

Dateline Munich: A tragic sidebar to Olympic coverage

Broadcasting Sep 11

The newsworthy of broadcasting and allied arts

Our 41st Year 1972



Academy Award Winner!

BEST SUPPORTING ACTOR (Peter Ustinov)

"A big, beautiful, glittering, gaudy, electrifying suspense film." ★★★★★ — NEW YORK DAILY NEWS



Topkapi

(Available after Network)

"Absolutely beautiful, diamond-studded de luxe comedy. One of the most dazzling exhibitions of brain, brawn, derring-do and sheer death-defying luck. One of the best comedy-adventure films in years." — JUDITH CRIST

Just one of the 30 superb feature films for local telecasting in...

UA Showcase 7

United Artists Television



Entertainment from Transamerica Corporation

36112L1BRAAR518AVAK<DEC/84
A U L I B R A R Y
U S A I R F O R C E
S E R I A L A C Q U I S I T I O N

EWSPAPE

WBIR-TV

Gets Next to People



and animals —too!

The Knoxville Animal Shelter had a problem, too many homeless dogs and cats and no place to put them, except "to sleep." WBIR-TV heard about the sad plight of these stray animals and appealed to the public to visit the shelter and take home a "pet." They responded by the hundreds. The overcrowded condition at the

Knoxville Animal Shelter was alleviated in one day and the human love for pets was gratified. WBIR-TV is for people—we reach thousands of them every day—they watch the BIG TEN . . . depend on it for news information and entertainment. But we like to help animals, too . . .



MULTIMEDIA

Represented by KATZ

WFBC-AM-FM-TV, Greenville, S.C.
WBIR-AM-FM-TV, Knoxville, Tenn.
WMAZ-AM-FM-TV, Macon, Ga.

WBIR-TV

KNOXVILLE, TENN. CBS



Now Available



32 outstanding features including Cleopatra, The Sand Pebbles, Those Magnificent Men in Their Flying Machines, Tony Rome, How to Steal a Million, Mr. and Mrs. Bo Jo Jones, Bandolero!, Fantastic Voyage, The Prime of Miss Jean Brodie, Tribes and The Kremlin Letter.



#



10 PM NEWS

TV HOUSEHOLDS

TOTAL PERSONS

TOTAL WOMEN

WOMEN, 18-49

WOMEN, 18-34

WOMEN, 25-49

TOTAL MEN

MEN, 18-49

MEN, 18-34

METRO RATING

ADI RATING

ARB Estimates -
May, 1972

TV 8

KRNT • DES MOINES

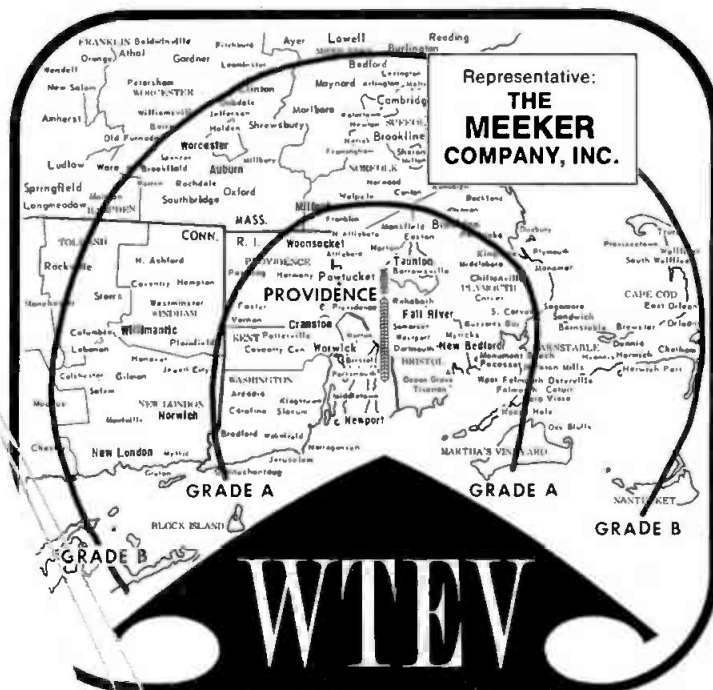
A Broadcast Division of
Cowles Communications, Inc.

Broadcasting **Sep 11**

	CLOSED CIRCUIT	7
	AT DEADLINE	8
	DATEBOOK	16
	OPEN MIKE	19
	MONDAY MEMO	20
The world's television viewers watched by satellite as Arab terrorists turned the Olympic games from a spectacle into a nightmare. ABC-TV shifted from its exclusive sports coverage into a massive news effort; other networks—and radio—also made their mark.	LEAD STORY	22
The Army's problem: How do you get them back for free after they've seen those paid commercial campaigns?	BROADCAST ADVERTISING	26
Big local-TV advertisers are spending more than ever.		29
Blacks lose quest for rehearing of WMAL-TV case, but court's opinion offers hope to citizen groups.	MEDIA	35
The long arm of broadcast regulation in Canada.		40
Push starts for representation of independents on NAB board.		41
FCC prepares to dig into children's-programing issues with series of panel discussions set for next month.	PROGRAMING	44
Newsmen's privilege to get a hearing on the House side.	BROADCAST JOURNALISM	47
Comsat, MCI-Lockheed agree—with a lot of conditions—to join in building a multipurpose satellite system.	EQUIPMENT & ENGINEERING	50
Government subsidy for rural cable systems? It could happen if Tiernan plan becomes reality.	CABLE	52
	MUSIC	53
	FINANCE	54
	FATES & FORTUNES	56
	FOR THE RECORD	58
SESAC's Alice Prager: The boss's daughter is a boss in her own right.	PROFILE	67
	EDITORIALS	68

To be a winner in the Providence ADI Buy WTEV

In this burgeoning area - Providence, New Bedford, Fall River and other important cities and communities - use the strong voice of WTEV to carry your sales message. Count on this station to reach and deliver this unusually responsive audience.



12
US12

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

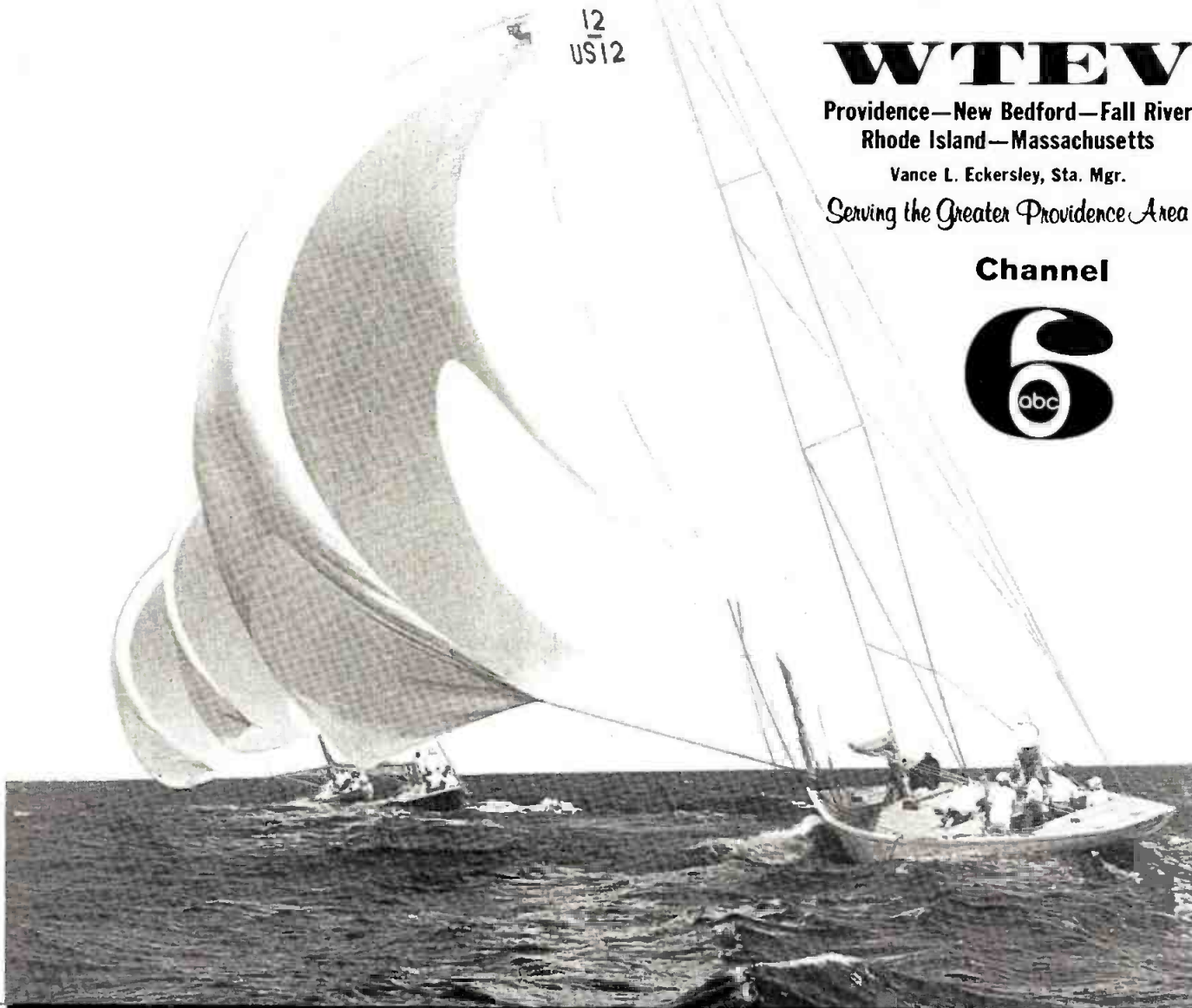
Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel

6

abc



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

Closed Circuit®

Access kickoff

TV season that starts this week is one FCC and other advocates of prime-time access rule have been insisting everyone must wait for, because it's first in which access rule will be fully operative (no off-network series in access periods in top 50 markets, nor any movies not "rested" at least two years). Rule couldn't be called unsuccessful off past season's performance, they said, because it couldn't be realistically judged until in full force. Now come figures suggesting that to great extent full rule was in effect during past season: In top 50 markets, according to study conducted for Warner Brothers television, 82.7% of all access-period programming last winter would have complied with rules going into effect now. And in biggest markets, average was much higher.

Warner TV officials, who make no secret of their desire to see rule repealed, figure Washington got its "wait till this year" stance from what it was seeing on tube there and projecting this to all markets. Study showed, as they suspected, Washington and Baltimore programming was not up to 1972-73 access requirements as often as in many bigger markets: Baltimore's would have complied 80% of time and Washington's 85%, latter slightly above top 50 average but below 95% recorded for New York, Los Angeles, Chicago, Detroit and San Francisco, 93% for Philadelphia, 88% for Boston, among others, and—highest score in top 50—almost 98% for Seattle-Tacoma.

... and in Washington

Draft of FCC document that could lead to repeal of prime-time access rule is expected to be on commission agenda next week. It is notice of inquiry and rulemaking designed to permit new, hard FCC look at controversial rule. Notice would ask for comments on variety of proposed modifications, including Commissioner Robert E. Lee's suggestion that station limitation on number of hours of prime-time network fare be changed from three hours daily to 21 hours weekly. It would also ask whether rule should be continued without change or scrapped altogether.

Commission hopes to receive comments and act on them by early spring, to permit networks to make whatever changes would be called for in time for 1973-74 season. Present reading indicates there are three votes for repeal—those of Chairman Dean Burch and Commissioners Charlotte Reid and Richard E. Wiley.

Quotas vs. Goals

FCC Chairman Dean Burch may try his hand next week at explaining FCC's in-

sistence on broadcasters maintaining effective affirmative equal-employment-opportunity programs without, at same time, resorting to quotas. Chairman, who will speak at CBS affiliates meeting in Phoenix Sept. 21, will probably emphasize that President Nixon's opposition to use of quotas, is FCC's policy, too.

But chairman also is expected to make it clear this does not mean commission will condone lack of effort on broadcasters' part to maintain effective equal-employment programs. In this connection he may explain rationale behind commission action two months ago in querying 30 stations in Pennsylvania and Delaware whose annual minority-employment records raised question as to vigor with which they were implementing programs (BROADCASTING, July 31).

Man for all seasons

Selection of Norman Walt as operating chief of McGraw-Hill broadcast arm (pages 12, 44) indicates scope of company's ambitions in electronic communications. Not only is he veteran broadcast executive—in sales, management and policy areas—but experience in cable and cartridge television over past half-dozen years furnishes unique credentials for competition against or participation in those and other elements of broadcasting and allied arts.

Deferred success?

One of pioneers of pay TV's most ambitious projects—Subscription Television Inc., which bombed out in 1964 California referendum—is anxiously contemplating rebirth, in whatever form it may take. Walter O'Malley, 68-year-old owner of Los Angeles Dodgers, who was investor in Sylvester L. (Pat) Weaver's Subscription TV, is eyeing pay-TV tests via cable in San Diego under Cox cable auspices.

Ever since he moved Brooklyn Dodgers to West Coast dozen years ago, Mr. O'Malley has had dream of "box office" baseball. He believes cable will make it come true and that his Dodgers will become all-West Coast attraction for established fee.

"Ambassador" Lee

FCC Commissioner Robert E. Lee is becoming FCC's "man in. . ." Last spring it was Canada, as part of U.S. delegation to preparatory meeting in advance of International Telecommunication Union conference to be held in Geneva in fall of 1973. This Friday (Sept. 15), he heads for Tokyo as part of U.S. delegation to another preparatory conference, this one involving Canada, Australia, United Kingdom, as well as Japan and U.S., and scheduled to last eight days. And next

April, he will head U.S. delegation to ITU administrative conference on telephone and telegraph matters.

The other shoe

Second and final batch of Triangle Publications station sales is due for FCC consideration next week. Involved are transfers of WFBG-TV (ch. 10) Altoona and WLYH-TV (ch. 15) Lancaster-Lebanon, both Pennsylvania, and WBNF-TV (ch. 40) Binghamton, N.Y., to Gateway Communications Inc., headed by George Kohler, manager of Triangle's broadcast division, for \$14,475,000. WBNF-AM-FM are being spun off to Stoner Broadcasting System Inc. for \$1,100,000, and WFBG-AM-FM to Gilcom Corp., for \$425,000. With no petitions to deny sales, approval seems likely.

Do people flunk advertisers?

Professor John A. Howard of Columbia University and consultant to FTC executive staff, charged with analysis and summary of last year's month-long hearing on advertising practices, holds there is one inescapable conclusion from testimony: Idea that advertisers know how to manipulate people just isn't so. Professor Howard headed team that claimed to have developed technique for tracking effects of advertising on sales (BROADCASTING, June 5). Report to FTC will refine 2,000 pages of testimony from 80 witnesses. First draft was reviewed last week.

Tried it, liked it

Public television's "experiment" in gavel-to-gavel focus on formal political convention proceedings has been judged so successful that some in medium are already talking about similar approach four years from now ("if public television still exists," one official said ruefully). Public and press reaction has been heavily favorable. Newsmen in medium, who opposed idea of "journal of record," as experiment was originally billed, note that coverage went beyond that to include extensive analysis by correspondent Bill Moyers. Some local stations also have practical reason for welcoming coverage: They received numerous postconvention contributions that were said to be directly related to convention coverage.

Must the show go on?

Plans by Senator George McGovern's campaign committee to put together second TV show or other fund-raising effort have run into snag. Actor Warren Beatty, who had been charged with gathering top-name talent, has suddenly pulled out of project. Talent problems had caused cancellation of planned Aug. 29 telecast on NBC-TV (BROADCASTING, Aug. 21). Democrats are now assessing need for second spectacular.

At Deadline

Can't win for losing, ARB finds in ratings row

American Research Bureau appears to have weathered that big controversy with broadcasters but, paradoxically, has lost substantial ground among agencies. For coming TV season ARB is certain to fall below 50% for first time in several years, in terms of spot-TV billings placed on basis of its local-market reports. Conversely, Nielsen Station Index will go over 50% mark for first time.

Agencies switching from ARB to Nielsen include Leo Burnett, Ogilvy & Mather, Grey, Foote, Cone & Belding and Ketchum, MacLeod & Grove. With those changes, observers estimate that, of spot-TV business placed on basis of one or both services, 40%-42% will be placed on ARB, 58%-60% or so on NSI.

ARB officials say agency defections are hard to figure and not easy to take because, as one executive puts it, "agencies pushed us into the Major Market Television plan"—cause of all that trouble with broadcasters—"and then some of them pulled the rug out from under us." But since backing away from MMT plan ("Closed Circuit," Aug. 21), ARB reportedly has won back all but one of major group broadcasters who had defected or threatened to defect. These are said to include ABC, CBS, NBC, Cox, Westinghouse, Storer, Poole and Kaiser groups. Continuing holdout is Metromedia. One other major group is still out—RKO General—but it was out last year too.

Triangle-Multimedia sale clears final FCC hurdle

Triangle Broadcasting Corp.'s \$7,312,500 sale of WSJS-TV Winston-Salem, N.C., to Multimedia Inc., which appeared to be in trouble at FCC two months ago, has been approved by commission. FCC in July had expressed concern over Regional concentration of control of mass media, as result of Multimedia's broadcast, newspaper and CATV holdings in area, and asked parties to make special public interest showing justifying sale ("Closed Circuit," July 31). Commission on Friday (Sept. 8) said that responses by applicants—particularly Multimedia's assertion that it proposed more than 30% increase in local-live and public-affairs programming—indicated grant would be in public interest.

Commission vote was 5-to-0, with Chairman Dean Burch and Richard E. Wiley concurring in result. Commissioners Nicholas Johnson and H. Rex Lee, who had questioned sale most sharply in July, were absent.

Observers took special note of vote

The FCC's concerned. Commission is looking into network wrangle over use of satellite to cover Arab terrorist attack on Israeli compound at Munich's Olympic Village last Tuesday (see page 22). Dispute principally involved ABC and CBS—each had refused each other's requests to share satellite, and both had refused NBC's—but commission staffer contacted Washington representatives of all networks and asked for background of press reports of incident. Inquiry was initiated by complaints and compliance division, but was cleared through chairman's office. Only explanation offered for inquiry was that reports were "disturbing." Networks have promised detailed responses.

of new commissioner, Benjamin L. Hooks, supporting commission position. He had voted on few items since joining commission on July 5, none indicating his position on controversial issues.

Multimedia's broadcast holdings include WFBC-AM-FM-TV Greenville, S.C.; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga., and WWNC(AM) Asheville, N.C.

Triangle, which owns CATV system in Winston-Salem, said it sold WSJS-TV to comply with commission rule barring CATV-TV crossownership in same market. Triangle will continue to operate WSJS-AM-FM under those call letters.

Where there's a lag, there'll be Hooks

FCC Commissioner Benjamin L. Hooks has been given new job by Chairman Dean Burch. He's to be Backlog Commissioner—first to hold that title.

Chairman Burch, in memorandum urging Commissioner Hooks to take job, said backlog problem is one of most troublesome facing commission—it earns commission "more gigs from the Congress, industry and user groups and the public at large" than any other "administrative failing." And chairman said it is past time to make special effort to diagnose cause of backlogs and then to outline courses of action that "promise hard results."

Chairman said commissioner could call on senior staffers for help, and said he would recommend to commission that member of general counsel's staff, Chester Roberts, be temporarily assigned to provide commissioner with full-time assistance.

"I genuinely hope that you will be prepared to accept this tough but potentially

rewarding extra burden," chairman said in his memorandum. Commissioner Hooks, who has expressed interest in subject, said he would.

Senate Commerce Committee approves Curtis nomination; he's favored for CPB chair

Thomas Curtis, former Missouri congressman and newest nominee to board of Corporation for Public Broadcasting and strongest candidate for chairmanship, won unanimous approval of Senate Commerce Committee Friday (Sept. 8) after hearing at which senators seized occasion to ventilate their opinions about present trends in public broadcasting.

Mr. Curtis spoke hardly at all during first 45 minutes of hearing, as Communications Subcommittee Chairman John O. Pastore (D-R.I.) and Senator Howard Baker (R-Tenn.) led parade of speeches. Senator Baker said CPB has been guilty of too much centralization, too little attention to local stations and too little direction of public broadcasting's future. He said he had recommended that President Nixon veto two-year authorization bill for CPB—as President later did (BROADCASTING, July 3).

Senator Pastore took opposing view, arguing that CPB has done "what I consider to be a respectable job." Criticizing White House and congressional opponents, particularly Office of Telecommunications Policy, he said: "If you want to crucify public broadcasting, keep giving it these one-year authorizations, because all you're going to get is mediocre programming." He also was critical of Congress, which he said has "stripped them [CPB] of the authority to do exactly what people are saying they ought to do."

Mr. Curtis, who has already attended one board meeting and conference on public broadcasting though not officially confirmed, offered few specific opinions. He was careful, however, to express his support for specifically "educational" programming, which he said was particular concern of his. Some of CPB's critics have been saying that system ought to pay more attention to that function and less to broader "public" broadcasting.

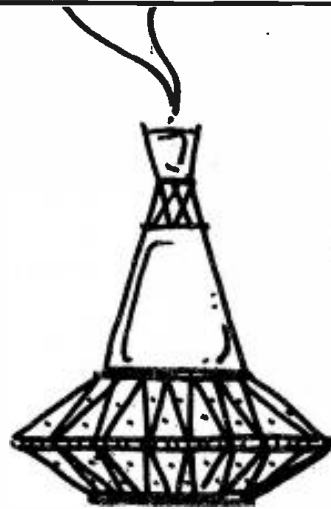
Mr. Curtis apparently felt that term "educational" is broad enough to include public-affairs programs, but he came out against hard "news" in noncommercial media. Most broadcasters, including PTV journalists, also oppose that idea, but nominee's remarks left unresolved where lines might be drawn.

Mr. Curtis's nomination goes before Senate early this week, where swift approval is expected. Later in week, CPB board meetings and will hear recommen-



**"WHAT'S
MY?
LINE?"**

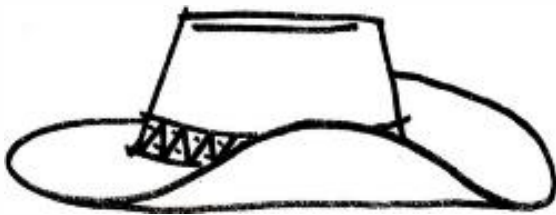
10 AM, Monday through Friday
10:30 PM, Sunday



**"I DREAM OF
JEANNIE"**

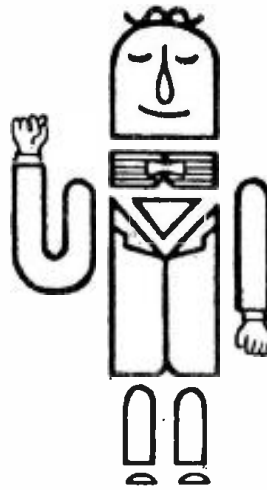
4:30 PM, Monday through Friday

It's going to be a great fall on TV 2, Baltimore!



"PONDEROSA"

5 PM, Monday through Friday



"To Tell The Truth"

7:30 PM, Monday through Friday

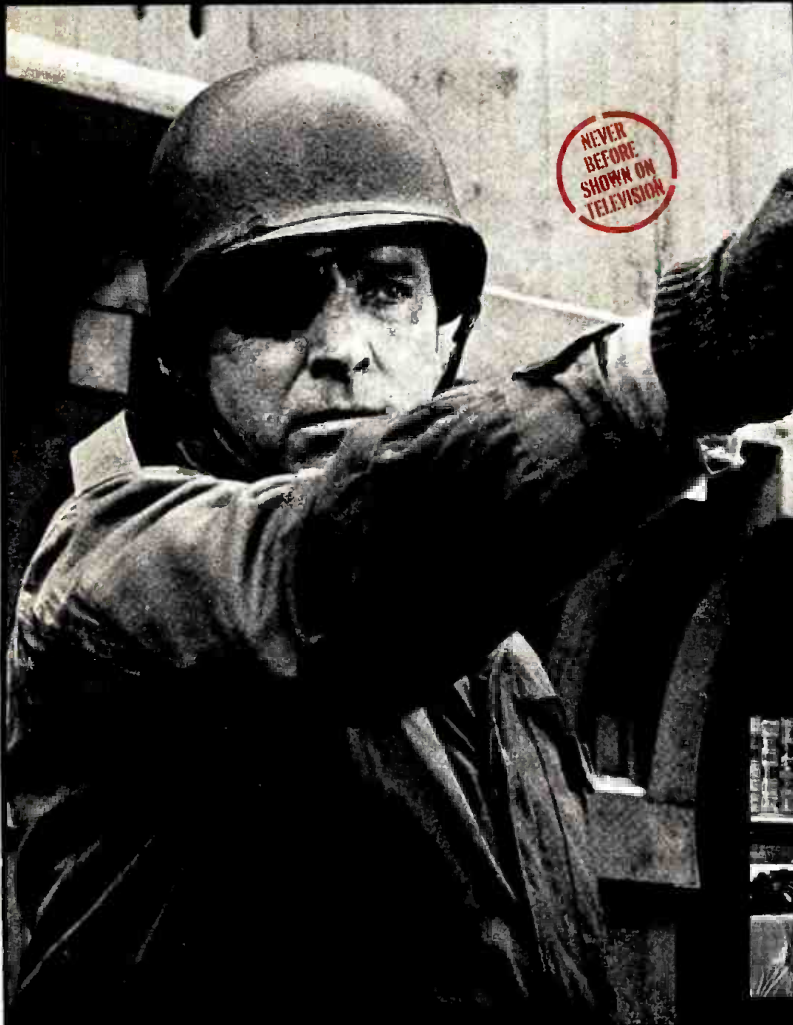
No Wonder... In Maryland Most People Watch

WMAR-TV 

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

Volume VI Prime

Never before shown on TV



Castle Keep

Never before was a 10th Century castle in a 20th Century war filled with so many princes of adventure... BURT LANCASTER, PETER FALK, PATRICK O'NEAL and JEAN-PIERRE AUMONT.



Kiss The Girls And Make Them Die

Never again will CIA age MIKE CONNORS get involved in a fiendish plot to sterilize the world... especially after meeting beautiful blonde age DOROTHY PROVINE.



Casino Royale

Never invite PETER SELLERS, DAVID NIVEN, ORSON WELLES, WILLIAM HOLDEN, CHARLES BOYER, WOODY ALLEN and a raft of gorgeous girls to the same movie... unless you want bright and exciting things to happen.



Before Winter Comes

Never has the Cold War been so hot as when DAVID NIVEN, TOPOL and ANNA KARINA occupy Austria along with the Russian and British armies.



The Mind Of Mr. Soames

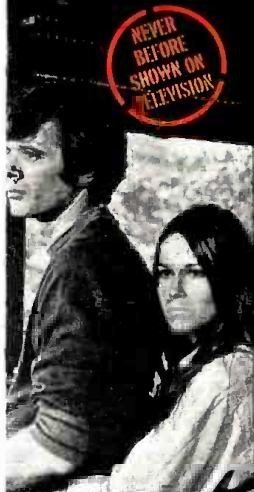
Never mind the fact that TERENCE STAMP gives the most chilling performance of his career, ROBERT VAUGHN and NIGEL DAVENPORT have the brains to do likewise.

Heroes of Telemark

Never give KIRK DOUGLAS a stick of dynamite to fight the German army... not when the explosive ULLA JACOBSON is around.



Time Features. Plus 1st-run off network.



WNEW-TV	NEW YORK	KTTV	LOS ANGELES	WLS-TV	CHICAGO
WEWS	CLEVELAND	KUTV	SALT LAKE CITY	WFIE-TV	EVANSVILLE
KARK-TV	LITTLE ROCK	WSYR-TV	SYRACUSE	WISH-TV	INDIANAPOLIS
KMGH-TV	DENVER	WTPA	HARRISBURG	KETV	OMAHA
KROD-TV	EL PASO	KTVI	ST. LOUIS	KHQ-TV	SPOKANE
KCST-TV	SAN DIEGO	WAPI-TV	BIRMINGHAM, ALA.	KTXL	SACRAMENTO
KFDA-TV	AMARILLO	KGMB-TV	HONOLULU	WESH-TV	ORLANDO
KAUZ-TV	WICHITA FALLS	KYTV	SPRINGFIELD, MO.	WXYZ-TV	DETROIT
KLAS-TV	LAS VEGAS	WFRV-TV	GREEN BAY	KTVU	SAN FRANCISCO
KTVT	DALLAS	WAVE-TV	LOUISVILLE	KMBC-TV	KANSAS CITY
WPVI-TV	PHILADELPHIA	WNEM-TV	SAGINAW	WSIX-TV	NASHVILLE
WVTV	MILWAUKEE	WQXI-TV	ATLANTA	WKBN-TV	YOUNGSTOWN
WKRC-TV	CINCINNATI	WPLG-TV	MIAMI	WOKR	ROCHESTER
WVUE	NEW ORLEANS	KRCG-TV	JEFFERSON CITY	WRAU-TV	PEORIA
KZAZ-TV	TUCSON			WICS	SPRINGFIELD, ILL.

The Pursuit of Happiness
Never have two of today's most popular young stars — **HAEL SARRAZIN** and **BARBARA HERSHEY** — rebelled against the Establishment in an entertaining fashion.

Already Sold
Never before has Screen Gems had such a winning combination of major features that have sold so fast in so many markets.



The Mad Room
Never believe anyone as beautiful as **STELLA STEVENS** can't flip her wig and resort to a brutal killing. **SHELLEY WINSTERS** believed and lost her head.



Anzio
Never trust **ROBERT MITCHUM** to rout the Germans in Italy without **PETER FALK**, **ARTHUR KENNEDY** and **ROBERT RYAN**. It's more exciting that way.



Loving
Never underestimate the power of a woman. And when the woman is **EVA MARIE SAINT** married to philanderer **GEORGE SEGAL**, don't underestimate the power of this movie.

Plus

The Cardinal	Fragment of Fear
Divorce	Interlude
American Style	Shadow on the Land
Advise & Consent	The Feminist and the Fuzz
Don't Raise the Bridge, Lower the River	The Sheriff
The Comic	Fury on The Bosphorus
Duffy	Massacre at Grand Canyon
Pendulum	Seven from Texas
Berserk	

Screen Gems Volume VI

dations of three-man nominating committee on who is to succeed Frank Pace Jr., outgoing chairman of board. Mr. Curtis has been most likely choice since shortly after his nomination was announced ("Closed Circuit," Aug. 7, Sept. 4).

FCC asks bigger stick against the regulated

FCC has asked Congress to enact legislation that would expand and increase commission's authority to impose fines on those it regulates. Requested legislation would make cable television systems subject to forfeiture provisions of Communications Act, double to \$20,000 maximum fine commission could levy, and extend period during which forfeiture could be imposed.

Commission, in letter to Senate and House, said "common procedures with uniform sanctions" are needed for common carriers, broadcast entities and electronic communications businesses, as well as for many forms of nonbroadcast licensee misconduct.

Specifically, commission is seeking extension of forfeiture provisions to cover cable systems or other communications businesses that may come under commission's jurisdiction, as well as users of restricted radiation devices, radio frequency oscillator devices, equipment manufacturers, and other persons subject to commission regulation.

Commission, in seeking first changes in its authority since forfeiture provision covering broadcasters was added to Communications Act in 1960, and common carriers in 1962, asked for maximum forfeiture authority of \$2,000 for single offense, \$20,000 for multiple offense, by common carrier, broadcast licensee or permittee, or entity using wire to distribute broadcast signals or other program service. Maximum fine in all other cases would be \$5,000. Existing forfeiture

maximums are \$1,000 for single offense by broadcaster, \$10,000 for multiple offenses; \$100 and \$500 for persons covered by nonbroadcast regulations. However, common carriers also are subject to fine of \$500 for imposing discriminatory charges and for violating rules of commission, plus \$25 each day offense is committed, and this provision would remain in effect.

Commission also asked that limitation period during which notice of apparent liability could be issued be extended, for broadcast licensees, to one year or current license period, whichever is greater, and to three years for all other persons subject to forfeiture. Present statute of limitations runs one year for broadcast licensees and 90 days for nonbroadcast licensees.

Commission officials do not expect congressional action in current session, now in final weeks. But they feel there will be good chance to get early attention in new Congress in January.

Bill would ban blackouts when games are sold out

Provision in bill reported out of Senate Antitrust Subcommittee late last week would prevent local TV blackouts of bowl games and playoffs of four major sports when games are sold out at stadium.

Amendment to bill (S. 2373), which provides for merger of American Basketball Association and National Basketball Association, covers baseball, basketball, football and hockey.

Another amendment to measure requires TV blackout of professional basketball games when high school, junior college or college games are being played within 75-mile radius. Blackout would be in effect Tuesday and Friday evenings after 6 p.m. and all day on Saturdays.

FCC picks its line-up for NAB fall regionals

National Association of Broadcasters has decided to live dangerously: it has invited, and he has accepted, FCC Commissioner Nicholas Johnson to be guest at one of six regional conferences that begin next month.

Mr. Johnson, outspoken critic of commercial broadcasting, will address Boston meeting Nov. 9. Other FCC speakers scheduled: John Pettit, FCC general counsel, Denver, Oct. 31; H. Rex Lee, Las Vegas, Nov. 2; Richard E. Wiley, San Antonio, Nov. 14; Robert E. Lee, St. Louis, Nov. 16 and Chairman Dean Burch, Atlanta, Nov. 21.

Looks good for RKO stations

RKO General Inc. has won conditional license renewals for its KHJ-AM-FM Los Angeles, WHBQ-TV Memphis and WRKO-AM-FM Boston, it was announced Friday (Sept. 8). Action was conditioned on outcome of two other proceedings: renewal hearing of KHJ-TV Los Angeles, which faces competing application, and anti-trust suits now pending against RKO's parent, General Tire and Rubber Co.

Bill better for broadcasters

Draft of legislation that would establish new Consumer Protection Agency emerged from congressional conference committee at weekend—with good news for broadcasters therein. Earlier bill would have permitted CPA intervention in FCC regulatory activities, including license-renewal proceedings. New version does not. It does, however, suggest cable might fall under CPA's scope in that direct charge to consumer is involved. White House posture on CPA legislation is still uncertain, although administration had indicated earlier favor with House version.

Headliners



Mr. Walt



Mr. Glaser

Norman E. Walt, management consultant specializing in communications field for past two years and previously with CBS in various executive capacities, appointed president of McGraw-Hill Broadcasting Co. (see page 44), Company, wholly owned subsidiary of McGraw-Hill Inc., was formed earlier this year to operate television properties purchased from Time Inc.

Robert L. Glaser, VP and general manager, WOR-TV New York, appointed VP/television, RKO General, parent company of station. He will continue in his post at WOR-TV but will add responsibilities for operations of RKO's other independent station, KHJ-TV Los Angeles, and will supervise activities of RKO Television Representatives Inc. **Henry V. Greene Jr.** continues as VP/television, with responsibility for RKO's two network-affiliated outlets, WNAC-TV Boston and WHBQ-TV Memphis. Previously, Mr. Greene had been responsible for all of RKO's television stations operations and RTVR.

Robert W. Lemon, VP and general manager, WMAQ-TV Chicago, appointed to new position of VP, special projects, NBC Television Stations Division, of which WMAQ-TV is part. Mr. Lemon, who will continue to be based in Chicago, will be responsible for administration, programming and sales for all of NBC-owned TV stations. **H. Lee Schulman**, manager, programs, KNBC(TV) Los Angeles, NBC-

owned outlet, named general manager, WMAQ-TV, and will be proposed for election as VP at October meeting of NBC board of directors. No successor to Mr. Schulman has been named.

Martin Ransohoff, president and member of board of directors of Filmways Inc., Los Angeles, which he founded in 1952, resigns. Mr. Ransohoff plans to produce motion pictures and television productions as independent. No successor has been named.

David Schoumacker, CBS news correspondent, Washington, has resigned to join ABC News in that city as correspondent, effective today (Sept. 11). Mr. Schoumacker had been with CBS News for nine years.

Sig Mickelson, VP for television and international activities, Encyclopaedia Britannica Educational Corp., Chicago, and former president of CBS News, is leaving Britannica post to join faculty of Medill School of Journalism at Northwestern University, Evanston, Ill., as professor in editorial department.

NILE FEVER

In the first 3 days we offered "THE SEARCH FOR THE NILE" in syndication, we sold 40 markets. Plainly a case of Nile Fever. Perhaps the start of an epidemic.

KIMO-Anchorage / KOB-Albuquerque / WBAL-Baltimore / KVOB-Bellingham / WCVB-Boston / WFLD-Chicago / KCRG-Cedar Rapids / WCIV-Charleston / KBTB-Denver / WFMY-Greensboro-Winston-Salem / KPRC-Houston / WTIC-Hartford / KHON-Honolulu / KATC-Lafayette / KLAS-Las Vegas / WHAS-Louisville / KATV-Little Rock / WALA-Mobile / WTVJ-Miami / KMST-Monterey-Salinas / KMSP-Minneapolis / WNEW-New York / KETV-Omaha / WFTV-Orlando-Daytona / WPHL-Philadelphia / KGW-Portland / KPHO-Phoenix / WLVA-Roanoke-Lynchburg / KCRA-Sacramento / KFMB-San Diego / WBNB-St. Thomas, V.I. / KSL-Salt Lake City / KTVU-San Francisco / KTVU-San Francisco / KIRO-Seattle / KREM-Spokane / KSD-St. Louis / WTVT-Tampa / KTUL-Tulsa / WMAL-Washington, D.C. / WKBN-Youngstown.

"THE SEARCH FOR THE NILE" is the greatest real-life adventure story of the Victorian era. It was filmed as a dramatized documentary. The actors played their roles as explorers in the actual locations in Africa and England, where all the action took place.

"THE SEARCH FOR THE NILE" is six one-hour color programs, co-produced by BBC-TV and Time-Life Films. Each hour is a complete adventure in itself, with James Mason supplying a superb narration. And, as an extra bonus, it has won 2 Emmys.

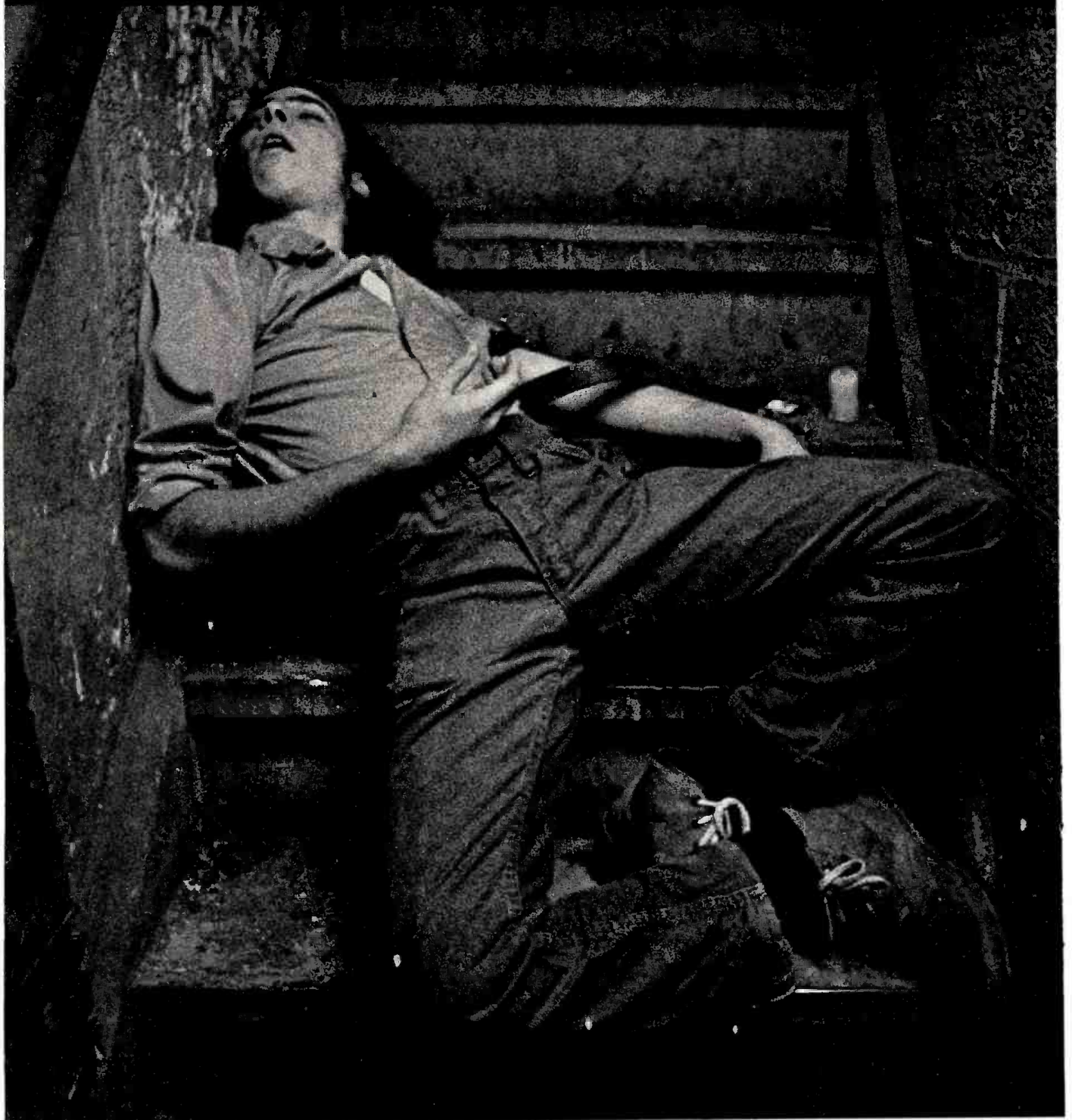
Nile Fever. Catch it while it's hot.

