

More heat against reruns: White House gets into the act
Special report: Burgeoning business in country radio

Broadcasting Sep 18

The newswEEKly of broadcasting and allied arts

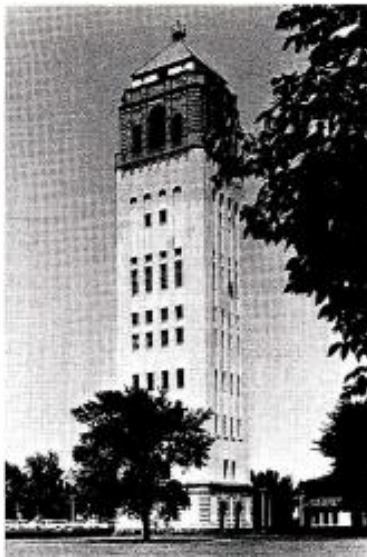
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President, Unity School*

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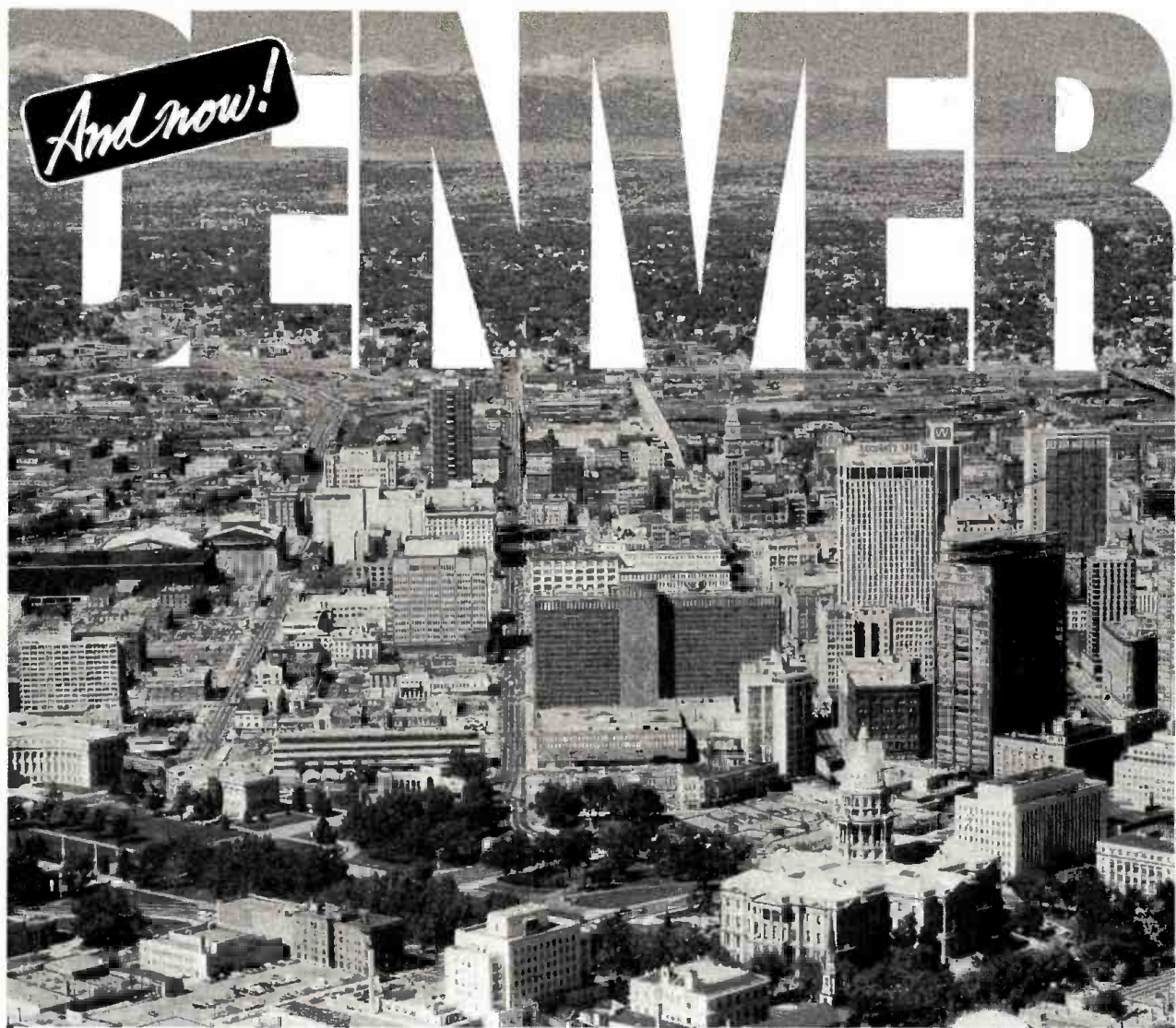
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Broadcasting Sep 18

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Source: Local industrial estimates and Conference Board.



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Party favor

Conversations that resulted in President Nixon's most provocative statement yet on television programming—that deprecating network reruns—began at San Clemente party Mr. Nixon threw Aug. 27 for some 400 members of Hollywood upper crust. Next step was letter to John Gavin, president of Screen Actors Guild, on Sept. 12, followed by Sept. 14 speech by Office of Telecommunications Policy Director Tom Whitehead (see page 12). Among those who made important “input” to decision was Taft Schreiber, executive vice president of MCA Inc., one of giant companies in programming and syndication, close personal friend of President and active in fund-raising for Nixon campaigns. Mr. Schreiber also attended San Clemente party.

Aside from obvious political motivations (California, with 45 votes, has largest single block in Electoral College), action is seen as switch in tactics in keeping networks on their toes, substituting rerun issue for broadsides against purported slanting of news by featured network journalists.

In the dark

OTP Director Whitehead, who in San Francisco speech contrasted glory and excitement of fall premieres with viewing letdown during rerun season, apparently did not speak from experience. Mr. Whitehead does not own television set—principally because of press of work and other activities. There is set in his office, on which he occasionally watches football, news (mostly on ABC-TV) and—when he works Saturdays—some children's programs. Mr. Whitehead maintains that nature of his job does not necessarily require that he watch television regularly. He says his reading of programing developments comes from TV pages of *New York Times*, *Washington Post* and word of mouth.

FTC and its future

Life has become more complicated for broadcasters who patrol Washington beat. Regulatory dichotomy over broadcast advertising through large-scale intrusion of Federal Trade Commission has provoked speculation about who will populate FTC after November elections, assuming reelection of Nixon ticket. Same, of course, holds for FCC, which has always been primary concern of broadcasters, but is now vying with FTC and its consumer/counteradvertising crusades, which had less virulent onset but now threaten economic viability of radio and TV.

Purely speculative are these possibilities after November elections, probably more wishful than *faits accomplis*: Exit

of Chairman Miles W. Kirkpatrick, who has found his venture in federal bureaucracy no bed of roses (his successor expected to be Commissioner David S. Dennison Jr., who hasn't been all-out pro-business either, but is said to have statesmanlike qualities); retention by presidential waiver for additional one year term of veteran commissioner Everette MacIntyre, 71; former chairman Paul Rand Dixon to continue in office. Term of Mary Gardiner Jones, who has been sort of female Nick Johnson since her appointment in 1964, expires this month but she isn't likely to be reappointed. Robert Pitofsky, director of Bureau of Consumer Protection who has masterminded media attacks, already has announced his intention of returning to academic life.

Truth will out

What major network was FCC Chairman Dean Burch not naming when, in speech in New York Friday (Sept. 15), he said one of Big Three told commission staffer to “get lost”? It was CBS—though company officials have since said that chairman's report does not accord with their recollection of conversation between attorney in Washington office and staffer Arthur Ginsburg of FCC. CBS attitude is that while sentiment might have been appropriate, they can't imagine lawyer saying it.

All three networks responded to commission inquiry with letters, although CBS's was probably briefest. It merely recited hours at which CBS ordered satellite circuit, noted it and ABC shared CBS-ordered circuit starting at 2:05 p.m.—then made clear CBS's view that commission had no business checking into news judgments or technical arrangements that were involved in covering events in Munich. NBC is said to have raised same question in its letter. Commission officials stress query was strictly for background and informational purposes, indicate they hope to avoid blowing up incident into major controversy.

Burch's composite week

As far as FCC Chairman Dean Burch is concerned, invitations to address broadcasters' sessions—regional or otherwise—on Tuesdays through Thursdays are henceforth taboo. Members of FCC, he says, have no free days, although Mondays and Fridays (plus weekends) are looser than midweek. This year's scheduling of regional conferences of National Association of Broadcasters provoked chairman's mandate, in which he hopes his colleagues will join. Chairman, meanwhile, will address CBS Radio affiliates in Phoenix this Thursday (Sept. 21).

Down but not out

Senator Richard Schweiker (R-Pa.) has not given up on his amendment, stricken in House-Senate conference on military procurement bill, to allow armed forces to use TV and radio for recruitment advertising. Both Houses last week approved conference report on bill. But Senator Schweiker is hoping to attach amendment to Department of Defense appropriations bill, expected to reach Senate in next few weeks.

End in sight for Orlando

Mid-Florida Television Corp.'s effort to nail down grant of channel 9 Orlando, Fla., which was originally made in 1957, is understood to have won FCC support last week. Issuance of commission decision that upholds review board order granting Mid-Florida's application (BROADCASTING, Jan. 17), is said to be awaiting written statements by one or more commissioners. Original grant was one of those in 1950's that were tainted by ex-parte scandal, although commission in 1964 held that Mid-Florida principals, Joseph Brechner and his wife, were not involved in improper activity. Station currently is being run on interim basis by coalition of five competing applications.

Those tardy receivables

Slow-pay problem hasn't gone away: latest Broadcast Credit Association report on aging receivables—for June-July—showed that for all stations reporting, 17% of total agency dollars owed were 90 days or more overdue. This represents increase from 13% disclosed in BCA's first report, for May (BROADCASTING, Sept. 11). BCA authorities point out, however, that number of participating stations also increased in period, hence report for August-September period could be more meaningful index to direction problem is going.

Protectionists at work

U.S. program producers-distributors involved in international sales will be watching closely proceedings scheduled to open in Sydney on Wednesday (Sept. 20) at which Australian tariff commission will hear petition of Australian producers, laboratories, talent and technical personnel aimed at curbing imported TV programs and motion pictures. Australia is key overseas market for U.S. companies (about \$16 million annually in sales) and attempts to impose foreign quotas beyond current 50% and to increase tariffs and taxes will be resisted by consortium of U.S. organizations.

At Deadline

CPB officially picks Curtis as chairman

Former VOA head Henry Loomis is heading for presidency

Thomas B. Curtis, vice president-general counsel of Encyclopaedia Britannica and former congressman from Missouri, was unanimously named Friday (Sept. 15) to be new board chairman of Corporation for Public Broadcasting, succeeding Frank Pace Jr. At same meeting, it was



Mr. Curtis

learned, board received—but did not take final action on—recommendation that Henry Loomis, deputy director of United States Information Agency, be named new CPB president.

Mr. Loomis, former head of Voice of America, had emerged earlier this month as leading candidate to succeed John W. Macy Jr. ("Closed Circuit," Sept. 4), and was proposed for job by special nominating committee. However, board—for reasons not disclosed—instead placed matter in hands of its new chairman, Mr. Curtis, for final disposition.

At news conference after board meeting in Washington, Mr. Curtis did not acknowledge specifically that Mr. Loomis's name was at top of list. He said only that one name had been recommended and that he as chairman had been instructed to conduct further "negotiation" with that man.

Mr. Curtis, newest member of board, has had inside track on chairmanship since shortly after he was nominated ("Closed Circuit," Aug. 7). He is Republican, and has been clear if not publicly acknowledged choice of administration. Outgoing Chairman Pace had let it be known that he felt closer contact between CPB chairman and administration would be advisable.

New chairman said he thought final decision on presidency would be made before board's next meeting, in October. He said, in fact, that there might be "further announcement" of some kind this week, but did not elaborate.

Shortly after Mr. Curtis's selection became known, National Association of Educational Broadcasters issued statement containing pointed reminder that it, as representative of local stations, wants voice in selection of president.

"We welcome Tom Curtis to chairmanship of the CPB board," said NAEB President William G. Harley, "and . . . anticipate that he will be an able and

effective leader. We look forward to working with him in what is the CPB board's most important task—choosing a new president for the corporation."

At same meeting, board prepared report for submission to Office of Management and Budget, with funding request for fiscal 1974. No details were revealed.

Warner-Cypress merger gets some help from FCC

FCC has granted temporary waiver of CATV-TV crossownership rule to permit merger of Warner CATV Services Inc., subsidiary of Warner Communications Inc., and Cypress Communications Corp. Resulting company would be one of largest cable-television system operators, with 129 systems serving 370,000 subscribers.

Under terms of merger agreement, Warner CATV Services would be merged into Cypress, and WCI would then acquire all of Cypress' voting stock (BROADCASTING, July 3).

Waiver, which applies to two pre-existing crossownership situations and three that would be created by merger, will extend through Aug. 10, 1973, or until 90 days after final commission action on petitions for reconsideration of the rule, whichever is sooner. Aug. 10 is deadline for breaking up existing CATV-TV crossownerships in same market.

Television stations involved are KBAK-

Candid comment. NBC-TV programming vice president Larry White thinks government is "talking out of both sides of its mouth" when it recommends establishment of fourth network as solution to rerun problem (see Whitehead speech, page 12). Answering question unblatantly before luncheon meeting of Public Relations Society of America in Los Angeles Friday (Sept. 15), Mr. White commented: "The government says we need a fourth network. The Public Broadcasting Service is the fourth network, and the government is supposed to be supporting it, yet refuses to give the money. I think it's talking out of both sides of its mouth at once. I don't think it's possible for any private area to go into a fourth network because, probably, just to get it going, it would cost something in the neighborhood of a billion dollars. Even General Motors doesn't have that kind of money." Asked where networks would draw line on number of reruns presented during season, Mr. White said: "I think we've drawn that line right where we are now. I don't think we'll ever go below it."

TV Bakersfield, Calif., and WSNS-TV Chicago, and WKJG-TV Fort Wayne, Ind. Bakersfield and Chicago stations are owned by Harriscop Stations, whose president, Burt Harris, is principal of Cypress Communications. Fort Wayne station is owned by Television Communications Inc., subsidiary of WCI.

Griffin joins blitz on TV sports blackouts

Senator Robert P. Griffin (R-Mich.) said late last week he has drafted legislation to lift TV blackouts of home-town professional football, baseball, hockey and basketball games.

In addressing Michigan Association of Broadcasters, senator criticized National Football League for imposing blackouts. National Hockey League has shown "some flexibility" by televising home games in some cities, he noted, and other sports have not been blacked out locally.

Senator Griffin, member of Communications Subcommittee, said his bill would not make blackouts impossible, but would remove antitrust exemption—which permits blackouts—so that "NFL will not have the complete freedom it does today to determine unilaterally when, and over what areas, blackouts will be imposed. Individual clubs would still be able to control local televising of their home games if such controls are reasonable and in the public interest," he said.

Removal of antitrust exemption, spokesman said Friday (Sept. 15) would permit Justice Department to re-examine blackouts. He added that Senator Griffin will probably introduce bill this week.

House Investigations Subcommittee has announced inquiry into blackouts (see page 51).

As the dollar goes, so goes opinion—Burch

FCC Chairman Dean Burch, in noting that commission's prime-time access rule will be up for review "within two months," said Friday (Sept. 15) that already it was evident to him that industry's acceptance or rejection of rule follows closely degree to which industry groups believe they are profiting from it.

Chairman held brief session with newsmen in New York following his speech before International Radio & Television Society (see page 53). He said FCC expects to proceed with inquiry on prime-time access rule forthwith and commission could expect to get industry pleas ranging from outright appeal to all sorts of changes and modifications. One thing, he said, was already clear: "Those profiting from prime-time access are for it, and those not profiting from it are not for it."

He deferred comment on rerun issue

(see page 12) but in answer to question said that it was natural for FCC to "listen" when President has remarks. He declined to say, however, what, if any, effect Mr. Nixon's comments will have on commission deliberations.

More than 900 people attended luncheon.

17 named to committee for political action

Almost full complement of broadcasting industry's political-action committee, National Committee for Support of Free Broadcasting, was announced last week. Named were 17 of 20 broadcasters who will constitute advisory council of trustees of NCSFB. Organization's first tier is composed of executive trustees, named last month (BROADCASTING, Aug. 21).

NCSFB was organized earlier this summer to collect and disburse funds for congressional candidates in political campaigns and to engage in educational program—all outside aegis of National Association of Broadcasters.

Advisory trustees follow:

Richard W. Chapin, Stuart Enterprises, Lincoln, Neb. (chairman of joint board of NAB); Charles R. Dickoff, WEAQ(AM) and WIAL(FM) Eau Claire, Wis.; Wendell Mayes Jr., KNOW(AM) Austin, Tex.; Peter Storer, Storer Broadcasting Co., Miami Beach; Willard Walbridge, Capital Cities Broadcasting Co., Houston, all members of NAB board, and Karl Eller, Combined Communications Corp., Phoenix; George C. Hatch, KALL(AM), KQMU(FM) and KUTV(TV) Salt Lake City; Clair McCollough, Steinman Stations, Lancaster, Pa.; Ancil H. Payne, King Broadcasting Co., Seattle; James C. Richdale, Capital Cities Broadcasting Co., New York; Fred Weber, Rust Craft Broadcasting Co., New York, and Robert Wells, Harris Stations, Garden City, Kansas.

Five executive trustees: Douglas L. Manship, WJBO-AM-FM and WBRZ(TV) Baton Rouge, chairman; Vincent T. Wasilewski, NAB president; Jack Rosenthal, KTWO-TV Casper, Wyo.; James M. Caldwell, WAVE(AM) Louisville, Ky., and Thomas Chauncey, KOOL-AM-TV Phoenix.

NARB says it will keep no secrets

As first step to quell criticism of some of its procedures and policies, National Advertising Review Board late last week said it would allow for public disclosure of findings for "the guidance of advertisers and the information of the public."

New guideline was described Friday (Sept. 15) by William H. Ewen, executive director of NARB, as initial move "to a more open policy," as indicated earlier in week by Charles W. Yost, NARB chairman. Mr. Yost (see page 16) had addressed himself to current criticisms against advertising industry's self-regulatory arm and resignation from

NARB of board member Leroy Collins.

Resolution setting up new guideline said that "in those investigations where an advertiser has cooperated by making changes to remove the basis for objections, or where the position of the advertiser is upheld, NAD (National Advertising Division) or NARB may make public their findings and results, with prior agreement from the advertiser." Former procedure was to prohibit publicity on activities, except in instances in which advertisers refused to accept NARB panel decision.

NAB acts to stimulate ownership by minorities

Conference aimed at interesting minorities in investing in broadcast-station ownership has been approved by executive committee of National Association of Broadcasters at meeting last week in New York.

NAB group put its seal of approval on idea proposed by Elbert Sampson, NAB minorities coordinator ("Closed Circuit," Aug. 28). There were no objections, it was reported.

Mr. Sampson's tentative schedule calls for one-day meeting to be held in Washington late in November, probably after Thanksgiving. He proposes to invite about two dozen black and Spanish-speaking businessmen and professionals who are established and have access to financial backing. Among them, of course, will be some blacks and chicanos who already have ownership interests in broadcast stations.

He anticipates having group of broadcast experts address guests, including representatives of banking, broadcasting, government, law and brokers.

More on chapter seven of FTC-Listerine story

Warner-Lambert Pharmaceutical Co., Morris Plains, N.J., maker of Listerine mouthwash, denied last week Federal Trade Commission charges that it misrepresented Listerine's benefits as cure, preventative and treatment for colds and sore throats. FTC issued complaint last June, but announced its intention to order complaint last year (BROADCASTING, Nov. 8, 1971).

Firm noted that latest complaint is seventh time that FTC has litigated or investigated substantially similar claims for Listerine and have either dismissed or abandoned them. Listerine, company said, has been prescribed and recommended by physicians and medical authorities and accepted by consumers throughout world as safe, effective and reliable product for amelioration of colds, cold symptoms and sore throats. "This long record of service and satisfaction to the public has been achieved," Warner-Lambert said, "because Listerine Antiseptic in actual use provided the results claimed for it by respondent." Firm asked that the complaint be dismissed.

FCC gets ABC's side of satellite mixup during Olympic tragedy

ABC News said there was "confusion" on Sept. 5, day of Arab terrorist attack on Israeli compound at Munich's Olympic Village, as to which network, ABC or CBS, had priority to satellite facility after 1 p.m. NYT, according to details made available Friday (Sept. 15).

ABC's version of events in coverage was contained in lengthy response to FCC inquiry of networks as to what transpired that day in view of reported network wrangle over use of satellite (BROADCASTING, Sept. 11).

According to William Sheehan, vice president and director of TV news at ABC, who wrote letter, requests for pooling of coverage normally are handled at top news executive level, but that CBS's request for pooling that morning (about 10:30 NYT) was made at ABC's assignment desk. CBS, he said, was then informed at assignment-desk level that "ABC coverage was not available." CBS, meantime, he said, had booked satellite time from 1-1:30 p.m. NYT. When ABC, he said, attempted to extend its time from 1:30-4 p.m., it was advised that CBS had arranged for satellite from 1:30-4, despite ABC's position that it had placed its order earlier than CBS's.

ABC, he said, at one point in early afternoon suggested to CBS that pooling be arranged and that at first, CBS declined, but later (at about 2 p.m.) said it agreed to pooling. Pool coverage, including NBC, went on from 2:30 p.m.

CBS, in brief letter it sent to commission on subject, said it placed three orders for satellite facilities—at 4:10 a.m. for use at 6:30-7:38 a.m.; at 10:30 a.m. for use at 1-1:30 p.m., and "at about noon (when Comsat advised that additional time was available) for use 1:30-3:40 p.m."

Newhouse tosses in towel on Portland, Ore., buy

Newhouse Broadcasting Corp. has given up efforts to take over complete control of KOIN-AM-FM-TV Portland, Ore., as result of Justice Department opposition.

FCC announced on Friday (Sept. 15) that transfer agreement under which Newhouse, 50% owner of stations, would have taken over remaining 50% from members of Portland voting trust had not been consummated. Sale price was \$8.1 million.

Commission had approved transfer year ago, on Sept. 29, 1971. However, Justice said it would take action if parties attempted to consummate. Opposition was based on Newhouse's ownership of only two daily newspapers in Portland.

Parties had attempted to resolve differences with Justice, and had sought and obtained from commission several extensions of deadline to complete sale. However, negotiations with Justice proved fruitless, and last requested deadline extension expired on Sept. 1.

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This week

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. 20-21**—Hearing on newsmen's-privilege legislation by *House Judiciary Subcommittee No. 3*. 10 a.m., Room 2226, Rayburn House Office Building, Washington.

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. 19-22**—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.

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*. Carousel 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.

Also in September

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. 25-28—Annual conference, *Institute of Broad-*

casting *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—Federal Communications Bar Association luncheon honoring FCC Commissioner Benjamin Hooks. Mayflower hotel, Washington.

Sept. 27—Reception, *The National Broadcasters Club*, in honor of FCC Commissioners Richard Wiley and Benjamin Hooks. National Broadcasters Club, Washington, 6:30-8:30 p.m.

Sept. 27—Hearing on newsmen's-privilege legislation by House Judiciary Subcommittee No. 3, 10 a.m., Room 2226, Rayburn House Office Building, Washington.

Sept. 27—American Society of Composers, Authors and Publishers, West Coast membership meeting. Grand Ballroom, Beverly Hilton hotel, Beverly Hills, Calif.

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

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

Sept. 29 - Oct. 1—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*. Hdliday Inn, Jersey City, N.J.

Sept. 30—Print and sound media conference for campus journalists, *Vanderbilt University*.

October

Oct. 1—Deadline for nominations, 1973 *Abe Lincoln*

Major meeting dates in 1972-73

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

Oct. 28 - 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. 14-18—Annual meeting, *Television Bureau of Advertising*. Waldorf-Astoria, New York.

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

Nov. 26-29—Annual meeting, *Association of National Advertisers*. Caromar 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.

Awards of Radio and Television Commission of Southern Baptist Convention. Box 12157, Fort Worth 76116.

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

Oct. 2-3—Fall convention, Western chapter, *National Religious Broadcasters*. Statler Hilton, Los Angeles.

Oct. 2-4—Panel discussions before FCC on various aspects of children's programming. FCC, Washington.

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. 8—Regional sales clinic, *Radio Advertising Bureau*. Sheraton Baltimore Inn, Baltimore.

Oct. 8-9—*American Women in Radio and Television* West Central area conference. Chase Park Plaza, St. Louis.

Oct. 8-9—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 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. 9—Matrix dinner, *Theta Sigma Phi*. Featured speaker, recently-named president, ABC Television, Walter Schwartz. Marriott motor hotel, Houston.

Oct. 10—Annual fall outing, *Federal Communications Bar Association*, in association with National Broadcasters Club and Association of Federal Communications Consulting Engineers. Tickets, at \$16.50 per person, may be ordered from George Y. Wheeler III, 1000 Vermont Avenue, N.W., Washington, 20005. Washingtonian Country club, Gaithersburg, Md.

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 Bu-*

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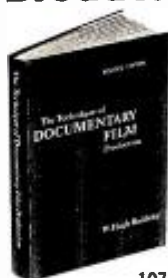
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Oct. 13—New deadline for reply comments on amendment of part 76, subpart G, of FCC's rules and regulations pertaining to cablecasting of programs for which per-program or per-channel charge is made.

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 Biltmore hotel, Phoenix.

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

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

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, LVO 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—Eighth 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. 24-26—Workshop-seminar on lighting for TV, sponsored by Kilegi Bros. at KPRC-TV Houston. Fee is \$250. Contact: Wheeler Baird, Kilegi Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

Oct. 26—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.

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Broadcasting® TELEVISION®

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

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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.



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Monday Memo

A broadcast advertising commentary from Jack Calnan, vice president, Honig-Cooper & Harrington, Los Angeles

'Up your fun' gets shot down as a commercial and comes back a success

Bubble Up is a lemon-lime soft drink similar to 7-Up, but it's a relatively small advertiser. Through our client, the Coca-Cola Bottling Co. of Los Angeles, Bubble Up advertises only in the summer and only on radio.

So every year we come up with an all-new campaign, because we can have no continuity of theme, being off the air nine months a year. Last year, the client ordered up an advertising home run. They wanted an all-out attention getter. OK. There is, in this kooky age, a new frankness. You see it in movies, magazines, even in advertising. That's what we reached for with Bubble Up. Over the years, we had wrung every change and variation possible out of the word "bubble".

This time, we decided we could make an impact by doing something with the word "up". We used "up" as a verb, and the new theme was Up Your Fun. We set it to music, and here's how it came out: (*slow, sweet ballad style*)

"Up your goodtimes,
up your bad
Buy Bubble Up and up your pad.
... cause a kiss of lemon
and a kiss of lime ups the fun every-time.

Up your favorite TV show
and up your jock on radio.
... "cause a kiss of lemon
and a kiss of lime ups the fun every-time.

Up this summer,
up next fall
Bubble Up ups them all.
Up your parties
up your fun ...
Drink Bubble Up and up everyone."

The client didn't know whether to laugh or cry. It was home-run material alright, but the client thought it was too blue to ever get on the air. Coca-Cola sent us back to rewrite the lyrics. We wrote four versions. Oddly enough, they liked each one a little better. To our way of thinking, the modifications were actually getting bluer instead of milder. Here's number four:

"Up your gander and
Up your goose
Drink Bubble Up and hang real loose.
... cause a kiss of lemon
and a kiss of lime, ups the fun every-time.

Up your crackers and
up your chips
Drink Bubble Up and up your dips
... cause a kiss of lemon
and a kiss of lime, ups the fun every-time.



Jack Calnan describes himself as "a Californian by nature," even though born, raised and educated in the Midwest. Coming out of Ohio State University, he joined Needham, Louis & Brorby (now Needham, Harper & Steers) in Chicago in 1957, advancing to vice president and manager of the television/radio commercial department. In 1962, Mr. Calnan made the move West, joining Foote, Cone & Belding in Los Angeles, where he served as vice president and copy chief. He and Honig-Cooper & Harrington found each other in 1965. He is now vice president and creative director of the Los Angeles office of the agency.

Up your bugle and
tuba, too
Up the scale on your kazoo.
Up your parties and
Up your fun
Drink Bubble Up and up everyone!

At this point, the client took gas. They had visions of all those cards and letters from local citadels of conservatism. So Up Your Fun went down in flames.

Well, no writer likes to be sent back to search for his second-best ideas, but we came back with a more conventional campaign which the client accepted. It was based on the famous love doctor in Munich who made the papers last year—the lecherous psychiatrist who shared his couch. This gave us at least some relevance to the Bubble Up slogan, "Kiss of Lemon, Kiss of Lime." We had the good doctor take calls from listeners and offer personal advice. We invited people to call in and recorded them for later use in the spots.

(*Telephone rings ... love doctor answers in thick accent*)

Doctor: Hello, this is the Bubble Up love doctor. You send us your troubles, we send you our bubbles. Who am I speaking with, please?

Caller: Uh, my name is Mike La Pume.

Doctor: Go ahead, Mike.

Called: I'm a lifeguard at the beach, and I have a girl friend who's very, very jealous because all the girls swarm around the lifeguard stand while I'm up there

Doctor: What should the girls look at, the white caps?

Caller: No, I dig it, but my girl friend doesn't.

Doctor: Of course not, she wants you all for herself, right?

Caller: Well, she's really out of sight ...

Doctor: That's what you hope—she'll be out of sight, and the more often the better, right?

Caller: Yeah, but there's other girls that are out of sight also.

Doctor: Yes, but you like the ones that are in sight.

Caller: Uh huh!

Doctor: You really put your heart in your work, don't you?

Caller: Uh huh!

Doctor: I can see that. You don't have a problem.

Caller: I don't have a problem?

Doctor: No, you got it made, kid. Your girl friend has got the problem. Tell her to call me, and I'll try to straighten out her head!

Caller: Far out!

Doctor: Wait, wait, don't touch that radio—listen to this. Bubble Up comes in big huge bottles and you pay the same price that you would pay for little bottles of that other stuff. So the doc has just saved you some dough! No thanks needed!

The promotional hook was that the folks had to go to the point of sale to get the doctor's number, printed on a carton stuffer. This got us special displays, away from the shelf. Well, we just didn't know what we had.

The campaign ran 12 weeks. We recorded 180,000 phone calls ... that's 2,000 a day. One lady called from her bed and talked for four hours. The best callers were brought in to a studio and their conversations worked into a dialogue with the doctor.

Did we get impact? A survey after the campaign ran showed Bubble Up had jumped from nowhere to third place in recall of advertising, behind only Coke and 7-Up. And we are told that one-third of all the Bubble Up sold in the United States last year was sold in southern California.

I invite you now, to play ad manager. Would you have run Up Your Fun, and risked all those funny cards and letters you were sure to have gotten? In return for its obvious impact? Would you have settled for a comparatively dumb idea like the love doctor And would you have guessed the doctor would turn out to be the home run we needed? Frankly, I'm just glad to have a client with guts to go along with seemingly screwy recommendations we come up with to keep them competitive today. In this, one of the oddball years in the history of our business, advertising may be working better, or worse, but it sure doesn't work like it used to.

The President takes sides against network reruns

OTP director Tom Whitehead delivers the view from the White House: Networks should act voluntarily to change the present system or the government may do it for them; creation of new networks may be necessary to achieve program diversity, he tells West Coast forum

The controversy over network reruns was initiated in June by a petition by an obscure film editor in Hollywood urging the FCC to do something about curbing them. Soon, film craft unions, with the backing of California congressmen, and the networks were squaring off against each other on the issue. Now, President Nixon has entered the dispute—on the side of the unions—with a call for remedial action, by the government if necessary.

Clay T. Whitehead, director of the Office of Telecommunications Policy, delivered that word in a speech last week to the San Francisco Chapter of the National Academy of Television Arts and Sciences.

Mr. Whitehead disclosed that President Nixon had stated his position in a letter to John Gavin, president of the Screen Actors Guild. At about the same time, the letter itself was released by SAG in Hollywood. It constituted a strong endorsement of the union's position:

"I agree with your view that the increasing number of reruns on the networks in prime time constitutes an economic threat to the talented men and women of the American film industry. I am convinced that, in cutting the amount of original programming, the television networks are failing to serve their own best interests, as well as those of the public."

And the President made clear his determination to effect a reversal of the trend to an increasing number of reruns. He said that he had instructed Mr. Whitehead to explore the problem and that he hopes the OTP director, "working with the networks, will find a voluntary solution. Otherwise," he added, "we will ex-

plore whatever regulatory recommendations are in order."

The President's position in the matter became known two days after Robert D. Wood, president of the CBS Television Network, in a speech in Hollywood, gave the issue another network spin. He said the film editor's proposal was "cockeyed"—that it would serve neither the interest of the public nor the unions (see page 14).

Mr. Whitehead did not deal specifically with the proposal of Bernard A. Balmuth that the FCC, as a means of promoting diversity in programming and increased employment in the film industry, prohibit the networks from presenting reruns during more than 25% of prime time in any given year. But the thrust of his speech reflected the concern expressed in the President's letter. Mr. Whitehead cited a study of the Hollywood unions, "which have been hard hit" because of the use of reruns, which claims that the general nationwide average of reruns in network prime time is close to 60%. He also noted published reports that the networks are working with a 44-week schedule, which contemplates 20 or 22 weeks of reruns—



Tom Whitehead

without considering the summer weeks.

He said he understood that the television industry faces "a good profit year" while he has heard that the Hollywood studios "are on the ropes"—with craft unions counting as much as 50% to 75% of their members out of work at any one time, and added:

"It is not clear whether there is a relationship between either of these facts and the spreading blight of reruns, but this is a matter that requires some close scrutiny.

The skilled and creative people in the film industry constitute a great national resource—one that sustains the TV industry and provides enjoyment for millions of Americans. This resource is now drastically under-used—and it is the TV viewing public that suffers."

Mr. Whitehead made no more than an oblique reference to the networks' argument that reducing the amount of permissible reruns, as proposed by Mr. Balmuth, would send production costs skyrocketing, with the result that workers, along with everyone else in the industry, would suffer serious economic consequences. He did agree the rerun problem is "complicated," and said it is "irresponsible to criticize the entertainment programs the viewer sees on his screen and blame evil-intentioned network executives for not doing better." He said the "economic complexities" underlying the rerun issue—which involves the questions of why the program-industry is under-used and why the system produces the kind of programs it does—must be understood.

He said OTP will look into the problem and make its recommendations to the FCC, "if necessary, or urge the networks to take whatever action is deemed appropriate."

Mr. Whitehead, in a question-and-answer session that followed his speech, and a subsequent news conference, appeared to provide more evidence that he was sensitive to the networks' arguments. Asked his reaction to Mr. Wood's assertion that restrictions on reruns would produce an "economic calamity" for the entire industry, Mr. Whitehead commented: "That's one view of the problem. If you were just to plunge in and mindlessly say there will be no more reruns, this might sound good to a lot of people, but you also might do some very serious damage to the economic development of the industry, and so what could happen is that there would not be as many new programs produced for each season."

And in many of his responses, he seemed to be attempting to give assurances that the government does not intend to be dogmatic. "The President has expressed concern about the growing use of reruns, and he wants us to look at the problem to see if something can be done better," he said at one point.

The networks, in their immediate reactions to Mr. Whitehead's speech, held firm to their original positions. Mr. Wood's, while welcoming "any thoughtful consideration of the question of network

reruns," noted that he had summarized CBS's position in his speech two days earlier. And Don Durgin, president of the NBC Television Network, said a "limitation on repeat programing would be self-defeating and will not ultimately serve the interests of the audience. Since the cost of TV program production is at an all-time high, and repeat programing is an economic necessity," he added, "a limitation would result in less elaborate production and consequently less employment."

An ABC spokesman made the same point, and added an objection based on constitutional grounds: "ABC is unalterably opposed to the concept of the government intervening in the programing process—an exercise which violates the spirit, if not the letter, of the First Amendment of the Constitution."

Mr. Whitehead did not confine his speech to the rerun issue. He said that question and the FCC's controversial prime-time access rule are part of the larger problem involved in the need for more program diversity and more program choices for viewers. And the only long-run solution to that problem, he said, may be the creation of new networks.

Mr. Whitehead took no position on the prime-time rule, which prevents top-50 market stations from taking more than three hours of network programing in prime time. However, he noted that "it seems to be costing the studios some \$50 million annually" and said it is questionable whether the public benefits much from "the game shows and quiz shows that so often fill the 7:30 p.m. time slot." (The networks say one way of improving the employment situation in Hollywood is to repeal the rule). And he said it is time for the commission to examine the effect the rule has had, as FCC Chairman Dean Burch has said it would.

In discussing the need for additional networks, he defended OTP against charges it has opposed the development of public broadcasting into a fourth network in order "to stifle dissent or protect the commercial networks' profits." OTP, he said, simply believes the government should not create and subsidize a national television network.

But he said it would be appropriate for government to create the conditions that would be favorable to the development of new commercial networks or program suppliers as a means of helping to expand program diversity and viewer choice.

He offered no specific proposals. But he said the FCC's "open skies" policy under which a number of entities may provide domestic communications satellite service (the FCC terms it "multiple entry") could reduce substantially the costs of national and regional network interconnection. And the problem of collecting enough major-market affiliations to produce a viable network, he added, "could be eased by cable TV development."

"The new networks do not have to look like the present networks or operate in the same way," he said. They could be combinations of broadcast stations and

The Nixon-Gavin exchange



Dear Mr. Gavin:

Following our discussion of the growing tendency of the networks to use reruns in place of original programing, I asked Tom Whitehead, the director of the Office of Telecommunications Policy, to look into this problem, and you were contacted by Mr. Whitehead's general counsel.

I can tell you now that, in general, I agree with your view that the increasing number of reruns on the networks in prime time constitutes an economic threat to the talented men and women of the American film industry. I am convinced that, in cutting the amount of original programing, the television networks are failing to serve their own best interests, as well as those of the public. No one will gain if this network practice has the long-run effect of drying up the domestic sources of new programing.

Given the potential serious effect of this practice, I have instructed Mr. Whitehead to thoroughly investigate this problem. I am hopeful that Mr. Whitehead, working with the networks, will find a voluntary solution. Otherwise we will explore whatever regulatory recommendations are in order.

Incidentally, Mr. Whitehead has advised me that he intends to address the question of reruns in a speech he will be making in San Francisco on September 14, and he will be representing my point of view. I urge you to keep in touch with him.

Once again, thank you for bringing this to my attention. You can be assured that we shall continue to work with you on this important problem.

Sincerely,
Richard Nixon



Dear Mr. President:

On behalf of the members of the Screen Actors Guild and the many other artists and technicians whose livelihood depends on a strong, active and viable American film industry, I wish to thank you for your prompt response to our recent conversation on the problem of excessive reruns on television network prime time.

Your endorsement and support of the goals with which we seek to better the welfare and work opportunities of the people in the entertainment field is most deeply appreciated.

I look forward to being in Washington and meeting with Mr. Ehrlichman and Dr. Whitehead in the very near future.

I too hope that the networks will cooperate with you and with us in solving this problem on a voluntary basis and in a just and equitable manner.

Respectfully,
John Gavin,
President,
Screen Actors Guild

cable systems, or simply "real-time program syndicators."

Mr. Whitehead also said OTP has done further work on a number of broadcast-related matters he discussed last year in a speech that attracted considerable attention—license renewals, the fairness doctrine, public access and radio deregulation (BROADCASTING, Oct. 11, 1971). He said that OTP "soon may be able to take concrete action in some of these areas"—and that license renewals, a matter of overriding importance to broadcasters, "may be first."

However, OTP's proposals for modifications of the license-renewal procedures would come in the form of proposed legislation, and Capitol Hill sources do not expect the administration to submit draft legislation on such a controversial matter before the election.

The wood manifesto: Limiting reruns is a cockeyed idea, runs counter to economic realities and viewer needs

CBS-TV president, in Hollywood talk two days before Whitehead's, says Balmuth plan is counterproductive, would result in bust, not boom

CBS-TV Network President Robert D. Wood last week bearded the rerun limitation proposal in its own den. Journeying to Hollywood, where a coalition of guilds and unions has been campaigning since early summer to restrict network reruns to a maximum of 25% of total allotted prime time during a television year, Mr. Wood counterattacked boldly and unequivocally, armed with a dire prognosis.

Limiting reruns "flies in the face of the economic facts of life," he told a luncheon meeting of the Hollywood Radio and Television Society, and is more likely to bring on a bust than a boom. Mr. Wood offered an economic hypothesis of escalating cause and effect to support his contention:

- Preventing the presentation of reruns during more than 25% of prime time in any given year would amount to limiting reruns to 13 weeks out of the 52 and force the networks to present about 12 more weeks of first-run product each year.

- This would lead to production of 750 more hours of first-run product each year.

- Granted a cost of about \$100,000 per half-hour, the additional programming would require expenditures amounting to \$150 million—compared to \$30 million now spent for reruns.

- This \$120-million difference between producing additional first-run product or continuing the current rerun patterns would have resulted in wiping out the combined profits of the three networks and throwing them for a \$30-million loss in 1969 ("the most successful year in television history"). And in 1971 it would

have meant a \$65-million combined loss for the three networks.

"Faced with such financial disaster," the CBS-TV executive said, "network television would have no alternative but to cut costs to the very bone." He cited a list of potential disasters that would follow in the wake of such cost cutbacks, including a diminishing of television's journalistic role, a "shattering impact" on entertainment output, a dropping out of the competition for the services of top performers and creative talent, the elimination of large production numbers and large costs, the greater reliance on stock footage and the virtual disappearance of entertainment specials.

Summing up the consequences of the networks being forced to produce 12 more weeks annually of new programming, Mr. Wood cautioned that the quality of fall and winter programming would be "undercut" and that behind-the-camera personnel, as well as big-name stars, would be affected. "It would be an economic calamity for this entire industry—fewer jobs—not more, smaller paychecks—not bigger ones," he said.

Mr. Wood also said that the argument that broadcasters are shortchanging the public with reruns "is completely cockeyed." He said that this charge is based "on the fallacious assumption that just about everyone everywhere watches a program the first time it is on the air." To the contrary, Mr. Wood claimed, "when the average program is presented for the first time, 131 million people—86% of television's total potential audience—do not see it." Reruns, he maintained, give "six out of every seven viewers . . . a chance to see programs for the very first time."

