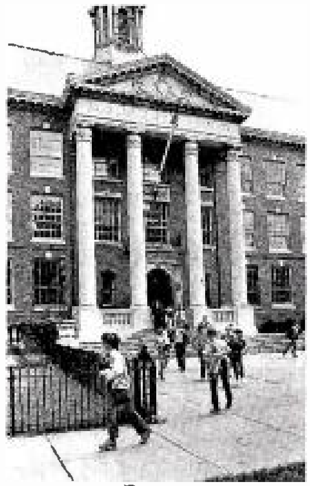
At the FCC: A torrent of words about children's TV
On the Hill: Building a case against sports blackouts

Broadcasting Oct 9

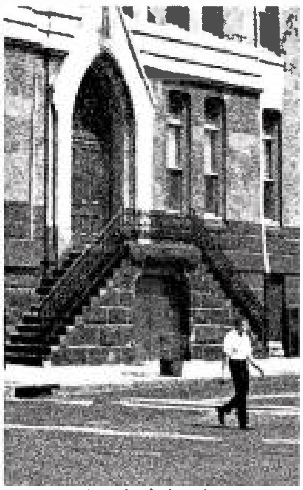
The newsweekly of broadcasting and allied arts
Our 41st Year 1972

Which of these cities has the highest rate of high school dropouts?

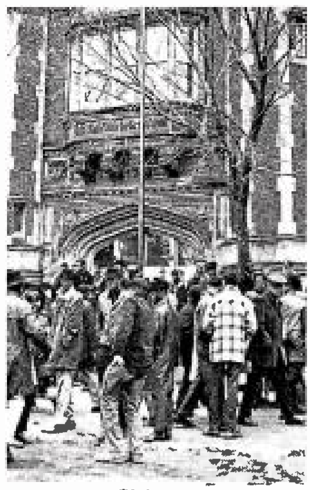


Boston

New York



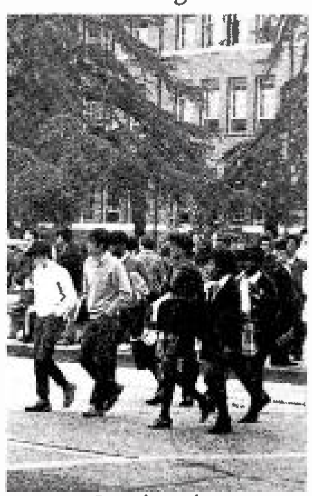
Philadelphia



Chicago

St. Louis

San Francisco



Los Angeles

Give New York the booby prize.

Almost half its students entering sophomore year of public high school don't graduate, the highest dropout rate among these seven cities.

But even Los Angeles' lowest-ranking rate is a substantial 26%.

Dropouts in these proportions cause concern. Raising such issues as whether the problem starts with the dropouts—or the schools.

And because there's a CBS Owned AM radio station in each of these cities, we share the concern of 60 million people about public education today. So we try to do something about it.

New Yorkers learned from a five-part WCBS Newsradio report how a spoken dialect like Black English can be an impassable barrier between children and teachers.

WBBM Newsradio in Chicago and KCBS Newsradio in San Francisco both concentrate on education news in special *daily* series.

WCAU Philadelphia is itself part of a school curriculum. Students come to the station for courses in broadcast communication, earning credits in English, in this effort to make studies more meaningful.

Of course, making things meaningful is our full-time job.

Political science. History. Economics. Urban affairs. Earth sciences. Just about everything comes into the news and information people need now.

So we do our homework.

To make it easier to stay dropped in on today's world.

The CBS Owned AM Stations

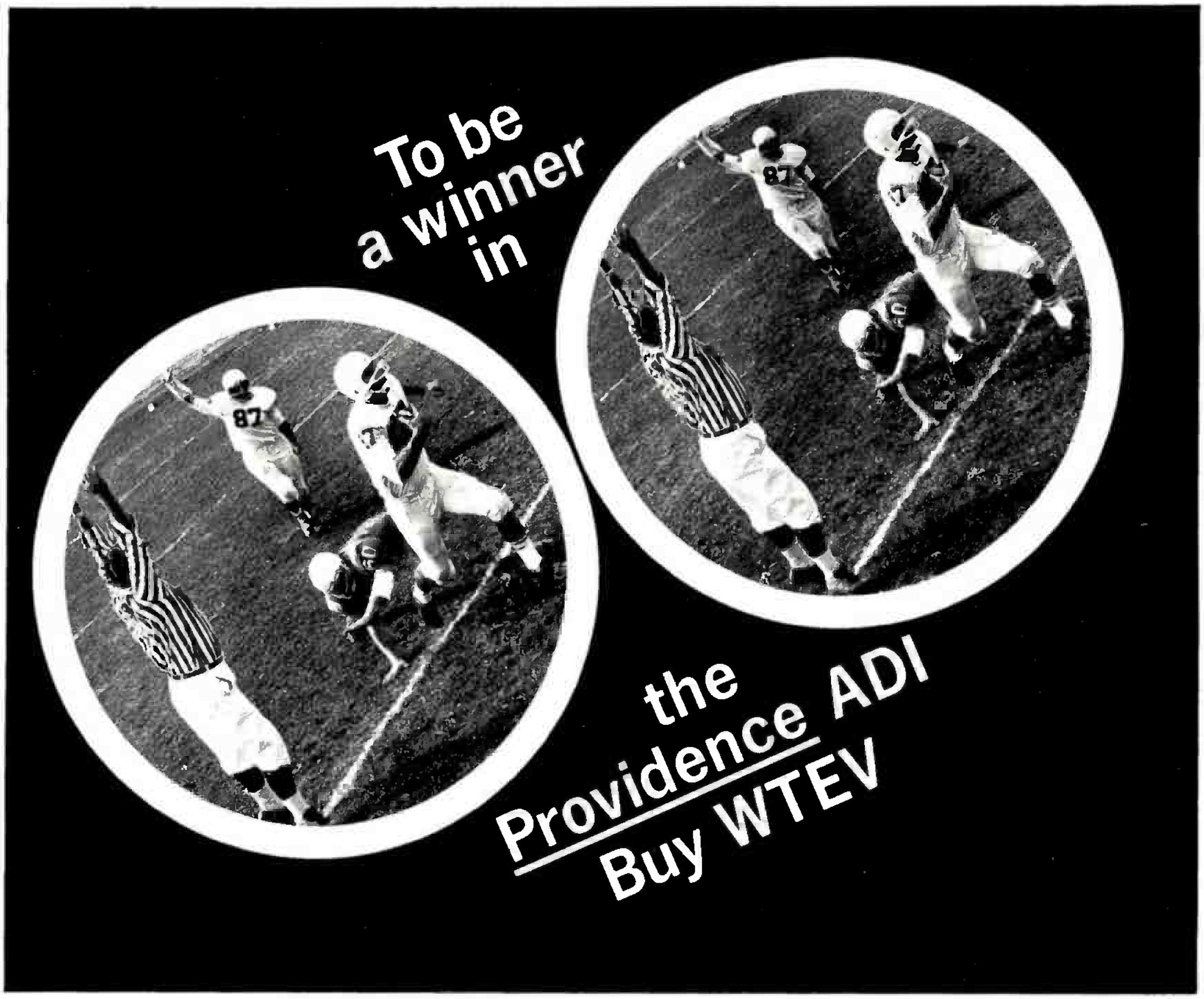
We feel responsible to over 60 million people.

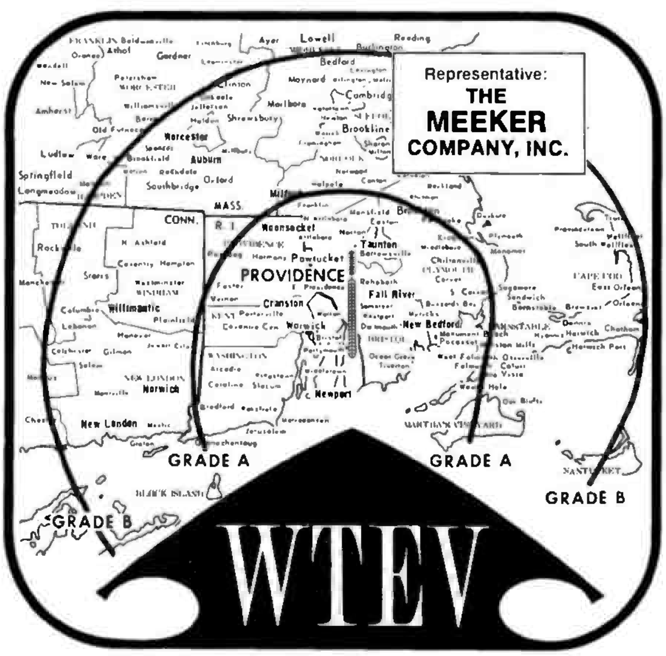
WEEI Newsradio 59, Boston
WCBS Newsradio 88, New York
WCAU Radio 121, Philadelphia
WBBM Newsradio 78, Chicago
KMOX 1120, St. Louis
KCBS Newsradio 74, San Francisco
KNX Newsradio 1070, Los Angeles
Represented by CBS Radio Spot Sales

Source: Percent of 1968 full-time public school tenth graders who did not graduate three years later (1970-71). Based on statistics from the National Center for Educational Statistics, Office of Education, U.S. Department of Health, Education, and Welfare.

Broadcasting Oct9

Published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington 20036. Second-class postage paid at Washington and additional offices. Single issues $1. Subscriptions: one year $20, two years $37.50, three years $50. Add $52 yearly for special delivery, $65 for air mail, $4 for Canada, $6 for all other countries. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $14.50, *Cable Sourcebook* $8.50.





In this burgeoning area - **PROVIDENCE, NEW BEDFORD, FALL RIVER** and other important cities and communities - be sure to use the strong voice of WTEV to carry your sales message. Count on this station to reach and deliver an unusually responsive audience.

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel 6

abc

STEINMAN TELEVISION STATIONS · Clair McCollough, Pres.

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

Closed Circuit®

Ways out

Hot political-broadcast issue involving Senator George McGovern's post-convention four-network speech announcing selection of R. Sargent Shriver as his vice-presidential running mate is up for FCC action, perhaps this week. Republicans, who at time had not yet renominated President Nixon, demanded time on basis of so-called Zapple ruling, under which broadcasters are required to treat parties equally during campaign. Commission staff is understood to be recommending that Republicans' complaint be rejected on ground that Zapple ruling was not intended to apply to candidates.

But recommendation regarding complaints of Communist and Socialist Workers parties, which did have candidates at time of McGovern's talk, is more interesting. Since Senator McGovern spent virtually all of his 16 minutes attacking Nixon administration, parties contend broadcast did not fit under Section 315 exemption concerning on-spot coverage of bona fide news event. However, FCC staff is said to feel that broadcast was exempt because it was related to Democratic convention and news-event provision applies specifically to "political conventions and activities incidental thereto."

More time with TV

Television viewing increased significantly during summer and is showing gains for year. In August average family viewing per day was up to 5 hours 26 minutes from 5 hours 9 minutes in 1971 and 5 hours 2 minutes in 1970. (June and July showed similar increases in viewer levels). For eight-month period through August, according to Television Bureau of Advertising calculations based on Nielsen reports, this year's daily family viewing averaged 6 hours 2 minutes, up from 5 hours 56 minutes for same period in 1971 and 5 hours 49 minutes in 1970.

All but done

High-level administration committee on cable television last week held what was said to be final meeting on long-range policy recommendations it will make to President Nixon. Report itself, however, is not in final form, and probably will not be submitted to White House until after election. Committee meeting was to iron out several unresolved issues. Whether that was done to satisfaction of all six members—three cabinet secretaries and three White House aides—remains to be seen; one or more dissents or separate views may be filed. In any case, Clay T. Whitehead, director, director of Office of Telecommunications Policy, who is committee chairman, and his staff will prepare final draft, which will be circulated among members.

Report is expected to follow at least general lines of early drafts: recommending that cable TV be structured as common carrier as means of increasing access to medium and eliminating most government regulation of content, but not as public utility whose rates would be regulated (BROADCASTING, July 31). It is also expected to call for government loans to stimulate cable service to rural areas. Completion of report does not mean committee's demise. Same group will turn to other matters, including study of what government's role would be in test, proposed by Malarkey, Taylor & Associates, of what kind of heralded services broadband cable network could provide.

Big backers

It's better than even chance that General Foods will become first major national advertiser to participate in Radio Advertising Bureau's "research and development plan," cooperative venture that stations and advertisers would participate in funding. Miles David, RAB president, also is said to have had good response from Kroger supermarket chain after presentation to that retail advertiser in Cincinnati last week. RAB's "R&D" would work like its advertiser-participating plans that in mid-sixties helped move Sears, Roebuck from negligible spending in radio to currently estimated $30 million a year.

Plan's details, now being made available to bureau's station members, envision series of major studies to document effectiveness of spot radio for national and regional advertisers and possibly also by national retail chains, measuring before and after campaigns to determine changes in consumer awareness and attitudes and in product movement.

Home again

CBS-TV Network's search for successor to Charles S. Steinberg, who resigned as vice president, public information, to join Hunter College faculty (BROADCASTING, Aug. 28) is reported to be over. CBS went outside company to reclaim former employe. He's Barrie Richardson, currently director of publicity, advertising and promotion, MGM-TV in New York. Mr. Richardson earlier had been associated with CBS in middle-echelon publicity capacities.

Orphan

NBC's attempt to provide affiliates with quality children's TV programing has been considerably less than successful—with affiliates. As of last week, only 18 stations (including five NBC owned outlets) have cleared for half-hour weekday *Watch Your Child* series, fed to stations for local scheduling and sale. At maximum, 30 stations accepted it. NBC officials reportedly were thinking this fall of scuttling series, which began earlier this year, but decided to go ahead in hope of improved acceptance.

One and all

It looked like homecoming for ABC in London last week. In addition to ABC Inc. President Elton H. Rule and his top TV retinue on hand as guests of Associated Television Corp.'s Sir Lew Grade (BROADCASTING, Oct. 2), ABC Radio brass slipped into British capital on entirely different mission—Great Britain's long-developing project for islandwide commercial radio, to compete with venerable, noncommercial BBC service.

Though ABC Radio's new president, Harold L. Neal Jr., wasn't disposed to talk, it was conceded that British authorities wanted to solicit guidance from ABC's highly successful radio operators. Among those in the Neal cadre were Tom O'Brien, vice president and director of radio news, ABC News; Rick Sklar, program director, WABC(AM) New York, and Mike Hauptman, director of planning, ABC-owned radio stations, New York. Independent Broadcasting Authority, which licenses commercial transmitters to program contractors (story, page 38), last week invited bids for commercial radio facilities, following pattern established when commercial TV was authorized to compete with BBC-TV in 1955.

FM at a price

Woody Sudbrink's chain of major-market radio properties appears to be headed for alteration. Company spokesman confirmed last week that negotiations are under way for sale of Sudbrink group's KYNA(FM) Houston (Pasadena, Tex.). Same source wouldn't confirm price or buyer, but knowledgeable party outside company says those specifics are $2.5 million and group station owner Southern Broadcasting Co. Sudbrink firm's broadcast roster currently includes seven AM's and four FM's in Miami, Atlanta, Houston, Milwaukee, Chicago and Baltimore markets. Southern, which already has AM interest in Houston (it owns third of KULF), has nine stations in five states. It's also buying, subject to FCC approval, RKO General's WHBQ-FM Memphis ("Closed Circuit," June 19).

Fast starter

Next election of National Association of Broadcasters television-board members won't take place until NAB convention in Washington next March 25-28, but one broadcaster is already letting it be known he's candidate. He's Robert Gordon, vice president-general manager of Scripps-Howard's WCPO-TV Cincinnati.

At Deadline

FCC again finds F-310 not afoul of fairness

Commercials dealt with product, not with controversial issue, commission finds in remanded case

FCC has reaffirmed its decision that commercials promoting Chevron F-310 gasoline do not raise fairness doctrine issue ("Closed Circuit," Sept. 25).

Commission had originally reached that decision in April 1971. Its reconsideration of case was on remand of case from U.S. Court of Appeals in Washington.

Commission had asked for remand in wake of court decision in similar case that commercials for gasoline and high-powered cars obligated stations carrying them to broadcast anti-pollution messages.

Complaint involving Chevron was directed at five television stations in California and alleged that commercials presented only one side of controversial issue—whether product helped cut down air pollution.

Commission, in reconsidering Chevron case, said it was distinguishable from that in which court said commercials promoting use of gasoline and high-powered cars raise fairness issue. Commission said there is no evidence Chevron F-310 enlarges hazard to public health and no allegation that Chevron is more dangerous than competing products.

Commission also noted that complainants—Alan F. Neckritz and Lawrence B. Ordower, both of Berkeley, Calif.—do not urge public to abandon use of Chevron.

Commission said it held to original belief that Chevron commercials advanced claim for product efficacy, not position on controversial issue of public importance, and that licensees had acted in good faith.

Complainants presented no additional information to persuade commission to change its original position on question of licensee's public-interest obligations regarding commercials that, like Chevron, were subject to FTC complaint. Only FTC and courts have jurisdiction to decide accuracy of technical claims, commission said.

However, it also noted that it is considering question of deceptive advertising and counteradvertising in its present overall review of fairness doctrine. When study is completed, it added, "we hope to be in a position to balance more intelligently likely gains to public enlightenment against the threats these gains may present to the economic base and sound administration of the commercial broadcasting system."

Commission acted on 4-to-1 vote; Chairman Dean Burch and Commissioners Robert E. Lee and Richard E. Wiley, with Commissioner Benjamin L. Hooks, were in majority, and Commissioner Nicholas Johnson dissented.

Down to one. Democrats late Friday settled for single network (CBS-TV) for 7:30-8 p.m., Tuesday (Oct. 10), speech by Senator George McGovern on formula to end Vietnam war. Earlier last week they had tried to get special line-ups in top 50 markets on all three television networks (see page 26). Negotiations with NBC-TV fell through last Thursday. ABC-TV, standing pat on offer to sell nothing smaller than full network, was told late Friday deal was off.

'Love' means ABC is on top of MNA's in the third week

ABC-TV, paced by stunning ratings performance of "Love Story," its *Sunday Movie* on Oct. 1 (see page 43), led in Nielsen 70-market multinetwork area (MNA) average ratings for week ended Oct 1, third week of new season. Averages in report, out Friday (Oct. 6), gave ABC 21.7 rating, NBC 19.1 and CBS 17.7. By nights of week, NBC won Monday, Wednesday, Thursday and Saturday; ABC took Tuesday and Sunday, with ABC and NBC tied for Friday.

"Love Story" rolled up average 44.7 rating and 64% share of audience in 9-11 p.m. period, topping CBS's *All in the Family* and ABC's *Marcus Welby* in MNA top 10. NBC led networks in new-program averages (19.8 to CBS's 17.7 and ABC's 16.9). New CBS series—*Bridget Loves Bernie* and *Maude*—continued in top 10. Others in list of first 10 shows included *NBC Saturday Movie* ("Cactus Flower"); ABC's *FBI* and *Tuesday Movie of the Week*, and NBC's *Sanford and Son* and *Ironside*.

