

TV business: biggest in '72, still bigger in '73
Duel in the sun in San Clemente: Nixon and the press

Broadcasting Aug 27

The newsweekly of broadcasting and allied arts

Our 42d Year 1973



**In Boston,
there's no
stopping a
Revolution...
once you've
got one
going.**

It's a tradition. New Englanders always seem to opt for the way things should be, rather than the way things are. And, as Boston's newest television station, we've done our share of disrupting the status quo... from pioneering 24-hour operations to producing over 40 hours of local programming each week during our first year... more than any station in the United States. Now, in our second year, we're producing more than 50 hours of local programming each week. After all, when you live in New England... you have a lot to live up to.

WCVB-TV 5

THE BOSTON REVOLUTION

Represented Nationally By HRP

We believe so firmly in the selling power of television, we're on it ourselves.



*"One reason more goods are available in America today is that television tells more people about them."
Frame from Blair's new television campaign.*

We know television. We know its influence, its selling power, and its costs... intimately.

That's why we'll be seen on the air wherever big ad dollars originate, lending our support to this ever-expanding medium.

We can help an advertiser more than any other station rep can. In a few hours, we can provide the amount of spot audience and budgeting data that might normally take days or weeks to prepare.

We can provide reach and frequency analyses of advertisers' spot and network schedules on a market-by-market basis, and a post analysis, to inform them of how close they've come to their audience goals.

We have a staff whose sole assignment is the development of new spot business. We call on advertisers and agency planners across the country, and we succeed daily in channeling bigger shares of budget allocations to spot TV. In short, we compete, effectively, with the major networks for advertising dollars.

We're in business to expand the business of our represented stations. Our success is their success.

We know how to make an ad budget really pay off by making a big splash with spot. See your Blair representative and let him tell you more about the medium we know more about than anyone.

The medium we're using ourselves.



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A division of John Blair & Company

Twentieth Century-Fox Television

proudly announces the availability of

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25 distinguished motion pictures including, The Longest Day, M*A*S*H, Planet of the Apes, The Undeclared, The Detective, Escape from the Planet of the Apes, The Boston Strangler, Valley of the Dolls, Beneath the Planet of the Apes, 100 Rifles and Pretty Poison.

3 for 3

New York State
Broadcasters Association Annual Awards



1971 Best Public Affairs Program

1972 Best Public Service Announcement Campaign

1973 Best Public Affairs Program produced and broadcast by a television station dealing with issues or events indigenous to New York State. "The Everson Enigma"

wsyr-tv3
SYRACUSE

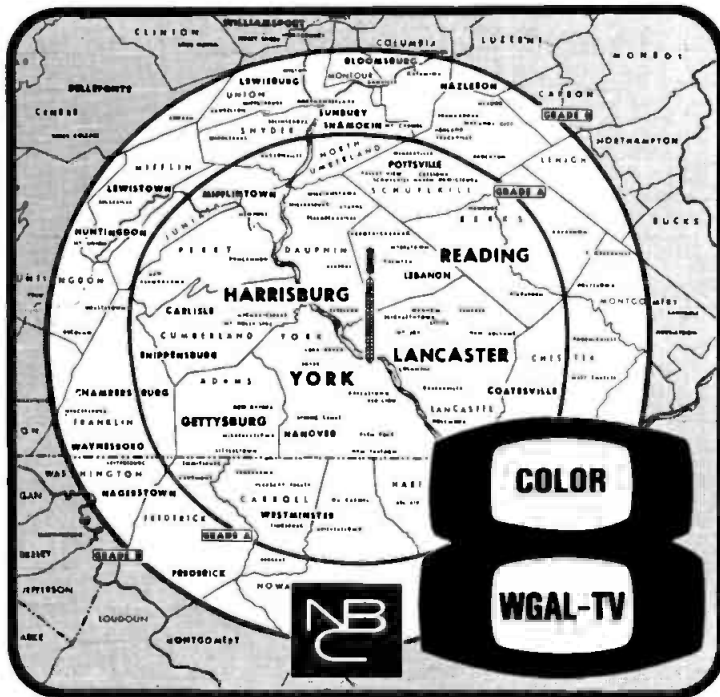
Broadcasting **Aug 27**

Vol. 85 No. 9

	CLOSED CIRCUIT	7
Johnson, Nader enlist against Quello.	AT DEADLINE	8
	DATEBOOK	13
	OPEN MIKE	15
One adman's opinion on network dominance.	MONDAY MEMO	16
Television's finances are in great shape and getting better That's the word from industry experts, who predict banner year in the making. FCC figures show record revenues in 1972 and profits surpassed only by 1969 when cigarette advertising was still a fact of life.	LEAD STORY	18
Canadian province eyes blackball of foreign-controlled agencies.	BROADCAST ADVERTISING	24
First shot fired in 'stop Quello' movement.	MEDIA	27
FCC judge proposes forgiveness for Alabama ETV's.		28
	CHANGING HANDS	33
FCC's WROR decision provokes ire of citizen groups.		33
Nixon and Agnew trade hats on press relations. Nixon, incensed by Watergate coverage, lets fly at journalists during San Clemente press conference. Mr. Agnew, most outspoken critic in past, scores leaks but puts blame on those who did the leaking.	BROADCAST JOURNALISM	35
Satellite-to-home: sooner than expected?	EQUIPMENT & ENGINEERING	38
<i>Sticks, Maude</i> hit the CBS airwaves; critics hit CBS.	PROGRAMING	38
Radio, record men at odds on who's on the carpet in payola probe.	MUSIC	42
	PLAYLIST	42
Engagement announced: Viacom and CPI to merge.	CABLECASTING	46
Signal Co.'s try to close doors on Canadian insurgent.	FINANCE	49
	FATES & FORTUNES	52
	FOR THE RECORD	54
Jim Gabbert: the mellowing of an FM advocate.	PROFILE	65
	EDITORIALS	66



WGAL-TV delivers a market great in food store sales



Food store sales total a big \$531,449,000 in the WGAL-TV ADI Counties. But, this station extends beyond its ADI into many other prospering communities, which substantially adds to this food store sales figure. The dominant voice in this rich, burgeoning market, this Channel 8 station is a must on your media list - a great buy because it sells.

WGAL-TV

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

Closed Circuit®

How much Watergate?

Question of how TV networks will cover Senate Watergate hearings when they resume next month remains unanswered. Officials at all three networks say they have made no decisions because they don't know yet what committee's agenda will be. Question of continuing network-rotation plan—initial agreement covered only first phase of hearings—hasn't been broached either, but newsmen assume it will be taken up soon in view of general agreement that rotation worked well first time around. Some think more selective approach may evolve that would neither require nor rule out full coverage, with newsworthiness as determining factor.

Surest thing, on which officials at all three networks agree, is that affiliates have brought no pressure—or to any extent even offered comments, for that matter—to influence type or amount of coverage of next phase.

Radio activity

Spot radio has been sluggish for most of 1973, but several reps point to stepped-up activity during past few weeks. One bright spot is return to medium after absence of about four years of Metropolitan Life Insurance Co., New York, which launches spot radio campaign in 65 markets in September. Agency is Young & Rubicam, New York.

Burch's date

FCC Chairman Dean Burch's repeated efforts to put down speculation about his resignation has not stilled gossip at commission. There's no doubt about his decision to leave; it's now when and to where. Guess would be Oct. 31, fourth anniversary of his FCC service. Need to shore up family fortunes would suggest senior partnership in Washington law firm to which he should attract substantial telecommunications business.

Muscle?

Oral argument FCC conducted last month on prime-time access rule (BROADCASTING, Aug. 6) has apparently produced spin-off issue that may be troublesome for networks. It involves question of whether networks strong-arm those who produce shows for them into renting networks' tape or film facilities. Commission staff is checking for anticompetitive activity. Allegations have been made networks would undercut competition, even at cost of operating at loss, to keep facilities occupied. Dr. Alan Pearce, economic consultant to commission, is known to be dealing with question in report he is writing on impact and consequences of prime-time access rule.

Meanwhile, some producers may move

on own. One highly successful company is expected to petition commission to force networks out of facilities rentals.

Political Action

National Committee for the Support of Free Broadcasting, political-fund-raising adjunct of National Association of Broadcasters, is soon to get full-time executive secretary and office space in NAB Washington headquarters. Spencer Denison, in NAB's station-relations department for past 11 years, will resign from NAB Sept. 1 to move into committee job.

Committee raises corporate contributions for political education and personal contributions for individual candidates' campaigns. It made contributions in 40 congressional races last year, hopes to double its action in 1974. Before joining NAB Mr. Denison was general manager of WVIP-AM-FM Mount Kisco, N.Y.

Tidying up

FCC's new television-station renewal form appears to be moving through Office of Management and Budget clearance process without too much difficulty. OMB is not pressing matters affecting policy, but understood to be suggesting changes that commission staffers consider minor—although some, if made, would, reportedly, be in line with recommendations broadcasters' representatives made at meeting with OMB, commission staff and public-interest representatives on form last month (BROADCASTING, July 16). Commission is expected to take another look at form, in light of changes OMB suggests and staff recommends, in next couple of weeks.

Departures

Expected changes in leadership of citizen movement in broadcasting (BROADCASTING, July 2) will probably occur by Oct. 1. Albert Kramer, founder of Citizen Communications Center, who has already given up directorship of that Washington-based public-interest law firm to Frank Lloyd, expects to phase himself out of its operations by end of September. By about same time, Tracy Westen, director of Stern Community Law firm, will have moved himself and at least most of firm's operations to Los Angeles. And William Wright, who has been shedding his role as coordinator for Black Efforts for Soul in Television, has virtually completed plans to move to San Francisco Bay area.

Though Mr. Westen will continue handling public-interest law cases, future activity of Messrs. Kramer and Wright are less certain. Mr. Kramer says he has no plans; Mr. Wright says only that he intends to write and possibly do research on foundation grants. But it seems likely

that, like Mr. Westen, they will continue to be active in communications field. Meanwhile, question as to who will succeed Mr. Wright as BEST spokesman and coordinator remains open.

Spot count in radio

Spot radio is due to get its own monthly reports on billings, starting next January. Efforts under way since last spring, coordinated by Radio Advertising Bureau ("Closed Circuit," March 19, April 23), resulted in selection last week of Radio Expenditures Reports, Larchmont, N.Y., to handle compilation of over-all totals from figures to be reported confidentially by individual rep firms each month. Eighteen radio reps—all who are members of RAB—have agreed to participate. RER, headed by James Boorst, has been collecting such data on limited basis for nine reps. Initial report in new project will compare January 1974's billings with January 1973's. At outset, reports will be in terms of billings that aired during month but they may later be expanded to show monthly sales as well.

Divided interests

"If they persist in buying newspaper space instead of broadcast time, I'll resign." That was reaction of Robert H. Steele, president of WVJS(AM)-WSTO(FM) Owensboro, Ky., to full-page advertisement inserted by National Association of Broadcasters in Washington's two newspapers inveighing against pay-cable siphoning of main attractions from free TV. Mr. Steele, former employe of U.S. Senate, is installing cable system in Owensboro that will pass 20,000 homes.

In subsequent letter to NAB, Mr. Steele said "goodly percentage" of broadcasters are involved in cable, and that by spending "our" money in "alien medium" those broadcasters are fighting themselves. His stations have been NAB members since licensed in 1947.

Action at RAB

Richard Zagrecki, vice president and director of media information at Needham, Harper & Steers, New York, and formerly with Liggett & Myers and Colgate, has been hired by Radio Advertising Bureau for new post of vice president and media director. He'll work with major agency media departments, hold radio seminars, try to help simplify use of radio from agency standpoint. In another move, RAB hopes to promote advertiser/agency buying of longer station lists, plans to incorporate special longer-lists pitch in sales presentations, may set up advisory committee of broadcasters below top markets to help plan strategy as well as get station reps into act.

At Deadline

In Brief

■ **Think of it as money.** BankAmericard is shifting \$4-million ad account from D'Arcy, MacManus & Masius, San Francisco, to Hoefler, Dieterich & Brown there. About two-thirds of budget is in TV.

■ **House-visiting.** Showcorporation, New York, reports that 81 television stations have cleared time for showing 10 half-hour specials, *American Life Style*, on barter basis for Bassett Furniture Industries through VanSant Dugdale & Co., Baltimore. Programs focus on homes and estates of well-known persons and feature E. G. Marshall as narrator.

■ **Record-seeking.** In midst of court action to quash subpoena issued to Stax record firm (see page 45), U.S. District Court in Newark, N.J., subpoenaed financial and promotion records of nine more record concerns. Spokesmen for Bell, Atlantic, Polydor, Famous Music, Buddah, Elektra-Asylum, London, Chess-Janus, all New York, and Warner Brothers Records, Burbank, Calif., said companies would comply.

■ **Standing up for America.** Xerox Corp., Stanford, Conn., reported last week that at least 10 stations are pre-empting prime-time network series during first 13 weeks of new season to carry rebroadcasts of *America*, narrated by Alistair Cooke. Xerox is sponsoring show on line-up of stations arranged by Hughes Sports Network and has cleared time on total of 110 outlets.

■ **Landed.** Edmund C. Bunker, president and general manager, KFI(AM) Los Angeles before its recent sale to Cox Broadcasting, named VP and general manager of Sea World of Florida, marine park under construction near Orlando.

■ **War plans.** Executive committee of National Cable Television Association huddled last week via conference call to discuss implementation of pro-pay television campaign to combat NAB's anti-pay TV efforts. General items were discussed; specifics are expected to be developed when committee meets this week.

■ **In the works.** Three television series aimed for network presentation are being developed by Time-Life Films, New York. They are *Life*, half-hour daytime strip dealing with families; *American Revolution*, daily half-hour aimed for bicentennial celebration, and *American Wilderness*, group of one-hour programs.

■ **Ready for January.** Independent Television Corp. already has in works one-hour prime-access show, *My Partner the Ghost*, for syndicated shows that drop out at mid-season. ITC does not consider hour length detrimental; its hour *Department S* is already set in 37 markets for new season.

■ **Sick call.** Colonel Edward Kirby, chief of Army's Radio Branch in World War II and later public-relations director, USO, New York, until retirement two years ago, admitted to Walter Reed hospital, Washington, reportedly with serious infection of tongue and throat.

Johnson and Nader take after Quello

Both write Pastore citing background of retired broadcaster

FCC Commissioner Nicholas Johnson and consumer activist Ralph Nader in separate letters late last week, urged Senator John O. Pastore (D-R.I.), chairman of Senate Communications subcommittee, to oppose nomination. President Nixon is expected to send it to Senate after Congress returns from August recess ("Closed Circuit," Aug. 13).

Commissioner Johnson and Mr. Nader, in separate letters late last week, urged Senator John O. Pastore (D-R.I.), chairman of Senate Communications subcommittee, to oppose nomination. President Nixon is expected to send it to Senate after Congress returns from August recess ("Closed Circuit," Aug. 13).

Commissioner Johnson, who also asked for permission to testify at confirmation hearing, and Mr. Nader based their opposition on Mr. Quello's 28-year career in broadcasting. Mr. Quello retired last year as vice president and general manager of WJR-AM-FM, after 25 years with stations.

Mr. Quello's nomination, Commissioner Johnson said, "is not only bad government, an affront to the Senate, and brazen disregard of the millions of television viewers in this nation, but will prove to be one more personal disaster for the President, as well, at this time."

Mr. Nader said that in urging the senator to oppose the nomination he was speaking "in behalf of the millions of

Americans who deserve at least one consumer spokesman on this important regulatory agency." "Have we not yet learned the folly of appointing members of regulated industries to the same agencies that regulate those industries?" he asked.

Commissioner Johnson, too, stressed what he said was need for "independence and consumer orientation on part of nominee. He also noted that Senate has rebuffed President twice recently in connection with appointees Senate regarded as industry-oriented.

Johnson and Nader letters followed one by Tracy Westen, of Stern Community Law Firm, to Senator Pastore, which signalled start of stop-Quello movement (see page 27).

Meanwhile, material for Quello opponents has reportedly been unearthed by citizen group in form of internal memorandum said to have been written by executive of Capital Cities Communications Corp., parent of WJR-AM-FM, in early 1971.

Memorandum reportedly is critical of Mr. Quello's performance at WJR-AM-FM in relation to minority-group members; it is said to allege he has little perception of their needs. Memorandum was said to have been written by Andrew E. Jackson, New York-based vice president, in reviewing WJR employment policies and programming.

Citizen group that says it has memorandum is insisting on anonymity until it turns it over to Senator Pastore. Mr. Quello and Capcities officials could not be reached for comment last week.

Off to slow start

First national Nielsen ratings on competition between NBC-TV's *Today* and new Hughes Rudd-Sally Quinn team on *CBS Morning News*, out Friday (Aug. 24), showed that in Rudd-Quinn team's first week (Aug. 6-10) *Today* had 4.5 rating and 40 share to *CBS Morning News's* 1.4 and 18. NBC said ratings were for hour when programs are head-to-head (7-8 a.m. NYT). For preceding week, when John Hart still anchored *CBS Morning News*, comparable figures were put at 4.4 and 40 for *Today*, 1.4 and 26 for *CBS's Morning News*. CBS's drop in share on identical ratings was attributed to higher tune-in to independents and local programming of ABC, which has no early-morning network service.

Goodman on free media

NBC President Julian Goodman decried "dangerous trend" toward restrictions on media, increased government secrecy and "greater manipulation of public opinion."

In speech prepared for delivery to commencement convocation of University of Florida in Gainesville last Satur-

day (Aug. 25), Mr. Goodman noted that these attacks on broadcasting also are extending to print media, and said they are happening at time when "free flow of information has never been more vital to American people in sustaining self-government than it is now."

Mr. Goodman, who was to accept honorary degree of Doctor of Humane Letters from university for "outstanding leadership in communications industry," asserted that freedom of press "has been seriously eroded by attacks from those trying to win public confidence in themselves by undermining public confidence in open communication of information and ideas."

Two against 25-mile limit

National Association of Broadcasters has joined Association of Maximum Service Telecasters in fight against FCC's 25-mile limitation on nonnetwork-program exclusivity. In brief filed with commission late last week, NAB voiced support for AMST request of two weeks ago that agency stay exclusivity ruling pending reconsideration (BROADCASTING, Aug. 20).

NAB expressed belief that AMST has

You don't have to leave the city to find cleaner air.

At least not in Boston, Philadelphia, Baltimore, Pittsburgh and San Francisco.

Because for years, Group W television stations in these markets have stringently limited the amount of commercial time they carry. These limits are well below the NAB Code and lower than those of any of our competitors.*

Take the 90-minute Mike Douglas Show, as an example. Our stations are 37% below the NAB Code standards.

So when you're planning a buy in one of our markets, why not buy cleaner air? You'll breathe easier.



Where cleaner air gives you a better sales environment.

*Based on entire broadcast day.

Represented by 

shown that "irreparable injury" would be suffered by stations and program suppliers alike if FCC ruling is permitted to stand. (AMST had claimed ruling would prevent many major-market stations from obtaining exclusivity against stations with which they compete directly.) Stay should be issued as soon as possible, NAB asserted, so that stations could avoid being bound to program contracts predicated on 25-mile principle if commission opts to rescind ruling.

More against 'Maude'

Stop Immorality on Television, Warrensburg, Va., group which mounted extensive letter-writing campaign last spring urging FCC to crack down on sexually-oriented broadcasts, is calling for national viewer boycott of CBS-TV in retaliation for network's showing of *Maude* abortion segments (see earlier story, page 39).

Group, which claims support from "more than 150,000 households nationwide," has asked members to not watch CBS-TV between Sept. 10 and 30. It had recommended boycott if two-part *Maude* episode was shown. Group is also asking members to elicit support for campaign, "blackout for decency," from at least 10 friends. It is urging grass-roots supporters, in addition, to contact local stations and "demand that they not carry programs that are contrary to community standards of decency and good taste."

SITV Executive Director commended 35 CBS affiliates that had refused to carry controversial program, as well as advertisers that withdrew sponsorship, as having "demonstrated responsible leadership in placing the public interest first." They "deserve the gratitude and applause of all decent Americans," Mr. Fisher said.

Ideal comes back

Ideal Toy Corp., which two years ago dropped out of weekend network children's programming advertising, announced late last week that it will return in fall to Saturday and Sunday morning network shows. Reason, according to company: "significant improvements in the quality of network programs for children and to give more complete market coverage." Firm will be on entire CBS-TV Saturday morning line-up and will buy on selected sports and movies, including "The Graduate."

Consciousness praising

National Organization for Women last week issued its fourth annual Image of Women awards. NBC-TV won "positive image of women" award for *Helen Reddy Show* and "keep her in her place" award for *Dean Martin Show*, "which presents a very male's-eye view of women as trivial, decoration and sex objects." CBS-TV won honorable mention "for sticking to its guns in showing *Maude's Dilemma*—a program concerning abortion and "woman's right to control her own body." All three TV net-

works received "horrible mention" for daytime programs, "which all portray women as vacuous, controlled by men and obsessed with domestic trivia. The networks' contemptuous attitude towards women is evidenced by the distinct lack of news and public-affairs programming in the daytime hours."

In somewhat related news, FCC last week turned down Babs Minhinnette, national chairman of Females Opposed to Equality, on her charge that WBRZ-TV Baton Rouge had violated fairness doctrine in presenting *Helen Reddy Show*. She had contended that program presented one side of controversial public issue—women's lib—and that station had not presented opposite views.

Signal, Cemp back off some

Signal Companies, Beverly Hills, Calif., conglomerate that owns 49.9% of Golden West Broadcasters, and Cemp Investments Ltd., Canadian firm that has made tender offer for Signal stock that Signal management is opposing (see page 49), signed agreement Aug. 23 to new conditions on \$23 per share offer. Cemp signed stipulation agreeing not to buy any stock tendered before Sept. 11 and extended its offer to Aug. 31. In return Signal agreed not to seek temporary restraining order, but continues to press for temporary injunction against Cemp offer. Hearing on temporary injunction petition is scheduled for Sept. 7 in U.S. District Court in Los Angeles.

FCC hit for tax breaks

Washington-based, activist tax group has published report suggesting that FCC has been issuing tax certificates to encourage "industry activity which the commission has not been able to bring itself to require in its broadcast regulations." Charge was made in report contained in weekly newsletter issued by Tax Analysts and Advocates, public-interest law and research organization campaigning against tax inequities.

Report states that commission has been giving tax breaks to multiple-station owners that voluntarily divest of properties even though commission rules might not require move, which has enabled corporations to save at least \$10 million in capital-gains taxes. Several cases of such activity were cited, including agency's approval this month of RKO General's sale of WROR(FM) Boston to Cecil Heftel organization, in which tax certificate was given RKO in recognition of fact that sale breaks up its Boston combination of WRKO(AM)-WROR(FM)-WNAC-TV (BROADCASTING, Aug. 13).

Commission, report charges, "has been dangling the carrot of tax-deferred sales in front of the industry in order to encourage voluntary divestiture." While "there may be validity in the FCC's position," largely through vagueness of Internal Revenue Service Code in this area, "the sticking point" seems to be Congress's and IRS's "consensus that the test is involuntary divestiture." Under that position, report indicates, commis-

sion may be going beyond law when it gives tax break on transaction that is not required in rules.

Whatever happened to

Apparent failure on part of two mutual funds to come into compliance with FCC's multiple-ownership rules despite direction more than year ago that they do is matter of concern to Commissioner H. Rex Lee. He has asked General Counsel John Pettit for status report on situation, and indicated view that either funds be brought into compliance or that, if rules are unreasonable, they should be changed. Funds involved are Keystone Custodian Funds Inc., of Boston, and College Retirement Equities Fund, N.Y., which in June 1972 were directed to divest themselves of enough interest in Metromedia Inc. to reduce holdings below 3% benchmark, after commission approved sale of WTCN-TV Minneapolis to Metromedia (BROADCASTING, June 26, 1972). Funds, which had ownership in other broadcast licensees that put them over ownership limits, were given 60 days to divest.

CBS's slant on slanting

CBS News sources said last week that widely distributed comparison of CBS and ABC reporting, sent out by Charles Crutchfield of WBTW(TV) Charlotte, N.C., to show why he thinks media are accused of "slanting" news, is itself slanted or at best incompleting. Mr. Crutchfield, long-time CBS affiliate and CBS News critic, distributed transcripts of Howard K. Smith/Steven Geer coverage on ABC and Dan Rather on CBS, both dealing with government report on \$10-million expenditures on President Nixon's residences ("Closed Circuit," Aug. 20). Mr. Crutchfield concluded that expense seemed justified in ABC report but that Mr. Rather's, although accurate, gave little or no explanation for outlays.

But CBS News sources say Mr. Crutchfield failed to include rest of CBS coverage of same subject in same newscast. CBS transcript shows that immediately following Rather report there was additional reporting by Roger Mudd, followed by clips of two congressmen, Tom Steed (D-Okla.), who favored spending "too much" rather than "too little" for presidential protection, and Jack Brooks (D-Tex.), who held that "somewhere you've got to draw the line."

Ford comes through for NAEB

National Association of Educational Broadcasters has announced that it has been awarded one-year, \$150,000 grant from Ford Foundation to further several of the association's development projects ("Closed Circuit," Aug. 6). Ford grant is not restricted to funding of any particular NAEB program, association stated, but is rather earmarked for use in full range of projects stemming from NAEB's recently executed reorganizational drive (BROADCASTING, July 16).

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The MGM Family Network

Invariably, the best ideas are born of necessity. And the new MGM Family Network is a clear-cut case in point.

TV has an almost insatiable need for good family programming. And the enormous MGM library of great films provides a unique resource for *meeting* that need.

Together, these two factors gave birth to an entirely new concept in the marketing of films for television — the MGM Family Network.

Simply speaking, this concept

consists of a programming network of 140 stations across the country. The stations — all affiliates of the three major networks — are in 96 of the top 100 markets (including, of course, the top 10 markets).

Our films are programmed during the prime family viewing period of 5 to 8 PM on Sundays, providing a coverage of 92% of U.S. TV homes.

And, like a true network, we are able to promote and sell our programming on a national basis

and thus attract sponsorship by major national advertisers.

As a dramatic measure of our network's success, commercial time for the first program ("The Yearling") is sold out. Sold to Bristol-Myers, General Foods, Crayola, Contact Paper and Peter Paul.

Since nothing succeeds like success, the new MGM Family Network is a good business solution that will continue to maximize MGM's valuable resources for many years.

MGM TELEVISION



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IT'S NEWS!!!

The things you have been hearing from the various researchers and consultants are true. *It's news*, your station's news, that makes the difference between being first and out of the running in your market.

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Through McHugh and Hoffman, Inc., you can learn all there is to know about news personalities, content, visual presentation, etc., and you learn it through in-person interviewing of the viewers in your metro area.

Later, based on this information and our experience, we make specific recommendations for improvement and we work with you throughout the year to make sure that these recommendations become effective. We monitor your station and your competitors and ascertain that the new standard you have set for news superiority is maintained.

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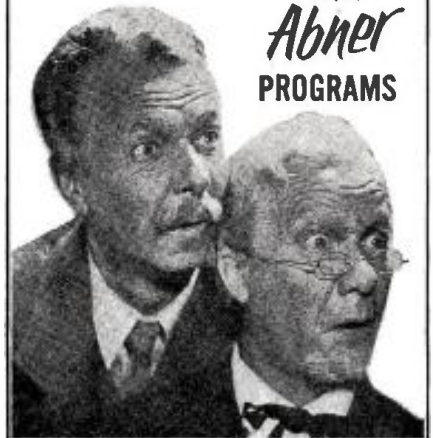
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■ Indicates new or revised listing.

This week

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

September

Sept. 4—Extended deadline for filing comments with FCC 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).

■ **Sept. 5**—Resumption of hearings on sports blackouts by House Subcommittee on Communications, Washington (see page 41).

Sept. 4-7—National Conference on Public Relations in Public Television, Copley Plaza hotel, Boston. Scheduled events include presentation of Corporation for Public Broadcasting's promotion awards.

Sept. 7-8—Regional Radio Television News Directors Association seminar, University of Michigan, Ann Arbor.

■ **Sept. 7-9**—New York State AP Broadcasters Association meeting, Otesaga hotel, Cooperstown.

Sept. 7-9—Southeastern regional conference, boards of directors from Alabama, Georgia, South Carolina, Florida and Mississippi broadcasters associations. Special guest: Vincent Wasilewski, president, National Association of Broadcasters, Point Clear, Ala.

Sept. 7-9—Fall conference, Florida Association of Broadcasters, in conjunction with Southeastern regional broadcasters conference, Grand hotel, Point Clear, Ala.

Sept. 7-15—Sixth annual Atlanta International Film Festival. Award categories include: features, documentaries, short subjects, experimental, TV commercials and TV productions. Stouffers Atlanta Inn and

Fox Theater, Atlanta.

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

■ **Sept. 11**—Newsmaker luncheon, Hollywood Radio and Television Society, Herbert S. Schlosser, NBC-TV president, speaker, Beverly Wilshire hotel, Beverly Hills, Calif.

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

Sept. 12—Radio Advertising Bureau sales clinic, Sheraton Inn Towne motor inn, Albany, N.Y.

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

Sept. 13-14—Annual meeting, Ohio Association of Broadcasters. Speakers include Representative Samuel Devine (R-Ohio), ranking minority member of House Commerce Committee, and Herb Jacobs, board chairman, Telcom Associates, Neil House, Scioto Downs.

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

Sept. 14-16—American Women in Radio and Television Northeast area conference, Marriott motel, Boston.

Sept. 14-Oct. 26—Plenipotentiary conference of international Telecommunication Union, Malaga-Torremolinos, Spain.

Sept. 16-18—Nebraska Broadcasters Association annual convention. Speakers include: FCC Commissioner Benjamin Hooks, FCC General Counsel John W. Peltit and Washington communications attorney Erwin Krasnow, Holiday inn, Kearney, Neb.

Sept. 17—Extended date for filing comments with FCC in matter of practices of licensees and networks in connection with broadcasts of sports events (Doc. 19773).

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

■ **Sept. 17-19**—Electronics and Aerospace Systems Conference, sponsored by Institute of Electrical and Electronics Engineers, Marriott Twin Bridges Motor hotel, Washington.

Sept. 17-20—Washington Journalism Center conference, "The Media: Mirror or Torch?" dealing with role of the press in Watergate, First Amendment rights of newsmen, shield laws, news councils, government secrecy and broadcast regulation, Watergate hotel, Washington.

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—Radio Advertising Bureau sales clinic, Colonnade, Boston.

Sept. 18—Radio Advertising Bureau, sales clinic, Prom-Sheraton motor inn, Kansas City, Mo.

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.

Sept. 19—Radio Advertising Bureau sales clinic, Sheraton Cadillac, Detroit.

Sept. 19—Radio Advertising Bureau sales clinic, Sheraton Oak Brook, Chicago.

Sept. 19-21—Video Publishing Year IV, conference in conjunction with Video Expo IV, Commodore hotel, New York.

Sept. 19-21—Annual meeting, Minnesota Broadcasters Association, Kahler hotel, Rochester.

■ **Sept. 19-21**—Cable television seminar, sponsored by Ohio Council of Churches and National Council of Churches, Sheraton Inn-Downtown, Cleveland.

Sept. 19-21—Fall meeting, Pennsylvania Community Antenna Television Association, Host Farm, Lancaster, Pa.

Sept. 20—Radio Advertising Bureau sales clinic.

INTERNATIONAL FILM, TV-FILM AND DOCUMENTARY MARKET

MIFED, the International Film, TVfilm and Documentary Market for film buyers and film sellers, is held in Milan twice a year: April and October.

MIFED is a market which for thirteen years has traded Cinema and TVfilms on a world-wide scale. Transactions are made in the privacy of its quiet and comfortable surroundings.

At MIFED you can find producers interested in co-production and financial agreements for new films. Import-export licences and similar permits are obtainable from the appropriate authorities who have offices on the premises.

MIFED is a club reserved for the exclusive use of persons engaged in the production, buying and renting of films. It has 14 projection studios for the presentation of film, TVfilm and VTR programs. These are some of the facilities at your disposal: international telephone, cable, telex and telephoto services; conference rooms; business and secretarial assistance; legal advice; dining rooms and bars.

For further information and bookings concerning the 28th MIFED, 19 to 31 October 1973, write to: MIFED, Largo Domodossola 1, 20145 Milano (Italy) ☎ 495.495, Cables MIFED-Milano, Telex 33660 Fieramil.

Requests for bookings should be made before 25 September 1973 together with the registration fee of U.S. \$ 20.

MIFED Delegation in Rome: Via in Arcione 71, 00187 Roma ☎ 67.80.362

MIFED Delegation in Paris: 90 Avenue des Champs-Élysées, 75008 Paris, Telex 29642 Inconta

MIFED Delegation in London: Dr. Vittorio Schiazzano, 20 Savile Row, London W1X 2DQ

MIFED Delegation in Los Angeles: Dr. Vittorio Sanguineti, 1900 Avenue of the Stars, 90067 Los Angeles, Cal., Telex 67-3394 Italtrade LSA

The Mike Douglas Show is doing a number in Duluth. Number 1.



The Mike Douglas Show is #1 with adults in Duluth. And #1 in many markets, both large and small — Detroit, New York, Philadelphia, South Bend, Providence, St. Louis, Honolulu, and the list goes on and on. The Mike Douglas Show. A natural with adults. A natural lead-in to the news. Group W Productions, 90 Park Avenue, New York, N.Y. 10016. [212] 983-5081.

GROUP W PRODUCTIONS INC.
WESTINGHOUSE BROADCASTING COMPANY

We've produced more first-run shows than anyone else in syndication.

Source: ARB May 1973. Audience estimates are subject to qualifications available on request.

- Sheraton motor inn-Bloomington, Minneapolis.
- Sept. 20—Radio Advertising Bureau sales clinic. Sheraton Valley Forge, Philadelphia.
- Sept. 20-21—1973 broadcast symposium. Institute of Electrical and Electronics Engineers. Washington hotel, Washington.
- Sept. 21-23—American Women in Radio and Television Southern area conference. Holiday inn, Rivermont, Memphis.
- Sept. 21-23—Annual meeting. Maine Association of Broadcasters. Sebasco Estates, Sebasco.
- Sept. 23-25—Annual meeting. Louisiana Association of Broadcasters. Marriott hotel, New Orleans.
- Sept. 25—Radio Advertising Bureau sales clinic. Sheraton Jet Port inn, Orlando, Fla.
- Sept. 26—Radio Advertising Bureau sales clinic. Sheraton Biltmore, Atlanta.
- Sept. 27—Radio Advertising Bureau sales clinic. Sheraton motor inn, Greensboro, N.C.
- Sept. 27-30—Joint fall meeting. Missouri and Illinois Broadcasters Associations. Speaker: Benjamin Hooks, FCC commissioner. Stouffers inn, St. Louis.
- Sept. 28-30—American Women in Radio and Television West Central area conference. Eddie Webster's inn, Des Moines, Iowa.
- Sept. 28-Oct. 3—VIDCA, International market for videocassette and videodisk programs and equipment. Festival palace, Cannes, France.
- Sept. 30-Oct. 2—Annual convention. Nevada Broadcasters Association. Kings Castle, Lake Tahoe.
- Sept. 30-Oct. 3—Annual convention. Institute of Broadcasting Financial Management. Marriott hotel, New Orleans.

October

- Oct. 1—Extended deadline for filing reply comments with FCC in matter of ascertainment of community problems (Doc. 19715).
- Oct. 1—Deadline for entries in U.S. Television Commercials Festival. Contact: 4415 West Harrison Street, Suite 230B, Hillside, Ill. 60162.
- Oct. 2—Radio Advertising Bureau sales clinic. Sheraton Inn Airport. Pittsburgh.
- Oct. 2-3—Beginning television production seminar, sponsored by Telemation Inc. Dayton, Ohio.
- Oct. 3—Radio Advertising Bureau sales clinic. Sheraton Gibson, Cincinnati.
- Oct. 4—Radio Advertising Bureau sales clinic. Sheraton International conference center, Reston, Va.
- Oct. 4—Association of National Advertisers workshop on TV advertising: "Is Television at the Crossroads?" Speakers include network, agency and advertiser executives and FCC Commissioner Richard Wiley. Plaza hotel, New York.
- Oct. 4-5—Advanced television production seminar, sponsored by Telemation Inc. Dayton, Ohio.
- Oct. 4-7—Annual national meeting. Women in Communications Inc. Benson hotel, Portland, Ore.
- Oct. 5-7—Annual fall convention. Illinois News Broadcasters Association. Keynote speaker: Elmer Lower, president, ABC News. Holiday Inn, Decatur, Ill.
- Oct. 5-7—American Women in Radio and Television East Central area conference. Inn of the Fourwinds, Lake Monroe, Ind.
- Oct. 8-11—Electronic Industries Association 49th annual convention. Fairmont hotel, San Francisco.
- Oct. 8-13—Annual International conference. Radio Television News Directors Association. Keynote Speaker: Bill Small, VP, CBS News, Washington. Olympic hotel, Seattle.

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. 26-29—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.

- Oct. 9—Radio Advertising Bureau sales clinic. Hilton inn, Dallas.
- Oct. 10—Radio Advertising Bureau sales clinic. Sheraton Inn Airport, Denver.
- Oct. 10-12—Convention. Western Educational Society for Telecommunications. Snowbird resort, Snowbird, Utah.
- Oct. 11—Radio Advertising Bureau sales clinic. Benson hotel, Portland, Ore.
- Oct. 12-14—American Women in Radio and Television Midwest area conference. Key Bridge Marriott, Rosslyn, Va.
- Oct. 12-14—American Women in Radio and Television Southwest area conference. Sheraton Crest hotel, Austin, Tex.
- Oct. 14-17—Western region convention, American Association of Advertising Agencies. Santa Barbara Biltmore, Santa Barbara, Calif.
- Oct. 14-19—Society of Motion Picture & Television Engineers technical conference. Americana hotel, New York.
- Oct. 15-16—Fall conference, National Association of Broadcasters. Hilton hotel, Hartford, Conn.
- Oct. 15-18—Northeast regional expo, National Cable Television Association. Granit 2 hotel, Kerhonkson, N.Y.
- Oct. 16—Radio Advertising Bureau sales clinic. Sheraton Renton Inn Airport, Seattle.
- Oct. 16-17—Beginning television production seminar, sponsored by Telemation Inc. Minneapolis.
- Oct. 17—Radio Advertising Bureau sales clinic. Burlingame Hyatt house, San Francisco.
- Oct. 17-18—Fall conference, National Association of Broadcasters. Marriott hotel, Chicago.
- Oct. 17-18—Sixth AM Directional Antenna Seminar of National Association of Broadcasters. Cleveland Engineering and Scientific center, Cleveland.
- Oct. 18—Radio Advertising Bureau sales clinic. Sheraton Inn Airport, Los Angeles.
- Oct. 18-19—Advanced television production seminar, sponsored by Telemation Inc. Minneapolis.
- Oct. 18-19—Fall convention, Kentucky Broadcasters Association. Holiday inn, Frankfort, Ky.
- Oct. 18-20—American Advertising Federation 10th district meeting. Fairmont Mayo hotel, Tulsa.
- Oct. 19—Regional convention, Society of Broadcast Engineers. Owego Treadway inn, Owego, N.Y.
- Oct. 19-21—American Women in Radio and Television Western area conference. Hotel Olympic, Seattle.
- Oct. 19-21—Annual meeting, Massachusetts Broadcasters Association. Sheraton Islander hotel, Goat Island, Newport, R.I.
- Oct. 19-21—American Advertising Federation 2d district meeting. Pocono Manor inn, Mt. Pocono, Pa.
- Oct. 19-23—28th MIFED, international film, TV film and documentary market for film buyers and sellers. Milan, Italy. Contact: MIFED, Largo Domodossola 1, 20145 Milano, Italy.
- Oct. 21-23—Annual convention. North Carolina Association of Broadcasters. Downtowner East, Charlotte, N.C.
- Oct. 22-23—Fall conference, National Association of Broadcasters. Monteleone hotel, New Orleans.
- Oct. 22-23—Annual convention, North Dakota Broadcasters Association. Ramada inn, Jamestown.
- Oct. 23—Radio Advertising Bureau sales clinic. Ramada inn, New Orleans.
- Oct. 24—Radio Advertising Bureau sales clinic. Sheraton Peabody, Memphis.
- Oct. 24-25—Fall conference, National Association of Broadcasters. Sheraton Biltmore hotel, Atlanta.
- Oct. 24-27—Annual meeting, Tennessee Association of Broadcasters. Mountain View hotel, Gatlinburg.
- Oct. 25—Radio Advertising Bureau sales clinic. Sheraton Oak Brook, Chicago.
- Oct. 25-27—International conference on electrophotography, Society of Photographic Scientists and Engineers. Marriott Twin Bridges hotel, Washington.
- Oct. 25-28—Annual Western region conference, American Advertising Federation. Town and Country hotel, San Diego.
- Oct. 28—Second annual meeting, Michigan News Broadcasters Association. Kellogg center, Michigan State University, Lansing.
- Oct. 28-31—Annual meeting, Association of National Advertisers. The Homestead, Hot Springs, Va.
- Oct. 29-30—Fall conference, National Association of Broadcasters. Brown Palace hotel, Denver.
- Oct. 29-Nov. 1—North central regional expo, National Cable Television Association. Arlington Park Towers, Arlington Heights, Ill.
- Oct. 30-31—Beginning television production seminar, sponsored by Telemation Inc. Seattle.
- Oct. 31-Nov. 1—Fall conference, National Association of Broadcasters. Stanford Court hotel, San Francisco.
- Oct. 31-Nov. 1—Central region annual meeting, American Association of Advertising Agencies. Ambassador hotel, Chicago.

November

Nov. 1—Deadline for filing comments with FCC in matter of inquiry and proposed rulemaking on combination advertising rates and other joint sales practices between cable TV systems and broadcast stations and between commonly-owned stations in separate markets.

■ Nov. 1-3—Advanced television production seminar, sponsored by *Telemation Inc.* Seattle.

■ Nov. 2-5—Annual meeting, *Texas Association of Broadcasters*. San Antonio.

■ Nov. 2-12—Ninth *Chicago International Film Festival* with categories including television production and television commercials. Contact: Film Festival, 12 East Grand Avenue, Room 301, Chicago 60611.

■ Nov. 6-7—Beginning television production seminar, sponsored by *Telemation Inc.* Portland, Ore.

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

■ Nov. 9-11—Meeting, board of trustees, *Educational Foundation of American Women in Radio and Television Inc.* Minneapolis.

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

Nov. 11-15—Annual conference, *Public Relations Society of America*. Sheraton-Waikiki hotel, Honolulu.

Nov. 12-14—Annual conference, *National Friends of Public Broadcasting*.

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

■ Nov. 13-14—Beginning television production seminar, sponsored by *Telemation Inc.* Glenview, Ill.

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

Nov. 14-16—International Film & TV Festival of New York. Americana hotel, New York. Contact: International Film & TV Festival, 251 West 57th Street, New York 10019.

■ Nov. 15-16—Advanced television production seminar, sponsored by *Telemation Inc.* Glenview, Ill.

Nov. 15-16—Annual fall meeting, *Oregon Association of Broadcasters*. Valley River inn, Eugene.

■ Nov. 15-17—Mid-America regional expo, *National Cable Television Association*. Crown Center hotel, Kansas City, Mo.

■ Nov. 16-18—Meeting, board of *American Women in Radio and Television*. New York Hilton hotel, New York.

Nov. 26-29—Annual meeting *Television Bureau of Advertising*. Hyatt Regency, Houston.

■ Nov. 27-28—Beginning television production seminar, sponsored by *Telemation Inc.* Los Angeles.

■ Nov. 29-30—Advanced television production seminar, sponsored by *Telemation Inc.* Los Angeles

Nov. 28-Dec. 1—*California Community Television Association* convention. Las Vegas Hilton hotel.

Open Mike®

Still burning

EDITOR: All the news items I've seen or heard concerning tobacco sales since the ban on radio-TV have noted the continued good health of the tobacco industry. This implies that radio and TV advertising haven't been missed, or weren't doing a good job for that industry before the ban.

I think it would be interesting to also show in those publicity pieces, alias news, the total advertising budget of the tobacco people, both before and after the ban. They're still spending those advertising dollars, even to color ads in paperbacks—*B. D. Thornton, president, KMAM(AM) Butler, Mo.*

Comforting the enemy

EDITOR: The idiocy of the National Association of Broadcasters has been demonstrated for all to see (again) in the report in the July 30 BROADCASTING "Closed Circuit" titled "Parting shots." What could more classically reveal the fatuous fratricide of the NAB than its decision to do battle on behalf of broadcasters . . . by buying newspaper ads to tell its story to Congress?

There's nothing like simultaneously promoting your competition and subsidizing your own demise, all in one swell foop—*Donald K. Allen, president, KLYD-AM-FM Bakersfield, Calif.*

Educational cable

EDITOR: Your Aug. 13 story, "ECATV?" is surprising. Not in that universities are using CATV for educational purposes, but that the story would seem to indicate surprise at the development. The University of Wyoming has used CATV in this extension manner, though much less

structured, for four years. The method is a natural, particularly in a state like Wyoming with its sparse population and low tax base which have militated against development of an educational television system for the state.—*John E. McMullen, coordinator, broadcast services, University of Wyoming, Laramie.*

Much ado about media

EDITOR: In your Aug. 13 story [regarding FCC approval of the transfer of WROR(FM) Boston to Heftel Broadcasting and denial of a Heftel consultancy arrangement with Boston Community Media Council] there are a number of errors.