Describing the rerun limitation proposal as "counterproductive" to the Hollywood production community's need for more jobs, he solicited support for a more productive campaign against the FCC's prime-time access rule. Saying that the rule has turned into a disaster, Mr. Wood urged that the Hollywood community "not break up into separate camps to argue about unrealistic proposals." "Instead," he said, "we must continue to try to close ranks and work together to persuade the FCC to rescind the prime-time access rule."

On the other side of the country, CBS Washington Vice President Richard Jencks made essentially the same points in separate letters to 23 California congressmen. Mr. Jencks was responding to letters the congressmen had sent to FCC Chairman Dean Burch in support of a

CBS-TV President Wood



petition filed last May by Hollywood film editor Bernard Balmuth, who asked the commission to institute a rulemaking proceeding to curtail network reruns.

The Film and Television Coordinating Committee, a coalition of 17 Hollywood unions, supported Mr. Balmuth's proposal in a petition last month to the FCC. The pleading contained an analysis—prepared by the Screen Actors Guild—of the networks' prime-time programming last April. The SAG study showed that in that month CBS carried 227 original programs and 657 reruns; NBC, 291 and 591, and ABC, 184 and 697 (BROADCASTING, Aug. 14).

In his letters to the congressmen Mr. Jencks expressed "grave doubt that the Balmuth proposal would fulfill its stated objectives" and suggested that "an effective way to increase Hollywood production and employment would be to rescind the prime-time access rule which . . . is costing an estimated 75 million dollar annual loss in Hollywood revenues" and a loss of thousands of jobs in the film industry.

"I would very much appreciate an opportunity to discuss this with you and to acquaint you with our views on this important subject," Mr. Jencks wrote.

The letters were sent to Democratic Senators Alan Cranston and John Tunney and to House Democrats Glenn Anderson, Alphonzo Bell, Phillip Burton, James Corman, George Danielson, Ronald Delums, Don Edwards, Richard Hanna, Augustus Hawkins, Chet Holifield, Harold Johnson, Robert Leggett, John McFall, George Miller, John Moss, Thomas Rees, Edward Roybal, B. F. Sisk, Lionel Van Deerlin, Jerome Waldie and Charles Wilson.

Broadcast Advertising—

Nixon's seller's laying back on network ads

A confident November Group cancels some Sept. spots and it's likely more will be going by the boards

"We're not in the business of advertising what we're going to advertise," Peter Dailey, president of the November Group, was saying. "We've been prepared since New Hampshire and if we end up this campaign overprepared and underspent we'll be very happy."

At this point, commercials for President Nixon are not likely to begin airing on the television networks before October. This has at least one network annoyed. BROADCASTING learned last week that Mr. Dailey canceled five-minute commercials scheduled to air Sept. 1, 7, 8 and 19 on CBS-TV. The last cancellation came "late last night" (Sept. 12), and has since been bought by the McGovern organization.

The spots were scheduled to come at the end of CBS's Tuesday, Thursday and Friday night movies. A spokesman for



MUSIC GROWS BIG IN THE COUNTRY. WE'VE HELPED IT GROW EVEN BIGGER.

It is only since the founding of Broadcast Music Incorporated, that Country music has become an industry rather than simply a way for a burned-out farmer to keep the blues away.

When BMI was founded, things began to change. For the first time ever, Country writers and publishers had a way to protect the performance rights on their songs and to collect royalties on them. And after years of being dismissed as worthless, Country writers had a place where they could go and be treated with respect.

So, as Paul Hemphill writes in his book, *The Nashville Sound*:^{*} "It is poetic that BMI and the Country Music Association would stand shoulder to shoulder at the top of Music Row, like two Statues of Liberty, because not until BMI was formed in 1939 did it become possible for country songwriters to make a decent living."

We've come a long way since then and we've come that way together. So much together that today, over 90% of all Country songwriters are licensed through BMI.



* *The Nashville Sound* by Paul Hemphill © Simon and Schuster.



Underdog. While the Nixon television campaign strategy is to confidently hang back, Senator George McGovern's TV efforts proceed in full force. Above, the senator is talking in one of his 60-second spots to a young man tired of "phony" politicians. The commercial was telecast on NBC last Wednesday (Sept. 13) during the *Wednesday Mystery Movie*.

the network explained that "Six months ago, based on discussions with the Republicans, we started planning. We had to go to producers and ask them to shorten shows. CBS has gone to an expense here."

As of Sept. 13, the following commercials for the Nixon campaign were still scheduled on CBS:

Thursday, Sept. 21—*Thursday Night Movie*, five minutes; Monday, Sept. 25—*Gunsmoke*, 60 seconds; Tuesday, Sept. 26—*Love of Life*, five minutes; Thursday, Sept. 28—*Love is a Many Splendored Thing*, five minutes, *The Waltons*, 60 seconds, *Thursday Night Movie*, five minutes; Friday, Sept. 29—*Sonny & Cher Comedy Hour*, 60 seconds; Sunday, Oct. 1—*Mannix*, 60 seconds; Monday, Oct. 2—*Guiding Light*, five minutes; Tuesday, Oct. 3—*Tuesday Night Movie*, five minutes; Wednesday, Oct. 4—*Cannon*, five minutes; *Carol Burnett Show*, 60 seconds; Saturday, Oct. 7—*Mission: Impossible*, 60 seconds.

That schedule notwithstanding, indications are that the remainder of the September spots will be canceled and that only the October spots will ever air.

A check of the other networks revealed even less Republican activity. Said NBC: "They haven't committed themselves to anything. We have distinguished between 60-second participations, which they can buy for any one-hour program that isn't news, a special or fully sponsored, and five-minute periods. We have provided them with specified dates for five-minute periods and we're hoping to finalize them shortly." A source at ABC commented that "There's been a lot more activity in previous presidential campaigns than now." As of Sept. 13, the following Nixon spots were scheduled on that network:

Thursday, Sept. 21—*Owen Marshall, Counselor-at-Law*, five minutes; Tuesday, Sept. 26—*Marcus Welby, M.D.*, five minutes.

The Republicans have not yet made any commitments on ABC for October. One source said that "They've [Republicans] asked us to provide a whole pile

of avails, but we can't work that way. We've indicated that as they request avails we'll do everything we can to accommodate them."

Mr. Dailey has characterized the November Group's broadcast plan as "extremely fluid. We're reviewing it on a day-to-day basis." With President Nixon reported well ahead of Senator McGovern in most polls at present, the group feels it can afford to hold off advertising until such time as it's really needed.

A CBS spokesman pointed out, however, that the Republicans will not be able to "make up" any political spots they cancel; that equal opportunity to buy does not translate out to equal number of spots aired. Mr. Dailey's "fluid" strategy is a calculated risk that will probably meet its biggest test in the last three weeks of the campaign. While Senator McGovern's broadcast campaign is designed to build steady TV awareness over an extended period, President Nixon's organization appears to be using TV in a hypodermic fashion, hoping to inject the audience with swift doses of advertising as the pitch of the presidential campaign rises.

Dodge charges into TV for its new models

Sheriff Higgins will be back, but with George Blanda, Joe Garagiola in network and spot campaign

Dodge Division of Chrysler Corp is making a heavy move into broadcast, starting this week in network television and next week in spot TV, to advertise the new 1973 Dodge models.

Dodge (agency is BBDO, Detroit and New York) will combine heavy weekend participation in network (mainly sports on ABC-TV but also news on ABC-TV) with participations on various nights in prime-time entertainment shows, principally on CBS-TV. Sports includes football and baseball, including the World Series, in schedules released through October. Spot TV will begin in 30 major markets.

Dodge commercials will emphasize personalities with their "positioning" having market appeal in mind. For example, George Blanda, Oakland Raider quarterback, is shown in the driver's seat of Dodge's biggest model to indicate solid comfort, roominess and style; Joe Garagiola appears in another commercial for the sporty mid-sized family car (Dodge Charger), thus capitalizing on his daytime-TV women's following and male sports appeal. Continuing with Dodge is Sheriff Joe Higgins, who will be associated with all of the models. A later commercial will feature golfer Lee Trevino.

The auto advertiser, whose network participations in many cases represent an allocation to Dodge via corporate Chrysler buys on the networks, will use both one-minute and 30-second versions of the commercials.

Also in the Dodge broadcast mix: The

Chrysler-syndicated *Lawrence Welk Show* and continuing use of network radio. Also in radio, BBDO has prepared four new Dodge jingles for dealers' use in their markets.

A double spotlight on drug advertising

Church group to probe possible link with illegal activity; Gaylord Nelson's subcommittee has some questions for FCC, FTC, FDA

The ethics of drug advertising will be a principal issue in a "hearing" to be held by the National Council of Churches of Christ in Washington Nov. 14-16.

The meetings will also delve into the impact of the advertising of over-the-counter and prescription drugs on drug-taking patterns in society today; whether the information value of drug advertising justifies the increased costs to the consumer made necessary by large advertising budgets, and whether drug promotion and regulation contributes to "the increasing use and misuse of legal drugs for recreational purposes."

Commenting on the industry argument that there is no scientific evidence that links drug advertising with the increased use of illegal drugs—also held by media spokesmen, including Vincent T. Wasilewski, president of the National Association of Broadcasters (see page 46)—the council notes in its memorandum on drug hearings: "It is equally true that no research exists that demonstrates that drug promotion practices do not contribute to the use and misuse of both legal and illegal drugs."

Plans for the November meeting call for a panel of 10 civic-minded individuals to hear witnesses, interrogate them, and finally to make recommendations to the National Council's board.

Members of the National Council's subcommittee on drug advertising, established late last year, are Dr. Michael Watson, a Bamberg, S.C., physician; Thomas E. Price, United Methodist, chairman of the National Council's Committee on Alcohol and Drug Problems; Reverend Frank Gunn, Lutheran Church in America; Reverend David Hancock, United Presbyterian, Lynville (Minn.) Treatment Center; Reverend David A. Works, Episcopal, North Conway (N.H.) Institute; John McDowell, National Council staff, and Reverend Lawrence H. Wayman, United Methodist, program consultant.

Appropriated for the project is \$20,270.80 for a staff of four, with Reverend Price as director and Reverend Wayman as administrative director.

A preliminary two-day briefing for the panel members is scheduled for next month. Included will be orientation from representatives of federal and industry organizations.

Meanwhile, a spokesman for Senator Gaylord Nelson's (D.-Wis.) Select Small Business Committee Subcommittee on Monopoly said last week that the subcommittee will hold a hearing in Novem-



Is small-town America really disappearing? Not if 59,360 of us can help it.

We like the life in small cities and towns. We work in them. And we work for them.

Of our total U.S. work force of 153,630 people, 38 percent—or 59,360—work in places with populations of 50,000 or less.

There's Hoquiam, Washington. Monterey Park, California. Clayton, Missouri. Temple, Texas. Easton, Pennsylvania. Jesup, Georgia.

Take Jesup, for instance, with a population just under 10,000.

There we employ about 950 people at our Rayonier plant to make chemical cellulose and paper pulp.

Local benefits

Our annual Jesup payroll is better than \$10 million. And we buy over \$25 million worth of raw materials and supplies in the

area every year.

Directly and indirectly our Jesup operation contributes to the livelihood of over 6,000 people living within a six-county radius.

How it adds up

In total, we're at home in 301 small American cities and towns, where last year our payrolls added up to over \$292 million and our local and in-state purchases came to about \$258 million.

Community involvement, too

We get involved in our hometowns, too.

Some of us are councilmen and members of school boards.

Many of us are active in the Lions and Rotary, the Chamber of Commerce, in Junior Achievement, Boy Scouts and Girl Scouts, Little League teams, and local

charity and Savings Bond Drives.

Some of us are instructors in our local churches and temples. And volunteer firemen, too.

Small town's friend

Because our business isn't strictly business—because we're involved socially and civically, too—we think we're one of the best friends our hometowns ever had.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

ITT

SERVING PEOPLE AND NATIONS EVERYWHERE

ber or December on cold remedies and other over-the-counter drugs. He said the FCC, the Food and Drug Administration and the Federal Trade Commission would be called to testify on how they are meeting their responsibilities with respect to drugs and drug advertising.

At the subcommittee's hearing on analgesics and mood drugs last year (part of an over-all inquiry that began several years ago), FCC Chairman Dean Burch contended that the commission has neither the facilities nor the expertise to determine the effectiveness of drugs. That is an area for the FTC and FDA, he said, and the decision to ban any class of drugs must come from Congress (BROADCASTING, Sept. 27, 1971).

NARB is in for self-examination

Steering committee's meeting on new procedures this month is underscored by Collins' resignation from board

The National Advertising Review Board was preparing last week to take steps to curb mounting criticism of some of its procedures and policies.

One indication of dissatisfaction with certain operations of the advertising industry's self-regulatory arm was the letter of resignation by LeRoy Collins from NARB's 50-man board. NARB's chairman said he hoped to persuade Mr. Collins, a former governor of Florida and an erstwhile president of the National Association of Broadcasters, to remain on NARB's board.

NARB's chairman, Charles Yost, former U.S. ambassador to the United Nations, said in response to inquiries that the review board's steering committee would meet later this month to consider what new procedures will be followed and that a public statement detailing these would probably be issued.

At least, he said, the NARB could be expected to "definitely" have something to say regarding the issue of publicity. He said another issue is the pace at which complaints are handled. These all are "concerns not only of Mr. Collins' and others but also of mine," Mr. Yost said.

As currently constituted, NARB's policy is to leave it to the advertiser, who is subject of a complaint, to decide whether or not it wishes to issue a public statement. Upshot of that policy, NARB sources acknowledged, has been to foreclose the possibility of "publicity" on complaints filed and of advertiser supply of substantiation and/or subsequent negotiation on changes in advertising if these are necessary.

NARB is run by a 50-man board, including 10 public members, of which Governor Collins is one, and advertiser and advertising agency member groups.

Governor Collins, said Mr. Yost, "has been urged by me to stay on and I hope he will." He took note of Governor Collins' expression of "some concerns, particularly of the difficulties in getting this operation working as rapidly and effec-

tively as we all had hoped it would."

Whether Mr. Yost's appeal to Governor Collins will succeed could not be ascertained. Governor Collins, who is a practicing attorney in Florida, did not respond to telephone inquiries directed to him last week by BROADCASTING.

In essence, Governor Collins' letter of resignation to Ambassador Yost not only expressed dissatisfaction with the self-regulatory organization but also suggested that what was needed was an industry program that provided leadership and not just an apparatus for settling complaints. Moreover, he said, he did not think the people in advertising were ready for that kind of organization.

Ambassador Yost made it clear that authorities, including himself, agreed in substance with Governor Collins' belief that the self-regulatory arm ought to perform more effectively.

In addition to citing a need for effectiveness, Governor Collins was critical of what he indicated was an absence of clearly stated standards and information policies that would give advertisers an idea as to what is expected of them, and said that he had become more involved in his practice and in personal and local civic responsibilities.

Governor Collins suggested specifically that NARB, or other "agency" undertaking the self-regulatory objective, needs to have independent status, "well developed and publicized" guidelines and standards by which advertising will be judged, acceptance of these standards by the industry, a process of receiving and adjudicating complaints quickly and efficiently and its judgments open to the public.

NARB acts as the court of appeals on complaints initiated with the National Advertising Division of the Council of Better Business Bureaus. The division has also been subjected to fire from a public member of the NARB board.

Benny L. Kass, a Washington attorney who specializes in legal aid to minorities and consumer causes, and an original board member of NARB, has insisted that several advertising complaints have been subject to inordinate delay.

Said Ambassador Yost: "Mr. Kass has always felt that we are not moving fast enough." He said the practice thus far has shown that the processing of complaints takes time. He said NAD has found it time consuming to first judge whether or not complaints are "really complaints" and if they are, to then request substantiation and finally to determine whether the substantiation was "well founded." If negotiations are needed, still additional time is consumed.

Nevertheless, Mr. Yost acknowledged, "perhaps in some cases we have not been as rapid as we should have been."

Prime time for local candidates. NBC-TV last Monday (Sept. 11) started making available to its affiliates an average of five 60-second announcement positions per week in prime time for sale to local political candidates ("Closed Circuit," Aug. 21). Availability will run through Nov. 5.

Retailers tell how they do their broadcast thing

Annual NRMA session gets good tips from successful radio-TV users

The spectacular growth of retail broadcast advertising in the last five years prompted the National Retail Merchants Association to feature "How-to" radio and advertising clinics at its eighth annual retail advertising workshop and seminar in New York last week.

Tom McGoldrick, director of retail sales, Television Bureau of Advertising, pointed out that for the first half of 1972, as compared with the first half of 1971, the total average number of weekly TV commercials aired by department stores had increased from 8,891 to 10,088.

Mr. McGoldrick conducted the TV clinic with panelists John Pelegrene, of Dayton's department store, Minneapolis; Mary Joan Glynn, Bloomingdale's, New York; and Bill Bond, May Co., Cleveland. All are vice presidents, sales promotion.

The panelists prepared a TV advertising plan and budget for a hypothetical department store, Landsbury in Buckeye, Ohio. Several points about retail television advertising were brought out. Mr. Bond observed: "TV is very impressionable. You can either look like a dynamic big store or you can look like a store with a lot of little things going on. Don't construct your broadcast program the way you would for newspapers. The papers use lots of little events and sales."

Mrs. Glynn pointed out that the first consideration for television should be the store's image—"what we're all about to our customers and our non-customers. Image is more important than the end product." Mr. Pelegrene suggested the store used a blend of item and image advertising, targeting key merchandise areas and "exploding" them on TV.

The radio clinic was conducted by Robert H. Alter, executive vice president, Radio Advertising Bureau. Panelists were: Suzan Couch, broadcast advertising manager, Macy's, New York; Marjorie Marks, account executive, Felsway Advertising, Totowa, N.J.; Ronald Foth, vice president, Byer & Bowman Advertising, Cleveland.

Each radio panelist discussed specific retail advertising campaigns each had prepared and played tapes of those spots. Miss Marks handles the Shootown account. She feels that "radio, more than any other medium, gives you an opportunity to establish an institutional identity. Radio has immediacy."

Shootown, a chain of discount shoe stores, uses a character called Supershoe, "searching the world over to find great values for Shootown." The commercials are a dramatic spoof on Superman. Mild-mannered Lionel Marshall, proprietor of over 75 Shootown stores, can become, when the need arises, Supershoe.

One spot has Marshall desperately

You move them with it.

On paper the script looks fine. But to give your commercial that special something, you need film. Because film alone has the capability for endowing commercials with that ineffable aura of romance, suspense, pathos, or joy. Film has a way of reaching into the viewer's heart.

And if you want to talk about economics instead of aesthetics, film is still the best way to go. It's uncomplicated and flexible, portable and practical. And when you consider the incomparable quality of film, all the refinements and broadened capabilities it gives you, you'll have to admit it's the logical choice. How do you move them? In a word, film.



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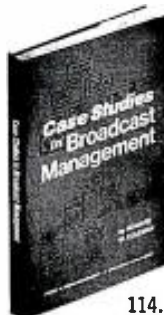
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107.

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M MARKS



Teaching and learning. Two panels, one for television and one for radio, explored the uses of broadcast by retail organizations. The TV panel (left) was made up of (l-r) Bill Bond, the May Co., Cleveland; Joan Glynn, Bloomingdale's, New York, and John Pelle-

grene, Dayton's, Minneapolis. The radio panelists were (l-r) Suzan Couch, Macy's, New York; Marjorie Marks, Felsway Advertising, Totowa, N.J.; and Ronald Foth, Byer and Bowman Advertising, Cleveland.

searching for an empty part of the store so he can change into costume. After startling several female customers he finds privacy behind the sizes 10 to 11.

Mr. Foth stressed that a retailer's first decision, after he has decided on radio, should be whether he wants to advertise image or items. He also felt that retailers should secure fixed times for their spots. A back-to-school campaign for the Sycamore Shops, Indianapolis, was played. The format for each spot in the series was "major questions" on fashion phrased in the jargon of math, sociology and English. The answer directed students to "The Sycamore Shops, with everything for the layered look."

A series of spots for Ayres department store's engagement rings featured the fatherly voices of the diamond buyers ad libbing on why Ayres was the place to buy that first diamond.

Suzan Couch detailed Macy's extensive radio campaign for the opening of its "Fascinating Fifth Floor" housewares department. It ran from Sept. 6 to Sept. 16 on a total of 12 New York-area stations, kicking off with 150 spots in the first day and a half.

The Macy spots feature a Hollywood-style female interviewer, Mavis Niles (the voice of Lovelady Powell), who exclaims: "All the beautiful housewares are here!" She conducts interviews with the appliances who answer her questions with percolated gurgles and other appropriate sound effects.

Eighteen manufacturers participated in the commercials, paying from \$300 to \$2,000. Using this plan, Macy's quintupled its advertising money for the campaign. As a public-relations gesture, each manufacturer receives a cassette of his commercial and a recorder to play it on.

In addition, Mrs. Couch played Macy's successful "Summerville" music theme, mentioning that she is considering four other music themes to be used seasonally. A dialogue spot between an excited husband describing Macy's new basement budget store to his wife was the final highlight of the clinic.

Curtain time for ABC Radio

The value of ABC Radio's four-network concept to advertisers are dramatized in a 45-minute musical show, "We've Grown Accustomed to Your Case," which opened Sept. 12 in San Francisco and is traveling to six other cities. Approximately 5,500

advertiser and agency executives have been invited to the live presentations, featuring such Broadway professionals as Ann Hoddap, Dorothy Emmerson, Jon Peck and Chuck Carroll. The show moved to Los Angeles on Sept. 14 and will play in Chicago on Sept. 19; St. Louis, Sept. 21; Minneapolis-St. Paul, Sept. 25; Detroit, Sept. 28, and New York, Oct. 10.

Sears marathon. Sears, Roebuck swept past Procter & Gamble as network television's heaviest spender in a one-week period, Aug. 26 through Sept. 1. Reason: Sears, a major sponsor of ABC-TV's coverage of the Summer Olympics, was responsible for an estimated \$2.5 million invested in network during that week, the first week of ABC's coverage. Procter & Gamble in its network investments that week spent an estimated \$1.6 million. These estimates were compiled by Broadcast Advertisers Reports (BAR), based on its monitoring in the top 75 markets and made available last week by the Television Bureau of Advertising. TVB's President Norman E. (Pete) Cash said the Sears campaign, in which 15 different products were represented under the umbrella sponsorship (coordinating agency was Foote, Cone & Belding, Chicago), was "one of the finest uses of television by a retailer in the medium" and a "modern way to build a store image." Said TVB: "The Sears' approach in which different divisions of the giant department store group took part in a TV event 'has never happened before in retailing.'"

Hartke still frowns on short political spots

Hoosier maintains longer messages needed for right focus on candidates

Senate Communications Subcommittee member Vance Hartke (D-Ind.) continues to believe that political TV spots should be banned from the air.

In remarks printed in the *Congressional Record*, the senator pointed out he introduced a Senate amendment to that effect last year (BROADCASTING, Aug. 9, 1971). "Although that amendment did not pass," Senator Hartke said (it was tabled by

a vote of 74-to-17), "I continue to believe that such a provision is necessary to insure increased dialogue on substantive issues during election campaigns." He charged that all 60- and 30-second ads do is foster "slick slogans and repulsive mudslinging."

It is also Senator Hartke's contention that no candidate can communicate his position on important issues in one minute or less. "If we require candidates to use at least five minutes of commercial time, we will encourage them to stand up to the scrutiny of the American people and be judged by their character, their ideals, and the power of their vision," he said.

However, a spokesman said last week that Senator Hartke has no plans at present to introduce legislation outlawing the use of political TV spots.

TVB's high hopes for '72 get even higher

Cash revises earlier prediction to tack another 8% on network, 10% on spot, 20% on local

The Television Bureau of Advertising is now predicting that 1972 may become a benchmark year with advertiser investments in television reaching \$4 billion.

According to TVB's president, Norman E. (Pete) Cash, television has recaptured its momentum as the fastest growing advertising medium among the major media. He said TVB is officially continuing with its revised projections of a \$3.94-billion year, an increase of 11% over 1971.

TVB's projections had placed network TV at \$1.725 billion, up 8%; spot TV at \$1.265 billion, up 10%, and local at \$950 million, a gain of 20%. These estimates represented revisions made by the bureau this summer of an initial, more conservative projection ("Closed Circuit," Aug. 14). At the time, TVB had said that its revisions, too, were on the conservative side.

Mr. Cash said that though officially TVB was projecting a level just under the \$4-billion mark, any one or all three segments of the business could do even better. The acceleration in TV investments over the years was stressed by Mr.

Broadcasters to price agency: We were fouled

Clarification of July order spells out stringent conditions for rate hikes; NAB's Cobb asks for huddle with Grayson, Burch

Broadcast representatives used the term "intolerable" to describe the guidelines issued last week by the Price Commission ostensibly clarifying the details of its July order permitting TV and radio stations to raise advertising rates only under certain conditions.

That order said that broadcasters could boost advertising fees only if they historically related such raises to increases in audience under a cost-per-thousand formula through the use of rating reports. Otherwise, it said, boosts in advertising rates could only be made if it did not increase a broadcaster's profit margin (BROADCASTING, July 17).

So strongly did industry spokesmen feel about the questions-and-answers document that there was an immediate call for a conference. This was made directly to FCC Chairman Dean Burch and Price Commission Chairman C. Jackson Grayson Jr. by Grover C. Cobb, executive vice president for government relations of the National Association of Broadcasters. Mr. Cobb has been working with both agencies, as well as communication lawyers in Washington, on economic-stabilization matters.

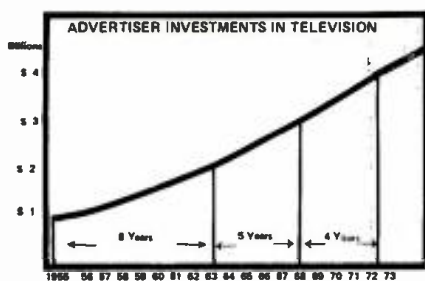
In his letters to Messrs. Burch and Grayson, Mr. Cobb said that the guidelines issued by the Price Commission last week "do not provide a satisfactory response to the needs of the broadcasting industry for fair treatment. . . ."

A conference at the earliest mutual convenience, Mr. Cobb said, would be "the essential first step toward resolution of this most serious problem."

Mr. Cobb attached an analysis of the guidelines that noted they impose "an unworkable set of guidelines upon most broadcasting stations in the country." The memorandum, prepared by Washington lawyer Donald P. Zeifang, noted also: ". . . it is grossly inequitable to arbitrarily impose such a ceiling upon a broadcaster that has by any realistic analysis not increased his prices at all."

The reference was to a provision in the guidelines that requires a broadcaster to use a 30-day period ending Aug. 15, 1971, as a base when he utilizes the computation method to determine his CPM rates. That base period, Mr. Zeifang stressed, means that a station that did not have advanced fall sales during the 30-day freeze base period will have to measure its summer rates against spring audience.

Among the points made in the questions-and-answers document (see page 23), according to observers, these seem



Source: McCann-Erickson, 1955-1971, TVB estimate, 1972

Cash. He noted that TV hit the \$1-billion level in 1955, in eight years was at the \$2-billion level (1963), and in only five years (1968) reached \$3 billion. A \$4-billion level this year would represent a \$1-billion growth in just four years.

Mr. Cash said that without a doubt the economy's move upward has been a factor in TV's current rise in sales. He said, however, that more important to a continuing rise was "the recognition by all types of businessmen—national, regional, franchisors, local/retailers—that television must play a vital role in the marketing plans of growth-minded companies."

Business Briefs

A-C consolidates. Alberto-Culver Co., Chicago, and Compton Advertising, New York, have announced that A-C products with Compton will be transferred to the advertiser's other agencies: Foote, Cone and Belding, Chicago; Edward H. Weiss, Chicago; Arthur & Wheeler, Chicago, and Rosenfield, Sirowitz & Lawson, New York. A-C and Compton stressed that parting was amicable and consolidation was necessary for more efficient operation.

Hamm looking. Theodore Hamm Co., St. Paul, and J. Walter Thompson Co., Chicago, will terminate their relationship, effective Dec. 15, due to "basic difference of opinion on advertising strategy." Brewer said limited number of agencies will be invited to solicit account.

JWT barter offering. Fifteen half-hour

episodes of *The World of Survival*, nature and wildlife adventure TV series, are being syndicated to 50 major markets on barter basis by J. Walter Thompson Co., New York. Advertiser is Miles Laboratories, Elkhart, Ind., which sponsored previous episodes last year under title of *Survival*.

Name switch. Porter-Ward Advertising Inc., Winston-Salem, N.C., advertising, marketing and public-relations agency, has changed to United Advertising Agency Inc. as result of P-W's merger with United North Carolina Industries, North Wilkesboro, N.C. United Advertising clients include W. R. Bonsal Co. (Sakrete and Bonsal construction products), National Boat Works (Grady White pleasure boats) and Mid-Atlantic Tastee Freez franchise group. Address remains 245 Olson Street, 27103.

Rep appointments. KDAY(AM) Santa Monica, Calif.-Los Angeles, WRAP(AM) Norfolk, Va., and WAMS(AM) Wilmington, Del.: H-R/Stone Radio Representatives, New York. ■ KLAQ-AM-FM Denver: Robert E. Eastman Co., New York. ■ KXRB(AM) Sioux Falls, S.D.: Avery-Knodel, New York. ■ WMBM(AM) Miami Beach: Bernard Howard & Co., New York.



WQXI-TV ATLANTA NOW REPRESENTED BY KATZ!

On the beach. Katz Television, New York, promoted its appointment as national sales representative for WQXI-TV Atlanta by flying its message along the shore route. Katz said it used airplane advertising to alert as many media buyers as possible to the news with "the kind of impact that would be remembered when media buyers called for avails." New York area beaches from Seaside, N.J., to Montauk Point at the tip of Long Island were covered.

BAR reports: television-network sales as of Aug. 27

CBS \$392,388,400 (36.8%); NBC \$346,167,000 (32.5%); ABC \$327,818,700 (30.7%)*

Day parts	Total minutes week ended Aug. 27	Total dollars week ended Aug. 27	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	68	\$ 375,600	2,471	\$ 14,724,500	\$ 14,743,200
Monday-Friday 10 a.m.-6 p.m.	935	5,736,300	32,735	226,523,500	205,091,300
Saturday-Sunday Sign-on-6 p.m.	280	3,670,000	10,217	114,131,100	91,915,600
Monday-Saturday 6 p.m.-7:30 p.m.	100	1,359,700	3,196	56,456,400	46,241,500
Sunday 6 p.m.-7:30 p.m.	10	126,000	446	9,187,600	13,535,100
Monday-Sunday 7:30 p.m.-11 p.m.	357	12,456,700	13,336	582,085,200	566,604,500
Monday-Sunday 11 p.m.-Sign-off	159	2,598,200	5,125	63,265,800	43,241,500
Total	1,909	\$26,322,500	67,526	\$1,066,374,100	\$981,372,700

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

to be significant:

■ Broadcasters cannot change their rates for this season's new programs, even if they are sure audience increases will result, until December, when the new rating reports are issued based on surveys made in October and November.

■ Broadcasters may not increase prices for spots even though they may reduce the number of commercials in a particular time segment, thus in effect increasing the value of the remaining spots.

■ Broadcasters whose investment costs go up due to improvements of facilities,

through the construction of a new tower for example which results in a new or improved service to its audience, may not increase advertising prices.

At one point, broadcast representatives hoped that the Price Commission would permit broadcasters to withdraw package rates without the potential increase in revenues being counted against the station's profit margin. This provision appeared in earlier drafts of the question-and-answer document, but was deleted in the final document.

Aside from the dismay felt by broad-

casters at the complex regulations imposed on their business practices, there is greater bitterness at the fact that only last month the Cost of Living Council exempted entirely from all controls motion picture and TV producers (BROADCASTING, Aug. 21). That order said the movie and TV film marketplace is so complicated there is no basis for establishing controls—virtually the identical premise that broadcast representatives have used in trying, so far unsuccessfully, to persuade the authorities to exempt TV and radio.

From the horse's mouth on price controls

The document issued by the Price Commission in Washington last week consists of questions and answers on the economic price controls imposed on broadcasters under the order issued on July 12. The complete list:

General

Q. Is a broadcasting firm considered a service organization or retailer under the Price Commission regulations?

A. A broadcasting firm is considered a service organization which sells a service.

Q. How can broadcasters increase their prices?

A. Provisions of the economic stabilization regulations permit service organizations to increase prices where there is cost justification or where a zero term limit pricing agreement exists between the organization and the Price Commission. In addition, the Price Commission permits broadcasters other than networks to increase prices in accordance with cost-per-thousand (CPM) justification.

Q. What is a zero term limit pricing agreement?

A. Zero term limit pricing (TLP) is an agreement between a broadcasting company and the Price Commission whereby the company may raise and lower prices for individual programs within a particular broadcasting segment (e.g., TV network programs) at any time without additional Price Commission consent, provided, total annual revenues from all programs within that particular broadcasting segment do not exceed the total revenues of the same segment from the preceding year.

Cost Justification

Q. What do you mean by "cost justification" when a broadcaster is attempting to increase his advertising fees?

A. If labor and overhead costs have increased since the last price increase in the item concerned, or since January 1, 1971, whichever was later, these are, as a general rule, allowed as justification to increase the price. 6 C.F.R. 300.14*

Q. What is meant by "cost-per-thousand" (CPM) justification?

A. The Price Commission has given notice that a person engaged in broadcasting may use the cost-per-thousand concept to determine advertising rates of radio and television stations, if that person can establish that it has been his customary practice to use cost-per-thousand in determining advertising fees up to the date of the notice. See, 37 Fed. Reg. 13659 (July 12, 1972). The CPM rate is expressed in terms of X dollars per 1,000 listeners or viewers. The freeze base period CPM rate times present audience size becomes the fee for the time unit or program involved.

Q. What is meant by saying that a broadcaster has used the cost-per-thousand method as a "customary practice"?

A. Although "customary practice" does not necessarily mean a continued adherence to a specific mathematical formula over a certain period of time, a broadcasting station must be able to demonstrate a practice of past correlation between audience surveys used and their advertising fees charged to its customers. This past correlation and CPM practice must be documented and is subject to review by the Price Commission or the Internal Revenue Service.

Q. If several times in the past a broadcaster did not adjust rates in accordance with size adjustments, may the broadcaster still demonstrate a customary practice of using the CPM method?

A. A broadcaster is not necessarily precluded from demonstrating a customary practice in this situation.

Q. How is the freeze base period CPM determined?

A. The highest rate at which at least 10 percent of those advertising fees charged in transactions during the freeze base period for each program or each category divided by the audience survey used to

establish that freeze base period advertising charge shall be used as the base CPM rate expressed in X dollars per 1,000 listeners or viewers. This rate times the current independent audience survey will be an allowable advertising fee. If the current independent audience surveys indicate that the audience for some time periods or programs have increased while the audience for others have decreased, rates may be adjusted upward only if the appropriate downward adjustments are also made.

Q. What are the requirements for prenotification and reporting firms?

A. Each prenotification or reporting firm intending to use cost-per-thousand (CPM) justification shall furnish to the Price Commission sufficient data to support their qualification to use this method and their calculation of the freeze base period CPM rates. Tier I firms must prenotify and Tier II firms must report after the fact this required data.

Audience Surveys

Q. May a radio or television station increase its advertising fees when a current audience survey indicates that a larger audience is being delivered for a given time slot or program than during the prior period?

A. Yes, advertising fees or charges may be determined by radio and television stations on the basis of audience size variations applied to a freeze base period rate per thousand, if its advertising fees have customarily been based on audience size and audience surveys. The broadcaster must use independent surveys and they must be consistently and appropriately applied.

Q. May a broadcasting station use "projected" audience surveys to adjust its advertising fees?

A. No. Only experienced changes in independent audience surveys may be used to adjust advertising fees.

Q. If a broadcaster has customarily relied on different types of audience surveys that reflect certain characteristics of the viewers or listeners, which audience survey may it use to adjust its advertising fees?

A. The broadcaster may use the same surveys that it used in the past as long as the surveys are independent audience surveys. The surveys must be consistently and appropriately applied.

Allowable Costs

Q. If a broadcasting firm purchases equipment, is the depreciation of the equipment an allowable cost which may justify a price increase?

A. The depreciation on capital equipment is considered an allowable cost. Price adjustments may be made on the basis of increases in allowable cost that the broadcaster incurred since the last price increase or since January 1, 1971, whichever is later.

Q. Can a broadcast firm having stations in different locations continue to establish prices at each location independently of prices charged at the other locations?

A. Yes. If it is the customary practice of the firm to establish prices at each location independently, the prices may continue to be set separately.

Q. May a broadcasting firm use increased costs incurred in one broadcasting subsidiary to justify increases in the prices in another broadcasting subsidiary?

A. No. The principle set forth in Price Commission rulings 1972-78 and 1972-168 prohibits a broadcasting firm from applying the increase in allowable cost incurred in the operation of one station, to the prices charged for advertising in the other station.

Q. Can a television station increase prices on a per unit basis to account for and help defray the increase in costs of qualified personnel?

A. A television station may determine its allowable costs including labor cost pass through to 5.5 percent per year plus certain fringe benefits for wage increases agreed to after November 8, 1971. This means that any portion of increased wage payments in excess of 5.5 percent per year except legal fringe benefits may not be used to determine prices.

Increased or Decreased Services

Q. Can a new owner of a radio or television station increase its advertising fees or charges under the "new service" rule, 6 C.F.R. 300.409, to cover the cost of a change in program format, added services to listeners, new employees with greater talent and capabilities, etc.?

A. No, unless it can be shown that the changes would provide a service that is substantially different from other services, in purpose, function, quality, or technology, or the use of this service would effect a substantially different result. Services that differ from other services only in appearance, arrangement, or combination are not to be considered to be new. Unless it is a new service according to those tests, a new owner of a radio or television station would be able to increase its advertising fees only if such increases qualify as allowable cost increases as allowed under the economic stabilization regulations.

Q. Can a broadcasting firm reduce the length of each spot commercial during an hour from 60 seconds to 30 seconds without reducing the price of each spot?

A. No. This would be considered a price increase under 6 C.F.R. 300.5 which defines price increase as an increase in the unit price of the property or service or a decrease in the quality of substantially the same property or service.

Q. Can a broadcasting firm reduce the number of spots in half during one hour, charging twice as much for each spot?

A. No. This would be considered a price increase under 6 C.F.R. 300.5 which defines price increase as an increase in the unit price of the property or service.

Q. Can a station pass through investment costs including new antenna and broadcasting equipment by an upward price adjustment in its advertising rate card based upon a new and improved service to the station listeners?

A. No. A broadcasting station is governed by 6 C.F.R. 300.14 as a service organization. A firm may charge a price in excess of the base price to reflect increases in allowable costs that they incurred since the last price increase in the item concerned or that it incurred after Jan. 1, 1971. Unless it can be shown that the changes would provide a service that is substantially different from other services, in purpose, function, quality, or technology, or the use of this service would effect a substantially different result, the services are not considered to be new.

Q. May a radio or television station change the form of a date and time slot from spot announcements by several advertisers to sponsorship of the whole program by a single advertiser?

A. Yes, a station may change a form of sponsorship provided, however, that the new sponsorship price for the same item does not exceed the old format base price. To effectuate an increase in the new format price above the old format base price, the increase must be cost justified in accordance with economic stabilization regulations.

Miscellaneous

Q. If a radio or television station has been experiencing a loss, can it now increase advertising fees or charges to make a satisfactory profit?

A. Yes, a broadcasting firm that qualifies as a low profit firm under 6 C.F.R. 300.32 may, as a general rule, increase any of its prices by an amount reasonably calculated to result in a profit margin of not to exceed 1 per cent.

Q. What constitutes productivity gain in radio and television broadcasting?

A. An individual determination by each broadcasting firm must be made of their productivity gains for purposes of compliance with 6 C.F.R. 300.14. Such determinations shall be subject to review by the Price Commission and the Internal Revenue Service.

* Title 6, Code of Federal Regulation by economic stabilization agencies.

Compensation to challengers: blackmail or part of the process?

Both sides are taken in comments to the FCC on vis-a-vis settlements between licensees and opponents

The FCC has put forth the idea that if both sides in license-renewal disputes took their differences out of Washington and settled them back home, the backlog in processing renewal applications would diminish. That proposal drew mixed reviews in comments submitted to the commission last week.

The proposal would permit incumbent licensees and parties contesting license renewal applications to negotiate their differences privately, and would allow stations to compensate challengers if the latter withdraws its opposition. The proceeding is the outgrowth of a U.S. Court of Appeals reversal of an FCC decision concerning KTAL-TV Texarkana, Tex. The commission had ruled that a settlement agreement between the station and a challenging group, which called on KTAL-TV to pay the group some \$15,000 in reimbursement and consultancy fees, would not have served the public interest because of the monetary compensation involved. The court disagreed, stating that such payments may be desirable when they result in better broadcast service.

Many of the broadcasters filing last week found fault with this philosophy. Two principal arguments were offered against it. First, it was contended, the potential for abuse of the proposed compensation policy on the part of citizen groups outweighs the possible benefits. Second, if the commission implements the proposal it would be abdicating to outside parties its responsibility to oversee the operation of its licensees.

On the other hand, several interests contended that reimbursement is an essential ingredient in ensuring continued dialogue between the broadcaster and various elements in his community.

One of the parties advancing this belief was the Office of Communication of the United Church of Christ, which has provided legal assistance to numerous citizen organizations participating in the renewal process. The Office of Communications claimed that it has always encouraged the parties it aids to negotiate with the broadcasters with which they have found fault. It asserted that an "overwhelming majority" of the petitions to deny filed at the FCC are later withdrawn following private settlements among the parties.

The Office of Communications came out strongly in favor of the commission's proposal. However, it said the commission should impose no limits or rates for any compensation included in settlement agreements. The church group did, how-

ever, find "considerable merit" in requiring that all compensation "be a matter of public record."

The desirability of financial remuneration for challenging groups, the Office of Communications claimed, is explicit in cases where the challenger agrees to provide counsel to the station regarding community needs. "Community consultancy procedures which rely entirely on uncompensated services often fall into disuse or are not as effective in improving broadcast service as they should be," it said. And since individuals in citizen groups who offer their services to broadcasters usually have other obligations, such as holding down jobs, compensation would provide a needed stimuli, it indicated.