Other new shows in top-20 list in MNA's were NBC's *Wednesday Mystery Movie* ("Banacek") and *Ghost Story*; in top 40: ABC's *The Rookies*, *Paul Lynde Show* and *Julie Andrews Show* and NBC's *Little People* and *Search*.

Financial records safe for the time being

U.S. Court of Appeals in Washington has upheld FCC order denying petition by citizen group seeking disclosure of financial records of KOB-TV, KOAT-TV and KGGM-TV, all Albuquerque, N.M.

Alianza Federal de Pueblos Libres sought access to data last year to help it decide whether to oppose stations' license renewals on ground that programing designed for Mexican-Americans Alianza represents was inadequate. Group later did file against KOB-TV and KGGM-TV; KOAT-TV's license has since been renewed.

Court, in brief, unsigned order accepted argument advanced by commission that issue of financial disclosure was before court prematurely. Commission had said licenses may be denied for deficient public service even without reference to stations' financial services, or disclosure might be required if licensees cited financial problems as reason for inadequate public-service programing. In any case, court added, petitioner may seek judicial review of renewal of two licenses.

But court also noted it has not passed on substantive issue involved. It noted that Justice Department, in its brief, had said it did not feel it necessary in present posture of case "to take a position on the merits of whether reinvestment of profits into community oriented programing is a relevant public-interest factor." "This accords with our view of the matter," court said, "and our denial of the petition intimates no opinion on that question which . . . petitioner is free to raise if and when renewal s granted."

FCC gives nod to sale of NBC Cleveland O&O's

Nearly two years after NBC let it be known that its owned radio stations are for sale, FCC has approved first transaction resulting from that announcement. Stations involved are WKYC-AM-FM Cleveland. Buyer is Cleveland sports entrepreneur Nick J. Miletti and business associate C. F. Kettering Inc., Dayton, Ohio, investment firm. Price is $5.5 million.

Sale, which commission approved on 4-to-1 vote (Commissioner Nicholas Johnson concurred and will issue statement) gives Miletti-Kettering alliance first broadcast property. Two interests, which are acquiring WKYC stations under banner of Ohio Communications Inc., have worked together on number of business ventures. Mr. Miletti has substantial ownership interest in Cleveland Indians (baseball), Barons (hockey) and Cavaliers (basketball) teams, as well as Cleveland arena. He will own 51% of stations and Kettering, 49%.

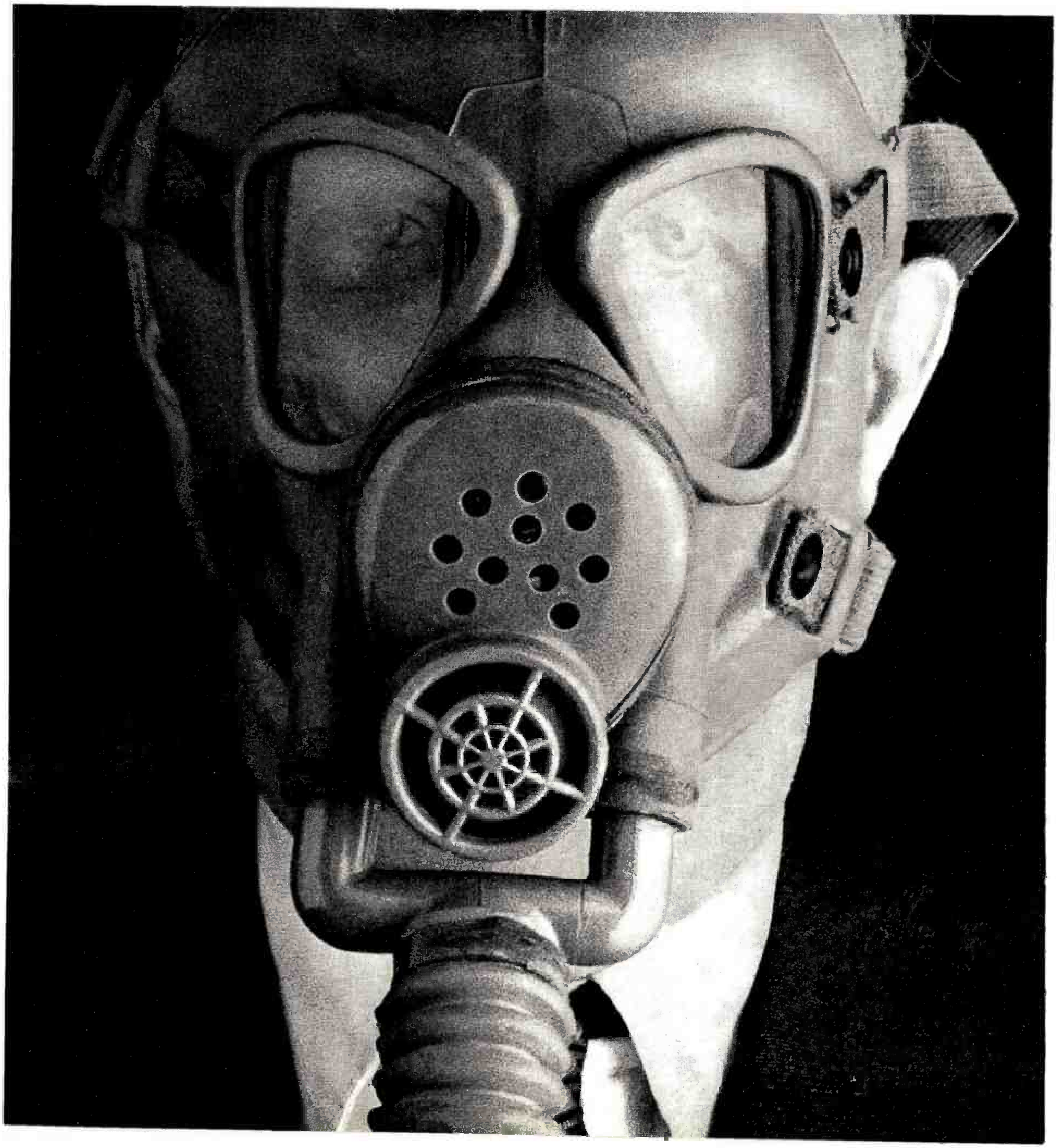
NBC is also selling its WJAS-AM-FM Pittsburgh, to group broadcaster Cecil Heftel for $1.8 million. That sale is still pending commission approval.

Headed off at the pass

With NBC cameras taking it all in, President Nixon will participate in World Series pregame ceremony in which former Brooklyn Dodger star Jackie Robinson will be honored. And network will not, as result, incur equal-time obligation to other presidential candidates.

POLLUTION OF OUR AIR AND WATER IS A THREAT TO OUR VERY SURVIVAL.

Broadcasters are concerned and are doing something about it.



These days, ecology is a very big word.

Everybody is *against* pollution. The trick is getting everybody to *do* something about it. About the smog, and the phosphates and the garbage that we're generating in such enormous quantities.

Because the experts agree: either man drastically changes the way he misuses Earth's resources, or our planet becomes poisoned by its own wastes—unable to support either life or civilization as we know it.

America's broadcasters are getting the message. And they're delivering it—loud and clear.

The Storer radio and television stations are among the leaders in the crusade to make every day Earth Day.

WAGA-TV gives Atlanta a daily look at its pollution-filled skies.

TV 5 was the first Atlanta station to broadcast daily air pollution reports along with the weather.

Weatherman Guy Sharpe shows viewers a daily pollution chart, as well as a stop-action sunrise to sunset film of the local skies.

WAGA-TV has also taken strong editorial stands against pollution of the Chattahoochie River, and for increased budgets and personnel for the state's Water Quality Control Board.

Cleveland's WJW-TV and WJW-Radio cover every aspect of environmental pollution.

From "A Race Against Time," a long look at the overall pollution problems of society featuring Eddie Albert on TV8, to specific progress reports featuring local air, water and utilities officials, the Storer stations give Cleveland audiences a continuing fill-in on the fight against pollution.

Editorially, too, they've featured experiments in waste disposal and smoke elimination as well as controversial nuclear power plants.

In Toledo, WSPD-TV and WSPD-Radio are out to clean up Lake Erie.

An estimated 10-million people in a five-state area, including Ohio, drink water drawn from Lake Erie. So the Storer stations in Toledo have made cleaning up the lake their own pollution thing. With editorials urging a stiff clamp-down on phosphate-detergent discharge into the lake and a statewide anti-pollution agency with stiff enforcement powers.

And with many special shows, including a pollution quiz on TV 13 that was so popular it had to be aired a second time.

WHN-Radio keeps Greater New York up-to-date on the environment.

When WHN wants to tell its listeners the latest on the clean air and water fronts, it goes to the men who are in charge of the battle against pollution. To New York's traffic commissioner and environmental protection commissioner. To Newark's Mayor. To suburban Suffolk County's sewer commissioner.

And WHN ecology editorials leave no polluters unnoticed—from power plants, to apartment house incinerators, to mass transit busses.

KGBS-Radio diagnoses Los Angeles' cough.

A recent controversial "Inquiry" show suggested to Angelenos that the automobile is the real cause of the frog in their throats and the tears in their eyes.

Other "Inquiry" segments have looked into programs designed to reduce ocean pollution and revive the dying fishing industry. And "Education '71," another popular KGBS discussion show, has taken some long careful looks at the problem of mercury contamination of sea food.

WITI-TV editorials call for stiffer laws, stiffer penalties for Milwaukee polluters.

TV 6 has been telling viewers that the county's air pollution control laws are so weak as to be virtually ineffective. Worse, that the air pollution control director has so little personnel and equipment that he could not cope with an air pollution emergency.

Waterwise, TV 6 reported on a special conference of Midwest governors and Canadian provincial officials dealing with Great Lakes pollution, as well as on the efforts of local industries to comply with water pollution orders.

Detroit's WDEE-Radio tells sportsmen what pollution is doing to fish and game.

A recent Radio 15 interview show featured the editor of "Field and Stream" magazine who outlined for listeners how phosphates, pesticides and nitrates are weakening the game fish, bird and deer populations of the area.

Other ecology specials featured Michigan's US Senator Robert Griffin, the President of Michigan State University, and teachers and students of a Detroit high school involved in a River Rouge clean-up campaign.

Concerned stations-talking to concerned citizens.

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

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

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

Broadcasting that serves.

THE STORER STATIONS

STORER BROADCASTING COMPANY

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

FCC, in response to NBC request for interpretive ruling that did not mention name of candidate at ceremony, to be held before Oct. 15 game, ruled that it is bona fide news event and therefore exempt from equal-time requirement of Section 315 of Communications Act. NBC, concerned about political implications of event, refused to divulge name of candidate until commission had acted.

Network, which is covering World Series, said it believed event to be exempt from equal-time requirement. And commission said it did not find that judgment to be either unreasonable or in bad faith.

CBS O&Os' requirements of political candidates held unreasonable by FCC

FCC has refused to review staff ruling that indemnification requirement at CBS-owned stations poses "unreasonable burden and restriction" of political candidates' use of broadcast facilities. CBS sought reversal of Broadcast Bureau action, which specifically concerned network's KNX(AM)-KNXT-TV Los Angeles, on ground that policy is necessary to protect stations not only against potentially libelous comments but other causes of liability such as copyright infringement, invasion of privacy and violations of union contracts in political broadcasts.

Case stems from complaint by media director of Senator Hubert Humphrey's unsuccessful campaign for Democratic presidential nomination, objecting to CBS policy of demanding indemnification forms personally signed by candidate before time is made available.

Commission said indemnity requirement "is likely to inhibit a candidate's use of broadcast facility." And danger that it "may undermine the full and uninhibited discussion of issues by political candidates . . . does not appear to be balanced by an equally important need to protect the licensee." Commission said it believed courts would protect licensee from libel suits. As for cost of defense against other suits, commission said, that is part of normal cost of doing business.

Albuquerque TV's and cable come to peaceful terms

Three commercial TV stations in Albuquerque, N.M., and cable franchisee there have privately resolved dispute over cable's future in market. In brief filed with FCC last week, General Entertainment and Communications Co. (Gencoe), holder of Albuquerque franchise and subsidiary of LVO Cable Inc., requested that petition it submitted month ago for revocation of station's licensees (BROADCASTING, Aug. 28) be dropped.

Dispute involved cable firm's accusation that KOAT-TV, KOB-TV and KGGM-TV had ganged up against it in attempt to have franchise rescinded by public referendum. In revocation petition, Gencoe alleged that stations have attacked it over air and have urged citizens to support cancellation of franchise.

Agreement between all four parties attached to Gencoe brief states following: Stations will neither support nor encourage referendum aimed at terminating Gencoe's franchise, and if city elects to hold vote anyway, they will pay city half of costs involved. Broadcasters also agree not to support private suit by four citizens challenging city's franchising authority and will attempt to persuade plaintiffs to drop litigation. KOB-TV and KOAT-TV will drop objections they have filed at FCC to Gencoe's certificate-of-compliance application, and Committee for Free Broadcasting, station coalition, will be immediately disbanded. In return, Gencoe will drop revocation petition as well as antitrust suit it has brought against stations. In addition, system agreed to refrain from seeking waiver of program-exclusivity and nonduplication rules covering system for at least one year, and will honor any station requests for nonduplication protection after system reaches 500 subscribers.

No cash was involved in agreement.

Longevity. Lucille Ball has signed with CBS-TV to do another group of new *Here's Lucy* half-hours for 1973-74 season. "The longest reigning star currently performing in a network television series" is her billing at CBS, for which she's worked in TV for 22 years now.

Cummings on Moss

Barton A. Cummings, chairman of executive committee of Compton Advertising, New York, last Friday (Oct. 6) criticized recent speech of Senator Frank Moss (D-Utah), in which senator raised possibility of link between TV drug advertising and drug abuse (BROADCASTING, Oct. 4). Mr. Cummings, who is chairman of American Advertising Federation, told AAF district II conference in McAfee, N.J., that Senator Moss's speech indicates "how men in high places can influence legislation that can be extremely damaging to the business community by restrictions that are completely uncalled for and based upon pure conjecture, rumor and misstatement of fact—not to mention biased political malarkey."

Headliners

Mr. Duncan

George Duncan, executive VP, Metromedia Radio, New York, elected president. Succeeding him as executive VP is **Donald J. Kelly,** VP and general manager, WIP(AM) Philadelphia, Metromedia-owned station. Mr. Duncan has been with company since 1958 in various executive posts including president of Metromedia Stereo and VP and general manager of WNEW(FM) New York. Mr. Kelly joined Metromedia in 1962 as program director of KMBC(AM) Kansas City, Mo., and later served as VP and general manager of WCBM(AM) Baltimore.

Prime-time waiver extended for one-time news programs

FCC has granted ABC, CBS and NBC and their affiliates in top-50 markets three-month extension of waiver of prime-time-access rule for "one-time-only" news and public affairs broadcasts.

Commission acted in response to CBS request for continuation through 1972-73 season (until Oct. 1, 1973) of waiver granted for 1971-72 season. Press of other business prevented it from considering petition and associated pleadings on their merits, commission said. It added that extension of waiver through Dec. 31 would allow such consideration.

Waiver permits network affiliates to carry "one-time" news and public affairs programs in prime time without counting them toward three hours of network prime-time material to which stations are limited under access rule.

Draft of proposed notice of inquiry and rulemaking looking to complete review and possible modification of rule has been pending before commission for past several weeks. Commission order extending three-month waiver was adopted by vote of 3 to 1, with Chairman Dean Burch and Commissioners Richard E. Wiley and H. Rex Lee in majority. Commissioner Nicholas Johnson dissented.

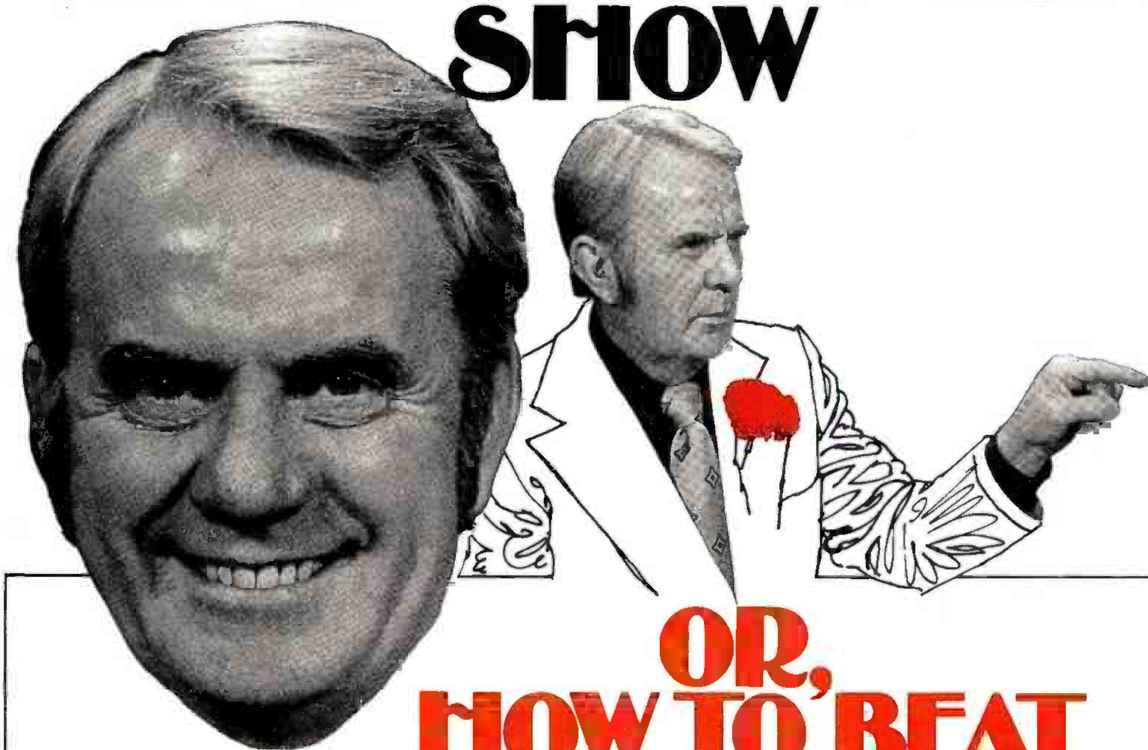
More fame for Fischer

Bobby Fischer's camera-shy behavior during his world championship chess match with Boris Spassky in Reykjavik, Iceland, has led to a $3.25-million suit in New York Supreme Court by Chester Fox, who had TV rights to showdown. Motions are still pending, according to Richard Stein, attorney for Mr. Fox, in $1.75-million federal suit filed against Mr. Fischer two months ago. ABC, which had contracted with Mr. Fox for film to be shown on *Wide World of Sports* (only two matches were shot before Mr. Fischer said no to cameras [BROADCASTING, Aug. 7]) "is not a party to the suit," said Steve Berzner, ABC lawyer.