To start with, the BCMC has a constituency of two groups. One is the media group composed of all radio and television stations and newspapers, and I have been chairman of this group. (On Aug. 8 Bill Flynn of WSBK-TV Boston was elected media chairman.) The other group is a community coalition composed of blacks, Spanish-speaking, Oriental and Indian representatives. While both groups meet on a regular basis and work together in a constructive way, either has a right to act independently under the ground rules of the organization. The Heftel dealings were with the BCMC *minority caucus*. At no time did the media side of BCMC enter into any kind of negotiation.

Second, the BCMC over-all purpose is not to provide consultation to the media. Media members supply financial support to compensate an executive director, provide scholarships and pay for mailings to community organizations seeking comments as part of the ascertainment of community needs.—*John F. Crohan,*

The Mike Douglas Show is doing a number in Kansas City. Number 1.



The Mike Douglas Show is #1 with adults in Kansas City. And #1 in many markets, both large and small—Chicago, Phoenix, Detroit, Los Angeles, Yakima, St. Louis, Indianapolis, and the list goes on and on.

The Mike Douglas Show. A natural with adults. A natural lead-in to the news. Group W Productions, 90 Park Avenue, New York, N.Y. 10016. (212) 983-5081.

GROUP
WPRODUCTIONS INC
WESTINGHOUSE BROADCASTING COMPANY

We've produced more first-run shows than anyone else in syndication.

Source:
NSI May 1973. Audience estimates are subject to qualifications available on request.

vice president and general manager WCOP(AM) Boston.

(The existence of two constituencies in the BCMC is unmentioned in the organization's own 1973 report, which identified Mr. Crohan as co-chairman of BCMC, as BROADCASTING identified him. In the FCC's own description of its actions, it referred at one point to a BCMC minority caucus but elsewhere to BCMC as the group with which Hefel had made a consultancy arrangement.)

Still at it

EDITOR: I was startled to see the statement, "Jamming of the Voice of America

has all but disappeared," in the Aug. 20 BROADCASTING editorial, "Satellite Censorship."

On the contrary, since the Aug. 20, 1968, Warsaw Pact invasion of Czechoslovakia, the Soviet Union has been jamming VOA broadcasts without letup. A check with our key monitoring locations in central Europe confirms that as of today Soviet Union jamming of VOA broadcasts in Russian, Ukrainian, Armenian, Georgian and Uzbek continues.—*Margita E. White, assistant director,*

United States Information Agency, Washington.

Got one

EDITOR: I have received a carbon microphone, without the suspension materials, from J. F. Sullivan of WMAQ-AM-FM Chicago.—*Wilbur George Kurtz Jr., department of archives, Coca-Cola Co., Atlanta.*

(Mr. Kurtz's "Open Mike" in the July 16 issue requested an antique carbon mike for use in a display at the Coca-Cola archives.)

Monday Memo®

A broadcast advertising commentary from Howard Eaton Jr., senior vice president, Ogilvy & Mather, New York

An advertising man's view of the networks, present and future

Are the network companies too dominant? Yes they are. This is not, however, inherently evil.

Several legal actions have been taken and are being taken to reduce the networks' concentration of power. For example:

- The prime-time-access rule was supposed to diminish network power by creating nonnetwork buyers and therefore a greater diversity of programming needs. This, in turn, would have led to a greater diversity of programs on the air.

- The network companies are no longer permitted to own cable systems. This is simply the FCC saying that new blood is wanted in the business, not a perpetuation of what we have now.

- A number of the major motion-picture producing companies have filed suit against ABC and CBS for expanding into the production of motion pictures for television. As the networks have power over the distribution of programs, it is a simple step to expand this power to exclude the product of motion-picture companies in favor of their own.

- There is a Justice Department suit against the networks to seek redress against the alleged practice of participating in the profits of programs.

The FCC has long recognized that concentration of power in the networks can only ultimately be reduced in a free market by having more networks. Broader service equals greater program diversity. The Brookings Institution recently reaffirmed this conclusion.

First the FCC tried UHF—mandatory all-channel receivers since 1962; several UHF frequencies assigned in each market.

It took us, however, more than a decade to go from two healthy networks to three. And during this time ABC owned profitable stations in giant cities. UHF was good theory, but bad economics. The UHF's are mostly unaffiliated, unprogrammed, unwatched and unsuccessful.

The UHF policy has had one notable success which few have noted. It has created the station skeleton upon which the body of public television has been built. Most public television is UHF. And



Howard Eaton Jr. began his broadcast-advertising career in the late forties with WELI(AM) New Haven, Conn., as sports director. He was with Young & Rubicam from 1952 to 1957, when he joined Lever Brothers as media director. In 1962 he joined Grey advertising, where he was vice president for television programs. From Y&R he went to Ogilvy & Mather in 1969 as director of broadcasting. He also is vice chairman of the broadcast committee of the American Association of Advertising Agencies and formerly was chairman of the broadcast advertising committee of the Association of National Advertisers.

public television directly creates program diversity. Give this Corporation for Public Broadcasting and the Public Broadcasting Service the same amount of time, money and management as ABC had and we would have a flourishing fourth network. And perhaps a fifth. And even a sixth. Which brings us to cable.

We have grandiose schemes for a wired nation, with 40 to 50 to 60 television services, paid for by a combination of subscribers and those who use cable as a common carrier. Implicit in this, of course, is the assumption that our television system will no longer depend on advertising as the sole source of economic support. While our hopes for cable are vast, the most optimistic projections see the 1970's as its incubation period.

What do we do in the meantime, during a period in which the networks will continue to be dominant?

Under certain circumstances dominance is not a bad thing. IBM clearly

leads in its field. Yet what creator of public policy could deny the extraordinary improvements in our society which have come through IBM's application of its resources to the explosive growth of data processing?

Can the managements of the network companies apply the IBM genius in management, in innovation, and in quality control to the business of television? They can, if they are unwilling to be satisfied with the role of the custodian. Greatness cannot be achieved by merely maintaining ratings, raising prices, and protecting earnings-per-share growth. Survival, yes. Blissful retirement, yes. Greatness, no.

Where can we look?

- We can look to news. We have left "rip and read" behind. ABC has announced commencement of network investigative journalism. I hope this series merits an Emmy for news for ABC, and that the Emmy for news will grow in public esteem to surpass the Pulitzer Prize.

- We can look to program creativity. What can be done to advance the careers of the new writers and new directors who are needed to fill television's appetite for programming?

- Can we give our producers longer lead times so that their attention can be focused more on quality and less on getting something shot to meet a deadline?

- Can we do anything with our union rules or with our program budgets so that the producer can afford to reject a bad script?

- Can we dramatically expand the experimentation which has taken place in bringing the novel to television, be it the six hours of *QE VII* or the 26 hours of *The Forsyte Saga*?

Commercial television faces criticism from all sides. Defense of the status quo is not the best defense. The best defense is still a good offense.

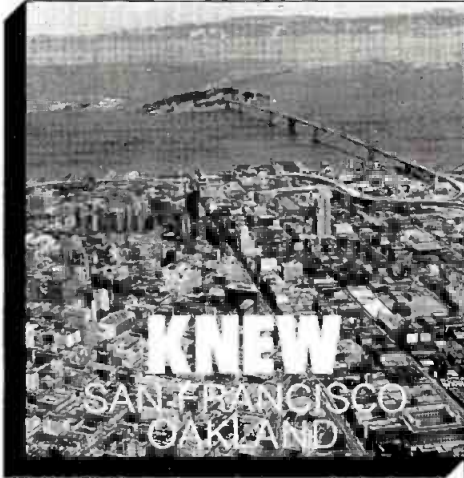
That offense should consist of a creative outburst. Creativity has a forward thrust. It bespeaks the future. It excites.

Our business is creativity, not just time sales. Is it possible to harness the creativity which we have at all levels of our business to drive television forward. I think it is, but we must first decide we want it.



The world's largest is getting bigger and stronger!

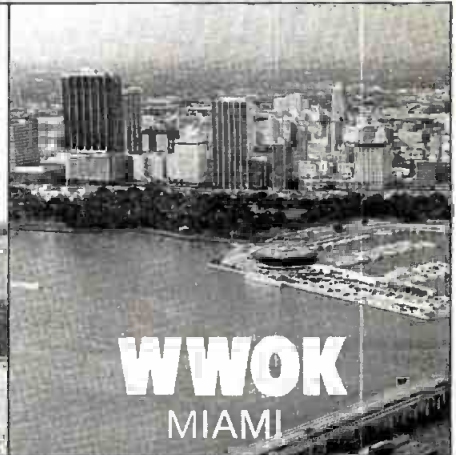
The recent addition of these powerful and highly rated radio stations in six major markets increases the already strong line-up of Mutual Broadcasting System affiliates to 620. The World's largest radio network is growing at an unprecedented rate and for many very good reasons. Your man from Mutual Radio will be happy to tell you why the biggest is getting bigger, stronger and better!



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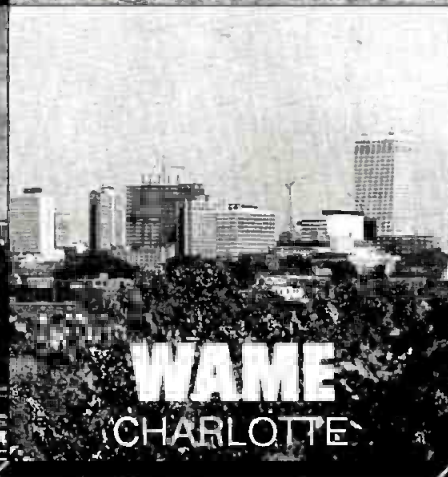
WWVF-WKQX
BOSTON



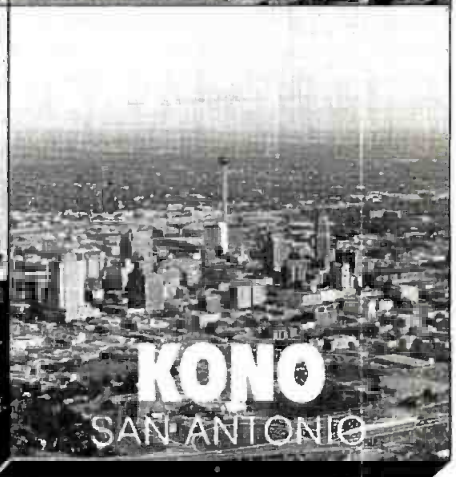
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MIAMI



WIBC-WNIR
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New York, N.Y. 10020
(212) 581-8100

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360 N. Michigan Ave.
Chicago, Illinois 60601
(312) 641-0855

WASHINGTON
Headquarters, World Center Building
918 16th St., Washington, D.C. 20006
(202) 785-6300

DETROIT
26600 Telegraph Rd.
Southfield, Mich. 48075
(313) 354-4270

LOS ANGELES
Sports Media Sales
434 North Rodeo Drive
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Lead Story

TV business: a big year in the bank, bigger one in the making

With official report for '72 showing record revenues and next-to-record profits, signs point to gains in both in '73

Television broadcasters got a look at the official FCC report on their 1972 financial performance last week. What they saw added up to a record, but one that seems likely to stand only to the end of this year. Big as 1972 was, 1973 looks bigger.

Nobody really expects the rate of 1973 gains to surpass or even match 1972's (see following story). But nobody seems to doubt that this year's dollar levels will be higher than 1972's all down the line.

The 1972 figures were even better than sales forecasters had predicted. Most fore-

casts had anticipated increases of 10%-12% for network, 12%-14% for spot, 18%-20% for local—all short of the mark by a percentage point or so. As one forecaster commented last week: "This way it's nice to be wrong."

The FCC announcement came at a time when television sales at all levels—spot, network and local—are, by all indications, running well ahead of the 1972 pace. The Television Bureau of Advertising, for instance, estimates that for the first six months of 1973 spot was up 10%, network 14%, local 16%.

But the announcement also came at a time when the outlook is clouded by the government's Phase Four economic controls, by Phase Four's potential effects on advertising and rates, and by shortages or prospects of shortages of some products. Even so, TV sales leaders last week appeared generally confident, though cautious.

One reason for confidence is that network business which also provides a barometer for spot TV, has been good. Through July, network sales were running 13.6% above year-earlier levels. And they are virtually sold out for the fourth quarter. More than that, they appear confident that many if not most of the higher rates obtained for the fourth quarter will be valid under Phase Four, at least through the end of the year.

Spot business, too, has been generally strong, although some slowdown has been

apparent in the third quarter. But the high level of fourth-quarter network sales is regarded as an excellent harbinger for spot. In fact, a pickup in September spot business has already been noted.

"Fall business is breaking," the president of a large rep firm said last week, "It started 10 days ago in Chicago and has been warming up generally since then. It was two to three weeks late getting started, but it's on its way now if what we are seeing is a real trend. Our September is already better than a year ago."

The acceleration appears to be cutting across a wide range of product categories. "Food products are dragging anchor," the rep executive continued, "but a lot of others are showing good activity." Among these he listed drugs, soaps and cleansers, gasoline, some automotives, insurance and "all retailing."

The fourth quarter, it seems agreed, is the one that will tell what sort of advances TV business makes in 1973. "I'll be happy if the fourth quarter holds even with last year's," the head of another leading rep firm reported. "Then we'll come out ahead. We got a tapering-off that started in late May [but] we're having a good year. Activity for September looks good. Much depends on what happens from now on."

Over-all, he ventured, spot's 1973 gains are likely to be closer to 8%-10% than to the 15.1% FCC reported for 1972. That was also the range most often named by other reps canvassed last week.

There apparently is a great deal of confusion and uncertainty over Phase Four's implications for spot. Many stations reportedly are holding back, at least temporarily, rate-card increases prepared for fall. "Washington attorneys are very cautious," a rep executive explained. But often those same stations are said to be preparing justifications for increases in hope of getting them cleared as soon as possible.

Some sales officials are at least as much concerned about the prospect of product shortages as about Phase Four's effects. But there is also optimism even on that score. "There's a lot of profit-dollar spending," one rep observed. "Companies may fear product shortages, but they fear worse the loss of market position, and they're spending to avoid that loss."

TV financial report for '72: biggest revenues, biggest expenses and profits just short of record

For over a year, broadcast financial experts have been predicting that the economic doldrums in television caused by the loss of cigarette-advertising revenues in 1971 would be short-lived. The FCC

Broadcast revenues, expenses and income of television networks and stations, 1971-1972
(in millions of dollars)

	1972	1971	% increase 1971-1972
Broadcast revenues¹			
3 networks	\$1,271.3	\$1,094.1	16.2
15 network owned-and-operated stations	327.1	284.8	14.9
All other stations			
475 VHF	1,395.6	1,223.3	14.1
173 UHF	185.4	148.2	25.1
Subtotal	1,581.1	1,371.4	15.3
INDUSTRY TOTAL	3,179.4	2,750.3	15.6
Broadcast expenses			
3 networks	\$1,160.4	\$1,040.5	11.5
15 network owned-and-operated stations	224.6	193.6	16.0
All other stations			
475 VHF	1,040.9	946.3	10.0
173 UHF	201.4	180.8	11.4
Subtotal	1,242.3	1,127.2	10.2
INDUSTRY TOTAL	2,627.3	2,361.2	11.3
Broadcast income (before federal income tax)			
3 networks	\$ 110.9	\$ 53.7	106.5
15 network owned-and-operated stations	102.5	91.2	12.4
All other stations			
475 VHF	354.7	277.0	28.1
173 UHF	(15.9)	(32.7)	—
Subtotal	338.8	244.3	38.7
INDUSTRY TOTAL	552.2	389.2	41.9

¹ Net, after commissions to agencies, representatives and brokers, and after cash discounts.

Notes: Data for 1972 is for three networks and 690 stations (508 VHF including 18 satellites that filed a combination report with their parent station, and 182 UHF including nine satellites that filed a combined report with their parent station). Data for 1971 is for three networks and 688 stations (506 VHF including 20 satellites that filed combination reports with their parent station, and 182 UHF including eight satellites that filed combined reports). Last digits may not add to totals because of rounding.

Market by market: TV revenues, expenses, profits in 1972

Market	Stations in operation	Time sales ¹				Local ²		Total stations reporting ³		Total broadcast revenues ⁴		Total broadcast expenses		Total broadcast incomes	
		Network		Spot ²		1972	1971	1972	1971	1972	1971	1972	1971	1972	1971
		(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)
Albany-Schenectady-Troy, N.Y.	3	1,801	6,459	6,077	4,678	3,397	3	11,116	9,709	8,706	9,892	8,706	1,224	1,004	
Albuquerque, N.M.	3	837	1,957	1,409	3,630	2,809	3	5,655	4,568	4,988	4,988	4,666	669	1,004	
Amarillo, Tex.	3	599	1,136	953	1,977	1,837	3	3,487	3,215	4,325	4,325	4,666	669	1,004	
Anchorage	3	181	416	283	1,359	1,056	3	2,648	2,234	1,571	1,765	1,571	117	1,900	
Atlanta	5	2,003	17,040	14,576	11,836	9,278	4	26,489	22,234	15,768	16,162	15,768	8,327	6,466	
Augusta, Ga.	3	497	2,132	1,770	2,830	1,907	2	4,956	3,814	3,261	4,147	3,261	909	553	
Austin, Tex.	3	529	3,182	861	1,303	1,162	3	2,852	2,300	2,556	2,835	2,556	183	255	
Bakersfield, Calif.	5	2,183	15,976	13,613	10,033	9,270	5	23,868	21,398	14,424	16,443	14,424	7,425	6,974	
Baltimore	3	543	645	540	1,214	1,046	3	2,289	2,043	2,289	2,289	2,043	39	117	
Bangor, Me.	3	776	1,272	1,046	3,550	3,055	3	5,041	4,385	4,858	4,858	4,858	183	537	
Baton Rouge	3	630	1,175	1,046	1,781	1,489	3	3,256	2,878	3,220	3,220	2,985	35	107	
Beaumont-Port Arthur, Tex.	3	917	1,659	1,253	1,556	1,476	3	3,766	3,329	2,766	3,287	2,766	479	5,630	
Birmingham, N.Y.	3	2,653	2,810	5,001	4,372	3,617	3	10,995	9,916	6,095	6,095	6,095	4,900	4,296	
Birmingham, Ala.	5	4,429	43,521	38,920	19,063	13,863	5	56,069	47,266	31,946	39,000	31,946	17,069	15,320	
Boston	5	2,572	20,720	17,210	6,697	5,552	4	25,043	21,376	14,868	16,530	14,868	8,413	6,508	
Buffalo, N.Y.	4	1,875	1,909	1,385	1,005	831	3	3,451	2,898	2,361	2,653	2,361	798	537	
Burlington, Vt.-Plattsburgh, N.Y.	3	1,052	2,256	2,036	2,827	2,831	3	5,509	4,807	4,779	5,015	4,779	494	184	
Cedar Rapids-Waterloo, Iowa	3	689	1,378	1,338	1,628	1,355	3	3,264	2,860	2,676	3,226	2,676	37	1,843	
Charleston, S.C.	3	1,817	4,086	3,572	2,765	2,526	3	7,707	7,198	8,520	8,520	8,520	2,712	2,579	
Charleston-Huntington, W. Va.-Ashland, Ky.	3	1,927	8,084	7,774	5,074	4,113	3	13,032	11,199	8,300	9,420	8,300	1,793	2,899	
Charlotte, N.C.	4	1,968	8,084	7,774	5,074	4,113	4	13,032	11,199	8,300	9,420	8,300	1,793	2,899	
Chattanooga	4	1,784	7,810	7,110	2,773	2,169	4	4,801	3,951	3,002	3,428	3,002	1,373	1,951	
Chicago	7	6,533	76,810	67,679	27,660	21,847	7	97,089	83,548	64,037	72,625	64,037	24,464	19,511	
Cincinnati	4	2,584	9,784	8,654	7,647	6,980	4	18,423	16,846	13,571	14,153	13,571	4,271	3,274	
Cleveland	5	4,186	24,989	22,638	12,619	11,959	5	36,774	34,308	25,224	27,095	25,224	9,679	9,084	
Colorado Springs-Pueblo	3	530	1,653	1,294	1,948	1,492	3	3,658	3,271	2,902	2,902	2,902	757	395	
Columbia, S.C.	3	653	2,399	2,058	1,728	1,456	3	4,549	3,931	2,748	3,299	2,748	1,883	1,191	
Columbia-Jefferson City, Mo.	3	484	922	673	1,030	865	3	2,260	1,861	1,670	2,428	1,670	168	191	
Columbus, Ga.	3	1,084	1,558	1,170	1,202	1,170	3	4,120	3,794	3,051	3,231	3,051	888	743	
Columbus, Ohio	3	1,716	8,604	8,043	7,397	6,483	3	15,343	14,246	10,396	10,396	9,703	4,543	4,543	
Corpus Christi, Tex.	3	515	1,152	855	1,282	1,194	3	3,539	3,040	2,823	3,104	2,823	432	217	
Dallas-Fort Worth	6	2,499	21,027	17,551	14,062	12,464	5	34,088	29,555	20,509	23,052	20,509	11,036	9,045	
Davenport, Iowa-Rock Island-Moline, Ill.	3	1,371	1,395	1,218	1,825	1,480	3	5,353	4,819	4,564	5,081	4,564	271	255	
Dayton, Ohio	5	1,958	6,555	5,650	5,465	4,953	3	12,179	10,940	7,425	8,194	7,425	3,984	3,515	
Denver	4	1,486	11,934	9,644	11,384	8,454	4	21,151	16,769	12,489	14,204	12,489	6,947	4,280	
Des Moines-Ames, Iowa	3	1,041	3,877	3,216	2,564	2,298	3	6,522	5,723	5,082	5,537	5,082	986	641	
Des Moines, Iowa	5	4,488	32,614	31,671	18,719	13,912	5	47,365	42,957	27,162	30,533	27,162	16,832	15,795	
Detroit	4	937	1,316	1,223	1,400	1,408	3	3,777	3,443	3,436	3,534	3,436	57	7,398	
Duluth, Minn.-Superior, Wis.	3	514	1,257	1,029	2,928	2,560	3	4,475	3,830	3,520	3,639	3,520	309	309	
El Paso	3	756	1,041	944	1,715	1,639	3	3,212	3,092	2,724	2,992	2,724	220	368	
Erie, Pa.	3	842	1,079	907	2,626	2,229	3	4,129	3,661	3,228	3,228	3,212	501	450	
Evansville, Ind.	3	731	1,037	863	1,796	1,646	3	3,530	3,278	3,612	3,612	3,612	86	86	
Fargo-Valley City, N.D.	3	1,241	3,989	3,417	4,210	3,541	3	8,264	7,160	7,324	7,324	7,324	940	954	
Flint-Saginaw-Bay City, Mich.	3	246	426	353	1,238	820	3	1,769	1,375	1,319	1,767	1,319	1,954	55,191	
Fort Smith, Ark.	3	725	2,008	1,816	2,755	2,249	3	4,857	4,334	4,034	4,034	4,034	822	714	
Fort Wayne, Ind.	4	952	3,345	2,531	3,672	2,350	5	6,965	5,098	5,674	7,241	5,674	2,261	5,751	
Fresno-Hanford-Tulare, Calif.	4	2,038	7,321	6,478	3,436	2,874	4	11,126	9,845	8,513	8,513	8,513	2,613	2,261	
Grand Rapids-Kalamazoo, Mich.	3	1,140	2,402	2,124	2,886	2,216	3	6,076	5,319	5,076	5,483	5,076	593	243	
Green Bay, Wis.	3	1,192	2,402	2,124	2,886	2,216	3	6,076	5,319	5,076	5,483	5,076	593	243	
Greensboro-High Point-Winston-Salem, N.C.	3	1,390	4,319	3,670	4,308	3,429	3	8,713	7,583	5,667	5,776	5,667	2,937	1,915	
Greenville-Spartanburg, S.C.-Asheville, N.C.	4	1,224	5,568	4,734	2,791	2,103	4	8,353	7,140	4,648	5,390	4,648	2,963	2,492	
Greenville-Washington-New Bern, N.C.	3	782	2,088	1,728	1,825	1,554	3	4,784	4,183	3,425	3,669	3,425	1,115	756	
Harrisburg-Lancaster-York-Lebanon, Pa.	5	1,554	4,914	4,153	3,109	2,813	5	8,145	7,463	6,253	6,953	6,253	1,891	1,528	
Hartford-New Britain-Waterbury, Conn.	5	2,635	13,675	13,329	7,496	6,242	5	20,217	18,852	12,850	14,584	12,850	5,827	6,002	
Honolulu	5	854	763	2,229	6,777	5,886	4	9,316	8,309	6,863	9,296	6,863	-21	-375	
Houston-Galveston	4	2,054	16,950	15,266	13,168	9,509	5	29,712	23,493	17,608	17,608	17,608	12,103	8,790	
Huntsville-Decatur, Ala.	3	520	1,117	834	1,480	1,048	3	2,878	2,389	2,565	2,565	2,565	313	110	
Indianapolis	5	1,905	12,548	10,704	11,031	8,891	5	21,716	18,384	12,537	14,174	12,537	7,942	5,847	
Jackson, Miss.	3	814	1,815	1,337	2,623	2,105	3	4,859	3,987	4,257	4,257	4,257	602	450	
Jacksonville, Fla.	3	1,224	5,899	5,229	3,778	3,180	3	9,476	8,465	6,461	7,317	6,461	2,159	2,005	
Johnson City-Kingsport, Tenn.-Bristol, Va.	3	634	1,547	1,262	1,555	1,298	3	3,378	2,973	2,498	2,880	2,498	498	475	
Johnston-Altoona, Pa.	3	1,289	1,861	1,728	1,601	1,336	3	4,490	4,162	3,195	3,802	3,195	688	966	
Joplin, Mo.-Pittsburg, Kan.	3	941	1,065	864	1,409	1,075	3	3,258	2,783	2,461	2,461	2,461	798	442	
Kansas City, Mo.	5	2,047	10,948	9,648	8,927	6,637	4	18,864	15,746	11,668	10,233	11,668	7,196	5,514	
Knoxville, Tenn.	3	1,086	3,023	2,510	2,266	1,880	3	5,732	5,028	3,716	4,158	3,716	1,575	1,312	
Lafayette, La.	4	421	960	860	2,281	1,661	2	3,463	2,706	2,206	2,706	2,206	26	134	
Las Vegas-Henderson	3	422	1,698	1,475	3,823	3,621	4	5,473	5,115	5,248	5,447	5,248	26	134	
Lexington, Ky.	3	552	2,222	1,785	1,482	1,248	3	3,933	3,424	3,429	3,429	3,429	108	185	
Lincoln-Hastings-Kearney, Neb.	6	832	1,785	1,513	1,885	1,537	5	4,182	3,578	3,405	3,723	3,405	459	173	
Little Rock, Ark.	3	898	2,507	2,197	4,719	3,476	3	7,344	6,053	5,780	6,053	5,780	1,363	1,363	

Los Angeles	6,826	7,117	91,715	82,952	50,002	39,550	10	11	127,462	110,424	98,844	88,708	28,518	21,716
Louisville, Ky.	1,891	1,871	6,457	5,405	5,557	4,710	4	4	12,500	10,825	10,576	9,669	1,924	1,160
Lubbock, Tex.	854	833	1,100	902	2,422	1,320	3	3	4,124	3,381	3,990	3,677	134	53
Madison, Wis.	756	795	2,085	1,819	1,560	1,350	3	3	3,944	3,381	3,667	3,381	378	158
Miami	1,732	1,871	5,871	5,250	5,513	4,425	3	3	11,984	6,604	7,315	6,604	4,669	3,778
Milwaukee	1,956	2,079	18,510	15,777	12,864	9,785	6	5	28,357	16,585	20,466	16,585	7,891	6,638
Minneapolis-St. Paul	2,191	2,288	11,924	10,124	8,091	6,172	4	4	18,975	12,659	13,777	12,659	5,198	3,421
Mobile, Ala.-Pensacola, Fla.	2,361	2,381	17,331	14,367	12,084	11,393	4	4	27,435	17,726	19,223	17,726	8,212	6,716
Monroe, La.-El Dorado, Ark.	972	1,022	2,610	2,052	3,017	2,369	2	2	5,919	4,134	4,550	4,134	1,369	985
Montgomery, Ala.	591	631	1,801	1,529	1,586	1,248	3	3	3,717	2,244	2,244	2,244	1,091	926
Nashville	1,488	1,553	4,948	4,293	5,338	4,548	3	3	10,812	8,346	8,346	8,346	1,731	1,293
New Orleans	1,508	1,608	7,145	6,079	8,701	7,633	4	3	15,555	10,838	12,665	10,838	2,891	2,935
New York	13,476	13,738	138,978	119,440	30,974	28,139	8	8	159,429	108,564	121,065	108,564	38,363	31,596
Norfolk-Portsmouth-Newport News-Hampton, Va.	3,369	1,444	3,807	3,379	4,835	4,353	3	3	8,996	6,566	7,113	6,566	1,883	1,669
Odessa-Midland-Monahans, Tex.	455	285	669	327	1,565	1,388	4	4	2,556	1,679	1,679	1,679	12	212
Oklahoma City-Enid	1,557	1,606	5,191	4,415	6,139	4,820	3	3	11,548	7,646	8,560	7,646	2,988	1,888
Omaha	1,472	1,543	3,853	3,576	4,027	3,568	3	3	8,368	5,834	6,422	5,834	1,946	1,404
Orlando-Daytona Beach, Fla.	1,073	1,137	4,409	3,828	5,038	3,608	3	3	9,146	5,836	6,841	5,836	2,306	1,608
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	927	984	2,084	1,815	1,475	1,132	4	4	4,108	3,039	3,334	3,039	774	567
Pasco, Wash.	865	888	1,955	1,538	2,660	2,291	1	1	4,967	4,241	4,633	4,241	338	470
Peoria, Ill.	6,289	6,406	44,590	38,808	24,947	22,398	6	3	63,194	45,174	47,121	45,174	16,073	12,178
Philadelphia	1,118	1,118	8,050	7,710	9,231	6,826	5	6	16,160	10,548	11,626	10,548	4,534	3,489
Phoenix-Mesa	3,294	3,570	20,041	16,554	9,316	9,700	3	5	28,019	19,644	19,528	19,644	8,490	6,106
Pittsburgh	3,294	3,570	20,041	16,554	9,316	9,700	3	5	28,019	19,644	19,528	19,644	8,490	6,106
Ponce, Puerto Rico	1,725	1,797	9,766	8,678	6,264	4,799	4	4	15,540	13,395	12,841	11,790	2,699	1,605
Portland, Ore.	985	1,115	3,967	2,194	2,424	1,696	3	3	5,066	4,570	4,160	3,921	906	649
Portland-Poland Springs, Me.	1,979	1,984	7,634	6,951	4,792	3,574	3	3	12,252	10,655	9,041	8,730	3,211	1,926
Providence, R.I.-New Bedford, Mass.	2,018	1,992	3,793	3,186	3,218	2,404	3	3	6,209	6,867	5,572	4,579	2,637	2,288
Raleigh-Durham, N.C.	3,968	3,997	7,398	6,04	1,789	1,504	3	3	2,705	2,504	2,754	2,492	-549	-73
Reno	1,197	1,152	3,645	3,058	3,853	3,190	3	3	7,611	6,515	5,470	5,470	1,377	1,045
Richmond-Petersburg, Va.	1,002	1,044	2,855	2,577	2,593	2,090	3	3	6,343	5,092	5,287	5,430	1,056	338
Rochester-Lynchburg, Va.	1,352	1,383	4,199	3,605	3,640	3,233	3	3	7,990	7,176	6,903	6,989	1,187	1,086
Rochester-Austin, Minn.-Mason City, Iowa	695	713	1,978	1,714	1,988	1,221	3	3	2,823	2,511	2,468	2,300	359	211
Rockford-Freeport, Ill.	1,157	1,177	1,359	1,223	2,791	2,579	3	3	4,978	4,353	4,098	4,072	780	281
Sacramento-Stockton, Calif.	1,750	1,770	10,571	8,564	6,400	5,593	4	4	17,879	14,670	13,080	12,998	4,799	2,272
Salinas-Monterey-San Jose, Calif.	4791	851	2,456	2,143	2,998	2,320	4	4	5,802	4,667	5,361	4,776	1,297	110
Salt Lake City-Ogden-Provo	1,144	1,114	4,474	4,074	4,909	4,199	3	3	9,824	8,722	8,527	8,220	1,237	502
San Antonio, Tex.	1,246	1,258	4,473	4,124	6,236	4,912	4	4	10,604	8,590	8,601	6,490	3,603	2,100
San Diego	1,157	1,218	7,537	5,996	6,116	4,303	3	3	10,947	10,947	10,947	8,753	2,080	1,361
San Francisco-Oakland	3,751	3,901	46,695	41,174	18,583	13,604	7	6	57,536	48,588	48,614	35,457	16,922	13,111
San Juan-Caguas, Puerto Rico	000	921	8,464	6,598	3,912	2,653	4	4	13,937	11,156	12,027	11,021	1,910	135
Savannah, Ga.	446	480	1,024	831	1,323	1,046	3	3	2,665	2,285	2,452	2,211	213	74
Seattle-Tacoma	2,058	2,113	13,742	12,582	8,625	6,607	5	5	20,902	18,206	16,343	15,270	3,959	2,937
Shreveport, La.-Texarkana, Tex.	1,154	1,078	2,298	1,972	2,270	1,150	3	3	5,139	4,648	4,146	3,771	993	876
Sioux City, Iowa	1,005	974	1,094	986	1,339	1,099	3	3	3,227	2,837	3,005	2,702	222	135
Sioux Falls-Mitchell, S.D.	910	962	2,022	1,574	965	749	3	3	3,537	2,999	3,330	2,852	207	147
South Bend-Elkhart, Ind.	695	708	1,538	1,333	2,692	2,136	3	3	4,487	3,818	3,982	3,633	505	184
Springfield-Decatur-Champaign-Urbana-Danville, Ill.	1,275	1,275	2,811	2,564	3,927	3,214	4	4	7,822	6,525	6,093	5,829	1,528	696
Spokane, Wash.	520	539	2,737	2,354	1,655	1,346	3	3	4,820	4,122	4,126	3,930	494	192
Springfield, Mass.	576	539	1,459	1,176	1,868	1,611	3	3	3,498	3,068	3,092	2,786	405	282
St. Louis	2,665	2,825	19,476	16,813	8,138	6,703	5	5	25,714	22,341	20,508	19,181	5,206	3,160
Syracuse, N.Y.	1,648	1,721	6,063	5,856	7,130	2,811	3	3	19,321	16,869	17,185	16,915	2,136	1,954
Tampa-St. Petersburg, Fla.	1,650	1,644	9,206	8,003	7,868	5,832	4	4	16,450	13,533	10,226	9,324	6,223	4,209
Toledo, Ohio	2,120	2,100	4,898	4,312	3,900	2,984	4	4	9,648	8,196	6,785	6,076	2,863	2,121
Traverse City-Cadillac, Mich.	495	541	1,901	1,701	1,080	793	3	3	2,407	1,914	2,344	2,017	63	104
Tucson, Ariz.	506	515	1,901	1,555	3,056	2,527	4	4	4,810	4,076	4,765	4,487	45	-412
Tulsa, Okla.	1,198	1,235	2,959	2,714	4,978	3,744	3	2	8,544	6,974	6,584	6,124	1,961	849
Wailuku, Hawaii	3	3	3	3	3	3	2	2	3	3	3	3	3	3
Washington	2,480	2,551	27,032	23,288	14,203	10,929	6	6	37,575	31,855	31,855	28,504	5,719	3,248
Wichita Falls, Tex.-Lawton, Okla.	574	603	904	798	1,214	1,113	3	3	3,502	2,854	3,051	2,854	648	93
Wichita-Hutchinson, Kan.	1,048	1,095	2,720	2,388	3,079	2,588	3	3	6,475	5,553	4,812	4,381	1,475	1,071
Wilkes-Barre-Scranton, Pa.	1,109	1,443	2,466	2,210	2,428	2,231	3	3	5,295	4,941	4,662	4,381	633	579
Yakima, Wash.	602	670	912	738	1,167	990	3	3	1,167	2,406	2,653	2,575	-247	-409
Youngstown, Ohio	682	708	2,239	1,915	1,529	1,242	3	3	3,937	3,434	3,479	3,182	458	252

TOTALS:	504	198,622	1,115,587	971,520	713,465	1,774,728	483	483	1,542,389	1,218,041	1,349,374	1,218,041	424,754	324,348
Markets of three or more stations	200	25,887	51,765	41,671	64,605	133,401	180	180	173,826	116,875	116,875	102,874	16,525	11,151
Markets of fewer than three stations	704	\$224,489	\$1,167,352	\$1,013,192	\$676,070	\$1,908,129	663	663	\$1,656,215	\$1,466,850	\$1,320,715	\$1,320,715	\$441,279	\$335,499

1 National and regional spot and local spot sales are for time only. Excluded are revenues from programs, talent, materials, facilities and services sold in connection with the sale of time.
 2 Before commissions to agencies, representatives and brokers. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, caution should be used in comparing these figures with figures for years prior to 1969.
 3 Does not include 27 satellites that filed combined reports with their parent stations.
 4 Total time sales less commissions to advertising agencies, representatives and brokers, plus sales of programs, materials, facilities and services, plus other broadcast revenue.
 5 Before federal income tax. Minus sign indicates loss.
 ** Data withheld to maintain confidentiality of individual station figures.
 NOTE: Figures may not add because of rounding.

Principal expense items of VHF stations with time sales of \$25,000 or more classified by volume of revenues, 1972 1 (in thousands of dollars)

Broadcast revenues	Total expenses				Salaries/Wages				Film and tape				Talent ³				Depreciation				Royalties and license fees ⁴			
	Stations reporting	Amount	Average ²	Stations reporting	Amount	Average ²	Stations reporting	Amount	Average ²	Stations reporting	Amount	Average ²	Stations reporting	Amount	Average ²	Stations reporting	Amount	Average ²	Stations reporting	Amount	Average ²	Stations reporting	Amount	Average ²
\$7,500 and over	55	\$ 548,888	\$9,979	55	\$192,803	\$3,505	55	\$ 99,133	\$1,802	40	\$ 6,755	\$ 168	55	\$ 23,380	\$ 425	55	\$ 26,734	\$ 486	55	\$ 26,734	\$ 486	55	\$ 26,734	\$ 486
5,000-7,500	46	189,799	4,126	46	73,792	1,604	46	25,005	543	41	1,181	28	46	13,857	301	46	8,461	183	46	8,461	183	46	8,461	183
4,000-5,000	27	88,361	3,272	27	33,673	1,247	27	11,522	426	20	301	15	27	5,072	187	27	3,737	138	27	3,737	138	27	3,737	138
3,000-4,000	37	92,515	2,500	37	36,982	999	37	11,674	315	25	390	15	37	7,013	189	37	3,428	92	37	3,428	92	37	3,428	92
2,000-3,000	55	112,437	2,044	55	43,351	788	55	11,299	205	41	512	12	54	10,030	185	55	4,779	86	55	4,779	86	55	4,779	86
1,500-2,000	56	81,841	1,461	56	31,851	568	56	8,150	148	34	216	6	56	9,241	165	56	2,656	47	56	2,656	47	56	2,656	47
1,000-1,500	78	83,920	1,075	78	34,229	438	78	6,109	78	38	189	4	76	9,506	125	78	2,444	31	78	2,444	31	78	2,444	31
800-1,000	33	27,216	824	33	10,965	332	30	1,657	55	18	136	7	33	3,334	101	30	672	22	33	672	22	33	672	22
700- 800	9	5,919	657	9	2,413	268	9	212	23	5	15	3	9	726	80	9	215	23	9	215	23	9	215	23
600- 700	14	8,422	601	14	3,331	237	13	421	32	4	12	4	14	1,104	78	13	275	21	14	275	21	14	275	21
500- 600	12	7,042	586	12	2,720	226	12	627	52	4	18	4	12	817	68	11	214	19	12	214	19	12	214	19
400- 500	13	6,229	479	13	2,218	170	13	319	24	4	60	15	13	892	68	12	144	12	13	144	12	13	144	12
300- 400	6	2,341	390	6	876	146	6	92	15	2	6	3	6	376	62	5	46	9	6	46	9	6	46	9
200- 300	10	2,469	246	10	1,060	106	14	104	14	7	31	4	8	226	28	6	26	4	8	26	4	8	26	4
100- 200	6	959	159	6	439	73	3	22	7	6	11	6	6	111	18	6	12	2	6	12	2	6	12	2
Under 100	4	651	162	4	211	52	3	24	8	1	1	1	4	126	31	2	4	2	4	2	4	2	4	2
Total VHF	461	\$1,259,018	\$2,731	461	\$470,921	\$1,021	449	\$ 76,379	\$ 392	283	\$ 9,828	\$ 34	456	\$ 85,819	\$ 188	448	\$ 53,856	\$ 120	448	\$ 53,856	\$ 120	448	\$ 53,856	\$ 120

¹ Stations operating full year only, excluding satellite stations. Not all expense categories are shown, therefore the sum of the categories will not equal total expenses.

² The average is calculated from the number of stations reporting that expense category, not from the total number of stations. Not all stations incur expenses in every category, therefore the number of stations reporting in each category may be fewer than the total number of stations.

³ Includes only payment to contractual talent not on the station's payroll.

⁴ Includes music license fees and payments for other performance and program rights except film and tape.

Principal expense items of UHF stations with time sales of \$25,000 or more classified by volume of revenues, 1972 1 (in thousands of dollars)

Broadcast revenues	Total expenses				Salaries/wages				Film and Tape				Talent ³				Depreciation				Royalties and license fees ⁴			
	Stations reporting	Amount	Average ²	Stations reporting	Amount	Average ²	Stations reporting	Amount	Average ²	Stations reporting	Amount	Average ²	Stations reporting	Amount	Average ²	Stations reporting	Amount	Average ²	Stations reporting	Amount	Average ²	Stations reporting	Amount	Average ²
\$7,500 and over	3	\$ 16,197	\$5,399	3	\$ 3,795	\$1,265	3	\$ 3,181	\$1,060	2	\$ 38	\$ 19	3	\$ 575	\$ 191	3	\$ 2,855	\$ 951	3	\$ 2,855	\$ 951	3	\$ 2,855	\$ 951
5,000-7,500	1	6,233	6,233	1	1,541	1,541	1	1,338	1,338	1	53	53	1	501	501	1	1,265	1,265	1	1,265	1,265	1	1,265	1,265
4,000-5,000	4	13,284	3,321	4	4,040	1,010	4	2,658	664	3	58	17	4	882	220	4	882	220	4	882	220	4	882	220
3,000-4,000	12	28,953	2,412	12	9,661	805	12	5,267	438	6	320	58	12	1,913	159	12	1,220	101	12	1,220	101	12	1,220	101
2,000-3,000	26	45,646	1,755	26	15,758	606	26	6,591	253	18	320	17	26	4,702	180	26	1,181	45	26	1,181	45	26	1,181	45
1,500-2,000	30	36,956	1,231	30	13,871	462	30	4,379	145	19	150	7	29	3,505	120	30	892	29	30	892	29	30	892	29
1,000-1,500	10	10,792	1,079	10	3,788	378	9	1,312	145	5	29	5	10	959	95	10	353	35	10	353	35	10	353	35
800-1,000	7	5,551	793	7	1,999	285	7	535	76	2	7	1	7	684	97	7	124	17	7	124	17	7	124	17
600- 700	9	7,254	806	9	2,691	299	9	541	60	5	7	1	9	783	87	9	115	12	9	115	12	9	115	12
500- 600	11	7,176	652	11	2,383	216	11	512	46	7	21	3	11	916	83	11	137	12	11	137	12	11	137	12
400- 500	13	7,650	588	13	2,754	211	13	656	50	7	24	3	13	1,065	81	13	165	12	13	165	12	13	165	12
300- 400	17	8,262	486	17	2,785	163	15	537	35	9	23	2	16	1,347	84	15	134	8	16	134	8	16	134	8
200- 300	4	4,423	355	4	493	123	4	121	30	1	1	4	4	186	46	2	7	3	4	7	3	4	7	3
100- 200	7	2,245	320	7	673	96	6	191	31	3	23	7	7	382	54	6	92	15	7	92	15	7	92	15
Under 100	9	993	110	9	403	44	6	67	11	1	1	9	177	19	6	23	3	9	23	3	9	23	3	
Total UHF	163	\$ 198,621	\$1,218	163	\$ 66,642	\$ 408	156	\$ 27,893	\$ 178	88	\$ 754	\$ 8	161	\$ 18,586	\$ 115	155	\$ 8,869	\$ 57	155	\$ 8,869	\$ 57	155	\$ 8,869	\$ 57

¹ Stations operating full year only, excluding satellite stations. Not all expense categories are shown, therefore the sum of the categories will not equal total expenses.

² The average is calculated from the number of stations reporting that expense category, not from the total number of stations. Not all stations incur expenses in every category, therefore the number of stations reporting in each category may be fewer than the total number of stations.

³ Includes only payment to contractual talent not on the station's payroll.

⁴ Includes music license fees and payments for other performance and program rights except film and tape.