**TIME
LIFE
FILMS**

TIME-LIFE FILMS, Time & Life Building, Rockefeller Center, New York, N.Y. 10020—Phone (212) 556-2152

**WHAT DRUGS ARE DOING
TO OUR CHILDREN IS MURDER.**

**Broadcasters are concerned
and are doing something about it.**



Drugs are death. Literally.

In 1967 and 1968 in New York City, heroin overdose became the leading cause of death in the 15 to 35 age group. By 1970, heroin OD's totalled over 1,000, with about one-third of the victims under 20!*

That's just New York City. And just heroin.

But what about America's other cities? And the other drugs our children are smoking, pill-popping or mainlining?

No experts in the field can calculate the extent of this national tragedy—the crimes of violence, the suicides, the minds and the genes destroyed. Or the untold anguish of hundreds of thousands of families.

A New Jersey schoolteacher sums it up. "In the last two years in our community more young people have died from drugs than from auto accidents and the Vietnam war combined."

America's broadcasters are not standing idly by as this terrible epidemic claims more of our young. The Storer-owned radio and television stations are committed to help eradicate this killer. We can do no less.

WSBK-TV shows Boston how former addicts are working to fight drug abuse.

TV 38's "Cracker Barrel" is a weekly hour-long panel show that focuses on vital public issues. During the past 12 months over fourteen "Cracker Barrel" sessions were devoted to the drug problem. Many of these shows featured ex-addicts who are now active leaders in "half-way house" rehabilitation programs in the Greater Boston area.

WAGA-TV exposes Atlanta's drug problem.

TV 5 is taking vigorous leadership in the fight against drug abuse. Examples—a special "For Parents Only—a Primer on Drug Abuse" was an eye-opener. A seminar prior to school re-opening brought 150 of the state's top educators to



Atlanta and told them where—and how seriously—the drug problem is increasing. And a brochure—"The Most Frequently Asked Questions About Drug Abuse"—pulled over 5,000 requests in less than a month.

These and other public service efforts helped TV 5 win the Georgia Association of Broadcasters "TV Station of the Year Award" for the third time since 1965.

WJW Cleveland, takes a long, hard look into the drug scene.

When Clevelanders want to hear a vital question thoroughly explored, they tune in WJW's "Town Hall."

Last year, "Town Hall" did a five-part series on "Drugs, Users and Drug Abuse." Other regular discussion shows covered such subjects as the international drug traffic, the West Side Free Clinic for treatment of drug victims, and church drop-in centers.

In addition, WJW aired many specials on the drug scene, and has taken a strong editorial stand in favor of stricter penalties for pushers.

WHN, New York, comments regularly on every aspect of the drug culture.

"Comment" is a 5-minute show broadcast many times daily in which WHN speaks its mind on community issues. Dozens of Comment shows have dealt with drugs in school and on campuses,

GI's and drugs, methadone treatment for heroin addicts, and the work of therapeutic communities like New York's Odyssey House. WHN has also aired many specials, including "Waiting Around to Die"—a documentary featuring drug users and the voices and music of such drug-culture heroes as Jimi Hendricks, John Lennon, Mick Jagger.

KGBS, Los Angeles, airs the drug-rock controversy.

No one is more aware than broadcasters are of the link between

many rock music lyrics and drugs.

That's why KGBS on a 'recent "Inquiry" show, featured the president of a major recording company who discussed the music world's reactions to his strong condemnation of drug-oriented lyrics.

On "Education '70," KGBS did a two-part series on the nation's first college campus drug information center, at California State College.

Detroit's WJBK-TV raps on drugs.

One of last year's most successful specials was "The Drug Rap"—an informal studio discussion session emphasizing what can be done—and what is being done—to educate the community and to rehabilitate addicts.



TV 2 has also aired many other specials, and has proposed editorially that Detroit consider adopting the "TIP—Turn in a Pusher" plan which has been operating in Tampa, Florida.

Concerned stations—talking to concerned citizens.

Storer stations get involved in the vital affairs of the communities they serve. It's a matter of policy with us, and a matter of pride for the people who staff our stations.

That's why our stations often do as routine, things that community leaders consider rather special.

We look at it this way. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

*"Overcoming Drugs," Donald B. Louria, M.D. McGraw-Hill, New York, 1971.

Broadcasting that serves.

THE **STORER STATIONS**
STORER BROADCASTING COMPANY

WAGA-TV Atlanta / WSBK-TV Boston / WJW-TV Cleveland / WJBK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo
WJW Cleveland / WDEE Detroit / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo



NOW FROM CCA!!

Thanks to your support CCA is pleased to announce the purchase of the RF Department of Ampex. We trust you'll consider us for your UHF/VHF transmitters, antennas and line.

CCA RF INDUSTRIES, INC.
P. O. BOX 315
WESTFIELD, MASS. 01085

Books for Broadcasters

Audio Control Handbook

3rd Edition
by Robert S.
Oringel



Now expanded and brought up to date, this standard text-handbook explains every phase of audio control in easy-to-understand, non-technical language.

171 pages, 145 photographs and diagrams, glossary, index, **\$10.00**

ORDER FROM

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D.C. 20036

Send me the books I've checked below. My payment for the full amount is enclosed.

- ☐ 110. Audio Control Handbook, \$10.00
☐ 104. 1972 Broadcasting Yearbook, \$14.50

Name

Address

City State Zip

■ Indicates new or revised listing.

This week

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

■ Sept. 11—National Public Radio Western regional workshop. California State University, San Diego.

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

■ Sept. 12—Opening newsmaker luncheon, *Hollywood Radio and Television Society*. Robert D. Wood, president, CBS-TV, is speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

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

■ Sept. 12—ABC Radio annual multimedia presentation to agencies and advertisers. Stanford Court, San Francisco.

■ Sept. 13—Select Subcommittee on Education hearing on bill (H.R. 4916) authorizing Congress to appropriate funds for instructional aids. Witnesses will include members of International Tape Association. 9:30 a.m., Room 2175 Rayburn House Office Building, Washington.

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—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—ABC Radio annual multimedia presentation to agencies and advertisers. Beverly-Wilshire, Los Angeles.

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—Radio seminar co-sponsored by *Radio Advertising Bureau* and *American Association of Advertising Agencies*. Century Plaza, Los Angeles.

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

■ Sept. 15-17—25th Annual convention, *Maine Association of Broadcasters*. Wonderview, Bar Harbor.

Also in September

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—ABC Radio annual multimedia presentation to agencies and advertisers. Sheraton Blackstone, Chicago.

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. 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.

Datebook®

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

■ Sept. 21—First meeting, board of directors, *Independent Television Stations (INTV)*. KTTV(TV) Los Angeles.

■ Sept. 21—ABC Radio annual multimedia presentation to agencies and advertisers. Stauffer's, St. Louis.

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. 22-23—North Dakota Broadcasters Association meeting. Featured speakers are: Charley Jones, director, Radio Information Office, National Association of Broadcasters, and John M. Pettit, general counsel, FCC.

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*. 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—ABC Radio annual multimedia presentation to agencies and advertisers. Radisson South, Minneapolis-St. Paul.

Sept. 25—New deadline for comments on amendment of part 76, subpart G, of FCC's rules and regulations pertaining to cablecasting of programs for which per-program or per-channel charge is made.

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. 28—ABC Radio annual multimedia presentation to agencies and advertisers. Hilton hotel, Detroit.

Sept. 29-Oct. 1—Fall meeting, *Massachusetts Broadcasters Association*. Representative Torbert H.

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. 28-29—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.

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—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.

Sept. 30—Meeting, Society of Cable Television Engineers. Holiday Inn, Jersey City, N.J.

October

Oct. 1—Deadline for nominations, 1973 Abe Lincoln Awards. Box 12157, Fort Worth 76118.

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

Oct. 2-3—Fall convention, Western chapter, National 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. Carousel inn, Cincinnati.

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

Oct. 6-9—American Women in Radio and Television West Central area conference. Chase Park Plaza, St. Louis.

Oct. 6-9—Eighth Hollywood Festival of World Television. Screenings of programs representing more than 25 countries aboard Princess Italia during round-trip cruise from Los Angeles to coast of Ensenada, Mexico.

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

Oct. 8—Fall meeting, Ohio Associated Press Broadcasters Association. Columbus.

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. 10—ABC Radio annual multimedia presentation to agencies and advertisers. Hilton hotel, New York.

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—New deadline for reply comments on amendment of part 76, subpart G, of FCC's rules and regulations pertaining to cablecasting of programs for which per-program or per-channel charge is made.

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 programming and financing of children's television. Yale University, New Haven, Conn.

Oct. 15-18—Western region convention, American Association of Advertising Agencies. Arizona Billmore 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.

Oct. 17—Regional sales clinic, Radio Advertising Bureau. Burlingame Hyatt House, San Francisco.

Oct. 18—Regional sales clinic, Radio Advertising Bureau. Sheraton Bloomington, Minneapolis.

Oct. 18-20—Annual fall meeting, Pennsylvania Cable Television Association. Featured panel includes: Raymond P. Shafer, chairman of the board, Teleprompter Corp.; Gene Schneider, president, LVC Cable; William Karnes, president, National Trans-Video; and Alfred Stern, president, Television Communications Corp. The Host Farms, Lancaster.

Oct. 18-21—WSM(AM)'s 47th Grand Ole Opry Birthday Celebration and Disc Jockey Convention. Municipal auditorium, Nashville. For information on registration write: P.O. Box 100, Nashville, 37202.

Oct. 19—Regional sales clinic, Radio Advertising Bureau. Wilshire Hyatt House, Los Angeles.

Oct. 19—Regional sales clinic, Radio Advertising Bureau. Regency Hyatt House, Chicago.

Oct. 19—Eight annual SESAC country music awards banquet. Woodmont country club, Nashville.

Oct. 19-20—All Japan Radio and Television Commercial Council (AAC) commercial festival. Top international commercials in five categories will be honored. Hibiya hall, Tokyo.

Oct. 19-21—Annual fall meeting, Missouri Broadcasters Association. Featured speakers: Clay T. Whitehead, director, Office of Telecommunications Policy; John Pettit, FCC general counsel, and Richard Jencks, CBS Washington vice president. Plaza inn, Kansas City.

Oct. 20-22—American Women in Radio and Television Southwest area conference. Sheraton Fort Worth, Fort Worth.

Oct. 20-28—International Film, TV Film and Documentary Market (MIFED). Advance bookings should be made prior to Sept. 25. MIFED, Largo Domodossola 1 20145 Milan, Italy.

Oct. 22-27—112th semiannual technical conference and equipment exhibit, Society of Motion Picture and Television Engineers. Century Plaza hotel, Los Angeles.

Oct. 23-26—"Regional cable-TV expo" for North-central area. National Cable Television Association and nine state associations will participate. Included will be separate meetings of state groups from Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, North Dakota, South Dakota and Wisconsin. The Abbey, Lake Geneva; Fontana, Wisc.

Oct. 24-28—Workshop-seminar on lighting for TV, sponsored by Kliegl Bros. at KPRC-TV Houston. Fee is \$250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

Oct. 28—Newsmaker luncheon on programming, International Radio and Television Society. Panel: network program executives Fred Silverman of CBS, Marty Starger of ABC and Larry White of NBC. Plaza hotel, New York.

Oct. 27-29—Conference workshop, Western Educational Society for Telecommunications. Hilton International, Las Vegas.

Oct. 27-29—American Women in Radio and Television Midwest area conference. Ramada inn, Louisville, Ky.

Oct. 27-29—Fall convention, Texas Association of Broadcasters. Fairmont hotel, Dallas.

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

Oct. 29-Nov. 1—"Regional cable-TV expo" for Northeastern area. National Cable Television Association, along with regional and state associations, will participate. Included will be separate meetings of state associations from Connecticut, New York, Pennsylvania and New Jersey, as well as New England Cable Association (Maine, Vermont, New Hampshire, Rhode Island, Massachusetts). Hartford Hilton hotel, Hartford, Conn.

Oct. 31—Fall conference, National Association of Broadcasters. The Brown Palace hotel, Denver.

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

November

Nov. 2—Fall conference, National Association of Broadcasters. Sands hotel, Las Vegas.

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

Nov. 9—Fall conference, National Association of Broadcasters. Sheraton Plaza hotel, Boston.

Nov. 9-12—Western region conference, American Advertising Federation. Hilton inn, Oakland, Calif.

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

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

Nov. 13-14—18th annual meeting of Advertising Research Foundation. Hilton hotel, New York.

M&H

SOUL SEARCHING

There's a lot of talk about it. How many of us do it?

Soul searching is what happens when we try to figure out the ratings. Why are we No. 1 in our market, or as the case may be, sometimes No. 3 or 4?

Soul searching is the business of M & H, and we search out the heart, soul, affection and defection of audiences toward stations. *The audience knows why it likes your station and why it doesn't*, person by person, program by program. Since the viewers and listeners spend far more time with the stations than anyone in management, they are amazingly honest and articulate about what they like or dislike. Ratings only tell you how you make out with these audiences, not WHY.

We find out why through the use of the social scientist and in-home, in-person interviewing. But we do a lot more during the course of the year—we work for you. We make specific recommendations for change, monitoring you and your competitors on a regular basis. We make sure that constructive change occurs to get things going in the right direction—and keep it that way. We literally harass you into improving.

There is a lot more to it though, and it doesn't fit in an ad. Give us a call for a presentation, with absolutely no obligation on your part.

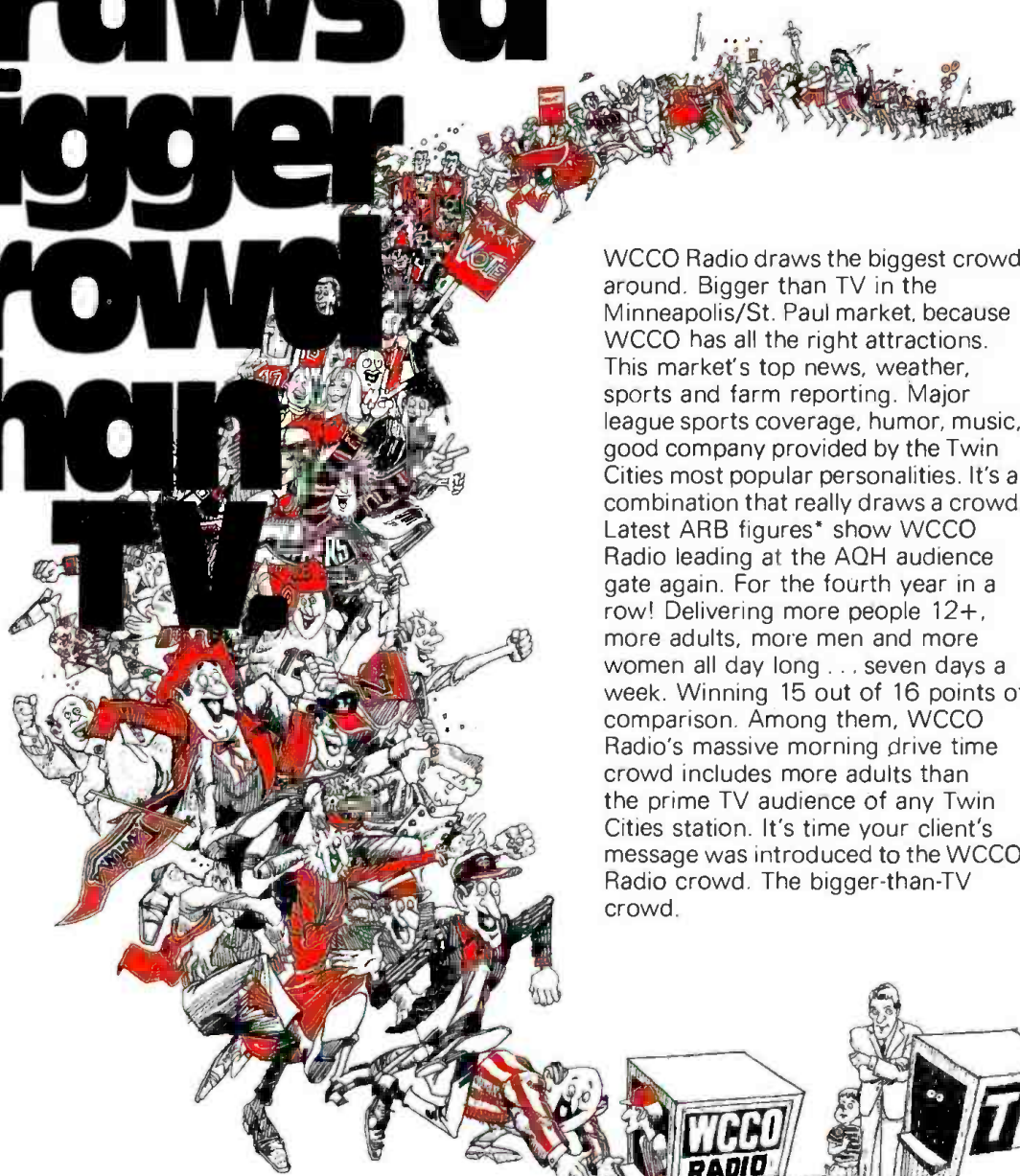
M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

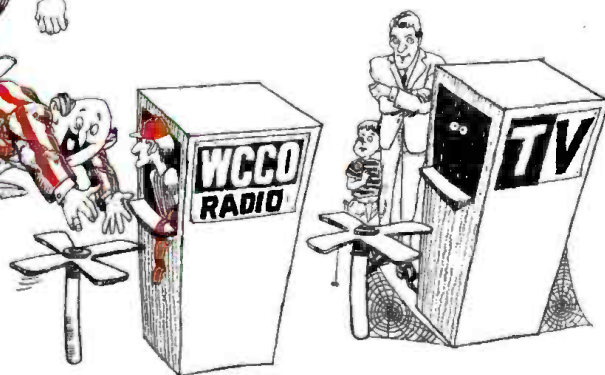
7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

WCCO RADIO draws a bigger crowd than TV



WCCO Radio draws the biggest crowd around. Bigger than TV in the Minneapolis/St. Paul market, because WCCO has all the right attractions. This market's top news, weather, sports and farm reporting. Major league sports coverage, humor, music, good company provided by the Twin Cities most popular personalities. It's a combination that really draws a crowd. Latest ARB figures* show WCCO Radio leading at the AQH audience gate again. For the fourth year in a row! Delivering more people 12+, more adults, more men and more women all day long . . . seven days a week. Winning 15 out of 16 points of comparison. Among them, WCCO Radio's massive morning drive time crowd includes more adults than the prime TV audience of any Twin Cities station. It's time your client's message was introduced to the WCCO Radio crowd. The bigger-than-TV crowd.

*Based on ARB estimates. Radio: April-May 1972. TV: Jan., Feb.-March, May, 1972. Total Survey areas. All data subject to qualification which WCCO Radio will supply on request.



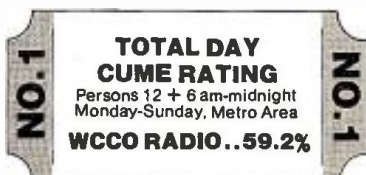
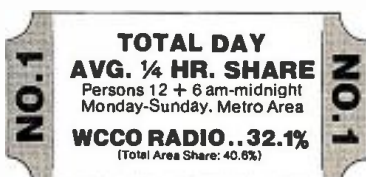
WCCO RADIO
MINNEAPOLIS/ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES



Your tickets to the nation's No. 1 audience shares & ratings.

WCCO Radio ranks as the No. 1 station in the nation, according to the Television / Radio Age analysis of the Top 50 markets. Four separate categories of ARB audience estimates were compiled.* WCCO Radio is first in all four.



WCCO RADIO
MINNEAPOLIS/ST. PAUL
Represented by CBS Radio Spot Sales
**THE NO. 1 STATION
IN THE NATION**

*ARB, April/May 1972, subject to qualifications which WCCO Radio will provide upon request

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman*.
Lawrence B. Taishoff, *president*.
Maury Long, *vice president*.
Edwin H. James, *vice president*.
Joanne T. Cowan, *secretary*.
Irving C. Miller, *treasurer*.

Broadcastings TELEVISION®

Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone: 202-638-1022.

Sol Taishoff, *editor*.

Lawrence B. Taishoff, *publisher*.

EDITORIAL

Edwin H. James, *executive editor*.
Donald West, *managing editor*.
Rufus Crater (New York), *chief correspondent*.
Leonard Zeidenberg, *senior correspondent*.
J. Daniel Rudy, *assistant to the managing editor*.
Frederick M. Fitzgerald, Earl B. Abrams,
senior editors.
Steve Millard, *associate editor*.
Alan Steele Jarvis, Don Richard, *assistant editors*.
Sharibeth Mandel, *staff writer*.
Sandra Bartolina, Ann Cottrell, Michael Kelly,
editorial assistants.
Pamela Dutton, *secretary to the editor*.

SPECIAL PUBLICATIONS

Art King, *director*; Joseph A. Esser, *associate editor*; Jill Newman, *editorial assistant*.

ADVERTISING

Maury Long, *general manager*.
David N. Whitcombe, *director of marketing*.
John Andre, *Southern sales manager*.
Gerald Lichtman, *classified advertising*.
Doris Kelly, *secretary to the general manager*.

CIRCULATION

Bill Criger, *subscription manager*.
Julie Janoff, Kwentin Keenan, Patricia Johnson,
Jean Powers, Shirley Taylor.

PRODUCTION

Harry Stevens, *production manager*.
Bob Sandor, *production assistant*.

ADMINISTRATION

Irving C. Miller, *business manager*.
Dorothy Coll, Sheila Thacker.
Lucille DiMauro, *secretary to the publisher*.

BUREAUS

NEW YORK: 7 West 51st Street, 10019.
Phone: 212-757-3260.
Rufus Crater, *chief correspondent*.
David Berlyn, Rocco Famighetti, *senior editors*.
Lauralyn Bellamy, John M. Dempsey, Michael
Shain, *assistant editors*.

Robert L. Hutton, *sales manager*; Eleanor R.
Manning, *institutional sales manager*; Gregory
C. Masefield, *Eastern sales manager*; Susan
Hirata, Harriette Weinberg, *advertising assistants*.

HOLLYWOOD: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Morris Gelman, *senior correspondent*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

TORONTO: John A. Porteous, *contributing editor*, 3077 Universal Drive, Mississauga,
Ont., Canada. Phone: 416-625-4400.

LONDON: Dudley D. Carroll Jr., *advertising sales representative*, c/o American Magazine
Group, 27 Maddox Street, London, W1.
Phone: 01-499-1661.

BROADCASTING® magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING®—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932, Broadcast Reporter in 1933, Telecast® in 1953 and Television in 1961. Broadcasting-Telecasting® was introduced in 1946.



* Reg. U.S. Patent Office.
© 1972 by Broadcasting Publications Inc.

Open Mike®

Separate freedoms

EDITOR: Your Aug. 21 editorial lamenting Georgia senatorial candidate J. B. Stoner's abrasive use of the airwaves is understandable. Any civilized broadcaster forced to be the instrument of such insulting campaign tactics would cringe. If ever there was proof of the wickedness of Section 315, this is it. Right? Wrong!

Section 315 first exists, among less noble reasons, to uphold the spirit of the First Amendment. The test of our will to guarantee free speech does not come when what is said meets with universal approval. You question whether Section 315 advanced "political enlightenment" in this instance. Evidently it did, since 95% of Georgia voters rejected Stoner.—John E. Walkmeyer Jr., Washington University, St. Louis.

(This publication has never suggested that any candidate's freedom of speech should be curtailed. It has, however, consistently argued that the broadcaster's First Amendment right is equivalent to the freedom of the press—which is a wholly different principle. Freedom of speech does not confer a right of access to the press, nor should it be corrupted to mean a right of access to the broadcast media. If this form of the press is to be accorded fundamental constitutional protection, the broadcaster is entitled to be free of governmental control over who gets on his station.)

It's not so

EDITOR: The question is not whether the public can trust magazine advertising, but whether it can trust BROADCASTING's headlines.

Nowhere in our release on our media/market study did we say the public is negative toward magazine advertising. Nowhere in your Aug. 21 story does it say so, either. But your headline over the story proclaims: "Public reaction negative to magazine advertising. Starch sample finds most readers think it deceives them and is responsible for needless spending."

Our release, and your story, reported public attitudes toward advertising in general, including television and radio as well as print.—William J. Wilson, president, Daniel Starch & Staff, Mamaroneck, N.Y.

Would you believe?

EDITOR: After swallowing up Gardner Advertising Co. of St. Louis (BROADCASTING, Sept. 4) a spokesman for Wells, Rich, Greene should have said, "I can't believe we..."—Jack Bernstein, assistant TV editor, St. Louis Post-Dispatch.

Not an applicant

EDITOR: In your issue of Aug. 28 you state that the Radio Corp. of America has applied for a CATV franchise for Columbia, Md. This is erroneous.—Walter S. Brown, Community Television Council of Howard County, Columbia, Md.

(The item should have said that RCA had submitted a cable-system design for Columbia, for which no franchise applications are now pending.)

Monday Memo

A broadcasting commentary from Ralph M. Baruch, president, Viacom International, New York

What's in the future for both over-the-air and cable television

(The "Monday Memo" ordinarily reflects the views of a contributor from the advertiser or advertising agency field. This week's column—which takes a broad and long look at corollary broadcast services—represents a departure from that norm.)

It seems like 12 light-years ago that among the most popular shows were *Dobie Gillis*, *The Real McCoys*, *The Untouchables*, *Dennis the Menace* and *77 Sunset Strip*—vintage programs with which today's generation is largely unfamiliar. But to look 10 or even five years ahead, in terms of broadcast development, is a difficult task. What will the television home of the future offer the public? The answer is basically the same for 1982 as it is for 1972 or 1960: In one form or another, TV will offer the viewing public what it wants to see, because "the show's the thing."

The public will be receiving two forms of television, over-the-air broadcasting and cable. Their respective use, in terms of frequency, acceptance and perhaps payment, will continue to depend on the fare which each of these methodologies offers. Americans will still want to receive free entertainment programs, news and public-affairs material dotted by commercials. The backbone of this form of television will continue to be the mass circulation sought by advertisers, from which over-the-air broadcasting will continue to derive its income.

Now along comes cable, upsetting the television industry, jolting it to its very foundations. Immediately, cable provided two basic factors for viewers and permitted them to maximize the use of their television receivers: It enabled the viewer to receive a quality of signal which he could not obtain without cable, and it provided a number of signals to the home viewer which he would not be able to receive without cable.

So cable grew and is still growing. Based on a 20% national annual compound growth rate, the number of U.S. CATV homes is expected to multiply from between 6,500,000 and 7,000,000 at the end of 1972 to 16 million CATV homes by 1977 and about 39-40 million wired homes by 1982.

A saturation of 75% on a national basis—in some markets it will be 80% to 90%—will permit cable television to compete with broadcasting on a much broader scope. Studies by Stanford Research and others indicate that this low-saturation medium, with little or no advertising support, will evolve into a highly saturated medium with substantial adver-



Ralph M. Baruch is a native of Paris who attended the Sorbonne before he came to the U.S. with his family in 1940. His career in broadcasting spans 30 years, starting with Empire Broadcasting and continuing with SESAC Inc. and the old Du Mont television network. He was associated with CBS Television Film Sales (later CBS Enterprises) in various sales posts for 17 years until CBS Enterprises was spun off from CBS (along with CATV interests) to form Viacom International in 1971. Mr. Baruch became president of that company in March 1970.

tiser support. Stanford projects 1972 advertising revenue per CATV home at 17¢ per U.S. household. By 1980, this one million dollars is projected to grow to \$36 per home on the low side and \$60 on the high end. The latter figure means CATV advertising expenditures of one-and-a-half billion dollars per year.

I think these figures seem optimistic, but CATV is going to attract advertising and this revenue will not be derived at the expense of broadcasting, which is expected to grow in the same 10 years from \$60 per U.S. TV home to \$100.

Competing more widely, cable television will provide the kind of software which the viewer will, on many occasions, be willing to pay for. This means premium cable television. At Viacom, we believe the marriage, or at least the romance, between software for premium television and cable systems will have to take place, because software expertise will determine cable's eventual success through acceptance in the home of the future. The software cable will offer determines its acceptance by the viewer.

Cable could well mean the resurgence of an ailing motion-picture industry, by providing new outlets for the product from Hollywood and other feature film centers, without the cable industry having to endure the sizable risks entailed in the maintenance of facilities and above all in the production of the long form of film. For this, cable systems will not need an interconnection, but will be able to utilize new methods of originating programming, including features through one-

inch tape cartridges originating from the head end. As cable systems multiply, the cassette-distribution cost curve may eventually cross the curve of distributing via satellite to a head-end ground station. At that point, cable-television systems can be interconnected via satellite.

Meanwhile, why interconnect without specific reason for instant viewing? It would be tantamount to sending the *Mary Tyler Moore* show from the U.S. to Britain via satellite for simultaneous television broadcasting.

The second thrust of premium television will be programs that require immediacy viewing: special events, sports and material which ages an hour after it occurs. For this purpose, cable systems can and will be interconnected, eventually via satellite.

The third application could answer the ever-growing desire for a college education, costs of which are getting out of reach of the average taxpayer. Universities, which now face dwindling enrollment, will cooperate in the preparation of home cable video courses, and final exams will be taken for credit at the school. Government might take part in providing college courses at a low fee to a wide segment of the population.

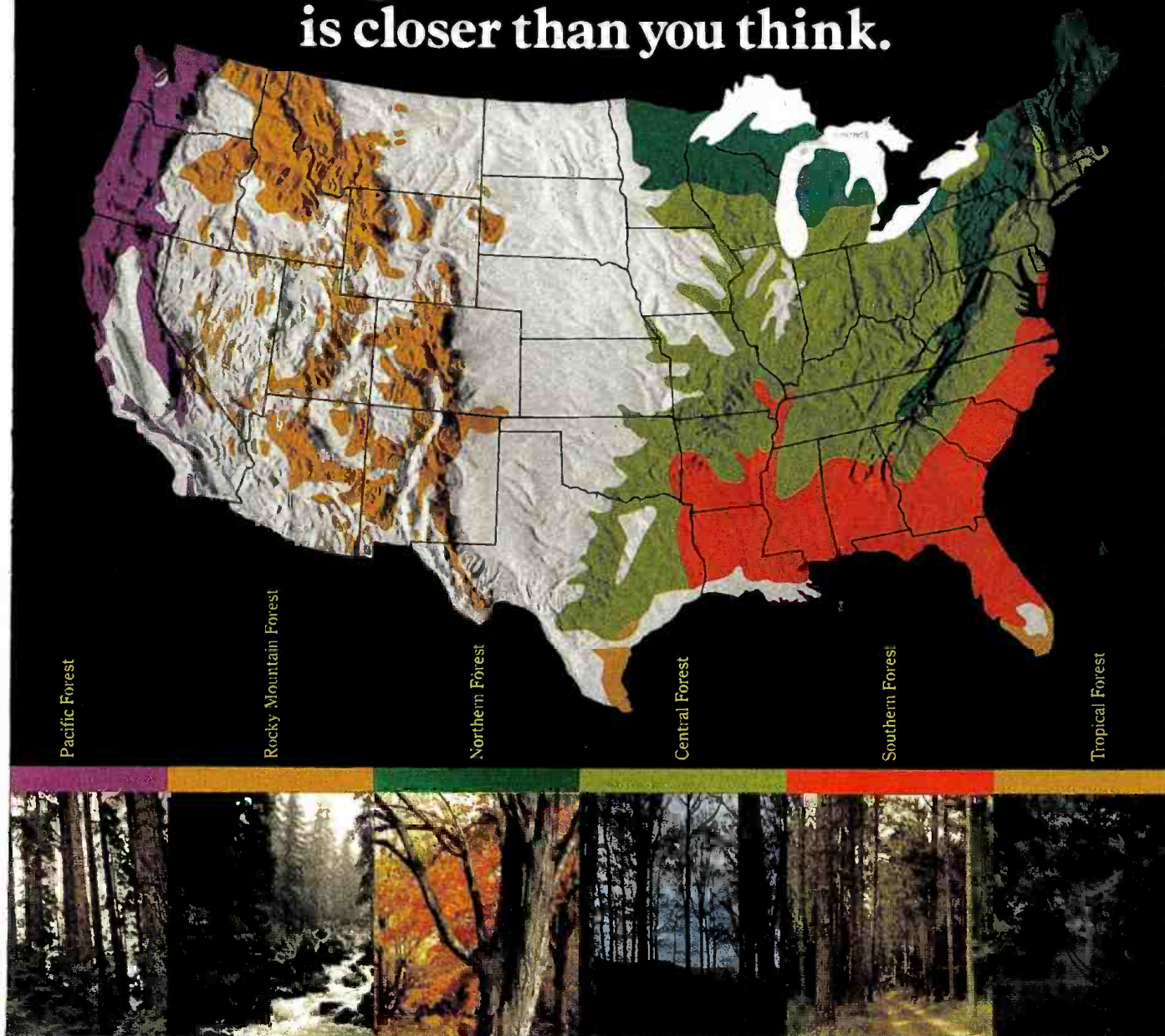
Another facet of education embraces hobbies, arts and crafts, instruction and adult classes. Courses in selling, office management and computer programming will help careers. Foreign language instruction and basic English skills will aid children, shut-ins, the illiterate and the immigrant. And the piano teacher will once again make house calls.

Financially ailing institutions such as opera houses, symphony orchestras and ballet companies can find an answer in cable, which will service many specialized audiences simultaneously. A live Broadway show, a rock concert, a college course and a motion picture can all be available on one set, along with a dozen over-the-air channels. Only cable can provide such a wide variety of programming at any one time.

Television broadcasting will have to change drastically and adapt. It cannot afford to be either a dinosaur or an ostrich. The phonograph record industry adapted to radio and utilized it for promotional purposes. Radio adapted to television, the motion picture industry both adapted and joined television. Is it not possible that in certain areas the networks themselves will wish to lease channels from cable, to insure the delivery of their product and feed regular programming in this manner to the home?

I hope no one will remember this article 10 years from now, because the case has probably been understated and things will have developed even faster than predicted.

The great American forest is closer than you think.



Wherever you are.
Because after giving up land to build our cities and highways, after meeting our constantly growing demands for wood and paper products, we still have three-fourths as much forestland as we had when Columbus landed.

Even more surprising, this 761 million acres is still widely distributed all across the country—it's not all just "out West" or "down South." 51% of New York State is forest. 65% of Rhode Island. And 51% of New Jersey—the most densely populated state. As a matter of fact, more than half of the forest in the continental United States is located in the east-

ern part of the country.

Because America's forest is truly an *American* forest, growing in many different elevations and rainfalls and temperatures and soils, its six distinct natural regions provide us with a constant variety, too, from the Douglas firs of the Northwest to the hardwoods of the Northeast.

Much of the forest has been harvested and regrown three or four times. And, public or private, government or individually owned, much of it is available for hunting and fishing, picnicking and camping—as millions of outdoorsmen from Maine to California can tell you. So if you haven't seen it lately, why wait?

It's right there in your backyard, keeping America green—and growing.

For the whole story on America's forest today, get "Forests USA." For your copy of this full-color, 16-page booklet, send 25¢ to AFI, 1619 Massachusetts Avenue, N.W., Washington, D.C. 20036.

Name	
Address	
City	
State	Zip



American Forest Institute

From triumph to tragedy in TV coverage of Munich Olympics

ABC shifts from sports to news, CBS and NBC rush crews into action as terrorist attack, murders of Israeli athletes horrify world; games delayed a day, pushing ABC's coverage into the new season

Millions of television viewers had an uneasy armchair view of the drama in Munich last week after Arab terrorists seized Israeli athletes and turned the Olympic games into a 23-hour nightmare. Pictures and reports from the scene, via satellite, captured the tension and terror from a few hours after the guerrillas took the Israeli hostages in a predawn attack until it was confirmed that the violence had ended in a shoot-out that brought the toll to 17 dead.

ABC-TV, in the midst of massive, exclusive U.S. television coverage of the summer games, was the prime beneficiary of the tragic news break. But CBS and NBC also were able to mount extensive coverage operations despite initial refusal by ABC—for good and sufficient reasons, ABC News executives insisted—to share its initial reports.

CBS-TV was, in fact, first on the air with live TV pictures from Munich reporting on the attack, although ABC had much more extensive bookings on the transatlantic satellite to accommodate its games coverage. CBS News said that when its New York headquarters learned of the 5 a.m. Tuesday morning assault (12 midnight NYT), associate producer David Horwitz, the New York duty man, routed correspondent John Sheehan and producer Bud Lamoreaux out of bed in Munich. By 6 a.m. NYT, Mr. Lamoreaux had arranged for German broadcast facilities in Munich, and New York personnel were lining up satellite facilities to feed the 7-8 a.m. *CBS Morning News* with John Hart. The newscast carried two reports by Mr. Sheehan from Munich, the first from 7 to about 7:15 and including live pictures of the Olympic Village, and the second, for about 10 minutes starting shortly after 7:30, show-

ing unedited film of German police moving in to secure the area.

ABC-TV was on with three live reports Tuesday morning—8:10-8:30, 10:10-10:20 and 11:30-1 p.m.—all featuring midwest correspondent Peter Jennings, who was on assignment at the Olympics, and ABC sports commentator Jim McKay, who before it was all over had put in a 24-hour stint reporting the tragedy.

The dispute over sharing coverage started about midmorning Tuesday when, according to both sides, CBS asked ABC—which had the satellite at the time and until 1 p.m.—to share its pictures and ABC said no. ABC News executives reported later that the request had come from the CBS News assignment desk to the ABC News assignment desk, and that “decisions to pool,” as one ABC official put it, “are too important to be made at that level; they must be made at the vice presidential level at least.”

They suggested that if the pooling request had been made at a top-management level, ABC would have agreed, although another high ABC executive said later he could not have agreed without first “checking the lawyers, to see whether our contract [for Olympic TV rights] would permit it.” CBS, however, contended its request had gone through “normal channels.” In any event, ABC’s answer was negative, and CBS booked the satellite from 1 p.m. to 3:40 (the odd cut-off hour was dictated by the fact that Israel had already booked 3:40 to 4:50).

Shortly after noon Tuesday, while ABC was still on the satellite, ABC News’s William Sheehan, vice president and director of TV news, called CBS News’s Gordon Manning, senior vice president and director of news, and asked to share the feed that CBS was to begin when it got the bird at 1 p.m. ABC sources claimed Mr. Sheehan offered to “put something into the pool,” which they said CBS News had not done in its request to ABC. They said Mr. Sheehan offered the use of the camera it was using, to augment the German DOZ camera that CBS would be using, plus the services of ABC newsmen Jennings, McKay and Howard Cosell, who was also participating in the ABC coverage. Mr. Manning said no.

CBS-TV, then, had the satellite and fed live coverage from 1 to 2, returning to regular programming at that time because, according to a CBS News spokesman, “the guerrillas’ deadline had been extended, it was getting dark and it didn’t look as if anything was going to change significantly right away, and we intended

to stay hot so we could go back on if anything broke.”

Earlier in the day, NBC News had sought and been refused permission to share ABC’s feed and, according to some sources, also was turned down by CBS. In the meantime, NBC-TV had tried to arrange for transpacific satellite service, but without success. Its initial TV coverage consequently consisted primarily of interviews by telephone to Munich and special reports from New York studios.

By about midafternoon Tuesday the competitive rivalries, misunderstandings or whatever had been in play died down and a pooling arrangement took over. Even so, ABC News executives insisted, “we were the only one that carried it live when the guerrillas and the hostages left the building” in Olympic Village. That was about 5:20 p.m. NYT. “The others could have had it but they didn’t carry it,” one ABC official said.