In contrast, a group of 67 stations represented by the McKenna, Wilkinson & Kittner law firm felt that the commission should "consider all possible means" of precluding compensation to challengers. Since the reimbursement issue came to light in the KTAL-TV proceeding, the group stated, a "major policy problem" has been created. "While some have welcomed the participation of citizen groups looking toward broadcast service more responsive to the public interest," it said, "the element of payment raises the specter that the commission's processes may be used by such groups for the purpose of generating those payments rather than for improved broadcast service."

ABC expressed similar reservations. And it went a step further in calling on the agency to put an end to all forms of financial compensation between parties that come before it—even those interests who are competing applicants for new broadcast facilities. ABC contended that such a wide-ranging prohibition is necessary in order to reverse the precedent set by the court in the KTAL-TV case. It claimed that the court, while apparently condoning reimbursement to challengers in certain cases, did not prohibit the commission from barring financial agreements, as long as that ban covered all forms of settlements and not just those involving citizen groups.

CBS likewise felt that the FCC proposal was "ill conceived" and called for its abandonment. Noting that most citizen groups participating in the renewal process represent ethnic and minority factions, the network claimed that if these groups were permitted to receive payments in return for consultation services they would be in a position to pressure the broadcaster into implementing programming oriented toward a specific, and sometimes narrow, segment of the audience.

And according to a brief filed by the law firm of Pierson, Ball & Dowd on behalf of five broadcast clients, payment for consultations—even on a "nonprofit" or "expense" basis—"would be incentive enough to some persons in every community to organize groups for this purpose."

"If such a practice were sanctioned," the law firm warned, "broadcasters would often agree to make these payments to groups filing petitions to deny, even when the merits of the petitions are doubtful.

The 'nuisance' or 'scare' value of petitions to deny," particularly in transfer cases where contracts must be honored, "are obvious."

Another view on the issue came from the Washington law firm of Welch & Morgan, which has represented several competing applicants for existing broadcast facilities.

"To protect and insure the integrity of its judgements concerning license renewals," Welch & Morgan said, "the commission should welcome and encourage the participation of public-interest groups in the license-renewal process." The law firm contended that the commission's limited resources do not allow as extensive an involvement in individual station operations as might be achieved through outside dialogue between the station and community representatives.

Welch & Morgan asserted that financial settlements between competing applicants—which have been the object of some controversy at the FCC—are a necessary aspect of the comparative review process. If such agreements were not permitted by the commission, it said, both the incumbent and the challenger would suffer; the former because, absent the potential for financial settlement and a chance to recover the costs of processing its application, the challenger would be tempted to "go for broke" in hearing when it might otherwise have withdrawn its bid, and the latter because an incumbent with superior economic resources might be in a better position to ward off its opponent in a hearing.

Another FCC voice for lightening regulatory yoke

General Counsel Pettit says burdens are particularly heavy on small-market broadcasters

Broadcasters are continuing to receive from the FCC a message that some may have trouble accepting: The commission is aware of the burdens regulation imposes on them, views their problem sympathetically, and intends to do something about them.

FCC Commissioner Richard E. Wiley, who heads a special committee concerned with what he calls "re-regulation" of broadcasting, has taken the lead in delivering that message. It was the theme of several of his recent speeches, including one he gave to the West Virginia Broadcasters Association last month (BROADCASTING, Aug. 28) and one last week to the Michigan Association of Broadcasters.

Now, FCC General Counsel John Pettit, a member of the Wiley unit, is also spreading the word. "I can assure you that [re-regulation] is a project that is going to move forward—and sooner rather than later," Mr. Pettit said last week in a speech to the Nevada Broadcasters Association in Las Vegas.

He left little doubt about where his sympathies lie. He said the small-market broadcaster has been so burdened with

rules, regulations and forms over the past 50 years that he views broadcast regulation "as a cross between a sanitary landfill and a quicksand bog—the surface is not unappealing, but there's a lot below you could well do without."

To him, the fact that in recent years more than 70% of AM stations inspected by the commission were found to be in violation of one or more of the commission's technical rules indicates a need not for stricter regulation but for simpler rules—"rules that are rational: rules that recognize the technical advances of the past 50 years and rules that free the broadcaster from an administrative burden wholly unrelated to the broadcaster's pursuit of the public interest and his role as a public trustee."

Mr. Pettit said that, as a starter, the commission "in the next month or two," is expected to act on three petitions filed by the National Association of Broadcasters. These deal with transmitter visibility rules, checks on transmitters operated by remote control and remote pickup activities.

Like others at the commission, he feels the agency should distinguish between large-market television and small-market radio. Both, he said, "are saddled with the same unfortunate form-filing requirements." Even the burden on television is too great," he said. "But when a small-market radio broadcaster—busy with selling time, spinning records, interviewing dignitaries, and reading meters—has to spend literally months preparing a license renewal application, the public interest and common sense demand a change."

As for other matters, he expressed these views on issues about which the re-regulation panel has received complaints from broadcasters responding to requests for comments on the project:

- The requirement that broadcasters visit a transmitter five times each week, and read the meters every 30 minutes: "Why not, as a first step," eliminate detailed meter-reading and other transmitter-related requirements for the licensees having automatic transmitters?"

- The ascertainment of needs survey: "This, as you know, has become a favorite target of those filing petitions to deny." Whatever validity it has for large-market television, he said, there is a "serious question" as to whether the survey requirements should be imposed on small-market radio.

- The fairness doctrine "and its illogical offshoot, counteradvertising:" As for counteradvertising, he said, "I fail to see how it is in the public interest to weaken or destroy the economic base of a commercial broadcast system that for all its faults is the finest system in the world." As for the fairness doctrine, he hopes that "at the very least," it can be made simpler and more understandable.

Like Commissioner Wiley, he urged broadcasters to put aside fears he said they may have of communicating their views on re-regulation to the commission. "It is time for broadcasters to lay aside the distrust and wariness that have grown up over half a century of ever-burgeoning regulation," he said.

FCC draws up heavy six weeks of assignments

KHJ-TV renewal, children's TV, satellites, CATV questions, ratings head crowded agenda through October

The FCC, which is beginning to pull itself together after a slow August, faces a work schedule of special meetings that is expected to keep commissioners and staffers close to Washington at least through the month of October. Among other matters on the agenda is a major comparative-renewal case involving RKO General Inc.'s KHJ-TV Los Angeles—a case now seven years old.

The schedule, which also includes the children's television panels, announced two weeks ago (BROADCASTING, Sept. 11), along with a special staff briefings on the subject; the domestic communications satellite proceeding, and various cable-television items, was distributed to commissioners last week by Chairman Dean Burch.

Along with the schedule went the admonition to plan on five-day work weeks in Washington through October. The chairman noted that in the next two months the commission will be faced "with numerous, unpredictable and urgent 'political fairness' and 'equal-time' peti-

tions. It is not unusual for one or more commissioners to miss a meeting because of speaking engagements.

The KHJ-TV case, which is scheduled for commission consideration on Oct. 24, grows out of the competing application for channel 9 Los Angeles that was filed by Fidelity Television Inc., composed of a group of Los Angeles residents in November 1965 (BROADCASTING, Nov. 8, 1965). An initial decision, which favored the grant of Fidelity's application, was issued by a hearing examiner three years ago (BROADCASTING, Aug. 8, 1969).

The outcome of the case will be seen as a signal as to whether broadcasters are due for a new season of applications challenging them for their frequencies. The commission's unprecedented decision in January 1969 denying WHDH-TV Boston's license, and granting the competing application of Boston Broadcasters Inc., prompted a spate of such filings. However, in the only other comparative-renewal case it has decided since then, in August 1971, the commission granted the renewal of WQAD-TV Moline, Ill. (BROADCASTING, Aug. 23).

In other matters, the commission is to be given two staff briefings, on Sept. 26 and 28, in connection with the panels on children's television that are scheduled for Oct. 2, 3 and 4. On one of those days the staff hopes to present a 90-minute film showing samples of what the networks presented for children on Saturday mornings last season. Each of the networks was

bleess 'em all!

Time Inc. believes that cable television is a blessing to communications. A blessing that is both real and promising. Besides the obvious advantages of clearer reception and broader programming that cable offers today, in the not too distant future it will open up opportunities for in-home education, two-way communications, subscriber participation in public debate...an incredible number of benefits beyond the scope of current broadcast and telephone capabilities.

Aware of the bright horizons for cable, Time-Life Broadcast has changed its name to Time-Life Cable Communications, Inc. The change in investment from wave to wire is a natural development following Time Inc.'s recent sale of established broadcast properties. The dramatic new growth area in broadcast communications seems to be in the wire. And that's where Time Inc. is.

Time-Life Cable Communications, Inc. either wholly or partially owns eleven operating CATV systems and is constructing others in High Point,

N.C.; and in the Fresno area of California. The systems are listed below the new logotype. Bless 'em all and the subscribers who receive their blessings.



TIME-LIFE Cable Communications, Inc.

wholly or partially owned systems:

Southwestern Cable Company, San Diego, California
 Rancho Bernardo Antenna System, Rancho Bernardo, Calif.
 Marion Cable Television, Inc., Marion, Indiana
 Indiana Cable Television, Inc., Terre Haute, Indiana
 Wolverine Cablevision, Inc., Battle Creek, Michigan
 Tri-County Cable Television Company, Salem, New Jersey
 Sterling Manhattan Cable Television, Inc., N.Y.C., N.Y.
 Sterling Nassau Cable Television, Inc., Nassau County, N.Y.
 Cable Television of Rochester, Inc., Rochester, N.Y.
 Valley Cable Television Company, East Pittsburgh, Pa.
 Lower Bucks Cablevision, Inc., Levittown, Pa.

asked to submit a 30-minute film containing such material.

Two days—Oct. 10 and 11—have been set aside for consideration of the question of whether the commission should modify or affirm its decision in the domestic-communications satellite proceeding. AT&T and the Communications Satellite Corp. have asked for reconsideration, although Comsat has said it would withdraw its petition if its agreement with MCI-Loheed for a jointly owned satellite system is approved by the commission (BROADCASTING, Sept. 11).

Another two days—Oct. 17 and 19—are to be devoted to outstanding cable-television problems. These include the question of crossownership of CATV and other media (newspapers, television and radio), CATV carriage of sports events, pay cable and proposed rules for protecting radio stations against CATV-imported radio signals.

The only other scheduled event is a briefing, on the morning of Oct. 24, for the commission on ratings procedures and the uses to which ratings are put. The briefing is to be done by American Research Bureau, A. C. Nielsen Co., the National Association of Broadcasters research staff, and an advertising agency representative. The commission's interest in the subject reportedly grew out of the questions that arose last winter in connection with ARB's list of counties with television stations that, under the new cable-television rules, are "significantly viewed" (BROADCASTING, Feb. 28).

Beyond the scheduled matters are a

number of what Chairman Burch calls "front-burner" items for which no special meetings have been set.

These include the two license-renewal matters—one dealing with proposed changes in the renewal procedures, the other with a proposal for establishing criteria for determining whether a station whose license is under challenge at renewal time deserves special consideration.

The fairness-doctrine inquiry is also on the list. The commission will consider the matter after receiving an unspecified number of staff briefings.

Another item involves the question of whether land-mobile radio should be permitted to share UHF channels in cities beyond the top 10, where sharing of one or two of the lowest seven UHF channels (14-20), was authorized by the commission two years ago. The chief engineer's office is currently conducting a study of the use being made of land-mobile channels in the affected cities.

One major administrative matter listed involves the proposed reorganization of the commission—the Office of Management and Budget's controversial recommendation that calls for a strengthening of the administrative powers of the chairman's office and a merging of the field engineering and safety and special radio services bureaus.

One less weighty administrative matter to be considered involves Executive Director John Torbet's report on delegations of authority to the commission's staff—whether delegations should be revised or expanded.

CBS Radio affiliates get together this week

Speakers at four-day convention will include FCC's Burch, Senator Goldwater and top network brass

The CBS Radio Network Affiliates Association will open its four-day convention tomorrow (Sept. 19) in Phoenix.

Expected to attend are owners and managers of the 244 stations affiliated with CBS Radio, who will hear talks by network executives, personalities, and newsmen and government officials.

Speakers will include FCC Chairman Dean Burch; Jack Williams, governor of Arizona; Senator Barry Goldwater (R-Ariz.), and John Z. Delorean, vice president and general manager, Chevrolet division, General Motors Corp.

Arthur R. Taylor, the recently elected president of CBS Inc., will attend the convention. Speakers from CBS will include John A. Schneider, president CBS/Broadcast Group; Richard W. Jencks, vice president, CBS, Washington; Richard A. Salant, president, CBS News; Sam Cook Digges, CBS Radio division president and George J. Arkedis, vice president, CBS Radio division and general manager, CBS Radio Network.

Opening the convention will be Odin S. Ramsland, executive vice president, KDAL(AM) Duluth, Minn., and convention chairman, and James Ward, executive vice president and general manager, WLAC(AM) Nashville and chairman of the CBS Radio Network Affiliates Association.

Participating in the convention will be CBS News correspondents Lowell Thomas, Dan Rather, Dallas Townsend, Charles Kuralt, Charles Osgood and George Herman; CBS Radio sports reporters Phil Rizzuto, Pat Summerall, Win Elliot and Andy Musser, and Mike Roy, star of the network's *Mike Roy's Cooking Thing*.

Changing Hands

Announced

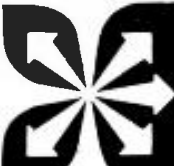
The following sales of broadcast stations were reported last week, subject to FCC approval:

■ KOKA(AM) Shreveport, La.: Sold by Stuart J. Hepburn and others to James A. Reeder and others for \$775,000. Mr. Reeder is a Shreveport resident and has been employed at television stations as a producer and technician. KOKA operates on 1550 khz with 10 kw day and 500 w night.

■ WKCC(AM) Bogalusa, La.: Sold by Curt Siegelin to G. S. Adams Jr. for \$163,000. Mr. Adams is vice president of the Washington Bank & Trust Co. in Bogalusa and has real estate, insurance and investment interests in Franklinton, La. WKCC operates full time on 1490 khz with 1 kw day and 250 w night.

Approved

The following transfers of station ownership were approved by the FCC last week

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72-40

(for other FCC activities see "For the Record," page 64).

■ **WBGs(AM)-WVSL(FM)** Slidell, La.: Sold by William C. Garrett to T. V. Garraway, Gerald Weaver and Danny F. Mitchell for \$444,500. Mr. Garraway is president of Garraway Oil Co., Prentiss, Miss., and has numerous other business interests in the vicinity. Mr. Weaver is director of public information at Mississippi State College for Women, Columbus. Mr. Mitchell is assistant to Mr. Weaver and is also a partner in Wilson-Mitchell Public Relations Consulting Co., Columbus. WBGs is a daytimer on 1560 khz with 1 kw. WVSL is on 105.3 mhz with 100 kw and an antenna 350 feet above average terrain.

■ **WACI(FM)** Freeport, Ill.: Sold by Francis X. Mahoney to Bill James, Robert Duersler and P. J. Broderick for \$130,693. Mr. James is operations manager of WOKY(AM) Milwaukee. Mr. Duersler is an air personality on WOKY. Mr. Broderick is a real estate developer in northwestern Illinois. WACI is on 92.1 mhz with 3 kw and an antenna 300 feet above average terrain.

Nash and Cottone square off again

FCC's Nash ejects KAYE counsel from Puyallup renewal hearing; later dismisses renewal application for failure to prosecute

The heated dispute between FCC Administrative Law Judge Ernest Nash and the attorney for KAYE(AM) Puyallup, Wash., Benedict Cottone, has again boiled over. Judge Nash, on Friday, Sept. 8, ejected Mr. Cottone from the hearing in which the station's license-renewal application is at stake—and on Monday dismissed the application on the ground the licensee had failed to prosecute it. Then he recessed the hearing.

The actions came as a climax to an increasingly rancorous proceeding that began, on Aug. 16, where it had left off, in December 1970—in what observers described as an atmosphere of bitter personal feelings between Judge Nash and Mr. Cottone.

The station's renewal application is in jeopardy as a result of petitions filed by a number of groups, including the Puget Sound Committee for Better Broadcasting and the United Church of Christ, asserting that the station had violated the commission's fairness doctrine and personal-attack rules. The station is regarded as conservatively oriented.

Judge Nash in June 1971 issued an initial decision recommending denial of the station's application. However, the commission last May sent the case back to Judge Nash as a result of KAYE's contention that he had closed the record without giving station counsel an opportunity to rebut charges made by the petitioners.

Judge Nash's initial decision and a petition that KAYE later filed with the commission urging his disqualification as presiding officer indicated the kind of

feelings involved. The initial decision contained a number of critical comments directed at Mr. Cottone and the manner in which the KAYE case was presented. KAYE's petition to disqualify Judge Nash—filed after the commission sent the case back to him—alleged that Judge Nash was guilty of "prejudice and bias."

The hearing on Sept. 8 provided more of the same. Judge Nash accused Mr. Cottone of resorting to the "cheapest shyster tricks in the book" to interfere with the cross-examination of James N. Nicholls, the station's president and general manager, and repeatedly warned him that "further disruptive tactics" would be cause for Mr. Cottone's ejection.

Later, after Judge Nash had ordered him out of the hearing, Mr. Cottone read this hastily prepared statement: "Your mind, sir, is a cesspool of filth, venom, venality, bias and prejudice. To call you savage would cast aspersions on innocent savages. If I believed you had a vestige of rationality, I would call you a very, very evil person."

The hearing, in a room of the Public Safety building in Puyallup, had not been a model of decorum previously, either. One observer called it a "wild" affair.

The exclusion order resulted from Judge Nash's order to Mr. Cottone to refrain from stating reasons for his objections to the cross-examination unless asked for them. For two hours, Mr. Cottone observed that order. But he was ejected after he ignored Judge Nash's order to stop arguing his reasons for objecting to a question by Broadcast Bureau counsel Joseph Chachkin.

(Judge Nash not only ordered Mr. Cottone out of the hearing but out of the hearing room. And after Mr. Cottone refused to leave, Judge Nash directed a local policeman to remove him. However, the policeman did not attempt a forcible removal after Mr. Cottone asked if he were a U.S. marshal with authority to act in a federal proceeding.)

Judge Nash, who on Friday had directed Mr. Nicholls to consider over the weekend the question of proceeding with new counsel, dismissed the station's renewal application on Monday, after Mr. Nicholls said he had been unable to obtain new counsel and that it would take months for a new attorney to familiarize himself with the record in the case. He asked to continue with Mr. Cottone.

Judge Nash said he was dismissing the application because of the applicant's failure to prosecute, and said he would issue a written order later. He also said the station had been "virulent and unprincipled" in efforts to "frustrate the proceedings." The order came as a surprise to those in the room, particularly since Mr. Chachkin had suggested that KAYE be given additional time to obtain counsel.

KAYE did not wait for Judge Nash's written order to be issued. It filed a notice of appeal with the commission on Thursday.

Mr. Nicholls, who was acting as his own attorney on Monday, read a prepared statement in which he said he had tried and failed to obtain the legal services of Eugene F. Mullin, who like Mr. Cottone is a Washington attorney and

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has been co-counsel in the case. Mr. Mullin, in a telegram read into the record, declined to participate—not only on the ground of other commitments but because he is convinced of Judge Nash's "bias and prejudice in this case."

Mr. Cottone said he had expected to be ejected from the hearing after Judge Nash issued his warning. He said he had kept quiet as long as he could, "Finally, I couldn't stand it any longer."

He also indicated he would not let the matter rest with an appeal to the commission of Judge Nash's order dismissing the station's renewal application. He said he was searching out "available procedures" for having Judge Nash removed from office.

Judge Nash could not be reached for comment, since he had not returned to his commission office by midweek and his location in the Seattle-Tacoma area was not disclosed, either by his family or commission officials. Chief Administrative Law Judge Arthur Gladstone said Judge Nash's whereabouts were being "screened" because of what Judge Gladstone understood were implied "threats on [Judge Nash's] life." Mr. Cottone said the assertion that threats had been made in any form was ridiculous.

The case has been a matter of considerable interest in the area. KAYE had taped and broadcast the hearings during the initial phase in 1970, but Judge Nash banned the use of taping equipment in the hearing room after the rebuttal phase got under way—an order that produced a number of complaints to the commission.

Mr. Nicholls, who in the statement he read into the record on Monday, accused Judge Nash of being "disruptive and unjudicial, as well as contemptuous of KAYE's and its attorney's rights," said last week: "This is a monstrous thing that's happening."

But, according to Mr. Nicholls, the station's trouble are at least producing hard evidence that KAYE has supporters in the area. He said the hearings thus far has cost the station more than \$200,000—and that all of that sum has been contributed by listeners in response to broadcast appeals for help.

Media Briefs

Bond in Boston. George E. Akerson, president and chief executive officer of WHDH Corp. has announced appointment of Provandie Eastwood & Lombardi Inc., Boston, to handle all advertising and promotion for WHDH-AM-FM there. Assignment became effective Sept. 1.

Barometer. Tele-Poll is name of new overnight public-opinion sampling service provided by American Research Bureau. Service employs 3,000 telephone interviewers around country. Up to five questions—answered by multiple-choice or "yes" or "no" responses—are asked. Results are delivered by telephone day after survey, followed by written confirmation. ARB says technique can be adapted to collection of any type of information on local, regional or national basis.

Nicholas Johnson's guide to almost dropping out

FCC commissioner's latest book, a new collection of old writings, brushes past television on its way to mapping alternative life-style that stops short of disengagement

Some two and a half years ago FCC Commissioner Nicholas Johnson collected and polished articles he had written and speeches he had delivered, stitched them together with some new material, and put it all between the hard covers of a book called "How to Talk Back to Your Television Set." It contained some of his specific criticisms of television and informed citizen groups of the rights they had in seeking redress of their grievances against local broadcast service (BROADCASTING, Feb. 9, 1970).

Now he has once again dug into ideas he has expressed in speeches and lectures and articles he has written to produce a new, soft-cover book, published by Bantam Books under the title "Test Pattern for Living," and described on the cover as "A 20th-century guide to coping with life, liberty and the pursuit of happiness—without dropping out." It sells for \$1.25.

And the recycling technique is appropriate to the subject. For, going beyond his immediate interest in television, except as he sees it as part of the problem rather than the solution, the commissioner offers suggestions for an alternative lifestyle—one that "many people believe to be more 'natural,' that seems to work better for me." That style, he says, "centers on the life force that binds all of us to each other, and the universe from which we came and to which we return."

To Commissioner Johnson, life in the corporate state can be a grim, unrewarding business. He quotes statistics showing increases in the number of patients in mental hospitals, in the consumption of alcohol, in the number of unwanted illegitimate births and in the alienation of Americans from the mainstream of society. And beyond these statistics, he says, are the majority of Americans who simply "lead dull lives which produce dull headaches."

The commissioner does not blame all of society's problems on television, but the medium comes in for a heavy dose of criticism. Indeed, he calls the "corporate control of television" perhaps the "nation's greatest tragedy," says "there is very little that is programed any time during the broadcast day that is in dissidence" with Big Business's over-all domination, and contends that television has not only "failed to make us a better race of men, it has actually made us worse than before."

He sees it as educating viewers "away from life and away from individuality." He says not only do the commercials and the programs "explicitly preach materialism, conspicuous consumption, status consciousness, sexploitation and fantasy worlds of quick shallow solutions, but even the settings and subliminal messages are commercials for the consump-

tion style of life."

Commissioner Johnson, as the explanatory note on the cover indicates, does not feel it is necessary to "drop out." He appears content to continue earning his \$38,000 annual salary as a member of the commission, and accepting those amenities and conveniences of modern life that meet the tests of utility—like the Salk antipolio vaccine and airplane transportation for long trips. But the commissioner, who lives alone, describes a life style he has developed for himself that, he says, works for him, one that stresses a return to basics; he tends a simple garden, prepares simple food, does some modest mending of clothes, and transports himself about town by bicycle.

The aim, he says, is to "integrate creativity and contemplation, love, religion, exercise, food, clothing, shelter, transportation (life support activities), relation to nature, and professional productivity into a balanced life in the city that comes as close as possible to the kind of integrated whole life man lived when first on earth."

The 145-page book, in a sense, has scores of co-authors. As he did in papers delivered at Berkeley and at Yale, the commissioner alternated pages of his text with pages of quotes from a variety of diverse sources—from Richard Nixon to Charles Manson and the anonymous authors of a number of television commercials—that are intended to underline the points he is making.

As was true of his first book, Commissioner Johnson will receive no royalties from "Task Force for Living." Under his contract with Bantam Books, the publisher is to retain sole control of the funds and will disburse them "to and for the benefit of nonprofit foundations and other organizations and persons devoted to a public service purpose." Commissioner Johnson is not to participate in choosing recipients.

The royalties from "How to Talk Back to Your Television Set" were earmarked by the publisher, Atlantic-Little, Brown for organizations concerned with "improving the contribution of television to the quality of American life." The Citizens Communications Center was eventually chosen as the beneficiary and has received some \$3,500.

That time again. The Federal Communications Bar Association's annual fall outing will take place Oct. 10 at the Washingtonian Country Club, Gaithersburg, Md. Events include golf and tennis, as well as a buffet supper. Joining in the occasion, as they have in years past, are the National Broadcasters Club and the Association of Federal Communications Engineers.

The "Media" department continues on page 45. A "Special Report" on country music occupies pages 29-44.

Something happened to the Grand Ole Opry between its first broadcast in 1925 and the most recent in this, its 47th year.

From a single octogenarian fiddler, its talent roster grew to include 60 country music stars.

From a few thousand listeners, many of them tuned in on crystal sets, its audience grew to include millions of country music fans.

To accommodate the thousands of fans who now come to see the Grand Ole Opry each week (6000 on an average Saturday night!), we've built a new Grand Ole Opry House

which we'll be opening early next year. Surrounded by Opryland, U.S.A., the fabulous entertainment park that has American Music as its theme, the new \$12 million Grand Ole Opry House is the largest radio theatre ever constructed. It's the first major radio facility built in this country since the advent of television.

And country music built it.

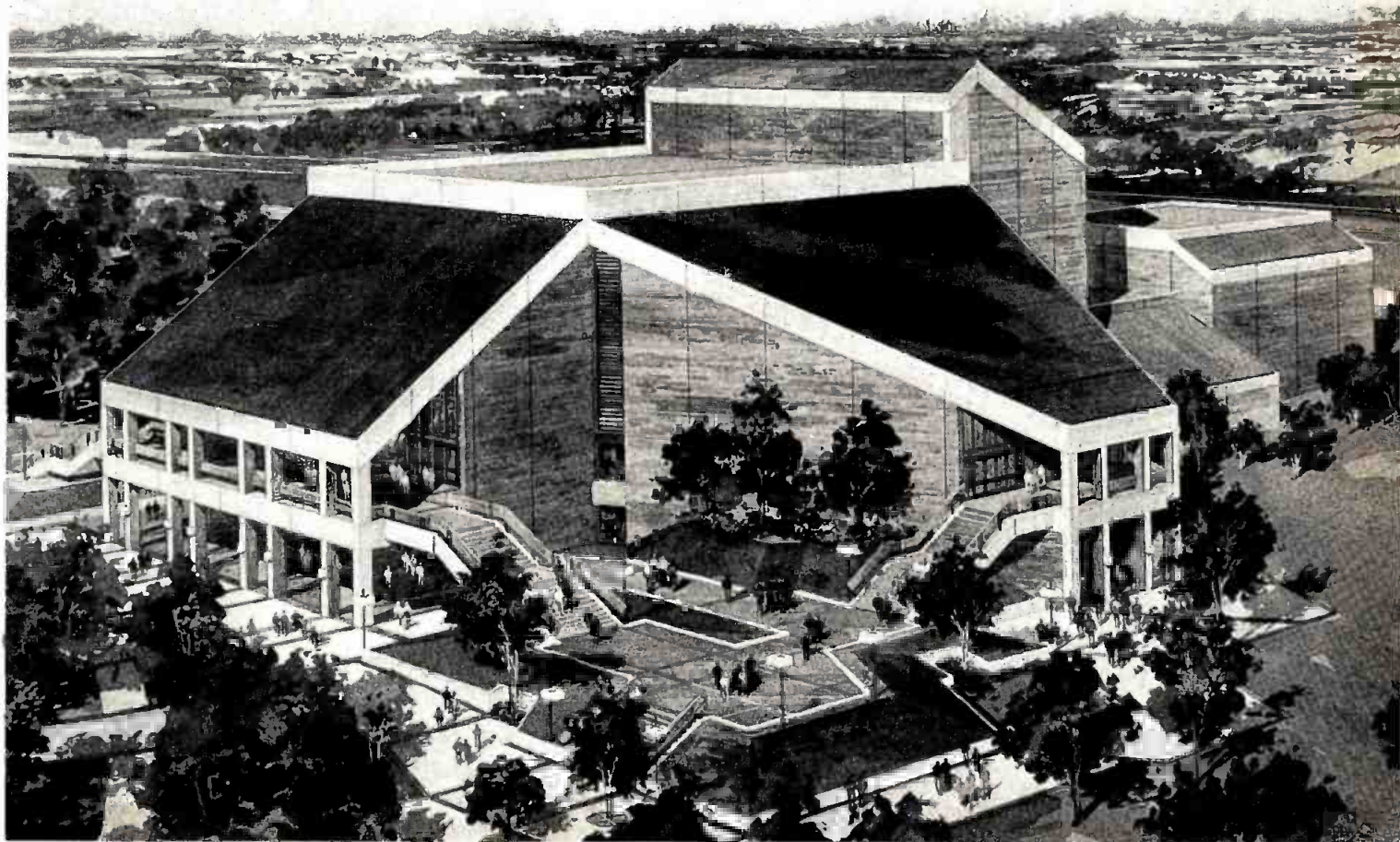
Forty-seven years of country music on the Grand Ole Opry.

With each year greater than the one before.

WSM
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This is the house that country music built.



Its roots go back to those of America itself. Its branches cover the heart of the nation. Its shadow reaches to all ends of the radio spectrum. It's country radio, the subject of this special report by Broadcasting assistant editor Michael Shain.

There's new life in an old radio art form: Country radio has come to town in a big way



Ric Libby sat in the production studio of KENR(AM) Houston, the station that hired him 18 months ago, playing a selection of records he had just pulled from the "play" stack. He set the needle down on a single, "Garden Party," a song about the rather cold reception the artist, Rick Nelson, received when he played country music at a rock-and-roll revival concert at Madison Square Garden. "Now is that country music?" Ric Libby asked.

Then he played a Mac Davis song called "Don't Get Hooked on Me," a pop record performed by a Nashville resident. "What's country music?" he said with a shrug.

And then he played a mountain song complete with mandolins, banjo and fiddle. The artists were a group of long-haired youngsters from California, the Blue Grass Alliance. "What's country music?" he asked again.

Ric Libby's question is not simplistic. It is at the heart of the principal dilemma that faces every country radio programmer today.

The barriers that once separated music into classifications of country, rhythm and blues, rock, rock and roll, etc., are coming down. Some radio programmers have tried to ignore this phenomenon, others may not realize it's happening. But those in the forefront of today's radio have seen their listeners shake loose from the straight-jackets that kept white audiences ignorant of the burgeoning eclecticism of black music, northern audiences ignorant about the modernization of country music, and rural audiences ignorant of the music with country sensibilities that white pop artists were peddling to urban audiences.

Sometime in the middle sixties, the production of country music took a sharp

turn. Double fiddles, mandolins, banjos and, to some extent, even the pedal-steel guitars were out. Eddy Arnold appeared in a tuxedo. Ray Price fired his Cherokee Cowboys and stipulated that he be provided with a 26-piece orchestra for all his live dates. Pete Drake, premier pedal-steel guitar session man in Nashville, became as well known among rock fans for his side work with Bob Dylan and George Harrison as he had been among country devotees.

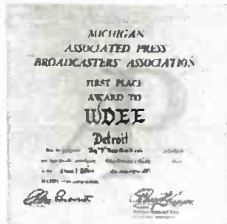
For the most part, the dominant country music outlets in the major markets of the U.S. have been on country formats for only the last four or five years. Station operators who found themselves in trouble during the mid-sixties looked around the country and found several major stations that had adapted country music to a more tightly formatted sound and were doing well. There were little more than a half dozen of these "modern country" stations, as they came to be called, in 1965 and 1966. Among them were KSON(AM) San Diego, KRAK(AM) Sacramento, WJJD(AM) Chicago and KAYO(AM) Seattle.

Jay Hoffer was in at the beginning of KRAK's country switch in 1962. He is still the program director of that 50 kw Sacramento country station. "We tried to apply the modern techniques of radio, meaning format radio, and superimpose that onto a country structure. Country radio before this time was a very loose arrangement. There was a lot of yak on the air from what we heard of the small country stations around the area. There was a lot of visiting, that kind of crap. And they played whatever the hell they wanted.

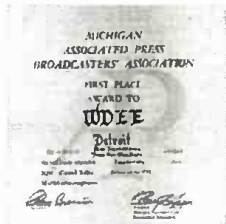
"Initially we had jocks who were basically from a country background. They were part of a panel who would sit down and listen to the music [and make selections]. It became apparent to me—and I really didn't know the music per se—that all these guys had their own particular prejudices. I was a neophyte to this particular sound, but at least I could be objective. I didn't know Johnny Cash from a hole in the wall. All I knew was what I heard and if I thought it was going to fit the particular direction we were going then we'd play it." After several months Mr. Hoffer disbanded the DJ music panel and began making all the selections himself.

The decision Jay Hoffer made 10 years ago was not unique, but it was illustrative of a situation that would repeat itself many times in the years to come as programmers came into country radio from top-40 and MOR backgrounds with little knowledge of Kitty Wells, Hank Williams, Ernest Tubbs and all the other stars who had headlined country music in the preceding two decades. Tom McEnty, head of country promotion for MGM Records: "[In the middle sixties] you could rattle off the names of only about two dozen people who were stars. They totally dominated the charts. That's the way it was. Suddenly, the increase in new country stations brought guys who didn't know much about country in to be program directors and music directors and they mostly came from rock. They

There's more to the Big-D than music



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PROFESSIONAL AWARD

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Tammy Wynette. "The first lady of country music" put a beautician's career behind her after a lucky interview with Columbia's Billy Sherrill in Nashville. Her gift is "a little tear in every word."

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had to come from someplace. And they started to play other people besides the Wanda Jacksons and the Ernest Tubbs. They didn't know those names. And they weren't used to the twangy country sound so it was harsh on their ears. So they started picking Lynn Andersons and Charley Prides."

Don Nelson, general manager of what may be the best rated and most highly praised country outlet in America, WIRE Indianapolis, places the credit for the advent and success of "mod" country radio on the record producers and artists of Nashville. "It's important that we realize that the big successful radio stations today did not *make* Nashville. Nashville made those radio stations. Prior to about 1966, there was a limited amount of country product with vast audience appeal. You were restricted to just plain hard country. Then, in the mid-sixties, they started coming with your Glen Campbells, who were suddenly number one on all the charts. When Nashville broadened its base, when it changed the product, that made it possible for country music radio stations to succeed."

Billy Sherrill never really cared all that much for country music when he was a kid; what he really wanted to be was a saxophone player in an R&B band in the Deep South. Failing that, and to stay alive, he migrated to Nashville and picked up work at Sun Records, mixing masters. He became intrigued and then methodical in his search for what he thought would be the elements of a new kind of country hit. He put horns and orchestras into country songs, often staying around after hours and recording all the instruments

himself. Epic Records, impressed with his tapes, hired him away from Sun Records after a couple of years. He found success at Epic with a Grammy-winning David Houston hit called "Almost Persuaded." He was the boy wonder of the quonset hut that Owen Bradley built to be the first permanent studio in Nashville after the second World War. It—and Mr. Sherrill—now belong to Columbia Records.

It was little more than four years ago, and not long after "Almost Persuaded," that a blonde beautician from Birmingham, Ala., walked into Billy Sherrill's office. She had been to just about every other record company in town with her handful of self-written songs looking for her Big Break.

"I was kind of sorry for her," Mr. Sherrill said in an interview several months ago. "She looked kind of beat. But something said: Don't turn this chick away."

The blonde beautician, it later turned out, had a gift. "A little tear in every word" was the way he described it. And Tammy Wynette used her gift for all it was worth—which at present is close to three million albums. It takes an entire room of her house to keep all the awards she has won, including the second gold record ever given a female country artist for *Tammy Wynette's Greatest Hits*. She now is known in the business as "the first lady of country music."

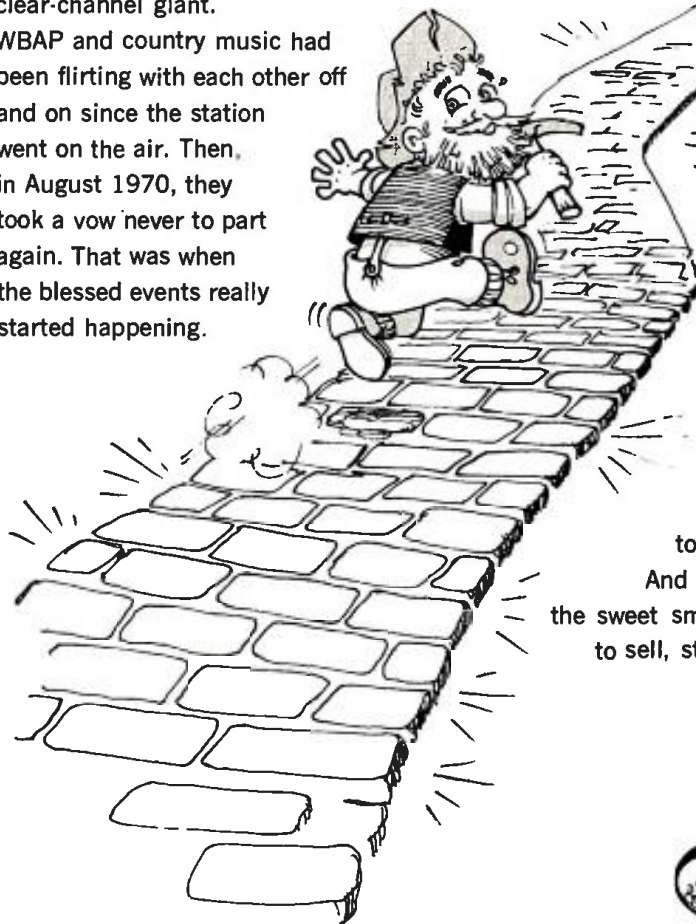
"When I came to Nashville," Billy Sherrill remembers, "country music consisted of twin fiddles, which I *always* considered obnoxious, and mandolins. I never could stomach blue-grass music,

WBAP 820 Radio's road to the top is paved with

COUNTRY GOLD

Call it Country Gold or country music. It's all the same, and it's been around for ages. So has WBAP, the station that started out in 1922 with 10 tiny watts and grew into a powerful 50,000 watt, class 1-A, clear-channel giant.

WBAP and country music had been flirting with each other off and on since the station went on the air. Then, in August 1970, they took a vow never to part again. That was when the blessed events really started happening.



Within six months from the introduction of the Country Gold sound, WBAP was sold out 24 hours a day about 80 percent of the time. And previously-reluctant advertisers were crying for spots. Today, WBAP Radio has the largest listening audience of any country music station in the world.

It also holds the #1 spot in adult listenership in the Dallas-Fort Worth metropolitan area.*

And the DJs have practically become household names in this area, the nation and several foreign countries. WBAP's road to the top is paved with Country Gold. And from there you can breathe deeply of the sweet smell of success. If you have something to sell, start at the top with WBAP 820 Radio.



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*April-May 1972 ARB (Aug. ¼-hr. listeners Mon.-Fri.)

WBAP 820 RADIO

50,000 WATTS / CLEAR CHANNEL / NBC / FORT WORTH-DALLAS



WISH YOU HAD A DOLLAR FOR EVERYONE IN CENTRAL KANSAS?

**We'll Sell Them to You
for \$1.81 a Thousand!**

We deliver more adults, 18 to 64, in the Wichita RSA than any other radio station ... and we do it for just \$1.81 a thousand!

We do it with greater on-air people ... a stronger signal ... more listener participation ... community involvement ... and wholesome country music! KFDI AM/FM full time country music. **48 Hours A Day.** We're playing it for more people than any other station in our area. And remember. Our audience is for sale ... for just \$1.81 a thousand!

*(Based on 12 time weekly - 50% AA, 50% A - rate, general card #8. Source ARB 1972. Subject to limitations inherent in survey method.)

KFDI

AM and FM, WICHITA, KANSAS

1971 COUNTRY MUSIC STATION OF THE YEAR

We also own and operate **KTTS** AM/FM
full time country music, Springfield, Mo.

Represented Nationally by:
Alan Torbet Associates
the Radio representative



even though I personally like some of the guys and recorded some of it. I think [the change came] with producers coming into town with backgrounds in blues, pop and gospel music. The producers had a great hand in molding the artists. You take Ray Price. Go back and listen to him 10 years ago and then listen to him now. It's the same artist but it's a completely different record. The same musicians play with him, [but they've eliminated] a lot of foreign sounding instruments. I don't like the sound of a five-string banjo on a record; I never did."

The sensibilities of country music haven't changed, nor have the subjects of the songs or the way lyrics were used or even the people who listened to country music. But the *sound* has. And it's the sound of country records today that has broadened the base of its audience, sold many more records than previously and given birth to modern country radio—the latest incarnation of a music with a long, cherished history.

According to the Country Music Association, the promotional organization for the industry (both radio and records), there were 81 full-time country music stations in the U.S. in 1961. Nine years later, in 1970, there were over 650. The statistics tell their own story, but they don't tell what it took to get there.

The music we now call country was first nurtured in people whose fortitude and broad-backs are intoned and canonized by politicians and historians as "those who made America great." They were unsophisticated, conservative, religious, hard-working and close to the land. They supplied the textiles and coal that kept the "civilized" Northeast warm. They used their hands, their wits and their mules against a hard way of life. They used their women to cook and to make babies, and they used their God to make sure it was not all in vain. They brought with them from the British Isles a simple, narrative type of music. They changed the lyrics around so that the music did what it was supposed to do—take their minds off the poverty and loneliness that surrounded them. Their instruments were homemade for the most part: mandolins, dulcimers, zithers. Later immigrants brought fiddles. And the Appalachian residents learned how to play the five-string banjo, a Negro invention. They sang with a distinctive, high-pitched, nasal wail, each with his personal, untrained style.