Revenue and expense items of three national television networks, 1972 (in thousands of dollars)

Broadcast revenues of networks

I. NETWORK REVENUES:		Depreciation of tangible property	20,819
(a) Revenues from sale of time when program is supplied by advertiser	\$ 45,505	Amortization expense on programs obtained from others (total)	571,860
(b) All other advertising revenues	1,637,094	(a) Feature film shown or expected to be shown in U.S. theaters	132,182
(c) Revenues from stations for cooperative programs	4,110	(b) All other feature film	15,230
(d) All other broadcast revenues	57,618	(c) All other programs	424,447
Total gross broadcast revenues	\$1,744,327	Records and transcriptions	3,091
II. DEDUCT:		Music-license fees	9,000
(a) Payments to stations	219,625	Other performance or program rights	70,904
(b) Commissions to advertising agencies, representatives, brokers, and others, and cash discounts	253,399	Cost of intercity and intracity program relay circuits	63,792
Total deductions	\$ 473,024	Total expense for news and public affairs ²	146,586
III. NET BROADCAST REVENUES		Broadcast income	
	\$1,271,302	Broadcast revenues	\$1,271,303
		Broadcast expenses	1,160,425
		Broadcast operating income (or loss)	110,878

Network broadcast expenses

GENERAL CATEGORIES OF EXPENSES:

Technical expenses	1
Program expenses	\$1,026,077
Selling expenses	29,196
General and administrative expenses	105,152
Total broadcast expenses	1,160,425

SELECTED EXPENSE ITEMS

Salaries, wages and bonuses of officers and employees engaged in following categories:

(a) Technical	1
(b) Program	152,920
(c) Selling	13,389
(d) General and administrative	45,748
(e) Total (all officers and employees)	212,057

¹ Because methods of treating technical and program expense differ among the networks, the two figures have been combined.

² This figure contains costs already shown above. Costs of sports programs are not included.

Broadcast financial data of three national television networks and 690 stations, 1972 (in millions of dollars)

Broadcast revenues, expenses and income	Networks	% change over previous year	15 owned-and-operated TV stations	% change over previous year	675 other TV stations ¹	% change over previous year	Total three networks and 690 stations ¹	% change over previous year
Sales to advertisers for time, programs, talent, facilities, and services.								
Network sales	\$1,682.6	13.1						
Deduct: Payments to owned-and-operated stations	34.3	(3.9)						
Deduct: Payments to other affiliated stations	185.4	(3.1)						
Retained from network sales	1,463.0	16.1	\$ 34.4 ²	(4.2)	\$ 190.1 ²	(2.0)	\$1,687.5	13.2
Nonnetwork sales								
To national and regional advertisers	—		272.7	15.4	904.7	15.0	1,177.4	15.1
To local advertisers	—		84.2	22.7	725.9	21.6	810.1	21.7
Total nonnetwork sales	—		356.9	17.0	1,630.6	17.9	1,987.5	17.7
Total sales to advertisers	1,463.0	16.1	391.3	14.8	1,820.7	15.4	3,675.0	15.6
Sales to other than advertisers	61.7	6.9	6.1	15.1	26.9	24.0	94.7	11.8
Total sales	1,524.7	15.7	397.4	14.8	1,847.6	15.5	3,769.7	15.5
Deduct: Commissions to agencies, representatives, etc.	253.4	13.1	70.3	14.5	266.6	17.1	590.3	15.0
TOTAL BROADCAST REVENUES	1,271.3	16.2	327.1	14.9	1,581.1	15.3	3,179.4	15.6
TOTAL BROADCAST EXPENSE	1,160.4	11.5	224.6	16.0	1,242.3	10.2	2,627.3	11.3
TOTAL INCOME (before federal income tax)	110.9	106.5	102.5	12.4	338.8	38.7	552.2	41.9

¹ Includes 59 satellites, 27 of which filed combined reports with their parent stations.

² Includes payments from networks other than ABC, CBS or NBC.

Note: Last digits may not add because of rounding. () Indicates decline.

Number of television stations reporting profit or loss by amount of profit or loss, 1972*

	Total		Network affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting	461	164	428	111	33	53
Number of stations reporting profits	395	72	373	61	22	11
Profitable stations as percent of total	85.7	43.9	87.1	55.0	66.7	20.8
Number of stations reporting profits of:						
\$5,000,000 or over	15	—	15	—	—	—
3,000,000-5,000,000	24	—	22	—	2	—
1,500,000-3,000,000	53	—	49	—	4	—
1,000,000-1,500,000	40	1	36	—	4	1
600,000-1,000,000	37	2	35	—	2	2
400,000- 600,000	46	4	44	4	2	—
200,000- 400,000	69	15	64	12	5	3
100,000- 200,000	50	15	48	13	2	2
50,000- 100,000	33	8	33	7	—	1
25,000- 50,000	13	10	13	10	—	—
Less than 25,000	15	17	14	15	1	2
Number of stations reporting losses	66	92	55	50	11	42
Unprofitable stations as percent of total	14.3	56.1	12.9	45.0	33.3	79.2
Number of stations reporting losses of:						
Less than \$10,000	7	3	6	3	1	—
10,000- 25,000	6	3	6	3	—	—
25,000- 50,000	8	11	8	8	—	3
50,000-100,000	11	15	9	10	2	5
100,000-200,000	14	20	13	13	1	7
200,000-400,000	13	18	8	10	5	8
400,000 and over	7	22	5	3	2	19

* Stations operating full year only excluding satellite stations. Profits are before federal income tax.

Number of UHF television stations reporting profit or loss by volume of broadcast revenues, 1972* (in thousands of dollars)

	Total number of stations reporting	Number of stations reporting profits	Number of stations reporting profits of:					Number of stations reporting losses	Number of stations reporting losses of:					
			\$300 and over	\$200 to \$300	\$100 to \$200	\$50 to \$100	Less than \$50		Less than \$50	\$50 to \$100	\$100 to \$200	\$200 to \$400	\$400 and over	
Revenues of:														
Over \$2,000	20	11	7	1			3	9	1					8
\$1,000-\$2,000	56	37	6	8	12	5	6	19	3	2	3	4	7	7
\$800-\$1,000	10	6			2	1	3	4			2		2	2
\$600-\$800	16	5				1	4	11	2	4	2	2	1	1
\$400-\$600	24	8					7	16	4	1	4	5	2	2
\$200-\$400	21	4			1		3	17	2	4	6	3	2	2
\$100-\$200	7							7	2		1	4		
Less than \$100	10	1					1	9	3	4	2			
Totals	164	72	13	9	15	8	27	92	17	15	20	18	22	

* Stations operating full year only, excluding satellite stations. Profits are before federal income tax.

Number of VHF television stations reporting profit or loss, by volume of broadcast revenues, 1972* (in thousands of dollars)

	Total number of stations reporting	Number of stations reporting profits	Number of stations reporting profits of:										Number of stations reporting losses	Number of stations reporting losses of:					
			\$5,000 and over	\$3,000 to \$5,000	\$1,500 to \$3,000	\$1,000 to \$1,500	\$600 to \$1,000	\$400 to \$600	\$200 to \$400	\$100 to \$200	\$50 to \$100	Less than \$50		Less than \$50	\$50 to \$100	\$100 to \$200	\$200 to \$400	\$400 and over	
Revenues of:																			
Over \$10,000	34	33	15	12	4		1					1	1						1
\$8,000-\$10,000	17	15		9	5	1								2		2			
\$6,000-\$8,000	28	28		2	19	4	1	2											
\$4,000-\$6,000	49	48	1	21	18	5	3											1	
\$3,000-\$4,000	37	36		4	12	9	5	5	1										
\$2,000-\$3,000	55	50			5	15	16	8	4	1	1	5	1					1	1
\$1,500-\$2,000	56	50				5	17	17	7	3	1	6	2	2	2	1	1	1	1
\$1,000-\$1,500	78	68					1	6	30	18	5	8	10	3	4	1	2	2	2
\$800-\$1,000	33	26						4	12	8	2	7						1	5
\$600-\$800	23	17							2	5	9	1	6	5	1				1
\$400-\$600	25	14							2	6	5	11	3	2	2	3	1		
\$200-\$400	16	6							1	1	4	10	5	3	2				
\$100-\$200	6	2									2	4	1	3					
Less than \$100	4	2									2	2	1		1			1	
Totals	461	395	15	24	53	40	37	46	69	50	33	28	66	21	11	14	13	7	

* Stations operating full year only, excluding satellites. Profits are before federal income tax.

Broadcast Advertising

Ontario government eyes ban on commercials from outside agencies

Action may follow report proposing "Canadianization" of advertising limitation on commercial importation

A committee of the Legislative Assembly of the province of Ontario is considering a ban on the production of commercials by "foreign-controlled" agencies.

The Select Committee on Economic and Cultural Nationalism, under the chairmanship of Russell D. Rowe, is reviewing a report, "Foreign Ownership in the Advertising Industry" (filed June 30), which presents a favorable case for just such a ban. According to the report, prepared by the management consultant firm of Kates Peat, Marwick & Co., Toronto, Canadian film production houses and processing labs, talent and agencies stand to recover anywhere from \$3.6 million to \$9 million in TV commercial production. The report concedes that "the immediate effect of import restrictions might be the production of 'carbon copy' advertisements by Canadian production crews . . . But even in this situation, new wrinkles (and possibly a more 'Canadian' touch) might be added during the redoing of the commercial. In addition, if the original production was

expensive, changes in the Canadian production might be incorporated to economize in production costs."

But money is not the only factor to be considered. Forsaking more subtle diplomacy, the report says "the importation of creative materials represents in some respects a cultural (particularly American) intrusion which may not be viewed as desirable by some people. Restricting further the importation of the material, notably of TV commercials [emphasis theirs], may erect a barrier between Canada and the United States. For example, to the extent that Canadian-produced commercials would be different, Canadians would cease to have the same 'commercial consciousness' as Americans."

The report also suggests "Canadianization" of foreign-controlled advertising agencies through increased Canadian ownership. Though it avoids advocating any one particular option, the report discusses 20, 51-plus and 80-percent-plus ownership possibilities. The results would be twofold, the report says: "First, the employees would be in a situation more equal to that of Canadian-controlled agency employees" (i.e. they would depend on the success of the Canadian rather than the world-wide agency). Second, the agency might become more 'Canadian' by having more formerly unobtainable Canadian accounts, as well as having a generally more Canadian outlook."

Toronto-based subsidiaries of major American advertising agencies which

could conceivably be affected by the commercial ban include McCann-Erickson; Norman, Craig & Kummel; J. Walter Thompson; Ted Bates; Young & Rubicam; Leo Burnett; Foote, Cone & Belding; D'Arcy, MacManus & Masius; Grey Advertising; Doyle Dane Bernbach; Needham, Harper & Steers, and Kenyon & Eckhardt.

Las Vegas TV fined for 315 violation

The FCC has notified KLAS-TV Las Vegas that it faces a \$1,000 fine for failing to provide equal opportunity to purchase time during a 1972 Nevada congressional primary to former Congressman Walter S. Baring (D-Nev.).

The commission's action was based on a complaint by James P. Rosner on behalf of Volunteers for Congressman Baring, the since-defeated congressman's campaign organization. Mr. Rosner alleged that KLAS-TV had not made available to Mr. Baring as much time as it had to James Bilbray, one of Mr. Baring's two opponents in the fall 1972 Democratic primary for Nevada's at-large congressional seat. Mr. Bilbray defeated Mr. Baring in the primary and was himself defeated last November by Republican David Towell.

KLAS-TV had told the commission that it had been unable to furnish Mr. Baring with as much time as it had made avail-

able to Mr. Bilbray over the entire period of the primary campaign. It noted that Mr. Rosner's request for equal opportunity had not been made until Aug. 29, 1972—one week prior to the election—and that Mr. Baring had been permitted to purchase more appearances than his opponent subsequent to the request. Scheduling problems, however, precluded KLAS-TV's giving Mr. Baring enough time after the request to balance out the total number of appearances by the two candidates, the station said. In all, Mr. Baring made eight prime-time appearances on the station; Mr. Bilbray made 10.

But the commission found KLAS-TV's response "not satisfactory." It noted that Section 315 of the Communications Act, the equal-time statute, states that upon the receipt of an equal-opportunity request, stations must make time available to the requestee comparable to that given his opponent during a seven-day period prior to the request. This "rule of thumb," the commission said, would ordinarily give stations enough time to resolve their scheduling conflicts. The commission noted that Mr. Rosner's request was made a week prior to the election. If the request had been submitted at the last minute, "a different conclusion might be warranted," it stated.

Milk ads can no longer claim reducing benefits

The Federal Trade Commission has provisionally accepted a consent order prohibiting the American Dairy Association, Chicago, from advertising the value of whole milk in a weight-reducing diet unless the number of calories or grams of fat in the product are disclosed. In the agreed-to order, the association is also forbidden to claim that whole milk is "96% fat free" or misrepresent the nutritional value of any dairy product in low-calorie diets.

The complaint cites the association's 1972 radio commercial which claims that milk "can help you to be a new you. . . . And if there was a little less of you, she'd love you a whole lot more because there's a new you coming, the Grade A way." The complaint alleges the ad falsely implies that whole milk will substantially benefit persons on low-fat or calorie-restricted diets.

The agreement, which also names the association's advertising agency, Leo Burnett Co., Chicago, is for settlement purposes only and does not constitute an admission by the association or its agency that they have violated the law.

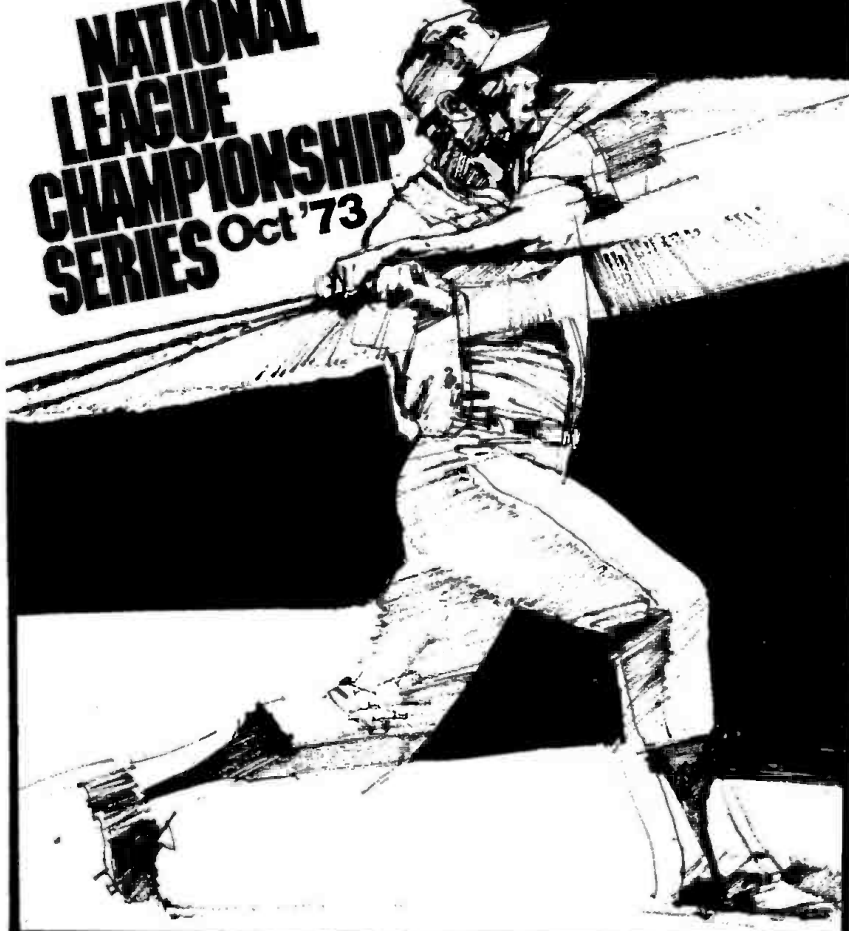
FTC's own counterads

The Federal Trade Commission will offer radio and TV public-service announcements as part of its nationwide consumer-education campaign to alert potential students to deceptive advertising practices of some private vocational schools.

In the radio spots, actor Raymond Burr and entertainer Della Rees warn students not to be fooled about how easy

Available now! Exclusive national radio coverage of baseball's crucial playoffs!

**NATIONAL
LEAGUE
CHAMPIONSHIP
SERIES Oct '73**



Radio stations: join our exclusive network!

Will it be Dodgers vs. Cardinals? Reds vs. Pirates? Giants vs. Cubs? All the drama is available, live, to your station.*

- **Division playoffs, if necessary, week of Oct. 1**
- **Championship Series starts weekend of Oct. 6-7**
Best-of-five series. Oct. 6-7, tentative 4:00 pm EDT
- **Local rights — as little as \$25 per game**
- **Lines — low cost in cooperation with MBS**
- **Local spots — 13 minutes per game to sell**

*not available in local network areas of opposing teams

Ask now for exclusive local rights!



RWC

Robert Wold Company

11661 San Vicente Boulevard,
Los Angeles, California 90049 • (213) 820-2668

Network advertisers: low-cost spots available



Only in Puerto Rico. Since last Monday (Aug. 20), Puerto Rican TV audiences have been able to see something their mainland counterparts cannot: commercials for contraceptive devices. For six weeks, 30-second spots from the Ortho pharmaceuticals company will be broadcast 10 times a week in daytime, early and late-night fringe. Using a Puerto Rican spokeswoman, the commercial describes an assortment of contraceptive products and booklets giving the advantages and disadvantages of various birth-control methods. She suggests that viewers visit the Ortho family-planning centers in drug stores and "Take time to examine and compare them and, after consulting your physician, choose the product that seems suitable for you." A spokesman for Ortho said it was ironic that the commercial could run in heavily Catholic Puerto Rico and be banned in mainland U.S. The National Association of Broadcasters' code prohibits the broadcast of commercials for contraceptive devices.

it is to get a good job with vocational training and urge consultation with potential employers and other counselors before signing on the dotted line.

TV spots, distributed to some 570 stations; ask students to write to the FTC for its vocational-schools consumer-education kit. Consumer-education director A. Herbert Rensing said the campaign was initiated because "some private vocational schools are using false and deceptive practices to lure students into schools, where the education they receive is of little or no value for getting a good job."

Chinchillas cost five more

Five TV stations face FCC fines ranging from \$3,000 to \$8,000 for logging violations in connection with program-length commercials. WMUR-TV Manchester, N.H. (\$6,000), WRBT-TV Charlotte, N.C. (\$4,000), KMTG-TV Springfield, Mo. (\$3,000), WXON-TV Allen Park, Mich. (\$3,000) and WMTW-TV Poland Spring, Me. (\$8,000) face the fines for broadcasting programs on chinchilla ranching sponsored by various chinchilla wholesalers and distributors. Another station, KCBJ-TV Columbia, Mo., was only rebuked for the same offense since the one-year statute of limitations had expired on all but one of its violations.

The action brings to eight the number of licensees facing fines for program-length chinchilla commercials which were

not logged as such. WCUI-TV Chicago and WRBT-TV Baton Rouge had previously been notified by the FCC of such liability.

3M in radio drive

The 3M Co., St. Paul, Minn., is conducting its first corporate advertising campaign on radio with locally produced, community-oriented programs in 34 markets.

The project was developed by Blair Radio, whose client stations are producing and carrying the programs of from one to two minutes in length. 3M receives only an institutional mention as each station explores for a week an issue critical in its community, e.g., crime, venereal disease, alcoholism, schools.

The four-week campaign will run through September on alternate weeks. Agency for 3M is BBDO, Minneapolis.

Business Briefs

New to network TV. In its first corporate buy on network television, Owens-Illinois Inc., Toledo, Ohio, has signed for half-sponsorship of U.S. Men's Amateur Golf Championship match to be telecast on ABC-TV Sept. 2 (5-6:30 p.m. NYT). Through Howard Swink Advertising, Marion, Ohio, Owens-Illinois has prepared commercials that will stress role company plays in American industry and will introduce its major product

lines (Libby glassware and Libby paper and plastic cups and plates).

New to TV. Jocar Inc., New York, has named A. Eicoff & Co., Chicago agency, to introduce its "Skin-sees" and "Nail-ees," cosmetic fashion accessories, via television within next two months. "Skin-sees" are tatoos in shape of flowers, bows, and other designs for application to body while "Nail-ees" are ladybug, butterfly, heart, and star-patterned minidecals for fingernails and toenails.

Up radio's alley. National Bowling Council, Washington, plans seven-week campaign on ABC's American Entertainment Radio Network to promote bowling among adults. Campaign, placed through S. A. Levynne Co., Baltimore, will run from Sept. 19 through Nov. 2 in morning and evening drive-time news broadcasts, Wednesday through Saturday.

Rep appointments ■ WQXI-TV Atlanta: MMT Sales, New York. ■ WFNL(AM) North Augusta, S.C.: Savalli/Gates Inc., Atlanta. ■ WROC-AM-FM Rochester, N.Y.: Buckley Radio Sales. KJSJ(FM) San Jose and KNDE(AM) Sacramento, both California: Grant Webb & Co., Los Angeles.

New name. The Shaller-Rubin Co., New York-based advertising agency, becomes Shaller Rubín Associates Sept. 1. Name change reflects end of dual proprietorship and inclusion of new stockholders and company directors. Agency bills about \$15.5 million.

A Hanes opinion. Beginning next Sept. 3, women will be told that "Gentlemen prefer Hanes." Proclamation will come in 30-second commercials for Hanes pantyhose prepared by Dancer-Fitzgerald-Sample, New York. Spots begin running on daytime game shows and serials on all three networks and add prime-time exposure on CBS-TV and ABC-TV Sept. 10. Schedule will end Dec. 3 and resume in January. In addition to pushing Hanes' Everyday and Ultra Sheer lines of pantyhose, commercials will advocate that women get out of pants and into leg-showing dresses and skirts.

Black consumer expertise. Kelyin Wall, formerly vice president of market development with Coca-Cola, and Caroline Jones, senior copywriter with Kenyon & Eckhart, have formed Black Creative Group Co. and will work with advertising agencies on project basis to develop creative strategies and product positioning for black consumer market. Address: 110 East 37th Street, New York 10016. Phone: (212) 679-2415.

Meat firm switches. Peter Eckrich & Sons, Fort Wayne, Ind., has appointed Needham, Harper & Steers, Chicago, to handle its advertising. Eckrich is major brand of processed meat products marketed in Midwest. It has used spot radio and TV advertising in past. Former agency was Bonsib, Centlivre Knight & Ferguson, Fort Wayne.

BZZZZZZZ. McCulloch Corp., Los Angeles tool maker, plans to spend \$1.5 million on network TV in 1973-74 sea-

son to advertise its chain saws, same amount it spent in 1972-73. Agency is Grader & Wetmore, Los Angeles.

Here today. Blair Television and Blair Radio moved St. Louis spot-sales operation to new offices. New address is Equitable building, 10 Broadway, St. Louis 63102.

Timex into barter. Timex has purchased six Wolper TV specials for barter sales

for new 1973-74 season. Specials, which had network runs last year, include three "Appointment with Destiny" programs and three George Plimpton specials. Sales are being handled by Wolper Television Sales, Los Angeles.

Biting into TV. Ward Candy, division of Ward-Johnston Inc., will begin network television exposures of its Bit-O-Chocolate candy bars next month. Candy bar reached national distribution in June.

Media

Westen trying to start movement against Quello

Activist lawyer circulates letter sent to Pastore to denounce nomination of former broadcaster

Capitol Hill is quiet this month with Congress in recess. That part of Washington concerned with communications matters is also quiet, with lawyers and much of the FCC on vacation. But Tracy Westen, director of the Stern Community Law Firm, lived things up last week by firing what he hopes will be the first shot in a movement to block Senate confirmation of President Nixon's expected nomination of James Quello to the FCC.

Mr. Westen wrote Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who will preside at the Senate hearing on the nomination of the retired vice president and manager of WJR-AM-FM Detroit, urging him to oppose it as "a slap in the face of all the individuals and public-interest organizations that have worked so hard for broadcast reform over the past few years."

It was not only Mr. Quello's background as a broadcaster that disturbed Mr. Westen, who has represented a number of public-interest groups before the commission, but the fact that Mr. Quello would succeed Nicholas Johnson, "the only recent member of the commission to consistently speak out for the public's interest." Replacing Mr. Johnson (whom Mr. Westen once served as legal assistant) "with a 28-year career broadcaster, an employe of Capital Cities Broadcasting and an adviser to Storer Broadcasting, appears calculated to eliminate the last vestige of public-interest representation from the commission," Mr. Westen wrote. (Mr. Quello is no longer associated with Capacities or Storer.)

Besides opposing the nomination, Mr. Westen urged Senator Pastore to seek out and hear in open session testimony of public-interest groups wishing to oppose the Quello nomination, "to explore the extent of Mr. Quello's pro-broadcast industry bias" by putting to him specific questions suggested in the letter: "Would you vote to deny the license renewal of any station that discriminated against minorities or women in employment?" "Do you believe that newspapers should be required to divest themselves of broadcast properties in highly concentrated markets?" "Would you support pay-cable television as an additional source of programming?" among them). Mr. Westen also proposed that a representative of the public-interest groups be allowed to question Mr. Quello directly.

Senator Pastore could not be reached for immediate comment on the letter. But a subcommittee aide noted that committees conducting confirmation hearings normally permit those who wish to testify

Record Spending. Advertisers spent \$120.3 million in network television in July for a 6.9% increase over July 1972, the Television Advertising Bureau reported last week on the basis of estimates compiled by Broadcast Advertisers Reports. The dollar figure was a record for July but the 6.9% gain was the smallest of the year, TVB reported. The year's largest gain, 18.2%, was recorded in March. For the seven-month period, January through July, expenditures were up 13.6%. Coverage of Senate Watergate hearings, totaling 16 July days and rotated among the networks, was blamed for a net decline of 282,800, or 1%, in Monday-Friday daytime billings for the month. Weekend daytime was down 14.7%, with the decline attributed at least partly to one less weekend day in July this year. For the year to date, gains were shown for both Monday-Friday daytime (up 11.2%) and weekend daytime (up 1.7%).

Network television time and program billing estimates By day parts and by network (add 000)

	July			January-July		
	1972	1973	% Chg.	1972	1973	% Chg.
Daytime	\$ 37,625.0	\$ 35,852.4	- 4.7	\$320,712.5	\$ 346,723.9	+ 8.1
Mon.-Fri.	27,515.6	27,232.8	- 1.0	216,072.8	240,312.1	+11.2
Sat.-Sun.	10,109.4	8,619.6	+14.7	104,639.7	106,411.8	+ 1.7
Nighttime	74,890.4	84,412.5	+12.7	646,949.9	752,136.8	+16.3
Total	\$112,515.4	\$120,264.9	+ 6.9	\$967,662.4	\$1,098,860.7	+13.6

	ABC	CBS	NBC	TOTAL
January	\$ 52,617.2	\$ 57,918.5	\$ 62,578.2	\$ 173,113.9
February	52,915.7	56,089.3	53,684.9	162,689.9
March	55,028.2	64,284.5	62,887.0	182,199.7
April	50,830.8	59,482.6	59,412.8	169,726.2
*May	47,487.8	56,430.7	50,807.1	154,725.6
June	42,529.5	47,740.4	45,864.0	136,140.5
July	36,471.5	41,929.4	41,864.0	120,264.9
Year-to-date	\$337,880.7	\$383,875.4	\$377,104.6	\$1,098,860.7

*Revised

BAR reports television-network sales as of July 29

CBS \$381,336,800 (35.0%), NBC \$374,405,400 (34.3%), ABC \$335,396,700 (30.7%)

Day parts	Total minutes week ended July 29	Total dollars week ended July 29	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday					
Sign-on-10 a.m.	67	\$ 431,000	2,159	\$ 14,005,900	\$ 13,610,600
Monday-Friday					
10 a.m.-6 p.m.	743	5,133,800	27,558	223,957,000	207,847,600
Saturday-Sunday					
Sign-on-6 p.m.	240	1,877,900	8,310	106,411,800	106,657,200
Monday-Saturday					
6 p.m.-7:30 p.m.	96	1,397,200	2,842	55,983,500	52,437,800
Sunday					
6 p.m.-7:30 p.m.	10	122,000	414	9,461,000	8,822,800
Monday-Sunday					
7:30 p.m.-11 p.m.	391	15,734,900	11,788	610,196,100	542,955,100
Monday-Sunday					
11 p.m.-Sign-off	169	2,781,100	4,792	71,123,500	57,151,100
Total	1,716	\$27,477,900	57,863	\$1,091,138,900	\$989,482,200

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

to do so and frequently accept suggested questions. But he noted that permitting a representative of any group to join senators in questioning witnesses would be highly unusual.

Mr. Westen sent copies of his letter not only to all members of the parent Senate Commerce Committee but to 13 citizen groups and public-interest law firms. Mr. Westen, who said he will follow up with telephone calls to the groups and law firms, expressed the hope that all will send similar letters to Senator Pastore.

A check of a number of the groups Mr. Westen contacted indicated that although there was some unhappiness over the expected nomination of Mr. Quello to succeed Commissioner Johnson, there were no concrete plans to take action. Mr. Westen was hoping his letter could generate action. One member of the public interest movement thought that as many as "40 or 50 letters requesting permission to testify" might be sent to the committee by action group members—but he did not expect "a big effort to block the nomination," in terms of citizens contacting their individual state senators.

Whether a movement of any significance can be mounted probably will not become evident until after Congress returns, on Sept. 5. Senate staffers who were still in Washington last week indicated that the Quello nomination—which is not expected to be sent to the Senate until after the recess—was not something that was occupying their thoughts or the thoughts of the senators they serve.

One citizen group that could play a special role in the Quello case is the Interfaith Center for Racial Justice, which is based in Detroit, the prospective nominee's home area. The center, which has opposed, thus far without success, the licenses renewals of several Detroit television stations, is checking into Mr. Quello's extensive civic background in Detroit—among other things, he served on the city's housing commission (and was its chairman four times)—and will file a report with the state's senators. Democrat Philip Hart and Republican Robert Griffin, probably this week.

A spokesman for the group, Bill Downs, said that it is "concerned" because of Mr. Quello's long association with WJR but that it did not think that association necessarily disqualified him.

Senator Griffin was among the members of the Michigan congressional delegation who urged Mr. Quello's nomination on the White House. Senator Hart's views on Mr. Quello were not sought by the White House, even though it was a non-Republican vacancy that was to be filled. As a liberal and a member of the Senate Commerce Committee, he is looked to by those who want to block the Quello nomination as a rallying point for the opposition. However, Senator Hart told Mr. Quello several months ago that he would not oppose him if he obtained the nomination. And, an aide to Senator Hart said last week, nothing has happened since "to assume the senator will change his mind."

One Senate source said that a potential

problem facing Mr. Quello is that he is not a registered Democrat—voters do not register according to parties in Michigan. He says Mr. Quello votes more often in Democratic than in Republican primaries (BROADCASTING, July 30). However, the Senate source said Democratic senators might take the position that the FCC seat should go to a registered Democrat.

VOA rejects charge

The Voice of America was attacked last week by a Soviet commentator who charged that the VOA solicits listener names and addresses for intelligence-gathering purposes.

The commentator, Yura A. Zhukov, in a Moscow telecast warned Russians to disregard Voice of America requests for listener mail including names and addresses, saying: "Such addresses are invaluable for the activities of appropriate special services."

A Voice of America spokesman said that VOA stations do offer to mail photographs of performers, sports figures, astronauts and other celebrities to listeners, but "no addresses in any event are used for any other purpose or made available to any other organizations."

The Soviet commentator's remarks followed a speech by Communist party leader Leonid I. Brezhnev who called for a stepped-up effort in stemming propaganda infiltration from abroad.

Initial decision proposes renewal for Alabama ETV's

State licensee for eight stations was not up to par, but has shown good-faith efforts, judge concludes

An FCC administrative law judge has concluded that the Alabama Educational Television Commission fell short of its responsibilities in seeing to it that the state's noncommercial stations served the needs of Alabama's blacks. But Judge Chester F. Naumowicz, in an initial decision issued last week, ascribed the failure to a "praiseworthy desire to present programming of value to everyone" and to the administrative structure involved in programming the noncommercial stations, not to "malice."

Accordingly, Judge Naumowicz recommended that the commission grant the AETC's application for renewal of licenses of eight noncommercial stations—WAIQ(TV) Montgomery, WBIQ(TV) Birmingham, WCQ(TV) Mt. Chesha State Park, WDIQ(TV) Dozier, WEIQ(TV) Mobile, WFIQ(TV) Florence, WGIQ(TV) Louisville, and WHIQ(TV) Huntsville—and a license to cover a construction permit for WIIQ(TV) Demopolis.

The commission on Feb. 11, 1972, rescinded a grant of AETC's renewal applications, which had been issued in June 1970, and designated them for hearing on issues to determine whether AETC had followed a racially discriminatory

policy in its over-all programming, and whether it had complied with commission rules barring discrimination in employment. The action was in response to a petition filed by several present and former residents of the state.

Judge Naumowicz concluded that during the last license period AETC presented "a paucity of programs designed to appeal specifically" to the state's large black population. But he also said there is no evidence that AETC deliberately set out to block the presentation of programs of special interest to Negroes. "The AETC simply failed to single out the black population of Alabama for special treatment," he said.

He also noted that responsibility for program production and acquisition is vested in program centers distributed throughout the state. The AETC, he added, had no reason to believe the centers were programming in a discriminatory fashion.

Judge Naumowicz, in addition, upheld AETC's right to reject programs it considered "tasteless". A major complaint of the petitioners was that AETC turned down programs designed for blacks, including segments from *Black Journal* and *Soul!* But Judge Naumowicz said what was involved "was not the suppression of ideas, but the refusal of the AETC to associate itself with crudities."

Whatever AETC's past failures, Judge Naumowicz said the record indicates AETC is quick "to remedy shortcomings when it becomes aware of them." He noted that in the last license period AETC made no independent effort to ascertain the needs of the state's residents. It relied on its production centers to produce programming that was responsive to needs. The result was little programming designed to meet the needs of blacks. But steps have now been taken by AETC to ascertain and meet those special needs, Judge Naumowicz said.

He also concluded that the AETC has complied with commission rules requiring licensees to make reasonable and good-faith efforts to employ minority-group members. He said that while AETC had employed no more than one black in the years between 1967 and 1969, it now employs seven—most in responsible positions—at its headquarters and at the Montgomery production center that it controls directly. He also said that AETC is making active efforts to recruit black employees.

NAB's pay-TV ads: one hurrah, two hisses

INTV backs campaign as preserving public's right to programming; NCTA's Foster, Teleglobe licensee object to conduct of campaign

The Association of Independent Television Stations (INTV) voted its support last week for National Association of Broadcasters' campaign to let the public know what pay TV can do to free TV.

The INTV board said independent-station audiences are particularly vulnerable because of the importance of sports

—seen as a prime target of pay-TV operators—in the programing of many independents.

Roger D. Rice of KTVU(TV) Oakland-San Francisco, INTV chairman, said: "It is clear that major programing will move over to the pay system at that point where the box-office potential begins to exceed the available advertising revenue. What must never be lost sight of is that it is only necessary for a portion of the audience to be willing to pay, for the change-over to occur. This represents the disenfranchisement of a large segment—perhaps the majority—of the public. It represents discrimination against the poor, the elderly and disadvantaged."

The choice, Mr. Rice said, "is between an entertainment service directed by market pressures to satisfy the interests of a minority audience able to pay, and an entertainment-information service designed for all segments of the public and rise of a pay-TV system is a decline in the entertainment capability of the free advertiser-supported system, with a consequent weakening of its ability to sustain a broad and vigorous public-affairs and information service."

However, the NAB's campaign has drawn fire from the National Cable Television Association and a licensee of an over-the-air pay-TV system.

NCTA President David Foster, commenting in the *NCTA Bulletin*, the organization's newsletter, on the full-page antipay-TV ad NAB ran Aug. 1 in *The Washington Post* and *Washington Star-News* (BROADCASTING, Aug. 6), charged that "NAB has chosen to sway public opinion with Madison Avenue admanship rather than prompt willingness to debate the issues openly."

He said it was "regrettable" that the broadcast industry . . . finds it too great a risk to let the public decide this issue on the basis of a fair and factual presentation of competing viewpoints."

Mr. Foster had issued the debate challenge in an Aug. 3 letter to Willard Walbridge, chairman of NAB's special committee on pay TV. Mr. Walbridge replied that the committee would consider the offer at its next meeting, to be held Sept. 5 (BROADCASTING, Aug. 6).

NAB's ad, the opening shot in a full-scale campaign against the siphoning of programing from free television to pay TV or pay-cable, contended that "pay-TV operators are now planning to buy the exclusive rights" to sports, movies and entertainment programs "and convert your TV set to a box office for themselves." The FCC, it went on to say "is considering rule changes that would allow this to happen."

Robert S. Block, president of Telease Inc., Milwaukee, national licensee of the Teleglobe over-the-air pay-TV system, denounced the ads as "false, misleading and deceptive." In a letter to NAB President Vincent Wasilewski, Mr. Block demanded that NAB print a full-page retraction correcting "the erroneous information" in the ad.

The FCC has clearly authorized pay TV, he said, and "has established rules to protect the interest of commercial tele-

vision" while allowing the public the choice of viewing programs not shown on commercial television. Not only do the commission's rules prohibit pay TV from charging the public for what it now receives free, Mr. Block pointed out, but "the public is not likely to pay for it and, therefore, the realities of the marketplace will not permit such practices."

Gannett moves back into broadcasting

Gannett Co., Rochester, N.Y., which owns the nation's largest chain of daily newspapers, is suddenly on the verge of becoming a multiple-broadcast station owner as well. Its broadcast expansion, however, has been within the confines of a program of print acquisitions.

Gannett, which is presently the licensee of WHEC-TV Rochester, N.Y., last week announced that it has agreed to purchase three daily newspapers and their broadcast affiliates, which include a nearly one-half interest in a Springfield, Mo., VHF and three radio stations. Total price of the transactions, which would be affected through stock exchanges, is \$33.4 million.

The announcement came two months after it was disclosed that Gannett would purchase WBRJ(AM) Marietta and WMWM(AM) Wilmington, both Ohio, as part of a transaction which would bring it the commonly owned *Marietta Times*

("Changing Hands," June 18). The broadcast portion of that deal is subject to FCC approval, as is that aspect of the latest transactions.

The latest purchases represent two separate agreements. In one, Gannett would acquire, for some \$30 million in stock, the media interests of Springfield Newspapers Inc., which include the *Springfield News and Leader*, the *Sunday News & Leader*, 49.7% of KTVU(TV) Springfield, and 100% of KGBX(AM) Springfield and KHMO(AM) Hannibal, Mo. Gannett's counsel was unsure last week as to how the FCC's rule prohibiting common acquisitions of co-located VHF and radio facilities would affect the transaction. "Obviously," he said, "the company will do whatever the commission tells them to do," adding that a spin off of either the television or radio interests would probably be necessary. The remaining interests in KTVU are controlled by Grand Prairie Investment Co. (50%) and others.

In the second transaction, Gannett would acquire, for \$3.4 million, the *Muskogee* (Okla.) *Phoenix & Times Democrat*, which publishes morning and Sunday editions, as well as KBIX(AM) Muskogee. Both are owned by the Oklahoma Press Publishing Co.

The latest print acquisitions would bring Gannett's newspaper roster to 57.

Gannett once owned several other broadcast properties, including WHEC-AM-FM Rochester and WINR-AM-FM Birmingham, both New York; WDAN-AM-FM

Here's a book that will delight any media buyer because of its basic simplicity. WISN (Milwaukee's Radio-active station that was such a hit in last Fall's issue) plays the hero's role. We don't want to give the whole plot away, but here's a sample: WISN is number one in target adults, 25 - 49, Monday through Friday in the metro survey area. This two-volume classic is recommended for anyone who has to deliver adults in a big way.

WISN
radioactive
50,000 watts

BOOK REVIEW
MILWAUKEE'S
SPRING
ARB



John Hinkle
Vice President
General Manager

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Danville and WREX-TV Rockford, both Illinois, and WEZY-AM-FM Cocoa, Fla. All have been sold.

KYTV(TV) (ch. 3), an NBC affiliate, operates with 100 kw visual, 20 kw aural and an antenna 2,040 feet above average terrain. KGBX is full time on 1260 khz with 5 kw, directional at night. KHMO operates full time on 1070 khz with 5 kw day and 1 kw night. KPIX is also full time, on 1490 khz with 1 kw day and 250 w night.

Compromise offered on occasional-use rates for AT&T networking

FCC's Strassburg comes up with plan for two-year experiment, including option for daily, 10-hour service

AT&T accountants and market analysts were back at work last week, attempting to estimate the impact of various suggestions for reducing the proposed increases it has in mind for occasional users of its television program-transmission service.

The principal suggestion, offered by FCC Common Carrier Bureau Chief Bernard Strassburg, calls for lowering AT&T's proposed charge of \$1 per hour per mile (up from the present rate of 55 cents) to 65 cents for one year of a two-year experimental period and to 75 cents for the second year. In addition, occasional users who elected to do so could get 10 hours of service each day at a cost of \$40 per mile each month, with sharing by customers permitted.

The proposal was offered last week at a meeting of representatives of customers of the telephone company's monthly contract service—the networks—and of the occasional service. The meeting had been called to get the parties' reaction to a compromise proposal offered by Mr. Strassburg at a meeting on Aug. 14 (BROADCASTING, Aug. 20).

That proposal was substantially the same as the one Mr. Strassburg put forward last week. One difference was that it provided for a 75-cent-per-mile hourly rate for both years of the experimental period. In addition, Mr. Strassburg suggested last week, as part of his modified plan, that AT&T retain the option of raising the rates it is now charging networks, as a means of offsetting any losses it might incur as a result of the 65-cent and 75-cent-per-mile charges for occasional users.

The networks are now paying \$55 per month per mile for service, under a tariff that became effective July 1, down from a charge of \$82.50 for an average of 17 hours daily. AT&T says it lowered the charge in an effort to meet the competition for network program transmission service being offered by miscellaneous common carriers.

Mr. Strassburg modified his original proposal after representatives of occasional users made it clear they felt the suggested 75-cent rate—although 25% cheaper than AT&T's proposed charge—was still too high, and suggested that the

contract rate be hiked to eliminate any losses lower rates for them might cause the telephone company. The networks say they are not happy with the \$55 charge they are paying, contending it is unreasonably high; so it is evident they would protest any effort on the part of AT&T to raise that charge.

Among other proposals offered last week was one by the counsel for INTV, a trade association of independent television stations, Thomas Dowd, who suggested that AT&T employ two sets of occasional rates—one for customers using service on a regular basis; another, higher, rate for customers using the service on a nonregular or unpredictable basis. This would benefit users like UPITN, which in distributing its news programs to television stations, wants to use transmission service every day but for only a relatively small part of the day.

The purpose of the commission staff's efforts to win general acceptance by the parties of a compromise agreement is to obviate the need for resolving the knotty issues involved in the rate-making proceeding. A key question is whether and to what extent AT&T's program-transmission facilities are and should be dedicated to the two kinds of customers.

The parties will reassemble at the commission's offices on Sept. 5, to determine whether a compromise can be reached.

But time is running out. When the commission, in May, permitted AT&T to file the new, lower rates for the networks but denied that permission for the higher rates for occasional users, it said it would conclude the proceeding by Sept. 13. If it did not meet that deadline, the commission said, AT&T would be authorized to file its new occasional-user rates in effect on 60 days' notice (BROADCASTING, May 14).

WNJR in dispute with Newark over financial confidentiality

Another argument has developed over a ruling by FCC Executive Director John Torbet that confidential station financial reports (form 324) must be made available to outside interests.

Shortly after a citizen coalition challenging the license renewal of KTTV(TV) Los Angeles withdrew from litigation in which it was attempting to obtain that station's confidential files (BROADCASTING, Aug. 20), WNJR Radio Co., interim operator of WNJR(AM) Newark, N.J., filed a brief with the commission objecting to a Torbet decision that WNJR's files could be inspected by representatives of the city of Newark. Mr. Torbet had been responsible for the original ruling which opened up the dispute in Los Angeles.

The city of Newark wants access to the WNJR files in connection with its claim that the interim operator owes it \$50,000. The city noted that a provision of the FCC ruling awarding interim operating authority to WNJR Radio Co. called on the firm to reimburse the city up to \$50,000 for any losses it suffered while it was operating the station last year. The city had taken over WNJR for several months in 1972, to keep the sta-

tion from going off the air after Rollins Inc. lost its license.

WNJR Radio Co., however, feels that it doesn't owe the city anything. It told the commission that Mr. Torbet's ruling, which supported the city's claim that the WNJR files must be examined to determine the state of the interim operator's finances, was erroneous and unnecessary. The interim operator said the commission is aware from examining its confidential files that it made no profit with WNJR in the last operating year and that, therefore, it is not obligated to make any payment to the city. The city claims it lost \$85,232 in its short stint as a broadcaster.

Pressure tactics charged in S.F. sale

Principals in KSAY transfer answer community group's protest

The parties to the \$2-million sale of KSAY(AM) San Francisco told the FCC last week that a citizen group opposing the transfer used "coercive practices" in an attempt to force the proposed buyer, Pacific FM Inc., to make certain programming, employment and compensatory concessions.

