1,884	23,079	
ELKINS INSTITUTE	ELKN	O			.00	1 1/4	3/4	1,664	1,664	
FOOTE CDNE & BELDING	FCR	N 9 3/8	9	+ 3/8	+ 4.16	13 3/8	8 1/8	2,129	19,959	
CLINTON E. FRANK*	O	5	5 1/2	- 1/2	- 9.09	11 1/2	5	720	3,600	
GREY ADVERTISING	GREY	O 8 1/2	8 1/2		.00	17 1/4	8 1/4	1,263	10,735	
INTERPUBLIC GROUP	IPG	N 13 7/8	13 3/4	+ 1/8	+ .90	25 3/8	12 1/8	2,464	34,188	
MARVIN JOSEPHSON	MRVN	D 8	8 1/4	- 1/4	- 3.03	18 1/2	8	1,085	8,680	
MCCAFFREY & MCCALL*	O				.00	10 3/4	8 1/2	585	4,972	
MCI COMMUNICATIONS	MCIC	D 5 7/8	5 1/2	+ 3/8	+ 6.81	8 3/4	4 5/8	11,810	69,383	
MOVIELAB	MOV	A 1 3/8	1 3/8		.00	1 7/8	1 1/8	1,407	1,934	
MPO VIDEOTRONICS	MPO	A 2 1/4	2 1/4		.00	4 7/8	2	540	1,215	
NEEDHAM, HARPER*	NDHMA	O 9 3/4	10	- 1/4	- 2.50	26 1/4	9 1/2	916	8,931	
A. C. NIELSEN	NIELB	O 29 7/8	31 1/4	- 1 3/8	- 4.40	40 1/2	29 7/8	10,598	316,615	
OGILVY & MATHER	OGIL	O 16	14 1/2	+ 1 1/2	+ 10.34	32 1/2	14 1/2	1,777	28,432	
PKL CO.*	PKL	O 7/8	7/8		.00	2 5/8	3/4	778	680	
J. WALTER THOMPSON	JWT	N 14 3/4	14 1/2	+ 1/4	+ 1.72	24 3/4	14	2,659	39,220	
UNIVERSAL COMM.*	O				.00	12 1/4	4 1/2	715	3,217	
WFLS, RICH, GREENE	WFG	N 11 3/4	10 5/8	+ 1 1/8	+ 10.58	21 1/8	9 1/2	1,568	18,424	
Electronics								TOTAL	58,112	1,094,921
ADMIRAL	ADL	N 10 1/4	8 3/4	+ 1 1/2	+ 17.14	18	7 1/4	5,813	59,583	
AMPEX	APX	N 4 3/4	4 5/8	+ 1/8	+ 2.70	6 7/8	3 1/4	10,875	51,656	
CARTIDGE TV+	D				.00	16 1/2	1 3/4	2,083	5,207	
CCA ELECTRONICS	CCAE	O 1 1/4	1 1/8	+ 1/8	+ 11.11	3	1 1/8	881	1,101	
COLLINS RADIO	CRI	N 17	16 3/8	+ 5/8	+ 3.81	25 7/8	15 1/4	2,968	50,456	
COMPUTER EQUIPMENT	CEC	A 2 1/8		- 1/8	- 5.55	2 7/8	2	2,366	5,027	
CONRAC	CAX	N 15 7/8		- 1/8	- .78	31 7/8	14 1/4	1,261	20,018	
GENERAL ELECTRIC	GE	N 59 3/4	56 1/2	+ 3 1/4	+ 5.75	75 7/8	55	182,348	10,895,293	
HARRIS-INTERTYPE	HI	N 26	25 1/2	+ 1/2	+ 1.96	49 1/4	24 1/2	6,308	164,008	
INTERNATIONAL VIDEO*	IVCP	O 6	7	- 1	- 14.28	14 3/4	6	2,745	16,470	
MAGNAVOX	MAG	N 9 1/2	9 1/4	+ 1/4	+ 2.70	29 5/8	8 5/8	17,806	169,157	
3M	MMM	N 82 1/2	82 1/8	+ 3/8	+ .45	88 7/8	76 1/4	113,051	9,326,707	
MOTOROLA	MOT	N 46 3/8	43	+ 3 3/8	+ 7.84	52	43	27,570	1,278,558	
OAK INDUSTRIES	OEN	N 11 3/4	11 1/8	+ 5/8	+ 5.61	20 1/2	10 3/4	1,639	19,258	
RCA	RCA	N 24 3/4	23 3/8	+ 1 3/8	+ 5.88	39 1/8	22 1/8	74,525	1,844,493	
RSC INDUSTRIES	RSC	A 1 7/8	1 1/2	+ 3/8	+ 25.00	2 1/4	1 3/8	3,458	6,483	
SONY CORP	SNE	N 43 7/8	40 1/4	+ 3 5/8	+ 9.00	57 1/4	38 3/4	66,250	2,906,718	
TEKTRONIX	TEK	N 33 1/8	31 7/8	+ 1 1/4	+ 3.92	53 7/8	29 7/8	8,162	270,366	
TELEMAN	TIMT	O 2 7/8	3 1/8	- 1/4	- 8.00	4 3/4	2 7/8	1,050	3,018	
TELEPRO INDUSTRIES	D	7/8	7/8		.00	2 1/2	7/8	1,717	1,502	
WESTINGHOUSE	WX	N 37 3/8	34	+ 3 3/8	+ 9.92	47 3/8	31 1/8	88,595	3,311,238	
ZENITH	ZE	N 36 3/4	34 5/8	+ 2 1/8	+ 6.13	56	34	19,043	699,830	
GRAND TOTAL								1,346,703	47,857,136	

Standard & Poor's Industrial Average

118.50

113.90

+4.60

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

N-New York Stock Exchange
O-Over the counter (bid price shown)
† In bankruptcy proceeding

A blank in closing price columns
indicates no trading in stock.
* Reflects two-for-one stock split

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

Fates & Fortunes®

Media

Albert B. Sturges, program manager, KBHK-TV San Francisco, named station manager, WFLD-TV Chicago. Both stations are owned by Kaiser Broadcasting Co., partnership of Kaiser Broadcasting Corp. and Field Communications Corp.

Gary D. Edens, VP and general manager, KOY(AM) Phoenix, appointed to additional post, VP and general manager, KRFM(FM) there. Southern Broadcasting Co., owner of KOY, recently acquired KRFM. **Thomas M. Churchill**, president and general manager, KRFM, named VP and station manager.

Louis W. Austin, account executive, WRG(AM) Buffalo, N.Y., named manager, WGRQ(FM) there. Both stations are owned by Taft Broadcasting Co., Cincinnati.

Dick Walker, national sales manager for KRCR(TV) Redding, Calif., and KOB(TV) Medford and KOTI(TV) Klamath Falls, both Oregon, owned by California-Oregon Broadcasting Co., named station manager of KOTI(TV).

Hank Booth, former news director, KLEO(AM) Wichita, Kan., joins KLWN-AM-FM Lawrence, Kan., as manager.

Ken Kroemer, sales director, KCLN-AM-FM Clinton, Iowa, appointed general manager and sales manager. **Rod Church**, news director, named operations manager.

Paul Ward, with KOST(FM) Los Angeles, named operations manager, KEZS(FM) Sacramento, Calif.

Dean Ward, general sales manager, WCEE-TV Rockford, Ill., appointed assistant manager.

Broadcast Advertising

Marvin Honig, **Mike Mangano** and **John Noble**, creative management supervisors, Doyle Dane Bernbach, New York, elected senior VP's.

Joseph A. Albanese and **Harold J. Greer**, VP's-management supervisors, Grey Advertising, New York, named senior management supervisors.

Angela Kinnersly, research supervisor, ABC Radio, New York, named manager of sales development.

Carleton F. Loucks, VP, regional sales, Radio Advertising Bureau, New York, named senior VP, local and regional sales, and **Richard J. Montesano**, VP, marketing and research, appointed senior VP.

Bette McGhee, with Avco Broadcasting Corp., Cincinnati, appointed to newly created post, director of corporate marketing development.

Ken King, former VP and general manager, KBTV(TV) Denver, named national sales manager, KOTI(TV) Klamath Falls

and KOB(TV) Medford, both Oregon, and KRCR(TV) Redding, Calif., owned by California-Oregon Broadcasting Co.



Mr. Dobson

and KOB(TV) Medford, both Oregon, and KRCR(TV) Redding, Calif., owned by California-Oregon Broadcasting Co.

Charles B. Gardner, creative director, Albert Jay Rosenthal & Co., Chicago, elected VP.

Daniel H. Dolgins, head of his own company, Dolgins Marketing Resources, named VP and management supervisor, Warren, Muller, Dolobowsky, New York.

David B. Fullerton, creative director, and **Robert E. Gorence**, account supervisor, Young & Rubicam, Chicago, named VP's.

Stanley Paluch and **Clifford Kasik**, art directors, **Richard Lane**, media research director, and **Francine Goldfine**, associate media director/radio and TV, all Arthur Meyerhoff Associates, Chicago, elected VP's.

Richard D. Lamley, account supervisor, Norman, Craig & Kummel, New York, elected VP.

Robert Agee and **Peter B. Cooney**, account supervisors, Needham, Harper & Steers, New York, elected VP's. **Marianne Herbert**, creative supervisor, Grey Advertising, New York, joins Romero Needham, S.A. de C.V., Mexico City, affiliate, of NH&S, as VP and creative director.

Larry Matlock, account executive, KFRC-

Ron Dobson, with NBC-TV participating program sales, New York, named director, sports sales.

Alvin Balkin, sales service manager, CBS Radio network sales, New York, named business manager. He succeeds **Jack Stuppler**, appointed director, pro-

gram practices, CBS Radio (BROADCASTING, July 2).

(AM) San Francisco, appointed sales manager.

Bill Gately, with KDKB-AM-FM Mesa, Ariz., joins KVEG-AM-FM Las Vegas as director of sales.

James A. Spoerl, account executive, KSO(AM) Des Moines, Iowa, joins KIRL(AM) St. Charles, Mo., as general sales manager.

Michael D. Wortsman, account executive, KEZR(FM) (formerly KPSJ) San Jose, Calif., appointed local sales manager.

Shirley Thompson, account executive, N. W. Ayer-Jorgensen-MacDonald, Los Angeles, named VP-media placement, Harris Media Services, Los Angeles.

Lawrence D. Mazur, manager, merchandising and sales, Rent A Car division, Hertz Corp., appointed director, marketing and advertising, Car Leasing division.

Kenneth E. Kramer, VP, Vantage Advertising, San Leandro, Calif., named executive VP.

Programming

Eric Pleskow, executive VP and chief operating officer, United Artists Corp., New York, named president and chief executive officer, effective Oct. 1. He succeeds **David V. Picker**, who is leaving to form his own motion-picture production company, which will enter into exclusive contract with UA for financing and distributing films.



Mr. Major

James F. Major, program manager, WITI-TV Milwaukee, joins WJBK-TV Detroit in same capacity. Both stations are owned by Storer Broadcasting Co.

Gordon Johnson, director of Bonneville Program Services, division of Bonneville International Corp.,

R. C. CRISLER & CO., INC.

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TUCSON—

Edwin G. Richter Jr., Frank Kalil
POB 50544, 85703, phone (602) 622-3336

Salt Lake City, resigns. He is succeeded by **Richard D. Alsop**, with Bonneville. **Paul H. Evans**, director of Bonneville broadcast relations, assumes additional responsibilities in area of international program distribution.

Gary Pudney, VP, nighttime tape program production, ABC Entertainment, West Coast, named VP, variety programs. **C. Stephen Gentry**, VP, *Movie of the Week*, named VP, dramatic programs, Hollywood. **Andrew Siegel**, manager of *Movie of the Weekend*, named director, comedy programs, ABC Entertainment, Hollywood.

Paul Freeman, associate producer, NBC-TV's *Hec Ramsey* series, Universal Studios, named manager, film programs, West Coast, NBC-TV.

Arthur Lewis, executive story editor, Hollywood, CBS-TV, named director, program development there. Mr. Lewis is succeeded by **Joanne Brough**, story editor.

Robert Hamilton, legal department, Universal Studios, named executive associate to Universal Television Vice President Stuart Erwin Jr.



Mr. Naylor

Jack Naylor, independent television producer and former senior VP and director of programming with N. W. Ayer, named manager, program development, Time-Life Films, New York.

Claudia Reinhold, program director, WGMS-AM-FM Washington, resigns. She is succeeded by **Mike Cuthbert**, announcer with station.

Frank DuBree, disk jockey, WPBS(FM) Philadelphia, joins KOWL(AM) South Lake Tahoe, Calif., as program director.

Ed Reynolds, disk jockey with WMYQ(FM) Miami, named music director.

Sam Smith, former sports director, KGNC-AM-FM-TV Amarillo, Tex., joins WSBT-AM-FM-TV South Bend, Ind., in same position.

Mike Smith, former Air Force captain, joins WFBC-AM-FM-TV Greenville, S.C., as sports reporter.

Broadcast Journalism

Steve Skinner, assistant news director, WABC-TV New York, named news director, KGO-TV San Francisco. Both are ABC-owned stations.

Jim Burris, former reporter/editor, *Las Vegas Sun*, and producer/anchorman, KORK-TV Las Vegas, joins KQTV(TV) St. Joseph, Mo., as news director.

Patrick Emory, anchorman, KDKA-TV Pittsburgh, joins KMOX-TV St. Louis as anchorman, evening news.

Julius Hunter, reporter/anchorman, KSD-TV St. Louis, assumes additional duties, weekend news director.

Warren A. Bell Jr., former reporter, WTNH-TV New Haven, Conn., joins

WBAL-TV Baltimore as on-air reporter.

Ray Pohlman, anchorman, Sunday evening news, WREC-TV Memphis, named anchorman, weekday evening news. He is succeeded by **Mike Lawhead**, reporter there.

James R. Hood, news director, KPHX(AM) Phoenix, joins Associated Press, Denver, as broadcast specialist. He is succeeded by **Olaf Thorvaldsen**, managing editor there.

Don Lennox, associated with *Eyewitness News*, KABC-TV Los Angeles, named executive producer of program.

Tim Richardson, special assistant to regional director, Office of Economic Opportunity, Kansas City, Mo., joins WTTG-TV Washington as co-anchorman, *Black News*.

Carol Preston, with news staff, WFBL(AM) Syracuse, N.Y., joins KDKA-AM-FM Pittsburgh as general-assignment and on-air reporter.

J. J. Smith, news director, WGCL(FM) Cleveland, joins news staff of WGAR(AM) there.

Cablecasting

John J. Faubert, executive director of Joint Council for Economic Opportunity of Plattsburgh and Clinton county, both New York, named systems manager of Plattsburgh cable system of Ausable Communications Inc., subsidiary of Wometco Communications Inc.

Ted Hightshoe, chief technician, True Vue Cablevision system, Creston, Iowa, named system manager. True Vue is subsidiary of Heritage Communications Inc., Des Moines, Iowa.

Leon Robitzsch, with Burnup & Sims, West Palm Beach, Fla., named manager, CATV underground division, with responsibility for underground cable installations in East.

James H. Gardner news director of western New York system, Teleprompter Corp., assumes additional responsibilities as sales manager, Jamestown, N.Y., system.

Kip Farmer, with United Video Inc., subsidiary of LVO Cable Inc., Tulsa, Okla., named subscriber services coordinator, LVO Cable.

Equipment & Engineering

Peter J. Schenk, group VP, Western Union Telegraph Co., named president,

Newly elected. Society of Cable Television Engineers meeting concurrently with National Cable Television Association convention last month in Anaheim, Calif., elected new president, **Robert Bilodeau**, Suffolk Cablevision, Central Islip, N.Y. Also elected were **Steve Dourdoufis**, Vision Cable Communications, Fort Lee, N.J., Eastern VP; **Robert L. Cowart**, Gill Cable Inc., San Jose, Calif., Western VP, and **Charles S. Tepfer**, editor of *Cablecasting-Cable TV Engineering*, secretary/treasurer.

Telcom Inc., McLean, Va., electronics and communications systems firm.

