Just before the 1972-73 season begins— agencies see few new hits; specials may make the year

Broadcasting Sep4

The newsweekly of broadcasting and allied arts

Our 41st Year 1972

Henry the VIII & That Girl are living together!

You wouldn't think they had anything in common but Henry and That Girl are part of the KTVU Family for Fall.

We have a whole houseful of great people to spring on the San Francisco-Oakland Market in the 1972-73 season. Elizabeth R and Elizabeth Taylor, Marlon Brando and Woody Allen, Giants Baseball and Warrior Basketball—and lots more. All under one roof: KTVU.

Northern California viewers will be looking at the greatest line-up of entertainment we've ever had. Everything from That Girl to Henry VIII.

We believe it's going to be a meaningful relationship.

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KTVU
Channel 2 for all Northern California

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"When I suggested to the staff that we try out other cartridges, they were unanimously against it."
– Ernie McDaniel, Director, Technical and Broadcast Operations, WCBS Newsradio 88
"We're an all-news station. Cartridges are one of our basic tools. A substantial portion of our programing is on carts.
"We've got to be able to depend on them.
"We use Audiopaks exclusively. Our people prefer them.
"A few years ago, we had a problem with cartridges. We talked to the Audio engineers. We worked with them to come up with the present Audiopak. We're happy with it.
"With a weekly audience of 2,305,800 (according to the latest ARB), we'd better have dependable cartridges."
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100 Research Drive
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New Audiopak® A-2 Broadcast Cartridges

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Point spread

Worth of one Nielsen network-TV rating point will go up to at least 633,000 homes in 1972-73 season, and may go up more. Based on preliminary Census Bureau data, A. C. Nielsen Co. has tentatively pegged U.S. TV homes at 63.3 million as of Sept. 1, up from 62.1 million or 621,000 per rating point in 1971-72, but is said to be reviewing further census data to see whether 1972-73 estimate shouldn't be revised upward, perhaps to 63.6 million. Some broadcast researchers think 64.6 million would be justified.

Employment bureau

FCC Commissioner Benjamin L. Hooks has completed draft of proposal designed to aid commission in dealing with equal-employment problems within industries it regulates. Plan was outlined in memo to Chairman Dean Burch last week. Major recommendation calls for establishment of five-man board with exclusive assignment of investigating citizen complaints, examining affirmative-action plans and making recommendations to commission. It would also act as liaison between FCC and other government agencies—notably Civil Rights Commission and Equal Employment Opportunities Commission.

Proposal, which was discussed in detail by Messrs. Burch and Hooks last week, will be circulated among other commissioners this week and could get consideration at agenda meeting this Thursday (Sept. 7). Economics could come into play in ultimate disposition of proposal —which would involve hiring or promotion of several high-salaried employes (perhaps including super grade), for whom no funds are available in present FCC budget.

Statement

Soviet Union's bill to U.S. TV networks for their use of its television facilities during President Nixon's Moscow visit last May is believed to be about $700,000. That figure includes approximately $525,-000 reportedly charged to NBC as pool producer, to be divided among three networks. Counting share of pool costs and Russian charges for unilateral service to networks individually, each network's Soviet bill is thought to be about—probably slightly over—$200,000.

New CPB faces

Chairmanship of embattled Corporation for Public Broadcasting being relinquished by Frank Pace Jr. will go to Thomas B. Curtis unless there's hitch. Administration sources last week were making usual check on former congressman from Missouri, who previously had been named by President Nixon as public member of CPB (BROADCASTING, Aug. 14).

Among those now being considered for presidency of CPB to succeed John W. Macy Jr. is Henry Loomis, 53, deputy director, United States Information Agency, and former chief, Voice of America. While no question is raised as to Mr. Loomis's qualifications, since he has served in high policy posts in intelligence, research and education in between private business ventures for more than two decades, there is expressed concern he might be disposed to make CPB sort of domestic Voice of America.

Fortuitous Fallout

Though ABC-TV is considered sure to lose at least $1 million on its seemingly nonstop coverage of Olympic games (BROADCASTING, Aug. 21), there are side benefits that could largely offset that loss. They stem chiefly from ratings, which to extent yet available—Nielsen overnights in New York and Los Angeles—are not only dwarfing CBS's and NBC's (story page 30) but also running much higher than projected 35%-36% share on which coverage reportedly was sold. For first four nights, Olympics averaged 53% of total TV audience in Los Angeles, 49% in New York.

ABC is, of course, concentrating its new-season promotion within Olympics coverage, which will include all prime-time hours on 17 nights. If ratings hold up, ABC will have had audience of unprecedented proportions for new-season promos, and, since Olympics end night before 1972-1973 season begins, that audience will go into new season with two-week-long "habit" of tuning to ABC stations.

New frontier

Individuals close to Country Music Association, Nashville, trade organization of record, artist, music-publishing and broadcasting interests, have been scouting around New York market for several months in search of radio station to buy as outlet for country music. At present, there is no country station in metropolitan area. Sources say group may settle for FM outlet, perhaps by end of year.

Making waves

With summer hiatus over, there's revival of jockeying for status in FCC's top engineering echelons. Project to consolidate Field Engineering Bureau and Safety and Special Services is being resisted by Curtis D. Plummer and James E. Barr, respective chiefs, who have tenure going with them. Candidate for directorship, if consolidation goes through, is Raymond E. Spence, chief engineer, who reportedly would want to carry with him major policy functions of his present office.

There's vacancy also in post of deputy chief engineer created by death of Saul M. (Whitey) Myers (BROADCASTING, Aug. 21). Slated for retirement is veteran engineer Daniel Jacobson, assistant to Commissioner Richard Wiley. In parlay that would be touched off if Field Engineering and Safety-Special are merged, half-dozen internal moves might be in offing. Among those regarded as likely prospects for promotion are C. Phyll Horne, chief of frequency allocation and treaty division; A. Prose Walker, chief of amateur branch, and Harry Fine, chief, research division.

Music man

Richard S. Stakes, vice president of Evening Star Broadcasting Co. and general manager of its WMAL-AM-FM-TV in Washington, will be newest director on Broadcast Music Inc.'s board. He has been designated to take seat formerly held by Frank Gaither, executive vice president of Cox Broadcasting Corp., who resigned BMI directorship because of pressure of other business.

Suitcase remote

Bomb scares might have induced revival of FCC interest in emergency remote-control of broadcast transmitters suggested by licensee year ago. FCC has asked Plough Inc., Memphis-based group owner, for more information on availability of "suitcase" unit that would activate transmitters using modified garage-door-opening equipment in citizens' band. L. S. Stevens, Plough vice president-engineering, proposed plan year ago after Plough stations in Boston had been threatened. While Plough's stations, all in major markets, are AM and FM, remote method is also regarded as adaptable for TV.

Plough's initial proposal (July 14, 1971) stressed safety of personnel as first priority to enable evacuation of personnel from threatened areas. Also plan would augur minimum change in regular format, and prevention of unauthorized use. Procedure was outlined in letter from Plough's Washington attorney, B. Dwight Perry, who is preparing additional data.

Johnson family sells Austin TV

Times-Mirror gets another station in Texas with KTBC-TV; deal was prompted by cable crossownership

KTBC-TV Austin, Tex., principally owned by wife and daughters of former President Lyndon B. Johnson, was sold Friday to Times Mirror Co., Los Angeles, for between $8 million and $9 million. Sale is subject to FCC approval. Johnson family will retain KTBC-AM-FM and other Texas Broadcasting Co. interests, which include 50% of Capital Cable Co., serving Austin.

Mrs. Claudia T. Johnson, former President Johnson's wife and herself 53% owner of Texas Broadcasting, said she and her family had elected to sell TV station because of FCC's mandate requiring divestiture of jointly held TV-station and cable properties in same market by August 1973.

Times Mirror moved into Texas three years ago with acquisition of KRLD-TV Dallas, along with *Dallas Times Herald*. Call letters were changed to KDFW. Times-Mirror, which runs *Los Angeles Times*, is diversified company.

KTBC-TV began operation in 1952. J. C. Kellam, president and general manager and minority stock holder, and Tom Johnson, former press secretary to President Johnson and executive vice president of station, are expected to stay with KTBC-TV.

Texas Broadcasting owns 50% of KBTX-TV Bryan, Tex.; 75% of KNAL(AM) Victoria, Tex., and 23% of KXII-TV Ardmore, Okla., and of KLFY-TV Lafayette, La.

MNA's make it CBS

It was CBS, ABC and NBC in that order —but by only one-tenth of rating point in each case—in Nielsen 70-market multinetwork-area ratings on head-to-head TV coverage of Republican national convention last month (BROADCASTING, Aug. 28). MNA figures, out Friday (Sept. 1) showed that in periods of three-network common coverage, totaling seven hours, CBS has 9.3 rating and 34 share, ABC 9.2 rating and 33 share, NBC 9.1 rating and also 33 share. ABC's abbreviated coverage help it into lead in averages reflecting each network's total coverage, however. Its 9.2 average rating for seven hours was followed by 7.0 for CBS's 19 hours of convention coverage and 6.7 for NBC's 18.25 hours.

Rescue mission

KFTY(TV) Santa Rosa, Calif., UHF which two weeks ago blamed FCC inaction for refusal of cable systems in its area to carry station's signal (BROADCASTING, Aug. 28), got fast relief last week. Commission's Cable Television Bureau granted 10 cable systems in Santa Rosa area waiver of filing requirements for certificates of compliance. Bureau told systems, owned by Viacom Communications and Cablecom General Inc., that they could commence carriage of KFTY now and ask for compliance certificate later—30 days later, to be precise. Storer Cable TV Inc., which operates 10 more systems in KFTY service area, was given like authorization week earlier.

Getting on cables was described as life-or-death matter for KFTY. Most homes in its area are wired and without antennas that can get station off air. Station started operating Aug. 19.

Everybody's in the act as stations in D.C., surrounding states come up for license renewal

Friday (Sept. 1) was deadline for filing petitions to deny license-renewal applications in District of Columbia, Maryland, Virginia and West Virginia, and challenging citizen groups responded in force. Hardest hit area was District of Columbia, where all four VHF stations and several radio facilities were attacked. Stations in Baltimore and Richmond, Va., did not escape unscathed, however.

Challenge to four Washington VHF's was filed by group of influential suburbanites, representing Maryland counties of Montgomery and Prince Georges. They said stations' attention to needs of those areas is so inadequate that commission should either take steps to correct situation or deny license renewals.

Group, calling itself Aligned Citizens United for Television Equality (ACUTE), said stations' obligation to serve entire metropolitan area cannot be met by focusing on city alone, because suburbs are no longer just "bedroom communities." Said ACUTE, "What were essentially rural communities have developed into a highly urbanized society whose people have different needs, problems and interests from the residents of the so-called central city of Washington, D.C."

ACUTE monitored WRC-TV (ch. 4) and found only 3.2% of its local news devoted to Maryland events; it also said WTTG(TV) (ch. 5) averaged less than two minutes of Maryland coverage on its nightly hour-long news broadcast. Evaluation of WMAL-TV (ch. 7) and WTOP-TV (ch. 9) showed similar inadequacies, it said.

Organization is composed of area civic and political leaders; its chairman is Newton I. Steers Jr., state senator from Montgomery county.

Group of Washington petitioners, operating as "Communications Coalition" but also representing several existing organizations, took aim at no less than 14 area television and radio stations. They charged stations with discrimination and said commission should either take steps to correct it or deny renewals.

Cited in petition were WRC-AM-TV, WTTG(TV), WMAL-AM-FM-TV, WTOP-AM-TV, WDCA-TV, WETA-FM-TV, WWDC-AM-FM, WASH(FM), and WGAY(FM). Among opponents were representatives of Washington Urban Coalition and Urban League, and Black Efforts for Soul in Television. Petition was prepared by Albert H. Kramer of Citizens Communications Center.

Coalition said it would not ask that stations approach racial composition of Washington itself, which is 71% black, but it said stations ought to at least match market percentage of 25%. Not only do 14 stations fail to do so, coalition said, but they have failed to initiate strong affirmative action programs as required by law.

WRC-TV, NBC-owned facility, was hardest hit by last week's round of filings. In addition to challenges launched against it on Friday, station was object of petition filed day before by 10 women's groups (see page 22).

Stations in Baltimore, 50 miles to north, fared much better. Only one petition to deny was filed against station in that city, WMAR-TV (ch. 2). Petitioner, Citizens Concerned About Communications, accused station of "completely overlooking" particular needs of Baltimore blacks, who make up 48% of that city's population. WMAR-TV, petitioners contended, did not adequately ascertain needs of black community, failed to dedicate "more than an insignificant portion" of its programing to "issues of particular significance" to blacks, and discriminated in employment against members of that race. In addition, they claimed, station did not "convey consistently authentic ideas about the particular heritage, tradition, beliefs, life-style and other elements of the black experience."

In another filing, 17 of 24 broadcast stations in Richmond, Va., were hit by petition aimed at halting alleged employment discrimination. Petition was similar in nature to brief filed against 14 Washington-area media. It was filed by six citizen groups, including Richmond chapter of National Association for the Advancement of Colored People. Petitioners asked commission to act immediately in establishing inquiry to determine cause and effect of alleged "marketwide discrimination" in Richmond, city which is 42% black. They claimed that only 11 of 17 challenged stations' 356 total employes are black, that four of those stations have no black employes at all, and that 41% of those facilities have no blacks in "non-menial" positions.

Stations named in petition are WTVR-AM-FM-TV, WIVE-AM-FM, WRXL(AM)-WRNL(FM), WEZS-FM, WDYL(AM)-WIKI-(FM), WRGM(AM), WXGI(AM), WLEE-(AM), WRVA-AM-FM, WWBT-TV and WXEX-TV.

It was also reported that last-minute petition was filed against WHIS(AM) Bluefield, W. Va. No details were available, however.

No grand plan, networks say, for exactly equal time for presidential candidates

Network-TV sources denied reports published Friday (Sept. 1) that there is "industry plan" to make "equivalent time periods available" to Republican and Democratic presidential nominees on organized basis. Existence of such plan was claimed in course of long story on Nixon/McGovern campaign strategies in *The New York Times*.

CBS and NBC sources said they were working in different ways to make time allocations as equitable as possible, CBS by doing "exactly what we did in 1968," NBC by refining its 1968 plan somewhat. ABC officials directly involved in political-time policies were out of town and could not be reached, but other ABC sources said they were sufficiently aware of that network's approach to know it tries to insure fair allocation of time periods bought by parties.

CBS said it first prepared, starting last spring, "inventory" of time units that would be made available for sale to candidates. After that was completed, it asked both parties to send representatives at specified date. On that date, "one party sat on one side of a table, the other party sat on the other side, we gave both sides a copy of the inventory and then we flipped a coin," one key CBS executive said. Winner of coin-toss picked one unit on inventory list, then other side picked one unit and choices continued to alternate. Same procedure was followed in 1968, CBS said, and, also as in 1968, when choices had been made, each party was given week to review its selections, see how they fit into over-all campaign strategy and get back with firm orders.

CBS sources declined to say which or how many units had been either offered or chosen. Although President Nixon's campaign committee also declined to provide that information, Senator McGovern's committee said that CBS will sell the Democrats five five-minute prime-time blocks and four one-minute blocks from Sept. 12-29.

NBC sources said they, too, prepared over-all inventory of time that would be available and mailed duplicate copies to Democrats and Republicans, asking each party to specify its "preferences." From those, NBC will undertake to allocate time "equitably" but will not guarantee absolute balance to extent that spot for one party in one show would always be balanced by spot for other party in same show following week. Biggest distinction between this approach and one in 1968, according to NBC sources, is that in 1968 inventory of availabilities was not distributed jointly to two parties.

Another McGovern effort at debating President falls on deaf ears

NBC last Friday (Sept. 1) turned down request by Senator George McGovern (D-S.D.) for one hour of time this week for debate with President Nixon on tax-reform issue.

Senator made request late last week in telegrams to ABC, CBS and NBC. He also sent copies of telegrams to President Nixon with notation: "I hope you concur."

NBC President Julian Goodman, in reply telegram to Senator McGovern, pointed out that Mr. Nixon has not shown any inclination to engage in TV debates (see page 26), and that even if President wanted to debate, granting request for time would require providing equal time to all minor parties under Section 315 of Communications Act.

CBS President Arthur Taylor said essentially same thing in denying McGovern request. ABC has not yet responded.

Sports again get waivers from prime-time access

Affiliates of NBC and CBS will be able fully to present upcoming professional baseball and football games—with some limitations—FCC has ruled.

Commission waived prime-time access rule, limiting affiliates to three hours of network prime-time fare per evening in connection with NBC's coverage of National and American League baseball playoffs, and NBC and CBS National Football League coverage. Waiver was necessitated by possibility that coverage of games, all of which start in afternoon, might extend into prime time due to unforeseen runovers.

Commission, however, placed three conditions on grant: (1) that post-game shows are not included in waiver; (2) that games are scheduled to start no later than 4 p.m. NYT, and (3) that coverage of playoffs, including pre-game show, begins at 4 p.m., and that game itself starts no later than 4:15 p.m.

Cooperation. With strike by National Association of Broadcast Employees and Technicians at KTTV(TV) Los Angeles there was some doubt as to how station would handle West Coast origination of Jerry Lewis telethon over Labor Day weekend (see page 26). Problem was solved, however, as ABC was to have stepped in to do origination from its Hollywood Palace, thus avoiding difficulties with union picket lines. KTTV, Metromedia station, was still to have carried telethon broadcast.

ABC looks like the winner on miniconvention night

ABC News almost certainly scored biggest win it has ever had over CBS and NBC in national Nielsen ratings on coverage of Democrats' Aug. 8 miniconvention, but it couldn't prove it last Friday (Sept. 1), when ratings covering that period were released. Reason: Its coverage was sustaining, and Nielsen report, which covers only sponsored programs, therefore had no numbers for it.

CBS News, which covered miniconvention and vice-presidential nomination of Sargent Shriver from 9:30 to 10:40 p.m. NYT, had average rating of 8.8 (about 5,460,000 homes) and 18 share of audience. During that period NBC News, which covered from 7:30 to 10:35, had average 7.4 rating (4.6 million homes) and 17 share for that period. For analysis that continued to 11 p.m. NBC had 9.3 and 20 share.

ABC's miniconvention coverage lasted from 10:05 to 10:34, interrupting highly-rated *Marcus Welby*. Although Nielsen reported no figures for ABC convention coverage, it showed *Welby* at 10-10:05 with 18.0 rating (11,180,000 homes) and 43 share and at 10:30-11 with even higher 19.4 rating (12,047,000 homes) and same 43 share. Higher rating for period at end of, and after, convention coverage suggested little if any tune-out during convention. Nielsen's 70-market multinetwork-area report also lent support to speculation that ABC's convention coverage would have approximated *Welby* in national ratings: MNA's showed ABC-TV affiliates with combined 21.3 rating and 44 share for 10-10:45 period within which ABC miniconvention coverage fell.

Evidence to the contrary

Two University of California psychologists find no evidence that watching TV violence causes heightened aggression. Report is by Professors Seymour Feshback at Los Angeles and Robert Singer at Riverside. Their findings are based on study submitted to surgeon general whose advisory committee earlier this year reported that although it could find no hard-and-fast causal relationship between TV violence and more aggressive behavior in young people, there may be and urged further study (BROADCASTING, Jan. 19 et seq.). Feshback-Singer report is based on study of 600 boys (8-to-18 years old). It concluded that young people watching fantasy aggression on TV do not tend to become more violent. In fact, said researchers, some boys were found to be less aggressive after watching steady flow of TV violence.

Feshback-Singer report comes two weeks after Dr. George A. Comstock, senior research coordinator for surgeon general's advisory committee who is now with Rand Corp., seriously questioned implied conclusions in surgeon general's study on violence frequency in programing (BROADCASTING, Aug. 28).

Datebook®

■ Indicates new or revised listing.

This week

Sept. 4-8—*International Broadcasting Convention.* Grosvenor House, London.

■ **Sept. 5-8**—Conference on public relations for non-commercial broadcasting sponsored by *Corporation for Public Broadcasting, Public Broadcasting Service* and *National Association of Educational Broadcasters.* Playboy towers, Chicago.

Sept. 7-9—Annual convention, *Louisiana Association of Broadcasters.* Featured speakers: Governor Edwin E. Edwards of Louisiana, John Summers, National Association of Broadcasters, and Robert Rawson, former FCC official. Monteleone hotel, New Orleans.

■ **Sept. 8**—*Senate Commerce Committee* hearing on nomination of Thomas B. Curtis as member of board of directors of Corporation for Public Broadcasting. 10 a.m., room 5110 New Senate Office building, Washington.

Sept. 8-10—*New York State Associated Press Broadcasters Association* meeting. Sagamore hotel, Bolton Landing, Lake George.

Also in September

Sept. 11—Regional sales clinic, *Radio Advertising Bureau.* Executive motor inn, Buffalo, N.Y.

Sept. 11-12—Eighth annual convention, *Nevada Broadcasters Association.* Hotel Tropicana, Las Vegas.

Sept. 12—Regional sales clinic, *Radio Advertising Bureau.* Sheraton O'Hare motor hotel—airport, Chicago.

Sept. 13-15—Annual convention, *Michigan Association of Broadcasters.* Principal speakers: Senator Robert P. Griffin (R-Mich.), FCC Commissioner Richard Wiley, and FCC Secretary Ben F. Waple. Hidden Valley.

Sept. 14—One-day radio seminar co-sponsored by *Radio Advertising Bureau and American Association of Advertising Agencies.* St. Francis hotel, San Francisco.

Sept. 14—Meeting, *San Francisco chapter, National Academy of Television Arts and Sciences.* Clay Whitehead, director of Office of Telecommunications Policy, will be speaker. Mark Hopkins hotel.

Sept. 14-15—Fall meeting, *Florida Cable Television Association.* Ramada Inn, Fort Walton.

Sept. 15—Luncheon meeting, *Pacific Pioneer Broadcasters.* Sportsmen's Lodge, Los Angeles.

Sept. 15—Annual FCC luncheon, *International Radio and Television Society.* Speaker: FCC Chairman Dean Burch. Hotel Hilton, New York.

Sept. 15-17—*American Women in Radio and Television* Southern area conference. Sheraton motor hotel, Nashville.

Sept. 18—*American Society of Composers, Authors and Publishers* awards dinner. Hillwood country club, Nashville.

Sept. 19—Regional sales clinic, *Radio Advertising Bureau.* Hilton inn (Sea-Tac) airport, Seattle-Tacoma, Wash.

Sept. 19-21—*Video Expo III,* exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed-circuit box office and film packages. Conference and workshops to be held. Sponsored by The Knowledge Industries Publications. Information: (914) 428-5400. Commodore hotel, New York.

Sept. 20—Regional sales clinic, *Radio Advertising Bureau.* Pittsburgh Hilton, Pittsburgh.

Sept. 20-22—Marketing Conference, *Grocery Manufacturers of America Inc.* Featured speakers include Arnold B. Elkind, attorney and member, National Advertising Review Board. Buck Hill inn and golf club, Buck Hill Falls, Pa.

Sept. 20-22—Annual convention, *CBS Radio Network Affiliates.* Arizona Biltmore hotel, Phoenix.

Sept. 21—Regional sales clinic, *Radio Advertising Bureau.* Pontchartrain, Detroit.

■ **Sept. 20-22**—Fall conference, *Oregon Association of Broadcasters.* Speakers will be Wallace E. Johnson, FCC; Senator Mark O. Hatfield (R-Ore.), and State Representative Stafford Hansell. Kah-nee-ta hotel, Warm Springs.

Sept. 21-22—Annual broadcast symposium, *Institute of Electrical & Electronic Engineers.* Featured speakers: Dr. Boris Townsend, Independent Broadcast Authority, London; W. J. Poch, retired executive, RCA's Astro-Electronics Division; Oscar Reed Jr., Jansky & Bailey; Richard Gould, FCC; Richard B. Marsten, National Aeronautics & Space Administration, and Blair Benson, Goldmark Communications. Washington hotel, Washington.

Sept. 21-23—Annual convention, *Minnesota Broadcasters Association.* Arrowwood, Alexandria.

Sept. 22—Regional sales clinic, *Radio Advertising Bureau.* Carrousel inn, Cincinnati.

Sept. 22-24—*American Women in Radio and Television* Northeast area conference. Mohonk Mountain House, Lake Mohonk, N.Y.

■ **Sept. 24**—22nd annual *Patsy* awards to honor animal performers in television and motion pictures, sponsored by American Humane Association's Hollywood office. Magic Mountain Amusement Park, Valencia, Calif.

Sept. 24-26—Annual convention, *Nebraska Broadcasters Association.* Yancy hotel, Grand Island.

■ **Sept. 25**—*National Music Publishers' Association* symposium, "New Media and Music Publishing." Among speakers: Peter C. Goldmark, president of Goldmark Communications; David Foster, president of the National Cable Television Association; Asher Ende, deputy chief of the FCC's Common Carrier Bureau, and John P. Thompson, Arthur P. Little Co. Hotel Plaza, New York.

Sept. 25—Regional sales clinic, *Radio Advertising Bureau.* Sheraton motor inn, Charlotte, N.C.

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

Sept. 26—Regional sales clinic, *Radio Advertising Bureau.* Hilton inn, airport, Atlanta.

Sept. 27—Regional sales clinic, *Radio Advertising Bureau.* Sheraton-Orlando Jet Port inn, Orlando, Fla.

■ **Sept. 27-29**—Annual convention, *Indiana Broadcasters Association.* Marriott hotel, Clarksville.

■ **Sept. 29 - Oct. 1**—Fall meeting, *Massachusetts Broadcasters Association.* Representative Torbert H. Macdonald (D-Mass.) will be speaker. Jug End, Berkshires.

Sept. 29 - Oct. 1—*American Women in Radio and Television* Western area conference. El Mirador, Palm Springs, Calif.

Sept. 29 - Oct. 1—Fall convention, *Illinois News Broadcasters Association.* Speakers include Raymond Shafer, Teleprompter chairman. Ramada inn, Champaign.

Sept. 29 - Oct. 1—Expo Electronex, home entertainment show sponsored by *Western Electronic Manufacturers Association,* to include monochrome and color TV receivers, TV record and playback units, tape and cassette equipment. Convention Center, Los Angeles.

October

Oct. 1—Deadline for nominations, 1973 *Abe Lincoln Awards.* Box 12157, Fort Worth 76116.

Oct. 1-3—Meeting, *Pacific Northwest CATV Association.* Redpath hotel, Spokane, Wash.

■ **Oct. 2-3**—Fall convention, Western chapter, *National*

Major meeting dates in 1972-73

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

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

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

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

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

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

Nov. 28 - Dec. 1—Annual convention, *Radio-Television News Directors Association.* Nassau, Bahamas.

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

Religious Broadcasters. Statler Hilton, Los Angeles.

Oct. 3—Regional sales clinic, *Radio Advertising Bureau.* Colonnade, Boston.

Oct. 3-5—Fall convention, *Illinois Broadcasters Association.* Featured speakers: FCC Commissioner Charlotte Reid and Grover C. Cobb, executive vice president for government relations, National Association of Broadcasters. Water Tower Hyatt House, Chicago.

Oct. 4—Regional sales clinic, *Radio Advertising Bureau.* Sheraton inn-LaGuardia airport, New York.

Oct. 4-5—Combined fall convention, *Ohio Association of Broadcasters* and *Kentucky Broadcasters Association.* Carrousel inn, Cincinnati.

Oct. 6—Regional sales clinic, *Radio Advertising Bureau.* Sheraton Baltimore inn, Baltimore.

Oct. 6-8—*American Women in Radio and Television* West Central area conference. Chase Park Plaza, St. Louis.

Oct. 6-9—National meeting, *Theta Sigma Phi* (professional women in communications). Marriott hotel, Houston.

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

■ **Oct. 9-10**—Fall convention, Midwestern chapter, *National Religious Broadcasters.* Northwestern College, Roseville, Minn.

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

Oct. 10—Regional sales clinic, *Radio Advertising Bureau.* Sheraton-Peabody, Memphis.

Oct. 11-12—Television commercials workshop, *Association of National Advertisers.* Plaza hotel, New York.

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

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

Oct. 12—Regional sales clinic, *Radio Advertising Bureau.* Hilton inn, Dallas.

Oct. 13—Fifth annual *Kansas Association of Broadcasters* seminar. Theme: current problems facing the broadcasting industry and what can be done about them. Student Union, Kansas University, Lawrence.

Oct. 13—Regional sales clinic, *Radio Advertising Bureau.* Sheraton inn-airport, Denver.

Oct. 13-15—*American Women in Radio and Television* East Central area conference. Terrace Hilton hotel, Cincinnati.

Oct. 15-17—Annual fall meeting, *North Carolina Association of Broadcasters.* Timme Plaza inn, Wilmington.

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

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

Oct. 16—Regional sales clinic, *Radio Advertising Bureau.* Muehlebach, Kansas City, Mo.

■ **Oct. 16-17**—Fall meeting, *National Association of Broadcasters TV code review board.* Sheraton Half Moon inn, San Diego.

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Freedom of press

EDITOR: The broadcasting media are involved in many basic policy questions and issues that must be given careful scrutiny and be resolved if we are to continue to have the fullest possible freedom of the press and expression of views on all issues in our country. It has been a privilege for me to work on a number of broadcasting issues in the United States Senate, and I am honored by your article describing these efforts and my views on communications ("Profile," Aug. 21).—*Richard S. Schweiker, member, U.S. Senate, Washington.*

For the record

EDITOR: Your article on multipoint distribution service (MDS) in the Aug. 21 issue contained some inaccuracies. The Urban Communications Group is not a "black-oriented public-interest group." It is a telecommunications consulting company that specializes in management, economics and engineering.

Black Efforts for Soul in Television did not file a petition to stay the processing of applications. It filed comments on the proposed rules and in those comments supported the McKenna, Wilkinson & Kittner petition filed some three months earlier.—*Theodore S. Ledbetter, Urban Communications Group, Washington.*

Left out

EDITOR: Enjoyed very much your excellent report on the St. Louis meeting of the new independent broadcasters association—INTV. It has been my pleasure to work for some time with Roger Rice of KTVU(TV) Oakland-San Francisco to further the ideas and aims of this new organization. I noticed, however, that you omitted my name as one of the founding directors and since I am proud to be associated with the group, would appreciate it if you would add it to your background for INTV.—*Max H. Bice, vice president and general manager,* KTNT-TV *Seattle-Tacoma, Wash.*

Monday Memo

A programing commentary from Frank McDonald, senior vice president, Cunningham & Walsh, New York

Is Hollywood's disease better known as prime-time access?

Visitors at television and film production centers in Los Angeles during the past year could not help but notice the wide-scale inactivity at most lots. Many sound stages at the major film studios have been silent for several years. Some, of course, have fallen before the bulldozer.

These silent centers reflect massive unemployment levels. Many of the craft unions, for example, report that at any one time from 50 to 75 percent of their memberships are idle. Something must be done to reverse this situation, but some of the understandably frantic pleas that have emerged lately appear from our viewpoint to advocate solutions that have the potential of generating even greater disaster in the not too distant future.

The latest voice from the West advocates that the solution to stimulating more television production—which means increased employment—is simply to produce more episodes of all network shows. This new proposal would have it law that a network can only air in prime time repeat programing for 25% of its schedule. Basically, for a show such as *Gunsmoke*, it would mean the end of a 44-week schedule of 22 original episodes and a like number of repeats. The new order would more likely be a season of 33 original episodes and 11 repeats, with the remaining weeks of the year taken up by pre-emptions for specials or a summer replacement series.

But isn't this solution of making more episodes of existing series only going to propagate the age-old situation of "the rich getting richer?" This method of increasing production would provide a few more short-term jobs particularly for actors, but percentage-wise or people-wise, it would be a drop in the bucket relative to the thousands who make up the television and motion-picture film work force.

On top of further aiding a small minority of people, what happens to the economics of the television industry? Either we have to increase costs to cover the extra episodes or, if we intend to hold the line on costs, we must reduce the cost of each episode. If we increase cost, it will mean increased cost to the networks which, in turn, will be forced to up their advertising rates. The advertiser is going to balk as he never has before. During the past decade, he has seen the average cost-per-minute of network time increase 100 to 125 percent. Partly offsetting this staggering increase was the population increase plus stimulants to viewing such as the magic provided by color television and the multiplicity of

Frank McDonald joined Cunningham & Walsh, New York, as a media buyer in December 1960. He was appointed media group director in 1965, associate media director in 1966, elected vice president in 1967 and named to his current post of director of media services in September 1971. He was elected senior vice president last May. In 1960, after graduating from St. John's University (BA, mathematics) he joined Dancer-Fitzgerald-Sample, New York, as a media estimator, then to Doherty, Clifford, Steers & Schenfield there as broadcast buyer before joining C&W.

relatively cheap sets, permitting the establishment of two- and even three-set households. More sets, of course, meant that more stations were sharing in the viewing of the family members.

Net growth like that is not likely in the near or distant future. In fact, a long-term decrease could develop via the eventual growth of CATV systems, offering 30 channels of programing, and home video recorders and players.

The end result of this situation is that costs will not be permitted to spiral as before. This leaves us with the second alternative of reducing the cost per episode; i.e., simpler productions with a minimum of people would be the rule not the exception. Who gains from this? Certainly not the viewer.

Part of the argument in favor of fewer repeat shows and more original production centers on the point that more new shows would be better for the viewer. But is the word "repeat" really as dirty as it sounds? The average first-run episode is viewed by only 18% of all households. Put it another way—82% of the population have yet to see it. Our research indicates that a repeat episode of a network series can be expected to achieve essentially the same share of audience as the original airing of the episode. The size of that audience, however, will fluctuate depending on the time of year the repeat is aired. A repeat in spring will have a larger audience than the same episode repeated in summer due to the change in total available viewers, not to share of that audience. Perhaps we should be taking a harder look at the scheduling of repeats to determine if we are positioning them for the greatest potential for new viewers.

From our vantage point, the most positive step that could be taken to help the sagging West Coast television production industry would be made by the repeal of the prime-time access rule. This rule eliminated one-half hour of prime-time programing per night from all three networks— a total of 10½ hours a week. Many may counter this statement by citing the large number of syndicated properties that have emerged since the rule took effect. However, an examination of the source, manpower and financial investments of these properties finds them making only a minimal contribution. In New York, for example, an examination of the prime access programing efforts of the three network O & O's shows that a full seven of the 12½ hours of programing are devoted to either product produced outside the U.S. (notably Canada and Great Britain) or low-budget game and quiz shows. In fact, out of the 22 programs filling the network void, only five shows (two and a half hours) are West Coast studio productions.

The situation elsewhere in the country is even worse. Viewers in too many markets will simply have their program choices limited to such shows as *I've Got a Secret, To Tell The Truth, Let's Make a Deal, The Price is Right, The Parent Game, Hollywood Squares, What's My Line*,. *Truth or Consequences, Beat the Clock*—daytime, low-budget properties one and all.

In short, while we don't profess to know all the answers, we caution against acting too swiftly on the 25% limit. We don't believe it's the best answer to the Los Angeles employment problem. To us, the road to improvement looks brighter via the repeal of the access rule.

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Big buyers say holdovers are best bets in new season

'Family,' 'Welby,' 'Wilson' predicted to be hits again; 'Bridget' called most promising among new shows, though 'Maude' and 'M*A*S*H' have supporters

What advertising-agency executives sometimes call "the biggest crap-shoot in show business" gets under way next week when the three commercial TV networks spring into action with their 1972-73 prime-time schedules. Top agency men, whose clients have multimillions riding on the outcome, regard this year's line-up of regularly scheduled shows as essentially business as usual, with no big innovations and no major trends. In a canvass by BROADCASTING, they indicated they thought the new situation comedies tend to be slightly more daring, maybe a shade truer-to-life, than those of the past, and they felt the emergence of the rotating series-with-in-a-series (such as NBC's *Wednesday Mystery Movie*) should promote better production values. But, the consensus went, creativity and originality will be in short supply.