The charge was made in a brief filed with the commission by Pacific FM (licensee of KIOI[FM] San Francisco) and KSAY Broadcasting Co., current licensee of KSAY. The parties claimed that the Community Coalition for Media Change, which petitioned the FCC to deny the sale several weeks ago (BROADCASTING, Aug. 8), tried, by threat of a transfer protest, to compel Pacific FM to agree to demands that the firm had previously rejected. The demands, according to the brief, include the addition of several employees, presumably members of minority groups, to the KSAY staff, and the payment by Pacific FM of \$9,000 into a "scholarship program" over a three-year period.

The parties stated that Pacific FM is "willing to meet and discuss its programming and employment with all public interest groups, but it has refused and will continue to refuse to be coerced into agreeing to demands that are violative of the law and of its responsibilities as a licensee."

The brief also denied CCMC's allegation that Pacific FM President James Gabbert engaged in ex parte communications with FCC commissioners about the proposed sale. The brief claimed "it makes no difference whether (Mr. Gabbert) did or did not" meet with FCC personnel, since the ex parte rules do not come into play merely because a petition to deny has been filed.

The brief also rejected charges that both KSAY and KIOI discriminated against minorities in employment and programming matters. It claimed that KIOI has four minority employees on a staff of 19 and that KSAY, while not employing any minorities at present, has in the past. It said the KSAY staff of nine is "small" and "stable," and that no job openings had been anticipated.

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Federated Media heads out of business

Two-year-old station group already has sold off its AM, now wants FCC to approve sale of WKJG-TV and is negotiating sale of WBNB-TV

Federated Media Inc., New York, is preparing to liquidate its assets. The company, which was organized less than two years ago, reached an agreement last week to sell its WKJG-TV (ch. 33) Fort Wayne, Ind., to group broadcaster Gross Telecasting Corp. It has already requested FCC approval to sell KNWA(FM) Fayetteville, Ark., to a new firm headed by FMI President Paul Van Hook ("Changing Hands," July 23), and is reported to be negotiating sale of its remaining broadcast property, WBNB-TV Charlotte Amalie, Virgin Islands. The WKJG-TV sale, which has been approved by both FMI and Gross Telecasting boards of directors, but is still subject to FCC approval, has a \$4 million consideration.

FMI was formed in November 1971 as a spin-off from the merger of Television Communications Corp. into Warner Communications Inc. The move to liquidate reportedly was made after several overtures to merge were nonproductive.

Ultimately, FMI officials believe, liquidation will prove to be the soundest business decision the firm could make. Presently, its 700,000 outstanding shares

carry an approximate per-share value of \$2.50 (trading was suspended last week). After the sale of the broadcast properties, FMI projected, the value of each share would be increased to \$7.75, and the company's net worth would rise to \$5.4 million.

WKJG-TV would be the third television station in the Gross Telecasting portfolio. It currently operates WJIM-TV Lansing, Mich., and WKBT-TV LaCrosse, Wis. Harold F. Gross is chairman of the firm, whose stock is traded on the American Stock Exchange.

If the WKJG-TV transaction is completed, it would mark the second television sale in the all-UHF Fort Wayne market within the past year. Several months ago, Combined Communications Corp. purchased WPTA-TV there from Sarks Tarzian Inc. for \$3,625,000.

WKJG-TV, an NBC-TV affiliate, operates with 263 kw visual, 49 kw aural and an antenna 770 feet above average terrain.

NCCB argues for stiffer stand on crossownership

Committee differs from Justice by advocating strict policy at FCC in considering waivers

The National Citizens Committee for Broadcasting has joined the Department of Justice in urging the FCC to take a hard-nosed approach to the scores of peti-

tions the commission has received for waiver of the rule requiring the break-up, by Aug. 10, 1975, of commonly owned cable-television systems and television stations in the same market.

But where Justice is attacking waiver requests case by case (BROADCASTING, May 21, et seq.), NCCB filed a 66-page pleading in which it outlines a strict policy it feels the commission should employ in weighing the petitions.

Such a policy is needed, NCCB said, if the commission is to demonstrate it shares with the courts "a commitment to utilize the traditional anticoncentration regulatory tools to maximize economic diversity and diversity of expression in the new and potentially critical medium of cable." NCCB said the commission's actions thus far in cable have been consistent with that approach.

The commission, in announcing in January it would entertain waiver requests, listed three primary criteria for waiver—(1) financial loss from divestiture, (2) impact of crossownership on local economic competition and diversity of expression and (3) the extent to which cable service has been enhanced or impaired by the system's crossownership with a co-located television station.

NCCB, which listed many of the arguments petitioners have made under those criteria and then attempted to answer them, said petitioners for the most part have not attempted to meet the criteria. They have made "either conclusional allegations not fully supported by the data requested by the commission . . . internally inconsistent arguments that confuse the various criteria . . . or completely extraneous arguments that have been considered and rejected by the commission in the past."

NCCB said that unless a petitioner has made a satisfactory showing on issues 2 and 3, "showing both a positive effect of crossownership on economic diversity of ideas within the community and a highly superior service to the community (caused by something other than the financial contribution the television station makes to the cable system's service) no waiver should be granted.

And if the showing on those issues is not "overwhelmingly compelling," NCCB added, "a strong showing of financial loss, supported by specific facts as to attempts to sell and by affidavit should be required before waiver will even be seriously considered by the commission." NCCB said most petitions for waiver have not made "overwhelmingly compelling" showings on issues 2 and 3.

It also offered a suggested "threshold standard" in connection with the criterion for weighing the impact of crossownership on local economic competition and diversity of expression—cross-relationship with other broadcast or newspaper media in the same market. Such a relationship should absolutely disqualify any petitioner for waiver of the CATV-TV crossownership rule, NCCB said.

NCCB in its lengthy pleading suggested only one argument it felt would weigh heavily in favor of a waiver, and that in a discussion of arguments that have been



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advanced under the third criterion—the extent to which cable service has been enhanced or impaired by a system's relationship to a co-located television system. A broadcast licensee who opened his television station to citizens "who wished to produce their own access tapes for the cable system and provided these services free of charge because of the co-ownership relationship" would be providing "a strong service benefit" as a result of co-ownership, NCCB said—"the only conceivable [one] we can think of."

Changing Hands

Announced

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

▪ **KYTV(TV)** (ch. 3) and **KGBX(AM)**, both Springfield, and **KHMO(AM)** Hannibal, both Missouri: Sold by Springfield Newspapers Inc. to Gannett Co. Inc. as part of print-broadcast transfer valued at \$30 million. **KBIX(AM)** Muskogee, Okla.: Sold by Oklahoma Press Publishing Co. to Gannett for approximately \$3.4 million, as part of print-media deal (see page 29).

▪ **WKJG-TV** Fort Wayne, Ind.: Sold by Federated Media Inc. to Gross Telecasting Corp. for \$4 million (see page 32).

▪ **KHOB(AM)-KLDG-FM** Hobbs, N.M.: Sold by Griffith Broadcasting Inc. to Smith Corp. for \$280,000. Griffith is owned by L. Dickson Griffith, president of resort-development company in Madison, Wis. Principal owner of Smith is Dan O'Shea Smith, formerly with **WMPX(AM)** Midland, Mich. **KHOB** is daytimer on 1390 khz with 5 kw. **KLDG-FM** is on 95.7 mhz with 36 kw and antenna 115 feet above average terrain. Broker: Sovran Associates, Dallas

Regents' plant to sell WGST may be derailed

It's all news to Governor Carter who won't okay 'at this time'

Georgia Governor Jimmy Carter has entered the controversy over that state's board of regents' intention to sell **WGST(AM)** Atlanta (BROADCASTING, Aug. 20).

Governor Carter, in response to a newsman's question last week, stated that the first he had heard of the regents' decision was from press accounts of the matter. "My legal counsel has informed me that the property could not be disposed of without my approval," Mr. Carter continued. And, he added, based on his limited present knowledge of the matter, "I certainly would not give my approval at this time."

Jody Powell, Mr. Carter's press secretary, said that "it would not be appropriate" to state presently whether the governor would ultimately disapprove the proposed sale. The board of regents has solicited bids on the sale of **WGST** from

interested parties, but no offer has as yet been accepted. Mr. Carter met with David Tisenger, a representative of the board of regents, on the matter last Wednesday (Aug. 22). But spokesman for the governor declined to discuss the outcome of that meeting. Sources close to the matter, however, now feel that **WGST**, which has been licensed to the Georgia Institute of Technology for the past 52 years, will not be sold.

The regents' decision to solicit bids reportedly was predicated on financial difficulties. However, station officials maintain that **WGST** has been a consistently profitable operation. The regents' move has been attacked in the local press and by local leaders as well.

Petitioners charge FCC dropped stitches in okaying WROR sale

Settlement pact misinterpreted, plan to change format overlooked, according to citizen groups

The two citizen groups involved in the \$2-million transfer of **WROR(FM)** Boston have asked the FCC to stay its grant of that sale, charging that the commission was negligent in interpreting both facts and intentions behind the case.

The commission earlier this month approved the transaction, which would transfer **WROR** to group broadcasters

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Cecil and Joyce Heftel from RKO General Inc. (BROADCASTING, Aug. 13). At the same time, it refused to permit an agreement between the Heftels and the Boston Community Media Committee calling for certain commitments by the former in the area of programing and minority employment. In the same action, the agency dismissed a petition to deny the sale by the Committee for Community Access.

The petition for stay filed with the commission last week, in which both BCMC and CCA joined, took exception to the dismissal of the Heftel-BCMC agreement as well as the sale approval. The brief argued that the commission "completely misinterpreted" the former. It gave several justifications for that conclusion.

Initially, the brief argued, the annual fee that the Heftels would have been obligated to pay BCMC under the agreement was not a settlement cost or an unwarranted charge for services not rendered, as the commission had implied, but rather "dues" for membership in an organization to which most Boston stations now belong. Indeed, the brief stated, RKO is currently a BCMC member in good standing, and it is therefore "patently illogical" for the commission to have disallowed WROR's continued participation in the committee. Further, the brief charged, the provisions of the agreement would not have unduly bound the Heftels in programing and employment matters, but rather would have furthered "public-interest goals." And since the agreement was an "integral" part of the Heftels' assignment application, the commission's decision to approve the application without the agreement "is contrary to sound public policy. for if members of the public cannot rely on an application standing or failing on its own terms, the process takes on sham characteristics."

The brief said the commission's rejection of CCA's challenge to the sale was equally inequitable. It maintained that the Heftels' community-needs ascertainment survey was deficient, particularly with respect to the black population, and that their program proposal for WROR "shows a substantial curtailment of public-service programing." The brief acknowledged that the CCA challenge was filed past deadline, but noted that an explanation of the tardiness was included in the challenge—a fact that the commission apparently did not consider. The brief also alleged that the commission had made two legal blunders in granting the sale. First, it said, RKO had been awarded a tax certificate, which is ordinarily not given unless the divestiture with which it is associated is necessitated by law. Since RKO's decision to sell WROR was totally voluntary (the company retains WRKO[AM] and WNAC-TV, both Boston), it should not have been granted any form of tax relief, the brief contended. Second, the brief added, the commission had apparently ignored an amendment to the Heftels' sale application stating that they intended to program a "beautiful-music" format on WROR. In granting the sale, the brief noted, the commission had stated that WROR would

maintain a popular-music format under Heftel ownership similar to its present form of programing. Since a format change is apparently planned, but was not recognized by the commission, further exploration of the matter is necessary, the brief argued.

Accord on border FM

Pacts with Mexico implemented; restriction on Tijuana programing intended to ease San Diego problem

The U.S.-Mexican FM broadcasting agreement and a separate arrangement designed to ease the concerns that San Diego broadcasters have expressed about Tijuana-based competition are now in effect.

Mexico, whose Senate ratified the agreement Jan. 5 (BROADCASTING, Jan. 8), has now notified the U.S. that the final procedural steps needed to implement the agreement and the special arrangement have been taken. The U.S. is treating the measure as an executive agreement that does not require Senate ratification.

The agreement provides for the allocation of FM commercial and noncommercial stations within 200 miles of each side of the U.S.-Mexican border. Tables of allotments and initial lists of station assignments for each country are included in the agreement. The agreement also provides for the use of low-powered (10 watts or less) FM booster and translator stations in the same border area.

The agreement's provisions dealing with commercial FM will require amendments in the FCC's table of allocations—to include additional channels, in Arizona, California, New Mexico and Texas—and to delete some, in Texas. However, none of the channels to be deleted are occupied, and no commercial station will be required to change channels.

As for noncommercial stations, the agreement's table of allotments includes educational channels (201-220) for communities in the same four border states. All existing educational stations in the four-state area are unaffected except KTAI(FM) Kingsville, Tex., a class D (10-watt) operation on channel 220, which will be required to move to channel 216A.

The separate arrangement that is the product of San Diego broadcasters' concerns says that FM stations within the jurisdiction of each government "will be assigned and operated for the basic purpose of providing an effective service to its nationals within its frontiers."

The arrangement is aimed at Mexican-owned stations in Tijuana—XHERS(FM) and XHIS(FM)—that are operated by an American, Paul Schafer, former owner of Schafer Electronics Corp. They compete with the San Diego stations by beaming American-style progressive rock into San Diego.

Copies of the texts of the new agreement and the special arrangement are available on request at the FCC's Washington headquarters, Room 350, 1919 M Street, N.W., Washington 20036.

Nixon and Agnew reverse roles in statements about the press

At long-delayed news conference President lets animosities hang out; Agnew decries leaks about his case but doesn't blame the journalists



CBS News photos

Those who had predicted a tense and angry confrontation when President Nixon finally met with reporters in his first news conference since March were proved correct last week. The only thing bright and pleasant during the 50-minute conference that was broadcast live by the radio and television networks was the San Clemente weather.

Reporters, carrying questions that had accumulated over the months of Watergate, put them to the President like harpoons. As for Mr. Nixon, the resentment and bitterness he is known to feel toward the news media seeped out through the crevices that have now developed in the self control he had maintained in public utterances about the media in his more than four years as President.

It was, observers agreed, an extraordinary affair.

There was CBS News's Dan Rather asking whether the American people couldn't consider John Ehrlichman's discussion with the Ellsberg trial judge, Matt Byrne, about the directorship of the Federal Bureau of Investigation, a "bribe."

There were other reporters asking the President whether he had thought of resigning, whether his capacity to govern had not been weakened, whether the President had not violated his oath of office in authorizing breaking and entering as part of an over-all intelligence-gathering operation, and whether his impeachment was not a proper matter for discussion in Congress.

But, as NBC's Douglas Kiker commented during the network's post-conference wrap-up, President Nixon gave as well as he got.

Mr. Rather, long regarded with disfavor by a White House that feels he operates from an anti-Nixon bias, had not finished the first sentence of what turned out to be a lengthy question about the Judge Byrne incident before the President was on him. The correspondent got as far as saying he was asking the question "with due respect for your office" when the President interrupted with the comment, "That would be unusual."

When the question was completed, the President said that the only statement in it that was accurate was a reference to Mr. Nixon as a lawyer. And at the wind-up to his own lengthy answer, denying any impropriety in connection with the discussion of the FBI post with Judge Byrne, Mr. Nixon told Mr. Rather: "In your commentary tonight you can attach anything you want to it," but he hoped the

commentator would be "fair and objective."

The President also showed his irritation at the reporters' almost total preoccupation with Watergate (the blockbuster announcement with which he launched the conferences—the resignation of Secretary of State William Rogers and the appointment of Henry Kissinger to succeed him—prompted not a single question).

He also commented acidly on the impact on his capacity to govern of the "constant barrage, 12 to 15 minutes each night, on each of the three major networks," of Watergate coverage. "It tends to raise some questions in the people's mind with regard to the President," he said. "And it may raise some questions with regard to the capacity to govern."

And at one point, he made it—as he avoids saying these days—perfectly clear that he believes many in the news media detest him and wish him only ill. Who wants to exploit Watergate to keep him from doing his job? he was asked. Well, some political figures, some members of the press, some members of the television, perhaps.

After all, he added, many in the country want him to resign and do not accept the mandate of the election of 1972. "I know that most of the members of the press corps were not enthusiastic" about his victory—nor were they in 1968.

But if the resentment showed through, so did the defiance. "If I had always followed what the press predicted, or what the polls predicted," he said, "I would have never been elected President."

One presidential answer that struck media watchers with particular sharpness was that dealing with the federal investigation of Vice President Spiro T. Agnew, for in developing his answer, the President indicated his position on news coverage of the information being leaked is 180 degrees different from that of the Vice President.

On Tuesday, in a news conference Mr. Agnew called to denounce the leaks that were appearing in the media and to ask for an investigation of them by the attorney general, the Vice President, who in the first Nixon administration had been the point of the spear used to attack the news media, stressed that he was not blaming reporters for running the stories leaked to them. "I cannot fault you for publishing information given you by informants with the Department of Justice," he said.

But President Nixon could. Noting that grand-jury proceedings are supposed to be

secret, as a means of protecting the rights of the individuals being investigated, the President said: "It's only when the case gets to court that the press and TV have a right to cover it."

The President seemed to try to back off from that statement as soon as he made it, but he did not quite. "But I mean have a right . . . it seems to me to give such broad coverage to the charges."

There was some question among reporters following the news conference whether it helped to illuminate the issues on which the President has not been questioned since March. But there seemed to be no question that it put new light on the personalities involved in the longest war Americans have been watching this side of Indochina—that between the President and the press.

Appeals court opinion seeks to revamp thinking in handling FOI cases

Guidelines offered to prod agencies into allowing more access to files

A decision by the U.S. Court of Appeals in Washington last week may persuade federal agencies it would be simpler to turn over information requested by interested citizens and reporters under the Freedom of Information Act rather than try to claim it falls within one or another of the exemptions of that act.

The court, in a unanimous opinion written by Judge Malcolm Wilkey, made it clear it was weary of agencies claiming requested information was exempt and then, in effect, placing the burden of establishing that it is not on the person seeking it and on the courts. The former lacks the knowledge of the documents being sought to determine whether they are exempt or not, Judge Wilkey said; the latter, very often the time and resources to make the necessary study.

So, Judge Wilkey laid down three guidelines designed to assure "that a party's right to information is not submerged beneath governmental obfuscation and mischaracterization, and permit the court system effectively and efficiently to evaluate the factual nature of disputed information."

Agencies must provide the court "a relatively detailed analysis in manageable segments" of reasons for refusing to divulge information.

Agencies should formulate a system

of itemizing and indexing that would correlate statements made in the government's refusal justification with the portions of the document involved.

■ In view of "the enormous document-generating capacity of government agencies," a trial court could, if it wished, appoint "a special master" to evaluate an agency's contention of exemption. The master would not serve as an advocate but would assist the adversary process by assuming much of the burden of examining documents that now falls to the trial judge.

Judge Wilkey noted that the requirements may impose a heavy burden on government agencies, then added: "Our decision may sharply stimulate what must be, in the final analysis, the simplest and most effective solution—for agencies voluntarily to disclose as much information as possible and to create internal procedures that will assure that disclosable information can be easily separated from that which is exempt."

The opinion, in which Judges Spottswood W. Robinson III and District Judge Frank A. Kaufman of Maryland joined, came in a case brought by Ralph Nader's Freedom of Information Clearinghouse, in behalf of Robert G. Vaughn, an American University law professor, against the U.S. Civil Service Commission. Mr. Vaughn was seeking evaluations, done by the commission's Bureau of Personnel Management, of federal-agency personnel programs in connection with research he was doing on the commission.

The commission declined to make the material available on the grounds that it fall within various exemptions of the Freedom of Information Act—it related to internal rules and practices of an agency, constituted interagency memoranda which would not be available by law to anyone other than an agency in litigation with the agency, and was composed of personal and medical files whose disclosure would constitute an unwarranted invasion of personal privacy.

The district court granted the government's request for summary judgment denying Mr. Vaughn's request for the information. But the case now goes back to the trial court for further proceedings in accord with the appeals court's opinion.

Begon turns up and ends up in jail

Police charge him with perpetrating, rather than being victim of crime

Jack Begon, ABC newsman in Rome who disappeared mysteriously last month (BROADCASTING, July 30), turned up last week and was almost immediately charged by Italian police with embezzlement and fabricating a crime.

The embezzlement charge apparently related to the disappearance of an estimated \$5,000 in an apparent break-in at the ABC Rome bureau about the time of Mr. Begon's disappearance July 22. The crime-fabrication charge was said to stem from Mr. Begon's assertion that he had been kidnapped by the Mafia and re-

leased only after he promised to discontinue work on a story about Mafia activities. ABC officials had said earlier, in response to published speculation, that he had not been assigned to a Mafia story.

ABC News officials in New York said last week they had talked with Mr. Begon's wife and put her in touch with an attorney but had not been permitted to talk with Mr. Begon himself. They expected to talk with him this week, however. They said they had no plan to bring charges against him, certainly not before talking with him.

Mr. Begon, 62, reportedly checked into a Rome hospital last Monday (Aug. 20), saying he wanted a thorough checkup. Rome police made their charges a short time later, after questioning him, and were said to have transferred him to jail later in the week.

Los Angeles Republicans keep an eye on fairness

Local monitoring system looks for anti-Republican bias

Los Angeles Republicans have activated a news watch of TV and radio stations to insure fairness for the party and its leader, President Nixon.

The Southern California monitoring system is staffed at present by some 20 volunteers who report evidence of alleged bias in newscasts, editorials, talk and panel shows to the Los Angeles county Republican Central Committee. The volunteers not only watch for alleged errors in news reports and commentaries, but also look for vocal inflections or other more subtle indications of bias. Reports by the monitors are screened by a subcommittee of the local GOP.

Where a pattern of bias seems to appear, management of stations will be asked to provide rebuttal time, according to Guy McCreary, county committee executive director. Refusal, Mr. McCreary indicated, would be followed by a fairness complaint to the FCC.

Rebuttal time has been sought in only one instance since the monitoring program began last month. The GOP committee asked for and received permission to reply to an "editorial" delivered by a 7-year-old boy over KJIS(AM) Los Angeles. That editorial was one of a number of expressions on current events by 7-to-12-year-olds as part of the station's activities involving youth, according to John Palmer, vice president and general manager of KJIS.

Chairman of the local Republican fair news subcommittee is Thomas Malatesta, Los Angeles stockbroker. "What we're trying to do is to identify and stop the blatantly one-sided newscaster or communicator who is anti-Nixon and who lets his bias show," Mr. Malatesta said. No effort is made to monitor the print media, he said, since newspapers and magazines are not licensed.

The local fair news group follows a similar state-wide monitoring effort undertaken last year.

Nadar moves into news

Hill bureau to start next month, concentrating on little known, but influential, congressmen

The Capitol Hill News Service, Washington, Ralph Nader-backed project, will begin operation Sept. 15 providing feature and investigative congressional coverage to radio, TV and newspaper clients.

The news service will focus on selected members of Congress, particularly the House, providing coverage with a local perspective, according to CHNS Director Peter Gruenstein. The agency will provide a combination of hard news, feature material giving a "feel for the man and the institution" and investigative reporting.

The service, designed for small and medium-sized media presently without Washington correspondents, is an outgrowth of a recently completed study by a Nader group on media coverage of Congress. That study claimed that 27% of the newspapers, 4% of the commercial television stations and less than 1% of the radio stations surveyed had their own Washington correspondents.

The news service will focus on those congressmen who the study indicated are most influential but who obtain the least Washington coverage. Selected media in their congressional districts will be offered the news service free of charge for a trial period of one or two months after which they will be asked to become paying clients.

News service stories will be mailed to subscribers, although the agency is also considering providing taped feeds to its broadcast clients, depending on response and interest shown by stations.

The news service will be funded for the first six months of its operation by Public Citizen, Ralph Nader's fund-raising organization. Beginning Sept. 1, news service will be located at 133 C Street, S.E., Washington.

Journalism Briefs

Michele Clark graduates. Thirty five men and women were graduated on Aug. 17 from Columbia University's Graduate School of Journalism 11-week program for minority group members. Twenty of group were trained in broadcast and 15 in print journalism (BROADCASTING, June 18). This year was sixth annual summer program with name formally changed to Michele Clark Fellowship Program, in honor of CBS News correspondent who was killed in airplane crash last December. She was 1970 graduate of program.

Assignment for Dickerson. Newsweek Broadcasting Service, New York, has announced that Nancy Dickerson, former correspondent for NBC and Public Broadcasting Service, will join it as weekly contributor on Oct. 1. Ms. Dickerson, who most recently has been on-air correspondent for syndicated *Inside Washington* reports, will provide NBS with

filmed and video-taped political commentary on Washington scene along with interviews of political figures. NBS provides weekly package of 12 to 15 90-second color video tapes featuring *Newsweek* magazine reporters, writers and editors discussing news topics.

Against phonies. Michigan News Broadcasters Association has adopted resolution urging East Lansing city council to take action to prevent police from posing as reporters while on undercover assignments. Recent demonstration in which police officer identified himself as *Detroit Free Press* photographer prompted MNBA's action.

FCC, for its part, rejects Buchanan complaint against CBS

In a ruling on the one particle of Watergate fall-out that has come the FCC's way, the commission staff last week held that no action is warranted in connection with a complaint about a *CBS Evening News* report, on May 8, dealing with the brother of presidential aide and speechwriter, Patrick Buchanan.

The report, broadcast by Walter Cronkite, described an alleged campaign-money "laundering" operation that involved the Bethesda, Md., accounting firm of Henry Buchanan.

Mr. Buchanan denounced the item as "maliciously defamatory" and "clearly" subject to the fairness doctrine (BROADCASTING, May 14). And after CBS, three days later, admitted the report was "erroneous" and expressed its regrets, Mr. Buchanan said the statement did not specifically enough disassociate him from the Watergate affair.

But last week the acting chief of the commission's complaints and compliance division, Arthur Ginsburg, rejected the complaint. He cited a commission ruling in a case two years ago to the effect that "mention of a specific person or group does not itself constitute a controversial issue of public importance unless that person or group is controversial." He also said that since CBS News reported its error "it cannot be said that CBS News failed to present contrasting views." And CBS News's failure to present as much detail as Mr. Buchanan would have liked "does not present a basis for commission action," Mr. Ginsburg said, adding that the commission is disinclined to substitute its judgment for the news judgment of broadcasters.

Mr. Ginsburg also turned aside Mr. Buchanan's claim that CBS was guilty of "purposeful bias and distortion." He said that the commission will not move into such a sensitive area unless it has extrinsic evidence of deliberate distortion. The fact that CBS News was the only network to carry the Buchanan item and Mr. Buchanan's view that CBS has been criticized for "liberal and antiadministration bias" does not constitute such evidence, Mr. Ginsburg said.

However, the FCC is not the main

arena for the fight CBS began with what it admits was an erroneous report, Mr. Buchanan is suing the network, Walter Cronkite, and CBS's Washington affiliate, WTOP-TV, for \$12 million, charging libel, slander and invasion of privacy (BROADCASTING, June 11).

ABC newsman's office is burgled; 'sensitive' material is stolen

ABC's Bill Gill becomes another in a series of mysterious entries into broadcast journalists' offices

ABC correspondent Bill Gill and his associates at the network's Washington news bureau are attempting to fathom the meaning of a break-in at his office, in which material belonging to Mr. Gill was stolen.

The burglary, which occurred sometime between the evening of Aug. 8 and the morning of Aug. 10, could have been routine. The items missing from the third-floor office Mr. Gill shares with White House correspondent Tom Jarriel include two tape recorders, five audio-tape cassettes, a small portable radio and an unopened bottle of bourbon.

Or it might have been something else. Two of the tapes contained what Mr. Gill says is "politically sensitive" material on a Watergate-related investigation he is conducting. One contains inter-

views with sources; the other, Mr. Gill's summary of other interviews and of additional information from other sources. And another item missing was a folder of notes he also considers sensitive.

Furthermore, nothing was taken from Mr. Jarriel's desk or from any of the other offices on the floor, some of which contained "more attractive" items than his office, Mr. Gill said.

All of the items stolen except the liquor had been left on top of his desk, Mr. Gill said. The bourbon had been in a locked desk drawer.

Mr. Gill has been doing stories on alleged laundering of Nixon campaign funds through gambling casinos in the Bahamas and in Las Vegas. He has also done stories on the subpoenaing of records from the Key Biscayne, Fla., bank of Mr. Nixon's friend, Bebe Rebozo.

The Washington police and the network's own security offices have checked into the break-in, but have not yet reported any progress. John Lynch, the news bureau manager, said, "We're trying not to be melodramatic about it. But at the same time, it's strange."

The incident calls to mind several others like it involving newsmen. First, CBS Newsman Dan Rather recalled a burglary at his home last year in which nothing was taken but in which his files were rifled. Then, last month CBS News's Marvin Kalb reported that his office at the State Department appeared to have been broken into twice over a period of two weeks (BROADCASTING, Aug. 6).



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Lee cites need now to start shaping ground rules for direct satellites

FCC commissioner also critical of U.S. stance at UN last fall, NASA decision to halt research

Direct-broadcast satellites may be coming faster than expected, and the U.S. should waste no time preparing a regulatory framework for them. The problem is both domestic and international.

FCC Commissioner Robert E. Lee, who has been a delegate to international conferences on satellite allocations, delivered that message in two appearances last week, before the International Brotherhood of Electrical Workers in Washington and before the West Virginia Broadcasters fall meeting at White Sulphur Springs, W. Va.

And in the process, he criticized the U.S. action in opposing, in the United Nations General Assembly last fall, a proposal that the UN's Committee on the Peaceful Uses of Outer Space be asked to devise a set of principles to govern the control of unwanted broadcasts. The proposal carried by a vote of 102-to-1 (BROADCASTING, Nov. 13, 1972).

He also was critical of the decision of the National Aeronautics and Space Administration to halt further research and development in connection with direct-broadcast satellites. This decision could be disastrous, he said, "placing the United States at the tail-end of direct-broadcast satellite development."

Commissioner Lee noted that direct-broadcast satellite operations, once not expected to be a reality until the 1980's, will come into being next year, when the NASA research satellite ATS-F begins operating, beaming signals to a community receiver. West Germany will begin direct-to-community satellite broadcasting in 1979, he said, and four other nations—Brazil, Canada, India and Japan—plan direct-broadcast satellite experiments of their own in the next decade.

Furthermore, while direct satellite-to-home broadcasting is not yet feasible at a reasonable cost, it will be by the 1980's, Commissioner Lee said.

And he said broadcasters should be as concerned about the development of direct-broadcast satellites as they are now about competition from pay television. "Does direct broadcasting spell the end of networking as we now know it?" he asked. "Indeed, who needs local stations or CATV operators? What happens to serving the community. What of local programming?" What will the impact be on local employment and advertising revenues? And what will Congress say about the new development?"

Commissioner Lee said he has no firm ideas on what regulatory controls will be needed, domestically or internationally,



Commissioner Lee

though he is certain they will be required. And the time to start planning for them, he suggested, has arrived.

In criticizing the U.S. position on the direct-broadcast question at the UN in November, Commissioner Lee said that the U.S. view was that developing international law on the subject was premature. The U.S. "should re-evaluate this position in accord with international political realities," Commissioner Lee said.

In the debate preceding the UN vote, the U.S. insisted on the free flow of information among nations, and objected to implications in the resolution that direct broadcasting could cause problems "connected with the need to insure the free flow of communications on a basis of strict respect for the sovereign rights of states."

But Commissioner Lee, asserting that the issue "of unwanted broadcast signals beamed to our people affects us as well as any other nation," expressed the hope that the U.S. could reach agreement with other members of the UN on the subject.

The FCC's role in connection with direct-broadcast satellites should be to encourage the State Department to revise its present position and to urge Congress to encourage affected executive department agencies to examine the problem, Commissioner Lee said. In that connection, he said, NASA should be pressed to continue its research and development of communications satellites.

AMST asks FCC to close satellite-home opener

Direct-to-home allocations not in accord with commission policy, association claims

The Association of Maximum Service Telecasters has asked the FCC to take another look at an allocations action it took last month opening the door, AMST said, to direct satellite-to-home broadcasting—and then rescind it.

The commission on July 31 amended footnote NG105 to the Table of Allocations to permit authorization of systems in the fixed-satellite (point-to-point) serv-

ice and broadcasting-satellite (direct-to-home) service in the 11.7-12.2 ghz band on a case-by-case basis. The action, which came in response to a petition by CML Satellite Corp., was taken in connection with the proceeding (Docket No. 19547) to conform commission rules to international radio regulations as revised by the Space World Administrative Radio Conference.

But to the extent that the order permits case-by-case authorization of direct-to-home service, AMST said, the action "apparently was inadvertent." CML did not request such authorization; it was interested only in authorization of fixed-satellite service. Furthermore, AMST said, case-by-case authorization of systems in the broadcasting-satellite service is "directly contrary to frequently expressed commission policy." The July 31 order made "this critical and far-reaching communications policy decision without appropriate consideration," AMST said.

Accordingly, AMST concluded, the commission should reconsider the action and withdraw it, as it applies to broadcasting-satellite service.

3M introduces newest video-tape duplicator

Unit needs no special mastering recorder or mirror-image master

The 3M Co., St. Paul, has introduced a new line of helical video-tape contact printers which the company is hailing as a "major breakthrough" on the basis of the fact that the units eliminate the need for mastering recorders and mirror-image master tapes.

"These units can produce both color and black-and-white transfers that are equivalent in video quality to duplicates now made by conventional electronic means," said Daniel E. Denham, vice president, recording materials group.

What's more, the company said, the new process makes prints available at a much faster speed than formerly possible. The reel-to-reel model, capable of handling tape configurations up to one inch in width, operates at a speed of 75 inches per second. A second unit, designed for in-cassette duplication, of three-quarter inch U-matic videocassettes, runs at 37½ inches per second.

The system, which 3M has dubbed the "STAM" (sequential thermal anhysteretic magnetization) method, gets its special capabilities from a special continuous metal belt coated with proprietary magnetic materials. When heated, the belt copies the image on the master reel and, essentially, becomes the mirror-image master itself. The image is transferred from the belt to the copy tape by magnetic stimulation.

3M said the initial units it will manufacture will include only one copy station, but added that the system is adaptable to multiple stations if desired by the customer. Deliveries in quantity are expected by the spring of 1974.

Prices range from \$35,000 for the cassette model to \$98,500 for reel-to-reel.

EIA to meet with Lee on U antenna hook-ups

The four-year effort of FCC Commissioner Robert E. Lee to improve the quality of factory-installed UHF antennas on receivers is making tangible progress. In response to Commissioner Lee's Aug. 15 letter to Jack Wayman, head of the Consumer Electronics Group of the Electronic Industries Association, Washington, a meeting of the two parties has been scheduled for Sept. 5 to discuss possible improvements for manufacturer-attached UHF antennas.

Mr. Wayman, as stated in a letter to his membership, expects to select six to eight manufacturers to represent that segment of the industry at the September meeting. In addition, CEG's engineering committee will meet Aug. 29 to "review and prepare technical backup for the FCC meeting."

In his three letters to the EIA, dating back to 1969, Commissioner Lee has inquired into several technical possibilities TV manufacturers could adopt that would result in improved UHF reception. These include: eliminating two of the four antenna terminals and placing a splitter between the remaining terminals and the two tuners; adding an internal switch activated when changing between VHF and UHF; attaching the indoor UHF antenna to the receiver in a permanent manner—comparable to the manner in which VHF antennas are now installed, and adding a 75 ohm input to accommodate a coaxial transmission line. In Commissioner Lee's Aug. 15 letter to Mr. Wayman he expressed disappointment that foreign receiver manufacturers "seem to be in the vanguard in quality in TV production." He also asked: "Do we need legislation to impose minimum standards in quality of radio and television receivers?"

Fairchild comes up with six-ounce camera

Officials say it will be upgraded to TV broadcasts quality in two years; price to be 'very competitive'

Fairchild Camera & Instrument Corp., Syosett, L.I., demonstrated a lightweight camera (six ounces) last week that it said could operate in conditions ranging from bright sunlight to subdued room light.

The all solid-state television camera utilizes charge-coupled device (CCD) sensors in place of conventional vidicon tubes. It measures 3½ by 1½ by 2¼ inches. Spokesman said its resolution at the present time was not satisfactory for television, but that refinements would meet broadcast requirements in about two years. They voiced the view that it would be applicable for military and security purposes by early 1974.

Company officials at a news conference in New York last Tuesday (Aug. 21) said that pricing and availability of the television camera (MV-100 model)



Fairchild's minicamera

would be announced before the end of 1973. Company officials, in declining to discuss the price of the camera, said that it would be "very competitive" with current prices for portable TV cameras.

The model demonstrated was black-and-white, but Fairchild executives said they expect to have a color camera ready in about two years.

Technical Briefs

Industry meeting. IEEE 1973 Electronics and Aerospace Systems Conference will be held Sept. 17-19 at Marriott Twin Bridges motor hotel outside Washington. Topics for panels include "Will the U.S. Miss Opportunities in Communications Satellites?" and "Current Domestic Satellite Programs." Panelists for former will include Senator Frank E. Moss (D-Utah); John A. Johnson, Comsat; Frank W. Norwood, Joint Council on Educational Telecommunications; Irvin Singer, Fairchild Space and Electronics Co., and Daniel J. Fink, GE Valley Forge Space Center. Among those speaking at panel on current domestic satellites: Emanuel Fthenakis, American Satellite Corp; A. Buchan, CML Satellite; P. Schneider, RCA Global Communications, and G. P. Mandanis Systems Application Inc.

Big deal in Taiwan. RCA Consumer Electronics reports it has made its first sale in Far East on its color TV receivers in transaction valued at more than \$2-million. RCA, which received order from Lai Fu Trading Co. in Taipei, Taiwan, for big-screen, 25-inch sets, said sale was largest single one for export of its color TV sets.

RCA to shut down institutes

RCA Corp. plans to close the RCA Institutes, an electronics school in New York, because of rising costs and dwindling enrollment. The 64-year-old school will be phased out "in a gradual manner" but no date has been set for an actual closing, a spokesman said. RCA Institutes officials have been trying to interest other corporations in purchasing the school, but to date, no buyer has been found. Approximately 2,500 students now are enrolled in day and evening classes about 10,000 are in home-study programs.

Programming

'Sticks' and 'Maude' run the gantlet

CBS-TV survives defections, picketing to carry controversial programs, but it hasn't yet heard real-life ending to the abortion segment

CBS-TV appeared last week to have weathered one programming controversy, and perhaps two.

Sticks and Bones, the bitter drama postponed last March in the face of an affiliate uprising, drew less public protest than at least some CBS-TV sources seemed to have expected when finally shown on Friday (Aug. 17). And the repeat of the second part of the two-part *Maude* sequence on abortion was shown last Tuesday (Aug. 21). But there was no way to know whether that would be the end of that: The U.S. Catholic Conference, which led the campaign against the *Maude* episodes on grounds that they advocated abortion, also distributed information on procedures for seeking reply time through the FCC, which could keep the controversy alive indefinitely.

Although spot checks found no evidence of any great public backlash against the program originally postponed because it might be "unnecessarily abrasive" then, *Sticks and Bones* did set an apparent record for affiliate rejections. A total of 93 CBS affiliates, exactly half of the 186 that normally carry the CBS Friday movie in the same time period, rejected *Sticks and Bones*. And apparently none of the 14 affiliates that do not carry the Friday movie elected to carry *Sticks and Bones* either.

The drama was carried on a line-up of 101 stations, of which eight were not CBS affiliates, according to CBS sources. The eight, in markets where the CBS affiliates did not clear, were identified as two NBC affiliates (WJAR-TV Providence, R.I., and KSD-TV St. Louis), four independents (WXIX-TV Cincinnati, KTXL-TV Sacramento, Calif.; WGNO-TV New Orleans and KZAZ-TV Tucson, Ariz.,) and two noncommercial stations (KCTS-TV Seattle, WMHT-TV Schenectady, N.Y.).

Public reaction to *Sticks and Bones* tended to be more favorable than not, and was relatively light. CBS authorities reported receipt of about 700 telephone calls, mostly in the New York area, and would say only that more were favorable than unfavorable; other sources pinpointed the ratio at about two-to-one. In Washington, the pro calls had a slight edge. In other cities, even in relatively small ones where negative reactions might have been expected to predominate, the reaction was reported light and, for the most part, largely favorable.

Some sources speculated that the drama is so strong that only those who liked it would, as one source said, "sit through more than two or three minutes of it." In this view, negative response was thus basically self-eliminating.

The play is a bitter allegory about a

blinded war veteran driven to suicide by conflicts with his family on his return home. Its postponement in March was attributed primarily to the timing: The first Vietnam war prisoners and other servicemen were then beginning to return to the U.S.

The abortion episodes of *Maude* ended up with 39 affiliate defections out of a normal line-up of 198, according to CBS sources. The U.S. Catholic Conference, which led a campaign against the reruns on grounds that they advocated abortion (BROADCASTING, Aug. 13, 20), had slightly different figures: It said 36 refused to carry the programs, four delayed them to a late-evening hour and one, although carrying them, offered free time to opponents. The Archdiocese of Detroit said the free-time offer came from WJBK-TV there, which planned to include anti-abortion views in its *Sunday Report* last night (Aug. 26).

CBS-TV made some free time available, too. Robert B. Beusse, the Catholic conference's secretary for communication, was interviewed on the *Maude* issue on *CBS Morning News*, along with Alan Reitman of the American Civil Liberties Union representing a differing viewpoint.

There also was some picketing of CBS stations by antiabortion forces. Right-to-life groups organized Tuesday-night demonstrations against WCAU-TV Philadelphia, WJBK-TV Detroit and WTOP-TV Washington. And the Long Island Coalition for Life got together 300 or so people to picket the corporate headquarters of CBS in New York between 8 and 8:30 p.m. on Aug. 21 (to coincide with the air time of the second *Maude* episode). One of the New York demonstrators carried a placard reading "Babies hide in fear/Here comes Norman Lear" (alluding to the show's producer). Another protestor's sign said, "*Maude* is a sick-uation comedy."

William Devlin, a spokesman for the Long Island Coalition, said he had an appeal in to the FCC asking for rebuttal time to the *Maude* episodes. (The group's formal brief, filed last January, was turned down by the FCC staff in June, so the group went on to make a formal appeal, still pending, which asks the FCC commissioners to review the decision of its staff.)

The appeal claims that, even though it's an entertainment show, *Maude* falls under the FCC's fairness doctrine because the script takes a one-sided, pro-abortion point of view. "It's very insidious," says Mr. Devlin. "Under the guise of situation comedy, *Maude* is disseminating what is essentially propaganda for abortion's being, to quote the script, 'as simple as going to the dentist.'"

CPB funds feminist pilot

The feminist movement stands to gain a regular access forum on public television under a proposed series being developed by noncommercial KERA-TV Dallas.

The program, as yet untitled, would carry a flexible format dealing with is-



Back in the saddle again. "Gene Autry's Melody Ranch Show," a program which was described 25 years ago as a "wholesome, homey blend of folk music, comedy, adventure, drama and simple story telling," is the latest nostalgia offering of American Radio Programs, Hollywood. Original transcriptions of the weekly half-hour show, reproduced on tape for syndication, feature the music of Gene Autry, the Pinafores, the Cass County Boys, guitarist Frankie Marvin and Carly Cotner's Melody Ranch Band. "Ranch hands" Johnny Bond (l) and Pat Buttram (c) join Gene Autry for a comedy segment, a regular part of each show. The programs were aired 1947-1956 on CBS Radio.

sues similar to those appearing in *Ms.*, the monthly contemporary-woman's magazine edited by activist Gloria Steinem. Indeed, the relationship between *Ms.* and the KERA-TV project is more than implicit. *Ms.* Steinem is to serve as reporter-host on a one-hour pilot under production at the station, which is being financed by a \$75,000 grant from the Corporation for Public Broadcasting. The pilot, the first of its kind funded by CPB, is scheduled for completion in December with *Ms.* collaborating in its production.

In the long run, if the series is accepted for national distribution by the Public Broadcasting Service, it will feature segments such as "how to do it by women who have done it," covering a variety of issues from how to run for political office to how to start a day-care center. The program will also profile women who have succeeded in breaking traditional female stereotypes and offer a look at changing sex-role patterns.

KERA-TV will be seeking underwriting for the series from undisclosed sources after the pilot is completed.

Kirshner's opener: Stones

Producer Don Kirshner, who kicked off the first installment of ABC-TV's *In Concert* with the first television performance of Alice Cooper, begins his new syndicated TV program, *Rock Concert*, in late September with the first performance by the Rolling Stones on American television in six years. The Stones, who taped the recording of three new songs from their forthcoming *Goat's Head Soup* album in a London studio last month, made the agreement with Mr. Kirshner three weeks ago. Mr. Kirshner reported

that the group was interested in appearing on American TV after viewing the Alice Cooper segment of *In Concert* several months ago (BROADCASTING, May 14).

The *Rock Concert* segment was directed by Michael Linsey Hogg and will be part of the first show which will include filmed as well as taped performances, according to Mr. Kirshner. Viacom Enterprises is the syndicator in 56 markets, to date.

Change of mind for CPI

In a reversal of plans, Columbia Pictures Industries announced that the company would continue to make its headquarters in New York, except for Screen Gems, which will be relocated to Hollywood. CPI previously had revealed that all divisions would move to California. A spokesman said that the new top management of CPI had reconsidered the move and decided to maintain its operating divisions, except for Screen Gems, at 711 Fifth Avenue, New York.

Westen complaint focuses on ID "pauses" used to air ads

When Tracy Westen watches television, he sometimes sees more than meets the eye of the average viewer.