State sides with Stanton

State Department said Friday (Oct. 6) it is opposed to UNESCO's draft declaration that would prohibit television broadcasts directly into homes from satellites without specific permission from country involved. "We have serious concern," spokesman said, "about the draft declaration for the principle of the free flow of information and ideas . . ." (see page 32).

ANNOUNCING THE NEW "CHARLIE McCARTY" SHOW



OR, HOW TO BEAT THE LATE MOVIES WITH A CARNATION!

Charlie is No. 1 in DMA share in Minneapolis-St. Paul, Sundays, against late-night movies.*
Everything hits the fan when carnation-sporting Charlie McCarty takes to the air with his wild new talk show! This is the super, new program that has shot up to a No. 1 position in a four-station market! — No. 1 in total audience and No. 1 in households (33%-36% share) against late movies on Sunday nights, 11 to midnight. (At 11 p.m., Charlie earned a DMA rating of 10 out of a HUT of 26!)

It's a refreshing twist on Joe Pyne — a habit-forming experience — as colorful, dry-humor Charlie challenges and taunts his uncommon guests and wrangles with his audience over today's most controversial issues.

Don't wait to check out Charlie. Maybe he and his carnation are what *you* need to beat the late movies.

HUBBARD PRODUCTIONS For details, write or call Chris Remington at 612-645-2724.
DIVISION OF HUBBARD BROADCASTING, INC., 3415 UNIVERSITY AVE., ST. PAUL, MINN. 55114

*Source: Nielsen, July 1972

Monday Memo

A broadcast advertising commentary from Edmund R. Brown, manager of marketing and sales, Tassaway Inc., Beverly Hills, Calif.

Tassaway does some selling in order to do some selling of its feminine product

"I'd hate to sit down to dinner and have my wife, daughter and son exposed to that category of commercial." Those were the sentiments of a member of the National Association of Broadcasters code board not too many months ago. He was speaking of feminine-hygiene products. Yet this past July, the NAB Code Authority met in Washington and decided that:

"On Nov. 1, 1972, television advertisements for a number of personal and/or sanitary-protection products which have hitherto not been sanctioned on code subscriber facilities will be acceptable under television code standards for a trial period subject to review in June of 1973."

How did this change come about? What are the implications of this decision? The chronicle of events leading up to the code authority's memorandum is tied to the birth of a small company that developed a whole new way for women to deal with menstruation. Until 1969, women had their choice of napkins or tampons. The half-dozen companies making these items concentrated on women's magazines to reach their market. One or two of them had approached the code board with requests to go on TV, but had always presented their arguments on an individual product basis. The industry never got together and said that these products categorically should be on TV. One reason for this disunity was the hang-ups of the men working for the companies and another was the hang-ups of the men on the code board. Men—and some women too—seem to feel that menstruation is a woman's problem to be dealt with in secret, as if it really didn't exist at all. Too many men in key decision-making positions in the industry and the media don't even know the most fundamental facts about this taboo subject.

But why did Tassaway feel television to be vital to its advertising strategy? I mentioned that until 1969, there were only two types of products women could use during menstruation: napkins and tampons. After a total of eight years of research and development, Tassaway was ready to market something completely different from these products: a menstrual cup. This involved an entirely new concept that had to be communicated to women. And the one medium most suited to communicate this new concept and product was TV.

When I joined the company in the spring of 1971, it was just launching the product nationally, after about two years of marketing it on the West Coast. When

Edmund Richard Brown was born and raised in Duluth, Minn. In 1950, he graduated from the University of Minnesota with a BA in business and economics. From there he went to work for Penick & Ford, an Iowa-based corn-products company. In the six years he spent at P&F, he went from management trainee to Midwest district sales manager. In 1956, Simoniz hired him as Midwest regional manager and, the following year, promoted him to West Coast regional manager. The Mennen Co. made him its Western regional manager in 1959. He stayed with Mennen through 1970, leaving the firm as general sales manager. In 1971, he joined Tassaway as general manager of marketing and sales.

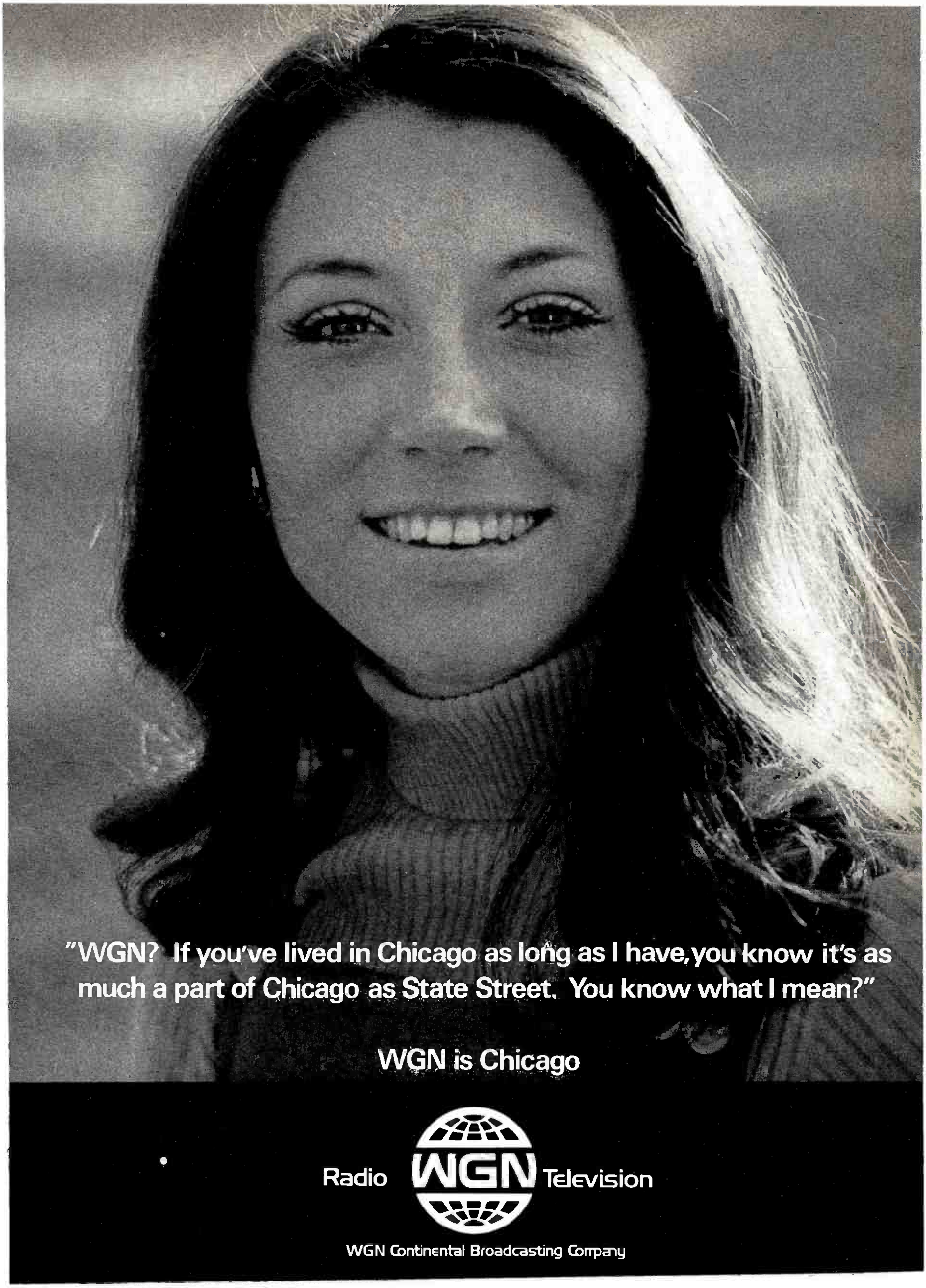
I started with Tassaway, its advertising program was strictly magazines. After researching the product, its consumer and the marketing strategy, I proposed the use of television advertising and was very surprised to learn that it was not permitted on NAB code member stations. It hadn't occurred to me that they would ban it. Even within the company, people accepted the fact that this was a taboo subject and I should just forget about getting Tassaway on TV. I decided then and there that this should become our major objective: to lift the ban on TV advertising of feminine-hygiene products.

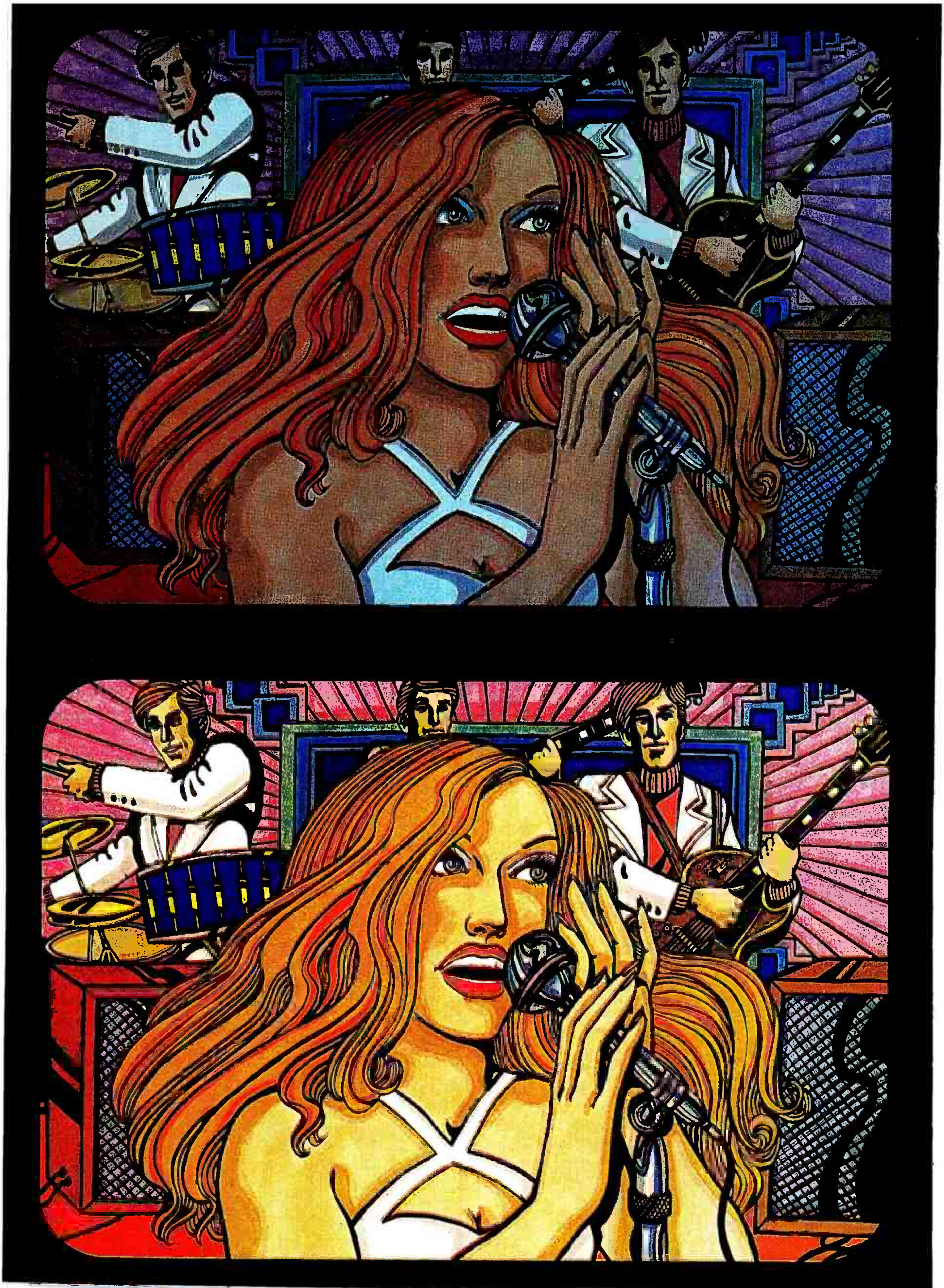
At that point, I launched two programs. First, J. Walter Thompson, New York, was brought in as our agency in December of '71. They produced a 30-second TV commercial that had a female presenter explain that Tassaway was a "whole new way, a better way to deal with that time of month." The commercial was shown on noncode stations in San Diego, Los Angeles and Portland, Ore., for 10 weeks last spring. Several stations, upon accepting our spot, warned us: "One negative phone call and you're off the air." The station feedback was overwhelmingly positive. Less than 5% of all comments received were negative. In fact, one noncode station in Los Angeles that had refused us time called back later and said it had seen our spot and would agree to run it in the future. Importantly, we had bought time on daytime women's programs and late-night movies. People who feared that children and men might see our spots had little to worry about because we had, and have, no intention of buying those markets.

Second, Alyce Gibbons, our national director of consumer services (and a registered nurse), and I began visiting every member of the code board. We approached them from the standpoint that menstruation is a natural, basic fact of life for women; that we had a major product breakthrough that could only benefit women. Advertising done in good taste, shown at appropriate times could provide them with important product information that they had a right to know about. Many board members, when asked whv they were keeping these products off the air, were unable to come up with an answer. Some of them expressed regret at having allowed vaginal sprays to go on television. They felt the commercials were in poor taste and shown at inappropriate times. At that point, we would say to them: "Well, why don't you set up procedures whereby you'd review our copy and the times we want to buy? It's in your power to do so. Perhaps you did relinquish too much control to the spray products, but you don't have to do that here." And that hadn't seemed to occur to them before.

The June meeting went well and we were called back by the NAB to its Julv meeting in Washington. Our presentation again stressed that the board had the power to review copy and airtimes, that our product was natural to women, not a contrived market, and that women had the right to learn about these products on TV. The NAB Code Authority agreed with us and issued the memorandum quoted above.

The implications of this decision are important ones. I think. The more basic values people know about one another, the more man knows about woman and woman knows about man, not in a phony way but a natural way, the fewer frustrations there'll be among us. Television, by recognizing the maturity of its adult audience, is itself maturing. There is no reason that any legal product, if advertised in good taste and shown at appropriate times, should not have the opportunity to advertise on TV.


"WGN? If you've lived in Chicago as long as I have, you know it's as much a part of Chicago as State Street. You know what I mean?"
WGN is Chicago
Radio WGN Television
WGN Continental Broadcasting Company



Open Mike®

Op ed

EDITOR: In your Oct. 2 editorial, "Who's fed up?", you said the FCC released a public notice "In prosaic, handout style . . ." You'd like maybe advocacy journalism? —*Leonard Weinles, chief, FCC office of reports and information.*

Heard from a neighbor

EDITOR: I appreciated reading your report ["Regulation north of the border," Sept. 11] and I must say I am impressed that you succeeded in explaining the Canadian Radio-Television Commission's main concerns and activities in a short article.—*Pierre Juneau, chairman, CRTC, Ottawa.*

Mineola country

EDITOR: We were very pleased to read portions of your article on country music in the Sept. 18 issue. For those of us who have for years devoted enormous time and effort to country-music programing, it is rewarding to see our trade magazine recognizing the factor in the market that country music has created.

. . . we look forward, however, to your placing the appropriate information in BROADCASTING in order that timebuyers and other media people are no longer under the impression that the only country-music station in New York is [WSUS(FM) Franklin, N.J.] when in fact they have WTHE(AM) Mineola, N.Y., less than six miles from the greater New York City border putting in a major signal to that area as well as parts of New Jersey and Connecticut.—*Richard L. Winslow, general manager,* WTHE.

(BROADCASTING's point was that no major New York City radio station is on a country format. Neither WTHE, nor WFDU-FM Teaneck, N.J., which voiced a similar complaint last week—nor WSUS(FM)—is listed in recent American Research Bureau rating books for the New York market.)

A helper, not a competitor

EDITOR: In the Aug. 28 BROADCASTING there was a story reporting that the Texas Association of Broadcasters was complaining about competition from noncommercial institutions for rental of facilities such as video-tape and remote units. One of the schools referred to was Trinity University here in San Antonio. We have had a close relationship with them since they first designed, built and are now operating a color remote unit with three color cameras and a video-tape machine.

To my specific knowledge, Trinity will not bid on any jobs in which bids from commercial broadcasters are being taken. On the other hand, by making its unit available to us, the university enables us to have mobile capabilities without the major expense of purchasing our own unit.—*Edward V. Cheviot, vice president and general manager,* WOAI-TV *San Antonio, Tex.*

Datebook®

■ Indicates new or revised listing.

This Week

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

Oct. 6-9—National meeting, *Theta Sigma Phi* (professional women in communications). Featured speaker: Walter Schwartz, president, ABC Television. Marriott hotel, Houston.

■ **Oct. 8-10**—Annual convention, *New Jersey Broadcastes Association.* Playboy Club hotel. McAfee, N.J.

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

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

Oct. 10—Fall meeting, *West Virginia Cable TV Association.* The Greenbrier, White Sulphur Springs.

Oct. 10—Annual fall outing, *Federal Communications Bar Association,* in association with National Broadcasters Club and Association of Federal Communications Consulting Engineers. Tickets, $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. 12-14—Natonal strategy seminar for newspaper and broadcast newsmen, "The Unstable Triangle: the USA, the USSR and China in the Coming Decade," sponsored by *Ohio State University school of journalism, National Strategy Information Center Inc.,* New York, and *Ohio State's Division of Continuing Education,* in cooperation with *Ohio Newspaper Association* and *Ohio Broadcasters Association.* Fawcett Center for Tomorrow, Ohio State University campus.

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

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

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

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

Oct. 15-17—Meeting, *Mississippi Cable TV Association.* Broadwater Beach hotel, Biloxi.

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

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

Also in October

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—Fall meeting, *Virginia Cable TV Association*. Quality Court East, Winchester.

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 disk 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 convention, *Information Film Producers of America*. Speaker Oct. 19 will be Representative Barry Goldwater Jr. (R-Calif.). Sheraton Universal hotel, Universal City, Calif.

Oct. 19-22—Ninth district *American Advertising Federation* annual convention. Alameda Plaza hotel, Kansas City, Mo.

Oct. 19-22—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. 20-26—*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, Wis.

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

■ **Oct. 25**—Annual fall convention, *Connecticut Broadcasters Association*. Preston Hill Inn, Middlebury.

■ **Oct. 25-27**—Fall meeting, *Mid-America CATV Association*. Prom-Sheraton, Kansas City, Mo.

Oct. 26—Newsmaker luncheon on programing, *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* Mideast area conference. Ramada Inn, Louisville, Ky.

■ **Oct. 28-29**—Fall convention, *Texas Association of Broadcasters*. Discussion and question-and-answer session to feature Washington attorney Fred Ford and Dr. Everett Parker, United Church of Christ. Other speakers: FCC Commissioner Richard Wiley and Executive Director John Torbet. 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*. Featured speaker will be Senate majority leader Mike Mansfield. The Brown Palace hotel, Denver.

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

Major meeting dates in 1972-73

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

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

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

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

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

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

Feb. 13-16, 1973—Convention, *National Association of Television Program Executives*. Royal Sonesta Hotel, New Orleans.