Some of the other conclusions:

- *All in the Family, Marcus Welby, M.D.* and *The Flip Wilson Show* will maintain their popularity as the top three shows on the networks' schedules.
- *Bridget Loves Bernie*, an Irish-girl-meets-Jewish-boy situation comedy on CBS, is the only new show that looks like an almost sure bet for top-10 status.
- ABC will probably continue to gain on CBS and NBC in over-all ratings ("Patton" and "Goldfinger" and other big box-office hits are expected to sweeten the audience count on ABC), but the network will continue in third place because most of its new series look like "instant disasters," in the words of one agency man.

The consensus along Madison Avenue is that CBS's *All in the Family* will, if anything, strengthen its hold on the Saturday-night-at-8 time slot because NBC is bringing back the relatively weak action series, *Emergency*, and ABC is countering with a move-over from Tuesday night of its comedy western, *Alias Smith and Jones* (to be pre-empted every fourth week by a new offbeat western called *Kung Fu*), which, as Richard Pinkham, senior vice president for media and programing at Ted Bates & Co., puts it, "is a sacrificial lamb."

Marcus Welby, M.D. should have it easy again this fall, too, according to the agency people. NBC has in effect opted out of the ratings race Tuesdays at 10 by slotting a news hour, which will alternate, beginning in November, with a documentary series—co-produced by the British Broadcasting Corp. And Time-Life—entitled *America*. And CBS's new series of 90-minute made-for-TV movies, despite a half-hour's jump on *Welby*, will be middling at best, the agency men say, due to the competition of ABC's *Movie of the Week* and *The Bold Ones* on NBC (which this fall will jettison the alternate-week lawyers' segment to focus exclusively on "The Doctors").

ABC's Tuesday-night juggernaut will be slowed a bit, however, by its new 8-o'clock lead-in, *Temperatures Rising*, which, in the eyes of the agency people, could very well be the lowest-rated show on the network. But *Movie of the Week* should surmount the poor lead-in because, as Peter Bardach, vice president and director of broadcasting at Foote, Cone & Belding, puts it, "the show deals with the kind of contemporary themes that have tremendous appeal to a young adult audience." Richard Mumma, senior vice president and manager, radio-TV programing at Compton, adds, "The number of sets-in-use increases at 8:30—which means that a lot of people will be tuning in on *Movie of the Week* who wouldn't have watched *Temperatures Rising* anyway."

ABC, of course, couldn't convince the FCC to renew its waiver of the prime-time access rule on Tuesday nights for another year, so the network chose to move the popular *Mod Squad* from Tuesday at 7:30 to Thursday at 8, where it will now face off against *The Flip Wilson Show* on NBC. The reason agency men are not predicting a Flip Wilson slippage is that CBS is, in their opinion, all but

ABC's new shows

Temperatures Rising

Kung Fu

Julie Andrews Hour

The Men

The Paul Lynde Show

The Rookies

Streets of San Francisco

throwing in the towel on Thursdays at 8 with a family-drama series called *The Waltons,* which, in the words of Werner Michel, vice president and director of broadcast operations for SSC&B, "is a nice show but it's too placid, too introspective." Agency feeling about *The Waltons* was probably best summed up by Richard Low, vice president and associate director of programing at Young & Rubicam, when he said, "It's a commendable effort on CBS's part, but it doesn't stand a chance in the ratings."

While Flip Wilson's vast audience looks all but impregnable, some agency people are talking in less-than-sanguine terms about the prospects for ABC's *Mod Squad* in its new time period. (Benton & Bowles is even predicting that its share will not get above the high 20's, according to George Simko, B&B's senior VP and director of media management.)

If ABC's *Temperatures Rising* and CBS's *The Waltons* look to be almost sure losers among the fall crop of new shows, CBS's *Bridget Loves Bernie* (Saturday at 8:30) is being touted by the agencies as an immediate runaway hit. "It's upbeat, bright, stylish and well written," says Lewis Wechsler, vice president and director of TV-network operations at Wells, Rich, Greene. Mr. Mumma adds: "The pilot was tremendous. The only question in my mind is whether they can sustain that high level for an entire season." The appeal of the pilot, of course, is only part of the story of *Bridget's* predicted success. With *All in the Family* as lead-in and the top-rated *Mary Tyler Moore Show* following, *Bridget* is assured a 30-plus share on the basis of audience flow alone. As one agency man put it, "I'd sell my grandmother to the Arabs for a time slot like that one."

ABC—while remaining in third place in the ratings—has been gaining on its competitors over the past couple of years. When the prime-time access rule made its debut last fall with the slicing away of three-and-a-half hours of programing a week from each of the networks' schedules, ABC benefitted the most because it had the most soft spots in its line-up. The consensus among the agencies is that ABC has been aggressively stocking up on more attention-getting theatrical movies than either CBS or NBC. "Pictures like *'Patton'* and *'Goldfinger'* should totally demolish the competition, with shares in the low 50's," says Mr. Bardach. The *ABC Sunday Night Movie* will be the principal outlet for these films, and the network will indulge itself in a festival of front-loading, with the likes of "Paint your Wagon," "The Out-of-Towners," "Love Story," "Plaza Suite," "True Grit" and "Lawrence of Arabia." In competition, *The Dick Van Dyke Show* and *Mannix* on CBS and NBC's *Sunday Mystery Movie* and the half-hour version of *Night Gallery* are likely to show some anemic numbers early-on as ABC trucks in the heavy artillery, but, as Mr. Michel says, "Movie audiences are notoriously fickle." Once the blockbuster titles start thinning out, the public, as in the past, may start deserting the lesser known movies for the more familiar series shows. (The one complaint voiced by some agency men over the loftier movies has to do with the price tag, which, at $150,000 a minute in "Goldfinger" and $140,000 a minute in "Patton," is, according to one executive, "out of line.")

If ABC has chosen its theatrical movies well, it may have put its worst foot forward in the selection of a fall crop of new series, according to the agency people. Henry Siegel, vice president and associate media director at Grey Advertising, suggests that William Asher, the producer-director, has stuck ABC with a couple of comedy lemons in the aforementioned *Temperatures Rising* and *The Paul Lynde Show*, both of which evolved out of a long-term commitment from the network when Mr. Asher's *Bewitched* was in its salad days. (That show was retired from the network after a highly profitable eight-year run.)

"Paul Lynde always shows up well on the TVQ list of comedy personalities," says Louis Dorkin, senior vice president and director of network planning for Dancer-Fitzgerald-Sample, "but judging by the pilot he's not going to be able to carry a show on his own." Mr. Mumma adds: "Lynde is like Jonathan Winters—extremely talented, very funny, but the networks just can't find the right format to show them to their best advantage." The weak lead-in of Paul Lynde is considered likely to prevent ABC's new *Wednesday Movie of the Week* from duplicating the success of its Tuesday made-for-TV movies. And the entire evening could end up in the boneyard if *The Julie Andrews Show* does as badly in the ratings as most agency men think it will. "ABC is not well known for its ability to produce successful variety hours," says Stephen M. Leff, a vice president at McCann-Erickson. And Bates's Mr. Pinkham is even more emphatic. "Julie Andrews has passed her peak," he says. "Her last few movies were failures, and I'm afraid she's too square these days even for television. Besides, she's facing the traditional handicap of a female lead in a series. Unless the woman is a top comedienne like Lucille Ball or Carol Burnett, she's not going to make it because women at home like to see men in the lead roles."

And no agency is predicting a vibrant future for ABC's new Monday lead-in, a cop series called *The Rookies,* which is up against two consistently popular shows, CBS's *Gunsmoke* and NBC's *Laugh-In.* "The pilot had too much of a documentary, 'New Centurions' flavor to please me," says Mr. Michel. And Mr. Wechsler thinks *The Rookies* will encounter clearance problems because many local affiliates want to do their own pre-game lead-ins to the popular *NFL Monday Night Football*, at 9 p.m.

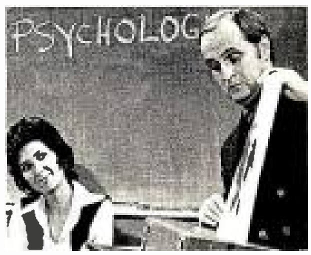
The agency experts see no trends of significance in the immediate offing, but they see signs of changing tastes in some shows. Mr. Michel is impressed by the quality of two new half-hour comedies on CBS, *Maude* (Tuesday at 8) and *MASH* (Sunday at 8). "These shows seem to be moving away from the old, stereotyped forms of situation comedy. They're much more permissive," he says. "And even a family-oriented comedy like Brian Keith's *Little People* came up with

CBS's new shows


Anna and the King


Maude


The New Bill Cosby Show



The Bob Newhart Show


The Waltons


The Sandy Duncan Show


*M*A*S*H*


Bridget Loves Bernie

a pilot that surprised me by being quite modern and up-to-date."

"It's getting harder to sell the public on the old series formula of beautiful people in beautiful places doing interesting things," adds Mr. Pinkham. "The total falseness of shows like the Diahann Carroll *Julia* is being replaced by shows that feature characters who are popular precisely because they make no bones about their blue-collar background. Their validity comes from trying to portray America as it really is."

The agency observers also pointed to the emergence of the three-in-one or four-in-one rotating series. "An actor like Richard Widmark doesn't want to become tied down to doing a whole year's worth of 90-minute shows," says Mr. Wechsler. But by limiting Mr. Widmark's work for the year to only eight segments of "Madigan," NBC was able to sign him up for the fall. "Madigan" will alternate with George Peppard in "Banacek" and James Farentino in "Cool Million"—all action dramas—on the *Wednesday Mystery Movie*. Last year's rotating 90-minute mysteries on NBC have been shifted to Sundays at 8:30, where Richard Boone's new western series, "Hec Ramsey," joins Peter Falk's "Columbo," Rock Hudson's "McMillan and Wife" and Dennis Weaver's "McCloud."

According to Mr. Law, the individual episodes of these seven series are bound to be better because, although the budgets are tight, the show is not operating under the brutal pressure that results when a production unit has to turn out a weekly series.

ABC is trying its own 60-minute version of this rotating-series idea with *The Men* (Thursday at 9), a suspense-adventure trilogy comprising "The Delphi Bureau," with James Wainwright, "Jigsaw" with Frank Dain and "Assignment: Vienna" with Robert Conrad. In this case, however, most of the agency men are pessimistic about the show's chances because of the competition it faces from NBC's *Ironside*, which looks like a shoo-in for top-10 status this year, and *The CBS Thursday Night Movies*, which will be able to pick from such titles as "Around the World in 80 Days," "Goodbye, Mr. Chips," "Hawaii," "The Dirty Dozen" and "Wait Until Dark."

Despite the cutthroat competition among the networks, and the blizzard of press releases trumpeting (to quote NBC) "the biggest, broadest, most balanced program service ever broadcast," Mr. Mumma says, "I'm afraid the new season is going to be as unimpressive as ever."

"It's the usual story—more imitations of shows that have been successful in the past," adds Richard McHugh, senior VP and director of network relations and programing at Needham, Harper & Steers. "You can look for the new schedules to be ho-hum all the way."

The TV networks swing to specials

Wide-ranging types and lengths are committed in such numbers that regularly scheduled series may be dumped from whole nights

Special programs in a diversity of forms and appeals, from drama to musicals, documentaries to sports and awards presentations, will be laced liberally into the TV networks' 1972-73 prime-time schedules, frequently pre-empting complete nights of bread-and-butter programing.

Dramatic offerings on tap include Eugene O'Neill's "Long Day's Journey into Night" on ABC-TV, two productions by Joseph Papp and the New York Shakespeare Festival on CBS-TV starting with "Much Ado about Nothing" (instead of the originally announced "Romeo and Juliet," which may become the second Papp offering), and John Steinbeck's "The Red Pony" on NBC-TV.

Musicals encompass Burt Bacharach specials (ABC), "Of Thee I Sing" (CBS) and *Cole Porter in Paris* (NBC), among many others. Pro and college football, World Series baseball, hockey, basketball, golf and automobile racing will be available in prime time as well as daytime, and documentaries will cover subjects as diverse as the Washington Redskins football team (NBC), historical figures in *Appointments with Destiny* (CBS) and *The Wild Dogs of Africa* (ABC).

Following are the principal prime-time specials scheduled and planned by the three networks as of last week for the 1972-73 season—with some set for this week to get a running start on next week's "official" opening of the season—but in all cases network sources said their lists did not purport to be complete. Times shown are NYT.

ABC-TV:

Sunday, Sept. 10—*Zenith Presents a Salute to Television's 25th Anniversary*, sponsored by Zenith Radio Corp. (9:30-11 p.m.).

Friday, Sept. 15—*Brady Kids* (8-8:30 p.m.).

Wednesday, Nov. 15 — *Underseas World of Jacques Cousteau*, sponsored by du Pont and Hartford Fire Insurance (8-9 p.m.); Burt Bacharach special, sponsored by Chevrolet (9-10 p.m.); Alan King special, tentatively titled *The Wonderful World of Aggravation* (10-11 p.m.).

Friday, Dec. 1 — Repeat of *Santa Claus is Coming to Town* (8-9 p.m.).

Friday, Dec. 15—Repeat of *The Night the Animals Talked* (8-8:30 p.m.); repeat of *A Christmas Carol* (8:30-9 p.m.).

Sunday, Dec. 17 — *Of Men and Women*, a group of short plays with casts including Barbara Feldon, Jack Cassidy, George Maharis, Burgess Meredith and others (9-10 p.m.); *Biography: The Woman I Love*, starring Richard Chamberlain and Faye Dunaway (10-11 p.m.).

ABC's scheduling of specials in the first and second quarters of 1973 is all tentative and in many cases not even tentative dates have yet been assigned. But the resources include England's National Theater Company's production of Eugene O'Neill's "Long Day's Journey into Night," starring Lord Laurence Olivier and Constance Cummings; a production of "The Man Without a Country," featuring Robert Ryan and sponsored by Eastman Kodak; a *Royal Gala Variety Performance* with Dan Rowan and Dick Martin as hosts; *Eleanor and Franklin*, a mini-series based on the Joseph P. Lash

NBC's new shows


The Little People


Search


Sunday Mystery Movie


Wednesday Mystery Movie


Ghost Story


Banyon

books about the Roosevelts; Charlton Heston in Cecil B. DeMille's motion picture, "The 10 Commandments"; Marlo Thomas in *How to be a Woman;* Jack Paar's interviews with *Three Remarkable Women;* an animated production of *Cricket in Times Square;* the Tony and Emmy awards and additional programs in the Alan King, Burt Bacharach, Jacques Cousteau, and *Of Men and Women* and *Biography* series.

CBS-TV:

Monday, Oct. 16—*Country Music Awards*, sponsored by Kraft (10-11 p.m.).

Tuesday, Oct. 24—*Of Thee I Sing*, musical, sponsored by AMF (9:30-11 p.m.).

Sunday, Oct. 29 — *You're Elected, Charlie Brown*, one of five Charlie Brown shows, sponsored by Coca-Cola and Interstate Brands (7:30-8 p.m.); motion picture "Yellow Submarine," one-half sponsorship by Ideal Toy (8-9:30 p.m.).

Thursday, Nov. 23—motion picture "Chitty Chitty Bang Bang," one hour sold to Ideal Toy (8 p.m. to conclusion, approximately 11 p.m.).

Wednesday, Dec. 6—repeat of *How the Grinch Stole Christmas*, one of four Doctor Seuss shows (8-8:30 p.m.); repeat of *Frosty the Snowman*, half sponsorship by Ideal Toy (8:30-9 p.m.): Perry Como special, sponsored by Kraft (9:30-10 p.m.); "Cortez and Montezuma," one of two *Appointment with Destiny* specials (10:30-11 p.m.).

Friday, Dec. 8—repeat of *Rudolph the Red-Nosed Reindeer*, sponsored by Hasbro Toys (8-9 p.m.); repeat of *The Homecoming* (9-11 p.m.).

Tuesday, Dec. 12—repeat of *A Charlie Brown Christmas*, sponsored by Coca-Cola and Interstate Brands (8-8:30 p.m.); *Once Upon a Mattress*, musical (8:30-10 p.m.); Don Rickles special (10-11 p.m.).

Sunday, Dec. 31—*Guy Lombardo New Year's Eve Special* (11:30 p.m. to 1 a.m.).

Saturday, Jan. 13—*Entertainer of the Year* (8:30 to 10 p.m.); Marlene Dietrich special sponsored by Kraft (10-11 p.m.).

Thursday, Jan. 18—*Strange Creatures of the Night*, one of three National Geographic specials (8-9 p.m.).

Sunday, Feb. 11—a *Charlie Brown* repeat, sponsored by Coca-Cola and Interstate Brands (7:30-8 p.m.); Sandy Duncan special, sponsored by Kraft (8-9 p.m.); *Salute to Duke Ellington* (9-10:30 p.m.).

Thursday, Feb. 15—National Geographic special (8-9 p.m.).

Saturday, March 3—*It's a Man's World, or Is It*, starring Carroll O'Connor (8:30-10 p.m.); Grammy awards (10-11:30 p.m.).

Wednesday, March 28—repeat of a Doctor Seuss special (8-8:30 p.m.); "The Selfish Giant," animated version of an Oscar Wilde story (8:30-9 p.m.); "Admiral Peary's Dash to the North Pole," second *Appointment with Destiny* program (10-11 p.m.).

Sunday, April 8—repeat of a *Charlie Brown* show, sponsored by Coca-Cola and Interstate (7:30-8 p.m.); *Flintstones Ice Show* (8-9 p.m.); one of four Ed Sullivan specials (9-10:30 p.m.).

Among the CBS specials not yet firmly slotted are at least three *CBS Playhouse 90* productions, first of which the network announced last week, will be an original drama, "The Lie," written for TV by Ingmar Bergman, the Swedish film writer and director. The first of two New York Shakespeare Festival productions, *Much Ado About Nothing*, has been tentatively set for Jan. 4. Other dramatic offerings planned include *Tom Sawyer* (possibly March 23) and *The Voyage of the Yes;* a dramatization based on Gay Talese's book "Honor Thy Father" and repeats of *Death of a Salesman* and *J.T.*, the latter tentatively set for Christmas night. Other CBS specials due include a three-hour film of the Woodstock rock festival, aimed for April 13.

NBC-TV:

Tuesday, Sept. 5—*Howdy Doody and Friends* (7:30-8:30 p.m.).

Saturday, Sept. 9—*Three Cheers for The Redskins*, documentary on Washington Redskins pro football team (8-9 p.m.); *Make Mine Red, White and Blue* with Fred Astaire, sponsored by Timex (9-10 p.m.): "Miss America Pageant," sponsored by Toni, Kellogg and Campbell Soup (10 p.m. to midnight).

Sunday, Sept. 10 — *Singer Presents Liza with a Z*," starring Liza Minelli and sponsored by Singer (9-10 p.m.).

Thursday, Oct. 5—Bob Hope special, sponsored by Ford Motor (9-10 p.m.).

Friday, Oct. 20—*The Lion at World's End*, with Bill Travers and Virginia McKenna, sponsored by AT&T (8-9 p.m.); *How to Handle a Woman*, with Dinah Shore, sponsored by Timex (9-10 p.m.); *The American Experience*, first of a series, sponsored by American Airlines (10-11 p.m.).

Sunday, Nov. 12—*Snoopy's International Ice Follies*, sponsored by American Gas Association (7:30-8 p.m.); *The Trouble with People*, Neil Simon comedies, with George C. Scott, Alan Arkin, James Coco and others, sponsored by AT&T (9-10 p.m.).

Tuesday, Nov. 14—*America*, first of a series, with Alistair Cooke and sponsored by Xerox (10-11 p.m.).

Friday, Nov. 17—"The Hands of Cormac Joyce," starring Stephen Boyd and Colleen Dewhurst, sponsored by Hallmark (8:30-10 p.m.).

Tuesday, Nov. 21—Repeat of movie, "West Side Story" (8-11 p.m.).

Wednesday, Nov. 29 — *Winnie the Pooh and the Blustery Day*, sponsored by Sears, Roebuck (8-8:30 p.m.); "The Man who Came to Dinner," starring Orson Welles and sponsored by Hallmark (8:30-10 p.m.); *Ann-Margret's Follies and Scandals*, sponsored by Timex (10-11 p.m.).

Sunday, Dec. 10—Repeat of *The Little Drummer Boy*, sponsored by American Gas Association (7:30-8 p.m.); Bing Crosby Christmas special, sponsored by AT&T (8-9 p.m.); Bob Hope special, sponsored by Timex (9-10 p.m.).

Tuesday, Dec. 12—Repeat of "The Snow Goose" sponsored by Hallmark (8-9 p.m.).

Wednesday, Jan. 17—*Cole Porter in Paris*, with Perry Como, sponsored by AT&T (10-11 p.m.).

Tuesday, Jan. 23—"The Incredible Flight of the Snow Goose," sponsored by American Gas Association (8-9 p.m.).

Friday, Feb. 9—*You're a Good Man, Charlie Brown*, sponsored by AT&T (8:30-10 p.m.).

Sunday, Feb. 18—*Highlights of the Ringling Brothers and Barnum & Bailey Circus*, sponsored by AT&T (7:30-8:30 p.m.); *Country and Western Hit Parade* (tentative title), sponsored by American Gas Association (8:30-9:30 p.m.); *Jack Lemmon—Get Happy*, featuring Harold Arlen's music and sponsored by Timex (9:30-10:30 p.m.).

Wednesday, March 7—"Dr. Jekyll and Mr. Hyde," musical with Kirk Douglas, sponsored by Timex (9:30-11 p.m.).

Tuesday, March 13—*Keep the U.S. Beautiful* (tentative title; formerly titled *Project SOAR*) sponsored by American Gas Association (8-9 p.m.).

Sunday, March 18—John Steinbeck's "The Red Pony," starring Henry Fonda, sponsored by AT&T (8:30-10:30 p.m.).

Tuesday, March 27—Academy awards (9-11 p.m.).

Wednesday, April 11 — "The Small Miracle," sponsored by Hallmark (8:30-10 p.m.).

Tuesday, April 17—*Upon this Rock* (tentative title), sponsored by American Gas Association (10-11 p.m.).

Thursday, April 19—Bob Hope special, sponsored by Timex (9-10 p.m.).

Tuesday, May 22—*Swing it Again* featuring Doc Severinsen, sponsored by Timex (8-9 p.m.).

Durgin sees specials breaking old molds

Citing the increasing emphasis on specials in the new fall season on all three networks (story page 14), Don Durgin, president of NBC-TV, spoke last week of "a new turn in program thinking—away from regularly scheduled program series to a more unstructured format, free of the rigidities we inherited from radio."

Addressing a luncheon meeting of the National Academy of TV Arts and Sciences' New York chapter last Thursday (Aug. 31), Mr. Durgin said that NBC would produce more specials in the 1972-73 season than either CBS or NBC.

"We have been preaching this for several years," he added, "preaching and practicing diversity in program style, format and subject matter. . . . More specials have appeared on NBC every season than on either of the other networks, often more than on the other two networks combined."

Other NBC specials, still to be assigned dates, include one reuniting the comedy team of Mike Nichols and Elaine May, another Bing Crosby special, a Jack Benny special, a repeat of the "Wizard of Oz" movie, a second installment in the *American Experience* bicentennial series, and five additional Bob Hope specials.

The packaging and pricing of network TV

In the new television season an accentuation of a trend: buys are made on demographics with C-P-M all but guaranteed

The opening quarter of the 1972-73 network-television season was sold early and at firm prices. Cost-per-thousand, according to a leading advertising agency that is a major customer of prime network time, "is around $4.30 to $4.35, and in some cases up as high as $4.50."

Agencies and networks, from the start of the sales season this year, made commitments for positions in multiprogram packages, the details worked out in terms of characteristics such as audience demographics and gross share-points with the C-P-M the basic point of negotiation ("Closed Circuit," April 17).

Here is how a respected buyer for one of the biggest TV agencies, explained how network purchasing goes on now. First, the agency and client decide how much budget to allocate to network. In addition to dollars, the agency planners calculate what period of time the buy will encompass (13 weeks, year-round, etc.) and set the "buying objective" (sex, age, marital status, etc., of the audience the client seeks) and generally the area of programing (what evening of the week, general time period, sports, early-evening fare, etc.). At that point, the agency calculates the approximate C-P-M it expects to pay.

"It is necessary for the agency negotiator to know what the market is," noted one agency buyer. "And if he's professional, his estimate will be pretty close." The agency asks the network to submit its offering tailored generally to meet the specifications. The agency then has its media analysts go over the package; the agency negotiator may suggest that a certain show be dropped, another added, or perhaps the price be shaved a bit.

Agencies observed that the C-P-M is predicted on what a network expects to obtain in audience shares. If in delivery the package falls below expectations, adjustments may be made. As one agency man explained: "If it falls off appreciably, say 10%, below the audience the network initially anticipated, we may be able to obtain bonus spots." If the audience comes in well above the estimated C-P-M, on the other hand, the network is not expected to ask the agency for an adjustment upward. Packages can also adjust themselves. "In scatter buying," said one agency executive, "we may get the gristle with the meat. If a show really takes off in the ratings, it probably will wash against a participation in a show that isn't as hot as had been expected."

Buying now "is all supply and demand," said one buyer. "In smart buying on the networks, it is the timing that's all important, timing a buy so as not to make it too early or too late in the sales season. A miscalculation in timing can affect the C-P-M more than almost any other factor."

Are there positions still open in the new schedules? Both agency and network negotiators say there is always some time open. But, adds an agency buyer, "I would anticipate that for the remainder of the season there'll be fewer pieces to buy; scatter-plan offerings will be limited."

Insomnia. NBC-TV has its *Today* and *Tonight*, catering to early-morning and late-evening audiences respectively. Now it is planning a late-late-night series, *Tomorrow*, to be scheduled each weekday at 1-2 a.m. This project is under the direction of Mort Werner, senior vice president, program planning. It is intended primarily as an adult-oriented, topical discussion series with a starting date some time next spring. Mr. Werner also hopes to experiment within the format to reach younger adults on Friday nights. No host has been selected.

Broadcast Advertising®

American Motors to step up spot in broadcast buying

With new agency at the controls, car maker aims at specific markets

As TV-radio spot salesmen and countless stations in top U.S. markets could verify last week, Cunningham & Walsh, New York, on behalf of its Detroit client, American Motors Corp., is on a concentrated buying binge.

The media tune-up is for AMC's introduction of 1973 passenger-car models. It is also tangible evidence of a switch American Motors is making—at the recommendation of its newly appointed agency—that puts more emphasis on local broadcast buying than on national network and print buying as contrasted to the use last year of mostly network and print ("Closed Circuit," Aug. 7). Broadcast advertising begins Sept. 14.

As explained by Cunningham & Walsh officials last week, American Motors will spend a greater share of its factory ad budget in those markets which have a proved high sales volume or hold that potential and which have strong dealerships with good prospects of converting customers from other auto makes.

Assuming the ad budget for factory passenger-car advertising (C&W got the account last March 28 from Wells, Rich, Greene) will come in at about $15 million, this is what the ad-dollar breakdown will be in the 1972-73 sales year that is about to start:

Spot television—About 32% of the budget, or $4.8 million. Spot radio—About 13%, or nearly $2 million. Network TV—About 32%, or $4.8 million. The remainder of the allocation will go to print and other media.

Last year, AMC passenger car advertising was almost 80% in national media, principally network television, network radio and magazines.

Network TV will also include, this year, a campaign on NBC's *Tonight Show Starring Johnny Carson*, which, the agency said, is a vehicle rarely used by auto makers. Other purchases in network are participations, all in prime time. AMC will have a minimum of one minute weekly in the Carson show.

In the spot plan (AMC will concentrate in 34 major markets and 15 "secondary" auto markets), American Motors will have an exposure in 90% of the homes two and a half times weekly. All spot impressions will be in early prime time or in late periods, using sports wherever possible and local personality shows.

"We will go where the action is," said Charles (Chuck) Hawkins, vice president and management supervisor on AMC.

Mr. Hawkins and three other C&W executives—Carl Nichols, board chairman and chief executive officer; Anthony (Tony) Chevins, president and director of creative services, and Howard Nass, vice president and manager of media planning—outlined strategy and plans in an interview in New York last week.

Mr. Nichols said that since the end of March, "we've been on a fast track" noting that strategy, plans, commercial production, were completed by June 28. The advertising campaign, C&W's first for its new client, was unveiled at a San Diego dealer convention in mid-August.

Mr. Chevins explained that the agency approach was to treat each model—Gremlin, Javelin, Hornet Hatchback (new this year), Matador and the Ambassador—as a "different personality." All of the advertising is tied together with the AMC name and logo, the name of the car line and the super, "We back them better because we build them better."

Several creative groups were assigned to work independently on individual car models. Different approaches were sought to point out differences in each of the five cars and each automobile was targeted to its own audience.

Commercials screened last week included a 60-second message for Matador, playing on the theme of its anonymity ("What's a Matador?"); another, 30-seconds, stressing the use of the Matador to get from one place to another; a 60-second and a 30-second commercial pointing up the economy and performance of the Hornet Hatchback (against the background music of "The Flight of the Bumblebee"); a 30-second message concentrating on the maneuverability of the Gremlin; another 30 showing the Gremlin's interior upholstered in denim, a youth-oriented decor, and a 60-second spot spotlighting the full line of AMC cars proceeding down a ramp of an unloading truck one at a time.

Mr. Nichols and Mr. Chevins stressed that C&W spent much time in researching the consumer thought of the client. Among the findings: Consumers, with the exception perhaps of their knowledge of the Javelin and Gremlin, were not quite

The team. American Motors' fall advertising plans—which include heavy concentration on spot—were discussed by four of Cunningham & Walsh's top executives on the account. From l. to r.: Howard Nass, vice president and manager of media planning; Charles Hawkins, vice president and management supervisor on AMC; Anthony Chevins, president and director of creative services, and Carl Nichols, chairman and chief executive. C&W won the American Motors account this year.

certain what American Motors makes. The agency has attempted to rectify this in the new AMC ads.

With the new American Motors business C&W's total billings, \$85-million to \$90 million annually, will be up closer to \$100 million in 1973. The new American Motors business will give a solid boost to C&W's billings. Previously a \$77-million billing agency, the agency is now billing at the rate of \$85-million to \$90-million, and that figure will probably be closer to \$100 million in 1973.

In addition to the factory advertising, C&W, through its San Francisco office, is handling a dealer-image campaign, financed by dealer groups.

The budget there falls into the range of \$2 million to \$3 million, all in network television.

Campbell-Ewald merger into Interpublic nearer

The Interpublic Group of Companies and Campbell-Ewald said last week that merger contracts have been signed following approval of terms by the companies' boards of directors.

Stockholders of both companies will meet in early November to act on the proposed merger.

Interpublic is a New York-based agency conglomerate. An agreement in principle in which Interpublic would acquire Detroit-based Campbell-Ewald, an agency that bills \$122-million, was announced several months ago (BROADCASTING, June 5).

Under the proposal, Interpublic would add Campbell-Ewald as a fifth agency. The four agencies already owned by Interpublic, a publicly held company, are McCann-Erickson; Erwin Wasey; Marschalk, and Tinker, Dodge & Delano. Campbell-Ewald will be operated as a separate company and under its own present management.

Interpublic proposes to issue 495,355 shares of common stock in exchange for all the outstanding shares of Campbell-Ewald. The deal last May 31 had a market value of over \$15 million.

Mickelberry's buys Daniel & Charles agency

Daniel & Charles Associates, New York advertising agency, has been acquired by Mickelberry's Food Products, also New York, for \$1.2 million plus "contingent payments based upon future earnings."

Richard Diamond, treasurer of Mickelberry's, said that "we've decided to deploy some of our efforts into marketing and distribution services."

Charles Goldschmidt, chairman of the agency, emphasized that Daniel & Charles will remain autonomous under the new ownership and that "we would not handle any accounts for them."

D&C billed an estimated \$15 million in broadcast advertising in 1971. Mickelberry's produces Old Farm sausages, bacon and other meat specialties, and Mama's cookies.

It's now official: Gardner to WRG

Wells, Rich, Greene, New York, last week announced an agreement in principle to acquire Gardner Advertising, St. Louis, in a stock transaction valued at about \$1.7 million, based on WRG's closing price on New York Stock Exchange Aug. 30.

WRG, which currently bills at the yearly rate of \$120 million, is publicly held; Gardner, billing some \$55 million, is privately owned. Negotiations between the two were disclosed two weeks ago (BROADCASTING, Aug. 28).

The acquisition, WRG said, would place the agency among the top 15 U.S. agencies in total billing and, according to last year's estimates, also in the top-15 list of broadcast agencies (WRG billed an estimated \$68.7 million in TV-radio, Gardner \$23.5 million). WRG proposed also to purchase an undisclosed number of its shares from insiders to use as part of the exchange.

The acquisition terms—principally an exchange of two and a half shares of Gardner stock for one share of WRG's—are subject to negotiation of a definitive agreement and approval by Gardner shareholders. The agencies saw no conflict in interests and noted that they both serve one client, Ralston-Purina, "enthusiastically."

Spot TV running well ahead of '71 pace

\$368.3 million billed in healthy second quarter; perennial leader P&G increases \$5.8 million, Ford \$3 million

On the comeback trail this year, spot-TV business registered an estimated total \$368.3 million in the second quarter.

According to the Television Bureau of Advertising, industry sources estimate that first-half 1972 spot business was up 12-15% above the same period of a year ago.

TVB said that figures for this year are not directly comparable with last year's because of a change in Broadcast Advertisers Reports' method of compiling the data. The second-quarter spot estimate was based on BAR monitoring on 260 stations in the 75 leading markets. BAR data showed spot investments in the January-June period to be \$672.8 million.

TVB's quarterly report, listing the top-100 spot advertisers by individual company and spot spending by product categories, is being released today (Sept. 4). Five advertisers were listed for the first time (Singer sewing machines, International Harvester trucks and mowers, Continental Airlines, Yamaha motorcycles and National Liberty health insurance).

Procter & Gamble was the top spot-TV spender in the second quarter of 1972 with an investment of \$21.1 million (up \$5.8 million from the comparable period in 1971), followed by General Foods, \$13.2 million.

In addition to P&G, advertisers showing the biggest gains over the comparable period in 1971 were Ford, up \$3 million, and Chrysler, up \$1.6 million, among the automotives; Scott's Liquid Gold, up \$1.8 million, and Nabisco, up \$1.5 million in other product groups.

TVB said 1,784 companies invested in spot TV in the second quarter (1,401 for the first quarter), with expenditures in nighttime in the second quarter accounting for the largest share (\$136.8 million or 37.1%). The leading category was food and food products ($70.6 million).