Last year, Mr. Westen, director of the Stern Community Law Firm in Washington, tuned in the *Tonight* show and noticed that NBC-TV had blipped a portion of Johnny Carson's monologue in which the name of a leading sponsor's product was being used in a somewhat humorous manner. His response was to accuse the network of censorship in a complaint to the FCC.

Several weeks ago, Mr. Westen's ire was again provoked in the midst of an Aug. 1 CBS-TV special report on the Watergate affair. The network announced that the Watergate special would return "after station identification," when, in fact, Mr. Westen contends, no station identification was forthcoming. Rather, WTOP-TV, the Washington CBS affiliate, inserted commercials for turkeys, bug spray, and a local department store.

In the next few weeks, the Stern firm staff uncovered several other instances of "continuity" announcements being followed by material that did not conform to the preceding promise. Those incidents were recited in a complaint filed by Mr. Westen last week, on behalf of the National Citizens Committee for Broadcasting, a Stern client. The complaint, which was addressed to FCC Complaints and Compliance Division Chief William B. Ray, contended that when a station or network tells its audience that a station ID will follow immediately, when in fact the next thing aired is one or more commercials, it is guilty of having "knowingly transmitted . . . false or deceptive signals or communications"—a violation of the Communications Act. The complaint asked that the commission embrace that position and bar the practice outright.

Hill group takes after C of C pollution PSA

Six congressmen charge that spot is pro-business and brings fairness doctrine into picture

Six House Democrats last week asked the networks not to grant free air time for a public-service message provided by the Chamber of Commerce of the U.S. They claim the spot is aimed at subverting antipollution laws.

In letters to CBS, NBC and ABC, Representative Benjamin Rosenthal (N.Y.)—joined by Representatives Michael Harrington (Mass.), John Conyers (Mich.), Bella Abzug (N.Y.), Don Edwards (Calif.) and Herman Badillo (N.Y.)—charged that the spot is not really a PSA at all "because its message is that environmental-protection laws should not be enforced against business polluters when a loss of jobs could result." They further alleged that "the spot masks the fact that the chamber's mission in life is to promote the economic viability of its big-business constituency and that some of its members are causing much of our worst pollution."

The congressmen asked the networks for free air time to offer the opposing view in the event the chamber's message is broadcast.

In announcing the action last week, Mr. Rosenthal said that free air time should not be given business groups to present their views on controversial issues, "especially when those same groups already express their views regularly through commercial advertising." He said he will ask the FCC to investigate what he called "the domination of free air time for public-service announcements by big business and the failure of the networks to make a comparable amount of free PSA time available to public-interest citizens groups."

The pollution message, part of a new series of TV and radio PSA's (others deal with world trade and the profit system) produced for the chamber by Hanna-Barbera Productions (BROADCASTING, June 25), features Arch Booth, chief executive officer of the chamber, who stresses: "We have to weigh the total impact on the environment along with the economic and social costs in order to clean up."

In a rebuttal statement issued last week, Joseph M. Gambatese, communications general manager of the chamber, charged that the congressmen "seem to favor censorship of views with which they disagree."

"Nowhere does the announcement state or imply that 'environmental protection laws should not be enforced against business polluters when a loss of jobs could result,'" he said. And, he added, the reference to the chamber's big-business constituency is "simply inaccurate" because over 85% of the chamber's members employ 25 or fewer people.

Mr. Gambatese also rebutted the charge that big business dominates PSA time. If anything, he said, the business

viewpoint is under-represented in the media.

Hugh Guidi, director of broadcast relations for the chamber, said that the pollution spot has been ordered by 384 TV stations, including some of the owned-and-operated stations of all of the networks. CBS and NBC refused to air the spot on the ground it raises fairness problems, he said, and ABC initially accepted the spot but has never run it.

Program Briefs

'Special' keeps highballing. NBC-TV's *Midnight Special* (Friday, 11:30 p.m.-1 a.m. NYT) has been renewed for the second time. Program's additional 26 weeks will carry it through February 1974.

Long run. Twelfth consecutive season of half-hour *Wild Kingdom* series begins this September. Sponsored by Mutual of Omaha Insurance Co., through Bozell & Jacobs, Omaha, trade-out series will be carried on more than 220 stations. It was telecast for nine years on NBC-TV prior to its syndication, starting in fall of 1971.

GCI into programs. Globetrotter Communications Inc. announces formation of GCI Program Syndications, Houston-based company which will create, produce and syndicate radio and TV programs. Charles Dunaway, program director of GCI-owned WIXY(AM) Cleveland, is president of new operation.

Up to 11. * Four Star International announces its prime-time access adventure series, *Thrillseekers*, starring Chuck Connors, has added six new markets for fall season start, bringing total to 11. New markets are Cincinnati; Miami; Lebanon, Pa.; York, Pa.; Portland, Me., and Pittsburgh, Kan. Renewed are San Diego; Denver; Spokane, Wash.; Fargo, N.D., and Yakima, Wash.

Over 40. Allied Artists Television Corp., New York, reports that sales on *The Evil Touch*, half-hour suspense series with Anthony Quayle as host, have topped the 40-market mark. Buyers of series for fall start include WABC-TV New York, KABC-TV Los Angeles, WBAP-TV Dallas-Fort Worth, KYW-TV Philadelphia and WSIX-TV Nashville.

Mucho programing. Time-Life Films reports sale of 46 hours of programing in Mexico. Government TV system has bought *War and Peace*, *Vision On*, and *Wild, Wild World of Animals*. Televisa, representing commercial TV there, has purchased *Search for the Nile*, *Civilisation* and *Life Around Us*.

NBC specials on campus. Video Tape Network Inc., New York, which serves 245 college closed-circuit TV systems, has acquired rights to distribute NBC-TV News specials to its affiliates. Agreement includes all past and future NBC specials and is first time current news programs have been made available to VTN affiliates.

Hill turns up burners on blackout issue

Macdonald plans to resume hearings immediately on Congress' return; Staggers subcommittee unvels study to underscore need for changes

House Communications Subcommittee Chairman Torbert H. Macdonald (D.-Mass.) is wasting no time in tending to the business of legislation to lift television blackouts of home professional sporting events. He announced last week that further hearings will begin Sept. 5—the day Congress returns from its month-long recess—and run through Sept. 7.

Witnesses will include National Football League Commissioner Pete Rozelle, Baseball Commissioner Bowie Kuhn and Assistant Attorney General Thomas E. Kauper, head of the Justice Department's antitrust division. Mr. Macdonald said Washington Redskins President Edward Bennett William, along with "a stadium landlord" and a concessionaire will accompany Mr. Rozelle to present their objections to anti-blackout legislation being considered by the subcommittee.

The subcommittee chairman said he plans to "question Mr. Rozelle closely about some of his figures [relating to the effects of proposed blackouts]" in an attempt to demonstrate that the impact of the legislation would not be "as bleak as the NFL would have the public believe."

Mr. Macdonald repeated his intention to push for enactment of antiblackout legislation for the 1973 NFL season, which begins Sept. 16.

In a related development last week Chairman Harley Q. Staggers's (D-W.Va.) House Investigations Subcommittee issued a report concluding that the need for television blackouts of professional events can no longer be justified.

The report was based on results of a survey the subcommittee conducted among 8,000 randomly selected season-ticket holders of the 26 National Football League clubs. The survey showed that 65% of the respondents favored lifting blackouts.

The report concludes that the original justification for permitting blackouts (though an antitrust exemption enacted in 1961)—to help the financial stability of the clubs—is no longer necessary and that lifting of blackouts would probably not result in a reduction of paid or actual game attendance at games that are sold out at the beginning of the season.

In response to the report's recommendations, Chairman Staggers last month introduced a blackout bill (H.R. 9644) that would pertain only to football; prohibit blackouts of regular-season games for those clubs whose home games are sold out seven days before the beginning of the season; prohibit blackouts of post-season games sold out 48 hours in advance, and specify that a blacked-out area may encompass only that area of signal penetration of a TV station or cable system located in or principally serving the city where the games are played. The bill has no one-year trial period as in other blackout bills (BROADCASTING, July 30).

It never rains but it pours

Radio programers think they're high and dry but record business is flooded by bad business and payola probes

Government investigations of payola and drugs are evoking vastly different reactions at corporate and working levels of the music business. Corporate executives are worried about the possible uncovering of scandals that would affect stock prices and perhaps lead to repressive regulation. But the recording-company promotion men and radio-station program directors who would be in the middle of the action if payola were as widespread as some accounts suggest think the story is being overplayed.

"It's a joke," one New York program director said last week. "Oh, we kid around about it with the promotion guys: 'Don't call me here; my phone is tapped,' or 'I'll give you \$200 to play this one for me.' But that's the extent of it."

A record promoter put it this way: "Some program directors may be a little more hesitant about going on a record by a new group now, only because they have to justify it a little more. But just as many records are going on stations as before and just as many are coming off."

Most broadcasters see the payola-drug-ola investigation as a music-industry problem that is likely to affect few stations. Their feeling is that the focus of investigation is on internal affairs in the record field, drug supplies for artists, connections

to page 44

Tracking the 'Playlist.' The new number-one record this week has been number one before, Diana Ross's "Touch Me In The Morning" (number one two weeks ago). There are other minor changes in the top 10 led by Marvin Gaye's "Let's Get It On" (six) and Helen Reddy's "Delta Dawn" (five). New to the top 10 is Grand Funk's fast-moving "We're an American Band" (10), with a bullet. Breaking into the top 40 this week are four records: "China Grove" by the Doobies (31), "Higher Ground" by Stevie Wonder (33), "That Lady" (38) by the Isley Brothers and "A Million to One" by Donny Osmond (39). All except the Donny Osmond record have bullets this week. Steely Dan's "Show Biz Kids" (59) and the Allman Brothers "Ramblin' Man" (48), both with bullets, showed strong mid-chart jumps. New and bulleted on the 'Playlist' this week are the Spinners' "Ghetto Child" (53) and the Pointer Sisters' "Yes We Can" (62) (see "Breaking In," page 45) and "Ashes to Ashes" by the Fifth Dimension (64). New also are an early Tower of Power single (from the days the band was on Bill Graham's San Francisco label), "Sparkling in the Sand" (66), 10 CC's "Rubber Bullets" (68) (see "Breaking In"); the Mike Curb Congregation's "Small, Small World" (70); Albert Hammond's take-off on Cat Stevens, "Peacemaker" (74) and Deodato's "Rhapsody in Blue" (75).

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		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
4	1	Touch Me in the Morning (3:51) Diana Ross—Motown	1	3	3	2
2	2	Live and Let Die (3:10) Paul McCartney and Wings—Apple	3	1	1	3
3	3	Brother Louie (3:55) Stories—Kama Sutra	4	2	2	1
1	4	The Morning After (2:14) Maureen McGovern—20th Century	2	4	4	8
9	5	Delta Dawn (3:08) Helen Reddy—Capitol	5	5	6	5
8	6	Let's Get It On (3:58) Marvin Gaye—Tamla	7	6	5	4
6	7	Get Down (2:38) Gilbert O'Sullivan—Mam	6	8	7	7
5	8	Feelin' Stronger Every Day (4:13) Chicago—Columbia	8	7	8	6
7	9	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	9	9	9	13
23	• 10	We're an American Band (3:25) Grand Funk—Capitol	12	13	12	9
14	11	I Believe in You (3:58) Johnnie Taylor—Stax	10	11	14	15
15	12	Saturday Night's Alright for Fighting (4:55) Elton John—MCA	15	15	10	11
11	13	My Sweet Gypsy Rose (2:51) Dawn—Bell	11	10	16	16
18	14	Loves Me Like a Rock (3:32) Paul Simon—Columbia	17	14	11	10
12	15	Smoke on the Water (3:48) Deep Purple—Warner Brothers	20	12	13	14
21	16	Gypsy Man (5:22) War—United Artists	19	18	15	12
19	17	Monster Mash (3:00) Bobby Boris Pickett—Parrot	14	20	17	21
22	18	Here I Am (4:10) Al Green—Hi	21	19	18	18
10	19	Yesterday Once More (3:50) Carpenters—A & M	13	17	21	23
13	20	Diamond Girl (3:29) Seals and Crofts—Warner Brothers	16	16	22	22
24	21	Uneasy Rider (3:53) Charlie Daniels—Kama Sutra	18	24	19	20
20	22	If You Want Me To Stay (2:58) Sly and the Family Stone—Epic	25	22	20	17
17	23	Are You Man Enough? (3:24) Four Tops—Dunhill	23	23	23	19
37	• 24	My Maria (2:32) B. W. Stevenson—RCA	27	26	24	26
25	25	Playground in My Mind (2:55) Clint Holmes—Epic	24	21	28	28
16	26	Shambala (3:27) Three Dog Night—ABC/Dunhill	22	29	26	33
30	27	Half Breed (2:42) Cher—MCA	29	25	25	24
28	28	Believe in Humanity (3:22) Carole King—Ode	28	27	29	25
26	29	How Can I Tell Her? (3:59) Lobo—Big Tree	26	28	30	29
35	30	The Hurt (4:16) Cat Stevens—A & M	30	30	27	27
51	• 31	China Grove (3:14) Doobie Brothers—Warner Brothers	37	32	31	32

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
33	32	Clouds (2:45) David Gates—Elektra	32	33	33	38
57	• 33	Higher Ground (3:10) Stevie Wonder—Tamla	42	31	34	31
36	34	Natural High (4:02) Bloodstone—London	33	35	36	37
29	35	Young Love (2:18) Donny Osmond—MGM	31	34	43	39
27	36	Angel (3:34) Aretha Franklin—Atlantic	36	36	42	35
40	37	Free Ride (3:05) Edgar Winter Group—Epic	44	43	38	30
41	38	That Lady (3:09) Isley Brothers—T-Neck	46	40	32	34
50	• 39	A Million to One (2:38) Donny Osmond—MGM	34	37	39	44
39	40	So Very Hard To Go (3:37) Tower of Power—Warner Brothers	35	39	45	40
32	41	Money (3:59) Pink Floyd—Harvest	45	48	35	36
42	42	Boogie Woogie Bugle Boy (2:32) Bette Midler—Atlantic	40	41	37	49
38	43	Bongo Rock (2:36) Incredible Bongo Band—Pride	38	38	44	45
49	44	Sweet Charlie Babe (2:38) Jackie Moore—Atlantic	50	42	41	42
45	45	Freedom for the Stallion (3:45) Hues Corp.—RCA	43	44	46	46
48	46	Jimmy Loves Maryann (3:25) Looking Glass—Epic	47	45	47	43
43	47	Everyone's Agreed (3:12) Stealers Wheel—A & M	39	46	48	48
75	• 48	Ramblin' Man (3:36) Allman Brothers—Capricorn	41	47	49	47
55	49	Roll Over Beethoven (4:30) Electric Light Orchestra—United Artists	*	50	40	41
54	50	In the Midnight Hour (3:14) Cross Country—Atco	49	49	52	51
52	51	Just Don't Want To Be Lonely (2:55) Ronnie Dyson—Columbia	52	52	54	50
64	• 52	Summer (The First Time) (4:37) Bobby Goldsboro—United Artists	48	51	54	50
—	• 53	Ghetto Child (3:47) Spinners—Atlantic	53	55	53	52
58	54	Kodachrome (3:24) Paul Simon—Columbia	51	54	56	66
65	• 55	Muskrat Love (3:03) America—Warner Brothers	54	61	51	53
47	56	Give Me Love (Give Me Peace on Earth) (3:32) George Harrison—Apple	59	65	50	55
46	57	Where Peaceful Waters Flow (4:22) Gladys Knight and the Pips—Buddah	57	56	60	57
44	58	Long Train Runnin' (3:25) Doobie Brothers—Warner Brothers	63	53	63	71
69	• 59	Show Biz Kids (3:59) Steely Dan—ABC/Dunhill	61	63	57	56
61	60	Why Me? (3:25) Kris Kristofferson—Monument	55	58	71	67
62	61	Loving Arms (2:50) Dobie Gray—MCA	58	59	68	64
—	• 62	Yes We Can Can (3:55) Pointer Sisters—Blue Thumb	65	67	61	58
66	63	There's No Me Without You (3:28) The Manhattans—Columbia	60	62	*	68
—	• 64	Ashes To Ashes (3:30) Fifth Dimension—Bell	67	60	*	60
68	65	Rocky Mountain Way (3:39) Joe Walsh—ABC/Dunhill	*	*	58	54
—	• 66	Sparkling in the Sand (2:30) Tower of Power—San Francisco	70	72	65	65
59	67	L. A. Freeway (3:20) Jerry Jeff Walker—MCA	64	64	*	75
—	• 68	Rubber Bullets (3:50) 10 C.C.—U.K.	*	75	67	59

Continues on next page

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The Broadcasting Playlist continued from preceding page

Over-all rank			Rank by day parts			
Last week	This week	Title (length) Artist—label	6-10a	10a-3p	3-7p	7-12p
60	69	He Did with me (2:27) Vicki Lawrence—Bell	56	71	•	•
—	70	Small, Small World (2:40) Mike Curb Congregation—MGM	•	56	59	•
—	71	The Last Thing on My Mind (3:31) Neil Diamond—MCA	68	66	73	•
70	72	You Got Me Anyway (2:53) Sutherland Brothers and Quiver—Capitol	66	•	69	73
—	73	I'll Always Love My Mama (3:04) Intruders—Gamble	71	•	62	•
—	74	The Peacemaker (2:38) Albert Hammond—Mums	73	•	66	•
—	75	Rhapsody in Blue (3:45) Deodato—CTI	•	73	72	69

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

Angel (36), Are You Man Enough (23), Ashes to Ashes (64), Bad Bad Leroy Brown (9), Believe In Humanity (28), Bongo Rock (43), Boogie Woogie Bugle Boy (42), Brother Louie (3), China Grove (31), Clouds (32), Delta Dawn (5), Diamond Girl (20), Everyone's Agreed (47), Feelin' Stronger Every Day (8), Free Ride (37), Freedom for the Stallion (45), Get Down (7), Ghetto Child (53), Give Me Love (Give Me Peace on Earth) (56), Gypsy Man (16), Half Breed (27), He Did With Me (69), Here I Am (18), Higher Ground (33), How Can I Tell Her (29), The Hurt (30), I Believe in You (11), I'll Always Love My Mama (73), If You Want Me To Stay (22), In the Midnight Hour (50), Jimmy Loves Maryann (46), Just Don't Want To Be Lonely (51), Kodachrome (54), L. A. Freeway (67), The Last Thing on My Mind (71), Let's Get It On (6), Live and Let Die (2), Long Train Runnin' (58), Loves Me Like a Rock (14), Loving Arms (61), A Million to One (39), Money (41), Monster Mash (17), The Morning After (4), Muskrat Love (55), My Maria (24), My Sweet Gypsy Rose (13), Natural High (34), The Peacemaker (74), Playground in My Mind (25), Ramblin' Man (48), Rhapsody in Blue (75), Rocky Mountain Way (65), Roll Over Beethoven (49), Rubber Bullets (68), Saturday Night's Alright for Fighting (12), Shambala (26), Show Biz Kids (59), Small, Small World (70), Smoke on the Water (15), So Very Hard to Go (40), Sparkling in the Sand (66), Summer (The First Time) (52), Sweet Charlie Babe (44), That Lady (38), There's No Me Without You (63), Touch Me in the Morning (1), Uneasy Rider (21), We're An American Band (10), Where Peaceful Waters Flow (57), Why Me? (60), Yes We Can Can (62), Yesterday Once More (19), You Got Me Anyway (72), Young Love (35).

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

from page 42

with organized crime, misappropriation of company funds for private squandering. That feeling is unshared in the music business: "Every time the word 'payola' is used in news reports," Stanley Gortikov, president of the Recording Industry Association of America, has said, "radio is as much maligned as the record business."

If Mr. Gortikov is right, radio has been indeed maligned. Since Clive J. Davis, the debonair president of CBS Records, was sacked last May 29 for diverting CBS money to his own use, there has been a continuing spate of reports about the numerous investigations into alleged abuses. The *New York Times* has carried 28 stories on the subject.

There are those who think the press is exaggerating the importance of the investigations. Goddard Lieberman, who was returned from his CBS corporate position to his old job as Columbia Records president after Mr. Davis was fired, complained last month that "sweeping generalities have taken the place of facts." Addressing the annual convention of his division, Mr. Lieberman said: "Much of what has been printed or spoken has been speculation based on supposition, opinions, rumors, rumors of rumors and innuendos—and when those ran out, a rehash of the same material."

Mr. Gortikov of the RIAA has criticized the "broad brush" nature of some news accounts, "defaming the innocent along with the guilty." He has acknowledged, however, that corruption in the music business is a "sexy subject."

Right now, four investigations of varying intensity are going on. The Justice Department has been presenting evidence to a grand jury in Newark, N.J., and conducting investigations in Los Angeles, Chicago, Nashville and Atlanta. The Internal Revenue Service is active on the case. Senator James L. Buckley, the New York Conservative Republican, has put staff members to work on his own probe. The Senate Subcommittee on Copyrights has had a staff review of aspects that may relate to pending legislation to update the copyright law.

Two weeks ago new trouble from another source entered the record companies' agendas. Roy Innis, national director of the Congress of Racial Equality, announced in New York that CORE was organizing small, black-owned record labels to break what he called a monopoly. He said 90% of the record business was controlled by 12 firms, including two that are black-owned, Stax and Motown (*BROADCASTING*, Aug. 20).

At the same time Ernest Tucker, owner of a year-old label, Grassroots Records, was announced as head of the organization CORE was forming. Mr. Tucker said his group, which includes Joel-Fina Records, World Records; KM Records and Rim Records, all of New York, and Golden Ear Records, Chicago, was "building a case to present to the FCC and Federal Trade Commission."

Mr. Tucker complained that wxlo (FM) New York had refused to play a Grassroots record because Grassroots had bought no advertising time. (Last

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First clue. The Memphis-based Stax Records was accused last week of withholding information about an alleged kickback scheme in which two former employes embezzled \$406,737. The charges was made by U.S. Attorney Herbert J. Stern in U.S. District Court in Newark, N.J., in response to a motion to quash a subpoena seeking Stax documents. This was the first specific information publicly released by the prosecutor about any of the record-industry matters he has had under investigation. On Wednesday (Aug. 22) Judge Frederick B. Lacey ordered Stax to turn over the information. The kickbacks allegedly involved shipments of free records to distributors who then made payments to two Stax employes, who were later dismissed.

week Arthur Adler, general manager of the station, said the station would file a slander suit against Mr. Tucker.)

The record industry is said to gross \$2 billion a year, but nobody knows for sure. Exact information about the business is hard to come by. One corporation executive with responsibility for a record division was startled recently when he asked for 1974 projections from the division and was told none was available. "They said there was no way to project what they were going to make next week, let alone next year," he glumly reported. "There's no discipline in that business."

The lack of discipline may account in part for another problem confronting the industry—a softening market that shows no signs of firming up.

An artist who sold a million copies of a hit single last year is lucky to sell 700,000 now.

"What this business needs," said one music-industry financial expert, "is a new group that can sell seven million records at a shot. Artists aren't growing any more, like the Beatles used to. Companies have to release stock product now, like 'Monster Mash' [a hit 10 years ago that is doing well on the charts today]. That's no way to build a business."

A month ago the BROADCASTING "Playlist" showed eight artists with more than one record on the chart, an unprecedented number of duplications. The indications are that programers are relying on a relatively few strong performers—Paul McCartney, Donny Osmond, Paul Simon, among them—instead of risking air play on less-known acts.

Yet popular artists are demanding and getting higher prices to join or stay with a label. The costs of promotion, which is the only hope of achieving commercial success for acts signed in the last couple of years, are rising with the heat of competition. The profit squeeze is on.

Warner Communications, owner of Warner Bros., Atlantic and Elektra-Asylum Records, reported a second-quarter decline of \$3 million in record and tape earnings this year. Viewlex Inc., which owns Buddah Records, reported a substantial drop in profits and let it be known

Buddah could be bought. So far nobody has offered the right price.

If there are other companies with brighter reports, the over-all tone of the record industry is less than exuberant, though some in it persist in seeing the brighter side.

"Things could be worse," a promotion man said last week. "We could be in the meat business."

Breaking In

"Yes We Can Can"—Pointer Sisters (Blue Thumb) ■ The atmosphere surrounding the Pointer Sisters is something akin to standing next to a Saturn V rocket about to take off. This Oakland vocal group of four sisters has left behind a wake of rave reviews wherever they performed.

Comparisons with Bette Midler come quite easy for the Pointer Sisters. They dress and sing in a campy forties style. And the "overnight success" tag fits snugly on both Ms. Midler and the sisters.

"Yes We Can Can" is an infectious boogie-beat number on the theme of let's-get-together. It was written by Allan Toussaint (Paul Simon's and Dr. John's producer) and produced by David Rubinson (Taj Mahal, Tower of Power and Cold Blood producer for the now defunct Bill Graham labels).

Stations playing the Pointer Sisters last week included: KYA(AM) San Francisco, KOL(AM) and KJR(AM) both Seattle, WIFE(AM) Indianapolis, WHYY(AM) Montgomery, Ala., WXLW(AM) Indianapolis, WJDX(AM) Jackson, Miss., and KGW(AM) Portland, Ore.

"Rubber Bullets"—10 CC (UK Records)

■ The Beach Boys had to cope with Jan and Dean and the tens of other sound-alike bands back when they were the kings of surfing music. Today, 10 years later, they are faced with another mirror-image of their sound. This time, though, the band is British and called 10 CC.

10 CC's debut single, "Rubber Bullets," has taken quite some time to break. But it's finally getting the air play it needed to stay alive, mostly on northern California stations. A driving, hard-rock tune that is modulated to the extent that it is almost tinny sounding, the song is the picture of a prison riot and the sadistic reaction by the guards ("Load up the rubber bullets . . . it's a shame these slugs ain't real.").

Stations playing "Rubber Bullets" last week include: KYA(AM) San Francisco, KLIV(AM) San Jose, and KROY(AM) Sacramento, all California.

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

- ALL I NEED IS TIME, Gladys Knight & the Pips (Soul).
- BABY, I'VE BEEN MISSING YOU, Independents (Wand).
- GET IT TOGETHER, Jackson Five (Motown).
- HE, Today's People (20th Century).
- HEARTBEAT, IT'S A LOVE BEAT, De-franco Family (20th Century).

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Viacom and CPI set to merge

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An agreement in principal under which Communications Properties Inc., multiple cable-TV systems owner and broadcaster, would be merged into Viacom International Inc., an even larger CATV operator and TV-program distribution company, was announced by the two companies last Thursday (Aug. 23).

The stock transaction would have a market value of approximately \$27 million at Wall Street trading prices the day before the announcement. In addition, Viacom would assume approximately \$35 million in Communications Properties' debt, raising the total "price" to about \$62 million.

The merger, which is subject to execution of a final agreement and the approval of stockholders of both companies, would add Communications Properties' 187,000 CATV subscribers to Viacom's 260,000 for a total of 447,000. That would lift Viacom from sixth to second place among multiple-systems operators, behind Teleprompter, according to figures to be released by the National Cable Television Association on Aug 1.

Communications Properties, based in Austin, Tex., also owns KFJZ-AM-FM Fort Worth, the Texas State Network and regional common-carrier microwave systems in Texas and Ohio.

The plan calls for Jack R. Crosby, president and chief executive officer of Communications Properties, to become chairman of Viacom (a post now va-

cant), with Ralph M. Baruch continuing as president and chief executive. Robert W. Hughes, executive vice president of Communications Properties, would become a senior vice president of Viacom.

The other officers of Viacom would be unchanged, but the eight-member Viacom board would be expanded to 12 members with the addition of Messrs. Crosby and Hughes, Richard P. Johnston and Fred Lieberman from the Communications Properties board.

Douglas H. Dittrock, president of the Viacom Communications Division, would have responsibility for the merged cable operations. Willard Block continues as president of the Viacom Enterprises Division, which handles the company's domestic and foreign TV-program distribution activities.

In the transaction, Viacom would issue six-tenths of a share of its stock for each share of Communications Properties common. There are more than 4,500,000 such shares outstanding (traded on the over-the-counter market). Viacom shares, traded on the New York Stock Exchange, closed at \$10 last Wednesday (Aug. 22).

A cable radio makes a go with good will and some time sales

Gas-pipe campus station hooks into local system to serve isolated Santa Clarita valley

The Santa Clarita valley in California is within 35 miles of radio-rich Los Angeles, but L.A. radio signals are faint to nonexistent in the mountain-enclosed area and there is no local over-the-air radio station. The valley does, however, have its own cable radio station.

In April 1973 the "station" began

- HEY GIRL, Temptations (Gordy).
- I WAS CHECKING OUT, Don Covay (Mercury).
- I'VE GOT SO MUCH TO GIVE, Barry White (20th Century).
- LEAVING YOU, Sourdough (Metromedia).
- LOVE, LOVE, LOVE, Donnie Hathaway (Atco).
- MAKE ME TWICE THE MAN, New York City (Chelsea).
- MAKE UP YOUR MIND, J. Geils Band (Atlantic).
- MIDNIGHT TRAIN TO GEORGIA, Gladys Knight & The Pips (Buddah).
- MR. SKIN, Spirit (Epic).
- NOBODY WANTS YOU, Bobby Womack (United Artists).
- NUTBUSH CITY LIMITS, Ike and Tina Turner (United Artists).
- NATURAL INCLINATION, Montage (MGM).
- QUEEN OF ROLLER DERBY, Leon Russell (Shelter).
- STONED OUT OF MY MIND, Chi-Lites (Brunswick).
- THAT'S WHY YOU REMEMBER, Kenny/Karen (Big Tree).
- THEME FROM CLEOPATRA JONES, Joe Simon (Spring).
- TONIGHT, Raspberries (Capitol).
- TOUCH OF MAGIC, James Leroy (Janus).
- YOU'VE NEVER BEEN THIS FAR BEFORE, Conway Twitty (MCA).

LEGAL NOTICE

The Town of Little Valley, New York and the Village of Little Valley, New York is applying for a special franchise for a cable television system in said Town and Village. Any cable television system interested in bidding on this franchise must send its bid by registered mail postmarked by September 17, 1973 to Mr. Albert H. Andrew, Village Clerk, Municipal Building, Little Valley, New York 14755. Telephone (716) 938-2051.

A public hearing will be held 90 days after first notice at the Municipal Building, Little Valley, New York.



Joy in Mudville. The National Cable Television Association surged into the lead of the Washington Communications Group Softball League after a hotly contested 13-10 victory over the FCC's Cable Television Bureau on Aug. 16. A crucial point in the game came when NCTA Senior Vice President Wally Briscoe allegedly kicked the ball while digging for home. The ensuing oral argument is pictured above, at left: (l-r) Cable Bureau attorney Steve Effros argues with an NCTA ringer from American Television & Communications, Jack Gault, and NCTA's Brian Owens and Wally Briscoe. Mr. Effros, who lost the debate, later pointed out that the incident "just goes to show certain detractors of the Cable Television Bureau that in fact the NCTA and the bureau are not always coddling each other." Later at right Mr. Effros tries to make up for his debating loss on a pitch from Chuck Lipsen, NCTA's government-relations man. NCTA lawyer Chuck Walsh and team captain Kate Haser are at shortstop and third base. Standings after the NCTA-Cable Bureau game were: (1) NCTA, seven wins, two losses; (2) Cohn & Marks, 8-3; (3) Cole, Zylstra & Raywid, 7-4; (4) Cable Bureau, 6-5; (5) NAB, 5-5; (6) Public Broadcasting Service 5-6; (7) Cable Television Information Center 4-6.

transmission of its progressive-music format on the unused frequency of 105.4 to subscribers of local Cablevision Inc. Since that time the operation has been doing a strong business.

"Call letters" are CCIA. CCIA was originally begun as, and still is, a carrier-current radio station serving dormitory students of the California Institute of the Arts. The station was started in January 1973 on a \$3,000 grant from the college and its student body. The financially troubled college had to drop its backing of the radio effort and CCIA was forced to become self-sustaining. That it has now done.

After the station interconnected to the nearby cable system via a 10-mile stretch of land lines, CCIA realized that it then had a potential audience of 25,000 and no local competition. Advertising was solicited from the valley's local merchants and now the \$350 monthly operating costs are offset by the \$300-\$400 brought in per week by the station's saleswoman. Spots sell for flat rates from \$5 per minute to \$1.50 for seconds and area merchants are using them with success. Jewelry stores, restaurants, retail establishments and a fence company have all purchased time from the station. And more money is expected to come in after the closed-circuit radio station completes negotiations for transmission of its programming on the valley's second cable system.

Part of the reason for such a rosy profit picture is that all station personnel, excluding the saleswoman who gets a 15% commission, donate their time. The 10 disk jockeys and the station's administrative personnel receive no pay for keeping the 24-hour station on the air. "I love radio" is a typical statement expressed by station personnel.

Programming includes large doses of progressive-rock music, a series on the area's live rock concerts, interviews with rock performers, and a Sunday-through-Thursday talk show from 10 p.m. to 1 a.m. An indication of the popularity of such fare is that the station receives over 500 calls per week for record requests and the talk-show host usually entertains between 90-100 calls per show.

Sterling Manhattan expands

Sterling Manhattan Cable Television Inc., New York, now has the capability to deliver 24 channels through its system which serves the southern half of Manhattan. The company reported last week it has completed the installation and testing of its 24-channel capability in accordance with its contract with New York City. A spokesman said that as soon as the city designates the specific use of these channels, Sterling Manhattan will determine the programming content.

Kelly tabbed for N.Y. post

Robert F. Kelly is expected to be appointed chairman of the New York State Commission on Cable Television within the next two weeks. Mr. Kelly currently

is state assemblyman from the Bay Ridge area of Brooklyn.

The State Commission on Cable Television, created by state law, began operation on Jan. 1, 1973. It oversees all areas of cable television.

Mr. Kelly will head a 28-man staff which may soon be expanded to 50. Budget for the office of lawyers, engineers, accountants and administrative personnel is \$750,000.

Mitre ready for second phase of two-way project

Decision on locale of experiment expected in next three months; company huddles on equipment

Mitre Corp., McLean, Va., is looking for a city in which to place its two-way interactive system for cable television.

For the last two years Mitre, a non-profit think tank, has been using a \$700,000 grant from the National Science Foundation to study and develop a two-way interactive cable television system with emphasis on the educational advantages such a system can provide. Reston, Va., was the site of the first phase of the organization's project. One home terminal in Reston was connected to a computer and a variety of services and educational concepts were tested. By

dialing a specific number, which connected the terminal to the computer, and then pressing a certain digit on the phone, the viewer could receive preprogrammed information in recreation (sports scores, fishing reports), medical information (what to do in case of accidental poisoning, etc.), community information and financial reports.

The project was begun in 1971 and Mitre is now ready to embark on the second phase of the project which is expected to take three and a half years.

The first six months will be used to develop the programming to go on the system, arrange with a cable system to participate in the project and select an equipment manufacturer from which to procure the necessary two-way hardware. A Mitre spokesman estimates that it will take about a year to install the system and the rest of the time will be for use and experimentation.

About 1,000 typewriter-type keyboards and another 250 more limited 16-digit keyboards will be used in the project. Both will be connected to a Mitre-developed computer system called TICCIT. It is estimated 100 people will be able to request various information at the same time and have the information routed to their television set. This second-phase system will be completely interactive (a telephone is not needed to contact the computer) and the home-terminal operator will be able to respond in depth to various questions posed by the computer. Mathematical problems, multiple-choice

August, 1973

\$550,000

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problems in a variety of fields, and short-answer type questions can be posed by the computer and answered by the operator.

Through its experience with the interactive system Mitre hopes to be able to determine what kinds of hardware would be best for educational programs via two-way cable and also what kinds of software—or courseware as Mitre calls it—are most effective in achieving their designated purpose.

Mitre has been talking with several cable multiple-system operators to find a cable city with the proper demographics for the experiment. It has also consulted with major manufacturers of cable two-way equipment on gear to be used in such a project. Plans on the location of the experiment should be completed within the next three months. Mitre expects to bear most of the costs for the project through grants it is now negotiating with the National Science Foundation. The Mitre spokesman said that it would be a multimillion dollar project.

Hold-up in Houston: Franchise may be headed for referendum

The issue of the cable-television franchise in Houston (BROADCASTING, May 21) has bubbled to the surface again. The city has received three petitions calling for a public referendum to revoke the ordinance by which the Houston city council granted the franchise to Greater Houston CATV Inc. One complaint of the petitioners is that the city should be divided into several franchise areas rather than awarded in entirety to a single operator.

The petitions contain about 3,000-4,000 names, according to city attorney Bill Olsen, and this number exceeds the 500 signatures required to place a referendum on the ballot during the city's general elections. Houston officials are currently verifying the signatures and all indications are that the issue will come to a vote on Nov. 6 when Houston residents will decide to accept the cable ordinance as written or to throw it out entirely. In the case of the latter, the city would have to repeal the ordinance and

begin the entire franchising procedure once again.

Houston has a population of 1,232,000 and the estimates to build the cable system run \$50-60 million.

Cable's present and future to be detailed in report by unit of Commerce Dept.

A \$250,000 government study that surveys present cable technologies, future uses of cable and what has to be done technically to meet these needs is due to be released in October. Results of the nine-month study will be published in a seven-volume report under the auspices of the Office of Telecommunications of the Department of Commerce.

The series of reports, titled "A Survey of Technical Requirements for Broadband Cable Teleservices," is an attempt to fill a void in the amount of information now available on cable technologies, according to Russel B. Stoner at the Institute for Telecommunications Sciences, Boulder, Colo. ITS is the engineering arm of the Office of Telecommunications.

Volume titles for the combined 635-page report include: Summary of Technical Problems Associated with Broadband Cable Teleservices Development; Subscriber Terminals and Network Interface; Signal Transmission and Delivery Between the Headend and Subscriber Terminals; System Control Facilities; Headends and Central Processors; System Interconnection; Use of Computers in CATV Two-Way Communication Systems, and a selected bibliography. Each report was authored by a staff member of the Institute For Telecommunications Sciences.

The publication will be available from the Superintendent of Documents, U.S. Government Printing Office, Washington.

NCTA hopes to make model pole-line deal

A meeting of utility-pole owners and cable operators was held last Wednesday (Aug. 22) in an attempt to reach agree-

ment on pole-attachment fees before the FCC pre-empts the field on Nov. 1 (BROADCASTING, Aug. 6). Representatives of telephone and power companies and local regulatory bodies were invited by the National Cable Television Association to attend the meeting, held on neutral grounds. Steven Gold, NCTA counsel, and Jim Marlowe, Spectrum Communications, represented the NCTA as members of the newly created NCTA Pole Line Negotiating Committee.

The NCTA's purpose was to determine who was willing to negotiate, what is negotiable, and how the negotiating procedures should be structured. About 20 delegates attended.

Mr. Gold said he hoped that the NCTA would be able to negotiate an agreement with Bell Telephone to stand as a model for the industry. The NCTA expects to meet with Bell in the next couple of weeks. If no agreement can be reached between the concerned parties the FCC would assert jurisdiction and regulate the rates.

Teleprompter to offer forecasts and boxing

Popular boxing matches from the past will soon be available to many Teleprompter Corp. cable systems for showing on their local origination channels. And, if all goes according to plan, expanded weather coverage from the National Weather Service could also become a part of local origination offerings.

Teleprompter Corp., New York, announced last week the purchase of a \$75,000 programing package from Big Fights Inc., New York. The purchase, which Teleprompter chairman, Raymond P. Shafer, termed "the biggest programing buy in cable television history," gives the nation's largest multiple-system operator the rights to 250 of the greatest fights in history. Called "Big Fights of the Decades," the series will be shown on 50 Teleprompter cable systems throughout the country.

The selected systems will have a year to cablecast the entire series which includes bouts of heavyweight fighters such as Rocky Marciano, Floyd Patterson, Sonny Liston, Muhammed Ali, Joe Frazier and George Foreman. Fighters from the past to be featured include Jack Johnson, Jess Willard, Jack Dempsey, Gene Tunney and Joe Louis. Championship fights in the light heavyweight, middleweight, welterweight and lightweight divisions will also be shown. Big Fights has edited all the fights to 15 minutes maximum and Teleprompter officials expect a different half hour of piggy-backed fights will be shown two or three times a week by the participating systems.

In a second development, Teleprompter's Great Falls, Mont., cable system has been participating in an experimental program with the National Weather Service to determine the feasibility of detailed weather presentations via cable television.

For five minutes every half hour the Great Falls weather forecasting office

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transmits information directly to the cable system concerning national and local forecasts and the current weather conditions. The forecasting office is connected directly to the headend via land lines and the program is produced and originated at the local office.

If the service proves effective after a year's trial, the National Weather Service hopes to provide a similar service for all cable systems within appropriate distance of its 52 forecasting stations located across the country. The cable operator pays for the transmission link between the forecast station and the cable system and the rest is expected to be provided by the National Weather Service.

Cable Briefs

Down to the wire. Howard county, Md., is expected to make franchise decision on its cable applications by early September. The county has population of 90,000. Competition for franchise has been narrowed down to Howard Cable Television Association (backed by Bill Daniels, cable operator and broker) and Community Cablevision Systems of Howard County (backed by Warner Cable Corp., New York). Five-member council has right to defer its decision, but it is expected that some award will be made. In conjunction with expected cable system, Howard Community College has received \$10,000 federal grant to investigate ways college can best program cable system's educational channels.

Turned down. FCC Administrative Law Judge Herbert Sharfman has proposed denial of Meadville, Pa., cable operator's request to substitute NBC-TV programming of WFMY-TV Youngstown, Ohio, for that of WICU-TV Erie, Pa. on its system. In decision, Judge Sharfman concluded that, contrary to system's pleadings, Erie station gets stronger signal into Meadville area and should therefore be favored over WFMY-TV.

Transcripts available. Orders are being taken by the National Cable Television Association, Washington, for transcript of 1973 cable marketing workshop held in Dallas last spring. Panels at workshops centered on techniques and problems involved in local-origination advertising sales and subscriber sales. Transcripts are available for \$2.95 to NCTA members

and \$4.95 for nonmembers.

System sold. Sun Cable TV, Wilcox, Ariz., has been sold to Al Williams by Jim Voiers. Total of 17 miles of cable plant currently passes 1,000 homes. Daniels and Associates, Denver, were brokers for transaction.

Warner around Williamsburg. Warner Cable of Virginia, subsidiary of Warner Cable Corp., New York, has been granted franchise for James City county, Va. Area has 10,000-home potential and surrounds city of Williamsburg, where Warner also has franchise.

New signals. United Video Inc., microwave common-carrier subsidiary of IVO Cable, Tulsa, has announced that KHC Microwave, United Video subsidiary, has extended service to eight new CATV systems. KHC now carries KHTG(TV) and educational KUHT(TV), both Houston, to cable systems in Port Neches, Orange and Beaumont, all Texas, and Lafayette, Rayne, Kaplan, Abbeyville and Crowley, all Louisiana. United Video presently serves 37 CATV systems with distant independent television signals and has requests pending for microwave service to CATV systems throughout Southeast.

Finance

Signal Cos. asks court to enjoin Cemp tender offer

Signal Companies, Beverly Hills, Calif., conglomerate that owns 49.4% of Golden West Broadcasters, last week asked a federal district court in Los Angeles to enjoin Cemp Investments Ltd., a Canadian investment firm, from carrying out a \$23-per share tender offer for Signal stock.

Signal Companies claimed that the tender offer was a move to gain control of the company and thwart its merger into United Aircraft Corp., East Hartford, Conn. That merger agreement was announced last month (BROADCASTING, July 16).

Signal Companies also charged Cemp and its allies, mainly British and French investors, with securities law and potential antitrust violations. It noted that consummation of the Cemp tender might jeopardize its option to purchase the remaining 50.1% ownership of Golden West Broadcasters because of the limitation on foreign ownership of broadcast licensees by

the Communications Act (BROADCASTING, Aug. 13).

It also noted that control by a foreign corporation could endanger military contracts held by a Signal subsidiary, Garrett Corp., and federal maritime subsidies received by American President Lines Ltd., of which Signal owns 49%. Cemp, it further observed, is controlled by the Canadian Bronfman family, whose distilling firm, Seagrams Ltd., owns Texas Pacific Oil Co., Dallas, which could place it in conflict with Signal Companies' own oil and gas holdings. And, it noted that Charles Bronfman is chairman of the tillers Corp., Seagrams Ltd., owns Texas Montreal Expos, opening a possible major-league baseball conflict because Golden West Broadcasters has an interest in the Los Angeles Angeles.

Financial Briefs

Buying in. Time Inc., New York-based publisher, CATV owner and former broadcaster, and Temple Industries Inc., Diboll, Tex., forest-products concern, last week agreed to plan under which one-half share of Time would be exchanged for each of Temple's more than six million shares. Merger would give family of Temple Chairman Arthur Temple and other Temple executives and their relatives total of 15% of Time. Companies own adjoining timberland in Texas.

Sealed pact. Tele-Communications Inc. and Foote, Cone & Belding Communications Inc. have reported closing of agreement whereby Tele-Communications acquired all shares of FCB Cablevision Inc., owner of five CATV systems in three states.