Michael Cooney, VP-controller, Container Transport International, appointed VP-finance and administration, Philips Broadcast Equipment Corp., Montvale, N.J., subsidiary of North American Philips Corp.

Douglas E. Proctor, VP, Telcom Inc., Las Vegas office, named president, Cablewave Systems Inc., North Haven, Conn., firm formed in April as joint venture of Phelps Dodge Communications Co. and Kabel-und Metallwerke Gutehoffnungshuette A.G., Hanover, West Germany. Company specializes in advanced RF and microwave communications technology.

James Taylor, engineer with WILS-AM-FM Lansing, Mich., named chief engineer, Beck-Ross Communications, owner of WKMF(AM)-WGMZ(FM) Flint, Mich., WGLI(AM) Babylon and WBLI(FM) Patchogue, both New York.

Harry Stutzman, with WOW(AM)-KFMX(FM) Omaha, appointed chief engineer.

Frank Drendel, general manager, Comm/Scope Co., coaxial cable manufacturing division, Superior Continental Corp., Hickory, N.C., named president.

Edward Gruskin, with Cassette Sciences Corp., Los Angeles, named executive VP. Firm develops systems for showing films on home television sets among other activities.

Allied Fields

Calvin J. Collier, director of urban program coordination, Department of Housing and Urban Development, Washington, joins Federal Trade Commission, Washington, as general counsel, succeeding **Ronald M. Dietrich**, who returns to private law practice with Pepper Hamilton & Sheetz, Washington. **John W. Snow**, assistant general counsel for legislation, Department of Transportation, joins FTC, Washington, as director, office of policy planning and evaluation.

Rick Sklar, operations director, WABC(AM) New York, joins faculty of St. John's University, New York, as professor in communications department. He retains his WABC position.

Robert E. Stromberg, chief, accounting branch, international and satellite division, FCC's Common Carrier Bureau, retires after 39 years with commission.

Deaths

Henry Greenfield, 76, general manager of WEVD(AM) New York until retirement in 1963, died at his home in New York on July 8. Mr. Greenfield was advertising manager of *The Daily Forward*, Yiddish newspaper, when station was acquired by *Forward* in early 1930's. Mr. Greenfield was named general manager of WEVD(AM), at that time virtually all-Yiddish station and now broadcasting in 17 languages with emphasis on Yiddish and Hebrew. He is survived by wife and three sons.

Gerard B. McDermott, 72, former owner of KBUR(AM) Burlington and KMCD-

(AM) Fairfield, both Iowa, died July 3 of cancer at Little Company of Mary Hospital, Chicago. He is survived by wife, Pat.

Hal Venho, 46, associate director, NBC-TV, New York, died June 29 after long illness. Mr. Venho was with NBC for over 20 years, serving in variety of ca-

pacities including two-year stint as associate director, *The Tonight Show*. He is survived by his wife, Ruth, one daughter and one son.

For the Record.

As compiled by BROADCASTING July 3 through July 10, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. 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.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV Stations

Application

■ **Riverhead, N.Y.**—Suburban Broadcasting Corp. Seeks UHF ch. 55 (716-722 mhz); ERP 371.1 kw vis., 92.7 kw aur., HAAT 378.6 ft.; ant. height above ground 200 ft. P.O. address 425 Broadhollow Road, Melville, N.Y. 11746. Estimated construction cost \$163,700; first-year operating cost \$30,000; revenue: facility will be satellite station of WSNL-TV Patchogue, N.Y. Geographic coordinates 40°51'10" north lat.; 72°45'58" west long. Type trans. RCA TTU-12 ALA. Type ant. JZZ-2-D1B, Jampro Antenna Co. Legal counsel Robert Healey, Miller, Gordon & Healey; consulting engineer Steel, Andrus & Adair, both Washington. Principals: Robert A. Rosen, board chairman. (20.5%) and David H. Polinger, president (15.8%). Suburban is permittee of WSNL-TV. Mr. Rosen has numerous real estate and small business interests in New York, New Jersey and elsewhere. Ann. June 18.

Final action

■ **Naples, Fla.**—Gulfshore Television Corp. FCC granted VHF ch. 26 (542-548 mhz); ERP 534 kw vis., 53.4 kw aur. HAAT 710 ft.; ant. height above ground 732 ft. P.O. address: c/o Vernon Lundquist, Gulfshore Square, Suite 226, 1400 Gulfshore Boulevard, Naples 33940. Estimated construction cost \$992,000; first-year operating cost \$293,194; revenue \$250,000. Geographic coordinates 26°17'34" north lat., 81°44'09" west long. Type trans. RCA TTU-30B. Type ant. RCT TPU 30 JDA. Legal counsel Smith & Pepper; consulting engineer Jules Cohen & Associates, both Washington. Principals: G. Vernon Lundquist Jr., president (56.5%), Oscar F. Yanson, vice president (5.4%), et al. Mr. Lundquist is vice president of Fort Myers Broadcasting Co., licensee of WINK-AM-FM-TV Fort Myers, Fla. He also is sole proprietor of Custom Film Service, Fort Myers. Mr. Yanson is president (25%), Powell & Yanson Inc., real estate brokers, Naples. He also is secretary-treasurer (50%) Yanson Chevrolet Co. in Chicago Heights, Ill. Action July 3.

Action on motion

■ Administrative Law Judge Isadore A. Honig in Montgomery, Ala. (Alabama Educational Television Commission [*WAIQ-TV]), TV proceeding, granted motion by petitioners to file and granted corrections of transcript as indicated; on judge's own motion ordered additional corrections to be made in transcript; by separate action granted motion by petitioners to file proposed findings of fact and conclusions one day late, and accepted filings; by separate action granted motion of Alabama Educational Television Commission to file accompanying motion and accepted motion to correct transcript; granted motion to correct transcript to extent indicated (Docs. 19422130). Action June 29.

Existing TV stations

Final actions

■ FCC granted E. K. Meade Jr., CBS Inc. vice president, and Robert D. Wood, president of CBS-

TV, tax certificates for sale of common stock holdings in Viacom International Inc. Action July 3.

■ FCC denied motion by ABC Inc. asking for postponement of oral argument on possible changes in prime-time access rule (Doc. 19622). Action July 6.

■ FCC denied petition by Westinghouse Broadcasting Co. for modification of issues specified in notice of oral argument released June 18 in prime-time access rule proceeding (Doc. 19622). Action July 3.

■ FCC dismissed application by Linda Edwards and others for review of Review Board action denying request for addition of ascertainment issue in proceeding involving renewal of licenses of Alabama Educational Television Commission for eight educational TV stations and license to cover *WIIQ-TV Demopolis (Docs. 19422-30). Action July 3.

■ **KFSA-TV Fort Smith, Ark.**—Broadcast Bureau granted request for issuance of tax certificate pursuant to Internal Revenue Code in connection with new TV granted April 4. Action June 4.

■ **WINK-TV Fort Myers, Fla.**—Broadcast Bureau granted license covering aux. trans., for changes. Action June 26.

■ **WAVE-AM-TV Louisville, Ky.**—FCC denied Kentucky Coalition for Better Broadcasting 30-day extension of time to file petition to deny license renewal applications for WAVE-AM-TV. Action July 3.

■ **WNYS-TV Syracuse, N.Y.**—Broadcast Bureau granted authorization to operate trans. by remote control from 3601-93 Erie Boulevard, East, DeWitt, N.Y. Action June 26.

■ **KATU-TV Portland, Ore.**—Broadcast Bureau granted CP to change type trans., type ant.; make changes in ant. structure (increase height) and HAAT to 1,560 ft.; ERP vis. 87.1 kw, aur. 17.4 kw. Action June 28.

■ **KCPX-TV Salt Lake City**—Broadcast Bureau granted mod. of license covering change of studio location to 1000 West 33d Street, South, Salt Lake City. Action June 26.

■ **WSVA-TV Harrisonburg, Va.**—Broadcast Bureau granted CP to change aur. ERP to 0.832 kw; type ant.; make changes in ant. structure (decrease height), and HAAT 2,120 ft. Action June 26.

■ **WLUK-TV Green Bay, Wis.**—Broadcast Bureau granted CP to install alt. main trans. at main trans. location; change studio location to 787 Lombardi Avenue, Green Bay; and operate trans. by remote control from studio location. Action June 26.

Actions on motions

■ Administrative Law Judge John H. Conlon in

Dallas (A. H. Belo Corp. [WFAA-TV] and WADECO Inc.), TV proceeding, denied request by WADECO that scheduled deposition proceedings be cancelled (Docs. 19744-5). Action June 28.

■ Administrative Law Judge John H. Conlon in Dallas (A. H. Belo Corp. [WFAA-TV] and WADECO Inc.), TV proceeding, set certain procedural dates and rescheduled hearing for Oct. 16 in Dallas at time and place to be specified in subsequent order; in separate action, granted motion by A. H. Belo to amend application and accepted further supplement to application (Docs. 19744-5). Action July 3.

■ Administrative Law Judge Frederick W. Denniston in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, denied motion by Frederick R. Barber Jr. to quash subpoena issued to him July 2; in separate action, granted petition by Furniture City to amend application to reflect fact that J. H. Froelich Jr., stockholder, has acquired ownership of Lincoln Furniture Co. effective May 14 (Docs. 18906-7). Action July 3.

■ Chief Administrative Law Judge Arthur A. Gladstone in Montgomery, Ala. et al. (Alabama Educational Television Commission), TV proceeding, designated Administrative Law Judge Chester F. Naumowicz Jr., to preside over proceeding in place of retired presiding judge (Docs. 19422-30). Action July 3.

Other actions


■ Review board in Boston, TV proceeding, denied petition by Dudley Station Corp., to add number of issues against Community Broadcasting of Boston Inc. in proceeding involving mutually exclusive applications of RKO General Inc. for renewal of license for WNAC-TV Boston, and those of Dudley and Community for new TV on same facilities (Docs. 18759-60-61). Action July 6.

■ Review board in Florence, S.C., TV proceeding, granted petition by Broadcast Bureau for extension of time through July 16 to file reply comments to parties' views as to significance of stipulated data in proceeding involving application of Daily Telegraph Printing Co. for CP to change facilities of WBTW-TV Florence, S.C. (Doc. 18650). Action July 3.

■ Review board in Dallas, TV proceeding, granted request by Broadcast Bureau for extension of time to file comments on petition to amend May 23 hearing order in Dallas TV proceeding until expiration of 14 days from release of administrative law judge's order resolving question of intervention (Docs. 19744-5). Action June 29.

EDWIN TORNBURG

& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017. 212-687-4242
 West Coast—P.O. Box 218, Carmel Valley, Calif. 93924. 408-375-3164
 East Coast—1000 Chesapeake Drive, Havre de Grace, Md. 301-939-5555

■ FCC Commissioner Nicholas Johnson, in dissent to earlier renewal of station licenses in Arkansas, Mississippi and Louisiana, issued 264-page report, "The Performance of Network Affiliates in the Top-50 Markets" (BROADCASTING, July 9). No other commissioner joined in Mr. Johnson's dissent and report. Presented here is table showing all affiliates, by alphabetical order of ownerships, with individual rankings in the several categories Mr. Johnson used. Composite rank (first column after call and location) was computed as follows:

Licenses were ranked first according to local-programming indicia computed by the sum of the prime-time local programming and total local programming in composite week divided by two.

Second ranking is in order of the licensee's according to the sum of the quantities of their news, public affairs and "other" programming, as depicted on FCC Form 303.

Third ranking is according to number of public-service announcements carried in composite week.

Fourth ranking is according to number of hours

in composite week containing more than 12 minutes of commercials. The last ranking is ordered from lowest to highest.

Financial ranking is in order of magnitude of the ratio of programming expenses to broadcast revenues.

Composite ranking is a conglomeration of four different ranking criteria: (1) local programming, (2) news, public affairs and "other," (3) commercialization and (4) financial evaluations. In order that each element have an equal weight or have equal effect on composite ranking, licensees were assigned a number between zero and 100 for each of the four evaluation criteria, and the composite ranking is then based on an average of those four numbers.

For local programming, the number-one licensee sets the scale, i.e. the indicia of 20.92 (hours and minutes were converted to hours in decimals for computer programming) represents 100/100. An indicia of zero is represented by zero; however, the lowest indicia, 1.71, is 8.71/100, representing

the station in the top-50 markets with the least local programming.

A similar analysis is made with the news, public affairs and "other;" 45.83 hours represents 100 and 12.40 hours represents 27.05/100, zero being the lowest.

In commercialization ranking, the licensee with most hours containing more than 12 commercial minutes is assigned a value of zero on the scale between zero and 100. A licensee with zero segments having 12 or more minutes of commercials is assigned a value of 100; however, the licensee at the top in this report is rated 96.61/100, with two segments having 12 or more minutes of commercials.

In the financial factor ranking, the licensee having the highest program-expense/revenue ratio is assigned 100. A ratio of zero is assigned zero on the scale.

Once all of these factors were computed, the composite rank was calculated as an average of the four factors.

Owner	Station and market	Composite rank		Commercialization	Financial	Minorities	Women	PSA	
		Local	News						
A. S. Abell Co.	WMAR-TV Baltimore	34	11	25	78	104	110	105	41
American Broadcasting Co.	KABC-TV Los Angeles	102	123	115	96	17	34	6	43
	KGO-TV San Francisco	76	94	70	99	30	42	34	106
	WABC-TV New York	13	63	77	56	1	98	65	62
	WLS-TV Chicago	115	53	61	143	68	63	25	87
	WXYZ-TV Detroit	117	89	116	135	26	97	18	141
Arizona Television Co.	KTVK-TV Phoenix	97	88	122	49	75	91	16	111
Avco Corp.	WLWC-TV Columbus	131	99	67	121	118	15	27	91
	WLWD-TV Dayton	83	30	42	137	83	36	81	79
	WLWI-TV Indianapolis	65	64	26	130	37	47	8	50
	WLWT-TV Cincinnati	25	1	118	129	44	36	87	36
	WOAI-TV San Antonio	58	58	88	31	93	123	92	38
Bonneville International	KIRO-TV Seattle/Tacoma	114	66	83	109	125	39	122	140
	KSL-TV Salt Lake City	33	57	90	88	6	145	147	118
Buffalo Evening News	WBEN-TV Buffalo	38	55	21	60	80	130	136	35
Capital Cities Broadcasting	KTRK-TV Houston	64	18	95	69	100	102	106	101
	WKBW-TV Buffalo	73	78	106	21	109	25	123	31
	WPVI-TV Philadelphia	50	14	82	113	45	56	51	10
	WTNH-TV Hartford/New Haven	95	81	81	57	124	65	141	28
Carter Publications	WBAP-TV Dallas/Ft. Worth	93	132	50	36	115	96	100	30
Chronicle Publishing	KRON-TV San Francisco					114	63		
Columbia Broadcasting System	KMOX-TV St. Louis	27	59	11	105	38	31	32	49
	KNXT-TV Los Angeles	40	21	8	128	88	112	72	85
	WBBM-TV Chicago	74	33	18	141	65	81	33	52
	WCAU-TV Philadelphia	46	42	9	127	73	59	1	38
Columbia Pictures Industries (Screen Gems Broadcasting)	KCPX-TV Salt Lake City	109	142	136	16	40	85	116	29
	WVUE-TV New Orleans	79	107	112	44	34	117	15	72
Combined Communications	KBTU-TV Denver	142	91	128	142	42	113	95	123
	KOCO-TV Oklahoma City	91	62	124	81	53	17	117	33
	KTAR-TV Phoenix	23	8	64	66	48	45	82	88
Cosmos Broadcasting	WDSU-TV New Orleans	38	20	55	82	55	115	77	136
	WTOL-TV Toledo	98	87	71	65	122	38	20	103
Cox Broadcasting	WHIO-TV Dayton	126	45	123	133	87	23	114	143
	WHIC-TV Pittsburgh	15	17	53	101	8	24	22	56
	WSB-TV Atlanta	31	5	56	54	116	101	74	78
	WSOC-TV Charlotte	57	122	75	18	47	90	110	109
Dallas Evening News	WFAA-TV Dallas/Ft. Worth	85	47	114	75	85	95	37	67