Top-100 spot in second quarter

		Expenditures
1.	Procter & Gamble	$21,115,100
2.	General Foods	13,200,200
3.	Colgate-Palmolive	9,086,800
4.	American Home Products	8,873,700
5.	Lever Brothers	8,544,600
6.	Ford Motor	6,496,500
7.	Alberto-Culver	5,686,600
8.	William Wrigley Jr.	5,435,000
9.	Coca-Cola	5,324,500
10.	Bristol-Myers	5,240,400
11.	General Motors	4,583,100
12.	PepsiCo	4,506,800
13.	Warner-Lambert Pharmaceutical	4,433,500
14.	Shell Oil	4,302,200
15.	General Mills	4,243,900
16.	Chrysler	3,814,100
17.	Kraftco	3,740,100
18.	Jos. Schlitz Brewing	3,427,900
19.	Toyota Motor Distributors	3,209,300
20.	Int'l Tel. & Tel.	2,965,300
21.	Gillette	2,939,400
22.	Sterling Drug	2,857,100
23.	E. & J. Gallo Winery	2,837,300
24.	American Tel. & Tel.	2,794,600
25.	Miles Laboratories	2,535,500
26.	Noxell	2,515,300
27.	Nabisco	2,512,400
28.	Schering-Plough	2,390,300
29.	Seven-Up	2,295,400
30.	Standard Oil of Ind.	2,242,400
31.	Kellogg	2,174,800
32.	Scott's Liquid Gold	2,089,300
33.	C. P. C. International	2,078,000
34.	American Cyanamid	2,075,600
35.	Volkswagenwerk A.G.	1,992,800
36.	Squibb	1,900,500
37.	Quaker Oats	1,876,400
38.	Triangle Publications	1,857,500
39.	Standard Oil of N.J.	1,820,600
40.	Westinghouse Electric	1,748,100
41.	Anheuser-Busch	1,699,000
42.	Campbell Soup	1,680,100
43.	RCA	1,569,500
44.	Standard Oil of Calif.	1,565,800
45.	Borden	1,559,000
46.	Hanes Corp.	1,556,800
47.	Carnation	1,552,600
48.	Johnson & Johnson	1,514,800
49.	Carter-Wallace	1,493,600
50.	Beatrice Foods	1,472,800
51.	Royal Crown Cola	1,462,000
52.	Consolidated Foods	1,408,200
53.	Union Oil of Calif.	1,403,600
54.	Ronco Tele-Products	1,401,600
55.	American Can	1,381,800
56.	Scott Paper	1,379,100
57.	Morton-Norwich Products	1,368,700
58.	American Airlines	1,365,900
59.	Greyhound	1,350,300
60.	Nestle	1,349,500
61.	Nissan Motor Corp. USA	1,341,800
62.	Ralston-Purina	1,318,000
63.	H. J. Heinz	1,315,300
64.	American Motors	1,265,700
65.	S.C.M. Corp.	1,261,800
66.	UAL Inc.	1,248,800
67.	Max Factor	1,209,000
68.	Trans World Airlines	1,207,500
69.	Mattel	1,201,000
70.	Mennen	1,200,500
71.	Sun Oil	1,164,500
72.	American Dairy Assn.	1,159,900
73.	General Electric	1,157,900
74.	F. & M. Schaefer	1,134,100
75.	Eastern Air Lines	1,114,400
76.	American Express	1,114,400
77.	S. C. Johnson & Son	1,099,400
78.	Atlantic-Richfield	1,092,000
79.	Ideal Toy	1,079,600
80.	Yamaha International	1,071,600
81.	Singer	1,035,900
82.	Doctor Pepper	1,022,200
83.	CBS Inc.	992,700
84.	R. J. Reynolds Industries	984,900
85.	Standard Brands	966,200
86.	Pabst Brewing	947,100
87.	Imperial Products	938,600
88.	Chesebrough Ponds	932,700
89.	National Liberty	926,000
90.	Falstaff Brewing	913,600
91.	GAF Corp.	900,300
92.	Union Carbide	895,800
93.	Block Drug	894,300
94.	General Cigar	882,800
95.	Heublein Inc.	864,500
96.	Mobil Oil	862,100
97.	U.S. Steel	857,500
98.	Quality Bakers of America Co-op	855,000
99.	Continental Air Lines	852,400
100.	International Harvester	851,000

SOURCE: BAR (as released by Television Bureau of Advertising)

Spot television expenditures by product classification

	2nd quarter '72	Jan.-June '72
Agriculture and Farming	$ 2,320,100	$ 3,852,900
Apparel Footwear and Accessories	9,295,300	17,715,000
Apparel fabrics and finishes	658,100	1,168,000
Footwear	1,015,500	2,605,900
Hosiery	2,038,000	4,086,700
Ready-to-wear	2,131,300	3,304,500
Underwear, foundations and bras	2,716,300	4,550,800
Misc. apparel, accessories and notions	736,100	1,999,100
Automotive	35,147,300	61,521,900
Passenger cars	27,867,900	50,294,400
Tires and tubes	2,016,800	2,525,300
Trucks and mobile homes	2,688,700	5,359,200
Misc. auto accessories and equipment	2,573,900	3,343,000
Beer and Wine	20,971,100	36,405,700
Beer and ale	16,154,700	26,640,500
Wine	4,816,400	9,765,200
Building Materials, Equipment and Fixtures	5,559,900	8,223,500
Building materials	823,900	1,489,300
Equipment fixtures and systems	2,980,500	4,732,100
Protective coating and finishes	1,755,500	2,002,100
Confectionery and Soft Drinks	26,405,100	46,498,700
Confectionery	9,670,000	20,381,000
Soft drinks	16,735,100	26,117,700
Consumer Services	7,071,700	16,769,100
Communications and public utilities	1,665,400	4,159,300
Engineering and professional services	1,896,000	6,538,100
Financial	675,100	757,700
Schools and colleges	2,635,200	5,314,000
Drugs and Remedies	18,358,100	44,506,900
Cold, cough and sinus remedies	2,149,800	10,676,100
Digestive aids and antacids	3,502,100	6,579,100
Headache remedies and sedatives	6,450,700	13,243,700
Laxatives	331,200	781,900
Medical equipment and supplies	867,700	1,181,900
Skin products and liniments	1,868,900	4,548,400
Vitamins	1,161,400	3,335,700
Misc. drugs and remedies	2,026,300	4,158,100
Food and Food Products	70,683,500	134,567,700
Appetizers, snacks and nuts	3,478,000	5,180,300
Bakery goods	9,440,200	18,159,000
Cereals	7,098,500	12,190,200
Coffee, tea and cocoa	10,836,400	21,063,700
Condiments	2,569,700	5,071,200
Dairy products	7,072,200	11,701,900
Desserts and dessert ingredients	1,990,800	2,880,800
Flour and baking mixes	571,700	1,498,600
Fruit and vegetable juices	1,967,200	3,778,900
Fruits and vegetables	3,242,500	7,073,800
Health and dietary foods	721,700	1,097,300
Infants foods	244,100	395,900
Meat, poultry and fish	4,368,500	8,968,900
Pasta products and dinners	2,163,200	3,965,900
Prepared dinners and dishes	2,146,000	6,168,600
Salad dressings and mayonnaise	1,741,600	3,389,600
Shortening and oil	3,260,300	6,649,900
Soups	1,416,800	3,823,900
Sugars, syrups and jellies	975,600	1,763,000
Misc. food and food products	5,378,500	9,746,300
Gasoline, Lubricants and other Fuels	18,139,500	28,561,200
Horticulture	3,910,900	4,881,200
Household Equipment and Supplies	22,504,000	39,280,500
Deodorizers and air fresheners	428,000	1,095,000
Disinfectants	976,300	2,168,000
Food wraps and foils	3,191,600	5,725,100
Household paper products	6,165,900	13,431,800
Insecticides	1,891,200	1,993,900
Major appliances	4,662,200	7,518,300
Small appliances and equipment	1,686,300	2,430,900
Misc. accessories and supplies	3,302,500	4,917,500
Household Furnishings	2,859,100	4,755,100
Floor covering	866,300	1,141,400
Furniture	1,637,900	3,055,000
Household fabrics and finishes	176,300	289,300
Misc. household furnishings	178,600	269,400
Insurance	5,314,400	11,816,200
Jewelry, Optical Goods and Cameras	3,277,800	3,793,600
Cameras and photographic supplies	1,085,300	1,275,800
Jewelry, watches and optical goods	2,092,500	2,517,800
Office Equiment, Stationery and Writing Supplies	821,000	1,252,500
Pets and Pet Supplies	7,855,700	15,144,100
Publishing and Media	3,517,900	8,778,700
Radios, Television Sets and Musical Instruments	6,532,700	18,083,000
Musical instruments	269,400	399,100
Records and tape recordings	5,152,200	13,262,600
Radios, TV sets, phonographs and recorders	915,300	4,085,900
Misc. components and supplies	195,800	335,400
Smoking Materials	1,935,100	3,916,500
Cigars and tobacco	1,851,900	3,739,800
Misc. smoking materials and accessories	83,200	176,700
Soaps, Cleansers and Polishes	29,877,200	53,195,200
Cleansers and polishes	11,562,800	20,992,900
Laundry preparations	5,296,200	9,065,200
Soaps and detergents	13,018,200	23,137,100
Sporting Goods and Toys	8,538,800	13,417,900
Games, toys and hobbycraft	6,081,200	10,224,600
Sporting goods	2,457,600	3,193,300
Toiletries and Toilet Goods	41,879,800	69,999,100
Cosmetics and beauty aids	6,969,000	11,525,000
Dental supplies and mouthwashes	5,957,100	11,213,000
Depilatories and deodorants	4,633,900	6,908,600
Feminine hygiene products	1,845,600	2,920,400
Hair products	13,778,700	24,533,800
Men's shaving equipment	1,592,000	2,136,500
Men's toiletries	1,672,700	2,737,800
Toilet soaps	4,337,800	6,368,200
Women's shaving equipment	224,400	227,400
Misc. toiletries and toilet goods	867,700	1,428,400
Travel, Hotels and Resorts	13,656,400	22,668,000
Airlines	9,281,700	15,165,300
Buses	548,300	974,900
Car rental	1,115,600	1,535,000
Hotels and motels	456,200	855,400
Resort promotion	2,159,900	4,019,100
Steamships	94,700	118,300
Miscellaneous	1,972,700	3,399,900
TOTAL	$368,305,100	$672,804,100

Ideal keeps away from Saturday morning

Toy maker buys three-hour special for day after Thanksgiving as part of new-look television placements

Ideal Toy Corp., New York, along with its sponsorship of five pre-Christmas network-TV programs in prime time, will underwrite a three-hour daytime network special and conduct a spot campaign in 101 markets this fall.

Ideal will sponsor through Helfgott & Partners, New York, *Ideal Presents the Jerry Lucas Super Kids' Day Jamboree* on ABC at 10 a.m. to 1 p.m. Friday, Nov. 24, the day after Thanksgiving. Ideal said it will place its spot drive almost entirely on late-afternoon and early-evening programs and that it plans also to be a continuing participating sponsor of *Captain Kangaroo* on CBS-TV, 8-9 a.m., starting Sept. 4. The specials in prime time include the *Flip Wilson Special* on NBC-TV, the movies "Chitty-Chitty-Bang-Bang," "The Yellow Submarine" and "Frosty the Snowman," all on CBS-TV, and "The Night the Animals Talked," on ABC-TV.

Though Ideal declined to disclose its TV budget, the company last year spent $6.5 million in print and broadcast and, it's estimated, the daytime special alone will cost the advertiser between $250,000 and $300,000. Last year Ideal withdrew from network weekend morning children's programs in favor of network prime-time family shows.

Nixon on commercials: his record is spotty

It's hard to know where President Nixon stands on TV commercials. Last week he reportedly told a group of movie stars at a reception in his San Clemente, Calif., home that he enjoys viewing movies in the projection room at the White House. And, he continued, "Pat and I both love motion pictures. They're not interrupted by commercials."

The first mention of commercials was last March, when the President entertained members of The Advertising Council at the White House. In brief remarks to his guests, who included Don McGannon, president of Westinghouse Broadcasting Co., the chairman of the council, and Vincent T. Wasilewski, president of the National Association of Broadcasters, the President was reported as saying that he had little time to watch TV, although he tried to watch some sports programs, adding that sometimes the commercials were better than the programs (BROADCASTING, April 3).

National's set with new flight of TV spots

The newest "Fly Me" campaign for National Airlines will be taking off Sept. 11 from TV stations in New York, Houston, New Orleans, San Francisco, Los Angeles, Miami and Tampa, Fla. Once again, pretty girls will invite the viewer to "Fly Me. Fly National."

This time, however, they'll also do a little singing, featuring the popular "Fly Me" song (which has just been recorded by Petula Clark in London for commercial distribution). Another addition to this fall's campaign is 8-year-old Eileen Salyer, who wrote the airline saying she'd like to grow up to be a National stewardess and do a commercial. National decided not to wait until Eileen grows up and filmed a spot with her paraphrasing her letter.

This year's TV commercials have been expanded from 10 seconds to 30 seconds. Armand G. Arel, National's general manager-advertising, explained that this was due to "political pressure" on the part of stations; spot TV is such a tight market this fall that 10-second spots would be too difficult to place. The 30-second radio spots are similar to the TV soundtrack.

The budget for the 1972-73 "Fly Me" campaign is $9.9 million. A spokesman for National said the broadcast portion of the budget is "decidedly up over last year" but refused to give details for either year.

F. William Free & Co., New York advertising agency, handles the National account. Asked if he were prepared for another protest by the National Organization for Women, Mr. Free replied: "We hear from them occasionally. The worst is imminent. It's a platform for them. We have lots of discussions. . . . Incidentally, I'm not a chauvinist."

BAR reports: television-network sales as of Aug. 13

CBS $373,629,500 (36.8%); NBC $329,884,900 (32.6%); ABC $310,383,400 (30.6%)*

Day parts	Total minutes week ended Aug. 13	Total dollars week ended Aug. 13	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	60	$ 367,200	2,337	$ 13,977,800	$ 13,950,000
Monday-Friday 10 a.m.-6 p.m.	997	6,380,700	30,776	214,240,000	194,424,200
Saturday-Sunday Sign-on-6 p.m.	250	1,768,700	9,688	108,453,900	88,313,400
Monday-Saturday 6 p.m.-7:30 p.m.	95	1,330,700	3,002	53,787,700	44,063,200
Sunday 6 p.m.-7:30 p.m.	10	127,000	427	8,949,800	13,199,600
Monday-Sunday 7:30 p.m.-11 p.m.	381	12,811,100	12,580	555,766,200	540,034,400
Monday-Sunday 11 p.m.-Sign-off	143	1,571,300	4,802	58,722,400	40,774,306
Total	**1,936**	**$24,356,700**	**63,612**	**$1,013,897,800**	**$934,759,100**

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

The elusive Mr. Audience. ABC Radio is running a promotion contest directed toward its advertiser clients and agency personnel. The contest invites them to send in their version of what a typical ABC Radio network listener looks like, tying in the network's current advertising campaign, "We know everything about our listeners but their faces." Winner will receive a $500 certificate from Portraits Inc., New York, toward a portrait of his or her choice. Judging will be based on originality, creative imagination and aptness of thought.

Environmentalists hit on sponsorship-ID plan

The FCC has been urged to disregard a set of stringent proposals it received on the subject of sponsorship identification.

The call came from the National Association of Broadcasters, which responded in reply comments to proposals by Friends of the Earth, an environmentalist group. As its contribution to a commission inquiry on the subject, FOE had recommended the adoption of detailed sponsorship-identification reports, significant widening of the requirements for identification, and mandatory keeping of lists of sponsor representatives.

NAB said the group's proposals went so far beyond the commission's inquiry—and, indeed, beyond its jurisdiction—that they would raise serious legal questions if adopted. Moreover, NAB said, the proposals would pile "regulatory garbage" upon the heads of broadcast licensees, at the very time the commission is considering streamlining and lightening its regulation of the industry.

The commission's intention in launching the inquiry was to explore ways to streamline and clarify its existing identification rules.

New contract sought for TV commercials

SAG picks up option to cancel present contract on 60-day notice; talks on new terms start next month

Screen Actors Guild will begin negotiations in New York on Oct. 16 for a new contract covering television commercials to replace the current three-year pact, which expires on Nov. 15.

Representing employers in the contract

talks will be the joint policy committee on broadcast talent relations of the Association of National Advertisers and the American Association of Advertising Agencies.

In accordance with terms of the present contract, SAG last week notified producers and advertising-agency signatories that it has elected to terminate its television commercials pact on Nov. 15. An SAG spokesman said this was a formality, since either party had the option of ending the present pact by giving at least 60 days advance written notice of termination.

SAG has jurisdiction over virtually all TV commercials produced on film and some on video tape. The pact covers TV commercials for both network and spot placement.

A union official in New York said late last week that committees representing members in various parts of the country now are formulating proposals that will be submitted to SAG's negotiating team. He declined to discuss proposals but said the union would press for increases in compensation and in various fringe benefits.

Spreading the gospel. J. F. P. & Associates Inc., Duluth, Minn.-based advertising and public relations firm, is handling advertising for Democrats for Nixon, newly formed committee headed by former Treasury Secretary John Connally. The media campaign is expected to use TV, radio and newspapers on a national basis. The account is being serviced from the committee's headquarters in Washington (802 Madison building).

Business Briefs

Kraft to CBS. Kraft Foods, through J. Walter Thompson Co., moves from NBC to CBS in next TV season by sponsoring six specials. They are Country Music Association awards ceremonies on Oct. 16 (10-11 p.m. NYT), Perry Como on Dec. 6 (9-10) Marlene Dietrich on Jan. 13 (10-11), Sandy Duncan on Feb. 11 (8-9). *The Flintstone Family on Ice* on April 8 (8-9) and *Warriors of the Danakil* on April 25 (8-9).

Bates loses Schmidt. Schmidt & Sons, Philadelphia brewery, has terminated its 16-year association with Ted Bates & Co., New York, and appointed Rosenfeld, Sirowitz & Lawson. New York, to handle its billing of more than $3.5 million. Schmidt's, a regional beer, is in 17 states. Six months ago it appointed the Rosenfeld agency to handle special projects. In 1971, Schmidt placed $2.5 million in spot TV and $281,200 in radio, and its spending level this year has been about the same.

Springs into broadcast. Richards department store, Miami, used two-day saturation TV-radio schedule last month to advertise sale on Sealy mattresses. Seven area TV stations and 10 radio outlets were used. TV spots featured Paul S. Walker, president of Richards, and Dade county Mayor Steve Clark.

Media

Women seek denial of WRC-TV renewal

In petition to FCC, NOW and other feminist groups charge NBC-owned outlet with discriminatory policies

Ten Washington-area women's-rights organizations last week petitioned the FCC to deny the license-renewal application of NBC's WRC-TV there.

The petition, filed at the commission last Thursday (Aug. 31)—one day before the filing deadline for challenges to stations in Maryland and the District of Columbia — made three specific charges: (1) that the station has fostered a consistent policy of employment discrimination against women; (2) that WRC-TV "ignores the needs" of women, who the petitioners claimed constitute the Washington area's largest population group, and (3) that the station has violated the fairness doctrine by failing to give a balanced picture of the women's-rights movement.

Among the organizations signing the petition were four local chapters of the National Organization for Women, which has spearheaded a successful campaign at the FCC to have women included in the list of "minorities" toward whom stations must affirmatively demonstrate a policy of nondiscrimination in employment. The petition last week was the second such filing in which NOW has actively participated; the first was a challenge last May to the renewal of WABC-TV New York (BROADCASTING, May 8).

Announcement of the filing was made at a Washington news conference last Thursday by Whitney Adams, head of NOW's national FCC task force. Miss Adams was joined by the two woman attorneys who prepared the document, Gladys Kessler of the Washington law firm of Berlin, Roisman and Kessler, and Elaine Bloomfield of the Citizens Communications Center.

Miss Adams claimed that despite the recent passage of the equal-rights amendment to the Constitution, "the media continue to portray women striving for equal rights as crude, castrating, bra-burning harpies." In addition, Miss Adams asserted, the broadcast industry presents all women as stereotypes. "If we are to believe what we see on television," Miss Adams said, "women are over-emotional, irrational, incompetent and simple-minded persons, childishly in need of masculine guidance."

And WRC-TV in particular, she continued, has proved itself to be the "worst" of Washington's broadcast media in terms of discrimination toward women. The petitioners, she said, arrived at this conclusion after spending five months monitoring all television stations in the city.

The results of that investigation were detailed in the 175-page petition and some 500 pages of appendices. Among the contentions made in that document was a claim that only 1% of all WRC-TV public-affairs programing monitored by the group was directed to the problems of women.

This alleged exclusionary programing policy, it was contended, is heightened by the fact that WRC-TV has been guilty of "consistently presenting a biased point of view of women's role in society, and by ridiculing or withholding information on the women's-rights-movement"—a practice the petitioners claimed was a violation of the fairness doctrine.

Much of the information attempting to document the employment-discrimination charge in the petition was based on preliminary findings against WRC and NBC that were handed down by the Washington regional office of the Equal Employment Opportunities Commission last November (BROADCASTING, Nov. 15, 1971). Among those findings were claims that WRC-TV has "virtually excluded" women from top-level supervisory positions, that pay scales for women at the station are consistently below those of their male counterparts and that news of management-level job vacancies has at times been withheld from female employes.

Ironically, the organization that was principally responsible for the matter being brought to EEOC's attention—the Women's Rights Committee of WRC/NBC, a group of 27 female station employes—did not participate in the preparation and filing of the petition last week. When questioned about the station group's absence, Miss Kessler said the committee was omitted from the challenge because it was feared that their participation would result in a "conflict of interests" that could potentially endanger their jobs at the station. Miss Kessler admitted that members of the station group were made aware of the petition only last week.

The WRC women have been engaged in a struggle with station management for nearly two years. In addition to the EEOC litigation, they have filed complaints with the FCC and the Department of Labor.

In response, WRC-TV General Manager Tom Paro last week stated that there is "no merit" to the women's accusations. NBC, Mr. Paro said, "conscientiously follows a policy of full and equal opportunity in the recruiting, hiring and promotion of women." He said the station is "ready to engage in discussions with the complaining group at any time."

Deeper trouble for Donrey

Its KORK-TV, already facing charges of FCC rule violations, must now confront a competing applicant

The Donrey Media Group's fight to retain its KORK-TV Las Vegas suffered a new complication last week when the FCC ruled that, in addition to defending itself against fraudulent-billing charges in hearing, the firm must also ward off another interest that has filed for the station's facilities.

The commission ruled that the application of Las Vegas Valley Broadcasting Co. for a new station on channel 3—the channel presently occupied by KORK-TV—will be consolidated in hearing with the renewal application of Western Communications Inc., KORK-TV's licensee. The competing application, the commission ruled, will be judged in the same hearing that was ordered on the merits of KORK-TV's renewal application last June (BROADCASTING, June 12).

In the earlier hearing order, the commission specified allegations against the Donrey station that included charges that KORK-TV reported that it had broadcast certain commercials contained in NBC-TV programing when in fact it had deleted those commercials. The commission also included a misrepresentation issue in its order to determine whether KORK-TV was truthful in reporting its policies regarding "clipping"—an illegal practice in which a station joins its affiliated network after a particular show has begun, leaves before the program ends, or extends network commercial breaks to include its own local spots so that the content of network programing is altered.

Donrey Media had reached an agreement with Las Vegas Valley by which the KORK-TV licensee and the competing applicant would be merged into a new firm, each retaining a 50% interest in the station. In its initial hearing order, however, the commission said it would defer consideration of the settlement agreement in case Valley elects to terminate the merger. Valley notified the commission that it did not wish to proceed with the merger on June 22, adding that it intends to prosecute its competing application for channel 3 in hearing.

In its action last week, the commission noted that it had stated last June that it would issue a subsequent order designating the competing applications for comparative hearing if Valley decided to terminate its agreement with Donrey. Accordingly, it dismissed the Donrey-Valley settlement and ruled that the two applications must be judged comparatively before a hearing examiner.

Another NSN station sold

Starr Broadcast Group, New Orleans, has agreed to purchase the National Science Network's WNCN(FM) New York, it was announced last week. Terms of the transaction were not disclosed but it was learned that the deal has a cash value of approximately $2 million.

WNCN is the second NSN station to be sold this summer. The firm's WDHF(FM) Chicago was purchased last July by group broadcaster Metromedia Inc. for $2.75 million. Both of those transactions are subject to FCC approval.

NSN, whose operating principals include Stan Gurell, the WNCN general manager, also owns two FM facilities on the West Coast—KMPX(FM) San Francisco and KPPC(FM) Pasadena, Calif.

WNCN is also the second FM purchase Starr has been involved in within the past few months. It agreed last June to buy the McLendon Corp.'s WWWW(FM) Detroit for $750,000. Other stations operated by the publicly owned Starr include KABL-AM-FM Oakland-San Francisco; KUDL-AM-FM Kansas City, Mo. (Fairway, Kan.); KISD(AM) Sioux Falls, S.D.; KXLR(AM) North Little Rock, Ark.; WBOK(AM) New Orleans; KYOK(AM) Houston; WLOK(AM) Memphis; KDIX(FM) Dallas, and WCYB-TV Bristol, Va.

WNCN operates on 104.3 mhz with 5.4 kw horizontal, 3.8 kw vertical and an antenna 1,226 feet above average terrain. Broker: Hogan-Feldman, Los Angeles.

$215-million suits over film pacts vex broadcasters

Payments to two trusts, set up for music fees, are at issue; networks say they paid one and don't owe other; seven groups say they weren't signatories to either

Seven station groups and the three television networks last week professed to be puzzled over suits seeking more than $215 million in damages from them ("Closed Circuit," Aug. 28).

The legal actions, alleging violations of trust agreements providing for payments when motion pictures and TV series containing music are telecast, have been filed over a period of three months by Samuel R. Rosenbaum, as trustee for Hollywood Film Trust Agreement (covering movies) and Hollywood Television Trust Agreement (covering TV series).

Named as defendants are ABC, CBS, NBC and the Scripps-Howard, Westinghouse, Corinthian, Metromedia, Capital Cities, Storer and Taft broadcasting groups.

The networks are being sued for alleged violations of both agreements—for $20 million each in connection with the film trust and $5 million each in the television trust matter. The seven station groups are being sued for $20 million each for alleged violations of the trust.

Network and station group officials say they are baffled by the suits. The networks contended they are signatories to the television agreement only, and claimed they have paid. Station groups said they are not signatories to either pact.

Representing Mr. Rosenbaum in the cases is attorney Marvin M. David, of New York, who has filed the suits in New York state supreme court over a period of months, starting last February.

The film agreements were signed from the period from 1954 through 1959 by more than 50 motion-picture and TV production-distribution companies and the TV agreements by the three television networks. They specified that payments be made to the funds based either on 5% of the gross revenues received from sale of programing to TV, or an amount equal to 5% of the station's or network's time charges.

Mr. Rosenbaum reportedly decided to sue stations and networks because the funds were unable to collect large portions of the revenues from film companies that have either gone out of business or disposed of film rights. Tracing ownership has been difficult and complex.

Mr. Rosenbaum elected to sue the networks and stations on the theory that "the obligation follows the film," meaning that the networks and stations are liable since they are profiting through the exhibition of the programing on television.

In addition to damages, the suits are seeking an accounting of which films were carried on television from 1966 through 1971 (the period permitted by the statute of limitations).

None of the defendants has replied to the complaints. The position of the networks is that they are not party to the film agreement and have made the payments they owe to the television fund. The plaintiff contends the payments networks have made are insufficient and is seeking an accounting.

The funds were established to provide employment for out-of-work musicians as performers at schools and other nonprofit institutions.

Changing Hands

Announced

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

- WNCN(FM) New York: Sold by National Science Network to Starr Broadcast Group Inc. for about $2 million (see page 23).
- KPOI-AM-FM Honolulu: Sold by Valjon Inc. to John O. Jones, J. A. Mermis III, James W. Grafton, Thomas L. Branch and Robert Magruder for $525,000. Walter Richey is president of Valjon, licensee of KDWB(AM) St. Paul. Mr. Jones is a Dallas attorney. Messrs. Mermis and Grafton are Texas businessmen. Mr. Branch is a Houston banker. Mr. Magruder heads Sovran Inc., a Dallas media brokerage firm. KPOI operates full time on 1380 khz with 5 kw. KPOI-FM is on 97.5 mhz with 38 kw and an antenna height 185 feet below average terrain. Broker: LaRue Media Brokers, New York.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 40).

- WJGA-AM-FM Jackson, Ga.: Sold by Richard P. Shapard Jr. and Herbert Shapard to B. L. Williamson for $130,000. Mr. Williamson has ownership interest in WCKM(AM) Winnsboro, S.C. and WLBW(AM) Royston and WLOV-AM-FM Washington, all Georgia. WJGA operates daytime only on 1540 khz with 1 kw. WJGA-FM is on 92.1 mhz with 6 kw and an antenna 275 feet above average terrain.
- WSER(AM) Elkton, Md.: Sold by Wyoming Valley Broadcasting Corp. to Oscar Grann, D. Michael Brandewie and Dan-

iel Hamilton for $150,000. Buying principals are Washington federal-government employes. Mr. Grann was formerly with WEAM(AM) Arlington, Va. WSER is a daytimer on 1550 khz with 1 kw.

CPB funds now hinge on appropriations bill

President Nixon last week signed into law the scaled-down funding bill he wanted for public broadcasting—a one-year, $45-million authorization.

The bill, which insures a $10-million increase in money for the Corporation for Public Broadcasting, also provides $25 million in facilities grants to be distributed through the Department of Health, Education and Welfare. The $45-million figure is likely to withstand the appropriation process, but the facilities figure exceeds by $10 million the recommendation of Congress.

Still awaiting action, when Congress returns this week, is the appropriations bill that would make these figures a final reality. The President vetoed the HEW-Labor bill passed by Congress, because its total was almost $2 billion over what he wanted; contained within that bill were the new appropriations for CPB and facilities grants.

The authorization bill signed last week was a replacement for another bill that the President vetoed. That one would have approved $155 million for CPB over two years.

Black producer plans action against KTVI(TV)

A black producer who formerly worked at KTVI(TV) St. Louis has threatened action against the station at the FCC after an ethnic program he presided over was canceled.

Kenneth Brantley, producer of the erstwhile KTVI black-variety program, *Soul*, has charged that the station carried on an exclusionary policy against blacks in its programing and employment.

A KTVI spokesman denied those allegations, claiming that *Soul* was terminated because it had "run its course" at the station. He noted that the program had been replaced by two 30-minute offerings, both hosted by blacks and aimed toward black audiences. The two replacements, one a discussion program and the other a musical offering, were scheduled for an initial run last weekend.

NAB membership up

That membership drive that the National Association of Broadcasters is engaged in is producing results. As of Aug. 23, the association had 4,353 members, up 170 since the beginning of the year. Membership has increased in all categories, except for TV stations which have declined by four since Jan. 1.

And in code membership, the total is up by 42, although TV code subscribers are down by two since the beginning of this year, according to the NAB.

Total membership is broken down this way: 2,204 AM radio stations, 1,334 FM radio stations, 526 TV stations, seven networks (three TV and four radio) and 282 associates. At the beginning of the year, NAB had 2,118 AM's, 1,259 FM's, 530 TV's seven network and 269 associates.

Code membership as of the August date was 2,442 radio and 400 TV, compared to the Jan. 1 figures of 2,398 radio and 402 TV.

Burns Nugent, NAB executive vice president for station relations, noted that ordinarily the association loses membership in the summer months; this year the membership rolls have increased.

PTV publicists to huddle

A national conference on public relations in public television will be held this week in Chicago. Promotion and PR representatives from noncommercial stations across the country will discuss local and national strategies for increasing public support of the medium. In addition, the Public Broadcasting Service will discuss its advertising plans for the coming season, and the Corporation for Public Broadcasting will present awards for outstanding promotional campaigns by local stations. The Sept. 5-8 conference in the Playboy Towers is being sponsored jointly by CPB, PBS and the National Association of Educational Broadcasters.

A $3-million chance in a radio raffle

That's the gamble of KROQ, a Burbank station that will try to make it in the L.A. market

KBBQ(AM) Burbank, Calif., a country-music station recently purchased for the tongue-wagging price of $2.2 million by a partnership of 14 southern California businessmen (BROADCASTING, Jan. 31 and July 24), has changed its call letters to KROQ (pronounced K-rock) and on Sept. 2 was to introduce a contemporary-music format. These are the latest in a series of swift and sweeping moves the station's new management has made in an effort to make an immediate impact in the highly fractionalized and competitive southern California radio market.

"We have enlisted the best people to attract an immediate audience," says Vice President and General Manager Gary Price. Virtually the entire KROQ staff of 45 came to the station in talent raids. Most tellingly sacked were KHJ-AM-FM Los Angeles (the AM outlet, a leader in programing contemporary music, figures to be KROQ's most immediate target). The KHJ stations provided KROQ with Mr. Price (he was general manager of the FM station), the general sales manager, Lee Larsen, the morning disk jockey, Charlie Tuna (although he most recently was with KCBQ[AM]

San Diego), an on-air newsman, J. Paul Huddleston, and the news editor, Cam Currier. From KRLA(AM) Pasadena, another strong contemporary-music station, KROQ took its program director, Johnny Darin, disk jockey, Jimmy Rabbitt, former morning drive man, Paul Oscar Anderson (also most recently with KCBQ) and field reporters Joe Duckett and Richard Halmy. Progressive-music station KDAY(AM) Santa Monica lost a prominent disk jockey, Sam Riddle, to KROQ, while talk station KABC(AM) Los Angeles gave up its news director, Leo McElroy, and country-music KLAC(AM) Los Angeles had its news director, Ed Ziel, wooed away.

Gary Bookasta, spokesman for Burbank Broadcasting, the partnership that acquired KBBQ from the estate of George E. Cameron Jr., says $1 million has been budgeted for development and promotion of the station under its new call letters and program format. Some $25,000 has been invested in studio and transmitter equipment to get the most out of a signal that has not been among the strongest in the area (1500 khz, 10 kw day, 1 kw night).

"What we didn't rebuild, we bought," says Mr. Price. "This is like putting a new station on the air. We figure we're starting from zero."

MBS now totals 560

Ten more stations have joined Mutual Broadcasting System, it was announced last Thursday (Aug. 30). The new affiliates, bringing the radio network to 560 stations, are KBIG(AM) and KXTZ(FM), both Los Angeles; KTCR-AM-FM Minneapolis; WSNY(AM) Schenectady, N.Y.; WNNR(AM) New Orleans; KLIC(AM) Monroe, La.; WJFM(FM) Hartsville, Tenn.; WDLF(FM) Deland, Fla., and WGAF(AM) Valdosta, Ga.

NABET strikes at KTTV

About 60 members of the National Association of Broadcast Employees and Technicians struck Metromedia's KTTV(TV) Los Angeles last week. The station left the air for 91 minutes Tuesday (Aug. 29) after the NABET engineers walked off the job, until management personnel could begin operating the equipment. There had been no meetings between labor and management as of late last week. It was undecided at that time whether the striking workers would return to handle the broadcast of a Jerry Lewis telethon to raise funds for muscular dystrophy research. The workers offered to do that one broadcast and donate their wages to muscular dystrophy. Station officials privately characterized that offer as a grandstand play, arguing that the workers could as easily have held up their strike until this week.

Dump-Nash move fails again

A motion by KAYE(AM) Puyallup, Wash., that FCC Hearing Examiner Ernest Nash be removed as presiding examiner in the license-renewal proceeding involving that station was dismissed by the commission last week. KAYE attorney Benedict Cottone had sought reconsideration of a commission ruling last June, in which an initial move to have Mr. Nash disqualified from the case on grounds that he has shown "bias and prejudice" against KAYE and its counsel was denied (BROADCASTING, June 26). A spokesman for Mr. Cottone indicated last week that the KAYE attorney might again move for Mr. Nash's disqualification in light of the examiner's conduct in the hearing now in progress. He alleged that Mr. Nash's actions have remained prejudiced against KAYE.

Bureaucratic nomenclature. The FCC's 14 hearing examiners are scheduled to receive new titles; as of Sept. 6, they'll be referred to as "administrative law judges." The change was made by the commission last week in accordance with a Civil Service Commission ruling on Aug. 19, designating all hearing examiners within the federal government as administrative law judges, all chief hearing examiners as chief administrative law judges, and all assistant chief hearing examiners as—you guessed it—assistant chief administrative law judges.

Five weeks on a perch. From high atop a smokestack in downtown Provo, Utah, KOVO(AM) established what it claims is the world's only record for smokestack sitting. The promotion campaign lasted from July 10 to Aug. 14, during which time KOVO personality Richard Mathis lived in the studio, did his 8 p.m.-to-midnight rock program, and broadcast reports from time to time over KOVO and its sister outlet, KFMC(FM). Events inside the hexagonical studio (equipped with color TV, microwave oven and refrigerator) included a wedding, a fondue party, a W. C. Fields film festival and a party at which Mr. Mathis celebrated his 27th birthday. After he decided the campaign had reached its peak ("and I started going buggy"), Mr. Mathis came back down to earth.

Programing

Why Nixon won't debate on TV

President doesn't want to create instant national policy, but isn't ruling out an Agnew-Shriver match

The President of the United States should never debate with his challenger in an election year, President Nixon said last week. It was the first public statement that the President has made of his position on TV debates during this election campaign.

The reason for his feeling, Mr. Nixon said, is that whenever the President speaks—whether as Chief Executive or as a political candidate—he is enunciating national policy. And, he declared, to say something in the heat of partisan debate that would be considered national policy would not be in the national interest.