NBC-TV devoted about two-thirds of its half-hour *Nightly News* to the Munich tragedy, postponed a planned segment of its *First Tuesday* hour—the deferred segment, ironically, dealt with Arab visitors to Israel—to accommodate a live feed from Munich at 9:55-10:12 and also broke into *First Tuesday* later to report all hostages had been killed, and then carried a two-minute special report about 11:30 p.m. All of Wednesday morning’s *Today* program was devoted to the Munich events, including a tape of the memorial services for the slain athletes. By then *Today*’s reporter-at-large Paul Cunningham had flown to Munich to send back live reports as well. Other live segments included an interview with Mark Spitz, American winner of seven Olympic gold medals in swimming, in London, where he was en route back to the U.S., and a report from Jerusalem.

CBS News also had extensive coverage on its Tuesday *Evening News* with Walter Cronkite, a special report at 11:30-11:50 p.m., and coverage of the Wednesday memorial service on its *Morning News* on Wednesday.

ABC, meanwhile, its sports crews in Munich in force for the Olympic games that started Aug. 26, marshalled them for coverage that encompassed more than four and a half hours on the day the guerrillas struck. The day was capped by an 8-10:30 p.m. report that started with a review of the few Tuesday events that had taken place before the games were suspended, then shifted to the status of the terrorists and their hostages—who by that time had been removed by helicopter to a military airfield 28 miles from Mu-

nich—and ended shortly after announcement that the hostages had been killed.

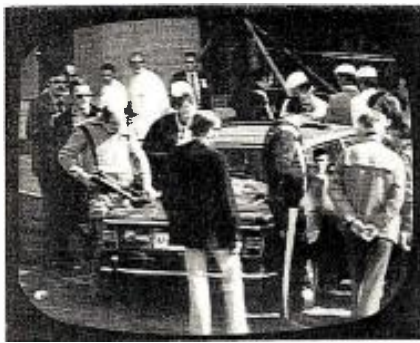
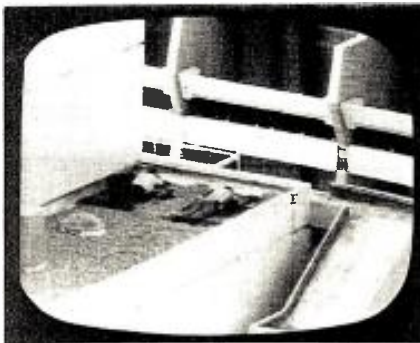
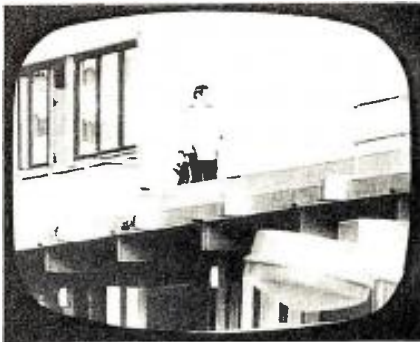
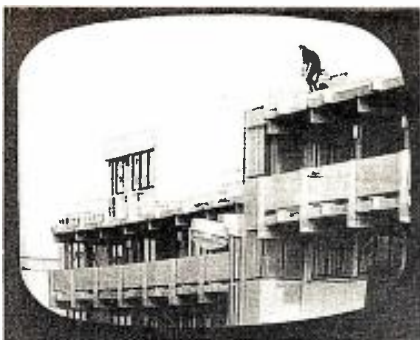
ABC hailed its coverage as "a unique cooperative journalistic effort" between ABC newsmen and ABC sports commentators. Sports commentator Jim McKay was anchorman throughout. Within a few hours after the attack, ABC reported, a dozen of its sports employees managed to get through suddenly tightened German security and find vantage points from which to feed reports to coordinating producer Geoff Mason in the ABC control room 500 yards from Olympic Village. John Wilcox, an associate film producer, found a place for himself and his handheld camera 50 feet from the building where the hostages were being held. He reported he could see the Israeli captives sitting on a couch, their hands tied behind their backs.

ABC News correspondent Jennings, 150 yards from the Wilcox vantage point, had a view commanding the area where German negotiators moved back and forth to meet with the Arabs and discuss their demands. He aired reports from the scene and also served as a relay station for his colleagues, taking their beeper-phone reports and telephoning them to anchorman McKay. From another position Vince Colvig, a film equipment technician, gained his first broadcast experience with an on-air report of the departure of the three helicopters taking the Arabs and their captives out of the area.

Other figures in the ABC coverage included sports commentator Cosell, who among other things found and interviewed a close friend of the first Israeli killed by the guerrillas; Bonn bureau chief Lou Cioffi; Jim Flood, manager of production services, whose duty ended when security forces found him, hustled him away and locked him in a nearby shoe company, and Marvin Bader, ABC sports production manager, whose job was to get fresh film to the cameramen inside, get lights to the right places after darkness set in and organize the runners dispatched periodically to get video tapes back to ABC headquarters.

For much of its coverage ABC used a zoom camera mounted on a high bridge near the network broadcast center and focused on the rooms where the hostages were being held. The German DOZ camera, perched on an 800-foot-high transmitting tower, was used extensively by ABC as well as by CBS in its live originations. The DOZ camera subsequently was taken over by police and used for surveillance as the deadline for meeting Arab demands approached.

The 24-hour suspension of the games meant that ABC's Olympics coverage, originally scheduled to end last night (Sept. 10), would be extended one day—into the first night of ABC-TV's new fall season. But officials said the scheduled premiere of *The Rookies* at 8 tonight (Sept. 11) would go on as originally planned; however, the movie that had been set for 9 will be preempted for wrap-up Olympic coverage that will extend at least to 11, perhaps later. Zenith Radio Corp.'s 90-minute special, *Zenith Presents a Salute to Television's 25th Anniversary*, set for last night at 9:30



CBS NEWS PHOTOS

(BROADCASTING, Aug. 28), was not due to be affected by the reshuffled Olympics line-up.

The big ratings that Olympic coverage had been attracting in New York and Los Angeles, the only areas for which ratings were available last Thursday, were also present for Tuesday night's report on the violence. The 8-10:30 period had a 26.8 rating and 45 share of total audience in the Nielsen overnights in New York, versus a 14.9 and 25 for CBS and a 5.1 and 9 for NBC. In Los Angeles, it was 28.7 and 45 for ABC as against 13.9 and 22 for CBS, 7.1 and 11 for NBC.

For nights when ABC was devoting all of its prime time to the Olympics, the network said that from the start of its games coverage on Aug. 25 through last Monday (Sept. 4) it had averaged a 26.0 rating and 47 share of the total TV audience in New York and a 29.9 rating and 49 share in Los Angeles. These figures, according to ABC, translated to 59% of the three-network audience in New York, 61% in Los Angeles. Even CBS-TV's high-rated *All in the Family* fell three points short of the Olympics' 37 New York share in their Sept. 2 confrontation.

Radio gets a beat in the early hours

ABC night-news service is first with reports on Munich events, shortly after 3 a.m. NYT

Television had the dramatic pictures, but radio was first with word of the tragedy in Munich.

Radio flashed the news of the guerrilla attack shortly after 3 a.m. NYT last Tuesday through stations on the air at that time. The others started to broadcast news of the "Munich massacre" at sign-on time and continued throughout the day as networks, group-station operations and audio services examined the story from all angles, including on-the-scene reports, interviews with dignitaries in Washington and other world capitals and comments from the man-in-the-street. ABC News, which maintains an overnight service called News Watch, notified its affiliates by closed circuit at 3:17 a.m. that the attack had begun. At 3:55 a.m. ABC Radio News assignment editor Martin Bush, on the scene in Munich, filed a voice-circuit report on developments.

Starting at 6 a.m., network coverage began, including reports on the hour and special bulletins and feature material. Among the ABC News correspondents broadcasting from Munich were Jim McKay, Peter Jennings, Martin Bush, Harry Curtis, Lou Cioffi and Keith Jackson. Periodic special reports were anchored by John Grimes.

CBS Radio's network transmissions began at 6:30 a.m. as Dave Marash, a WCBS(AM) New York sports reporter covering the Olympics, supplied the flash bulletin. Mr. Marash provided additional details on the network's hourly news pro-

This is the place to be

ABC Television welcomes you to an exciting new season of action, drama, adventure, music and laughter.



Sunday: 1 The FBI 2 ABC Sunday Night Movie (9/17 "Goldfinger") **Monday:** 3 The Rookies 4 NFL Monday Night Football (9/18 Washington/Minnesota) **Tuesday:** 5 Temperatures Rising 6 Tuesday Movie of the Week 7 Marcus Welby, M.D. **Wednesday:** 8 The Paul Lynde Show 9 Wednesday Movie of the Week 10 The Julie Andrews Hour **Thursday:** 11 The Mod Squad 12 The Men (9/21 "Jigsaw",



9/28 "Assignment: Vienna", 10/5 "The Delphi Bureau") 13 Owen Marshall, Counselor at Law Friday: 14 The Brady Bunch 15 The Partridge Family 16 Room 222 17 The Odd Couple 18 Love, American Style Saturday: 19 Alias Smith and Jones 20 The Streets of San Francisco 21 Sixth Sense Weeknights: 22 The ABC Evening News with Howard K. Smith and Harry Reasoner 23 The Dick Cavett Show

ABC Television Network 

grams, joined at times by Heywood Hale Broun.

CBS Radio also scheduled a special broadcast at 5:35-5:50 p.m., *Day of Terror at the Olympics*, including live reports and a five-way conversation. Participating were Reid Collins in New York; Dave Marash in Munich; Richard C. Hottelet at the United Nations in New York and Ed Rabel and Bruno Wassertheil in Tel Aviv.

NBC Radio broke the news of the Munich crisis on its 6 a.m. news report and continued to develop the story on regularly scheduled newscasts. In addition, Bud Greenspan and Jay Miller, on the scene in Munich, supplied periodic "hot line" reports of fast-breaking news.

Mutual dug into the story at 6 a.m. with live reports fed to the U.S. by correspondents Chuck King and Hal Wagner. They filed spot bulletins and reports for regularly scheduled newscasts. Mutual also scheduled later in the day a 25-minute program featuring Dick Rosse in New York and Mr. King in Munich.

UPI Audio estimated it supplied its clients with more than 100 cuts (30 to 45 seconds in length) on Tuesday. In addition the UPI service fed longer pieces on reactions to the event from principal cities in the U.S. and abroad. Covering in Munich were Pete Willett, Ed Ingles, Stan Sabik and Pat Thorogood.

Broadcast Advertising-

Army recruiters find broadcasters reluctant to take free ad campaign

Gallup survey shows response to PSA's fell off by third after paid-ad experiment

A survey of 1,400 TV and radio stations to determine the before-and-after effects of the \$10 million Army recruiting paid advertising campaign last year shows that broadcasters are less willing to provide free public service announcement time now than they were before the three-and-a-half month paid advertising experiment.

The study, by the Gallup Organization, consisted of a three-page questionnaire that covered log items for Army recruiting PSA's for three months before and three months after the March 1-June 15 (1971) advertising campaign. It showed that free time being given by broadcasters for Army recruiting dropped after the advertising project.

But, one observer noted, the time broadcasters previously had been devoting to Army recruiting PSA's was not very great. In fact he called it "inadequate" in the sense that it failed to provide the exposure needed for a business-like recruiting program. Therefore, he concluded, the fact that broadcasters are offering a third less is not significant.

The survey was aimed at uncovering marketing problems facing the Army in

its current drive for an all-volunteer force.

The paid broadcast advertising campaign was considered somewhat of a success when the final results were in, since it resulted in a substantial increase in enlistments, particularly in the combat arms (infantry, artillery and armor).

The Gallup survey came virtually at the same time that Army Secretary Robert F. Froehke wrote the networks asking that Army recruiting announcements not only be carried free and at times best able to reach 17-21 year olds, but asking that their frequency be increased five- to ten-fold.

Network executives were less than enthusiastic at Mr. Froehke's request. They suggested he work with the Advertising Council. John Schneider, CBS Broadcast Group president, criticized the juxtaposition of Mr. Froehke's plea and the onset of the Gallup research. This, he said, seemed to be devised to reinforce the request for more time and implied that broadcasters were beholden to government agencies because they are licensed.

Moves to authorize paid military advertising on TV and radio stations seem to have failed. Early last month, Representative Richard Schweiker (R-Pa.) moved to legislate approval for the armed forces to spend advertising dollars on TV and radio stations. But his amendment—to the fiscal 1973 military procurement bill—was killed in Senate-House conference later last month ("Closed Circuit," Aug. 21), largely at the behest of Representative F. Edward Hebert (D-La.), chairman of the House Armed Services Committee. Mr. Hebert's long-time opposition to paid TV and radio advertising stems from his expressed belief that since TV and radio stations are licensed in the public interest they should be required to carry military recruiting announcements.

N.Y. art design awards dominated by television

DDB's Gage, CBS's Golden inducted into newly established Hall of Fame

The Art Directors Club of New York awarded eight of 14 gold medals to creative efforts in television in its 51st annual exhibition of advertising, editorial and television art design last week.

The TV medals went to the following art directors: McCann-Erickson's Harvey Gabor, two gold medals, for Coca-Cola ("Buy the world a Coke") and for the New York Racing Association ("Thoroughbred race horse . . ."); McCann-Erickson's Don Tortoriello for Coca-Cola ("Once upon a time . . ."); Doyle Dane Bernbach's Roy Grace for Volkswagen's "Campmobile" TV commercial; Burns Keene Katz Lord and Jefferson's Lee Bonner for the Baltimore Zoo ("A zoo for kids of all ages . . ."); Dancer-Fitzgerald-Sample's (San Francisco) A. Gig Gonella for Foremost Foods ("If the closer he gets, the fatter you look, get so-low milk . . ."); Carl Ally's Ralph

Ammirati for Fiat ("When it comes to small cars you can't fool a European . . ."); and Tony Gill (no agency) for "Unsell the war" spots.

The awards were presented at a dinner Thursday (Sept. 7) at the Plaza hotel in New York. Another feature of the event was the start of the club's Hall of Fame. Among eight men named to the Hall of Fame were Robert Gage of Doyle Dane Bernbach and the late William Golden, art director for CBS.



DDB's Robert Gage



The late William Golden

By and for the children

Group W TV's will air PSA's done by youths in film workshop

A series of four one-minute public-service announcements produced by youngsters at the Yellowball Film Workshop in Lexington, Mass., will be televised on the five Group W TV stations this fall. The animated spots, dealing with consumerism and nutrition, will be shown in children's weekend and prime-time programming and will be offered at cost to other U.S. stations.

Working under the direction of Yvonne Anderson, head of the workshop, were Andrea Dietrich, 16, Judith Fleshman, 18, Jean Falcone, 11, and her brother Paul, 13. Each took an original idea and saw it through to a finished spot. In one storyboard the "kid" says "I'm gonna grow big and strong and smart cause I eat healthy foods, not like these four people." At that point, four disreputable characters appear, including a lady who eats potato chips and shatters mirrors with a glance, and Count Dracula—"I want to suck your soda pop, but first—my dentures!" The spot ends with the kid seated at a banquet table laden with healthy foods saying, "So you see, I like to eat healthy foods." Each PSA has its own animation style and makes brilliant use of color.

When interviewed at a news conference arranged by Group W in New York last Wednesday (Sept. 6), the four filmmakers were unanimous in stating that they hardly ever watched TV, disliked commercials and were primarily inter-

The on-the-spot spots.

With film it's so simple to give local advertisers a big boost. Just take a camera, a power pack, some lights, a few rolls of film—and shoot a commercial in the merchant's local habitat.

Viewers get to see the place, the products, and the personnel as they really are. It's a lot more effective than having a businessman come to a studio where he stands on a fake set—or in front of a curtain.

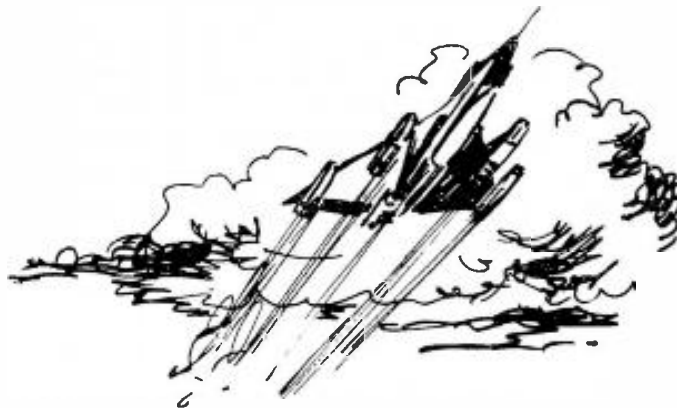
Another thing to consider. Film equipment is mechanical so any optical repairs that might have to be made are normally inexpensive. And there's no need for expensive standby equipment as there is with tape.

On-location shooting is just one advantage of film. Your Kodak Sales and Engineering Representative can tell you about the others. In no time at all you can be helping local merchants star in their own 30- or 60-second specials.



EASTMAN KODAK COMPANY ATLANTA: Bob Baker 404/351-6510/
CHICAGO: Dick Porter 312/654-5300/DALLAS: Frank Reinking 214/351-3221/
HOLLYWOOD: John Waner 213/464-6131/NEW YORK: Bill Reddick 212/262-7100/
SAN FRANCISCO: Joe Semmelmayr 415/776-6055.





A good airing for the Guard.

When the Fetzer television station in Kalamazoo broadcast a program about the Air National Guard as part of its "Input 3" series, the public response was highly enthusiastic. The station's in-depth coverage prompted immediate inquiries about joining the Air Guard. In a time when "zero draft" military involvement makes recruiting a serious problem, programming such as this helps create a better understanding of the needs of the Air National Guard. Keeping the public informed of issues of vital national importance is all part of Fetzer total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac
				KMEG-TV Sioux City



All smiles. The children from Yellowball Film Workshop show their stuff to Marvin Shapiro (l), president of the Group W stations, and August Hecksher, New York City Parks Administrator, at a news conference held at the Central Park Zoo. The young filmmakers, creators of PSA spots for Group W television stations, are (l-r) Jean Falcone, Andrea Dietrich, Paul Falcone and Judith Fleschman.

ested in filmmaking. Joel Chaseman, Group W senior vice president for programming, spoke warmly of the Yellowball Workshop, saying, "We needed and found a place we could trust to produce commercials by and for kids." He announced that Group W had commissioned the workshop to produce a fifth PSA on product diversity, cautioning young consumers to compare before they buy.

Study documents value of radio to Chrysler

Interviews over two-year period, conducted by Katz and Ross Roy, trace growing consumer awareness

A two-year study of Chrysler Corp.'s radio advertising has shown consistent gains in listener awareness of Chrysler's campaign theme—"Extra Care in Engineering"—as well as increased identification of specific engineering features, Katz Radio, national sales representation firm, reported last week. Katz and Ross Roy Inc., Detroit, the agency handling the Chrysler account, conducted the study.

The first interviews, in April 1970, found that 19% of male car owners associated Chrysler with the "extra-care" concept, according to the Katz/Ross Roy report. By October 1970 the level had risen to 28%, by April 1971 to 43% and by April 1972 to 55%.

Awareness of engineering features cited in support of the "extra-care" theme also increased, the report continued. It said association of "unibody construction" with Chrysler had risen from 14% to 41% over the four-survey span, and identification of torsion-bar suspension went from 36% to 61%.

The first three surveys were conducted

among men in selected top-25 markets. The one this year was expanded to include women and to cover five markets ranked between 26 and 50, plus two smaller markets, in addition to six in the top 25. In all, 3,890 car owners were interviewed. Identification of the Chrysler theme by men was in the 33% to 37% range in markets below the top 25, as compared with the 55% in the top 25, and identification by women was about one-half the male level in all market sizes.

Over-all, Ross Roy was pleased. Said Joseph V. Karle Jr., vice president and director of media and research: "The entire report is both fascinating and rewarding from the standpoint that this exclusive use of the radio medium seems to bring about a high degree of consumer association of the Chrysler Corp. with 'Extra Care in Engineering.'"

Time for McGovern. Liz Stevens, media coordinator for Senator George McGovern's presidential campaign, revealed last week the September network-TV schedule of McGovern commercials. It consists of 60-second and five-minute spots, produced by Charles Guggenheim and filmed on location in the Midwest and New England. Senator McGovern is shown answering questions from people in factories, on farms and in private homes. No spots have yet been filmed that include R. Sargent Shriver, the Democratic vice presidential nominee. He may be included in commercials to be shown in October. The September schedule is as follows: Monday, Sept. 11, *NBC Monday Night Movie*, five minutes; Tuesday, Sept. 12, *CBS Tuesday Night Movie*, five minutes, and *NBC Reports*, 60 seconds (at 10:59 p.m.); Wednesday, Sept. 13, *NBC Mystery Movie*, 60 seconds; Thursday, Sept. 14, *Ironsides* on NBC, 60 seconds (10:29) and *CBS Thursday Night Movie*, five minutes; Friday, Sept. 15, *CBS Friday Night Movie*, five minutes; Monday, Sept. 18, *The Rookies* on ABC, 60 seconds (8:59); Thursday, Sept. 21, *Flip Wilson* on NBC, 60 seconds (8:59) and *Mod Squad* on ABC, 60 seconds (8:59); Friday, Sept. 22, *CBS Friday Movie*, five minutes and *Love American Style* on ABC, five minutes (10:55); Monday, Sept. 25, *New Bill Cosby Show* on CBS, 60 seconds (10:59); Tuesday, Sept. 26, *Hawaii Five-O* on CBS, 60 seconds (9:29); Wednesday, Sept. 27, *Medical Center* on CBS, 60 seconds (9:59) and *Cannon*, 60 seconds (10:59); Friday, Sept. 29, *CBS Friday Movie*, five minutes.

Big buyers of local TV spending more than ever

TVB says figures are up for all top 10 categories of advertisers

Television's top-10 categories of local advertisers all increased their use of television sharply during the first six months of 1972, according to a report being released today (Sept. 11) by the Television Bureau of Advertising.

Using figures compiled by Broadcast Advertisers Reports, TVB said that local advertising by auto and truck dealers led the compilation with 11,149 commercials in an average week during the first half of 1972, up 24% from the comparable 1971 period. The largest percentage gain was registered by furniture stores.

George Huntington, TVB's executive director, said that although many retailers cut back their advertising budgets in 1971, local television advertising rose by 13%. He added that for 1972 TVB estimates that local television will grow by at least 20%, "making it the fastest growing advertising medium among all media, national or local."

He said the bureau attributes this growth to increased recognition by retailers of television's ability to generate store traffic, sell specific merchandise and build a distinctive image.

	# of commercials average week		
	6 mos. 1971	6 mos. 1972	% change
1. Auto & truck dealers	8,968	11,149	+24*
2. Department & discount stores	8,891	10,089	+14*
3. Restaurants & drive-ins	7,478	9,337	+25*
4. Food stores & supermarkets	6,307	7,835	+21*
5. Furniture stores	4,716	6,822	+45*
6. Banks, savings & loan assn.	5,823	6,740	+16*
7. Amusements & entertainment	3,415	4,153	+22*
8. Movies	3,058	4,148	+36*
9. Builders & real estate	2,014	2,527	+25*
10. Clothing stores	1,588	2,110	+33*

*All-time high for periods

BAR—75 markets

ADMA to get TV briefing

Association of Direct Marketing Agencies will hold an all-day seminar on "Direct Marketing Use of Broadcast Media" to-

morrow (Sept. 12) in New York. Speakers will include Walter McQuillan, Radio Advertising Bureau, on the use of radio for direct response advertising; Dick Borzumato, TLK Inc., on "How General Advertising Agencies Use, Buy and Evaluate TV Advertising"; Linda Beakler, BBDO, on "Talent, Unions, Contracts and Legal Pitfalls of TV Advertising"; Michael Fabian, March Advertising, on "TV Opportunities for ADMA Members"; Judd Pollack, MPO Videotronics, on "How to Make TV Commercials," and Gene Mitchell, RKO Television Representatives, on "Getting Into TV: The Do's and The Don'ts."

Under code scrutiny

The code authority of the National Association of Broadcasters is reviewing three proposed TV commercials for feminine-hygiene products. Latest submitted are two 30-second spots for Tassaway, made by Tassette Inc., Beverly Hills, Calif., whose agency, J. Walter Thompson, New York, tested them on noncode stations in Portland, Ore., San Diego and Los Angeles last March and April. The response was reportedly favorable.

Earlier it had been reported that the code authority had received prospective TV spots for Confidets (Scott Paper Co.) and Tampax (Tampax Inc.).

Feminine personal-product advertising was cleared for a one-year test beginning Nov. 1, provided clearance was obtained from the code authority and/or NAB code review board.

IBFM reports progress on slow-pay problem

Middleton tells N.Y. session that key to ultimate solution is cooperation

Close cooperation among advertisers, advertising agencies and stations was urged last week by Warren Middleton, executive director of the Institute of Broadcasting Financial Management, as a means of alleviating the "slow-pay" problem that has plagued TV-radio broadcasters.

Mr. Middleton, who is also executive director of the IBFM's recently formed subsidiary, the Broadcast Credit Association, spoke at a luncheon meeting in New York of the financial management committee of the Association of National Advertisers. He emphasized that the initial aim of the new credit group is to help break down "any antagonisms and suspicions which may have developed between buyer and seller."

The first step of BCA, he said, was to institute a simple exchange of ledger information. Mr. Middleton reported that 226 subscribing stations each month provide information on the aging status of receivables for national advertising agencies. This information is computerized, under the supervision of the accounting firm of Ernst and Ernst, and all participating stations are supplied with a report on the data, according to Mr. Middleton.

"This gives an indication of the na-

tional record of these agencies, an important tool in making credit decisions," he pointed out. "It will reflect, too, if a station's own house is in order."

Mr. Middleton said that BCA's first report for May shows that for all stations reporting, 13% of the total agency dollars owed were 90 days or more overdue.

He called for a combined effort by all facets of advertising and broadcasting to "clear the troubled air and to return to sound financial procedures."

Drug chain uses TV to back its challenge of state price laws

Commercials in three eastern states call attention to price lists for prescription drugs in stores

Supermarkets General Corp., Woodbridge, N.J., launched a three-pronged attack last week on laws in New York, New Jersey and Connecticut that prohibit advertising prescription-drug prices.

Supermarkets General, parent company of Pathmark Stores, filed suits challenging the constitutionality of statutes in those states; began posting both the current prices and base prices of prescription drugs under the Phase 2 government program in its stores, and launched a heavy spot-TV campaign on New York and Philadelphia stations informing the public of its posting action.

A spokesman said the intent of its suits is not to advertise prescription prices over the air or in newspapers, which, he said, is prohibited by law, but to challenge statutes banning posting of prices in stores, a practice that has been construed as advertising.

The commercials, which are being carried on news programs on all six commercial-TV stations in New York and three stations in Philadelphia, plus local commercials within NBC-TV's *Tonight* show, ABC-TV's *Dick Cavett Show* and the Pathmark-sponsored nutrition program on WCBS-TV New York, describe the posting action. They stress that consumers have "the right to know" the base price and the actual price of prescription drugs.

The commercials show a sign simulating prescription prices with letters and digits in indistinguishable forms because actual prices cannot be posted legally on the air, a Pathmark spokesman said.

Venet Advertising, New York, is the agency.

Code relaxes on toy and game ads for adults

The code authority of National Association of Broadcasters has issued for the first time guidelines for a one-year trial period on toy and game advertising directed to adults.

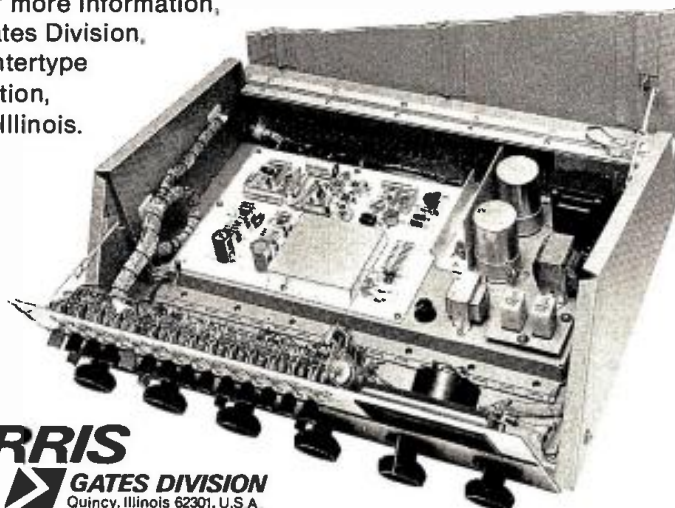
The code review board acted after it noted there was increase in the amount of TV advertisements of toys and games aimed at adults, and after toy manufacturers sought less stringent rules than

Once you look inside the STUDIOETTE 80, you'll buy it.

You'll see why the new Studioette 80 is the quality buy of solid state, 4-channel audio consoles.

In the Studioette 80, 13 inputs into 4 mixing channels provide maximum flexibility. All inputs and outputs are protected by isolation transformers. Wire-wound, step-type attenuators, used in each of the 4 mixer channels, assure quiet and reliable audio operation.

For more information, write Gates Division, Harris-Intertype Corporation, Quincy, Illinois.



HARRIS

GATES DIVISION
Quincy, Illinois 62301, U.S.A.

Dare! Call Ira Gottlieb collect (212) 245-4680 or write your name in blood or ink below and mail this entire ad to him at 39 West 55 Street, New York 10019.

those applying to advertising directed to children. A spokesman said that under the new interpretation there will be "more latitude" for advertisers and cited, for example, that, if granted waivers, they would be permitted to use animation and fantasy in commercials though the announcements must clearly state intent of spot, and the commercial need not have a five-second still segment at the end to identify the product, as is required for advertising for children.

The new interpretation stresses that to qualify, the concept and execution of commercials must clearly appeal to adults and not primarily to children; any use of children must be limited to real-life situation and should be confined to a situation in which parent-child interplay is the dominant theme, and the broadcast schedule must not include placing of commercials in or adjacent to programs directed primarily to children.

Lettuce spot draws equal-time request

UFW boycotters contend USDA promo tells only one side of the story

A promotional spot by the U.S. Department of Agriculture, recommending the purchase of lettuce, has drawn a request for equal time by a local representative of the United Farm Workers lettuce boycott.

Ramon Romero, Washington coordinator of the boycott, asked Spanish-language WFAN (FM) in that city for time. The station manager was unavailable for comment late last week on whether the request would be granted.

The USDA spot was one of a series prepared for its "Plentiful Foods" program, which seeks to remove surpluses from the market. It named lettuce as one food in "plentiful" supply for August.

Mr. Romero said that if lettuce is now plentiful, "it is because many people of good conscience have stopped eating lettuce" to support the UFW boycott.

GE's heavy campaign for its light products

Beginning Sept. 18, General Electric, Cleveland, will initiate the longest-running, most extensive GE TV advertising campaign ever devoted exclusively to light bulbs. The 30-second animated commercials, prepared by BBDO, Cleveland, will be carried on NBC-TV and CBS-TV game shows and daytime dramas, in addition to such programs as *Today*, *Tonight*, National Football League playoffs, *CBS Late Movie* and *CBS Morning News*.

Mom and Pop Seemore will introduce their "new baby," GE Soft White Plus, beginning Sept. 18. "Flash" Cube will hit the airwaves mid-November to explain that if one GE flash cube fails it's replaced with four. "Rip Van Twinkle" wakens right after Thanksgiving, only to be told that he's too hot to handle—GE's

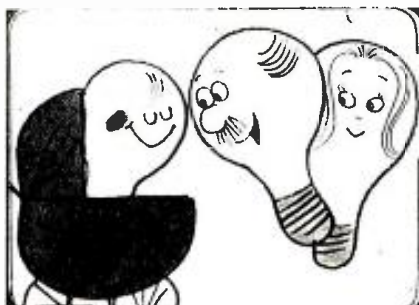
BAR reports: television-network sales as of Aug. 20

CBS \$383,389,400 (36.9%); NBC \$339,010,900 (32.6%); ABC \$317,651,300 (30.5%)*

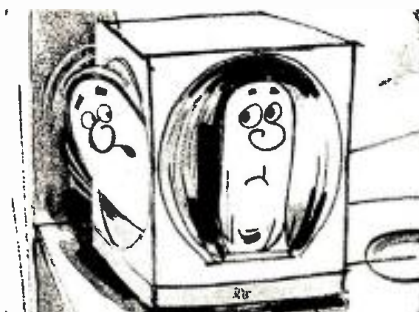
Day parts	Total minutes week ended Aug. 20	Total dollars week ended Aug. 20	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	65	\$ 371,100	2,402	\$ 14,348,900	\$ 14,349,500
Monday-Friday 10 a.m.-6 p.m.	1,022	6,547,200	31,798	220,787,200	199,666,800
Saturday-Sunday Sign-on-6 p.m.	247	2,007,200	9,937	110,461,100	89,852,400
Monday-Saturday 6 p.m.-7:30 p.m.	93	1,309,000	3,096	55,096,700	45,171,200
Sunday 6 p.m.-7:30 p.m.	9	111,800	436	9,061,600	13,368,300
Monday-Sunday 7:30 p.m.-11 p.m.	398	13,862,300	12,979	569,628,500	553,548,200
Monday-Sunday 11 p.m.-Sign-off	164	1,945,200	4,966	60,667,600	41,963,100
Total	1,998	\$26,153,800	65,614	\$1,040,051,600	\$957,919,500

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

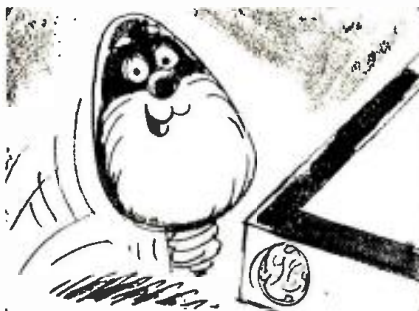
line of "Cool Ones" has replaced him. Rip observes, "They're not making Christmas lights like they used to. GE's making 'em better." Animation was done by Perpetual Motion, New York. A spokesman for BBDO estimated that GE will bill \$500,000 for each wave.



The Seemores



"Flash" Cube



Rip Van Twinkle

Let the station rep do the buying—Torbet

Letter to agencies questions wisdom of increasing costs by contacting stations directly

Alan Torbet Associates, New York, radio-station rep firm, last week sharply criticized the practice by some advertising agencies of trying to get better buys by negotiating directly with stations instead of with their national representatives.

Alan Torbet, president, wrote letters to major radio-billing agencies saying he considered the direct-to-station approach "wasteful, expensive and non-productive." He prefaced this point by referring to a recent American Association of Advertising Agencies report showing that agency net profits in 1971 slipped to an average 3.32% of profits and that incorporated agencies' profits had averaged only 0.56% of billings, after taxes (BROADCASTING, July 31).

Mr. Torbet wrote that he found it curious that despite the inflationary cost pressures, some agencies were "wasting untold man-hours and thousands of dollars in communications, field trips and negotiations in an effort to secure 'better buys' by dealing directly with stations."

He pointed out that station reps offer the same rates and terms as the stations. He noted that contracts with Torbet station clients spell out clearly that ATA is permitted to sell at the same conditions as the stations and also specify that ATA will receive commissions, whether the sale is made by ATA, by the station or by a third party.

"It occurs to us that certain agency executives in charge of the 'bottom line' may not realize how costly and wasteful this practice has become," Mr. Torbet wrote.

Mr. Torbet asked agency executives for their reactions to his observations and for any suggestions they might offer.

Save from One Third to Two Thirds on Central Studio Background Music



You can turn your unused FM side channel into a moneymaker by offering a background music service. But why take the profit out of it by paying more than you have to...and getting less than you should? Competitive sources usually charge rates averaging 10% to 20% of your gross. Ours usually averages only 5%.

Our tapes are 100% music, not 15 minutes on, 15 minutes off. They are the highest quality tapes available, always new (we destroy old, returned tapes).

Here's how it works. The Rowe Central Studio Library initially consists of 15 six hour reels for a total of ninety hours. Every 30 days thereafter two six-hour refresher reels are sent with instructions on which reels to return and recommendations for programming. The service includes our providing Christmas music at no additional charge. It's actually less expensive than "do-it-yourself" programming.



Rowe international, inc.

A SUBSIDIARY OF TRIANGLE INDUSTRIES, INC.
75 TROY HILLS RD., WHIPPANY, N.J. 07887 TEL. (609) 887-0400, CABLE: ROWEND

FRANCHISES ARE NOW AVAILABLE
THROUGHOUT THE COUNTRY

Please send me more information about
Central Studio Background Music

CUSTOMUSIC®

Rowe International, Inc.
888 Providence Highway (Rear) Dept. B
Dedham, Massachusetts 02026

NAME _____
STREET _____
CITY _____ STATE _____ ZIP _____

TV network billings set a record in July

This summer's sales are going good at the television networks. According to the Television Bureau of Advertising, network advertisers in July invested \$112.5 million (10.7% more than in July 1971), an all-time billing high for the month.

In weekend daytime alone, billing was up from \$7.2 million to \$10.1 million, a 41% gain. For the January-July period, network-TV billings were up 9.3% for a total \$967.6 million as compared to \$885.6 million last year.

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

	July			January-July		
	1971	1972	% change	1971	1972	% change
Daytime	\$ 32,117.8	\$ 37,625.0	+17.1	\$280,927.7	\$320,684.5	+14.2
Mon.-Fri.	24,949.5	27,515.6	+10.3	196,960.3	216,072.8	+ 9.7
Sat.-Sun.	7,168.3	10,109.4	+41.0	83,967.4	104,611.7	+24.6
Nighttime	69,506.6	74,890.4	+ 7.7	604,721.1	646,949.9	+ 7.0
Total	\$101,624.4	\$112,515.4	+10.7	\$885,648.8	\$967,634.4	+ 9.3

	ABC	CBS	NBC	Total
*January	\$ 45,062.5	\$ 55,687.6	\$ 47,903.9	\$148,654.0
February	44,809.4	53,203.6	51,065.9	149,078.9
March	46,902.6	55,651.1	51,376.3	154,130.0
April	45,970.6	53,140.1	46,418.1	145,528.8
*May	41,130.2	52,696.6	42,899.3	136,726.1
June	37,185.3	45,030.7	38,785.2	121,001.2
*June	34,760.9	40,925.8	36,828.7	112,515.4

Year-to-Date \$295,821.5 \$356,535.5 \$315,277.4 \$967,634.4

*Revised

Source: Broadcast Advertisers Reports (BAR), as released by Television Bureau of Advertising.

Business Briefs

How to. Guidelines to help retail advertisers prepare for their first use of television will be presented by Television Bureau of Advertising tomorrow (Sept. 12) at National Retail Merchants Association's eighth annual retail advertising workshop and seminar, at Biltmore hotel in New York. Presentation, "Me a TV Advertiser—What Should I Do?", will have panel of experts with Tom McGoldrick, TVB director of retail sales, as moderator. Panelists: David Arons, vice president, sales promotion, Gimbels, Philadelphia; John Pellegrine, vice president, sales promotion, Dayton's, Minneapolis; Joan Glynn, vice president, director of advertising, Bloomingdale's, New York.

Radio try. Graphics Institute Inc., New York design agency specializing in annual reports and other corporate communications, has bought heavy radio campaign on WQXR(AM) New York for two weeks, Sept. 11-21. It is using minutes adjacent to 6:10 p.m. stock market report and to business news at 7:40 p.m. Advertiser says it believes this is first such use of radio to sell design service for corporation annual reports, is handling buy direct.

Focus on broadcast. Ad campaign to be launched by Polaroid Corp., Cambridge, Mass., for its Square Shooter 2 camera includes most extensive use of TV company has ever employed for single product. Beginning late this month 30- and 60-second prime-time spots will run on all three networks nearly every night of week. TV campaign continues through Dec. 31 with over 100 spots on networks and on major-market outlets. Other spots will promote full line of Polaroid Land cameras. In addition, saturation top-50 market radio campaign for Colorpack

film will precede major holidays through New Year's Eve. National magazine and newspaper ads will also be used.

GE's move. General Electric Co. will kick off its largest fall TV advertising campaign in 10 years on Sept. 13. Multi-million-dollar campaign will promote GE's 25-inch color-TV console, "Mozambique," and its new, 10-inch color portable "Porta color II." The 30- and 60-second commercials will run through Dec. 16 on following network prime-time programs: ABC's *Movie of the Week*, *Sunday Night Movie*, *Evening News*, *Monday Night NFL Football*, *NCAA Pre-game Show*, *Wide World of Sports*, *The Sixth Sense* and *Alias Smith and Jones*; CBS's *Friday Night Movie* and NFL football pre- and post-game shows; and NBC's AFC football games. GE calculates its spots will reach every TV home in U.S. about 12 times. W. B. Doner & Co., Baltimore, is agency.