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

November

■ **Nov. 1**—New deadline for filing comments in FCC pay-cablecasting proceeding (Doc. 19554). Previous date was Oct. 13. Reply comments due Nov. 15.

■ **Nov. 2**—Annual stockholders meeting, *Federated Media Inc.*, Bank of New York, 530 Fifth Avenue.

■ **Nov. 2**—Fall conference, *National Association of Broadcasters*. Featured speaker will be Senator Howard W. Cannon (D-Nev.). Sands hotel, Las Vegas.

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

Nov. 3-23—Eighth annual *Chicago International Film Festival*. Competition includes television production category. Entry form and fee due Sept. 25, arrival of film or tape by Oct. 2. 12 East Grand Avenue, Room 301, Chicago, 60611.

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

Nov. 9-12—*American Advertising Federation's* Western region conference. Featured speakers will include: Barton A. Cummings, chairman, executive committee, Compton Advertising, New York; Karl Eller, president, Combined Communications Corp., Phoenix; Howard H. Bell, president, American Advertising Federation, Washington; William Ewen, executive director, National Advertising Review Board, New York; Arthur F. Kelly, senior VP, marketing, Western Airlines, Los Angeles; Arthur Wright, senior VP and manager, creative services, Cunningham & Walsh, New York; and Henry Schachte, president, J. Walter Thompson, New York. Hilton Inn, Oakland, Calif.

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

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

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

Nov. 14—Fall conference, *National Association of Broadcasters*. Hilton Palacio del Rio hotel, San Antonio, Tex.

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

Nov. 14-18—Hearings on drug advertising, sponsored by *National Council of Churches*. Program is under supervision of Lawrence Wayman, program consultant, department of drug and alcoholic concerns, United Methodist Board of Church and Society, and will consist of panel of 10 to hear and interrogete witnesses from manufacturing, advertising, federal agencies and consumer groups. 110 Maryland Ave., N.E., Washington.

■ **Nov. 15-16**—Meeting, *California CATV Association*. Disneyland hotel, Anaheim.

■ **Nov. 15-18**—Annual meeting, *Iowa CATV Association*. Holiday Inn, The Amandas.

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

Nov. 16—Fall conference, *National Association of*

WCCO RADIO draws a bigger crowd than TV.

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

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

WCCO RADIO
MINNEAPOLIS/ST. PAUL
REPRESENTED BY CBS RADIO SPOT SALES

Broadcasters. Chase Park Plaza hotel, St. Louis.

Nov. 17—Radio Day, sponsored by *Georgia Association of Broadcasters.* Stouffer's inn, Atlanta.

Nov. 20—Fall meeting, *National Association of Broadcasters radio code board.* Regency-Hyatt House, Atlanta.

Nov. 21—Fall conference, *National Association of Broadcasters.* Regency Hyatt House, Atlanta.

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

Nov. 27-30—Conference, North American Broadcast Section of *World Association for Christian Communication.* Tides hotel, St. Petersburg, Fla.

Nov. 27 - Dec. 3—*National Broadcast Editorial Conference,* held this year in connection with Radio Television News Directors Association convention. Contact: NBEC Chairman Dillon Smith, editorial director, WMAQ-TV Chicago 60654. Paradise Island, Nassau, Bahamas.

Nov. 28-30—Workshop-seminar on lighting for TV, sponsored by *Kliegl Bros.* Fee is $250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101. San Francisco.

■ **Nov. 28 - Dec. 2**—Annual convention, *Radio Television News Directors Association.* Among principal speakers: Franklin Kreml, Automobile Manufacturers Association; Lyndon L. Pinding, prime minister, Bahama Islands; Philip McHugh, McHugh-Hoffman Associates, Washington. Also scheduled: TV workshop, with Edward Godfrey, KGW-TV Portland, Ore., as chairman; radio workshop, with George Brown, WOR-AM-FM New York, as chairman, and management and news workshop, with Frederick Douglas, WKZO-TV Kalamazoo, Mich., as chairman. Nassau, Bahamas.

■ **Nov. 28-Dec. 2**—Annual meeting, *National Broadcast Editorial Conference,* in connection with Radio-Television News Directors Association convention (see above). Among principal speakers will be Representative Lionel Van Deerlin (D-Calif.); FCC Commissioner Richard Wiley; Eleanor Applewhaite, CBS lawyer, Larry Scharff, Washington lawyer; R. Peter Straus, WMCA(AM) New York; and Philip Geyelin, *Washington Post.* Nassau, Bahamas.

■ **Nov. 29 - Dec. 1**—Special meeting, *Association of Maximum Service Telecasters,* board of directors. Cerromar Beach hotel, Puerto Rico.

Nov. 30 - Dec. 2—*Bill Gavin Radio Programing Conference.* St. Francis hotel, San Francisco.

December

■ **Dec. 1-2**—*Practising Law Institute* program on "FTC in Action." Speakers will include the following Federal Trade Commission officials: Miles W. Kirkpatrick, chairman; Robert Pitofsky, director, and Gerald J. Thain, assistant director (national advertising), both of FTC's Bureau of Consumer Protection; plus these others from that bureau: Joan Z. Bernstein, assistant to director; Nancy L. Buc, assistant director (education); William D. Dixon, assistant director (rules and guides); Sheldon Feldman, assistant director (consumer credit). Mayflower hotel, Washington.

Dec. 7-8—Winter meeting, *Arizona Broadcasters Association.* Mountain Shadows, Scottsdale.

Dec. 12—Public demonstrations of *MCA Inc.'s* new color video-disk. Stage 24, Universal studios, North Hollywood, Calif.

January 1973

Jan. 9-12—Joint board meeting, *National Association of Broadcasters.* Canyon hotel, Palm Springs, Calif.

Jan. 12-14—Annual midwinter conference, *Florida Association of Broadcasters.* Daytona Plaza hotel, Daytona.

Jan. 12-16—Consumer Electronics Show, sponsored by *Electronic Industries Association.* To be shown: TV, radio, phonograph, tape and audio equipment. Conrad Hilton hotel, Chicago.

Jan. 28-29—Meeting, *Oklahoma Broadcasters Association.* Lincoln Plaza, Oklahoma City.

Jan. 28-31—Annual convention, *National Religious Broadcasters.* Washington Hilton, Washington.

Jan. 28-31—*American Advertising Federation* public affairs conference. Statler Hilton hotel, Washington.

February 1973

Feb. 9-11—Annual convention of *New Mexico Broadcasters Association.* La Fonda, Santa Fe.

Feb. 11-22—Legislative meeting, *Texas Association of Broadcasters.* Sheraton-Crest hotel, Austin.

Feb. 13-15—Winter meeting, *South Carolina Broadcasters Association.* Wade Hampton hotel, Columbia.

Feb. 13-16—Convention, *National Association of Television Program Executives.* Royal Sonesta hotel, New Orleans.

Feb. 14—Judging, 1972-73 *Voice of Democracy Scholarship.* Kansas City, Mo.

BROADCASTING PUBLICATIONS INC.

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

Broadcasting
The newsweekly of broadcasting and allied arts

TELEVISION®

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

Sol Taishoff, *editor.*

Lawrence B. Taishoff, *publisher.*

EDITORIAL

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

SPECIAL PUBLICATIONS

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

ADVERTISING

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

CIRCULATION

Bill Criger, *subscription manager.*
Laurie Endter, Kwentin Keenan, Patricia Johnson, Jean Powers, Shirley Taylor.

PRODUCTION

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

ADMINISTRATION

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

BUREAUS

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

Robert L. Hutton, *sales manager;* Eleanor R. Manning, *institutional sales manager;* Stan Soifer, *music sales manager;* Susan Hirata, Harriette Weinberg, *advertising assistants.*

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

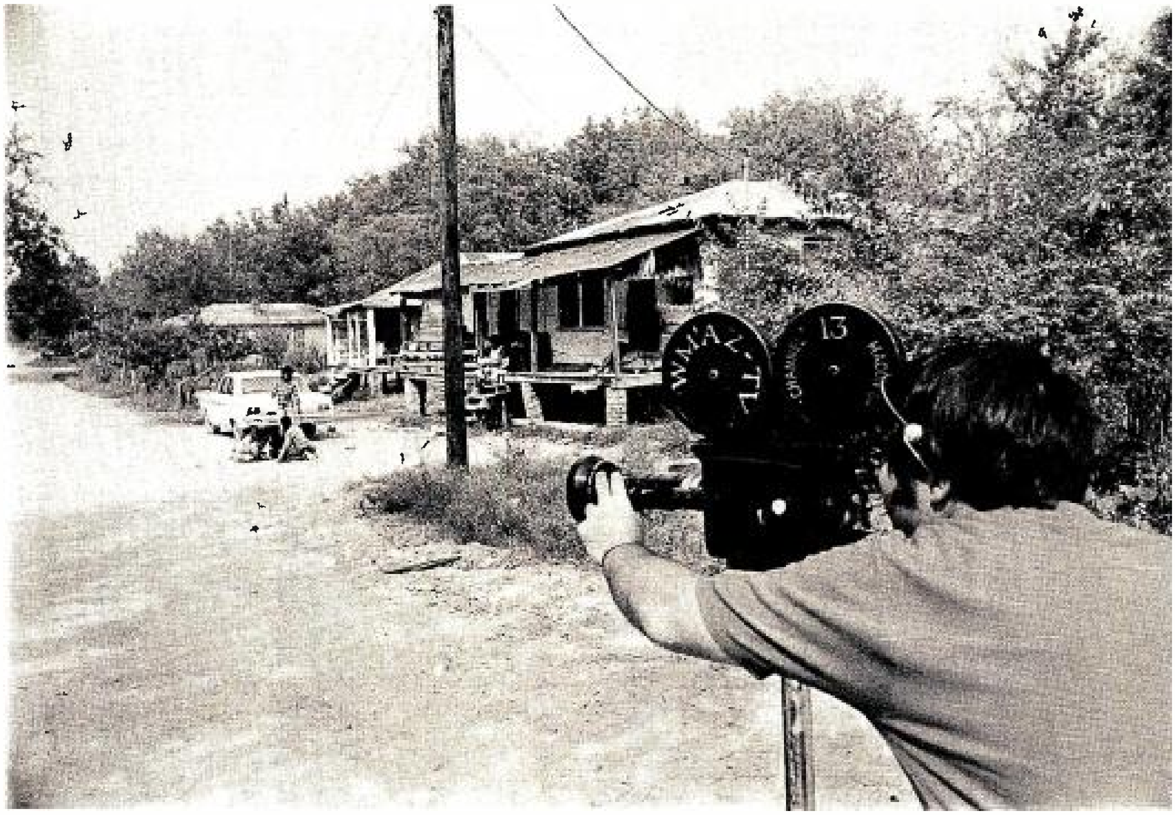
TORONTO: John A. Porteous, *contributing editor,* 3077 Universal Drive, Mississauga, Ont., Canada. Phone: 416-625-4400.

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

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

* Reg. U.S. Patent Office.

WHO CARES ABOUT UNIONVILLE?



WE DO!

Some people didn't like our Unionville documentary. It denied that Unionville was a ghetto. It showed that Unionville was a neighborhood of families with close relationships and a crime rate far below the city average.

So the urban renewal program that would have leveled Unionville has been changed. Streets will be paved, storm sewers installed, impacted housing thinned out, substandard housing improved.

Even if some officials didn't like our documentary, the people in Unionville did.

So did we!

multimedia

Represented by KATZ

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

WMAZ-TV 13
MACON, GEORGIA

Sports may face end of era of TV blackouts

Pro leagues virtually alone at Hill hearing; trial ban suggested; broadcast interests say they need protection against cable, pay-TV

Legislation to lift the television blackouts imposed on home games by professional sports organizations was vigorously opposed at a Senate hearing last week by the commissioner of the National Football League and representatives of other organized sports. But they were alone in left field by virtue of testimony from nearly everyone else that the public's right to see home games on TV when they are sold out at the stadium transcends the proprietary interests of the sports leagues. It became clear that if organized sports, the NFL in particular, fail to agree soon on at least a trial embargo on blackouts, Congress—with the weight of the Nixon administration behind it—is prepared to legislate a permanent ban.

The three days (Oct. 3-5) of Senate Commerce Committee hearings, over which Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) presided, focused on two bills designed to eliminate or modify the antitrust exemption Congress enacted into law in 1961 for professional sports. The exemption permits football, baseball, basketball and hockey teams to pool their television rights and sell them as a league package to the networks. It also gives sports leagues the statutory authority to prohibit the local telecasting of home games without being held in violation of the Sherman Antitrust Act. In imposing blackouts, professional sports organizations have usually defined a local team's home territory as being within a 75-mile radius of the home city.

Senator Pastore's blackout bill (S. 4010), co-sponsored by Senator Robert Griffin (R-Mich.) and 11 other senators, would remove the antitrust exemption when tickets to home games are sold out 48 hours before game time. Another measure (S. 4007), introduced by Senator Griffin, would repeal the exemption for the four sports to permit a re-examination of the practice of blackouts.

During the 1971 football season, Senator Pastore said in his opening statement, an average of 95% of seats in NFL stadiums was sold—and in many cases games were completely sold out. And, since the NFL imposes the blackout restriction on the TV networks as a condition of acquiring television rights to the games, he said, those unable to buy tickets were also unable to watch the games on TV.

"While there may have been full justification for this [blackout] restriction when professional football was struggling to survive, a serious public-interest question is raised when the practice continues even though most games are nearly sold out, and professional football has fully matured and prospered," Senator Pastore said.

"The administration supports a modification of the practice, in connection with package sales of television rights by professional sports leagues, of prohibiting the telecasting of home games in the territory of the home team." That was the message to the committee from Assistant Attorney General Thomas E. Kauper, who is in charge of the Justice Department's antitrust division.

Senator Pastore

As Mr. Kauper interpreted them, the bills would make blackout provisions in league-network contracts open to challenge under the antitrust laws and "the presence [in a contract] of an agreement to black out home games would render the entire network contract unlawful."

The NFL, Mr. Kauper said, is probably right in its contention that a single member club, in selling its TV rights, should be able to protect its home attendance by not authorizing broadcasts of games that compete with the live performance. But, he noted, "it is in the collective nature of the league judgment that the antitrust issue arises."

The antitrust exemption has benefitted leagues and individual teams, he said, and the question is whether there is sufficient public interest that should override the interest of sports leagues in the blackout rule. "I think it is unlikely that the proponents of continued antitrust immunity can support the burden which they must bear to outweigh public demand," Mr. Kauper said.

In rebuttal to an NFL suggestion that it is unfair to permit the telecast of games on "free" television because some pay to see it live, Mr. Kauper said that TV is not really "free" and the consumer pays for products advertised on telecasts.

He also noted that in many areas teams play in stadiums built with tax dollars.

NFL's primary argument in favor of blackouts is that gate receipts will be adversely affected if the antitrust exemption is repealed, he said. Mr. Kauper said this fear is "exaggerated" but, if true, loss in gate revenues could be offset by an increase in the price of TV rights.

Under S. 4010, Mr. Kauper said, there may be difficulty in determining when a game is sold out and mechanical and technical problems when no decision is made on telecasting until two days before the game. But, he said, it is doubtful that sports fans "will tolerate bad faith in the administration of the 48-hour rule."

Senator Griffin, a member of the Communications Subcommittee, said that the need for lifting blackouts is clearly called for. Attendance at NFL games is high and football fans have an economic interest in their teams because they help finance the stadiums, he said. Experience in other major sports and in such events as the World Series, the Rose Bowl and the Kentucky Derby indicates that NFL's blackout policy is "unjustified and ar-

D SERIES
ER BOWL
L THE ORANGE
KETBALL CHAMP-
Y CUP HOCKEY
ERIES OF GOLF
ON TENNIS

THESE THIS SEASON, IT WOULD BE
WELL, ONE DOES. AND IT IS.

REMINDER: The World Series starts
Saturday at 12:45 pm. Eastern Daylight Time, with
the second game on Sunday at the same time.
And next week, NBC Sports brings you at least two
(and maybe three) World Series *night* games,
with Curt Gowdy and Tony Kubek.

S HAS IT ALL

bitrary," he contended. He also pointed out that the 75-mile rule has the effect of prohibiting telecasts beyond the 75-mile radius for stations located outside of that radius whose signals can be received within the home territory.

The sponsor of the House counterpart (H.R. 16871) of the Pastore bill, Representative William Randall (D-Mo.), said the proposed legislation was a "fair and reasonable proposal" and that he has received several hundred letters from constituents complaining about the blackout practice. The taxpayers in his district (Jackson county) who are helping to finance the stadium for the Kansas City Chiefs, find that tickets are sold out years in advance and the blackout rule only compounds the problem, he said. "And our situation is not different from elsewhere," he added.

"We are not in a position to give our categorical endorsement of S. 4010 because we do not have an adequate factual basis," Federal Trade Commission Chairman Miles W. Kirkpatrick told the committee. But he expressed the opinion that if professional sports interests can no longer justify their need for imposition of blackouts, the legislation "would appear clearly in the public interest."

Mr. Kirkpatrick wondered whether some teams, which withhold a certain percentage of tickets for sale the day of the game, could circumvent the spirit of the bill. "That would be a slap at the Congress," Senator Pastore said. "They wouldn't zig-zag it that way."

Are tickets purchased for resale to be considered "sold"? the FTC chairman wanted to know. "Once they're bought from the management, they're *sold*," replied Senator Pastore.

Thomas P. Shelburne, vice president and general manager of WNEP-TV Scranton, Pa., told how the NFL's blackout policies "unfairly and adversely" affect the station and Scranton residents. WNEP-TV, an ABC affiliate, is prohibited from carrying Philadelphia Eagles home games, he said, yet cable systems in the area may import broadcasts of the games as carried on other ABC affiliates beyond the blackout range. "We . . . feel strongly about this [inequity] because it is our own programing, taken off the air without charge by CATV systems, which is the programing staple that permits those systems to survive," he said. "When a particular game is shown in our service area by CATV's but not by us, it is in a very real sense pay TV and we are the one that is paying."

Under football's exemption to the antitrust laws, he said, local high-school and college games receive protection only from TV stations located within 75 miles of the game's location, but NFL professional teams can black out games in what the NFL determines to be a team's "home territory." Stations in Baltimore (97 road miles from Philadelphia) and Harrisburg, Pa. (105 miles), can carry Eagles games, he said, but Scranton (122 miles from Philadelphia) may not. "I do not understand what public-interest justification can be given for this discrimination," Mr. Shelburne said.

Support for blackout elimination but concern over cable-TV or pay-TV incursions into sports programing carried by free television were also voiced by CBS/Broadcast Group President John Schneider, ABC Sports President Roone Arledge, National Association of Broadcasters President Vincent Wasilewski and in a statement submitted by the Association of Maximum Service Telecasters.

Mr. Schneider: "We . . . recommend that this committee, as a condition to continuing the antitrust exemption granted professional football, preclude the selling of television rights to *any* games, including the previously blacked-out home games, to cable, pay-cable or subscription-television interests." This clarification of the intent of the legislation would guarantee the rights of free-TV viewers, he said.