The President's comments were made in response to a question during a news conference at the West Coast White House in San Clemente, Calif. At that same conference Mr. Nixon, again in response to a question, said he would have no objection to a TV debate between Vice President Spiro Agnew and Democratic contender Sargent Shriver but he did not think it would be useful.

Mr. Nixon, whose TV debates with the late John F. Kennedy in the 1960 election campaign were considered by some to have cost him the election, acknowledged that he was wrong in 1964 when he urged a debate between then President Lyndon B. Johnson and the Republican candidate, Senator Barry Goldwater (R-Ariz.).

"Frankly," the President said, "I think I was wrong in that President Johnson was right, Senator Mansfield was right and even Senator Pastore, who supported Amendment 315 but who said that even in supporting the 315 amendment . . . he had serious doubt about whether a President of the United States should debate." Senator Mike Mansfield (D-Mont.) is the majority leader of the Senate. Senator John O. Pastore (D-R.I.) is the chairman of the Senate Communications Subcommittee and over the years has favored modification of Section 315 of the Communications Act. This provision requires that whenever a broadcaster permits one candidate to use his facilities, he must provide equal time to all other candidates for the same office. Because of the usual large number of splinter candidates, this presents broadcasters with an awkward problem when they seek means to present the major-party candidates.

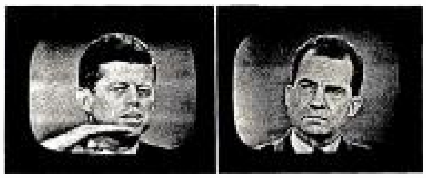
The President noted that both Clark MacGregor, his campaign manager, and John Mitchell, his former campaign manager, have said that it is not in the national interest for the President to debate. These sentiments were expressed by the two Republican chairmen in response to challenges by Senator George McGovern (D-S.D.). Senator McGovern challenged Mr. Nixon to debate on television shortly after he was nominated as the Democratic candidate, and again last month.

The first and thus far only TV debates between presidential candidates were those of 1960 when the Kennedy-Nixon confrontations took place under a temporary suspension of Section 315. In the 1964 campaign, Senator Goldwater repeatedly challenged President Johnson to debate, but Mr. Johnson declined. In the 1968 election, with no incumbent in the race, Mr. Nixon refused to meet his opponent, Senator Hubert H. Humphrey (D-Minn.).

In talking about an Agnew-Shriver appearance on TV, Mr. Nixon commented:

"I would be very confident as to the results on that, because I think Vice President Agnew's four years of experience, his coolness, his lawyer's background, would serve him in good stead in a debate. I do not believe, however, that a debate at the vice presidential level would serve any useful purpose, but I don't rule it out."

At one point, repeal of Section 315 as it applies to presidential and vice-presidential candidates was an integral part of the federal political-spending bill. But President Nixon vetoed this bill in 1970 for this and other reasons.



Nevermore. President Nixon has declared it would not be in the national interest for him to participate in debate between presidential candidates. Twelve years ago, the then Vice President did join in debate with then-Senator John Kennedy (above). Mr. Nixon was considered to have lost that confrontation—not in his forensics, but in the television image he presented.

A revised political-spending bill, without the Section 315 amendment, was passed late in 1971 and signed into law by the President early this year.

A separate bill repealing Section 315 for presidential and vice-presidential candidates in general elections was passed by the Senate but is stalled in the House.

Personal-attack charge made against WKBD-TV

The FCC has been asked to revoke the license of Kaiser Broadcasting Co.'s WKBD-TV (ch. 50) Detroit on grounds that the station violated the commission's personal-attack rules.

A complaint was filed against WKBD-TV at the commission by Phillip A. Gillis, a Detroit attorney, and his brother, Joseph A. Gillis, a judge in Detroit's recorder's court. The allegations stem from an Aug. 6 broadcast of the *Lou Gordon Show*, a weekly news-interview program on WKBD-TV. The complainants said that when Judge Gillis failed to make a scheduled appearance on the program, Mr. Gordon made comments regarding the judge's absence which were an attack upon his honesty and character.

Mr. Gordon's statement, a Kaiser spokesman said, referred to questions concerning past actions by both Gillis brothers. He is reported to have stated that Judge Gillis had granted probation to a convicted abortionist whom his brother represented in another proceeding, and that the same individual had earlier been cited for contempt of court.

Messrs. Gillis also alleged that WKBD-TV has "on many occasions in the past" made personal attacks on them and their family.

The Kaiser spokesman said WKBD-TV has offered Messrs. Gillis an opportunity to appear on the station again.

Three prime-time concessions made

FCC continues newscast waiver, partially grants ABC football request, solves DST problem of WRTV Indianapolis

Network affiliates in the top-50 markets that start their prime-time schedules with a network newscast may continue this practice through the coming season, as long as they precede the network presentation with a full hour of their own news or public-affairs programing, the FCC ruled last week.

The commission voted to continue the waiver of the prime-time-access rule—granted to CBS a year ago—which enables affiliates to broadcast the network's evening newscasts in prime time without having that time counted against the three hours of network material permitted top-50 market affiliates under the rule.

CBS requested that the waiver be reinstated through Sept. 30, 1973, in a pleading filed last July (BROADCASTING, July 24). The waiver will be applicable to affiliates of all three networks.

The commission said that affiliates choosing to take advantage of the waiver must broadcast the network newscast immediately following their own evening news programing. Under those conditions, stations that begin their news coverage at 6 p.m. (NYT) would be required to plug into the network at 7 p.m., or at the designated commencement of prime time in their specific time zone (prime time begins at 7 p.m. in the Eastern and Pacific time zones and at 6 p.m. in the central and mountain zones).

Stations wishing to operate in this manner must inform the chief of the FCC's Broadcast Bureau no later than Sept. 15.

In another action, the commission waived the prime-time rule for ABC's coverage of NCAA football games on Sept. 16 and 30. The network had stated that, while it does not anticipate that the afternoon telecasts will run into prime time, unforeseen run-overs might cause some scheduling problems in certain areas. It requested that any prime time that might be used in covering the games not be counted its affiliates' three-hour network prime-time complement.

ABC told the commission that it has changed its scheduling practices so that games that might result in a run-over would start at 3:30 p.m. It had requested a blanket waiver for all NCAA telecasts during the latter part of 1972.

The commission said that while it believes ABC has been reasonably diligent in scheduling its sports programing to conform with the prime-time rule in the past, it would reserve judgment on the blanket waiver request. It provided a waiver for the two September games to see how the arrangement works out, noting that the general waiver might prove desirable if the two initial tests are successful.

The commission also granted a waiver of the prime time rule to WRTV(TV) Indianapolis, to permit the station to designate the hours of 6-10 p.m. as prime time.

The station claimed that such a designation is necessary because Indianapolis is not on daylight saving time and network programing that is broadcast elsewhere at 8 p.m. is fed to that city at 7 p.m. If a waiver is not granted, WRTV said, it would be violating the off-network provisions of the prime-time rule (which bars affiliates from carrying in prime time program material previously seen on the networks) by programing the *Wild Wild West*, formerly seen on CBS-TV, from 10:30-11:30. If its prime-time hours remained 7-11 p.m., the station said, the first half-hour of this program could not be shown. The waiver is effective only until Oct. 29, when daylight saving time ends around the country.

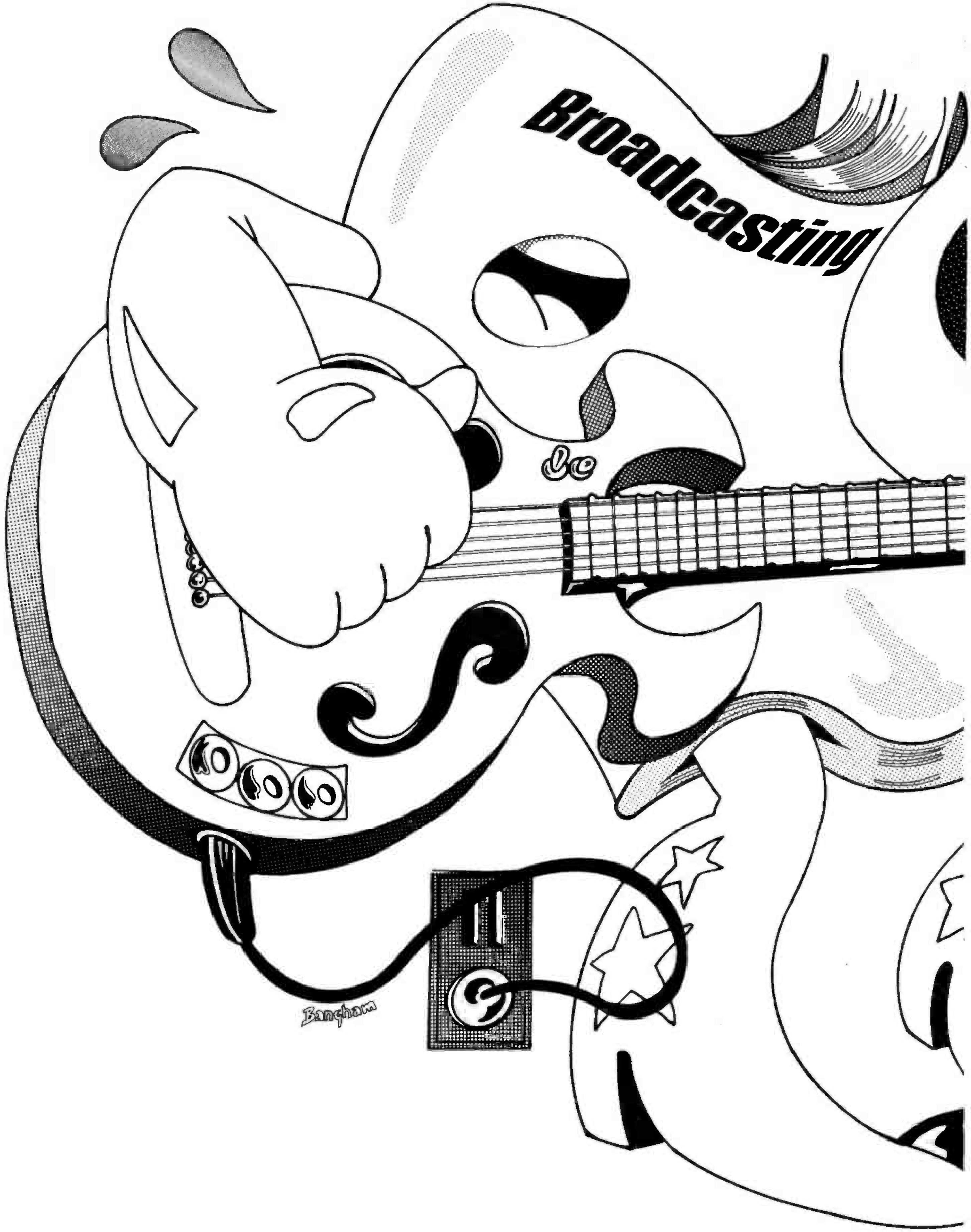
AFL-CIO supports ceiling on reruns

An attempt by Hollywood film workers to obtain an FCC-enforced limitation on network reruns has garnered the influential support of the AFL-CIO executive council.

Meeting in Chicago last Monday (Aug. 28), the council adopted a resolution calling on the FCC to "take corrective action" against "inferior programing practices and policies pursued by the nation's television networks." The council said it "fully supports" the petition filed last June at the FCC by film editor Bernard Balmuth and a group called Save Television Original Programing (STOP), which requested an amendment to the commission's rules to require the. networks to devote no more than 25% of their total programing to reruns (BROADCASTING, June 19). The petition has subsequently been supported in filings at the commission by several Hollywood unions and guilds and has been opposed by the networks and a number of individual stations.

The AFL-CIO resolution last week claimed that the allegedly superfluous number of reruns present in network television has contributed to the wide-scale unemployment that is currently plaguing the film industry. But "besides reducing job opportunities catastrophically," the resolution stated, "this [network] policy is grossly unfair to the 63 million Ameri-

Now, we're into



can families who rely on television as a major source of entertainment."

An AFL-CIO spokesman said last week it has not yet been determined whether the organization will submit a formal pleading in support of the Balmuth proposal to the commission. He added the most probable course of action will be for the AFL-CIO to send a letter to the commission expressing its position, rather than filing a formal legal brief.

The AFL-CIO vote of confidence is an unusual action for the national organization, which seldom participates in FCC proceedings. It is viewed as a major endorsement for the Balmuth proposal, which some observers previously had given little chance for success at the FCC.

Only Archie kept ABC from complete sweep with Olympic ratings

Early Nielsens dominated by pickups from international games, except for one quarter hour Saturday night

ABC-TV's coverage of the Olympics got off to a strong start in the Nielsen overnight ratings in New York and Los Angeles last week, with initial prime-time audiences approaching and on occasion exceeding 50% of all homes using TV.

The first full evening of Olympics coverage, on Monday (Aug. 28), had an 8-11 p.m. (NYT) average Nielsen rating of 27.8 and 49 share of total audience in New York and a 30.7 rating and 48 share in Los Angeles. Up against baseball on NBC and regular Monday-night programing on CBS, these figures translated to 59% of the three-network audience in New York, 63% in Los Angeles. NBC's baseball was the main victim, getting only 10%-11% of the network viewers in the two markets.

On Tuesday night, with Olympics from 7:30 to 11 p.m. NYT under ABC's soon-to-expire FCC waiver of the prime-access rule, coverage of the games from Munich attained an average 25.3 rating and 47 share of the total audience in New York, a 31.9 and 52 in Los Angeles. With CBS and NBC programing 7:30-10:30, leaving 10:30-11 to be programed locally, the Olympics attained a 58 share of the audience tuned to network outlets in New York during the 7:30-11 period and a 62 share in Los Angeles.

The 8-11 p.m. Olympics coverage on Wednesday night brought ABC a 26.2 rating and 47 share of total audience in New York and 57 share in Los Angeles. Among viewers watching network programs, ABC has 55% in New York, 64% in Los Angeles.

The Olympics opening ceremonies on Aug. 26, 10 a.m. to 12:15 p.m. NYT, were up against regular Saturday-morning children's programing on CBS and NBC and came out virtually tied for first in New York with a 46 share of the network audience as against CBS's 47 and NBC's 7. An 8-9 hour of Olympics coverage that night coincided with a breakdown in Nielsen's New York machines except for the first quarter-hour, but in that quarter-hour CBS's *All in the Family* remained very much on top with a 68 share as opposed to the Olympics' 18 and NBC's 14.

On Sunday afternoon (Aug. 27) ABC carried the Olympics from 3:30 to 6 p.m. and obtained a 54 share in New York as against a 28 share for local movies on WNBC-TV and an 18 for CBS pro football and *Animal World* on WCBS-TV. Another Olympics hour (8-9) that evening came up with a 46 share of the network audience in New York while *Disney* and the Jimmy Stewart show on NBC were getting a 28 share and the CBS movie a 26.

ABC-TV is devoting its entire weekday prime-time schedule to the Olympics for 17 days and with additional weekend and Labor Day coverage will devote a total of 61½ hours to the events by the time the final wrap-up is completed Sept. 10 (BROADCASTING, Aug. 21).

'French Chef' may find the burners turned off

A big TV spender, Polaroid Corp., has underwritten *The French Chef*, which features Julia Child, on noncommercial television for the past three years.

But Polaroid has dropped its support, and WGBH(TV) Boston, which produces the weekly series, and Public Broadcasting Service, which distributes the program nationally, put up a help-wanted sign last week.

"Only $85,000 is needed to assure 13 weeks of Julia Child and *The French Chef* for the PBS fall season," said David O. Ives, WGBH president, who added that current funds allow for production of only four new programs for the fall season, starting Oct. 1. Mr. Ives said that 45 or 50 major companies were asked to underwrite the series, but without success. The companies replied that their 1972-73 budgets have already been committed, according to Mr. Ives.

As of last week, officials planned to keep the series in the PBS Sunday-night fall line-up through January, following four new shows with repeats of programs from previous years. If no underwriter appears this year, the series will be dropped after Jan. 1, 1973.

'Nile' flows to 40

Time-Life reports that *Search for the Nile*, a series of six one-hour programs has been sold in 40 markets within one week of its release for syndication. Programs, co-produced by Time-Life Films and BBC, were carried on NBC-TV earlier this year and won two Emmy awards. Available for January 1973 start, the series has been bought by stations that include WCVB-TV Boston; WFLD-TV Chicago; KBTV(TV) Denver; KHON-TV Honolulu; WTVJ(TV) Miami; WNEW-TV New York; WPHL-TV Philadelphia and KTVU-(TV) San Francisco-Oakland.

CTW extends a hand to cable television

Franz Allina heads new unit to advise on local originations; CTW in cable franchise applicants

The Children's Television Workshop, continuing to spread its activities beyond the younger set, announced last week it has created a subsidiary to advise cable-TV systems on designing program material for local origination.

Joan Ganz Cooney, president of CTW, said the new subsidiary, CTW Communications Inc., will consult on local programing needs but will not actually create programing. She said the subsidiary, through its program advisory service (PAS), will provide consultants experienced in community broadcasting problems who will assist CATV systems in basic planning and in creating suitable programing.

Mrs. Cooney said the new subsidiary grew out of a two-year study made by CTW on the potential of cable TV. Franz Allina, who has headed CTW's investigation of cable TV, has been named president of CTW Communications Inc. Mr. Allina was formerly a consultant to CBS and served in executive capacities with Straus Broadcasting Group and its New York station, WMCA(AM).

CTW recently formed a division to develop a medical-health series that would appeal to adults as well as teenagers. The workshop has created two series for children, *Sesame Street* and *The Electric Company*.

CTW Communications said its first client in the program consultancy area is Grand Valley TV Inc., in which CTW Communications has acquired a minority interest. Grand Valley, a subsidiary of Century Cable Communications Inc., Tucson, is an applicant for CATV rights in Grand Rapids and Wyoming, Mich.

Antiabortionists fail in WCBS-TV challenge

A contention by two antiabortion groups that WCBS-TV New York violated the fairness doctrine in two programs earlier this year has been rejected by FCC.

Eugene J. McMahon and John Nappi, attorneys for Women for the Unborn and Celebrate Life Committee at Long Island, respectively, have been advised that they have failed to show that the station did not give balanced treatment to conflicting abortion arguments in its over-all programing. In letters to Messrs. McMahon and Nappi, however, FCC Complaints and Compliance Division Chief William B. Ray said that further consideration would be given to the groups' complaints if more precise allegations are presented.

The complaints stem from two episodes of WCBS-TV's *Woman* program, broadcast Jan. 11 and Feb. 7. The first show included representatives of proabortion groups discussing ramifications of the New York court ruling temporarily banning abortions in city-owned facilities. In the second program, representatives of pro-and-con groups, including two complainants, were given time to discuss their positions. Messrs. McMahon and Nappi claimed the station did not give the anti-abortion side enough time to balance out the issue.

Noting that the fairness doctrine does not require stations to give "equal time" to both sides of a controversial issue, Mr. Ray said that, based on evidence on hand, it appears that WCBS-TV provided "reasonable opportunity" for the anti-abortion camp to express its position.

Pepper criticizes VOA

Representative Claude Pepper (D-Fla.) charged last week that the Voice of America, an arm of the U.S. Information Agency, is not providing enough programing for Soviet Jews. In a letter last Monday (Aug. 28) to USIA Director Frank Shakespeare, Mr. Pepper said "it is ridiculous and insulting to everyone who is concerned about the plight of Soviet Jewry" for the VOA to broadcast only one 10-minute program twice a week for Soviet Jews. And, the congressman pointed out, none of this programing is in Yiddish.

AFM agrees to phase out network staff musicians

The American Federation of Musicians announced last week that its members have ratified a 21-month contract with the three television networks, calling for a 5.5% increase in wages and fees and for the elimination of staff musicians by the end of the pact.

The agreement, which is retroactive to Aug. 1 and expires April 30, 1974, also stipulates a doubling of health and welfare contributions; an increase in pension fund contributions to 6% (from 5%), effective Aug. 1, 1973, and a rise in the hourly rehearsal rate from $15 to $17.28, effective Aug. 1, 1973.

A key item in the contract is the phasing-out of all staff musicians at the networks on a staggered basis over the next 21 months. CBS now has 35 staff musicians, NBC has 30 and ABC has 25.

An AFM spokesman said that in addition to staffers, the new contract covers all musicians employed on a "casual" basis for programs carried on networks, including variety and daytime series, specials, and for background music.

Open doors at WEWS(TV)

Cleveland station nears third year in project to let everyone sound off

Given a chance to editorialize on television, what would your neighbor say? Viewers of WEWS(TV) Cleveland are finding out, almost every day of the week, through a vehicle called *In My Opinion.*

The idea is simple. Anyone who wants to use television as a means of expression submits a brief script. The station sifts through the possibilities and selects a few each week on the basis of their "clarity, timeliness and quality of expression." Viewers who are selected tape segments of about 60 seconds, in a guest-editorial format; their views will be heard four times on the air.

The range of subjects may extend from rodeos to libraries, international issues to neighborhood gripes, controversial organizations to safe and secure groups like the Boy Scouts. The show may be used by mayoralty candidates in a political year. Many of the guests are actively sought by station personnel. The opinions expressed may sometimes occupy an important part in public debate.

But the show's characteristic function is at once more modest and more unusual: It provides a forum for comment—significant, unusual, lively or occasionally obnoxious—by citizens who might otherwise have no chance to be heard. A union member says the leaders of his international union are hypocritical. A spokesman for animal welfare wants a rodeo banned: a spokesman for the event responds that it's held under humane rules of competition. A teen-ager laments the moral decay of the film industry. A member of the John Birch Society says the shooting of George Wallace demonstrates the need to quit coddling criminals, not the need for stricter gun controls.

The first *In My Opinion* was broadcast Nov. 24, 1969—well before the battle began over "access"—but station officials say it has really made its mark in recent months. During its lifetime 366 opinions have been broadcast, with people from nearly every walk of life represented.

The idea is not the ultimate in open airwaves: Prospective editorialists are subject to the station's selection process, they compete with guests who are invited to appear, and many of the taped editorials are slotted at the beginning or end of a broadcast day. But the citizen is heard—giving his own opinion, in his own way.

Program Briefs

Travelogues. Australian Tourist Commission has 22 16mm films available on free-loan basis. Subjects of films, which range from nine to 57 minutes in length, include traveling in South Pacific, Australia as a whole and different regions of country. For catalogue write commission's offices in New York (1270 Avenue of the Americas, 10020), Chicago (111 East Wacker Drive, 60601) or Los Angeles (3550 Wilshire Boulevard, 90010).

Increased distribution. National Telefilm Associates Inc., Los Angeles, has agreed in principle to acquire International Film Distributors Ltd., Toronto. Terms of acquisition were not disclosed. IFD handles film distribution in Canada and operates Toronto International Film Studios. NTA plans to add its film library to that of IFD for distribution to Canadian TV stations, cable systems and theaters.

Vancouver video. Nimco has been formed in Vancouver, B.C., as a videocassette production firm. Firm is subsidiary of New International-Cassette Media Corp., New York. Plans call for Nimco to provide wide range of video cassettes for home viewing market, including feature films, sports features and self-help material.

Second guess. New series, *Coaches Corner*, will be half-time feature of college football games on ABC-TV this fall. In each, prominent current or former college coach will review taped highlights of first-half play and discuss possible strategies for second half. First occupant of *Coaches Corner* will be Joe Paterno of Penn State, at Sept. 9 ABC-TV opener between Tennessee and Georgia Tech. Others set for future games include Darrell Royal of Texas, Bob Devaney of Nebraska and Duffy Daugherty of Michigan State.

Talent firm. Barbara Claman has announced opening of her own talent agency, Barbara Claman Inc., specializing in talent consulting, casting and payments for radio, television and films. *200 West 57th Street, New York.*

Added interest. Columbia Pictures Industries Inc., New York, has acquired minority interest in K'Son Corp., Placenta, Calif., that could be increased up to 50% under certain conditions. K'Son, electronics research, sales and manufacturing firm, has been involved since 1970 in developing equipment used by CPI's closed-circuit television division, Trans-World Communications.

AWA offering. New video-taped program on aviation is being offered for $15 to TV stations by Aviation/Space Writers Association. Half-hour color program has interviewed format and explores flying as career or hobby with emphasis on aviation journalism careers. Show, project of AWA assisted by Airline Owners and Pilots Association, was produced at noncommercial KPTS(TV) Hutchinson, Kan. *Ralph McClarren, executive secretary, AWA, 101 Greenwood Avenue, Jenkintown, Pa. 19046.*

Old firm, new venture. TV-R Inc., New York, which has been engaged in the recording and duplicating programs on video tape and transferring to 16mm film for past 15 years, has entered videocassette duplication field. It will open its first duplicating center for video cassettes in New York, with full production set for this month.

Live development. TV producer Walt Framer, quiz-show specialist, has been signed by MGM to develop live, audience- participation programs. Plans call for development of projects for both network placement and first-run syndication.

Transocean Trans-World. Trans-World Communications, New York, closed-circuit division of Columbia Pictures Industries Inc., announced last week it has signed agreement with Rank Organisation and with Rediffusion Ltd., both England, to bring Trans-World services to London hotels within next few months. Company has been set up called Hotelvision, which will have initial operating capital of about $1 million, with Trans-World providing 40% and Rank and Rediffusion each supplying 30%.

Wagnerian pay TV. Theatrevision Inc., New York, and the St. Louis Municipal Theater Association announced last week they are exploring possibility of starting municipal opera productions for pay-TV systems associated with Theatrevision. President of St. Louis Municipal Theater Association is Robert Hyland of CBS-owned KMOX-AM-FM St. Louis. Spokesman said CBS is not involved in project.

Spooky stuff. Gottlieb/Taffner Programs Inc., New York, is distributing six 90-minute TV programs based on classic horror stories. Mini-series, produced by Thames Television and carried on commercial TV in Britain this past year, consists of new productions of "Frankenstein," "Dracula," "The Curse of the Mummy," "The Suicide Club," "Sweeney Todd" and "Uncle Silas."

Kleindienst links TV violence and crime

Attorney General Richard G. Kleindienst thinks the rise in violent crimes—up 11% last year—is due in part to television.

There are too many violent programs, he said last week. "The television industry should take into consideration the fact that programs depicting or emphasizing violent acts may tend to encourage certain persons to emulate such acts," said Mr. Kleindienst.

"For this reason, I tend to believe that too much violence on TV which is presented to show emphasis on action or adventure programs has a detrimental effect upon the crime rate."

Mr. Kleindienst made his remarks in response to a BROADCASTING request for clarification of a statement attributed to him earlier in the week in a *Washington Post* interview. The interview dealt almost entirely with the investigation of the bugging of Democratic headquarters in the Watergate hotel. In the last paragraph of the *Post* story the attorney general was asked to comment on FBI statistics on crime released the day before, and he blamed television as a causative factor.

Irving's story on TV

WTTG(TV) Washington has become one of the few television operations, and the first independent station, to obtain an interview with Clifford Irving, the man who perpetrated the colossal Howard Hughes "biography" hoax.

Mr. Irving, who last week began serving a prison term of two and one-half years for his involvement in the Hughes case, was interviewed late last month by Maury Povich of Metromedia's WTTG for broadcast next week. The program will be shown at 8 p.m. on Sept. 12.

During the interview, conducted in St. Petersburg, Fla., Mr. Irving talks about the genesis of his book, the effect on his personal and professional life, and his treatment at the hands of the news media.

Misgivings about Ervin-Pearson privilege bill

Media committee's Kleeman says newsmen and their sources would still be too vulnerable

The Joint Media Committee last week said there were three basic flaws in the newsmen's-privilege bill introduced by Senators Sam J. Ervin (D-N.C.) and James B. Pearson (R-Kan.) last month (BROADCASTING, Aug. 21).

Richard P. Kleeman of the Association of American Publishers, who is a member of the JMC (a group of five news organizations including the Radio Television News Directors Association), pointed out that the Ervin-Pearson measure (S. 3925) would not protect newsmen from subpoenas by Congress, would place the burden on newsmen to attempt to quash subpoenas and would not protect sources of information.

S. 3925 was introduced in response to a Supreme Court decision holding that the First Amendment does not grant newsmen immunity from disclosing confidential sources and information to grand juries (BROADCASTING, July 5).

The bill states that a broadcast or print newsman "shall be competent and compellable to testify as a witness in a criminal proceeding before a federal grand jury or a criminal action in a federal court" if the information sought from him is based on his personal knowledge, if it would "tend to prove or disprove" commission of a crime and if the information is not "readily obtainable from another source."

Newsmen "may move before the judge of the court . . . to quash the subpoena on the ground that the testimony sought to be elicited from him under it does not satisfy the three conditions. . . ."

A bill (S. 3932) based on the legislative recommendation made last month by the JMC (BROADCASTING, Aug. 7) and introduced by Senator Walter Mondale (D-Minn.) takes a different approach.

S. 3932 provides that newsmen cannot be compelled "by any court, grand jury, agency, department, or commission of the United States or by either House of or committee of Congress" to disclose sources or information. But the protection would not apply "to the source of any allegedly defamatory information in any case where the defendant . . . asserts a defense based on the source of such information."

Anyone seeking a newsman's confidential information or sources would have to apply to the U.S. district court for an order divesting the protection. And, the court could issue that order only if it determines that the newsman probably has relevant information, "that the information sought cannot be obtained by alternative means less destructive of First Amendment rights," and that there is a "compelling and overriding national interest in the information."

Unanimity. CBS last week told Democratic National Committee Chairman Jean Westwood it sees no question of fairness involved in the mix-up of films at the Republican national convention last month. The response was to a telegram Mrs. Westwood sent to CBS and NBC, contending that the switched films amounted to a "gift of network prime time." NBC told Mrs. Westwood that the presentation of the films was on-the-spot news coverage (BROADCASTING, Aug. 28).

Now Socialists want time on CBS, Mutual networks

Having won slots on ABC, NBC to answer McGovern, they seek more

The Socialist Labor party has filed a complaint at the FCC against CBS and the Mutual Broadcasting System in an attempt to get time for its presidential candidate to counter Senator George S. McGovern's broadcast on Aug. 5.

The complaint, which came in a letter from Nathan Karp, the party's national secretary, is the latest in a series of political reactions to the McGovern broadcast. The address was carried by ABC and NBC as well as by CBS and Mutual. Three weeks ago Republican National Committee Chairman Senator Bob Dole (R.-Kan.) asked the commission to direct all networks involved except Mutual (which had provided 15 minutes of reply time to a Republican spokesman) to give that party an opportunity to rebut Senator McGovern (BROADCASTING, Aug. 14). An FCC ruling on that complaint could come this week. In addition, NBC-TV on Aug. 27 provided 15 minutes of reply time to Socialist Labor party candidate Louis Fisher and Communist party candidate Gus Hall in connection with the McGovern broadcast.

The Socialists' principal contention is that Senator McGovern exploited the time made available to him by the networks by advancing his own candidacy, rather than using it for its intended purpose—to announce his selection of R. Sargent Shriver as his vice-presidential running mate. Senator McGovern, it was argued, used only one minute of the 16-minute address to discuss his choice of Mr. Shriver, the other 15 minutes consisting of a verbal assault on President Nixon's administration.

The Socialist complaint claimed that Mr. Fisher is entitled to reply time under the equal-opportunities provisions of Section 315 of the Communications Act. It told the commission that CBS's response to its request for time was denied because, in the network's opinion, the broadcast consisted of coverage of a bona-fide news event, and was therefore exempt from Section 315.

The party said it disagreed with this position because the networks knew well in advance the content of Senator McGovern's address, and because Senator

McGovern himself has acknowledged that he utilized the time for campaigning purposes.

The Socialist complaint also contained a copy of a response from RKO General's WOR(AM) New York, which carried the Aug. 5 broadcast, claiming that its coverage was exempt from Section 315. The party erroneously associated WOR with Mutual; RKO formerly held an ownership interest in the network but it was terminated and WOR is no longer a Mutual affiliate. No response from Mutual was included.

Meanwhile, ABC-TV announced last week that it has invited representatives of the Socialist Labor Party, the Socialist Workers Party and the Communist Party to appear on a future episode of its *Issues and Answers* program in response to requests by those parties for time to reply to the McGovern broadcast. ABC contended that the broadcast was exempt from Section 315 but said it issued the invitation as a matter of fairness. It was reported that the three parties accepted the offer. Time allotment and date of broadcast, however, have not yet been determined.

NBC counters AIPC

NBC issued a 12-page analysis last Thursday (Aug. 31) challenging the methodology and the conclusion of a report by the American Institute for Political Communications that claimed to have found instances of "bias" in the evening news programs of the three TV networks (BROADCASTING, June 10, et seq.). NBC reviewed each of 13 instances of bias ascribed to its newscasts and concluded that AIPC's monitors had equated reporting of news favorable or unfavorable to one side or another as being "bias" for or against that side. To avoid a charge of bias, NBC maintained, it would have had to avoid reporting on "favorable" or "unfavorable" developments. Actually, NBC maintained, 12 of the 13 instances constituted accurate, factual reporting and the 13th was "accurate analysis." In addition, NBC noted, the 33 instances of bias alleged by AIPC—13 each charged to NBC and CBS, seven to ABC—were out of an estimated 400 to 450 news items carried on the monitored newscasts during the monitoring period, so that, as AIPC also concluded, "the great bulk of the reporting" was "straight-forward and objective."

Group W newsmen to hit trail

Group W commentators and correspondents will participate in panel discusssions before civic, business and educational groups in early October in six cities where Group W owns stations, zeroing in on recent news events and possible future developments. Under the umbrella title "Forecast 1973: Perspective on the News," the discussions will be moderated by Sid Davis, chief of the Group W Washington news bureau. Commentators and correspondents who will be active in at least one engagement include Rod MacLeish, Simeon Booker, Erwin Canham, Peter Lisagor, Gene Pell, Jim Anderson, Jerry Udwin and Doug Edelson. The schedule: Pittsburgh, Oct. 3; Boston, Oct. 4; New York, Oct. 5; Philadelphia, Oct. 6; Los Angeles, Oct. 10, and Chicago, Oct. 12.

Minorities enter media

Columbia University has graduated 23 minority-group summer-broadcast trainees and all of them have found jobs with TV or radio stations. Twelve additional minority graduates will go to work for various newspapers, bringing the total number of graduates to 159 in the five years of the program's operation.

This year's graduates comprise 26 blacks, four Chinese-Americans, two Mexican-Americans and three Puerto Ricans. Eighteen of them are women, 17 men.

The program's broadcast unit was sponsored by NBC, the CBS Foundation and the Ford Foundation. Al Goldstein, on leave from NBC News, New York, directed the broadcast unit. The coordinator of the broadcast faculty was Lou Potter, former executive editor of public television's *Black Journal*.

The 23 broadcast graduates and the stations employing them are: Jacqueline Adams, WNAC-TV Boston: Nicolas Ayala Jr., WTIC-TV Hartford, Conn.; Duke Bradley, KTEW(TV) Tulsa, Okla.; E. Rochelle Brown, KERA-TV Dallas; Francine Cheeks, WCAU-TV Philadelphia; Phillip Chin, WCBS(AM) New York; Walter Elder, WSB-TV Chicago: Annette Gilliam, WTVT(TV) Tampa, Fla.; Hilda Gourdin, KSL-TV Salt Lake City; Felicia Jeter, WAGA-TV Atlanta; Patricia Knight, KWTV(TV) Oklahoma City; Genevieve Lim, CBS News; Felicia Lowe, KNBC(TV) Los Angeles; Wendell Mew, WMAQ-TV Chicago: Willie Monroe, WBAP(TV) Fort Worth; William Perez, WNBC-TV New York; Michael Potter, WJAR-TV Providence, R.I.; Ginger Rutland, KCRA-TV Sacramento, Calif.; Jack Smith, KNXT(TV) Los Angeles; Sharon Stevens, WBBM(AM) Chicago; Asha Turner, WSB-TV Atlanta, and John Wesley, WLBT(TV) Jackson, Miss.

Equipment & Engineering

Satellites are busy with Olympic games

Over three times the amount of coverage used in '68 set aside for worldwide transmission

Communications satellites are transmitting worldwide more than 400 hours of TV coverage of the Olympic games. Coverage of the games, which began Aug. 26, is being sent by landline from Munich, site of the contests, to the earth station at Raisting, West Germany, then via the Intelsat 4 Atlantic satellite to the earth station 4 Andover, Me., where it is being relayed to New York for distribution over ABC-TV.