More space. Sudler & Hennessey, New York, has taken two additional floors at 130 East 59th Street to house S&H's new divisions, Intramed Communications Inc., and Sudler & Hennessey International. New offices were required to accommodate additional personnel working on recently acquired accounts, including Wallace Pharmaceuticals, Parke, Davis and Co., Marine Colloids Inc., Pfizer Diagnostics and Abbot Universal Ltd.

Psychologist series. Hoechst Fibers Inc., North Somerville, N.J., manufacturer of Trevira polyester fabric for clothes and home furnishings, will sponsor daily half-hour, syndicated TV talk show featuring psychologist Joyce Brothers. *Living Easy with Dr. Joyce Brothers* is scheduled to premiere in January. Gene Klaven, radio humorist, and Mike Darrow, vocalist and veteran show host, will be regulars in series. Producers are Halpern/McDevitt,

New York, in association with Capricorn Productions there. Ed Pierce is executive producer; Dennis Kane, director. Taping began last week in New York.

To handle new beer. Old Munich Brewing Co., Hialeah, Fla., has appointed Bishopric & Felden, Miami, as agency to set up U.S. introduction of Biber Brau pilsner-type beer. Bebra, West Germany, brewhouse will provide a "wort" in concentration form for final processing at new U.S. plant.

GF steps up Brim drive. Beginning tonight (Sept. 11), General Foods, White Plains, N.Y., expands nationally its TV campaign to introduce new decaffeinated



Before Brim. "They can send a man to the moon, they can send rockets to Mars, can't they make a cup of coffee I like without caffeine?"



After Brim. Man: "It's so good I keep forgetting it's decaffeinated." Woman: "You could drink a whole potful."

coffee, Brim. Brim began advertising in more than 16 regional major markets in late August after successful test-marketing in Philadelphia, Sacramento, Buffalo, and Phoenix. Commercials will be in rotation package with other GF spots on ABC's Sunday night and Tuesday night movies, NBC's *Flip Wilson Show* and CBS's Thursday night and Friday night movies, through the December quarter. Benton & Bowles, New York, is agency.

Moving the stuffing. General Foods Corp. (Jell-O division), White Plains, N.Y., will introduce Stove Top brand stuffing mix to Hartford, Conn., and Phoenix areas in mid-September. Grey Advertising, New York, has prepared 30- and 60-second TV commercials demonstrating how to prepare stuffing.

Blacks lose round but gain points in WMAL-TV case

Appeals-court panel rejects plea for rehearing; however, it has questions about two parts of original ruling

Sixteen members of Washington's black community have suffered a setback in a second effort to gain a court reversal of the FCC decision renewing the license of WMAL-TV Washington without a hearing. But the effort was not without profit to the petitioners; it resulted in a court opinion that offers more encouragement to community groups, and gives them more of a handhold in opposing renewal applications, than did the original opinion upholding the commission's decision.

The blacks last month had asked the U.S. Court of Appeals in Washington to rehear the case, and suggested that the full nine-member bench of the D.C. circuit participate in an en banc proceeding. They said the decision, which was issued June 30, was inconsistent with earlier rulings in which the court had upheld the position of citizen groups (BROADCASTING, Aug. 7).

And the opinion was in fact regarded as of major significance, and a source of hope, by broadcasters, in view of the scores of petitions to deny license renewals that have been filed, many on the

same grounds as those contained in the petition against WMAL-TV—generally, allegations that a station's programming was not responsive to community needs and that it discriminated against minorities in hiring and promotion practices.

Although the full court has yet to pass on the request for rehearing en banc, the three-judge panel that unanimously denied the appeal—Chief Judge David Bazelon, Judge Malcolm R. Wilkey (who wrote the original opinion) and Senior District Judge Burnita Matthews—rejected the request for rehearing directed to it. In a brief, unsigned opinion, it said none of the contentions advanced by the petitioners warranted a rehearing. But then it elaborated its views on two of them—one dealing with WMAL-TV's amending its ascertainment of needs survey after the petition to deny was filed; the other, with the charge that WMAL-TV discriminated against blacks in its employment practices—in a manner reflecting sympathy for the citizen-groups' position.

The court said that while the commission rule permitting late filing of an ascertainment-survey amendment is not contrary to the public interest, "it would be unreasonable and harmful to the public interest for the FCC to acquiesce in a pattern of this behavior." Such acquiescence might encourage licensees "to run the risk of engaging in similar dilatory conduct on the chance that no one would be watching," the court said.

It also said it might discourage citizen groups from participating in the renewal process, since it would indicate that the

process is "a meaningless exercise, or a never-ending battle for which they have insufficient resources," and added: "This is not our view."

The court said the petitioners were effective "in forcing WMAL-TV to conform its prospective ascertainment to current FCC standards, and in pointing out that future deviation will not be tolerated." The court said its decision should not be viewed as a defeat for the petitioners but as "successful public intervention which this court has consistently welcomed in serving the public interest."

It added that denial of a license renewal is not the only measure of success of a citizen-group effort.

There are other ways—"more vigorous ascertainment responses, and economic, moral and social pressures"—in which a community can "shape the programming of a licensee, which effectively supplement the constitutional and statutory authority of the FCC."

The court also appeared to back off from what had seemed to be a holding that statistics alone could not constitute a prima facie showing of discrimination in employment. The June 30 opinion does not hold that "an extremely low rate of minority employment will never" provide such a showing, the court said. Rather, it added, the petitioners' evidence did not provide an adequate showing, because the assertion that 7% of the station employees were black while the city's population was 70% black "was somewhat misleading."

The court said that evidence submitted to the FCC indicated that 24% of the



Truly a classic on any desk, this dispenser's compact design also fits snugly in a desk drawer or attaché case. And now you'll receive this handsome "Scotch"

Brand Medallion Dispenser (\$2.30 value) free when you buy 12 rolls of the tape it was created for: "Scotch" Brand Magic Transparent Tape No. 810 (1/2" or 3/4" x 1296" size). Order pre-pack "SK Deal" units from your office supply dealer. Offer good as long as supplies last. For your free booklet with lots of little taping ideas write to: 3M Company, Dept. CUP-92, St. Paul, MN 55101.

3M
COMPANY

"SCOTCH" AND THE PLAID DESIGN ARE REG. TRADE MARKS OF 3M CO. © 1972 3M CO. ST. PAUL, MINNESOTA 55101



Open, it's a dispenser Closed, it's a paperweight
Either way, it's free!

MANDATE

Ten years of achievement under the Communications Satellite Act of 1962

The Communications Satellite Act was passed by the Congress on August 27, 1962 and signed by the President on August 31.

This unique piece of legislation called for the creation of a new private corporation to establish a commercial communications satellite system by itself, or in cooperation with other countries, as quickly as practical.

The Communications Satellite Corporation (COMSAT) was incorporated in Washington, D.C. on February 1, 1963, to carry out this mandate.

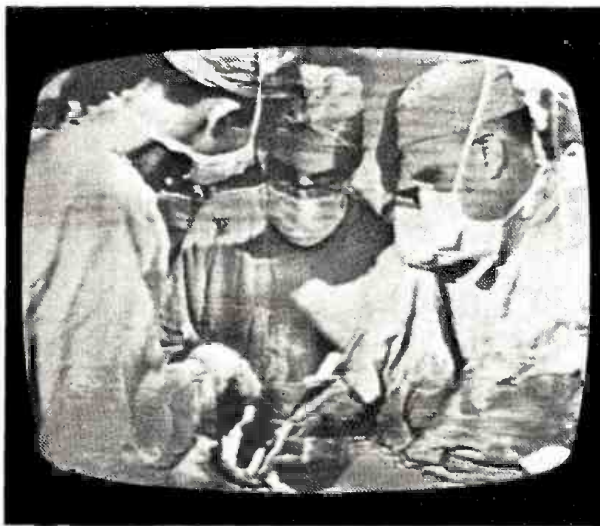
Here are some of the major achievements under the Act's "national pro-



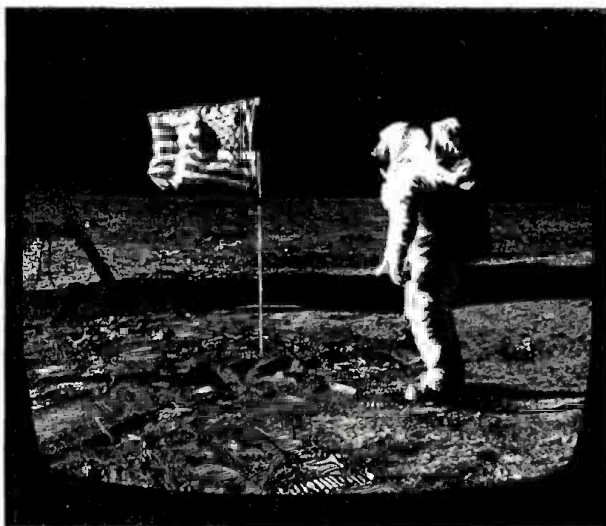
When he signed the Communications Satellite Act of 1962, President Kennedy said, "The ultimate result will be to encourage and facilitate world trade, education, entertainment and many kinds of professional, political and personal discourses which are essential to healthy human relationships and international understanding."



Earlier this year, the global satellite system made it possible for the world to focus attention on President Nixon's visit to the People's Republic of China for one brief week through facilities quickly erected at Peking. Since then, satellite service has been established between the two countries through a station at Shanghai.



Only about one out of every 100 people on earth saw open heart surgery performed "Live Via Satellite" during the Early Bird inaugural telecast on May 2, 1965, primarily because the initial satellite pathway was confined to the United States and Europe. Just four years later, however, global satellite coverage had been established.



Today, about 800 million people on six continents can see an important event as it happens "Live via Satellite." The sportscasts from Munich will set a new record for total hours of TV devoted to a single event. However, the Apollo 11 moonwalk may still remain the event most widely viewed around the world at one time.

gram" as reported by Comsat to the President and the Congress.

Comsat was capitalized at approximately \$200 million through a stock issue on June 2, 1964. Today, Comsat has 110,000 shareholders of record.

On August 20, 1964, Comsat became a major owner in an international joint venture to establish a global satellite system. This organization, known as the International Telecommunications Satellite Consortium (INTELSAT), now includes 83 nations.

In 1965, Comsat introduced a new communications era when Early Bird, the world's first commercial communications satellite, was launched successfully

on April 6 and placed in service over the Atlantic Ocean on June 28.

During 1967, a second series of advanced satellites was placed in service over the Atlantic and Pacific oceans to extend coverage to more than two thirds of the world.

During 1969, a third series of more advanced satellites over the Atlantic, Pacific and Indian oceans established the global system envisioned by the Congress.

By July 30, 1972, a fourth series of even higher capacity satellites had expanded the initial global system.

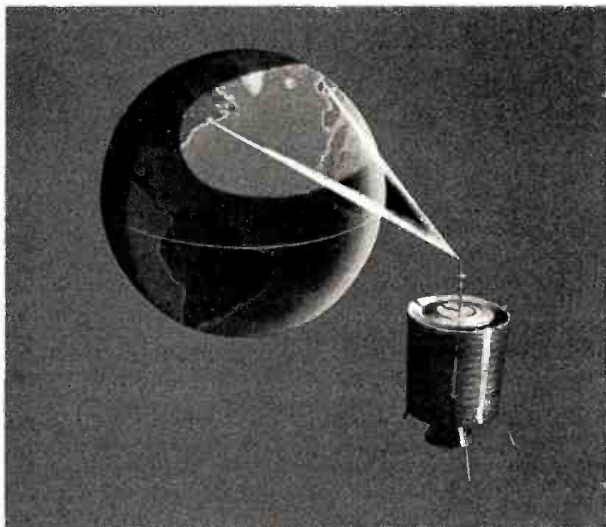
Today, more than 80 countries and territories have satellite service through the worldwide network of earth stations

for satellite communications.

In the brief period since Early Bird, satellites have changed world communications. Comsat has pioneered new potentials for international telephone, television, data and facsimile communications. This has paved the way for U.S. domestic satellite services.

COMSAT

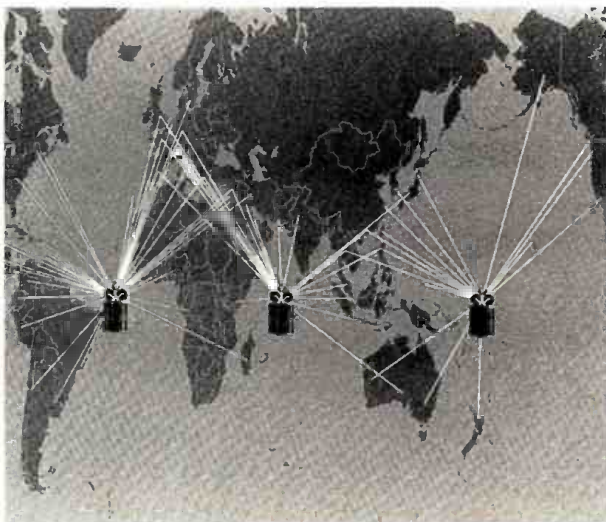
Communications Satellite Corporation
950 L'Enfant Plaza, S.W., Washington, D.C. 20024



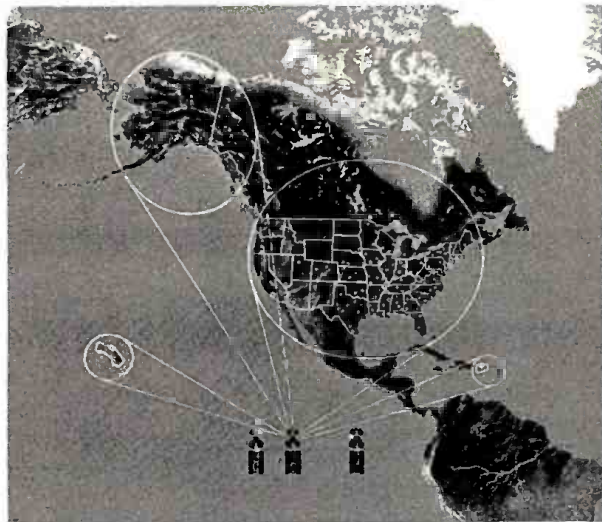
Early Bird established the first commercial communications satellite pathway when it went into service between North America and Europe on June 28, 1965. Early Bird weighed only 85 pounds. It was able to handle 240 telephone calls simultaneously, but had to relinquish phone service to provide one high quality color TV channel.



The present fourth generation satellites in the global system weigh 1,580 pounds. They can handle more than 5,000 telephone calls simultaneously plus TV. Each serves an area larger than one third of the world, but "spot beams" also permit power to be concentrated on areas with the heaviest communications requirements.



There are now more than 200 satellite pathways among the earth stations in some 45 countries served by the global system of satellites operating over the Atlantic, Pacific and Indian oceans. These pathways relay all forms of communications simultaneously . . . telephone, television, telegraph, data and facsimile . . . among many nations.



The global satellite system, established in July 1969 and fully expanded in July 1972, has revolutionized international communications with a profound impact on people of the world. U. S. domestic satellite services, when authorized, will expand the volume, variety and flexibility of communications within the United States.

entire Washington metropolitan area is black. And an employment record of 7% blacks in that area, the court said, "is within the zone of reasonableness."

The decision of the three-judge panel appears to reduce to the vanishing point the chance that the full court will agree to rehear the case. That would still leave the Washington-area blacks the option of requesting the Supreme Court to review the case. Lawyers for the blacks last week said that possibility is under consideration.

ABC wants all siphoning in one package

Network enumerates six variations in unrelated cases, claims they should be lumped into single proceeding

When it comes to developing the technical means for distributing programs for pay—and, thus, posing the danger of siphoning programs from free television—there is more than one way to skin a cat; six, in fact, by ABC's count.

ABC has also surveyed commission proceedings and found nine related to the subject of siphoning, but not to each other.

Accordingly, ABC told the commission in a petition last week, it should consolidate the various proceedings into one,

so that the subject of siphoning can be dealt with in a coherent manner.

The six methods of providing programs for pay listed by ABC include over-the-air subscription television and pay-cable television. The commission has adopted virtually the same rules for both, but it is considering the pay-cable rules in a new proceeding because of complaints that it did not adopt them in accordance with established procedures.

A third method cited by ABC involves the new multipoint distribution service, which occupies the 2150-60 mhz band, provides for an omnidirectional system and could be used to transmit programming to hotels and apartment dwellings. The commission has asked for comments on whether it should adopt antisiphoning rules in connection with the new service.

The fourth method involves the use of frequencies in the range of 12 to 18 ghz for point-to-point transmission. Columbia Pictures Inc. has filed applications with the commission, seeking authorization to use the band for distributing feature films to hotels in five cities across the country.

Another technique contained in the list also involves point-to-point transmission but employs even higher frequencies (a laser technique) over which the commission has not yet assumed jurisdiction. ABC said one company, Telebeam Corp., has already developed equipment for the new system.

The last technique on ABC's list involves the use of telephone lines, and it

is being employed by Trans-World Communications, a Columbia Pictures subsidiary, for distributing motion pictures on a per-program charge to five New York City hotels. Sterling Manhattan Cable Television Inc., one of the franchised cable systems in the city, has filed a complaint with the commission against the New York Telephone Co., alleging that it has violated the law by providing facilities to Trans-World without obtaining commission permission.

ABC also noted that systems similar to Trans-World's are being used by several other companies in different cities. Some employ in-room cassettes or in-hotel projection rather than telephone lines, "but all utilize conventional television receivers," ABC said.

Summing up, ABC said that the two dockets involved in the pay-cable proceeding should be "expanded to include consideration of all the technical means used or planned to be used for the distribution of television programming for pay," and that the "siphoning" aspects of the MDS rulemaking proceeding, the Sterling complaint and the Columbia Pictures applications should be consolidated with them.

ABC contended that the six methods of program distribution for pay present different aspects of the same basic problem—possible siphoning of programming from free television.

Hooks' plan for equal opportunity office in FCC due for unveiling

Draft may surface for commission consideration this week; 'modest' beginning indicated; guidelines on minorities could be early result

FCC Commissioner Benjamin L. Hooks is expected to present to the commission soon, possibly this week, a proposal for the establishment of an office within the agency designed to strengthen enforcement of the commission's equal-employment-opportunity policies and rules in FCC-regulated industries.

Commissioner Hooks, the first black member of the commission, originally suggested such a unit in a speech two months ago (BROADCASTING, July 24), and has discussed the proposal with Chairman Dean Burch on several occasions since then.

Last week, the commission discussed it in what one source said were "very general terms," and Commissioner Hooks was later asked to rework various drafts and suggestions he has prepared into "a full-fledged proposal," presumably in time for the meeting this week.

In one memorandum he submitted to Chairman Burch last month, Commissioner Hooks indicated he was thinking of the office starting on a modest scale—a director, with secretarial help—with additional personnel being added only as



**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

**EASTERN FM
REGIONAL CLASS B
\$200,000**

Excellent coverage includes top 50 market with over \$4,000,000 in radio revenue. Station is very well equipped and owns real estate.

Terms available to qualified buyer.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. 20006 1725 K Street, N.W. (202) 333-9270	CHICAGO 60601 333 N. Michigan Ave. (312) 346-6460	ATLANTA 30309 1655 Peachtree Road, N.E. (404) 873-5626	BEVERLY HILLS 90212 9465 Wilshire Blvd. (213) 274-8151
---	--	---	---

72-39

office's experience indicated appropriate.

Sources within the commission denied a report that Commissioner Hooks had submitted a formal plan calling for a "five-man board" ("Closed Circuit," Sept. 4). However, they said such a plan had been submitted to Commissioner Hooks "by a third party" and had "probably" been passed on to Chairman Burch, though without any endorsement.

The precise duties of the office remain to be spelled out. But Commissioner Hooks, in the speech in which he called for the employment of a special equal-employment staff, said there was a need for "real experts" who could apply their knowledge in uniform fashion in all fields subject to commission regulation.

He also expressed the hope that the special unit could make "more effective use" of the annual employment statistics stations are required to file. He said the goal would not be to "lop off heads" but, rather, where an employment problem was indicated, to help a station take remedial action.

Commission sources said they believed the first job of the new office would be to review the commission's equal-employment opportunity rules and to recommend changes, if they appear to be necessary, including, possibly, minority-employment guidelines.

The new office would also be expected to play a major role—though possibly in association with the commission's bureaus—in investigating employment-discrimination complaints against those under the commission's jurisdiction. And it would likely serve as liaison with other federal and state agencies concerned with equal-employment opportunities.

There was conflicting speculation last week as to whether the new office would also be responsible for administering the commission's internal rules and regulations regarding equal-employment opportunities. Donald Berkemeyer, who is chief of the review board, is the FCC equal-employment opportunity officer, hearing complaints, and Chester Roberts, of the general counsel's office, is an EEO counselor. Some sources said this arrangement would be left undisturbed, that the new EEO office would be concerned only with external matters. However, others thought it would take over responsibility for internal equal-employment-opportunity matters as well.

FCC holds NOW complaint against WOKR(TV) invalid

WOKR(TV) Rochester, N.Y., which was accused by the local chapter of the National Organization for Women of discriminating against women in its employment practices, was found by the FCC last week to be in compliance with commission rules barring such discrimination.

The Genesee Valley Chapter of NOW had filed a protest against the station's renewal application last May. It said that WOKR's recruitment programs are aimed at minority groups, not women.

In disposing of the complaint, Joseph

Zias, chief of the commission's renewal and transfer division, said he did not agree that the station's expressed willingness to hire from minority groups indicates that the station is ignoring women. He also noted that the renewal application contains a prohibition against discrimination on the basis of sex.

Late protests against renewals in D.C., W.Va.

After FCC deadline for challenges, blacks protest against WTTG(TV); WHIS-AM-FM-TV draws opposition too

Metromedia Inc.'s WTTG(TV) Washington last week was the object of a third, if late-filed, petition to deny its license-renewal application. It was filed by the Black United Front and two of its officials, who also asked that the station be barred from "further violations" of the FCC's equal-employment opportunities rules.

On Sept. 1—the deadline for such pleadings—WTTG and other stations in Washington were the objects of petitions by a group of suburbanites, who said the stations were not serving the suburbs to the degree they should, and by a group of Washingtonians, who said the stations were guilty of discrimination in their em-

ployment practices (BROADCASTING, Sept. 4).

BUF and its two officials—the Reverend Douglas E. Moore, chairman, and Absalom F. Jordan Jr., field chairman (who is also national chairman of Black Efforts for Soul in Television)—say the commission should designate the station's renewal application for hearing to determine whether WTTG has complied with the commission's equal-employment opportunity policies and regulations. The petition cites affidavits of present and former employees and the station's 1972 annual employment report in support of the contention that WTTG has no affirmative action plan or training program.

The petition also points out that "only 14%" of the stations' employees are black, although 70% of the city's population is black. However, an opinion of the U.S. Court of Appeals in Washington involving WMAL-TV Washington, which was released on Sept. 1, appears to cast doubt on the meaningfulness of those figures. The court said the relevant area with which the station is concerned is the Washington metropolitan area, whose population is 24% black. And WMAL-TV's record of 7% black employees, the court added, "is within the zone of reasonableness."

The petitioners, in addition, said the commission should consider whether the station fulfilled its duty to meet "the needs, tastes and interests of [WTTG's] primary service area—the District of Columbia." They cited the affidavits to

Exclusive MID-WEST

Under-developed major market suburban facility. This presents excellent opportunity for aggressive ownership. Combination studio transmitter site is included in sale. Price: \$550,000 cash.

Contact Richard A. Shaheen
in our Chicago office.

Hamilton-Landis & Associates
INC.
America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1100 Connecticut Ave., N.W., 20036 (202) 393-3456
CHICAGO: 1429 Tribune Tower, 60611 (312) 337-2754
DALLAS: 1511 Bryan Street, 75201 (214) 748-0345
SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

support their contention that the station has rejected its responsibility "to recruit, hire, train and promote blacks" so that they would occupy positions with authority to make programming decisions. Since WTTG has no blacks in such positions, the petition said, "it did not fulfill its primary obligation." (The court, in its original decision in the WMAL-TV case, held that the station was responsible for serving its "entire area of service," not only its city of license.)

Meanwhile, a petition to deny the renewals of WHIS-AM-FM-TV Bluefield, W.Va., which was filed late on Sept. 1, became available for inspection last week. It was filed by the Citizens for Better Broadcasting in Southern West Virginia, and charged that the stations have failed to provide adequate amounts of public service programming dealing with the Appalachian area's needs and problems, or with the needs of the region's blacks, miners, pensioners, disabled miners and their families. It also accused the station of discriminating against blacks in their employment, and held that the licensee—the Daily Telegraph Printing Co.—has an undue concentration of control of mass media in the area.

San Francisco ETV goes dark

Noncommercial KQEC(TV) San Francisco (ch. 32) suspended broadcasting last Monday (Sept. 4). The station, commonly licensed with San Francisco's public VHF, KQED(TV), says it will not be

able to resume broadcasting before at least March 15, 1973, after it conducts a funding campaign and moves to a new tower. KQEC used to complement KQED's public-broadcasting programs with a separate, educationally oriented schedule of its own, but has been reduced to simulcasting this year because of financial pressures. The station left the air with FCC approval.

Regulation north of the border

Pierre Juneau, head of CRTC, apparently has a freer hand in running that agency than his American counterpart, but he faces the same problems

The Canadian Radio-Television Commission runs somewhat parallel to the FCC. In recent years the Canadian commission has promulgated a rash of regulatory changes, modifications and even reversals of previous policies. The man at top of the CRTC, which unlike the FCC is concerned solely with broadcast aspects of communications, is 49-year-old Pierre Juneau.

The Canadian press often refers to Mr. Juneau as a communications "czar," but the \$40,000-per-year chairman of the CRTC quietly smiles away such allegations of unlimited power. "It's just a way the newspapers have of dramatizing things," he says. "Reality is somewhat different—the 14 members of the commission do play a real role and have very strong feelings."

That dark, good-looking Mr. Juneau personally has effected far-reaching changes in Canada's broadcasting picture can hardly be questioned. Taking office in February 1966, he has witnessed the creation of Canada's first private television network, the rapid growth of cable and the emergence of the country's first communications giants—resulting for the first time in concern over multimedia ownership. Even the body he heads is new—the present commission was set up only months before his appointment and succeeded the short-lived Board of Broadcast Governors which in turn had taken over licensing and regulating power from the state-owned Canadian Broadcasting Corp.

Whatever the degree of his mandate to stack the deck for homegrown media, Mr. Juneau has acted in the interests of Canadian talent from the start. His year-old 30% content rule for music on Canadian stations has caused a prosperous domestic music industry to take root, which in turn has uncovered new talent, much of which has gone on to success in the U.S. Mr. Juneau came up smelling like roses on that issue, since the edict has helped many and seems not to have hurt anyone, although the musicians' union locals in some U.S. border cities are out of sorts over work lost by their members.

Whether Mr. Juneau and his board can keep everyone happy over television is another matter. Bombarded by U.S. sig-

nals that saturate every one of its major markets, Canada's relatively small TV industry has to step briskly to compete, and with cable readily available, the competition is becoming more intense. (Toronto viewers, for example, can receive a total of eight VHF and three UHF signals, with two more UHF's licensed for 1972.) The CRTC policy has been to limit the number of U.S. channels on CATV, a rule that arouses criticism from viewers and cable operators alike and has more than once caused Pierre Juneau to be called the builder of an "electronic curtain." This charge clearly has come to bore the chairman who says, "This phrase does not apply even remotely to what the commission is attempting to do."

Multimedia ownership is another of the CRTC's current concerns, and a series of recent upset decisions by the CRTC have surprised some broadcasters who sought to enlarge their communications holdings. Canada has no numerical limit on stations under common ownership, and



CRTC's Pierre Juneau

broadcasters had grown accustomed to receiving new licenses purely on the basis of good service with their other outlets. But a change can be seen, as several broadcasters have learned, following denials to purchase on the grounds that their "further expansion would not be in the public interest." Why not a set number of stations spelled out as in the U.S.? "Too difficult to set a fair number," says Mr. Juneau, "Canada is smaller, and seven stations per owner would be too many." He concedes a limit eventually may be worked out, "but it will be quite different from the U.S. and will differentiate between radio and television properties."

Does Mr. Juneau in fact follow the FCC's activities? "To some degree," he says. "I'm aware of various changes in FCC rules from time to time." But Mr. Juneau finds the FCC's volume of decisions is too formidable for him to follow in depth and feels one of the FCC's basic differences from his own regulatory body is the U.S. commission's control over all communications including telephone com-

Digital Air Temperature



- ☒ Indoor and Outdoor Sensors
- ☒ Solid Walnut Console
- ☒ Gold Anodized Panel
- ☒ Multi-Sensor Selector
- ☒ Remote to Any Distance
- ☒ 1/2" Sperry 7-Segment Display

Special Price*
\$297
 Send for
 Specification Sheet
 Money Back Guarantee

Offer Limited *Standard List Price
 \$495

**Texas
 Electronics, Inc.
 P. O. Box 7225F
 Dallas, Texas 75209**



panies. In Canada, the phone systems, strongly dominated by Bell Canada, are under the control of the Canadian Transport Commission, and some clashes have already occurred between Bell and the country's CATV operators who complain about Bell's domination of cable hardware.

On the political make-up of the CRTC, Mr. Juneau considers himself a public servant rather than a political appointee. In point of fact, the CRTC appears to be made up of overt appointments of the party in power and Mr. Juneau feels the FCC's appointments are in his word "taken for granted as political—they're known to be political just as the higher levels in the public service are political appointments in the U.S. but are not in Canada." When asked if he would expect to be retained by another political party, Mr. Juneau answers, "It's a thing that I'm not concerned about at all."

One problem Mr. Juneau and his commission have that the FCC doesn't, is a language split. Canada has a considerable number of French-language stations, mostly in the province of Quebec, and this province has lately been demanding its own control over radio and TV. Since this is a constitutional problem, Mr. Juneau is understandably close-mouthed, but it's obviously a thorny issue, since the CRTC is sworn to enforce the federal government's total control of all radio and television.

Like his regulatory counterparts in the U.S., Mr. Juneau views cable as something of a monster in the making, conceding that a valid threat exists to on-air television, while firmly refusing to believe cable will ever totally displace stations. In this department, Canada is somewhat advanced, with cable penetration running at 76% of homes in at least two cities—London, Ont., and Victoria, B.C.

Mr. Juneau stresses the need for change and flexibility in broadcasting regulations, and some of his commission's recent decisions have shown a more open-minded attitude than has been indicated in the past. Asked if he feels there is an increasing degree of friction in North America generally between broadcasters and regulators, he emphatically disagrees. "Certainly not in Canada," he says. "I really feel there is more and more a common approach between the broadcasters and the CRTC." On the subject of recent U.S. involvement in the area of public broadcasting, Mr. Juneau notes, "All over the world there is an interest in public broadcasting," and of course in this respect he speaks for a nation which has from the early days of radio fostered a strong public broadcasting service—sometimes too strong for the liking of private broadcasters.

This traditional Canadian support of the public sector represented by the Canadian Broadcasting Corp. appears to influence the CRTC's actions to a sizable degree. Most decisions regarding service on a national scale are calculated to serve the interests of the publicly owned CBC first and private broadcasters second, and there is little doubt this is basically a government-directed line of policy. Private

broadcasters in Canada seem almost resigned to the knowledge that if their requests have the ill fortune to conflict with CBC service, they'll be denied, whereas CBC applications are generally limited only by the funds voted by Parliament.

Mr. Juneau, however, denies any indifference to the commercial-broadcast interests. "Under our present set-up, the broadcaster has invested in and owns the assets of a station and has been joined by other people who have invested in that venture." He concludes by saying, "Unless we are prepared to totally change this system and buy all the assets of the broadcasters, the country has certain obligations to make the present system work."

Remodeling job on TV board?

Independents call for own member while subcommittee is already due to study make-up of NAB group

An effort is under way to require that at least one member of the TV board of the National Association of Broadcasters represent nonnetwork-affiliated stations.

The suggestion was made by Roger D. Rice, KTVU(TV) San Francisco-Oakland, Calif., who is president of the newly formed INTV organization of independent TV stations (BROADCASTING, Aug.

NOW! "Do it yourself" Systems

by **RAYMAR**

See our booth at the San Francisco
IBFM ANNUAL CONFERENCE

Instant Data Retrieval Systems
for-TrafficSales-Programing-Accounting

Sales Department

1. SALESMAN ACTIVITY CARD. To organize salesman time and records, and to assess prospect potential.
2. SALES PROJECTION CARD. To project booked orders 12 months ahead, and to obtain statistics on demand.
3. RATE CARD ANALYSIS. To get instant access to ARB data, quickly retrieve CPM's, rank programs and assist in re-structuring rate card. (TV)
4. AVAILABILITY SYSTEM. A display grid for booking spots vertically and horizontally, and to provide product separation and pinpoint preemptible levels. (*)
5. BROADCAST ORDER. A standard combination order, schedule, contract, change order, etc.

Traffic & Programing

6. LOG CARD. To produce logs without typing, and to detail-schedule spots, providing proofs against avails system booking errors. (*)
7. COM'L. MATERIAL CONTROL CARD. To record agency instructions, enforce film rotation, and follow-up for late copy. (TV)
8. MUSIC SCHEDULING CARD. To provide automatic printout of playlists, organize the music library and improve station's "sound" by analyzing variables. (R)
9. FEATURE FILM TITLE CARD. For booking feature films controlling end dates and classifying film library.

Business Office

10. TvB PROOF JOURNAL. Received as a carbon copy of TvB invoice posting, to provide revenue distribution, program profit, and proof of posting. (TV)
11. AFFIDAVIT OF PERFORMANCE. For radio and Local TV billing. Provides 100% time recordings and comparison with schedule. All client names visible at time of posting.
12. BILLING SUMMARY CARD. Provides aged accounts receivable and all sales statistics.

EXPLANATION OF CODES... (TV) Television only; (R) Radio only; (*) Raymar training recommended.

To RAYMAR ASSOCIATES, Inc.
14 Christian Court, Belmont, Ca. 94002
Send me a sample form and procedure for (circle nos.) 1 2 3 4 5 6 7 8 9 10 11 12
NAME _____ STATION _____
ADDRESS _____ ZIP _____

Radio 1 does more than skim the surface.

We're immersible.

Radio 1 is new. And we have some new approaches to selling time. We think that a rep firm should have more than a superficial knowledge of a client and his competition.

So we plunge into relationships head first—analyzing research data, creating sales strategy, resolving problems, learning the market, planning with the station. (And picking the brains of other Pacific and Southern men like Kent Burkhart.)

It takes time. More important, it takes salesmen thoroughly engrossed in their jobs. We have both. Because we represent a limited list of stations, we can become an extension of their sales staffs.

Want a rep firm that dives right in and comes up with business? Call Lou Faust, our president. He'll tell you about our in-depth selling concepts.

radio 1
representatives

437 Madison Avenue / New York, New York 10022 / (212) 421-3500
NEW YORK / CHICAGO / DETROIT / LOS ANGELES / SAN FRANCISCO

We mean business.

Please send

Broadcasting

The newswkly of broadcasting and allied arts

Name Position

Company

☐ Business Address

☐ Home Address

City State Zip

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

SUBSCRIBER SERVICE

☐ 1 year \$20

☐ 2 years \$37.50

☐ 3 years \$50

Canada Add \$4 Per Year

Foreign Add \$6 Per Year

☐ 1972-1973 CATV Sourcebook \$8.50

(If payment with order: \$7.50)

☐ 1972 Yearbook \$14.50 (If payment with order: \$13.)

☐ Payment enclosed

☐ Bill me

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

14). Writing earlier this month to Peter Storer, chairman of the TV board, Mr. Rice said that the INTV board feels that independent TV stations should be represented on the NAB television board, particularly since each of the networks appoints its own member on that board. He asked, therefore, that one of the 12 elected directorships be set aside for independent representation and that INTV be authorized to name this director.

Mr. Rice said that the TV board set aside one representation for UHF's a few years ago. NAB officials disputed this; they said no explicit or implicit arrangement was made for UHF representation on the TV board. For eight of the last 10 years, however, at least one member of the TV board has been a UHF broadcaster (John F. Dille Jr., WSVJ-TV Elkhart, Ind.; Richard C. Block, Kaiser Broadcasting, and currently, Earl W. Hickerson, WCEE-TV Rockford, Ill.). Actually, until 1963, the NAB by-laws required that at least two members of the TV board represent TV-only stations—those that had no radio adjuncts.

For the last few years, there have been a number of suggestions aimed at re-vamping the composition of the TV board and changing its present voting procedures. Among these have been that TV directors be elected by district, just as members of the radio board are chosen; that specific directorships be assigned for large- and small-market representation, and that TV-board elections be on mail ballots, not by floor nominations and balloting during the annual convention.

A special subcommittee of the TV board was authorized at last June's meeting to consider these alternatives: Mr. Storer and Leslie G. Arries Jr., WBBM-TV Buffalo, N.Y.; Walter E. Bartlett, Avco Broadcasting, Cincinnati, and Ray Johnson, KMED-TV Medford, Ore., make up the subcommittee.

This subcommittee is scheduled to meet in New York for the first time this week (Sept. 15). At that time, according to Mr. Storer, the various recommendations on the composition of the TV board and on election procedures will be discussed. Mr. Storer said he thought there might be a second meeting of the committee, after which it will prepare recommendations to the full board for the semi-annual board meeting to be held Jan. 9-12 in Palm Springs, Calif.

The INTV board is scheduled to meet Sept. 21, and Mr. Rice asked that a response from Mr. Storer would be helpful. The INTV board is meeting for the first time at KTTV(TV) Los Angeles (members were elected at the Aug. 9 organization meeting in St. Louis).

KTLK still to go before FCC

KTLK(AM) Denver has failed to persuade the FCC to call off hearings ordered last year on charges of "misrepresentation and lack of candor" in connection with 10 alleged rule violations. In its latest decision Sept. 1, the commission rejected a series of arguments set forth in a petition for reconsideration by the station's licen-

see, Action Radio Inc. The firm had argued that all significant questions of fact in the case had been answered, that it never got a fair chance to answer the charges before the hearing was designated, and that the Broadcast Bureau is "prejudiced" against it (BROADCASTING, Oct. 25, 1971). The commission said it is "convinced that substantial and material questions of fact remain unresolved." Action Radio's alleged violations include several relating to conduct and supervision of contests, as well as logging and technical questions.

NAB joins NCTA in fighting fees

Appeals court is again asked to look at decision in FPC case

The National Association of Broadcasters has followed the National Cable Television Association into the U.S. Court of Appeals for the Fifth Circuit, in New Orleans, with a request that it reconsider its opinion upholding the schedule of fees the FCC imposes on those it regulates. And like the NCTA, NAB cited an opinion of the U.S. Court of Appeals in Washington involving the Federal Power Commission that appeared to run counter to the Fifth Circuit court's opinion (BROADCASTING, Aug. 28).

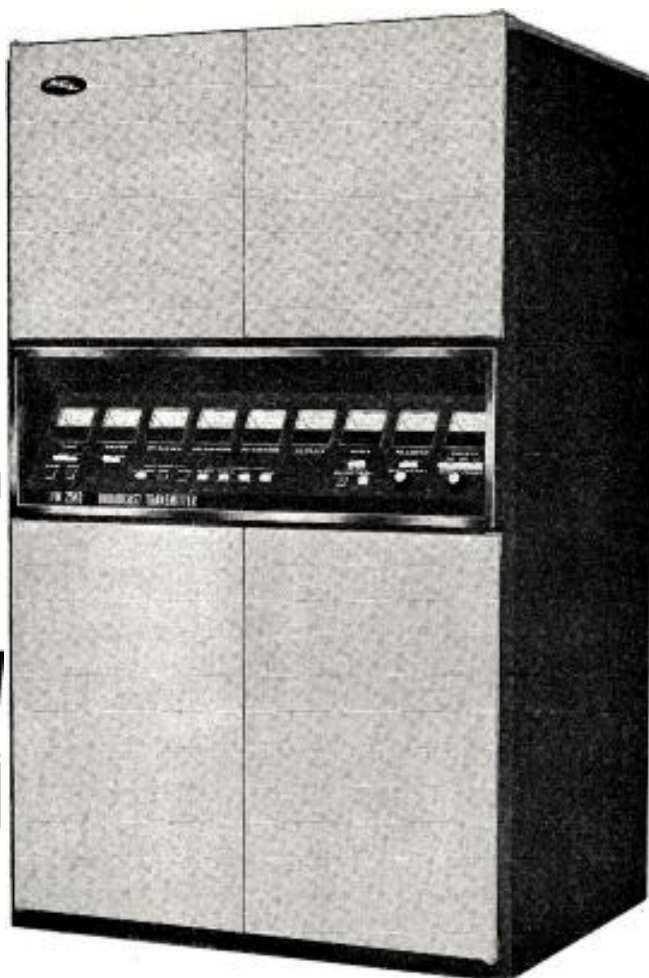
The NAB's "sole contention" is that the annual license fee assessed against broadcasters—and which is based on station's rate-card charges—is at odds with the legislative directives that govern the adoption of fees by independent agencies. (NCTA opposed the imposition of annual fees on cable-television systems.) The NAB does not oppose the application-filing fees and grant fees charged for assignments and transfers.