Owner	Station and market	Composite rank		Commercialization	Financial	Minorities	Women	PSA	
		Local	News						
Dispatch Printing	WBNS-TV Columbus	22	22	19	85	61	33	45	14
Dun & Bradstreet	KHOU-TV Houston	70	25	30	110	127	105	82	60
	KXTV-TV Sacramento/Stockton	105	101	36	122	66	125	50	74
	WISH-TV Indianapolis	104	73	65	80	135	57	28	67
Evening News Assn.	WWJ-TV Detroit	69	9	31	131	112	94	109	83
Evening Star Broadcasting	WMAL-TV Wash., D.C.	7	4	6	30	57	87	2	17
Fetzer Communications	WKZO-TV Grand Rapids/Kalamazoo	138	108	100	91	142	147	134	129
Fisher Companies	KOMO-TV Seattle/Tacoma	24	32	66	61	28	61	10	25
	KATU-TV Portland	18	50	96	25	13	21	68	54
General Electric	KOA-TV Denver	113	56	79	108	132	138	71	61
	WSIX-TV Nashville	61	82	125	32	22	70	9	138
	WRGB-TV Albany-Schenectady/Troy	118	100	121	39	129	135	97	26
John T. Griffin	KWTV-TV Oklahoma City	54	77	82	77	25	12	61	8
Harte-Hanks Newspapers	KENS-TV San Antonio	130	106	93	83	134	104	84	64
Hearst Corp.	WBAL-TV Baltimore	48	19	33	95	101	61	58	21
	WISN-TV Milwaukee	132	97	98	123	82	118	90	58
	WTAE-TV Pittsburgh	8	52	60	10	15	32	93	16
Houston Post	KPRC-TV Houston	41	29	22	79	94	132	107	12
Hubbard Broadcasting	KSTP-TV Minneapolis/St. Paul	59	43	91	62	71	91	73	126
Jefferson Pilot	WBTV-TV Charlotte	82	46	52	93	120	134	52	63
Journal Co.	WTMJ-TV Milwaukee	74	13	92	107	89	44	76	135
Kelly Broadcasting	KCRA-TV Sacramento/Stockton	20	27	14	73	69	86	124	77
King Broadcasting	KGW-TV Portland	10	67	35	53	2	7	88	32
	KING-TV Seattle/Tacoma	3	76	48	6	3	6	35	133
KOOL Radio-Television (Gene Autry)	KOOL-TV Phoenix	140	98	76	140	119	67	115	11
Landmark Communications	WFMY-TV Greensboro/High Point/Winston-Salem	9	96	38	2	76	83	75	91
	WTAR-TV Norfolk/Newport News/Hampton						105	39	
Lee Enterprises	WSAZ-TV Charleston/Huntington	124	119	58	71	139	5	139	91
Life & Casualty Insurance Co. (half-owner)	WLAC-TV Nashville	86	39	101	114	49	98	85	138

Owner	Station and market	Composite rank	Local	News	Commercialization	Financial	Minorities	Women	PSA
Lin Broadcasting	WAVY-TV Norfolk/ Newport News/ Hampton	81	121	54	37	84	88	58	20
Loyola University	WWL-TV New Orleans	11	7	24	72	31	139	99	95
McGraw-Hill	KGTV-TV San Diego	112	111	102	89	62	79	104	121
	KMGH-TV Denver	99	44	73	118	98	75	98	51
	WRTV-TV Indianapolis	37	85	39	40	64	49	44	88
Mecklenburg Television Broadcasters	*WCCB-TV Charlotte	144	133	129	84	137	133	21	112
Media General Inc.	WFLA-TV Tampa/St. Petersburg	127	120	51	134	78	41	113	54
Meredith Corp.	KCMO-TV Kansas City	87	54	69	102	97	81	140	109
	WHEN-TV Syracuse	108	127	89	90	54	9	64	115
Metromedia	KMBC-TV Kansas City	135	102	133	94	90	53	5	47
Metropolitan Broadcasting	KOVR-TV Sacramento/Stockton	44	134	120	20	5	108	131	97
Midcontinent Television	*WCCO-TV Minneapolis/St. Paul	84	12	74	139	72	28	29	116
Midwest Television	KFMB-TV San Diego	96	51	20	132	128	71	30	37
Multimedia	WFBC-TV Greenville/Spartanburg/Asheville	72	104	63	14	130	60	36	85
	WXII-TV Greensboro/Winston-Salem/High Point	83	118	105	29	21	137	26	112
Newhouse Broadcasting	KOIN-TV Portland	21	84	29	59	12	27	89	5
	KTVI-TV St. Louis	68	88	140	28	19	78	146	137
	WAPI-TV Birmingham	52	126	46	17	63	143	129	17
	WSYR-TV Syracuse	47	117	127	13	10	14	143	17
New York Times	WREC-TV Memphis	128	131	108	58	114	109	111	130
NTL Corp.	*WSM-TV Nashville	28	24	97	67	18	129	54	142
Orion Broadcasting	WAVE-TV Louisville	106	95	85	92	86	64	127	83
Outlet Co.	KSAT-TV San Antonio	78	90	131	28	38	118	48	128
	WJAR-TV Providence	94	114	47	70	91	35	144	7
	*WNYS-TV Syracuse	107	144	143	8	18	2	102	73
Overmeyer	WDHO-TV Toledo	100	139	144	7	29	142	31	117
Pacific and Southern Broadcasting	WQXI-TV Atlanta	143	129	128	112	99	75	23	44
Peninsula Broadcasting	WVEC-TV Norfolk/ Newport News/ Hampton	137	137	135	42	95	141	40	91
Plains Television	*WHNB-TV Hartford/ New Haven	103	116	23	64	136	69	78	144
Poole Broadcasting	*WPRI-TV Providence	51	115	94	3	113	3	91	105
	*WTEN-TV Albany/ Schenectady/ Troy	90	110	103	76	39	20	120	52
Pulitzer Publishing	KSD-TV St. Louis	88	36	68	74	108	121	83	45
Rahall Communications	*WLCY-TV Tampa/St. Petersburg	70	61	44	85	98	140	137	4
RCA	KNBC-TV Los Angeles	14	3	3	138	35	54	38	99
	WKYC-TV Cleveland	116	113	86	126	43	26	67	88
	WMAQ-TV Chicago	43	41	2	138	74	51	41	101
	WNBC-TV New York City	39	60	17	97	58	67	17	65
	WRC-TV Washington	12	49	15	103	7	43	66	96

Owner	Station and market	Composite rank	Local	News	Commercialization	Financial	Minorities	Women	PSA
Reeves Telecom.	WHTN-TV Charleston/Huntington	110	140	107	19	102	8	12	59
RKO General	WHBQ-TV Memphis	141	138	139	52	111	110	119	134
	WNAC-TV Boston	17	37	41	27	59	19	112	22
Rollins	WCHS-TV Charleston/Huntington	121	85	132	24	140	10	60	69
Scripps-Howard Broadcasting	WCPO-TV Cincinnati	42	40	49	98	33	127	108	127
	WEWS-TV Cleveland	125	92	134	100	56	107	138	124
	WMC-TV Memphis	89	38	80	115	92	136	96	100
Southern Broadcasting	**WAST-TV Albany/ Schenectady/ Troy	30	135	119	9	4	12	11	48
	WLKY-TV Louisville	92	136	142	11	23	84	4	130
Southern Broadcasting	WBGM-TV Birmingham	139	125	117	50	143	118	103	119
	WGHP-TV Greensboro/Winston-Salem/High Point						39	7	
Spartan Broadcasting	WSPA-TV Greenville/Spartanburg/Asheville	129	103	57	117	121	74	101	104
Springfield Television Broadcasting	WKEF-TV Dayton								
Standard Corp.	*KUTV-TV Salt Lake City	53	83	104	63	11	144	94	106
Storer Broadcasting	WAGA-TV Atlanta	60	70	5	124	79	71	126	100
	WITI-TV Milwaukee	45	72	111	22	41	93	69	120
	WJBK-TV Detroit	133	93	99	116	106	40	132	132
	WJW-TV Cleveland	77	69	43	104	77	52	128	71
	WSPD-TV Toledo	119	124	113	41	107	54	142	108
Sunbeam	WCKT-TV Miami	56	71	27	46	117	123	47	45
Synercom Communications	WZZM-TV Kalamazoo/Grand Rapids	35	112	45	43	14	22	133	24
Taft Broadcasting	WBRC-TV Birmingham	49	23	12	51	144	121	55	81
	WDAF-TV Kansas City	134	34	72	144	131	103	135	81
	WGR-TV Buffalo	123	141	109	45	81	29	79	25
	WKRC-TV Cincinnati	120	74	138	34	133	30	86	41
	WTVN-TV Columbus	136	128	130	68	105	18	48	76
Time Inc.	WOTV-TV Kalamazoo/Grand Rapids	62	48	37	106	67	16	145	74
Times Mirror	KDFW-TV Dallas-Ft. Worth	101	26	34	125	141	80	49	45
Travelers Corp.	WTIC-TV Hartford-New Haven	16	68	28	5	110	48	42	13
20th Century-Fox	KMSP-TV Minneapolis-St. Paul	122	109	141	15	126	147	43	122
Washington Post	WPLG-TV Miami	6	10	1	87	52	126	19	56
	WTOP-TV Wash., D.C.	55	79	10	120	50	66	3	40
Westinghouse	KDKA-TV Pittsburgh	4	4	6	30	57	11	125	9
	KPIX-TV San Francisco	1	31	13	1	103	58	53	14
	KYW-TV Philadelphia	5	2	7	23	123	73	70	3
	WBZ-TV Boston	31	15	16	55	138	4	24	17
	WJZ-TV Baltimore	2	6	59	4	24	128	57	2
WGAL-TV Inc.	WTEV-TV Providence	88	130	110	48	32	1	80	33
WHAS Inc.	WHNS-TV Louisville	19	35	84	33	20	131	130	65
WKY Television System	WKY-TV Oklahoma City	29	16	78	38	70	46	118	1
	WTVT-TV Tampa-St. Petersburg	80	80	32	119	51	100	121	6
Wometco Enterprises	WLOS-TV Greenville/Spartanburg/Asheville	111	143	137	12	60	50	59	125
	WTVJ-TV Miami	66	105	87	35	46	115	14	112

File

■ WSVI-TV Christiansted, St. Croix, Virgin Islands—FCC notified Quality Telecasting Corp., licensee, that it has incurred apparent liability of \$2,000 for violation of U.S. Code, which prohibits broadcast of lottery information. Action July 3.

Rulemaking action

■ Fort Walton Beach, Fla.—FCC proposed amendment of TV table of assignments with the assignment of UHF ch. 17 as first local television service at Fort Walton Beach. Panhandle Broadcasting Co., permittee of WDTB-TV Panama City, Fla., requested assignment. Action July 3.

Call letter application

■ WQXI-TV Atlanta—Seeks WAII-TV.

New AM stations

Application

■ Steamboat Springs, Colo.—Big Country Radio Inc. Seeks 1230 khz, 1 kw. P.O. address c/o John H. Gayer, 815 Reed Street, Lakewood, Colo. 80215. Estimated construction cost \$39,410; first-year operating cost \$39,300; revenue \$58,000. Principals: John H. Gayer (100% jointly with members of family). Mr. Gayer is owner of KAAT(AM) Denver and 85% owner of KFNF(AM) Shenandoah, Iowa. Mr. Gayer is also consulting engineer. Ann. June 20.

Final action

■ Iowa City—FCC denied petition by Burns, Rieke and Voss Associates for reconsideration of commission action, in hearing order, dismissing Burns, Rieke engineering amendment. Proceeding involves competing applications of Burns, Rieke and Braverman Broadcasting Co. for new AM at Iowa City (Docs. 19596-97). Action July 3.

Initial decision

■ Clovis, Calif.—Administrative Law Judge Lenore G. Ehrig in initial decision proposed approval of CP for Clovis Broadcasters for 790 khz, 500 kw. P.O. address 5226 North Teilmann Avenue, Fresno, Calif. Estimated construction cost \$22,737.50; first-year operating cost \$27,600.00; revenue \$48,000.00. Principals: Elbert H. Dean and Richard E. Newman (each 50%). Messrs. Dean and Newman are both engineers at KARM-AM-FM Fresno. Action June 19.

Actions on motions

■ Administrative Law Judge Frederick W. Denniston in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, reopened record to permit submission of revised surveyor's description of ant. site (Docs. 19596-7). Action June 27.

■ Administrative Law Judge Forest L. McClenning in Tallahassee and Quincy, both Florida (Charles W. Holt, et al.), AM proceeding, set certain procedural dates and scheduled hearing for July 31 (Docs. 19445-7). Action July 2.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla. (Northeast Oklahoma Broadcasting Inc. and P. B. L. Broadcasting Co.), AM proceeding, continued procedural dates governing hearing and ordered that hearing resume Aug. 7 (Docs. 19639-40). Action June 27.

Other actions

■ Review board in Brunswick, Ga. and Jacksonville, Fla., AM proceeding, granted request by Integrated Broadcasting Co. for extension of time through July 5 in which to file responses to exceptions and memorandum brief in support of exceptions to initial decision released May 17 in proceeding (Docs. 19448, 19450). Action June 29.

■ Review board in Charlevoix, Mich., AM proceeding, granted motion by New Broadcasting Corp. for extension of time through July 13 within which to file reply brief to exceptions and supporting brief of Harrington Broadcasting Corp. to summary decision released May 21 (Doc. 19610). Action July 5.

Designated for hearing

■ Banning and Yucaipa, both California—FCC set for hearing mutually exclusive applications of Bud's Broadcasting Co., Dale A. Owens and Frederick R. Cote for authority to replace deleted facilities of former station KPAS at Banning, and of H & B Broadcasting Co. for same facilities at Yucaipa. Action July 3.

Existing AM stations

Applications

■ KJNY Juneau, Alaska—Seeks CP to change ant. trans. site to Douglas Highway, Juneau, and change main studio site to same. Action July 5.

■ WKIS Orlando, Fla.—Seeks CP to make change in nighttime radiation pattern. Ann. June 20.

■ WIRK West Palm Beach, Fla.—Seeks CP to change nighttime directional pattern and add MEOV's. Ann. June 20.

■ KOGA Ogallala, Neb.—Seeks CP to add nighttime operation with 500 w, DA-N. Ann. July 5.

■ WISM Madison, Wis.—Seeks CP to modify MEOV's for nighttime pattern. Ann. June 20.

Final actions

■ KGOE Thousand Oaks, Calif.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 850 Westlake Boulevard, Thousand Oaks. Action June 29.

■ KDEN Denver—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action July 3.

■ WJNO West Palm Beach, Fla.—FCC granted application by Walter-Weeks Broadcasting Inc., licensee, for daytime power increase to 1 kw. Action July 3.

■ WOKB Winter Garden, Fla.—Broadcast Bureau granted CP to modify DA pattern by increasing radiation in null regions. Action July 5.

■ WCLS Columbus, Ga.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location at 1214 First Avenue, Columbus. Action June 29.

■ WNRJ Gainesville, Ga.—Broadcast Bureau granted CP to make changes in ant. system. Action June 29.

■ WRYT Boston—Broadcast Bureau granted CP to relocate tower 500 ft. from present site. Action June 29.

■ WXUR-AM-FM Media, Pa.—FCC denied request by Brandywine-Main Line Radio Inc., licensee, for stay of commission's decision requiring stations to cease operation 30 days after final judicial review. Action July 3.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Monroe, Ga. (Walton Broadcasting Co. [WMRE]), AM renewal proceeding, designated Administrative Law Judge David I. Kraushaar to preside over proceeding in place of retired presiding judge (Doc. 19011). Action July 3.

■ Chief Administrative Law Judge Arthur A. Gladstone in Blackstone, Va. (Blackstone Broadcasting Corp.), AM and FM proceeding, designated Administrative Law Judge Chester F. Naumowicz Jr. to serve as presiding judge; scheduled prehearing conference for July 24 and hearing for Sept. 5 (Docs. 19774-5). Action June 25.

■ Administrative Law Judge Byron E. Harrison in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan Inc. [WHLN]), AM proceeding, granted motion by Radio Harlan and corrected transcript as requested (Docs. 19614-5). Action June 28.