In addition, three other Intelsat 4's—a second over the Atlantic, one over the Pacific and one over the Indian Ocean—are carrying the events to at least 25 additional countries around the world. In three instances, a double hop is being utilized—from West Germany via the Indian Ocean satellite to Japan, and from Japan, via the Pacific satellite to the Philippines, Taiwan and Korea.

Four years ago when the Olympic games were held in Mexico City, 120 hours of TV coverage were transmitted worldwide by satellite.

NASA emphasizing laser

Vertical reception tests planned at Huntsville; IT&T gets contract for experimental system in California

Two communications experiments with laser beams—those pencil-thin light rays that theoretically are supposed to be capable of carrying millions of telephone conversations or hundreds of TV channels—will be undertaken soon.

One is by the National Aerónautic and Space Administration's Marshall Space Flight Center in Huntsville, Ala. At intervals during the next two months, the center will test laser communications from an airplane flying at 60,000 feet. The beam will be aimed at a ground station at the Huntsville Redstone Arsenal. Its purpose is to determine the effects of the atmosphere on vertical transmissions of laser beams.

The other was the announcement last week that NASA had awarded a $5-million contract for an experimental laser communications system to IT&T's Gilfillen division at Van Nuys, Calif. The project is to design and build an experimental laser communications system to be used in 1975 on an applied technology satellite.

NASA has had three laser experiments, but not using information: the first, on the Apollo 11 mission in 1969; the second on the Apollo 14 flight in mid-1971, and the third, the Apollo 15 mission in late 1971. They all included the placing of laser reflectors on the surface of the moon.

Going public

MCA Inc., North Hollywood, Calif., has scheduled the first public demonstrations of its new color-video disk for Dec. 12. Demonstrations will be conducted in morning and afternoon sessions before an invited audience at Universal Studios, the film-production lot that includes the company headquarters in North Hollywood. The video-disk equipment, described by MCA as the "audio-visual equivalent of a long-playing record," was given a laboratory demonstration for the company's key executives earlier in the year (BROADCASTING, June 19). At the time it was indicated that some technical problems in the disk duplication process remain to be solved.

NAB gets into fight to save channels 70-83

The National Association of Broadcasters has voiced its support of the Association of Maximum Service Telecasters' opposition to a rulemaking proposal calling for the elimination of channels 70-83 from TV receivers beginning in July 1974.

The proposal was advanced by the Consumer Electronics Group of the Electronic Industries Association, which pointed out that after those channels are re-allocated to land-mobile radio services in 1975 the only broadcast occupants remaining will be translators that have not yet been displaced by land mobile. Under the present rules, it said, manufacturers would still be required to provide tuning space for those translators (BROADCASTING, July 31).

AMST's argument against the proposal was that it would force some 800 translators off channels 70-83, even though there would be no land-mobile interest in them in some areas (BROADCASTING, Aug. 21).

In its petition to the FCC, NAB said it agreed with AMST's position. "While there may be marginal technical advantages" to EIA's plan, NAB said, they "must be viewed against the added costs and inconveniences which would be worked upon the 800 translators presently occupying those channels. The commission has repeatedly recognized the valuable service provided by translators; the non-profit nature of virtually all translators, and the financial hardships which are their everyday lot."

ABTO gets its first commercial-TV customer

WNEW-TV New York to start using new filming system on Sept. 18

Metromedia Inc.'s WNEW-TV New York is the first commercial television station to contract for use of ABTO Inc.'s system that permits news events to be photographed on black-and-white film and projected over the air in color.

ABTO has announced that beginning on or about Sept. 18, WNEW-TV will use the system for approximately one-third of its local news stories daily. The station has been field-testing ABTO-equipped cameras and projectors since last May, and portions of the film have been carried on WNEW-TV's *10 O'Clock News*.

Under the ABTO system, cameras encode color information onto the black-and-white film and the ABTO-equipped projectors optically translate the coded information into full-color images. The encoded film is processed with "rapid and simple standard black-and-white film development," according to a spokesman.

Frank L. Marx, president of ABTO, said the system offers "huge savings in film raw stock and processing costs, usually in excess of 50%."

ABTO is owned 40% by ABC Inc.; 40% by Technical Operations Inc., Boston, and 20% by the public (over-the-counter).

The system has been in use at noncommercial WNJT-TV Trenton, N.J., for evaluation and also has been tested over a CATV system, a company official said.

CTI previews unit to be sold next May

Cartridge Television Inc. next spring will market a new video-tape playback unit that can hook into just about any TV set now in existence, the company reported last week.

Cartrivision unveiled the new hardware at a demonstration in New York. Frank Stanton, president, said the new player, which the company calls "The Stand-Alone Video Cartridge Playback Unit," should hit the market around May 1973 and cost about $700. Over 2,000 "Red-Cartridge" feature films are now available for rental at $3 to $6 each (with titles ranging from "The Bridge on the River Kwai" and "The Caine Mutiny" to "The Three Stooges Meet Hercules" and "Adultery for Fun and Profit"), and another 2,000 or so specially made prerecorded programs can be purchased at prices ranging from $12.98 to $39.98, officials said. These movies are being put to use, the company reported, by owners of the single-unit Cartrivision TV consoles that went on sale three months ago.

Also available are blank tapes (price, depending on length, $11.98 to $36.98) for recording programs directly off the air. Stand-alones with this added feature will cost an estimated $900. For those who wish to make their own home-movie style cartridge tapes, the camera with built-in microphone is separate and costs another $250.

The world of 12 ghz

A new experimental communications satellite, planned for launch in 1975, will be used to test the 11.7-12.2 ghz band for satellite broadcasting by the National Aeronautics and Space Administration in conjunction with the Canadian Department of Communications. The Canadian experiment includes TV service to small villages through community TV and audio broadcasts, relay of signals from TV cameras in remote locations, two-way voice communications, facsimile, and data linking and distribution. NASA has invited proposals from interested groups for additional experiments, especially those involving equipment and propagation tests for this band. The Communications Technology Satellite (CTS) will be the first satellite using the 12 ghz band for communication purposes. Other applied technology satellites use the more common 4 ghz band. Antennas on the CTS will be capable of being aimed at various parts of North America for specific tests.

Technical Briefs

Time keeper. Available from Tape-Athon Corp. is new Time Announcer model 702 for use with broadcast logging recorders. System, comprising Tape-Athon 702 tape transport and taped announcement of time on 24-hour basis, provides audio call-out of time on broadcast log as an indexer of logged material. Transport and tape may be purchased separately. *502 South Isis, Ingelwood, Calif. 90301.*

Weather aids. Metrodata Corp., Seattle manufacturer of automated TV display and control systems for CATV industry, has introduced low-cost, character-generation device to display local weather forecasts supplied by National Weather Service. Forecaster unit, known as F-100, is designed for cable operators who maintain channel devoted to display of local weather condition. *John Katsandres, Metrodata Corp., 3201 Fairview Avenue East, Seattle 98102.*

Audio accessory. Stuart R. Cody Co. has introduced S-30 Playback Synchronizer for Nagra SN professional pocket recorders. Priced at $549.50, unit combines signal conditioner, speed resolver and battery charger. It extracts reference signal from Nagra SN audio signal and synchronizes SN playback speed to match absolute recorded speed. Cody company has also developed, and is marketing on custom-made basis, miniature wireless switch allowing SN and other recorders to be started and stopped by cameraman. *24 Dane Street, Somerville, Mass. 02143.*

Finance

Vikoa moves back to the profit side

Vikoa Inc., Hoboken, N.J., reported an increase in net earnings and decrease in sales for first half of 1972 as company rebounded from a loss position in the comparable period of 1971.

Charles Hermanowski, president and board chairman, cited favorable growth patterns in Vikoa's CATV and telephone communications groups. He noted that the results reflected unfavorable performance by its CATV electronics manufacture division in the second quarter and said Vikoa completed divestiture of this division to Coral Inc. of Puerto Rico, as of last June 30.

Mr. Hermanowski said Vikoa has acquired nine CATV systems in Kansas and Missouri, bringing its subscriber count to about 75,000, and indicated the company intends to buy other systems.

Financial Briefs

Wells, Rich, Greene, New York, reported gains in billings and earnings in the third-quarter and also for the first nine months of fiscal 1972. For the nine months ended July 31:

	1972	1971
Earned per share	$ 1.37	$ 1.17
Gross billings	88,559,171	78,980,988
Net income	2,215,929	1,867,317
Shares outstanding	1,635,043	1,601,714

Harris-Intertype Corp., Cleveland, manufacturer of communications and information-handling equipment, reported gain in revenues but dip in earnings for fiscal year 1972. Commercial and government-systems electronics showed increase in sales and profits, according to company. For fiscal year ended June 30:

	1972	1971
Earned per share	$ 2.17	$ 2.35
Revenues	370,908,000	351,953,000
Net income	13,788,000	14,853,000

Grey Communications Systems Inc., Albany, Ga., reported increases in revenues and income for fiscal year 1972. For year ended June 30, 1972:

	1972	1971
Earned per share	$ 1.19	$ 0.63
Revenues	7,384,899	5,963,745
Net income	563,189	297,282

Meredith Corp., Des Moines, Iowa, reported 43% increase in net earnings for fiscal 1972. Company said all operating divisions—magazines, printing, consumer books, educational and broadcasting—were profitable and all produced gains over the previous year's results. In addition to program packaging, Meredith owns five TV, four AM and two FM stations. For fiscal year ended June 30:

	1972	1971
Earned per share	$ 1.60	$ 1.13
Revenues	157,864,193	138,385,095
Net income	4,477,462	3,119,146

Walt Disney Productions, Burbank, Calif., has set up dividend reinvestment plan whereby stockholders may use returns for automatic purchase of additional common stock. Plan, effective Oct. 1, also permits option of paying into plan up to $1,000 per month for purchase of more shares.

Media General folds newspaper

Media General Inc., Richmond, Va., owner of WFLA-AM-FM Tampa, Fla., and newspapers in four states, announced last week the closing of its newspaper in Newark, N.J., as of Aug. 31. Alan S. Donahue, president of Media General, said the paper "was simply unable to recover" from the economic setbacks suffered during a 10-month strike last year. The *Newark News* is the third major-market newspaper owned by a company with broadcast holdings to go under this year. The *Boston Herald-Traveler* folded following an FCC-ordered shutdown of the Herald-Traveler Corp.'s WHDH-TV Boston. The *Washington Daily News* was merged with the *Washington Star*.

The News was owned by the Scripps-Howard chain, which operates several broadcast facilities.

Broadcasting Stock Index

Weekly market summary of 124 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Aug. 30	Closing Aug. 23	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	76	78 1/4	- 2 1/4	- 2.87	81 1/2	51 1/4	8,418	639,768
ASI COMMUNICATIONS	ASIC	O	2 1/8	2 3/8	- 1/4	- 10.52	5	1 5/8	1,815	3,856
CAPITAL CITIES	CCB	N	55 1/2	55 3/4	- 1/4	- .44	64 1/4	48	6,496	360,528
CBS	CBS	N	58 1/8	60 3/8	- 2 1/4	- 3.72	63	45 1/2	28,096	1,633,080
COX	COX	N	44 7/8	48 1/8	- 3 1/4	- 6.75	51	36 1/4	5,827	261,486
FEDERATED MEDIA		O	3 3/4	3	+ 3/4	+ 25.00	4 1/8	2 1/4	820	3,075
GROSS TELECASTING	GGG	A	16 3/4	16 1/4	+ 1/2	+ 3.07	23 7/8	12 1/4	800	13,400
LIN	LINB	O	12 3/4	13 3/4	- 1	- 7.27	22 3/8	12 3/4	2,341	29,847
MOONEY	MOON	O	9 3/4	10 1/8	- 3/8	- 3.70	11 5/8	4	250	2,437
PACIFIC & SOUTHERN	PSOU	O	8 3/4	8 3/4		.00	18 1/4	8 3/4	2,010	17,587
RAHALL COMMUNICATIONS	RAHL	O	18 1/2	19 1/4	- 3/4	- 3.89	29	8	1,037	19,184
SCRIPPS-HOWARD	SCRP	O	22 1/2	23	- 1/2	- 2.17	27	18	2,589	58,252
STARR	SBG	M	27 3/4	27 1/8	+ 5/8	+ 2.30	30 1/2	15 1/2	1,042	28,915
TAFT	TFB	N	53 3/4	55	- 1 1/4	- 2.27	59 1/4	41 3/4	4,064	218,440
								TOTAL	65,605	3,289,855
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A	5 3/8	5 7/8	- 1/2	- 8.51	8 3/4	4 1/2	1,250	6,718
AVCO	AV	N	15 1/2	17	- 1 1/2	- 8.82	20 7/8	13 7/8	11,497	178,203
BARTELL MEDIA	BMC	A	3 5/8	3 5/8		.00	7 1/8	3 3/8	2,257	8,181
CHRIS-CRAFT	CCN	N	5 1/2	5 1/2		.00	8 3/4	5 1/8	3,999	21,994
COMBINED COMMUNICATIONS	CCA	A	33 1/8	32 1/4	+ 7/8	+ 2.71	42 1/2	28 1/2	3,264	108,120
COWLES COMMUNICATIONS	CWL	N	11 1/8	11 1/2	- 3/8	- 3.26	13 1/8	9 1/2	3,969	44,155
DUN & BRADSTREET	DNB	N	78 1/4	80 1/4	- 2	- 2.49	81 3/8	63	12,894	1,008,955
FUQUA	FQA	N	18 1/4	19 1/8	- 7/8	- 4.57	27 7/8	17 3/4	8,282	151,146
GABLE INDUSTRIES	GBI	N	24 3/4	26 1/4	- 1 1/2	- 5.71	32 1/4	23 1/2	2,220	54,945
GENERAL TIRE & RUBBER	GY	N	27 3/8	28 3/4	- 1 3/8	- 4.78	32 5/8	24 5/8	19,483	533,347
GLOBETROTTER COMMUNICATION INC	GLBTA	O	8 1/2	9	- 1/2	- 5.55	20 1/2	8 1/2	2,843	24,165
GRAY COMMUNICATIONS		O	11 1/4	11 1/4		.00	14	6 1/2	475	5,343
ISC INDUSTRIES	ISC	A	7 1/8	7	+ 1/8	+ 1.78	9 1/8	6	1,646	11,727
KAISER INDUSTRIES	KI	A	7 1/2	7 1/8	+ 3/8	+ 5.26	9 5/8	6 3/4	26,948	202,110
KANSAS STATE NETWORK	KSN	O	7 1/8	7 1/8		.00	7 7/8	6 1/2	1,621	11,549
KINGSTIP INC.	KTP	A	13 1/2	13 1/2		.00	16 1/8	12 1/2	1,154	15,579
LAMB COMMUNICATIONS		O	3 1/2	3 1/2		.00	4 7/8	2	475	1,662
LEE ENTERPRISES	LNT	A	26 1/8	26 3/4	- 5/8	- 2.33	30	17 1/2	3,357	87,701
LIBERTY CORP.	LC	N	20 1/8	20 3/8	- 1/4	- 1.22	21 5/8	17 1/2	6,753	135,904
MCGRAW HILL	MHP	N	15 1/4	15 1/4		.00	20 7/8	14 3/8	23,327	355,736
MEDIA GENERAL INC.	MEG	A	38 1/2	38	+ 1/2	+ 1.31	49 3/8	34 3/8	3,434	132,209
MEREDITH CORP.	MDP	N	20 7/8	20	+ 7/8	+ 4.37	30 3/4	18 1/2	2,772	57,865
METROMEDIA	MET	N	36 7/8	37 3/4	- 7/8	- 2.31	39	27 1/4	5,959	219,738
MULTIMEDIA INC.		O	41 1/2	40 3/4	+ 3/4	+ 1.84	44	14	2,408	99,932
OUTLET CO.	OTU	N	15 1/4	14 3/4	+ 1/2	+ 3.38	19 3/8	13	1,335	20,358
POST CORP.	POST	O	19 3/4	20 1/2	- 3/4	- 3.65	30	9	942	18,604
PUBLISHERS BROADCASTING CORP.	PUBB	O	2 3/8	2 1/2	- 1/8	- 5.00	4 7/8	1 5/8	919	2,182
REEVES TELECOM	RBT	A	3 1/8	3 1/8		.00	4 1/4	2 3/8	2,292	7,162
RIDDER PUBLICATIONS	RPI	N	28 1/8	28 1/4	- 1/8	- .44	34 1/2	26	8,324	234,112
ROLLINS	ROL	N	40 3/8	40 1/8	+ 1/4	+ .62	43 1/4	33	12,146	490,394
RUST CRAFT	RUS	A	35 1/8	36 1/8	- 1	- 2.76	39 3/8	24	2,318	81,419
SAN JUAN RACING	SJR	N	25 5/8	25 1/4	+ 3/8	+ 1.48	34 3/4	24 1/2	1,958	50,173
SCHERING-PLOUGH	SGP	N	120 1/4	121 1/4	- 1	- .82	135	82 5/8	25,471	3,062,887
SONDERLING	SDB	A	14 1/4	14 5/8	- 3/8	- 2.56	30 3/4	12 1/8	1,005	14,321
STORER	SBK	N	47 1/2	48 3/4	- 1 1/4	- 2.56	49 3/8	31	4,223	200,592
TURNER COMMUNICATIONS		O	5 1/2	5 1/2		.00	7	2	1,328	7,304
WASHINGTON POST CO.	WPO	A	36 1/2	36 3/4	- 1/4	- .68	37 1/4	23 1/2	4,789	174,798
WHDH CORP.		O	23 1/2	23	+ 1/2	+ 2.17	30	11	589	13,841
WOMETCO	WOM	N	21 1/2	22 5/8	- 1 1/8	- 4.97	25 7/8	18 1/2	5,789	124,463
								TOTAL	225,715	7,979,594
Cable										
AMECO	ACO	O	2 3/8	2 1/4	+ 1/8	+ 5.55	12 3/4	1 1/2	1,200	2,850
AMERICAN ELECTRONIC LABS	AELBA	O	4	4		.00	9 3/4	3	1,726	6,904
AMERICAN TV & COMMUNICATIONS	AMTV	O	44 3/4	46	- 1 1/4	- 2.71	47 1/4	17 1/4	2,462	110,174
BURNUP & SIMS	BSIM	O	20 1/2	22 1/8	- 1 5/8	- 7.34	23 3/8	6 3/4	6,887	141,183
CABLECOM-GENERAL	CCG	A	11 1/4	11 1/2	- 1/4	- 2.17	18 1/4	11 1/8	2,395	26,943
CABLE INFORMATION SYSTEMS		O	2 3/4	2 3/4		.00	4 3/4	1 3/4	955	2,626
CITIZENS FINANCIAL CORP.	CPN	A	10	9	+ 1	+ 11.11	15 1/4	9	2,355	23,550
COLUMBIA CABLE	CCAB	O	18 1/2	18 7/8	- 3/8	- 1.98	21 3/4	18 1/2	900	16,650
COMMUNICATIONS PROPERTIES	COMU	O	11	11 1/4	- 1/4	- 2.22	27 3/8	11	1,917	21,087
COX CABLE COMMUNICATIONS	CXC	A	38 7/8	40 1/8	- 1 1/4	- 3.11	41 3/4	23 1/4	3,556	138,239
CYPRESS COMMUNICATIONS	CYPR	O	20	22 1/4	- 2 1/4	- 10.11	23	7	2,732	54,640
ENTRON	ENT	A	3	3 1/4	- 1/4	- 7.69	9 1/4	3	1,320	3,960
GENERAL INSTRUMENT CORP.	GRL	N	30 1/4	30 3/4	- 1/2	- 1.62	32 7/8	20 3/4	6,501	196,655
LVO CABLE INC.	LVOC	O	14	14		.00	16 1/2	6 3/4	1,466	20,524
STERLING COMMUNICATIONS	STER	O	4 5/8	4 3/4	- 1/8	- 2.63	7 3/4	3 1/2	2,162	9,999
TELE-COMMUNICATIONS	TCOM	O	33 1/4	34 1/4	- 1	- 2.91	34 1/4	15 1/2	3,574	118,835
TELEPROMPTER	TP	A	39 1/8	40 1/4	- 1 1/8	- 2.79	44 1/2	28 1/8	15,551	608,432
TIME INC.	TL	N	46 3/4	47 1/8	- 3/8	- .79	64 3/4	44 5/8	7,284	340,527
VIACOM	VIA	N	20 3/8	22 1/2	- 2 1/8	- 9.44	28 1/2	15 1/2	3,836	78,158
VIKOA	VIK	A	10 5/8	11 1/4	- 5/8	- 5.55	19 3/4	8	2,333	24,788
								TOTAL	71,112	1,946,724
Programing										
COLUMBIA PICTURES	CPS	N	10 5/8	10 1/2	+ 1/8	+ 1.19	14 7/8	9 1/8	6,342	67,383
DISNEY	DIS	N	185 3/4	189	- 3 1/4	- 1.71	201 3/4	132 3/4	13,802	2,563,721
FILMWAYS	FWY	A	5 1/8	5 3/8	- 1/4	- 4.65	8	4 3/4	1,868	9,573
GULF & WESTERN	GW	N	36 3/8	37 1/2	- 1 1/8	- 3.00	44 3/4	28	15,816	575,307
MCA	MCA	N	25 5/8	25 3/4	- 1/8	- .48	35 7/8	24 1/4	8,182	209,663
MGM	MGM	N	21 3/8	20 3/4	+ 5/8	+ 3.01	21 1/2	16 3/4	5,897	126,048

	7 '0	Closing Aug. 23	Net change in week	% change in week	1972 High	Low	Approx. shares out (000)	Total market capitali-zation (000)
MUSIC	3	2	- 1/8	- 6.25	3 3/4	1 1/8	534	1,001
TELE-'	:	1 7/8	- 1/4	- 13.33	2 7/8	1	2,190	3,558
TRANS/		19 3/8	- 1 3/8	- 7.09	23 1/2	16 1/4	67,213	1,209,834
20TH C		9 5/8	+ 1	+ 10.38	17	8 5/8	8,562	90,971
WALTER		2	- 1/4	- 12.50	4 1/8	1 3/8	2,203	3,855
WARNER		46 5/8	- 4 3/8	- 9.38	50 1/4	31 1/4	16,221	685,337
WRATHE		11 1/2	- 3/8	- 3.26	17 7/8	9 7/8	2,164	24,074
						TOTAL	150,994	5,570,325
Service								
JOHN BL		14 1/4	- 1/4	- 1.75	22 3/8	13 1/4	2,600	36,400
COMSAT		54 3/4	+ 3/8	+ .68	75 3/8	52	10,000	551,250
CREATIV		10	+ 1 1/8	+ 11.25	15 1/2	9 3/8	1,056	11,748
DOYLE D,		28	- 1 3/4	- 6.25	34 3/4	24	1,925	50,531
ELKINS .		2 5/8	- 3/8	- 14.28	16 3/8	2 1/4	1,664	3,744
FOOTE, C		12 3/8		.00	14	10 5/8	2,176	26,928
GREY ADV		16 1/2	- 1 5/8	- 9.84	18 1/8	9 1/4	1,200	17,850
INTERPUB		32 1/4	- 1 1/8	- 3.48	36 1/8	22 3/4	1,843	57,363
MARVIN J		14 1/8	- 1 7/8	- 13.27	17 3/4	5 7/8	825	10,106
MCCAFFRE'		12 1/2		.00	16 1/2	7	585	7,312
MOVIELAB		2	- 1/4	- 12.50	3 1/8	1 5/8	1,407	2,462
MPO VIDEC		4		.00	7 1/8	3 5/8	547	2,188
NEEDHAM,		30 1/2	+ 1/4	+ .81	34 1/8	21 1/2	911	28,013
A. C. NIE		;7 3/4	- 3/4	- 1.29	59 1/4	37 5/8	5,299	302,043
OGILVY &		·3	- 1 1/4	- 2.90	48 1/2	16	1,716	71,643
PKL CO.		1 3/4	- 1/8	- 7.14	9 1/2	1 5/8	778	1,264
J. WALTER		2 3/4	- 1/2	- 1.52	49 1/4	31 3/4	2,711	87,429
UNIVERSAL		4 1/2	- 1	- 6.89	17	8	715	9,652
WELLS, RIC		3 5/8	- 1 3/4	- 7.40	27 7/8	19 5/8	1,618	35,393
						TOTAL	39,576	1,313,319
Manufacturin								
ADMIRAL		3/8	- 5/8	- 3.81	27	15 1/8	5,163	81,317
AMPEX		1/2	- 1/4	- 3.84	15 1/8	6 1/8	10,875	67,968
CARTRIDGE T		.3/8	- 1 1/8	- 3.58	43 1/2	16 1/2	2,083	63,010
CCA ELECTRO		3/8	- 1/4	- 7.40	6 1/4	2 1/4	881	2,753
COLLINS RAD		1/8		.00	19 7/8	13 1/4	2,968	44,891
COMPUTER EQ·		7/8	- 1/8	- 4.34	4 5/8	2 3/4	2,421	6,657
CONRAC		1/2	- 1 5/8	- 5.15	39 3/8	27 1/8	1,259	37,612
GENERAL ELEC			+ 3/4	+ 1.13	70 7/8	58 1/4	182,123	12,156,710
HARRIS-INTEF			- 1 3/4	- 3.43	59	48 1/4	6,365	313,476
MAGNAVOX			- 1 1/4	- 3.78	52 1/4	27 1/2	17,685	561,498
3M		·/4	- 3	- 3.66	85 3/4	74 1/4	112,651	8,871,266
MOTOROLA			+ 1 1/2	+ 1.26	129 7/8	80	13,481	1,624,460
OAK INDUSTRI			- 2 1/2	- 11.90	21 3/4	9 5/8	1,638	30,303
RCA			+ 1/4	+ .69	45	32 1/8	74,352	2,695,260
RSC INDUSTRI		'8	+ 1/8	+ 4.76	4 3/8	2 1/2	3,458	9,509
TEKTRONIX		'2	- 4 1/2	- 7.96	65 1/2	32 3/4	8,136	423,072
TELEMATION		4	+ 2	+ 47.05	13 3/4	4 1/4	1,050	6,562
WESTINGHOUSE		4	- 1/2	- 1.14	54 7/8	41 5/8	86,927	3,759,592
ZENITH		8	+ 1 1/4	+ 2.98	50 1/2	39 3/4	19,037	820,970
						TOTAL	552,553	31,576,886
						GRAND TOTAL	1,105,555	51,676,703
Standard & Poor's			— 1.93					

A-American Stock E
M-Midwest Stock E

k in closing price columns
es no trading in stock.

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

·ortunes®

Broadcast A

Robert James, e
Co., New York,
tional post of ge
cy's New York o

William M, Back
and **Donald M. S**
Cann-Erickson, N
ecutive VP's.

David L. Hunter, with Foote, Cone & Belding, Chicago, on Kimberly Clark account, appointed FC&B VP and associate creative director, Los Angeles.

Peter M. Husting and **Gale H. Terry,** VP's, Leo Burnett, Chicago, named management directors. **Robert Barocci** and **Michael Zaremba,** Burnett account executives, appointed account supervisors.

ıager, Katz Radio,

KEZI-TV Eugene,
Syracuse, N.Y., as

·merly with WCOP-
MW-TV Worcester,
.nanager.

Edward O'Donnell, national sales manager, WNBC(AM) New York, joins KNX-FM Los Angeles as sales manager.

Chet Wilke, with H-R Stone, Los Angeles, joins KPRI(FM) San Diego as general sales director.

Diana M. Dawes, with WHWH(AM) Princeton, N.J., appointed sales supervisor.

Dorothy E. Levy, with WWDC-AM-FM Washington, named marketing director.

Joe Heimann, with WAKE(AM) Valparaiso, Ind., joins WIUC(FM) Winchester, Ind., as assistant sales manager.

Harry Spitzer, head of own Los Angeles advertising agency, appointed executive director, retail-sales development, Southern California Broadcasters Association, Hollywood.

Duane Unkefer, sales promotion manager, Harley-Davidson Motor Co., Milwaukee, appointed marketing communications manager. **Barry Hammel,** advertising production supervisor, Harley-Davidson, appointed advertising/promotion coordinator.

Francis Friedman, account executive, Cunningham & Walsh, New York, appointed account supervisor on Mem account. **Horace Malfa,** manager of C&W account management division, appointed director of division. **William Brooks,** senior VP and member of C&W board, appointed management supervisor on Folger coffee account. **Joe Brown,** account executive, C&W, appointed account supervisor. **Robert Chickering,** VP and account supervisor, C&W, appointed group account supervisor, Boyle-Midway account.

Bert Kemp, VP and senior art director, Norman, Craig & Kummel, New York, joins Ted Bates there as art director and copywriter. **John Ruggiero,** VP and executive art director, BBDO, New York, joins Bates as creative supervisor.

W. Wayne Childers, senior art director, Campbell-Ewald, Detroit, joins Grey Advertising there as art director, Ford corporate account.

Dale Thomsen, art director, Larson-Bateman Advertising, Santa Barbara, Calif., joins Clinton E. Frank, San Francisco, as art director.

Barbara Chayer, with Grey-North Advertising, Chicago, joins Clinton E. Frank there as media buyer.

Sid Gross, associate research director, BBDO, New York, joins Kenyon & Eckhardt Advertising there as research account manager on Lincoln-Mercury account.

Philip Burrell, general program executive, Telcom Associates, New York, appointed assistant director, network television programing, Dancer-Fitzgerald-Sample, New York.

Dan Friel, account executive, Radio Advertising Representatives, Detroit, appointed office manager.

John W. Hubbell Jr., with CBS-TV sales, New York, joins Blair Television there as account executive.

John J. Duffy, manager of sales development, H-R Stone, New York, joins RKO Radio Representatives there as account executive.

Richard Blake, senior producer, advertising and sales promotion, General Electric, Schenectady, N.Y., joins Beckman Associates Advertising, Albany, N.Y., PR and advertising firm, as director, sales promotion.

Robert W. Kutsche, associate media director, Gaynor & Ducas, New York, agency, named VP and media director.

Robert P. Geary, VP and media director, McCann-Erickson, Milwaukee, joins Klau-Van Pietersom-Dunlap Inc., agency there, in same capacity. **Edward R. Ritz,** director, media department, KVPD, appointed assistant to president.

Ron Gaffe, president of own advertising and PR firm in Orlando, Fla., named VP and manager of branch office in that city being opened by Colle & McVoy, Minneapolis. *Address: 341 North Mills Avenue.*

Joel R. Feldstein, with Aaron D. Cushman and Associates, Chicago, named VP of PR and marketing firm.

Edward W. (Bill) Spaeth, manager, Mace Advertising's Atlanta office, elected VP. **Larry D. Werber,** formerly advertising manager, RCA Distributing, Atlanta, joins Mace as account executive. **William Berdahl,** formerly with Wells, Rich, Greene New York, appointed media coordinator.

David B. Bramson, account executive, Cooper/Strock/Scannell, Milwaukee agency, named VP.

C. R. (Ranny) Daly, manager, WAAA-AM-FM Winston-Salem, N.C., joins United Advertising Inc. there as special-markets and promotion consultant for broadcasting.

Roy F. Butler Jr., operations manager, KHFI-TV Austin, Tex., joins Dan Love & Associates there as media director.

Sharon Brauch, assistant media buyer, Frye-Sills Inc., Denver agency; **Noreen Taylor,** with Leo Burnett, Chicago, and **Sally Kelly,** with J. Walter Thompson, Chicago, all appointed media buyers, Frye-Sills.

Phillip Altamore, marketing director, Shaller-Rubin, New York, joins Sudler & Hennessey, New York, as marketing analyst.

Glenn Card, VP and associate group head, Lennen & Newell, New York, joins Stan Merritt Inc., agency there, as creative supervisor.

Bernie Cammarata, VP, account supervisor, Ralph Shockey & Associates, New York, joins Rothenberg, Feldman & Moore, Chicago agency, as account executive.

Gary Brandt, with WJW-TV Cleveland, joins Sharp Advertising Inc. there as account executive.

Media

Robert Sutton, director of advertising, promotion and public relations, WABC-TV New York, appointed director of advertising and press information, ABC-Owned Television Stations, New York. He succeeds **George T. Rodman,** who resigned to assume same post with CBS TV Stations Division, New York (BROADCASTING, Aug. 14).

Mr. Coughlan

Russ Coughlan, moderator on several public affairs series on KGO-AM-TV San Francisco for past three years and formerly general sales manager, KGO-TV, named general manager, KGO-TV. He succeeds **Don Curran,** named VP and general manager, KABC-TV Los Angeles, which like KGO-TV, is ABC-owned (BROADCASTING, Aug. 28). Mr. Coughlan will be proposed to ABC board for election as VP.

Ernest D. Fears Jr., director of Virginia Selective Service System, joins Evening Star Broadcasting, Washington, as manager of personnel and community relations. Evening Star owns WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C.

Ed Herbert, formerly executive news editor, WCBS-TV New York, joins WGR-TV Buffalo, N.Y., in newly created post of operations manager.

Roy Schwartz, formerly station manager, WHN(AM) New York, joins Milt Werner Associates, New York, media and sales promotion firm, as executive VP and partner.

David Percelay, general manager, WBRU-(FM) Providence, R.I., named VP.

Robert H. Biernacki, sales manager, WABC-(AM), New York, named general manager, WWDJ(AM) Hackensack, N.J.

William L. Bolster, with KWWL-TV Waterloo, Iowa, appointed general manager of KLWW Cedar Rapids, Iowa. Both are Black Hawk stations.

Robert Dolph, formerly VP and general sales manager, H-R Reps, Los Angeles, appointed general manager, KEWT(FM) Sacramento, Calif.

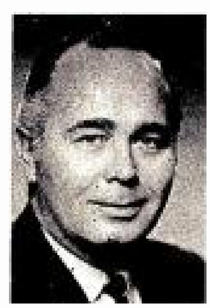
Ken Taishoff, advertising, promotion and creative director, WWAM(AM)-WWTV-FM-WWTV(TV) Cadillac, Mich., appointed director of advertising, promotion and publicity, WTMJ-TV Milwaukee.

Robert C. Pilgrim, with Bankers Trust Co., New York, appointed manager of community relations, WNBC-TV New York.

Mary Turner, producer-director, KSFX-(FM) San Francisco, joins KMET(FM) Los Angeles as director, promotion and advertising.

Pete McCoy, KCBS(AM) San Francisco, elected VP, Northern California Broadcasters Association. **Pete Taylor,** KFJG-(FM) there, elected secretary-treasurer.

Programing



Mr. Helm

John N. Helm Jr., VP and Midwest sales manager, National Telefilm Associates, Chicago, named to head firm's domestic sales. He will be based in company's Los Angeles headquarters.

Harry Miller, VP, WGN Continental Productions, Chicago, appointed to additional duties as manager of company's film division.

Joseph Goldfarb, Southwestern division sales manager, Group W Productions Inc., named Western division sales manager, with headquarters in Los Angeles. **David F. Sifford,** Southeastern division sales manager, appointed Southern division sales manager, based in Charlotte, N.C.

Gary S. Greene, account executive, Tomorrow Syndication, New York, appointed regional manager, Western division.

Joseph D. Coons, owner-manager, Stations Systems Analysis, East Liverpool, Ohio, joins International Good Music

Inc., Bellingham, Wash., automated programing firm, as sales director, major markets. He will remain based in East Liverpool.

Cornelius F. Sullivan Jr., associate director of business affairs, Viacom Enterprises, New York, appointed director of business affairs.

Brooke E. Spectorsky, with WKYC-TV Cleveland, joins WKBG-TV Boston as production manager.

Frank Hathaway, music director, KARK-AM-FM Little Rock, Ark., appointed program manager.

Dave Hamilton, assistant music director, WCOL(AM) Columbus, Ohio, joins WCIT-(AM) Lima, Ohio, as program director.

John Alexander, with WNCI(AM) Columbus, joins WCIT as production director.

Lee Edwards, with WNCI joins WCIT(AM) as music director.