AMST and Mr. Wasilewski suggested that the bill make clear that when some games are sold out 48 hours in advance, they are to appear only on over-the-air television. (Mr. Wasilewski's support of a bill to lift blackouts was repeated in a letter he sent last week to Representative Harley O. Staggers [D-W. Va.], whose House Investigations Subcommittee is conducting an inquiry into the practice.)

Mr. Arledge said ABC will file comments Nov. 1 in FCC's sports-blackout proceeding, raising "the basic question whether it is in the public interest to black out the free television industry for the ostensible purpose of protecting the spectator gate, while allowing free television's competitors . . . to carry the games."

In a statement submitted to the committee, NBC suggested that the "conflicting considerations [of sports leagues and fans] could best be accommodated by removing the antitrust exemption for the major sports events" such as playoffs, conference championships and Super Bowls. Since these games are always sold out there would be no concern about protecting gate receipts, NBC said, and it is the blackout of these games that provokes most public resentment.

"Similar legislation for the removal of the exemption for regular-season or 'non-major' sports events can then be considered after experience has been developed" with removing it for major events, NBC said.

David Foster, president of the National Cable Television Association, said the organization supports blackout-ban legislation and that the FCC needs "congressional direction" to prevent it from implementing proposed sports-blackout regulations on CATV systems more stringent than those practiced by sports leagues and the TV networks.

Under the commission's proposal, Mr. Foster noted, cable systems in the home territory of a sports team would be prohibited "from carrying any game of the same sport not locally televised on the day when the home team is playing at home."

NCTA's position is that if the FCC permits a cable system to carry the signal of a TV station, it must include the right to carry that station's sports programing, said Mr. Foster. The FCC's purpose is to protect the gate receipts of home teams, by extending the antitrust statute to impose a blackout on cable systems, Mr. Foster said. But "NCTA maintains that this is power only Congress can exercise.

The cable association "enthusiastically supports S. 4007" to abolish the sports-blackout exemption, Mr. Foster said. "Such legislation would relieve television stations of the statutorily permitted blackout. Such a bill would also provide clear direction to the FCC to alter its present approach on the cable television sports blackout." In the alternative, Mr. Foster suggested Senator Pastore's bill be modified to counter the intent of the FCC's proposal by prohibiting blackouts for other games of the same sport when the home game is sold out.

"If S. 4010 is enacted as drafted, even with a sellout, cable systems, through the proposed FCC rules, and television stations, though a change of heart by the sports leagues, could still be required to black out the Miami Dolphins-Minnesota Vikings game in Washington when the Redskins-Cowboys game is sold out here," Mr. Foster pointed out.

The Pastore bill came in for strong criticism when NFL Commissioner Pete Rozelle testified. And backing up Mr. Rozelle's prediction that lifting blackouts could be disastrous for professional sports were National Basketball Association Commissioner Walter Kennedy; Robert Carlson, president of the American Basketball Association, Don Ruck, vice president of the National Hockey League, and Baseball Commissioner Bowie Kuhn.

Mr. Rozelle, who said his comments had the support of NFL's 26 member clubs, told the committee that the legislative proposals do not deal with a blackout issue at all. He pointed out that NFL home territories are no longer blacked out on Sunday afternoons, even when the home team is playing at home; that two or three other NFL games are telecast in each home territory every Sunday.

"This proposal therefore does not deal with blackouts—it is an effort to prescribe by statute *which* NFL game must be telecast in what area on what occasions," he charged.

When Mr. Rozelle contended that the blackout policy has never presented any antitrust issues—"any more than a similar decision by the Kennedy Center, the Barnum & Bailey Circus, or the promoters of a boxing match would"—Senator Pastore reminded him that those are not package-deal situations.

Mr. Rozelle then tried to clear up what he called some "misconceptions as to the predictable effects of this bill" and as to the existing situation in football.

He said football differs from other sports because it cannot be played often, and with 14 regular-season games an NFL club must maximize attendance. Every cost factor is compressed into this small schedule, he said, including stadium rentals, concessions and parking.

Fans in each NFL home territory have access to all of the away games of their


Mr. Rozelle


Mr. Kennedy


Mr. Carlson


Mr. Kuhn


Mr. Ruck


Mr. Burch


Mr. Kirkpatrick


Mr. Kauper


Mr. Wasilewski


Mr. Foster


Mr. Schneider


Mr. Arledge

home teams, as well as an average of 74 NFL games, he said. He expressed concern "that the game is already overexposed and that there is a real risk of football following the path of professional boxing, which killed itself by TV oversaturation. And now Congress is proposing to enact a statute making it mandatory that we invade this last precinct of non-telecasting. . . .

"A major contributing factor to the current interest in professional football has been our television policy—regional telecasts of the away games of each home team (which is not the most economic method of presenting games on television), outside games of other teams liberally offered, and a firm restraint with respect to telecasts which are or may be competitive with the actual game being played locally," he said.

Describing the bill as "self-defeating," Mr. Rozelle predicted: "It would virtually assure that in a period of a few years' time there would be no such thing as a sellout and therefore no local television."

Ticket sales would plunge under the 48-hour provision, said Mr. Rozelle, because "when people are accustomed to having something free they are not likely to be enthusiastic about paying for it on other occasions."

He also predicted the bill would place many NFL member club radio contracts in jeopardy. "Metromedia Radio . . . indicated to me that if blackouts were lifted it might cause a situation where the club would have to purchase time from the stations to get the broadcasts on the air," he said.

Senator Pastore repeatedly suggested that NFL should lift blackouts on a trial basis. "Give it a try," he said. "If it doesn't work, you've made your case." Reluctantly, Mr. Rozelle said he would consider such a proposal.

"I do not see how you can come before us in a cavalier manner and say you are entitled to protection of gate receipts from television," said Senator Vance Hartke (D-Ind.) to Mr. Rozelle. "I am inclined to say that maybe we ought to go ahead and take over and give the money from the television rights to public broadcasting," he added.

President Nixon said last week that he wants a blackout-ban bill passed before Congress adjourns, and Senator Pastore pointed that out to Mr. Rozelle, indicating that there was a vehicle readily at hand for the purpose. The senator was referring to the ABA-NBA merger bill, which is on the Senate's agenda. Already attached to that bill is an amendment that would prevent local TV blackouts of bowl games and playoffs of the four major sports when the games are sold out (BROADCASTING, Sept. 11). At one point in the hearing, the senator stated: "Unless Mr. Rozelle comes up with an answer in a week, this [bill] may be added as an amendment to some bill." Later, in an informal news conference, he expressed doubt that both houses could pass legislation on blackouts before Oct. 14, Congress's target date for adjournment. But he indicated that Congress may reconvene after the election and that action could be taken then.

But Mr. Carlson told the committee that the "severe financial impact" he said the proposed legislation would have on professional sports deserves careful study "and I don't believe the bill should be rushed through."

Baseball, which imposes blackouts to a more limited extent than football, is guided by what Mr. Kuhn called the "economic regulator factor." Because of competition from other sports, he explained, baseball must televise enough games to survive. And networks, in purchasing rights, will resist any efforts to prevent them from televising home games.

Mr. Kennedy suggested the FCC undertake a statistical analysis of the financial impact. Mr. Ruck said the NHL's experiments with lifting blackouts have indicated a pattern of loss in gate receipts but perhaps Congress should consider a controlled experiment of lifting blackouts under the aegis of the FCC.

FCC Chairman Dean Burch, however, maintained it is the prerogative of Congress to consider the over-all effects of the legislation on professional sports interests. "The commission has no expertise in this area," he said, and Senator Pastore seemed inclined to agree. The FCC supports the blackout bills as a means of broadening the range of programing available to stations and the public, Chairman Burch said, and "should the Congress adopt one of the amendments now under consideration, our proposed [CATV blackout] rule would automatically reflect this new situation."

Rozelle, Saints' Gordon wary of stadium replays

An official of the Superdome project in New Orleans thinks the economic advantages of having stadium television screens for showing instant replays outweigh objections raised by National Football League Commissioner Peter Rozelle and New Orleans Saints Vice President Dick Gordon.

Mr. Rozelle has said he is opposed to use of screens in stadiums except at halftimes and after games. He and Mr. Gordon have said an instant reply of a controversial incident could result in "undesirable fan action."

However, William Connick, secretary-treasurer of the stadium commission, pointed out that two stadiums already have such facilities and "it opens up areas for theatrical productions, closed-circuit prize fights and things of that nature."

The campaign gets hotter

Ollie Treyz emerges as negotiator in McGovern try for network sweep as disputes arise over spot contents

With a former network president calling the moves, Democratic tacticians set out last week to tie up all three television networks for a half-hour speech by Senator George McGovern on his plan to end the Vietnam war. As of late last week they had managed to buy the full CBS-TV network at 7:30-8 p.m. Tuesday, Oct. 10. NBC-TV was out. ABC-TV, on which the Democrats had wanted to clear only the top-50 markets, had refused to sell less than its full line-up and was awaiting a Democratic reply.

The man doing the negotiating for the Democrats was Oliver Treyz, one-time president of ABC-TV and in recent years a television consultant to advertisers.

The 7:30-8 p.m. period on Tuesday is normally programed by stations as one of the half-hours pre-empted from network programing by the FCC's prime-time access rule. Political broadcasts, however, are exempted in the rule.

According to network sources, Mr. Treyz made his deal with CBS-TV first, then asked NBC-TV to arrange a selective line-up of stations said to go beyond the top-50 markets but not to the complete network. Of ABC-TV he requested only the top 50.

Once word of the attempt to clear time on all three networks reached CBS, that network reportedly told Mr. Treyz it would withdraw its clearance if both ABC and NBC went along. It has adhered to a policy of staying out of political clearances involving all three networks simultaneously.

At that point Mr. Treyz was said to have withdrawn his offer to NBC and to have elected to pursue ABC only.

The maneuvering for position on the Tuesday network schedules was only part of an intensifying battle for the broadcast audience.

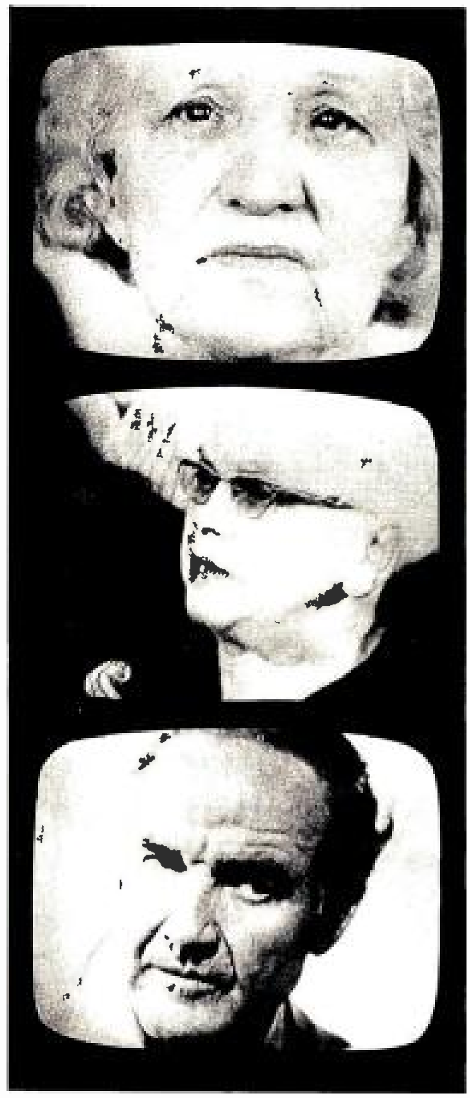
The Democrats will be appearing on networks this week with five-minute spots: Tuesday on CBS's *Edge of Night* and ABC's *Marcus Welby;* Thursday on ABC's *Owen Marshall;* Friday on CBS's *Love of Life* and *Sonny & Cher;* Saturday on NBC's *Saturday Night Movie;* and next Monday on CBS's *Love Is a Many Splendored Thing.*

The Republicans will be packing a one-two punch as The November Group buys time for spots by the Committee for the Re-Election of the President and Democrats for Nixon. The five-minute Republican commercials show President Nixon in China, Russia and at the White House Conference on Older Americans. They are in a documentary style that emphasizes the President as statesman. The Democrats for Nixon spots, on the other hand, aggressively attack the McGovern record on welfare, military spending and Vietnam. In most cases they use Senator McGovern's own words.

The Committee for the Re-Election of the President had bought the following times for this week: Monday, NBC's *Laugh-In*, 60 seconds, and ABC's daytime *Bewitched*, five minutes; Tuesday, NBC's *Today*, five minutes; Wednesday, ABC's daytime *Love, American Style*, five minutes, and CBS's *As The World Turns*, five minutes; Thursday, CBS's *Thursday Night Movie*, five minutes, and ABC's *The Men*, 60 seconds; Friday, CBS's *Friday Night Movie*, five minutes, and ABC's *Love, American Style*, five minutes; Saturday, ABC's *The Streets of San Francisco* and *Sixth Sense*, both 60 seconds.

Democrats for Nixon had purchased the following 60-second slots for the week: Monday, CBS's *The New Bill Cosby Show;* Tuesday, NBC's *Bold Ones;* Wednesday, NBC's *Search;* Thursday, NBC's *Dean Martin;* Friday, NBC's

"Old Folks" is a 60-second commercial produced by Charles Guggenheim for the McGovern campaign. The spot utilizes the cinema-verite style now characteristic of Guggenheim efforts. In it, older people complain of being the forgotten generation, to a sympathetic Senator McGovern.



Banyon; Saturday, NBC's *Emergency;* Sunday, NBC's *Mystery Movie.*

The buying went on as feelings ran high among McGovern campaigners over the content of some Nixon commercials.

The McGovern campaign organization is seriously considering filing a complaint with the Fair Campaign Practices Committee and the FCC against a Democrats for Nixon 60-second spot shown for the first time on NBC last Tuesday night (Oct. 3), according to Kirby Jones, campaign press secretary.

The spot shows toy soldiers, boats and planes. As the narrator discusses the defense plan proposed by Senator McGovern; a hand sweeps away a portion of the toys. According to the commercial, Mr. McGovern "would cut the Marines by one-third, the Air Force by one-third. He'd cut Navy personnel by one-fourth. He would cut interceptor planes by one-half, and carriers from 16 to 6. Senator Hubert Humphrey had this to say about the McGovern proposal: 'It isn't just cutting into the fat. It isn't just cutting into manpower. It's cutting into the very security of this country.' " At this point President Nixon is shown on board an aircraft carrier. "President Nixon doesn't believe we should play games with our national security. He believes in a strong America to negotiate for peace from strength."

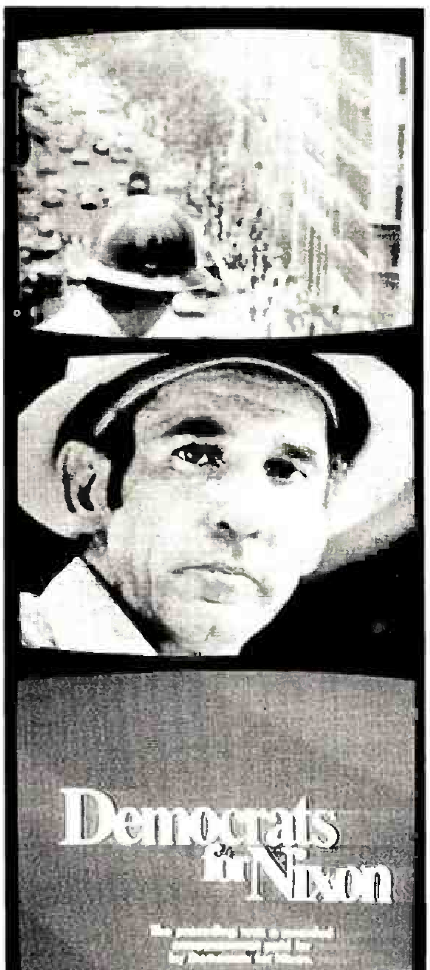
A spokesman for the McGovern organization said that the senator's defense plan called for reducing the Marines by 29%, not one-third; that Navy personnel would be cut by 21%, not 25% as the spot says. He charged the statement on aircraft carriers was misleading in that only five of the 16 now-existing carriers are on active duty, while the senator advocates keeping half a force of six on active duty.

The "toys" spot is one of three completed by Democrats for Nixon. Another features a photograph of Senator McGovern in profile, on a placard. The face is facing screen left when the narrator begins: "In 1967, Senator George McGovern said he was not an advocate of unilateral withdrawal of our troops from Vietnam." The placard turns, revealing the identical photograph facing screen right, "Now, of course, he is." The photo swings back to face left, and continues to flip left and right as the narrator presents other contrasting statements.

The third commercial deals with welfare. It shows a construction worker having lunch on a girder high over a busy street. The narrator says that if Senator McGovern's welfare program were enacted, it "would make 47% of the people in the United States eligible for welfare," and would cost "$64 billion the first year. Who's going to pay for this?" The camera goes to a close-up of the worker's face. "Well, if you're not the one out of two people on welfare—you do." Mr. Jones characterized this spot as "factually wrong."

The Nixon broadcast-advertising campaign is shaping up as a decidedly two-pronged attack. The Republicans are presenting the President in China, Russia and at work in the White House. It is a

"Small-Business Men" is another production of Charles Guggenhelm. It is a five-minute spot showing Senator McGovern in a relaxed situation, discussing with small-business men what they consider to be the unfair advantages of big business. A patient candidate explains his positions.



This 60-second spot, "Welfare," is a product of Democrats for Nixon. It is one of a series of three. The narrator states that Senator McGovern's welfare proposals would cost $64 million yearly. He asks, "Who's going to pay?" as the camera goes close-up on a construction worker's face.

"Russia" is a November Group production for the Nixon campaign. This five-minute spot by the President's house agency, and another, "China," emphasize the President's foreign-policy achievements. Both of the commercials end: "This is why we need President Nixon now . . . more than ever."

positive approach toward the Nixon record, stressing his foreign policy. One 60-second commercial shows only his passport, the pages turning to visas of all the countries he has visited. The camera stops on a blank page and the narrator observes, "but there are still places to go and friends to be won. That's why we need President Nixon now, more than ever." In most cases the voice of Richard Basehart gives the information, and any speaking by the President is in documentary style.

There are three 60-second spots, filmed in the White House, that show him discussing busing, property taxes and air transportation. These are relatively candid sequences of the President at work.

The Democrats for Nixon complement this positive approach with a hard-hitting attack on Senator McGovern, using his own words and image against him. The images are impressionistic while the narrator hammers out point after point.