The D.C. appeals court, the NAB noted in its brief, overturned an FPC order seeking to impose annual fees on companies in the natural-gas pipeline and electric industries. And the FPC, NAB said, had based its fee schedule on the same statutory directives and executive guidelines as did the FCC in developing the schedule at issue in the Fifth Circuit case.

Accordingly, the decision in the FPC proceeding serves to reinforce its belief, NAB said, that, insofar as the annual broadcast license fee is concerned, the Fifth Circuit court "has overlooked or misapprehended the law and the facts applicable to a determination of the validity of the FCC annual fee" under the law and the appropriate government directives. The Fifth Circuit court's decision was handed down on July 21; the D.C. court's on Aug. 15.

NAB contends that the law permits independent agencies to impose fees only when there is an "identifiable recipient who has received a measurable amount of government service from which he has obtained a special benefit." And in the case of the FCC's annual fee, the NAB added, "no measurable amount of service has been rendered to a particular licensee for which a charge can be imposed."

Our
new
FM-25KW
and
FM-12KW



... prove that AEL makes better transmitters even better.

The AEL FM-25KD and FM-12KD Transmitters ... they were better to begin with, but now that we've added an all new, up-dated functional design that makes meter reading easier and operation simpler, they're even better.

These are the ones that feature:

- Full 25KW and 12KW power output
- Two tube design, grounded grid final
- Automatic filament voltage control
- Automatic power output control
- Solid state control circuitry for improved reliability
- Designed for automatic operation
- Solid state exciter and power supplies
- VSWR protection built in

Look into AEL's new FM-25KD and FM-12KD Transmitters and treat yourself to true Sound Fidelity for the Seventies.



ADVANCED EQUIPMENT LINE

AMERICAN ELECTRONIC LABORATORIES, INC.

P. O. Box 552 • Lansdale, Pa. 19446 • (215) 822-2929

Old CBS hand will head McGraw-Hill TV's

Norman Walt is picked to run four stations purchased from Time for new-to-broadcasting publisher

Norman E. Walt, a former long-time executive at CBS, was tapped last week as president of McGraw-Hill Broadcasting Co.

McGraw-Hill Broadcasting was organized earlier this year as a wholly owned subsidiary of McGraw-Hill Inc. to operate the four television stations purchased from Time Inc. The stations are KMGH-TV Denver, WRTV-TV Indianapolis, KGTV-TV San Diego and KERO-TV Bakersfield, Calif.

Mr. Walt spent 15 years with CBS, starting in 1955. He served as general sales manager of WCBS-TV New York from 1957 until 1962 when he was named vice president and general manager of the station. In 1964, he was elected a vice president of CBS Inc., with responsibility for new-venture management and development. From 1967 to 1970 he was responsible for CATV operations and development for CBS. For the past two years Mr. Walt has been a management consultant specializing in the communications field.

Shelton Fisher, president of McGraw-Hill Inc., said that "broadcasting is a field we have studied closely but is, nonetheless, a new one for McGraw-Hill." He said that "we are extremely happy with the skills of the local management at each of the stations," and "we are pleased that we now have been able to secure the services of an experienced and highly respected television executive to supervise our current operations and future growth in this field."

Harley cites successes to match failures

NAEB reminded of progress in facilities and funds, 'lessons' from CPB bill veto

Things are relatively quiet for public broadcasting, after its months of tumult and disappointment, and that is about the only solace anyone connected with the enterprise has been able to find lately. Against this pessimistic backdrop William G. Harley, president of the National Association of Educational Broadcasters, went out of his way to remind the NAEB membership that all is not completely lost for their cause.

In a letter to public television and radio stations, Mr. Harley named these signs of "very considerable progress" in the media:

- The establishment and operation of the Corporation for Public Broadcasting, the Public Broadcasting Service and National Public Radio.

- The tripling of federal facilities grants over a five-year period, and an increase of \$10 million in CPB money for 1973.

- Some "lessons" that have been learn-

ed: "As the result of the veto [of a CPB authorization bill] we recognize that any legislative proposal to succeed must have both bipartisan support in the Congress as well as backing from the administration." And, he added, Congress has shown "insistence upon responsible stewardship, conviction as to the paramountcy in the system of the local station, and the need for a much stronger emphasis on the educational and instructional aspects of public broadcasting."

- Evidence that public broadcasting's progress "is now a concern of more people of consequence than ever before . . . Public broadcasting matters!"

And finally: "There is a new sense of unity and determination—possibly stimulated by the veto—for everybody concerned to get together and really do something about public broadcasting: to put it all together in a concerted drive that will once and for all establish public broadcasting as an important, viable and necessary enterprise in our society."

It was only a case of 'lack of control'

So says FCC in penalizing WDSK's licensee with one-year renewal for rule violations

There is a difference between "misconduct" and "willful misrepresentation," WDSK(AM) Cleveland, Miss., managed to win a short-term license renewal because it ended up on the right side of that distinction.

The FCC ruled last week that WDSK did not intend to "deceive the commission" even though its composite-week logs contained public service announcements that were never broadcast, and even though it never interviewed seven community leaders whom it claimed to have consulted about community needs.

What happened, the commission said, was not a lie but "lack of control" by the licensee. In the case of the composite week, the commission said, announcers rarely logged regional and national PSA's, so the station manager "took it upon herself to make corrections . . . [to] better reflect what she believed had actually been aired by the station." As for the list of community leaders, the licensee, Tony Contigua, prepared a list of people for the station manager to call. According to Mr. Contigua, the manager was unable to reach some of the individuals, believed that Mr. Contigua had spoken with them personally, and so included their names on the list.

The discrepancies between WDSK's renewal application and reality led to a petition to deny, filed by Triangle Broadcasting Co., licensee of WDRU(FM) Drew, Miss.

The commission said, however, that "the only question . . . is whether the licensee's admitted misconduct was intended to deceive the commission in order to gain license renewal." It found no "willful misrepresentation," but granted a one-year renewal so it could "scrutinize" the station's operation.

TV and the tyke: FCC starts push for some answers

October panels to assess how medium and children should properly co-exist; it's project that got real impetus from ACT's prodding for reforms

The FCC's 32-month inquiry into children's TV programing—which has captured the interest of the public as have few other commission proceedings, if any—reaches a climax early next month. With members of the FCC serving as their audience and occasional questioners, representatives of consumer and public-interest groups, advertisers and advertising men, program producers, network officials and commercial and public broadcast station operators will participate in six panel discussions on children's programing, ranging from diversification of the content of such programing, beginning at 9:30 a.m., Monday, on Oct. 2, to industry self-regulation, starting at 1 p.m., on Wednesday, Oct. 4.

The panels are designed to provide an exhaustive venting of the significant issues that have been raised thus far—among them, the question of the commercials aimed at children, even whether the advertiser-supported system should be scrapped so far as children are concerned; the proper role of government in the area of children's programing; the ability of broadcasters and producers to provide not only more, but more diverse and "age specific," children's programing.

The commission, which has been impressed with panels as a device for imparting information on complex subjects since it first used them in March 1971, in its cable television proceeding, announced its schedule of children's television panels last week. Lee Polk, former head of children's programing for National Educational Television, will serve as moderator.

The panels will probably provide the commissioners with the last substantial input they will receive on the subject before they begin the job of deciding what if any action they should take on the question that became an issue in February 1970. That was when several women from the Boston area, members of Action for Children's Television, called on FCC Chairman Dean Burch and other members of the commission, expressed their concern about children's programing—including the commercials aimed at children—and left behind a proposal that was artless in craftsmanship but dynamite in effect.

It proposed that commercials be eliminated from children's programing and that stations be required to carry a weekly minimum of 14 hours of children's programing, aimed at different age groups—two to five, six to nine and 10 to 12. The commission treated the submission as a

petition for rulemaking, and, in January 1971, issued a notice of inquiry and proposed rulemaking, requesting data on children's programming from licensees and networks, and comment on the ACT proposal. The commission did not adopt the ACT proposal as its own.

The proceeding has produced sharp criticism of the ACT proposal by broadcasters and advertisers, in scores of pleadings. But members of the public, many responding to a drive by ACT to generate public support, deluged the commission with an estimated 100,000 pieces of mail, most of it critical of the programming aimed at children and enthusiastic about the ACT proposal.

From the beginning, commission officials have indicated that there was little chance the ACT proposal would be adopted. Even Chairman Burch, who has made children's programming one of his major concerns and who has resorted to jawboning in an effort to induce broadcasters to provide more "quality" programming for children feels it presents grave legal and economic problems.

These problems are certain to be aired during the panel discussions. But the commissioners will also be listening for suggestions as to the kind of regulations that would be legal and effective. If nothing else, the panels will serve to keep the spotlight on the subject of children's programming; and in a speech last year, Chairman Burch said it was the attention the subject had been receiving that resulted in programming that gave him grounds for "cautious optimism" as to the future (BROADCASTING, Sept. 20, 1971). (However, one is understood to be less optimistic this year, after reviewing the new fall schedules.)

The schedule of the panels follows:

Content diversification—Monday, Oct. 2, 9:30 a.m. to noon. Panelists will consider the subject in terms of animated-versus-live programming, informative-versus-entertainment-only programming, fictional - versus - nonfictional presentations, the involvement of a child while watching television and his participation in a program.

Age specificity—Monday, Oct. 2, 2:45 p.m. The panel will consider age specificity in terms of current offerings and suggested changes. Panelists will consider particularly the importance of age specificity for the young viewer, the appropriate age groupings to be used, and the appropriate times for presenting age-specific programming for the various age groups.

Responsive scheduling—Tuesday, Oct. 3, 9-11:30 a.m. Panelists will discuss the question of whether stations should be required to present a minimum number of hours of children's programming weekly. They will examine what is being offered now, whether it is "adequate," and if not, how additional programming could be made available—with the problems facing networks, stations, syndicators and advertisers taken into account.

Children's television and advertising practices (in two parts)—Tuesday, Oct. 3, 1-2:30 p.m. (A.) The panel will deal with questions of commercials and their

relation to program content—specifically, should commercials be clustered or limited in number, and should the matter of commercial limits be left to the discretion of the licensee or dealt with in a commission rule? (B.) 2:45-3:45 p.m. The panel will consider such additional questions as advertising tie-ins and host selling. Both practices have been criticized by parent groups.

Alternative methods of financing and modifications in current advertising practices—Wednesday, Oct. 4, 9-11:30 a.m. The panelists will discuss the feasibility, benefits and detriments of such alternatives to advertiser-supported programming as underwriting. The panelists will also consider the advantages and disadvantages of continued advertiser support, but subject to some modifications.

Self-regulation—Wednesday, Oct. 4, 1-3 p.m. The panel will examine the effectiveness, or lack of effectiveness, of current methods of industry self-regulation, and whether government intervention is needed to produce results not now achieved through self-regulation.



Preview. NBC-TV begins a new, nightly program service, *What's on Tonight*, this evening (Sept. 11) at 8 p.m. At that time, hostess Sharon Obeck (above) will tell viewers of the evening's programming. The 30-second spots will be seen Monday through Saturday at 8 p.m. NYT, and on Sundays at 7:30 p.m. NYT. The spots, NBC said, will usually include film clips from upcoming programming. NBC sources said affiliates would lose none of their break time because *What's on Tonight* would occupy the first 30 seconds of network time in the periods involved.

Spreading access

Group W, which began a three-month experiment in public access on three of its stations in early June (BROADCASTING, June 19), has extended the project through the fall and has expanded it to the company's two other TV stations. The company said that KYW-TV Philadelphia, WJZ-TV Baltimore and WBZ-TV Boston will continue the experiment, each using different formats. In early August, KDKA-TV Pittsburgh and KPFX-TV San Francisco began public-access experimentation. A spokesman said different approaches are being tested at the Pitts-

burgh and San Francisco outlets. KDKA-TV is scheduling 50-second spot announcements by several persons per week and repeating them, while KPFX is placing inserts in scheduled local shows, announcements in prime time and in fringe periods and presenting special programs.

What's ho-hum to McHugh is gung-ho to Silverman

'Hallmark' new season expected by CBS-TV executive who cites titles and subjects to rebut charge of a lack-luster schedule

Fred Silverman, CBS-TV programming vice president, said last Thursday (Sept. 7) that the new fall schedules opening this week on all three TV networks would make 1972-73 "a hallmark season—the most exciting and vital in the history of the medium."

Speaking at a luncheon meeting of the National Academy of TV Arts and Sciences New York chapter, Mr. Silverman opened by taking strong exception to an advertising agency executive who had said the new schedules would be "ho-hum all the way" (Richard McHugh, vice president of Needham, Harper & Steers, was so quoted in BROADCASTING, Sept. 4).

"This guy must be watching TV in another country," Mr. Silverman said, and then proceeded to tick off titles of some of the big-name specials that all three networks are planning for the coming season (BROADCASTING, Sept. 4).

"Even the weekly series shows will be moving into new areas this year," he continued. "Shows like *Owen Marshall*, *Marcus Welby* and *Medical Center* are doing episodes on lesbianism, homosexuality, abortion and other topics right off page one of the daily newspaper."

He also predicted that, following in the wake of half-hour series like *All in the Family* and *Sanford and Son*, some of the new situation comedies on the fall schedule would be "genuinely provocative and thought-provoking—the kind of shows that people talk about the next day the way they used to talk about the quality dramatic shows."

Earlier in the week, Mr. Silverman announced a list of CBS-TV specials for the coming season, calling it the most extensive and ambitious schedule of entertainment specials in CBS-TV history. Among those listed, in addition to the one reported earlier (BROADCASTING, Sept. 4) were *A War of Children*, directed by George Schaefer, which will try to deal with the current troubles in Northern Ireland by focusing on one family in the explosive city of Belfast; the London production of the hit Broadway musical *Applause*, starring Lauren Bacall, and *Warriors of the Danakil*, a nature documentary about an expedition into the desert regions of northeastern Ethiopia.

In addition, Mr. Silverman said, "a number of other major projects, currently in negotiation, will be concluded and announced shortly."

**If you're
thinking
Canon...
think
Camera Mart.**



Canon Sound Scoopic 200

A single system magnetic sound-on film camera designed for TV news and documentary work. Reflex viewing through a 135° rotating mirror shutter. No loss of light at the film plane. Fully automatic Thru-The-Lens Metering with manual override control. Filter Slotted 12.5-75mm Canon zoom lens. Registration pin movement. Electronically governed motor. Modular twin sound heads. Light weight.



Canon Scoopic 16

Fully automatic exposure control with manual override. Built-in zoom lens. Motor drive and auto threading. Uniquely designed hand-grip Rechargeable NiCad battery handles up to 1000 ft. of film. Instantly focused.

Available for sale or rental.



THE CAMERA MART INC.
456 W. 55th ST., NEW YORK, N.Y. 10019 • (212) 757-6977
RENTALS • SALES • SERVICE



The whole thing. With so many candidates running for so many local political offices, how can a station possibly get all of them before the camera? WFLA-TV Tampa-St. Petersburg, Fla. decided to do it in one large gulp; it invited area office-seekers, all 173 of them, to appear on a special five-hour, prime-time program called *Election Bandwagon '72*. The 153 who showed up on the evening of Sept. 2 were paraded before the viewing public in a series of live informal interviews of about two minutes each. And the format was a familiar one to politicians—a political rally, complete with banners, live music, signs and all the other hoopla of an election year.

Program Briefs

Ring up sales. United Artists Television reports sales have been made to 16 stations on its "prime time showcase" package of 23 re-run features. Sales were made to stations including WPIX(TV) New York; WLS-TV Chicago; KATV(TV) Little Rock, Ark.; KTLA(TV) Los Angeles and KTYL-TV Tulsa, Okla. Titles include "Apache," "Inherit the Wind," "Pork Chop Hill," and "To Have and Have Not."

Valli so high. The Four Seasons and its lead singer, Frankie Valli, are subject of six-hour radio documentary produced and marketed by Habile Enterprises, Dayton, Ohio. The Four Seasons have sold over 80 million records since their first hit in early 1960's and have recently signed contract with Motown Records. Program comprises 58 songs plus taped interviews tracing career of group. Show has been marketed regionally in Midwest and national marketing reportedly will begin soon.

African boom. Sales of ABC Films programs in Africa during second quarter of 1972 covered 70 program series in 11 markets, company reported. Sales included feature-film packages, *The Mod Squad*, *Combat* and *The Fugitive*, in Nigeria, Egypt, Libya, The Sudan and other nations taking English-language programs.

Double exposure. ABC Films reports

that prime-time version of *Anything You Can Do*, half-hour game show, will begin this fall as weekly, prime-time series and that initial sales have been made to WDSU-TV New Orleans; WSM-TV Nashville; WAVY-TV Norfolk-Portsmouth, Va.; KOA-TV Denver; KHON-TV Honolulu; WHTN-TV Huntington, W. Va.; WTNH-TV New Haven, Conn., and WGHP-TV Greensboro-High Point-Winston-Salem, N.C. Weekday version of *Anything* has been sold in 20 markets, ABC Films said.

Keeping abreast of times. University of Illinois, Chicago, is offering new half-hour series *Consultation*, presented in documentary format. Purpose of program is to inform public on vital and timely topics. There is no charge for programs. Jack W. Righeimer, P.O. Box 6998, Chicago 60680.

Radio series. Executive Radio Research, radio program consulting firm based in California, has started production of syndicated stereo FM weekly feature, *Jonathan Field and Friends*. Program, designed for progressive-music stations, is three-hour weekly production to be programed on weekends and offered on barter basis. Total of 13 weeks of material is being prepared, including documentary presentations, interviews and commentaries covering progressive music subjects. 11400 Whitham Avenue, Los Altos, Calif.

Films at sea. Hollywood Festival of World Television, screenings of TV productions made outside U.S., will be held

Oct. 6-9 during cruise aboard Princess Italia. Format calls for on-board judging of some 30 entries representing more than 25 countries. Cruise will be from Los Angeles to Ensenada, Mexico, and back to Los Angeles. 6548 Sunset Blvd., Hollywood, Calif.

First with NBC. Viacom Enterprises has signed development agreement with NBC-TV for half-hour comedy series starring Pat Cooper for 1973-74 season. Situation comedy marks first Viacom agreement with NBC. Viacom's first network program, *The Melba Moore-Clifton Davis Show*, was carried on CBS-TV this summer.

Glass-slipper special. Production has started on *Cinderella*, the first of four hour live musical specials sold by Prince Street Productions, Hollywood, for sponsorship in syndication by Ideal Toy Corp., New York. Reportedly, this new package of specials already has been placed in some 100 markets in the U.S. by Mission Argyle Productions, Hollywood. In addition to *Cinderella*, Prince Street is producing hour version of *Canterville Ghost* and *The Midnight Ride of Paul Revere* for the upcoming season. Subject for the fourth special has not yet been chosen.

Jerry Lewis hits new high

Annual dystrophy telethon gets helping hand from radio

The Muscular Dystrophy Associations of America's 20-hour Labor Day telethon, with Jerry Lewis as host, chalked up a record \$9,200,754 in pledges from viewers of 140 TV stations.

The show originated at WNEW-TV New York, with live pickups from KLAS-TV Las Vegas, KTTV(TV) Los Angeles and WLAC-TV Nashville.

Four cities had radio coverage with pickups by KQV(AM) Pittsburgh, KFMB-AM-FM San Diego, WCOV-AM-FM Montgomery, Ala., and KORL(AM) Honolulu.

And when technical failures cut off WCIX-TV Miami between 2 and 6 p.m. on Labor Day, 14 local radio stations came to the rescue to keep Miami-area audiences informed of the telethon's progress.



Fight against dystrophy. Heart surgeon Michael E. De Bakey (l) and Alvin Hampel (r), executive vice president and creative director of Benton & Bowles, the volunteer agency, meet with entertainer Jerry Lewis, national chairman of Muscular Dystrophy Associations of America, before taping a series of messages for the MDAA's 1973 fund-raising campaign.

Broadcast Journalism

House gets moving on news-privilege legislation

Hearings scheduled on several bills; some are stronger than Ervin-Pearson

The issue of newsmen's privilege has begun to surface on the House side of the Hill. Developments last week included plans by a House Judiciary subcommittee to hold a hearing on the subject and the introduction of yet another bill to protect the confidential sources and information of broadcast and print journalists.

According to a spokesman for Representative Robert W. Kastenmeier's (D-Wis.) Subcommittee No. 3, which has jurisdiction over newsmen's-privilege bills, the subcommittee will hold a hearing later this month on various proposals.

One of those proposals is H.R. 16527, the bill introduced last Tuesday (Sept. 5) by Representative Charles W. Whalen Jr. (R-Ohio). The measure is similar to the approach recommended by the Joint Media Committee—a group comprising five news organizations, including the Radio-Television News Directors Association—and subsequently sponsored by Senator Walter Mondale (D-Minn.). It provides that broadcast or print newsmen cannot be required by a court, grand jury, legislature, or any administrative body to disclose before Congress or other federal body any information or sources obtained for publication or broadcast.

The privilege would not apply to the source of any allegedly defamatory information in cases where the defense is based on that information.

The U.S. district court could issue an order divesting the privilege only if the person seeking it has shown "clear and convincing" evidence that the newsmen has information relating to a probable law violation, that the information cannot be obtained elsewhere and that the information is of "compelling and overriding national interest."

Mr. Whalen is also the principal sponsor of H.R. 4271, which provides protection for newsmen's information and sources except in defamation proceedings, proceedings required by law to be kept secret and cases involving a threat to life or national security (BROADCASTING, Feb. 15, 1971).

"I am not married to either of the bills," Mr. Whalen said in a statement last week. "What I hope the [Kastenmeier] subcommittee will do is develop, through comprehensive testimony and study, precisely the legal language that should be enacted into law."

House bills similar to Mr. Whalen's original proposal are H.R.'s 837 by Edward Koch (D-N.Y.), 1084 by Ogden Reid (D-N.Y.), 16001 by Albert Quie (R-Minn.), 10563 by Ken Hechler (D-W.Va.), 5653 by John Zwach (R-Minn.) and 5328 by Thomas Ashley (D-Ohio).

Also to be considered by the Kastenmeier subcommittee are measures that



WHAT A LIFE!

That's what more and more Broadcasters are exclaiming everyday about the Fidelipac 300 Tape Cartridge. Because it lives. Year after year with the same operating superiority, the same true sound fidelity and the same excellent quality it had at the start. But why shouldn't it? Fidelipac is the original tape cartridge. Compatible with all standard broadcast cartridge machines, it's available in all standard lengths. And with over 25 million sold, it stands as the standard for the Broadcast Industry.

For additional information on the Fidelipac 300 as well as the Broadcaster Comprehensive Fidelipac Cartridge Line, call your local Fidelipac distributor or write to



FIDELIPAC

a division of TelePro Industries, Inc.

3 Olney Avenue
Cherry Hill, N.J. 08034
(609) 424-1234

provide newsmen with blanket protection for confidential sources and information. These are H.R.'s 15972 by Jerome Waldie (D-Calif.), 16196 by Ronald Dellums (D-Calif.), 15891 by Bella Abzug (D-N.Y.) and 16236 by John Dow (D-N.Y.).

Newsman's-privilege bills pending in Senator Sam J. Ervin's (D-N.C.) Constitutional Rights Subcommittee are S. 3786 by Senator Alan Cranston (D-Calif.), which provides blanket protection; S. 1311 by Senator James Pearson (R-Kan.), which does not cover defamation proceedings, those required by law to be kept secret and cases involving a threat to life or national security, and S. 3925, a bill introduced last month by Senators Ervin and Pearson (BROADCASTING, Aug. 21).

The Ervin-Pearson bill states that a newsman can be compelled to disclose information in criminal proceedings before federal grand juries or federal courts only if the information is based on the newsman's personal knowledge, if it tends to prove or disprove commission of a crime and if the information is not available from another source.

Under the bill, a newsman may seek to quash a subpoena on the ground that the information sought does not satisfy the three conditions.

Two weeks ago the Joint Media Committee expressed some doubt about the effectiveness of the Ervin-Pearson bill, pointing out that it places the burden on newsmen to attempt to quash subpoenas,

would not protect newsmen from congressional subpoenas and, by its language at least, would not protect information sources (BROADCASTING, Sept. 4).

Senator Ervin has said that he hopes to report S. 3925 to the parent Judiciary Committee this session without additional hearings. Hearings on freedom of the press held by Senator Ervin late last year and early this year dealt in part with the need for a newsmen's-privilege law (BROADCASTING, Oct. 4, 1971, et seq.).

Opportunity. Vice President Spiro T. Agnew and Democratic vice-presidential candidate R. Sargent Shriver have been invited to appear jointly on ABC's television and radio series, *Issues and Answers* (Sun., 1-2 p.m.) on Nov. 5, two days before election day. ABC News issued invitation after President Nixon recently said he would not appear on interview programs with Democratic presidential candidate George McGovern but he would not rule out joint appearance by Mr. Agnew and Mr. Shriver. Neither of these candidates has commented on ABC News' proposal, ABC said.

What's the weather, twice each day

A new service of the National Weather Service, a twice-daily report of current

weather and forecasts for 88 cities nationwide, begins Sept. 20.

The report will be issued at 9:30 in the morning and at the same time in the evening each day. It will detail the high and low temperature and precipitation of the past day, a forecast for the current day and another forecast for the next 24 hours.

The list will automatically go to subscribers to the national weather wire service, or via teletypewriter loop from the deather service office. The list will also be carried, it is assumed, by The Associated Press and United Press International.

Broadcasters, as well as newspapers, presumably will report on weather conditions for select cities within their service areas, or for those a specified number of miles from their communities.

Meanwhile, an order by the director of the National Weather Service directing the 300 local weather stations to drop their 10 p.m. forecasts has drawn some objections from broadcasters.

Among the objectors are two Baltimore broadcasters, who claimed the 10 p.m. forecast was important to their audiences. They are Carl G. Brenner, WBMD(AM) and WKTK(FM), who is president of the Maryland-District of Columbia-Delaware Broadcasters Association, and Robert B. Cochrane, WMAR-TV. Both sent copies of their protests to the National Association of Broadcasters, where Burns Nugent, executive vice president for station relations, is investigating.

The order to discontinue the 10 p.m. forecast was issued by George P. Cressman, weather service director. A spokesman in Mr. Cressman's office said that the move was made after a two-year test showed that there was little difference between the 4 p.m. forecast and the one issued at 10 p.m. He also noted that many TV and radio stations were calling the local weather office before 10 p.m. and were thus receiving insignificant updates of the 4 p.m. forecast.

He stressed that special advisories are issued whenever substantial weather changes occur.

WE'RE LOOKING FOR TWO PROS!

We are one of the fastest-growing syndicated TV program sales companies in the business. We are innovative, fast-moving and aggressive and we are looking for two top-flight sales execs who want to grow with us.

The pros we are seeking are self-starters, who know the industry and can sell top station management. They should possess ambition, maturity, flexibility and have no objection to extensive travel.

If you are such a person and want to join a winner, drop us a letter telling us about your background, experience, contacts, references and expected remuneration.

It could be the most profitable letter you have ever written.

Box J-104, Broadcasting

Journalism Briefs

Newsy school fare. CBS News, in association with Joshua Tree Productions, New York, is producing two new series of color sound film strips for school use which feature reports by CBS News correspondents and reporters. The film strips, consisting of six 15-minute segments each, are *Eye on Our Times* (an examination of key domestic and foreign issues) and *An American Sampler*, based on Charles Kuralt's *On the Road* series for CBS News. Study guides complement each series.

Never too old. Seven hours of TV time were devoted to *Special Day for the Aging* on WBAY-TV Green Bay, Wis., on Aug. 29. Seven panels of experts discussed nutrition, housing, welfare, recreation, budgeting and new directions and concerns, which were believed to be of particular interest to retired people.

At every stage of the media-selection process
wouldn't you like to be
at the decision-makers' desks?



You can be.

Here's how:

Whether planning, comparing, buying or supporting his decisions, the buyer of advertising needs all the reliable, up-to-date information he can lay his hands on.

Right now. Wherever he may be.

95% of agency people, 75% of advertiser personnel use SRDS at every stage of the media-buying process in which they may become involved. In every survey made by media, quizzing their own prospects for new or renewed schedules, the respondents themselves have explained why:

Standard Rate is always accessible.

They use *all* the reliable information it contains; listed data and factual ad copy alike.

And because of Standard Rate's reputation for accuracy and integrity, they tend to believe what they find in it.

With informative copy that puts flesh on the bare bones of your listed data in Standard Rate, you greatly improve your chances of winning a coveted post on the first-cut roster of candidate media; holding or improving your ranking right through to the final contract.



In SRDS

you are there
selling by helping people buy

**STANDARD RATE & DATA
SERVICE, INC.**

*the national authority
serving the media-buying function*

5201 Old Orchard Rd., Skokie, Ill. 60076

Comsat seeks dual role in satellites

Proposed combine with MCI-Lockheed would bypass FCC prohibition—but there are lots of ifs in agreement

The Communications Satellite Corp. moved last week to have its domestic satellite cake and to be able to eat it too. It announced that it had reached an "understanding" with MCI-Lockheed to join forces in building and operating a multipurpose system to serve all types of customers, including, presumably, TV networks if they desired to lease channels. The projected move, if it comes about, is aimed at permitting Comsat to be a party to a multipurpose communications satellite system and a partner with AT&T in a carrier-type operation—a dual role that the FCC last June said it could not play.

Comsat and MCI-Lockheed are two of the eight applicants seeking FCC approval for a satellite system to serve the continental U.S. as well as Alaska, Hawaii and Puerto Rico.

Comsat said it will join the MCI-Lockheed combination, with the three partners each owning a minority interest. This was said to mean that none would own as much as 50%.

The agreement also noted that due to time constraints the exact percentage of ownership of the three parties had not

been determined. It asked the FCC to approve the move.

The Comsat announcement was made Sept. 5 after Comsat stock trading had been delayed 90 minutes on the New York Stock Exchange due to a heavy backlog of buy orders. Comsat stock had closed the previous Friday, before the long Labor Day weekend, at \$61.50. In the first trading last Tuesday, it rose \$2, but by the end of trading last Thursday it stood at 57%.

The Comsat-MCI-Lockheed agreement is hedged with conditions. For example, Comsat said it plans to withdraw its own application for a multipurpose service provided the FCC approves its other application that is geared to providing AT&T with leased circuits. The commission already has indicated that Comsat cannot be in both categories of service; either it must serve as a carrier's carrier, as it does in its international satellite service, or as an open-ended carrier, with service available to all customers. And the FCC has told AT&T that it would be limited to providing only its monopoly services—message, toll telephone, WATS circuits, plus its private line AUTOVON service for the Department of Defense. The commission also has told Comsat that if it receives a grant for a multipurpose system, it would be barred from serving Alaska, Hawaii or Puerto Rico.

In the letter of agreement, Comsat said it would ask the commission to withdraw that last limitation as irrelevant to the MCI-Lockheed application when and if Comsat becomes a partner.

MCI-Lockheed, on the other hand, takes the position that if the commission lifts the restriction on AT&T service it can terminate the agreement. And, MCI-Lockheed also said, it reserves the right to vigorously oppose a reinstituted Comsat multipurpose application should their agreement be voided.

Both agreed to ask the FCC to dismiss Comsat's petition for reconsideration of the commission's June order. That petition objected to the limitations the FCC had placed on Comsat's applications.

AT&T also has asked the FCC to reconsider the limitations as they apply to the Bell system. A significant point made by both is that the original FCC decision was extremely close (it was by a 4-to-3 vote) and since then Commissioner Benjamin L. Hooks has succeeded Robert T. Bartley, who retired and who was one of the majority. AT&T, incidentally, owns 29% of Comsat which entitles it to elect three directors out of Comsat's 15 board members.

Deadline for responses to these petitions is Sept. 18.

MCI-Lockheed is owned jointly by Microwave Communications Inc. and 16 affiliated firms and Lockheed Aircraft Corp. One of MCI's affiliated firms is already operating a Chicago-St. Louis private microwave system for business and computer traffic. Two other affiliated companies hold FCC construction permits for similar private-line microwave systems, one between New York and Washington and the other between New York and Chicago. Thirteen other af-

filiated companies are applicants for private-line links between major markets throughout the country.

In addition to Comsat, MCI-Lockheed and AT&T, there are five other applicants for domestic satellite systems: Hughes Aircraft Corp.-General Television & Electronic Corp. telephone systems; Western Union Telegraph Co.; Fairchild Industries-Western Union International; RCA Global Communications, and Western Telecommunications Inc. (a subsidiary of Telecommunications Inc., Denver, cable-TV and microwave-system owner).

Dividing up

Meeting of creditors of Spencer-Kennedy Laboratories Inc., Winchester, Mass., is scheduled for Sept. 20 at the U.S. Courthouse in Boston to accept a proposed plan of payment. Firm, one of the leading CATV equipment manufacturers, filed under Chapter 11 of the bankruptcy laws last year, showing tangible assets of less than \$350,000 and debts, including debentures and taxes, of over \$900,000. Referee is Thomas W. Lawless.

Builders of the box

TRW Inc., Redondo Beach, Calif., has contracted to produce the "black box" unit that Optical Systems Corp. uses to implement its private-channel television concept. Los Angeles-based Optical Systems is preparing to begin pay-cable programming on an experimental basis next month via the Trans Video Corp. cable-TV system in the San Diego area. The Optical Systems unit, a terminal device designed for decoding scrambled TV signals, will be manufactured by TRW Colorado Springs, a wholly owned subsidiary of TRW Inc., under a contract said to be in excess of \$5 million. This is TRW's first venture into the cable-TV equipment field. The company specializes in high-technology products and services for a broad range of automotive, aerospace, electronics and industrial markets.

Technical Briefs

Aid to cable. Metro-Com is name of two-way broadband telecommunications system developed by Ameco Inc. System converts off-air and microwave TV and FM signals to lowest VHF frequencies (6-48 mhz) and transports them to distribution points. Metro-Com Univertors at distribution points reassign signals to conventional VHF frequencies. Signals are carried directly to customer, used Ameco distribution centers and customer set-top channel selector, avoiding use of conventional set-top converters. Company says signals can be transported over long distances with "minimum" degradation. Box 13741, Phoenix 85002.

In production. McMartin Industries has added new dual-channel five-mixer audio console to its product line. Model B-503 features plug-in modules to accommodate microphone or high-level inputs for each channel. Two inputs per channel are



Compressor-Limiter Amplifier



(The Great Leveler)

\$445!

You can stop riding gain now, even when a shouter and whisperer are on the same talk show. The Model CLA 20/40 Compressor-Limiter Amplifier does it automatically . . . instantaneously . . . for both AM and FM. Switchable controls permit symmetrical (FM) or asymmetrical (AM) peak limiting; pre-emphasized or flat response; compress/limit, compress only, or compress/limit off. Automatic gain control range is 40 dB dynamic, and the compression ratio is better than 10:1. All solid state, plug-in modular construction assures trouble-free reliability. Write for complete details.

BROADCAST ELECTRONICS, INC.

A Filmways Company
8810 Brookville Rd., Silver Spring, Md. 20910



**We've got more new GM cars
than anyone else in the world.**

Good thing, too.

Because we rent more GM cars than anyone else in the world.

As a matter of fact, on any given day we can put upwards of fifty thousand people on the road.

And that fact, we must confess, staggers us a bit.

Why, it seems like just yesterday we were just a small car rental company. And here we are bucking heads with the big boys in New York, Boston, Chicago, San Francisco, L.A. And just about

every other city you can name.

Not to mention all those cities you probably can't name.

Today, there are actually some 2,400 National counters where we can put you behind the wheel of a '72 Chevy (or some other fine car).

But as grown up as we've become, we haven't outgrown our quaint way of thanking you for your business. We thank



**NATIONAL
CAR RENTAL**

you with good old S&H Green Stamps.*

Another perhaps quaint attitude we haven't outgrown. We think reservations are sacred.

When you call to tell us when and where you want a car, that's it. We don't intend to let anyone else rent the car we promise to save for you.

We're determined to treat you like you were still our only customer in the world.

To reserve a car in the U.S. and elsewhere in the world call 800-328-4567 toll free.†

Take advantage of us.

97 REASONS SCHAFER AUTOMATION IS RIGHT FOR YOUR RADIO STATION.



Schafer provides the only line of solid-state automation systems that is absolutely right for every radio station, large or small, AM or FM (or both). From the simple Model 902 to the Model 903 to the computer-controlled Model 8000, Schafer offers a combination of features found in no other system or series of systems. One of our eager salesmen came up with 97 of these features, including:

1. Unlimited mixing of loop sequential and time oriented events - an endless programming format capability.
2. Simultaneous multiple audio source overlap capability.
3. Direct time insertion (as opposed to step).
4. Simplified entry of log data.
5. Automatic control of auxiliary devices . . . even the coffee pot.
6. Verified Encoded Logging, automatically printed in plain language.
7. Complete financing, sale or lease.
8. Modular interface construction for simplified expansion.
9. Self cueing.
10. Remote control.
11. Solid state digital clock.
- 12-97. Write or call us. Many of the features depend upon your station, your needs and your budget.

schafer

Schafer Electronics Corporation
75 Castilian Drive
Santa Barbara Research Park
Goleta, Ca. 93017 — (805) 968-0755

Schafer Electronics Ltd.
5824 Burbank Road. SE
Calgary, Alberta, Canada T2H1Z3
(403) 253-0351

available through interlocked pushbutton preswitching. Suited for TV production and subcontrol applications, console includes VU meters for each output channel, monitor amplifier and cue facilities. Price: \$950. McMartin Industries also introduced five-channel rack-mounted audio control unit, self-contained three-and-one-half inch five-channel mixer, providing full monitor, program and cue facilities and accommodating up to 13 microphone inputs. Unit, known as Accu-Five, may be used for broadcast remote or production applications, educational broadcasting or training applications, and as audio component to closed-circuit TV operations. Price is \$495. 605 North 13th Street, Omaha 68102.

For time and date. Laird Telemedia Inc. has developed television time-date generator, which electronically produces single-row display of current clock and calendar information on any standard TV raster. It is compatible with real-time or time-lapse video recording. Price is \$895. 2125 South West Temple, Salt Lake City 84115.

New VTR's. Echo Science Corp., formed 18 months ago by merger of Westel Co. and Kinologic Corp., announces development of full line of helical-scan video-tape recorders for broadcast and allied applications. Line of high-band studio and portable recorder-players, to be introduced at National Association of Broadcasters convention in Washington next March, is said to feature performance equal to present quadraplex broadcast equipment, economies in size and operation, and at prices half those of comparable apparatus. 2555 Charleston Rd., Mountain View, Calif. 94040.

Cable

Tiernan's new idea: rural cablefication

**Bill in draft would provide
REA-type funding loans
for CATV cooperatives**

It won't take hard shape for weeks and may not get serious consideration for much longer, but a bill now in preparation on Capitol Hill is already drawing attention as an innovative approach to rural cable development.

The measure, a project of Representative Robert O. Tiernan (D-R.I.), would apply to cable some of the principles that are used in rural electrification. It would create a Cooperative Cable Administration, similar to the Rural Electrification Administration, to provide long-term, low-interest loans to entrepreneurs for rural wiring.

A spokesman for Mr. Tiernan saw the proposal as providing an alternative to conglomerate takeover of the enterprise. It would enable the formation of co-operatives to run systems in rural areas. They would receive loans on the same

basis as Rural Electrification borrowers, 35 years at 2%.

The Cable Cooperative Administration might be placed under the Department of Housing and Urban Development, the spokesman said.

Although Mr. Tiernan is the first to draw up such a bill, the idea has been discussed in academic circles and the government. Most recently, the President's committee on long-range cable policy, which is expected to submit its report soon, has considered it as one possible approach to the problem of wiring sparsely populated regions. The idea may be part of that report.

For private entrepreneurs, "the cost is prohibitive," an administration spokesman said. "The government will have to come up with some method to deal with the special problem of rural areas." Cable and FCC sources have also expressed interest in the idea.

The concept may actually get its first serious airing on the Senate side, where Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) has indicated an interest in hearings on cable after the committee submits its report. The House Communications Subcommittee, on the other hand, has other commitments early next session, and has not shown much interest in getting involved with cable.