■ Administrative Law Judge David I. Kraushaar in Columbia, S.C. (WOIC Inc. [WOIC]), AM proceeding, on motion by Columbia Citizens Concerned with Improved Broadcasting, extended until July 6 deadline for filing responses or oppositions to motion for summary decision filed by WOIC Inc.; and dismissed as moot earlier motion by Columbia Citizens for extension of time (Doc. 19674). Action July 3.

■ Administrative Law Judge David I. Kraushaar in Carrollton, Ga. (Radio Carrollton and Faulkner Radio Inc. [WLBB]), AM proceeding, scheduled further prehearing conference for July 5 for purpose of discussing possible rebuttal evidence (Docs. 19636-7). Action July 2.

■ Administrative Law Judge David I. Kraushaar in Richmond, Va., and Sanford, N.C. (WGOE Inc. [WGOE] and Crest Broadcasting Corp. [WEYE]), AM renewal proceeding, denied petition by Crest Broadcasting for waiver of rules and ordered that Crest Broadcasting proceed without further delay to accomplish publication as required by rules (Docs. 19757-8). Action July 5.

Other action

■ Review board in New York-Minneapolis. AM proceeding, in response to petition by Midwest Radio-Television Inc., licensee of WCCO Minneapolis, has added site availability issues against City of New York Municipal Broadcasting System, licensee of WNYC New York, in consolidation proceeding (Docs. 11227, 17588, 19403). Action July 2.

Fine

■ KWSH Wewoka, Okla.—FCC notified Tri-Cities Broadcasting Co., licensee, of apparent liability of \$500 for violation of station license by failing to have field intensity measurement data available. Action July 3.

Call letter actions

■ WQRI Russellville, Ala.—Granted WKAX.

■ WKQP Pittsburgh—Granted WKQT.

■ KTBC Austin, Tex.—Granted KLBJ.

New FM stations

Applications

■ Morro Bay, Calif.—Morro Bay Investment Corp. Seeks 104.5 mhz, 2 kw. HAAT 1816 ft. P.O. address Box 1622, Fresno, Calif. 93717. Estimated construction cost \$37,300; first-year operating cost \$15,000; revenue \$50,000. Principals: John A. Flores, Ferol L. Stanton, Anthony P. Souza, J. Sherman Anderson, James H. Carlson (each 20%). Mr. Carlson is 10% partner in Mineral King Broadcasters, limited partnership, licensee of KKNU(FM) Fresno, for which assignment of application is pending. Partnership is 50% owner of KBAI(AM) Morro Bay. Ann. June 22.

■ Danville, Ind.—Hendricks County Broadcasting Corp. Seeks 107.1 mhz, 3 kw. HAAT 300 ft. P.O. address 3758 West Morris Street, Indianapolis 46241. Estimated construction cost \$26,451.16; first-year operating cost \$47,841.00; revenue \$60,000. Principals: Gordon D. Graham, James G. Graham, Wayne B. Cox and Walter A. Able (each 21.25%). Messrs. Graham and Cox have controlling interest in Indianapolis truck service and supplier. Dr. Able has medical practice in Columbus, Ind. Ann. June 21.

Final actions

■ Woodstock, Vt.—FCC denied proposal by White Mountain Broadcasting Co. to reassign class B ch. 246 from Rutland, Vt., to Woodstock, N.H. Action July 3.

■ *Beaumont, Tex.—Lamar University. Broadcast Bureau granted 91.3 mhz, 24 kw. HAAT 554 ft. P.O. address 4400 Port Arthur Road, Beaumont 77710. Estimated construction cost \$53,207; first-year operating cost \$8,514; revenue none. Principals: Jerry C. Hudson, director of Radio-TV Department, et al. Action June 27.

■ *Spokane, Wash.—Spokane Student Broadcast Enterprise. Broadcast Bureau granted 89.7 mhz TPO 10 w. HAAT 42 ft. P.O. address: South 18 Pittsburgh Street, Spokane 99202. Estimated construction cost \$11,210; first-year operating cost \$1,200. Revenue none. Principals: Barry D. Bright, president, board of directors. Mr. Bright is student. Action June 27.

Actions on motions

■ Acting Chief, Broadcast Bureau, on request of New Bern Broadcasting Inc., extended through July 31 time to file reply comments in matter of amendment of FM table of assignments for New Bern and Morehead City-Beaufort, both North Carolina (Doc. 19772). Action June 29.

■ Administrative Law Judge John H. Conlin in Cedar Rapids, Iowa (Stereo Beam Corp. and KVCH Inc.), FM proceeding, granted motion by KVCH and extended to July 6 time in which to file replies to Broadcast Bureau comments on joint request for approval of reimbursement; for dismissal of application; and for grant of remaining application filed by KVCH and Stereo Beam (Docs. 19725-6). Action June 27.

■ Administrative Law Judge Byron E. Harrison in Steamboat Springs, Colo. (H & H Broadcasting Co., et al.), FM proceeding, granted petition by H & H to amend application to reflect supplemental ownership information. (Docs. 19750-2). Action June 27.

■ Administrative Law Judge Byron E. Harrison in Steamboat Springs, Colo. (H & H Broadcasting Co., et al.), FM proceeding, set certain procedural dates and rescheduled hearing for Sept. 18 (Docs. 19750-2). Action June 27.

Other action

■ Review board in Sacramento, Calif., FM proceeding, granted motion by Interact Inc., applicant for new FM, for extension of time through July 12 to file responsive pleadings to petition to add issues filed by competing applicant, Royce International Broadcasting (Docs. 19516, 19611). Action July 5.

Rulemaking action

■ FCC, in response to conflicting proposals for assignment of FM channels to Leonardtown, Grasonville and Lexington Park, all Maryland, issued rulemaking notice inviting comments on three plans for amending FM table of assignments. Action July 3.

Call letter application

■ Music Men Inc., Farmington, N.M.—Seeks KRWN(FM).

Existing FM stations

Final actions

■ KBUZ-FM Mesa, Ariz.—Broadcast Bureau granted CP to change trans. location to Phoenix South Mountain Park, Phoenix; operate by remote con-

trol from studio site at Mesa City Cemetery, North Center Street, Mesa; install new trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 1,550 ft. Action July 2.

■ **KHEP-FM Phoenix**—Broadcast Bureau granted CP to change trans. location to South Mountain, 8.3 miles south of Phoenix post office; operate by remote control from studio location at 3883 North 38th Avenue, Phoenix; install new trans. and ant.; ERP 100 kw; ant. height 1,740 ft. Action July 3.

■ **KYXY(FM) San Diego**—Broadcast Bureau granted CP to change ant.-trans. location to approximately 12 miles east on San Miguel Mountain, San Diego; install new ant.; make change in ant. system; ERP 1.8 kw; ant. height 1,860 ft.; remote control permitted. Action July 2.

■ **WVJC-FM Mt. Carmel, Ill.**—Broadcast Bureau granted CP to replace expired permit. Action July 3.

■ **WGLD-FM Oak Park, Ill.**—FCC denied application by Illinois Citizens Committee for Broadcasting and Illinois division of American Civil Liberties Union for remission of \$2,000 forfeiture assessed against Sonderling Broadcasting Corp. on April 11 for obscene and indecent broadcasts. Action July 3.

■ **WIFF-FM Auburn, Ind.**—FCC denied petition by C. P. Broadcasters Inc., licensee, to amend FM table of assignments to assign ch. 280A to Auburn, and for order directing it to show cause why license should not be modified to specify operation on ch. 280A. Action July 3.

■ **KDMI(FM) Des Moines, Iowa**—Broadcast Bureau granted CP to change trans. location to west side of Northwest 100th Street, 0.8 miles north of intersection with Interstate Highway 35-80, 2.5 miles southeast of Grimes, Iowa; install new trans. and ant.; make change in ant. system; ERP 115 kw; ant. height 450 ft.; remote control permitted. Action July 2.

■ ***KANU(FM) Lawrence, Kan.**—Broadcast Bureau granted CP to replace expired permit. Action July 5.

■ **WSRS(FM) Worcester, Mass.**—Broadcast Bureau granted CP to install new main trans. and new main ant.; operate main trans. by remote control from studio site at Little Asebumskit Hill, Paxton, Mass.; ant. height 650 ft. Action June 29.

■ **WSRS(FM) Worcester, Mass.**—Broadcast Bureau granted CP to install alt. main ant.; ERP 20 kw; ant. height 690 ft. Action July 5.

■ **KUMD-FM Duluth, Minn.**—Broadcast Bureau granted CP to change ant.-trans. location to 4th Avenue West and 10th Street, Duluth; change studio location to 2400 Oakland Avenue, Duluth; and operate by remote control from proposed studio site; make change in ant. system; install new ant.; ERP 510 w; ant. height 320 ft. Action July 3.

■ ***WGLS-FM Glassboro, N.J.**—Broadcast Bureau granted CP to change ant.-trans. and studio location to Route 322 West, Savitz Library, Glassboro State College; install new ant.; make change in ant. system; change transmission line. Action July 3.

■ ***WOBC-FM Oberlin, Ohio**—Broadcast Bureau granted CP to change ant.-trans. location and re-describe studio location as Wilder Hall, Oberlin College; install new trans. Action June 29.

■ **WQQQ(FM) Easton, Pa.**—Broadcast Bureau granted CP to install new trans.; install new ant.; for main trans.; change TPO; ERP 50 kw; HAAT 450 feet. Action June 26.

■ ***WIPR-FM San Juan, P.R.**—Broadcast Bureau granted CP to replace expired permit. Action July 3.

■ ***KTRU(FM) Houston**—Broadcast Bureau granted CP to install new trans.; change TPO; ERP 340 w; HAAT 155 ft.; remote control from main studio at 6100 Main Street, Rice Memorial Center, William Marsh Rice University, Houston. Action June 26.

■ ***KNCT-FM Killeen, Tex.**—Broadcast Bureau granted CP to make changes in transmission line. Action June 29.

■ **KEZE-FM Spokane, Wash.**—Broadcast Bureau granted CP to change trans. location to .5 mile east of Spokane city limits on Baldy Mountain and in Fancher Memorial, East edge of Spokane; install new trans. and ant.; make change in ant. system; ERP 41 kw; ant. height 540 ft.; remote control permitted. Action June 29.

Other action

■ Review Board in Cayce, S.C., FM proceeding, in response to petition by William D. Hunt, added issue to determine to what extent WCAV(FM) Cayce, licensed to Lexington County Broadcasters deviated from proposals in 1966 and 1967 renewal applications and effect on qualifications of Lexington County to be licensee. Action July 2.

Call letter applications

■ **KVML-FM Sonora, Calif.**—Seeks KROG(FM).
 ■ **WHFL(FM) Winter Haven, Fla.**—Seeks WPCV(FM).
 ■ **WJQ(FM) Rockford, Ill.**—Seeks WQFL(FM).

Summary of broadcasting

Compiled by FCC, June 30, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,367	5	20	4,392	42	4,434
Commercial FM	2,412	1	34	2,447	113	2,560
Commercial TV-VHF	505	1	6	512	9	521
Commercial TV-UHF	189	0	3	192	52	244
Total commercial TV	694	1	9	704	61	765
Educational FM	574	0	25	599	81	680
Educational TV-VHF	88	0	4	92	2	94
Educational TV-UHF	122	0	13	135	7	143
Total educational TV	210	0	17	227	9	237

* Special temporary authorization.

■ **WGLM(FM) Richmond, Ind.**—Seeks WQLK(FM).

■ **WUAZ(FM) Henderson, Ky.**—Seeks WBIC(FM).

■ **WFXM(FM) Jackson, Miss.**—Seeks WLIN(FM).

■ ***WPIC-FM Sharon, Pa.**—Seeks WYFM(FM).

■ **WVNY(FM) Burlington, Vt.**—Seeks WEZF(FM).

Call letter actions

■ **KPSA(FM) Los Angeles**—Granted KEZM(FM).

■ **KPSC(FM) Sacramento, Calif.**—Granted KEZS(FM).

■ **KPSE(FM) San Diego**—Granted KEZL(FM).

■ **KPSJ(FM) San Jose, Calif.**—Granted KEZR(FM).

■ **WKPE-FM Cocoa Beach, Fla.**—Granted WRKT-FM.

■ **WFTL-FM Fort Lauderdale, Fla.**—Granted WGLO(FM).

■ **WLOM(FM) Atlanta**—Granted WYNQ(FM).

■ **WESM(FM) Prince Frederick, Md.**—Granted WMJS(FM).

■ **KTBC-FM Austin, Tex.**—Granted KLBJ-FM.

■ **WACO-FM Waco, Tex.**—Granted KHOO(FM).

■ **WSSV-FM Petersburg, Va.**—Granted WPLZ(FM).

Modification of CP's, all stations

■ **WCRT-FM Birmingham, Ala.**—Broadcast Bureau granted mod. of CP to change trans. and ant.; make change in ant. system; ERP 50 kw; ant. height 760 ft.; remote control permitted. Action July 3.

■ ***KYUK-TV Bethel, Alaska**—Broadcast Bureau granted mod. of CP to change ERP. vis. 4.68 kw; aur. 0.933 kw; type ant.; and HAAT 200 ft. Action June 26.

■ **WIHN(FM) Normal, Ill.**—Broadcast Bureau granted mod. of CP to operate radio studio location and remote control from 209 East Washington Street, Bloomington, Ill.; change trans. and ant.; make change in ant. system and change transmission line. Action July 3.

■ **KRLS(FM) Knoxville, Iowa**—Broadcast Bureau granted mod. of CP to change studio location and remote control to 1610 North Lincoln. Knoxville; change trans., ant. and transmission line. Action July 3.

■ **KTAV(FM) Knoxville, Iowa**—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change transmission line. Action June 21.

■ **WCCO-FM Minneapolis**—Broadcast Bureau granted mod. of CP to extend time to Oct. 1. Action June 29.

■ **KORK Las Vegas**—Broadcast Bureau granted mod. of CP to move trans. site to north edge of Henderson Section 23, 63 East Henderson, Nev.; condition. Action July 5.

■ **WRAN Dover, N.J.**—Broadcast Bureau granted mod. of CP to change MEOW's for nighttime pattern. Action June 29.

■ **WEGG Rose Hill, N.C.**—Broadcast Bureau granted mod. of CP for extension of completion date to Nov. 19. Action June 29.

■ **KICE(FM) Bend, Ore.**—Broadcast Bureau granted mod. of CP to change studio location and remote control to 264 Irving, Bend; change trans., ant. and transmission line. Action June 29.

■ ***WIPM-TV Mayaguez, P.R.**—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 28. Action June 28.

■ ***KIDZ-TV Wichita Falls, Tex.**—Broadcast Bureau granted mod. of CP to change ERP to vis. 5.89 kw; aur. 589 w; HAAT 530 ft. Action June 28.

■ **KO4FD Sheridan and Fort MacKenzie, both Wyo.**—Broadcast Bureau granted mod. of CP for VHF translator to extend completion date to Dec. 27. Action June 27.

Translators

■ **KO7GE Chinle, Ariz.**—Broadcast Bureau granted CP for VHF translator to change frequency from 174-180 mhz to 180-186 mhz; change type of trans.; increase power; change via to K69AF Shiprock, N.M., and make changes in ant. system. Action June 29.

■ **KO4DI Chinle, Ariz.**—Broadcast Bureau granted CP for VHF translator to change frequency from 66-72 mhz to 192-198 mhz; change type of trans.; increase power; change via to BPTT-2491, Many Farms, Ariz., and make changes in ant. system. Action June 29.

■ **K13GD Chinle, Ariz.**—Broadcast Bureau granted CP for VHF translator to change frequency from 210-216 mhz to 204-210 mhz; change type of trans.; change via to BPTT-2492, Many Farms, Ariz., and make changes in ant. system. Action June 29.

■ **K63AE and K66AJ Many Farms, Ariz.**—Broadcast Bureau granted CPs for new UHF translators to serve Many Farms, operating on ch. 63 by rebroadcasting KOAT-TV Albuquerque, N.M., and ch. 66 by rebroadcasting KGGM-TV Albuquerque. Action June 29.