In strong contrast are the McGovern spots. They show the candidate patiently explaining where he stands on various issues, whether he is a radical or not. In one five-minute spot, "Small-Business Men," Senator McGovern is in a restaurant surrounded by men asking him questions, or just generally complaining about what the McGovern people characterize as "the quality of life." Voice: "We have a plant here that builds typewriter parts. Now this large manufacturer of typewriters has put a plant in Mexico and they're hiring women for $3 a day, $15 a week, turning out the same parts and our American people are being laid off here in Menomonee Falls." Senator McGovern: "Incredible as it sounds, they get a tax break that's more favorable to them investing overseas than they do investing here at home. We need to encourage surplus capital to invest here . . ." Voice: "And this is in no way fair . . . and I believe you have a lot of small-business men who are holding this all in and not bringing it all out. The conglomerate is the one that's going to take over." Senator McGovern: "There has been a steady concentration of more and more economic power in the hands of fewer and fewer conglomerates. That's really what the ITT case was all about . . ." Voice: "Now you talk about tax loopholes. Can you specify what some of those loopholes are?" Senator McGovern: "Well, I certainly think we ought to repeal those accelerated depreciation increases that were added last year. You really can't justify that . . . Also, on the oil-depletion and mineral-depletion allowances, I think we've carried that too far . . . And I really think that the people in this room are probably paying a heavier tax burden because we have too many loopholes in the law at the top . . ." Voice: "Senator, is that what's called 'fuzzy on economics?' " Senator McGovern: "It may be. But it's what I believe."

The format, style and pacing are typical of the commercials produced by Charles Guggenheim for the McGovern campaign. The senator is always shown in a small, informal group.

The McGovern organization is at a turning point in its media strategy. Mr. Jones said: "We may see in the next week or two some spots about Mr. Nixon." Liz Stevens, media coordinator for Senator McGovern, added: "I'm not saying we wouldn't take a specific issue and do a so-called 'negative' spot on that. For example, there's the wheat deal. The early stage of our campaign had to be acquainting the voters with the candidate. Then we will get into some issues."

The watchers. The closeness with which both political camps are keeping an eye on the coverage they are getting was indicated last week in a *Washington Post* report that White House Director of Communications Herbert G. Klein had complained to NBC about a broadcast by Cassie Mackin about President Nixon. Both Reuven Frank, president of NBC News, and Frank Jordan, NBC's Washington bureau chief, brushed off the incident as routine, one of a number they have received from both sides. In fact, Mr. Frank said, "We've gotten more from the McGovern people —they're doing more campaigning." Neither CBS nor ABC, however, could report similar complaints. Richard Salant, president of CBS News, and Elmer Lower, his counterpart at ABC, said they knew of no calls from either side about their coverage of the campaign.

The Mackin incident involved a broadcast in which she said, "On tax reform, the President says McGovern is calling for 'confiscation of wealth,' which is not true." A White House spokesman is said to have complained that she was calling the President "a liar." And an NBC official in Washington is reported to have called the White House to express concern about the accuracy of the report. But there was no request for a retraction or for any sanction against Miss Mackin, according to a White House source. "We just wanted NBC to take a look at the piece," he said. Mr. Frank said he told Mr. Klein that "we'll be fair over the long run, but we're not going to do anything about this one."

Haste makes waste

Nixon campaign outfit sends out promotional news clip to TV's but forgets to indicate source; wary stations won't run it

A mailing mixup has apparently cost the Committee for the Re-Election of the President some broadcast exposure and caused it some embarrassment.

The problem arose as committee staff members were hastening to distribute to some 35 television stations 90-second film clips of an interview of Congressman Gerald Ford (R-Mich.). The promotional interview, which was arranged by the committee, contained statements by the congressman opposing Senator George McGovern's criticism of the Nixon administration's grain deal with the Soviet Union. But in their hurry to get the film clips in the mail, the staffers neglected to include letters identifying the source of the material. What's more, the film itself did not include any reference to the committee or any indication that the program was produced under the auspices of the Nixon campaign committee.

Stations that received the package were bewildered as to its source. An official of at least one, KPRC-TV Houston, became concerned that the film might unintentionally get on the air. This, he noted, would violate the FCC's sponsorship-identification rules since no credit was given to the committee.

A spokesman for the committee readily conceded the omission but stressed that it had not been intentional. He said a staff member has been assigned the task of tracking down the stations to which a copy of the film had been sent and advising them as to the source of the program. But, the spokesman admitted, the damage has probably already been done.

Free, but ignored. Broadcasters who sell time to political candidates have one set of problems. Those who try to give it away have another. WELI(AM) New Haven, Conn., reported last week that its offers of free time to presidential candidates had been roundly disregarded by all but one: Gus Hall, who is running for President on the Communist party ticket. The station offered to provide 30 90-second periods between Sept. 6 and Nov. 7, for what it called "thought pieces" presenting the candidates' views. Four letters were sent to McGovern and Nixon representatives; all went unanswered. Last week, after repeated prodding by phone, the McGovern team agreed to furnish 60-second radio spots to fill some of the free time offered.

Animation and live action for the Yellow Pages

The fingers do the walking for Bugs Bunny in 30-second spots

Bugs Bunny is the newest star of AT&T's commercials for the Yellow Pages. A new series of TV spots, which began last week, show the animated character in a talk-show format with comedians Pat Carrol, Robert Clarey, Rose Marie, Carl Ballantine, Johnny Brown, Stanley Myron Handelman and Norm Crosby. The ads will end with the familiar "walking fingers" theme.

The schedule includes a scatter plan in prime time, with most of the sponsorship on NBC in such programs as the *Sunday Mystery Movie*, *Saturday Night at the Movies* and *Laugh-in*. Other network use includes NCAA football on Saturday and NCAA football highlights on Sunday, both on ABC. The four 30-second commercials will also be used by the 15 associated Bell Telephone companies.

Cunningham & Walsh, New York, is the agency. The spots were filmed by MPO Productions in Hollywood, and MPO's Peridot subsidiary provided the animation.

Goldsboro show is new approach for General Mills

A company usually associated with children's programs plans adult-oriented syndication effort

General Mills Corp., Minneapolis, has extended its program-ownership activity beyond children's shows for the first time. It has produced the initial three shows in a new prime-time access period series, *The Bobby Goldsboro Show.*

Projected as a weekly half-hour, the program is to be placed in at least the top-100 markets in the country on a barter basis. It will be available for airing in mid-January of next year.

The barter arrangement will be the standard one with General Mills taking two minutes out of the half-hour, while leaving up to four minutes at station option. General Mills products to be promoted under this arrangement include Hamburger Helper, Buckwheats cereal, Betty Crocker cake and frosting mixes, Betty Crocker potato products and Chipos.

Packager of the show, owned by General Mills, is Show Biz Inc., Nashville, subsidiary of Holiday Inns Inc., Memphis. Show Biz, which already syndicates five weekly country and western programs, put the new program together with Hal Tulchin Productions, New York and Hollywood. Mr. Tulchin is producer and director.

Ninety-Two Hundred Advertising, house agency for General Mills, is the agency of record for the program. Placement of the program in the top-10 markets in the country, however, will be handled by Dancer-Fitzgerald-Sample Inc. Show Biz will handle placement in the rest of the country, except for selected markets that will be the personal responsibility of Ellis Veech, manager of broadcast media for General Mills.

In all, General Mills will offer 19 originals and 16 repeats of *The Bobby Goldsboro Show,* beginning in January and running through to the start of the fall 1973 season. If a second season of the series is made available it's likely that General Mills will go to a standard 26 originals and 26 repeats.

The first three half-hours were taped at CBS Television City in Hollywood. The concept for the program is to have one guest star with Mr. Goldsboro each show and to have them perform musically with full band arrangement.

"This show is in no way a country show," Mr. Veech says. "We'll be doing music that either the guest star has made popular or songs with which the public is familiar. The emphasis is on music."

Guests on the initial shows include Jim Nabors, The Lennon Sisters, and Mac Davis. The only regular on the series in addition to Mr. Goldsboro is Calvin the announcer, a hand puppet that apparently is the program's answer to the cookie-begging bear on the one-time NBC-TV *The Andy Williams Show.*

Business Briefs

November again. Democrats for Nixon has designated The November Group, New York, to handle all its advertising activities in conjunction with its original agency, JFP & Associates, Duluth, Minn. The November Group will now be buying time for both Democrats for Nixon and Finance Committee for the Re-Election of the President. Change, formally authorized Sept. 27, was made to enable closer coordination of advertising activities between two groups.

From U.K. British Leyland Motors appointed Bozell & Jacobs, New York, to handle advertising of new Austin Marina to be introduced in U.S. in 1973. Agency has handled advertising for company's MG since 1963, Jaguar since October 1970.

Ross Roy picked. Borden Inc., New York, has appointed Ross Roy of New York to handle Magic Dessert Maker, new product, now being test marketed in Pittsburgh and Cleveland.

New in barter, media buying. The Media Stock Exchange has been formed by John F. Small Inc., New York agency, to handle media buying, TV syndication and arrangement of barter agreements. President of subsidiary is Zetelle Guerra, whose past associations included media direction at Shaller Rubin and Solow-Wexton, both New York. Subsidiary has same address as parent firm: *477 Madison Avenue, New York 10022; (212) 935-9810.*

Pushing snowmobiles. U.S. Suzuki Motor Corp., Sante Fe Springs, Calif., through Foote, Cone & Belding, Los Angeles, is introducing 1973 snowmobile models via 14-week, $1.25-million campaign that got underway Sept. 11. Campaign, which is making use of spot TV, newspapers and special interest magazine inserts, is running throughout what FCB terms "snowbelt states." There are three 30-second TV spots, each featuring hockey star Bobby Hull as spokesman. Included in spots are five-second dealer tags.

Carrols appointed Manoff. Carrols Development Corp., Syracuse, N.Y., appointed Richard K. Manoff, New York, to handle advertising for its chain of fast-food hamburger restaurants. Carrols expects to bill between $1 million and $2 million. Advertising had previously been handled direct.

Aperitif hits spot. In reported first use of spot television, Twenty One Brands, New York, for Blackberry Julep (imported Italian aperitif) is using four selected markets: New York, St. Louis, Minneapolis and Pittsburgh. Commercial plays on Southern belle who learns from Italian gentleman that aperitif is different than julep her daddy drinks. Advertiser, through Cunningham & Walsh, New York, is using about 14 spots weekly for 10 weeks (11 weeks in St. Louis) with Oct. 16 starting date in all markets except Pittsburgh (Oct. 2 there).

C&W Detroit opens. Cunningham & Walsh was to move into its new Detroit office last week. Manager is Donald W. Williamson, vice president. Bud Allen, account supervisor of AMC (American Motors Corp.) National Dealers account handled out of C&W's San Francisco office, will also be in Detroit office. *26555 Evergreen Road (Robbins Tower Center), Southfield, Mich., 48076. (313) 653-1190.*

Burnett, Motown. Leo Burnett's Detroit office has been moved from General Motors building to *26555 Evergreen Road, Southfield, Mich. 48076*

Rep appointments. KLAS-TV Las Vegas: Avery-Knodel, New York. ▪ KFAB(AM) Omaha: Henry I. Christal Co., New York ▪ WMOD(FM) Washington: Petry Radio Sales, New York ▪ WPEN-AM-FM Philadalphia: HR/Stone, New York ▪ Ivy Network Corp., New Haven, Conn. (college and university stations in New England and Middle Atlantic area): Harold H. Segal & Co., Boston.

From Wall Street. New York-based stock brokerage firm, Hayden, Stone Inc. is preparing new advertising campaign that will include its first use of television. Report comes from Ketchum, MacLeod & Grove in New York, newly appointed by Hayden, Stone to handle its advertis-

BAR reports: television-network sales as of Sept. 17

CBS $425,794,900 (36.3%); NBC $379,970,700 (32.4%); ABC $367,940,100 (31.3%)*

Day parts	Total minutes week ended Sept. 17	Total dollars week ended Sept. 17	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	73	$ 473,800	2,683	$ 15,944,000	$ 16,081,500
Monday-Friday 10 a.m.-6 p.m.	992	6,744,600	35,675	247,210,700	222,598,200
Saturday-Sunday Sign-on-6 p.m.	344	5,833,600	11,203	130,828,700	101,363,100
Monday-Saturday 6 p.m.-7:30 p.m.	91	1,801,400	3,486	61,709,900	50,388,400
Sunday 6 p.m.-7:30 p.m.	13	380,800	490	10,399,000	14,484,000
Monday-Sunday 7:30 p.m.-11 p.m.	399	22,901,700	14,536	638,390,300	616,360,700
Monday-Sunday 11 p.m.-Sign-off	149	1,975,300	5,580	69,223,100	48,394,900
Total	**2,061**	**$40,111,200**	**73,653**	**$1,173,705,700**	**$1,069,670,800**

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

ing. Agency spokesmen said TV plans have not been completed, but that commercials were expected to start in New York area first, then probably expand elsewhere. Hayden, Stone has 27 offices in 10 major cities.

More for Manoff. National Car Rental System, Minneapolis, has appointed Richard K. Manoff, New York-based agency, to handle three divisions of company: E-Z Haul, truck rental and leasing, and automobile leasing. Manoff has been handling advertising for car rental division since November 1971.

Exit Ex-Lax. Ex-Lax, division of General Cigar, New York, and Grey Advertising there parted company after 10-year association for chocolated tablets, unflavored pills and instant mix. Advertising has been consolidated at Ogilvy & Mather, New York, one of Ex-Lax's other agencies.

For all accounts. Agency Service Corp., New York, will handle pre-air screening of commercials for all accounts for which McCann-Erickson is agency of record. Assignment covers all day-parts. ASC will also provide on-air monitoring of commercials for selected McCann clients.

Air lift. Emery Air Freight is promising companies with high priority items—that would include TV commercial prints—one-day service in moving them between 12 key U.S. cities, called "VIP" service. Cities are Atlanta, Boston, Chicago, Dallas, Detroit, Kansas City, Los Angeles, Miami, New York, St. Louis, San Francisco and Washington. Emery has set premium rate schedule.

Goodrich appointment. B. F. Goodrich Tire Co., Akron, Ohio, has named Grey Advertising, New York, to handle its national passenger-tire advertising program. This had been handled by Griswold-Eshleman, Cleveland, which will continue to service most of company's other product lines.

C&A moves. Collins & Aikman, New York, will be placing its account with Needham, Harper & Steers, New York, as of Dec. 1. Its present agency is Gaynor & Ducas, New York. Company is major producer of specialty products for apparel, home furnishings and industrial markets. Its 1972 billings with G&D will be around $1.3 million. Gaynor & Ducas has prepared two TV campaigns for Collins & Aikman for this season: 60-second corporate spot ("A Special Kind of Company") and 30-second spot for Imperial wall coverings. Latter campaign begins this month in 47 cities. Scheduling for corporate commercial has not yet been set.

Half of 'Rollin'. American Chicle Co., division of Warner-Lambert, Morris Plains, N.J., has signed as part sponsor on barter basis of the half-hour *Rollin'* series, beginning this month on 85 stations. Ted Bates, New York, is agency for American Chicle. Other co-sponsor of *Rollin'* (formerly *Rollin' on the River*) is Noxell Corp., through William Esty Co., New York.

Any volunteers? Kenyon & Eckhardt, New York, has produced public-service package for National Center for Voluntary Action, Washington. It includes two 60- and 30-second TV spots, scripts for 10-, 30- and 60-second radio spots, four print ads for newspapers and magazines and other material. Theme of campaign: "Somebody out there needs you."

Tackle campaign. Colgate-Palmolive, New York, has bought time on ABC's American Contemporary Radio Network to promote its Tackle acne product. Thirty-second commercials will run October through November, six spots per week. Masius, Wynne-Williams, New York, is agency for Tackle. Ted Bates & Co., New York, placed buy.

Chapin, Hulbert hit Gravel's conclusions in article on drug ads

Senator's piece in 'Playboy' comes under separate but similar fire from NAB executives

An article by Senator Mike Gravel (D-Alaska), attacking broadcast advertising of nonprescription drugs, has drawn sharp rebuttals from the broadcasting business.

Richard W. Chapin, board chairman of the National Association of Broadcasters, said last week that Senator Gravel had failed to offer "a shred of evidence" for his contention, expressed in the September issue of *Playboy*, that advertising of such drugs should be barred from television and radio.

And in a letter to *Playboy*, James Hulbert, NAB's executive vice president for public relations, launched a similarly worded attack on what he called the senator's "unfair and unwarranted conclusion."

Mr. Chapin used the meeting of the Illinois Broadcasters Association as his forum. He reviewed the Gravel article, which opens by calling television commercials "the most visible examples of the [drug] companies' crusade to legitimize the casual use of drugs" but acknowledges that the drugs are not harmful. The article then launches into a long diatribe against the advertising of prescription drugs in medical journals. At its conclusion, however, Senator Gravel returns to the subject of broadcasting long enough to urge the ban of nonprescription drug advertising on the air.

"Without offering a shred of evidence —without even mentioning radio and TV—he pulls that recommendation out of a hat," Mr. Chapin said.

In a longer discussion of the conclusion, Mr. Hulbert told *Playboy*: [It] is a complete non sequitur. The senator develops no arguments which would warrant so drastic an action. He presents no research support or other documentation, because no relationship between the advertising of common over-the-counter remedes and hard-drug usage has ever been established."

In his speech to the Illinois broadcasters, Mr. Chapin sounded a call for action to combat this kind of logic and its potential consequences. He said NAB will do "everything within its power at the Washington level."

Reid seeks tax penalty for deceptive advertising

His bill would bar deductions for expenses involved in any sales pitch found deceptive by FTC

A bill introduced by Representative Ogden R. Reid (D-N.Y.) would prohibit companies that engage in false advertising from taking tax deductions for expenses incurred in the production or publishing of that advertising.

According to a spokesman for Mr. Reid, the measure (H.R. 16781) applies to both broadcast and print advertising that the Federal Trade Commission finds deceptive. However, it would not apply to advertising that is a subject of FTC cease-and-desist orders (which are not admissions of guilt on the part of advertisers), he added.

Mr. Reid feels that the "slight inconvenience" for advertisers subjected to FTC sanctions for false advertising is more than offset by the sale of products resulting from past advertising, the spokesman explained, and the bill is designed as an incentive for advertisers to be more honest in their ad claims.

In a statement on the bill, Mr. Reid pointed out that the business expenses companies take result in higher taxes for the public and "I see no reason why the public should have to pay to be lied to."

A similar bill (H.R. 16887) has been introduced by Representative Bella S. Abzug (D-N.Y.).

MMT, growing rep

MMT Sales, New York-based station representation firm, is opening offices Oct. 30 in five additional cities and has appointed sales manager in each: Atlanta —Norman Hayes, formerly Post-Newsweek stations in Atlanta; Chicago—Doug Balogh, who was account executive in Chicago for John Blair Co.; Detroit—Tom Rice, formerly Detroit sales manager, Katz Television; Los Angeles—Bob Dickenson, formerly account executive, Peters, Griffin, Woodward, Los Angeles; San Francisco—Sid Gurkin, formerly account executive, John Blair & Co., New York.

TL&K gets two big ones

Tatham-Laird & Kudner's Chicago office is replacing Doyle Dane Bernbach, New York, on the highly sought after $3.5-million Kitchens of Sara Lee account. Sara Lee, a subsidiary of Consolidated Foods, is in Deerfield, Ill. Meanwhile, TL&K's New York office has won the Continental Can, New York, account (budget is about $2.5 million in advertising).