It was radio, in the early twenties, that brought all these disparate influences together and tapped the great subterranean wealth of country talent. WSB(AM) Atlanta, one of the first big radio stations in the South, is credited with giving country music its first air exposure. Other powerhouse stations across the country jumped aboard quickly. WBAP(AM) Fort Worth had a weekly "barn dance" show that blanketed two-thirds of the country. WLS(AM) Chicago, then the Prairie Farmer station (ABC now operates it as a leading rocker), ran a *National Barn Dance* that was the biggest weekly radio

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show in the Midwest for almost a decade. In 1925, WSM Nashville began Saturday night broadcasts of a live program they called *The Grand Ole Opry*.

The popularity of the Opry was such that an entire industry grew around it; there are few other reasons that country music business now resides in Nashville than the simple fact that WSM was operating there.

Country music would not be country music without the Opry. It is called "the Mother Church." People have been known to travel hundreds of miles to come to the Opry on Saturday night (CMA estimates that the average distance traveled by an Opry-goer is 500 miles). In the summer it is sold out two months in advance. Opryland Park, a Disney-like mecca of country entertainment and amusement, opened in Nashville this summer in the hope of capitalizing on the tremendous tourist attraction it has become. "It is, for fans and performers alike, the end of the rainbow," one writer said.

The Opry and WWVA(AM)'s *Jamboree U.S.A.* in Wheeling, W. Va. (about to celebrate its 40th anniversary), are the only two programs of this type left on the air today.

The second World War only helped to spread the gospel of country music even further. At a time when most able-bodied males were in uniform and headquarters of the military bases in the U.S. were in the South, there was nothing but country music to listen to. Every time some kid from Brooklyn or Milwaukee turned on the radio, it was country music that came out. Northerners, and upper-class Southerners who had looked down their noses at country music, found they liked it.

Then came the fifties and a disastrous decade for country music. Even today, artists and record executives who are still working in Nashville shake their heads and cluck their tongues when they think about what rock and roll did to country music. Most painful of all was that it was their own boys who did it to them—Conway Twitty, Carl Perkins, Jerry Lee Lewis and, oh yes, Elvis Presley. All these young boys, who had grown up below the Mason-Dixon line listening and playing country music, were making music that knocked country music off the air and off the charts. Radio belonged to "the kids."

In 1952, a group of country disk jockeys, attending the Opry birthday celebration in Nashville, were discussing their common plight of little pay and prestige due to the drop in popularity of country music. They decided they needed an organization to promote their music. The Country Music Disc Jockey Association was formed the next year with about 75 members.

Five years later, when the rest of the industry in Nashville realized the moderate success of CMDJA in getting a growing popular and advertiser acceptance to country disk jockey shows, CMDJA became CMA. Few trade organizations have been as active in member service; it's said that if you want to see the most extensive "free" consultation service in

America, just write a letter to CMA and tell them you want to change your format to country.

Musicologists looking back on the formative years of modern country music may well settle on Roger Miller as the man who brought country back to national popularity. His string of hits in the early sixties—"Dang Me," "Chug-a-Lug" and "King of the Road"—were rural-sounding all right, but very un-country (no pedal steel, no fiddles). His music was cleanly produced and humorous, with plenty of up-beat scat singing.

Mr. Miller was the first of a string of Nashville artists who would consign the traditionalists to the background (Roy Acuff, one of the foremost performers in country, went into music publishing) and thrust Glen Campbell and Johnny Cash—and Miller himself—into network TV.

And the people who nurtured country music in their souls in the 1960's were of a different stock than the hillbillies of Appalachia 40 years ago. As one writer said, "Over the years, of course, the strain improved. They started voting. For Wallace."

Today, the primary country music audience is made up of working people—"gear-jammers" (truck drivers), waitresses, factory workers, mechanics, secretaries. But they are middle-class now, and they have money. Though the demographics by sex have been equaling out in the recent past, country music has feminine appeal. Most of the artists are male vocalists (the country "group" is rare) and even the female singers gear their music to women (Loretta Lynn's "One's on the Way," a big country hit about being stuck at home with the kids while her husband has fun all day or Tammy Wynette's "D-I-V-O-R-C-E").

Country is indeed America, and her majority—silent or not. Country stations have discovered that promotions become sure-fire winners when tied into patriotic themes. KSON(AM) San Diego gathered bar-soap from its listeners for the boys in Vietnam. Chris Lane's syndicated country programs (by Programing db) run regular features on "What's Right with America."

"The [country] audiences are very loyal, basic Americans," says Dan McKinnon, owner of KSON. "As a result they're more responsive to this kind of promotion. They're just fundamental type people."

"Country music has an audience not ashamed to admit their love of their woman, their country, or their God," Chris Lane believes. "And they profess this musically and reactionally to things you do on the air."

And values such as these are not regional; they are continental in America. Inevitably, there has to be a growing acceptance for the music that glorifies them.

If there is one thing not at a premium among country music station operators these days, it is stories about how the bank president or insurance executive or airlines timebuyer or big-time lawyer next door have become converts to country

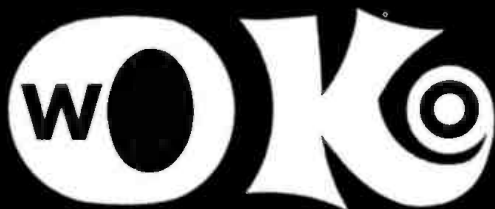
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music. And the reason these radio people are so proud to tell their stories of upper-class acceptance is because they saw so little of it in years past. The crippling prejudice—in many ways a blatant class bias—has broken now.

George Dubinetz, general manager of WJJD(AM) Chicago: "When we first went country [in 1965] and I used to go around and make presentations to the agencies and time-buyers, I knew just by looking at these people that it was a losing battle. The buyers would tell me, 'We don't even have a classification for your format on our estimate sheets.' We had to prove ourselves. Every damn time somebody was going to buy us, he wanted almost a guarantee of success. The timebuyers used to say, 'I don't know how you can be successful. You don't have any cowboys riding down Michigan Avenue.'

"The same kind of thing used to exist with the airlines," Mr. Dubinetz continued. "They would say, 'We never had a man walk up to our counter wearing a steel helmet and safety shoes. Therefore, the guy who works for a living in the trades never flies.' They could identify a lawyer because he had a briefcase and a derby. They could identify a banker because he had a vest and a Chesterfield coat. But they couldn't identify any other group. So they used to give us a hell of a hard time.

"When we were one of the only major market stations in country, they could ignore us. But then other people got into this thing. And they too began to come

up with big numbers. And it wasn't too long before somebody said, 'Hey, let's look into this thing. I see that there are five stations that are dominant in their respective markets.' When they saw Atlanta [WPLO(AM)] coming up big against [W]SB, and they saw Detroit [WDEE(AM)], and Los Angeles [KLAC(AM)], and Indianapolis [WIRE]. Then they had to sit down and say 'Maybe there's something to this.' And that's when country broke."

Dan McKinnon is the 38-year-old owner of KSON(AM) San Diego, another of the stations that pioneered the modern country format. He, and his station, have been known for the last 10 years for their work in promoting country music. That promotional ability was one of the reasons he was tapped for a position on the CMA board—as well as on that of the National Association of Broadcasters. As he puts it:

"The advertisers finally woke up to the fact that people who listen to country music eat, and they drink, and they smoke and they reproduce. They do everything every other human being does. We've now had just about every prestige advertiser on the station and as a result they've realized we can really drag in the 25-to-49 age bracket."

Why are country stations so concerned with image and prestige? Says Mr. McKinnon: "... because everybody has been calling them ... -kickers and cowboys for so long. We're not that. We're just providing a form of programming that a great bulk of people want to hear. We're trying to impress a bunch of time-

buyers earning \$600 a month that we're a class operation and we're just as sharp and smart and articulate as anybody else in this business."

Country radio, admittedly, was more "country" than it was "radio" at one point in the past. But the stigma of bib overalls and moonshine stills is gone. The fact that the term "uptown" is used to describe a modernized country format displays the deliberate upward mobility of the programming format. It is now a part of mass radio—a format practiced and perceived no differently than contemporary, MOR, all-news or talk.

But there are differences. For example, there is perhaps a closer relationship between the people who work in country radio and the people who make country music than in any other format. Programmers and air personalities of the major country outlets in the U.S. who have been in country radio for even a short period of time have met and in some cases know personally the biggest stars of the field. The same cannot be said of contemporary or MOR jocks and programmers. There are a large number of performers who started out in radio—as air people, for the most part. Tennessee Ernie Ford, Tom T. Hall, Bill Anderson, Ferlin Husky and Waylon Jennings all were disk jockeys before they started making records.

The country music business was such that even people who had no desire to

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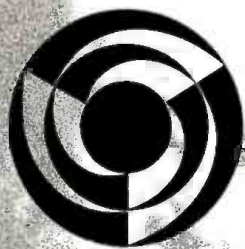
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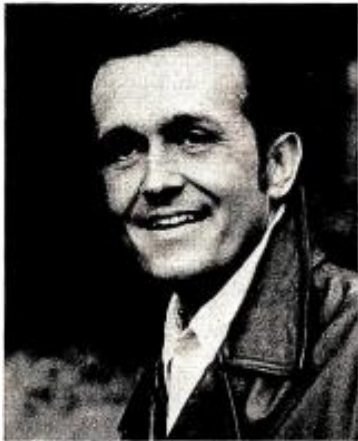


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make records for a living and wanted to stay in radio could cut a couple of records on the side and still get hits. Ralph Emory, for many years the all-night voice of WSM, cut eight singles before he gave it all up for syndication of his show (his first single, "Hello Fool," sold 125,000 records). The reasons for this close wedding between artists and radio people are many. Many in radio echo the view of Bill Robinson, program director and morning man of WIRE(AM) Indianapolis:

"It's not that the jocks are different," Mr. Robinson believes, "it's the artists who are different. Most of them have come from humble beginnings, to use a well-worn phrase. But they have played the honky-tonks and parks for little or no money for so long—and they almost had to beg radio stations to play their product—that when we started playing their records and country radio took off, they still remember. But mostly—I don't know if this is because so many of them live in one town [Nashville]—there are a lot of awfully nice people in country music who haven't gotten swept away with the 'I'm-a-star' thing. You can still sit down and talk to them. They're touchable.

"A rock group that has had a top-10 record—well, they're somebody's neighbors too. But they're kids and they're scared to death. And some manager gets hold of them and says, 'You've got to put up the big front. You're superstars, now. Don't let the people touch you.' There's a different aura about the big

rock acts. The teen idolatry, and their need to be closeted from concert stop to next concert start. It's the people who are different in country."

Another factor that keeps this affinity for artist and radio, and that has allowed jocks to become artists, is the fact that through the last four decades, country music and radio have been irrevocably wedded in the eyes of the country audience. In the twenties and thirties, radio—not records—was the main vehicle for country music. Even today, the in-person performance is the one means that an artist has of making more money than by selling records. Except for a few extremely popular performers, most country musicians make their money touring.

That fact makes airplay even more important. A hit country single will sell no more than 300,000 copies—anything over that is a true "monster." Airplay is just about the only way to break even on a record. Record companies have impressed that importance on their artists, which helps account for the added attention artists give to radio.

"The [country] broadcasters have created an image that the artists and promotion men and general public have taken advantage of," says Mike Jackson, program director of KVOO(AM) Tulsa. "We are accessible to people. You have to go through three secretaries, four bodyguards, and possibly a German police dog trying to get to the head of programing of a successful contemporary station. But as long as we're not talking



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with anyone else, we're available to anybody at anytime. We're not better people necessarily, we're just easier to get to. We want to talk to everybody who wants to talk about anything that has to do with country music."

That "everybody" has grown much larger and more diverse in recent years. To say that country music is "mass" is not to say that country stations are all alike. Far from it; there are different sounds—and different kinds of broadcasters.

A "second generation" of country stations came on the scene in the middle and late sixties—major-market stations operated by some of the larger groups (Plough Broadcasting, Mid-Atlantic, Mission, Storer and Metromedia among them). Their switch was less a matter of love than desperation; the MOR's and top 40's they had in those markets had come on lean times. As often as not, other country stations were already there—many of them locked in with audiences that resented the modernization of their music and were put off by the highly produced sound of contemporary radio. Many had never considered updating their own formats.

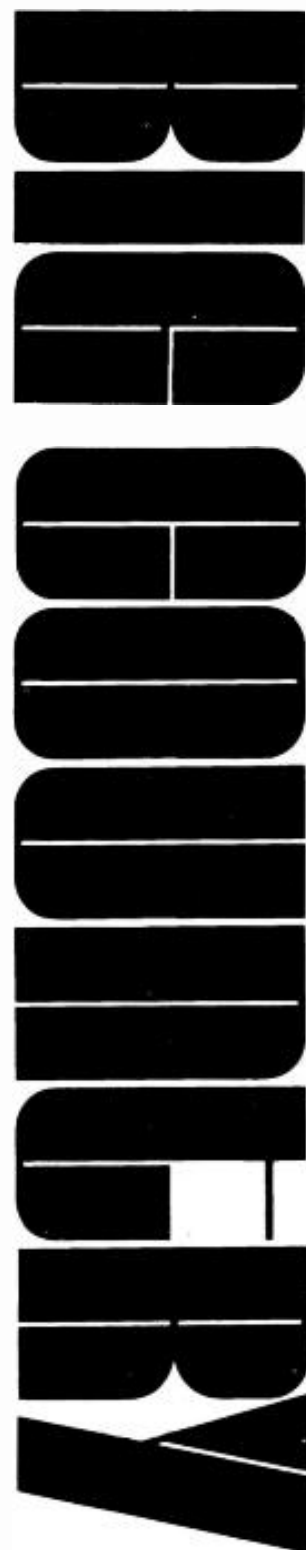
But most importantly, the traditional stations often were handicapped by poorer facilities—low-powered, top of the dial, some daytime-only. Joseph Conway, general manager of WDDE(AM) Detroit, relates the success of the country radio newcomers to their contemporary backgrounds.

"If you go back over the development of top 40," he says, "you'll find the first guys who went rock were the low-power, high-frequency stations. It was just a matter of time before a bigger facility jumped them. When WMCA(AM) and WINS(AM) were the rockers in New York, they were tremendously successful. As soon as a powerhouse like WABC(AM) jumped on rock and put its signal out miles and miles beyond the capability of the others, they were going to knock them off. In this market, if CKLW [(AM) Windsor, Ont.] or WJR [(AM) Detroit] went country, they'd bury us."

"All these stations [that have gone with country formats recently] changed formats because they were losing their shirts," says Dan McKinnon of KSON. "And they had a better facility than the station doing country in the market, you'll see if you analyze each one. The better facility gave them the upper hand. But it all boils down to economics. I don't care what anybody says, you don't change a successful format. And they were losing big before they went country."

This phenomenon of better-signal country outlets utilizing contemporary presentation with modern country music seemed at the heart of country radio's great gains until 1970. About two years ago, several programmers backed off on country's head-long rush toward modernity and, with immediate success, they began pulling Kitty Wells and Webb Pierce out of the library and went "traditional."

WBAP(AM) Fort Worth had a signal



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that could be heard in southern California, Detroit and northern Florida on good days. On an old-line MOR format—and a split frequency, one for Dallas, one for Fort Worth—WBAP was “withering on the vine.”

In August 1970 management won FCC clearance to broadcast on a single frequency. Several days later, they turned the programming over to Don Day, brought in as a DJ four months earlier. Mr. Day had an idea that “in a world as torn as this one, with so many things happening,” an audience might very well enjoy listening to the music of a time when “things were much simpler,” as he puts it.

KBOX(AM), country in Dallas, and KBUY(AM), country in Fort Worth, were both on modern “uptown” formats. “Country Gold”, as Mr. Day called it, seemed to be the way to go.

With a huge hourly commitment to country oldies and a playlist emphasis on traditional-sounding new product, WBAP took off. It went country on Aug. 17, 1970; in two years it's become the number-one station in the Dallas-Fort Worth total survey area.

WBAP's meteoric success sparked controversy all over the country world. Was this the coming thing? Had contemporary country formats modernized themselves too much? Was WBAP's success due merely to its signal?

Don Day says that he does indeed have to give much of the credit for WBAP's acceptance to its signal. As an example, a truck stop in Indio, Calif., has been advertising on the station for two years with great success, WBAP's sales manager says. Indio is about 1,200 miles from Fort Worth.

“But I think this format can work anywhere,” Mr. Day says emphatically. He has helped friends in other markets try to prove it—including Mike Jackson, who wanted a similar sound on KV00(AM) Tulsa, Okla. KV00's switch is now a year old. It's been accompanied by a jump from seventh to first in the market (all day parts, Monday to Sunday).

At Metromedia's ailing KLAC(AM) Los Angeles, Bill Ward, previously the station's program director and now its general manager, went “hard” country in 1971 after a lackluster year on an “uptown” country format.

“We made several personnel changes and got rid of the jocks who weren't country,” he says. “And then we went real hard country for about a month and then gradually tapered off. The reason for doing that was to get attention—as the California highway patrol did when it took over on the freeway system. First day out, they wrote tickets for every damn violation they could spot, just to let people know they were there. And that's what we did by coming on real strong hillbilly.”

Mike Oatman, morning man and sales manager of KFDI(AM) Wichita, Kan., just scratches his head and wonders: “I don't know what all this fuss is about. We've been hard country for eight years—haven't changed a thing in eight years—and we've always been on top in this

market.” And according to the rating services, he's right.

At another point on the scale are stations that have wedded the music of contemporary radio and country radio to come up with their sounds. An example is KCMO(AM) Kansas City, Mo. Along with Dick Carr, who had just left WNEW(AM) New York (MOR), Lynn Higbee, KCMO's operations manager, tried to fit the format into the Kansas City market. “We had to decide between going after the powerhouses in the market or finding a niche. The only obvious niche was all-news or talk, which did not have a history of success in Kansas City. The next question was, ‘Is there something happening in the music business that hasn't yet met the eye?’ There were a lot of stations doing mod country music, but we felt it was only a clean, new-model traditional country as opposed to anything really different. Then we said, ‘Why can't you play Merle Haggard talking about “The Okie from Muskogee” along with James Taylor talking about “You've Got a Friend.” They're saying the same thing.’”

That's the way KCMO has been mixing its music for the last few years: one pop record, one country record. It's enough to drive a blue-grass purist up the wall. It's also been enough to drive a large number of adults with no preconceptions about music classifications to KCMO.

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format, per se, in America today," says general manager Don Nelson at WIRE. "In rock you have people doing the Drake thing. In beautiful music, you have people doing the Shulke thing. You don't have that in country. I can't say I've ever heard a station that sounds quite like ours. You just can't stereotype any of the half-dozen or so truly successful giant country stations. It's a matter of adapting to your own format."

The creeping influence of country music on the work of such pop performers as Bob Dylan, the Byrds, James Taylor, Ringo Starr and John Sebastian, and the burgeoning popularity of country rock bands—the Flying Burrito Brothers, New Riders of the Purple Sage, Poco, the Band—has been chronicled in music and consumer publications for several years now. *Look* magazine devoted an entire issue to it (one of its last). But generally programmers of country music stations have ignored these adopted country groups. Indeed, pop music in general has been shunned on these stations. They had an audience, they felt, that wanted country music and country music only. "Pop stations are in a much more desirable position than we are," says Don Nelson, "because they can play a lot more of our product than we can of theirs."

So ran the mainstream opinion. Programmers whose music had been downgraded and scorned were not about to turn around and embrace pop music just because a couple of contemporary stations were playing a Johnny Cash single or two. But the last six months have seen the "integration of the country ghetto," as one program director characterized it. Neil Diamond and Jim Croce and Rick Nelson have made the reverse cross-over to some hard country stations.

The criterion for programming these pop hits seems to be that if a song has country sensibilities—if it appeals to the same desires in a listener as does a country song—then it is likely a country listener will accept it.

"Our first reaction was not even to consider 'Song Sung Blue' for airplay," confesses Tom Allen, program director at WIL(AM) St. Louis. "But my audience demanded it."

"It's a continuing soul-searching thing," Bill Ward of KLAC says of his decision not to play pop records. "But you've got to draw the line and not become a pop station. You can play Wayne Newton or the new Mac Davis record and you're going to sound like an MOR or semi-rock radio station. And lose your country identity."

One of the most vigorous elements in the controversy has centered around a seven-man band called Commander Cody and his Lost Planet Airmen. Oddly enough, Commander Cody's music is traditional country—which pre-empts it from play on some of the more modern stations (too hard).

Mike Jackson, program director of KVOO(AM) Tulsa: "One of the first records we got from Commander Cody was 'Lost in the Ozone.' It was one of the finest arrangements I ever heard in my

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life. I even went to a store and bought it for my own library at home. It's a great country record. I would have put it on in a minute. But if we had said the words 'Commander Cody and his Lost Planet Airmen' over the air to our audience, which is conservative, we'd have been in trouble—we'd have gotten calls saying, 'You're playing that rock 'n' roll.'

"I called Paramount and said give me that record with any other name on it and I'll play it."

Bill Bailey, program director of KKKK-AM) Pasadena, Calif.: "We don't ban anybody from this radio station. But if there's only one slot open on the station and I have a choice between a Bill Anderson and a Commander Cody, I have more of an obligation—on a loyalty standpoint—to Bill Anderson. He's been with us a long time."

And most country people will say the same. But the point is that audiences—in larger markets for the most part—are demanding to hear Commander Cody and Neil Diamond, and major country outlets are letting down their guard.

Bill Williams, country promotion director for Epic Records: "From the outside of country music there are bands like Commander Cody, Poco, Loggins and Messina, the Burrito Brothers and the New Riders who have to be helping us because they're getting young people interested in country music. There's a feeling they have that in some ways we have lost in our modernization of country music. They're getting us back to the days when there weren't any radio stations and everybody sat around the house and played the banjo and sang and felt the pleasure of enjoying music. And country radio will accept it eventually, I think."

Chris Lane heads up a division of Programming db, the radio syndication company owned by Chuck Blore and Ken Draper, that supplies country programming for 48 stations in the U.S. Mr. Lane programs the music and does an airshift each day.

"When a station goes on the air, it has to have that basic country-music-enjoying audience. You must have them and you have to keep your country traditionalists happy. They are the backbone. But, by the same token, if a station is to make it in a market where there is competition—and where isn't there?—then it's got to enhance its product and have it listened to by people who either don't like country music or who never listened to country music."

Joseph Conway, general manager of WDEE(AM) Detroit: "If we had to depend upon only those citizens in Detroit who were of rural extraction, we couldn't make it. We had to broaden our appeal so that it would go beyond the fellow who came up from southern Georgia to work on the assembly line. We had to figure on taking some of our audience from the top 40 in town. We also had to take from that part of the MOR audience that found MOR had gotten too progressive."

"Broaden the appeal" has been the name of the game in country radio for at

least the last five years. Depending on one's point of view, country radio has either been watered down to appeal to the "slickers" or livened up to appeal to the uninitiated.

Bill Wheatley, now the programmer for three country stations owned by Mission Broadcasting, was for several years the program director of rocker WIBG(AM) Philadelphia. "The thing I learned best from top 40," he says, "is attention to detail. It's the discipline involved in that I brought with me to country radio."

"We are a professional radio station first and country second," Bill Robinson of WIRE says deliberately. It was nonprofessionalism that gave country its "bad name," echoes WIRE's Don Nelson. "The country broadcaster's biggest problem has been the operator who has never been successful at anything—and who probably is never going to be successful—who reads that these country stations are doing phenomenal things. So, with a mammoth amount of fanfare, he announces his switch to country and settles back and waits for the ratings to go up and the dollars to come in. And then he can't understand why it doesn't happen—like the last nine formats he switched to. And then people think that they don't like country music in that town. And it's not true. The people aren't going to listen unless they're given something worthwhile to listen to."

The failure of WJRZ(AM) Hackensack, N.J., has plagued country broadcasters for the two years since its demise. New York City has been without a country station since that time, although Peter Bardach, an executive at Foote, Cone and Belding, bought an FM outlet in Franklin, N.J., WSUS, and went "countryopolitan." Although its signal doesn't get into the city, it still has the distinction of holding the title "country radio New York."

Several management people in country radio have, off the record, vowed that there will be a country station in New York within the next year. Board members of the Country Music Association have been in the city trying to convince a station to go country. The why is obvious. Without a country station in town, the format remains a mystery to most of the media buyers in that city. It weakens the whole commercial posture of modern country radio.

"All of us in country always wish another station who is going country great success," the general manager of WJJD(AM) Chicago, George Dubinetz, said at one point. "When they succeed, it helps all of us."

Ric Libby is animated when he talks about country music and radio. He says he had no idea that he'd be in country radio before he was hired to program KENR(AM) Houston. He knew nothing about country, his background was top 40 and MOR. Now his enthusiasm knows no bounds. "You just have to be exposed to it first. Once you do, God, it's easy to listen to. It's easy to enjoy. You've heard the expression 'The world is going country.' But by the same token, country is going to the world." ■

License on the line in Vancouver, Wash.

**Initial decision in KVAN case
is denial of renewal to Murphy;
'lack of candor' is cited by examiner**

FCC Administrative Law Judge Millard F. French has recommended that the license-renewal application of Cathryn C. Murphy for KVAN(AM) Vancouver, Wash., be denied. Judge French listed a number of alleged technical deficiencies at the station and misrepresentations by Mrs. Murphy in finding against the licensee.

Judge French noted in his initial decision, released last week, that KVAN's latest renewal application, which was due to be filed on Nov. 4, 1968, was not submitted until Feb. 3, 1969, by which time the license had expired. Mrs. Murphy's claim that she had sent the application to the FCC by registered mail on Nov. 21, 1968, Judge French said, was proven false in the hearing record.

KVAN received its last three-year license renewal in 1960, before Mrs. Murphy became the licensee. It had operated on short-term authorizations until 1969 when a hearing was ordered on the case. Judge French noted that while Mrs. Murphy was licensee of KVAN, the stations had been issued 122 technical violations and was fined three times. In addition, he



Inauguration. Sallie Forman, coordinator of the government-relations office of NBC, was inaugurated as president of the Washington chapter of American Women in Radio and Television at a buffet reception last Tuesday (Sept. 12) in the Old Senate Office building. Mrs. Forman is shown with House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) (l) and Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) (r), who were honored for their contributions to the communications industry. FCC Chairman Dean Burch presented the gavel to Mrs. Forman and President and Mrs. Nixon sent congratulatory messages. Presiding over the proceedings was William (Fishbait) Miller, doorkeeper of the House (extreme right).

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said, the hearing evidence had shown that KVAN had moved its transmitter site in 1969 without the FCC's approval. Judge French claimed Mrs. Murphy misrepresented herself on several occasions in an attempt to "escape the consequences" of the unauthorized change.

On another technical issue, the judge found that KVAN had been operating below its authorized power and that its modulation monitor had been inoperative. He denied Mrs. Murphy's assertion that KVAN's chief engineer was at fault for these deficiencies, claiming that the licensee "repeatedly refused" to supply the engineer with materials needed to "bring the station up to operating efficiency." "Such lack of candor and willing-

ness to fabricate situations," Judge French concluded, "require the ultimate conclusion that [Mrs. Murphy] does not possess the requisite qualifications to be a licensee of this commission."

Parties in Jackson sale say challenge is improper

The FCC was asked last week to reject a petition that seeks to stop the proposed sale of WJMI(FM) Jackson, Miss. The petition, filed by the licensee of WKKI(FM) there, claims that the buyer, Tri-Cities Broadcasting Co., which already owns an AM in that city (WOKJ), does

not possess the character qualifications to merit a second facility.

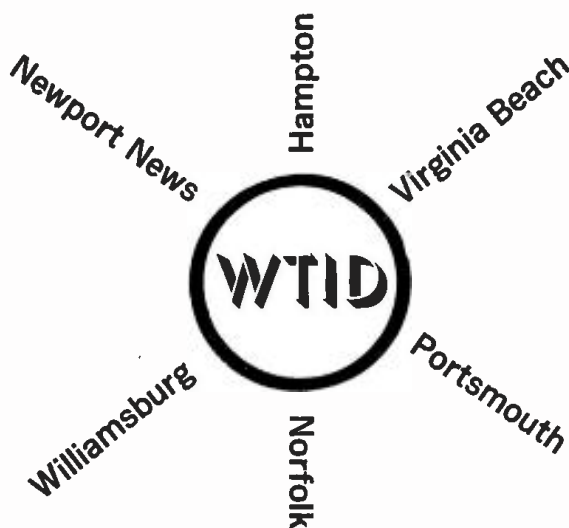
The opposition last week was filed by Rebel Broadcasting Co., licensee of WJMI, and Tri-Cities Broadcasting. They claimed that WKKI's attorney resorted to formally challenging the sale—in a pleading that was filed 45 days late—only after he was advised that several informal complaints WKKI officials had previously filed against WOKJ's operation "would not necessarily be brought to the attention of the [FCC] staff handling the assignment application." They called this a "lame" excuse for a "blatant disregard of the commission's procedural requirements."

WKKI had complained that various WOKJ promotion techniques were fraudulent and misleading and should disqualify Tri-Cities from acquiring the FM station; that Tri-Cities has engaged in trafficking of broadcast licenses; that the firm has a concentration of control of broadcast media in the Southeast, and that Tri-Cities' plan to substitute a black-oriented format on WJMI for its present middle-of-the-road programming (which would augment the black-oriented programming WOKJ) would disserve the Jackson community and could drive WKKI, also a black facility, out of business. Tri-Cities admitted that some of its promotion practices had in the past been misleading (although not intentionally so, it claimed), but otherwise denied any wrongdoing on its part.

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Wasilewski wants a united front

He calls on radio to line up
with TV against ban on drug ads
and FTC's counterad proposal

Vincent T. Wasilewski, president of the National Association of Broadcasters, last week fired a double-barreled appeal to radio broadcasters to back the NAB in its fight to counter moves to ban or limit drug advertising on TV.

Speaking to the primarily radio-oriented Nevada Broadcasters Association convention in Las Vegas, Mr. Wasilewski recalled that when the ban on cigarette advertising loomed many radio broadcasters failed to rally behind the industry. They felt, he said, that the problem was one for TV. And, he added, when Congress finally banned cigarette advertising on the air in 1970 (effective in 1971), NAB was blamed by many broadcasters for being unable to soften the prohibition so as to exempt radio.

That unsuccessful battle, Mr. Wasilewski emphasized, was for the whole industry because it established a principle of "flagrant discrimination" against broadcasting.

To have split the broadcast media and to have applied the law only to TV and not radio would have, he stressed, made the discrimination even more obvious. Even so, he explained, it is radio that is the medium that reaches most teenagers and it was they who were the primary target of those pressuring for a ban on

cigarette advertising on the air.

The error of radio broadcasters in not supporting the fight against the cigarette law because they thought they were unaffected is now clear, he continued. TV has turned to many advertisers who were up to then not using TV, to replace the lost cigarette advertising—and many are former radio advertisers.

Mr. Wasilewski repeated what he had said before: that any move to proscribe drug advertising on broadcasting would be a "shabby fraud," similar to the congressional ban on cigarette advertising that applies only to broadcasting and which has resulted in more cigarettes being smoked today than ever before.

There is no evidence, he said, that the sale of proprietary drugs and medicines has anything to do with the growth of drug usage.

He also called on all broadcasters to rally to prevent the adoption of any plan of counteradvertising. This was recommended by the Federal Trade Commission to the FCC in its current fairness proceeding and has caused a storm of protest from broadcasters as well as advertisers. Mr. Wasilewski warned that should counteradvertising in broadcasting become law, "advertisers would inevitably channel their advertising dollars into media that were not required to carry messages designed to destroy the value of the original advertising messages. . . . Counteradvertising would cause a drop in financial support that would destroy much, if not all, of our present broadcasting system."

Mr. Wasilewski also turned his attention to license renewals, noting that broadcasters have done a significant job of reaching their congressmen and explaining the issue to them; resulting, he added, in developing a lot of support on Capitol Hill. The key battle to retain this support will come, he said, when hearings are held and "the pressure, the angry statements and the namecalling begin." What is needed now is public support, Mr. Wasilewski said, and he called on broadcasters to develop allies through religious, charitable and educational organizations. "We should be able to convince them," he said, "that they will not make out well if there is a wholesale turnover of radio and TV licenses to the types of people we have seen attempting to procure them."

FCC stands pat on its opposition to Greensboro compromise

Rival applicant of WFMY-TV told to make up its mind whether it wants to go to hearing

The FCC last week reaffirmed its refusal of earlier this year when it turned down a settlement agreement involving the licensee of WFMY-TV Greensboro, N.C., and a group that has filed for its channel. In so doing, the commission last week made clear that competing applicants

must make a substantial showing that the public interest will be served by the withdrawal of one of the applications, if such withdrawal is to be permitted.

WFMY-TV had agreed to reimburse Greensboro Television Co., the challenging applicant, \$44,195 for expenses the firm incurred in filing for WFMY-TV's channel-two facilities. Both parties had told the commission that Greensboro's withdrawal from the proceeding would facilitate the continuation of public-interest broadcast service in Greensboro on WFMY-TV. They cited several cases in which the commission had approved similar agreements between competing applicants as justification for asking like relief.

The commission rejected the WFMY-TV parties' original request for settlement approval last March (BROADCASTING, March 6), stressing the public-interest principle it claimed was set in a 1963 FCC ruling denying an agreement between NBC and the Philco Corp. whereby the latter firm would withdraw its competitive challenge to what was then NBC's station on channel three in Philadelphia (now KYW-TV, licensed to Westinghouse Broadcasting Co.).

In its action last week, the commission rejected the WFMY-TV parties' contention that a decision by the U.S. Court of Appeals in Washington this year—which overruled an FCC denial of a reimbursement pact between KTAL-TV Texarkana, Tex., and a citizen group that had filed a petition to deny KTAL-TV's license renewal—necessitated the commission's approval of the Greensboro settlement. The commission said the Texarkana case had no bearing on the immediate proceeding because the court's ruling pertained to a petition to deny situation and not to a comparative proceeding.

Ironically, it was the court's ruling in KTAL-TV that prompted the commission to propose a rule that would permit stations and groups filing petitions to deny to negotiate outside settlements including financial remuneration to the challenger (see page 24).

The commission last week advised Greensboro Television Co. that the firm is entitled to a full comparative hearing with WFMY-TV if it elects to prosecute its application for channel two. It said it would refrain from issuing a hearing order until Greensboro makes its intentions known.

VIP's. The FCC's two newest commissioners, Richard E. Wiley and Benjamin L. Hooks, will be honored at a reception Sept 27 by the National Broadcasters Club, Washington. Event will be held at the club at 1737 DeSales Street, N.W., between 6:30 and 8:30 p.m. Reservations, at \$12.50 per person, are limited to club members and guests. Earlier that same day, the Federal Communications Bar Association is tendering a luncheon in honor of Commissioner Hooks at the Mayflower hotel. Price is \$6.50. Howard Jay Braun of Fly, Shuebruk, Blume & Gaguine is chairman of the FCBA luncheon committee.

WMAL cites court's rulings in defending employment figures

Washington station asks dismissal of latest petition against it and other area stations

WMAL-TV Washington last week cited two decisions of the U.S. Court of Appeals in Washington upholding that station's license renewal in attempting to refute claims by a local black group that it is guilty of employment discrimination.

The Evening Star Broadcasting Co., licensee of WMAL-TV, asked the FCC to dismiss a petition filed three weeks ago by the Communications Coalition against WMAL-TV as well as Evening Star's WMAL-AM-FM and 11 other area stations (BROADCASTING, Sept. 4). The petitioners claimed that the stations in question were guilty of discrimination against blacks in their employment based on 1971-72 equal-employment forms for the stations on file at the FCC. The petition asked the commission to take preventive action against the stations in the hope that they would increase the number of blacks under their employ to at least 25% of their total staffs. (The population of the District of Columbia is 71% black but the entire Washington metropolitan area, including Maryland and Virginia suburbs, is only 24% black.)

But in its pleading last week, the Evening Star company noted that the appeals court in June, in upholding the commission's grant of the station's renewal application over the objections of a black group that had petitioned the FCC to deny it, had stated that a mere recitation of employment statistics such as the one present in the Communications Coalition petition is not sufficient evidence to prove a policy of discrimination on the part of the broadcaster. And the court two weeks ago, in denying reconsideration of that decision, the Evening Star noted, found 7% minority employment by a station serving an area that 24% black to be "within the zone of reasonableness" (BROADCASTING, Sept. 11).

This finding, Evening Star contended, was sufficient grounds for dismissing the coalition's claim that the alleged 15% black employment at the WMAL stations is not adequate and reflects a discriminatory policy. But the licensee stressed also that the figures cited in the coalition's petition are inaccurate, and that WMAL-AM-FM-TV actually maintain a minority work force of 21%.

McGovern gets third no

ABC has followed NBC and CBS in refusing a request by Senator George McGovern (D-S.D.) for one hour of television time for a debate with President Nixon on tax reform. ABC, as had the other two networks, said it could not comply with the request because Section 315 of the Communications Act would require it to give time to minor parties as well. (BROADCASTING, Sept. 4).

Mixed reviews for new season's first offerings

No all-around thumbs-down, but neither could the critics find anything to point to as 'this season's hit'

Last week offered television's professional second-guessers their annual opportunity to take a stand on the new season's hopefuls. Following is a sample of reviews:

The Rookies (ABC, Monday, 8-9 p.m.) "Where *Mod Squad* is a fantasy, *The Rookies* is only implausible." Don Page, *Los Angeles Times*.

"This is the degenerative wasteland type of network programming that induced the FCC to deprive each network of one half-hour of prime time nightly." Dwight Newton, *San Francisco Examiner*.

"... all too familiar ... It is rumored that the script was written by Univac. I am starting the rumor myself." Clarence Peterson, *Chicago Tribune*.

"... the opening episode rang untrue. ... could have been right out of a musical comedy. Even the street scenes were right off a Hollywood set. The stars are likeable, though, so that might help convince you." Kay Gardella, *New York Daily News*.

"... thoroughly unbelievable ... Despite noble intentions ... and contemporary details ... the result never gets beyond the established TV genre of sociological fantasy." John J. O'Connor, *New York Times*.

"... hopeless ... false notes ring throughout the program ... *The Rookies* looks exactly like what it is—clap-trap. May the series never become *The Vet-*



erans." Norman Mark, *Chicago Daily News*.

"The production is melodramatically sharp in the commercial Hollywood sense: It knows how to grab you, but it doesn't really convince you." Rick du Brow, UPI.

"... the acting by the show's regulars is excellent. The only things *The Rookies* may need for survival are better stories and a shift from the two powerhouses opposing them—*Laugh-In* and *Gunsmoke*." Jay Sharbutt, AP.

"... ridiculous show ... one more example of television's comfortable people attempting to concoct superficial

poverty, a practice that is decidedly arrogant" Johanna Steinmetz, *Chicago Today*. "... plastic ... cloying sweetness, platitudinous speechmaking ... Iowa cornfield conception of police-ghetto relationships ..." Ron Powers, *Chicago Sun-Times*.

"The acting was really very good ... but the script was knocked out on a cliché machine instead of a typewriter ... the dialog at times was just plain awful." Frank Judge, *Detroit News*.

"... attractive young people, groovy background music, lots of action, and every so often something very serious and poignant ... our hunch is that this will do just as well as *Mod Squad*." Rex Polier, *Philadelphia Bulletin*.

The Bill Cosby Show (CBS, Monday, 10-11 p.m.)

"Minus Belafonte and Poitier" (the opening-night guests) "the future of the Cosby hour would have to be a question mark." Bob Williams, *New York Post*.

"... didn't exactly zoom out of the gate ... but there was enough promise and comedy intelligence in the premiere



to lift the spirits." Bernie Harrison, *Washington Star-News*.

"Cosby turned in an uneven, loose-jointed hour that still had many memorable high spots ... Cosby fans will unquestionably find something to smile along with in this new CBS hour." Kay Gardella, *New York Daily News*.

"The producers and writers on this show do not understand Cosby's appeal. ... Cosby's strength lies in the fact that his childhood, his memories, or his family life could well be shared by all of us. Until the powers-that-be discover that, football will be much more fun to watch on Monday nights." Norman Mark, *Chicago Daily News*.

"... fast-paced variety ... promising format ... could yet fulfill its promise." John J. O'Connor, *New York Times*.

"... There is a scarcity of sock material. Cosby is the star, and shouldn't be playing straight man to others too often ... but the sketches put all this talent in a bind." Rick du Brow, UPI.

"Despite its generally wan start, the Cosby show probably will get better in subsequent offerings. It doesn't lack for talent among the regulars and it has two of the most gifted men in the music business—Quincy Jones and the bassist Ray Brown—handling bandstand chores. But it could use some more help from its 14 writers." Jay Sharbutt, AP.

"Excellent talent; mediocre writing ... Cosby would do better to do his thing, which is his own brand of humor, and

let the guest stars do theirs, without depending on much help from the writing staff. These writers just can't deliver." Frank Judge, *Detroit News*.

"If CBS can resist the temptation to drown Cosby's talent in ... overproduction, the show could be a surprise hit against tough competition ..." Ron Powers, *Chicago Sun-Times*.

"... The usual variety of gags, sketches and musical numbers ... the humor ... has a what-have-I-got-to-lose, wacky irreverence about it, which works." Johanna Steinmetz, *Chicago Today*.

"... He will have to rise above the poor writing or invest in some new writers." Barbara Zuanich, *Los Angeles Herald-Examiner*.

"I think it would not be inappropriate to light some Roman candles. Bill Cosby's back." Cecil Smith, *Los Angeles Times*.

Temperatures Rising (ABC, Tuesday, 8-8:30 p.m.)

"... out of the old TV situation-comedy mold." Bob Williams, *New York Post*.

"... didn't break the laugh bank ... has the look of a series shot 10 years ago." Kay Gardella, *New York Daily News*.

"... a romp ... I loved it! ... may be only a fantasy, but it's a very funny one." Clarence Petersen, *Chicago Tribune*.