■ **K75AV Wellington and Dodson, both Texas**—Broadcast Bureau granted CP for UHF translator to change type of trans.; increased power; change primary station to KVII-TV Amarillo, Tex., and to operate via K77AQ Memphis, Tex. Action June 29.

■ **K54AA, K58AD, K60AI, K616AF, K66AI and K68AP, all Mineral, Wash.**—Broadcast Bureau granted CPs for six new UHF translators to serve Ashford, Elbe, Mineral and National, all Washington, on ch. 34 by rebroadcasting programs of KOMO-TV Seattle; ch. 58 by rebroadcasting programs of KING(TV) Seattle; ch. 60 by rebroadcasting programs of KIRO-TV Seattle; ch. 64 by rebroadcasting programs of KCTS-TV Seattle; ch. 66 by rebroadcasting programs of KTNT-TV Tacoma, Wash., and ch. 68 by rebroadcasting programs of KTVW(TV) Tacoma. Action July 3.

Ownership changes

Applications

■ **KBAI(AM) Morro Bay, Calif.**—Seeks assignment of CP from Mineral King Broadcasters and Elbert H. Dean, joint venture dba Morro Bay Broadcasters to Morro Bay Investment Corp. for \$52,000. Sellers: Elbert H. Dean, Robert E. Darling, et al. Buyers: John A. Flores, Ferol L. Stanton, Anthony P. Souza, J. Sherman Anderson and James H. Carlson (each 20%). Mr. Carlson is 10% partner in Mineral King Broadcasters, licensee of KKNV(FM) Fresno. Ann. June 26.

■ **WHFL(FM) Winter Haven, Fla.**—Seeks assignment of license from Recreational Broadcasting of Central Florida Inc. to Orange Broadcasting Co. for \$225,000. Sellers: Helen J. Hunting, president, et al. Buyer: Joseph Garagiola (100%). Mr. Garagiola is owner of Telfaan, licensee of WONN(AM) Lakeland, Fla. Ann. June 26.

■ **WSPA(AM) Savannah, Ga.**—Seeks assignment of license from Coastal Broadcasting Inc. to WSPA Inc. for \$628,000. Sellers: Donald K. Jones, president, et al. Buyers: Albert F. Weis Mr. Weis is owner of WZAT(FM) Savannah. He also has interests in motion picture theatres in Atlanta, Savannah, Macon, Augusta and Statesboro, all Georgia. Ann. June 20.

■ **WYNZ(AM) Ypsilanti, Mich.**—Seeks transfer of control of Word Broadcasters from Edgill Howard and Royden Behmer (together 100% before, none after) to Thomas Cape and W. Dean Ward (none before, each 45% after) and Duane Cuthbertson (none before, 10% after). Consideration: \$195,000. Mr. Cape and Mr. Ward have real estate interests in Ypsilanti and Marshall, both Michigan. Mr. Ward is Detroit dentist. Mr. Cuthbertson is director of religious group. Ann. June 20.

■ **KLIQ-FM Portland, Ore.**—Seeks assignment of license from Cascade Broadcasting Corp. to Portland FM Inc. for \$400,000. Sellers: David M. Jack, president, et al. Buyers: McCoy Broadcasting Co. Arthur

H. McCoy is 85.6% owner of McCoy Broadcasting, licensee of KHON-TV Honolulu and KYXI(AM) Oregon City, Ore. Ann. June 20.

■ KRSD(AM) Rapid City, S.D.—Seeks assignment of license from Eli Daniels and Harry Daniels dba Heart of the Black Hills, to Midland Broadcasting Co. of South Dakota for \$215,000. Sellers: Eli Daniels and Harry Daniels (together 100%). Messrs. Daniels also own KDSJ-TV Lead and KDSJ(AM) Deadwood, both South Dakota. Buyer: Stephen Hughes (48.5%). Mr. Hughes has advertising and entertainment interests in Rapid City. Ann. June 20.

■ KTNT-TV Tacoma, Wash.—Seeks assignment of license from Tribune Publishing Co. to WKY Television System for \$4.5 million. Sellers: James Bellamy, vice president, et al. Buyers: E. K. Gaylord, president and director, Edward L. Gaylord, vice president and treasurer, Oklahoma Publishing Co. WKY System, which is subsidiary of Oklahoma Publishing Co., is licensee of WKY-AM-TV Oklahoma City, KTVT(TV) Fort Worth, KHTV(TV) Houston, WVTW(TV) Milwaukee, and WTVT(TV) Tampa, Fla. Ann. June 18.

Actions

■ KMEN(AM) San Bernardino, Calif.—Broadcast Bureau granted assignment of license from Valjon Inc. to Lincoln and Sylvia Dellar for \$525,000. Sellers: Walter Richey, president, et al. Valjon is also selling its other broadcast interests. KPO-AM-FM Honolulu. Buyers: Lincoln and Sylvia Dellar (each 50%). Mr. Dellar owns radio consultant, management and sales firm. He and Mrs. Dellar each own 42% of KACY(AM) Port Hueneme, Calif. Action June 29.

■ WWLV(FM) Versailles, Ky.—FCC granted transfer of control of Woodlander Broadcasting Co. from William K. Alexander, James W. Hatcher, James T. Alexander and George F. Harris (as group, 100% before, none after) to Mortenson Broadcasting Inc. (none before, 100% after). Consideration: \$60,000 (includes non-competition agreement). Principals: Jack Mortenson, president (40%), et al. Mr. Mortenson is pastor of Faith Memorial Church, Canton, Ohio. Mr. Mortenson is director and has interests in WTOF(FM) Canton, Ohio, and WHKK-FM Erlanger, Ky. Action July 3.

■ WEGG(AM) Rose Hill, N.C.—Broadcast Bureau granted assignment of CP from J. M. Farlow and William D. Mills to Jeff B. Wilson and William D. Mills for \$6,000. Buyers: Mr. Wilson (90%) and Mr. Mills (10%). Mr. Wilson owns 10% of WZOO(AM) Asheville, N.C. He owns Jeff Wilson Associates, rent-a-car firm in Raleigh, N.C., as well as other real estate interests. Mr. Mills owns 50% of Mills & Thomas Appliance & Furniture Co., Maysville, N.C. Action June 29.

■ WTRX(AM) Flint, Mich.—FCC granted assignment of license from Eastman Broadcasting Co. to Mid America Media Inc. for \$875,001. Sellers: Robert E. Eastman, president and general manager, et al. Mr. Eastman owns KAFY(AM) Bakersfield, Calif. Buyers: Burrell L. Small, president (53%), et al. Mr. Small is principal of Mid America Audio-Video Inc., licensee of WKAN(AM) Kankakee, Ill., and owner, through subsidiaries, of WIRE(AM)-WXTZ(FM) Indianapolis and WSWT(FM) Peoria, Ill. He also has interests in WQUA(AM) Moline and WIRL(AM) Peoria, both Illinois, and in KIOA-AM-FM Des Moines, Iowa. Action July 3.

■ WRJW(AM)-WJOJ(FM) Picayune, Miss.—Broadcast Bureau granted transfer of control of Tung Broadcasting Co. from Hugh O. Jones (79% before, none after) to James O. Jones II (13% before, 64% after), et al. Consideration: \$60,000. Principal: James Jones is general manager of WRJW-WJOJ. Action June 29.

■ KQTV(TV) St. Joseph, Mo., KLYX(FM) Clear Lake City, Tex., and KGRV(FM) St. Louis—FCC granted assignment of licenses from Intermedia Inc. to Amaturo Group Inc. for \$4,677,500. Sellers: Intermedia Inc., wholly owned subsidiary of ISC Industries, commonly-held company, is currently divesting itself of broadcast interests. It has also sold its other broadcast interests, KBEA(AM) Mission, Kan., and KBEY(FM) Kansas City, Mo. Buyers: Joseph C. Amaturo, president and chairman, et al. Mr. Amaturo has interests in WPOP(AM) Hartford, Conn., WFLL-AM-FM Fort Lauderdale, Fla., and WESO-AM-FM Southbridge, Mass. Action July 3.

■ KBLL(AM) Helena, Mont.—FCC granted assignment of license from Capital City Television Inc. to Holter Broadcasting Corp. for \$300,000. Sellers: Tim M. Babcock, president, et al. Capital City is licensee of KBLL-TV Helena. Buyers: W. L. Holter, president (80%), et al. Mr. Holter owns 75% of KLTZ(AM) Glasgow, Mont. He also owns 87% of KYLT(AM) Missoula, Mont. Action July 3.

■ KHIT(AM) Walla Walla, Wash.—Broadcast Bureau granted assignment of license from Leader Broadcasting Co. to STL Inc. for \$105,000 plus \$31,700 for covenant not to compete. Sellers: Arch LeRoux, president, et al. Buyers: Carl S. Tyler, John A. Lienkaemper and F. M. Stevens (each 33⅓%). Mr. Tyler is general manager and Mr. Stevens is sales executive for KRVS(AM) Ontario, Ore. Mr. Lienkaemper is partner in Bertelson-Lienkaemper Memorial Chapel, Ontario. Action June 29.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced June 27 and July 10 (stations in parentheses are TV signals proposed for carriage):

■ Television Signal Service, 515 Mena Street, Mena, Ark. 71953, proposes for Glenwood, Ark. (KETS Conway, Ark.; KTBS and KIAL, both Shreveport, La.; KARK, KATV and KTHV, all Little Rock, and KFSA, Forth Smith, both Arkansas).

■ United Cable TV Inc., Box 861, Batesville, Ark. 72501, proposes for Grubbs, Ark. (KATV, KARK, KTHV and KETS, all Little Rock, and KAIT-TV Jonesboro, both Arkansas; WREC-TV, WMC-TV, WKNO-TV and WHBQ-TV, all Memphis).

■ Consolidated Cable TV Inc., Box 861, Batesville, Ark. 72501, proposes for McCrory, Ark. (KATV, KARK, KTHV and KETS, all Little Rock, and KAIT-TV Jonesboro, both Arkansas; WREC-TV, WMC-TV, WKNO-TV and WHBQ-TV, all Memphis).

■ NWA Cable Communications Inc., 2108 Sycamore Street, Springdale, Ark. 72764, proposes for Prairie Creek, Ark. (Delete KTMC and KOLR, both Springfield, Mo.).

■ Southern Monterey County CATV, Box 625, King City, Calif. 95300 proposes for Greenfield, Calif. (KTUV Oakland, KSBW-TV Salinas, KNTV, KTEHV and KGSC-TV, all San Jose. KMEX-TV Los Angeles, KMST Monterey, KQED San Francisco, all California).

■ Community Tele-Communications Inc., 54 Denver Technological Center, Box 10727, University Park Station, Denver 80210 proposes for Lakewood, Colo. (KBTV, KMGH-TV, KOA-TV, KWGN-TV and KRMA-TV, all Denver; KTVT Fort Worth, and KDTV Dallas; XEPM Juarez, Mexico).

■ Kennedy Cablevision Inc., Box 354, Main Street, Reidsville, Ga. 30453 proposes for Reidsville (WSAV, WTOG, WJCL and WVAN, all Savannah, WJBF and WRDW, both Augusta, and WMAZ Macon, all Georgia).

■ Rantoul CATV Co., c/o Allen & Korkowitz & Associates, 123-125 North Garrard Street, Rantoul, Ill. 61866 proposes for Rantoul and unincorporated areas surrounding Rantoul (WCIA and WCID, both Champaign, WAND Decatur, WILL-TV Urbana, WGN and WFLD, both Chicago).

■ Hawkeye Cablevision Inc., 345 Insurance Exchange Building, Des Moines, Iowa 50309 proposes for Des Moines (WOI-TV Ames, KRNT-TV, KDIN-TV and WHO-TV, all Des Moines, both Iowa; KBMA-TV Kansas City, Mo.; WTCN-TV Minneapolis).

■ Midway Cable TV, 1413 Minnesota, Kansas City, Kan. 66102 proposes for Kansas City, Kan. (Delete WGN Chicago; add KWGN Denver).

■ Montachusett Cable Television Inc., 762 North Main Street, Leominster, Mass. 01453, proposes for Gardner, Fitchburg, and Leominster, all Massachusetts. (requests certification of existing system).

■ Clearview Television Inc., 139 South Cochran Avenue, Charlotte, Mich. 48813 proposes for Charlotte, (delete CKLW-TV Windsor, Ont.; add WZZM and WGVG-TV, both Grand Rapids, Mich.; WSN5-TV and WTTW-TV, both Chicago; WMVS-TV Milwaukee, and WTVS-TV Detroit).

■ Charlotte Cablevision Inc., c/o Minor Walton Bean Co., North Cochrane Street, Charlotte, Mich. 48813 proposes for Charlotte (WJIM-TV Lansing, WILX-TV Onondaga, WKAR East Lansing, WJRT Flint, WOTV and WGVG-TV both Grand Rapids, WKZO-TV Kalamazoo, WUHQ Battle Creek, WKBD-TV, WXON-TV and WTVS, Detroit, all Michigan; CKL-TV Windsor, Ont.).

■ Princeton Cablevision Inc., 1253 Diamond Avenue, Evansville, Ind. 47727, proposes for Princeton, Mo. (WDAF, KCMO, KMBC and KBMA, all Kansas City; KTVO Kirksville and KQTV St. Joseph, all Missouri; WHO, KDIN and KRNT, all Des Moines, Iowa).

■ Pease Cable TV Co. Box 615, Marquette, Mich. 49855 proposes for Pease AFB, N.H. (add WMSW Worcester, Mass.).

■ Panther Valley Service Inc., Box 25, Route 517, Allamuchy, N.J. 07820 proposes for Panther Valley, N.J. (add WJMJ Montclair, N.J., in lieu of WLVT-TV Bethlehem, Pa.).

■ Elmira Video, 1130 South Main Street, Horseheads, N.Y. 14845 proposes for Big Flats, N.Y. (requests certification of existing system).

■ Seneca Radio Corp., Station WFOB, Drawer W, Fostoria, Ohio 44830 proposes for Carey, Ohio (WLWC, WTVN-TV, WBNS-TV and WOSU-TV, all Columbus, WOTL-TV, WSPD-TV, WDHQ-TV, and WGET-TV all Toledo, WKYC-TV, WEWS, and WJW-TV, all Cleveland, WLIO and WBGU-TV, both Lima, all Ohio; WKBD-TV Detroit).

■ Perry Cablevision, Inc., West 10th Street, Dresden, Ohio 43821 proposes for New Lexington, Ohio (WLWC, WTVN, WBNS and WOSU, all Columbus, WHIZ Zanesville, WOUB Athens, and WGSF Newark, all Ohio).

■ Teleservice Company of Wyoming Valley, 151 South Main Street, Wilkes-Barre, Pa. 18701 proposes for Courtdale borough, Edwardsville borough, Sugar Notch borough, Fairview township, Wright township, and Forty Fort borough, all Pennsylvania (WBRE-TV, Wilkes-Barre, WDAU-TV, WNEP-TV and WVIA-TV, all Scranton, both Pennsylvania; WOR-TV and WPIX-TV, both New York; WPHL-TV Philadelphia).

■ Hampton Cable TV Co., 5110 West Library Avenue, Rethel Park, Pa. 15102 proposes for Hampton township, Pa. (KDKA-TV, WTAE-TV, WIBC-TV, WQED and WQEX all Pittsburgh; WUAB Lorain and WKBF-TV Cleveland, both Ohio).

■ Mt. Oliver Cable TV Co., 5110 West Library Avenue, Bethel Park, Pa. 15102 proposes for Mt. Oliver borough, Pa. (KDKA-TV, WTAE-TV, WIBC-TV, WQED and WQEX, all Pittsburgh; WUAB Lorain, and WKBF-TV Cleveland, both Ohio).

■ Stehle's Trailer Sales, RD No. 1, Shipperville, Pa. 16254 proposes for Paint township, Pa. (requests certification of existing system).

■ Philadelphia Cable Television Co. 530 Stahr Road, Elkins Park, Pa. 19117 proposes for Philadelphia (KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV and WTAF-TV, all Philadelphia; WHYY-TV Wilmington, Del.; WKBS-TV Burlington, N.J.; WOR-TV and WPIX, both New York; WNJS Camden, and WXTV-TV Paterson, both New Jersey).