New company takes over three Ohio cable systems

**Tudek and Mundy pay \$3.47 million
to expand string to six systems**

Three Ohio cable systems serving a total of 10,000 subscribers have been sold to a newly formed limited partnership, Tele-Media Co. of Lake Erie, for \$3,477,000.

The systems are in Ashtabula, Conneaut and Columbiana. The Ashtabula system was 25% owned by Time-Life Broadcast Inc.; other principals included attorneys John Feeney and Dennis Harrington and cable operators Victor, David and Donald Aiello, who run three other systems in Pennsylvania and New York. The Conneaut system was sold by a group that included Messrs. Aiello, Feeney and Harrington operating as Conneaut Cable TV Inc. The Columbiana system was previously owned by Tele-view Inc.

General partners in the buyer, Tele-Media, are Robert Tudek and Everett Mundy, who control three other systems in Ohio—at Jackson, Wellston and Coalton. Tele-Media says it plans to construct 186 additional plant miles passing 32,500 homes in Ashtabula, Conneaut, Columbiana and eight contiguous communities.

Broker for the transaction was Blackburn & Co.

Baltimore suburb eyes cable

Officials in the Baltimore area are taking a hard look at cable television. Last week the council of Baltimore county, a suburb of the core city, approved a CATV ordinance in anticipation of awarding an ex-

clusive franchise by the end of this year.

The ordinance had originally provided for "one or more nonexclusive franchises" but was changed last week over the objection of the county executive, Dale Anderson.

The deadline for applications in Baltimore county is Oct. 13. A public hearing is scheduled for Oct. 23.

Meanwhile, the council of Howard county, midway between Washington and Baltimore, set Nov. 1 as its deadline for applications. Adjacent Montgomery county, a suburb of Washington, is considering the cable question with an eye to possible municipal ownership of a system (BROADCASTING, Aug. 28).

Cable Briefs

Beginner. Teleprompter has begun weekly 15-minute series *Window on Washington* with correspondent Anne Deriton Blair as hostess. Program will be carried on more than 80 cable-TV systems. Company also will soon announce plans for showing 90-minute video tape of highlights of Mexican-American Conference on Administration of Justice at Phoenix, Ariz., which ended Sept. 2.

Coaxial football. Video-taped delayed cablecasts of University of Florida home football games are being offered systems in the Southeast by Orange Cablevision. Schedule starts Sept. 23. Joel Efrein, *Orange Cablevision, 1111 Virginia Drive, Orlando, Fla.*

Final stamp. Wometco Enterprises has finalized its purchase of AuSable Communications Inc., which operates cable systems serving about 2,000 subscribers in upstate New York areas of Keeseville, Peru, Cliffhaven and Plattsburgh Air Force Base. Price was not disclosed.

Every word. National Cable Television Association is now offering official transcripts of its 1972 convention for \$12 to members and \$16 to nonmembers. Separate management volume (\$5 for members, \$7 for nonmembers) and technical volume (\$9 for members, \$12 for nonmembers) are also available. Payment must accompany order. *NCTA, 918 16th Street N.W., Washington 20006.*

Primer on access. Booklet of guidelines for compliance with FCC rules regarding access channels has been released by National Cable Television Association. Four categories of designated channels—public, educational, government and leased-access—are treated separately.

What CATV costs. Resource Management Corp. has completed its study, "Cost Analysis of CATV Components," for Office of Telecommunications Policy. Study develops cost-estimating relationships for investment and operation costs of cable systems. Research for report required developing of technical information about cable systems and industry, as well as cost analyses of headend and distribution components and system operation. *National Technical Information Service, U.S. Department of Commerce, Springfield, Va.*

Music

Breaking In

Midnight Rider—Joe Cocker (A&M) ■ Joe Cocker, one of the enigmas of the rock world (he dropped out of sight two years ago at the height of his popularity), is back with a new single—fronting a new album due in the next couple of weeks—that has gotten immediate reaction.

"Midnight Rider" was penned by Allman brother Greg; back-up work was orchestrated by Cocker-regular Chris Staiton. Starting off as most soul numbers end—emotion-wrenched wailing, sung a cappella between guitar blasts—it moves into a poly-rhythm R&B tune. The flip side, "Woman to Woman," unveils a voice Mr. Cocker has not used before. Falsetto verses punctuate this dark and moody Cocker-Station song, and if contemporary audiences show a desire to hear more Joe Cocker, it should be considered for airplay.

Stations reported on "Midnight Rider" last week included: KHJ(AM) Los Angeles, WRKO(AM) Boston and KDAY(AM) Santa Monica, Calif.

Oney—Johnny Cash (Columbia) ■ "I dedicate this song to the workin' man," Johnny Cash says in the first words of this new single. And "Johnny Cash has come back to country music" seems to be what country programmers are saying.

"Oney" definitely belongs in the "Boy named Sue" category of songs for Mr. Cash. The similarity between the two songs is impossible to ignore: same clean back-beat, same half-talking, half-singing

story line, same funny ending. It's the story of a man who is retiring from his factory job, and the plans he makes to get even finally with his foreman, Oney.

Strong country reaction to this record may force pop stations onto it, especially in secondary markets.

Major stations playlisting "Oney" last week were: WIL(AM) St. Louis, WIRE(AM) Indianapolis, WVV(AM) Wheeling, W. Va., KIKK-AM-FM Pasadena, Tex., WBAP(AM) Fort Worth, WJJD(AM) Chicago and WPLO(AM) Atlanta.

Rock of Ages—The Band (Capitol) ■ The Band may not be the most prolific rock group in the business, but then again when a group as singular as this one puts out only one album a year, the record gets a lot of attention.

Rock of Ages is a double-record, live album recorded at New York's Academy of Music on last New Year's Eve—and the nights preceding it. Playing with The Band on those evenings was none other than Bob Dylan, with a brass section put together by New Orleans musician Allan Toussaint.

For FM play, live versions of previous album tracks include: "King Harvest," "The Night They Drove Old Dixie Down," "Across the Great Divide," "Rag Mama Rag" and "The Weight." For AM play, the single from the set is the old Marvin Gaye tune "Don't Do It."

The album was released only a week and a half ago and it will take a couple more weeks to judge reaction to "Don't Do It." FM's reported on the album include: WNEW New York, WRKR Racine, Wis., WBUS Miami, and KZAP Sacramento, Calif.



Joe Cocker



Johnny Cash



The Band

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

445 PARK AVENUE

NEW YORK, N. Y. 10022

(212) 355-0405

It's a record year for Associated TV

In dollars, profits before taxes were up over \$3 million from previous year for British firm

Associated Television Corporation Ltd., London, reported that it achieved the highest pretax profit of its 17-year history in the fiscal year ended March 26.

The company's annual report listed a 27% increase in group profit before taxation—\$14,970,000 in 1972 vs. \$11,793,000 for the comparable 1971 period. Group profit after taxation was \$8,887,000 in 1972, compared to \$7,461,000 in 1971. (ATV figures were given in pounds; the dollar figures are based on the current rate of exchange, \$2.40.)

Turnover, which comprises sales and

revenues amounted to \$91,257,600 in 1972, an increase from 1971's \$90,314,400.

Associated Television Corporation, parent of ATV Network, Incorporated Television Co. (ITC) and record manufacturing firms, also reported that advertising revenues from its ATV Network Ltd. rose 14% for the period—\$38,956,800 in 1972 vs. \$34,212,000 in 1971.

The company announced that its board has recommended an increase in its annual dividend rate from 28½% to 30%. A 12½% dividend was paid Feb. 14 and a final 17½% dividend will be paid Sept. 28 to shareholders of record Aug. 29. Annual stockholders meeting will be Sept. 28 at ATV House in London.

Financial Briefs

Rahall Communications Corp., St. Petersburg, Fla., reported 35% jump in revenues for fiscal year 1972. Rahall oper-

ates WLCY-TV Tampa, Fla., and radio stations in Pennsylvania, Indiana, Florida and West Virginia. For fiscal year ended June 30:

	1972	1971
Earned per share	\$ 0.77	\$ 0.61
Revenues	6,343,000	4,711,000
Net income	797,000	631,000

Columbia Cable, Westport, Conn., reported boost in revenues and net income for first nine months of fiscal 1972 ended June 30:

	1972	1971
Earned per share	\$ 0.42	\$ 0.34
Revenues	3,728,000	2,988,000
Net income	436,000	345,000

PSA Broadcasting Inc., subsidiary of Pacific Southwest Airlines and operator of four California FM stations has purchased Programmed Music, San Diego-based background-music subscriber service. Seller was Metroamerica Co., also San Diego. Terms of transaction were not disclosed. Programmed Music will operate as division of PSA broadcasting.

Broadcasting Stock Index

Weekly market summary of 125 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Sept. 6	Closing Aug. 30	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	74 1/8	76	- 1 7/8	- 2.46	81 1/2	51 1/4	8,418	623,984
ASI COMMUNICATIONS	ASIC	O	1 7/8	2 1/8	- 1/4	- 11.76	5	1 5/8	1,815	3,403
CAPITAL CITIES	CCR	N	56 1/4	55 1/2	+ 3/4	+ 1.35	64 1/4	48	6,496	365,400
CBS	CBS	N	58	58 1/8	- 1/8	- .21	63	45 1/2	28,096	1,629,568
COX	COX	N	45 1/4	44 7/8	+ 3/8	+ .83	51	36 1/4	5,827	263,671
FEDERATED MEDIA		O	3 1/4	3 3/4	- 1/2	- 13.33	4 1/8	2 1/4	820	2,665
GROSS TELECASTING	GGG	A	15 7/8	16 3/4	- 7/8	- 5.22	23 7/8	12 1/4	800	12,700
LIN	LINB	O	12 3/4	12 3/4		.00	22 3/8	12 3/4	2,341	29,847
MOONEY	MOON	O	9 1/2	9 3/4	- 1/4	- 2.56	11 5/8	4	250	2,375
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	17 1/2	18 1/2	- 1	- 5.40	29	8	1,037	18,147
SCRIPPS-HOWARD	SCRIP	O	22 1/4	22 1/2	- 1/4	- 1.11	27	18	2,589	57,605
STARR	SBG	M	27 1/8	27 3/4	- 5/8	- 2.25	30 1/2	15 1/2	1,042	28,264
TAFT	TFB	N	52 3/4	53 3/4	- 1	- 1.86	59 1/4	41 3/4	4,064	214,376
TOTAL									65,605	3,269,592
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A	5 1/2	5 3/8	+ 1/8	+ 2.32	8 3/4	4 1/2	1,250	6,875
AVCO	AV	N	16	15 1/2	+ 1/2	+ 3.22	20 7/8	13 7/8	11,497	183,952
BARTLETT MEDIA	BMC	A	3 1/4	3 5/8	- 3/8	- 10.34	7 1/8	3 1/4	2,257	7,335
CHRIS-CRAFT	CCN	N	5 3/8	5 1/2	- 1/8	- 2.27	8 3/4	5 1/8	3,999	21,494
COMBINED COMMUNICATIONS	CCA	A	31 1/4	33 1/8	- 1 7/8	- 5.66	42 1/2	28 1/2	3,264	102,000
COWLES COMMUNICATIONS	CWL	N	11	11 1/8	- 1/8	- 1.12	13 1/8	9 1/2	3,969	43,659
DUN & BRADSTREET	DNB	N	78	78 1/4	- 1/4	- .31	81 3/8	63	12,894	1,005,732
FUQUA	FOA	N	17 5/8	18 1/4	- 5/8	- 3.42	27 7/8	17 5/8	8,282	145,970
GARLE INDUSTRIES	GBI	N	25	24 3/4	+ 1/4	+ 1.01	32 1/4	23 1/2	2,220	55,500
GENERAL TIRE & RUBBER	GY	N	27 1/4	27 3/8	- 1/8	- .45	32 5/8	24 5/8	19,483	530,911
GLOBETROTTER COMMUNICATION INC	GLBTA	O	9	8 1/2	+ 1/2	+ 5.88	20 1/2	8 1/2	2,843	25,587
GRAY COMMUNICATIONS		O	11 1/4	11 1/4		.00	14	6 1/2	475	5,343
ISC INDUSTRIES	ISC	A	7	7 1/8	- 1/8	- 1.75	9 1/8	6	1,646	11,522
KAISER INDUSTRIES	KI	A	7 1/2	7 1/2		.00	9 5/8	6 3/4	26,948	202,110
KANSAS STATE NETWORK	KSN	O	7	7 1/8	- 1/8	- 1.75	7 7/8	6 1/2	1,621	11,347
KINGSTIP INC.	KTP	A	14 1/8	13 1/2	+ 5/8	+ 4.62	16 1/8	12 1/2	1,154	16,300
LAMB COMMUNICATIONS		O	3 1/4	3 1/2	- 1/4	- 7.14	4 7/8	2	475	1,543
LEE ENTERPRISES	LNT	A	25 1/4	26 1/8	- 7/8	- 3.34	30	17 1/2	3,357	84,764
LIBERTY CORP.	LC	N	20	20 1/8	- 1/8	- .62	21 5/8	17 1/2	6,753	135,060
MCGRAW HILL	MHP	N	14 7/8	15 1/4	- 3/8	- 2.45	20 7/8	14 3/8	23,327	346,989
MEDIA GENERAL INC.	MEG	A	37 5/8	38 1/2	- 7/8	- 2.27	49 3/8	34 3/8	3,434	129,204
MEREDITH CORP.	MDP	N	22	20 7/8	+ 1 1/8	+ 5.38	30 3/4	18 1/2	2,772	60,984
METROMEDIA	MET	N	36 3/8	36 7/8	- 1/2	- 1.35	39	27 1/4	5,959	216,758
MULTIMEDIA INC.		O	42	41 1/2	+ 1/2	+ 1.20	44	14	2,408	101,136
OUTLET CO.	OTU	N	14 3/4	15 1/4	- 1/2	- 3.27	19 3/8	13	1,335	19,691
POST CORP.	POST	O	19 1/4	19 3/4	- 1/2	- 2.53	30	9	942	18,133
PUBLISHERS BROADCASTING CORP.	PUBB	O	2 1/8	2 3/8	- 1/4	- 10.52	4 7/8	1 5/8	919	1,952
REEVES TELECOM	RBT	A	2 3/4	3 1/8	- 3/8	- 12.00	4 1/4	2 3/8	2,292	6,303
RIDDER PUBLICATIONS	RPI	N	28 5/8	28 1/8	+ 1/2	+ 1.77	34 1/2	26	8,324	238,274
ROLLINS	ROL	N	40 1/2	40 3/8	+ 1/8	+ .30	43 1/4	33	12,146	491,913
RUST CRAFT	RUS	A	35 3/4	35 1/8	+ 5/8	+ 1.77	39 3/8	24	2,318	82,868
SAN JUAN RACING	SJR	N	26 3/4	25 5/8	+ 1 1/8	+ 4.39	34 3/4	24 1/2	1,958	52,376
SCHERING-PLOUGH	SGP	N	124	120 1/4	+ 3 3/4	+ 3.11	135	82 5/8	25,471	3,158,404
SONDERLING	SDB	A	13 1/4	14 1/4	- 1	- 7.01	30 3/4	12 1/8	1,005	13,316
STORER	SBK	N	46 5/8	47 1/2	- 7/8	- 1.84	49 3/8	31	4,223	196,897
TURNER COMMUNICATIONS		O	5 5/8	5 1/2	+ 1/8	+ 2.27	7	2	1,328	7,470
WASHINGTON POST CO.	WPO	A	36 1/8	36 1/2	- 3/8	- 1.02	37 1/4	23 1/2	4,789	173,002
WHOM CORP.		O	24	23 1/2	+ 1/2	+ 2.12	30	11	589	14,136
WOMETCO	WOM	N	20 1/2	21 1/2	- 1	- 4.65	25 7/8	18 1/2	5,789	118,674
TOTAL									225,715	8,045,484

	Stock symbol	Exch.	Closing Sept. 6	Closing Aug. 30	Net change in week	% change in week	High	1972 Low	Approx. shares out (000)	Total market capitali- zation (000)
Cable										
AMECO	ACO	O	2 3/8	2 3/8		.00	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	45 1/4	44 3/4	+ 1/2	+ 1.11	47 1/4	17 1/4	2,462	111,405
BURNUP & SIMS	BSIM	O	20	20 1/2	- 1/2	- 2.43	23 3/8	6 3/4	6,887	137,740
CABLECOM-GENERAL	CCG	A	11	11 1/4	- 1/4	- 2.22	18 1/4	11	2,395	26,345
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	9 3/8	10	- 5/8	- 6.25	15 1/4	9	2,355	22,078
COLUMBIA CABLE	CCAB	O	18 3/4	18 1/2	+ 1/4	+ 1.35	21 3/4	18 1/2	900	16,875
COMMUNICATIONS PROPERTIES	COMU	O	10 3/4	11	- 1/4	- 2.27	27 3/8	10 3/4	1,917	20,607
COX CABLE COMMUNICATIONS	CXC	A	39 1/8	38 7/8	+ 1/4	+ .64	41 3/4	23 1/4	3,556	139,128
CYPRESS COMMUNICATIONS	CYPR	O	18 1/2	20	- 1 1/2	- 7.50	23	7	2,732	50,542
ENTRON	ENT	A	3 1/8	3	+ 1/8	+ 4.16	9 1/4	3	1,320	4,125
GENERAL INSTRUMENT CORP.	GRL	N	29 3/8	30 1/4	- 7/8	- 2.89	32 7/8	20 3/4	6,501	190,966
LVO CABLE INC.	LVOC	O	14	14		.00	16 1/2	6 3/4	1,466	20,524
STERLING COMMUNICATIONS	STER	O	4 1/2	4 5/8	- 1/8	- 2.70	7 3/4	3 1/2	2,162	9,729
TELE-COMMUNICATIONS	TCOM	O	35 1/4	33 1/4	+ 2	+ 6.01	35 1/4	15 1/2	3,574	125,983
TELEPROMPTER	TP	A	39 5/8	39 1/8	+ 1/2	+ 1.27	44 1/2	28 1/8	15,551	616,208
TIME INC.	TL	N	47 3/4	46 3/4	+ 1	+ 2.13	64 3/4	44 5/8	7,284	347,811
VIACOM	VIA	N	20 3/4	20 3/8	+ 3/8	+ 1.84	28 1/2	15 1/2	3,836	79,597
VIKOA	VIK	A	10	10 5/8	- 5/8	- 5.88	19 3/4	8	2,333	23,330
Programming									TOTAL	71,112 1,955,373
COLUMBIA PICTURES	CPS	N	10 5/8	10 5/8		.00	14 7/8	9 1/8	6,342	67,383
DISNEY	DIS	N	184 1/8	185 3/4	- 1 5/8	- .87	201 3/4	132 3/4	13,802	2,541,293
FILMWAYS	FWY	A	5	5 1/8	- 1/8	- 2.43	8	4 3/4	1,868	9,340
GULF & WESTERN	GW	N	35 3/4	36 3/8	- 5/8	- 1.71	44 3/4	28	15,816	565,422
MCA	MCA	N	25 5/8	25 5/8		.00	35 7/8	24 1/4	8,182	209,663
MGM	MGM	N	21 1/4	21 3/8	- 1/8	- .58	22	16 3/4	5,897	125,311
MUSIC MAKERS	MUSC	O	2	1 7/8	+ 1/8	+ 6.66	3 3/4	1 1/8	534	1,068
TELE-TAPE PRODUCTIONS		O	1 7/8	1 5/8	+ 1/4	+ 15.38	2 7/8	1	2,190	4,106
TRANSAMERICA	TA	N	17 7/8	18	- 1/8	- .69	23 1/2	16 1/4	67,213	1,201,432
20TH CENTURY-FOX	TF	N	10 1/2	10 5/8	- 1/8	- 1.17	17	8 5/8	8,562	89,901
WALTER READE ORGANIZATION	WALT	O	1 5/8	1 3/4	- 1/8	- 7.14	4 1/8	1 3/8	2,203	3,579
WARNER COMMUNICATIONS INC.	WCI	N	39	42 1/4	- 3 1/4	- 7.69	50 1/4	31 1/4	16,221	632,619
WRATHER CORP.	WCO	A	11 1/2	11 1/8	+ 3/8	+ 3.37	17 7/8	9 7/8	2,164	24,886
Service									TOTAL	150,994 5,476,003
JOHN BLAIR	BJ	N	14 5/8	14	+ 5/8	+ 4.46	22 3/8	13 1/4	2,600	38,025
COMSAT	CQ	N	59 3/4	55 1/8	+ 4 5/8	+ 8.39	75 3/8	52	10,000	597,500
CREATIVE MANAGEMENT	CMA	A	10 7/8	11 1/8	- 1/4	- 2.24	15 1/2	9 3/8	1,056	11,484
DOYLE DANE BERNBACH	DOYL	O	28 1/2	26 1/4	+ 2 1/4	+ 8.57	34 3/4	24	1,925	54,862
ELKINS INSTITUTE	ELKN	O	1 7/8	2 1/4	- 3/8	- 16.66	16 3/8	1 7/8	1,664	3,120
FOOTE, CONE & BELDING	FCB	N	12 3/4	12 3/8	+ 3/8	+ 3.03	14	10 5/8	2,176	27,744
GREY ADVERTISING	GREY	O	15 1/4	14 7/8	+ 3/8	+ 2.52	18 1/8	9 1/4	1,200	18,300
INTERPUBLIC GROUP	IPG	N	30 7/8	31 1/8	- 1/4	- .80	36 1/8	22 3/4	1,843	56,902
MARVIN JOSEPHSON ASSOCS.	MRVN	O	13 1/4	12 1/4	+ 1	+ 8.16	17 3/4	5 7/8	825	10,931
MCCAFFREY & MCCALL		O		12 1/2		.00	16 1/2	7	585	7,312
MOVIELAB	MOV	A	1 5/8	1 3/4	- 1/8	- 7.14	3 1/8	1 5/8	1,407	2,286
MPO VIDEOTRONICS	MPO	A	4	4		.00	7 1/8	3 5/8	547	2,188
NEEDHAM, HARPER & STEERS INC.	NDHMA	O	32	30 3/4	+ 1 1/4	+ 4.06	34 1/8	21 1/2	911	29,152
A. C. NIELSEN	NIELB	O	55 1/2	57	- 1 1/2	- 2.63	59 1/4	37 5/8	5,299	294,094
OGILVY & MATHER	OGIL	O	42	41 3/4	+ 1/4	+ .59	48 1/2	16	1,716	72,072
PKL CO.	PKL	O	1 1/2	1 5/8	- 1/8	- 7.69	9 1/2	1 1/2	778	1,167
J. WALTER THOMPSON	JWT	N	33 3/4	32 1/4	+ 1 1/2	+ 4.65	49 1/4	31 3/4	2,711	91,496
UNIVERSAL COMMUNICATIONS INC.		O	13 1/2	13 1/2		.00	17	8	715	9,652
WELLS, RICH, GREENE	WRG	N	21 1/4	21 7/8	- 5/8	- 2.85	27 7/8	19 5/8	1,618	34,382
Manufacturing									TOTAL	39,576 1,362,669
ADMIRAL	ADL	N	14 5/8	15 3/4	- 1 1/8	- 7.14	27	14	5,163	75,508
AMPEX	APX	N	6 1/4	6 1/4		.00	15 1/8	6 1/8	10,875	67,968
CARTRIDGE TELEVISION INC.		O	28 1/2	30 1/4	- 1 3/4	- 5.78	43 1/2	16 1/2	2,083	59,365
CCA ELECTRONICS	CCAE	O	3 1/8	3 1/8		.00	6 1/4	2 1/4	881	2,753
COLLINS RADIO	CRJ	N	14 3/4	15 1/8	- 3/8	- 2.47	19 7/8	13 1/4	2,968	43,778
COMPUTER EQUIPMENT	CEC	A	2 3/4	2 3/4		.00	4 5/8	2 3/4	2,421	6,657
CONRAC	CAX	N	27 1/4	29 7/8	- 2 5/8	- 8.78	39 3/8	27 1/8	1,259	34,307
GENERAL ELECTRIC	GE	N	66 1/2	66 3/4	- 1/4	- .37	70 7/8	58 1/4	182,123	12,111,179
HARRIS-INTERTYPE	HI	N	51 1/4	49 1/4	+ 2	+ 4.06	59	48 1/4	6,365	326,206
MAGNAVOX	MAG	N	30 1/2	31 3/4	- 1 1/4	- 3.93	52 1/4	27 1/2	17,685	539,392
3M	MMM	N	80 1/8	78 3/4	+ 1 3/8	+ 1.74	85 3/4	74 1/4	112,651	9,026,161
MOTOROLA	MOT	N	117 1/4	120 1/2	- 3 1/4	- 2.69	129 7/8	80	13,481	1,580,647
OAK INDUSTRIES	OEN	N	19 1/8	18 1/2	+ 5/8	+ 3.37	21 3/4	9 5/8	1,638	31,326
RCA	RCA	N	35 3/4	36 1/4	- 1/2	- 1.37	45	32 1/8	74,352	2,658,084
RSC INDUSTRIES	RSC	A	2 3/4	2 3/4		.00	4 3/8	2 1/2	3,458	9,509
TECHNICAL OPERATIONS INC.	TD	A	10 3/4	11	- 1/4	- 2.27	17 7/8	10 1/8	1,386	14,899
TEKTRONIX	TEK	N	55 3/4	52	+ 3 3/4	+ 7.21	65 1/2	32 3/4	8,136	453,582
TELEMETRON	TMT	O	6 1/4	6 1/4		.00	13 3/4	4 1/4	1,050	6,562
WESTINGHOUSE	WX	N	42	43 1/4	- 1 1/4	- 2.89	54 7/8	41 5/8	86,927	3,650,934
ZENITH	ZE	N	45	43 1/8	+ 1 7/8	+ 4.34	50 1/2	39 3/4	19,037	856,665
GRAND TOTAL									553,939	31,555,482
Standard & Poor's Industrial Average									123.63	123.66 -- .03

A-American Stock Exchange
M-Midwest Stock Exchange

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

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

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

Fates & Fortunes®

Broadcast Advertising

Ron DeLuca, director, creative services, Kenyon & Eckhardt, New York, and **Dave Gillespie**, general manager, K&E's Detroit operations, elected senior VP's. **Steven S. Weber**, traffic coordinator, theater division, D'Arcy MacManus, New York, joins K&E there as account supervisor. **Sid Gross**, associate research director, BBDO, New York, named research account manager, K&E there.

Thomas Fuld and **Arthur Greenfield**, program group supervisors in corporate programming, Young & Rubicam, New York, named VP's, Y&R International, New York.

Powell R. Johns and **George Jordan**, account supervisors; **Donald J. Marrs**, creative director, and **Jackson Phelps**, manager, commercial production business section, Leo Burnett, Chicago, named VP's.

Roy H. Anderson, account executive, Nielsen Station Index, New York, elected VP.

John Paley, local sales manager, KNX-FM Los Angeles, joins Foote, Cone & Belding, Los Angeles, as VP in charge of corporate development for agency's Western offices.

Robert M. Murphy, VP and account supervisor, Grey Advertising, Detroit, named VP and management supervisor, nonautomotive business.

Vic Olesen, VP, manager and director, Midwest operations, Wells, Rich, Greene, Detroit, joins Campbell-Ewald there as managing director, automotive services, international operations.

T. Eugene Malone, VP, sales manager, Century Broadcast Communications, New York, named sports sales manager, WPIX-TV New York. He will be in charge of sponsor sales of New York Yankees telecasts.

Audrey Lindberg, senior analyst, Metro Radio Sales, New York, joins RKO Radio and RKO Radio Representatives there as research manager.

Ron Klein, executive producer, Needham, Harper & Steers, Chicago, resigns to form own firm, Ron Klein & Co. there, commercial production consultant.

Arthur G. Trudeau Jr., advertising and sales promotion manager, Guild Wineries and Distilleries, San Francisco, named account executive, Western division, Television Bureau of Advertising, Los Angeles.

Rick Devlin, account executive, CBS Radio Network, New York, and **Peter Greenwald**, sales manager, WOR-FM New York, join WWDJ(AM) Hackensack, N.J., as local sales manager and national sales manager, respectively.

Mike Jorgenson, sales manager, KJAE(FM) Denver, appointed national sales manager, KLAQ-AM-FM Denver and KAYQ(AM) Kansas City, Mo.

Lee Dolnick, executive VP, Marx Advertising, Milwaukee, joins WOKY(AM) there as general sales manager.

Dennis G. Kirsten, with WLOD(AM) Pompano Beach, Fla., joins WTMI(FM) Miami as sales manager.

William L. Failing Jr., director, regional sales, KISN(AM) Vancouver, Wash., appointed sales manager.

Larry Divney, account executive, Blair Radio, New York, joins CBS Radio Spot Sales there in same capacity.

Mel Sokolotch, assistant account executive, Tatham-Laird & Kudner, New York, appointed account executive.

Frank S. Arcuri, art director, J. Walter Thompson, New York, joins Tinker, Dodge & Delano there in same capacity.

Grazina Sirutis, art director, Jack Spiro Co., New York agency, joins Barnett, Zlotnick there in same capacity.

Media



Mr. McGavren

Daren F. McGavren, president and founder of McGavren-Guild-PGW Radio, national sales representative for radio stations, has resigned, effective Sept. 30 to become partner in LaRue Media Brokers Inc., which on Oct. 1 will become LaRue & McGavren Inc. He will be succeeded by **Ralph Guild** who continues as general manager. Mr. McGavren will continue as permanent adviser to MG-PGW. LaRue & McGavren will have offices in New York and Newport Beach, Calif. (341 Bayside Drive). **Hugh Ben LaRue**, president of LaRue Media Brokers, will continue to head New York office (116 Central Park South).

David J. Gardam, VP, personnel, NBC, New York, named to new post of VP, employee relations. He is succeeded by **Richard B. Niles**, with RCA computer systems division as director, industrial relations. **Oscar C. Turner**, director, personnel and labor-relations, NBC, West Coast, appointed director, employee relations, there.

Rhett Austell, executive VP, Time Inc., New York, with responsibility for its cable-TV, broadcasting, video-cassette, films, book and record-publishing activities, named group VP. **J. Richard Munro**, VP and former publisher of *Sports Illustrated*, becomes deputy to Mr. Austell.



Mr. Pack

Corp. for Broadcasting, Learning and Leisure Time.

James D. Boaz, general manager of Metromedia's wxix-TV Cincinnati, elected VP, Metromedia Television.

Art Mandelbaum, partner, Art Mandelbaum Productions, Dallas, joins RKO General, Los Angeles as executive assistant to **Bruce F. Johnson**, VP radio.

Jim Bedwell, general manager, WHBQ-AM-FM Memphis, named VP, RKO General Radio Division, parent company.

Richard D. Buckley Jr., general manager, Buckley Broadcasting-owned WIBG(AM) Philadelphia, elected president, Buckley Broadcasting succeeding his father, **Richard D. Buckley Sr.**, who died Sept. 2 (see page 58).

Eleanor Castelli, with WPTS(AM) Pittston, Pa., elected VP.

Edward Antonioli, manager, advertising services, NBC, New York, named manager of station advertising. He will be in charge of servicing NBC-TV affiliates with material on NBC-TV programming. He succeeds **Raymond C. Johnson**, who retires.

Eric AuCoin, anchorman, WGH-AM-FM Newport News, Va., appointed general manager, Christian Broadcasting Radio Network, licensee of wxri(FM) Portsmouth, Va., as well as WBIV(AM) Buffalo, WMIV(AM) Rochester, WEIV(AM) Ithaca, WOIV(AM) Syracuse, and WJIV(AM) Albany, all New York.

Dow Jones, chief engineer and operations manager, WBCI-FM and WMBG(AM) Williamsburg, Va., joins KDKA-FM Pittsburgh as station coordinator.

Howard Glassroth, executive producer, WPVI-TV Philadelphia, joins WTNH-TV Hartford-New Haven, Conn., as director, broadcast operations.

Kenneth P. McGuire, with WMEE(AM) Fort Wayne, Ind., joins WPTH(FM) there as general manager.

Thomas D. Jackson, sales manager, KREM-AM-FM Spokane, Wash., appointed station manager.

C. Forrest Brokaw Jr., news director,

KELI(AM) Tulsa, Okla., joins **KIXZ(AM)** Amarillo, Tex., as station manager.

Thomas Reilly, with **CBK(AM)** Regina, Sask., joins **CFBB(AM)** Frobisher Bay, Northwest Territories, as station manager.

George D. Williams, senior consultant, **Arthur Andersen & Co.**, Miami, joins **WPBT(TV)** there as controller.

Mal Johnson, senior correspondent, **Cox Broadcasting**, Washington, assumes additional duties as director, community affairs for all Cox stations.

Bob Whitmore, station manager, **American Forces Radio TV Services**, Asmara, Ethiopia, joins **WHEN(AM)** Syracuse, N.Y., as promotion director.

James F. Martin, with **WNAC-TV** Boston, joins **WMAR-TV** Baltimore as traffic manager.

Michael Horne, president and commercial manager, **KARV(AM)** Russellville, Ark., elected president, **Arkansas Broadcasters Association**. Other new officers: **Ted Snider**, VP, **KARK-AM-FM** Little Rock elected 1st-VP, **John Paul Capps**, VP and general manager, **KWCK(AM)** Searcy, elected 2nd-VP and **Cecil Smith**, general manager and chief engineer, **KUOA-AM-FM** Siloam Springs, elected secretary-treasurer.

Programing

Anthony Thomopoulos, VP, **Tomorrow Entertainment**, New York, assumes additional responsibility as head of **Tomorrow Syndication**. He assumes duties relinquished by **Lawrence O'Daley**, who resigned as president of **Tomorrow Syndication (BROADCASTING, Aug. 21)**.

Ev Wren, director, programing, **KLAK-AM-FM** Denver and **KAYQ(AM)** Kansas City, Mo., named VP of respective licensees, **Lakewood Broadcasting Inc.** and **Broadcasting Inc.**

Bill Cochran, with sales department, **Diamond P Enterprises Inc.**, Hollywood, joins **Dick Clark Radioshows Inc.**, Los Angeles, as sales VP for *The Bill Balance Show*.

Burt Nodella, producer, **Talent Associates**, Los Angeles, named executive producer, **MGM Television**, Culver City, Calif.

Bob Bardo, unit manager, **ABC-TV** Hollywood, appointed manager, **ABC-TV's** West Coast unit managers department. He succeeds **Tim Steele**, who resigns.

Cy Kaplan, sales executive, **Independent Television Corp.**, New York, appointed director, special projects.

Jerry Devers, account manager, *Business Week*, New York, joins **Videorecord Corp. of America**, Westport, Conn., as national accounts sales manager.

Tom Kennedy, with **WRKO(AM)** Boston, joins **WAPE(AM)** Jacksonville, Fla., as program director.

Dan Clayton, on-air personality and acting program director, **WLW(AM)** Cincinnati, appointed program director (corrects Aug. 14 item).

Don Ray, with **WPTH(FM)** Fort Wayne, Ind., appointed program director.

Rollin A. Johnson Jr., with **KHFQ-FM** Spokane, Wash., appointed program director.

Chris Randall, with **WPTR(AM)** Albany, N.Y., joins **KDKA(AM)** Pittsburgh as production manager.

Steve Leader, with **KGUD(AM)** Santa Barbara, Calif., joins **WIRL(AM)** Peoria, Ill., as production manager.

W. Richelen Hendrik Smit, associate higher-education officer, **Hostos Community College**, City University of New York, Bronx, appointed director, community program development, **Children's Television Workshop**, New York.

Don Dixon, director of public-affairs programing, **National Educational Television**, New York, resigns to become independent producer of films and television there. His job title will be discontinued and his duties assumed by **Robert Kotlowitz**, executive editor.

Broadcast Journalism

Don Wilson, with **KSTT(AM)** Davenport, Iowa, appointed news director. He succeeds **Jerry Reid**, who joins **KCBQ(AM)** San Diego as newsman.

Charles Edward Houghton, meteorologist and reporter, **WUTR(TV)** Utica, N.Y., appointed news director. **Mary Lee Mahon**, news reporter, noncommercial **WOUB-AM-FM-TV** Athens, Ohio, joins **WUTR** in same capacity.

Roy Hardee, with **WITN-TV** Washington, N.C., appointed news director.

John Criswell, with **WMAL-TV** Washington, and **Paul Berry**, with **WXYZ-TV** Detroit, appointed co-anchors, **WMAL-TV** weekend news. **Charles Gibson**, with **WMAL-TV**, appointed anchorman, midday news.

Terry W. Ruggles, with **WFRV-TV** Green Bay, Wis., joins **WZZM-TV** Grand Rapids, Mich., as co-anchorman.

Bob Kmetz, with **KIOA(AM)** Des Moines, Iowa, joins **KDKA(AM)** Pittsburgh news staff.

Dave Browde, on-air personality, **WTKO(AM)** Ithaca, N.Y., joins **WGSM(AM)-WCTO(FM)** Huntington, N.Y., as newsman.

Mike Allen, with **WMAQ(AM)** Chicago, joins news staff, **KFI(AM)** Los Angeles.

Ed Zeidner, freelance radio newsman, New York, appointed staff newsman, **WHLI-AM-FM** Hempstead, N.Y.

Lee Hodges, general manager, **WJQS(AM)** Jackson, Miss., elected president, **Mississippi Associated Press Broadcasters Association**. He succeeds **Bob Evans**, general manager, **WELO-AM-FM** Tupelo, Miss.

Cable

Joel P. Smith, VP, cable-TV division, **Television Communications Corp.**, New York, named senior VP for operations. **James F. Cavanaugh**, VP-controller, **TVC**, New York, named senior VP-controller.

James DeSorrento, area manager, **Viacom**, San Francisco, appointed regional manager, **Cleveland**.

Equipment & Engineering

David J. Ruggles, VP, business operations, **Columbus division**, **North American Rockwell Corp.**, Columbus, Ohio, elected to newly created position, VP, finance, **Collins Radio Co.**, Dallas.

Robert B. Means, manager, market planning, equipment-marketing and distribution, **RCA electronic components**, **Harrison, N.J.**, elected division VP for market planning.

Mathew S. Ceterski, director, technical operations, **Bass Broadcasting Inc.**, group TV owner, joins **Phillips Broadcast Equipment Corp.**, San Mateo, Calif., as Northwest regional manager.

Ronald B. Livesay, division engineer, **GTE Communications**, **Seneca Falls, N.Y.**, appointed area sales representative, **CATV operation**, **GTE Sylvania**, Athens, Ga.

Allied Fields

Arthur A. Gladstone, chief administrative law judge, **FCC**, Washington, named chairman-elect, **Conference of Administrative Law Judges**, division of judicial administration, **American Bar Association**.

James E. Greeley, partner in Washington law firm of **Wilner, Scheiner and Greeley**, has opened own office at 1990 M Street, N.W., Washington. Phone: (202) 785-2690. **WS&G** firm name becomes **Wilner and Scheiner**.

★ ★ THIS IS AMERICA'S FINEST FLAG KIT ★ ★



1972 Kit contains Thor bunting flag, 5' sectional chrome finish pole, eagle ornament, lanyard, all hardware PLUS Bonus Lapel Pin and Window Decal.

From ATLAS, the largest manufacturer of 3' x 5' sewed-stripe American Flags!

It makes You your community's FLAG HEADQUARTERS.

Offer the quality-made Flag Kit with promotional power proved by hundreds of stations across the country. You'll find it a patriotic pleasure to present and promote. Gets RESPONSE all year 'round! Lowest prices. Immediate delivery. Buy direct and save!

Write, Wire—Or
PHONE QUANTITY ORDERS COLLECT
(618) 439-2600
ATLAS FLAG CORP.
BENTON, ILL. 62812

Richard L. Brown, with Cable Television Bureau, FCC, Washington, joins Farrow, Cahill, Kaswell, Segura & Rader, law firm there.

Dr. Frank F. Hash, publisher, *The Daily Iowan*, Iowa City, and onetime owner of WTWA(AM) Thompson, Ga., joins New Mexico State University faculty, Las Cruces, to develop advertising courses in department of journalism and mass communications.

Maurice S. Meyer, assistant chief, frauds section, Department of Justice, Washington, named assistant director, compliance, Federal Trade Commission's Bureau of Consumer Protection there.

Deaths

Richard Dimes Buckley, 64, president and chief executive officer, Buckley Broadcasting Corp., New York, died

Sept. 2 in San Francisco while on business trip. Mr. Buckley started in broadcasting 36 years ago at WOR(AM) New York as salesman. He joined John Blair & Co. in 1936 and was elected its president in 1946. He became president, general manager and part owner of WNEW(AM) New York in 1954, year before outlet was sold to Metropolitan Broadcasting Corp., predecessor to Metro-media Inc. Mr. Buckley founded Buckley Broadcasting Corp. in late 1950's. Its holdings include Petry Radio Sales, New York, and WIBG(AM) Philadelphia, KGIL(AM) Los Angeles, KKHI(AM) San Francisco, WWTC(AM) Minneapolis, KOL(AM) Seattle and WDRG(AM) Hartford, Conn. He is survived by four children.