Media

Hooks starts delivering on his commitment to blacks

Commissioner, while concurring in Orlando decision, says FCC should assign preference for minorities; dissenting in Omaha case, he says it was as good a place as any to begin a study of reasons for minority disaffection with media

In a number of speeches since joining the FCC as its first black member, Commissioner Benjamin L. Hooks has stated his determination to treat the nation's minorities—particularly blacks—as his constituency. Last week he began demonstrating what that means.

In one proceeding, he urged the commission, as a matter of policy, to assign a "preference" for black ownership in deciding among competing applicants in a comparative proceeding involving a new facility. He said this is essential "in view of the dearth of minority ownership of broadcast facilities."

And in a separate matter, he dissented to the commission's renewal of 11 Omaha radio and television stations, whose renewal applications had been opposed by a group of local blacks on grounds of discriminatory employment practices and failure to provide programing that met the needs of minority groups ("Closed Circuit," Oct. 2). "Somebody, some day soon, must get to the source of black disaffection with the media," he said in a dissenting opinion in which he called for a hearing on the license renewal applications. "Omaha is as good a place as any to start."

Commissioner Hooks's call for a "preference" for black ownership in deciding comparative hearings was in a concurring opinion issued in connection with the commission's decision affirming a review-board decision granting Mid-Florida Television Corp.'s application for channel 9 Orlando, Fla. ("Closed Circuit," Sept. 18). And of the two statements, it is likely to attract greater attention.

He was careful to state that the proposed "preference" for black ownership should be computed along with the other criteria normally employed by the commission and that his proposal was limited to cases involving "a new facility where no license is lost and no existing owners displaced—black or white." However, as he noted at one point, court precedents would "technically require" the extension of his minority preference to cases involving renewal applicants.

Mid-Florida, whose grant was affirmed by a 5-to-0 vote of the commission, originally won the authorization to operate on channel 9 in 1957. However, the case was one of those tainted by ex parte scandal, and has been before the commission and the courts ever since.

In the proceeding's present configuration, Mid-Florida faced four competing applicants: One—Comint Corporation—lists two blacks as stockholders; each owns about 7%. And it was the holding of the administrative law judge and the review board that Comint was not entitled to a preference simply because of the fact of black ownership that prompted Commissioner Hooks's concurring opinion.

He said that although the commission's policy statement on the criteria to be considered in comparative hearings does not specifically call for a preference for black ownership, it does state that diversification of ownership of mass media is a matter of "primary significance."

Accordingly, he said the administrative law judge and the review board, given "the latitude expressed in the policy statement, could have taken notice of the agitated yearnings of minority groups for inclusion in the broadcast media and applied the term 'diversification' literally by awarding a preference in the face of a proposition novel to this commission: black ownership of a television station."

He said the institution of a preference for applicants proposing substantial minority ownership—that is, in excess of 5%—is "a necessary and legitimate goal of real diversification and equitable distribution" of broadcast facilities.

In asserting his proposal is limited to cases involving new facilities only, he said "reality" forces him to recognize that a renewal applicant "has such a ponderous advantage anyhow" that he is "virtually impervious" to challenge, "absent a bad track record."

The petition to deny filed by the Omaha blacks—the Black Identity Education Association — was directed at KETV(TV), KFAB-AM-FM, KGBI-FM, KLNG(AM), KMTV(TV), KOIL-AM-FM, KOOO(AM), KYNE-TV, WOW-AM-TV, and KFMX-FM. The commission deferred action on the renewal applications of KOIL-AM-FM and KLNG pending the outcome of other proceedings involving their licensees.

In rejecting the charges of discriminatory employment practices, the commission said they are based "almost exclusively" on statistical data; they compare the number of minority persons employed with the total workforce.

But the commission said that this is not sufficient grounds for a hearing in the absence of specific instances of discrimination or a conscious policy of exclusion. It also noted that most of the stations have minority-group employes and said that it has never indicated that "fully proportional employment of minority groups is required" by its rules.

In disposing of the other major complaint, the commission said each renewal application discloses that the station has featured programs relevant to community problems and that the proposed programing will adequately meet the ascertained needs and interests of its service area.

BIEA had also claimed that the stations discriminated against black artists by refusing to play their records. But the commission said it was reluctant to consider that issue since the choice of musical selections is a matter of licensee discretion.

Commissioner Hooks's dissenting opinion, in which Commissioner Nicholas Johnson joined, dealt almost entirely with the employment-discrimination issue, particularly as it relates to KFAB-AM-FM and KETV-TV.

Commissioner Hooks pressed the view that they had not satisfactorily rebutted the charges against them and said that the commission has a duty to resolve, in a hearing, the conflict that remains. He said KETV-TV did not answer the charge and that KFAB-AM-FM replied that it contacts schools and other employment sources when vacancies occur but that qualified minority-group members have not been available.

"Sharing the concern of the minority groups across this land for a better shake from the broadcast medium and a more understanding ear from the government," Commissioner Hooks said, "at a minimum, I would have looked deeper into the protestations of BIEA."

Commissioner Hooks and his colleagues are expected to consider this week a number of other minority-group petitions to deny license-renewal applications. One was filed against WCOL-AM-FM Columbus, Ohio, by the Columbus Broadcasting Coalition; another, against WBBW-AM-FM Youngstown, Ohio, by the Black Broadcasting Coalition, and a third, against WOAI-TV San Antonio, by the Bilingual Bicultural Coalition on Mass Media. Also ready for commission action is the Youngstown group's petition for reconsideration of the commission action renewing the licenses of WKBN-AM-FM-TV. The staff is said to recommend denial of all petitions.

When do challenges become 'extortion'?

Storer leads parade of broadcasters opposing reimbursement deals

"The law may favor a settlement, but it frowns on extortion."

The words are those of Storer Broadcasting Co., expressed in a pleading filed at the FCC last week. The topic was a commission proposal that would sanction negotiations between broadcast licensees and challenging citizens' groups, in which the challenger would drop its petition to deny in return for a paid "consultancy fee" or other remuneration.

That proposal has been the object of severe criticism from the broadcast industry within the past month (BROADCASTING, Sept. 18, et seq.). The Storer brief not only epitomized that criticism, but suggested that it has been too mild. It noted that "other opposition comments" in this proceeding have "referred delicately to the 'possibility of abuse' inherent in consultancy contracts arising out of the negotiation process," adding that it is "high time to stop cloaking this subject in euphemism." For Storer, this is not an issue to be treated with delicacy.

"Putting a true face on the matter," the firm said, "the kind of consultancy agreement in question here is no more than a money payment extracted as the price for withdrawing a petition to deny —or for not filing one."

There were other harsh words for the proposal—and citizen groups—at the commission last week, notably from five licensees represented by the law firm of Dow, Lohnes & Albertson. "In a very real sense," their joint comment stated, "ambush is frequently [the challenger's] tactic of the day; confrontation, not reasonable negotiation, is a common characteristic . . . The popularity of the petition-to-deny syndrome has made the process as much an ideological joy ride as a genuine effort to improve the quality of American broadcasting."

But while the broadcasters were getting in their licks, two citizen organizations that have come to play a major role in the "petition to deny syndrome"—Black Efforts for Soul in Television and the National Organization for Women—were applauding the proposal as a necessary stimulus to public participation in the renewal process. They asserted in separate filings that the good-faith efforts of citizen groups to establish a working relationship with their local broadcasters hinge on the economic viability of those groups. Viability, they indicated, means money that the broadcaster can supply.

Storer was of a different opinion. "If citizens groups have a legitimate role to play in the licensing process—and no broadcaster seriously argues that they do not—it should not be tainted by the prospect of private gain," the firm told the commission. Based on its own experience in dealing with challengers, Storer indicated, this prospect is very real.

It recalled that in 1970, one month after the renewal application for one of its stations was filed, the station was approached by a local black public-relations firm with an offer to provide counseling on dealings with the black community. Storer declined to reveal the name of the firm, or the station. Representatives of the firm, Storer said, "made allusions to license renewals and the fact that black groups were filing objections around the country" but "would not indicate clearly what services they would provide or how they would go about providing them." The firm asked to be retained at a fee of $1,000 per month for 12 months with additional direct billing for "any work actually performed," Storer said. The station declined the offer and "just one month later, the firm was serving as spokesman for, and representative of, an 'ad hoc coalition' making 11 demands on all stations in the market." One of those demands was that the broadcasters "retain a black public-relations firm to give answers and guidance to matters pertaining to the black community."

Storer said that six days after it had responded to the demands—and again refused to retain a black PR firm—a petition to deny was filed against its station, citing grounds that included the failure to hire such a firm.

On another occasion, Storer revealed that in attempting to seek interviews with "one minority community" it was told: "No money, no interviews."

And, the firm continued, it has not been alone in experiencing such dialogue with minority interests. Storer noted two specific cases, one in which a Denver chicano group offered to withdraw a petition to deny against KWGN-TV there without making any programing or employment demands in return for a direct $15,000 "contribution," and another in which a black group in Sandersville, Ga., asked the FCC to force the licensee of WSNT(AM) to reimburse it for expenses incurred in challenging the station after it had already obtained a non-monetary settlement. The commission denied both requests.

The BEST pleading also relied on specifics to document its argument. It noted that when Faith Center, the California religious institution, filed a transfer application at the FCC covering RKO General's donation to it of WHCT(TV) Hartford, Conn., its program proposal consisted of a single page and its discussion of community demographics, three pages. But after a petition to deny the transfer was filed by a local citizen coalition, BEST recalled, the center augmented its original proposal with a 102-page amendment containing eight times as much information.

The group used this case to illustrate its contention that citizen group activity in broadcast preceedings can achieve worthwhile ends. But, it continued, "the overwhelming majority of [these groups] are substantially without resources." Adoption of a ban or unreasonable restrictions on compensation to such groups "can have no effect but to continue the exclusion of groups that cannot participate in commission preceedings in the absence of some responsible provision to cover their expenses," BEST claimed.

And NOW contended that a consultancy is nothing more than "a simple contractual agreement between a broadcaster and some of its viewers," an area in which the FCC has no basis to interfere. But if the commission does elect to regulate such agreements, NOW asserted, it should also extend its jurisdiction to commercial arrangements between a broadcaster and an outside, profit-making consulting service.

Counseling on trouble

A continuing series of meetings was launched last week to acquaint noncommercial broadcasters with FCC licensee requirements and obligations. The meetings, organized by the National Association of Educational Broadcasters, will be held over a three-year period to coincide with license-renewal times in various parts of the country.

The first seminar was held Oct. 5-6 in Atlanta. Among the participants were representatives of the FCC and the Washington law firms of Cohn & Marks, Schwartz & Woods, and Dow, Lohnes & Albertson. The topics ranged from universally applicable ones such as political broadcasting and ascertainment of community needs, to those of special relevance to noncommercial broadcasters, such as the rules that govern underwriting.

Stanton opposes world censorship of incoming TV satellites

CBS vice chairman comes down hard against State Department's stance on UNESCO declaration, which says nations have the right to stop communications at borders

CBS Vice Chairman Frank Stanton urged the U.S. last week to take steps to oppose proposals that would censor international satellite broadcasts. As a first move, Dr. Stanton called upon the secretary of state to instruct the U.S. delegation to the UNESCO general conference in Paris next week to oppose a draft declaration governing satellite broadcasting.

Dr. Stanton—who is chairman of the United States Advisory Commission on Information, a presidential commission that conducts a continuing overview of the U.S. Information Agency—told a group assembled in Memphis last Thursday (Oct. 4) for the 50th anniversary of WREC(AM) that the UNESCO draft declaration amounts to "a demand for prior censorship of [radio-TV] broadcasts through government agreement and control." He quoted one part of the declaration as reading: "It is necessary that states, taking into account the principle of freedom of information, reach or promote prior agreements concerning direct satellite broadcasting to the population of countries other than the country of origin of the transmission."

The practical effect of the declaration, according to Dr. Stanton, is to give "international sanction to government control of what people can see and hear in direct satellite transmissions from outside their national borders." He observed that under this draft declaration, "nobody may legitimately broadcast to the USSR without the agreement of the USSR."

"That is what UNESCO proposes, not just for the USSR but for every nation," Dr. Stanton pointed out. "And despite the inclusion of all the disclaimers, what this amounts to is clear and frightening acceptance of the very same principle which lies behind the Soviet Union's proposal to the United Nations."

This reference by Dr. Stanton was to a proposal submitted last August by the Soviet Union to the UN General Assembly, seeking an international agreement to permit satellite broadcasts to foreign countries only with the consent of the countries involved and authorizing the jamming of unwanted broadcasts (BROADCASTING, Aug. 14).

Dr. Stanton said the Soviet proposal "envisages not merely jamming incoming broadcasts but also taking action directly against satellites themselves outside a receiving nation's territorial jurisdiction." Dr. Stanton asserted that such an agreement "would make censorship a principle of international law."

He was critical of the State Department's behavior during the framing of the UNESCO draft. He said the draft was accepted by a body, which included the U.S. delegate, who "apparently expressed no reservations, for none was recorded." Dr. Stanton said that both the White House Office of Telecommunications Policy and the U.S. Information Agency are strongly opposed to the draft declaration.

"Rather than face the issue forthrightly and squarely," he continued, "the State Department's plan of action as of today presumably is merely to plead for postponement, and to vote against the draft resolution as a last resort—only if postponement fails."

He described the State Department's attitude as "embarrassment" over the prospect of opposing the desires of developing countries, which support the declaration. But Dr. Stanton argued that the issue transcends "this kind of diplomacy." He insisted that "we must indicate in unmistakable terms that we reject censorship today, that we will reject it tomorrow and that we will reject it whenever its head is raised."

Broyhill tells how Congress should help the broadcaster

Republican expects next session to revamp political-spending law, sees need for Hill relief on license renewals, counterads

Representative James T. Broyhill (R-N.C.) has predicted that efforts will be made in the 93d Congress to amend the political-spending law and correct "serious inequities in its treatment of the broadcast media."

Mr. Broyhill, in a speech to the South Dakota Broadcasters Association in Brookings Sept. 30, said the media-spending limitations of the law unfairly discriminate against broadcasters. The restriction that TV and radio stations must charge candidates the lowest unit rate amounts to an "indirect subsidy" of campaigns, and the provision requiring stations to provide "reasonable access" time to candidates is "unclear as well as unjust."

Since the law's enactment there has been congressional interest in changing it, Mr. Broyhill said, and "I can promise that in any such effort, those of us concerned about unfair restrictions on the broadcast industry will be working for improvements."

In the same speech, the congressman, a member of the House Commerce Committee, said it was "imperative that Congress resolve the problem of license-renewal procedure." Mr. Broyhill, who sponsored the license-renewal measure recommended by the National Association of Broadcasters (the bill now has over 100 co-sponsors), added that the problem should not be left to the FCC or the courts to decide on a case-by-case basis. He expressed hope that the House will pass legislation next year.

Mr. Broyhill told the broadcasters that the counteradvertising proposal advanced by the Federal Trade Commission "would seriously undermine the economic base of commercial broadcasting." If the fairness doctrine is expanded to include the proposal, he said, "stations will be at the mercy of all types of fringe groups" because every commercial can be considered controversial in some respect.

Even if counterads were limited to just a few products, the loss of revenues and time by networks and stations would be "staggering," he said.

If the FCC does not take steps to separate broadcast time for commercials from that for coverage of controversial subjects, he added, "Congress may have to step in and resolve this tangled mess."

Gunn might talk himself out of his job

Due out in NAEB journal is proposal by PBS president to decentralize programing of public broadcasting

A carefully developed, radically innovative plan to overhaul the entire national structure of public television is about to be offered by one of the system's most respected leaders.

Hartford N. Gunn Jr., president of the Public Broadcasting Service, has come up with a "market plan" for the selection and distribution of national programs. It would give local stations complete control over what national programs would be produced, and would place in their hands about 95% of the federal money devoted to purchasing or producing those programs.

The complete plan is to be presented publicly for the first time next week in *Educational Broadcasting Review*, a bimonthly publication of the National Association of Educational Broadcasters. From industry sources, these features of the plan have emerged:

From a list of proposed national programing projects—which could be offered by anybody—local stations would be able to choose the ones they wanted. When the number of interested stations reached what one source called a "critical mass," the program proposal would become a live project. Through a complicated process involving a station-controlled "cooperative," interested stations could then "buy" the programs as they chose.

The plan would radically diminish the role of the Corporation for Public Broadcasting. Where it now controls national programing funds, CPB would become practically a bookkeeping agent, passing money through to the stations under a predetermined formula. CPB would retain a role in long-range system planning, but its influence over national programing would all but vanish.

The stations would have the responsibility for using the interconnection service, PBS, to meet their needs. Theoretically the plan could spell the end of the network, but as a practical matter PBS or something like it would remain a necessity as a matter of economics and of convenience in presenting special live public-affairs broadcasts.

The plan presupposes that public broadcasting would receive considerably more money than it does now. Present funds permit the use of $16 million for national programs.

Political influence over the system would diminish. Recent events have demonstrated that CPB—and by extension, the entire system—is vulnerable to direct political control. The diminution of CPB's assigned role in national programing would alleviate that problem.

The Gunn proposal was first brought forward at a conference on public broadcasting held in August at Aspen, Colo. As developed by Mr. Gunn and his staff, the general plan is getting widely favorable reaction inside public broadcasting, with the caution that "a lot of details" need to be worked out; even the present CPB staff has looked with some favor on it. The most vocal opposition is expected to come from the CPB board, which would lose its considerable power.

Can a station be a little bit noncommercial?

That's issue raised by Storer U, outbid for hockey by educational V that turned games into money raiser

A controversy over the presentation of four games of the Canada-USSR hockey series by Boston's noncommercial television station ("Closed Circuit," Oct. 2) came to a head last week when Storer Broadcasting Co., licensee of WSBK-TV (ch. 38) there, asked the FCC to determine whether its rules allow broadcasts of this nature by noncommercial, educational facilities.

In a letter to the commission Oct. 5, Warren Zwicky, Storer vice president and Washington attorney, emphasized the firm did not wish the communication to be construed as "a complaint or recrimination," but rather as a request for clarification of the commission's rules pertaining to monetary-solicitation privileges of noncommercial broadcasters.

The request stemmed from a frustrated attempt by WSBK-TV, which had already broadcast the first four games of the Russia-Canada series from Canada, to obtain rights to the second half played in Moscow. Having concluded that the price the Russians were asking for primary rights was "unrealistically excessive," the station attempted to sublicense the Boston rights to the games from a New York program broker, who had obtained the U.S. rights to the series.

Although WSBK-TV offered a high bid of $35,000 and a low of $21,500 for the Boston rights, Mr. Zwicky stated, the sublicense eventually went to the Eastern Educational Network, which offered $50,000 for the total network purchase—only $16,000 of which was allocated to Boston. WSBK-TV was denied the sublicense, Mr. Zwicky contended, because EEN had refused to make the network purchase unless Boston was included in the deal. The Russian games were subsequently aired on noncommercial WGBH-TV (ch. 2) Boston, an EEN affiliate.