"It's billed as a hospital comedy, tries to be a civilian 'M*A*S*H,' and is as funny as a bound copy of Gray's 'Anatomy'." Jay Sharbutt, AP.

"Little and the trio of nurses may turn this into a full-blown hit if (a) the material gets better, (b) *Maude* proves a bomb, and (c) *Bonanza* fails to make it on a new night and without the late Dan Blocker. I'll bet against all three ..." James Doussard, *Louisville Courier-Journal*.

"... a real surprise ... a small delight, a show that is good enough for a pleasant half-hour ..." Norman Mark, *Chicago Daily News*.



"... a weak, silly little show ... It is a bit embarrassing to watch fine performers like Whitmore, Little and guest-star Jack Albertson involved in such stuff." Rick du Brow, UPI.

"... predictable ... I call it sick humor ... the formula is as old as the hills ... a throwback to the early days of dopey antics in which everybody acts like dolts." Percy Shain, *Boston Globe*.

"Laughs were lamentably lacking ... yawns instead of yocks." Harry Harris, *Philadelphia Inquirer*.

"... the diagnosis is terminal comedy."

Don Page, *Los Angeles Times*.

"... situation comedy ... that doesn't yet have the situation well in hand." Morton Moss, *Los Angeles Herald-Examiner*.

Maude (CBS, Tuesday, 8:00-8:30 p.m.)

Beatrice Arthur "makes it all seem very fresh and funny." She "shapes her material expertly with militantly sarcastic tones and withering glances ... a superb comedienne. If *Maude* does gather rating success, Beatrice Arthur deserves every



bit of it." John J. O'Connor, *New York Times*.

"Norman Lear has certainly endowed the commercial realm of TV situation comedy with real people and honest dialogue. *Maude* joins the genuine genre." Bob Williams, *New York Post*.

"... contrived ... Miss Arthur is an attractive and appealing actress but she has to tone it down a little for television ... You don't believe *Maude* like you do Archie Bunker. Sorry, but it's so." Kay Gardella, *New York Daily News*.

"... *Maude* isn't anything I'd like to curl up with on a cold winter evening." Cecil Smith, *Los Angeles Times*.

"*Maude* will grow on you. She is full of wit and depth ..." Barbara Zaunich, *Los Angeles Herald-Examiner*.

"... beautifully-timed performance by Miss Arthur which fully deserved the hearty laughter and even applause of the live studio audience." Terence O'Flaherty, *San Francisco Chronicle*.

"Ify, unless the Bunkers are occasional visitors." Dwight Newton, *San Francisco Examiner*.

"The program is funny, and Beatrice Arthur as Maude is commanding, irascible, delightful, energetic and a thorough joy to watch. But this is hardly new ground in TV land. Instead, it is old stuff, professionally done ..." Norman Mark, *Chicago Daily News*.

"Miss Arthur, imposing in stature and a potent comic force, makes the show a personal triumph. She gets plenty of help from the writing and directing ..." Rick du Brow, UPI.

"Beatrice Arthur's bravura performance is flecked with truth and she has two fine people to dance attendance to her in Bill Macy and Adrienne Barbeau. An offshoot of *All in the Family*, the kid is already better than the old man! No bigotry, no social hangups here. Just good,

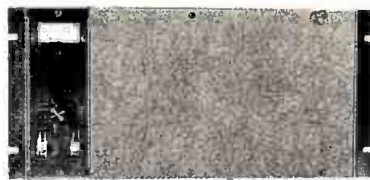
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clean fun that everyone can enjoy." Percy Shain, *Boston Globe*.

Julie Andrews Hour (ABC, Wednesday, 10-11 p.m.)

"... A series of songs and dances and dialogue that were a joy to the eye and ear." Percy Shain, *Boston Globe*.

"... A great trouper in the grand music-hall tradition. ... Her singing ability was displayed to splendid advantage, her dancing was rousing, and her showmanship dazzling." Rick Du Brow, UPI.

"She registered potently as superb singer, agile dancer, cute comedienne, stunning fashion model and all-around enchantress. The material was worthy of the



star." Harry Harris, *Philadelphia Inquirer*.

"[Miss Andrews] tends to project an image of such wholesomeness that the edges of her performance are dulled by predictability." John O'Connor, *New York Times*.

"The cool taste and intellect at work in the Andrews talent just about guarantees this could be one of the best new television shows of the year." John Carmody, *Washington Post*.

"You dig her British style or you don't. We do. She's a delight." Bob Williams, *New York Post*.

"As a weekly regular on television, she should be more than welcome in your living room." Kay Gardella, *New York Daily News*.

"From start to finish it was a delight to the eye and ear ... the entire show was one of those rare television birds that gives you a mental lift and a vague curiosity as to where the time went." Jay Sharbutt, AP.

"The lady is enchanting and so is her show." Cecil Smith, *Los Angeles Times*.

Paul Lynde Show (ABC, Wednesday, 8-8:30 p.m.)

"Some will see similarities in the half-hour with *All in the Family*, [but it] is chock full of laughs, punchy lines and promise." Kay Gardella, *New York Daily News*.

"With manic nasality, knees locked from tension and the conviction that the daily rat race is being won by the rat, the comedian obliterates the theory that father knows best." John O'Connor, *New York Times*.

"Lynde is at home with his stiff, smug sarcasm and his facial acrobatics ... he could suffer the hazards of being slightly overdone." Bob Williams, *New York Post*.

"... Pretty funny. But Lynde's is essentially a one-note role and he will have to be extraordinarily inventive to bring home some fresh elements to the characterization." Percy Shain, *Boston Globe*.

"Lynde, who has repeatedly demonstrated on TV his ability to generate smiles, chuckles and belly laughs, was given little to justify a raucous laugh track. ..." Harry Harris, *Philadelphia Inquirer*.

"Lynde plays things very broadly, but despite occasional amusing moments the show registers like a cartoon with live people." Rick Du Brow, UPI.

"The yuks come from rather low level humor. ... Lynde's grimacing, mincing about and lack of subtlety. A line on the



Lynde show is delivered as if a rapier had never been invented." Norman Mark, *Chicago Daily News*.

"Another generation-gap show seems painfully old-fashioned and hardly necessary, even with Paul Lynde." Cecil Smith, *Los Angeles Times*.

"It requires to be crystalized." Morton Moss, *Los Angeles Herald Examiner*.

Some new shows come on strong in opening week

The first-night phenomenon gives fairly strong ratings to new shows as viewers do their shopping around

Some of the new season's shows displayed premiere-week strength in the Los Angeles and New York Nielsen overnights for the first three days of the new fall season. *The Rookies*, *The Paul Lynde Show* and "Banacek" gave particularly good accounts of themselves in the early returns, topping strong returning shows in several instances.

On Monday (Sept. 11), ABC's new action series, *The Rookies*, in Los Angeles and New York beat out two of the most popular long-running shows on the air, NBC's *Laugh-In* and CBS's *Gunsmoke*, in the 8-9 period. By contrast, Monday's other new program, CBS's *The Bill Cosby Show*, finished a poor third in the 10-11 time slot, behind NBC's theatrical movie *The Anderson Tapes* (a strong first) and ABC's Olympics wrap-up. The movie and the Olympics also dumped Lucille Ball's and Doris Day's shows into third place between 9 and 9:30 and 9:30 and 10 in both New York and Los Angeles.

CBS's new situation comedy *Maude* came out on top in Tuesday's New York Nielsen overnights, 8-8:30, with *Temperatures Rising*, the new ABC comedy series, finishing a poor third, whereas in Los Angeles it was *Maude* that ended up a poor third, with *Temperatures* second to NBC's special two-hour edition of *Bonanza*. From 8:30-10, *Bonanza* wound up in a virtual tie with ABC's *Movie of the Week*, with CBS's *Hawaii Five-O* and the first half-hour of CBS's new made-for-TV movie series bringing up the rear. From 10-11, *Marcus Welby, M.D.* on ABC checked in with the biggest numbers of the night in both cities, easily beating the last hour of CBS's movie and the news-public affairs show *NBC Reports*, which was way behind in third place.

"Banacek," the first of three new rotating series on *The NBC Wednesday Mystery Movie* from 8:30-10, chalked up sizable numbers in its time period, easily beating ABC's 90-minute made-for-TV movie and CBS's *The Carol Burnett Show* (last half-hour) and *Medical Center* in New York and finishing a close second to ABC's movie in Los Angeles (with CBS a poor third). In the 8-8:30 period, ABC's new comedy *The Paul Lynde Show* came in a strong first, with NBC's *Adam-12* giving it much tighter competition in Los Angeles than in New York. At 10, the new *Julie Andrews Show* rolled up an impressive rating to finish first in Los Angeles but the ABC show ended up in a virtual tie with NBC's new action series *Search* in New York. CBS's *Cannon* finished third in both cities.

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Hill wants replay on sports blackouts

Staggers orders probe, pointing out that times have changed since Congress granted original exemption

Representative Harley O. Staggers (D-W. Va.) said last week that his House Investigations Subcommittee will launch an inquiry into television blackouts of major sports events.

In making the announcement last Wednesday (Sept. 13), Chairman Staggers said the subcommittee "will review both home-game blackouts and with those imposed in connection with closed-circuit television."

TV blackouts have been officially permitted since 1961, when Congress enacted into law an antitrust exemption for the televising of professional sports, allowing football, basketball, baseball and hockey teams to enter into joint agreements to pool their television rights and sell them as a league package to the networks.

But the statute also states that pro football games cannot be telecast within a 75-mile radius of a high-school or college game from 6 p.m. Friday through midnight Saturday during the period from the second weekend in September through the second weekend in December.

"This legislative action was taken at a time when the financial position of the major sports leagues, football in particular, was much more precarious than is the case today," Chairman Staggers said. "Over the years the blackout has become increasingly unpopular with the public. It is time to re-examine the entire question with particular reference to the Communications Act of 1934 governing broadcasting."

Mr. Staggers said last week that the furor raised by the blackout of the 1971 Super Bowl V in Miami was one of the principal reasons for his decision to begin the investigation.

In his statement, Mr. Staggers promised that "the legitimate interests of the professional teams and of the broadcasters will be given due regard during the course of the study."

Concern over TV blackouts imposed as a result of closed-circuit television coverage of sports events stems in large part from the exclusive CCTV carriage of the Joe Frazier-Muhammad Ali heavyweight championship fight early last year (BROADCASTING, March 15, 1971, et seq.). The situation enraged many who thought they should have been able to see the fight on commercial TV and elicited a number of House and Senate bills to ban nationwide TV and radio blackouts.

A spokesman said there is no plan at present for the Investigations Subcommittee to hold a hearing on blackouts. But the subject has been of continuing concern to House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.). And last week Mr. Macdonald indicated that the time for a blackout hearing could be drawing near. He hailed Mr. Staggers' announce-

ment as "vital and valuable input to our subcommittee's continuing oversight responsibility for television, CATV and closed-circuit telecasting." And he added: "If the Investigations Subcommittee's work is completed within a reasonable period of time, it will play a large part in the decision as to when our subcommittee will hold public hearings on television blackouts."

Mr. Macdonald went on to say that he has suspected that football fans in many major cities "are being unreasonably deprived of the right to watch their teams play home games. When stadiums are sold out seasons in advance there must be some way to accommodate fans who are willing to pay the price."

He said he understood the position of team owners, "who apparently believe strongly that they are engaged in a private business." But, said Mr. Macdonald: "If they react this way, perhaps they should be treated as all other businesses are and be subject to the same rules and regulations."

When the Communications Subcommittee does hold a hearing, he said, "we will welcome testimony not only from the Investigations Subcommittee but from all professional sports interests, including owners, broadcasters, pay-TV advocates and other interested parties."

Two weeks ago the Senate Antitrust Subcommittee reported out a bill providing for the merger of the American Basketball Association and the National Basketball Association. It carried an amendment that would prevent local-TV blackouts of bowl games and playoffs of the four major sports when the games are sold out at the stadium. Another provision would require a blackout—on Tuesdays, Fridays and Saturdays—of professional basketball games when collegiate or high school games are being played within a 75-mile radius (BROADCASTING, Sept. 11).

Attica revisited on PBS

A visual supplement to the official report on the year-ago Attica prison rebellion was shown on more than 200 Public Broadcasting Service stations last Wednesday (Sept. 13).

A PBS spokesman said that the New York State Special Commission on

Attica worked closely with the producers of the 90-minute documentary in order to present "the first official report of its kind ever created especially for public telecast." The program was financed with a grant from the American Bar Association.

The filmed report followed exactly the documentation and conclusions of the commission, but heightened the impact of the commission's findings through the use of graphics, stills and video tapes. The producer of the program was Don Dixon, who recently left WNET(TV) New York to freelance.

Warner executive blasts prime-time access rule

Bleier says 'the evidence is in': rule is counterproductive

The FCC was urged last week to reconsider its prime-time access rule because "its original purpose has been obscured and it is not serving the public interest."

The recommendation was made by Edward Bleier, vice president, network programming and sales, Warner Bros. Television, New York, after he discussed a recent survey commissioned by Warner on programming actually carried in access prime-time slots last season and analyzed the effect of the rule ("Closed Circuit," Sept. 11).

Mr. Bleier pointed out in an interview that proponents of the rule, including the FCC, have contended that during its first year of operation (1971-72), the regulation was not tested realistically since off-network series and motion pictures could be inserted in access periods but are prohibited this season (movies now must be "rested" for two years). Mr. Bleier said his company's survey showed that in the top 50 markets in which the rule is applicable, 82.7% of all programming was original (and not off-network series or movies) and would have complied with the provisions going into effect this year ("Closed Circuit," Aug. 11).

"In essence, the evidence already is in," Mr. Bleier contended, "and the FCC is in a position to decide now if the rule actually is working."

He noted that the intent of the FCC rule is to foster independent production

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and open up to the public diverse choices of programming. Mr. Bleier insisted that not one of these criteria was met during the first year of the regulation and said the survey underlines the key factors that prevailed at that time.

He said independent production was not encouraged by the rule and diversity of programming was not achieved. Instead, he claimed, the rule had the effect of returning to prime time "almost every canceled game show, canceled network variety series and another presentation of existing network daytime shows."

He said the viewing public was not served by the ruling. Mr. Bleier explained that the number and length of commercials shown between 7:30 and 8 p.m. have almost doubled (from three minutes on the network to five to six minutes in access time); the "inferior" programming in these periods on network-affiliated outlets has prompted viewers to turn to off-network shows on independent stations, and the ruling has resulted in reducing total audiences on all stations by almost 10% during 7:30-8 p.m.

Mr. Bleier argued that the program quality of shows made for the prime-time access period must suffer because non-production services are costlier than for network presentations. He explained that in a 50-market sale, stations must be cleared individually; prints must be distributed to each station; publicity, promotion and advertising must be geared to individual markets.

Mr. Bleier called upon the commission to evaluate the rule as quickly as possible and to repeal it if the commission agrees it is not fulfilling its objectives.

Insiders from both sides on FCC children's panels

Broadcaster, producer and agency representatives rub elbows with critics of youth programs

A number of individuals whose names have long been associated with one aspect or another of children's television programming are among the 44 panelists the FCC has lined up for three days of discussion on the issue (BROADCASTING, Sept. 11).

Evelyn Sarson of Action for Children's Television, which sparked commission interest in the proceeding, is among the panelists, as is her husband, Christopher Sarson, a children's-program producer at noncommercial WGBH(TV) Boston, and Lorraine F. Lee-Benner, the Happy Raine of WCSC-TV Charleston, S.C., a sharp critic of ACT proposals on children's programming.

Others on the list, which includes representatives of broadcasting and advertising, as well as program producers, include Joan Ganz Cooney, president of Children's Television Workshop; Robert Keeshan, CBS's Captain Kangaroo; Ruth Handler, president of Mattel Toys, and Steven Bluestone, a Washington attorney and one-time toy editor of the National Association of Broadcasters' code authority, who has called for stricter govern-

ment regulation of television advertising directed at children, as well as an updating of the NAB code's toy guidelines.

The panels and their participants follow:

Panel 1, content diversification: Rene Cardenas, Bilingual Children's Television; Frederick Greene, Office of Child Development, Department of Health, Education and Welfare; David Connell, Children's Television Workshop; Fred Silverman, CBS; Harry Francis, Meredith Broadcasting; Christopher Sarson, WGBH-TV Boston; Robert Thurston, Quaker Oats.

Panel 2, age specificity: Eliot Daley, Family Communications; Fred Calvert, Fred Calvert Productions; Neil Morse, Children's Committee on Television; Eugene Accas, Leo Burnett; George Koehler, Triangle Broadcasting; Michael Eisner, ABC-TV; Joseph Colmen, Education and Public Affairs.

Panel 3, responsive scheduling: John Condry, New York State College; Martha Van Rensselaer, Cornell University; Larry Fraiberg, WNEW-TV New York; E. Weeks McKinney, WRDZ-TV Paducah, Ky.; Archa O. Knowlton, General Foods; Les Towne, Helfgott & Partners; Evelyn Sarson, Action for Children's Television.

Panel 4, children's television and advertising practices: Peggy Charen, Action for Children's Television; Scott Ward, Harvard University; Ray Hubbard, WTOP-TV Washington; Jeannette Neff, Children's Television Workshop; F. Kent Mitchell, General Foods; Robert Keeshan, CBS-TV; Lorraine F. Lee-Benner, WCSC-TV Charleston, S.C.; Wanda Lesser, Larry Harmon, Larry Harmon Pictures; Katherine Lustman, Yale Nursery School; Sherman K. Headley, WCCO-TV Minneapolis.

Panel 5, alternative methods of financing: Joan Ganz Cooney, Children's Television Workshop; Fred Pierce, ABC; Ward Quaal, WGN Continental Broadcasting; Bill Melody, Annenberg School of Communications; Al Fields, Health Tex; Edmund Smarden, Carson Roberts.

Panel 6, self-regulation: Donald McGannon, Westinghouse Broadcasting; Ithiel deSola Pool, Massachusetts Institute of Technology; Stockton Helffrich, National Association of Broadcasters; Ruth Handler, Mattel Toys; Everett Parker, Office of Communications, United Church of Christ; Herminio Traviesls, NBC; Steve Bluestone.

On hotline to Munich. President Nixon telephoned ABC-TV sports commentator Chris Schenkel last Monday (Sept. 11) to compliment the ABC staff on its coverage of the Summer Olympics. The President, according to ABC, contacted Mr. Schenkel in Munich on the closing day of the games and said: "I wish you would tell the whole team of ABC reporters that all Americans are very appreciative of the way you covered the games. They have been hard games, because of the tragedy . . . but I think ABC has done an awfully fine job." Later Mr. Nixon added: "I put it quite candidly. I like the way that ABC stood up for the United States."

Independent programmers form own association

Its purpose: active support of prime-time access rule

Another element has been added to the controversy over the prime-time access rule with the formation in Hollywood of the National Association of Independent Television Producers. First meeting of the organization was on Aug. 21.

Burt Rosen, president, Winters/Rosen Productions, perhaps the most vocal proponent of the rule, was named president of NAITP. Other officers include Nick Vanoff, partner in Yongestreet Productions and producer of ABC-TV's *The Julie Andrews Hour*, executive vice president; Giraud Chester, executive vice president, Goodson-Todman Productions, secretary; and Seymour Berns, produc-

tion executive, Four Star International Inc., treasurer.

Purpose of the new organization, according to Alan D. Courtney, president of Yongestreet Program Services Inc. and a board member of NAITP, "is to get together a group of independent producers who are in favor of retaining the prime-time access rule and who are prepared to pledge themselves to do quality programming with a unique approach that will make this time period function the way the FCC anticipated it would."

In addition to Mr. Courtney, and all the officers, other board members are Greg Garrison, president, Greg Garrison Productions, and Ernest D. Glucksman, a Winters/Rosen vice president. The NAITP is seeking additional members.

Program Briefs

Five big sales. Viacom Enterprises reported last week that its initial package of feature films for syndication has been bought by WNBC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, KGO-TV San Francisco and WXYZ-TV Detroit. Henry A. Gillespie, vice president, domestic syndication, Viacom, said company's feature group was assembled to appeal specifically to 18-49 women's audience segment. He said Viacom intends to release new group of titles for domestic syndication each year. First package of 20 films includes "The Man with the Golden Arm," "The Moon is Blue," "All in a Night's Work," "Don't Give Up the Ship."

WB expands abroad. Warner Bros. Television (International), London, has been formed to arrange television co-productions throughout Britain, commonwealth nations and European countries for showing in U.S. and for distribution worldwide.

Announcement of move is being made today (Sept. 18) by Gerald J. Leider, president, Warner Bros. Television, who said Michael Peacock has been named managing director of new London-based subsidiary. Mr. Peacock, who has been international consultant on video cassettes and cable television for past three years, earlier served as managing director of London Weekend Television Ltd. and as program chief of both BBC-1 and BBC-2 television networks.

CMA set for CBS. Sixth annual Country Music Association awards show will be presented by CBS-TV on Oct. 16 at 8 p.m. (NYT). Program will be broadcast from Grand Ole Opry House in Nashville and with Glenn Campbell as host. Kraft Foods will sponsor.

Lands the Whalers. WKBG(TV) Boston has acquired exclusive TV rights to newly enfranchised New England Whalers hockey team. Minimum of 25 games will be telecast this season.



Mr. Peacock

Burch speaks his mind on newsmen

There's no conspiracy by government to muzzle radio-TV journalism, he says, but adds his own caveat: Don't be afraid of honest criticism

Broadcast journalists, FCC Chairman Dean Burch said in effect last week, need not worry about looking back and finding government gaining on them. The First Amendment and American tradition are their shield. But broadcast journalists, he said, should recognize their imperfections and welcome "honest criticism" as a means of improving the service to the public.

Chairman Burch's remarks, delivered in a speech to the International Radio & Television Society in New York on Friday, constituted a lecture to broadcast journalists; it sought to assure them that the nation and the government realize and appreciate the service they perform, but that the freedom they enjoy imposes an obligation on them to achieve—through self-monitoring and self-criticism—ever-higher standards of excellence.

As a point of departure, he related the experience of the senior commission staff member who called the three networks two weeks ago to check on press reports that live coverage of the Arab terrorist attack on the Israeli compound at the Olympic Village in Munich had to "wait on the answer to such questions as who had first claim on the satellite, and for how long" (BROADCASTING, Sept. 11). One of the networks, he said, "quite literally" told the staffer "to 'get lost.'"

Such a reaction was quite uncalled for, the chairman felt. "In my view, it is the commission's business to inform itself about the manner in which broadcasters make use of limited international communications facilities in reporting events of quite literally worldwide significance. What you report is strictly your business. Unreasonable restrictions or limited monopolies on facilities are another matter."

He expressed the view that broadcast journalists might well direct at themselves some of the critical energy they aim at the commission. For as the occupiers of a "preferred status, in both our constitutional and statutory schemes," he said, "they have to keep earning that trust."

As a result, he said, "it was with astonishment" that he noted "the rather casual way" in which some broadcasters treated Jack Anderson's explanation of his broadcast of alleged improprieties in Senator Tom Eagleton's (D-Mo.) past, when Senator Eagleton was still the Democratic vice-presidential nominee. Mr. Anderson had said he would not have used the material, which turned out to be false, in his column "without documentation," but that he went on the air with it because he "wanted to score a scoop."

"This brand of irresponsibility deserved

to be excoriated by the profession itself," Chairman Burch said. Yet, "broadcasters did not lead the chorus—even though Mr. Anderson was urging a lesser standard for broadcast than for print journalism."

The chairman said that he is on the broadcast journalist's side, that he believes they must be free to call the shots as they see them.

But, he said, "it would simply make the job easier if broadcasters were to react to sincere criticism from whatever source with something other than outraged innocence, or with countercharges of repression and dark designs of official censorship."

Such charges are "patent nonsense—particularly where the FCC is concerned," he said. "Absent hard extrinsic evidence of deliberate rigging or distortion, we simply do not look over your shoulders. We don't censor. We don't authenticate the news. We do not substitute our editorial judgment for yours."

The chairman said the thrust of his remarks was to urge on broadcasters "a keener and more constant sense" of their responsibility to improve their product, and added: "I am urging that you open yourselves to honest criticism—even, on occasion, from the Vice President of the United States."

He said there is "no Dean Burch plan for the exercise of the critical function within the four walls of American broadcast journalism." Rather, he said, that job

would be better performed if self-generated and self-imposed. Speaking as a private citizen, he said he could not "conceive of an external authority that would elicit more trust, or soon rid you of even the suspicion of bias, than your own deliberate and visible effort to do the job yourselves, on yourselves."

Front and center on Hill this week: News privilege

House subcommittee plans three days of hearings; testifying Wednesday will be five sponsors of such legislation

Representative Robert W. Kastenmeier (D-Wis.) has announced that his House Judiciary Subcommittee No. 3 will begin a hearing this week on a number of bills designed to protect broadcast and print journalists against compulsory disclosure of their confidential sources and information (BROADCASTING, Sept. 11).

The hearing will be held Sept. 20 and 21, with a final session Sept. 27.

Witnesses the first day will include five House members who have sponsored newsmen's-privilege legislation. They are Representatives Edward I. Koch (D-N.Y.), Charles W. Whalen Jr. (R-Ohio),

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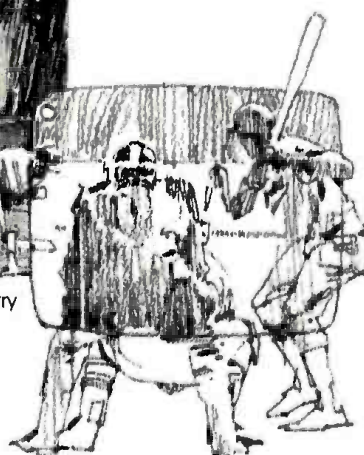
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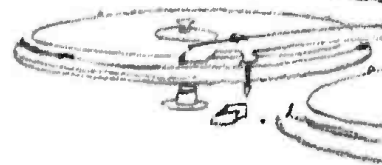
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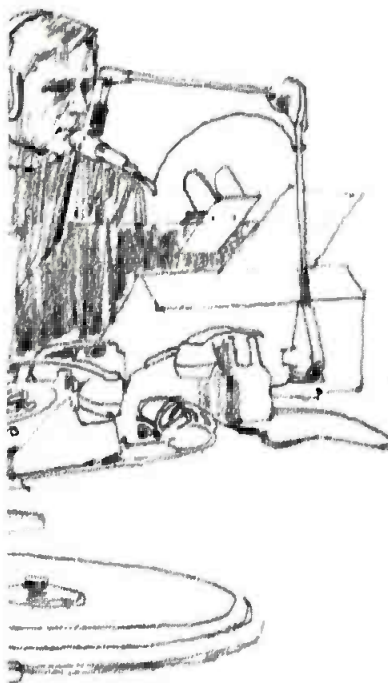


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Witnesses for Sept. 21 and 27 have not yet been designated, a subcommittee spokesman said, but the subcommittee hopes to have a spokesman for the Justice Department testify on Sept. 21.

Justice has had guidelines since 1970 on the issuance of subpoenas to newsmen. The guidelines state that Justice does not consider the press an investigative arm of the government and that it should be necessary to have the attorney general's approval before a subpoena can be issued to a journalist.

One of the legislative proposals to be considered in the hearing will be H.R. 16527, introduced by Mr. Whalen two weeks ago and similar to the approach recommended by the Joint Media Committee (a group of five news organizations that includes the Radio-Television News Directors Association).

The JMC proposal, sponsored in the Senate by Senator Walter Mondale (D-Minn.), would protect newsmen's sources and information except for allegedly defamatory information in cases where the defense is based on that information. The privilege could be divested by the U.S. district court only upon a showing by those seeking the information that a newsmen probably has information relating to a law violation, that the information cannot be obtained elsewhere and that it is of "compelling and overriding" national interest.

In remarks on the House floor Mr. Kastenmeier said the newsmen's-privilege issue "reflects a kind of conflict and confrontation between two principles that are vital to our democratic institutions"—the government's need to secure testimony and the "equally urgent proposition" that information should be available to the public and that newsmen should not be cut off from their sources.

"At the hearings," Mr. Kastenmeier said, "the subcommittee will initiate its search for the best and most acceptable resolution of the apparent conflict of values highlighted by the Branzburg, Pappas, and Caldwell cases."

In those cases the Supreme Court ruled that the First Amendment does not relieve a newsmen of the obligation to respond to a grand jury subpoena and answer questions relating to a criminal investigation (BROADCASTING, July 3).

"The approach and the interest of the subcommittee are not limited to the precise narrow compass of pending legislation," Mr. Kastenmeier concluded, "but extend to broader related questions affecting a free press and freedom of speech."

A spokesman for Senator Sam J. Ervin's (D-N.C.) Constitutional Rights Subcommittee said last week that the senator has determined hearings will probably be necessary on newsmen's-privilege legislation because there is no consensus as to the type of protection needed. The senator feels it is too late to hold hearings this session, the spokesman said, but will consider holding a hearing early in the 93d Congress.

Station newsrooms won't lack material on Nixon, McGovern

Beeper reports, slides, interviews and just about every other related material being fed to radio-TV

The presidential committees of President Nixon and Senator George McGovern (D-S.D.) are making sure that TV and radio stations have enough visual and audio news material on the candidates for use before Nov. 7.

According to a Republican spokesman, the GOP's effort is being handled out of the Washington headquarters of the Committee for the Re-election of the President, whose audio-visual personnel shoot newsmen of interviews with and speeches by Republican congressmen and other officials. It is then sent to stations in selected states, depending on subject matter.

Recently, in response to requests from a number of TV stations, the re-election committee sent out a set of seven unmounted slides of President Nixon, Vice President Agnew, committee Chairman Clark MacGregor, Senator Robert Dole (R-Kan.), chairman of the Republican National Committee and RNC Chairwoman Ann Armstrong.

Beepers are fed through the Republican committee's cartridge recorder to radio stations calling in. In addition, the committee contacts selected stations and regional networks across the country to feed them excerpts from interviews and speeches. These may include 30- or 40-second cuts from video material.

The McGovern committee in Washington sends slides to state campaign directors with instructions to duplicate the materials and distribute them to television stations in the state, according to a campaign official.

Radio actualities, however, are produced with equipment on the planes of Senator McGovern and his running mate, Sargent Shriver, as the candidates travel. From the planes the audio material is transmitted to regional centers in 16 major cities, from which radio stations can take feeds.

Time sought for news about North Vietnam

In seeking reversal of earlier FCC ruling, listener insists such coverage is vital in election year

An Idaho Falls, Idaho, resident who feels that his local radio station should provide news of communist activities in Vietnam as well as information on the other side has asked the FCC to back him up.

In a brief filed at the commission last week, Kenneth Cooper "insisted" that KID(AM) Idaho Falls and CBS, the network with which that station is affiliated, provide "the same kind of news coverage of war activities, involvements and views of those nations who are 'allies' of North

Vietnam as it presents concerning the United States in its similar role as 'ally' to South Vietnam." Mr. Cooper contended that such coverage is necessary to formulate "that informal judgment which is a prerequisite to responsible exercise of any voter's franchise in this election year."

Mr. Cooper sought a reversal of an Aug. 21 ruling by FCC Complaints and Compliance Division Chief William B. Ray which dismissed an earlier complaint he filed against KID and CBS.

ABC News shifts. Changes in assignments for ABC News correspondents were announced last week. Irv Chapman, Moscow bureau chief, has been named Tokyo bureau chief, a post that has been vacant since Lou Cloffey became bureau chief in Bonn. Tel Aviv bureau chief Russell Jones has replaced Mr. Chapman in Moscow and William Seamans, ABC News producer in New York, has been named correspondent and assigned to Tel Aviv. ABC News Atlanta bureau chief Steve Bell has shifted to Hong Kong in same capacity, succeeding Howard Tuckner who returns to New York. Bill Wordham, ABC News staffer in Los Angeles, replaced Mr. Bell in Atlanta.

Out in the cold in Milwaukee

WTMJ stations and their newspaper owner still barred from mayor's news conferences

The feud in Milwaukee between Mayor Henry Maier and the *Milwaukee Journal* and its WTMJ-AM-FM-TV continues, while the latest protest by the Radio-Television News Directors Association apparently has been ignored.

Since May the mayor has held exclusive news conferences on four Milwaukee AM stations—WOKY, WISN, WEMP and WRIT—and several weeks ago announced a similar arrangement with Milwaukee TV stations WISN-TV, WITI-TV, WVTM and noncommercial WMVS.

Tom Frawley, national chairman of RTNDA's Freedom of Information Committee contended that the exclusion of the WTMJ stations from the conferences violated RTNDA's professional code of ethics. In a Sept. 8 letter to Mr. Frawley, Jack Krueger, manager of public affairs for the WTMJ stations, commented that RTNDA's charge "apparently wasn't taken seriously. While I haven't talked to RTNDA Director Carl Zimmerman [who is news and public affairs director for WITI-TV] about this point," Mr. Krueger wrote, "he must have mixed emotions regarding the decision to go ahead with the conferences."

An offer two months ago by RTNDA to help resolve the dispute, which involves Mr. Maier's alleged refusal to answer questions from *Journal* and WTMJ reporters, was rebuffed by the mayor's office (BROADCASTING, July 24).

What's doing in CATV in San Diego

A Cox Cable subsidiary embarks on the first true pay-cable effort while looking to wire 200,000 homes

The Trans Video Corp. cable-TV system in the San Diego area, in keeping with a previously announced agreement with Optical Systems Corp., Los Angeles (BROADCASTING, Feb. 7), plans to begin pay-cable programming on an experimental basis in October and will demonstrate the system for from 60 to 90 days.

The project will be demonstrated in a high traffic area with Trans Video acting basically as a carrier for the Optical Systems private-channel equipment and programming. Optical Systems will lease Trans Video's cable facilities to transmit over a nonstandard frequency specialized programming in a scrambled mode that can be unscrambled only through the use of a decoder that is activated by a plastic card purchased by subscribers.

"The Optical Systems project is a learning process for us," said Donald O. Williams, vice president and general manager of Trans Video. "We consider it an added service for our subscribers." Mr. Williams said that he hopes that the added pay cable-TV service will have an impact on increasing Trans Video primary cable subscribers, while helping to retain current subscribers.

Trans Video, on a three-and-a-half year program to build 1,300 additional miles of cable into the San Diego system, is planning to accelerate into unwired areas. The San Diego system, operating under the name of Mission Cable TV Inc., already claims to be the largest single system in the nation. It has had a net 10% annual growth in wired TV households since August 1966. Currently the system claims 54,000 subscribers and 68,000 TV households wired in the San Diego area, far more than double the 24,000 subscribers six years ago.

Now encompassing some 700 miles of cable, the San Diego system is contiguous through seven governmental entities: the cities of San Diego, El Cajon, Chula Vista, La Mesa, National City, Imperial Beach and the unincorporated portions of San Diego county (Time-Life Cable Communication's Southwestern Cable also operates in the city of San Diego). Plans also call for the rebuilding of the current 12-channel system in San Diego into a 27-channel computer-oriented system within the next five years.

The Trans Video San Diego system asks for a \$11.25 installation charge and \$5.50 monthly fee. It now sells to subscribers on the basis of offering greatly improved quality of local signals. Five San Diego signals and seven Los Angeles VHF signals are provided.

"Our average citizen doesn't distin-

guish between Los Angeles or San Diego signals," said Don Williams. "They almost all have the capability of getting the Los Angeles signals. But they can put up a 40-foot antenna with rotor to improve on their Los Angeles signals or they can take our superior cable-TV signal."

In addition to the over-the-air signals, Trans Video offers about 22 hours a week of originations, or about three hours daily. Only one hour a week, however, is live. An hour talk show-type program on general subjects with a local disk jockey presiding is fed in on channel 2 during nonduplication time on Saturday nights from 8-9 p.m.

The sprawling San Diego system is manned by an over-all staff of 136 people, including 25 installers, 22 technicians, and eight people who map and design systems. A fleet of 50 vehicles is used by this staff, 16 vehicles of which are mobile vans. There are four separate service offices in the San Diego system, with system managers in two offices and a general manager in one. They report to Gary Hokenson, vice president in charge of the San Diego operation. He in turn reports to Don Williams.

Headquarters for the San Diego system is the city of El Cajon (where most of the system's subscribers are located), actually about 15 miles east of San Diego. The main office occupies some 16,000 square feet of space including a 2,500-foot studio. Trans Video is a

subsidiary of Cox Cable Communications Inc., and the San Diego office is tied into a computer in Cox's headquarters in Atlanta for centralized billing.

Mr. Williams, who also is a vice president of Cox Cable Communications, has responsibility, through Trans Video, for cable-television systems operating in the southern California communities of Santa Barbara, Bakersfield and Porterville and additionally a system in Lubbock, Tex. These four systems, together with the San Diego system, all are part of Trans Video, which has 14,000 subscribers in Bakersfield, 2,500 subscribers in Porterville, 6,700 subscribers in Lubbock and 32,000 subscribers in Santa Barbara (which covers the city and county of Santa Barbara and the city of Carpinteria).

Cable in the wild blue yonder

Air Force blueprints its ideas for CATV on bases, giving local commanders franchise power

The United States Air Force has become the first service to draw up a model franchise agreement for installing, operating and maintaining cable systems on military bases.

The regulation, which actively encourages base commanders to award cable franchises, stipulates that the cable rate

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FCC wants domsat to get going now

Comsat, AT&T turned down on pleas for stay; commission stresses need for public to get service soon

The FCC, indicating concern over the length of time it has already devoted to the domestic communication satellite issue, last week rejected petitions that it stay the effectiveness of its order establishing the framework in which a domsat system is to be established.

The Communications Satellite Corp. and AT&T had asked that the commission refrain from implementing its new policy until commission and court reviews of their objections to that policy have been exhausted (BROADCASTING, July 24). The domsat order, which was adopted in June, provides for "multiple entry" into the new field but imposes restrictions on Comsat and AT&T that the commission said are designed to make the "incentive for competitive entry" meaningful (BROADCASTING, June 19).

The commission, which acted on a 5-to-0 vote, noted that the proceeding has been pending for a number of years—it began in 1965—and that the public will not receive domestic satellite service until some time after a grant is made. It also said that some potential satellite customers are so eager for service—National Cable Television Association and General Electric are said to be among them—that they might consider leasing channels in the Canadian Telsat system, scheduled to become operational in November, with a view to applying for domestic earth stations and converting to a domestic system when one becomes operational.

Accordingly, the commission said, the desirability "of making domestic satellite facilities available to the public at an early date outweighs the considerations urged in support of an across-the-board delay."

The commission set Oct. 16 as the new date on which its satellite order will become effective. The commission also set that date as the deadline for statements of intention by entities planning to establish domestic communications systems.

However, the commission also said that AT&T, Comsat and other applicants seeking reconsideration may defer their applications pending commission action on their petitions. The commission plans to consider the petitions on Oct. 10 and 11.

The Comsat petition could be mooted, at least in part, if the "understanding" Comsat reached with MCI Lockheed Satellite Corp., another applicant, is approved by the commission. The understanding, whose details are not yet entirely firmed up, envisages a multipurpose system that would be jointly owned by Comsat and MCI-Lockheed (BROADCASTING, Sept. 11).

Of the eight applicants involved in the proceeding, only one, Western Union,

appears to be ready to proceed—subject only to commission authorization. And the commission last week said that granting the petitions for stay of the domsat order might stall WU's plans. The commission two months ago waived its rules to permit WU to contract immediately for the construction of a satellite, without waiting for formal authorization.

The commission noted that Comsat and AT&T need not decide on their future course of action until the issues raised in their petitions for reconsideration have been resolved. Accordingly, it said, it was not persuaded that the processing—or even the granting—of other applications would cause Comsat and AT&T the kind of injury that would warrant the freeze order they requested.

An easier way on election day

Hardware-software package from Telemation promises computerized balloting results for local television stations

The processing of election returns for local television broadcast is beginning to enter the age of the computer.

A system developed by Telemation Inc. and said to be the first of its kind was used during primaries earlier this year by KRON-TV San Francisco and WSM-TV Nashville and was put to use for statewide returns last week by WTMJ-TV Milwaukee and KUTV-TV Salt Lake City. According to Russell Ide, marketing vice president for Telemation, a Salt Lake City-based broadcast equipment manufacturer, it's expected that a dozen stations will be using the Telemation Electronic Display (TED) system by November.

The development of TED began in December 1971 with input from WSM-TV, KUTV, WTMJ-TV and KRON-TV. Mr. Ide said, and the system was unveiled at the National Association of Broadcasters convention last April (BROADCASTING, April 17). TED is designed for use with Telemation's TCG-1425A character generator and may be used independently or in conjunction with a larger computer owned by a TV station's parent company (which often serves a commonly owned newspaper to provide up-to-the-minute election information. WTMJ-TV and KRON-TV use TED with large computer installation.

Until TED was developed, Mr. Ide explained, one of the problems was how to economically adapt a large computer for use by a TV station. He estimated it would cost \$250,000 in software and hardware to interface a large computer installation with a TV station's character generators.

Cost of the TED system starts at \$38,000 with the average package running about \$52,000, Mr. Ide said. The package includes a minicomputer, a 100-button panel (each button representing one political contest), a pair of character generators, usually two teletypewriters and Telemation's specially designed com-

structure on base should be no higher than comparable off-base fees. It gives the contractor a license to use Air Force poles and to do business on the base. It sets a 10-year franchise period and provides for conversion of existing franchise agreements to accord with new FCC rules.

The model agreement also states that a separate channel must be set aside for the base, and that the Air Force is responsible for providing origination facilities and programming for the channel.

In encouraging the use of cable on military bases, the Air Force states: "A CATV system can be a positive morale factor, especially for remote bases. . . . CATV systems offer a growing list of communications services, including new possibilities for on-base program origination, which would enhance the base's internal information capabilities."

Approving cable-industry reaction to the Air Force franchise came from Rex Bradley of Telecable Inc. (He headed a committee whose title smacks more of the Pentagon than of private business—the National Cable Television Association Air Force Base Standard Franchise Agreement Ad Hoc Committee.) The ordinance, he said, "reflects an understanding on the part of the Air Force that the cable operator is a businessman out to render service and make a profit."

One step closer

The boards of directors of Cox Cable Communications Inc., Atlanta, and of American Television & Communications Corp., Denver, approved last week the terms of a merger of Cox Cable into ATC (BROADCASTING, July 24). Special shareholders meetings of both cable companies are scheduled tentatively for mid-December for final action on the consolidations. The terms call for shareholders of Cox to acquire .875 shares of ATC for each share of Cox held. Based on ATC's bid price of 43 3/4 last Thursday (Sept. 14), the transaction has an indicated value of more than \$23 million.