Roger Jay, theatrical audio producer and engineer, appointed production manager, WRVR-FM New York.

Marc S. Goldstein, manager of research, Screen Gems, New York, named associate director of research.

Edwin M. Eakins, with WBNS-TV Columbus, Ohio, joins Ohio Educational Television Network Commission there as program coordinator.

Thomas E. Rogeberg, director of operations, Public Television Library, Bloomington, Ind., joins Central Educational Network, Chicago, as program manager.

Broadcast Journalism

Ron Hunter, with WWL-TV New Orleans, appointed news director, WGR-TV Buffalo, N.Y.

Mark Ahmann, advertising director, Jem Enterprises, Lincoln, Neb., and freelance play-by-play sports announcer, joins KOLN-TV Lincoln and KGIN-TV Grand Island, Neb., both Fetzer stations, as sports director.

Lee Allen, interchange news editor, KUAT-(AM) Tucson, Ariz., joins KTKT(AM) there as news and public-affairs director.

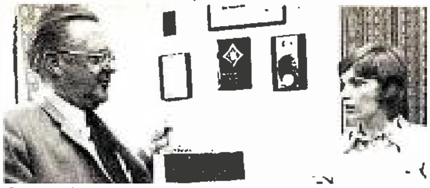
Harry Gallagher, news director, noncommercial KNOM(AM) Nome, Alaska, joins KTVH(TV) Little Rock, Ark., as co-anchorman, evening news. **James L. Gibbons**, formerly news director, WDUZ-AM-FM Green Bay, Wis., and **Don E. Tomlinson**, instructor, radio-TV, North Texas State University, Denton, joins KTVH as reporters.

Lary Crews, assistant news director, WVPO-AM-FM Stroudsburg, Pa., joins WJIM-AM-FM-TV Lansing, Mich., as news announcer.

Allan McClure, with KATV(TV) Little Rock, Ark., joins KSFA-TV Fort Smith, Ark., as Fayetteville, Ark., news bureau chief.

Jim Hattendorf, formerly with WCIA(TV) Champaign, Ill., appointed reporter-producer, WOAI-TV San Antonio, Tex.

Jim McIntyre, announcer on Cincinnati Reds baseball, returns to WFBM(AM) Indianapolis as sports director.



Ground breaker. Nancy Shipley, AP broadcast editor for Tennessee, has been named regional membership executive, first woman in AP history to attain that post, to serve as news service's representative for AP broadcasters in Tennessee and Virginia. Miss Shipley (with Robert Eunson, VP in charge of AP's broadcast department, in picture above) is 29, has been with AP in Nashville—which will remain her headquarters—as editor of state broadcast wire since 1966. She also wrote AP's "Country Music Corner," weekly column about Nashville music, now distributed nationally. In new post she succeeds George I. Otwell, who moves to Philadelphia as membership executive for Pennsylvania, Maryland and Delaware.

Michael A. Cozza, reporter, WAYS(AM) Charlotte, N.C., joins WBTV(TV) there in same capacity.

B. R. Bradbury, with KFRC(AM) San Francisco, joins news staff, KHJ(AM) Los Angeles. Both are RKO General stations.

Dick Tuchscherer, WKRS(AM) Waukegan, elected president, Illinois Associated Press Broadcasters Association.

Breck Harris, WBAP-AM-FM Fort Worth, elected president, Texas Associated Press Broadcasters Association.

Cable

George W. Bohn, director of marketing, Southwest region, Teleprompter Corp., Los Angeles, appointed assistant to president of company, headquartering in New York. **Alvin L. Hollander Jr.**, program director, WCAU-TV Philadelphia, appointed network production manager for Teleprompter's group communications division, New York.

Nate Levine, formerly chief engineer, Jerrold Electronics system operations division, Philadelphia, Pa., appointed VP, engineering. Sammons Communications, Dallas, multiple-CATV system operator. **Leonard A. Mecca**, assistant to operations manager, Jerrold Electronics, appointed assistant to president of Sammons. **Richard L. Bumgarner**, formerly assistant chief engineer, Jerrold community operations division, appointed Eastern district field engineer, Sammons. **Herbert R. Timberlake**, formerly with Purdue University Airborn TV System, Lafayette, Ind., appointed Western district field engineer for Sammons. Sammons last year purchased Jerrold's 10 CATV systems (BROADCASTING, Nov. 8, 1971).

Lawrence P. Herbster, assistant business manager, Time-Life Books, New York, named assistant director, CATV operations. Time-Life Broadcast there.

David H. McCormick, with Economy Finance Corp., Indianapolis, appointed assistant VP, communications finance division of firm, which has been providing financial backing for CATV systems.

Harold E. Horn, in city management and urban planning for 23 years, joins Cable Television Information Center, Washington, as field representative. Center is part of Urban Institute there.

James W. Emmick, manager of CATV systems and operator of his own engineering and manufacturing firm, Koenick Electronics, returns to Ameco Inc., Phoenix, as director of system and field engineering.

Henry E. Gastman, manager, Evening Telegram CATV, Fremont, Calif., joins Liberty Communications, Eugene, Ore., multiple CATV-systems operator, as Western regional manager.

Equipment & Engineering

Frank Sirabella, manager, audio-video services, broadcast engineering, ABC, New York, appointed to newly created position of director of administrative services, broadcast operations and engineering.

Charles B. Radloff, managing director, Oak Holland N.V., Emmen, Holland, appointed VP, operations, CATV equipment division, Oak Industries, Crystal Lake. Ill. He succeeds **Werner Koester**, appointed director of Oak's European operations and managing director, Oak Holland N.V.

W. Wallace Warren, formerly marketing manager, broadcast products, American Electronic Labs, Lansdale, Pa., appointed audio marketing analyst, RCA Broadcast Systems, Camden, N.J.

Benjamin Duhov, formerly marketing manager, with Black Watch (ballistic missile defense) program of Aerojet General Corp., El Monte, Calif., named marketing manager, electronic systems department, CBS Laboratories, Stamford, Conn.

Allied Fields

Penelope S. Farthing, FCC staff attorney, appointed consumer-affairs counsel to American Retail Federation, Washington, with consumer legislation as primary responsibility.

Nancy L. Buc, assistant director (consumer education), Bureau of Consumer Protection, Federal Trade Commission, is resigning next month to join New York law firm of Weil, Gottshal & Manges, where she will specialize in antitrust and federal trade matters. Last fall, Miss Buc was in charge of arranging full-commission hearings on advertising practices.

Harold E. Mott, former partner in communications law firm of Welch, Mott & Morgan, Washington, and more recently general counsel for Navajo tribe of Indians, has opened new law offices in Phoenix. *(111 West Clarendon Avenue 85013).*

Henry J. Cauthen, general manager, South Carolina ETV Network, appointed to advisory board, National Endowment for the Arts, Washington, by President Nixon.

For the Record®

As compiled by BROADCASTING Aug. 22 through Aug. 29, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Action on motion

▪ Acting Chief, Broadcast Bureau, on request of Woodland Broadcasting Co., extended through Sept. 21 time for filing comments and through Oct. 2 time for filing reply comments in matter of amendment of TV table of assignments (Grand Junction, Colo.) (Doc. 19539). Action Aug. 22.

Call letter actions

▪ Bethel Broadcasting Inc., Bethel, Alaska—Granted *KYUK-TV.

▪ Idaho Television Corp., Nampa, Idaho—Granted KITC(TV).

▪ Eastern Idaho Television Corp., Pocatello, Idaho—Granted KPTO(TV).

Existing TV stations

Final actions

▪ KJTV(TV) Bakersfield, Calif.—Broadcast Bureau permitted remote control from 2831 Eye Street, Bakersfield. Action Aug. 23.

▪ WHAE-TV Atlanta—Broadcast Bureau permitted remote control of trans. from 1733 Clifton Road, Atlanta. Action Aug. 23.

▪ KDNL-TV St. Louis—Broadcast Bureau permitted remote control to operate trans. from 1215 Cole Street, St. Louis. Action Aug. 23.

▪ WNEW-TV New York—Broadcast Bureau permitted remote control from 205 East 67th Street, New York. Action Aug. 18.

▪ WVTV(TV) Milwaukee—Broadcast Bureau permitted remote control from 4041 North 35th Street, Milwaukee. Action Aug. 23.

Actions on motions

▪ Acting Chief, Broadcast Bureau, on motion of Metromedia Inc., extended through Sept. 22 time to file reply comments in matter of amendment of commission's sponsorship identification rules (Doc. 19513). Action Aug. 23.

▪ Hearing Examiner Forest L. McClenning in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Co. [KFPW-TV] and George T. Hernreich [KAIT-TV]), TV proceeding, denied motion by George T. Hernreich for production of documents and copying other than to extent that Arkansas Broadcasting has voluntarily offered to make available material requested; and further ordered that hearing shall resume on Sept. 26 (Docs. 19291-2). Actions Aug. 22.

▪ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, granted petition by RKO General for leave to amend application to report filing in U.S. district court for western district of Missouri, western division, of civil actions alleging violations of Sherman Act by General Tire and Rubber Co.; and further ordered that any renewal of RKO General's license to operate WNAC-TV is without prejudice to any action commission may take as result of U.S. district court's disposition of civil actions (Docs. 18759-61). Actions Aug. 22.

▪ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV], Central Florida Enterprises Inc.), TV proceeding, granted, to extent indicated, motion by Central Florida Enterprises Inc. for production of documents (Docs. 19168-70). Action Aug. 18.

▪ Hearing Examiner Herbert Sharfman, in matter of applications for transfer of control of D. H. Overmyer Communications Co. and D. H. Overmyer Broadcasting Co. from D. H. Overmyer to U.S. Communications Corp., scheduled further conference for Aug. 29 (Doc. 18950). Action Aug. 24.

Other actions

▪ William B. Ray, chief of complaints and compliance division, Broadcast Bureau, has responded to inquiry from Eugene J. McMahon of Women for the Unborn and John Nappi of Celebrate Life Committee about *Women*, program broadcast over WCBS-TV New York. Messrs. McMahon and Nappi contended station presented pro-abortion viewpoint and failed to provide reasonable opportunity for presentation of contrasting views. Mr. Ray said, in part, that "you have not shown that CBS [licensee of WCBS-TV] in its over-all programing has failed to afford" such opportunity. Thus no determination can be made at this time as to whether . . . CBS has failed to comply with the fairness doctrine." Ann. Aug. 25.

▪ Review board, in WPIX Inc., New York, TV proceeding, denied motion by WPIX Inc. to enlarge issues to determine availability of proposed ant. site of Forum Communications Inc., and its effect on financial qualifications. Proceeding involves applications for renewal of license of WPIX(TV), ch. 11, New York, and of Forum for CP for ch. 11. Action Aug. 23.

Rulemaking petition

▪ All-Channel Television Society, Washington—Requests amendment of rules so that UHF stations would no longer be barred from CATV ownership or, at least, would not be barred from CATV ownership in any county where station is not significantly viewed. Ann. Aug. 25.

Call letter application

▪ KOOK-TV Billings, Mont.—Seeks KCMR-TV.

Call letter action

▪ WARD-TV Johnstown, Pa.—Granted WJNL-TV.

Network affiliations

ABC

▪ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

▪ WDRN-TV Dothan, Ala. (Southeast Alabama Broadcasting Co.)—Amendment to agreement dated Aug. 30, 1971, changes network rate from none to $75, effective March 1.

▪ WMSL-TV Huntsville, Ala. (Tennessee Valley Radio & Television Corp.)—Effective July 1, ABC will pay $2,500 per month to defray cost of delivery of programs through balance of term of agreement dated Sept. 13, 1971.

▪ KIMO-TV Anchorage (Central Alaska Broadcasting Inc.)—Amendment to agreement dated Sept. 27, 1971, changes network rate from nothing to $75, effective June 1.

▪ KTVK-TV Phoenix (Arizona Television Co.)—Amendment to agreement dated July 9, 1971, changes network rate from $658 to $708, effective Oct. 1.

▪ WMAL-TV Washington (Evening Star Broadcasting Co.)—Amendment to agreement dated July 15, 1971, changes network rate from $1,683 to $1,783, effective Oct. 1.

▪ KAUS-TV Austin, Minn. (Minnesota-Iowa Television Co.)—Amendment to agreement dated June 29, 1971, changes network rate from $377 to $402, effective Oct. 1.

▪ KMSP-TV Minneapolis (United Television Inc.)—Amendment to agreement dated July 14, 1971, changes network rate from $1,300 to $1,400, effective Oct. 1.

▪ KCBJ-TV Columbia, Mo. (Channel Seventeen Inc.)—Amendment to agreement dated Oct. 1, 1971, changes network rate from none to $75, effective March 1.

▪ KELP-TV El Paso (Walton Enterprises Inc.)—Effective July 1, ABC will pay $3,050 per month to defray cost of delivery of programs through balance of term of agreement dated Sept. 13, 1971.

New AM stations

Application

▪ Agana, Guam—Magof Inc. Seeks 570 khz, 5 kw. P.O. address: c/o Donald C. Brown, 3123 Hollywood Drive, Oakland, Calif. 94611. Estimated construction cost $52,746; first year operatong cost $101,920. Revenue none. Principals: Donald C. Brown, president (50%), A. T. Bordallo (49.9%), et al. Mr. Brown is engineer with United States Navy in San Francisco. Mr. Bordallo is president and major stockholder of Bordallo Consolidated Inc., insurance and tobacco firm, and Bordallo Consolidated (Realty) Inc., both in Agana. Ann. Aug. 7.

Action on motion

▪ Hearing Examiner Basil P. Cooper in Corvallis, Ore. (Corvallis Broadcasting Corp., et al.), AM and FM proceeding, granted request by Broadcast Bureau, and extended through Aug. 25 time to respond to joint petition for approval of agreements by applicants, and petition for leave to amend filed by Corvallis Broadcasting Corp. (Docs. 19439-19444). Action Aug. 22.

Other actions

■ Review board in Sumiton, Ala., AM proceeding, granted petition by Hudson Millar Jr. and James Jerdan Bullard for extension of time through Aug. 22 to file exceptions to initial decision released May 26. Initial decision proposed denial of application of Sumiton Broadcasting Co. for new AM on 1540 khz at Sumiton (Dec. 18204). Action Aug. 22.

■ Review board in Pine Castle-Sky Lake, Fla., AM proceeding, granted petition by Hymen Lake for extension of time through Aug. 25 to file responsive pleadings to petitions by Broadcast Bureau to enlarge issues (Doc. 19432). On Feb. 9, application of Hymen Lake for AM on 1190 khz at Pine Castle-Sky Lake was designated for hearing with mutually exclusive applications of Blue Ridge Broadcasting Co. at Sanford, and of S & S Broadcasting Co. at Titusville, both of which, upon request, have since been dismissed by hearing examiner. Action Aug. 21.

Call letter application

■ North American Broadcasting Co,, Boynton Beach, Fla.—Seeks WKAO.

Summary of broadcasting

Compiled by FCC July 31, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,352	4	18	4,374	49	4,423[1]
Commercial FM	2,311	1	51	2,363[2]	116	2,479
Commercial TV-VHF	504	1	6	513[3]	13	524[2]
Commercial TV-UHF	184	0	7	181[3]	60	251[3]
Total commercial TV	687	2	12	701	73	774
Educational FM	509	0	17	526	79	605
Educational TV-VHF	86	0	3	89	3	92
Educational TV-UHF	119	0	6	125	11	136
Total educational TV	203	3	10	214	13	227

** Special Temporary Authorization.*

[1] Includes 25 educational AM's on nonreserved channels.

[2] Includes 15 educational stations.

[3] Indicates four educational stations on nonreserved channels.

Existing AM stations

Applications

■ KEST San Francisco—Seeks CP to change ant.-trans. site to China Basin and 3d Street, Building 46B, San Francisco. Ann. Aug 22

■ WSJR Madawaska, Me.—Seeks CP to change trans. site to Serois dairy farm, Frenchville, Me. Ann. Aug. 25.

■ WCJW Warsaw, N.Y.—Seeks mod. of CP to reduce height of east tower to 150 ft. and specify MEOV's. Ann. Aug. 22.

■ WIRO Ironton, Ohio—Seeks CP to add 50 ft. to present AM tower to support FM ant. Ann. Aug. 22.

Final actions

■ KJCF Festus, Mo.—FCC affirmed grant of application for transfer of control of United Broadcasting Inc., licensee, to James W. Higgins and Harold L. Wright and denied petition by U.S. Department of Justice for reconsideration of grant. Justice department contended that transfer would eliminate competition in dissemination of local news, in advertising of locally marketed goods and on providing balance of editorial comment because of Mr. Wright's 50% ownership in KJCF-FM, and fact that he is editor and publisher of one of two local newspapers. Commission said it has no present rule which prevents common ownership of such media, and pointed out that Festus receives full primary service from 12 other AM's and five FM's. Action Aug. 22.

■ KPRB Redmond, Ore.—Broadcast Bureau granted mod. of license covering change from SH to U. Action Aug. 18.

■ WADK Newport, R.I.—Broadcast Bureau granted mod. of license covering change in main studio location outside corporate city limits of Newport to 1136 Aquidnick Avenue, Middletown, R.I. Action Aug. 18.

■ WISN Milwaukee—Broadcast Bureau granted mod. of license to operate trans. by remote control from 759 North 19th Street, Milwaukee; conditions. Action Aug. 18.

Action on motion

■ Acting Chief, Office of Opinions and Review, Monroe, Ga. (Walton Broadcasting Co. [WMRE]), AM proceeding, granted petition by Community Broadcasting Co. and extended to Aug. 31 time to file opposition to petition of Henry P. Austin Jr. for extraordinary relief (Doc. 19011). Action Aug. 23.

Fines

■ WALK Patchogue, N.Y.—Broadcast Bureau, by letter, notified licensee that it has incurred apparent liability of $100 for violation of rules, by failing to file renewal application within time specified. Licensee has 30 days to pay or contest forfeiture. Action Aug. 22.

■ WRIV Riverhead, N.Y.—Broadcast Bureau, by letter, notified licensee that it has incurred apparent liability of $100 for violation of rules, by failing to file renewal application within time specified. Licensee has 30 days to pay or contest forfeiture. Action Aug. 22.

Call letter applications

■ KHAT Phoenix—Seeks KPHX.

■ WGHM Skowhegan, Me.—Seeks WSKW.

■ KBAT San Antonio, Tex.—Seeks KKYX.

Call letter action

■ WARD Johnstown, Pa.—Granted WJNL.

New FM stations

Applications

■ Arab, Ala.—Helton & Norris Enterprises Inc. Seeks 92.7 mhz, 3 kw. HAAT 300 ft. P.O. address Box 395, Waynesboro, Tenn. 38485 Estimated construction cost $23,619; first-year operating cost $33,490; revenue $35,000. Principals: Mid-South Professional Services Inc., Waynesboro, Tenn. (100%). Ann. Aug. 24.

■ *Montgomery, Ala—Huntingdon College. Seeks 90.7 mhz, 10 w. HAAT 100 ft. P.O. address 1500 East Fairview Avenue, Montgomery 36106. Estimated construction cost $100; first-year operating cost $1,000; revenue none. Principals: Allen K. Jackson, president of college, et al. Ann. Aug. 18.

■ Ozark, Ala.—Wade B. Sullivan. Seeks 103.9 mhz, 3 kw. HAAT 189 ft. P.O. address Box 1259, Ozark 36360. Estimated construction cost $18,616; first-year operating cost $11,800; revenue $30,000. Principal: Mr. Sullivan owns WAYD(AM) Ozark. Ann. Aug. 23.

■ Beardstown, Ill.—MacFee Broadcasting Corp. Seeks 94.3 mhz, 3 kw. HAAT 151 ft. P.O. address 590 N.W. 13th Street, Sunrise, Fla. 33313. Estimated construction cost $19,700; first-year operating cost $7,200; revenue none. Principal: David A. MacFee, president (100%). Mr. MacFee owns WRMS(AM) Beardstown, and has minor interest in Sudbrink stations. Sudbrink stations are: WLYF(FM) Miami, KYND(FM) Pasadena, Tex., WLIF(FM) Baltimore, WNEZ(FM) Cincinnati, WEZW(FM) Wauwatosa, Wis., WLAK(FM) Chicago, and WPCH(FM) Decatur, Ga. Ann. Aug. 14.

■ Auburn, Me.—Lewiston-Auburn Broadcasting Corp. Seeks 100.1 mhz, 3 kw. HAAT 280 ft. P.O. address Box 929, Lewiston, Me. 04240. Estimated construction cost $30,226; first-year operating cost $2,500; revenue none. Principals: F. Parker Hoy, president, et al. Lewiston-Auburn Broadcasting Corp. owns WLAM(AM) Lewiston and WIDE(AM) Biddeford, both Maine. Ann. Aug. 14.

■ *Newbury, Mass.—Governor Dummer Academy. Seeks 88.7 mhz, 10 w. HAAT 55 ft. P.O. address Elm Street, Byfield, Newbury 01922. Estimated construction cost $2,495; first-year operating cost $500; revenue none. Principals: Valleau Wilkie Jr., headmaster, et al. Ann. Aug. 18.

■ Harrisonville, Mo.—Arnold E. and Verla M. Wilson. Seeks 100.7 mhz, 25.78 kw. HAAT 257 ft. P.O. address Box 293, Harrisonville 64701. Estimated construction cost $13,810; first-year operating cost $41,000; revenue $59,500. Principals: Mr. Wilson is communications engineer at Richards-Gebaur Air Force Base, Mo. Mrs. Wilson is also employed there as clerk. Ann. Aug. 14.

■ Johnstown, Pa.—Cover Broadcasting Inc. Seeks 96.5 mhz, 45 kw. HAAT 520 ft. P.O. address 760 Cooper Avenue, Johnstown 15906. Estimated construction cost $62,000. Principal: John E. Gelormino, sole owner. Cover Broadcasting Inc. owns WARD-AM-TV Johnstown. Cover Broadcasting proposes to duplicate programing of WARD(AM) on new FM. Mr. Gelormino also owns Gelormino Construction Co. Ann. Aug. 14.

■ Antigo, Wis—Antigo Broadcasting Co. Seeks 104.9 mhz, 2.53 kw. HAAT 271 ft. P.O. address Route 3, Antigo 54409. Estimated construction cost $17,313; first year operating cost $2,596; revenue $5,000. Antigo Broadcasting Co. owns WATK(AM) Antigo. Principals: (represents stockholdings after current transfer of control application is granted) Mary Jo Ross, president (80%), and Frederick A. Berner (20%). Mrs. Ross is secretary-treasurer and Mr. Berner is vice president at Berner Brothers Publishing Co., newspaper publisher, and Berner Enterprises Inc., real estate firm, both in Antigo. Ann. Aug. 14.

Actions on motions

■ Acting Chief, Broadcast Bureau, on request of Edward J. Patrick, extended through Sept. 25 time to file reply comments in matter of amendment of FM table of assignments (Salem, Ark.; Breckenridge, Colo.; and Berne, Ind.) (Doc. 19535). Action Aug. 25.

■ Hearing Examiner David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, on request of Broadcast Bureau, rescheduled hearing from Sept. 19 to Sept. 25 (Docs. 19410-1). Action Aug. 23.

■ Hearing Examiner James F. Tierney in Harriman, Tenn. (Folkways Broadcasting Co., Harriman Broadcasting Co.). FM proceeding, on request of Folkways, extended to Aug. 25 time to file supplemental reply findings and conclusions (Docs. 18912-3). Action Aug. 22.

Other actions

■ Review board in Carlisle, Pa., FM proceeding, granted request by Cumberland Broadcasting Co. for extension of time through Aug. 28 to file responsive pleadings to third supplement to petition by WIOO Inc. to enlarge issues in proceeding (Docs. 19468-9, 19471). WIOO Inc., Hilton, McGowan & Hilton, and Cumberland Broadcasting Co. are competing applicants for ch. 228 facilities. Action Aug. 24.

■ Review board in Williamson and Matewan, both West Virginia, FM proceeding, in response to petition by Harvit Broadcasting Corp., enlarged hearing issues to determine whether Three States Broadcasting Co. has engaged in any billing practices in violation of rules, and if so, what effect conduct has upon qualifications to be licensee. Proceeding involves competing applications of Harvit Broadcasting for new FM on ch. 243 at Williamson, and of Three States Broadcasting Co. for same frequency at Matewan (Docs. 18456-7). Action Aug. 21.

Rulemaking petitions

■ WARF Jasper, Ala.—Requests amendment of FM table of assignments to add ch. 224A to ch. 273 at Jasper, or in alternate to substitute ch. 224A for ch. 273 at Jasper; assign ch. 292A to Haleyville, Ala., and substitute ch, 224A for ch. 292A at Sheffield, Ala. Ann. Aug. 25.

■ WTLS Tallassee, Ala.—Requests amendment of FM table of assignments to add ch. 240A to Tallassee. Ann. Aug. 25.

■ Elliott O. Partridge, Eldorado, Ill.—Requests institution of rulemaking proceeding looking toward assignment of ch. 272A to Eldorado. Ann. Aug. 25.

■ WKIK Leonardtown, Md.—Requests amendment of rules to change allocation of ch. 249A from Leonardtown to Lexington Park, Md., and to substitute ch. 276A for ch. 249A at Leonardtown. Ann. Aug. 25.

■ WACR Columbus, Miss.—Requests amendment of FM table of assignments to add ch. 280A to Columbus. Ann. Aug. 25.

■ Ray Smith, Camden, Tenn.—Requests amendment of FM table of assignments to add ch. 252A to Camden. Ann. Aug. 25.

Call letter applications

■ Eastern Broadcasting Corp., Anderson, Ind.—Seeks WLHN(FM).

■ Eastern Montana College, Billings, Mont.—Seeks *KEMC(FM).

■ Auburn Community College, Auburn, N.Y,—Seeks *WDWN(FM).

■ Paul Smith's College, Paul Smiths, N.Y.—Seeks *WPSA(FM).

■ Tri-County Broadcasting Inc., Delphos, Ohio—Seeks WDOH(FM).

■ California State College, California, Pa.—Seeks *WVCS(FM).

■ Evergreen State College, Olympia, Wash.—Seeks *KAOS(FM).

Call letter actions

■ California State University, Long Beach, Calif.—Granted *KSUL(FM).

■ Whites Indiana Manual Training Institute, Wabash, Ind.—Granted *WHFG(FM).

■ White River Communications Inc., Whitehall, Mich.—Granted WLRC-FM.

■ Swarthmore College, Swarthmore, Pa.—Granted *WSRN-FM.

Existing FM stations

Final actions

■ WNDA(FM) Huntsville, Ala.—Broadcast Bureau granted CP to install new trans. and new ant.; make changes in ant. system; change transmission line; ERP 50 kw; ant. height 110 ft. Action Aug. 22.

■ KTAO-FM Los Gatos, Calif.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system. Action Aug. 22.

■ WVFV(FM) Dundee, Ill.—Broadcast Bureau granted CP to make changes in ant. system (increase height). Action Aug. 23.

■ KJSK-FM Columbus, Neb.—Broadcast Bureau granted CP to install new alt. main trans. Action Aug. 22.

■ WFMX(FM) Statesville, N.C.—Broadcast Bureau granted CP to install new trans.; install circular-polarized ant.; change transmission line; ERP 100 kw; ant. height 290 ft.; remote control permitted from studio-trans. site, Radio Building, Radio Road, Statesville. Action Aug. 22.

■ WHP-FM Harrisburg, Pa.—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system (increase height); ERP 14 kw; ant. height 840 ft.; remote control permitted from 216 Locust Street, Harrisburg; condition. Action Aug. 18.

■ WUVT-FM Blacksburg, Va.—Broadcast Bureau granted mod. of license covering change in name from Virginia Polytechnic Institute to Virginia Polytechnic Institute and State University. Action Aug. 18.

■ WTAR-FM Norfolk, Va.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 40 kw; ant. height 880 ft.; granted CP to install new aux. trans. and aux. ant. at main trans. location on 95.7 mhz, ch. 239; ERP 20 kw; ant. height 880 ft. Action Aug. 18.

Fine

■ WALK-FM Patchogue, N.Y.—Broadcast Bureau, by letter, notified licensee that it has incurred apparent liability of $100 for violation of rules, by failing to file renewal application within time specified. Licensee has 30 days to pay or contest forfeiture. Action Aug. 22.

Call letter applications

■ KNNU(FM) Tulare, Calif.—Seeks KWSM(FM).

■ KVEN-FM Ventura, Calif.—Seeks KHAY(FM).

■ WGHM-FM Skowhegan, Me.—Seeks WTOS-FM.

■ WRNA(FM) Charlotte, N.C.—Seeks WROQ-(FM).

■ KOCY-FM Oklahoma City—Seeks KXXY(FM).

Call letter actions

■ *KFCA(FM) Phoenix—Granted *KMCR-FM.

■ KYNO-FM Fresno, Calif.—Granted KPHD(FM).

■ WBRD-FM Bradenton, Fla.—Granted WDUV-(FM).

■ WCOF-FM Immokalee, Fla.—Granted WCEA-FM.

■ *KTCF(FM) Cedar Falls, Iowa — Granted *KHKE(FM).

■ WMNY-FM Albany, N.Y.—Granted WWOM-(FM).

■ WAAA-FM Winston-Salem, N.C.—Granted WSGH-FM.

■ KORU(FM) Tulsa, Okla.—Granted KKUL-(FM).

■ WJOY-FM Burlington, Vt.—Granted WQCR-(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, their co-pending aux., and SCA's when appropriate: KJNO Juneau, Alaska; KLOG Kelso, Wash.; KOTA Rapid City, S.D.; WARO Canonsburg, Pa.; WCCC Hartford, Conn.; WCNR Bloomsburg, Pa.; WENY-AM-FM-TV Elmira, N.Y.; WKOK-FM Sunbury, Pa.; WOND Pleasantville and WMGM(FM) Atlantic City, both New Jersey; WQIX(FM) Horseheads and WSUF Patchogue, both New York; WTNJ Trenton, N.J. Actions Aug. 22.

Modification of CP's, all stations

■ KFLA-FM Scott City, Kan.—Broadcast Bureau granted mod. of CP to change ant.; change transmission line. Action Aug. 22.

■ WBRU(FM) Providence, R.I.—Broadcast Bureau granted mod. of CP to make changes in transmission line and specify null fill-in. Action Aug. 22.

■ W62AB, Westerly, R.I.—Broadcast Bureau granted mod. of CP for UHF translator to extend completion date to Feb. 22, 1973. Action Aug. 22.

■ *WEPR(FM) Greenville, S.C.—Broadcast Bureau granted mod. of CP to make change in ant. system (decrease height); change TPO; ERP 97 kw; ant. height 1100 ft. Action Aug. 22.

■ *KEDT(TV) Corpus Christi, Tex.—Broadcast Bureau granted mod. of CP to change frequency from ch. 38, 614-620 mhz, to ch. 16, 482-488 mhz; ERP to vis. 871 kw; aur. 117 kw; type ant; and ant. height 970 ft. Action Aug. 23.

Translator actions

■ K13ES Yampa Valley rural area and Phippsburg, both Colorado—Broadcast Bureau granted CP to change trans. location of VHF translator to Storm Mountain 5 miles southeast of Steamboat Springs, Colo.; change type trans.; change output to one 1 w and one 10 w and make changes in ant. system. Action Aug. 22.

■ Mason City, Iowa, State Educational and Television Facility Board—Broadcast Bureau granted CP for new UHF translator to serve Mason City on ch. 24 by rebroadcasting programs of KDIN-TV, ch. 11, Des Moines, Iowa. Action Aug. 18.

■ Marble Rock, Iowa State Educational Radio and Television Facility Board—Broadcast Bureau granted CP for new UHF translator to serve Marble Rock on ch. 55 by rebroadcasting programs of KDIN-TV, ch. 11, Des Moines, Iowa. Action Aug. 18.

■ Silver Bay, Minn, Village of Silver Bay—Broadcast Bureau granted CP for new UHF translator to serve Silver Bay on ch. 69 by rebroadcasting programs of WDSE-TV, ch. 8, Duluth, Minn. Action Aug. 18.

■ Elder, Mont., Box Elder TV Club—Broadcast Bureau granted CP for new VHF translator to serve Box Elder on ch. 8 by rebroadcasting programs of KEBB-TV, ch. 5, Great Falls, Mont. Action Aug. 18.

■ K76AG Toole, Liberty and Glacier counties, all Montana—Broadcast Bureau granted mod. of license covering change in primary TV of UHF translator to CFCN(TV), ch. 13, Lethbridge, Alberta, and to change type trans. Action Aug. 17.

■ Heber City, Utah, Wesatch County Commissioners—Broadcast Bureau granted CP for new FM translator to serve Heber City on ch. 292 by rebroadcasting programs of KSL-FM Salt Lake City. Action Aug. 18.

■ Orangeville, Utah, Emery county—Broadcast Bureau granted CP for new FM translator to serve Orangeville on ch. 269 by rebroadcasting programs of KALL-FM, ch. 231 (94.1 mhz), Salt Lake City; condition. Action Aug. 18.

■ La Push, Wash., La Push TV Association—Broadcast Bureau granted CP for new VHF translator to serve La Push on ch. 7 by rebroadcasting programs of KOMO-TV, ch. 4, Seattle. Action Aug. 18.

■ La Push, Wash., La Push TV Association—Broadcast Bureau granted CP for new VHF translator to serve La Push on ch. 9 by rebroadcasting programs of KVOS-TV Bellingham, Wash. Action Aug. 18.

■ K13AS Lusk, Wyo.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 13 (210-216 mhz) to ch. 12 (204-210 mhz); specify type trans.; change call letters to K12IS. Action Aug. 18.

■ W49AC Adjuntas, Puerto Rico—Broadcast Bureau granted license covering new UHF translator. Action Aug. 21.

■ W43AA Utuado, Puerto Rico—Broadcast Bureau granted license covering new UHF translator. Action Aug. 21.

Other actions, all services

■ Acting Chief, Broadcast Bureau, on request of National Translator Association, extended through Sept. 29 time to file responses to petition for rulemaking filed by Consumer Electronics Industries Group of Electronic Industries Association in matter of amendment of rules relating to all-channel TV broadcast reception, assigned TV channels and renewal of TV translator licenses. Action Aug. 25.

■ FCC changed rules requiring broadcast licensee to notify public of intention to file renewal application to allow public to comment on station performance for period of 60 days after deadline for licensee to file renewal application. Change is effective Sept. 1. Commission acted in response to petition for rulemaking from McKenna, Wilkinson & Kittner, Washington law firm. Commission said that 30-day period specified for filing comments was inconsistent with 60-day period for filing petitions to deny renewal applications. Ann. Aug. 23.

■ William B. Ray, chief of complaints and compliance division, Broadcast Bureau, has responded to inquiry from Gary M. Sukow, director of broadcast services, National Republican Congressional Committee. Mr. Sukow asked for clarification of use in bona fide newscasts of film supplied by candidates. Mr. Ray said, in part, that "it appears . . . that a disclosure that a candidate furnishes the tape or film is required when the committee makes available a camera crew or audio fee service for Republican House members." Ann. Aug. 25.

■ William B. Ray, chief of complaints and compliance division, Broadcast Bureau, informed Springfield Television Broadcasting Corp., licensee of WWLP(TV) Springfield, Mass., that where there are two announced candidates for public office, two elective seats for that office are available, and where at any time before primary election other persons may become legally qualified candidates for office in question via write-in method, then the two announced candidates must be considered legally qualified opposing candidates for public office, and appearance by one in reply to station editorial would give his opponent right to equal opportunities. Ann. Aug. 23.

Ownership changes

Applications

■ KPOI-AM-FM Honolulu—Seeks assignment of license from Valjon Inc. to Hawaiian Ventures Inc. for $525,000. Sellers: Walter Richey, president. Buyers: John O. Jones, J. A. Mermis III, James W. Grafton (28⅓% each) and Thomas L. Branch et al. Valjon Inc. owns KDWB(AM) St. Paul. (15%). Mr. Jones is partner in Turner, Hitchins, McInerney, Webb & Hartnett, law firm, Dallas. Mr. Mermis and Mr. Grafton own (47½% each) Continental Communications Corp., outdoor advertising firm, Houston. Mr. Magruder owns Sovran Inc., media brokerage and consulting firm, Dallas. Ann. Aug. 22.