Evelyn Wallace, 54, president and owner, WTNS(AM) Coshocton, Ohio, died Sept. 6 at Mount Carmel hospital in Columbus, Ohio, after lengthy illness.

She formerly owned *The Coshocton Tribune*.



Mr. Duffy

Bernard C. (Ben) Duffy, 70, who joined BBDO as office boy in 1919 and became its president in 1946, died of stroke in St. Agnes hospital, White Plains, N.Y., on Sept. 1. Mr. Duffy served BBDO as media director, VP and director, executive VP and general manager and, from 1946 to 1956, as president. He withdrew from active direction of agency after suffering stroke in 1956 but continued as honorary vice chairman until retirement in 1961. Mr. Duffy is survived by his wife, Marion, one son, and one daughter.

For the Record®

As compiled by BROADCASTING Aug. 30 through Sept. 5, and based on filings, authorizations and other FCC actions.

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

New TV stations

Rulemaking action

■ FCC denied two proposals by Northern Entertainment Inc. for rulemaking to make various changes in TV table of assignments to alleviate Northern's problems as licensee of WGTU-TV Traverse City, Mich., only UHF in area. Action Aug. 29.

Designated for hearing

■ Las Vegas—FCC designated for hearing application of Las Vegas Valley Broadcasting Co. for new TV on ch. 3 in Las Vegas with application of Western Communications Inc., for renewal of license of KORK-TV, ch. 3, Las Vegas. Commission design-

nated for hearing, on qualifications issue, license renewal application of Western (Doc. 19519). Hearing issues include determination as to whether KORK-TV engaged in fraudulent billing practices, made misrepresentations to commission or was lacking in candor in policies or practices in joining network programs so as to affect content of network programs, and whether it is qualified to be licensee. Commission dismissed agreement for possible merger between Western and Las Vegas Valley which was terminated in June by two companies. Action Aug. 29.

Existing TV stations

Final actions

■ FCC waived prime-time access rule and ruled that TV's affiliated with CBS and NBC may carry to completion scheduled professional baseball or football games, but not any post-game material, provided games are scheduled to start no later than about 4 p.m., or where playoff or championship game starts at about 4:15 EST following pre-game show. FCC also permitted KTVK(TV) Phoenix to carry to completion ABC football games telecast on Sept. 18 and 25. Action Aug. 29.

■ FCC ruled that ABC affiliated TV's may carry to completion NCAA football games on Sept. 16 and 30 without any excess over three hours being counted against time permitted under the prime time access rule provided telecasts start no later than 3:30 p.m., EST. ABC had requested blanket waiver for all late afternoon NCAA football games during latter part of 1972. Noting that ABC had been reasonably diligent in efforts to be realistic in scheduling events, commission said that grant of general waiver for

3:30 p.m. contests might ultimately be appropriate, but that it was desirable to see how arrangement worked out in practice in two September games. Action Aug. 29.

■ FCC granted continued waiver of prime-time access rule through Sept. 30, 1973, for all TV's in top 50 markets which carry full hour of local news or public affairs immediately preceding beginning of prime time and follow with half hour of network news. Under waiver, half hour of network news will not be counted against three hours of prime time network programming permitted nightly by rules. Stations must notify chief of Broadcast Bureau of their intention to utilize waiver by Sept. 15. Action grants unopposed request by CBS. Action Aug. 29.

■ WAND(TV) Decatur, Ill.—Broadcast Bureau granted CP to make changes in transmitting equipment; and granted request to operate by remote control from 904 Southside Drive, Decatur. Action Aug. 28.

■ WRTV(TV) Indianapolis—FCC granted request by McGraw-Hill Broadcasting Co. for waiver of prime-time access rule to designate period 6-10 p.m. instead of 7-11 p.m. as prime time. Request was only for period Oct. 1-28, and is based on fact that Indianapolis does not observe daylight saving time. Action Aug. 29.

■ WWNY-TV Watertown, N.Y.—Broadcast Bureau set aside action of July 28. Action Aug. 24.

■ KXMC-TV Minot, N.D.—FCC waived rules and granted application by KXMC-TV to increase maximum vis. ERP from 240 kw to 316 kw and to change type of trans. Proposed operation will result in increase of predicted grade B overlap with KXMB-TV Bismarck, N.D., another KXMC-TV Inc. station. Action Aug. 29.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in San Juan, Mayaguez and Ponce, all Puerto Rico (TeleSanJuan Inc., [WTSJ(TV), WMGZ(TV), WPSJ(TV)]), TV proceeding, on request of TeleSanJuan Inc., canceled hearing sessions presently scheduled for Sept. 19 in San Juan and Oct. 4 in New York, subject to further order of presiding examiner; and further ordered that exchange and notification dates are likewise indefinitely postponed, subject to establishment of new schedule (Docs. 19353-5). Action Aug. 28.

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc., [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, granted pleadings by Central to extent indicated and denied in all other respects. Action Aug. 23. By separate action denied request by Central for subpoenas (Docs. 19168-70). Action Aug. 28.

■ Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc., [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, granted motion by Central for production of documents to extent indicated and denied in all other respects (Docs. 19168-70). Action Aug. 30.

■ Hearing Examiner Herbert Sharfman in matter of applications for transfer of control of D. H. Over-

EDWIN TORNBURG & COMPANY, INC.

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

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242

West Coast—P.O. Box 218, Carmel Valley, California 93924
408-375-3164



myer Communications Co. and D. H. Overmyer Broadcasting Co. from D. H. Overmyer to U.S. Communications Corp., on oral request of parties, canceled conference scheduled for Aug. 29 (Doc. 18950). Action Aug. 29.

Other actions

■ Review board in Florence, S.C., TV proceeding, granted request by Triangle Telecasters Inc. for extension of time through Sept. 8 to reply to opposition by Daily Telegraph Printing Co. to petition for reconsideration (Doc. 18650). In decision released July 5, review board granted application of Daily Telegraph Printing Co. for CP to increase ant. height and move trans. site of WBTW(TV) [CBS] Florence. Action Aug. 31.

■ Review board in Norfolk, Va., TV proceeding, denied appeal by WTAR Radio-TV Corp. (WTAR-TV) from interlocutory ruling of hearing examiner (made orally on record May 23) deferring hearing on air hazard issue until completion of record on all other issues (Docs. 18791-2). WTAR Radio-TV's application for renewal of license of WTAR-TV Norfolk, was designated for hearing with application of Hampton Roads Television Corp. for new TV in Norfolk by order released Jan. 27, 1970. Review board said that rules clearly give examiner power to regulate course of hearing, and it would not disturb ruling. Action Aug. 31.

Fine

■ WRLP(TV) Greenfield, Mass.—FCC notified Springfield Television Broadcasting Corp. that it has incurred apparent liability of \$1,000 for willful or repeated violation of rules by failing to make and log daily frequency checks during four-month period. Licensee has 30 days to pay or contest forfeiture. Action Aug. 29.

Rulemaking action

■ FCC amended rules to delete section for pre-existing repeaters. Section was adopted to establish control over and to provide for orderly termination of operation of unauthorized low powered TV re-broadcast facilities, constructed and operated prior to time commission had rules governing facilities of this nature. Amendment becomes effective Sept. 15. Action Aug. 29.

New AM stations

Final actions

■ Elmhurst and Wheaton, both Illinois—FCC denied motion by DuPage County Broadcasting Inc. for additional minutes for oral argument before commission on Sept. 7 on supplemental initial decision released Sept. 17, 1971, which proposed denial of application for new AM on 1530 kHz at Elmhurst, and grant of competing application of Central DuPage County Broadcasting Co. for facilities at Wheaton (Docs. 16965-6). Action Aug. 29.

■ FCC in Bay St. Louis, Miss., AM and FM proceeding, dismissed application by Michael D. Haas for review of interlocutory order of review board which denied motion to delete adequacy-of-staff issue in proceeding involving application for new AM in Bay St. Louis (250 w-D, 1140 kHz) (Docs. 19415-6, 19465-7). Mr. Haas' application was designated for hearing by commission with AM applications of Gulf Broadcasting Co. (500 w-D, 1130 kHz, Gulfport, Miss.) and H W H Corp. (500 w-D, 1140 kHz, McComb, Miss.) in memorandum opinion and order released March 23 on issues including staffing issue against Mr. Haas. Action Aug. 29.

Initial decision

■ Hearing Examiner Millard F. French, in initial decision, proposed grant of application of Radio New Jersey for CP for new AM at Hackettstown, N.J. on 1000 kHz with power of 1 kw (Doc. 18252). Examiner French also approved agreements for partial reimbursement of out-of-pocket expenses between Mid-State Broadcasting Co., Somerset Valley Broadcasting Co., and Lake-River Broadcasting Corp., and between Radio New Jersey and Carolyn M. Vander Plate. Ann. Aug. 31.

Actions on motions

■ Acting Chief, Office of Opinion and Review, in Stamford, Conn. (Western Connecticut Broadcasting Co.), AM and FM proceeding, granted motion by Western Connecticut Broadcasting and extended through Sept. 25 time to file exceptions to hearing examiner's initial decision (Doc. 19043). Action Aug. 29.

■ Acting Chief, Office of Opinions and Review, in Lebanon, Pa., and Catonsville, Md. (Lebanon Valley Radio Inc. and Radio Catonsville Maryland), AM proceeding, granted request by Lebanon Broadcasting Co. and extended through Sept. 5 time to oppose applications for review (Docs. 15835, 15839). Action Aug. 29.

■ Hearing Examiner Millard F. French in Amarillo, Lubbock and Plainview, all Texas (North Texas Enterprises Inc., et al.), AM proceeding, on request of Caprock Radio Inc., scheduled further prehearing

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.

conference for Sept. 5 (Docs. 19453, 19455-6). Action Aug. 30.

■ Hearing Examiner Millard F. French in Brunswick and Waycross, both Georgia, and Jacksonville, Fla. (Dowric Broadcasting Co., et al.), AM proceeding, granted petition by James Harry Moyer and dismissed application with prejudice; and by separate action denied motion by Integrated Broadcasting Co. to dismiss application; and by separate action denied petition by Dowric Broadcasting Co. for continuance of date for exchange of exhibits and currently scheduled dates in this proceeding shall prevail (Docs. 19448-50). Action Aug. 25.

■ Chief Hearing Examiner Arthur A. Gladstone in Nashua, N.H. (Eastminster Broadcasting Corp.), AM and FM proceeding, on petition by Eastminster Broadcasting Corp., ordered that this matter is to proceed to hearing in Nashua, at time and place to be hereafter designated (Docs. 19564-5). Action Aug. 25.

■ Hearing Examiner Jay A. Kyle in Springfield and Joplin, both Missouri (A-W Broadcasting Co., et al.), AM proceeding, on request of A-W Broadcasting Co. and Queen City Broadcasting Co., scheduled hearing conference for Aug. 30 (Docs. 19480-2). Action Aug. 29.

■ Hearing Examiner Chester F. Naumowicz Jr. in Clifton Forge, Va. (Clifton Forge Radio and Alleghany-Highlands Radio Inc.), AM proceeding, approved applicants' joint agreement; granted petitions; accepted Alleghany's petition for leave to amend application in certain financial respects and dismissed application of Clifton Forge Radio; scheduled hearing on issues not mooted by this order for Sept. 21 (Docs. 19489-90). Action Aug. 25.

Other actions

■ Review board in Statesboro and Jesup, both Georgia, AM proceeding, granted request by Morris's Inc. for extension of time through Aug. 31 to file exceptions to initial decision in Statesboro and Jesup AM proceeding (Docs. 17722, 18395). In initial decision, released July 6, examiner proposed denial of Community Radio System's application for new AM on 850 kHz at Statesboro, and Morris's Inc.'s application for 1080 kHz at Jesup. Action Aug. 29.

■ Review board in Williamsburg, Suffolk and Norfolk, all Virginia, AM proceeding, on petition of Virginia Broadcasters and Suffolk Broadcasters, extended to Nov. 28 time to file exceptions to initial decision in Williamsburg, Suffolk and Norfolk 1110 kHz, AM proceeding (Docs. 17605-6, 18375). In initial decision released May 22, hearing examiner proposed grant of application of James River Broadcasting Corp. for Norfolk, and denial of applications of Virginia Broadcasters for Williamsburg, and Suffolk Broadcasters for Suffolk. Action Aug. 29.

Designated for hearing

■ Cleveland, Tex.—FCC designated for hearing mutually exclusive applications of Billy D. Pirtle, Texan Broadcasting Co. and Jessie C. Howard for new AM (1410 kHz, 500 w, DA-2, U) in Cleveland. Issues to be determined include Texan's financial qualifications and which of proposals would best serve public interest. Requests of Mr. Pirtle and Texan for conditional grant of applications, and by Texan and Mr. Howard for joint interim operation were denied. Action Aug. 29.

Existing AM stations

Final actions

■ FCC denied petition by Action Radio Inc. for reconsideration of commission order released June 27, 1971, designating application for renewal of license of KTLK Denver for hearing (Doc. 19274). Action Aug. 29.

■ KDJI Holbrook, Ariz.—Broadcast Bureau permitted remote control. Action Aug. 29.

■ KYOK Houston—Broadcast Bureau granted CP to make changes in nighttime DA system and change type trans. Action Aug. 25.

■ Puyallup, Wash.—FCC dismissed petition by KAYE Broadcasters Inc. for reconsideration of commission order denying request to disqualify Hearing Examiner Nash on grounds of prejudice and bias in Puyallup AM renewal proceeding (Doc. 18929). In dismissing petition, commission said that KAYE sought reconsideration of interlocutory ruling in violation of rules without any showing of good cause or request for waiver of rule. Action Aug. 29.

Fines

■ WKRS Waukegan, Ill.—FCC notified News-Sun Broadcasting Co. that it has incurred apparent liability of \$500 for willful or repeated violation of terms of PSA and of rules (excessive power) or, alternatively, by logging common point current influenced by modulation. WKRS is licensed to operate during presunrise hours with 500 w. Licensee has 30 days to pay or contest forfeiture. Action Aug. 29.

■ KGYN Guymon, Okla.—FCC notified Plains Broadcasting Co. that it has incurred apparent liability of \$2,500 for willful or repeated violation of rules by operating with inoperative remote control equipment and by falsification of logs from Oct. 26 to Nov. 30, 1971. Licensee has 30 days to pay or contest forfeiture. Action Aug. 29.

■ KGVJ Greenville, Tex.—FCC notified Radio Station KGVJ Inc. that it has incurred apparent liability of \$2,000 for willful or repeated violation of terms of license and of rules by operating with power in excess of that authorized for presunrise and post-sunset hours. KGVJ is authorized to operate with power of 1,000 w-D and 250 w-N. Licensee has 30 days to pay or contest forfeiture. Action Aug. 29.

■ KLEN Killeen, Tex.—FCC notified Highlight Broadcasting Co. of apparent forfeiture liability of \$1,000 for willful or repeated violation of rules, by operating station with full power of 250 w, 15 minutes earlier than authorized on ten days in September 1971. Licensee has 30 days to pay or contest forfeiture. Action Aug. 29.

■ KYAL McKinney, Tex.—FCC notified AHB Broadcasting Corp. of apparent liability of \$1,500 for numerous violations of rules including failure to read and record actual common point current (or overpower operation) during presunrise hours; operating with daytime power in excess of 5% above licensed power; and failure to log base currents on daily basis, and failure to make field intensity measurements. Licensee has 30 days to pay or contest forfeiture. Action Aug. 29.

■ KCVL Colville, Wash.—FCC notified Colville Broadcasting Co. of apparent liability of \$1,000 for operating in excess of authorized power during presunrise hours in violation of rules. In reply to official notice of violation, Colville Broadcasting attributed violation to mistake in setting power too high. Licensee has 30 days to pay or contest forfeiture. Action Aug. 29.

Designated for hearing

■ WCAW Charleston, W. Va.—FCC designated for hearing application by Capitol Broadcasting Corp., licensee of WCAW (680 kHz, 250 w, 10 kw-LS, DA-N) to operate with 50 kw to LS. Chemical City Broadcasting Co., licensee of WTIP Charleston, which opposed application, was made party to proceeding. Issues to be determined include areas and populations which would gain or lose primary service from proposed operation and availability of other primary aural service; compliance with rules concerning population within 1 mw/m contour and,

if not, whether circumstances warrant waiver. Action Aug. 29.

New FM stations

Applications

■ *Tifton, Ga.—Abraham Baldwin Agricultural College. Seeks 90.5 mhz, 10 w. HAAT 150 ft. P.O. address Box 891, ABAC Station, Tifton 31794. Estimated construction cost \$2247; first-year operating cost \$900; revenue none. Principals: J. Clyde Driggers, president of college, et al. Ann. Aug. 31.

■ *Mt. Pleasant, Mich.—Board of Trustees Central Michigan University. Seeks 91.5 mhz, 8.2 w. HAAT 100 ft. P.O. address North Hall 103, Central Michigan University, Mt. Pleasant 48858. Estimated construction cost \$496; first-year operating cost \$1,500; revenue none. Principals: Dr. William B. Boyd, president of university, et al. Ann. Aug. 18.

■ *Butte, Mont.—Associated Students of Montana Tech. Seeks 91.5 mhz, 28.5 w. HAAT 78 ft. P.O. address Montana College of Mineral Science and Technology, Butte 59701. Estimated construction cost \$3,300; first-year operating cost \$3,700; revenue none. Principals: Gustav Stolz Jr., dean of students, et al. Ann. Aug. 18.

■ *Huntsville, Tex.—Sam Houston State University. Seeks 89.3 mhz, 13.4 w. HAAT 217 ft. P.O. address Department of Speech & Drama, Sam Houston University, Huntsville 77340. Estimated construction cost \$9,225; first-year operating cost \$57,815 (includes several faculty members' salaries, etc.); revenue none. Principals: Gaddis Geslin, dean of College of Fine Arts, et al. Ann. Aug. 18.

Final action

■ Hartford, Conn.—FCC granted request by Hartford Board of Education for waiver of rules, and staff has been authorized to accept Board's application for new noncommercial educational FM on ch. 202 (10 w) at Hartford. Rules prohibit acceptance or grant of applications where 1 mv/m interference is either caused or received. Proposed operation would receive interference from WFCR Amherst, Mass. Board said that only on ch. 202 could proposed station operate and not cause objectionable interference to any existing stations. It said that interference from WFCR would be minimal and acceptable. Action Aug. 29.

Actions on motions

■ Acting Chief, Broadcast Bureau, on request of Ruston Broadcasting Co., extended through Oct. 1 time to file comments and through Oct. 11 time to file reply comments in matter of amendment of FM table of assignments. (Dublin and Atlanta, both Georgia; Starkville, Miss.; Helena, Ark.) (Doc. 19551). Action Aug. 28.

■ Acting Chief, Broadcast Bureau, on request of John and Sylvia Sonder, dba Atlas Broadcasting Co., licensee of KXEX Fresno, Calif., extended through Sept. 22 time to file comments and through Oct. 2 time to file reply comments in matter of amendment of FM table of assignments (Fresno, Calif.) (Doc. 19534). Action Aug. 28.

■ Acting Chief, Broadcast Bureau, on request of Charles F. Wister, extended through Sept. 1 time to file replies to oppositions in matter of amendment of FM table of assignments (Vero Beach, Fla.). Action Aug. 28.

■ Chief, Broadcast Bureau, on request of Clay county, extended through Sept. 11 time to file responses to petition for rulemaking filed by Wabash Valley Broadcasting Corp. in matter of amendment of FM table of assignments (Brazil and Rockville, both Indiana). Action Aug. 29.

■ Hearing Examiner Frederick W. Denniston in Lorain, Ohio (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.), FM proceeding, granted petition by Lorain Community Broadcasting; reopened record; received into evidence letter of Lorain National Bank; and closed record (Docs. 19213-4). Action Aug. 24.

■ Chief Hearing Examiner Arthur A. Gladstone in Cayce, S.C. (Lexington County Broadcasters Inc. and William D. Hunt), FM proceeding, designated Hearing Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for Sept. 21 and hearing for Nov. 8 (Docs. 19568-9). Action Aug. 24.

■ Chief Hearing Examiner Arthur A. Gladstone in Dinuba, Calif. (Radio Dinuba Co. and Korus Corp.), FM proceeding, designated Hearing Examiner Frederick W. Denniston to serve as presiding officer; scheduled prehearing conference for Sept. 21 and hearing for Nov. 8 (Docs. 19566-7). Action Aug. 24.

■ Hearing Examiner James F. Tierney in Easton, Md. (Community Broadcasters Inc. and Easton Broadcasting Co.), FM proceeding, granted petition by Community Broadcasters Inc. for leave to amend application to reflect resignation of Ronald Smith from office in another broadcast enterprise (Docs. 19303-4). Action Aug. 30.

Other action

■ Big Stone Gap, Va.—FCC waived spacing require-

ments of rules and accepted application of W. H. Wren Jr. (Gap Broadcasting Co.) for new FM at Big Stone Gap. Applicant proposes to operate on ch. 228 (93.5 mhz) with 165 w and ant. height of 1,075 ft. Trans. site selected is short-spaced with WAMX Ashland, Ky., and WMEV-FM Marion, Va. Action. Aug. 29.

Rulemaking actions

■ FCC amended FM table of assignments to assign ch. 236 to Decatur, Ill., for second class B assignment; assign class B ch. 253 in place of ch. 252A at Paris, Ill., and assign ch. 252A to Willimantic, Conn., for first assignment. Changes in assignment table for Decatur and Paris were proposed in rulemaking notice released March 1, 1971 (Doc. 19161). Action Aug. 29.

■ FCC amended FM table of assignments to assign ch. 221A to Hattiesburg, Miss., and ch. 236 to Parkersburg, W. Va. (Doc. 19413). In separate action, commission adopted further rulemaking notice asking for comments on possible assignment of ch. 221A as fourth FM assignment to Tallahassee, Fla. Action Aug. 29.

■ FCC proposed, in notice of rulemaking, amendment of FM table assignments to add ch. 240A at Pittsfield, Mass. Amendment was in response to petition by Radio Pittsfield Inc., licensee of WGRG Pittsfield. Action Aug. 29.

■ FCC denied proposal by Brown Broadcasting Co. for assignment of class C FM ch. 253 to supplement two class A assignments in Jacksonville, N.C., and counterproposal by Onslow Broadcasting Corp. for assignment of third class A channel (Doc. 19331). Action Aug. 29.

■ FCC denied proposal by Odyssey Radio Inc. for assignment of ch. 258 to Chico, Calif., as third class B FM channel (Doc. 19330). Action Aug. 29.

Existing FM stations

Final actions

■ WINE-FM Brookfield, Conn.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 29 kw; ant. height 470 ft.; remote control permitted; conditions; and granted request for SCA on sub-carrier frequency of 67 khz. Action Aug. 25.

■ WNUS-FM Chicago—Broadcast Bureau granted CP to install new aux. trans. at main trans. location on 170.5 mhz, ch. 298 for aux. purposes only; ERP 6.7 kw. Action Aug. 25.

■ KANR(FM) Great Falls, Mont.—Broadcast Bureau granted license covering new FM; ERP 25 kw; ant. height 45 ft. Action Aug. 29.

■ *WCDF-FM Cedarville, Ohio—Broadcast Bureau granted CP to change frequency to 90.3 mhz, ch. 212; change trans. location to Clifton Road, 2½ miles south of Yellow Springs, 4 miles west of Clifton, 4 miles west-northwest of Cedarville, all Ohio; operate trans. by remote control from studio location at North Main Street and College Avenue, Cedarville; install new trans. and ant.; make changes in ant. system; ERP 3 kw; ant. height 370 ft. Action Aug. 24.

■ WQMS(FM) Hamilton, Ohio—Broadcast Bureau granted CP to change studio location to 770 New London Road, Hamilton; install new trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 430 ft. Action Aug. 29.

■ WLYK(FM) Milford, Ohio—Broadcast Bureau granted mod. of license covering change of name from Milford Associates Inc. to Beautiful Island Broadcasting Co. Action Aug. 29.

■ *WEPR(FM) Greenville, S.C.—Broadcast Bureau granted request for SCA on sub-carrier frequencies of 41 khz and 67 khz. Action Aug. 25.

Other action

■ KFMP(FM) Cape Girardeau, Mo.—FCC waived spacing rules and accepted application of KFMP Stereo for changes in KFMP(FM) for filing. New site would create short-spacings with KDEX-FM Dexter, Mo. (ch. 272) and ch. 276 allocated to Caruthersville, Mo. KFMP proposes to move trans. site across Mississippi River into class C territory and to change operation on ch. 275 (102.9 mhz) from 12 kw, ant. height 105 ft., to 48.36 kw and 424 ft. ant. height. Action Aug. 29.

Fine

■ KKMA(FM) Pryor, Okla.—FCC ordered Lakes Area Broadcasting Co., licensee of KOLS and KKMA(FM), both Pryor, to forfeit \$2,000 for violations of rules including station identification, operation of trans. and associated equipment, failing to maintain records for public inspection and refusing to make station file available. Action Aug. 29.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for

following stations and their co-pending auxiliaries and SCA's when appropriate: KEGF Santa Clara and KFXM San Bernardino, both California; KZEL-FM Eugene, Ore.; WAUB Auburn and WHRF Riverhead, both New York; WISR Butler, WJAC-FM-TV Johnstown, WKSL(FM) Greencastle and WMBT Shenandoah, all Pennsylvania; WPIX-FM New York; WPME Punxsutawney, Pa.; WRBH Holyoke, Mass.; WWDL-FM Scranton and WZUM Carnegie, both Pennsylvania; WPOP Hartford, Conn. Actions Aug. 30.

Modification of CP's, all stations

■ *WUOG(FM) Athens, Ga.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ERP 3.2 kw; ant. height 145 ft.; remote control permitted. Action Aug. 25.

■ *WCSG(FM) Grand Rapids, Mich.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system; ERP 20 kw; ant. height 350 ft. Action Aug. 29.

■ Ocean City, N.J., Salt-Tee Radio Inc.—Broadcast Bureau granted mod. of CP for FM to change trans. location to 0.8 miles south of Palermo on U.S. 9, Ocean City; change trans. and ant.; make changes in ant. system; ERP 2.90 kw; ant. height 310 ft.; remote control permitted. Action Aug. 28.

■ WSNL-TV Patchogue, N.Y.—FCC waived rules until Aug. 10, 1973, and granted application by Suburban Broadcasting Corp. for mod. of CP to make changes in authorized facilities of WSNL-TV. Rules prohibit cross interest between broadcast TV and cable TV within predicted grade B contour of station. WSNL-TV, which is presently authorized to operate with non-directional ant. from ant. height of 400 ft. at trans. site in Brookhaven, N.Y., requested authority to operate with DA from height of 440 ft. at trans. site located at Hauppauge, N.Y. Proposed operation will place WSNL-TV's grade B signal over cable system in Manhattan, which is owned by Comtel and controlled by Holmes Protective Service. Robert A. Rosen, David H. Polinger, and J. P. Catuzzi Jr. are all common officers, directors and stockholders of WSNL-TV and Holmes, cable TV operator. Commission granted application subject to conditions that Rosen, Polinger and Catuzzi divest themselves of interests in either WSNL-TV or in Holmes by Aug. 10, 1973. Action Aug. 29.

■ *WLYX(FM) Memphis—Broadcast Bureau granted mod. of CP to change ant. and make changes in transmission line. Action Aug. 25.

■ Broadcast Bureau granted mod. of CP's to extend time for following stations: WJPD-FM Ishpeming, Mich., to Feb. 20, 1973; *KLUM-FM Jefferson City, Mo., to Feb. 9, 1973; WJIT-FM San Juan, Puerto Rico, to March 2, 1973; WPRM-FM San Juan, Puerto Rico, to Feb. 28, 1973; and KHER(FM) Longview, Tex., to Dec. 10. Actions Aug. 29.

Translator actions

■ FCC amended rules for unattended operation of TV and FM translators to now provide that commission must be supplied with name, address, and telephone number of person who may be contacted to secure prompt suspension of operation of station if such action should be necessary. "Prompt" was specified to mean 30 minutes. Amendment becomes effective Sept. 15. Action Aug. 29.

■ Etna, Calif., Siskiyou County Superintendent of Schools—Broadcast Bureau granted CP for new VHF translator to serve Etna and Fort Jones, both California, on ch. 2 by rebroadcasting programs of KIXE-TV, ch. 9, Redding, Calif. Action Aug. 24.

■ Sweetwater, Idaho, Lapwai Valley TV Association—Broadcast Bureau granted CP for new VHF translator to serve Lapwai on ch. 13 by rebroadcasting programs of KREM-TV, ch. 2, Spokane, Wash.; condition. Action Aug. 25.

■ K13FD Cabool, Mo.—Broadcast Bureau granted CP to add amplifier to present trans. and increase power of VHF translator. Action Aug. 25.

■ K04EE Broadus and Ashland rural area, both Montana—Broadcast Bureau granted CP to make changes in VHF translator ant. system. Action Aug. 25.

■ K07EQ Ekalaka, Mont.—Broadcast Bureau granted CP to change trans. location to approximately ½-mile north of Ekalaka and to make changes in VHF translator ant. system. Action Aug. 25.

Other actions, all services

■ FCC, in rulemaking notice, proposed amendments of rules pertaining to various aux. broadcast and related services to clarify requirements for filing applications for changes in facilities where possible airspace problems are presented. Proposed amendments would make rules consistent with current requirements of Federal Aviation Administration. Included are changes in provisions concerning appli-

Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCE

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCCE

COHEN & DIPPILL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Munsey Bldg.
(202) 783-0111
Washington, D. C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telesar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCE

LOHNES & CULVER
Consulting Engineers
1242 Munsey Building
Washington, D. C. 20004
(202) 347-8215
Member AFCE

ROBERT E. L. KENNEDY
1302 18th St., N.W., 785-2200
WASHINGTON, D.C. 20036
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member AFCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517—278-6733

**ROSNER TELEVISION
SYSTEMS**
ENGINEERS—CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903

JOHN H. MULLANEY
CONSULTING RADIO ENGINEER
9616 Pinkney Court
Potomac, Maryland 20854
(301) 299-8272
Member AFCCE

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

cation-filing requirement where horizontal change in ant. location is involved. Interested parties may file comments by Oct. 17, reply comments by Oct. 26. Action Aug. 29.

■ FCC amended rules to change title of hearing examiner to administrative law judge. Chief hearing examiner is changed to chief administrative law judge and assistant chief hearing examiner is changed to assistant chief administrative law judge. Changes are result of action by Civil Service Commission on Aug. 19 finalizing amendment to rules which changed title of all government hearing examiners to administrative law judges. Changes become effective Sept. 6. Action Aug. 29.

Ownership changes

Application

■ WINT(AM) Winter Haven, Fla.—Seeks assignment of license from WINT Radio Inc. to Vantage Broadcasting Co. for \$202,000. Seller: Norman O. Protsman is sole stockholder of WINT Radio Inc. He also is sole owner of WMAF(AM) Madison and owns (70%) WNER(AM) Live Oak, both Florida. Buyers: David B. Buerger (87.5%) and David C. and Diane Buerger (each 6.25%). David B. Buerger (father of David C.) is partner in law firm of Buchanan, Ingersoll, Rowland, Kyle & Buerger in Pittsburgh. David C. and Diane Buerger are former students at Davis & Elkins College, Elkins, W. Va., where they were announcers on student radio station. Ann. Aug. 17.

Actions

■ KMLB-AM-FM Monroe, La.—Broadcast Bureau granted transfer of control of KMLB Inc. from R. L. Vanderpool Jr. (100% before, none after) to Cyrene Broadcasting Corp. (none before, 100% after) Consideration: \$350,000. Principal: Robert E. Powell (100%). Mr. Powell was formerly vice president in charge of TV sales at KNOE-TV Monroe, La. Action July 31.

■ KNFB(FM) Nowata, Okla.—Broadcast Bureau granted assignment of license from Nowata Communications Inc. to Paul F. O'Dell for \$13,500. Sellers: Dwight M. Mitchell, president, et al. Buyer: Mr. O'Dell is sole owner of Chouteau Auto and Marine Sales in Nowata. Action July 31.

■ *KORU(FM) Tulsa, Okla.—Broadcast Bureau granted assignment of license from Oral Roberts University to Central Broadcast Co. for \$75,000. Buyers: Lovell M. J. Beasley, Gene C. Howard and M. A. Eichhorn (each 33 1/3%). Mr. Beasley has interests in following stations: KLPK(AM) and KJAK(AM), both Oklahoma City. KTOV(AM) Tulsa, Okla., KFAY(AM) and KKEG(AM), both Fayetteville, Ark., and KTCS-AM-FM Ft. Smith, Ark. Mr. Eichhorn owns Furniture Fair Inc. in Tulsa and has various mobile home stores in area. Action July 31.

■ WKYZ(AM) Madisonville, Tenn.—Broadcast Bureau granted transfer of control of Monroe Broadcasters Inc. from Kendra A. and Peggy C. White together 20.05% before, none after) to Bob E. and Johnnie A. Harrill. Mr. and Mrs. White's stock is being purchased by company to be treasury stock, thereby reducing number of shares outstanding. Consideration: \$12,384. Action July 31.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Aug. 31 (station in parentheses are TV signals proposed for carriage):

■ Sierra Vista CATV Co., Sierra Vista, Ariz. XEPM-TV Juarez, Mexico.

■ Columbia Television Co. dba Valley Telecasting Co., Somerton, Ariz. (KBLU-TV Yuma Ariz.; KAET [TV], KOOL-TV, KPPO-TV and KTVK [TV], all Phoenix; KECC-TV El Centro, Calif.; KCOP[TV], KHJ-TV, KTLA and KTTV[TV] all Los Angeles).

■ Hope Community TV, Hope, Ark. and Cam-Tel Co., Camden, Ark. (KDTV[TV] Dallas; KTVI[TV] Ft. Worth, Tex.).

■ Resort Television Cable Co., Hot Springs, Ark. (KSLA-TV Shreveport, La.).

■ Village CATV Inc., Hot Springs Village, Ark. (KETS[TV], KARK-TV, KATV[TV], and KTHV [TV], all Little Rock, and KFSA-TV Ft. Smith, all Arkansas; KRAL-TV Shreveport, KTVI[TV], Monroe, both Louisiana).

■ Hanford Cable Co., Hanford, and Kings county, both California. (KMJ-TV, KJEO[TV], KFSN-TV, KAIL[TV] and KFTV-TV, all Fresno, Calif.; KMPH[TV] Tulare, Calif.; KBAK-TV, KERO-TV, both Bakersfield, Calif.; KTLA[TV] Los Angeles, KTVU[TV] and KQED[TV] San Francisco).

■ Monterey Peninsula TV Cable, Monterey, Carmel-by-the-Sea, Del Monte forest, and unincorporated parts of Monterey county, all California (KTEH[TV] San Jose, Calif.).

■ Lomas Sante Fe Inc., dba San Dieguito Cable TV, Solana Beach and Encinitas, both California (KNBC[TV], KTLA[TV], KABC-TV, KTTV[TV] and KCOP[TV], all Los Angeles; and XEWT-TV Tijuana, Mexico).

■ Community Communications Co., dba Boulder Cable TV, Boulder, Colo. (KTVI[AM] Ft. Worth and KDTV[TV] Dallas, both Texas).

■ Greater Hartford CATV Inc., Manchester, Glastonbury, Newington, Rocky Hill and Wethersfield, Conn. (WTCI-TV, WHNB-TV, WEDH[TV] and all Connecticut (WOR-TV and WPIX[TV] New WHCT[TV] all Hartford; WTNH-TV New Haven, WATR-TV Waterbury, all Connecticut; WHYN-TV and WWLP[TV], both Springfield, Mass.).

■ New England Industries Inc., Hartford, Bloomfield, East Hartford, West Hartford, Simsbury and Windsor, all Connecticut (WTCI-TV, WHCT[TV] and WEDH[TV] Hartford; WHNB-TV New Britain, WHNC-TV New Haven and WATR-TV Waterbury, all Connecticut; WHYN-TV, WWLP[TV] Springfield, Mass.; WPIX[TV] and WOR-TV New York).

■ Weinle Cable TV Co., Weinle, Idaho (KREM-TV, KXLY-TV, KHQ-TV and KSPS-TV, all Spokane, Wash.; KLEW-TV, Lewiston, and KUD-TV Moscow, both Idaho; and KWSU-TV Pullman, Wash.).

■ Sullivan Cable Systems Inc., Benton, Ill. (WPSD-TV, WDXR-TV, both Paducah, Ky.; KFUS-TV Cape Girardeau, Mo.; WSIL-TV Harrisburg and WSU-TV Carbondale, both Illinois; KPLR-TV and KDNL-TV, both St. Louis).

■ Central Cable Systems Inc., Clinton, Ill. (WCTA [TV] and WICD[TV], both Champaign, Will TV Urbana, WAND[TV] Decatur, WICS and WJTV[TV], both Springfield, WEEK-TV Peoria, WGN-TV Chicago, all Illinois; and KPLR-TV St. Louis).

■ Teleprompter Cable Communications Corp., Rock Island, Ill. (WHBF-TV Rock Island, Ill.; WOC-TV Davenport, Iowa; WOAO-TV Moline, Ill.; KIIN-TV Iowa City; WGN-TV, WFLD-TV and WTTW[TV], all Chicago).

■ Hamilton County CATV Inc., Carmel, Ind. (WISH-TV, WFBM-TV, WLWI[TV], WURD[TV] and WFYI[TV], all Indianapolis; WTTV[TV] Bloomington, WPBI[TV] Muncie, both Indiana; WGN-TV Chicago; WXIX-TV Cincinnati).

■ GRG Cablevision Inc., Charles-town, Sellersburg, Clarksville and Jeffersonville, all Indiana (WAVE-TV, WHAS-TV, WLKY-TV, WDRB-TV, WKPC-TV and WKMI[TV], all Louisville, Ky.; WTTV [TV] and WTUV[TV], both Bloomington, Ind.; WXIX-TV Cincinnati; WKZT Elizabethtown, Ky.).

■ Central All-Channel Cablevision Inc., Elwood and Alexandria, both Indiana (WISH-TV, WFBM-TV, WLWI[TV], WURD[TV] and WFYI[TV], all Indianapolis; WTTV[TV] Bloomington, WPBI[TV] Muncie, and WLFI-TV Lafayette, all Indiana; WGN-TV Chicago; WXIX-TV Cincinnati; and WDRB-TV Louisville, Ky.).

■ Lebanon CATV Inc., Lebanon, Ind. (WISH-TV, WFBM-TV, WLWI[TV], WTTV[TV] WURD[TV] and WFYI[TV], all Indianapolis; WLFI-TV Lafayette, Ind.; WGN-TV Chicago; and WXIX-TV Cincinnati).

■ Cypress Cable TV Inc., Warsaw, Kosciusko county and Winona Lake, all Indiana (WGN-TV, WFLD-TV, and WTTW[TV], all Chicago).

■ Hawkeye Cablevision Inc., Ankeny, Iowa (WOIT-TV Ames and KRNT-TV, KDIN-TV, WHO-TV Des Moines, all Iowa; WTCN-TV Minneapolis; and KBMA-TV Kansas City, Mo.).

■ Milaine Corp. dba Midway Cable TV, Kansas City, Kan. (KPLR-TV St. Louis and WGN-TV Chicago).

■ Cowley Cablevision Inc., Winfield, and Ark City Cable TV Service Inc., Arkansas City, both Kansas (KDTV[TV] Dallas; and KTVI[TV] Fort Worth, Tex.).

■ Henderson All-Channel Cablevision Inc., Henderson, Ky. (WTVW[TV], WEHT[TV], WEIE-TV and WNIN[TV], all Evansville, Ill.; WDRB-TV Louisville and WDXR-TV Paducah, both Kentucky).

■ Greater Lawrence Community Antenna Inc., Lawrence, Mass. (WBZ-TV, WCVB-TV, WNAC-TV, WGBH-TV, WSBK-TV, WKBG-TV, WGBX-TV and WQTV-TV, all Boston; WSMW-TV Worcester, Mass.; WMUR-TV Manchester, WENH[TV], Durham and WXP-TV Windham, all New Hampshire; WCHS-TV Portland, Me.; WJAR-TV and WPRI-TV both Providence, R.I.).

■ Oklahoma Cable Systems Inc., Weatherford, Mass. (KOKH-TV Oklahoma City).