Name of its game. Change in name of Time-Life Broadcasting to Time-Life Cable Communications Inc., New York, was announced last week by Barry Zorthian, president. The action follows Time Inc.'s recent sale of its broadcast properties to concentrate on cable television. Time-Life Cable Communications own in whole or in part 11 CATV systems serving approximately 115,000 subscribers.

Cable for long-hairs

Teleprompter Manhattan is reported in the final stages of negotiation for a package of 23 programs of musical and other cultural events from the Lincoln Center and Brooklyn Academy of Music, including some performances of the New York Philharmonic Orchestra. Package is intended to supplement Teleprompter's offering of about 180 hockey and basketball games scheduled for 1972-73.

puter program.

Most TV stations process election returns manually, with information gathered by telephone used to update data on display boards or fed into character generators through a teletypewriter.

The TED system works like this: Precinct results are entered into the mini-computer through a teletypewriter. This information may be updated by data fed from a larger computer (which may obtain its information from a regional or national election service). From the mini-computer the information goes to the character generator, which converts it into video information that can be previewed or punched up on the air through the control panel. The panel can also have provision for random access of 100 sides. A system of flashing lights on the panel notifies the director when there is new information available. (A fast flash means that the information being shown has been updated and is available; a slow flash comes when the information is not on the air and means there is new information available for showing.) The mini-computer of TED does all vote calculations and also provides the percentage of precincts reporting and the percentage of votes per candidate. The information may be displayed in color.

American Philips set to handle new VLP

North American Philips Corp., New York, has announced that it plans to market the new VLP (video long play) TV disk system demonstrated two weeks ago by N. V. Philips of Netherlands. A company spokesman said the system plays color programs through ordinary television sets via a "record-player attachment" using a type of record similar to an audio LP.

FCC allows more time for uniform TV tuners

July 1975 is new deadline for sets to have same selectors for U and V

Television manufacturers have an additional year to comply with an FCC requirement that all receivers be equipped with a 70-position detent tuning device.

The commission extended the deadline for compliance with the requirement from July 1974 to July 1, 1975, in order "to ease the problem of transition" for the manufacturers. The requirement, which was ordered last November, is designed to bring about comparable tuning ability in the VHF and UHF bands.

In the same action, the commission rejected a petition by Philco-Ford Corp. for reconsideration of the requirement. The firm opposed a provision stating that television sets using the detent tuner be equipped with AFC circuitry. It claimed that AFC is not necessary for black-and-white units using the 70-position tuner and questioned the general technical feasibility of the AFC provision. However, the commission said that the utilization of

AFC is the only presently known method of attaining equal tuning accuracy for VHF and UHF in a 70-position detent system.

The commission also ruled that each firm applying for an FCC certification of receivers equipped with the detent tuner provide a report of tuning-accuracy measurements.

Set sales in 1972: TV, FM up; AM down

The sale of color-TV sets by manufacturers to retailers for the first eight months of the year was up 24% over the same period last year, the Electronic Industries Association reported last week.

Monochrome-TV set sales also were up for the January-August period, by 8.5%.

Home AM sales, however, continued a downward movement, by 11.4% for the period as did auto sales, down by 3.9%. But FM set sales continued their upward climb—by 18.7%.

The eight-month report for the period ending Aug. 31:

	TELEVISION	
	1972	1971
Color	4,125,204	3,327,885
Monochrome	3,141,295	2,895,566
Total	7,266,499	6,223,451
	RADIO	
	2,589,330	2,923,929
	2,658,868	2,239,831
	6,362,874	6,618,306
	11,611,072	11,782,066

Finance

Either way, TV does it for RCA

Broadcasting, set manufacturing are biggest contributors to company profits, says 'Fortune'

Although RCA Corp. has expanded into areas other than communications in the past four years, a detailed article in the September issue of *Fortune* asserts that the heaviest portion of the company's pre-tax profit in 1971 was generated by its traditional businesses—broadcasting and the sale of TV sets.

The article, written by Allan T. Demaree, estimates that broadcasting contributed \$43 million (8%), sale of TV sets, \$70 million (13%) and Hertz, \$23 million (4%) to profits last year. All other activities were said to be less profitable than these categories.

The title of the article, "RCA after the Bath," reflects the current status and future plans of a corporation that took a \$490 million write-off on its computer operations in 1971 and abandoned this field. The article claims it was RCA President Robert W. Sarnoff's decision in 1968 to make computers RCA's first priority.

In contrast to his father, the late Brigadier General David Sarnoff, who relied on technological breakthroughs to pro-

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duce earnings growth, the present RCA chief executive has leaned more heavily on the marketing approach, according to *Fortune*. The article portrays Robert Sarnoff as moving the market needs and selling vigorously technology that mainly is already in existence.

Knowledgeable observers have termed the article "reasonably accurate," but point to "one glaring exception." They say the responsibility for getting RCA into computers in the first place should go to John L. Burns, who came to the RCA presidency in 1957 from Booz, Allen & Hamilton, the management consultant organization. At Booz, Allen he had charted a report recommending RCA diversify into electronic data processing. He was invited into the company by General Sarnoff to implement that proposal.

Despite RCA's set-back last year, Mr. Sarnoff has retained the support of his board of directors—with one exception, according to *Fortune*. The article makes clear that Martin B. Sereteau, president of RCA's Coronet industries (carpets and home furnishings) is disenchanted with Mr. Sarnoff's performance. It quotes Mr. Sereteau as saying, "I find it highly unusual that a management can write off \$490 million and no one seems to question whether the same people ought to be running the company today." Mr. Sarnoff was no less candid in his view of Mr. Sereteau, and was quoted as calling him "one of the finest rug merchants in the country. . . . But he is a relative newcomer to this company and I don't think that what he says or thinks is of great moment."

IVC files with SEC for public offering

International Video Corp., Sunnyvale, Calif.-based manufacturer and marketer of color video-tape recorders and cameras for broadcast and other applications, has filed with the Securities and Exchange Commission a registration statement covering an initial offering of 500,000 shares of common stock to be sold at a maxi-

mum of \$20 a share. The registration statement has not yet become effective.

Of the 500,000 shares of common stock to be offered to the public (the company's stock currently is privately held), 400,000 shares are to be sold by IVC and 100,000 shares by 18 individual and organizational shareholders. The proceeds, according to the company prospectus, dated Sept. 1, will be used to reduce debt, purchase equipment and augment working capital. The company is offering 30,000 shares of its 400,000 shares to be sold to employees at the public offering price less the underwriting discount. Dean Witter & Co., San Francisco, is underwriter for the offering.

IVC was founded in 1966 and had its first profitable year in fiscal 1971 with sales of \$11.4 million and net income of \$187,000. In fiscal 1972, for the year ended July 31, the company showed net income of \$1.5 million, equal to 60 cents per share on sales of \$18.7 million. As of July 31, 1972, IVC had 2,466,869 shares of common stock outstanding with a net tangible book value of \$2.19 per share.

Times-Mirror to split stock

Board of directors of Time Mirror Co., Los Angeles, which operates KDFW(TV) Dallas and just announced acquisition of KTBC-TV Austin, Tex. (BROADCASTING, Sept. 4), approved an increase in capitalization and common stock split of 2-for-1. A special meeting has been called for Nov. 3 when the shareholders will be asked to approve both the stock plan and the increase in number of shares of common stock to 40 million shares from 17.5 million shares. The split is expected to become effective for stockholders of record Nov. 14. The board also declared a regular quarterly cash dividend of 13 cents per share on common stock payable Oct. 3, to shareholders of record on Sept. 18.

Cox stock plan approved

Shareholders of Cox Broadcasting Corp., Atlanta, approved last week a previously

announced proposal authorizing a new class of preferred stock and the issuance of those shares in exchange for common shares of the corporation with a market value of \$1 million (BROADCASTING, Aug. 7).

These special preferred shares will be issued to Cox Enterprises Inc., a privately held corporation owned principally by the Cox family. Following the exchange, Cox Enterprises will make a tax-free distribution of the special preferred stock and all of its remaining holdings of CBC common shares to the shareholders of Cox Enterprises. This plan will result in a separation of Cox Broadcasting Corp. from Cox Enterprises.

A spokesman said that the new arrangement would allow Cox Broadcasting to take advantage of beneficial accounting methods in possible future acquisitions and would help meet potential regulatory problems affecting CBC's broadcasting operations.

Financial Briefs

Doyle Dane Bernbach, New York, reported 18.3% increase in billing and 55% increase in net income for nine months ended July 31:

	1972	1971
Earned per share*	\$ 2.12	\$ 1.38
Billings, sales	237,634,000	200,849,000
Net income	4,115,000	2,664,000
Shares outstanding	1,945,433	1,933,802

Note: Earnings per share are after extraordinary items.

Ally revises. Carl Ally Inc., New York agency, has issued new prospectus that updates billings. It reports estimated \$41,693,981 in gross billings for fiscal year ended last June 30, with TV and radio accounting for 42% or \$16.2 million. Ally has registered with Securities and Exchange Commission for proposed public offering—Ally's first—of 300,000 shares (BROADCASTING, July 3).

Calls it off. Marvin Josephson Associates Inc., New York, reported cancellation of its proposed offering of 355,000 shares of common stock because of "market conditions."

Broadcasting Stock Index

Weekly market summary of 126 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Sept. 13	Closing Sept. 6	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	72 3/4	74 1/8	- 1 3/8	- 1.85	81 1/2	51 1/4	8,418	612,409
ASI COMMUNICATIONS	ASIC	O	2	1 7/8	+ 1/8	+ 6.66	5	1 5/8	1,815	3,630
CAPITAL CITIES	CCS	N	54 3/4	56 1/4	- 1 1/2	- 2.66	64 1/4	48	6,496	355,656
CBS	CBS	N	57 1/2	58	- 1/2	- .86	63	45 1/2	28,096	1,615,520
COX	COX	N	45 5/8	45 1/4	+ 3/8	+ .82	51	36 1/4	5,827	265,856
FEDERATED MEDIA	D	D	3 1/4	3 1/4		.00	4 1/8	2 1/4	820	2,665
GROSS TELECASTING	GGG	A	16 1/8	15 7/8	+ 1/4	+ 1.57	23 7/8	12 1/4	800	12,900
LIN	LIN8	O	11 3/4	12 3/4	- 1	- 7.84	22 3/8	11 3/4	2,341	27,506
MOONEY	MOON	O	9 5/8	9 1/2	+ 1/8	+ 1.31	11 5/8	4	250	2,406
PACIFIC & SOUTHERN	PSOU	O	8 1/2	8 3/4	- 1/4	- 2.85	18 1/4	8 1/2	2,010	17,085
RAHALL COMMUNICATIONS	RAHL	O	16 1/4	17 1/2	- 1 1/4	- 7.14	29	8	1,037	16,851
SCRIPPS-HOWARD	SCRH	O	22 1/2	22 1/4	+ 1/4	+ 1.12	27	18	2,589	58,252
STARR	SBG	M	27 1/8	27 1/8		.00	30 1/2	15 1/2	1,042	28,264
STORER	SBK	N	43	46 5/8	- 3 5/8	- 7.77	49 3/8	31	4,223	181,589
TAFT	TF8	N	52	52 3/4	- 3/4	- 1.42	59 1/4	41 3/4	4,064	211,328
TOTAL									69,828	3,411,917

	Stock symbol	Exch.	Closing Sept. 13	Closing Sept. 6	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capital- ization (000)	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	5 1/4	5 1/2	- 1/4	- 4.54	8 3/4	4 1/2	1,250	6,562	
AVCO	AV	N	15	16	- 1	- 6.25	20 7/8	13 7/8	11,497	172,455	
BARTELL MEDIA	BMC	A	3 1/8	3 1/4	- 1/8	- 3.84	7 1/8	3	2,257	7,053	
CHRIS-CRAFT	CCN	N	5 3/8	5 3/8	-	.00	8 3/4	5 1/8	3,999	21,494	
COMBINED COMMUNICATIONS	CCA	A	30 3/4	31 1/4	- 1/2	- 1.60	42 1/2	28 1/2	3,264	100,368	
COWLES COMMUNICATIONS	CWL	N	10 7/8	11	- 1/8	- 1.13	13 1/8	9 1/2	3,969	43,162	
DUN & BRADSTREET	DNB	N	78	78	-	.00	81 3/8	63	12,894	1,005,732	
FUQUA	FQA	N	18	17 5/8	+ 3/8	+ 2.12	27 7/8	17 3/8	8,282	149,076	
GABLE INDUSTRIES	GBI	N	25	25	-	.00	32 1/4	23 1/2	2,220	55,500	
GENERAL TIRE & RUBBER	GY	N	27 1/8	27 1/4	- 1/8	- .45	32 5/8	24 5/8	19,483	528,476	
GLOBETROTTER COMMUNICATION INC	GLBTA	O	9	9	-	.00	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	6 7/8	7	- 1/8	- 1.78	9 1/8	6	1,655	11,378	
KAISER INDUSTRIES	KI	A	7	7 1/2	- 1/2	- 6.66	9 5/8	6 3/4	26,948	188,636	
KANSAS STATE NETWORK	KSN	O	7	7	-	.00	7 7/8	6 1/2	1,621	11,347	
KINGSTIP INC.	KTP	A	13 1/2	14 1/8	- 5/8	- 4.42	16 1/8	12 1/2	1,154	15,579	
LAMB COMMUNICATIONS	O	3	3 1/4	-	1/4	- 7.69	4 7/8	2	475	1,425	
LEE ENTERPRISES	LNT	A	23 1/8	25 1/4	- 2 1/8	- 8.41	30	17 1/2	3,357	77,630	
LIBERTY CORP.	LC	N	20 1/8	20	+ 1/8	+ .62	21 5/8	17 1/2	6,753	135,904	
MCGRAW HILL	MHP	N	16	14 7/8	+ 1 1/8	+ 7.56	20 7/8	14 3/8	23,327	373,232	
MEDIA GENERAL INC.	MEG	A	36 3/4	37 5/8	- 7/8	- 2.32	49 3/8	34 3/8	3,434	126,199	
MEREDITH CORP.	MDP	N	21 3/4	22	- 1/4	- 1.13	30 3/4	18 1/2	2,794	60,769	
METROMEDIA	MET	N	34	36 3/8	- 2 3/8	- 6.52	39	27 1/4	5,959	202,606	
MULTIMEDIA INC.	O	42	42	-	.00	44	14	2,408	101,136		
OUTLET CO.	OTU	N	14 5/8	14 3/4	- 1/8	- .84	19 3/8	13	1,335	19,524	
POST CORP.	POST	O	17 1/4	19 1/4	- 2	- 10.38	30	9	942	16,249	
PUBLISHERS BROADCASTING CORP.	PUBB	O	2 1/8	2 1/8	-	.00	4 7/8	1 5/8	919	1,952	
REEVES TELECOM	RBT	A	3	2 3/4	+ 1/4	+ 9.09	4 1/4	2 3/8	2,292	6,876	
RIDDER PUBLICATIONS	RPI	N	27	28 5/8	- 1 5/8	- 5.67	34 1/2	26	8,327	224,829	
ROLLINS	ROL	N	38 7/8	40 1/2	- 1 5/8	- 4.01	43 1/4	33	12,146	472,175	
RUST CRAFT	RUS	A	35 1/8	35 3/4	- 5/8	- 1.74	39 3/8	24	2,318	81,419	
SAN JUAN RACING	SJR	N	23 7/8	26 3/4	- 2 7/8	- 10.74	34 3/4	22 1/2	1,958	46,747	
SCHERING-PLOUGH	SGP	N	121	124	- 3	- 2.41	135	82 5/8	25,471	3,081,991	
SONDERLING	SDB	A	13	13 1/4	- 1/4	- 1.88	30 3/4	12 1/8	1,005	13,065	
TIMES MIRROR CO.	TMC	N	54	56 1/4	- 2 1/4	- 4.00	61 5/8	46 1/2	15,395	831,330	
TURNER COMMUNICATIONS	O	6 3/8	5 5/8	+ 3/4	+ 13.33	7	2	1,328	8,466		
WASHINGTON POST CO.	WPO	A	34 3/8	36 1/8	- 1 3/4	- 4.84	37 1/4	23 1/2	4,806	165,206	
WHDH CORP.	O	24	24	-	.00	30	11	589	14,136		
WDMETCO	WDM	N	20 1/2	20 1/2	-	.00	25 7/8	18 1/2	5,789	118,674	
Cable									TOTAL	236,938	8,529,288
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	5 5/8	4	+ 1 5/8	+ 40.62	9 3/4	3	1,726	9,708	
AMERICAN TV & COMMUNICATIONS	AMTV	O	44 3/4	45 1/4	- 1/2	- 1.10	47 1/4	17 1/4	2,462	110,174	
BURNUP & SIMS	BSIM	O	19 3/8	20	- 5/8	- 3.12	23 3/8	6 3/4	7,510	145,506	
CABLECOM-GENERAL	CCG	A	10	11	- 1	- 9.09	18 1/4	9 5/8	2,438	24,380	
CABLE INFORMATION SYSTEMS	O	2 1/2	2 3/4	- 1/4	- 9.09	4 3/4	1 3/4	955	2,387		
CITIZENS FINANCIAL CORP.	CPN	A	9 1/4	9 3/8	- 1/8	- 1.33	15 1/4	9	2,416	22,348	
COLUMBIA CABLE	CCAB	O	17	18 3/4	- 1 3/4	- 9.33	21 3/4	17	900	15,300	
COMMUNICATIONS PROPERTIES	COMU	O	11	10 3/4	+ 1/4	+ 2.32	27 3/8	10 3/4	1,917	21,087	
COX CABLE COMMUNICATIONS	CXC	A	39 1/2	39 1/8	+ 3/8	+ .95	41 3/4	23 1/4	3,556	140,462	
CYPRESS COMMUNICATIONS	CYPR	O	18 1/2	18 1/2	-	.00	23	7	2,732	50,542	
ENTRON	ENT	A	4 1/2	3 1/8	+ 1 3/8	+ 44.00	9 1/4	3	1,358	6,111	
GENERAL INSTRUMENT CORP.	GRI	N	27 7/8	29 3/8	- 1 1/2	- 5.10	32 7/8	20 3/4	6,501	181,215	
LVO CABLE INC.	LVOC	O	13 7/8	14	- 1/8	- .89	16 1/2	6 3/4	1,466	20,340	
STERLING COMMUNICATIONS	STER	O	3 5/8	4 1/2	- 7/8	- 19.44	7 3/4	3 1/2	2,162	7,837	
TELE-COMMUNICATIONS	TCOM	O	34 1/2	35 1/4	- 3/4	- 2.12	35 1/4	15 1/2	3,822	131,859	
TELEPROMPTER	TP	A	37 5/8	39 5/8	- 2	- 5.04	44 1/2	28 1/8	15,551	585,106	
TIME INC.	TL	N	46	47 3/4	- 1 3/4	- 3.66	64 3/4	44 5/8	7,284	335,064	
VIACOM	VIA	N	20	20 3/4	- 3/4	- 3.61	28 1/2	15 1/2	3,836	76,720	
VIKOA	VIK	A	9 3/4	10	- 1/4	- 2.50	19 3/4	8	2,333	22,746	
Programming									TOTAL	72,125	1,911,742
COLUMBIA PICTURES	CPS	N	10	10 5/8	- 5/8	- 5.88	14 7/8	9 1/8	6,342	63,420	
DISNEY	DIS	N	176 7/8	184 1/8	- 7 1/4	- 3.93	201 3/4	132 3/4	13,802	2,441,228	
FILMWAYS	FWY	A	4 1/2	5	- 1/2	- 10.00	8	4 1/2	1,868	8,406	
GULF & WESTERN	GW	N	33 3/4	35 3/4	- 2	- 5.59	44 3/4	28	15,816	533,790	
MCA	MCA	N	23 5/8	25 5/8	- 2	- 7.80	35 7/8	23 5/8	8,182	193,299	
MGM	MGM	N	21 3/8	21 1/4	+ 1/8	+ .58	22	16 3/4	5,897	126,048	
MUSIC MAKERS	MUSC	O	2	2	-	.00	3 3/4	1 1/8	534	1,068	
TELE-TAPE PRODUCTIONS	O	1 5/8	1 7/8	- 1/4	- 13.33	2 7/8	1	2,190	3,558		
TRANSAMERICA	TA	N	17 1/2	17 7/8	- 3/8	- 2.09	23 1/2	16 1/4	67,213	1,176,227	
20TH CENTURY-FOX	TF	N	10 3/4	10 1/2	+ 1/4	+ 2.38	17	8 5/8	8,562	92,041	
WALTER READE ORGANIZATION	WALT	O	1 5/8	1 5/8	-	.00	4 1/8	1 3/8	2,203	3,579	
WARNER COMMUNICATIONS INC.	WCI	N	39	39	-	.00	50 1/4	31 1/4	16,221	632,619	
WRATHER CORP.	WCO	A	10 1/2	11 1/2	- 1	- 8.69	17 7/8	9 7/8	2,164	22,722	
Service									TOTAL	150,994	5,298,005
JOHN BLAIR	BJ	N	14 1/2	14 5/8	- 1/8	- .85	22 3/8	13 1/4	2,604	37,758	
COMSAT	CO	N	56 1/8	59 3/4	- 3 5/8	- 6.06	75 3/8	52	10,000	561,250	
CREATIVE MANAGEMENT	CMA	A	10 1/8	10 7/8	- 3/4	- 6.89	15 1/2	9 3/8	975	9,871	
DOYLE DANE BERNBACH	DOYL	O	28 1/4	28 1/2	- 1/4	- .87	34 3/4	24	1,925	54,381	
ELKINS INSTITUTE	ELKN	O	1 3/4	1 7/8	- 1/8	- 6.66	16 3/8	1 3/4	1,664	2,912	
FOOTE, CONE & BELDING	FCB	N	12 1/4	12 3/4	- 1/2	- 3.92	14	10 5/8	2,162	26,484	
GREY ADVERTISING	GREY	O	15 1/4	15 1/4	-	.00	18 1/8	9 1/4	1,200	18,300	
INTERPUBLIC GROUP	IPG	N	30	30 7/8	- 7/8	- 2.83	36 1/8	22 3/4	1,843	55,290	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	13 1/8	13 1/4	- 1/8	- .94	17 3/4	5 7/8	825	10,828	

	symbol Stock	Exch.	Closing Sept. 13	Closing Sept. 6	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitali- zation (000)
MCCAFFREY & MCCALL	O					.00	16 1/2	7	585	7,312
MOVIELAB	MOV	A	1 3/4	1 5/8	+ 1/8	+ 7.69	3 1/8	1 5/8	1,407	2,462
MPD VIDEOTRONICS	MPO	A	4 1/2	4	+ 1/2	+ 12.50	7 1/8	3 5/8	547	2,461
NEEDHAM, HARPER & STEERS INC.	NOHMA	O	31	32	- 1	- 3.12	34 1/8	21 1/2	911	28,241
A. C. NIELSEN	NIELB	O	54 5/8	55 1/2	- 7/8	- 1.57	59 1/4	37 5/8	5,299	289,457
OGILVY & MATHER	OGIL	O	38 3/4	42	- 3 1/4	- 7.73	48 1/2	16	1,716	66,495
PKL CO.	PKL	O	1 3/8	1 1/2	- 1/8	- 8.33	9 1/2	1 3/8	778	1,069
J. WALTER THOMPSON	JWT	N	34 1/4	33 3/4	+ 1/2	+ 1.48	49 1/4	31 3/4	2,704	92,612
UNIVERSAL COMMUNICATIONS INC.	O	O	12 1/2	13 1/2	- 1	- 7.40	17	8	715	8,937
WELLS, RICH, GREENE	WRG	N	19 3/4	21 1/4	- 1 1/2	- 7.05	27 7/8	19 5/8	1,635	32,291
Manufacturing									39,495	1,308,411
ADMIRAL	ADL	N	14 1/4	14 5/8	- 3/8	- 2.56	27	14	5,813	82,835
AMPEX	APX	N	6	6 1/4	- 1/4	- 4.00	15 1/8	6	10,875	65,250
CARTRIDGE TELEVISION INC.	O	O	27 1/2	28 1/2	- 1	- 3.50	43 1/2	16 1/2	2,083	57,282
CCA ELECTRONICS	CCAE	O	3 1/8	3 1/8		.00	6 1/4	2 1/4	881	2,753
COLLINS RADIO	CRI	N	14 1/8	14 3/4	- 5/8	- 4.23	19 7/8	13 1/4	2,968	41,923
COMPUTER EQUIPMENT	CEC	A	2 3/4	2 3/4		.00	4 5/8	2 1/2	2,421	6,657
CONRAC	CAX	N	26 1/4	27 1/4	- 1	- 3.66	39 3/8	25 5/8	1,259	33,048
GENERAL ELECTRIC	GE	N	65	66 1/2	- 1 1/2	- 2.25	70 7/8	58 1/4	182,123	11,837,995
HARRIS-INTERTYPE	HI	N	50 3/4	51 1/4	- 1/2	- .97	59	48 1/4	6,365	323,023
MAGNAVOX	MAG	N	30 1/4	30 1/2	- 1/4	- .81	52 1/4	27 1/2	17,685	534,971
3M	MMM	N	77 1/2	80 1/8	- 2 5/8	- 3.27	85 3/4	74 1/4	12,867	997,192
MOTOROLA	MOT	N	113 1/2	117 1/4	- 3 3/4	- 3.19	129 7/8	80	13,481	1,530,093
OAK INDUSTRIES	OEN	N	17 7/8	19 1/8	- 1 1/4	- 6.53	21 3/4	9 5/8	1,638	29,279
RCA	RCA	N	34 1/8	35 3/4	- 1 5/8	- 4.54	45	32 1/8	74,352	2,537,262
RSC INDUSTRIES	RSC	A	2 5/8	2 3/4	- 1/8	- 4.54	4 3/8	2 1/2	3,458	9,077
TECHNICAL OPERATIONS INC.	TO	A	10 5/8	10 3/4	- 1/8	- 1.16	17 7/8	9 7/8	1,386	14,726
TEKTRONIX	TEK	N	53 1/8	55 3/4	- 2 5/8	- 4.70	65 1/2	32 3/4	8,136	432,225
TELEMATRON	TMT	O	6	6 1/4	- 1/4	- 4.00	13 3/4	4 1/4	1,050	6,300
WESTINGHOUSE	WX	N	40 1/8	42	- 1 7/8	- 4.46	54 7/8	40 1/8	87,609	3,515,311
ZENITH	ZE	N	45 1/8	45	+ 1/8	+ .27	50 1/2	39 3/4	19,037	859,044
									455,487	22,916,246
									1,024,867	43,375,609

Standard & Poor's Industrial Average

121.75

123.63

- 1.88

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



Mr. Croninger

David C. Croninger, general manager, WWDJ(AM) Hackensack, N.J., named executive VP, Petry Radio Sales, New York.

Harry Warren Jr., account supervisor, and **Hal Nitch**, media director, Knox Reeves Advertising, Minneapolis, named VP's.

Hal Goldberg, VP, media and research services, named to newly created position of VP and director of marketing and research.

Charles R. Tyson Jr., group creative director, N. W. Ayer & Son, Philadelphia, elected VP.

Charles Ewell, creative director, Papert, Koenig, Lois, New York, named VP and creative supervisor, McCann-Erickson, New York. **Steve Kambanis**, principal in Kurtz, Kambanis, Symon, New York, joins M-E as VP and art director.

Robert G. Wright, account representative,

Vanguard division, Gardner Advertising, St. Louis, elected VP.

Dick Aune, associate media director, Campbell Mithun Advertising, Minneapolis, joins wcco-tv there as national sales coordinator.

R. Bruce Cynar, station-clearance representative, CBS, New York, joins group-owner Park Broadcasting, Ithaca, N.Y., as national sales coordinator.

Diane L. Sass, VP, research and program services, Avco Radio Television Sales, Los Angeles, joins group-owner Kaiser Broadcasting as VP, research and marketing, with headquarters in New York.

John T. Shean, with Bernard Howard Co., Chicago, appointed national sales manager, Communications Fund Inc., owner of WMAS(AM)-WHVY(FM) Springfield, Mass., KXLW(AM)-KADI(FM) St. Louis and KWKI(FM) Kansas City, Mo. He also was appointed general sales manager of KADI.

Martin Conn, program director, WMAL-FM Washington, joins WGMS-AM-FM there as sales manager.

Kenneth Campbell, with WPBS(FM) Phil-

adelphia, appointed general sales manager.

Steve Pokress, account supervisor, Ayer, Jorgenson, McDonald, Los Angeles, joins Davis, Johnson, Mogul & Columbatto there as VP and account supervisor. **Ted Brandt**, DJMC account supervisor, named VP. **Mike Malone**, media research analyst, appointed manager, media department. **Don Welch**, account executive, Ayer, Jorgenson, McDonald, joins DJMC in same capacity. **Don Stein**, account executive, Needham, Harper & Steers there, joins DJMC in same capacity. **John Fitzgerald**, with Warner Bros. there, joins DJMC as art director. **Richard Nanaumi**, with BBDO there, joins DJMC as art director.

H. Michael Hahn, VP-account supervisor, Norman, Navan, Moore & Baird, Grand Rapids, Mich., named executive VP and management supervisor **Alton G. Gabe line**, manager, Detroit office, named VP, branch offices. **Charles C. Huhn**, account supervisor, named VP, account services. **Wayne Borst**, office manager and controller, named VP and treasurer.

James K. Forget, senior VP, Ketchum, MacLeod & Grove, New York, and man-

agement supervisor on Jackson Brewing Co. account, named executive VP of marketing and sales, Jackson Brewing Co., New Orleans.

Barbara McNamee, senior media planner, Doyle Dane Bernbach, New York, appointed assistant director, research and sales development, KABC-TV Los Angeles.

Raymond S. Caruso, **John D. Peterson** and **William S. Smith**, account executives, Leo Burnett, Chicago, appointed account supervisors.

James Williams, account executive, William Esty, New York, joins Needham, Harper & Steers, Chicago, in same capacity.

James B. Colaianni, buyer-planner, William Esty, New York, named spot-TV negotiator, Cunningham & Walsh, there. He will service American Motors account. **Louise Segallis**, assistant to sales manager, Tele-Rep, New York, joins C&W as buyer, Boyle-Midway division of American Home Products and Andrew Jergens accounts.

Media



Mr. Clark

Samuel H. Clark, senior VP, ABC Inc., New York, in charge of all nonbroadcast operations, will retire Jan. 19, 1973. Mr. Clark will resign as corporate officer and member of board Sept. 29, 1972, but will continue with ABC Inc. until his retirement date to assist in transition and completion of pending projects. Mr. Clark, who is 58, has been with ABC for 17 years. Areas which have reported to Mr. Clark (ABC Theaters, ABC Records, ABC Record and Tape Sales, ABC Scenic Attractions and Farm Publications) now will report to **Elton H. Rule**, president and chief operating officer of ABC.

Ken Keefer, writer-producer, NBC's advertising department, New York, appointed manager, advertising services. He succeeds **Edward F. Antonioli**, appointed manager, station advertising (BROADCASTING, Sept. 11). He will be responsible for supervising preparation and planning of print advertising and preparation and scheduling of special on-air advertising.

Richard Pack, executive adviser to Donald H. McGannon, president, Westinghouse Broadcasting (BROADCASTING, Sept. 11), also will serve as creative consultant to group owner Post-Newsweek Stations.

Al Parsons, general sales manager, and **John Conwell**, controller and business manager, KOCO-TV Oklahoma City, named VP's.

William Payne, general manager, WAOW-TV Wausau, Wis., joins KORN-TV Mitchell, S.D., as VP and general manager. He is succeeded by **Bruce R. Liljegren**, program and operations manager, Wisconsin TV Network.

Jack G. Thayer, general manager, WGAR (AM) Cleveland, elected VP.

James K. Stock, station manager, WPAM (AM) Pottsville, Pa., joins WKOK-AM-FM Sunbury, Pa., as general manager.

Irving N. Ivers, general sales manager, KHJ (AM) Hollywood, appointed station manager.

Gerald Weaver, VP, Mid-South Broadcasters Corp., Slidell, La., appointed general manager, WSDL (AM)-WVSL-FM there. **Danny F. Mitchell**, assistant director, public information, Mississippi State College for Women, Columbus, Miss., appointed station manager.

Gerald Wells, controller, Invictus Records, Detroit, joins WJR (AM) there as business manager.

Rani Martin, administrative assistant, KRON-TV San Francisco, appointed assistant to station manager, business affairs.

Raymond W. Fritsch, general manager, KSL-FM Salt Lake City, elected director-at-large, board of directors, National Association of FM Broadcasters.

Owen S. Simon, manager, creative services, Group W Productions, assumes additional duties as creative-services manager, Group W-owned KYW-TV Philadelphia.

Karen Vaughney, with KSJO (AM) San Jose, Calif., joins KSAN (FM) San Francisco, as community-services director.

Jeffrey R. Freund, legal assistant to FCC Commissioner Nicholas Johnson, resigns to join staff of District of Columbia public-defender's office. New members of commissioner's staff are **John Dystel**, Yale Law School graduate and former clerk to district and later Ninth Circuit Court of Appeals Judge Alfred T. Goodman, and **Larry Gage**, recent Columbia Law School graduate.

Cy Willing, KMAR (AM)-KCRF-FM Winnsboro elected president, Louisiana Association of Broadcasters. Other officers elected: **William Patton**, KATC (TV) Lafayette, president-elect, **J. Michael Early**, WWL-TV, TV VP; **Chris C. Kimbell Jr.**, KTLD (AM) Tallulah, radio VP, and **Paul H. Goldman**, KNOE-TV Monroe, treasurer.

Jerry Schweitzer, with WLCY-TV St. Petersburg, Fla., appointed assistant promotion manager.

Programing

Alfred Ashley, corporate executive, Warner Bros. TV, Burbank, Calif., named VP, administration, Warner Bros. TV distribution.

Richard J. Behrendt, program manager, KRON-TV San Francisco, appointed to newly created position of operations manager. He is succeeded by **Al Scollay**, production manager.

Charles Sorlien, production manager, WCCO-TV Minneapolis, appointed program director.

Claudia Burns Reinhold, acting program director, WGMS-AM-FM Washington, appointed program director.

John R. Gehron, program director, WCAU-FM Philadelphia, joins WCBS-FM New York in same capacity. Both are CBS-owned stations. (Corrects Aug. 21 item.)

Steve Capen, program director, WNCR (FM) Cleveland, joins CJOM (FM) Windsor-Detroit in same capacity.

Robert D. West, with WERE (AM) Cleveland, joins WJW (AM) there as program manager.

Ray Dennis, program director, WXLW (AM) Indianapolis, joins KSTT (AM) Davenport, Iowa, in same capacity.

Bill Saltzgiver, promotion manager, WHEN-TV Syracuse, N.Y., appointed executive producer, *Hello World*, children's TV series produced by Meredith Broadcasting, group owner and licensee of WHEN-TV.

Preston Fischer, theatrical stage manager and producer, appointed director of live-tape and production, East Coast, 20th Century-Fox Television, New York.

James R. Eury, head cinematographer, Cox Broadcasting, Washington, joins Sterling Productions Inc., news services division, Sterling, Va., as operations manager.

Dave McKinsey, with WWSW (AM) Pittsburgh, joins WKFG (AM) Washington, Pa., as program consultant.

Robert N. Eastman, manager, news and public affairs, noncommercial KWMU (FM) St. Louis, assumes additional duties as program manager.

Broadcast Journalism

Tom Renard, news director, WCCC-AM-FM Hartford, Conn., joins WINE-AM-FM Brookfield-Danbury, Conn., in same capacity.

Virgil Dominic, chief anchorman, WKYC-TV Cleveland, joins WQXI-TV Atlanta, as news director and anchorman. **Ron Becker**, with WKYC-TV, joins WQXI-TV as assistant news director and anchorman. **Mark Scott**, with WJW-TV Cleveland, joins station as anchorman.

Bob Gneiser, editorial director, group-owner, Evening Star Broadcasting Co., Washington, appointed principal newscaster, afternoon and evening reports, Evening Star's WMAL (AM) there.

Richard Rieman, with WLS (AM) Chicago, joins WMAQ (AM) there as desk editor.

Bob Gregory, weatherman, WAST-TV Albany, N.Y., joins WLWI-TV Indianapolis in same capacity.

Bruce Brown, newsman, ABC News, New York, joins KNX (AM) Los Angeles as broadcaster-reporter.

Larry Lee, general manager, noncommercial KPFA (FM) Berkeley, Calif., joins news staff, KSAN (FM) San Francisco.

Rhea Looney, with WHER (AM) Memphis, joins news staff, WREC-TV there.

Robin Brown, reporter, WSPD-TV Toledo, joins news staff, KMOX-TV St. Louis.

Jerry Frederickson, with WKYC-TV Cleveland, joins news staff, KIXI-AM-FM Seattle.

Cable

Dan O. Neal, program director, Valley Cable Co., serving Newhall-Saugus, Calif., area, appointed director, local

origination and community relations, Cypress Cable TV of Kern County, Bakersfield, Calif.

William M. Bauce, president, CATV division, Broad Street Communications Corp., Riverside, Conn., joins Sammons Communications, Dallas as VP, operations.



Mr. Bauce



Mr. Inghram

Paul E. Inghram, Southeast regional director of engineering, Teleprompter Corp., Atlanta, named to new post of director, system development, with headquarters in New York, and responsible for new franchise construction and expansion of present systems throughout U.S.

Equipment & Engineering

Morris S. Lewis, manager, receiving and picture-tube merchandising, distributor products, RCA, Harrison, N.J., appointed director, distributor sales. He succeeds

Joseph J. Kearney, who retires. Mr. Lewis is succeeded by **John J. McLernon**, manager, Eastern distributor sales district, RCA electronic components, Clark, N.J. **John M. Lunney**, distributor salesman, RCA distributor products, New York, succeeds Mr. McLernon.

Gerald King-Ellison, senior transmitter engineer, WCCO-TV Minneapolis, retires. He is succeeded by **Stan Allison**, transmitter supervisor. Mr. Allison is succeeded by **Bernie Renk**, transmitter technician.

Ivan Bukovsky, chief engineer, WDFW (FM) Chicago, joins WYEN (FM) Des Plaines, Ill., in same capacity.

Deaths

Wilma E. (Rex) Lee, 59, wife of FCC Commissioner Robert E. Lee, died Sept. 11 of stroke in Georgetown hospital, Washington. She is survived by her husband, one daughter and two sons.

William Boyd, 77, TV film and motion picture actor who portrayed western character Hopalong Cassidy, died Sept. 12 in Laguna Beach, Calif., from complications of a combination of ailments. In 1948, Mr. Boyd, who had the foresight to acquire the TV rights to more than 60 Hopalong Cassidy Films he originally made for theatrical release, sold them in television syndication. As a result he became one of television's first performing stars and business millionaire. Mr. Boyd subsequently made a television series of

Hopalong Cassidy films. He retired in 1953. Mr. Boyd is survived by his wife, Grace Bradley, former actress.

F. Patrick Shannon, 38, VP and general manager, WTEN-TV Albany, N.Y., died Sept. 13, of heart attack there. Mr. Shannon was formerly VP and general manager, WJRT-TV Flint, Mich. Both stations are owned by Poole Broadcasting Co. He is survived by his wife and three children.

Hubert Long, 48, talent-agency owner and music publisher, Nashville, died Sept. 7 at Baptist hospital there. Mr. Long was chairman and past president of Country Music Association.

Thomas P. Duggan, 45, with CBS and Mutual radio network, New York, and with KIMN (AM) Denver, died of heart attack, Sept. 7 at St. Anthony hospital, Denver. Mr. Duggan who recently formed advertising firm, Tom Duggan Ltd., is survived by his wife Nancy, three daughters and four sons.

Loring C. Merwin, 66, chairman, WJBC (AM) Bloomington and WROK-AM-FM Rockford, both Ill., died Sept. 6 in Bloomington. Mr. Merwin, who was also publisher of the *Daily Pantagraph*, Bloomington, is survived by his wife, Marjorie, two daughters and one son.

Maurice Buchs, 68, Russian desk editor for Voice of America, died Sept. 6 in Washington of gunshot wounds. Police say he was victim of robbery. He is survived by his wife, Gladys.

For the Record®

As compiled by BROADCASTING Sept. 6 through Sept. 12, 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

Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in

Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, denied motion by Civic to reopen record; gave Civic 15 days from release date of order to submit additional exhibit material proposed in letter of June 28, at which time further order will be released closing record (Docs. 18845-9). Action Sept. 7.

■ Administrative Law Judge Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, granted petition for leave to amend by Voice of the Orange Empire requesting leave to submit additional engineering material (Docs. 18295, 18297-8, 19300). Action Sept. 6.

■ Assistant Chief Administrative Law Judge Jay A. Kyle in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, granted petition by Alabama Television Inc. for leave to further amend application to rectify several minor inadvertent misstatements (Docs. 15461, 16760-1, 16758). Action Aug. 30.

Call letter application

■ Mountain State Radio & TV Corp., Fort Collins, Colo.—Seeks KFGN (TV).

Existing TV stations

Application

■ KOLR (TV), Springfield, Mo.—Seeks CP to change ERP to vis. 300 kw, aur. 30 kw; change location to State Highway near Fordland, Mo.; change type trans. to RCA TT-50FH; change type ant. to RCA 150A10-R; make changes in ant. structure; and change HAAT to 710 ft. Ann. Sept. 11.

Final actions

■ KFTY (TV) Santa Rosa, Calif.—Broadcast Bu-

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
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reau granted license covering new station. Action Aug. 29.

■ **KRMA-TV Denver**—Broadcast Bureau granted CP to make changes in transmission line. Action Aug. 31.

■ **WBBH-TV Fort Myers, Fla.**—Broadcast Bureau granted request to operate trans. by remote control from 3719 Central Avenue, Fort Myers. Action Aug. 30.

■ **WXLTV Sarasota, Fla.**—Broadcast Bureau granted request to operate remote control from 4101 Clark Road, Sarasota. Action Aug. 30.

■ **WJCL-TV Savannah, Ga.**—Broadcast Bureau granted request to operate remote control from 10001 Abercorn Street, Savannah. Action Aug. 29.