■ KWHC(AM) Forest City, Iowa—Seeks assignment of CP from Douglas E. Eddy to Royden Radio Inc. for $2,240. Buyers: Roy Hodges, Dennis Day and Robert Day (each 33⅓%). Mr. Hodges is general manager of KMCD(AM) Fairfield, Iowa. Dennis Day is assistant manager of Thorpe Credit, finance business in Iowa City and Washington, both Iowa. Robert Day is lawyer and abstractor of titles in Washington, Iowa. He also farms and has real estate interests in area. Ann. Aug. 10.

■ WJIB(FM) Boston—Seeks assignment of license from Kaiser-Globe Broadcasting Corp. to General Electric Broadcasting Co. for $3.6 million. Kaiser-Globe Broadcasting Corp. owns WKBG-TV and WCAS(AM), both Cambridge, Mass. Kaiser Broadcasting Corp. owns 90% of Kaiser-Globe. Kaiser Broadcasting stations are: KFOG(FM) San Francisco, KBSC-TV Corona, Calif., KBHK-TV San Francisco, WKBD-TV Detroit, WKBS-TV Burlington, N.J., and WKBF-TV Cleveland. Buyer: General Electric is publicly owned diversified electronics and electrical firm. Its stations are: WGY-(AM), WGFM(FM), WRGB(TV), all Schenectady, N.Y., WSIX-AM-FM-TV Nashville, and KOA-AM-FM-TV Denver. Ann. Aug. 10.

■ WJNS-FM and CP for WYAZ(AM), both Yazoo City, Miss.—Seek transfer of control of Gateway Broadcasting Co. from J. P. Sartain (75% before, none after) to Joel Netherland (25% before, 40% after), H. B. Shaw and Kennith W. Helton (both none before, 30% after). Consideration: $145,537. Seller: Mr. Sartain is building contractor in Yazoo City. Buyers: Mr. Netherland is president and general manager of WJNS-FM and WYAZ(AM). Mr. Shaw is accountant with and has minor interest in Mississippi Chemical Corp., Yazoo City. Mr. Helton is manager of Sunflower Food Store, Yazoo City. Ann. Aug. 10.

■ WMOH-AM-FM Hamilton, Ohio—Seeks assignment of license from Fort Washington Broadcasting Co. to Raymar Communications Inc. for $550,000. Sellers: Robert J. Briede, president, et al. Buyers: R. Markey & Sons Inc. (80%), Bill R. McRae (13%) and Richard M. Delaney (7%). R. Markey & Sons Inc. is weighing of commodities firm in New York. Mr. McRae is vice president and general sales manager of WDVR(FM) Philadelphia. He also has minor interests in KTRM(AM) Beaumont, Tex., and WYZE(AM) Atlanta. Mr. Delaney is national sales manager of WDVR. Ann. Aug. 10.

Actions

■ WSPB-AM-FM Sarasota, Fla.—Broadcast Bureau granted assignment of licenses from Worth Communications Inc. to Walter-Weeks Broadcasting Inc. for $600,000. Seller: Worth Kramer, sole owner. Mr. Kramer has majority interest in WMRN-AM-FM Marion, Ohio. Buyers: Robert M. Weeks, president, James W. Walter, vice president-secretary-treasurer (both 45%), Richard Y. Clark, vice

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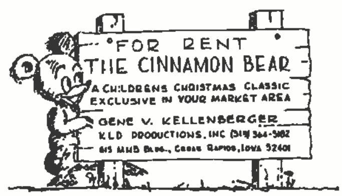

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president and Robert Hoffer, vice president (both 5%). Buyers own WMFJ-AM-FM Daytona Beach and WJNO(AM) West Palm Beach, both Florida. Mr. Walter owns less than half of 1% of Liberty Corp., sole stockholder of Cosmos Broadcasting Corp., which is licensee of WIS-AM-TV Columbia, S.C.; WSFA-TV Montgomery, Ala., and WTOL-TV Toledo, Ohio. Action Aug. 9.

■ WTMP(AM) Tampa, Fla.—Broadcast Bureau granted assignment of license from WTMP Inc. to Gulf South Communications Ltd. for $536,000. Seller: Joe Speidel III, president. Mr. Speidel owns WPAL(AM) Charleston and has 83.33% interest in WOIC(AM) Columbia, both South Carolina. Buyer: R. A. McLeod, president and sole owner. Mr. McLeod owns management consultancy and business promotion firm in New Orleans, and has interests in real estate development and construction firms.

■ WDEN-AM-FM Macon, Ga.—Broadcast Bureau granted transfer of control of Radio Macon Inc. from Marshall W. Rowland and Carol C. Rowland (jointly 79% before, none after) to Elliott Broadcasting Co. (J. Marvin Elliott, none before, 81% after, and Charles R. Witt, 21% before, 19% after). Consideration: $325,000. Sellers: Marshall and Carol. Rowland are principal stockholders of WQIK-AM-FM Jacksonville, WQYK(AM) Tampa, WQYK-FM St. Petersburg, all Florida. They are also applicants for new FM at West Palm Beach, Fla. Buyers: Mr. Elliott owns finance company in Macon, Ga., and has real estate and insurance interest there. Mr. Witt is vice president and general manager of WDEN-AM-FM. Action Aug. 18.

■ WURD(TV) Indianapolis—Broadcast Bureau granted assignment of license from White River Radio Corp. to LeSea Broadcasting Corp. for $354,618. Seller: Dr. Wendell Hansen, president. Buyers: LeSea is nonprofit corporation, principals of which are Rev. Lester Sumrall (president), Louise Sumrall (secretary) and Leona Murphy (treasurer). Buyers are trustees of Lester Sumrall Evangelistic Association Inc., licensee of noncommercial WHME(FM) South Bend, Ind. Action Aug. 15.

■ KYNA(FM) Des Moines, Iowa—FCC granted assignment of license from Contemporadio Inc. to Mid-America Broadcasting Inc. for $225,000. Sellers: Carl L. Williams, Dwight E. Herbert and Carroll L. Bidler (each 26⅔%), et al. Buyers: Burrell L. Small (69.3%), et al. Mr. Small has controlling interests in Mid America Media stations, which are WQUA(AM) Moline, WKAN(AM) Kankakee, WIRL(AM) and WUHN(FM), both Peoria, all Illinois, KIOA(AM) Des Moines, Iowa, and WIRE(AM) and WXTZ(FM), both Indianapolis. Action Aug. 16.

■ WGRD-FM Grand Rapids, Mich.—Broadcast Bureau granted assignment of license from Frederick Tascone and Alastair B. Martin to Regional Broadcasters of Michigan Inc. for $79,807. Sellers: Alastair B. Martin (98%) and Frederick P. Tascone (2%). Buyers: Edith P. Martin (60%), Dorothy Martin Moore (35%) and Edwin A. Bernstein (5%). Martin family (Alastair B. Martin, Edith P. Martin, Dorothy Martin Moore and Robin B. Martin) has majority interest in Regional Broadcasters Group. Regional Broadcasters stations are: WMGW(AM) and WZPR(FM), both Meadville, Pa., WPIC-AM-FM Sharon, Pa., WGRD-AM-FM Grand Rapids and WTRU(AM) Muskegon, both Michigan, and WKNY(AM) Kingston and WOLF-(AM) Syracuse, both New York. Mr. Bernstein is attorney in New York and has minority interest in Regional Broadcasters Group. Action Aug. 8.

■ WVWB-FM Bridgeton, N.C.—Broadcast Bureau granted transfer of control of VWB Inc. from Carl V. Venters Jr., Lawrence Behr and Carl V. Venters Sr. (as a group, 51% before, none after) to J. D. Connor and Giles Carl Parker (as a group 49% before, 100% after). Consideration: $71,000. Principals: Mr. Connor owns supermarkets in Kinston, N.C., and Mr. Parker owns supermarkets in New Bern, N.C. Action Aug. 15.

■ WKBF-TV Cleveland—Broadcast Bureau granted transfer of control of WKBF Inc. from The Superior Broadcasting Corp. (50% before, none after) to Kaiser Broadcasting Corp. (50% before, 100% after). Consideration: $280,000. Superior is 96% owned by estate of Frank V. Mavec. Kaiser is publicly held company which owns KFOG(FM) and KHBK-TV San Francisco; KBSC-TV Corona, Calif.; WCAS(AM), WJIB(FM) and WKBG-TV Boston-Cambridge; WKBD-TV Detroit; WKBS-TV Burlington, N.J.-Philadelphia. Action Aug. 14.

■ WESP(FM) Charlotte Amalie, Virgin Islands—Broadcast Bureau granted transfer of control of Radio Caribbean Inc. from Thomas L. Davis, George J. Jansen and Robert M. Baker (as a group, 100% before, none after) to Walter Ray Jetton (none before, 100% after). Consideration: $190,000. Principal: Mr. Jetton has 10% interest in cafeteria and catering firm in Fort Worth. Action Aug. 15.

Cable

Final actions

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: All American Cablevision Co., Columbus, Ohio; Complete Channel TV Inc., Madison, Wis.; Storer Cable TV Inc., Santa Paula, Calif.; Connersville Cable TV Inc., Connersville, Ind.; Dynamics Cablevision of Florida Inc., Hialeah, Fla.; Nevada TV Cable Co., Nevada, Mo.; American Television and Communications Corp., Chanute, Independence, Parsons and Neodesha, all Kansas; Tele-Vu Inc., Grants, N.M.; Lebanon Valley Cable TV Co., West Lebanon township, Pa. Actions Aug. 18. Quint-Cities Cablevision Inc., Bettendorf and Davenport, both Iowa, and Silvis, East Moline and Moline, all Illinois; Maine Cable Television Inc., Bangor, Brewer, Old Town, Orono and Milford, all Maine; Clear Television Cable Corp., Beechwood and Berkerly township, both New Jersey; Rex-TV Inc., Rexburg, Idaho; Muncy TV Corp., Muncy, Hughesville, Wolf township, Muncy township, Picture Rocks and Muncy Creek all Pennsylvania; Sallisaw Cable TV, Sallisaw, Okla.; Jonesboro Cable TV Inc., Jonesboro, Ark.; Maine Cable Television Inc., Veazie, Me.; Highland Cable TV Inc., Hillsboro, Ohio. Actions Aug. 21.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Sandhill Community Antenna Corp., Aberdeen, Southern Pines, and Pinehurst, all North Carolina; TV Cable of Space City Inc., Alamogordo, and Tele-Vu Inc., Milan, both New Mexico; Goodland Cable TV Co., Goodland, Kan.; Tioga TV Cable Co., Tioga, N.Y.; Cablecom-General Inc., Mangum, and Cablecom-General of Altus Inc., Altus, both Oklahoma. Actions Aug. 22.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Bartlesville Video Inc., Bartlesville, Okla.; Columbus Cable TV Co., Columbus, Mont.; TV Cable of Alabama Inc., Hartselle, Ala.; Aroostook Community TV Co., Madawaska, Me.; Storer Cable TV of Florida Inc., Fort Meade, Fla.; Wharton County Cable TV Inc., El Campo, Tex.; Merrimack Valley CATV Inc., Nashua, N.H.; Dubois Community Cable Television, Dubois, Wyo.; Trans-Con CATV Inc., Sunray and Dumas, both Texas; Storer Cable TV Inc., Yountville, St. Helena, Monte Rio, Bodega Bay, Rohnert Park, Sebastopol, Fulton, unincorporated areas of Napa county, Calistoga, Oakville, Glenn Ellen, and Cotati, all California; Mississippi Transmission Corp., Batesville, Miss.; Gaithersburg CATV Inc., Gaithersburg, Md. Actions Aug. 24.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Alabama TV Cable Inc., Homewood, Fairfield, Midfield, and Hueytown, all Alabama; Coudersport TV Cable Co., Coudersport, Pa.; Cablevision of Knox County, Rockland, Me. Actions Aug. 28.

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in California, Pa. (Southwest Pennsylvania Cable TV Inc.), CATV proceeding, granted motion by Cable Television Bureau, and ordered transcript corrected accordingly (Doc. 19464). Action Aug. 21.

Other action

■ Sol Schildhause, chief of Cable Television Bureau, in response to Aug. 3 letter from Western Communications Inc., answered questions about extent to which federal-state/local franchising authorities can establish CATV regulations different from those established by FCC. Following is summary of points made by Mr. Schildhause:

■ Q. May franchising authority in major television market specify minimum channel capacity in excess of 20 channels? A. In footnote 25 of memorandum opinion and order on reconsideration of cable television report and order, commission stated that while it has preempted area of channel capacity, it would not foreclose system from meeting more stringent local requirements "upon a demonstration of need for such channel capacity and the system's ability to provide it." Also see paragraph 132 and footnote 70 of cable television report and order.

■ Q. May franchising authority outside major market specify minimum channel capacity and, if so, can this minimum channel capacity be in excess of what commission requires for major market? A. Cities outside major markets may specify minimum channel capacity, but such capacity may not be in excess of what commission requires for systems in major markets. See Section 76.251(b) of rules and paragraph 148 of the cable television report and order.

■ Q. May franchising authority located outside major television market require cable system to maintain plant having technical capacity for nonvoice return communications? A. Yes. See Section 76.251(b) of commission's rules and paragraphs 132 and 148 of cable television report and order.

■ Q. May any franchising authority require more sophisticated form of return communications? A. In footnote 25 of memorandum opinion and order on reconsideration of cable television report and order commission stated: "Where a franchising authority has a plan for actual use of a more sophisticated two-way capability and the cable operator can demonstrate its feasibility both practically and economically, we will consider, in the certificating process, allowing such equipment."

■ Q. Can franchising authority require all access services to be made available at no charge? A. No. Commission will consider in certificating process, however, requirements that additional public-access channels or some educational channels be offered at no charge or at reduced cost on experimental basis. See paragraph 132 of cable television report and order.

■ Q. Can franchising authority require franchisee to make available more access channels than those specified by commission? A. No, unless during certificating process commission is shown that such additional channels are necessary and capable of being used according to existing, viable plan. See Section 76.251(a)(11)(iv) of rules, and paragraph 132 of cable television report and order.

■ Q. Can franchising authority require franchisee to provide access services outside major markets? A. Yes, but to no greater extent than commission requires for systems in major markets. See Section 76.251(b) and paragraphs 132 and 148 of cable television report and order.

■ Q. May franchising authority impose franchise fee higher than 3% if excess fee is to be used services such as advertising revenues, leased channel revenues and pay-cable revenues? A. No. Subscriber revenues are considered to be those revenues derived from regular subscriber services, i.e., the carriage of broadcast signals and required non-broadcast services.

■ Q. May franchising authority insist on franchise fee higher than 3% if the excess fee is to be used for funding public-access services? A. There is no hard and fast answer to this question at present. Clearly, however, factors that would bear heavily in commission's consideration of any such scheme would include amount of excess fee; danger that, through funding, local government would control public-access programing, and possibility of other alternatives.

■ Q. May franchising authority require faster construction schedule than that suggested by commission? A. Yes. See Section 76.31(a)(2) of commission's rules.

■ Q. May franchising authority require systems with fewer than 3,500 subscribers to engage in local origination? A. Commission has preempted this field. See paragraph 48, first report and order, 20 FCC 2d 201, at 223. See also clarification of CATV first report as to scope of federal preemption, 20 FCC 2d 741. Under these circumstances it is believed that commission would reject such requirement. Further, commission preemption extends to policy concerning any waiver of origination rule.

■ Q. May franchising authority establish technical standards in excess of those required by commission? A. Yes. See paragraph 91 of memorandum opinion and order on reconsideration of cable television report and order. Commission will not, however, assume responsibility for enforcement of more stringent technical standards. Local authorities should therefore be prepared to assume burden of such enforcement.

■ Q. May franchising authority limit franchisee to providing services that can be performed only by franchisee itself? A. No. Clearly concept of access services is to offer benefits of multiplicity of channels to public. Thus in Sections 76.251(a)(11)(i) and (iii), system operators are specifically forbidden to exercise control over program content of public and leased access channels. Ann. Aug. 22.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Aug. 29. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Jacksonville, Ark.*—Jacksonville Cablevision Inc. has been awarded franchise. City will receive $1,000 yearly or 5% of yearly gross receipts from local service.

■ *Stockton, Calif.*—Big Valley Cablevision has been awarded franchise.

■ Keystone Heights, Fla.—Ralph Smith has applied for franchise. Mr. Smith proposes monthly rate of $5 and installation fee of $15. City will receive 1% of revenue during first year, and thereafter 2% of yearly revenue.

■ Deerfield, Ill.—Hyper-Video of Illinois has applied for franchise. Firm proposes monthly rate of $6 and installation charge of $15 which would be waived for persons subscribing during initial installation of system.

■ Salamanca, N.Y.—Common council has approved $1 monthly rate increase to Salamanca TV Cable Co., making new rate $6.50, effective Oct. 1. Also approved is increase in installation fee from $10.95 to $13.95.

■ Hilltown township, Pa. Telecable Communications Corp., Baltimore, has applied for franchise.

■ *Nanticoke, Pa.*—Universal Cable Television has been awarded franchise. Monthly rate will not exceed $4.75, and city will receive 3% of gross rental charges.

■ *Stoystown borough, Pa.*—Telesonic Associates Inc., Brookville, Pa., has been awarded franchise. Monthly rate will be $5. There will be no installation fee. Borough will receive 2% of gross receipts for first five years, and 3% thereafter.

Professional Cards

Service Directory

Classified Advertising

Payable in advance. Check or money order only.

Copy: Deadline is Monday, for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Replies should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—$5.00 minimum.

—Situations Wanted, 30¢ per word—$5.00 minimum.

—All other classifications, 50¢ per word—$5.00 minimum.

—Add $1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) $25.00 per inch.

—All others $40.00 per inch.

—5" or over billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

RADIO

Help Wanted Management

General manager for AM/FM New Jersey based operation. Must be sales oriented, good administrator, thorough knowledge of FCC rules. Send resume to Box H-217, BROADCASTING.

Sales manager—Aggressive sales manager who will sell personally and direct local sales. Excellent opportunity. Box J-12, BROADCASTING.

(Your dream a reality.) Ownership without any cash investments to persons selected as (selling manager) for suburban station part of growing New England chain. Box J-24, BROADCASTING.

General manager, AM & FM in small Midwestern market at Carmi, Illinois. Must be strong on sales, self starter, community minded, and take full charge of profitable operation in this southern Illinois community. New studios and offices in downtown location. Guaranteed salary, plus bonus based on performance, car and expenses furnished. Position based on performance, car and expenses furnish. Position open September 15th. Wonderful community to live and raise a family. Send complete resume to Ken E. Hamilton, Manager, WROY Radio, Box 31, Carmi, Illinois 62821.

Sales

Local sales manager. Aggressive salesman with 4 to 7 years' experience to take charge of local sales force for Northeast AM-FM operation. Salary, commission and override. Fringes, including full paid retirement plan, are better than most. Send resume to Box H-206, BROADCASTING. "Applications from all races desired."

Sales manager, for #1 contemporary, 5000 watt fulltime facility. Best fringe benefits include retirement, cash profit sharing. Excellent growing, depression proof mid-eastern seaboard city. Box H-227, BROADCASTING.

Successful South Dakota radio station is looking for aggressive, self-starting salesman or sales manager with small market experience. Must have successful track record and ideas. Send resume, picture and references to: Box J-7, BROADCASTING.

Experienced salesman for metropolitan AM-FM. Ideal working conditions in locally owned and managed station. Box J-11, BROADCASTING.

Immediate opening for experienced salesman who knows the ropes, take over established account list and make it grow. Business has doubled in one year. Grow with us. Florida's West Coast, MOR, medium market. Send resume, track record to Box J-54, BROADCASTING.

Major market AM-FM offers up to 40% sales commission! Huge income possible Immediately! Box J-56, BROADCASTING.

Sales Continued

Sales manager opening for eager, experienced radio salesman with drive and good track record and who can prove his worth. Major market—Mid-South. Resume, references and picture. Box J-66, BROADCASTING.

Opening to be chief salesman and head up department for 50 KW FM Stereo Class C far reaching, rural radio station (400 ft. tower on hill) about a year old. Experience valuable, but should be young and energetic. Liberal opportunities for top executive future with company; bonuses for doing good job, including equity in company. For details write "Voice of the Prairies," KCGM, Scobey, Mont. 59263.

Expanding AM/FM "Good-Music" operation in beautiful and dynamic Phoenix, Arizona needs to add experienced and successful account executive with minimum three years experience. Excellent opportunity to grow with communications group. Send resume and recent billings record. KMEO AM/FM, 1703 W. Bethany Home Rd., Phoenix 85015. A "Media Horizons Stations."

Central Florida. Full-time MOR station, owned by major group, has opening for a quality-oriented salesman with the ambition and drive it takes to make it to the top. For a confidential discussion of your abilities and the opportunity available, contact Jerry Norman, Vice-Pres. Gen'l Mgr., WBJW, 222 Hazard St., Orlando, Florida. 305-425-6631.

WKSS sales expanding, profitable opportunity for professional. Call Bill Hinds, The Mansion, Hartford. EOE.

Announcers

One topnotch production person and one super jock. Good pay, great station. Production guy to be good with comedy. Jock to take over highly rated show on 50,000 watt northeast giant. References will be checked. Box H-238, BROADCASTING.

Morning man on top rated Florida station with contemporary-MOR format. Excellent market, large. Must be experienced with bright sound and have natural sense of humor. Send audition tape, background, references, picture, etc., in complete package for immediate consideration to Box H-252, BROADCASTING.

Florida South Gulf Coast metro market need experienced morning man for contemporary format 5,000 watt fulltime. Start $225 week plus talent remotes. Air mail tape and resume to Box H-269, BROADCASTING.

MOR personality who can entertain adults and young adults. Some TV possible if qualified. If your future concerns you, check the benefits of this upper midwest leader. Box H-270, BROADCASTING.

Opening for aggressive news and sports combo for radio station in South Dakota. Experience in small market radio required. Send resume, audition tape, picture and references to: Box J-6, BROADCASTING.

Announcer-salesman. $75 per week. 30 air hours. 15-20% commission sales. Expenses. Insurance. Must be able to sell. Small, competitive market, upstate New York. Resume, tape, photo. Equal opportunity employer. Box J-21, BROADCASTING.

Outstanding MOR/personality station in large Midwestern market wants capable telephone-music host for early evening show. Must be conversationalist, like good adult music and display both on the air. Good money, excellent fringes, professional staff. Write in confidence to Box J-44, BROADCASTING.

Announcer and production man for Georgia's number two city. Modern country format with top forty presentation. Number one Pulse. Send tape and resume to Box J-50, BROADCASTING.

Mid So. Full time AM station seeks announcer. Top 40 format. College town of 13,000. Box J-53, BROADCASTING.

Enjoy pleasant work, fun. Florida's Suncoast. Award winning, growing, community-involved MOR, looking for ambitious, industrious, imaginative and talented man with a positive attitude, good voice. Send tape, resume, salary requirements to Box J-55, BROADCASTING.

AM Drive dj for major market hard rock and soul sound. Southeast. Immediate opening. Need tape, resume, references and current photo. Box J-67, BROADCASTING.

Announcers Continued

Looking for experienced, creative, midday personality with good voice to reach adult contemporary audience. Good salary for the right man. Send tape, resume, picture to Frank Hathaway, KARN, 1001 Spring, Little Rock, Ark. 72202.

Immediate opening for experienced top 40 jock. If you're bright, mature, can deliver the audience and are looking for an opportunity, RUSH air check, resume, and photo to Alan Boyd, Program Director, WDAK, Columbus, Georgia 31902.

Uptown country announcer for well established personality gig. Must be able to communicate with audience. WMHI, Frederick, Md. 21701. Tel. 301-662-2148.

WOBM has a full time opening for a presently employed New Jersey broadcaster who knows us and what we do. Some of our best references have worked for us. Call 201-269-0927. E.O.E.

Technical

Need a chief engineer with experience in maintaining AM transmitters, DA, RPU, mobile studio, recording studio and contemporary format studio; with ability program/production/sales people and translate needs into working systems; make equipment need proposals to management and bid specifications to suppliers; prepare quarterly budget planning and year end reports; prepare FCC filings and proofs and have desire to lead a six man engineering staff. This is a leading station in a top 50 market city in the southwest. Send a complete resume of experience and education, photo, salary requirements and a brief statement of approach to engineering management by objectives to Box H-259, BROADCASTING.

Chief engineer NYC to supervise and aid management. Box J-70, BROADCASTING.

Junior and senior staff positions open for broadcast engineers. Prefer experience in consulting field, but will train qualified applicants. Salary commensurate with ability. Excellent benefits. Resume and salary requirements to Guatney & Jones, 2922 Telestar Court, Falls Church, Va. 22042.

News

Leading New England medium market contemporary must add 3 individuals next several months. Must handle both news and dj. Each opening has different mix. Third class a must. 140-150 per week. 5 days a week. Tapes and resume please. Equal opportunity here, so let's hear from everyone. Box H-228, BROADCASTING.

Controversial talk show host. Strong on news, current events. Chicago suburban station. Tape and salary minimum. Box J-20, BROADCASTING.

Metro medium market contemporary news operation seek up-tempo free form, ad-lib newscaster with personality and identity to tell it like it is. Must be experienced, versatile, and able to take directions for dynamic afternoon drive time slot. Voice important, but delivery and style is what you'll sell. Salary $125 to $150 per week with salary increases to come for hard hitting journalist who turns listeners on. Send tape resume to Box J-36, BROADCASTING.

News/production combination for Maine's fastest growing broadcast group. Tape and resume to WGHM, Skowhegan, Me. 04976.

Experienced newscaster. Picture, resume, tape, writing samples with first reply. Box 5048, Charlotte, N.C., 28205. Minorities encouraged. E.O.E.

Programing, Production, Others

Program director. MOR station in Florida. Experience necessary. Send resume and tape to Box H-229, BROADCASTING.

Experienced program-production director for MOR formatted station in one of four largest Florida markets. Good facilities and market position. Immediate opening and opportunities for qualified P.D. Write Box H-271, BROADCASTING.

Commercial copy writer for radio station in southern Wisconsin. Experience preferred, good typing skills essential. Send resume to Box J-49, BROADCASTING.

PD for rebuilding fast moving rock-soul giant. Right person can make it to operations manager and station manager. Major leaguers only. East. Need is now. Send tape, references, resume and now picture. Box J-68, BROADCASTING.

Situations Wanted, Management

Aggressive general manager. Experienced take charge broadcaster. Currently employed as GM. Will invest 35M. Excellent references. Box H-240. BROADCASTING.

Sales, management, engineering & programing. Man-wife team seeks Western states station to manage. References. Box J-26, BROADCASTING.

Management Continued

Guarantee to put your station in black quickly. No gimmicks—just hard work and know-how. Presently successful selling manager. Top references—morals, ethics, ability. Box J-29, BROADCASTING.

I'm ready for more responsibility in broadcasting or newspaper business administration. Male, 37. Strong in accounting and office management, plus data processing. BS degree in business. Working experience in radio, cable TV, daily newspaper organization 10 years. Advertising agency 4 years. Box J-45, BROADCASTING.

General Manager available now. Box 3312, Green Bay, Wisc. 54304.

Sales

Experienced time salesman. Retail salesman, direct salesman—plus first phone-announcer. Management material. Mid-forties. Box H-236, BROADCASTING.

Sales announcing, 1st ticket, veteran, BBA Marketing, eye on management, will relocate, prefer prog-rock. Box J-25, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Box G-212, BROADCASTING.

FM voice appeal. Music/news/stability/drive. H-73, BROADCASTING.

DJ, tight board, 7 years closed circuit owner/operator, wit plus voice, dedicated-enthusiastic-cooperative/creative. Ready now. Tape, resume. Box H-149, BROADCASTING.

Announcer, first phone, experienced, news, sports, will relocate. Box H-213, BROADCASTING.

Rob a cradle. 1 year. AM/FM/music/news, but I've been taught by #1 market pros and my fresh approach will hold your youthful audience if we both believe in numbers. H-223, BROADCASTING.

First phone, young, experienced, strong production. Box H-226, BROADCASTING.

Black DJ. Soul format. Preferable, experienced, proven marketing results, 3rd sales, family. Relocate immediately. Dynamic, competitive, hard worker will settle. Box J-3, BROADCASTING.

Experienced N.Y.C. metro area top 40 jock, music director, willing to relocate. Available immediately. Expert on music and people, Box J-8, BROADCASTING.

First phone, 3 years experience, play-by-play, news, selling, board shift, young, married, dedicated, Ohio only. Box J-15, BROADCASTING.

For a limited time, and a limited time only, you can get your own truly great star. Options include: Sports play-by-play and color, news and feature writing and telephone-talk. Don't delay, send today. Five-and-a-half years of testing and refining assure quality. This offer made to contemporary MOR and adult rock stations only. This offer will not be repeated. Box J-17, BROADCASTING.

First phone personality presently working medium market top-40 with 5 years experience. Prefer at least medium market. Box J-19, BROADCASTING.

Experienced first phone. Prefer Maryland or Virginia MOR. Box J-35, BROADCASTING.

Program director seeks similar position or staff announcer in small-medium market, preferably Mid-Atlantic states. Service, college, and broadcast grad. Dedication and mature voice for your product. Box J-41, BROADCASTING.

Three years experience, college, third endorsed, good voice. Box J-65, BROADCASTING.

Five years experience, 3 years at present job. Married, veterans, average voice. Desire announcer-pd job of upgrading your sound. Beautiful music and MOR—yes. Chart music—no. Knows music. Any market for living wage. 3rd endorsed. Box J-69, BROADCASTING.

Strong Midwest contemporary morning man. PD experience, ticket, references, 29 with college and family. (317) 297-4690.

1st phone, bright, exciting sound. 18 mo. experience. 24, single. Sonny Stevens, 1-513-825-2430.

DJ third phone looking for first break into broadcasting. Tight board, good news, commercials. Ready now. Larry Fertitta, 12 Lawrence Circle, Middletown, N.J. 07748.

#1 rocker (Pulse Survey)/four years experience/no floater/first phone. Call Dale 1-715-723-2301.

Professionally trained beginner desires first job. Tight board, hard worker. Tom McLarnon, 807 Summit Ave., Prospect Park, Pa. 19076 (215) 583-5164.

Announcers Continued

I want to get back into broadcasting. Beginner with some experience, B.S. broadcasting, 3rd endorsed, Navy vet., 26, single. Will relocate. Prefer MOR, also like classical. Jeff Neil, 426 Brookhurst Ave., Narberth, Penna. 19072. 215-MO-4-8768.

Have first class licenses, will travel. Will bring four years experience to your station. Have you a permanent spot for me? If so, call 713-422-3490. Harry Noel.

I want that break . . . tired of messin' around. 1st . . . 23 . . . single . . . A professional air personality . . . prefer rock or up MOR . . . medium or major market . . . 1800 Bluebird . . . Munster, Ind. 46321.

Warning! Infectious mouth! 1st phone. BA. Original wit and personality. Published humorist. Board tight, jock not. Will relocate. King Leopold, 14322½ Gilmore, Van Nuys, Calif. 91401. 213-785-7144.

Widely experienced. Sixteen years, with solid references. Present employer, best reference. Finest background. Veteran with college. Years of news work, gathering and airwork. Third ticket endorsement. Investigate. Phone 515-232-6851.

Experienced pro in country and contemporary music. Good voice, fast board and first phone. 205-473-1024.

Experienced, aggressive and determined announcer. Single, draft exempt and looking for advancement in medium market. Salary $125-$150. Eric Hardenbrook, Ridge Rd., Holley, N.Y.

Professional "First," two years experience, including Music Director. Married, desires position at small/medium market. Top 40 station. Henry Kastell, Post Office Box 337, Cumberland, Maryland 21502.

"All night jock"—seeking new all night spot only-pro straight show, congenial, up-MOR. Good experience top 10 N.Y. market and top 100. First phone. Call Pete 207-772-2180.

Experienced top 40 personality with first phone. Ready to move. Bob Hogan, 1615 West New York, Oshkosh, Wisc. or call 414-233-5455.

Technical

Southern California chief wants out of high smog area. Over quarter century experience AM, stereo and directional construction brings mature, conservative compatibility with 100% competence. Box J-34, BROADCASTING.

Large market chief. Proven track record of boosting loudness and signal penetration. AM-FM directionals, proofs, construction. Age 27, married, BS. Currently employed NE at 12K salary. Box H-153, BROADCASTING.

NYC First phone engineer/announcer looking for real challenge. Also very good at dj, news, prod. Will relocate. Box J-37, BROADCASTING.

Employers: I'm 22 with a first class ticket. A BS degree in Radio-Television and eager to work. Desire full-time engineering position. Also have experience writing copy and announcing news. Total 5 years in broadcasting. Residing near Chicago; Prefer Wisconsin but will consider all areas. For complete resume, call 312-272-7620 (No collect please) and ask for John or write Box J-47, BROADCASTING.

Engineering consultant. seeks technical administrative position with major broadcaster. Experience in all facets of broadcasting. Box J-61, BROADCASTING.

Literate college grad with business acumen desires engineer/engineering management position in AM/FM/TV/CATV. Small, medium, major market experience in all phases audio/AM/FM. Box J-71, BROADCASTING.

News

Young reporter with experience as news director, state capitol correspondent, city bureau chief. Will move anywhere. Box H-114, BROADCASTING.

Young newsman wants to work and learn under real professional. College graduate with journalistic and political science background. Commercial and non-commercial experience. Third ticket. Box H-257, BROADCASTING.

American journalist . . . experienced . . . dependable . . . professional . . . currently employed by major American radio-TV network as resident correspondent in Europe . . . seeks challenging position in the United States. Box J-39, BROADCASTING.

Sports is my business and I love it. But I have to make some money too. I'm good and that's rare. I'm ambitious and that's a term of the past. Only interested in station that wants to be the best in competitive market. Box J-43, BROADCASTING.

News Continued

Radio-TV sportscaster—exciting play-by-play delivery. Seeks news-sports action. Some TV and college sports experience. Sports director at one station. Hard working college grad will relocate. Box J-58, BROADCASTING.

Experience - versatility - success . . . Features and sports my forte. Plenty news awards. All facets including producer major cast medium market. Sports PBP college basketball and "AA" baseball. Ten years experience. References available. Want radio or TV with growth plans. Box J-60, BROADCASTING.

Need good newsman? Are you medium market? At small market now—ready to move up. Tape and personal interview will convince you. For live telephone audition 402-376-3446 before 8:15 A.M. or after 6:15 P.M. CDT. Also 11:40 A.M. CDT to 12:45 P.M. CDT or write Chuck Hatchett, KVSH, Valentine, Nebraska 69201.

Versatile, hard working, professional, first phone. Reports news, loves production and live copy. Will handle light sales. Looking for medium market top 40 or progressive station. Cal 612-771-2350.

Programing, Production, Others

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

Rock program director with major market experience wants small or medium market to settle down and raise a family. Good air show, production, copy, knowledge of programing. First phone. Box H-170, BROADCASTING.

Program-operations director available. Medium market experience. Major market jock experience. Box H-199, BROADCASTING.

Modern country programer. Heavyweight professional with successful major-market rating history. Top credentials. Seeking take-charge opportunity with large market fulltimer. Write Box H-234, BROADCASTING.

Creative promotion-minded #1 PD seeks sizeable Northeast market for next challenge. My 5 year #1 station being sold. Top track record as major jock and medium market PD. Box J-1, BROADCASTING.

Modern country programer, well versed in complete station operation, from renewal to labeling carts. All replies answered. Box J-4, BROADCASTING.

Dependable operations and programing pro needs a place to grow. Experienced in copy, production, traffic, news. First phone. Family man who cares. Self-starter. Eleven years experience. Box J-42, BROADCASTING.

Proven professional looking for challenge to work for good management. Experienced in management (3 years) and contemporary and MOR programing. Also competent airman, news, sports play-by-play. Prefer small to medium market station looking for program director with top credentials. Send all replies to Box J-57, BROADCASTING.