■ Delaware County Cable Television Co., 530 Stahr Road, Elkins Park, Pa. 19117 proposes for Upper Darby Township, Pa. (KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV and WTAF-TV, all Philadelphia; WHYY-TV Wilmington, Del.; WKBS-TV Burlington, N.J.; WOR-TV and WPIX, both New York; WNJS-TV Camden and WXTL-TV Paterson, both New Jersey).

■ Ultra Com of Liberty County Inc., Box 507, Lansdale, Pa. 19446 proposes for Liberty county, (unincorporated areas) Texas (KUHT, KHOU-TV, KHTV, KPRC-TV, KTRK-TV and KVRL, all Houston, KTRF-TV Lufkin, KBMT and KFDM-TV, both Beaumont, KJAC-TV Port Arthur, all Texas).

■ Cablevision of Houston Inc., c/o Sears & Burns, 1811 C&I Building, Houston 77002 proposes for Pasadena, Tex. (KHOU-TV, KPRC-TV, KTRK-TV, KHTV, KVRL and KUHT, all Houston, KTVT Fort Worth, KDTV Dallas, KLRN-TV and KWEX-TV, both San Antonio, all Texas).

■ Brazos Cable Co., Box 412, West Columbia, Tex. 77486 proposes for West Columbia, Tex. (KPRC, KURL, KUHT, KHTV, KHOU and KTRK, all Houston).

■ Upper Valley Cable Corp., 20 Maple Street, St. Johnsbury, Vt. 05819 proposes for Welk River, Vt., Bath and Woodsville, both New Hampshire (WCAX-TV and WVNY-TV, both Burlington, Vt.; WMTW-TV Poland Spring, Me.; WPTZ Plattsburgh, N.Y.; CHLT Sherbrooke, Quebec; WSTA Windsor, Vt.; WLED-TV Littleton, N.H.; WCSH-TV Portland, Me.).

■ Peninsula Broadcasting Corp., Box 400, Hampton, Va. 23669 proposes for South Hill, Va. (WXEX-TV Petersburg, WLVA-TV Lynchburg, WSL5-TV WDBJ-TV, Roanoke, all Virginia; WTVS Durham, and WRAL Raleigh, both North Carolina; WTVR-TV, WWBT-TV, WCVE-TV and WCVW, all Richmond, and WVEC-TV Hampton, both Virginia; WUNC-TV Chapel Hill, N.C.).

■ Everett Cablevision Inc., c/o Viacom International Inc., 345 Park Avenue, New York 10022 proposes for Everett, Wash. (requests certification of existing system).

■ Vacationland Cablevision Inc., 413 Oak Street, Baraboo, Wis. 53913 proposes for Lake Delton, Wis. (WHA-TV, WISC-TV, WKOW-TV and WMTV, all Madison, WISN-TV, WITI-TV, WTMJ-TV, WVTV and WMVS, all Milwaukee, both Wisconsin; WGN-TV Chicago).

■ Vacationland Cablevision Inc., 413 Oak Street, Baraboo, Wis. 53913 proposes for Reedsburg, Wis. (WHA-TV, WISC-TV, WKOW-TV and WMTV, all Madison, WISN-TV, WITI-TV, WTMJ-TV, WVTV and WMVS, all Milwaukee, both Wisconsin; WGN-TV Chicago).

Action on motion

■ Administrative Law Judge Herbert Sharfman in Meadville, Pa. (Meadville Master Antenna Inc.), CATV proceeding, granted motions by Great Lakes Communications Inc. and Meadville Master Antenna Inc. and corrected transcript as proposed with some modifications (Doc. 19479). Action June 29.

Other action

■ Review board in Warrensburg, Mo., cable TV proceeding, granted motion by Cypress Cable Corp. for extension of time through July 18 in which to file replies to exceptions to initial decision released May 4 directing United Telephone Co. of Missouri and subsidiaries to cease and desist from any actions involving cable TV pole attachment fees without FCC authorization (Docs. 1951-2). Action July 6.

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Would you like to work in one of the nation's most delightful locations. The Napa Valley is a beautiful place to live. 45 miles from San Francisco. KVON exclusively serves this area of 100,000 population. We are seeking an outstanding radio sales person, who would inherit an excellent list. The station and market are booming. Call or write: 707-252-1440, P.O. Box 480, Napa, CA. 94558.

WEEZ all talk radio for Delaware County, Pa. wants one addition to present sales force. Must be creative, exceptionally well groomed, flexible, hard charging, and have desire and ability to function as exceptional sales account executive. \$150 weekly salary plus 6% of net collections, monthly. Write in detail to Mr. Douglas Beals, Sales Manager, 3500 Edgmont Ave., Brookhaven, Pa. No phone calls.

Immediate opening on aggressive sales staff. Good Account List. Excellent working conditions. Not just a job. . . . A Future! Interested? call now. . . . John Powell, Station Manager, WELK, Charlottesville, Va. 804-977-5091.

Midwest AM needs salesman for number one account list. Sales manager moving to general manager. Need man to baby my list like I have. \$10,000 first year. You tell me the second. Fringes. Send resume or call Ken McGeath, WERK Radio, Box 2465, Muncie, IN. 47302.

Immediate opening for strong salesperson to take solid active account list and build a solid future. Excellent compensation with full range of company benefits. Midwest applicants preferred. Resume to Jack Z. Bennett, WHBF Radio, Telco Building, Rock Island, IL. 60201 or call 309-786-5441. An Equal Opportunity Employer.

Active account list—Prime Territory. Metro Trenton #1 ARB and #1 Pulse rated station in 300,000 market offers superior earning potential with generous salary/commission plan to an aggressive experienced salesperson. Send resume to Lewis Edge, WHWH, Princeton, N.J. 08540. No phone calls, please.

Ready to move into a larger market? Saginaw, Michigan needs you in sales. AM #1 Contemporary. FM #1 Country. NBC. Immediate opening due to power increase. Send resume to WSAM, Box 1776, Saginaw, Mich.

Strong, solid radio salesman wanted in one of the best medium radio markets in the country. Superior ratings and programing to sell. Excellent working conditions and fringe benefits. Ready made account list with unlimited potential. Excellent guarantee/commission arrangement. Send complete information to WSOY Radio, Box 2250, Decatur, Ill. 62526.

Top 75 markets group owned AM/FM needs aggressive salesmen. Located in Southeast, and new ARB ratings puts station on verge of huge growth. Excellent salary and commission structure. If you have successful radio sales experience and are ready for a major move, write Vice President-Radio, Park Broadcasting, Terrace Hill, Ithaca, NY 14850.

Help Wanted Announcers

Seeking country jock who can hold established evening audience. Reply to Box G-16, BROADCASTING.

Maryland station: opening for announcer with first phone. Must be willing to do some engineering. Will train beginner. Box G-68, BROADCASTING.

Announcer with excellent news delivery, commercial sell, for network middle music station in beautiful Gulf Coast city. Box G-118, BROADCASTING.

Major top rated Midwest MOR station looking for experienced air personality; also newsmen who can handle weekend air shift. Salary, working conditions and living conditions all excellent. If you are eager and ready to move up to either position send tape and resume to Box G-120, BROADCASTING.

Opening for evening FM Stereo MOR in metro area in Midwest. Good voice, experienced, knowledge of dance music. Send tape, picture and resume to Box G-121, BROADCASTING.

You'll like it here! Top 40/Up MOR personalities for top rated Midwest regional. Small market operation run big. Limited experience applicants welcome. Send tape and resume to Box G-140, BROADCASTING.

Experienced announcer needed immediately for North-western Pa. MOR station. Must have minimum of a year's news and DJ experience. Send tape, references and salary requirements to Box G-144, BROADCASTING.

Western New York stereo giant needs warm announcer with commercial ability. Schulke format. No ego trippers. Good money. Time for life and a place to live it. Rush tape with commercial and news. Box G-176, BROADCASTING.

MOR station. Looking for a person that likes good production, good music, and good west Texas city. Salary commensurate with ability. Send tape and background. Box G-179, BROADCASTING.

Miami. Major station needs weekend air talent. If you're within commuting range, send tape to Box G-182, BROADCASTING.

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We're looking for a top quality person who can project warmth on our easy listening station. Numeral 5 figures, using numeral 4th market. Also numeral 3rd ticket. Send tape and resume to Box G-196, BROADCASTING.

Minnesota FM network seeks proven candidates for classical music announcer-producer and announcer-librarian positions. Third phone required. Send salary requirements, resume, and air checks to: Employment, KSJN, 400 Sibley Street, St. Paul, Minnesota 55101.

WFMB, Springfield, Ill. needs experienced C&W jock. Contact Manager, 217-528-3033.

Wanted experienced announcer for MOR-up station. TV affiliation, afford opportunity to work into television. And EOE. Send air check, resume, and pic to Alan Strike, WTRC, Elkhart, Indiana 46514.

Michigan Rocker needs pro now. You must sound excited, have 3rd and not be a beginner! Send non-returnable tape, resume and pic to Lerry Knight, WYYY, 2315 Schippers Lane, Kalamazoo, Mich. 49001 now or call 616-381-1470 (no collect calls). The Big Y wants to join you, now! EOE.

Announcers! We have a \$65,000 contract for recording that will be farmed out to independent announcers. If you own or have access to professional recording equipment contact Mr. Kilgore, ETC Advertising, 980 Main Street, Waltham, Ma. 02154 (617-891-5050) for details. All or any portion of \$65,000 could be yours.

Now needed. MOR pros with accent on personality and production. This is one of the finest medium markets in the country. Call 301-939-0800.

Announcer/operator. Automation AM-FM. Production work. Light duties. Responsible person needed. 512-643-3541. No collect calls.

Wanted. Bright, eager announcer who wants sales and management experience in radio-TV. Salary, commission. KRKC, King City, CA 93930.

Help Wanted Announcers Continued

Modern Country announcer needed immediately. Must be experienced pro, sharp air-man, production, commercials, Remotes. . . . Great opportunity in South Georgia's most progressive city. Send tape or contact Mr. Hill, WJAZ-Radio, Albany, Georgia.

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Opportunity in Australia. Salary range \$30,000 to \$45,000 (U.S.). Sydney's top radio station has exceptional career opportunity for an outstanding broadcaster, currently high-rated in a market of million or more. Must be capable of handling afternoon drive time format of music, information and some telephone talk. A moderate accent is essential. Air mail full resume, photo, rating, performance and air check by July 29 to Box 22, P.O. Clarence Street, Sydney, N.S.W. 2001 Australia.

Voice of the U of O ducks wanted now. The "Green Machine" deserves the best sports PBP available. Job covers state radio network co-ordination; everything involved in doing best sports job for the University of Oregon. Send resume, audio tape to: KUGNEWSRADIO, P.O. Box 590, Eugene, Oregon or call Dave Whitbread collect, (503) 344-6216. Equal Opportunity Employer.

Help Wanted Technical

Class B FM, Stereo, automated needs chief who can do an occasional commercial. Excellent benefits, salary. Send resume to Box G-96, BROADCASTING.

Needed Immediately: Systems and operating technicians for Chicago with an independent production house. Experience in maintaining and operating AVR-1's, VR3000's, 1200-B's and C's. HS-200, Color cameras, switchers and all associated equipment. Salary commensurate with experience. Resumes should be sent to the operations manager, Editel Productions Inc., 1920 N. Lincoln Ave., Chicago, Illinois 60614.

Chief engineer, strong on maintenance, R & B station, group operated, New Orleans. Salary commensurate with experience. Box G-143, BROADCASTING.

Director of engineering for 4 station group in Southwest. 2 AM and 2 TV stations. Heavy work experience in these areas plus microwave. Must be good administrator. Send resume and salary requirements to Box G-145, BROADCASTING.

AUDIO production specialist position available approximately August 1; upper midwest state university. Work with instructional media development team in applying audio technology to instructional design via recording audio in studios and on location; dub and mix film sound. Bachelor's degree preferred. Approximately \$8,000 eleven months. Equal Opportunity Employer. Send credentials to Box G-154, BROADCASTING.

Experienced post production video tape editor and VTR maintenance person wanted for metropolitan north central production center. Ampex equipment background an asset. Should be strong technically. Reply stating salary expected and specific work and equipment experience to Box G-193, BROADCASTING.

First phone to read transmitter meters. Age no barrier. Will train beginner. WAMD, Aberdeen, Md. 21001.

Chief for AM/FM operation. No announce shift. Must be able to assume complete technical responsibility. Contact Ed Marzoo, WJWL, Georgetown, Del. 19947. 302-856-2567.

KWIX & KRES—technically two of the finest equipped stations in the country, have an engineering opening. Good technical background a necessity, along with a knowledge of programming. Opportunity for advancement to Chief Engineer. All replies confidential. Send resume to Richard Womack, KWIX Radio, Moberly, MO 65270.

Chief engineer . . . For three tower directional AM station. Will consider first class ticket willing to learn. Write WEEO, Waynesboro, Pa. 17268.

Help Wanted News

Experienced newsmen to gather, write, and air local news. Equal Opportunity Employer. Box G-129, BROADCASTING.

Wanted: Professional broadcast journalist with experience in all phases of news gathering and reporting. Contact Mike Anthony, KLAK, 7075 W. Hampden Ave., Denver, CO. 80227.

Newsman/announcer for sign on shift. Start Aug. 20. Good opportunity with chain, good station, good town. WMST, Mt. Sterling, Ky.

Help Wanted Programing, Production, Others

Program Director for new R&B format. Rush resume to Box F-224, BROADCASTING.

Program Director—suburban Country Music station serving market of quarter million needs experienced Modern Country Music PD. Must be proven morning man, creative production expert, be able to take charge of programing department and staff. Send resume, salary requirements, tape, ARB or Pula. Equal Opportunity Employer. Box G-47, BROADCASTING.

Individual to write advertising copy for AM and FM. \$110/wk to start. Must have experience. Job starts Aug. 6. Write or call H. M. Thayer, WGHQ, Kingston, NY 12401. Personal interview will be necessary.

WOBB Radio, Toms River, N.J. is looking for a good experienced copy writer. Equal Opportunity Employer. Reply quickly.

Strong afternoon DR personality pro for fulltime central Florida MOR. Strong prod. and outstanding credentials essential. Position available September 1 with top rated, stable operation. Resume, picture, air check, production sample, references and salary requirements 1st letter. Box G-190, BROADCASTING.

We need a capable person for promotional and PR copy writing and editing. Excellent radio and CATV corp. (15,000 subscribers) located in a beautiful SW coast Fla. market with new broadcasting facilities. Salary open. Send complete resume, writing samples if available and picture to Pete Bredt, GFC Marketers, 1170 3rd St., Naples, Fla. 33940.

Community minded fulltime MOR seeking knowledgeable PD strong on leadership, production and communicative ability. Resume, aircheck, production, salary requirements, photo and references with first reply. WSIR, Box 633, Winterhaven, Fla. 33880.

Situations Wanted Management

Interested in a proven sales conscious GM who has increased sales more than 120% in his current position? I am looking for an AM-FM Stereo combination with good facilities in a city size of 25 to 150 thousand people. Station must be grossing a minimum of 175 thousand with much greater potential. Prefer the Southeast or southern New England. Box F-204, BROADCASTING.

Outstanding, young VP, GM, with unsurpassed track record and reputation, currently responsible for three stations in major markets, seeks new and rewarding position with expanding or established chain. Will consider group vice presidency or management in top ten market. Box G-27, BROADCASTING.

Experienced Manager, 37, family. Good track record. Good references. Minimum market size 15,000. Prefer Texas or Missouri. No hurry. Box G-142, BROADCASTING.

Operations manager available Sept. News, sports, adult programmed radio, 25 years broadcasting and engineering, 2 years teaching secondary, post secondary and adult broadcasting-engineering. Private and public schools. 918-297-2760. Box G-166, BROADCASTING.

Daytimer specialist will manage your station to solid profit position if you are located in one of eleven Western states and will offer option to buy in, based on 12-month performance. Veteran, professional now in successful ownership/management. Box G-174, BROADCASTING.

Experienced manager with proven rating success seeks to invest \$15,000 for part ownership. If you're contemplating expansion, or considering relinquishing some responsibilities, contact Box G-186, BROADCASTING.