■ **WDRB-TV Louisville, Ky.**—Broadcast Bureau granted request to operate remote control from 1051 East Main Street, Louisville. Action Aug. 31.

■ **WSBK-TV Boston**—Broadcast Bureau granted request to operate remote control from 83 Leo Birmingham Parkway, Boston. Action Aug. 31.

■ **KMBC-TV Kansas City, Mo.**—Broadcast Bureau granted license covering alt. main trans.; granted request to operate trans. by remote control from 222 West 11th Street, Kansas City. Action Aug. 29.

■ **WGR-TV Buffalo, N.Y.**—FCC waived rules and granted request by Taft Broadcasting Co. to permit unattended operation of WGR-TV's studio-to-trans. link station KYP-22. Action Sept. 7.

■ **WENY-TV Elmira, N.Y.**—Broadcast Bureau granted request to operate trans. by remote control from Mark Twain hotel, Gray and Main Streets, Elmira. Action Aug. 29.

■ **KOCO-TV Oklahoma City**—Broadcast Bureau granted mod. of licenses covering change of name from Cimarron Television Corp. to Combined Communications Corporation of Oklahoma Inc. Action Aug. 29.

■ **WDEF-TV Chattanooga**—FCC waived rules and granted request by Roy H. Park Broadcasting of Tennessee Inc. to permit unattended operation of WDEF-TV's studio-to-trans. link station KIO-21. Action Sept. 7.

■ **WKPT-TV Kingsport, Tenn.**—Broadcast Bureau granted request to operate remote control from 222 Commerce Street, Kingsport. Action Aug. 30.

■ **WHBQ-TV Memphis**—Broadcast Bureau granted CP to change type trans. Action Aug. 31.

■ **WXEX-TV Petersburg, Va.**—Broadcast Bureau granted CP to change vis. ERP to 302 kw and change type ant. Action Aug. 31.

■ **WWBT-TV Richmond, Va.**—FCC granted Jefferson Standard Broadcasting Co. of Virginia, licensee, extension of time to Oct. 17 to file petition to deny application of Greater Washington Educational Telecommunications Association Inc. (GWETA) for experimental authorization to operate on ch. 12. Washington, GWETA is licensee of noncommercial WETA-TV, ch. 26, Washington. Jefferson Standard said additional time was needed to prepare and file engineering and other studies relating to application. Action Sept. 7.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.). TV proceeding, denied motion of Broadcast Bureau to change place of hearing to provide for hearing session in Des Moines, Iowa (Docs. 19168-70). Action Sept. 1.

■ Administrative Law Judge Chester Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV], Central Florida Enterprises Inc.). TV proceeding, modified orders disposing of motions by Central Florida for production of documents; in regard to Central's pleading of Aug. 8, denied certain requests, ordered produced material requested; in regard to Central's Aug. 18 pleading, terms of earlier order will not be modified (Docs. 19168-70). Action Sept. 6.

■ Administrative Law Judge Chester Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.). TV proceeding, in consideration of order of commission released Sept. 1 rescinding issues in proceeding, continued to Oct. 13 conference previously scheduled for Sept. 15 (Docs. 19519, 19581). Action Sept. 6.

Call letter application

■ **KOOK-TV Billings, Mont.**—Seeks KTVQ-TV).

New AM stations

Initial decision

■ Administrative Law Judge Charles J. Frederick, in initial decision, proposed denial of application of Broadcasters 7 Inc. for new AM on 1300 khz with 5 kw DA-D at West Hazelton, Pa. (Doc. 18491). Ann. Sept. 6.

Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in

Summary of broadcasting

Compiled by FCC Aug. 31, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,353	5	16	4,374	49	4,423 ¹
Commercial FM	2,317	1	57	2,375 ²	112	2,487
Commercial TV-VHF	504	1	6	511 ³	12	524 ²
Commercial TV-UHF	184	0	5	189 ³	51	253 ³
Total commercial TV	688	1	11	700	63	777
Educational FM	513	0	19	532	77	609
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	118	0	7	125	12	137
Total educational TV	204	0	12	216	13	229

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

Salem and West Derry, both New Hampshire (Salem Broadcasting Co., et al.), AM proceeding, on request of Salem Broadcasting, consented to by all parties, extended to September 14 time for filing responses to Spacetown's petition for leave to amend (Docs. 19434-6). Action Sept. 6.

■ Administrative Law Judge Lenore G. Ehrig in Salem and West Derry, both New Hampshire (Salem Broadcasting Co., et al.), AM proceeding, granted motion by Franks Broadcasting Co. and extended time to file reply to New Hampshire Broadcasting's opposition to petition for leave to intervene to Sept. 11 (Docs. 19434-6). Action Sept. 7.

■ Chief Administrative Law Judge Arthur A. Gladstone in Cleveland, Tex. (Billy D. Pirtle, Texan Broadcasting Co., Jessie C. Howard), AM proceeding, designated Administrative Law Judge Forest L. McClenning to serve as presiding officer; scheduled prehearing conference for Oct. 3 and hearing for Nov. 13 (Docs. 19577-9). Action Aug. 30.

■ Chief Administrative Law Judge Arthur A. Gladstone in Centerville, Va. (Centerville Broadcasting Co.), AM proceeding, having under consideration absence of presiding Judge Ernest Nash, canceled hearing scheduled for Sept. 12 subject to further order of presiding judge (Doc. 18888). Action Sept. 7.

■ Administrative Law Judge Forest L. McClenning in Denver (Action Radio Inc.), AM proceeding, scheduled further prehearing conference for Sept. 14 (Doc. 19274). Action Sept. 6.

■ Administrative Law Judge Chester F. Naumowicz in Santa Cruz, Hollister and Aptos-Capitola, all California (St. Cross Broadcasting, et al.), AM proceeding, denied motion by St. Cross to suppress notice of interrogatories, interrogatories and pleadings filed in response thereto and certain interrogatories noticed by Progressive Broadcasting Co. (Docs. 19503-4, 19506). Action Sept. 1.

■ Administrative Law Judge Chester F. Naumowicz in Clifton Forge, Va. (Alleghany-Highlands Radio Inc.), AM proceeding, in response to motion by Clifton Forge Radio, scheduled further conference for Sept. 8 (Doc. 19490). Action Sept. 5.

Other actions

■ Review board in Sumiton, Ala., AM proceeding, granted request by Broadcast Bureau for extension of time through Sept. 29 to reply to exceptions by Sumiton Broadcasting Co. and Hudson Millar Jr. and James J. Bullard to initial decision released May 26. Initial decision proposed denial of application of Sumiton Broadcasting Co. for new AM on 1540 khz at Sumiton (Doc. 18204). Action Sept. 8.

■ Review board in Corpus Christi, Tex. and Colorado Springs and Boulder, both Colorado, FM and AM proceeding, granted A. V. Bamford extension of time through Sept. 25 to respond to Broadcast Bureau's exceptions, brief in support of exceptions and appeal from examiner's order allowing reimbursement of A. V. Bamford (Docs. 19089, 19158-9). Action Sept. 7.

Existing AM stations

Applications

■ **WVSM Rainsville, Ala.**—Seeks CP to remove limiting resistor during CH. Ann. Sept. 1.

■ **WTRC Elkhart, Ind.**—Seeks CP to change trans. site to 1246 East Indiana Avenue, Elkhart, and change type trans. to RCA, BTA-15, and make changes in ant. system. Ann. Sept. 1.

■ **WFBR Baltimore**—Seeks CP to change trans. site to 0.78 mile southwest of Windsor Mill Road, and Rolling Road intersection, near Hebbville, Md., and make changes in directional array. Ann. Sept. 1.

■ **WUSJ Lockport, N.Y.**—Seeks CP to modify MEOV's of DA pattern. Ann. Sept. 1.

■ **WTNW Chapel Hill, N.C.**—Seeks CP to change ant.-trans. and main studio location to 3.5 miles northeast of Chapel Hill, east side of Weaver Road, Chapel Hill. Ann. Sept. 1.

■ **KMO Tacoma, Wash.**—Seeks CP to increase tower height to 455.5 ft. Ann. Sept. 1.

Starts authorized

■ **WESL East St. Louis, Ill.**—Authorized program operation on 1490 khz, 1 kw-D, 250 w-N. Action July 6.

■ **WJLI Tupelo, Miss.**—Authorized program operation on 1060 khz, 250 w-D. Action Aug. 17.

Final actions

■ **KHIL Wilcox, Ariz.**—Broadcast Bureau permitted remote control. Action Sept. 6.

■ **WTUX Wilmington, Del.**—Broadcast Bureau granted license covering use of former main trans. for alt.-main trans. Action Aug. 31.

■ **WAPE Jacksonville, Fla.**—Broadcast Bureau permitted remote control. Action Sept. 6.

■ **WRYZ Jupiter, Fla.**—Broadcast Bureau granted license covering use of former main trans. as aux. trans.; granted license covering changes in main trans. Action Aug. 31.

■ **KHAK Cedar Rapids, Iowa**—Broadcast Bureau granted CP to replace expired permit. Action Aug. 29.

■ **WNNJ Newton, N.J.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location. Action Aug. 31.

■ **WFAR Farrell, Pa.**—Broadcast Bureau granted request for waiver of rules to identify as Farrell-Sharon, Pa. Action Aug. 23.

■ **KAMA El Paso**—Broadcast Bureau granted license covering new AM. Action Aug. 31.

■ **WTID Newport News and WTID-FM Norfolk**, both Virginia—Broadcast Bureau granted mod. of licenses to change corporate name of licensee from Big T Corp. to Musicradio Broadcasting Corp. Action Aug. 29.

■ **KPUG Bellingham, Wash.**—Broadcast Bureau granted CP to change from DA-2 to DA-N and non-directional-D. Action Aug. 31.

■ **WEAQ Eau Claire, Wis.**—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Sept. 7.

Initial decision

■ Administrative Law Judge Millard F. French, in initial decision, proposed denial of application of Cathryn C. Murphy for renewal of license of KVAN Vancouver, Wash. (Doc. 18672). Application was designated for hearing on issues relating to ascertainment of community needs; repeated failure to file reports and applications on time; and unauthorized change in trans. location. Ann. Sept. 11.

Actions on motions

■ Administrative Law Judge Basil P. Cooper in Yuba City, Calif. (General Broadcasting Co. [KOBQ]), AM proceeding, on request of applicant and respondent and with consent of Broadcast Bureau, continued prehearing conference to Oct. 10; continued hearing previously scheduled for Oct. 4 to date to be specified at conclusion of prehearing conference; set certain procedural dates (Doc. 19549). Action Sept. 6.

■ Administrative Law Judge Basil P. Cooper in

New York and Minneapolis (City of New York Municipal Broadcasting System (WNYC) and Midwest Radio-Television Inc. (WCCO)), AM proceeding, on motion of applicant and with consent of all other parties, continued prehearing conference to Sept. 20 (Docs. 11227, 17588, 19403). Action Sept. 7.

■ Chief Administrative Law Judge Arthur A. Gladstone in Charleston, W. Va. (Capitol Broadcasting Corp. [WCAW]), AM proceeding, designated Administrative Law Judge Chester E. Naumowicz Jr. to serve as presiding officer and scheduled prehearing conference for Oct. 3 and hearing for Nov. 13 (Doc. 19580). Action Aug. 30.

Call letter application

■ KTOM Salinas, Calif.—Seeks KBCM.

Call letter action

■ KBBQ Burbank, Calif.—Granted KROQ.
■ WKFR Battle Creek, Mich.—Granted WKNR.

New FM stations

Applications

■ Ironton, Ohio—Tri Radio Broadcasting Inc. Seeks 107.1 mhz, 3 kw, HAAT 125 ft. P.O. address Box 292, Ironton 45638. Estimated construction cost \$38,215; first-year operating cost \$12,000; revenue \$18,000. Principals: Kenneth H. and Rose A. Auble (together 100%). Mr. and Mrs. Auble own WIRO (AM) Ironton Ann. Aug. 15.

■ Nanticoke, Pa.—Thunder Broadcasting Corp. Seeks 92.1 mhz, 670 w, HAAT 552 ft. P.O. address 90 Helen Street, Plains, Pa. 18705. Estimated construction cost \$45,894; first-year operating cost \$38,416; revenue \$36,000. Principal: Francis S. Koscielski (100%). Mr. Koscielski is announcer and program director of WNAK (AM) Nanticoke. Ann. Aug. 29.

Actions on motions

■ Acting Chief, Broadcast Bureau, on request of South Adams Broadcasting Co., extended through Oct. 2 time to file reply comments in matter of amendment of FM table of assignments (Salem, Ark., Breckenridge, Colo.; Berne, Ind., and St. Marys, Ohio) (Doc. 19535). Action Sept. 1.

■ Acting Chief, Broadcast Bureau, on request of Wiregrass Broadcasting Co., licensee of WIRB-FM Enterprise, Ala., extended through Sept. 22 time to file comments and through Oct. 2 time to file reply comments in the matter of amendment of FM table of assignments (Enterprise and Greenville, both Alabama; Bonifay, Chipley and Pensacola, all Florida) (Doc. 19561). Action Sept. 1.

■ Acting Chief, Broadcast Bureau, on request of Joliet Radio Corp. extended through Sept. 11 time to file comments and through Sept. 21 time to file reply comments in matter of amendment of FM table of assignments (Shorewood and Ottawa, both Illinois) (Doc. 19550). Action Sept. 1.

■ Chief, Broadcast Bureau, granted request of Richard N. Williams, president, House of Sound Inc., and extended through Sept. 12 time to file responses to petition by Western Ohio Broadcasting Services Inc. to amend FM table of assignments to assign ch. 22.1A to Eaton, Ohio. Action Sept. 6.

■ Administrative Law Judge Frederick W. Denniston in Ogallala, Neb. (Industrial Business Corp., Ogallala Broadcasting Co.), FM proceeding, denied motion by Ogallala Broadcasting for indefinite postponement of procedural dates now established (Docs. 19559-60). Action Sept. 1.

■ Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (California Stereo Inc., Interact Inc.), FM proceeding, in light of fact that timely filed and mutually exclusive application of Edward Royce Stolz II is expected to be, but has not yet been consolidated into proceeding, and in view of parties' expressed desire not to go forward with establishment of procedural dates until posture of application has been determined, continued prehearing conference scheduled for Sept. 12 to date to be established by subsequent order (Docs. 19515-6). Action Sept. 5.

■ Administrative Law Judge Lenore G. Ehrig in Pekin, Ill. (Peoria Valley Broadcasting Inc. and Tazwell Broadcasting Co.), FM proceeding, in light of pendency of joint petition for approval of agreement, dismissal of application and grant of remaining application without hearing filed by parties, Broadcast Bureau's comments and fact that ultimate approval of agreement will eliminate need for hearing, continued without date further prehearing conference scheduled to convene on Sept. 11 (Docs. 19526-7). Action Sept. 5.

■ Administrative Law Judge Herbert Sharfman in Southern Pines, N.C. (William R. Gaston, Sandhill Community Broadcasters Inc.), FM proceeding, granted petition by Sandhill for leave to amend application by correcting number of FM broadcast hours a week which would be duplicated on AM (Docs. 19349-50). Action Sept. 6.

■ Administrative Law Judge Herbert Sharfman in

Southern Pines, N.C. (William R. Gaston, Sandhill Community Broadcasters Inc.), FM proceeding, on request of Sandhill, extended to Sept. 11 time for exchange of proposed affirmative case exhibits (Docs. 19849-50). Action Sept. 7.

Other action

■ Review board in Ogallala, Neb., FM proceeding, granted Industrial Business Corp. extension of time through Sept. 14 to file responsive pleadings to petition by Ogallala Broadcasting Co. to enlarge issues (Docs. 19559-60). Proceeding involves applications of Industrial Business Corp. and Ogallala Broadcasting Co. for new FM's in Ogallala. Action Sept. 8.

Call letter applications

■ Abenaki Co., Gardiner, Me.—Seeks WABK-FM.
■ Alpine Broadcasting Co., Gaylord, Mich.—Seeks WWRM-FM.

■ Cloquet Broadcasting Co., Cloquet, Minn.—Seeks WKLK-FM.

■ Skagit Valley College, Mt. Vernon, Wash.—Seeks KSVR (FM).

Call letter actions

■ Westminster Academy, Fort Lauderdale, Fla.—Granted WAFG (FM).

■ Evans County Broadcasting Co., Claxton, Ga.—Granted WCLA-FM.

Existing FM stations

Starts authorized

■ *KVNO (FM) Bethel, Alaska—Authorized program operation on 90.7 mhz, ERP 3 kw, HAAT 640 ft. Action Aug. 14.

■ KEWE (FM) Camarillo, Calif.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 150 ft. Action Aug. 15.

■ *KCCF-FM Cedar Rapids, Iowa—Authorized program operation on 91.1 mhz, ERP 94 kw, HAAT 300 ft. Action Aug. 14.

■ WMMG (FM) Brandenburg, Ky.—Authorized program operation on 93.5 mhz, ERP 3 kw, HAAT 190 ft. Action Aug. 17.

■ *WCWL (FM) Stockbridge, Mass.—Authorized program operation on 91.3 mhz, ERP 1.4 kw, HAAT 4 ft. Action Aug. 22.

■ *KCUM-FM Crookston, Minn.—Authorized program operation on 91.7 mhz, TPO 10 w. Action Aug. 28.

■ KQDE-FM Waseca, Minn.—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 300 ft. Action Aug. 21.

■ KNIM-FM Maryville, Mo.—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 235 ft. Action Aug. 18.

■ KILA (FM) Henderson, Nev.—Authorized program operation on 95.5 mhz, TPO 25 kw, HAAT 1,120 ft. Action July 20.

■ *WBAU (FM) Garden City, N.Y.—Authorized program operation on 90.3 mhz, ERP 350 w, HAAT 90 ft. Action July 28.

■ WNMB (FM) North Myrtle Beach, S.C.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 300 ft. Action Aug. 14.

Final actions

■ FCC modified earlier action granting Pacific Lutheran University Inc. increase in power and ant. height of *KPLU-FM Tacoma, Wash., to require Pacific Lutheran to meet reasonable complaints of interference to signals of KING-TV, ch. 5, Seattle, in area of *KPLU-FM trans. Action Sept. 7.

■ KWST (FM) Los Angeles—Broadcast Bureau granted CP to change main trans. and ant.; granted CP to change aux. trans.; use former ant. as aux.; ERP 72 kw; ant. height 720 ft.; granted CP to install 2d aux. trans. for use with former ant. Action Aug. 31.

■ *KCVR (FM) San Bernardino, Calif.—Broadcast Bureau granted CP to change trans. and change transmission line; change name of licensee from San Bernardino Valley Union Junior College District to San Bernardino Community College District. Action Aug. 25.

■ WATR-FM Waterbury, Conn.—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location on ch. 223 (92.5 mhz) for aux. purposes only; ERP 15.5 kw; ant. height 740 ft.; remote control permitted; condition. Action Aug. 31.

■ WDJF (FM) Westport, Conn.—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location on ch. 300 (107.9 mhz) for aux. purposes only; ERP 1.75 kw; ant. height 205 ft.; remote control permitted. Action Aug. 31.

■ WSUX-FM Seaford, Del.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 230 ft. Action Aug. 29.

■ *WHRS (FM) Boynton Beach, Fla.—Broadcast Bureau granted mod. of license covering change in name of licensee from Board of Public Instruction to Palm Beach County, Florida to School Board of Palm Beach County, Florida. Action Aug. 31.

■ WJCL-FM Savannah, Ga.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 1,160 ft. Action Aug. 31.

■ WJBM-FM Jerseyville, Ill.—Broadcast Bureau granted CP to install new trans.; ERP 50 kw; ant. height 380 ft. Action Aug. 30.

■ WWTO (FM) Peoria, Ill.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Aug. 31.

■ WGOH-FM Grayson, Ky.—Broadcast Bureau granted license covering changes; ERP 1.45 kw; ant. height 410 ft. Action Aug. 31.

■ *WBHS (FM) Brunswick, Me.—Broadcast Bureau granted license covering new educational FM. Action Aug. 31.

■ *WMUA (FM) Amherst, Mass.—Broadcast Bureau granted license covering changes; studio and remote control at Marston Hall, Amherst; ERP 1.0 kw; ant. height 27 ft. Action Aug. 31.

■ *WTCC (FM) Springfield, Mass.—Broadcast Bureau granted license covering new educational FM. Action Aug. 31.

■ WHVY (FM) Springfield, Mass.—Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 170 ft. Action Aug. 31.

■ KBHP (FM) Bemidji, Minn.—Broadcast Bureau granted license covering new FM; ERP 58 kw; ant. height 350 ft. Action Aug. 31.

■ WBAQ (FM) Greenville, Miss.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Aug. 31.

■ *KHTC (FM) Helena, Mont.—Broadcast Bureau granted license covering changes. Action Aug. 31.

■ WRDR (FM) Egg Harbor, N.J.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 280 ft. Action Aug. 31.

■ WNCO-FM Ashland, Ohio—Broadcast Bureau granted CP to install new trans.; ERP 25 kw; ant. height 390 ft. Action Aug. 31.

■ WTUE (FM) Dayton, Ohio—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 370 ft. Action Aug. 31.

■ WPAY-FM Portsmouth, Ohio—Broadcast Bureau granted license covering changes; change trans. location to tower, South Portsmouth. Action Aug. 31.

■ KRAV (FM) Tulsa, Okla.—Broadcast Bureau granted license covering changes; ERP 96.5 kw; ant. height 680 ft. Action Aug. 31.

■ KZEL-FM Eugene, Ore.—Broadcast Bureau granted CP to change trans. location and studio location to Blanton Heights, Eugene; install new trans. and new ant.; make changes in ant. system; ERP 100 kw; ant. height 870 ft. Action Aug. 30.

■ WGRP-FM Greenville, Pa.—Broadcast Bureau granted CP to install new trans.; install new ant. and make changes in transmission line; ERP 3 kw; ant. height 240 ft. Action Aug. 31.

■ WAVT-FM Pottsville, Pa.—Broadcast Bureau granted license covering changes; ERP 29 kw; ant. height 540 ft. Action Aug. 29.

■ WYSH-FM Clinton, Tenn.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 75 ft. Action Aug. 31.

■ KBFM (FM) Edinburg, Tex.—Broadcast Bureau granted request to identify as Edinburg-McAllen, Texas per rules. Action Aug. 23.

■ KSOP-FM Salt Lake City—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Aug. 31.

■ KWIC (FM) Salt Lake City—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Aug. 31.

■ *KUIB (FM) Vernal, Utah—Broadcast Bureau granted license covering new educational FM. Action Aug. 31.

■ WBKW (FM) Beckley, W. Va.—Broadcast Bureau granted CP to install new ant. and make changes in transmission line; ant. height 1,050 ft. Action Sept. 7.

■ WISN-FM Milwaukee—Broadcast Bureau permitted remote control. Action Aug. 25.

Call letter applications

■ KFMS (FM) San Francisco—Seeks KKEE (FM).
■ WHDH-FM Boston—Seeks WCOZ (FM).

■ WCRX (FM) Springfield, Mass.—Seeks WAQY (FM).

■ KAUS-FM Austin, Minn.—Seeks KAAL (FM).

■ WKRC-FM Cincinnati—Seeks WKRC (FM).

■ WBUK (FM) Columbus, Ohio—Seeks WTVN-FM.

(Continued on page 68)

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(Continued from page 66)

- WYFY-FM Columbia, Tenn.—Seeks WKOM (FM).
- WHBQ-FM Memphis—Seeks WEZI (FM).
- WFWO-FM Milwaukee—Seeks WBCS (FM).

Call letter actions

- KPAT-FM Berkeley, Calif.—Granted KRE-FM.
- WOC-FM Davenport, Iowa—Granted KIKI (FM).
- KRCH (FM) St. Louis—Granted KSLQ (FM).
- KWIL-FM Albany, Ore.—Granted KHPE (FM).

Renewal of licenses, all stations

- FCC granted application of Tony P. Congusta for renewal of license of WDSK Cleveland, Miss., for period ending June 1, 1973. Petition by Triangle Broadcasting Co., licensee of WDRU (FM) Drew, Miss., opposing application, was denied. Action Aug. 29.
- FCC granted applications of RKO General Inc. for renewal of licenses for WHBQ-TV Memphis, KHJ-AM-FM Los Angeles and WRKO and WROR (FM), both Boston. Grants are conditioned on, and without any prejudice to whatever action, if any, commission may deem appropriate as result of final action in comparative proceedings involving licenses of KHI-TV Los Angeles (Doc. 16679) and WNAC-TV Boston (Doc. 18759), and five civil antitrust actions now pending in U.S. district courts for Pennsylvania, Florida, California, and Missouri, involving General Tire and Rubber Co., parent of RKO General. Action Sept. 7.
- WSER Elkton, Md.—Broadcast Bureau granted renewal of license. Action Sept. 1.
- Broadcast Bureau granted renewal of licenses for following translators: K70BN and K74AS, both Virginia, Minn.; K05AD and K12FA, both Ashland and Otter Creek, K11CC rural area of Checkboard, K09BF Deer Lodge, K10AQ and K12AT, both Lodge Grass, and K07HZ Rosebud, all Montana. Actions Aug. 31.

Modification of CP's, all stations

- KIAK Fairbanks, Alaska—Broadcast Bureau granted mod. of CP to make changes in ant. system, increase tower height to 230 ft. and change main studio location to 543 Second Avenue, Fairbanks, and operate trans. by remote control from main studio location. Action Aug. 30.
- KISA Honolulu—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 9, 1973. Action Sept. 8.
- KPJA Ironton, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 4, Action Sept. 8.
- KBMI Henderson, Nev.—Broadcast Bureau granted mod. of CP as modified to change trans. site to approximately 1.3 miles north of intersection of U.S. Highway 93-95-466 and Sunset Road, near Henderson and change main studio location and remote control to point to be determined in Henderson, and make changes in ant. system. Action Aug. 30.
- WPRJ Parsippany-Troy Hills, N.J.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 30. Action Sept. 8.
- WSNL-TV Patchogue, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 28, 1973. Action Aug. 29.
- WCJW Warsaw, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to March 1, 1973. Action Sept. 8.
- W22AA Raleigh, N.C.—Broadcast Bureau granted mod. of CP for UHF translator to extend completion date to Feb. 28, 1973. Action Aug. 29.
- WEGG Rose Hill, N.C.—Broadcast Bureau granted mod. of CP to change ant. system to single tower non-directional ant. Action Aug. 30.
- WSUM Parma, Ohio—Broadcast Bureau granted mod. of CP for extension of completion date to March 1, 1973. Action Aug. 29.
- KEYS Corpus Christi, Tex.—Broadcast Bureau granted mod. of CP for extension of completion date to Dec. 6. Action Aug. 29.
- Pulaski, Va., Dr. Stanley M. Boyd—Broadcast Bureau granted mod. of CP to change trans. and main studio location to Smith Lane, Pulaski, and change type trans. and make changes in ground system. Action Aug. 30.
- KCGO Cheyenne, Wyo.—Broadcast Bureau granted mod. of CP for extension of completion date to Feb. 1, 1973. Action Aug. 29.
- WIAC-FM San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP to extend time to Feb. 28, 1973. Action Aug. 29.
- Broadcast Bureau granted mod. of CP's for ex-

tension of completion dates for following stations: WOZN Jacksonville, Fla., to Dec. 10; WDAT Ormond Beach, Fla., to Feb. 10, 1973; WGNU Granite City, Ill., to Nov. 29; WJLJ Tupelo, Miss., to Dec. 1; WTNW Chapel Hill, N.C., to Feb. 16, 1973; and WOKI Oak Ridge, Tenn., to Feb. 1, 1973. Actions Aug. 30.

Translator actions

- Seward, Alaska, Central Alaska Broadcasting Inc.—Broadcast Bureau granted CP for new VHF translator to serve Seward and Moose Pass, Alaska, on ch. 4 by rebroadcasting programs of KIMO-TV, ch. 13, Anchorage. Action Aug. 28.
- Durango, Colo., Durango Junior Chamber of Commerce Inc.—Broadcast Bureau granted CP for new FM translator, to serve Durango on ch. 272 (102.3 mhz) by rebroadcasting programs of KOB-FM, ch. 227 (93.3 mhz), Albuquerque, N.M. Action Aug. 28.
- Ely, Nev., White Pine Television District Number 1—Broadcast Bureau granted CP for new UHF translator to serve Ely on ch. 65 by rebroadcasting programs of KLAS-TV Las Vegas. Action Aug. 30.
- W72AE Asheville, N.C.—Broadcast Bureau granted CP to change frequency from ch. 72 (818-824 mhz) to ch. 62 (758-764 mhz) and change type of trans. of UHF translator. Action Aug. 24.
- Waynesville, N.C.—FCC waived rules and granted application of Spartan Radiocasting Co., licensee of WSPA-TV Spartanburg, S.C., for CP to increase power of VHF translator W09AD Waynesville from 1 w to 10 w and to make equipment changes. Rules limit trans. output of VHF translators east of Mississippi River to 1 w. Action Sept. 7.
- K06GE Riley, Ore.—Broadcast Bureau granted CP for VHF translator to change primary TV to KMED-TV, ch. 10, Medford, Ore.; change trans. location to Glass Butte, Ore.; make changes in ant. system; and change type of trans. Action Aug. 25.

Other actions, all services

- FCC retained rules governing tuning accuracy of TV receivers utilizing 70-position non-memory UHF detent tuner in action disposing of petition for reconsideration filed by Philco-Ford Corp. (Doc. 19268). Date by which receiver manufacturers must meet these requirements was extended to July 1, 1975, to ease problem of transition of receivers meeting those requirements. Action Sept. 7.

Ownership changes

Application

- WIKC (AM) Bogalusa, La.—Seeks assignment of license from Curt Siegelin to Adams Properties Inc. for \$163,000. Buyer: G. S. Adams Jr. (100%). Mr. Adams is vice president, Washington Bank & Trust Co., Bogalusa. He owns Boondocks Land Co. and has interests in Franklinton Insurance Agency Inc. and Washington Investment Co., all in Franklinton, La. Ann. Aug. 10.
- KOKA (AM) Shreveport, La.—Seeks assignment of license from Hepburn Broadcasting Co. to partnership of local citizens dba KOKA Broadcasting Co. for \$775,000. Sellers: Stuart J. Hepburn, president, et al. Mr. Hepburn is also director of Chatham Corp. and is president and director of its subsidiary companies which own KNOK-AM-FM Fort Worth and WKDA-AM-FM Nashville. Buyers: James A. Reeder, managing partner (20%, et al.). Mr. Reeder has been employed as announcer, TV camera operator and TV producer in stations in Shreveport, San Francisco and Austin, Tex. Ann. Aug. 10.

Actions

- WQTY (AM)-WFMI (FM) Montgomery, Ala.—Broadcast Bureau granted assignment of license from Rau Radio of the South Inc. to Alabama Radio Corp. for \$200,000. Sellers: Lloyd S. Smith, president, Henry Rau, chairman, et al. Buyer: Great Lakes Broadcasting Co., Lorain, Ohio (100%). Carl M. Adams, president. Action Aug. 8.
- KIQS (AM) Willows, Calif.—Broadcast Bureau granted assignment of license from Harry Lando to Willows Broadcasting Co. for \$20,000. Sellers: Harry Lando. Buyers: Anthony F. Rusnak (50%) and Charles W. Stone (50%). Mr. Rusnak was formerly general manager of WKZZ (AM) Oil City, Pa. Mr. Stone is 50% owner of KDAC (AM) Fort Bragg, Calif. Action Aug. 29.
- KBTR (AM) Denver—FCC granted assignment of license from KBTR Inc. to Mission Denver Co. for \$1,500,000. Buyer: Jack Roth (100%). Mr. Roth owns KNON (AM) and KITY (FM), both San Antonio, Tex.; WWOK (AM) Miami, and WAME (AM) Charlotte, N.C. Mr. Roth also owns CP for WIGL (FM) Miami. Petitions by Lakewood Broadcasting Service Inc. and Colorado Citizens for Broadcasting, et al., opposing assignment because of Mission Denver's plans to change format from all news to country and western music, were denied. Action July 26.

■ WEXT (AM) West Hartford, Conn.—FCC granted assignment of license from Grossco Inc. to WEXT Inc. for \$425,000 (includes covenant for seller not to compete for five years). Sellers: Michael E. Schwartz and Donald L. Wilks (each 50%). Mr. Schwartz and Mr. Wilks own WTYM (AM) East Longmeadow, Mass., and own (33 1/3%) each WPET (AM) Greensboro, N.C. Buyers: WEXT Inc. is owned by R & S Communications Inc., which has no other broadcast interests. Action July 26.

■ WKMK (AM) Blountstown, Fla.—Broadcast Bureau granted assignment of license from Peter L. Anderson, trustee in bankruptcy to Bailey Broadcasting Co. for \$13,648. Sellers: Peter L. Anderson, trustee, et al. Buyers: W. L. Bailey (100%). Mr. Bailey is attorney in Blountstown. He is also sole owner of real estate firm in Blountstown. Action Aug. 31.

■ KLEW-TV Lewiston, Idaho, KEPR-TV Pasco, and KIMA-TV Yakima, both Washington—Broadcast Bureau granted assignment of license from Cascade Broadcasting Co. to N W G Broadcasting Co. for \$1,000,000. Seller: Cascade is owned by Filmways Inc., publicly held TV and motion picture producer and distributor. Buyers: John Noel Jr. and Helen Mae Noel (jointly 33 1/3%), Harrell B. Whitine (33 1/3%) and R. Richard Gassaway and Sally Gassaway (jointly 33 1/3%). Mr. Noel is secretary-treasurer and 14% owner of Pepsi Cola Bottling Co. in Yakima. He is also secretary-treasurer and 20% owner of Pepsi Cola Bottling Co. in Pasco and president and 40% owner of Pepsi Cola Bottling Co. in Walla Walla, Wash. Mr. Whitney is owner of commercial real estate in Yakima. Mr. Gassaway is general sales manager of Cascade Broadcasting Co. in Yakima. Action Aug. 30.

■ WACI (FM) Freeport, Ill.—Broadcast Bureau granted license from Freeport Broadcasting Co. to WACI Inc. for \$130,693. Sellers: Francis X. Mahoney, president, et al. Buyers: Patrick J. Broderick (36%), Katherine L. Broderick (21%), et al. Mr. Broderick is president and 50% owner of Broderick Builders in Savanna, Ill. He is also president and 60% owner of Thomson Development Corp. in Savanna. He also has interest in Thomson Investment Co. and Thomson State Bank. Mrs. Broderick is 50% owner of Broderick Builders. She is also 40% owner of Thomson Development Corp. Action Aug. 29.

■ WBGS (AM)-WVSL-FM Slidell, La.—Broadcast Bureau granted assignment of license from Bill Garrett Broadcasting Corp. to Mid-South Broadcasters Corp. for \$444,500. Sellers: William C. Garrett, president, et al. Buyers: Thomas V. Garraway (52%), Gerald E. Weaver (24%) and Danny F. Mitchell (24%). Mr. Garraway is president and sole owner of Garraway Oil Co. in Prentiss, Miss. He is also president and 50% owner of Mississippi Development Co. in Ocean Springs, Miss., and 25% owner of Suburban Utilities Co. in Ocean Springs. Mr. Weaver is director of public information at Mississippi State College for Women in Columbus, Miss. Mr. Mitchell is assistant director of public information at Mississippi State College for Women. Action Aug. 17.

■ WAAM (AM) Ann Arbor, Mich.—Broadcast Bureau granted assignment of license from John L. Sinclair to WAAM Inc. Principals: John L. Sinclair (100% before, 90% after) and John L. Marver (none before, 10% after). Mr. Sinclair and Mr. Marver are forming corporation of which Mr. Sinclair is purchasing 90% of stock for \$4,500 and Mr. Marver is purchasing 10% for \$500. Mr. Sinclair owns WANT (AM) Richmond, Va., and WCVL (AM) Crawfordville, Ind. Mr. Marver is general manager of WANT (AM) Richmond. Action July 31.

■ KBUN (AM)-KBHP (FM) Bemidji, Minn.—Broadcast Bureau granted transfer of control of Paul Bunyan Broadcasting Co. from The J. W. Potter Co. to Anne P. DeLong (25%), Edward DeLong III (25%), John W. Potter (25%) and Patricia P. Bailey (25%). Consideration: \$151,200. Principals: Mrs. DeLong is director of The J. W. Potter Co., publisher of *The Argus*, six-day-per-week newspaper in Rock Island, Ill. She is also vice president of Rock Island Broadcasting Co. (WHBF-AM-FM-TV) and director of Rock River Cablevision Co. in Sterling, Ill. Mr. DeLong is reporter for *The Argus*. He is also promotion manager and director of Rock Island Broadcasting Co. and secretary-treasurer of Rock River Cablevision Co. Mr. Potter is business manager for *The Argus* and director of The J. W. Potter Co. He is also director of Rock Island Broadcasting Co. Action July 25.

■ KKGf (AM) Great Falls, Mont.—Broadcast Bureau granted assignment of license from Big Sky Broadcasting Co. to Meyer Great Falls Inc. for \$362,500. Sellers: W. L. Holter. Buyers: Meyer Great Falls Inc. (100% owned by Meyer Broadcasting Co.). Principals of Meyer Broadcasting: Marietta M. Ekberg (99.2%) and William A. Ekberg (0.8%). Mrs. Ekberg is majority owner of KFYY-AM-FM-TV Bismarck, KUMV-TV Williston and KMOT (TV) Minot, all North Dakota, and KOYN (AM) Billings, Mont. Mr. Ekberg has interest in those stations. Action Aug. 18.

■ WFRG (AM) Reidville, N.C.—Broadcast Bureau granted assignment of license from Statesville Broadcasting Co. to WFRG Inc. for \$250,000. Sellers: Garrett M. Alderfer, executive vice president, et al.

Buyers: Eugene F. Smith (60%) and Gene Edward Camp (40%). Mr. Smith is salesman for WFMD (AM) and WFRE (FM) Frederick, Md. Dr. Camp is dentist in Frederick. Action Aug. 2.

■ **KJEM (AM)** Oklahoma City—Broadcast Bureau granted assignment of license from Radio Oklahoma Inc. to Carroll Boyington & Son Electric Inc. for \$297,000. Sellers: C. B. Cameron, president, et al. Buyers: Carroll F. Boyington (55%), Larry N. Boyington (35%) and Juanita M. Boyington (10%). Carroll Boyington is president, general manager and stockholder in Carroll Boyington & Son Electric Inc., commercial electrical contracting. He is also equal partners with Larry Boyington in Boyington & Son Electric Co., commercial electrical contracting, and 50% owner of Boyington Electric Co. in Oklahoma City. Larry Boyington is member of board and estimator for Carroll Boyington & Son Electric Inc. Juanita Boyington is member of board and vice president of Carroll Boyington & Son Electric Inc. Action Aug. 29.

■ **WKEG (AM)** Washington, Pa.—Broadcast Bureau granted assignment of license from WKEG Inc. to Genas Broadcasting Inc. for \$116,134. Sellers: Lew Wade, president, et al. Buyer: Joseph P. Nascone (100%). Mr. Nascone is sales manager of WTAE (AM) Pittsburgh. Action Aug. 18.

■ **KFKF-AM-FM** Bellevue, Wash.—Broadcast Bureau granted assignment of license from Bellevue Broadcasters Inc., a limited partnership, to Bellevue Eastside Radio Ltd. for \$300,000. Sellers: F. Kemper Freeman, Elwell C. Case and Mrs. Florence G. Hayes (jointly 100%). Buyers: A. S. Ballinger (general partner) (50%), and Edward L. Hearn (10%), C. Spencer Clark (20%), Gregory A. Falls (10%), and Willard J. Wright (10%). Mr. Ballinger is real estate broker in Seattle. Mr. Hearn is with Media Management Corp. (president and majority stockholder), Seattle. Mr. Clark is chairman of two Washington gas companies. Mr. Falls is professor at University of Washington. Mr. Wright is attorney. Action Aug. 15.

Cable

Final actions

■ FCC authorized Capitol Cablevision and Wolver-

ine Cablevision Inc. to carry signals of WKAR-TV, ch. 23, East Lansing, Mich., beginning Sept. 10. Cable television systems are to file certificates of compliance requesting carriage of WKAR-TV within 30 days after such carriage begins. Authorization resulted from Michigan State University's shift of educational broadcasting operations from shared-time use of ch. 10, Onondaga, Mich., to full-time use of WKAR-TV. Action Sept. 7.

■ FCC denied petitions by Service Electric Cable TV Inc., Wilkes-Barre, Pa., operator of cable systems in Wilkes-Barre, Hanover township and Ashley borough, all Pennsylvania, asking for immediate authorization to resume carrying distant signals on Ashley borough cable TV systems (Doc. 18923). Action Sept. 7.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Chattanooga TV Cable Co., Chattanooga; Gencoe Inc., Pryor, Okla.; KWR Systems Inc., Oneida, Oneida Castle and Sherill, all New York; Alto Video Corp., Dubois, Falls Creek, Sandy township and Brady township, all Pennsylvania; Dubois Cablevision Inc., Jasper and Huntingburg, both Indiana; Lincoln Cable Television, Kemmerer, Frontier and Diamondville, all Wyoming; See-More Inc., Hollis, Okla.; Wyoming Televents Inc., Gillette, Wyo.; San Saba-Goldthwaite Cable-Vision Inc., San Saba, Tex. Actions Sept. 1.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Wolfe Broadcasting Corp., Fremont, Sandusky township and Ballville township, all Ohio; TV Cable of Alabama Inc., Boaz, Ala.; Santa Anna Cable TV, Santa Anna, Tex.; Alabama Television Cable Co., Eutaw, Ala. Actions Sept. 5.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Cable Vision Inc., Auburn and Lewiston, both Maine; Munising Cable TV, Munising, Mich.; Hays Cable TV Inc., Hays, Kan.; Taos Cable TV Co., Taos, N.M.; Vandalia Cable TV Co., Vandalia, Ill.; Jefferson TV Cable Co., borough of Reynolds-ville, borough of Sykesville, Rathmel, Big Soldier and borough of Big Run, all Pennsylvania; St. Albans Cablevision Inc., town and village of Swanton, Vt.; DeKalb Cablevision Corp., DeKalb county, Decatur, Avondale Estates, Clarkston and Stone

Mountain, all Georgia. Actions Sept. 6.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Cablecom-General Inc., Port Lavaca, Tex.; Pensacola Cablevision Inc., Pensacola, Fla. Actions Sept. 7. Cobre Valley Cablevision, Globe, unincorporated areas of Gila county and Miami, all Arizona; State Cable TV Inc., Augusta, Farmingdale, Gardner, Hallowell and Randolph, all Maine. Actions Sept. 8.