Incentive. Music Fair Enterprises Inc., Bala-Cynwyd, Pa., announces acquisition of \$2.1-million loan from Provident National Bank, Philadelphia. Shelly Gross, head of Music Fair, said major portion of loan will be used to finance company's pending purchase of WORK(AM) York, Pa., from Steinman Stations. Sale is worth \$575,000. Remainder will be used for working capital and improvements to firm's five northeast theaters, Mr. Gross said.

Bonus. The Grass Valley Group Inc., Grass Valley, Calif., has declared semi-annual dividend of six and six-tenths cents per share, payable Oct. 15 to stockholders of record Sept. 20.

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

Company	Period	CURRENT AND CHANGE					Per Share	YEAR EARLIER		
		Revenues	(Change)	Net Income	(Change)	Per Share		Revenues	Net Income	Per Share
American Television and Communications Corp.	year 6/30	20,511,207	(+ 38.6%)	2,120,965	(+ 46.1%)	.60	14,798,173	1,452,239	.42	
Ampex Corp.	3 mo. 7/28	62,653,000	(+ 12.1%)	872,000	-	.08	55,906,000	(3,155,000)	(.29)	
Combined Communications Corp.	6 mo. 6/30	42,709,066	(+ 99.3%)	2,375,927	(+ 51.3%)	.70	21,433,433	1,570,255	.52	
Comcast Corp.	6 mo. 6/30	2,951,191	(+ 8.4%)	102,995	(+ 7.2%)	.06	2,721,846	96,048	.08	
Cowles Communications Inc.	6 mo. 6/30	3,999,000	(+ 9.0%)	908,000	(+ 33.9%)	.23	3,673,000	678,000	.20	
Foote, Cone & Belding Communications Inc.	6 mo. 6/30	157,116,000	(+ 17.8%)	1,789,000	(+ 70.0%)	.84	133,360,000	1,052,000	.49	
Clinton E. Frank	6 mo. 6/30	40,412,000	(- 8.9%)	588,000	(- 7.7%)	.84	45,596,000	760,000	1.05	
Globetrotter Communications Inc.	6 mo. 6/30	12,970,139	(+ 76.7%)	1,489,917	(+ 33.6%)	.54	7,337,980	1,115,227	.39	
Harte-Hanks Newspapers Inc.	6 mo. 6/30	40,221,000	(+ 26.9%)	2,497,000	(+ 23.8%)	.58	31,691,000	2,016,000	.52	

Continued on page 50

Continued from page 49

Company	Period	CURRENT AND CHANGE					YEAR EARLIER		
		Revenues	(Change)	Net Income	(Change)	Per Share	Revenues	Net Income	Per Share
Marvin Josephson Associates, Inc.	yr. 6/30	11,162,900	(+ 4.4%)	1,368,300	(+ 9.3%)	1.31	10,687,100	1,252,400	1.21
Magnavox Co.	6 mo. 6/30	286,290,000	(- 9.2%)	4,365,000	(- 40.7%)	.25	311,579,000	10,730,000	.61
Rollins Inc.	yr. 4/30	159,150,625	(+ 13.2%)	14,332,557	(+ 17.3%)	1.05	140,557,529	12,217,426	.90
Tele-Communications Inc.	6 mo. 6/30	12,458,000	(+ 47.5%)	788,000	(+ 68.4%)	.13	8,446,000	468,000	.09
UA-Columbia Cablevision Inc.	9 mo. 6/30	7,199,000	(+ 93.1%)	595,000	(+ 36.5%)	.39	3,728,000	436,000	.42
The Walter Reade Organization Inc.	6 mo. 6/30	11,757,000	(+ 1.7%)	1,937,000	.	.46	11,564,000	(80,000)	(.04)

* Percentage gain in net income is too great to provide a meaningful increase figure.

Broadcasting's index of 143 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Aug. 22	Closing Wed. Aug. 15	Net change In week	% change in week	1973		Approx. Shares out (000)	Total market capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N 25 1/8	25 3/8	- 1/4	-.98	31 1/2	21	17,029	427,853
ASI COMMUNICATIONS					.00	1 1/2	1	1,815	1,815
CAPITAL CITIES COMM.	CCB	N 46	46		.00	62 1/2	35	7,074	325,404
CBS	CBS	N 30 5/8	32 1/8	- 1 1/2	- 4.66	52	30 1/2	28,315	867,146
CONCERT NETWORK	O	1/4	1/4		.00	5/8	1/4	2,200	550
COX	COX	N 23	24 1/4	- 1 1/4	- 5.15	40 1/4	21 1/4	5,850	134,550
FEDERATED MEDIA	O	3	3 1/4	- 1/4	- 7.69	3 1/2	2	820	2,460
GROSS TELECASTING	GGG	A 13	12 1/2	+ 1/2	+ 4.00	18 3/8	12 1/2	800	10,400
LIN	LINB	O 5 3/8	5 5/8	- 1/4	- 4.44	14 3/4	5 3/8	2,296	12,341
MOONEY	MOON	O 5 1/8	5	+ 1/8	+ 2.50	10 1/4	4 7/8	385	1,973
PACIFIC & SOUTHERN	PSOU	O	7 1/4		.00	13 3/4	7	1,930	13,992
RAHALL	RAHL	O 4 1/4	5	- 3/4	- 15.00	12 1/4	4 1/4	1,297	5,512
SCRIPPS-HOWARD	SCRIP	O 17 1/2	18 1/4	- 3/4	- 4.10	21 1/4	17 1/2	2,589	45,307
STARR	SBG	M 12 1/2	13 1/2	- 1	- 7.40	24 1/2	9	1,166	14,575
STORER	SBK	N 17 1/8	17 1/2	- 3/8	- 2.14	44	15 7/8	4,391	75,195
TAFT	TFB	N	27 1/2		.00	58 5/8	22	4,096	112,640
WHDH CORP.	O	21	22	- 1	- 4.54	24	14	589	12,369
WOODS COMM.	O	3/4	3/4		.00	1 5/8	3/4	292	219
TOTAL								82,934	2,064,301
Broadcasting with other major interests									
ADAMS-RUSSELL	AAR	A 3	3 1/4	- 1/4	- 7.69	5 3/8	2 5/8	1,259	3,777
AVCO	AV	N 9	9 3/8	- 3/8	- 4.00	16	8	11,478	103,302
BARTELL MEDIA	BMC	A 1 1/2	1 3/4	- 1/4	- 14.28	3 1/2	1 3/8	2,257	3,385
CHRIS-CRAFT	CCN	N 3 5/8	3 3/4	- 1/8	- 3.33	6 5/8	3 5/8	4,161	15,083
COMBINED COMM.	CCA	A 21 3/4	22 3/8	- 5/8	- 2.79	44	15	3,230	70,252
COWLES	CWL	N	6 3/4		.00	9 5/8	4 3/4	3,969	26,790
OUN & BRADSTREET	DNB	N 37 5/8	39	- 1 3/8	- 3.52	40	32 3/4	26,042	979,830
FAIRCHILD INDUSTRIES	FEN	N 5 3/4	5 3/4		.00	13 3/8	5 1/4	4,550	26,162
FUQUA	FOA	N 12	11 7/8	+ 1/8	+ 1.05	20 3/8	9 1/2	9,741	116,892
GABLE INDUSTRIES	GBI	N 20	20 1/4	- 1/4	- 1.23	25	15	2,605	52,100
GENERAL TIRE	GY	N 18	19 1/4	- 1 1/4	- 6.49	28 3/4	17 3/8	20,652	371,736
GLOBETROTTER	GLBTA	O 5 1/8	5 1/8		.00	8 1/8	4 3/4	2,820	14,452
GRAY COMMUNICATIONS	O	10 1/2	10 1/2		.00	12 7/8	9	475	4,987
HARTE-HANKS	HHN	N 10 1/2	11 1/8	- 5/8	- 5.61	29 1/4	8	4,335	45,517
JEFFERSON-PILOT	JP	N 31 5/8	31 1/4	+ 3/8	+ 1.20	34 7/8	27	24,068	761,150
KAISER INDUSTRIES	KI	A 6 1/2	6 5/8	- 1/8	- 1.88	7 3/8	4	27,487	178,665
KANSAS STATE NETWORK	KSN	O 4 5/8	4 7/8	- 1/4	- 5.12	6 1/8	4 5/8	1,741	8,052
KINGSTIP	KTP	A 7	7		.00	14 1/4	6 1/2	1,155	8,085
LAMB COMMUNICATIONS	P	1 3/4	2	- 1/4	- 12.50	2 5/8	1 3/4	475	831
LEE ENTERPRISES	LNT	A 12 3/4	13 3/8	- 5/8	- 4.67	25	12 5/8	3,366	42,916
LIBERTY	LC	N 17	17 1/8	- 1/8	- .72	23 7/8	15 3/4	6,760	114,920
MCGRAW-HILL	MHP	N 9 1/4	9 1/4		.00	16 7/8	7 1/2	23,525	217,606
MEDIA GENERAL	MEG	A 35 3/4	35 7/8	- 1/8	- .34	43 1/2	31 3/4	3,546	126,769
MEROITH	MDP	N 11 3/4	11 7/8	- 1/8	- 1.05	20 1/2	11 5/8	2,827	33,217
METROMEDIA	MET	N 11 1/2	12	- 1/2	- 4.16	32 1/4	11 1/8	6,483	74,554
MULTIMEDIA	O	19 3/4	20	- 1/4	- 1.25	30 1/4	18	4,388	86,663
OUTLET CO.	DTU	N 11 1/4	11 3/4	- 1/2	- 4.25	17 5/8	10 3/8	1,379	15,513
POST CORP.	POST	O 10 1/2	11	- 1/2	- 4.54	17	10 1/4	893	9,376
PSA	PSA	N 13 1/8	13 1/4	- 1/8	- .94	21 7/8	10 3/8	3,779	49,599
PUBLISHERS BCSTG.	PUBB	O			.00	2	7/8	919	804
REEVES TELECOM	RBT	A 1 5/8	1 3/4	- 1/8	- 7.14	3 1/4	1 1/2	2,376	3,861
RIODER PUBLICATIONS	RPI	N 16 1/4	17 3/8	- 1 1/8	- 6.47	29 7/8	12 1/2	8,312	135,070
ROLLINS	ROL	N 19 7/8	20 3/4	- 7/8	- 4.21	36 1/2	14 1/4	13,372	265,768
RUST CRAFT	RUS	A 13 7/8	14	- 1/8	- .89	33 3/4	13 3/4	2,366	32,828
SAN JUAN RACING	SJR	N 14 3/4	14 3/4		.00	23 3/4	14	2,153	31,756
SCHERING-PLOUGH	SGP	N 74 3/4	82	- 7 1/4	- 8.84	87 5/8	71 3/4	52,590	3,931,102
SONDERLING	SDB	A	10		.00	16 3/8	7 5/8	1,006	10,060
TECHNICAL OPERATIONS	TO	A 7 5/8	7 1/2	+ 1/8	+ 1.66	13 1/2	5 1/8	1,386	10,568
TIMES MIRROR CO.	TMC	N 17 3/8	18 7/8	- 1 1/2	- 7.94	25 7/8	16 1/2	31,145	541,144
TURNER COMM.	O	4 1/4	4 1/2	- 1/4	- 5.55	6	4 1/4	1,486	6,315
WASHINGTON POST CO.	WPO	A 20 3/8	20	+ 3/8	+ 1.87	37	18 5/8	4,746	96,699
WDMETCO	WDM	N 12	13	- 1	- 7.69	19 3/8	11 1/4	6,098	73,176
TOTAL								337,401	8,701,332
Cablecasting									
AMECO	ACO	O 5/8	5/8		.00	3	5/8	1,200	750
AMERICAN ELECT. LABS	AELBA	O 1 7/8	2	- 1/8	- 6.25	3 5/8	1 3/8	1,673	3,136
AMERICAN TV & COMM.	AMTV	O	26		.00	39	21	2,859	74,334
ATHENA COMM.	O	1 1/2			.00	5 1/2	1	2,126	3,189
BURNUP & SIMS	BSIM	O 23 3/4	23	+ 3/4	+ 3.26	31 3/4	20 3/8	7,510	178,362
CABLECOM-GENERAL	CCG	A 3 1/2	3 7/8	- 3/8	- 9.67	8 7/8	3 1/2	2,489	8,711
CABLE FUNDING CORP.	CFUN	O 6 1/2	8 3/4	- 2 1/4	- 25.71	9 3/4	4 1/2	1,233	8,014
CABLE INFO. SYSTEMS	O				.00	2 1/2	1	663	663

Stock symbol	Exch.	Closing Wed. Aug. 22	Closing Wed. Aug. 15	Net change in week	% change in week	1973		Approx. Shares out (000)	Total market capitalization (000)	
						High	Low			
CITIZENS FINANCIAL	CPN	A	4 1/8		.00	9 1/2	3 7/8	2,676	11,038	
COMCAST	O		3 3/8		.00	5 3/8	3 1/8	1,280	4,320	
COMMUNICATIONS PROP.	COMU	O	4 5/8	4 3/4	- 1/8	2.63	9 3/4	3 5/8	4,435	20,511
COX CABLE	CXC	A	18 7/8		.00	31 3/4	18	3,560	67,195	
ENTRON	ENT	O	7/8	3/4	+ 1/8	16.66	9 1/4	1/4	1,358	1,188
GENERAL INSTRUMENT	GRL	N	18 1/4	19 7/8	- 1 5/8	8.17	29 1/2	13 1/4	6,790	123,917
GENERAL TELEVISION	O		3	3		.00	4 1/2	2 1/2	1,000	3,000
HERITAGE COMM.	O		8	10	- 2	20.00	17 1/2	7	345	2,760
LVO CABLE	LVOC	O	4 3/8	4 7/8	- 1/2	10.25	11 1/4	4 1/4	1,561	6,829
SCIENTIFIC-ATLANTA	SFA	A	8 1/4	8 3/4	- 1/2	5.71	15 3/8	6 1/4	917	7,565
STERLING	STER	O	2 1/4	2 1/4		.00	4 1/4	1 1/4	2,162	4,864
TELE-COMMUNICATIONS	TCOM	O	8	8 3/8	- 3/8	4.47	21	7 1/8	4,616	36,928
TELEPROMPTER	TP	N	11 3/4	12 1/8	- 3/8	3.09	34 1/2	11 3/4	15,999	187,988
TIME INC.	TL	N	30 7/8	30 1/2	+ 3/8	1.22	63 1/4	29 1/2	7,286	224,955
TOCOM	TOCM	O	5 3/4	6	- 1/4	4.16	12 1/8	5 3/8	596	3,427
UA-COLUMBIA CABLE	UACC	O	8	8		.00	15	7 3/4	1,832	14,656
VIACOM	VIA	N	10	10 1/4	- 1/4	2.43	20	9	3,851	38,510
VIKOA	VIK	A	4 5/8	5 1/2	- 7/8	15.90	9 1/8	4	2,562	11,849
Programming								TOTAL	82,579	1,048,659
COLUMBIA PICTURES	CPS	N	4 1/2	4 3/4	- 1/4	5.26	9 7/8	4 1/2	6,335	28,507
DISNEY	DIS	N	80	85 1/8	- 5 1/8	6.02	123 7/8	70 1/8	28,552	2,284,160
FILMWAYS	FWY	A	3	3		.00	5 3/8	2 1/8	1,877	5,631
GULF + WESTERN	GW	N	23	23 3/4	- 3/4	3.15	35 3/4	21 3/8	16,387	376,901
MCA	MCA	N	25 1/8	25 3/4	- 5/8	2.42	34 1/4	18 1/2	8,367	210,220
MGM	MGM	N	17	16 3/4	+ 1/4	1.49	24	13 5/8	5,958	101,286
MUSIC MAKERS	MUSC	O				.00	2 5/8	1 5/8	534	1,401
TELE-TAPE	O		3/4	5/8	+ 1/8	20.00	1 3/4	5/8	2,190	1,642
TELETRONICS INTL.	O		4 1/2	3 3/4	+ 3/4	20.00	10 1/2	3 3/4	724	3,258
TRANSAMERICA	TA	N	11 1/8	11 3/8	- 1/4	2.19	17 5/8	10 3/4	66,449	739,245
20TH CENTURY-FOX	TF	N	7 1/4	7 7/8	- 5/8	7.93	12 3/8	6 1/2	8,562	62,074
WALTER READE	WALT	O				.00	1 3/8	3/4	2,203	1,652
WARNER	WCI	N	11 1/2	12	- 1/2	4.16	39 1/8	11	18,864	216,936
WRATHER	WCO	A	9	8 7/8	+ 1/8	1.40	16 5/8	7	2,229	20,061
Service								TOTAL	169,231	4,052,974
JOHN BLAIR	BJ	N	6 5/8	6 3/4	- 1/8	1.85	13	6 3/8	2,494	16,522
COMSAT	CO	N	50 1/2	48 5/8	+ 1 7/8	3.85	64 1/2	42 1/4	10,000	505,000
CREATIVE MANAGEMENT	CMA	A	6	5 5/8	+ 3/8	6.66	9 1/2	4	1,056	6,336
DOYLE DANE BERNBACH	DOYL	O	12	12 3/4	- 3/4	5.88	23 1/2	12	1,884	22,608
ELKINS INSTITUTE	ELKN	O		3/4		.00	1 1/4		1,664	1,248
FOOTE CONE & BELDING	FCB	N	9 7/8	10 1/8	- 1/4	2.46	13 3/8	8 1/8	2,129	21,023
CLINTON E. FRANK	O		10	10		.00	11 1/2	5	720	7,200
GREY ADVERTISING	GREY	O	9	9 3/4	- 3/4	7.69	17 1/4	8 1/4	1,263	11,367
INTERPUBLIC GROUP	IPG	N	14 1/2	14 1/2		.00	25 3/8	12 1/8	2,464	35,728
MARVIN JOSEPHSON	MRVN	O		8 3/4		.00	18 1/2	8	1,085	9,493
MCCAFFREY & MCCALL	O		7 1/4	7 1/2	- 1/4	3.33	10 3/4	7 1/4	585	4,241
MCI COMMUNICATIONS	MCIC	O	5 1/4	5 3/8	- 1/8	2.32	8 3/4	4 5/8	11,810	62,002
MDVIELAB	MDV	A		1 1/4		.00	1 7/8	1 1/8	1,407	1,758
MPO VIDEOTRONICS	MPO	A	2 1/2	2 5/8	- 1/8	4.76	4 7/8	2	540	1,350
NEEDHAM, HARPER	NDHMA	O	9 1/2	10	- 1/2	5.00	26 1/4	9 1/2	916	8,702
A. C. NIELSEN	NIELB	O	30 3/8	32	- 1 5/8	5.07	40 1/2	29 1/2	10,598	321,914
OGILVY & MATHER	OGIL	O	18	17 1/2	+ 1/2	2.85	32 1/2	14 1/2	1,777	31,986
PKL CO.	PKL	O	7/8	3/4	+ 1/8	16.66	2 5/8	3/4	778	680
J. WALTER THOMPSON	JWT	N	12 3/4	14	- 1 1/4	8.92	24 3/4	12 3/4	2,659	33,902
UNIVERSAL COMM.	O		2	2		.00	12 1/4	2	715	1,430
WELLS, RICH, GREENE	WRG	N		12 1/4		.00	21 1/8	9 1/2	1,568	19,208
Electronics								TOTAL	58,112	1,123,698
ADMIRAL	ADL	N	10 3/4	11	- 1/4	2.27	18	7 1/4	5,813	62,489
AMPEX	APX	N	4 3/4	4 7/8	- 1/8	2.56	6 7/8	3 1/4	10,875	51,656
CARTRIDGE TV+	O					.00	16 1/2	1 3/4	2,083	5,207
CCA ELECTRONICS	CCAE	O	1 1/4	1 3/8	- 1/8	9.09	3	1 1/8	881	1,101
COLLINS RADIO	CRI	N		24 3/4		.00	25 7/8	15 1/4	2,968	73,458
COMPUTER EQUIPMENT	CEC	A	2	1 7/8	+ 1/8	6.66	2 7/8	1 7/8	2,366	4,732
CONRAC	CAX	N	16 1/8	16 3/4	- 5/8	3.73	31 7/8	14 1/4	1,261	20,333
GENERAL ELECTRIC	GE	N	59 1/2	60 1/2	- 1	1.65	75 7/8	55	182,348	10,849,706
HARRIS-INTERTYPE	HI	N	29 1/4	28 1/4	+ 1	3.53	49 1/4	24 1/2	6,308	184,509
INTERNATIONAL VIDEO	IVCP	O		8 1/2		.00	14 3/4	6	2,745	23,332
MAGNAVOX	MAG	N	11 3/8	11 7/8	- 1/2	4.21	29 5/8	8 5/8	17,806	202,543
3M	MMM	N	83 5/8	84 3/4	- 1 1/8	1.32	88 7/8	76 1/4	113,051	9,453,889
MOTOROLA	MOT	N	49 7/8	53	- 3 1/8	5.89	59	41 1/4	27,570	1,375,053
OAK INDUSTRIES	OEN	N	12 1/8	12 1/4	- 1/8	1.02	20 1/2	10 3/4	1,639	19,872
RCA	RCA	N	22 7/8	24 1/8	- 1 1/4	5.18	39 1/8	22 1/8	74,525	1,704,759
RSC INDUSTRIES	RSC	A	1 5/8	1 1/2	+ 1/8	8.33	2 1/4	1 3/8	3,458	5,619
SONY CORP	SNE	N	43 5/8	46	- 2 3/8	5.16	57 1/4	38 3/4	66,250	2,890,156
TEKTRONIX	TEK	N	38	40	- 2	5.00	53 7/8	29 7/8	8,162	310,156
TELEMIATION	TIEM	O		2 3/4		.00	4 3/4	2 3/4	1,050	2,887
TELEPRO INDUSTRIES	O		7/8	7/8		.00	2 1/2	7/8	1,717	1,502
WESTINGHOUSE	WX	N	33 7/8	34	- 1/8	.36	47 3/8	31 1/8	88,595	3,001,155
ZENITH	ZE	N	35 1/8	36	- 7/8	2.43	56	33 3/4	19,043	668,885
TOTAL								640,514	30,912,999	
GRAND TOTAL								1,370,771	47,903,963	

Standard & Poor's Industrial Average

112.97

115.90

-2.83

A-American Stock Exchange
M-Midwest Stock Exchange
† In bankruptcy proceeding

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

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

Over-the-counter bid prices supplied by Hornblower
& Weeks, Hemphill-Noyes Inc., Washington.

Fates & Fortunes®

Media



Mr. Yanoff

off at WBZ(AM) is **William Cusak**, who has been sales manager of Group W's KYW-TV Philadelphia.

Donald M. Olson, formerly with sales staff, WOW(AM)-KFMX(FM) Omaha, named general manager, WDEF-AM-FM Chattanooga. He succeeds **Jerry Lingerfelt**, who resigns.

David Noll, general sales manager, WGCL(FM) Cleveland, appointed general manager. He succeeds **Arthur Zweig**, who resigns.

William R. Rice, VP and general manager, KXOL-AM-FM Fort Worth, named general manager, WLCY-AM-FM St. Petersburg, Fla. He succeeds **Peter M. Schulte**, who resigns.

Barry Gaston, local sales manager, WARM(AM) Wilkes-Barre-Scranton, Pa., named station manager, WLQA(FM) Cincinnati. Both are Susquehanna Broadcasting stations.

Buddy Scott, VP-operations manager, KMEN(AM) San Bernardino, Calif., appointed station manager, KXOA(FM) Sacramento, Calif.

Robert Ewing, station manager, WSPA(AM) Spartanburg, S.C., joins WCSC(AM)-WXTG(FM) Charleston, S.C., as director of radio.

Barbara Michalak, host of consumer-affairs program, WRVR(FM) New York, appointed assistant general manager.

Bill Winchell, news director, WQQW(FM) Muskegon, Mich., assumes additional duties as assistant general manager.

C. Barry Hillebrandt, manager of day-time sales administration, NBC, New York, named to newly created position, manager, affiliate contracts, NBC.

Pat Pantanoni, advertising and promotion executive, Group W Stations, named director of advertising and promotion, WABC(AM) New York. He succeeds **Lon Hurwitz**, appointed advertising and promotion director for ABC-owned AM's (BROADCASTING, July 30).

Donald S. Kreger, with BBDO, Minneapolis, joins WJRT-TV Flint-Bay City-Saginaw, Mich., as director of advertising and promotion.

Broadcast Advertising

Robert L. Miller, president, Ogilvy & Mather (Canada) Ltd., Toronto, joins Needham & Steers of Canada Ltd. there as board chairman and chief executive officer.

Neve R. Savage, account supervisor, and **John P. Verdon**, creative supervisor, Compton Advertising, New York, elected VP's.

Paul Zoellner, copy group supervisor, and **Bob Tucker** and **Jack Mariucci**, art group supervisors, Doyle Dane Bernbach, New York, elected VP's.

Joseph S. Lerer, account executive, KIOR(FM) San Francisco, named general sales manager, KSFJ(FM) there.

Michael Trager, with NBC Spot Sales, New York, joins NBC's KNBC(TV) Los Angeles, as Western sales manager.

Matt Lange, with KHJ-TV Los Angeles, named national sales service manager.

Linda Lee, advertising representative, McCall's Publishing Co., New York, named sales manager, WRR-AM-FM Dallas.

Vincent Benedict, formerly general sales manager, KSDO(AM) San Diego, appointed manager, Philadelphia office, RKO Radio Representatives.

Howard Kaufman, group manager, Telerep, Chicago, named office manager. **Ed Kroinger**, with Blair Television, Detroit, joins Telerep as sales manager, Detroit office.

A. William Varga, with American Research Bureau, New York, joins Avery-Knodel there as sales promotion manager.

Kerry F. Sheeran, of Sheeran Enterprises Inc., New York investment firm, joins Shaller-Rubin, New York, as senior VP.

H. Michael Clancy, account supervisor, McCann-Erickson, Detroit, named to similar post, Grey Advertising there.

Programing

David Begelman, vice chairman, Creative Management Associates, New York talent firm, named president of Columbia

New man at NARB. Edwin D. Etherington, former president of American



Mr. Etherington

Stock Exchange and of Wesleyan University, Middletown, Conn., was elected chairman of National Advertising Review Board. He succeeds **Charles W. Yost**, who resigned last June

30 to become president of National Committee on U.S.-China Relations.

Pictures and executive VP of parent company, Columbia Pictures Industries Inc. He succeeds **Stanley Schneider** who resigned last June to become independent motion-picture producer. **Allen Adler**, with American Diversified Enterprises, New York, joins Columbia Pictures Industries Inc. there as VP-corporate development.

Steve Mills, VP, ABC Entertainment, West Coast, joins CBS-TV, Los Angeles, as executive producer, movies for TV. He succeeds **Philip Barry**, who joins Tomorrow Entertainment, Los Angeles, as executive producer, creative affairs.

Tony Barr, program executive, ABC, named director and general program executive in prime-time television area, ABC Entertainment, Hollywood.



Mr. Emmett



Mr. Horowitz

Jay Emmett, VP-corporate affairs, Warner Communications Inc., New York, elected senior VP. **David H. Horowitz**, VP, general counsel and secretary, Columbia Pictures Industries Inc., New York, joins Warner Communications Inc. there as senior VP.

Robert M. Newgard, VP, syndication, Paramount Television, Hollywood, resigns. **Jack M. Smith**, art director, 20th Century-Fox, joins Paramount as supervising art director.

Vince Daube, account executive, KFIZ(AM) Fond du Lac, Wis., appointed program/operations manager, WICD(TV) Champaign, Ill.

John Forbes, formerly assistant manager, ABC *Movie of the Week*, Hollywood, named director, special programs, Metro-media Producers Corp., Hollywood.

Arthur S. Gross, president, Agis Distributing Co., TV programing marketing firm, named VP, Four Star International Inc., Hollywood, in charge of Televend Co. of America, new FSI marketing division.

Bob Wells, sports director, WVEC-TV Hampton, Va., named program director, commonly owned WVEC-AM-FM there.

Jerry Birdwell, director of advertising and promotion, KTLA(TV) Los Angeles, appointed director of program administration.

Milt Burnett, producer-director, KCST(TV) San Diego, named production manager.

Broadcast Journalism



Ronald E. Mires, news director, KPXK-TV San Francisco, named to same post, KGTV-TV San Diego.

Tom Lewis, assistant news director, WSVA-AM-FM-TV Harrisonburg, Va., appointed news director.

Joe Rossier, anchorman, WAST-TV Albany, N.Y., appointed news director.

Mr. Mires

appointed news director. **Dave Smith**, with news staff, WQBK-AM-FM Rensselaer, N.Y., and **Adrienne Baughns**, student at New York State University at Albany, join WAST as on-air reporters.

Wes Sims, anchorman, KWGN-TV Denver, joins WPTA-TV Fort Wayne, Ind., as news director and anchorman.

Bryant M. Thomas, reporter, WPOP(AM) Hartford, Conn., named news director.

Mike Burke, reporter, WAVZ(AM) New Haven, Conn., joins WPOP in similar capacity.

Robert W. McCall, NBC News assignment editor based in Chicago, joins WLWT-TV Cincinnati as news director. **Tom Atkins**, anchorman, WLWT, named associate news director (corrects Aug. 13 item).

Wilson Hall, NBC News correspondent based in New York, assigned to NBC Radio News, Washington bureau.

Don Harris, anchorman, WFAA-TV Dallas, and **Mary Ann Maskery**, anchorwoman, WXYZ-TV Detroit, join KNBC-TV Los Angeles, in similar positions.

Tom Beres, recent graduate, Northwestern University, joins WLWD-TV Dayton, Ohio, as reporter. **Mary Ann Scott**, Marion, Ohio, teacher, appointed director of women's features, WLWD.

Jack Swanson, news director, WTSO(AM) Madison, Wis., joins WLS(AM) Chicago, as newscaster.

Anne McNulty, with news staff, WCAU-AM-FM Philadelphia, named editor, morning news. **Rich Collins**, with WRAN(AM) Dover, N.J., appointed assistant editor, morning news.

George I. Watson, with news staff, KHSL-AM-TV Chico, Calif., joins KSBW-TV Salinas-Monterey, Calif., as anchorman. KSBW-TV's evening newscasts are aired on commonly owned KSBY-TV San Luis Obispo, Calif.

Andy Hiller, reporter, WRNG(AM) North Atlanta, Ga., joins WAGA-TV Atlanta in same capacity. **Joseph Raia**, with news staff, KMOX-TV St. Louis, named writer-producer, WAGA-TV.

Charles I. Steinberg, manager of international accounting, Paramount Pictures Corp., New York, appointed controller of UPITN, New York, electronic news service to TV stations.

Cablecasting

Carroll Wood, Southeast manager. Teleprompter Corp., with headquarters in

An evening star for KABC. **Sal Mineo**, show business personality for more than 20 years, made his debut as a regular radio commentator last Monday (Aug. 20). He joined the staff of KABC(AM) Los Angeles handling the 9 p.m. to midnight shift. Mr. Mineo is expected to stress the world of entertainment, in which he has participated also as an actor, director, producer and writer, with commentary, interviews, as well as what he calls a monthly audio "college" on famous film stars.

Atlanta, appointed to newly created post, VP-systems group.

Equipment & Engineering

James N. Porter, with Memorex Corp., Santa Clara, Calif., appointed director of marketing, CMX Systems, Sunnyvale, Calif. CMX, manufacturer of computer-controlled video-tape editing systems, is jointly owned by CBS and Memorex.

Eugene G. Sudol, coordinator, international marketing, American Electronics Laboratories Inc., Lansdale, Pa., appointed manager, international marketing.

Loren Kemp, with noncommercial KCET-TV Los Angeles, appointed manager of engineering.

J. Donald Powers, chief engineer, WBRW(AM) Somerville, N.J., joins WPBS(FM) Philadelphia in same capacity.

Andrew R. McMaster, manager of engineering, WSIX-AM-FM-TV Nashville, joins noncommercial KETC-TV St. Louis in similar capacity.

Deaths

Bob McFadyen, 57, former manager of daytime program sales, NBC, New York, died Aug. 18 in Fort Myers, Fla., after lengthy illness. Mr. McFadyen worked for NBC for 32 years before retiring in 1971. He is survived by his wife, Charlotte, and one son.

Frank Pittman, 56, manager, film program operations, NBC, Burbank, Calif., died of heart attack Aug. 18 at his home in Bel Air, Calif. Mr. Pittman joined NBC in 1937 as sound effects engineer; at various times since, he had worked with Needham, Louis & Brorby, advertising

agency, Chicago, CBS, and production firm that made *Tombstone* and *Bat Masterson* TV series. He is survived by wife, Germaine, and a daughter and son.

Sam Bartlett, 84, founder of WSDR(AM) Sterling, Ill., died Aug. 19 in Clearwater, Fla., after brief illness. Early in his career, Dr. Bartlett did medical research in Africa. He later produced and hosted children's radio series in Hollywood, *Congo Bartlett in Africa*. During the 1944 and 1948 presidential campaigns, Dr. Bartlett served as radio director for Republican party. At age of 60, he founded WSDR. Station was subsequently sold in 1969. He is survived by his wife, Lillian.

Alburn West, 71, former Associated Press bureau chief in Madrid and broadcast news editor, died Aug. 15 in his home in Pueblo, Colo. Mr. West worked for AP for 33 years before retiring in 1967. He is survived by his wife, Hortensia, and a son.

Douglas R. Kennedy, 55, veteran TV and motion picture actor, died in Hawaii Aug. 10, after long illness. Among his TV credits are roles in *Wagon Train*, *Big Valley*, *Bonanza*, *Lassie* and *Perry Mason*; he also starred in *Steven Donovan*, *Western Marshal*. He leaves his wife, Bunny, and two daughters, as well as four children by a previous marriage.

Harry Foster Welch, 74, movie and television voice of Popeye the Sailor, died Aug. 16 in Blowing Rock, N.C. Mr. Welch began his career in Hollywood as voice behind Popeye in 1927. He is survived by his wife and one daughter.

Frank Charles, 48, senior broadcast media buyer, SSC&B, New York, died of cancer at St. Luke's Hospital, New York, on Aug. 19. He is survived by his mother, Mrs. Irene Charles.

Larry Chatterton, 62, news reporter for KFI(AM) Los Angeles since 1961, died of cancer at his home in Hollywood Aug. 20. During his career, he had been on news staffs of KHJ(AM) and KNX(AM), both Los Angeles, and with Mutual Broadcasting System. He is survived by wife, Kathy, and two children.

Spyros K. Stamos, 79, Greek musician whose Continental Gypsies were nightly offering on WGN(AM) Chicago and NBC radio network in 1930's and 1940's, died at his home in Los Altos, Calif., Aug. 11.

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For the Record®

As compiled by BROADCASTING Aug. 15 through Aug. 21, 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

■ WUHF-TV Baltimore—Seeks authority to install subscription television equipment (contingent upon grant of assignment of CP from UHF Broadcasting Co. to Maryland Telechoice Inc.). Ann. Aug. 7.

Existing TV stations

Application

■ KAIL(TV) Fresno, Calif.—Seeks CP to change ERP to vis. 2915.5 kw, aur. 583.1 kw; trans. loc. to Bald Mountain, .25 miles south of Meadow Lakes. change type trans., type ant.; make changes in ant. structure; HAAT 1847 ft. Ann. Aug. 10.

Final actions

■ KFYZ-TV Bismark, N.D.—Broadcast Bureau granted CP to make changes in transmitting equipment (BPCT-4618). Action Aug. 9.
■ *WVIZ-TV Cleveland—Broadcast Bureau granted CP to change to 646 kw vis., 129 kw aur.; change type trans. (BPET-459). Action Aug. 9.

Action on motion

■ Administration Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted petition by Western Communications Inc. to amend application to show acquisition of newspaper by associated corporation, and accepted amendment (Docs. 19519, 19581). Action Aug. 13.

Other actions

■ Review board in Largo, Fla., TV proceeding, granted motion by WLCY-TV Inc., applicant for CP to make changes in authorized facilities of WLCY-TV Largo, for extension of time through Sept. 10 within which to file responses to petition to add issues filed by Sarasota-Bradenton Florida

Television Co., licensee of WXLT-TV Sarasota, (Doc. 19627). Action Aug. 16.

■ Review board in Boston (Community Broadcasting of Boston Inc., Dudley Station Corp. and RKO General Inc. [WNAC-TV]), TV proceeding, denied petition filed March 12 by Community Broadcasting of Boston to add issues against Dudley Station Corp. in proceeding involving mutually exclusive applications of RKO General for renewal of license for WNAC-TV Boston, and those of Community and Dudley for new UHF on same channel (Docs. 18759-61). Action Aug. 14.

Fines

■ WMTW-TV Poland Spring, Me.—FCC notified Mid New York Broadcasting Corp., licensee, of apparent liability for \$8,000 for logging violations in connection with program-length commercials. Action Aug. 16.

■ WXON-TV Allen Park, Mich.—FCC notified WXON-TV Inc., licensee, of apparent liability for \$3,000 for logging violations in connection with program-length commercials. Action Aug. 16.

■ KMTC-TV Springfield, Mo.—FCC notified Midland Television Corp., licensee, of apparent liability for \$3,000 for logging violations in connection with program-length commercials. Action Aug. 16.

■ WMUR-TV Manchester, N.H.—FCC notified United Television Co. of New Hampshire, licensee, of apparent liability for \$6,000 for logging violations in connection with program-length commercials. Action Aug. 16.

■ WRET-TV Charlotte, N.C.—FCC notified Turner Broadcasting of North Carolina, licensee, of apparent liability for \$4,000 for logging violations in connection with program length commercials. Action Aug. 16.

Rulemaking action

■ Chief, Broadcast Bureau, in Syracuse, N.Y., denied petition by WNYS-TV Inc., licensee of WNYS-TV Syracuse, for rulemaking to reassign ch. 52 from Ithaca to Corning, both New York (RM-2181). Petition was opposed by Anthony Ceracche, permittee of WCIC-TV Ithaca. Opposition was based on WNYS-TV's erroneous assumption that ch. 52 had never been in operation. Action Aug. 10.

Call letter application

■ WBLG-TV Lexington, Ky.—Seeks WTVQ-TV.

New AM stations

Application

■ Marco Island, Fla.—Collier Broadcasting Co. Seeks CP to change ant.-trans. and main studio location to ½ mile south of Marco Junction Road, ½ mile north of Highway 92, and approximately two miles west of junction 92 and Tamiami Trail, near Marco Island. Ann. Aug. 14.

Initial decision

■ Fredericksted, St. Croix, Virginia Islands—Admin-

istrative Law Judge, in initial decision, proposed grant of application of Carlos A. Lopez-Lay for 1090 khz, 500 w. P.O. address Condominio Parque 407, Santurce, Puerto Rico 00912. Estimated construction cost \$41,100; first-year operating cost \$60,000; revenue \$72,000. Principals: Mr. Lopez-Lay (100%). Mr. Lopez-Lay has Santurce, Puerto Rico law practice. Action Aug. 8.

Action on motion

■ Administrative Law Judge Lenore G. Ehrig in Lubbock and Plainview, both Texas (Caprock Radio Inc. and Panhandle Broadcasting Inc.), AM proceeding, accepted petition by Caprock to amend application to reflect changes in media interests of one of its directors and in employment status of another, upon condition that Caprock would get no credit under contingent comparative issue by reason of acceptance of amendment (Docs. 19455-6). Action Aug. 10.

Existing AM stations

Application

■ WMAF Madison, Fla.—Seeks mod. of license to change hours of operation from SH to U. Ann. Aug. 14.

Final actions

■ WHHY Montgomery, Ala.—Broadcast Bureau granted mod. of license covering operation of aux. trans. by remote control from 3435 Norman Bridge Road, Montgomery (BRC-3657). Action Aug. 13.

■ KCUB Tucson, Ariz.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only (BL-13457). Action Aug. 9.

■ KBON San Bernadino, Calif.—Broadcast Bureau granted license covering permit for aux. trans. (main and aux.) (BL-13455). Action Aug. 9.

■ WNHC New Haven, Conn.—Broadcast Bureau granted license covering use of former aux. for alt. trans. only (BL-13489). Action Aug. 16.

■ KPOI Honolulu—Broadcast Bureau granted CP to change trans. site to 331 East Kamani Street, Honolulu to share existing tower facilities used by KIKI(AM), KORL(AM), KGMB(AM), KHVH(AM) and KZOO(AM), all Honolulu (BP-19447). Action Aug. 13.

■ KFXD Nampa, Idaho—Broadcast Bureau granted waiver of rules to identify as Nampa-Boise, Idaho. Action Aug. 3.

■ WCTN Potomac and Cabin John, both Maryland—Broadcast Bureau granted license covering new AM; trans. location redesigned as Falls Road golf course; temporary studio location at 142 Congressional Lane, Rockville, Md. (BL-13120). Action Aug. 13.

■ WHLS-AM-FM Port Huron, Mich.—Broadcast Bureau granted mod. of licenses covering change in corporate name to Wismer Broadcasting Inc. (BML-2469, BMLH-464, BMLRE-3642). Action Aug. 13.

■ KICC International Falls, Minn.—Broadcast Bureau granted CP to replace expired permit for educational FM (BPED-1667). Action Aug. 9.

■ WBRW Somerville, N.J.—Broadcast Bureau granted license covering new aux. trans. (BL-13448). Action Aug. 9.

■ WOBR Wanchese, N.C.—Broadcast Bureau granted license covering permit for changes (BL-13476). Action Aug. 9.

■ WSPF Hickory, N.C.—Broadcast Bureau granted license covering permit as modified for changes (BL-13478). Action Aug. 9.

■ WSEW Selinsgrove, Pa.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only (BL-13481). Action Aug. 16.

■ KENR Houston—Broadcast Bureau granted license covering permit for alt. purposes only (BL-13459). Action Aug. 9.

■ KCPX Salt Lake City—Broadcast Bureau granted CP to change ant.-trans. site to west bank of Jordan River, south of 5800 South Street, approximately 2.5 miles southwest of Murray, Utah; change main studio and remote control location outside corporate limits of city to 1000 West 3300 South, Salt Lake City; condition (BP-19,465). Action Aug. 9.

EDWIN TORNERG & COMPANY, INC.

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Actions on motions

■ Administrative Law Judge John H. Conlin in Cleveland Heights, Ohio (Friendly Broadcasting Co.), AM-FM renewal proceedings, granted motion by Friendly Broadcasting Co. license of WJMO (AM)-WLYT(FM) Cleveland Heights and extended to Aug. 15 time in which to respond to Broadcast Bureau's petition to reopen record (Doc. 19412). Action Aug. 10.

■ Chief Administrative Law Judge Arthur A. Gladstone in Cleveland Heights, Ohio (Friendly Broadcasting Co.), renewal of license proceeding, granted motion by Friendly Broadcasting Co., and extended to Aug. 20 time in which to respond to Broadcast Bureau's petition to reopen record in proceeding involving license renewals of WJMO(AM)-WLYT-(FM) Cleveland Heights (Doc. 19412). Action Aug. 16.

■ Administrative Law Judge David I. Kraushaar in Richmond, Va., and Sanford, N.C. (WGOE Inc. [WGOE(AM)], and Crest Broadcasting Corp. [WEYE(AM)]), renewal of license proceeding, on motions by Crest Broadcasting Corp., extended through Sept. 10 time for filing responses to certain discovery procedures initiated by Broadcast Bureau (Docs. 19757-8). Action Aug. 14.

■ Administrative Law Judge David I. Kraushaar in Columbia, S.C. (WOIC Inc.), AM renewal proceeding, cancelled all procedural dates established in proceeding, including hearing date (Oct. 9), which is continued indefinitely; at request of petitioner, dismissed applicant's pending petition for summary decision or judgment pursuant to rules; and ordered applicant to file by not later than Sept. 17, all appropriate papers, addressed to commission, that will be necessary to carry out commitments made through its counsel in Aug. 10 pre-hearing conference, looking toward settlement of proceeding by agreement to sell WOIC Inc. to Nuance Corp. (Doc. 19674). Action Aug. 10.

■ Chief, Office of Opinions and Review, in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc. [WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha and KISN(AM) Vancouver]), AM-FM proceeding, on motion by Star Stations of Indiana, Central States Broadcasting, and Star Broadcasting Inc., extended to Sept. 5 time in which to file replies to exceptions (Docs. 19122-5). Action Aug. 6.

Other action

■ WQSA(AM)-WQSR(FM) Sarasota, Fla.—Charles A. Stewart has filed notice of appeal in U.S. Court of Appeals for District of Columbia circuit, from commission memorandum opinion and order released July 16 which denied his petition for reconsideration of commission action granting applications for assignment of licenses of WQSA(AM)-WQSR(FM) Sarasota, from H. Edward Dillon, receiver for Stewart Broadcasting Co., to Sarasota Radio Co. (BAL-7599, BALH-1679). Ann. Aug. 20.

Call letter application

■ WAYM Smithfield, Va.—Seeks WEOO.

New FM stations

Applications

■ Avon Park, Fla.—Tri-County Stereo Inc. Seeks 106.3 mhz, 3 kw. HAAT 154.9 ft. P.O. address Box 1710, Avon Park 33825. Estimated construction cost \$7,875; first-year operating cost \$12,000; revenue \$24,000. Principals: Charles A. and Helen Esposito (each 20%), Lee A. and Patricia A. Corbin (each 20%). Espositos own 60% of WAPR(AM) Avon Park. Mr. Corbin is loan officer at Avon Park bank. Ann. Aug. 6.