■ National Cable Co., East Lansing, Mich. (WTVS-TV Detroit).

■ Great Lakes Cable Television Inc., Petoskey, Mich. (WKBD-TV Detroit).

■ Mineral Area Cablevision Inc., Leadington, Mo. (KFVS-TV, Cape Girardeau, Mo.; KMOX-TV, KDNL-TV, KPLR-TV, KSD-TV, KTVI[TV] and KETC[TV], both St. Louis; KRGC[TV] Jefferson City, Mo.; WSIL-TV Harrisburg, Ill.; WSU-TV Carbondale, Ill., and WPSD-TV Paducah, Ky.).

■ Glasgow TV Cable Co., Glasgow, Mont. (KFBB-TV and KRTV[TV], both Great Falls, Mont.).

■ Cable Telesystems of New Jersey, Cherry Hill, N.J. (KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAJ-TV, WHYY-TV, WUHY-TV and WKBS-TV, all Philadelphia; WNJT[TV] Trenton N.J.; WOR-TV and WPIX[TV] both New York).

■ Sante Fe Cablevision Co., Sante Fe, N. M. (XEPM-TV Juarez, Mexico).

■ Ostrander TV & Cable Inc., Groton, N.Y. (WROC-TV Rochester, N.Y.; WCNY-TV Syracuse, N.Y.; WPIX[TV] and WNEW-TV, both New York).

■ Sammons Communications Inc., Johnstown city and Gloversville city, both New York (WTEN[TV] and WAST[TV], both Albany, WRGB[TV] and WMHT[TV], both Schenectady, and WKTU[TV] Utica, all New York).

■ Carteret Cable TV Co., Atlantic Beach, Moorehead City and Beaufort, all North Carolina (WCTI-TV New Bern, WNCT-TV Greenville, WITN-TV Washington, WUND-TV Columbia, WUNJ-TV Wilmington, WRDU-TV Durham, WRET-TV Charlotte, all North Carolina).

■ Hyper-Video Inc., Fuquay-Varina and Arax, both North Carolina (WRAL-TV, WTVI[TV] and WRDU-TV, all Raleigh, and WUNC-TV Chapel Hill, all North Carolina; WTTG[TV] Washington; and WRET-TV Charlotte, N.C.).

■ Hyver-Video Inc., Hillsborough and Gainer, both North Carolina (WFMY-TV Greensboro, WGHF-TV High Point, WRAL-TV, WTVI[TV] and WRDU-TV Raleigh, WUNC-TV Chapel Hill, all North Carolina; WTTG[TV] Washington, and WRET-TV Charlotte, N.C.).

■ Hyver-Video Inc., Selma, Clayton and Smithfield, all North Carolina (WTTN-TV Washington, WNCT-TV Greenville, WRAL-TV, WTVI[TV] and WRDU-TV Raleigh, WUNC-TV Chapel Hill, all North Carolina; WTTG[TV] Washington, and WRET-TV Charlotte, N.C.).

■ Base Vue-Com Inc., Grand Forks Air Base, N.D. (KFME[TV] Fargo N.D.; CJAY-TV, CBWT[TV] and CRWFT[TV], all Winnipeg, Manitoba; CP for ch 2, Grand Forks, N.D.).

■ Ashtabula Cable TV Inc., Ashtabula township, Saybrook township and Plymouth township, all Ohio (WPIX[TV], WOR-TV and WNEV-TV, all New York; WTVI[TV] and WKBN-TV Youngstown, Ohio; CKCO-TV Kitchener, Ont., and WVIJ [TV] Cleveland).

■ Stark County Communications Inc., Beach City, Wilmet, Justus and Harmon, all Ohio (WKYC-TV, WEWS[TV], WJW-TV, WKBF-TV and WVIZ-TV, all Cleveland; WUAB[TV] Lorain, Ohio; WAKR-TV Akron, Ohio; and WJANT[TV] Canton, Ohio).

■ Rust Craft Cable Communications Inc., Middletown, Fairfield, Hamilton, and Franklin, all Ohio (WHIO-TV, WKFE[TV] and WLWD[TV], all Dayton, WCPQ-TV, WXIX-TV, WKRC-TV, WLWT [TV] and WCET[TV], all Cincinnati, WMUB-TV Oxford, all Ohio, and WTTV[TV] Bloomington, Ind.).

■ Buckeye Cablevision, Inc., Perysburg, Ohio (WTOL-TV, WSPD-TV, WOHIO-TV, WGTB-TV, all Toledo, Ohio; WKBD-TV and WTVS[TV], both Detroit; WBGU-TV Bowling Green, Ohio; CKLV-TV Windsor, Ont.; WUAB[TV] Lorain, and WOSU-TV Columbus, both Ohio).

■ T.V. Cable of Marlow Inc., Marlow, Okla. (KFDD-TV and KAUZ-TV Wichita Falls, Tex.; WKY-TV, KOCO-TV, KWTU[TV], KETA[TV] and KOKH-TV, all Oklahoma City; KSWO-TV Lawton, Okla., and KTVI[TV] Dallas).

■ Armstrong Utilities Inc., Cranberry township, Jackson township, Evans City, borough of Harmony and Marinton township, all Pennsylvania (KDKA-TV, WTAE-TV, WITC-TV and WOED[TV], all Pittsburgh; WFMY-TV, WKBN-TV and WYTV[TV], all Youngstown, Ohio; WJAC-TV Johnstown, Pa.; WSTV-TV Steubenville, Ohio, and WTRF-TV Wheeling, W. Va.).

■ Television Cable Service Inc., Abilene, Tex. (KWEX-TV San Antonio, Tex.).

■ Hereford Cablevision Co., Hereford, Tex. (KDTV [TV], KERA-TV, both Dallas; KGNC-TV KVII-TV, KFDA-TV, all Amarillo, Tex.; KMXN-TV Lubbock, Tex.; KTVI[TV] Fort Worth).

■ Southwest Microwave Inc., Ozona, Tex. (KWEX-TV and KSAT-TV, both San Antonio, Tex.).

■ East Valley Cable T.V. Inc., Prosser, Wash. (KYVE-TV, KIMA-TV, KAPP[TV] and KNDQ[TV], all Yakima, Wash.).

■ Badger CATV, Ladysmith, Wis. (KTCA-TV, WCCO-TV and KTSP-TV, all Minneapolis).

■ Teltron Cable TV, Schofield and Weston, both Wisconsin (WVTV[TV] Milwaukee).

■ Glenrock Cable TV Inc., Glenrock, Wyo. (KTWO-TV Casper, Wyo.; KWGN-TV, KOA-TV, KRMA-TV, KMGH-TV and KBTU[TV], all Denver).

Final actions

■ FCC authorized major market CATV's within 35-mile zone of Santa Rosa, Calif., to carry signal of KFTY Santa Rosa before obtaining required certifi-

cates of compliance. Action was in response to petition by Redwood Empire Broadcasting Co., licensee of independent UHF KFTY Santa Rosa, for waiver of rules which require cable system making any change to file with commission for certificate of compliance. CATV systems are to file certificate applications requesting carriage of KFTY within thirty days after such carriage is begun. Commission said that if systems did not intend to commence carriage of KFTY signal, they were to file within ten days of receipt of waiver notification, stating reason. Action Sept. 1.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Continental Transmission Corp., Russellville, Ark. and El Dorado Springs, Mo.; Media Cable TV Systems Inc., Lamar, Colo.; Mississippi Transmission Corp., Yazoo City, Miss.; State TV Cable, Orlando, Glenn City, and Willows, all California. Actions Aug. 29.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: EMCO CATV Inc., Fair Haven, Castleton, Castleton Corners, Lake Bomoseen, and Hydeville, all Vermont; Cable TV of San Marcos Inc., San Marcos, Tex.; Continental Cablevision of Ohio Inc., Athens and the Plains, both Ohio; Lyons CATV Inc., Lyons, and McPherson CATV Inc., McPherson, both Kansas; Van Buren TV Cable Co., Van Buren, Me. Actions Aug. 30.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Telva Cable Alabama, Vestavia Hills. Hoover, and Southwest Jefferson county, all Alabama. Action Aug. 30. Capitol Cablevision Inc., Jackson, COMM- CO Inc., Davis, and Saltillo TV Cable Co., Saltillo, all Mississippi; Maine Cable Television Inc., Lincoln, Me.; Medford Cable TV Inc., Medford, Ore.; Sullivan Cable TV, Olney, Ill.; Port Arthur Cablevision Inc., Port Arthur, Tex.; Valtronics of Wisconsin Inc., Merrill, Wisc.; International Cablevision Corp., San Angelo and Ballinger, both Texas; Continental Transmission Corp., Ely, Minn.; Hudson Valley Cablevision Inc., Poughkeepsie and LaGrange, both New York. Actions Aug. 31.

Actions on motions

■ Chief, Cable Television Bureau, granted requests by National Association of Theatre Owners Inc. and National Association of Broadcasters to extent that times for filing comments and reply comments in matter of amendment of rules pertaining to cablecasting of programs for which per-program or per-channel charge is made are extended to Sept. 29 and Oct. 13, respectively. (Doc. 19554.) Action Aug. 31.

■ Hearing Examiner Jay A. Kyle in Whitehall and Circleville, both Ohio (Multi-channel Cable Co.), CATV proceeding, dismissed applications with prejudice and terminated proceeding (Docs. 18356-7). Action Aug. 29.

■ Hearing Examiner Jay A. Kyle in Texarkana, Jefferson, Atlanta, Edgewood, Mineola, Big Sandy, Ashland and Terrell, all Texas (Telecom Cable Co.), CATV proceeding, dismissed applications with prejudice and terminated proceeding (Docs. 18230, 18233). Action Aug. 29.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Sept. 5. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Manteca, Calif.*—Storer Cable TV Inc. has been awarded franchise.

■ *Worthington, Minn.*—Metro Cable Television Inc. of Minneapolis has applied for franchise. Firm proposes monthly rate of \$5.50 and installation fee of \$9.95 which would be waived for persons subscribing during construction period.

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 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- Help Wanted, 40¢ per word—\$5.00 minimum.
- Situations Wanted, 30¢ per word—\$5.00 minimum.
- All other classifications, 50¢ per word—\$5.00 minimum.
- Add \$1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- 5" or over billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

RADIO

Help Wanted Management

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.

Number two management man needed to assist president of active group station operation. Permanent opportunity, with solid growing company. Assist station management in sales, general business procedures, FCC obligations, etc. Must have successful sales and sales supervision experience. Basic engineering knowledge is necessary, but the name of the game is sales. Main office located in attractive Midwest metropolitan area. Ability to follow necessary procedures and contribute new ideas essential. Please supply complete details of experience and requirements in first letter. Immediate opening. Reply Box J-101, BROADCASTING.

Sales

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.

We are looking for a young, experienced time salesman who wants to sell his way to top management in our successful company in less than 3 years. We are fulltime, network, Michigan, AM-FM, paid insurance, good list. Send complete resume with first letter. We need you as soon as possible. Box J-90, BROADCASTING.

Good opportunity—established station. Salary, commission. Send resume, sales record. KRRO, Longview, Texas 75601.

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.

Immediate opening—experienced salesman with the area's fastest growing radio station. WCCC-AM-FM, Hartford. 203-549-3456.

Sales manager for new 1-KW AM in Northeast. Opportunity for strong street salesman with 2 to 4 years experience to move into supervisory role and still be key salesman in exciting suburban community. Good base and override should earn \$12,000 to \$15,000 in first year. Start early October for pre-selling and recruiting. Send complete particulars to Box 798, Upper Montclair, N.J. 07043.

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.

Announcers Continued

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.

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.

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.

Minimum 3 years experience, college or Elkins graduate, strong on news and production. Small market station with quality sound. Send tape and resume. Box J-80, BROADCASTING.

\$20,000 and more. Top air personality ready for a new trip. One of the nation's first contemporary giants is conducting a nationwide talent hunt for the best modern radio men around. That means big voice, clever presentation, heavy personality, and ability to communicate. Only topflight professionals, please... send air check and resume. Box J-102, BROADCASTING.

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.

Announcer, with interest in gathering and writing local news. Some board work, 3rd phone required, \$150 with experience. WHYG, Eatontown, N.J.

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.

Excellent voice with third ticket for Philadelphia beautiful music station. 215-839-7832.

Wake up—news director combo. Mrs. Warren, 315-363-6050.

Experienced contemporary announcer. Must know current music, be able to communicate with audience and be willing to work with a good team. Send resume and tape of music, news and production to Box 5863, Daytona Beach, Fla. 32020.

Technical

Chief engineer: If you are a perfectionist and if you have the education, experience and know-how, there's a great opportunity for you as Chief Engineer on our AM-FM operation, a prestige station that emphasizes quality in every department. We are located in one of the top fifty markets in one of the most scenic areas of the West. Our stations are beautifully equipped. So we are looking for the man who can get the most out of our AM directional, FM Stereo, SCA, microwave, automation, recording and mobile equipment. We are looking for a top person and expect to pay accordingly. If you're ready for us, we'd like to hear from you. Please respond in confidence with your resume and picture. Box J-84, BROADCASTING. An equal opportunity employer.

Chief engineer wanted for dynamic New England chain, good salary, fringe benefits and excellent opportunity. Contact Mrs. Murray, WARE Radio, Ware, Mass.

MAXIMUM AD EXPOSURE AT MINIMUM COST. YOU BELONG IN BROADCASTING.

1st Ticket. Little or no maintenance, but good voice and production ability for PD role in new 1 KW in Northeast. Fine equipment. Excellent location. Range \$165-\$180, depending on experience. Start early to mid-October. Tape and resume to Box 798, Upper Montclair, N.J. 07043.

Technician—Customer Service. Check out and installation of broadcast automation systems. Must have experience in radio engineering and programming. Considerable nationwide travel—expenses paid. Send resume and salary requirements to Glenn Shaw, Schafer Electronics Corp., Santa Barbara Research Park, 75 Castilian Drive, Goleta, Calif. 93017.

News

Leading New England medium market contemporary must add 3 individuals next several months. Must handle both news and di. 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.

News directors position open . . . KHMO, Hannibal, Mo. Minimum 5 years experience. Prefer college degree in journalism. Heavy local, regional news. Best small market news dept. in U.S. Jim Jae, Gen. Mgr.

News/production combination for Maine's fastest growing broadcast group. Tape and resume to WGHM, Skowhegan, Me. 04976.

Announcer, with interest in gathering and writing local news. Some board work. 3rd phone required, \$150 with experience. WHTC, Eatontown, N.J.

Other man in 2-man news department. No rookies. Be versatile. Long hours. Hard workers only. Tape, resume and references. KLIK Radio, Box 414, Jefferson City, Missouri.

News director—wake up combo. Mrs. Warren, 315-363-6050.

Programing, Production, Others

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.

Situations Wanted, Management

Aggressive general manager. Experienced take charge broadcaster. Currently employed as GM. Will invest \$5M. Excellent references. Box H-240, BROADCASTING.

Sales, management, engineering & programing. Man-wife team seeks Western states station to manage. References. Box J-26, 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.

One of a kind! Real organizer! Medium market AM and FM administrator and news director, 27, seeks "operations director" position. Solid background in marketing . . . promotion . . . local news . . . public affairs . . . programing . . . automation . . . traffic. Medium markets over 300,000 only. No announcing. Degree. Family. Box J-79, BROADCASTING.

General Manager. Agency vice president with twenty years radio-TV experience would like to return to station management. Need salary, plus bonus. Write Box J-91, BROADCASTING.

Management Continued

General Manager: versed in all aspects of radio, 13 years experience. Presently employed within corporate framework with limited growth potential. Desire challenging, rewarding environment—where results count. Write for complete resume. Box J-96, BROADCASTING.

Guarantee to put your station in black quickly. No gimmicks—just hard work and know how. Presently successful selling manager. Top references. Ethics, morals, ability. Box J-100, BROADCASTING.

Sales

I'm looking for your immediate or future sales trainee opening. Seeking small market experience over salary. Why not try me? Box J-94, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Box G-212, BROADCASTING.

FM voice appeal. Music/news/stability/drive. H-73, BROADCASTING.

Announcer, first phone, experienced, news, sports, will relocate. Box H-213, BROADCASTING.

Disc jockey—newscaster. Dependable, experienced tight board man who can do music or news show. Prefer to do rock show. I'm creative, versatile, and authoritative. I'm aggressive salesman who can sell air time. Professionally trained third endorsed. Call 212-996-6551. Box H-215, BROADCASTING.

First phone, 3 years experience, play-by-play, news, selling, board shift, young, married, dedicated, Ohio only. Box J-15, BROADCASTING.

Experienced first phone. Prefer Maryland or Virginia MOR. Box J-35, BROADCASTING.

Experienced radio/TV talk show host, Bucknell grad., seeks challenge in media. Journalism background complements experience. References. Box J-75, BROADCASTING.

Extremely funny, but warm and sincere, 27-year-old recent announcing school grad. Professional musical background. I'm your ROCK/MOR dj. 212-451-1764. Box J-77, BROADCASTING.

Announcer, 3 years top 40 experience, first phone; Northeast preferred. Box J-85, BROADCASTING.

White soul jock. First phone, 9 years experience. Married, will relocate. Box J-87, BROADCASTING.

Disc Jockey—control board, sales time, tight board, experienced-aggressive, dependable-versatile, creative-top 40. New York City (will relocate). Box J-89, BROADCASTING.

Experienced Black, 1st ticket pd, dj, tv booth. Box J-92, BROADCASTING.

First phone, tight board, reliable, willing to relocate. Broadcast school graduate looking for first job. Rock or up tempo MOR. Willing to try sales. Box J-95, BROADCASTING.

Announcer—have well qualified background, over 5 years experience; prefer MOR (up-tempo), excellent production, believable voice. References superb. Box J-98, BROADCASTING.

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 Neill, 426 Brookhurst Ave., Narberth, Penna. 19072. 215-MO-4-B768.

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. 14322 1/2 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.

"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.

8 months experience in small market as news director-announcer. Am ready to move up! Single, 22. Will consider every offer. Will do news or announcing; no sales or combinations. Tape, resume, pix: Warren Kitts, 322 N. Wynne, Apt. B, Pampa, Texas 79065. Phones: 1-806-665-4824 or 1-806-669-7461.

Announcers Continued

Rx for sales! Adult dj, experienced, sincere delivery, 3rd endorsed. Pleasant voice, copywriter, well-informed, responsible. Seeks weekends with personality MOR and/or jazz station in suburban N.Y.C. Phone Dean Stuart, 212-TA 9-6717.

Radio comic—creative college grad, 22, good voice, clean wit, will travel. Bill Brill, 1903 Leslie Lane, Merrick, New York. 516-868-3612.

Technical

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.

Retired FCC engineer interested in working with or for a broadcast consultant. Box J-76, BROADCASTING.

Experienced chief engineer, AM-FM-DA-CATV, presently located in Illinois. Box J-86, BROADCASTING.

News

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.

Hey, I'm really sincere about getting into broadcasting. I have a first phone and will relocate. Strong on news and commercial copy. Tape on request. Steve Horton, 3131 Southwest First, Portland, Oregon 97201.

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.

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.

I'm an RCA grad who can run equipment. I have a creative mind and am not afraid to use it. I'm a damn hard worker and haven't lost my temper in ten years. One day, I'll be big in the industry, but right now I need that first job. My first employer will get a lot more than he pays for. Box J-74, BROADCASTING.

Extensive major market experience, format creation and installation background as consultant. Thorough knowledge of contemporary programing concepts. Now air personality in top 10 market. Desire programing, replays confidential. Box J-78, BROADCASTING.

Program Manager—Contemporary/MOR and Top 40 background with over 10 years experience. Excellent references. Box J-97, BROADCASTING.

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.

Young, single, graduate of Career Academy willing to work anywhere, do anything in broadcasting field—will send resume, photo and tape upon request. Paul Koch, 33 Cayuga Ave., East Northport, N.Y. 11731.

TELEVISION

Help Wanted Sales

TV Sales Manager will fill #2 position; successful creative local sales experience a must; operations knowledge desirable; Southeast market, network affiliate; salary plus override with all fringes. Box J-73, BROADCASTING.

Technical

TV Engineer: Major midwest university needs engineer with 2 years tech training and 4 years maintenance experience, to work with TR-705, TK-445, 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.

Openings for TV color engineers at Midwest production center. Maintenance and operation of studio and remote equipment. Box J-52, BROADCASTING.

Chicago equipment sales. Gravco Sales, Inc., a subsidiary of the Grass Valley Group, needs a regional manager for the Midwest territory. A strong technical background is essential. Please send a resume to Robert Lynch, Gravco Sales, Inc., Station Plaza East, Great Neck, N.Y. 11021.

Chief Engineer: Good background in construction installation and maintenance. Excellent position for a leader with good administration qualities. Amherst CableVision, Inc., 602 Grover Cleveland Hwy., Amherst, N.Y. 14226.

News

Major group-owned network VHF Top 20 looking for experienced general assignment reporter. Are you unique and compelling as well as responsible? Send resume to Box J-82, BROADCASTING.

Staff/News announcer. Anchor daytime news. Strong commercial delivery. Send VTR and resume to WFRV-TV, Box 1128, Green Bay, Wisc. 54301.

Programing, Production, Others

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.

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.

Recent MBA with BJ and first phone, six years experience desires finance or managerial assistant position, salary and location open. Box J-99, 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.

Announcers

On camera commercial announcer. Won awards in New Orleans and Cincinnati. Looking for major market job. Will mail sound magnetic film for audition. Box J-88, BROADCASTING.

Technical

Seasoned production engineer. Tennessee or? Box J-9, BROADCASTING.

Hard working, dependable, young, switcher-director with two years radio-TV experience about to get married. Would like to move to another small or medium size market to help build family and future. Box J-83, BROADCASTING.

News

Experienced Black newscaster . . . presently working market half-million. Seek TV position or. Box H-173, 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.

Need programing head for CATV studio? Experienced. Mature. Box J-93, BROADCASTING.

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 Ilurbide St., Laredo, Texas 78040.

Need used 400 foot tower. KLOV, Loveland, Colorado 80537.

New Tax-deductible Los Angeles public TV station offers opportunity to make significant contribution to disadvantaged community. Inexpensive (preferably free) broadcast-stable equipment needed for on-air and on-the-job training programs. Need TK-60's (a or b) with 4 1/2" IO's, cables, dollies and tripods with pan heads; complete B&W remote truck; RCA TR-3, TR-4 VTR's; color film islands with multiplexers and projectors; RCA TT-2 color sync generators; used plumicons; used 2" video tape; sound-on-film cameras, editors, and processor—we need your help. Viewer Sponsored Television Foundation, 1633 Westwood Blvd., Los Angeles, Calif. 90024. 213-478-0589.

Spotmaster and Tapecaster cartridge tape machines wanted. Highest prices paid. Also, trade-in's on new or rebuilt equipment. Autodyne, 301-762-7626. Sorry, no collect calls.

FOR SALE EQUIPMENT

New, 500 foot, guyed, welded, TV cable or FM tower. Box J-33, BROADCASTING.

Heliast-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.

Mike Boom, Mole-Richardson type 103-B with param-bulator. Mint condition. \$950. Kluge Films, 5350 W. Clinton Ave., Milwaukee, Wis. 414-354-9490.

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, staircase window (tube type) excellent cond. 1-Record o phone—auto answering service. Call area code 716-244-6265.

Complete Schafer automation system. Good working condition. Includes Schafer Model CU-8 control unit . . . Schafer TRU-8 record unit with Ampex recorder . . . four Schafer Ampex playback units . . . Schafer Model SA-100-B random access spot locator . . . remote control . . . M-8-50 Memory and Ampex AG 350-Monaural recorder . . . Schafer Model TM-8-B audio clock with two special Ampex playbacks . . . spot locator tape . . . set of 18 hour audio clock tapes . . . complete with cables . . . remote control . . . and racks. \$8,000.00. Contact Dudley Waller, KEBE Radio, Jacksonville, Texas, Area Code 214/586-2211.

Tower, 550 ft. Blaw Knox H-21. Dis-assembled on ground. Complete prints, excellent condition. Radio Communication Co., 2130 W. Clybourn, Milwaukee, Wisc. 53233. 414-939-6900.

Terrific Equipment Sale—Two Ampex VIF International 450 playbacks with intersperser, plus rack. Perfect condition. Only \$1,650. FOB Chicago. Contact—Joseph Hards, Seeburg Music Library, Inc., 1500 N. Dayton St., Chicago, Ill. 60622. Phone: 312-MI 2-0800.

INSTRUCTION

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.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Instruction Continued

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 5841 Chippewa.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Colorado Springs*, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting date Oct. 4, January 3, April 11, June 27, October 3, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

On the air announcer training at R.E.I. features individual, realistic preparation for your Radio/TV career. R.E.I.'s engineering course features intensive training for the FCC First Phonel Complete either course in just five (5) weeks! Call 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

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.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

"Name the mystery voice!" Fifteen different completely produced taped short content features. \$36.95. FREE catalog of other available tapes. Chicago Broadcast Circle, 25 East Chestnut, Chicago 60611.

RADIO

Help Wanted News

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 opine strongly, preferably as a conservative. Male or Female, Black or White, send resume, picture and tape. Strictly confidential.

Box J-38, Broadcasting

Situations Wanted 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's, 30's, 10's, 10's, \$5, 24-hour automated formats (10'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.

Box J-2, BROADCASTING.

TELEVISION

Help Wanted Management

TELEVISION

VICE PRESIDENT/SALES MANAGER

WE WANT A DYNAMIC, YOUNG SALES EXECUTIVE TO JOIN OUR MANAGEMENT TEAM AT A TOP 50 MARKET TELEVISION STATION. WE'RE PREPARED TO OFFER UP TO \$40,000 PER YEAR, PLUS 5% OWNERSHIP. TO GET THIS MAN. POSITION AVAILABLE BECAUSE OUR PRESENT SALES MANAGER WILL RETIRE NOVEMBER 1 AFTER 16 YERS WITH THE COMPANY. REP SALESMAN WITH STATION SALES BACKGROUND CONSIDERED AS WELL AS EXPERIENCED SALES MANAGERS. SUBMIT DETAILED RESUME IN CONFIDENCE TO: PRESIDENT, BOX J-103, BROADCASTING. ALL APPLICANTS ACKNOWLEDGED.

Situations Wanted

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.

Business Opportunities

SEEBURG BACKGROUND MUSIC DISTRIBUTORSHIP

Music makes money! Tape equipment, extensive music library and services available now to qualified organization interested in lucrative Background Music Business.

Contact: Joseph Harde—
Seeburg Music Library, Inc.
1500 N. Dayton Street
Chicago, Illinois 60622
Phone: 312 - MI 2-0800.

THIS SPACE DOES IT

If you need help, the right job—or for any needs related to broadcasting—place your ad here.
You belong in

Broadcastings

The newsworld of broadcasting and allied arts

1735 DeSales St., N.W.
Washington, D.C. 20036

WANTED TO BUY—Stations

WANTED

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

Employment Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Miscellaneous

100% FINANCING

\$Millions now available for AM FM TV CATV expansions, acquisitions. Competitive rates. Fast closings. Outline needs, market size, etc. in detail.

Box J-30, BROADCASTING.

GOLDEN DAYS OF RADIO

30-minute, weekly program of nostalgia at its best, featuring hundreds of great stars from radio's golden past. Comedy and music recorded between 1909 & 1940's. Special introductory offer for limited time. Rate \$5 per program—no term contract. For audition tape write: Hayden Huddleston Productions, 305 Shenandoah Bldg., Roanoke, Va. 24011 or phone 703-342-2170.

SE	Small	Daytime	\$ 75M	29%	MW	Small	Fulltime	\$ 145M	Terms
SE	Medium	AM/FM	335M	29%	FL	Medium	Daytime	550M	29%
East	Metro	Daytime	175M	Cash	West	Metro	FM	65M	Nego
SE	CATV	2070 POTL	325M	29%	SE	Major	Fulltime	2,000M	Nego
MW	Major	FM	700M	Nego	East	Suburban	AM/FM	390M	29%



CHAPMAN ASSOCIATES®

business brokerage service

• ATLANTA • CHICAGO • DETROIT • ELMIRA, NEW YORK •
Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

Miscellaneous Continued

National Radio Research

"The nationally recognized audience survey company built on an HONEST reputation."
(Surveys from \$269)

P. O. BOX 1071 — CASA GRANDE, ARIZONA 85222
602- 836-2792 COLLECT

FOR SALE Stations

STATION FOR SALE

Class "B" FM Radio station for sale. Located in Western part of U.S. Has been on the air for many years. Respond to:

Box J-81, Broadcasting

STATIONS FOR SALE

1. ARIZONA. Priced at one and one-quarter gross. Profitable. \$100,000. \$25,000 down.
2. ROCKY MOUNTAIN. Exclusive. Full time. Profitable. \$230,000. Terms.
3. SOUTHEAST. Exclusive AM-FM. Illinois forces sale. \$135,000. Terms.

Jack L. Stoll
and ASSOCIATES

6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213—484-7278

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
(212) 265-3430

SOVRAN
INCORPORATED
BROKERS & CONSULTANTS

2110 MERCANTILE BANK BLDG.
DALLAS, TEXAS 75201 (214) 651-8088

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20006
1801 Ave. of the Stars 1725 Eye St., N.W.
Century City, Suite 501 Suite 714
213/277-1587 202/223-1553

Profile

Maybe the boss's daughter, but a boss in her own right: Alice Prager of SESAC

Alice H. Prager likes to joke that she has two strikes against her as executive vice president and managing director of SESAC Inc., New York, one of the three major music-licensing organizations in the nation. "It's because I'm the boss's daughter," she said. "I sometimes think nobody takes me seriously because so many of the staff have known me since I was a little girl."

Mrs. Prager actually doesn't believe this, of course, and none of her staff does. She is a tall, attractive blonde woman with a lively sense of humor, who speaks easily and authoritatively of the broadcasting field, particularly the music area.

"I always say I was born at the same time as SESAC," she said with a smile. "My father laid the groundwork for SESAC in 1930, the year I was born, though it was not incorporated formally until 1931."

She speaks with considerable affection, respect and devotion for her father, Paul Heinecke, a music-publishing executive, who founded the Society of European State Authors and Composers (SESAC) as the second American music-licensing company. (Its official name today is SESAC Inc. and it no longer specializes in European music.)

"My father, who is 87 and no longer active in SESAC, is a gentleman and a gentle man," Mrs. Prager commented warmly. She said that Mr. Heinecke still holds the title of president of SESAC, was instrumental in exposing American audiences to the musical works of Sibelius, Provoost, Arnold Schoenberg, Busoni, Delius and others, and worked closely with such American composers as Victor Herbert (one of the founders of the American Society of Composers, Authors and Publishers), George Gershwin and Maurice Ravel.

Mrs. Prager is the only child of Mr. Heinecke and his wife Ruth, who is the treasurer of SESAC. Mrs. Prager was trained by her parents to assume the top command at SESAC: "I used to come to the office often when I was a little girl, and starting when I was about 16, I began to work here, stuffing envelopes, after school and during vacations," she recalled.

Following her graduation from college, in 1951, she worked in virtually all departments of SESAC and traveled extensively throughout the country and the world, calling on television and radio stations and representatives abroad. "I do very little travelling today," Mrs. Prager said. "I feel I've had enough of that and there's enough to do here."

Mrs. Prager has seen SESAC grow from



Alice Joan Heinecke Prager—executive VP and managing director, SESAC Inc., New York; b. Aug. 2, 1930, New York; BA, radio-TV, Russell Sage College, Troy, N.Y., 1951; graduate work at New York University graduate school of business; started with SESAC in 1951 handling various clerical, administrative and sales posts until 1966; executive VP and managing director since 1966; member, International Radio and Television Society; American Institute of Management; Country Music Association; American Women in Radio and Television; Broadcast Pioneers; m., E. S. Prager of New York, 1953 (divorced 1962); m., George Drescher of New York, 1963.

an organization of four people to one that employs more than 100 in its offices in New York and Nashville. In addition, SESAC has representation for performance and/or mechanical rights in 24 countries, including all the major nations of the world. Mrs. Prager estimates that more than 99% of the radio and television stations in the U.S. are licensed by SESAC.

Though Mrs. Prager has been active in numerous outside professional organizations, including various women's groups, and espouses the advancement of female employees, she works very harmoniously with her predominantly male management team. "You might say SESAC is run by a policy committee, made up of employees who have been with us for a long time," she said.

Top executive staffers on whom Mrs. Prager relies for counsel and guidance are S. B. (Sal) Candilora, vice president and executive administrator, with SESAC for 25 years; W. F. Myers, director of international relations and executive administrator, a 25-year veteran, and Sidney Guber, director of marketing services, 21 years. Other long-time key executives are A. F. Ciancimino, house counsel; N. Odum, director of copyright administration, and W. Robert Thompson, director of Nashville operations.

SESAC has shed its European orientation and today, according to Mrs. Prager,

its specialties encompass band, country, gospel and religious music. She estimates that SESAC has 300,000 copyrights in its catalogue and is affiliated with 300 publishers.

She takes an equable stance toward the two chief U.S. competitors, Broadcast Music Inc. and the American Society of Composers, Authors and Publishers. Mrs. Prager's view is that "we complement each other, and there is room for everybody."

Mrs. Prager calls SESAC's Nashville operation "my pet project." She says she "believes strongly in country music" and was involved intimately in the establishment of the Nashville office in 1964. "Through the Nashville office," she says, "SESAC has been able to bring new writers and publishers into our organization and enabled us to establish and maintain close contact with the record companies."

Mrs. Prager was actively involved in another policy change effected at SESAC in early 1972. She noted that until this year SESAC was primarily a publisher-oriented organization. "Starting last January 1, we began to offer direct affiliations to composers, authors and writers in every field of contemporary music," Mrs. Prager said. "In addition to this major policy change, we announced a revised incentive program for SESAC affiliates designed to keep both writers' and publishers' compensation at top competitive levels within the industry."

Among the writers signed, she said, have been Ted Harris, Bobby Hackett, Bill Gaither, James Blackwood, John Peterson, Otis Skillings, Tom Eslick, Johnny Kavanaugh, Jeffrey Raviser and Otis Lee Swangin.

The bulk of SESAC income is derived from radio, television, cabaret and motion pictures, according to Mrs. Prager, but additional sources of revenue are expected from CATV and pay television.

SESAC continues to maintain its musical library program service for broadcast use by stations in the U.S. and abroad. Mrs. Prager observed that SESAC does not rely on this service for income but finds it useful as a promotional tool for its music and as a showcase for its talent.

Mrs. Prager maintains an apartment in Manhattan and a home in West Hampton Beach, L.I., where she spends most of her away-from-work time. She drives in each morning (about an hour and a half) and puts in a full day before returning home. "I simply love the water," she explained, "though I can stay in town when it's necessary."

Numerous extracurricular activities in the broadcast, advertising and music sectors take up a considerable portion of her time. But as a change of pace, she enjoys listening to music and designing arts-and-crafts mementos.

Editorials

Everyman's medium

The horror of events in Munich last Tuesday does not detract from the shining example of broadcast service that has characterized ABC Television's coverage of the Olympic games. Indeed, it re-emphasized—if emphasis were needed—the incredible ability of this medium to draw together an entire planet in both the glory and the tragedy of the real world. (When the time comes for awards juries to reflect on journalistic versatility and service, we commend to their attention the performance of ABC sportscaster Jim McKay who, without missing a beat, switched from the reporting and analysis of athletic prowess to the eyewitness of terrorist blackmail.) Television, again, was all things to all people last week.

Overworked cliché

Even if it's merely a political ploy in an election year, the word that the General Accounting Office is going to look into the efficiency of the FCC is welcome. Such a request from the House Communications Subcommittee has brought a response from Comptroller General Elmer B. Staats that members of his staff and of the subcommittee will meet on that project, as well as one on the Federal Power Commission.

Those familiar with the FCC know that the cliché about its being overworked and understaffed is just about the most threadbare in town. If any federal agency is short handed, it is not the FCC. There's nothing unusual about goldbrickers, pensioners and wheel-spinners in government, but the FCC has more than its justifiable share, giving it something extra for what is recaptured of the taxpayer's money in license fees, filing fees, and other discriminatory levies assessed by no other regulatory agencies.

Looking at the very top, are seven commissioners necessary when at almost any given time several seem to be away, perhaps not on essential FCC business? Commissioners are sworn to serve on a regulatory body, not a speaker's bureau or a Chautauqua society.

If each commissioner is entitled to a professional staff of about a half dozen (the chairman has at least eight), is it necessary to have a review board with six members (three sitting at a time) plus their staffs, to serve as a junior commission, the functions of which have never been clearly defined? Whatever it does is agonizingly time consuming and is still subject to review by the commission itself.

We wonder what is done by the Office of Network Study which was established "temporarily" back in 1955, or by the Conglomerate Study Group, that can't be handled case by case by regular FCC staff or by the Antitrust Division of the Justice Department or the Federal Trade Commission. If assigned to more productive work, the well-paid senior lawyers now tied up could help unblock the FCC processing lines in both broadcast and cable.

There are many hard-working, dedicated, conscientious members of both the FCC and its staff. Sad to say, these may be in the minority today.

In examining the bureaucracy that has been almost four decades in the making, GAO will have to unravel a tangled web, separating workload from makework, notably in the broadcast-oriented services. It is no state secret that television and radio get inordinate attention compared to common carriers and other nonbroadcast entities.

Where we stand

There should be an orderly opening of a new academic season for noncommercial broadcasting. Now that funds are available (the President has signed a one-year, \$45-million authorization) and new policy executives will soon take over at the Corporation for Public Broadcasting (successors to Chairman Frank Pace Jr. and President John W. Macy Jr.), it is timely to examine congressional intent and to redefine objectives. We suspect this view may not square with what the majority of public broadcasting zealots believe.

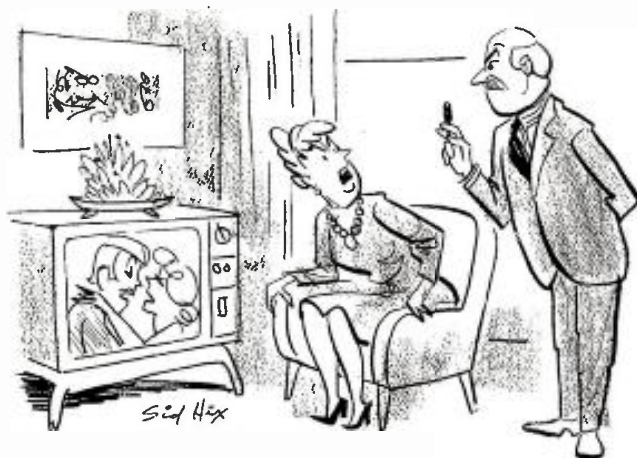
When Congress implemented the Carnegie Commission on Educational Television report five years ago, it did not envisage "sponsorship" under the guise of having programs underwritten by big corporations given appropriate "air credits." Or salaries for newsmen and commentators often exceeding those paid by commercial stations. Or display "spotlight" advertisements in metropolitan dailies to entice audiences for subsidized "network" features.

Some commercial stations, which wholeheartedly supported ETV operations with gifts of money and of equipment, now question use of federal and tax-exempt foundation funds for what they regard as a thinly disguised commercial system, by whatever name it may be called. The Carnegie Commission assignment was for advancement of educational television, as its designation clearly denoted.

A few days ago the *Los Angeles Times* correspondent in Paris contributed a penetrating analysis of the condition of national television, the only program service available in France. He said the viewers "don't even believe the weather reports—to say nothing of the forecasts." The medium, he said, had sunk to this level because of the "stifling hand of government."

Any public system is fair game for any administration in power, no matter how well-intentioned. When President Lyndon B. Johnson, himself an educator, signed the Public Broadcasting Act in 1967, he said the system should be carefully guarded from government or party control. But he did not consider the tenacity of the empire builders.

The incoming policymakers at CPB should carefully consider a new five-year plan to prevent public broadcasting from becoming a Frankenstein's monster.



Drawn for BROADCASTING by Sid Hix
"They're daytime dramas. Quit calling them cry-alongs!"

Remote broadcasts, simplified.



The Bell System's new Voice Connecting Arrangement, known as a Voice Coupler, may not be the only way to send a remote broadcast back to the studio, but it is by far the simplest.

Take that high school game everyone's interested in:

When your announcer arrives, the broadcast equipment is plugged into a Voice Coupler provided by the local Bell Company.

Then all that is necessary is to establish the call to the studio and begin the play-by-play.

It's all very quick and easy, and it's remarkably inexpensive (the only charge is for that *one* phone call).

Your local Bell System Communications Consultant can give you the details. So why not call before your next remote broadcast? AT&T and your local Bell Company.



If you lived in San Francisco...



...you'd be sold on KRON-TV