Young super pro wants pd position in upper Midwest. No unbelievable claim, just professionalism. Let's get together. Box J-62, BROADCASTING.

Am programing Top 40 without title or operating budget. Looking for management that has respect for the programing side of the business. Have numbers to back up my ideas. I've done a great job in my market, let's talk about yours. Write to Box J-72, BROADCASTING.

Sports play-by-play. Experienced. First phone. 27. Married. Ron Finstad, 608-269-2965. Relocate.

Talented female DJ with 1st phone. Prefer daytime, medium market, but will consider other. Experience in production and copy, too. Willing to relocate. Call 612-929-7928 after 6 p.m. CST.

TELEVISION

Help Wanted Technical

Two FCC licensed, qualified engineers for rapidly developing UHF station in the Midwest. Send resume to Box H-72, BROADCASTING.

TV Engineer: Major midwest university needs engineer with 2 years tech training and 4 years maintenance experience, to work with TR-70S, TK-44S, as well as helical VTRs and CCTV equipment. Salary range $11,500-$16,300. 28 days vacation and good hours. Box H-258, BROADCASTING.

Wanted: Broadcast engineer. Small but progressive Chicago-area videotape production house. VTR operation and maintenance experience required. Box J-10, BROADCASTING.

Western area group AM-TV operation requires maintenance supervisor and staff engineers. First class required. Box J-32, BROADCASTING.

Technical Continued

Openings for TV color engineers at Midwest production center. Maintenance and operation of studio and remote equipment. Box J-52, BROADCASTING.

Major market VHF in one of nation's fastest growing area needs Studio Technician. Requirements include—First-class radio telephone license; Minimum 3 years experience; Maintenance and operation ability; technical school graduate or equivalent technical education. Write: Lou Bell, Chief Engineer, KNTV, 645 Park Avenue, San Jose, California 95110. Equal Opportunity Employer.

ABTO, Inc. Engineers needed with film chain and projector experience for customer installation and training in use of ABTO black and white to color film system. Experience in all phases of TV film systems (taking, processing, projecting) desirable. Contact G. Edward Hamilton, ABTO, Inc., 1926 Broadway, New York City 10023. 212-787-5000.

First Class switcher-engineer. Excellent opportunity for recent graduate. Contact Larry Taylor, Elmira, N.Y. at 607-734-3636.

News

Seeking an experienced newsfilm editor with capability as cameraman. State salary. Write to Hugh Harelson, News director, KTAR-TV (NBC), Box 711, Phoenix, Ariz. 85001.

Weatherman or girl experienced with either news or commercial background. Contact Doug Hill, WWBT Richmond, Virginia. Send tape and resume. No phone call.

Staff/News announcer. Anchor daytime news. Strong commercial delivery. Send VTR and resume to WFRV-TV, Box 1128, Green Bay, Wisc. 54301.

Professional meteorologist. Mature experienced . . . including radar. Join highly professional news team in top 70's market. Send resume, video tape if available to Tom Torinus, News Director, WLUK-TV, Green Bay, Wisc. 54305.

Programing, Production, Others

Immediate opening for an advertising and promotion manager at a television station in a large midwestern market. Box H-230, BROADCASTING.

Creative artist to join expanding professional team at mid-south public TV station. Demonstrated experience required in illustration, design for all print media, and sets. Excellent benefits and working conditions. Equal opportunity employer. Send resume and salary requirement. Box H-243, BROADCASTING.

On-air promotion writer-producer. Immediate opening at group-owned, major market East Coast network affiliate. Good advancement potential. Production know-how a must. Send resume and salary requirements to Box J-46, BROADCASTING. An equal opportunity employer.

Executive producer for public affairs at ETV station. Equal opportunity employer. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, N.Y. 14203. Please state salary requirements in letter.

Promotion manager for community and politically minded station. Must have administrative abilities in all phases of television. Call collect, 512-854-4733, or write Gen. Mgr., KIII-TV, Box 6669, Corpus Christi, Texas 78411.

Executive producer for cultural affairs at ETV station. Equal opportunity employer. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, N.Y. 14203. Please state salary requirements in letter.

Situations Wanted, Management

Top pro seeks position as general or sales manager of a television station on the west coast. Under 40 with 16 years of radio and television experience. Currently employed as sales manager with a terrific track record. Box H-176, BROADCASTING.

Producer/director . . . excellent background currently in top fifteen market desires position as production manager. Box H-235, BROADCASTING.

Sales

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701. 214-592-6280.

Announcer

Major experienced young (27) sportscaster TV and/or radio play-by-play, reporting, talk show . . . will head department or join large one. Box J-5, BROADCASTING.

Technical

Seven years television final control operations, Southeast. Box H-37, BROADCASTING.

Broadcast engineer seeks administrative opportunity with educational or commercial facility. B.S. degree, first phone, former instructor and photographer. Box H-192, BROADCASTING.

Seasoned production engineer. Tennessee or? Box J-9, BROADCASTING.

Want technician job, first phone, five years electronic experience. Box J-63, BROADCASTING.

Central New York—Have first - exp. Looking for technician TV position. 607-843-9370. Tim Braddock.

News

Television weatherman—personable, good appearance, medium market experience—BA degree—newswriting and directing experience. Potential anchorman and creative talk show host. References. Box H-104, BROADCASTING.

Experienced Black newscaster . . . presently working market half-million. Seek TV position or. Box H-173, BROADCASTING.

Experienced, dedicated professional offers solid, informative weathercasting. Have knowledge and the ability to share it. Gulf coast or west preferred. Box H-253, BROADCASTING.

Thoughtful pro with something to say seeks major market editorial position. Politics emphasized. Award-winning news background. Box H-254, BROADCASTING.

Newscaster with 3½ years R-TV experience including documentary and public affairs, interested in full time TV slot. Box J-27, BROADCASTING.

There's no substitute for experience and ability. I offer both in news, sports (including play-by-play), weather, writing and announcing. Half my life in broadcasting; age thirty-six. Excellent references, including network. Devoted to family and profession; seeking long-term association with opportunity. Box J-28, BROADCASTING.

Top Midwestern sports director—6 years experience. Looking for job with big league station. I'll get you ratings. Going up—not sideways. Box J-4B, BROADCASTING.

Sportscaster—experience in radio and TV. Play-by-play and commentaries with "personality." Seeks sports reporting plus on-air talent. Will relocate. Box J-59, BROADCASTING.

Programing, Production, Others

Production manager, producer/director, photographer/cinematographer. Do you need an aggressive, experienced young pro? Presently acting production manager in metro-market, want to move up. Box J-16, BROADCASTING.

Television—assistant sports director or metropolitan Midwest city wants to expand opportunities. College graduate. Box J-18, BROADCASTING.

Available Now! Production Manager/Producer Director with 18 years experience. Wish to relocate in South/Southwest/Southeast. Video tape samples of work available. Phone 617-256-3328.

WANTED TO BUY EQUIPMENT

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Used console, turntables, cartridge playback machines, and accessories to equip small studio. Send details and prices. Chief Engineer, WFBR, Baltimore, Maryland 21218.

We need (2) 10-ft. dishes 2-thousand MC with radiators; also 1-5/8 inch transmission line. Contact phone 618-253-7922 Chief Engineer.

Need used 400 foot tower. KLOV, Loveland, Colorado 80537.

RCA TP-66 16mm television film projectors needed immediately Contact G. Edward Hamilton, ABTO, Inc., 1926 Broadway, New York City 10023. 212-787-5000.

New Tax-deductible Los Angeles public TV station needs self-supporting tower immediately. Approximately 300' high, able to take 30-lb. wind load and 2" radial ice. Original engineering studies required. Michael Colvin, 1633 Westwood Blvd., Los Angeles, 90024. 213-478-0589.

FOR SALE EQUIPMENT

New, 500 foot, guyed, welded, TV cable or FM tower. Box J-33, BROADCASTING.

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Raytheon transmitter parts for RA-250, RA-1000A and RA-5A AM transmitters. Raytheon transformer repair service available. Write for prices and information. CA Service, Springfield, Vt. 05156.

RCA BTA-5F KW AM transmitter, excellent condition. Hy-Power Electronics, Dallas, Texas. (214) 272-5567.

IVC 800's (color) and RCA 23" color monitor/receivers available for lease. Extremely favorable terms. Richard Rubinstein, The Ultimate Mirror, Ltd., 127 West 79th St., N.Y.C., N.Y. 10024. Telephone 212-362-7500.

Mike Boom, Mole-Richardson type 103-B with perambulator. Mint condition. $950. Kluge Films, 5350 W. Clinton Ave., Milwaukee, Wis. 414-354-9490.

Capstan idlers for Ampex 300, 350, 440 series, self aligning with replaceable ball bearings. $22.50 net. VIF International, Box 1555, Mtn. View, Cal. 94040. (404) 739-9740.

Sparta AC-155 studio control/remote unit. Purchased new 1970 for $1280.00. 214-264-1934.

Liquidation sale—Dynair CCTV transmitter (modulator), #TK-1B. Excellent condition - Never used. $210.00. 3 - Quick-Set Hercules pedestals, #5450, including "CamLink" heads, #5230. Mint Condition $150.00, each. Quick-Set Hercules Tripod, #5302, including "CamLink" head, #5230, and Dolly, #5602, Mint Condition, $160.00. RCA Mike Boom (Century made, #1910), #MI-11070—for TV Studio, Max. Ht. 8', Boom Lgt. 18', Mike swivel controlled at rear. Mint Condition. $150.00 RCA, TV Camera cables, #26725-E6, 27-Conductor, with LKT connectors, each 100' long, 2 cables available. New—$75.00 each. 215-623-7280.

1—TR-5 VTR with new spare head - excellent condition. 1—6x2 color switcher w/Ball Bros. effects. 3—GE PE11 B&W cameras good condition complete with heads, tripods—power supply. 1—solid state GE Sync Gen w/o color module. 1—VS 121 B Switcher w/GE effects gen. 1—Tele sync test gen w/multi, stairstep window (tube type) excellent cond. 1—Record o phone—auto answering service. Call area code 716-244-6265.

Brand new RCA 5762/7C24, carton never opened. Prepaid shipment upon receipt $220 payable KNDR, Box 1268, Chickasha, Okla. 73018.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer, Box 8057, Pensacola, Florida 32505.

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Earn Electronics Degree mainly by correspondence. F.C.C. license preparation included (optional). Accredited, Accrediting Commission NHSC. G.I. Bill approved. Free brochure. Write: Registrar, Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas*** 2603 Inwood Rd. 357-4001.

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Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

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R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

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Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition $333.00. Housing $16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. $(10.00 with broadcast endorsement) 2nd. ($12.00), and 1st. ($16.00), phone exams; complete package, $25. Research Company, Dept. B, Rt. 2, Box 448, Calera, Alabama 35040.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

Think about it. We cost less but take more time to prepare you for a first phone. 10 weeks $355. It's the best way. State approved. Omega Services, 333 East Ontario, Chicago, Illinois 60611. 649-0927.

ARE YOU interested in a professional announcing career in radio? Enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, N.M. Three months training on 2 commercial radio stations . . . KSVP AM/KSVP FM stereo gives you 3 months actual commercial announcing experience that really counts when you apply for your first job. Third class radio-television license with broadcast endorsement training included. Room and board available and placement assistance. Small classes. Bonded! Certified by the New Mexico State Board of Education. Approved for veterans! Classes year around beginning Jan. 1st, April 1st, June 1st, Sept. 1st. Enroll now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, N.M. 88210. Phone 505-746-2751 for reservation!

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Deejays! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Announcers, engineers: Increase your income. Information free. Sceptre, 4812 Imperial Terrace, Louisville, Kentucky 40216.

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PLEASE SUBMIT: Aircheck or Video tape • Resume & References • Current Photo • Desired Salary • Desired Format • Location Preferred

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Help Wanted

NEW MEXICO IS A GOOD PLACE TO LIVE

Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements.
New Mexico Broadcasters Association, 709 Fruit Ave., NW, Albuquerque, N. Mex. 87106

Announcer

MODERN COUNTRY MORNING DRIVE

One of the top chains in the country is expanding again. We are looking for a high calibre, stable personality to work in one of the top 20 markets. Send tape and resume to:

Bob Clayton . . . KBOX Radio . . . 9900 McCree Rd., Dallas, Texas 75238.

MAJOR MARKET RADIO

Wanted immediately. Combo man. Prefer first ticket. Will accept third. Excellent opportunity for big talent now working in small market. Prefer applicants from New York/Philadelphia/Baltimore area. Replies confidential. Write Box J-14, BROADCASTING.

MOR AIR PERSONALITIES

If you're experienced, professional, solid, humorous or topical with mature voice, we may have an opening for you in our highly rated and growing Golden format. Send air check and resume to:

James A. Noe, Jr.
President
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Technical

MAINTENANCE ENGINEER

Requirements:

First Class Radiotelephone license. Tech school graduate or equivalent. Experienced in Solid State Maintenance. Min. 3 years UHF transmitter maintenance.

EO Employer M/F Box J-40, Broadcasting

Major Market AM needs Chief EnginEAR (cq). Experienced in all phases. DA-1 with growth plans. Real opportunity for sound-oriented, creative engineer. East Coast.

Box J-51, Broadcasting

News

Drive Time Newsman

A leading station in a top 20 market (located in the Southwest) is expanding its News Staff.
If you are energetic, articulate, write well, can evaluate news and deliver it well, send tape and resume to

Box H-264, BROADCASTING

Midwest News and Talk

has excellent opportunity for experienced broadcaster with "open phone" capability or potential. Should have a good news background and must desire to opinionate strongly, preferably as a conservative. Male or Female, Black or White, send resume, picture and tape. Strictly confidential.

Box J-38, Broadcasting

METEOROLOGIST
for
Syracuse TV Station
On-the-air weather.
Send resume and tape to
E. James McDonald
1030 James St.
Syracuse, NY 13203

Programing, Production, Others

PROGRAM DIRECTOR

For Contemporary format of top rated station in 83rd market. Creative mind and administrative ability essential. Confidential reply with air check and resume to: James M. Watt, General Manager, KSTT, Inc., P.O. Box 3788, Davenport, Iowa 52808.

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Programer/Consultant

One of the heavies since 1957—now national P.D. small & medium-market, multi-station group—wishes return to major market programing position or G.M. slot, small or medium market. Good track record, references. Reply in confidence to

Box H-261, BROADCASTING

Announcers

MAJOR MARKET MOR PERSONALITY

Super daytime entertainer ready for connection with outfit that wants ratings now. Stable professional with top background.

Box H-256, BROADCASTING

Announcers Continued

YOUNG PRO

ARB says I pulled a 36 in my 19 station market. I am a good, smooth, warm, polished professional midday or mornings—top 40 or MOR. I am very employed—but will move for the right major opportunity.

Box J-22, BROADCASTING.

News

NEW YORK CITY NEWS DIRECTOR

14 years experience handling major national news—space shots, political conventions, etc.—as reporter, anchorman, executive. Station economic crisis forces separation. Ready to move anywhere for exceptional opportunity. National award-winner. Family man. M.A. in Mass Communications.

Box J-23, BROADCASTING.

Programing, Production, Others

SPICE OF SPONSORS

Is variety. Network quality voice will voice your spots with spice, TLC, and a smile. Fall line-up special: 60's, $15. 30's, $10. ID's, $5. 24-hour automated formats (ID's promos, etc.), $25. Volume and cash discounts. Send copy, instructions to **RICK O'SHEA PRODUCTIONS, 1111 Las Vegas Blvd. So. Ste. 317, Las Vegas, Nevada 89104.** Free Las Vegas show info.

PRODUCTION DIRECTOR

In Top 10 Market rocker, available now. Have first ticket, can do maintenance . . . and combo . . . 7 years experience. Looking for position with future and stability. Prefer Midwest but will consider other areas.

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TELEVISION

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Our TV and Radio station clients, including several major groups, are constantly looking for exceptional young management talent in the $18,000 to $40,000 salary range. If you are currently a General Manager, Sales Manager, or salesman and would like to be contacted when openings occur that fit your qualifications and career goals, send resume to:

RON CURTIS & COMPANY, O'HARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631. RESUMES WILL NOT BE SUBMITTED TO CLIENTS WITHOUT YOUR APPROVAL. NO FEE.

Technical

IMMEDIATE OPENINGS
FOR TV TECHNICIANS

Video operators—Norelco and Fernseh

VT Maintenance VR 2000
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VR 3000
AVR-1
Maintenance Engineer
Audio Mixers

We are a West Coast TV facility company involved in sports, commercials and show throughout the world. The technical people we are seeking must be self starters able to communicate with management and clients.

Only the highly-qualified need apply. Top wages for top people. Send resume to: Box J-64, Broadcasting.

Situations Wanted

News

Large market anchorman-reporter

wishes to join excellent major market TV news operation as part-time or week-end anchorman-reporter. All the credentials, $12 to $15 thousand minimum. Reply:

Box J-31, BROADCASTING.

FOR SALE EQUIPMENT

For Sale—Broadcast Mobile Studio. 1969 Cortez Camper. Paneled, Wired and ready to Broadcast. Turntable, 4 Channel Mixer, 25 Watt Amplifier, 4 University Horns, Red Revolving Emergency Light. Factory installed DC A/C and 110 Volt A/C units. $6800

Don Kern, W-SHO Radio, 2820 Canal St., New Orleans, LA 70119. 504-822-2271.

WANTED TO BUY—Stations

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Small market AM in Minnesota, Wisconsin or Iowa. Experienced broadcaster wants owner/operator situation. Up to $300,000 on terms. All replies confidential.

Box J-13, BROADCASTING

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E	Small	Fulltime	$250M	Terms
E	Medium	AM/FM	365M	Terms
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W	Major	Daytime	300M	Nego
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Profile

Performing double duty for the advertising business: James John McCaffrey

"Jim McCaffrey is ideally placed to head up the American Association of Advertising Agencies at this time of transition. He has no stake in preserving the old guard, nor does he identify with the 'new.' He is not a revolutionary in advertising."

The speaker is a McCaffrey colleague and head of a New York advertising agency. He is speaking of James John McCaffrey, chairman of McCaffrey & McCall, and since last March, chairman of the AAAA. He has worked with Mr. McCaffrey on AAAA affairs and found him a "talker who is entertaining and interesting. He has tremendous ideas and enthusiasm. But his work tempo is incredible. He has more energy than most people I've known. He's a bundle of energy and ferment."

He will need the energy. Mr. McCaffrey says he knew from the beginning that he "was biting off a load of work" by assuming the chairman's post at the AAAA, "but this business has been good to me. I owe it something in return. I feel I should put something back in to it."

He got into "this business" by accident. His first job—which was supposed to be a temporary one—was with Young & Rubicam under the tutelage of pollster George Gallup, then Y&R director of research, and later under Tony Geoghegan in media. He started out in 1944 as an assistant space buyer at $32.50 a week.

His accomplishments in media are remembered. An advertising man who worked with Mr. McCaffrey at Ogilvy & Mather recalls "the first plan we did for Lever Bros., which was a new account in the late fifties. Rather than a media plan, Jim had us compose a 400-page document, an *encyclopedia*, for an account that was budgeted for $400,000 or $500,000!" But, says this same friend, "Jim has been successful and his rise spectacular because he has never forgotten his media heritage. He never forgot that there are problems in media."

He is "putting something back" now by serving as chief executive of an agency whose billings bounded from $10 million in the early sixties, when he arrived on the scene, to the rate of more than $55 million at the present. He still concerns himself directly with clients, traveling a great deal to meet with them.

On top of that, he has superimposed the duties as chairman of AAAA, which demand time in conferences, discussions, speeches and consultations, including more travel to Washington.

Mr. McCaffrey got off to a typically energetic start with AAAA: "You guys aren't down there to make such mistakes," he said in a public address, referring to attorneys who staff federal regulatory agencies, "particularly when they are so obviously avoidable."

James John McCaffrey, chairman, McCaffrey & McCall, New York, and chairman, American Association of Advertising Agencies; b. May 15, 1922, New York; BA, Princeton University, 1944; joined as space buyer and advanced in various posts in media to associate media director, Young & Rubicam, New York, 1944-52; media director, Anderson & Cairns (now Chirurg & Cairns), 1951-52; media director, Hewitt, Ogilvy, Benson & Mather (now Ogilvy & Mather), 1952; VP, 1953; senior VP, member of board, 1955; transferred to account management, 1957; president, chief executive officer and member of board, C. J. LaRoche and Co., New York (now McCaffrey & McCall), 1962; present post, 1963; AAAA chairman, 1972; m. Virginia Ruth Given, 1946; children—Mrs. Stephen E. (Nancy) Rathnell, 24.

In that same speech (he writes his own) he took on the chairman of the Federal Trade Commission, Miles Kirkpatrick, noting that Mr. Kirkpatrick had publicly indicated the commission had issued complaints against advertisers, later retracting them as "not well founded." Mr. McCaffrey said of Mr. Kirkpatrick, "not enough, old boy." He meant it was not enough to admit the mistakes that agency had made; the damage was done when the complaints were publicized by the FTC.

Those who have sat in his spacious office note that Jim McCaffrey's temperature easily rises when the discussion gets around to the relationship to advertising of Washington and consumerism. He says he deplores the ad practitioners who fail to withstand the heat in Washington's kitchen—"those old gray birds who fade into the background, who fall back on the crutch that advertising is a service business, who use this as a convenient dodge from taking a stand on an issue. There are a lot of ostriches in this business who will bury their heads in the sand," says Mr. McCaffrey. "But it isn't going to go away."

Mr. McCaffrey has that particular feeling about advertising because he believes in it. Long ago, he says, he tired of "taking an unending string of abuse from doctors, dentists and postmen at cocktail parties who see advertising people as mind-twisters, prevaricators and leeches, who are prying the consumer away from his money."

When he took office last March at the helm of AAAA, Mr. McCaffrey vowed that the organization would face advertising problems "squarely," that it would participate in industry affairs with its head up and would "face facts."

Mr. McCaffrey notes that advertising is the "visible part" of business. "It has a high silhouette. Advertising is a big fat target for attack by those who would attack business." And, he adds, the "first incursions" by government in this area will be to "overregulate broadcasting" because of its vulnerability.

Mr. McCaffrey himself is a vigorous man with a love for the outdoors. He takes several fishing trips each year—fly-fishing in Labrador for trout, in Northern Quebec for Atlantic salmon and "three good weeks" of fly-fishing in September in Maine and bone-fishing in the Bahamas in early spring, if he can afford the time. His wife, who he says enjoys fishing, accompanies him.

Mr. McCaffrey, ivy prep (Philips Andover) and Ivy League (Princeton), had been active in soccer, hockey, baseball and golf, but at the beginning of his sophomore year at Princeton he was stricken by polio. Today, he walks with a cane. Often, when mulling over a situation, Mr. McCaffrey will get up from his desk, cane in hand and walk about in cadence with his thoughts.

If there is a message Mr. McCaffrey has for the advertising business, it's this: "Let's stop the constant hand wringing and acceptance of second-class citizenship. I am proud of this business, and I sometimes wonder about others. This is the age of candor, Let's, as the kids say, 'tell it like it is.' "

Editorials

Brief encounter

If the Zenith salute to memorable television programing lays an egg next Sunday, Sept. 10, when it opens ABC-TV's new season, it will not be for want of material. Indeed the profusion and diversity of programing over the past 25 years defy condensation. At best, the Zenith sampler can pluck a random image here and there from the torrent that has poured from the American television system.

If it does no more than evoke a few memories, the Zenith program will perform a useful service. The American audience needs to be reminded that its world has been enormously enlarged in the short course of television history. Twenty-five years ago it was a television event when stations in New York and Philadelphia were connected—never mind the crudity of the program that was transmitted. How many viewers, watching the current coverage of the Olympics, transmitted live by satellite from Munich, have stopped to think that it was less than 21 years ago that a television audience first saw the West and East Coasts linked on a live broadcast?

The advance of television technology and content has been nothing short of dazzling. The preview of the 1972-73 season that appears elsewhere in this issue would have been regarded as the wildest science fiction if it had appeared in this same publication 20 years ago.

Who can complain of sterility in a television season that will offer Liza Minnelli and Marlene Dietrich, Laurence Olivier and Sal Mineo, Burt Bacharach musicals and Ingmar Bergman dramas, election coverage and football games, movies made for theaters and movies made for television, series for habitual viewers and events for everyone?

Perhaps retrospectives like Zenith's should be done at shorter intervals, say once a year, to keep the audience reminded of the true extent of television's contribution.

First principle

In politics and personalities Harley O. Staggers and Richard G. Kleindienst could hardly be less alike. A West Virginia Democrat upon whom longevity alone has conferred the chairmanship of the House Commerce Committee is not the synonym that comes instantly to mind at the mention of a Republican from Arizona whose fingertips still bleed from sudden ascent to the attorney generalship. Yet these two incompatibles find themselves on common ground when searching—as everyone in Washington does constantly—for an easy target.

Mr. Staggers, casting about for timely subjects to discuss in a speech to the indigenous West Virginia Broadcasters Association, discovered television violence. Without credit to his Senate counterpart, John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who staked a claim to exclusivity years ago, Mr. Staggers advocated action now to reduce the incidence of aggression on the tube if only because there is a possibility, however unproved, of a relationship between television and real-life violence.

Mr. Kleindienst, submitting to an interview with a *Washington Post* reporter on the Watergate-bugging case, was asked an unrelated question at the end. How did he, as the official in charge of Mr. Nixon's law-and-order campaign, explain the 11% rise in serious crime that the FBI had reported a day earlier? As the *Post* reported it, Mr. Kleindienst blamed it "in part" on television's impact on society. "There are too many violent programs," the *Post* quoted Mr. Kleindienst as saying. On request for clarification afterward, Mr. Kleindienst modified but did not disavow the quotation as published in the *Post*.

There is, in all such indictments of television as a source of social ills, the ultimate in cop-outs. Here are officials who refuse to face or finance the intricate solutions to the intricate problems that increase the incidence of crime. It is easier and politically safer to put the blame on a medium that is just as unable to supply proof that it is not guilty as the government and its million-dollar studies are to prove that it is. Whatever happened to that old principle of innocence assumed until disproved, Mr. Kleindienst?

September to November

It's post-mortem time.

Pundits have tried hard but have failed to lay a glove on broadcast coverage of the two totally dissimilar political conventions. The Democratic performance was haphazard, with bungled prime-time opportunities; the GOP as smooth as silk with an unscheduled extra prime-time shot by Candidate Nixon.

No fault was to be found because the networks kept control throughout. If there were efforts to "manipulate," they failed to corrupt editorial judgments.

Although it might be a breach of custom, print-media correspondents unintentionally paid high compliments to their broadcast colleagues. They witnessed every move and mood, allowing network reporters to be their "legs" on the floor and around the town, covering interviews and happenings. At practically all times the press galleries seemed to be half to two-thirds empty.

The needling now has begun for a round of great debates. The McGovern forces will taunt and prod, and Candidate Nixon in effect has said he will ignore the thrusts. If there is lesson he learned in 1960, it was not to provide a platform for the opposition.

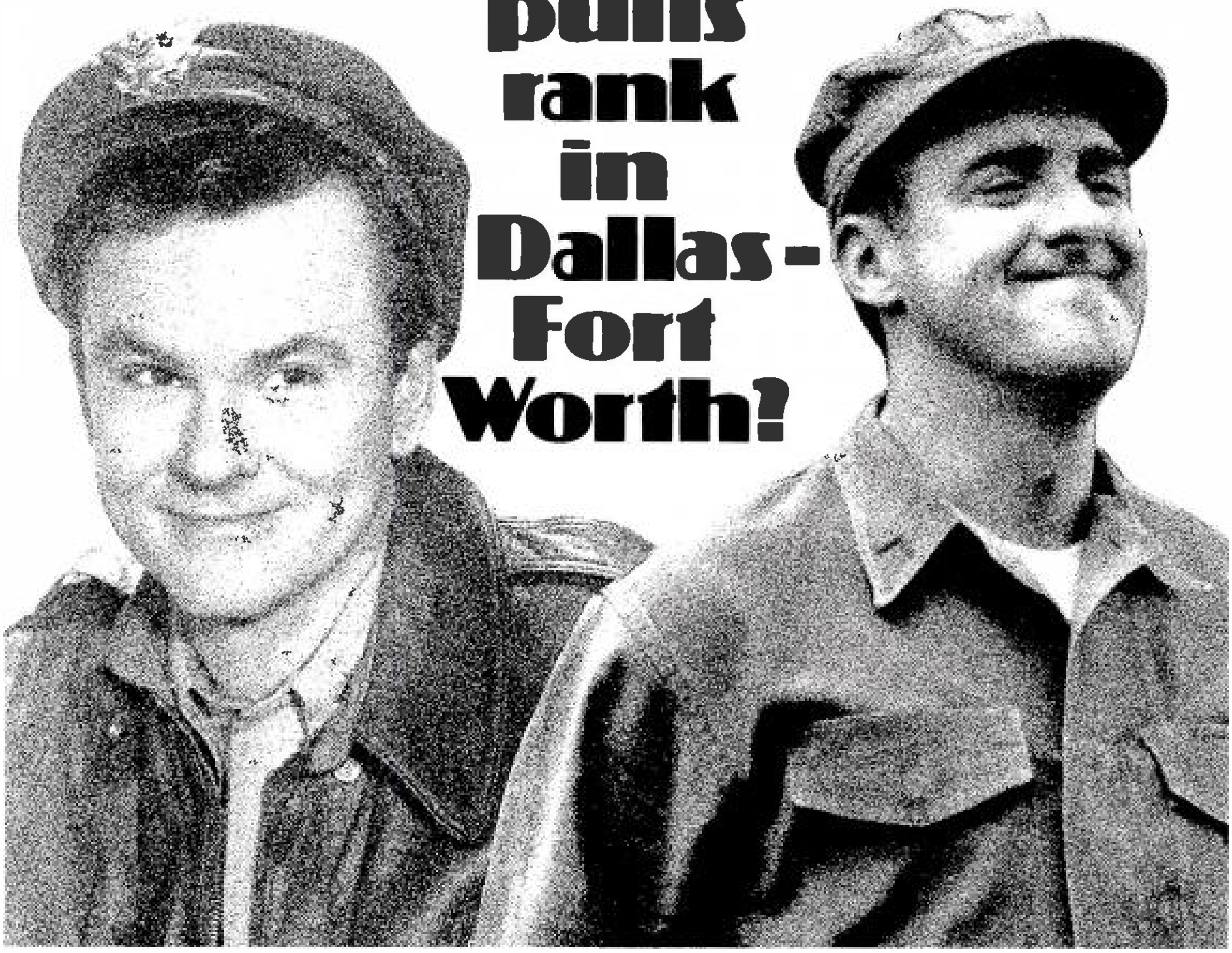
From here in, broadcasters must play it cool if they hope to redress the legislative wrongs in the next Congress.

A discriminatory and probably unworkable political-spending bill gets its first workout in this campaign. The omnipresent Section 315 with its manifestly unfair fairness doctrine bedevils broadcasters but not their competitors with an additional heavy burden in this general election year.

Drawn for BROADCASTING by Sidney Harris

"You've already met a dark young man in Mexico? Then this must be a rerun."

Who pulls rank in Dallas-Fort Worth?



HOGAN'S HEROES are equipped with the greatest weapon of all in the audience race —humor! Col. Robert Hogan and his fumbling foils Sergeant Schultz and Kommandant Klink continue to delight audiences Monday thru Friday, 8:00 PM.

GOMER PYLE-USMC is stationed at KDTV this fall. Jim Nabors stars as GOMER PYLE, the Marine Corps' most bumbling, gullible leatherneck. He may be inept, but he continues to pull rank in the ratings Monday thru Friday, 7:30 PM.

Our supply lines are open, with more great fall programming ammunition arriving every day. Gomer Pyle-USMC and Hogan's Heroes are just two of the high ranking names we've recruited for fall. Interested in winning the Dallas-Fort Worth battle? Call KDTV, or your HR man!

Great sitcoms from

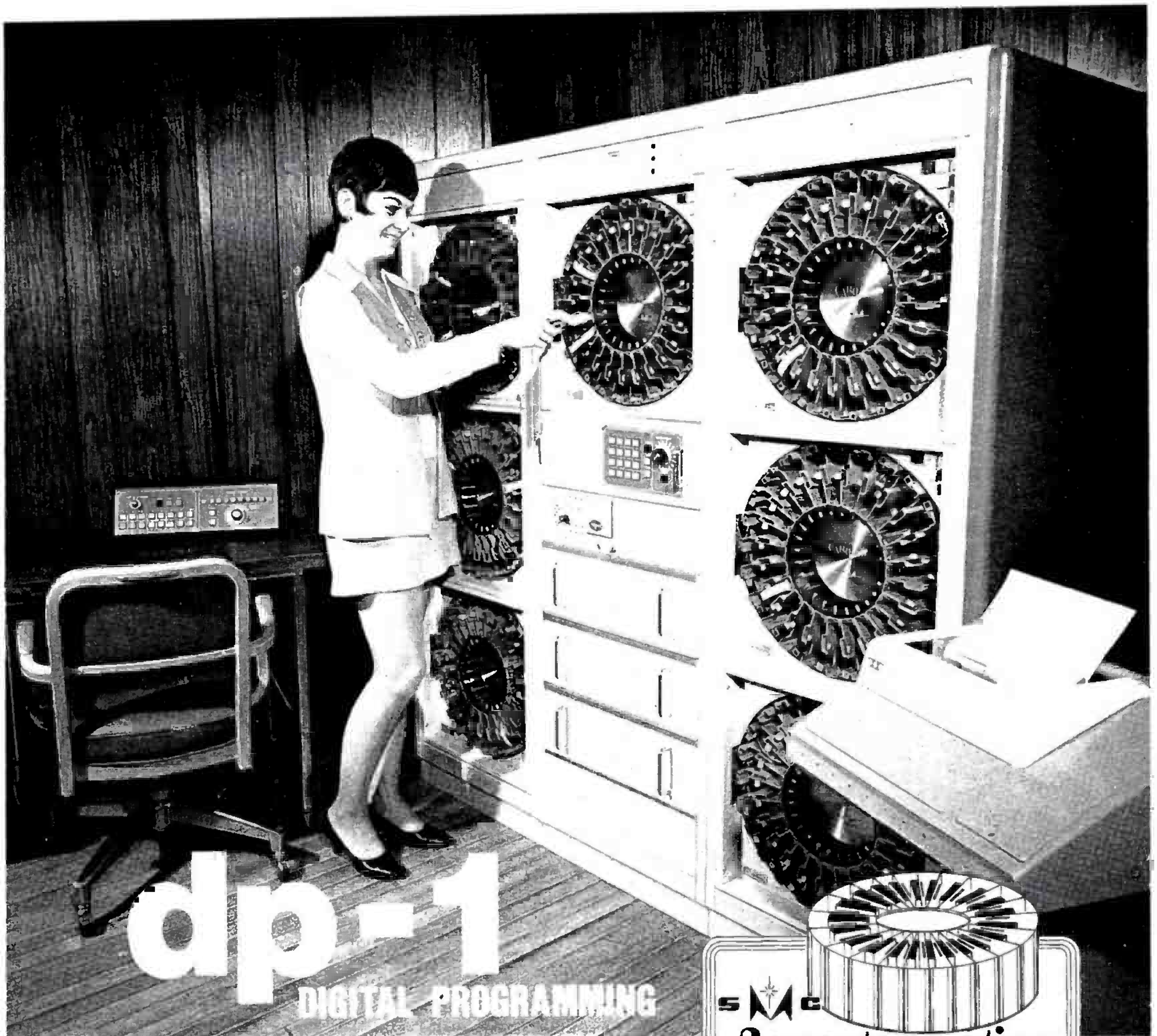
Viacom on KDTV

Dallas/Fort Worth (214) 521-3900

HR television, inc.

db A Doubleday Station

TELEVISION: KDTV, Dallas; KROD-TV, El Paso; KOSA-TV, Odessa-Midland - represented by H-R TV. RADIO: KHOW, Denver; KRIZ, Phoenix; KITE & KEXL-FM, San Antonio - represented by RAR. KROD, El Paso; KDEF & KDEF-FM, Albuquerque - represented H-R. For facts and figures, write any of our stations or their representatives.



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