■ *Cedar Falls, Iowa—University of Northern Iowa. Seeks 88.1 mhz, 5.5 kw. HAAT 204 ft. P.O. address Auditorium Building, Cedar Falls 50613. Equipment is already owned by University of Northern Iowa; first-year operating cost \$15,000; revenue none. Principals: John Kamerick is president of University of Northern Iowa. Ann. Aug. 10.

■ Grand Forks, N.D.—Red River Valley Broadcasting Co. Seeks 92.9 mhz, 100 kw. HAAT 290 ft. P.O. address 201 South Fourth Street, Grand Forks 58201. Estimated construction cost \$27,920; first-year operating cost \$11,900; revenue \$25,000. Principals: Thomas E. Ingstad (75%), Robert E. Ingstad (24.75%) et al. Ingstads own KBMW(AM)-KKWB(FM) Breckenridge, KWAD(AM)-KKWS(FM) Wadena and KLOH-AM-FM Pipestone, all Minnesota; KOVC(AM) Valley City and KKKI(AM) Grand Forks, both North Dakota; KGFY(AM) Pierre and KKLS-AM-FM Rapid City, both South Dakota. They also own 52.25% of KBAB(AM) Indianola, Iowa. Ann. Aug. 14.

■ Castalia, Ohio—Christian Faith Broadcast Inc. Seeks 97.7 mhz, 3 kw. HAAT 300 ft. P.O. address 305 Gildona Drive, Sandusky, Ohio 44870. Estimated construction cost \$33,343; first-year operating cost \$8,100; revenue \$35,000. Principals: Shelby Gilliam, John R. Mellon, Billy C. Pounders, James Gray and Leo Blanton (each 20%). Mr. Gilliam is Castalia clergyman. Messrs. Mellon, Pounders and

Blanton are employees of Ford Motor Co., Sandusky, Ohio. James Gray is cement finisher at Castalia. Ann. Aug. 10.

■ Laramie, Wyo.—Wycom Corp. Seeks 98.9 mhz, 25 kw. HAAT —193 ft. P.O. address 260 West Lyon Street, Laramie 82070. Estimated construction cost \$11,000; first-year operating cost \$1,800; revenue none. Principals: William R. Sims, president and manager Wycom is licensee of KOJO(AM) Laramie and KODI(AM) Cody, both Wyoming. Ann. Aug. 10.

Final action

■ Chillicothe, Mo.—Cecil W. Roberts and James R. Roberts, Broadcast Bureau granted 103.9 mhz, 1.85 kw. HAAT 160 ft. P.O. address 909 Michigan Avenue, Farmington, Mo. 63640. Estimated construction cost \$21,375; first-year operating cost \$12,250; revenue \$12,000. Principals: Cecil W. Roberts (51%) and James R. Roberts (49%). Messrs. Roberts own KREI(AM) Farmington, Mo. Cecil Roberts owns KCHB(AM) Chillicothe and James Roberts owns KCRB(AM) Chanute, Kan. (BPH-8371). Action Aug. 9.

Actions on motions

■ Administrative Law Judge John H. Conlin in Winchester, Ky. (WVKY Inc. and Clark Communications Co.), FM proceeding, granted petition by Clark Communications Co. to amend application to update applicant's financial qualifications, and accepted amendment (Docs. 19748-9). Action Aug. 10.

■ Administrative Law Judge Frederick W. Dennison in Ogallala, Neb. (Industrial Business Corp. and Ogallala Broadcasting Co.), FM proceeding, granted motion by Industrial Business Corp., and extended from Aug. 21 to Sept. 6 time for filing opposition to Ogallala Broadcasting's motion to re-open record, accept amendment, and re-close record (Docs. 19559-60). Action Aug. 16.

■ Chief Administrative Law Judge Arthur A. Gladstone in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, in view of intention of presiding judge to retire at end of calendar year, assigned case to Administrative Law Judge William Jensen in lieu of Administrative Law Judge Basil P. Cooper, effective immediately (Docs. 18456-7). Action Aug. 13.

■ Chief, Office of Opinions and Review in Leisure City and Goulds, both Florida (Resort Broadcasting Co., and Fine Arts Broadcasting Co.), FM proceeding, granted motion by Fine Arts Broadcasting Co. and extended to Aug. 30 time in which to file opposition to application for review filed by Resort Broadcasting Co. (Docs. 18956, 18958). Action Aug. 13.

Other actions

■ Review board in Mount Dora, Fla., AM proceeding, granted motion by Lake Radio Inc. for extension of time through Aug. 24 within which to file reply to supplement to opposition to petition to add issues filed by Golden Triangle Broadcasting Co. (Docs. 19701-2). Proceeding involves competing applications of Lake Radio and Golden Triangle to operate former facilities of WYYD(AM) Mount Dora. Action Aug. 16.

■ Review board in Gulfport and McComb, both Mississippi, AM proceeding, granted request by Broadcast Bureau for extension of time through Aug. 29 within which to file responsive pleadings to appeal of Southwestern Broadcasting Co. of Mississippi, license of WAPF(AM)-WCCA(FM) McComb, from ruling of Administrative Law Judge Jay A. Kyle in Gulfport and McComb AM proceeding (Docs. 19466-7). In his order, Judge Kyle granted applications of Gulf Broadcasting Co. for new AM at Gulfport, and HWH Corp. for new AM at McComb, and terminated proceeding. Action Aug. 17.

■ Review board in Glenwood Springs, Colo., FM proceeding, denied petition by Glenwood Broadcasting Inc., to add issues to determine whether two principles of Colorado West Broadcasting Inc. were involved in operation of unlicensed television translator, and effect of this activity on Colorado West's qualifications (Docs. 19588-89). Glenwood and Colorado West are competing applicants for new FM to operate at Glenwood Springs. Action Aug. 13.

■ Review board in Atlanta, Tex., FM proceeding, granted request by KALT-FM Inc. for extension of time through Sept. 4 within which to file reply to Broadcast Bureau's opposition and Cass County Broadcasting Co.'s oppositions or comments to motion to add issues filed by KALT-FM Inc. (Docs. 19782-3). Proceeding involves mutually exclusive applications of KALT-FM Inc. and Cass County for new FM at Atlanta. Action Aug. 17.

■ Review board in Atlanta, Tex., FM proceeding, granted motion by Cass County Broadcasting Co. for extension of time through Aug. 27 within which to file oppositions or comments on motion to enlarge issues filed by KALT-FM Inc. and granted petition to add issues by Cass County (Docs. 19782-3). Action Aug. 16.

Call letter applications

■ Carmen D. Trevitt, Forsyth, Ga.—Seeks WFNE-(FM).

■ TLC Education Corp., Columbus, Neb.—Seeks *KTLX(FM).

Call letter action

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

Existing FM stations

Applications

■ KROA(FM) Aurora, Neb.—Seeks CP to change station location to Grand Island, Neb. and second station location to Aurora; delete both remote control locations; make change in ant. system (decrease height); change TPO; HAAT 462.6 ft. Action Aug. 20.

■ WDVR(FM) Philadelphia—Seeks mod. of CP (BPH-8036) to change frequency from 101.1 mhz to 104.5 mhz; change trans. location to Umbria Street and Domino Lane, Philadelphia; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP: 11 kw; and HAAT: 901.3 ft. Ann. Aug. 15.

■ WRCP-FM Philadelphia—Seeks CP to change frequency from 104.5 mhz to 101.1 mhz; change trans. location to Culp Street, Philadelphia; install new trans.; install new ant.; make change ant. system (increase height); change TPO; ERP: 26.5 kw and HAAT: 646.5 ft. Ann. Aug. 15.

Final actions

■ WCJM(FM) West Point, Ga.—Broadcast Bureau granted CP to install new ant.; ERP 1.85 kw; ant. height 235 ft.; remote control permitted (BPH-8507). Action Aug. 9.

■ WKLO-FM Louisville, Ky.—Broadcast Bureau granted CP to install new aux. ant. to be used with aux. trans.; ERP 8.7 kw; ant. height 490 ft.; remote control permitted (BPH-8506). Action Aug. 9.

■ WQXY-FM Baton Rouge—Broadcast Bureau granted license covering changes ERP 97 kw; ant. height 700 ft. (BLH-5789). Action Aug. 9.

■ WJMI(FM) Jackson, Miss.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1268). Action Aug. 9.

■ WABO-FM Waynesboro, Miss.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 145 ft. (BLH-5860). Action Aug. 9.

■ *KUFM(FM) Missoula, Mont.—Broadcast Bureau granted CP to change trans. location to Big Sky Mountain, 11 miles north of Missoula; install new ant.; ERP 7.4 kw; ant. height 2,510 ft.; remote control permitted (BPED-1632). Action Aug. 6.

■ *WPCR-FM Plymouth, N.H.—Broadcast Bureau granted license covering new FM; studio location: Main Street, Plymouth (BLED-1115). Action Aug. 16.

■ *KRWG(FM) Las Cruces, N.M.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 350 ft. (BLED-1124). Action Aug. 9.

■ WNYI-FM New York—Broadcast Bureau granted license covering new educational FM; ERP 8.3 kw; ant. height 255 ft. (BLED-1123). Action Aug. 9.

■ WIYQ(FM) Ebensburg, Pa.—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location to be operated on 99.1 mhz; ERP 3.9 kw; ant. height 460 ft.; remote control permitted from trans. studio site for aux. purposes only (BPH-8505). Action Aug. 9.

■ WGMR-FM Tyrone, Pa.—Broadcast Bureau granted CP to install new aux. trans. and aux. ant.; ERP 6.8 kw; ant. height 990 ft.; remote control permitted (BPH-8509). Action Aug. 9.

■ *WSCI(FM) Charleston, S.C.—Broadcast Bureau granted license covering new educational FM; ERP 97 kw; ant. height 545 ft. (BLED-1100). Action Aug. 15.

■ WCOR-FM Lebanon, Tenn.—Broadcast Bureau granted CP to change ERP to 18 kw (BPH-8510). Action Aug. 9.

■ KOAX(FM) Dallas—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 1560 ft. (BLH-5878). Action Aug. 9.

■ KIKK-FM Houston—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 370 ft. (BLH-5884). Action Aug. 9.

■ WVWR-FM Roanoke, Va.—Broadcast Bureau granted license covering new educational FM; ERP 4.1 kw; ant. height 86 ft. (BLED-1134). Action Aug. 9.

Action on motion

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc. and Cumberland Broad-

Summary of broadcasting

Compiled by FCC, July 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,366	4	20	4,390	44	4,434
Commercial FM	2,414	0	36	2,450	124	2,574
Commercial TV-VHF	505	1	6	512	7	520
Commercial TV-UHF	190	0	3	193	52	245
Total commercial TV	695	1	9	705	59	765
Educational FM	583	0	22	605	84	689
Educational TV-VHF	87	0	4	91	2	94
Educational TV-UHF	123	0	14	137	5	143
Total educational TV	210	0	18	228	7	237

* Special temporary authorization.

casting Co.), FM proceeding, on unopposed motion by WIOO Inc., extended to Sept. 19 deadline for filing proposed findings of fact and conclusions of law, and to Oct. 8 for filing replies (Docs. 19468, 19471). Action Aug. 17.

Call letter applications

- WLQY(FM) Fort Lauderdale, Fla.—Seeks WHYY(FM).
- WROR(FM) Boston—Seeks WYOJ(FM).
- WPET-FM Greensboro, N.C.—Seeks WRQR(FM).
- WFAA-FM Dallas—Seeks KZEW(FM).

Call letter actions

- WGLM(FM) Richmond, Va.—Granted WQLK(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of following licenses, co-pending aux., and SCA's when appropriate: KBRSA(AM) Springdale, Ark.; KORK-AM-FM Las Vegas; WAOV-AM-FM Vincennes, Ind.; WCIS-FM Moss Point, Miss.; WFMW-AM-FM Madisonville, Ky.; WGUN(AM) Atlanta; WHBN-AM-FM Harrodsburg, Ky.; WJAK(AM) Jackson, Tenn.; WKJG-TV Fort Wayne and WLF1-TV Lafayette, both Indiana; WMGO(AM) Canton, Miss.; WMLR(AM) Hohenwald and WMSR-AM-FM Manchester, both Tennessee; WRCR(FM) Rushville, Ind.; WSPC(AM) Somerset, Ky.; WSHF-WTRE(AM) Greensburg and WTTV-FM Bloomington, both Indiana and WWYN(AM) Erie, Pa. Action Aug. 10.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's when appropriate: KFDF(AM) Van Buren and KYMA(AM) Magnolia, both Arkansas; WAKE(AM) Valparaiso, Ind.; WCDG(AM)-WOVO(FM) Glasgow, Ky.; WCSA(AM) Ripley, Miss.; WDIA(AM)-WAID(FM) Memphis; WFDR-AM-FM Manchester, Ga.; WGAP(AM) Maryville and WHAL-AM-FM Shelbyville, both Tennessee; WJRL(AM) Calhoun City, Miss.; WKBJ-AM-FM Milan and WKSR(AM) Pulaski, both Tennessee; WKYW(FM) Frankfort, Ky.; WLJE(AM) Valparaiso. WORX-AM-FM Madison and WRSW(AM) Warsaw, all Indiana; *WUOT(FM-Ed) Knoxville, Tenn.; WWKI(FM) Kokomo and WXUS(FM) Lafayette, both Indiana. Action Aug. 17.

■ Broadcast Bureau granted renewal of licenses co-pending aux., and SCA's when appropriate for following stations subject to conditions: WUAZ(FM) Henderson, Ky. and WHBQ-AM-TV Memphis. Action Aug. 10.

■ Broadcast Bureau granted renewal of licenses for following translators: K74AC and K77AA, both Bayfield and Ignacio, Colorado; K04CX Cascadia, Ore.; K08BT Manitou Springs, Colo.; K10IC Alma, Glenwood, Pleasanton and Mulcreek, K09KJ Tierra Amarilla and K11LP Farmington, all New Mexico; K08EK Blue Mountain rural area east, Cathedral, Rangely, Goeder, Artesia and Dinosaur, all Colorado; K02EU Roy, N.M.; K08GW Grand Lake and K12IE Wagon Wheel Gap rural area, both Colorado. Action Aug. 13.

Modification of CP's, all stations

■ KPTO(TV) Pocatello, Idaho—Broadcast Bureau granted mod. of CP to change type trans.; change type ant.; make changes in ant. structure; studio location 4th and E Center Street, Pocatello; ERP 100 kw vis.; 17.4 kw aur.; ant. height 1530 ft., extended completion date to Feb. 9, 1974 (BMPCT-7465-66). Action Aug. 9.

■ *KHKE(FM) Cedar Falls, Iowa—Broadcast Bu-

reau granted mod. of CP to change ant.; ERP 94 kw; ant. height 1780 ft. (BMPED-1011). Action Aug. 9.

■ KRNT-TV Des Moines, Iowa—Broadcast Bureau granted mod. of CP to change ERP to vis. 224 kw, aur. 44.7 kw; change trans.; change type ant.; ant. height 1950 ft. (BMPCT-7477). Action July 31.

■ WQUE(FM) New Orleans—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system; ERP 93 kw; ant. height 460 ft. (BMPH-13821). Action Aug. 9.

■ WQLH(FM) West Point, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 31 (BMPH-13815). Action Aug. 9.

■ WMVI(AM) Mechanicville, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 7 (BMP-13408). Action Aug. 7.

■ *WBFO(FM) New York—Broadcast Bureau granted mod. of CP to extend time to Jan. 27, 1974 (BMPED-1009). Action Aug. 9.

■ WREO-FM Ashtabula, Ohio—Broadcast Bureau granted mod. of CP to change ant. (BMPH-13823). Action Aug. 9.

■ WMHE(FM) Toledo, Ohio—Broadcast Bureau granted mod. of CP to change ant. and change transmission line (BMPH-13822). Action Aug. 9.

■ WAMB-FM Nashville—Broadcast Bureau granted mod. of CP to change trans.; change ant.; ERP 100 kw; ant. height 510 ft.; remote control permitted (BMPH-13817). Action Aug. 9.

Translator action

■ K06GA and K12HG, both Searchlight, Nev.—Broadcast Bureau granted assignment of two VHF translator licenses to Clark county (BALTTV-107). Action Aug. 7.

Ownership changes

Applications

■ KTRB-AM-FM Modesto Calif.—Seeks assignment of license from KTRB Broadcasting Co. to Big Valley Broadcasting Inc. for \$675,000. Sellers: Richard W. Rhodes, president, et al (100%). Buyers: Norman W. Johnson, Robert H. Olson, Harry J. Pappas, Pete Pappas, Emmanuel J. Pappas, Robert M. Piccinini, Roger L. Roberts, Michael Sturtevant, James Michael Tocco and Arnold H. Wiebe (each 10%). Messrs. Pappas have 31% interest in KMPH(TV) Tulare, Calif. They also own KGEN(AM)-KBOS(FM) Tulare. Messrs. Sturtevant and Tocco each have 15% interest in KFAX(AM) San Francisco. Mr. Sturtevant also has 10% interest in KAGO(AM)-KAGM(FM) Klamath Falls, Ore., KFSM(FM) Woodlands and KGMS(AM) Sacramento, both California. Other principals have various business interests in California. Ann. Aug. 8.

■ WPGA-AM-FM Perry, Ga.—Seeks transfer of control of Radio Perry Inc. from Richard J. Buttner, administrator of estate of Howard C. Gilreath, deceased, (60% before, none after) to Lowell L. Register (40% before, 100% after). Consideration: \$70,000. Principal: Mr. Register is president and general manager of Radio Perry Inc.; he also owns Perry advertising firm. Ann. Aug. 2.

■ WSTX(FM) Woodstock, Ill.—Seeks assignment of license from Angelo Joseph Salvi to Lake Valley Broadcasters Inc. for \$95,000. Seller: Angelo Joseph Salvi (100%). Mr. Salvi also owns WLUV-AM-FM Loves Park, Ill. Buyer: Malcolm K. Bellairs (100%). Mr. Bellairs owns WVIS(AM) Crystal Lake, Ill. Ann. Aug. 9.

■ WUHF-TV Baltimore—Seeks assignment of CP from UHF Broadcasting Co. to Maryland Telechoice Inc. for \$47,000. Sellers: C. J. Zamoiski is president of Joseph M. Zamoiski Co., owner of UHF Broadcasting Co. Buyers: Harvey N. Stanley, George F. Warner, Harold Babbitt and Jennings Bynum (each 20%) et al. Mr. Stanley is with Washington telephone products firm. Mr. Babbitt

has Washington restaurant and TV production interests. Mr. Bynum owns insurance agency and Mr. Warner has interest in plumbing supply companies, both Washington. Ann. Aug. 7.

■ WQMA(AM) Marks, Miss.—Seeks assignment of license from Quitman Broadcasting Co. to Quitman Broadcasting Service Inc. for \$58,000. Sellers: Deniz Barnes, president, et al (100%). Buyers: Ray Smith, Ben Enochs and John Latham (each 33 1/3%). Messrs. Smith, Enochs and Latham own 50% of WBOL(AM) Bolivar, Tenn. and 47% of WACY(AM) Kissimmee, Fla. They are applicant for assignment of license of WDXA(AM) McRae, Ga. Mr. Enochs also owns KLPL(AM) Lake Providence, La. and has 14.6% interest in WDXL-AM-FM Lexington, Ky. Ann. Aug. 8.

■ WDAL-AM-FM Meridian, Miss.—Seeks transfer of control of Broadcasters and Publishers Inc. from Houston L. Pearce (60% before, 50% after) to Don Partridge (40% before, 50% after). Consideration: \$16,000. Principals: Mr. Pearce is board chairman and Mr. Partridge is president of WDAL-AM-FM Meridian. Ann. Aug. 9.

■ WYPR(AM) Danville, Va.—Seeks assignment of license from Danville Broadcasting Co. to WYPR Radio, Inc. for \$380,000. Seller: David P. Welborne, president (100%). Mr. Welborne owns WTBO(AM) Cumberland Md.; he also owns 50% of WNCA(AM) Silver City, N.C. Buyers: R & S Communications Inc.; Harry L. Reiner, president. Mr. Reiner will vote 96% of stock in WYPR Inc. for R & S Communications. R & S Communications is also licensee of WEXT(AM) West Hartford, Conn. Ann. Aug. 9.

Actions

■ KNOT(AM) Prescott, Ariz.—Broadcast Bureau granted transfer of control of Parkell Broadcasting Inc. from Myrie Parker (100% before, 20% after) to Boyd Browning (none before, 80% after). Consideration: \$80,000. Principal: Mr. Browning, former sales manager of KDAY(AM) Santa Monica, Calif., owns minority interest in air charter service in Van Nuys, Calif. (BTC-7147) Ann. Action Aug. 15.

■ KDFM(FM) Walnut Creek, Calif.—FCC granted assignment of license from Stereophonic Broadcasters Inc. to Schofield Broadcasting Co. for \$207,250 (BALH-1624). Sellers: Alfred Pettler, president, et al (100%). Buyers: Richard Schofield (46.4%), Wayne Hoffman (43.6%), et al. Schofield Broadcasting is licensee of KKIS(AM) Pittsburg, Calif. Petition by Adler Communications Co., licensee of KWUN(AM) Concord, Calif., opposing assignment was denied. Action Aug. 2.

WUAZ(FM) Henderson, Ky.—Broadcast Bureau granted assignment of license from Futura Sound Inc. to Professional Broadcasters Inc. for \$65,000. Sellers: Frank R. Fults, president, et al (100%). Buyers: Richard Albright, Herbert E. Baggett, Walton Smith Jr. and James Kolb Miles (each 23.75%). Messrs. Albright and Miles own 50% of WBAR(AM) Barstow, Fla. Mr. Smith has interest in Clarksville, Tenn. insurance agency and Mr. Baggett owns amusement facilities in Tennessee (BALH-1825) Action Aug. 9.

■ KFBD-AM-FM Waynesville, Mo.—Broadcast Bureau granted assignment of license from Fred Briesacher to James P. DeAngio for \$250,000 (BAL-7919). Seller: Fred Briesacher (100%). Buyer: James P. DeAngio (100%). Mr. DeAngio is general manager of KFBD-AM-FM. Action Aug. 14.

■ WKOL(AM) Amsterdam, N.Y.—Broadcast Bureau granted assignment of license from Paul E. Carpenter to WKOL Inc. for \$100,000 (BAL-7884). Seller: Mr. Carpenter owns WCBA(AM) Corning, N.Y. Buyers: Maunel N. Panosian, president. Robert Johnson, vice president (each 20%), et al. Mr. Panosian has majority interest in WIQT(AM)-WQIX(FM) Horseheads, N.Y. Mr. Johnson is general manager of those stations. Action Aug. 14.

■ KSTB(AM) Breckenridge, Tex.—Broadcast Bureau granted transfer of control of Regal Broadcasting Corp. from Bennie A. Fossen (100% before, none after) to Velton A. Moser (none before, 100% after). Consideration: \$76,000. Principal: Mr. Moser is general manager of KSTB(AM) Breckenridge (BTC-7070). Action July 31.

Cable

Applications

■ The following operators of cable television systems have requested certificates of compliance, FCC announced Aug. 14 and 17 (stations listed are TV signals proposed for carriage):

■ Televents of Paradise Inc., 700 D Street, Martinez, Calif. 94553 proposes for Paradise, Calif. (CAC-2878) to add KTXL Sacramento, Calif.

■ General Television Inc., 200 High Street, Seaford, Del. 19973 proposes for Milford, Del. (CAC-2870), to add WCPB Salisbury, Md.

■ Bannock TV Co., Box 4790, 156 South Third Street, Pocatello, Idaho 83201 proposes for Bannock county unincorporated portions, Idaho (CAC-2879), to add CJOC Lethbridge, Alberta and KPTO Pocatello, Idaho.

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WASHINGTON, D. C. 20036
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KANSAS CITY, MISSOURI 64114

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Cleveland, Ohio 44141
Phone: 216-526-4386
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**E. Harold Munn, Jr.,
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Coldwater, Michigan 49036
Phone: 517-278-7339

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(216) 225-4443
SYSTEMS DESIGN—INSTALLATION
SERVICING—EQUIPMENT BROKERAGE

■ Idaho Video Inc., Box 50, Jerome, Idaho 83338 Jerome (CAC-2877), requests certification of existing system.

■ Decatur Cable Co., 108 East Washington Street, Indianapolis 46204 proposes for Decatur, Ind. (CAC-2884), WANE-TV and WKJG-TV, both Fort Wayne, WPTA-TV, Roanoke, WHMB-TV, WTTV-TV and WFYI-TV, all Indianapolis, all Indiana; WGN-TV Chicago and WIPB-TV Muncie, Ind.

■ Putnam All-Channel Cablevision Inc., 109 South Vine Street, Greencastle, Ind. 46135 proposes for Greencastle (CAC-1338), to add WFYI Indianapolis.

■ Cable Communication Corp., Box 3070, Jackson, Tenn. 38301 proposes for Hartford City, Ind. (CAC-2890), to add WGN and WSNS, both Chicago.

■ Bluffton Cable Co., 108 East Washington Street, Indianapolis 46204 proposes for Bluffton, Ind. (CAC-2885), WANE-TV and WKJG-TV, both Fort Wayne, WPTA-TV, Roanoke, WHMB-TV, WTTV-TV and WFYI-TV, all Indianapolis, all Indiana; WGN-TV Chicago and WIPB-TV Muncie, Ind.

■ Jeff-Davis Cable TV, Box 507, Lansdale, Pa. 19446 proposes for Jennings, La. (CAC-2892), KATC, KLFY-TV and KLN1-TV, all Lafayette. KPLC-TV Lake Charles, KALB-TV Alexander, WBRZ and WAFB-TV, both Baton Rouge, Louisiana; KBMT and KFDM-TV, both Beaumont, KJAC-TV Port Arthur, and KHTV Houston, all Texas and WYES-TV New Orleans.

■ Casco Cable Television Inc., R.D. 1, South Harpswell, Me. 04079 proposes for Brunswick, Me (CAC-2875), WGAN and WCSH-TV, both Portland. WMTW Poland Springs and WCB8 Augusta, all Maine; WSBK and WKBG, both Boston and CHLT-TV Sherbrooks, Quebec.

■ Cable TV of Coloma, 1031 West Patterson Street, Kalamazoo, Mich. 49007 proposes for Coloma, Mich. (CAC-2883), WKZO-TV Kalamazoo, WUHQ-TV Battle Creek, WKAR-TV East Lansing, WOTV-TV, WZZM-TV and WGVC-TV, all Grand Rapids, all Michigan; WGN-TV, WSNS-TV, WBBM-TV, WMAQ-TV and WLS-TV, all Chicago; WKBD-TV Detroit; WNDU-TV, WSBT-TV and WNIT-TV, all South Bend and WSJV-TV Elkhart, both Indiana.

■ Cable Vision Inc., Box 293, 105 East Illinois, Mount Pleasant, Mich. 48858 proposes for Mount Pleasant (CAC-2901) to add CKLW-TV Windsor, Ont.

■ Allegan Teleception Inc., 114 1/2 Locust Street, Allegan, Mich. 49010 proposes for Plainwell (CAC-2905) and Otsego (CAC-2906), both Michigan. WUHQ-TV Battle Creek, WOOD-TV, WZZM-TV and WGVC, all Grand Rapids and WKZO-TV Kalamazoo, all Michigan; WSNS-TV and WGN-TV, both Chicago; WMSB Onondaga and WKBD-

TV Detroit, both Michigan.

■ Communications Systems Inc., Box 777, Hector, Minn. 55342 proposes for Lake Crystal, Minn. (CAC-2886), KEYC-TV Mankato, KAUS-TV Austin, WCCO-TV, WTCN and WMSF, all Minneapolis and KSTP, KTCA-TV and KTCI-TV, all St. Paul, all Minnesota.

■ Carthage Cablevision Inc., 129 East Third Street, Box 696, Carthage, Mo. 64836 proposes for Carthage (CAC-2881), to add KMOX-TV St. Louis.

■ Continental Cablevision of New Hampshire Inc., 474 Central Avenue, Dover, N.H. 03820 proposes for New Castle, N.H. (CAC-2888), WMUR-TV Manchester, and WENH Durham, both New Hampshire; WCSH-TV and WGAN-TV, both Portland, and WMTW-TV Poland Springs, both Maine; WBZ-TV, WNAC-TV, WCVB-TV and WGBH-TV, all Boston, WKBG-TV Cambridge, and WSMW-TV Worcester, all Massachusetts.

■ Elizabeth Cable TV, Box 10727, University Park Station, Denver 80210 proposes for Elizabeth, N.J. (CAC-2904), to delete WKBS-TV Philadelphia; add WNJM-TV Little Falls, N.J., and WTAF-TV Philadelphia.

■ Telecommunications, Inc., 21 East Blackwell Street, Dover, N.J. 07801 proposes for Mt. Olive Township, New Jersey (CAC-2902), WCBS-TV, WNBC-TV, WABC-TV, WNEU-TV, WOR, WPIX, WNET, WNYC-TV and WNYE-TV, all New York; WNJU-TV Linden, WXTV Paterson, WNJM Montclair, WNJB New Brunswick, and WNJT Trenton, all New Jersey; KYW-TV, WPVI-TV, WCAU-TV, WKBS-TV, WPHL-TV and WTAF-TV, all Philadelphia.

■ Leacom Inc., Drawer 9698, 1900 Wyoming Avenue, El Paso 79987 proposes for Playas, N.M. (CAC-2876), KGUN-TV, KOLD-TV, KVOA-TV and KUAT-TV, all Tucson, Ariz.; KGGM-TV Albuquerque, N.M.; KELP-TV, KROG-TV and KTSM-TV, all El Paso.

■ Brookhaven Cable T.V. Inc., Industrial Road, Box C, Port Jefferson Station, N.Y. 11776 proposes for Brookhaven Township, N.Y. (CAC-2869), to add WSNL-TV Patchogue, N.Y.

■ Long Island Cablevision Corp. of Southold, Route 58 and Osprey Avenue, Riverhead, N.Y. 11901, proposes for Southold (CAC-2894), Southold (CAC-2895), East Marion (CAC-2896), Orient (CAC-2897), Peconic (CAC-2898), Cutchogue (CAC-2899) and Mattituck (CAC-2900), all New York, requests certification of existing system and to add WABC-TV New York.

■ Ohio Video Services Inc., 81 North Rich Street, Mount Gilead, Ohio 43338 proposes for Cardington Ohio (CAC-2889), WJW-TV and WKBF-TV, both Cleveland, WUAB Lorain, WHIO-TV Dayton, WLIO Lima, WLWC, WTVN-TV, WBNS-TV and WOSU-TV, all Columbus, all WOTOL-TV, WSPD-TV and WDHO-TV, all Toledo, all Ohio.

■ Ohio Telecab Co., 7055 Ashlawn Drive, Brecksville, Ohio 44141 proposes for Seven Hills (CAC-2871), Independence (CAC-2872), Brecksville (CAC-2873) and Broadview Heights (CAC-2874), all Ohio. WCOT-TV and WAKR-TV, both Akron, WKYC-TV, WEWS, WJW-TV, WVIZ-TV, WKBF-TV and WCTF, all Cleveland and WUAB Lorain, all Ohio; WKBD-TV Detroit and CKLW Windsor, Ont.

■ Cablevision of Chickasha Inc., 2705 Shoshone Street, Englewood, Colo. 80110 proposes for Chickasha, Okla. (CAC-2887), KFDX-TV and KAUZ-TV, both Wichita Falls, Tex.; KSWO-TV Lawton, Okla.; KTVT Ft. Worth and KDTV Dallas; KETA, KWTW, WKY-TV and KOCO-TV, all Oklahoma City. KTEN Ada, and KXII Ardmore, all Oklahoma.

■ Skyline Cable Inc., Box 1220, Brookings, Ore. 97415 proposes for Brookings (CAC-2882), KIEM-TV, KVIQ-TV and KEET-TV, all Eureka, Calif.; KOBI-TV and KMED-TV, both Medford, Ore.

■ Oil City Cable TV Co., 500 South Erray Street, Dallas 75201, Oil City, Penn. (CAC-2903), requests certification of existing system.

■ Walterboro Cable Television Inc., Box 833, Walterboro, S.C. 29488 proposes for Walterboro (CAC-2880), WSAV-TV, WTOG-TV, WVAN-TV and WJCL-TV, all Savannah, WJBF-TV and WRDW-TV, both Augusta, both Georgia; WCBDTV, WCSC-TV, WCIV-TV and WITV-TV, all Charleston, and WIS-TV Columbia, both South Carolina.

■ Cablevision of Fredericksburg Inc., Box 117, 317 Bridgewater Street, Fredericksburg, Va. 22401 Fredericksburg (CAC-2865), requests certification of existing system.

■ Cablevision of Fredericksburg Inc., Box 117, 317 Bridgewater Street, Fredericksburg, Va. 22401 proposes for Fredericksburg (CAC-2866), Spotsylvania (CAC-2867) and Stafford (CAC-2868), all Virginia, to add WHFV Fredericksburg.

■ Teleprompter Corp., Box 88760, 1233 Andover Park East, Seattle 98188 proposes for Mountlake Terrace, Wash. (CAC-2893), KOMO-TV, KING-TV, KIRO-TV and KCTS-TV, all Seattle, KTNV-TV, KTVW and KTPS-TV, all Tacoma, Washington; CBUT and CHAN-TV, both Vancouver, B.C.

■ Badger CATV, 308 Superior Avenue, Tomah, Wis. 54660 proposes for Tomah (CAC-2891), requests certification of existing system and to add WWWW La Crosse, Wis.; WGN-TV Chicago; WTCN-TV Minneapolis and WVTW Milwaukee.

Final action

■ CATV Bureau granted following operator of cable television systems certificates of compliance: Cable TV Inc. White Pigeon (CAC-1575) and Constantine (CAC-1576) both Michigan. Action Aug. 10.

Classified Advertising

Payable in advance. Check or money order only. When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy! Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing. No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00)

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢ per word—\$5.00 weekly minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

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—All others \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

RADIO

Help Wanted Management

Needed: Broadcast veteran in his mid-30's. Strong sales and management orientation. Update New York station offers station management presently; opportunity for station ownership with minimal investment in short time. Needed now! Send confidential resume to Box H-157 BROADCASTING.

Director of Marketing, leading five station radio group. College graduate with limited sales experience and strong management orientation desired. Masters Degree helpful. Salary \$25,000 plus bonus. Send confidential resume to Vice President Sales, Box H-198, BROADCASTING.

Wanted: Intelligent, creative, ambitious radio analyst who knows a great deal about what makes a radio station a success and is willing to learn more. Aptitudes required: imagination, skill to communicate effectively, attractive personality. Offered: growth, financial and professional; autonomy; creative expression; excellent working and living environment. Box H-250, BROADCASTING.

Opportunity for experienced, married, general manager to travel and inspect various stations belonging to our network. Box H-277, BROADCASTING.

Sales manager, mid-west powerhouse. Recent promotion creates position. Top-money for top-person. Strictest confidence. E.O.E. Write Box H-279, BROADCASTING.

Number one Southern Illinois station needs experienced, management-oriented GM. Will be responsible for sales, programming, personnel, etc. \$20,000, profit share, fringe benefits. Write WMCL, Box 1209, Mt. Vernon, IL 62864.

Sales oriented GM needed for WDXI, Jackson TN. Must have good overall knowledge of programming, FCC rules. Ability to manage a must. \$20,000, profit share, fringe benefits. Write: Community Service Broadcasting, Inc. Box 1209, Mt. Vernon, IL 62864.

Administrator/Editor, Educational research and development corporation in Charleston, W. Va., needs person to head a media development center which produces curriculum materials, scholarly reports, brochures, newsletters, etc. Person would assist staff in editing and producing educational materials; identify appropriate sources for production of filmstrips, graphics, and video tapes; and supervise small print shop. Production, editorial background required. Familiarity with audio-visual media desired. Knowledge of education helpful. Salary \$16,000 to \$20,000 plus fringe benefits and relocation expenses. Members of minority groups and women are encouraged to apply. An Equal Opportunity Employer. Send resume to P.O. Box 1348, Charleston, W. Va. 25325.

Help Wanted Sales

Experienced. Immediate opening Top 50 market. Send complete details. Box H-86, BROADCASTING.

Sales Manager for AM/FM. Second fastest growing area in Tennessee. Draw plus Commission. Experience necessary. Send resume to Box H-124, BROADCASTING.

Salesman with good possibility for Sales Management. New owners. Northeast urban station, city of 100,000. Equal Opportunity Employer. References to Box H-144, BROADCASTING.

Christian AM & FM, well-established and growing, in good-sized Southeast market needs sales manager with proven sales ability to develop and execute an aggressive program involving personal sales and sales management. Wide-open opportunity for a producer. Box H-150, BROADCASTING.

Sales Manager/Major market—immediate opening in S. Cal. for an organized salesman/sales manager with ambition. Multi-station chain, to age 35 with successful audio sales, preferably in RAB consultant sales technique. Unafraid of hard work? Salary to \$12,000 to start and opportunity for management advancement. Send resume to Box H-175, BROADCASTING.

Exceptional Opportunity for experienced radio salesman. Unlimited opportunity to advance into management. We have two stations now and only need good people to expand. Midwest location. Send complete info. Box H-248, BROADCASTING.

New England top-rated contemporary MOR needs success oriented individual. If now, or think you can, lead and motivate 3 or 4 person team and handle agency work, this is your chance to make money, work with an outstanding radio team and be part of a delightful, growing shoreline community. Age, sex, race secondary to ability. Sales department knows of ad and is waiting for you. Send photo, detailed resume, salary to Box H-252, BROADCASTING.

Deejay/salesman with experience needed by number one midwest AM station. Salary commensurate with ability plus commission, fringe benefits. Great opportunity for talented individual. No amateurs please! Write Box H-270, BROADCASTING.

Salesman needed immediately to sell top-rated AM and fast-rising FM. Experience in broadcasting sales preferable, but desire to sell mandatory. Please send resume c/o Joe Tourtelot, KDES, 821 No. Palm Canyon Dr., Palm Springs, CA 92262.

Experienced salesman needed immediately to step right in. Big account list. Excellent draw. High growth market. Must be go-getter. WBNR, Beacon, N.Y. 12508. 914-831-1260. E.O.E.

I'll pay you 20% commission, you can become sales manager, you must believe in FM radio, my FM was survey rated #1 in the fifteen county trade area. You will be the only salesman selling the FM, I do have other salesmen selling my AM, send resumes and references to: Herschel Rivers, Radio Station WDOL-FM, Box 1607 Athens, GA. 30601.

Top-40/oldies/progressive Stereo-FM in college community has experienced, talented staff . . . needs dedicated, experienced salesman to handle sales mgr. position. \$150/wk. plus. Resume to Rick Sellers, WOXR, Oxford, O. 45056.

Large Chicago company, specializing in merchandising unsold radio time, has immediate opening for salesman to contact and sell radio station owners on using our service. Write or call Mr. Green, Roberts Advertising, Inc., 3312 W. Peterson Avenue, Chicago, IL. 60659, 312-478-1000.

Radio Sales—Experienced account executive, WFUN, Miami. Send resume to Glenn Mincer, 6101 Sunset Drive, Miami, FL. 33143.

WSUF, Patchogue, Long Island's only 10,000 watter. Great opportunity for hustling pro. Call or write GM. 516-475-1580.

Modern Country WPVA in Historic Petersburg, VA, seeks another experienced sales person. No floaters or beginners. Take over GM's list and new list. Our staff knows of this ad. Send resume to: Manager, PO Box 87, Petersburg, VA 23803.

Madison Wisconsin. Excellent career opportunity for bright problem solving Salesman on the way up. Strong on creativity and ability to build campaign. Six station group seeks man with management potential to handle top Accounts. Our people earn far more. City offers super living. You'll have opportunity for management and equity. WISM, Madison, WI. A Midwest family station.

Immediate opening for salesman to sell AM-FM. The FM will hit the air within weeks. Lucrative market. Call Jerry at WTKM, Hartford, WI at 414-673-3550.

Help Wanted Announcers

New England: Leading Adult Music station would like to hear audition tapes from staff announcers interested in filling future vacancies when they occur. Good wages, stability, brand new facilities, new equipment. Equal Opportunity Employer. H-51, BROADCASTING.

5KW contemporary in beautiful, growing college metro socks stable, wide-awake, personable, community oriented 6-10 a.m. jock. Topical conversation and natural humor preferred. Must be experienced—no beginners. Tape, resume and recent photograph to Box H-153, BROADCASTING.

First phone announcer. Small Ohio market, C&W, MOR and some religious programming. Will consider beginner with potential. Send tape and resume. Box H-200, BROADCASTING.

Drive personality for adult contemporary, growing N.E. market. Top rated station. 3 years experience. Tape, resume, current salary. Equal Opportunity Employer. Box H-253, BROADCASTING.

Professional broadcaster with at least 2 years experience in announcing and production wanted to enjoy the good life with other professionals. BC/Blue Shield, insurance, good pay, and regular advances—Rush resume and air check with news and production to Box H-256, BROADCASTING.

Announcer, good morning man for adult oriented MOR AM and FM stations in South Carolina; near major university. Good pay, working conditions and fringe benefits. Send audition tape, snapshot and complete resume. Box H-267, BROADCASTING.

Deejay/salesman with experience needed by number one midwest AM station. Salary commensurate with ability plus commission, fringe benefits. Great opportunity for talented individual. No amateurs please! Write Box H-271, BROADCASTING.

AM-FM MOR midwest needs personable announcer and production. Fine facilities in attractive, growing area. Have ambition, potential, and third endorsed—will train. Box H-275, BROADCASTING.

Wanted: An interesting human being with a pleasant voice who is highly desirous of communicating via radio. Salary open. Opportunity equal. Applicants should send audio tape of their best work plus brief resume and statement of objectives and goals. Phone calls and interviews are not initially required. Mail to: Johnny Hyde, Program Director, KCRA-Radio, 310 10th Street, Sacramento, CA. 95814.

#1 Rated modern country KCUB, Tucson, Arizona, needs air personality. Send resume, air check, to Mike Mitchell, Box 2308, Tucson, Arizona 85702.

First phone/announcer personal interview only. Station WAMD, Aberdeen, MD 21001.

Wanted: Jock. WAYS, Charlotte, N.C. Contact Jay Thomas, 704-392-6191.

First Phone Announcer for night shift. Start \$145. No maintenance. Send tape. Ed K. Smith, WCMB, Box 3433, Harrisburg, PA 17105.

50,000 watts and two hour air shift for creative morning personality. Personal interview required. No beginners. WDDD, Marion, IL. 618-997-2341.

Two of our alumni are programing WOKY in Milwaukee and San Diego's KCBG. Others have graduated to similar successful situations. We're good. And we're looking for someone who's as good to fill our afternoon drive slot. Good voice, good pace, strong production. Top pay. We'll underwrite your health care. And we'll share the profits with you. If you're on the way to the top, make your next step with us. Only professionals need apply. Tape, picture, resume to: Tedd O'Connell, WDUZ, Box 36, Green Bay, WI 54305.

Experienced, mature jock for WEEP, Pittsburgh. Country based format. Contact Ed Salamon, 412-471-9950.

WERA Plainfield, New Jersey needs an afternoon personality for Uptempo MOR. Must be experienced and have good production skills. Send details with tape and resume to Jere Sullivan.

Florida Coastal Station has opening for operations director. Must be good announcer and administrator. Typing essential. Delightful, living by the sea. Opportunity for advancement. Send tape, resume, starting salary: Hudson Miller, WIRA, Fort Pierce, Florida. Equal Opportunity Employer.

Modern Country jock needed. Tight board, production ability a must. Rush tape and resume to Mark McGehee—P.D., WOKC/WLMC-FM, Box 1247, Okeechobee, FL. 32960.

Help Wanted Announcers Continued

Top Morning Man—Leading radio operation has opening for pro who has proven record of adult morning audience appeal. Send tape, info to WSAV Radio and Television, Savannah, GA.

Michigan MOR CBS affiliate has an immediate opening for an experienced, reliable drive time announcer. Many extra benefits. Excellent working conditions in Michigan's newest broadcasting facilities. Equal Opportunity Employer. Rush photo, tape and resume to Jerry Schroeder, Program Director, WSGW, Box 1945, Saginaw, MI 48604, or call 517-753-4456.

Announcer-production man. 3rd class endorsed for leading good music station AM-FM. Tampa-St. Petersburg, Florida. Good delivery commercials and news. Must be able to write good copy and know production editing, etc. Automation preferred. Evening hours. Call or write Bill Dutcher, WWBA, 813-527-2111, Box 12680, St. Petersburg, FL. 33733. An Equal Opportunity Employer.

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.

A pool of on-the-air talent helps make finding a job easier. Broadcasters helping broadcasters. 814-734-5418.

Wanted: Two announcers with 1st phone, two years experience minimum, must be able to handle news, copy, air shift. Country music format. Western PA. 5 kw, directional. Salary commensurate to ability. Full details, tape and resume first letter. P.O. Box 430, Department G, Frostburg, Md. 21532.

Immediate opening for announcer with 1 year's news and dj experience minimum. 5-day-40 hr. week. Include tape, references and salary requirements. Reply William Winn, P.D. 43 Main Street, Bradford, PA. 16701.

Experienced announcer wanted immediately for Massachusetts city of 20,000. Air shift 1-6pm, production 8:30-noon. Must be super good on commercials. 5 day work week, Mon-Fri. Start at \$160.00 with fringe benefits. Call now at (617) 874-5610. Ask for Ken Patch.