Action on motion

■ Administrative Law Judge Lenore G. Ehrig in Sedona and Oak Creek Canyon, both Arizona (Sedona-Oak Creek TV Cable Co.), cease and desist order, upon request of Sedona-Oak Creek TV Cable Co., postponed prehearing conference until Sept. 25 (Doc. 19553). Action Sept. 1.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Sept. 12. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Ruston, La.—City council authorized Ruston Seemore TV Cablevision's proposal for \$1 increase in monthly rate, making new rate \$4.95, effective Oct. 1.

■ Green Oak township, Mich.—Field Engineering Enterprises Inc. of Bay City, Mich., has applied for franchise. Firm proposes monthly rate of \$5 and initial installation fee of \$5. Township would receive 3% of gross revenue after seven years of operation.

■ Milford, N.J.—Tri-Town Video has been awarded five-year franchise.

■ West Fargo, N.D.—Sheyenne Cable TV Association has applied for franchise.

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.

Manager—small market AM. Plenty of know-how, heavy in sales, responsible self starter. Excellent opportunity for right man. 816-385-2191.

Looking for a chance to move out West? Top rated CW AM/FM located in Bakersfield, California looking for an experienced Station Manager. Must be heavy sales oriented and a good administrator. New facility with fringes. Call Dorothy or Mike Owens, 805-393-1011.

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.

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.

We have just promoted our Sales Manager and are looking for his replacement. If you are the hottest salesman around, we will let you prove it and you can grow with us as we expand. Call evenings 201-891-4490. Box J-114, BROADCASTING.

Salesman for Philadelphia market. Strong on agency presentations. Box J-125, BROADCASTING.

Immediate opening. Experienced salesmen in fast growing New York State market. Good salary plus commission and active account list. Send resume to Box J-170, BROADCASTING.

Good opportunity—established station. Salary, commission. Send resume, sales record. KFRO, 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 Continued

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.

Our group is expanding and is currently in need of young aggressive salesmen to sell number 1 contemporary station. Immediate future will include management possibilities for the right men. 717-762-9336.

Great opportunity! For a dynamite salesman who likes to lead and win. If your good! prove it with figures (last 6 mo.). NO beginners, only the best need apply. Great South Florida Contemporary FM Stereo needs you now! Call 305-686-0073 8PM-10PM and hear about your future.

We are looking for an aggressive, self-starter with experience on both the retail client and both major and minor advertising agency level. Job opening is in our New York City office on behalf of our stations surrounding New York. Send selling letter to P. H. Roberts, Greater New York Radio, 509 Madison Avenue, New York 10022. EOE.

Announcers

One topnotch production person and one super jock. Good pay, great station. Production guy to be good with comedy. Jock to take over highly rated show on 50,000 watt northeast giant. References will be checked. Box H-238, BROADCASTING.

Morning man on top rated Florida station with contemporary-MOR format. Excellent market, large. Must be experienced with bright sound and have natural sense of humor. Send audition tape, background, references, picture, etc., in complete package for immediate consideration to Box H-252, BROADCASTING.

Florida South Gulf Coast metro market need experienced morning man for contemporary format 5,000 watt fulltime. Start \$225 week plus talent remotes. Air mail tape and resume to Box H-269, BROADCASTING.

Announcers Continued

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.

Good voice? Knowledge of good music, MOR? Intelligent & stable? 3rd phone, at least? Live in Chicago-land? Stereo station wants your resume. Address Box J-115, BROADCASTING.

Wake up-news director combo. Prefer young, married. East Coast. Box J-116, BROADCASTING.

Announcer with sports and news ability. Box J-122, BROADCASTING.

Announcer, strong on production and programming. Box J-123, BROADCASTING.

Announcer able to sell on the air and on the street. Box J-124, BROADCASTING.

Soul jocks needed for morning drive and night time. Southwest, mail tape, resume, references, photograph to Box J-134, BROADCASTING.

Experienced announcer for up-tempo MOR fulltime position in Carolinas. First helpful. Can double in sales if experienced. Send tape, resume requirements first letter. Box J-140, BROADCASTING.

Modern Country oriented jock needed to fill an all-night slot at top rated station. Good pay for man who knows how to talk to night audience. Send tape and resume first time. Box J-163, BROADCASTING.

Want Afternoon drive announcer. First or third phone . . . Soft personality. Sell MOR. Good salary. Send resume and tape to Box J-171, BROADCASTING.

Announcer. Third phone. 50,000 watt FM Stereo in New York State. Afternoon drive MOR. Send resume and tape to Box J-172, BROADCASTING.

Immediate opening. Experienced fast paced Top 40 personality with sense of humor. Send tape, resume, Rusty Potz, Program Director, WCCC AM-FM, Hartford, Conn.

ABC-FM, Chicago, looking for laid-back, mellow, communicator. No calls, tape & resume only to WDAI, 360 N. Michigan Ave., Chicago, Ill. 60601.

Announcer, with interest in gathering and writing local news. Some board work, 3rd phone required, \$150 with experience. WHTG, Eatontown, N.J.

Morning jock with production who can communicate and get with the community in an up-tempo, MOR format. We want creativity and desire to join a team of great guys in Portage/Summit County area. I need a pro who enjoys his work. Send tape and resume to Rick Shane, WKNT, Box 629, Kent, Ohio 44240.

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.

Immediate opening for experienced announcer, MOR & Rock. Good production. Send resume to WRIC Radio, Box 838, Richlands, Va., or call 703-964-4066.

Expanding education FM needs experienced announcer. Duties include programming and announcing "classical" music, hosting public affairs programs, supervising part-time student announcers. Competitive salary range. Send resume and tape to Dan Gehrt, Personnel Office, Illinois State Univ., Normal, Ill. 61761.

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.

Experienced AM-FM automation chief who finds way not excuses, who maintains instead of replacing. Engineer \$8000. Engineer-announcer or engineer-news \$9000. Engineer-sales \$8000 plus fat commission. Could lead to bigger things. Southwest. Box J-121, BROADCASTING.

Technical Continued

Chief engineer wanted for dynamic New England radio chain, good salary, fringe benefits and excellent opportunity. Contact Mrs. Murray, WARE Radio, Ware, Mass.

WBUD Trenton with directional antenna and Stereo FM wants chief immediately. Good pay. Write or phone manager.

Experienced chief engineer for 1KW AM 100 KW FM/Stereo. WDUK, Gainesville-BY-Lake Lanier, Ga. Contact Jim Martin. 404-534-7331.

First phone freeze is over. If you've got a 3rd or 1st, talent and experience, we've got the top contemporary in the Midwest. Call Rick Tyler, WJPS, Evansville, Indiana. 812-425-2221. An Equal Opportunity Employer.

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.

Junior and senior staff positions open for broadcast engineers. Prefer experience in consulting field, but will train qualified applicants. Salary commensurate with ability. Excellent benefits. Resume and salary requirements to Gauthney & Jones, 2922 Telesar Court, Falls Church, Va. 22042.

If you're a first phone combination man and like both technical and production work, check this. You will help chief maintain transmitter and studio equipment and do production work. No regular board shift. Send tape, resume and salary requirements to Box 461, Mansfield, Ohio 44901.

News

Wake up-news director combo. Prefer young, married. East Coast. Box J-116, BROADCASTING.

Major market station in a progressive city that is still liveable searching for a strong anchorman with experience. Pay and working conditions are very good and company has serious commitment to news. Send resume to Box J-167, 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.

Announcer, with interest in gathering and writing local news. Some board work, 3rd phone required, \$150 with experience. WHTG, Eatontown, N.J.

Programming, Production, Others

Program director for MOR AM station, and separately programed "Beautiful Music" FM. Must stand investigation as job could lead to management in few years. Reasonable salary, exceptional fringe benefits. Small market in Southeast. Include all information plus salary needs in reply. Box J-117, BROADCASTING.

We are looking for a top notch audio production man who is able to handle agency personnel, knows audio production from top to bottom and can create excellent production on his own. This is a top market position with tremendous potential and good starting salary. Send tape of samples and resume to Box J-144, BROADCASTING.

Program director for successful top-rated CW station. Drifter, alcoholics, woman chasers need not apply. This is for a hard working, professionally minded administrator who will do partial air shift, also. Work week 48 hours, six days. Salary commencing at \$600 per month. Send full resume, tape, photo to H. L. Enstrom, General Manager, KBMY Radio, Box 20316, Billings, Montana 59102.

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

General Manager: versed in all aspects of radio, 13 years experience. Presently employed within corporate framework with limited growth potential. Desires challenging, rewarding environment—where results count. Write for complete resume. Box J-96, BROADCASTING.

Attention Phoenix: Ready to make money and take pride in your operation? 90% of Phoenix stations need help. Top broadcast professional ready to apply skills. Box J-127, BROADCASTING.

Professional with top credentials. Take charge broadcaster. Seeks association where he can apply experience & ability in return for growth opportunity. Box J-128, BROADCASTING.

Management Continued

Is your station a small drip in a large market, or a small drop in a small market? Licensed husband-wife gm's will produce pints, then gallons. Box J-131, BROADCASTING.

Guarantee to put your station in black quickly. No gimmicks or spending. Just hard work and know how. Presently successful selling manager. Top references—ethics, morals, ability. Box J-158, BROADCASTING.

Hard working General Manager, over 15 years experience in programming, sales, all phases of broadcasting. Interested in small market, Calif. or Oregon, also in ownership. Box J-161, BROADCASTING.

General manager or sales manager in medium market. Track record as sales manager and salesman that is outstanding and can be fully substantiated. M.S. degree, family man, good credit, 27 years old. Knows programming, especially contemporary. Phone 803-576-6186.

Sales

I'm looking for a challenge in which I can put my management and sales experience to good use! If you need a man who can get the job done let's communicate! Box J-118, BROADCASTING.

If I can't make \$10,000 yearly, eventually, as an announcer-salesman with you, then don't reply. Am looking for stability and a station with good client relationship. Want to stay around a long time. Am mature family man with three years experience in sales, C/W and Easy Listening format. Sales record very good. Box J-162, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box J-169, BROADCASTING.

FM voice appeal. Music/news/stability/drive. H-73, 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.

Experienced Black, 1st ticket pd, dj, tv booth. Box J-92, BROADCASTING.

Announcer—have well qualified background, over 5 years experience; prefer MOR (up-tempo), excellent production, believable voice. References superb. Box J-98, BROADCASTING.

DJ tight board, good news and commercials, knows rock. Box J-106, BROADCASTING.

DJ, 3rd, versatile, year experience, \$2.50 hour, married, available immediately. Box J-107, BROADCASTING.

Heavy personality, contemporary adult, 10 year pro. Box J-108, BROADCASTING.

Looking for first break. Talented, versatile, new and different Top 40 dj with solid gold specialty. 3rd class license but first class all the way. Small or medium market in Anytown, USA. Write Box J-109, BROADCASTING.

Personality and drive to be #1 is what I offer your Top 40 medium market. First phone, top 10 market experience. Box J-112, BROADCASTING.

Old fashioned morning personality. Light, happy music and informal hometown programs. First phone. Light maintenance. Older in years but young in personality. Any area. Box J-119, BROADCASTING.

DJ, announcer, newscaster. Tight board, 3rd phone, limited experience. Good voice. Any format. Looking to work anywhere, specialty news commentary. Box J-120, BROADCASTING.

Creative young "old-timer" lookin' fer gold mines in Phoenix size markets. First phone announcer. J-132, BROADCASTING.

Experienced, energetic announcer, 27, news and popular music, seeks opportunity in New York, New Jersey, Connecticut. Box J-133, BROADCASTING.

First ticket dj or news. Three years commercial experience. Three years college radio. Pro run stations only. State salary. Box J-136, BROADCASTING.

DJ, newscaster—experienced voice—impressionist, ambitious and conscientious. Ready to work now. Box J-138, BROADCASTING.

Announcers Continued

I want that first break! Consider any location, any format. Good air check, solid references, available immediately. Contact Robert Wolf, 4507 W. 3rd., Amarillo, Texas 806-372-9234. Write Box J-143, BROADCASTING.

6 Year, First jock-last in major-now booth in Midwest major-wants back into major market up tempo MOR-Midwest or Denver only. Now thru 1 October. Box J-147, BROADCASTING.

Professionally trained announcer will relocate. Third endorsed. Dependable. Box J-150, BROADCASTING.

Sex - Gotcha! The name's "Lucky Lenny". Looking for step #1 in East. Tight board, 3rd endorsed, draft-free, ambitious in all departments. Box J-154, BROADCASTING.

I communicate with warmth and humor. Looking for forward-looking large market up tempo MOR where my wife and I can settle. First phone, ingenious production, Phi Beta Kappa even. Send for bright, witty 7 minute sample of radio entertainment. Box J-155, BROADCASTING.

Morning man/pd. Successful and capable. Current employer is best reference. 4 years experience, great production work. Not a drifter. You might need me. I might need you. Let's talk! Box J-160, BROADCASTING.

Mature versatile radio man. 1st phone. Light maintenance, production ability, good news delivery. Prefer smaller CW or MOR. Forties, family, modest salary. Need immediate offer. Any area. Box J-165, BROADCASTING.

Professionally trained. Will go anywhere. Do anything for minimum salary to gain experience. Hard worker, friendly. Box J-166, BROADCASTING.

Young announcer, experience in copy, production, programming. Tape and resume call 315-829-3935. Write KCT, Box 474, Vernon, New York 13476.

A station owner has a man with a year and a half experience. Never a harder worker. Wants to move up. Glad to help him. Contact Kevin Doran. 607-324-1480. WLEA, Hornell, New York.

"All night jock"—seeking new all night spot only-pro straight show, congenial, up-MOR. Good experience 10 N.Y. market and top 100. First phone. Call Pete 207-772-2180.

First phone, experience, CW, production, news, Vet, Sam Smith, 2304 Sunset Cliffs Blvd., San Diego, Calif. 224-2814.

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.

Radio comic—creative college grad, 22, good voice, clean wit, will travel. Bill Brill, 1903 Leslie Lane, Merrick, New York. 516-868-3612. Experienced pro in country and contemporary music. Good voice, fast board, and first phone. Call 205-473-1024.

Gig wanted! Hertz from soul rock to classical. Plus news and production. Broadcast trained. 3rd. endorsed. 212-749-3006.

Major market personality with expertise, imaginative, winsome, cosmopolitan—but, who really knows where it's at and how to get it together. Potential for growth will override financial shortcomings. Come one, come all, big and small. Jerry 1-216-561-7139.

Morning personality. Major market. Warm. Creative. Will consider secure medium. Available now at 1-216-521-1871.

Can you help? Looking for that all important first break into radio. First phone, single, 25, broadcast school grad. Can relocate anywhere, anytime. Edward Engel, 1620 West Wallen, Chicago, Ill. 60626. 312-262-7614.

First phone, college grad, campus radio experience, young and dedicated. Seeking broadcasting experience. Tight dj board. Excellent news delivery. Knowledgeable all areas of radio, commercial TV experience also. Ambitious, ready to hear from you. Ken Crockett, 7427 N. Newman, Portland, Oregon 97203. 1-503-285-1940.

First phone winner wants progressive MOR CW winner. Nine years of communicating to people. Production and stability. Write Box 1 Rt. 1, Proctorville, Ohio. Immediate availability. Call 614-886-7458 after 5 p.m.

Be different! Employ an English di. Young. Experience with major station (outside USA). Bright, lively, conversational style. Send air mail for tape, full information: 24 Dempster St., Agincourt, Ontario, Canada.

Announcers Continued

Black announcer with 4 years experience MOR or soul. Call 202-583-4829.

Experienced first phone announcer. Professional sound. Conscientious, dependable. Reasonable salary. Bill Hennen, Prior Lake, Minn. 55372. 612-447-2835.

36, eight years experience, current location for six years. Time for a change. Good morning man, contemporary MOR, CW, news, some programming, and selling. I'll handle your morning drive, program, sell, manage your station, even buy it. Northeast preferred, but will consider other. Tape, resume, and references available. Nat Natali, 44 Park St., Gouverneur, NY 13642. Phone 315-287-3788 after 6 p.m.

1st Phone beginner, who can do the job. Any format I can take direction. Write. Dom Piazza, Box 32, Southview, Pa. 412-356-7526.

Experienced Country and MOR jock. PD, sports, news, class production. Draft exempt, will relocate. Doug Williams, 715-536-8769.

Personality ready for good contemporary station in a larger market. Experienced, musically involved, on air humor, also radio and TV talk experience. First phone. Strong pull on 18-35 listeners. Danny Odess, 5511 Fleming St., Naples, Florida 33940. Or even better call 813-774-4372.

Technical

Chief engineer, present CE at 100 kw automated FM in Texas seeks CE or asst. CE at AM or FM. \$12,000 salary. Available 2 weeks notice. Go most anywhere. Age 37, first phone since 1951. Heavy theory. Box J-113, BROADCASTING.

Beginner seeking first position in Radio. Age 21, Vet, single, 3rd phone. Will relocate anywhere. Ronnie Mack, 1313 Blavis St., Phila., Pa. 19140. 215-329-4548.

News

Newsman. Eleven years experience, last five in present position Eastern suburban city. Early 30's, college. Looking for opportunity to use what I've learned in new atmosphere. Box J-130, BROADCASTING.

I'm Cavett, Carson, Suskind all in one. I don't have their name, but some of their talents. I do news, interviews and commercials for radio and TV. Box J-149, BROADCASTING.

First phone, solid news-production, Brown grad, 2 years experience; seeks light Rock, MOR, Up Country. Box J-159, BROADCASTING.

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.

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.

Program Manager—Contemporary/MOR and Top 40 background with over 10 years experience. Excellent references. Box J-97, BROADCASTING.

Beautiful music programmer available. Six years in major market. Automation experience. First phone. West or Southwest. Box J-135, BROADCASTING.

Streamlined SM continuity, traffic, receivables and radio etceteras. Air & promotional work. Illinois or Indiana. Good gal wants good offer. Box J-152, BROADCASTING.

I'll be your next Program Director if you want a dedicated, neat, courteous, reliable, good-sounding, knowledgeable, business-minded man, with a first to boot. Extensive management background, and will create the best possible sound for your market. Write Box 942, Clarksville, Tenn. 37040.

Does your station lack good continuity? I would like to help alleviate at least one of your headaches. Will relocate, draft free, tight board. Please reply to G. Brot, 2313 Tremont St., Kalamazoo, Mich. 49001.

Three years at college Class A FM. Two years as Music Director. Looking for slot in Michigan, Canada, or Indiana. Rock or MOR. Third endorsed. Write: Gary Arnold, 1919 Frances, Elkhart, Indiana 46514 or 219-523-0043.

Programing Continued

Want a better gig? Unique telephone set up makes it possible for two thousand top pd's and gm's to listen to your work! Call or write for information today. National DJ Showcase, Suite 418, 6777 Hollywood Blvd., Hollywood, Calif. 90028. Phone 213-461-8306.

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.

Chicago TV Salesman. Channel 26 (WCIU-TV) needs two salesmen with either local radio or local TV sales experience. Salary \$15,000 to \$30,000 depending on experience. Please send resume and photo to Peter Zomaya, Board of Trade Bldg., Chicago, Ill. 60604.

Announcer

Weatherman-announcer. Opening for professional to perform nightly weather and general announcing. Send tape, resume. WSAV-TV, Savannah, Ga.

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.

Chief engineer-group owner needs experienced chief for VHF market, North Central. Box J-110, BROADCASTING.

Chief photographer, totally experienced, lab knowledge required. Eight man department. Send salary requirements with resume. Midwest. Write Box J-139, BROADCASTING.

Chief Engineer for group owned television and radio property in Rocky Mountain state. Working assistant chiefs may apply. Good hunting and fishing area with unpolluted environment. Good salary, group insurance, profit sharing, other fringes. Send resume and references to Box J-146, BROADCASTING.

Director of Engineering for Southwestern group operation which includes AM/FM/TV. Must be familiar with AM directional systems, FCC rules and regulations, filing of all FCC engineering applications, and TV and microwave systems engineering. BS or BA degree preferred. Send resume and salary requirements. Box J-153, BROADCASTING.

Studio engineer, must know RCA TK-42, TS-40, TK-27/28 and TRT-1 Allenized. Responsible for complete studio installation and maintenance. UHF experience and microwave helpful. Send resume and salary requirements to: Director of Engineering, KRWG-TV, Box 31, Las Cruces, New Mex. 88003.

Chicago equipment sales. Gravo Sales, Inc., a subsidiary of the Grass Valley Group, needs regional manager for the Midwest territory. A strong technical background is essential. Please send a resume to Robert Lynch, Gravo 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.

Videotape editor for fast growing production house utilizing AVR-1's, RA-4000, HS-200, Grass Valley Terminal Gear and Norelco PC705-2's. Some maintenance required—digital knowledge desirable. Contact: Dallas D. Clark at 412-682-2300, Television Production Center, Inc., Pittsburgh, Pa. 15213.

Chief Broadcasting Engineer. A challenging opportunity to plan, organize and supervise the technical operations of a new ET station. Minimum of two years experience as chief or supervising engineer in a television station is required. The selection will be competitive by examination. Applications must be received by September 22, 1972. Call (213) 687-3611 for application, or write: Classified Recruitment, Los Angeles Unified School District, P.O. 2298, Los Angeles 90051.

Director of Engineering needed to build and operate two new VHF network-affiliated stations in Boise and Idaho Falls-Pocatello, Idaho. Must have experience in all phases of engineering, including studio and transmitter plant design and construction, negotiation for equipment and hiring and training personnel. Engineering degree preferred but not required. Call James Lavenstein, 801-359-5403.

Technical Continued

Radio/TV engineer: Immediate opening in state alcoholism program. To monitor, repair and maintain audio/visual systems, closed circuit television system and 16mm production. Starting salary \$7,370. High school graduate, two years experience in equipment operation and maintenance required. Contact Don Thieme, P.O. Box 1147, Avon Park, Fla. 33825, or phone 813-453-3151. An Equal Opportunity Employer.

News

Midwest capital city network affiliated station needs experienced newscaster/photo reporter. Must be energetic, self-starter with ability to do the complete job. Thoroughly familiar with 16mm color SOF and silent. Call Jack Hoskins, 217-528-0465.

Woman anchor/reporter S.F. VHF experienced only. Send air check and resume to Box 252, San Francisco.

Programing, Production, Others

Assistant Production Director-Cable System. Produce and direct variety of programs. Supervise color mobile unit. \$100 week start. Advancement potential. Box J-141, BROADCASTING.

TV Director for one of the nation's leading group-owned independents. Plenty of live and VTR activity in Arizona's newest and best production facilities. Commercial TV Director experience required. Send brief resume with first response to Ron Christopher, KPHO-TV, 4016 North Black Canyon, Phoenix, Arizona 85017. No phone calls please.

Net owned station in top ten market seeks manager of advertising, promotion and publicity. A great opportunity for the right person. Contact Mr. Ray Timothy, Station Manager, WKYC-TV, 1403 East Sixth Street, Cleveland, Ohio 44114.

Publicity Manager. Aggressive, creative and experienced in all aspects of promotion and publicity. Send resume to Development Office, WNED-TV/Channel 17, Hotel Lafayette, Buffalo, New York 14203.

Development director. Desire experienced person for public relations and fund raising activities for Educational Public Television station. Contact: WSKG-TV, Box 97, Endwell, NY 13760.

Situations Wanted, Management

Profit-minded VP/GM seeks TV-AM-FM management position. 20 years experience local-national sales, formats, public affairs, promotion top 50 markets radio and TV. Thorough knowledge renewals, amendments, cps. Box J-105, BROADCASTING.

Operations/Program Manager. BS Degree Communications. 10 Years experience. Qualified, dedicated. Presently employed. Change of ownership necessitates me to seek employment elsewhere. Box J-164, 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.

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.

First phone, radio and TV transmitter, studio experience. Strong on maintenance. Box J-145, BROADCASTING.

First phone, experience in films. Cameraman, engineer, switcher or TV film crew. Kenneth Gladstone, 312 West 92nd St., NYC, NY 10025. 212-595-5169.

News

Experienced Black newscaster . . . presently working market half-million. Seek TV position or. Box H-173, BROADCASTING.

Energetic young man. BA. Announcing, producing experience at medium market FM. Excellent writer-photographer. Personable and imaginative. Seeks position as reporter, production assistant. Box J-126, BROADCASTING.

Newscaster, reporter, writer, at network affiliated station seeks position with news conscious station. BA in Broadcasting first phone. Resume, tape on request. Box J-129, BROADCASTING.

News Continued

Experience is important, but it isn't everything. I'm 22, have a Bachelor of Arts in Telecommunications and can write straight news, creative copy and better television scripts than many of those with "experience". Let me prove myself. William Brown, 2422 Maryland Dr., Upper St. Clair, Pa. 15241.

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 programming head for CATV studio? Experienced. Mature. Box J-93, BROADCASTING.

Black Woman, experienced film and TV producer/writer, journalism and news experience. MA degree, creative ideas, seeks position. Box J-148, BROADCASTING.

Young, assistant photographer-processor for news and commercials. Also experienced as assistant director, commercial talent, assistant carpenter, and have 3rd class license. High on courage. Low on "in depth" experience. Currently employed in Chicago. 312-878-6584.

WANTED TO BUY EQUIPMENT

Need used 400 foot tower. KLOV, Loveland, Colorado 80537.

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

Mike Boom, Mole-Richardson type 103-B with perambulator. Mint condition. \$950. Kluge Films, 5350 W. Clinton Ave., Milwaukee, Wis. 414-354-9490.

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.

RCA TT25 Sound Amplified Channel 5 can be modified to picture. RCA TT5A Transmitter Channel 5 can be modified to air cooled. Just removed from standby service, fully operational. Harmonic filter, VSBF, and Diplexer not included. Priced to move. Chief Engineer, KSD-TV, 1111 Olive St., St. Louis, Mo. 63101.

Ampex 1000-C with Amtec & colortec. \$9500. KLFY-TV, Lafayette, La. 318-233-2152.

Film processor, 16mm and 8mm black and white film processor. Cramer automatic with variable speed motor to vary f-stops while processing. Used only 2 years and in excellent condition. \$250. Contact M. D. Smith, IV at WAAY-TV, 1000 Monte Sano, Huntsville, Ala. 35801 or call 205-539-1783.

IGM 630-15 Complete Automated Broadcast System. Includes random select control unit complete with card reader, typewriter, remote manual entry, controls and verified logging system. Source equipment as follows: 4 Scully tape playbacks, 4 IGM Instacarts, 1 IGM single cartridge playback, 1 time announcer and external studio input. System also includes 3 remote control units with digital clocks, 3 encoding systems, 1 end of message tone generator and 6 IGM matching rack enclosures. System is monophonic, but music sources could be converted to stereophonic for about \$1,000. Ted Boyd, WHBC, Canton, Ohio 216-456-7166.

RCA Antenna, 6 bay horizontal BFA-6A and 6 bay vertical 3006V-CB cut for 95.1 mc with RCA power divider. WRBS-FM, Baltimore, Md. 301-247-4100.

Two Gates cartridge II. \$100 each. WYXI . . . Athens, Tenn. 615-745-1390.

Liquidation sale—Dynair CCTV transmitter (modulator), #TK-18. Excellent condition - Never used. \$210.00. 3 - Quick-Set Hercules pedestals, #5450, including "CamLink" heads, #5230. Mint Condition \$150.00, each. Quick-Set Hercules Tripod, #5302, including "CamLink" head #5230, and Dolly, #5602, Mint Condition, \$160.00. RCA Mike Boom (Century made, #1910), #MI-11070—for TV Studio, Max. Ht. 8', Boom Lgt. 18', Mike swivel controlled at rear. Mint Condition. \$150.00 RCA, TV Camera cables, #26725-E6, 27-Conductor, with LKT connectors, each 100' long, 2 cables available. New—\$75.00 each. 215-632-7280.

Used RCA Model TA9 stabilizing amplifier. Ed Rawlinson, Purchasing Agent, 1555 Berger Dr., San Jose, Calif. 95189.

FOR SALE EQUIPMENT Continued

Auction sale of over \$100,000 of broadcast, recording & television equipment. Ampex VR-1000 VTR's, RCA TK-40 Color Camera Chains, Schafer 800 Stereo Automation System, TV remote truck, plus recorders, amplifiers, etc. Call immediately for your auction listing. Bring your trucks, trailers, and money. Saturday, Sept. 23rd, 9:00 a.m., until. Inspection Friday, Sept. 22nd. The Maze Corporation, 1900 1st Ave., North, Birmingham, Ala. (Irondale) 1-205-591-4800 for full details.

RCA Model TTU18LA transmitter on Channel 54 Serial # BC43099. Purchased 1964 now has 20,200 operating hours, includes low pass filter, filterplexer with gas kit, crystals and 2 spare final cavities. Ed Rawlinson, Purchasing Agent, 1555 Berger Dr., San Jose, Calif. 95189.

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*** 2727 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

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, 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 Gilham 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.

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.

Instruction Continued

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.

World's most unique! Home study zero to First phone, 18 weeks, \$100 total cost. Guaranteed. For sample lesson write: Academy Radio Television, 1304 State, Bettendorf, Iowa 52722.

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, programming. 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.

30 Minute pop-in tape! Hundreds comedy one-liners, includes sexy gal. \$10. Tapes, 975 South Tuttle, Sarasota, Fla. 33579.

Sponsor-able, short recorded Features, Contests, deejay drop-ins, etc. Free catalog. Chicago Broadcast Circle, 25 East Chestnut, Chicago, 60611.

RADIO

Help Wanted Management

NEW ORLEANS GROWTH SITUATION

Need a selling Sales Manager equally strong with agencies, direct accounts and inspiring subordinates. He must be goal-oriented, and a merchandiser of ideas, not just radio time. If you are what we are looking for, we'll help you get rich. Your move!

Box J-157, Broadcasting

Announcer

ANNOUNCER WANTED

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Technical

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The continuing planned growth of our company as one of the leading suppliers of radio broadcast equipment has created this new career position. The person we are looking for must be fully experienced in RF design current with state-of-the-art, and know how to convert a design into a manufactured product.

Reply in confidence to:

William J. Overhouser, President



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Technical Continued

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Large group broadcaster needs aggressive and experienced chief for its radio property in Washington/Maryland area. Must have experience in all phases of broadcast engineering, management and operations. Resume must include experience, salary history and desired salary.

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Rupert Neve Incorporated, a world leader in professional audio control equipment, requires a field engineer to locate in Southern Connecticut. The person we need will be required to travel within the United States and Canada to commission equipment, and also be responsible for the maintenance of equipment at Neve headquarters, as well as providing service for customers.

The successful candidate should have experience in the audio industry. Salary will be commensurate with experience.

Qualified applicants are invited to submit their resumes including salary history to:

Rupert Neve Incorporated
Berkshire Industrial Park
Bethel, Connecticut 06801
Attn: D. C. Neve, General Manager

All replies will be acknowledged and selected candidates interviewed in Bethel, Connecticut, during the months of September and October.

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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

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Help Wanted

Programing, Production, Others

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The man we're looking for will have the opportunity to start from scratch and be responsible for the entire programing of the station.

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He will have none of the hassles of commercial programing because there are no commercial sponsors.

We're not concerned with how good the ratings are; just with how great the programing is.

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Box J-151, Broadcasting

Help Wanted Programing, Production Continued

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- Station representation in community activities involving women.
- Development, selection and on-air reporting of material of special interest to women viewers.

Applicants must present record of previous on-air experience and evidence of community involvement.

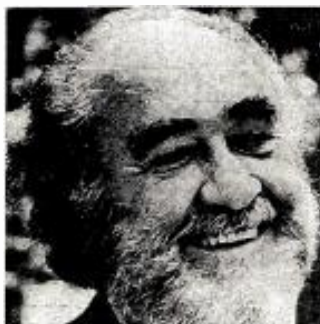
Please send complete resume, plus any supporting promotional material relating to past activities to:

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Cincinnati, Ohio 45202

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Box J-137, Broadcasting

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FL	CATV	475 POTL	75M	29%	W	Major	Daytime	300M	Nego
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QUALIFIED BUYERS.

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DeSoto, Mo. 63020

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Profile

To fill the impossible job: David Foster, NCTA president

On his first day as president of the National Cable Television Association, David Foster summoned his staff to the NCTA conference room for an informal get-acquainted meeting. He could practically have held it in an elevator. During nearly a year with no paid president, NCTA's staff had dwindled to the point of embarrassment, and Mr. Foster's first task was to put it back together. And, as he freely acknowledged at that first meeting, he had been given plenty of advice on how to do it. "Some people," he said to the staff, "have told me that my first order of business should be to fire all of you and start over." He quickly added that it was not his intention to follow that advice, but the point had been made: A lot of people in the industry wanted and expected prompt, visible change at NCTA.

By the NCTA convention less than a month later the staff was all but complete, with minimal housecleaning, hiring of experienced hands for key positions, and some judicious scrambling of titles and functions. That rapid disposition of an acute problem won points for David Foster. So did the fact that most cablemen instinctively liked him.

Now, four months after that honeymoon scene, it is possible to find vibrations of discontent with NCTA's performance. There are some reservations about the refurbished government-relations department. The most enduring split within NCTA—the big guys vs. the mom-and-pop operators—shows no sign of going away. And there have been specific outbursts, such as the time a trade-press editor called Mr. Foster a variety of names—of which "stupid" was the most civilized—for addressing a Colorado Broadcasters Association meeting as part of a symposium on cable.

It may be, however, that these problems say more about the volatility of the cable industry than about Mr. Foster's performance. On balance, the industry has given him a strongly favorable rating. He is credited with revitalizing the staff situation, learning quickly and effectively what the industry is all about, maintaining close, consistent liaison with his committee chairmen, and generally with projecting a strong image as president.

He gets particularly high marks from the staff, new and old. "He's not at all heavy-handed," one said. "He leads by example." For his own part, Mr. Foster professes to have been pleasantly surprised by the situation at Washington headquarters. "I had been led to believe that things were a total shambles," he says, "with a lot of factionalism and backbiting, and that the only thing to do was to clean house. As it turned out, that



David Henry Foster—president, National Cable Television Association; b. July 15, 1927, in Cedar Rapids, Iowa; U.S. Navy, 1945-46; BA in history, University of Iowa, 1950, and law degree 1952, both magna cum laude; in private practice with law firm of Lynch, Dallas, Smith & Harman, Cedar Rapids, Iowa, 1952-56; assistant to the president, H. A. Wagner & Co., Van Nuys, Calif., 1956-58; head of contracts for General Dynamics Corp.'s Stromberg-Carlson division, San Diego, 1958-59; Collins Radio Co., Dallas, 1959-68, reaching position of vice president, secretary and member of the board, and specializing in financing and government relations; joined Data Transmission Co. (Datran) in 1969 as vice president for administration, and became executive vice president for legal and regulatory affairs; named to present post in April 1972; m. Barbara Sue Burrell of Cedar Rapids, 1950; children—Sarah, 20; Kathleen, 18; and Robert, 16.

wasn't necessary—there were a lot of very good people here."

He also had another, less gratifying surprise awaiting him. "I had thought," he says, "that the knowledge of cable on Capitol Hill was much deeper than it's turned out to be. There are a few very knowledgeable people, but elsewhere there's a very superficial awareness of where CATV is today and what its real problems are."

Correcting that situation is the job of NCTA's government-relations department, and the outward signs there are of aggressive change. Mr. Foster hired an experienced labor lobbyist, Charles Lipsen, to run the operation. In recent weeks NCTA has brought previously independent political-action and political-education committees under its own roof (a move broadcasters have avoided for fear of adverse reaction) and has begun a vigorous campaign to encourage the use

of cable by political candidates. Along with the changes has come some rumbling of discontent, attributable not so much to anything the department has or has not done as to the chief lobbyist, Mr. Lipsen, respected by many but too supercharged for some tastes in the industry.

Beyond all the hassles—real, potential and imagined—remains the fact that the people he deals with genuinely like David Foster as a man. He comes to the job abundantly supplied with "polish," but without whatever connotations of aloofness the word may carry.

A 45-year-old native of Cedar Rapids, Iowa, Mr. Foster served in the Navy during World War II and graduated from the University of Iowa before settling on the career of law. After obtaining his law degree and working for four years with a Cedar Rapids law firm, he decided that corporate law was what interested him most. There followed a series of jobs—notably 10 years with Collins Radio and three with Data Transmission Co. (Datran)—in which he got an opportunity to develop the talents of a lawyer for whom the practice of law is but one facet of a far broader career.

Now, at NCTA, Mr. Foster devotes perhaps 70% of his time to government relations—in a broad sense that includes Congress, the FCC and the Office of Telecommunications Policy—exhibiting a particular fondness for his specialty, regulatory relations. "It requires a special expertise," he says. "You have to know the regulator's job almost as well as he does."

In more ways than one, Mr. Foster is presiding over a new era in cable. Especially important, cable has gone beyond its regulatory "freeze" to a period of growth in major markets—with, ironically, a corresponding decline in grandiose claims. "We're in a phase of realism," Mr. Foster says. "The industry used to keep its hopes buoyant talking about two-way services, data communications and the like. Now we're in a phase of getting these large cities wired, and there's a lot of hardheaded realism, a lot of talk about financing, and how these new services can actually be brought into being."

Obviously, NCTA has a central role to play in that growth, and achieving it will require more than the two years of Mr. Foster's \$65,000-a-year-plus-benefits contract. Still, he obviously doesn't see it as a long-term career job. "You do act as a go-between here," he said, "and sometimes you get the feeling you'd like to be working at one end or the other." He adds, however, that "I'm having an awful lot of fun," and he clearly hopes to accomplish his broad objectives without getting nailed by any of the hazards that surround what many have called an "impossible job," the presidency of NCTA.

Editorials

On standing and fighting

The news that researchers are now in full cry against air pollution as a possible cause of lung cancer will bring small comfort to the one sector of the economy that has been penalized in relation to this disease—the radio and television broadcasters denied by law from carrying the advertising of lawful tobacco products. Nor would they have cause to rejoice if some well-meaning congressman leapt from these new studies to the conclusion that politicians from industrial areas should be prohibited from proclaiming the glories of their districts on the grounds someone might think them a good place to live.

The latest suggestion is that urban environments expose people to higher death rates than can be attributed to an increase in smoking. We don't doubt it, as we do not doubt that smoking—as the surgeon general remarks on each pack of our cigarettes—is dangerous to our health. We *do* doubt, and the experience of the past two years gives reason to, that the way to correct all of a society's ills is to continue to bludgeon the medium that makes us most aware of them.

The discriminatory cigarette decision was a catastrophe. It was not only wrong legislation but bad legislation: It was inequitable to one segment of society and did the whole of society no good at all. It happened because those who spoke for the medium lacked the will to stand up for the right and its rights. It was also, unfortunately, precedential legislation. Broadcasters might find both comfort and cause to rejoice if its leaders don't fade the next time push comes to shove.

That time is not far distant. The drums are now being beaten for a legislative or regulatory attack against the advertising of nonprescription drugs. The Federal Trade Commission's incredible proposal for counteradvertising, although no longer pushed with fervor by the agency that conceived it, has lost none of its charm for those who would seize the electronic media for their own purposes—or for those in government who would rather go after the easy targets of radio and television than address the hard economic and social realities of our day. It's easy to will away cigarette advertising on the air. It's hard to find a cure for lung cancer. It's easy to ban the advertising of legitimate drugs on the air. It's hard to stop the traffic of illegal drugs in the streets. It's easy, indeed, to sacrifice the commercial viability of a communications medium to the expedients of politics. The nation would be hard put to replace it.

Sinews of conflict

For the National Association of Broadcasters and the National Cable Television Association to join on the same side of any issue may be an event as noteworthy to communicators as the Peking and Moscow summits must have been to the community of nations.

It happened in a case involving license and filing fees imposed by the FCC. NCTA took the lead in an appeal from a decision of the Fifth Circuit Court in New Orleans sustaining the FCC's schedule of fees for cable systems (BROADCASTING, Sept. 11). NAB supported the NCTA contention that the New Orleans opinion was in conflict with a subsequent decision involving authority of the Federal Power Commission by the U.S. Court of Appeals for the District of Columbia. Whereas the NCTA appeal related to imposition of annual fees on cable systems, the NAB concern is with license fees, which are broadly comparable.

Broadcasters regard license and filing fees as an abomination and flagrantly discriminatory. Several years ago there had been

a notion that continuity of operation hopefully would accrue to the broadcaster if license fees were construed to be franchise imposts. Just the opposite has proved the case.

What has happened in the oftentimes acrimonious conflicts over first generation cable may be child's play when the drive starts for boxoffice television across the country. It isn't likely, however, that the stringent FCC rules will be modified to allow uninhibited toll TV to take over the air. On cable, it is an entirely different story. Toll TV, albeit closed circuit, already has taken root in the wired precincts of in-town New York and, as a story in this issue attests, is soon to surface in Southern California.

Evolution

The new television season began with a considerable bang a week ago Sunday when NBC showcased Liza Minnelli in an hour that's already taken on the aura of a classic. It followed almost immediately with a whimper when ABC offered a banal and lackluster tribute to the first 25 years of TV programing. One night, of course, does not a season make, but our hunch is that it's going to be a lot like that from here on in: highs and lows, with a generous measure of not bad in between. Neither viewer nor broadcaster should be discouraged by that prospect.

It's fashionable to say that each new season is a copy of that which went before, and that television hasn't had a golden year in the last 20. That's nonsense, as a growing audience attests more knowledgeably than the critics do. The fact is that television has been raising the bar of its ambitions and the level of its audience's expectations year after year, and if one is occasionally ahead of the other that's as it should be. The extensive schedules of specials on all the networks this season, in addition to the new series entries (each representing an effort to improve on the past), are evidence of still another extension of the medium's reach. Forced to a guess, ours is that the grasp will not be far behind.



Drawn for BROADCASTING by Sidney Harris

"I know that Archie Bunker is really kidding, but I wonder if the niggers do."

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