Major West Coast market top executive wants permanent re-location in small market. Willing to operate station for reasonable salary and equity position. Write Box G-191, BROADCASTING.

Situations Wanted Sales

Many sales problems are caused by inferior products, even in radio. Much time is spent pushing sales, little improving product. Let's solve your sales problems, beginning with a superior product. Box G-164, BROADCASTING.

Salesman covering ten states in the South looking for profitable sideline products or service to sell radio stations. Box G-175, BROADCASTING.

Michigan or Midwest sales/marketing opportunity desired. Young vet with BA plus graduate study. Unusual communications background. Currently employed. Call evenings. John Walkmeyer, St. Louis, 314-781-7580.

Situations Wanted Announcers

First ticket, experienced PD seeks job with young growing company. Box G-102, BROADCASTING.

Happily married 31 year old professional, first phone combo man. Strong air personality, production work, and news delivery, seeks Up-Tempo Country or Contemporary format. 6 years experience in southern California markets. Free to relocate for right position. For resume, tape and references call 419-352-4314.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Beginner, but mature and creative. Black. 3rd endorsed, well trained. Tight board. Good on news and commercials. Box G-19, BROADCASTING.

Currently Program Director at number one medium size market looking for same or air shift in same size market. 26, eight years experience with proven Pulse record. Box G-146, BROADCASTING.

DJ, tight board, good news, commercials, limited experience, willing to follow instructions, 3rd phone, ready now. Box G-147, BROADCASTING.

MOR personality presently in top station major market, seeks new challenge. Major market only. Box G-150, BROADCASTING.

Easy going DJ, friendly delivery, good news, commercials, tight board. Will go anywhere. Ready now. Box G-153, BROADCASTING.

Experience first phone. Two years morning man. PD, can communicate. Prefer Northern Ill. or southern Calif. contemporary. Will consider all. Box G-162, BROADCASTING.

Are you looking for a hard working draft exempt young black announcer with 3 years. Experience in R&B or Top 40. With refreshing voice and good knowledge of music. Seeking a change and will relocate if price is right, because radio is my life. Available Sept. 1, but let's talk now. For more info, Box G-171, BROADCASTING.

U.S.-Canada. 11 year pro looking to settle. Family, children in school. Large or medium markets only. Box G-185, BROADCASTING.

Top 5 market experienced prod Currently operations/production/public service managers, air personality tool Seeks med-major uptempo M.O.R. Dynamic, creative, effective copy-production (expert blade). Authoritative news. detail-conscious, no mistakes! Masters Degree. Newspaper and ad agency experience. Married. An all-purpose prod Box G-187, BROADCASTING.

Two years experience in major midwest market. News production, talk host. Seeks air position with creative people at progressive FM. Will do news, public affairs with insight and creativity. Third. Medium-major. Box G-194, BROADCASTING.

Disc Jockey, Contemporary MOR or Top 40, medium market or college town. Permanent. Also sports. Experienced, college, 25, married. Max Hoelzl, 9724 W. Melvina, Milwaukee, Wisc. or 1-414-462-9536.

Experienced announcer, tight board, creative production, good ideas, 3rd phone endorsed. Specs Howard Broadcasting School graduate. Willing to relocate anywhere immediately. Contact Tim Gwozdz, 13517 Gallagher, Detroit, Mich. 313-892-4480.

Sports director all play-by-play 4 years experience news, disc jockey, will relocate. Call: 305-279-6768.

DJ newscaster, experienced, capable maintaining tight board. Creative personality, versatile background. Authoritative news, aggressive sales if necessary. Dependable. Don Ransom, 127 E. 106th St., NYC 10029. 212-676-1374.

Still looking for Top-40 Contemporary station with something to offer. Three years experience. First ticket. Will relocate. 312 W. Chelton, Apt. 210, Philadelphia, Pa. 19144. 215-842-2694.

Roehi, in the morning is not edible, but is palatable, is not breathing, but is alive. Roehi in the morning is good for you! Ask my mom. 1-313-461-6095.

Situations Wanted Announcers Continued

Western U.S. preferred. Top 40 or C&W lock. Exposed to every aspect of radio. Tight board. Good production. 2223 Duitman Rd., Albany, Ga. 31705. 912-432-7910.

Young, 23, single, Top 40 DJ presently employed is ready to move to larger market. Two and a half years in radio with long family background in the business. Hard worker—night shift preferred, anxious to learn and advance in my chosen field. Available on notice. My employer knows of this ad. Call Rick Roberts for aircheck after 4 P.M. 919-455-2204 or write P.O. Box A-J, Jacksonville, N.C. 28540.

Modern Drake PD, MD, experience. Two weeks availability. 204 14th St. NW, Fort Payne, AL. 35967. Sonny Dodd. 205-845-4158.

Intelligent, Jock, first. Wants change to place where a young man can still be given an education and collective criticism. Two years experience. Top 40. Desires permanency with 110% honest efforts. College, dependable, married. Joe. 305-452-5374.

Eastern Nebraska, Western Iowa, Southeastern S.D., Northeastern Ka. No brag, just facts. 1st phone pro. Big warm voice. Best original production you've ever heard. Former PD. E. Primrose. 5070 Country Club Way, Corvallis, OR. 97330.

Situations Wanted Technical

Chief Engineer with strong track record in engineering and management in top 4 markets, 12 years experience. Excellent references, currently \$21K, minority. Box G-109, BROADCASTING.

Take charge experienced engineer for Texas AM & FM automated using preventative maintenance who like to work with great staff. Fishing, Hunting. Delightful climate. No beginners. \$900.00 month. Box G-137, BROADCASTING.

Experienced Combo man, first phone audio engineer, progressive/Top 40 DJ presently employed medium market. Box G-161, BROADCASTING.

Former chief 5 kw DA presently employed microwave testing desires return broadcast AM or FM with heavy maintenance or construction responsibility. Have high power experience. Box G-172, BROADCASTING.

Desire facilities construction or maintenance domestic or overseas. Experienced planning, installation, testing, maintenance 50 to 500 kw both medium and shortwave, transmission lines, RF bridgework, audio distribution, tape and STL. Box G-173, BROADCASTING.

Chief engineer—25 years experience AM-FM, SCA, Automation, DA, Proofs, construction. Western region only. 303-564-3683.

Situations Wanted News

Need first break. Third phone, hard worker, good news and sports, tight board. Will go anywhere. Rod Morrison, 23 Harriet Ave., Belmont, Mass. 02179. 617-484-2069.

Experienced commercial dj and major college sports director is looking for play-by-play. Box G-75, BROADCASTING.

Dependable, DJ. Authoritative newscaster seeking position on 24 hour news station or Top 40 format in large or medium market. 1 1/2 years experience. Broadcast grad. Salary negotiable. Will relocate. Box G-128, BROADCASTING.

I want to be a news director, but my boss won't quit. Box G-134, BROADCASTING.

First phone, AM/FM maintenance and proofs experience. Currently employed as chief of small station. Box G-139, BROADCASTING.

News director seeking full time sports with extensive play by play. 6 years experience with play by play, news, interview programs, and board work. Family man. Possible sports with sales or news combination. Box G-168, BROADCASTING.

Experienced, creative, highly intelligent (and female). Top credentials. Working now—looking to move. Prefer northeast—solid news operation. Box G-177, BROADCASTING.

Aggressive, energetic newsmen with BS looking for challenge. Prefer NE. Box G-131, BROADCASTING.

Knowledgeable sportscaster-newsmen available now. Three years pbp baseball, basketball, football. Broadcast degree. Resume and tape available. Box G-136, BROADCASTING.

Situations Wanted News Continued

News director McLendon trained, 15 year broadcasting professional with proven track record. First phone, will consider talk show. Charles Beach, 4020 Holland, Apt. 212, Dallas, Texas. 1-214-521-7877.

Reporter, heavy on writing, producing, tape editing, announcing. Produced local interest documentaries. Also has been state capital correspondent handling spot news, features on public school financing, property tax, etc. All this and more from recent journalism graduate. Both commercial and public broadcasting experience. Relocate almost anywhere. Call 714-459-7157.

If news at your station isn't just an F-C-C requirement. Desire news director position with strongly news oriented medium market station or member of serious metro news team. No interest in straight board shift. Field reporting essential. Bruce Lloyd, 1001 E. Pleasant, Milwaukee, WI 53202. 1-414-276-8434.

Former teacher with degree in Psychology, minor in English wants career as news reporter. Two years experience in university radio as news reporter, DJ. Some experience running television audio, camera. Will relocate. Charlotte Sottile, 803-886-6372 Isle of Palms, South Carolina.

Situations Wanted Programing, Production, Others

If you are looking for a new idea in programing. Check me out. I have the ideas and facts. Box G-103, BROADCASTING.

Our solid program director available. We're a new station and hired him to handle programing and public affairs when we went on the air. Billing hasn't met our expectations and he must be one of many cutbacks. Excellent interviewer, talk show host. Creative copy, production. All-around radio-TV pro and responsible young man who we'd like to help place. Box G-113, BROADCASTING.

Production man wants secure position. 8 years broadcasting all formats, stations on top 10 mkts. Good references. 1st only reputable stations, please. Salary \$12,000. For tape and resume, Box G-122, BROADCASTING.

Woman, First phone. Four years studio, technical and news writing, editing experience, major NYC stations. Community sensitive. Desire programing, production position. My special interest are relevant news and talk programs. Know Rock, MOR and Jazz. Tight production. Can do airwork. Box G-159, BROADCASTING.

Dedicated, 16 years contemporary experience, PD, DJ, sports, production, also presently doing TV news. Anxious to hear from chain or individual. I am qualified and wanting long association with stable organization. Have or have had Blue sky and smoke. Sincere opportunity and fair reward, please. Box G-163, BROADCASTING.

Experience first phone PD seeks Top-60 position with challenge and room to grow. Strong music, administrative, on-air. Interesting success story. Great ideas. Responsible team man. Looking for permanence. Box G-169, BROADCASTING.

Experienced PD/Operations man in 400,000 market wants take charge position with small air shift at MOR contemporary station East of Mississippi. Stable, cooperative, knowledgeable. 30, married, children. Salary negotiable. Box G-17B, BROADCASTING.

Personality, production, voices, impressions, first phone, excellent knowledge country. Seeking PD position small market, all replies considered! Box G-181, BROADCASTING.

Recent graduate with college and professional experience in production and management, 1st phone, seeking position in public affairs or news production. Robert Muller, 1423 Parkside Dr. N., Wyomissing, Pa. 19610.

Program director. Personality. Nineteen years experience Contemporary MOR medium and major market. Married, family, stable. Proven results. 504-367-2648.

Mr. Programmer! If you need help finding help, let us help. 814-734-5418.

5 years in management. 3 years P.D. Rock & Country. Good references, would prefer P.D. position, but consider management. Call (505) 268-0631. Please hurry, ready to move.

I know programming and Country music if you need experience, a book voice and ability. It'll cost you a phone call. 805-489-0273 after 6 PM PDT.

Disabled veteran holds FCC license. Wants on job training in FM Broadcasting. Write R. F. (Bobby Frank) Arndt, RR3, Campbellsville, Ky. 42718.

TELEVISION

Help Wanted Management

Public television manager for competitive PTV market station. Bachelor's degree and administrative level management experience at public or commercial television station required + demonstration of fund raising and developmental activities. Successful applicant will be responsible for development, coordination and administration of KTEH/Channel 54. Address letter of application by August 10, 1973, to Personnel Officer, Santa Clara County Office of Education, 45 Santa Teresa Street, San Jose, CA. 95110. An EOE.

Help Wanted Sales

Immediate opening with the news leader. Must have media knowledge and experience. Locate in beautiful northern Minn. Send complete resume to Box G-138, BROADCASTING.

Sales TV/Radio. National company looking for person to sell computerized traffic/accounting system to television and radio stations throughout country. Need person willing to travel and with knowledge of sales and broadcast sales procedures. Previous experience in traffic, operations, accounting or with reps or agencies preferred but not necessary. Good base, commissions, and travel allowance. Send resume to B.C.S., c/o Jack Finlayson, Box 7463, Colorado Springs, Colo. 80933. An Equal Opportunity Employer, Male/Female.

Help Wanted Announcer

Sports assistant TV. Back-up work for TV Sports Director. Film Features. Radio sports, but no play-by-play. Send resume, picture, audio and videotape. WMT-TV, Box 2147, Cedar Rapids, Iowa 52406.

Help Wanted Technical

Chief engineer for VHF, Mid Atlantic states requires good organizer with positive attitude. Box G-3, BROADCASTING.

Chief Engineer with initiative plus proven administrative capabilities and technical skills for northern major market group owned television only. Box G-8, BROADCASTING.

Television electronics specialist positions available approximately August 1; upper midwest university. Work with university media development team via installation, operation and maintenance of television and audio equipment in the application of instructional technology. Bachelor's degree and/or FCC First Class license preferred; ability to supervise independent study students. Approximately \$8,000-\$11,000 dependent on qualifications and experience. Equal Opportunity Employer. Send credentials to Box G-155, BROADCASTING.

Transmitter supervisor for VHF network affiliate. If your experience is solid call 305-965-5500. Box G-197, BROADCASTING.

Position now open, experienced technician capable of maintaining and operating Ampex 1200 or 2000 video tape recorders, General Electric color studio and film cameras. Glenn Smith, KMSP-TV, 6975 York Avenue, Minneapolis, Minnesota 55435.

Technical supervisor, 1st class licensed technician needed to supervise operation and maintenance of micro wave origination and head end equipment in multiple head end system serving a top 100 market area in Northern IN. Excellent opportunity for a broadcast engineer who is ready to move up to a supervisory position in CATV field. Contact R. A. Holmes, 219-234-5043. Immediate opening. Equal Opportunity Employer.

Help Wanted News

Wanted: weathercaster for medium Midwest TV station. Applicants must have thorough knowledge of meteorology. Also needed a reporter-photographer. Box G-14, BROADCASTING. Equal Opportunity Employer.

Southeast network affiliate needs news reporter who will also anchor Saturday-Sunday early evening news. Need versatile worker who will film, write, and edit. Send tape resume, references, salary requirements to Box G-104, BROADCASTING. Equal Opportunity Employer.

TV anchorman. Top 30 Midwest market. If you're ready to move up send picture and resume to Box G-106, BROADCASTING. Equal Opportunity Employer.

Still haven't found our TV anchorman. Send VTR and resume to Mark Pierce, WKCF-TV, 1731 Soldiers Home Road, Dayton, Ohio 45418.

Help Wanted Programing, Production, Others

News and public affairs director—Major university television and radio facility. Full color VHF multi-studio station, with major support services, and maximum power 50,000 watt AM daytimer in southwest metropolitan area. Must have strong background in producing and directing. Faculty status available—minimum Bachelor's Degree. Letter and complete resume to Director, Radio-TV-Film Bureau, University of Arizona, Tucson 85721. Equal Opportunity Employer.

Public Affairs producer with extensive major market experience for Southwest PTV station. Writing and on-air talent highly desirable. BA essential, MA preferred. Resume, references. Salary negotiable. Box G-110, BROADCASTING.

Producer-Director for public and instructional film and television. Minimum of two years producer/director experience; BA required. Minimum \$9,000 depending on qualifications. Open now. Send resume, 3 letters of recommendation and complete college transcripts. Equal Opportunity Employer. Box G-119, BROADCASTING.

Studio production specialist position available approximately August 1; upper midwest state university. Work with instructional media development team in application of TV studio lighting, staging and production techniques. Bachelor's degree preferred. Approximately \$8,000 eleven months. Equal Opportunity Employer. Send credentials to Box G-156, BROADCASTING.

Producer/director position available approximately August 1; upper midwest state university. Lead instructional media development team; supervise on-location and studio production of educational materials. Bachelor's or higher degree preferred. Approximately \$10,000-\$12,000 eleven months. Equal Opportunity Employer. Send credentials to Box G-157, BROADCASTING.

Wanted: Aggressive and creative line producer for new talk/variety show preparing for syndication. Send complete resume to: David Bieber, production manager, WCPO TV, 500 Central Ave., Cincinnati, OH 45202 or Roger Ailes, executive producer, Roger Ailes & Associates, 888 7th Ave., NY, NY 10019.