Help Wanted Technical

Radio Chief Engineer AM-FM. Experienced in AM Directionals, maintenance, AM-FM prof-station construction. Excellent salary and growth potential. Equal Opportunity Employer M/F. Reply to Box H-91, BROADCASTING.

Pacific Northwest medium market AM-FM is looking for an Announcer Engineer combo with the emphasis on engineering. We are part of a growing company with your future controlled by your attitude and ambition. Salary 500 to 700 per month depending on qualifications. Send tape and resumes to Box H-139, BROADCASTING. An Equal Opportunity Employer.

Chief engineer TV network affiliate group operator. Good technical experience necessary. Send resume to Box H-223, BROADCASTING.

Tired of being the "chief" engineer at a small, under equipped station? A rare opportunity exists for the enterprising engineer who wants to grow at a top-notch station. Working conditions and facilities are excellent. Require at least four years engineering experience and the ability to assume responsibility as chief engineer of a class IV AM. Send resume to Box H-269, BROADCASTING. All inquiries answered.

Opportunity for experienced, married, broadcasting technician to travel and inspect various stations belonging to our network. Box H-278, BROADCASTING.

Chief Engineer. Full time AM, Full time automated FM. Single station market. Well-equipped. Plus 15-20 hours per week board shift. Contact General Manager, WCBY, Cheboygan, Michigan 616-627-2341. No collect calls.

Chief engineer take charge AM/FM stereo combination. Only experienced broadcast engineers need apply. Production abilities helpful. Send resume, reference, salary requirements to Jim Blake, WHFB, Box 608, Benton Harbor, MI 49022. Equal Opportunity Employer.

Chief Engineer who can take charge, must be experienced for AM and FM operation in Southwest Michigan. FM automated with new equipment, preventive maintenance a must. Contact Rick D'Amico, WKNR-WKFR-FM, Battle Creek, Michigan 49014.

Engineering supervisor to help construct and operate new public radio station. At least two years experience in radio operations and maintenance required. Salary open. Resume to Director of Radio Services, WXXL-FM, 410 Alexander Street, Rochester, N.Y. 14607.

Help Wanted Technical Continued

Bermuda Broadcasting Company Limited require an experienced broadcasting engineer. The successful applicant must have specialized knowledge of the latest developments in colour video-tape machines, particularly IVC 960 and 825. Must also be able to service and maintain studio cameras, projectors, telecine-chain, etc. Some transmitter experience would be beneficial. Salary commensurate with ability and experience. Send details to: Bermuda Broadcasting Company, Limited, P.O. Box 452, Hamilton 5, Bermuda.

Electronic Technician—Temple University is seeking a technician with 2 years broadcasting experience to maintain all video and audio equipment used in a broadcast studio. Candidates must be able to maintain a 5 kw FM transmitter and must have a valid FCC 1st class, radio-telephone license. Good salary and excellent benefits. Apply: c/o Phelton Anderson, Temple University, Personnel Services, Seltzer Hall, Broad Street and Columbia Avenue, Philadelphia, PA. E.O.E.

Oklahoma Top rated medium market AM/FM combo has immediate opening for experienced engineer with ability to maintain two automation systems, four complete studios, transmitters, etc. Some announcing desirable. Excellent salary, fringe benefits. Call Michael McKee, 405-224-2890 Now!

Help Wanted News

Immediate opening top ten market leader. Experienced reporter for anchor and street reporting. Equal opportunity Employer. Box H-192, BROADCASTING.

NYC suburban news leader seeks experienced, dedicated broadcast journalist. Top pay in market for digger/writer/announcer. Box H-221, BROADCASTING.

Newsperson with good head and strong delivery. Adult contemporary with heavy information content. Top rated. Growing north-east market of 200,000. Tape, resume, salary. Equal opportunity Employer. Box H-254, BROADCASTING.

Major market group owned station seeks experienced newsmen or woman with heavy emphasis on street-work. Send tape and resume to Box H-259, BROADCASTING.

#1 Rated modern country KCUB, Tucson, AZ, needs news man for day shift. Send resume, air check, to Mike Mitchell, Box 2308, Tucson, AZ, 85702.

Thinking, Experienced Newsmen wanted for hard-hitting, local oriented department. If you think there is more to news than traffic accidents, cop shop run and condition reports from hospitals, send aircheck and resume to WIRL News, Box 3335 W. Glen Station, Peoria, IL 61614.

Newsperson for 5kw black oriented station. Minimum 1 year local experience. Good voice & good sense of community involvement. Rapid chance for advancement with new Equal Opportunity Group. Do not phone. Rush tape and resume to: Robert Mayhawk, Gen. Man., WTUN, 1 South Montgomery St., Trenton, NJ, 08608.

We have an opening for a news pro. Must collect, write, and air news. College degree desirable. Can be five-day work week. Starting salary \$160.00. Contact Ken Patch at 617-874-5610.

Newsperson who can dig, write and read for news oriented station. Tape and resume to Box 482, Newburgh, NY 12550.

Help Wanted Production

Wanted: Video production specialist, with production, direction, technical background capable of taking over small studio and remote ETV operation. Supervisory ability required. College degree. Please call 703-691-2638 immediately.

Situations Wanted Management

Very successful manager looking for bigger challenge in Top 25 market. Must have good corporate structure. Only GM position considered. Box G-275, BROADCASTING.

Looking for management with group ownership, experienced in all phases. Former owner of Broadcast properties. Box H-87, BROADCASTING.

Manager who is salesman, qualified engineer and presently doing automation consulting would like to show owners how to widen profit margin through use of pre-planned programming that doesn't sound automated. Would also entertain offer from group on a permanent arrangement. Box H-148, BROADCASTING.

Experienced major market—General Manager available. Excellent track record, finest references. Also interested in equity position for cash. Will consider forming group association for acquisition of radio facilities. Box H-170, BROADCASTING.

Situations Wanted Management Continued

Available immediately, experienced General Manager with 17 years broadcasting experience. Prefer Phoenix but will consider Southwest or West coast. Box H-180, BROADCASTING.

Unusual opportunity. Man-wife combination. 29 years experience in all phases of broadcasting. Desire 2-3 station market. Box H-197, BROADCASTING.

Excellent record sales. Thoroughly experienced all phases. Family man. Desire sales small, medium market, solid organization, southeast. Box H-225, BROADCASTING.

Top experience in broadcast management. Until now gen. mgr. of top market station desirous of new position. Have excellent track record including profitability, programming, and sales management. Box H-227, BROADCASTING.

Station Manager, small to medium market. Western states. Aggressive young man. Proven sales record. Experienced all phases of radio. Box H-238, BROADCASTING.

Wanted, general manager position, over 20 years experience, all facets, good working knowledge of FCC. Past owner-operator of FM operation. Past experience in country-MOR-talk formats: Sales oriented. Box H-239, BROADCASTING.

Currently general manager. Seek similar position with good operation. (Present station being sold.) Professional, honest, knowledgeable all phases including regulations, renewals. Community-active, cost-conscious, sales-oriented. References. Box H-263, BROADCASTING.

15 years experience all phases. Wish to return to field I love. Money won't be a big hassle. Let me hear from you and do us both a favor. Send replies to D. Bell, c/o Holzer, 1397 E 2 St., Brooklyn, N.Y. 11230. 212-875-3857.

Situations Wanted Sales

Salesman with solid background seeks sales and air combination. Excellent copy, production, air. Available immediately. Like Michigan and Ohio. Others considered. Box H-246, BROADCASTING.

Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Would you like one of Chicago's best interviewers? Someone able to run a bright, tight, interesting, and intelligent jock show? Perhaps a good track record, someone who is truly interested in your audience? How about good production capabilities and a constant 200% output for your station? I'm your man. Markets 1-30 only. Please write BOX H-135, BROADCASTING.

Black D.J. Tight board, good news, commercials, 3rd phone, well trained, mature, will travel. Box H-172, BROADCASTING.

Experienced 3rd phone seeking any shift in MOR and/or contemporary format. Jack of all trades, master of 9/10. Prefer midwest but will locate elsewhere. Tape and resume available. Box H-183, BROADCASTING.

Personnel Director with ten years top business background and prior Broadcast experience wishes to return to the field. Let's talk. Box H-187, BROADCASTING.

Young, bright combo man, one year's experience in MOR, desirous to learn. Looking to apply myself diligently to personality oriented radio. Box H-210, BROADCASTING.

Looking for good sport who knows sports? I'm looking for a station who needs a go-getter for play-by-play and/or sports. Experienced in football and hockey, also good DJ. Available Oct. 15, 1973. Box H-224, BROADCASTING.

30 years old—14 year pro. Top markets—Top ratings. All qualifications plus voices. No screamers. Five figures. West only. Box H-228, BROADCASTING.

Intelligent, topic-oriented veteran top-10 talker seeks established professional operation. Also heavy in news, sports and interviewing. Box H-232, BROADCASTING.

Progressive rock jock, tight board, 3rd, super programming, one year experience, seeking gig within 250 miles of NYC. 203-333-1577 or Box H-236, BROADCASTING.

Situations Wanted Announcers Continued

Modern country jock wants AFTRA market. In last ARB was rated #1 afternoon drive, can handle rock, MOR. Box H-237, BROADCASTING.

Presently employed, successful A.M. Drive personality in Big market. Young, married, stable. \$300. plus; MOR/Rock only. Box H-240, BROADCASTING.

DJ, announcer, 6 years experience, college graduate, excellent production, looking for position in top 40 or MOR operation. 22, married. Box H-244, BROADCASTING.

Experienced Reporter and writer. Hard working, ambitious, creative young newsmen serious about news looking for small to medium market position. Box H-245, BROADCASTING.

Ohio/midwest contemporary-MOR. 1 1/2 years experience. 23, married, good voice. Permanent position. Reliable. Box H-247, BROADCASTING.

Talk show host looking for home in medium or major market. 19 years in radio, 1st phone, stable, family man. Last job in top ten, but station sold. Am willing to relocate. Box H-251, BROADCASTING.

First phone, experienced radio and/or TV news and sports. Would like some play-by-play. Box H-257, BROADCASTING.

Controversial, frustrated, drive time pro. Want large market. Personality plus I'm tired of unreasonable censorship and time and temp. College grad, 8 years experience. Five figures must. Box H-264, BROADCASTING.

First phone—9 years experience including music directing, production, FM stereo automation, engineering—wants announcing—rock, solid gold, MOR, C&W—prefer southern states—coastal areas—midwest, will consider all locations. Box 274, BROADCASTING.

DJ, tight board, good news, commercials, dependable, versatile. 3rd phone can follow directions. Willing to go anywhere. Write Gloria Brewer, 173-08 116# Ave., Queens, N.Y. 11434. Phone 212-978-8280.

Disc Jockey-News-caster. Want bright creative talent? Try me! Dependable, experienced, versatile, third endorsed, aggressive salesman, authoritative news, tight board, add charisma and satisfaction guaranteed. Clearance Collier, 1444 Shakespeare Ave., Bronx, N.Y. 10452. 212-681-6972.

Beginner, DJ/announcer needs start. 28, married, 3rd endorsed. Bob Cooper, 1727 Atchison Ave., Whiting, IN. 46394. 219-659-1582.

Crazy jock looking for station unafraid of outrageous, weirdness, and fun. Call Jack Daniels, 717-249-1717.

DJ, tight board, good news, commercials, third phone, broadcast endorsement, ready now. Call Gary 607-724-7687.

I have small market experience, 3rd ticket endorsed, 2 Broadcasting Schools, good production, good air work. Looking for contemporary MOR of Top 40. I'll work for you! Jack Harvey, 38 Carriage Ln., Belleville, Michigan 48111. 1-313-461-6095.

Have voice—will travel. Bob Macioco, 16 Stoner Ave. 1-G, Great Neck, N.Y.

Announcer—mature, humorous, good background and tape. Desires full-time position, prefer Northeast region, medium market, easy rock or country. Available late September, early October. Write: B. Rear-don, 107 Washington Street, New Smyrna Beach, FL 32069.

DJ, Top 40, Oldies. I'm ready! 2 yrs. experience, BA in Broadcasting. Will relocate now! Stereo aircheck and resume sent upon request. Try me. Call/write/wire. Tom Struhar, 8646 N. Harding, Skokie, Ill. 60076, 312-677-5518.

Young, experienced, announcer, knows all phases of radio. Will relocate. Robb Empson 612-698-1492.

DJ, tight board, good news and commercials. 3rd endorsed. Go anywhere, any format. Randal Curell, 7336 Sauderson Place, Cincinnati, OH 45243, 513-561-6791.

Two human communicators, 8 years combined professional experience in free-form progressive radio. Strong production and musical knowledge. No ego tripping, just hard work and an increase in your ratings. Resume and tapes on request. Dan Ryan, Ken Stone, 2000 Durant #116, Berkeley, CA 94704. 415-843-7639.

Ready to go. Young, bright, ambitious Spec's Howard grad, 3rd endorsed, knowledgeable in news, sales, copy, production. Tape and resume available. Rick Staeb, 313-775-3005.

Situations Wanted Announcers Continued

First Phone: fifteen years local radio experience various formats. Want permanent job with mature, friendly operation. Good all-round worker. Older, but versatile, dependable. Available now. \$600. Smith, 305-886-4869.

1st phone: experienced; warm, personal, tight board—happy sound. Phone Sunny Stevens, 513-825-2430.

Urgent! Need top 40 contemporary jock and/or music director job. 1st phone. Small-medium market. 3 years experience. Mike West, 317-966-6202 or Box 1064, Richmond, Indiana 47374.

Experience, 1st phone, cooperative, professional training, great refs. Desire MOR, Uptempo Mor in north-east medium or small market. Available immediately. Call now 315-942-2155.

Announcer seeks spot in Eastern good music or TV station. 28 years experience. Call or write Ron Carver, 216-755-2659. 2233 Windsor Ave. Youngstown, OH 44502.

Experienced Free-form announcer, into Rock, Blues, and Jazz. Male. Will relocate. For tapes and resume, call 517-782-9857 or write to 4788 Woodland, Jackson, MI 49203.

Public notice: Air personality desires return to radio after a years absence. Touch that dial 512-GR 2-6124, Ext. 316.

Situations Wanted Technical

First phone. Operation, maintenance radio-television transmitting equipment. Experienced trouble shooter. All offers considered. Salary requirements reasonable. Box H-243 BROADCASTING.

Engineer, first phone 25 years experience. 21 years with same station. Prefer central states. Others considered. Box H-255, BROADCASTING.

Engineer AM directions, FM, proofs like challenge, ear for sound, located eastern Pennsylvania. May I call collect? Box H-265, BROADCASTING.

13 years in radio. 2 years college. CIE, staff position or Chief. Steve Burgess, 913-537-1966, 1415 Colorado, Manhattan, KS 66502.

Situations Wanted News

Experienced Sportscaster. College basketball and football play-by-play. Reporting sports and news. First Class license. Will re-locate. Box H-165, BROADCASTING.

Prefer being bottom man large station than present top position small station. Minimum \$225. Northeast. Box H-222 BROADCASTING.

Knowledgeable sportscaster-newsman available now. Three years pbp baseball, basketball, football. Broadcast degree. Resume and tape available. Box H-231 BROADCASTING.

Position desired in sports reporting and play-by-play. Can provide informative and pertinent reporting. Competent writing, interviewing, production. Good references. Could also handle news. Will relocate anywhere needed. Box H-233 BROADCASTING.

Newsman sportscaster desires small market news directorship with sports play-by-play. 2 1/2 years experience. On camera cable TV reporting, good voice, diction. Prefer Ohio, Indiana, Michigan markets, Box H-258, BROADCASTING.

Available January 1. News director-radio. PBP-TV. Midwest medium market. BS Degree. Want news and/or sports plus five figure salary. Locale secondary to station professionalism. Box H-273, BROADCASTING.

15 year broadcasting pro seeks News Director-Operations Manager position in major-medium market. 1st phone, McLendon trained. Considered Canada-Mexico. Charles Beach, 4020 Holland Ave., Apt. 212, Dallas, TX, 214-521-7877.

"Happy Talk" former News Director, D.J. and Talk Show Host now employed in Major Market doing News and Talk, desires "All Night Tel. Talk Show," emphasizing entertainment, human interest conversation, plus informative material. Call 617-963-5981. Ready to travel anywhere, single, 30, six years experience.

Situations Wanted Programing, Production, Others

Top 25 market talent over ten years exp. All phases of radio, News, MOR, CW, RR. 1st. West area preferred. Let's get together. Box H-68, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Modern country programmer . . . proven track-record in five major markets—three top 10—strong operational background, excellent credentials. Box H-151, BROADCASTING.

Are you looking for a soul program manager: Community relations director: experienced, FCC rules and license renewal: News: 13 years musical DJ and programing experience in soul, jazz, spirituals, some rock. Box H-260, BROADCASTING.

Programmer with country background, strong production, talent, ability. Desires larger market and more money. 3rd. If you need help call 805-489-0273.

Looking for open-minded, forward-thinking station owner, medium or major market, willing to try dynamic, revolutionary new format. Guaranteed to get ratings, increase billing, details, 805-871-2345.

Employed Veteran PD, talk master with major PRO, College Sports background wants out of East. George Taylor, WALE, 617-674-3535.

TELEVISION

Help Wanted Management

Communications Analyst: For this you'll need a TV news background, an M.A., a creative imagination, the ability to think and write clearly. You should be personable, responsible, persuasive, flexible. Ambition comes in handy. So does a way with people and a flair for management. Write H-229 BROADCASTING.

Help Wanted Sales

Southeast Television Station, VHF CBS affiliate, in Top 50 market, needs local salesman with experience in TV sales. Must be aggressive, self-starter looking for excellent opportunity. Compensation negotiable plus profit sharing. Send complete resume to BOX H-171, BROADCASTING. This ad will run two weeks only and has not run before.

Account executive. Large midwest market. List earned \$42,000 in 1972. Management possibilities with expanding group. Submit resume to Box H-199, BROADCASTING.

Immediate Need: Knowledgeable, contact-laden, self-starting, aggressive pro with provable track record for exciting new TV medium in major markets. Unlimited opportunity. Travel required. Salary plus. Call Mr. Maltenfort, 201-923-1454.

Help Wanted Announcers

New York-Binghamton. Dependable person with first class license, to handle UHF transmitter and studio operations. Salary commensurate with experience. Call Chief Engineer, WBJA-TV Binghamton, NY. 607-798-7111.

TV maintenance technician—minimum of 3 years color TV studio, experience required. Call Kentucky Education Television, 606-233-0666.

Help Wanted Technical

Chief Engineer needed to maintain and operate remote color broadcast van as well as design of additional units with future consideration given to design of studio facility. Must be highly motivated and well organized. Should be able to accept complete responsibility for technical operations for our mid-west located independent production company. Our employees are aware of this ad. Submit resume. Box H-195, BROADCASTING.

TV Maintenance Engineer needed by VHF network station in southern Nevada. Working knowledge of electronics required along with ability to learn our operation. Equal Opportunity Employer. Reply with resume to Box H-196, BROADCASTING.

Assistant chief engineer. Upper midwest. Must be strong on studio maintenance. \$15,000 starting salary. Send resume to Box H-266, BROADCASTING. All replies answered.

Technicians. 1st phone required with 2-3 years air switching experience. Equal opportunity employer. Box H-276, BROADCASTING.

Assn't chief. Live and work in beautiful Monterey Bay area of California. Must be experienced with RCA equipment TK-27, TR-50, TR-60, TVM-6 and TTU-30 transmitter. CBS network affiliate. Salary open. Send resume to: Ken Warren, KMST, Box 1271, Monterey, CA 93940.

Engineer with two to three yrs. maintenance experience. Chance to become asst. chief. Salary range \$140 to \$160 per week. Contact Chief eng., WRLH-TV, Lebanon, N.H. 03766. 603-448-4550.

Help Wanted News

Hard news oriented field reporter with production know-how for Florida TV station. Good appearance & voice. Experienced only apply. Equal Opportunity Employer. Box H-174, BROADCASTING.

Weekend anchorman/producer—I am looking for a young personable broadcast journalist looking for an on the air slot. Writing, telephone beat work, production and anchor work for weekend newscasts required. Balance of week will be standup feature, sports and assignment work. Some film shooting required. If you don't know how, we'll train you. Pay is better than average for medium-sized Midwest market. Send to news director VTR sample of air work, picture, resume, writing samples and salary requirements first letter. Box H-242, BROADCASTING.

Hard news, with production know-how, documentary writer-researcher for Florida TV station. Experienced Only Need Apply. Full details first letter. Equal opportunity employer. Box H-261, BROADCASTING.

Combination reporter-photographer for Florida TV station. Journalism training. No on-camera work. Experienced only. Equal opportunity employer. Box H-262, BROADCASTING.

Shenandoah Valley TV-AM-FM newsroom needs a general assignment newsman with reporting skills and good on-air presence. Send tape with resume. We offer a good training program, good living conditions, \$7,500. Write: News Director, WSWA Stations, Harrisonburg, VA 22801.

Help Wanted Programing, Production, Others

Experienced, mature public affairs producer with qualifications in film and video production for major market television station in Texas. Salary open. Need is immediate. Anyone with less than five years experience need not apply. Work on unusual news program. Heavy concentration on film documentaries. High level of management and creative skills required. Great opportunity. Box G-263, BROADCASTING.

Experienced Filmmaker, capable of producing/directing, cinematography, sound and editing needed by PTV station in Southeast. Send resume, salary requirement, and sample to Box H-205, BROADCASTING.

Western TV Station needs Creative Director-Continuity Writer. Experienced and/or BA or AA desired. Contact R. J. Carothers, KOLO-TV, P.O. Box 2610, Reno, Nevada, 89505. Equal Opportunity Employer.

Net owned station in top ten market has immediate opening for On Air Promotion Supervisor. A great opportunity for person with strong on air and production background. Contact: Joe Ondrick, Promotion Manager, WKYC-TV, 1403 East 6 Street, Cleveland, OH 44114.

Studio crewman (cameraman-floorman-break director) for PTV station. \$7,385. Equal Opportunity Employer. Send resume to John Hutchinson, WNED-TV, Box 1263, Buffalo, NY 14240.

Program coordinator to assist in developing and hosting of Extension related videotape programs for state wide distribution. Qualifications include experience in program production, on-camera work, and broadcast writing ability. Bachelor's degree and three years related experience, or Master's and one year experience. Salary from \$10,032, with state employment benefits. E.O.E. Deadline for applications is September 12, 1973. Send resume to Judy Thomas, Personnel Office, Virginia Tech, Blacksburg, VA 24061.

Situations Wanted Management

Available within 60 days top regional-national-sales manager 20 years experience. Box H-203, BROADCASTING.

Top experience in broadcast management. Until now gen. mgr. of top market station desirous of new position. Have excellent track record including profitability, programing, and sales management. Box H-227 BROADCASTING.

20 years as top salesman in top TV markets now wants management in small market TV or radio. Box H-280, BROADCASTING.

Situations Wanted Technical

Twenty years television, one station. Four years transmitter supervisor. Last ten months acting chief engineer. Twenty-seven years in Broadcasting. Box H-189, BROADCASTING.

Situations Wanted Technical Continued

Dir. of Eng. Considerable experience in managing, planning, purchasing, installing, and maintaining studio and transmitter systems for TV and radio. Able to take complete charge. Desires change, with stable employment. Box H-235 BROADCASTING.

Transmitter supervision needed for VHF-TV in Colorado City, Contact D. E. Balfour, XYZ-TV, Inc., P.O. 789, Grand Junction, Colorado 81501, 303-242-5000.

Ten years in Broadcasting, first ticket. Board engineer, (switcher) audio man or production engineer. Don Heumann, 213-627-8971. Write 939 South Figueroa Street, Los Angeles, CA. 90015. No maintenance.

Situations Wanted News

Top cameraman seeks relocation in well-paying position. Award-winning news and documentary experience. Network references. Box H-162, BROADCASTING.

Sportscaster . . . experienced in all phases of television and radio. Knowledgeable, versatile. Desires change with challenge. Box H-176, BROADCASTING.

Seek news director's position. Excellent credentials. Valuable experience with recognized NBC-TV affiliate. H-211, BROADCASTING.

Young Woman Reporter. Television news reporting, producing, writing experience. Missouri Broadcast Journalism Degree. VTR/Film available. Will relocate. Box H-212, BROADCASTING.

Experienced radio, newspaper reporter seeks TV reporter/photographer position. Small or medium market. 1973 Florida State honors grad. Box H-215, BROADCASTING.

Tired of pop in newscasts? So am I. Experienced producer seeks news operation with modern production ideas, but old fashioned ideals of responsible, no nonsense journalism. Box H-230 BROADCASTING.

Broadcast journalist, 24, BA, 6 years experience mostly radio. AFRTS Europe correspondent, married. Seeking position in television news. Box H-234, BROADCASTING.

Seek challenge of major market. Ten years experience in broadcast journalism, six as Special Projects Director/News for Time, Inc. station. Box H-272, BROADCASTING.

Professional meteorologist with AMS seal and polish will consider offers within 300 miles of Norfolk. Recent top meteorologist Washington area. Five years Radio/TV, Charlie Gertz 919-543-2803.

Challenging reporting and/or production position. Statehouse writer, network production assistant. MA, B.S.J. Relocate. Cheri Moore, 1350 King Ave., Columbus, Ohio.

Situations Wanted Programing, Production, Others

Director/Producer Top 50 markets. Two years experience directing news, sports, and commercials, both videotape and film. Experience also in film documentaries and live remote pickups. Send inquiries to Box G-223, BROADCASTING.

Just give me a chance! Young aggressive producer-director with educational and commercial experience seeks move upwards at any position in production. Box H-168, BROADCASTING.

Weather-caster/Staff announcer. Top-ten, 18 years. Desires change. Color tape. Top references. John Douglas, 5603 Lamar Road, Washington, D.C., 20016, 301-320-4664.

19 years experience: 11 years network station Los Angeles. Producer/Director complete experience in all varieties of shows, comm., documentaries, live VTR, film. 208-376-1362 evenings.

Producer/Director who is creative, and has quickness of mind for news, seeks position in top ten. Five years experience . . . three in top ten. Top references. 301-460-1108.

CABLE

Situations Wanted Technical

Engineer, experienced as technical project manager of communications systems; Chief AM-FM & DA-1 & 2; Field engineer for consultant; five years space related engineering/Cape Kennedy, Fla. 1st Phone/radar endorsement. Now on East Coast near Washington. Desire technical management position with satellite or CATV cable company. Box H-226, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted: Ampex VR-1200 Video Tape recorder. Call 408-298-6676. Engineering KGSC-TV, San Jose, CA.

We are building an entire AM station from scratch. Need studio equipment. What do you have, how much, when and where? Box 4371, Inglewood, California 90309.

Need 3-340 feet guyed towers, ground wire, mesh, strap, etc. What do you have, how much, when and where? Box 4371, Inglewood, California 90309.

Need IGM model 48 P3S Stereo Instacart for IGM 500 system. Write or phone Murray Hill Associates, P.O. Box 1, Murray Hill, NJ 07974. 201-582-2106.

FOR SALE EQUIPMENT

Marti & Sparta new/resale equipment. Remote pickup/STL/Remote Control. Consoles, Complete station packages. Financing. Holtzberg Associates, P.O. Box 322, Totow, NJ 07511, 201-256-0455.

300 ft. guyed tower, galvanized angle steel. Perfect condition. Location Blue Anchor, N.J., \$3,500. M. A. Braunstein, 6549 Darlington Rd., Pittsburgh, PA. 15217. 412-521-5097.

For Sale: RCA, BTA-SF transmitter—good condition 2 newly rebuilt 892R spares. Solid State rectifiers. Modulation transformer in oil. \$4500. Call Cecil Smith, Siloam Springs, Ark. 501-524-3154.

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107.1 MHz transmitter, 2 bay circular antenna, RF amplifier, Hellax—year old—Stereo board, as new condition. WDDD 618-997-2341.

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RADIO

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opportunities with **SONY®** VIDEO CASSETTE

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BSEE degree preferred. Related experience most helpful.

Salaries for these positions are in the \$13,000 range.

These are outstanding opportunities to enter vital segments of the electronics industry, with a world leader in the field. Excellent benefits and opportunities for growth. Travel 30% to 50%.

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Florida small market AM
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FOR SALE**

The Board of Regents of the University System of Georgia will solicit bids for the purchase of the operating assets of Radio Station WGST, located in Atlanta, Georgia. The sale of the Station will be subject to FCC approval. The purchase price must be paid in cash. Copies of the bid documents may be obtained after August 15, from Mr. Ewell Barnes, Vice President of Business and Finance, Georgia Institute of Technology, 225 North Avenue, Atlanta, Georgia. A fee of \$50 must accompany requests for bid documents. Contact:

Mr. Jack Collins, WGST Radio Station, 165 8th St., N.W., Atlanta, Georgia 30332, for tours of Station property by appointment only.

SE	Small	FM	110M	50%	N.C.	Small	Daytime	150M	Cash
SW	Small	Daytime	185M	Cash	Ala.	Medium	AM/FM	500M	29%
SE	Medium	AM/FM	240M	29%	E	Metro	Daytime	600M	Nego.
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Atlanta—Chicago—Detroit—New York

Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

Profile

The mellowing of FM's James Jeffrey Gabbert

Jim Gabbert has been for 15 years a singleminded, vigorous advocate of FM broadcasting.

But, like so many who are idealists in their youth but become less activist in middle years (although it is difficult to imagine the 37-year-old Mr. Gabbert as middle aged), he has mellowed.

He now considers himself more of a broadcaster than an FM cultist. And—reluctantly—he now admits that FM is not the be-all and end-all of broadcasting. Although like any man's first love, that flame for FM can never be quenched entirely. In fact, only last year, he reportedly turned down a \$3.5-million offer for his KIOI(FM) San Francisco.

What changed Mr. Gabbert from a rousing, almost fanatical exponent of FM broadcasting to the more subdued broadcaster today is probably the melding of many influences—not the least being the realization that despite the years of promises, FM is still not the complete answer to broadcasting. "Despite the number of people running around and paying a million dollars or more for FM stations," he says, "FM is not here yet . . . look at the billing figures, look at the weekly cumes . . . the FM broadcaster has a long way to go yet."

That's the new Gabbert talking, the broadcaster, not the FM advocate. And, acting on this wisdom, Mr. Gabbert has bought (pending FCC approval), KSAV-AM San Francisco for \$2 million.

Until recently, Jim Gabbert and his KIOI were known as innovators, mostly in the technical field. From the start, KIOI was noted in the Bay Area as being operated at the highest levels of technical excellence, providing the finest in high-fidelity broadcasting. When stereo came on in 1961, Mr. Gabbert, who had been active in the studies and research that led to the adoption of standards, jumped in heavily. KIOI became the stereo station in San Francisco. More recently, he has been extremely active in promoting standardization of quadraphonic sound, which he sees becoming established in two years. Not the matrix method that has many adherents, but the "true" (his word) discrete method of four-channel sound. Mr. Gabbert is vehement in his scorn for the matrix method which he terms a "bastard" version of quadraphonic broadcasting. He is a member of the National Quadraphonic Radio Committee that is working to establish standards for this mode of broadcasting. Indeed in the basement of the new KIOI building, an entire 20-by-20-foot room is devoted to this testing. It is occupied by a dozen labeled speakers surrounding a handful of chairs in which laymen are invited to sit to provide subjective estimates of the



James Jeffrey Gabbert—president-principal owner, KIOI(FM) San Francisco. b. Feb. 7, 1936, Chico, Calif.; attended University of California at Santa Barbara and Stanford University, Palo Alto, Calif.; announcer-engineer, various Latin American radio stations (father was U.S. Foreign Service officer), as well as KUDU(AM) Ventura, KDB(AM) Santa Barbara, KZSU(AM) Palo Alto (campus radio station); station manager, KSPA(AM) Santa Paula, all California; founded what is now KIOI with Gary Gielow in 1957 as KPEN(FM) Atherton, Calif.; director of engineering (and past vice president), National Association of FM Broadcasters; member, National Quadraphonic Radio Committee.

quality of various configurations.

That zealotry is a reminder of the old Gabbert.

The new Gabbert, just as animated as before, is now excited by two new discoveries: the power of editorials and image-making power of a consumer-type format. What brought this new animation is the fact that he has learned that his editorials (legalize prostitution, break up the oil monopolies, criticize the Bay Area Rapid Transit system) evoke responses. The one on oil brought more than 1,000 letters, all but a few favorable. He has discovered the power of radio, and he's as excited about it as any neophyte broadcaster. The consumer program is an open-telephone call-in program permitting the public to register complaints about purchases, naming retail stores and brands.

It's all part of Mr. Gabbert's long-time romance with radio. Even before college, he had had the experience of being an English-language announcer on stations in Latin America, and all through his university days, he kept his hand in. When he and Gary Gielow decided they wanted their own radio station during their senior year at Stanford, they built

(then KPEN) virtually from the ground up, ensconced in an adobe hut on top of a mountain near Atherton, Calif., all for the sum of \$15,000. The fourth move of the station was earlier this year, when Mr. Gabbert and his staff moved into a renovated historical landmark, the pre-1906 earthquake Bank of Columbia building in the Jackson Square area of San Francisco. Mr. Gabbert had that building completely gutted, and rebuilt inside in glass, and white-painted aluminum and dark red wall paper.

KIOI, now broadcasting contemporary-progressive music, is known throughout the area, and even nationally, as K-101 (its frequency is 101.3 mhz). In fact, Mr. Gabbert is the acknowledged pioneer in this type of promotional identification used now by a number of FM stations. Mr. Gabbert has had the K-101 mark registered with the Office of Copyright.

He's still the free-spirit broadcaster he always was. He goes into the station at 1 p.m. each day, works until 6, goes out for dinner and relaxation, and returns at 9 p.m. for a second stint that runs till sign-off, after midnight. Once a week he regales his audience with a two-hour, free-form program, a melange of programming material including stereo, quadraphonic sound, the Indianapolis auto races, echo-chamber tests, earthquake sounds, sonic booms, even the hum of the transmitter in operation.

Perhaps the true tone of the new Jim Gabbert is seen in his comments about radio today. "There's an extraordinary dilution of the radio audience now. When we started, we idolized KSFO [San Francisco], which had a 40 or 50 share of the audience. My God, now if you get a 10 or a 20 share, you're on top of the world."

On his shift from all-out FM advocate to a more measured attitude: "Being an FM-only broadcaster means I am losing maybe \$500,000 yearly in billings. Don't misunderstand me; we've come a long way. Sure it [FM] is a fantastic achievement, but even today we get the 12 spots weekly, and the AM gets 30 spots. We charge \$30 a spot; the AM gets \$100." Nevertheless, he acknowledges that KIOI billed \$1.25 million in 1972.

When Mr. Gabbert was at Stanford and active at the university campus radio station, it was shut down once by the FCC for exceeding its power tolerances. Whether this left a scar or not is unknown; in any event Mr. Gabbert thinks the FCC should withdraw entirely from radio regulation. There's no need for regulation, he says, there are so many stations in most markets that the public, with a flick of the switch, is assured of a whole gamut of voices. "Let the marketplace decide," he says—and he told that to the commission only recently. He almost sounds like a dyed-in-the-wool commercial broadcaster.

Editorials

A coming together

In age and political affiliation the FCC's young and Republican general counsel, John W. Pettit, and the Supreme Court's oldest member, William O. Douglas, a Democrat, could not be less alike. It is of more than passing interest therefore to find them edging toward common doubts about the denial of First Amendment rights to broadcasting.

It would be more precise to say that Justice Douglas has no doubts. In a concurring opinion issued in the now-famous BEM case (BROADCASTING, June 4), he said it right out: "My conclusion is that TV and radio stand in the same protected position under the First Amendment as do newspapers and magazines."

Mr. Pettit may not be quite as definite, but in a remarkably frank speech to Utah broadcasters (BROADCASTING, Aug. 20), he quoted Justice Douglas and raised new questions of his own. He wondered about the validity of the "scarcity of frequencies" argument that has been used to justify all broadcast regulation. He suggested that the scarcity argument had been used to conceal the real reason for broadcast regulation—that the pervasiveness and impact of radio and television require special controls. And he saw grave constitutional dangers in regulating media according to relative influence.

True, Mr. Pettit promised no instant liberation, and not all of Justice Douglas's colleagues have gone as far as he in asserting First Amendment parity among all media. But when government figures of such disparate persuasions move toward the same ground, the put-upon broadcasters may be excused for discerning signs of a trend.

Out in the open

An air of acrimony permeated last week's press conference granted by a President who has been reluctant to meet the press. It was evident on both sides.

The President obviously awaited an opportunity to make a major news break before exposing himself to his first live-broadcast news conference in five months. The opportunity arose in the replacement of Secretary of State William Rogers by Henry Kissinger. It was not an opportunity, however, that the press seized. Not a question about the change of command at the state department was asked in a conference that ran 50 minutes, almost double the usual half hour.

It was a brutal session. No question was friendly. All the hard words were used: Watergate, impeachment, burglary, wire tapping, bribery, resignation. The answers were equally blunt, and as the conference wore on, the President's deep-seated conviction that he has been unfairly treated by the press became more and more apparent. To CBS's Dan Rather, who asked a question "with due respect to your office," the President snapped: "That would be unusual." And at the end of a long answer, the President hoped Mr. Rather "in your commentary tonight . . . will be just as fair and objective as I try to be in giving you the answer." It was mindful of the 1962 Nixon, a defeated candidate for California governor, telling newsmen there'd be no Dick Nixon for them to kick around any more.

But despite the harshness of his exchanges with the press in San Clemente last week, it is our hunch that Mr. Nixon scored a net gain, if only because he faced the questions in an open forum. We would be surprised if the polls did not find an improvement in his standing with the public.

And here may be the real lesson for Mr. Nixon in the press conference of last week. There is more for him to gain than to lose in submitting to the professional inquiries of the White

House press corps, in full view and hearing of the broadcast audience. It is the withdrawn Nixon that has suffered a radical decline in public confidence. He may dislike the press and its awkward questions, but they are essential ingredients in the conduct of a modern Presidency.

The way it should work

In presenting *Sticks and Bones* on Aug. 17 and reruns of the abortion episodes of *Maude* on Aug. 14 and Aug. 21, CBS-TV did exactly what it had to do. Not presenting them would unquestionably have been easier but, we hurry to add, timid and, in the case of *Maude*, dangerous as well.

In both instances, affiliate refusals to carry the programs were uncommonly high. Half of the 186 stations that normally carry the CBS Friday movie rejected *Sticks and Bones* in the same time period, undoubtedly a record. Thirty-nine of the 198 affiliates in the *Maude* line-up refused the abortion episodes. And advertisers deserted both *Sticks and Bones* and the *Maude* programs—totally.

The affiliates that refused *Sticks and Bones* did so entirely spontaneously, so far as is known, acting out of genuine dislike for the program and their views of what its reception in their communities would be.

Unlike *Sticks and Bones*, the abortion episodes of *Maude* were the target of an organized campaign, led by the U.S. Catholic Conference, that put heavy pressures on affiliates as well as CBS. Many influences go into decisions to clear or not to clear, including judgments as to community impact, but it stands to reason that the organized campaign was a factor, perhaps an important factor, in some of the 39 nonclearances. To the extent that this was so it is regrettable, as is the decision of regular *Maude* advertisers to duck these two shows.

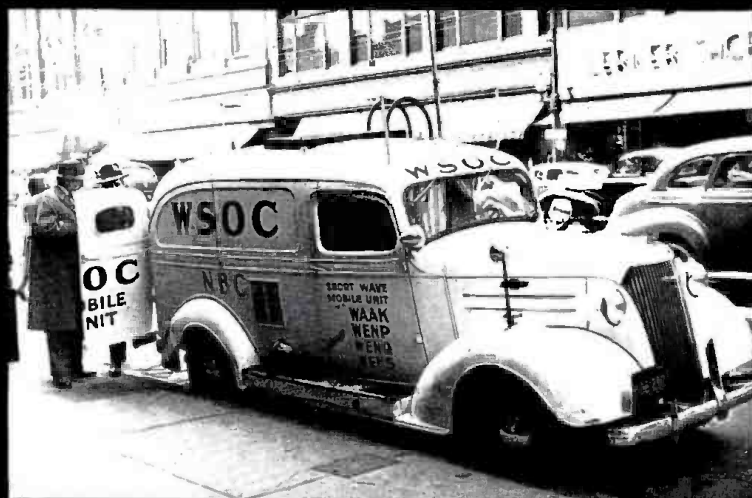
CBS, having scheduled the reruns, could not back down. To yield would only invite similar pressures from those or other groups on other issues in the future. Broadcasters have enough of those without asking for more. In standing up, CBS did not immunize itself against future pressures, but it did make clear that it would not be an easy mark for them. Any advertiser or station that yields to pressure, in conflict with its own belief, may come to know and rue the difference.



Drawn for BROADCASTING by Sid Hix

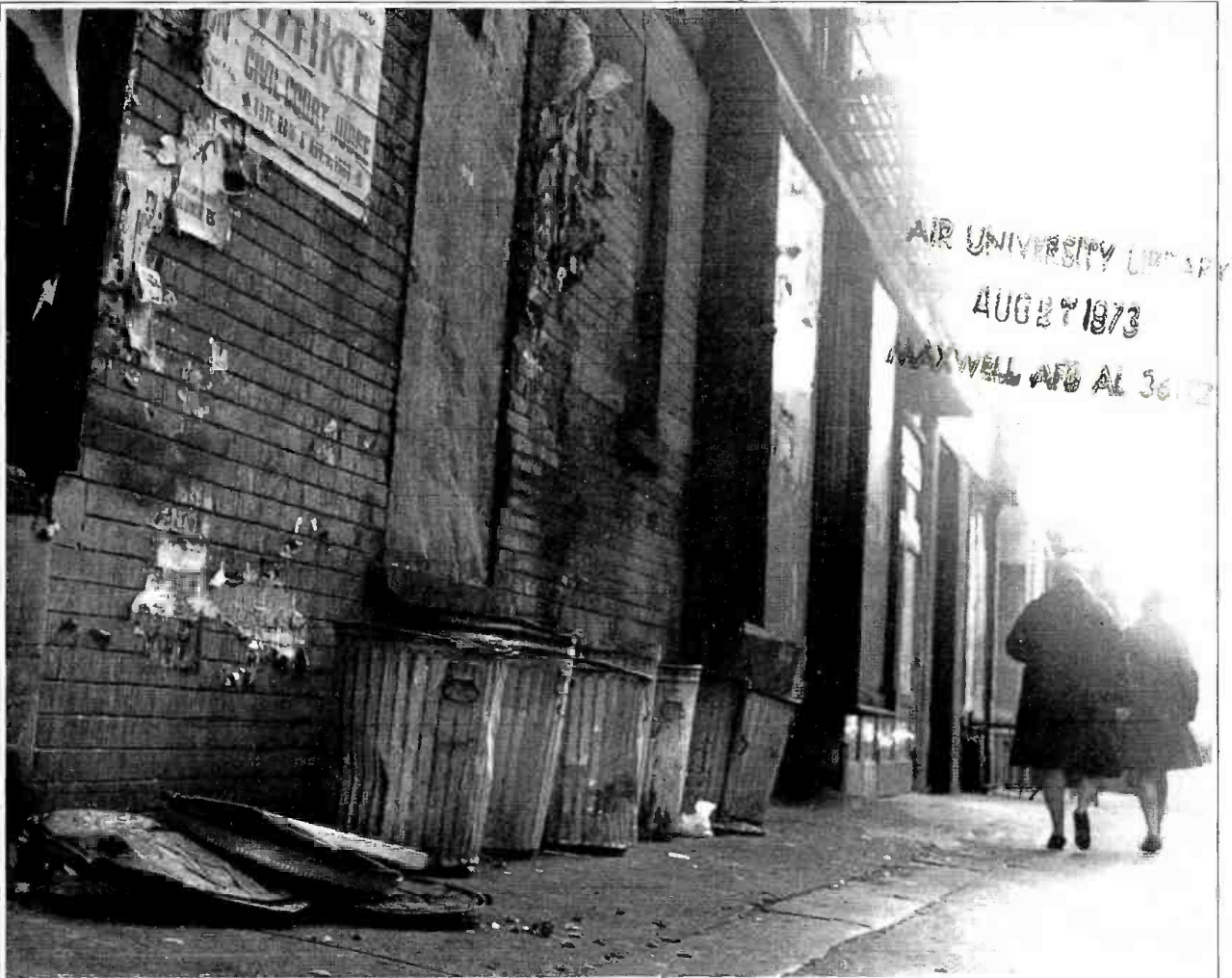
"Who's been blipping 'hell and damnation' out of my sermonettes?"

A LOT HAS HAPPENED SINCE 1933



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There are over 80 million working people in the U.S. today.

And every day that they go to their jobs, they're helping to solve the problems that beset us. Urban decay, drug abuse, pollution, hunger, poverty, crime.

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It is the taxes of the American worker and American business that sustain government at all levels and, thus, pay for improvement programs our society needs.

Like low-cost public housing, medicare, training of the hard-core unemployed, veterans' education, the fights against drug abuse and cancer, school lunch programs—to name a few.

The betterment of our society depends on business.

Our nation receives its momentum and sustenance—directly or indirectly—from business. Growing business.

No growing business, no money to deal with the growing problems that plague us today.

Taxes from workers and business sustain government at all levels.

So we've got to work together. All 80 million of us.

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