Promotion Manager: Extensive work in overall operation of the station. Must have thorough knowledge of production and total promotion of station. Salary open. In resort area. KIII-TV, Box 6669, Corpus Christi, Texas.

Situations Wanted Management

Sales Manager, small to med. size market. 15 year broadcasting veteran, AM and TV, seeks new challenge. Experience all areas sales and management at station; national rep too. For resume, please write to Box G-46, BROADCASTING.

General sales manager, Top 50 market experience plus national rep and agency background. Solid in sales and administration. Box G-126, BROADCASTING.

Situations Wanted Sales

Michigan or midwest sales/marketing opportunity desired. Young vet with BA plus graduate study. Unusual communications background. Currently employed. Call evenings. John Walkmeyer, St. Louis, 314-781-7580.

Situations Wanted News

TV Anchorman. Experienced Black newsmen, presently employed, strong news commitment. College background. Pic and resume available. Box G-125, BROADCASTING.

Sports Pro desires change. College or professional market. Knowledgeable, versatile. Will also accept assistant sports position. G-127, BROADCASTING.

The street is my beat. Recent Columbia journalism graduate seeks reporting position. Top reporter-writer. Personable and experienced. Anywhere. Box G-149, BROADCASTING.

Presently full time major market radio, part time TV looking for solid TV opportunity in weather, news or general staff announcing. Excellent voice and appearance. Box G-150, BROADCASTING.

Experienced television newsmen seeks larger horizons. Anchor in Top 25 markets or investigative reporter in Top 10. Excellent references. Prefer E or W Coast, also Washington, DC. Box G-158, BROADCASTING.

Situations Wanted News Continued

News director, anchorman, producer currently at major market O. & O. Desires change of smog-14 year veteran in all phases of news operations. Box G-170, BROADCASTING.

Packaged news stories—not just reports. I'll make your ideas work from assignment to air. Strong features and special assignments. Box G-180, BROADCASTING.

Professional journalist, 42, seeking career television position in news, management training, or related. Broad newspaper experience (editorial writing, promotion, editing, photojournalism); former Government-History teacher; reliable family man; unpretentious world traveler; political science graduate; patriot in love with America; extremely knowledgeable about national news and social issues. May I serve you? Box G-184, BROADCASTING.

Situations Wanted Programing, Production, Others

Producer-director (DGA and IATSE) of documentaries, Docu-dramas, cultural music, film and video tape for network telecast seeks long term situation. Box G-50, BROADCASTING.

I would like to do television production work preferably in public affairs for either a public station or a cable operation. Have some experience and an M.A. in broadcasting. Am most interested in Western offers, but can do a good job in any locality. Available Sept. 10. Box G-123, BROADCASTING.

Director with six years experience in television. Currently employed in Top ten market. Experienced on commercial production as well as normal station operations and programs. Understanding of management's viewpoint and have respect for budgets. Will relocate at own expense for good offer. Box G-132, BROADCASTING.

MS in Broadcasting with ITV/ETV experience. Seeking any position in production or management. Available immediately, will relocate. 212-645-8343 evenings, or writer: Box G-135, BROADCASTING.

Production Manager. Extensive production/administrative experience in commercial/public TV. Now freelancing, but desires permanent association. Family, BA. Relocate for right opportunity. Box G-141, BROADCASTING.

Director Top Ten, seven years experience. Desperately needs work as producer-director. Top Refs. Bargain. Box G-160, BROADCASTING.

Need work badly, recent graduate, BS, AS degree color television production. Will relocate anywhere and work camera, audio, anything! Resumes. Tom Ottavi, 5 Merrow Lane, Stoneham, Mass. 02180.

Do you own an unprofitable TV station. I'm looking for another building or rebuilding job. Write and I'll return a plan of how it can be done. General Manager, 629 McClellan St., Wausau, Wisc. 54401.

Young black freelancing producer/director. West Coast based. 5 years of experience with ABC network, film, and video tape. Michael Jones, 528 Merritt Ave. #208, Oakland, CA. 94601.

WANTED TO BUY EQUIPMENT

Tubes wanted—sold. CeCo, 2115 Avenue X, Brooklyn, N.Y. 11235. 212-646-6300.

FOR SALE EQUIPMENT

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

170 foot self supporting FM tower. Five years old. Ready to ship. Contact 503-325-2911 . . . Bob Chopping, Astoria, Oregon.

Remote control unit, Moseley-10T plus CCA auxiliary relay panel, RC 1 AR. Never used. Write or phone for price. Murray Hill Associates, PO Box 1, Murray Hill, NJ 07974. 201-582-2106.

Gates Phasor and three antenna couplers. DA-2. Will rebuild to your specifications. S-K Electronics, 5703 Westminister Dr., Austin, Texas 78723.

Gates modular control room equipment desks. One year old excellent condition, as if taken out of cartons. Never used, need the room. Includes: 1 single TT Pedes, 2 double TT Pedes, 1 top Combo desk, 2 single legs. Best offer. Send for complete details. Box G-195, BROADCASTING.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute In Dallas,** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in New Orleans***, 2940 Canal.

Elkins in Oklahoma City, 501 N.E. 27th St.

Elkins in San Antonio**, 503 S. Main.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Retiring. Final class Oct. 3, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 11750 Chesterdale Rd., Cincinnati, Ohio 45246. 513-771-8580.

No: tuition, rent. Memorize, study—Command's "1973 Tests-Answers" for FCC first class license. —plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967)

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin July 16, August 27, October 1, November 12. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 809 Caroline St., Fredericksburg, Va. 22401; phone: 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, Calif. 91606. 213-980-5212.

Major market radio means big money. I can help you get that big break into the major market. Send \$10 for the book filled with tips that work. Big Cheese, 393 Miller, Mill Valley, CA. 94941.

Need 1st phone fast. Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best for Q&A courses? Our next intensive Theory Course will begin July 30, 1973. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028. HO 2-3281.

COMEDY MATERIAL

Funny! Professional comedy. 3 samples only \$2. Sunshine Comedy Service, Room 23, Box 4636, Jax, Fla. 32201.

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, Calif. 93705.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

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Profile

Ben Hooks: an old hand at breaking new ground

To some, Benjamin Lawson Hooks is the Jackie Robinson of the FCC. He broke the color line, the first black to be named to the commission. But the 48-year-old lawyer and ex-judge, with years of accumulated cool and sophistication behind him, does not see himself as a black man out to prove himself in a lily-white league. For one thing, he appears to feel there are so many blacks in positions of power today that his appointment was no big deal. For another, if it was ever necessary to prove himself, he accomplished that in a tougher league than the federal bureaucracy—the legal and judicial systems in Tennessee.

But Commissioner Hooks is not indifferent to the significance of his present role. He knows blacks look to him to be particularly sensitive to their needs and concerns, as well as to those of other minorities. But he sees a larger role for himself, as for any black made visible by the public office he holds—a role that transcends the special needs and interests of race. A Tom Bradley in the mayor's office in Los Angeles or a Ben Hooks at the FCC, he feels, stands as a symbol to blacks and whites. "If such a person were destructive, he could tear the country apart," the commissioner says. "If I said there was no hope in the system, it would have more effect than if a white man said it."

But that is not his message. His message is that there is hope, and he is the proof. He grew up poor in Memphis, and suffered the outrages of racial discrimination. He rode in the back of the bus as a young man, and as a GI guarding Italian war prisoners in Georgia in World War II was obliged to stay outside while enemy troops ate in a whites-only restaurant. But it wasn't all physical hardship and psychic scars. There was a loving family and a protective neighborhood filled with friends.

For whatever reason of birth or culture, he had a healthy ego. He always felt he was as good as the next man, of whatever color. As he says, "I never had any hang-ups." What he did have was ambition. And whether his aim was to advance his own station in life or, as he says now, "to help end the conditions that permitted indignities to be heaped on people because of race or poverty," it has come to the same thing.

After returning from service in World War II, Mr. Hooks took a law degree from DePaul University College of Law, in Chicago. He began practicing law in Memphis, and if he was obliged to contend with white-only law libraries and white-only bar associations and with court clerks who insisted on calling him "Ben" when they were not calling him "boy," he made his way. In 1961, he



Benjamin Lawson Hooks—b. Jan. 31, 1925, Memphis; LeMoyné College, 1941-43; U.S. Army, 1943-1946; DePaul University College of Law, J.D., 1948; cofounder and vice president, Mutual Federal Savings & Loan Association, 1955-1969, director to 1972; board of directors, Tri State Bank of Memphis, 1969-72; president, Mahalia Jackson Chicken Systems Inc., 1969-70; pastor, Middle Baptist Church, Memphis, 1956 to present, and Greater New Mount Moriah Baptist Church, Detroit, 1964 to present (on leave from both); assistant public defender, Memphis, 1961-1964; appointed judge, criminal court, Shelby county, 1965-1966, and elected to eight-year term, 1966 (resigned Dec. 31, 1968); sworn in as FCC commissioner, July 5, 1972; m. Frances Dancy, March 24, 1951; daughter, Mrs. Patricia Gray; two grandchildren, Carlos, 5, and Carlton, 2.

became the first black named to a public defender's office in Shelby county. Four years later, he became the first black judge of a court of record in the South, when he was appointed to the criminal court bench in Shelby county. Two years later, he won election to a full eight-year term on the bench, but resigned in 1968 as his other interests expanded.

In the mid-1950's, he had entered the Baptist ministry, and in 1956 was given a church in Memphis. Eight years later, a congregation in Detroit, after hearing him preach, offered him a church there, and he accepted. Meanwhile, he was getting into business—in banking and later in a fast-food franchising operation—and into organizations by the score: civil rights organizations among them, but also boards of directors for obscure colleges like Gorine College of Cosmetology, as well as the Masons, Elks, the Memphis area Chamber of Commerce and the Memphis chapter of the United Nations Association. With all that, he made time for television in Memphis—he was producer and host of one black-white talk show on WMC-TV and was a panelist on a religiously oriented program on WREC-TV.

Commissioner Hooks, who celebrated

his first anniversary on the job July 5, has not impressed some colleagues with the zeal with which he attacks his work. They agree that he is bright but complain that he does not appear to do his homework and that he seems interested in little else than minority affairs. And blacks who had hoped their first brother on the commission would be a standout suggest their disappointment by describing Commissioner Hooks as still in the learning stage. He, however, shrugs off such criticism, says that he is putting in long hours at the office, and is developing a deep interest in such matters as land-mobile radio and cable television which should qualify him as something more than a one-issue commissioner. Furthermore, he says, his interest in the commission's own equal-employment-opportunity practices and his work as backlog commissioner have given him a good grasp of the commission's internal structure. "I may surprise some people," he says. "I may know more than they think."

On one point regarding the first black commissioner, there is general agreement: He is no hard-nosed regulator, let alone a radical. He speaks eloquently of what he believes are broadcasters' failures to meet the needs of minorities. But he would be reluctant to strip a license from a station for almost any reason. And he makes no apologies for that. As a judge, he recalls, he issued more suspended sentences than anyone else on the bench. "Everything in my background indicates that people deserve a second chance."

And to him, compromise is honorable and useful, and not to be denigrated. "I'm not going to take a position just to get attention," he says. "I will fight for as much as I can get at one time, with hope of moving forward at a later time."

That kind of pragmatic approach is natural to a politician. And elective politics is what Commissioner Hooks might turn his hand to next. His only plans for the immediate future, he says, are to stay where he is, in what he talks of as a "challenging" job. But he has thought enough about a political future to have figured out that he could run for either local office or for the Senate or House in any one of three places—Washington, D.C. (where he recently bought a home), if the district is given home rule; Memphis, where he maintains a residence, or Detroit, where he was a minister for eight years.

After ticking off these possibilities, he says, "There are so many opportunities for black people today." To the extent that is true, some of the credit is due the Jackie Robinson generation of blacks in the public eye. To the extent it is true tomorrow, it may be due the Ben Hookses and Tom Bradleys and those other "symbols" who continue to help define blacks and other minority-group members to themselves and to America.

Editorials

True to form

Nicholas Johnson is ending his career on the FCC in a burst of publicity about his "ranking" of television-network affiliates in the 50 biggest markets. His closing act, as it may hopefully be called, was totally in character. Once again Mr. Johnson took an adversary role against licensees that depend for their lives upon FCC justice.

Mr. Johnson's "ranking" was, of course, fundamentally flawed. It is silly to pretend that qualitative appraisals of television services may be drawn from such statistics as the hours devoted to broad program categories, the incidence of commercials or the ratio of program expense to revenue, no matter how those sterile figures may be hoked up by computer talk.

Another part of Mr. Johnson's report gives rise to still more serious question. Forty-seven pages contain explicit instructions in the legal procedures and political tactics of attacking licensees. Here is a government document, prepared and distributed at government expense, that advocates and teaches citizen action to satisfy the private prejudices of one member of the FCC. And the impropriety is accentuated by that member's historic refusal to disqualify himself from cases involving licensees he has publicly maligned.

Mr. Johnson revealed his insensitivity early in his term when he began making speeches and writing magazine articles bearing licensees by name for all kinds of fancied malpractices and went right on voting when they went before the FCC.

Later it was revealed by *Rolling Stone* that royalties from his book, "How to Talk Back to Your Television Set," had been going to the Citizens Communications Center of Washington, a law firm representing challengers to broadcast licensees, but Mr. Johnson never removed himself from any case involving a Citizens Communications Center client.

Now he has codified his defiance of the elementary principles of judicial impartiality in a 264-page report that acquires official status as a "dissent" to the renewal of a number of licenses that are wholly irrelevant to Mr. Johnson's report.

He has said he is still undecided about his future plans. For the sake of the profession, it must be prayed that they exclude a return to the teaching of law.

Over or out

Charges of payola and drugola and suspicions of worse have been running through the record and radio businesses for six weeks now. They started when CBS fired Clive Davis, the head of its immensely profitable CBS/Records Group, and accused him of diverting company money to personal use (BROADCASTING, June 4, et seq.). They have been growing ever since, though CBS did not mention payola or drugola in connection with Mr. Davis and CBS officials insist that diligent investigation since then has produced no evidence of either.

The charges meanwhile are under investigation by a federal grand jury, the Department of Justice, a Senate copyright subcommittee, Senator James Buckley (Conservative-Republican-N.Y.) and individual members of the recording industry.

We do not say the charges are true or untrue, because we do not know. We do know that most of those that have reached print are purely speculative, stemming either from a belief that CBS would not have acted as drastically as it did in the Davis case if it were not trying to hide something bigger, or from a leak of alleged testimony by a single grand jury witness, or from both the belief and the leak. On its face that seems a flimsy framework to support charges of the magnitude of those now making the rounds.

If payola exists, whatever the currency employed, it should be rooted out. We hope that the various investigations currently in progress will be thorough, but we also hope they will not be allowed to drag on unnecessarily. Until the truth is known—whatever the truth may prove to be—the music business will be functioning in an atmosphere of uncertainty and suspicion, to the detriment of all who are engaged in it.

Looking for public support

The National Association of Broadcasters has formed a new committee, which held its first meeting last week, to devise strategy for keeping pay-cable operations from siphoning the main attractions from free TV. The aim is to get more protection than is offered by present FCC rules, which have been under reconsideration.

This publication has consistently expressed misgivings about a solicitation of government protection in a form that denies any communications medium specific forms of programming. It seems distressingly close to censorship to us when an FCC decrees that cable television may not display for special fee the major sports, movies and entertainment series that are on broadcast television.

Still the broadcasters have a point in arguing that they would be unfairly victimized if a cable system that has been built on broadcast programming were permitted to outbid them for their best properties which would then be transferred to pay cable. They also have a point in saying that the public would be victimized. Access to the transferred programs would be reduced from the 65-million television homes reachable by the broadcast system to the six million now connected to cable, and further reduced to the cable subscribers who could afford the extra charges established by the box office.

It would all be tidier if, from the beginning, cable had been obliged to compete in the marketplace for programming; broadcasters would have no reason now to seek restraints outside the marketplace. But it is too late for that. In the circumstances some protection is probably inevitable, and the broadcasters are entitled to take their case to the public, as the NAB committee has proposed.



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