Of WGBH-TV's coverage, Mr. Zwicky made the following critical observations: (1) The noncommercial station solicited advance underwritings of $7,500 each from two commercial interests—the American Mutual Insurance Co. and the New England Merchants National Bank of Boston—to finance the broadcasts, and publicized those grants in print and on the air; (2) WGBH-TV did not air the first game when fed by EEN, but instead broadcast it on a delayed basis against a Boston Bruins exhibition hockey game on WSBK-TV; (3) WGBH-TV cut away from the 15-minute intermissions of each game—claiming it was "unable" to bring viewers that portion of the EEN feed—and used the time for a local fund-raising campaign that netted contributions of $66,000.

Noting that the FCC has expressed concern over alleged commercialistic practices by the public-broadcasting community, Mr. Zwicky invited the agency to determine whether WGBH-TV, EEN and/or the Public Broadcasting Service "acted in commercial or noncommercial fashion" in conducting negotiations, promotions and solicitations for the hockey series. A clarification is in order, he said, "so that all parties may abide with their intent, terms and purpose."

Changing Hands

Announced

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

▪ KBLU-AM-TV Yuma, Ariz.: Sold by Combined Communications Corp. to Robert Crites and others for $550,000 (see page 38).

▪ WBNY-AM Buffalo, N.Y.: Sold by Niagara Frontier Broadcasting Corp. to McCormick Communications Inc. for $588,000. Thomas W. Talbot is president of Niagara Frontier. McCormick Communications is headed by William McCormick. The firm is 80% owned by Technical Operations Inc., a Boston-based publicly owned investment firm. McCormick, a new subsidiary of Technical Operations, is also acquiring WLKW-AM-FM Providence, R.I., from General Cinema Corp. for about $1 million. WBNY operates on 96.1 mhz with 50 kw and an antenna 400 feet above average terrain. Broker: Hamilton-Landis & Associates.

▪ KLUF(AM) and CP for a new FM, both Lufkin, Tex.: Sold by Lufkin Broadcasting Co. to John Hicks and others for $164,000. Pitser Garrison is president of the selling firm. Mr. Hicks and his associates own KLVI(AM)-KBPO(FM) Beaumont, WTAW-AM-FM College Station, KLAR(AM) Laredo, KBYG(AM) Big Spring and KRRV-(AM) Sherman-Denison, all Texas. KLUF operates on 1420 khz with 1 kw, directional at night. Broker: Hamilton-Landis & Associates.

▪ WDUK(FM) Havana, Ill.: Sold by Illinois Valley Broadcasting Co. to Edwin G. Stimpson for $75,000. Mr. Stimpson is program director of WMIC-AM-FM Sandusky, Mich. WDUK operates on 99.3 mhz with 3 kw and an antenna 300 feet above average terrain. Broker: Chapman Associates.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 54):

▪ WOMC(FM) Detroit: Sold by Sparks Broadcasting Co. to Metromedia Inc. for $1,506,500 (see page 35).

▪ WOWW(AM) Naugatuck, Conn.: Sold by John T. Parsons and others to Frank Stisser and Roy Schwartz for $200,000. Mr. Stisser was formerly president of the C. E. Hooper rating service. Mr. Schwartz is executive vice president of Milton Warner Associates Inc., New York sales promotion firm. WOWW operates on 1380 khz with 5 kw day and 500 w night.

▪ KOLE(AM) Port Arthur, Tex.: Sold by Radio Southwest Inc. to Joseph P. Driscoll and Robert D. Hanna for $190,000. Mr. Driscoll is chairman of Michigan General Corp., a Dallas holding company for 34 firms. Mr. Hanna has interests in KVIL-AM-FM Highland Park, Tex., KRAM(AM) Las Vegas and KPTL(AM) Carson City, Nevada. KOLE operates on 1340 khz with 250 w.

▪ KWYO(AM) Sheridan, Wyo.: Sold by Big Horn Broadcasting Co. to Daniels Properties Inc. for $150,000, including a 10-year covenant not to compete within a 50-mile radius of the license city. Bill Daniels is 100% owner of Daniels Properties. He has interests in several cable systems and is president of Daniels & Associates, Denver CATV brokerage firm. KWYO operates on 1410 khz with 1 kw day and 500 w night.

▪ WYAM(AM) Bessemer, Ala.: Sold by Nesuhi Ertegon to Lawrence and Anthony Brandon, John H. Robinson Jr. and others for $125,000. Lawrence Brandon has interests in WYLO(AM) Jackson, Wis.; WARO(AM) Cannonsburg, Pa.; KUXL(AM) Golden Valley, Minn., and WTHE(AM) Mineola, N.Y. The other principals have no broadcast interests. WYAM operates on 1450 khz with 1 kw day and 250 w night.

▪ WEXI(FM) Arlington Heights, Ill.: Sold by Walter M. Mack and others to James G. Flannery for $120,000. Mr. Flannery is a Chicago businessman, having interests in two patent-exploitation firms and an electric-sign company there. He is also a director and secretary of Bass Financial Inc., Chicago savings-and-loan association. John C. DeWitt, former director, syndicated program services, CBS Owned FM Stations, will become president of Community Broadcasters Inc., the buying firm. He will have no ownership interest in the station. WEXI is on 92.7 mhz with 3 kw and an antenna 300 feet above average terrain.

Eleven radio outlets now in Metromedia's bag

FCC grants sale of Detroit FM by Sparks Broadcasting

Metromedia Inc.'s acquisition of its 11th radio facility was approved by the FCC last week. Under delegated authority, the commission's Broadcast Bureau granted the firm's application to purchase WOMC-(FM) Detroit from Sparks Broadcasting Co. Price was $1,506,500.

WOMC is the third broadcast station acquired by Metromedia in the past three months. The firm's $16-million purchase of WTCN-TV Minneapolis-St. Paul was granted by the commission last June (BROADCASTING, June 26) and its $3-million buy of WXIX(TV) Cincinnati received approval in August (BROADCASTING, Aug. 14).

The publicly owned firm, which is headed by John W. Kluge, also owns WNEW-AM-FM-TV New York; KTTV(TV)-KLAC(AM)-KMET(FM) Los Angeles; WTTG(TV)-WASH(FM) Washington; KMBC(TV) Kansas City, Mo.; WCBM(AM) Baltimore; KNEW(AM) Oakland, Calif.; KSAN(FM) San Francisco; WIP(AM)-WMMR(FM) Philadelphia, and WHK(AM)-WMMS(FM) Cleveland. It is selling the Cleveland outlets to Malrite of Ohio for $1.5 million. That deal, which has not yet received FCC approval, has been pending since last December.

Sparks Broadcasting is principally owned by Garnet G. Sparks, its president, and his family. The firm retains WEXL-(AM) Royal Oak, Mich.

WOMC operates on 104.3 mhz with 20 kw horizontal, 18 kw vertical and an antenna 330 feet above average terrain.

Omaha, Boston stations survive program critics

An Omaha resident who said WOW-AM-FM-TV Omaha had destroyed his political aspirations by slanted reporting and had broadcast film material that appealed to prurient interests has received a negative response from the FCC to his petition asking that the stations' renewal applications be denied.

So has a student at Suffolk University Law School, in Boston, who had asked the commission to act against WBZ-TV, WNAC-TV and WSBK-TV, all Boston, for carrying children's programing he said contained an undue amount of violence.

The petitioner in Omaha was Albert J. Treutler. The commission said it was clear from its review of the interview, in which Mr. Treutler said his career hopes were dashed, that the licensee did not attack Mr. Treutler's honesty, integrity or character. The commission also said that since there was no extrinsic evidence of deliberate distortion or staging of news, no further action on its part was warranted.

The prurient-interest charge involved allegations that WOW-TV had broadcast provocative movies and that promotional copy in the local television guide used such words as "titillating, tantalizing and erotic." But the commission said that although some program material may be offensive to some viewers, the FCC does not have the right to remove it from the air.

The commission also found no merit in charges that the licensee had violated commission rules in failing to note in its renewal form that Mr. Treutler had sued the company for libel and that it failed to conduct an adequate survey of its service area.

The law school student, George D. Corey, contended that there is a causal relationship between the viewing of televised violence and antisocial behavior, and that children's programing containing inappropriate amounts of violence is not in the public interest.

The commission, however, said that the charges apply to all stations, and that it would be inappropriate to make a determination as to whether programing of several licensees might have a detrimental effect on children, when industrywide problems could be considered through rulemaking.

The commission noted that it is considering various aspects of children's programing in a notice of inquiry and rulemaking, and that the Foundation to Improve Television had petitioned the commission for a rulemaking to prevent the broadcast of violence or horror programs before 11 p.m.

NAB wants FCC to name names of file-checkers

Association says that if stations are to establish citizen dialogue, they should know whom to talk to

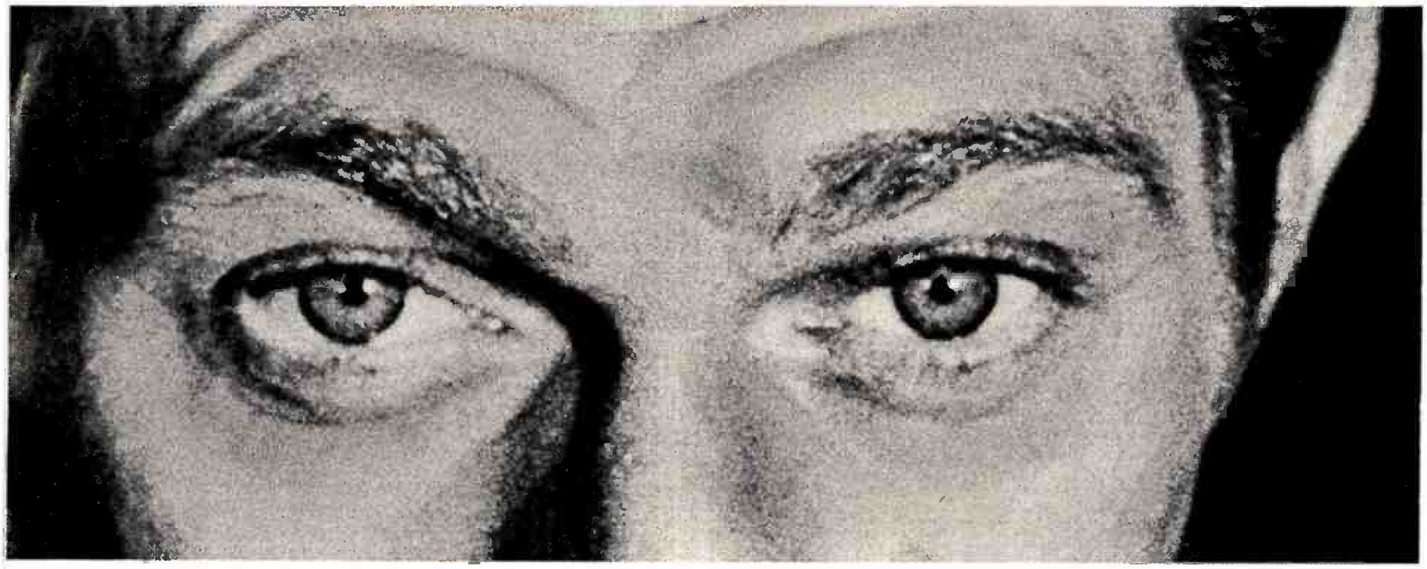
The National Association of Broadcasters feels the FCC should divulge to licensees the identities of outside parties that examine the commission's public files pertaining to their stations.

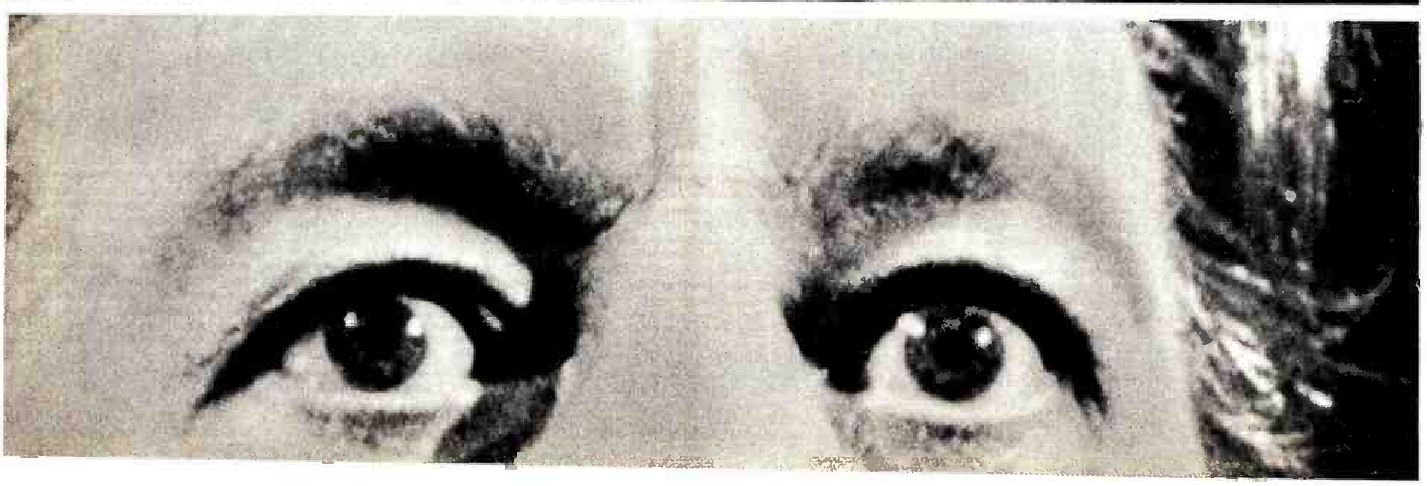
In a letter that was addressed to FCC Executive Director John M. Torbet, NAB General Counsel John Summers requested a clarification of FCC procedures concerning public examination of commission files. Noting that the commission has in past rulings encouraged the earliest possible dialogue between licensees and citizens concerned with station operations, Mr. Summers said, "it is difficult to understand why the licensee would be denied access to the very information required to carry out such an early dialogue—the names of those who have inspected the public files relative to his station." Mr. Summers indicated NAB's belief that distribution of this information is provided for by the Freedom of Information Act.

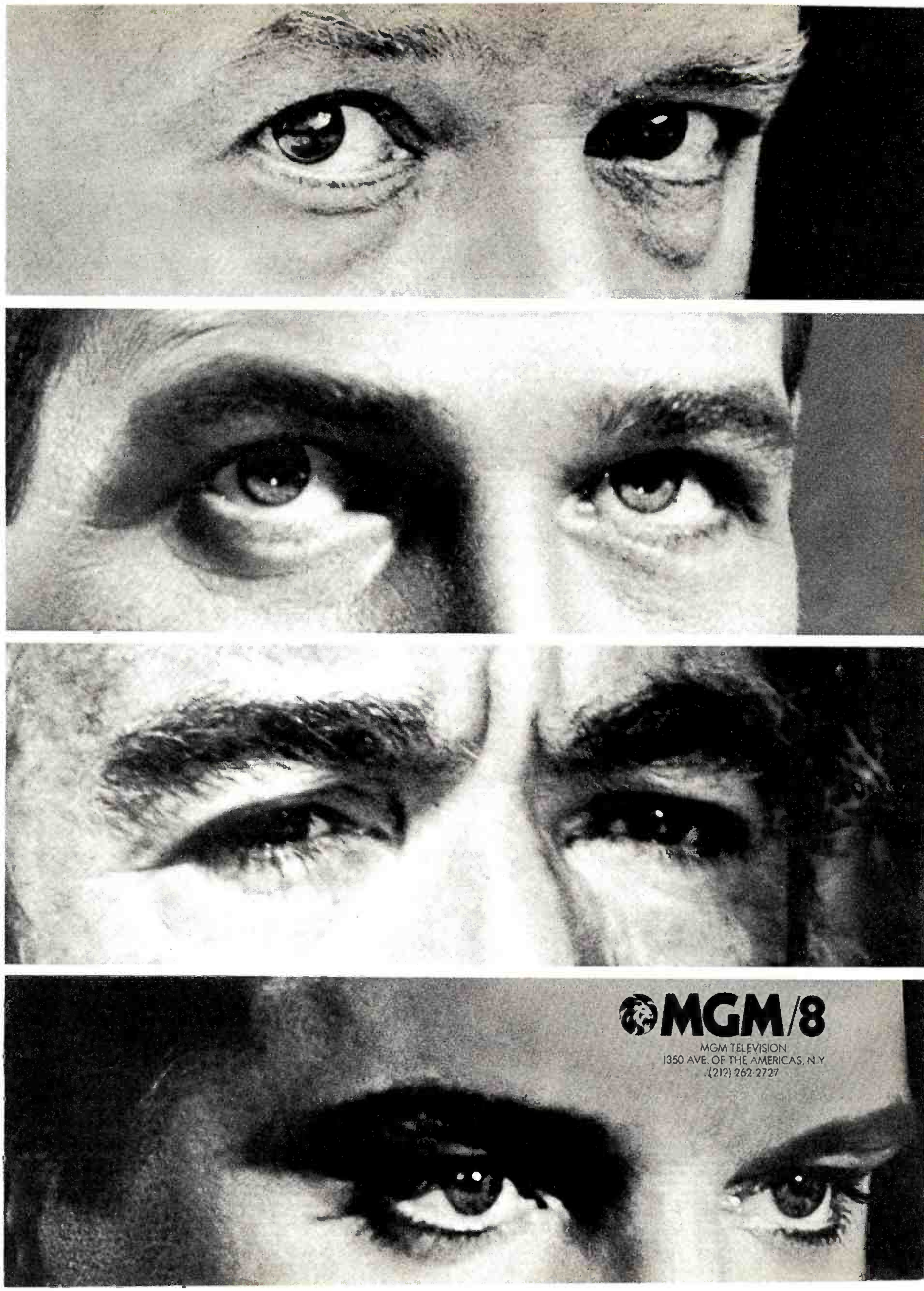
Mr. Summers noted that the commission requires all stations to maintain local public files containing the same station documents that are available at the FCC. Since the licensee "is certainly aware" of

Sons of No Dogs

Lee Marvin in Point Blank. Steve McQueen in The Cincinnati Kid. Rod Steiger in The Girl and the General. Elvis Presley in Double Trouble. Alec Guinness in Hotel Paradiso. Anthony Quinn in Guns of San Sebastian. Paul Newman in Cat on a Hot Tin Roof. The heroes of MGM/8 are so well-known that most of them could be identified by their ear lobes.







MGM/8
MGM TELEVISION
1350 AVE. OF THE AMERICAS, N.Y.
(212) 262-2727

the identities of persons examining the local files, "why should he be denied access to this same type of information where the same files are inspected at the commission instead of at the station?" Mr. Summers asked.

He said it is NAB's understanding that commission employes maintaining the public FCC files have been instructed not to reveal the identities of persons who examine those files.

Saboteurs dynamite Georgia AM's tower

Federal authorities are investigating two dynamite blasts that destroyed the tower of WGAA(AM) Cedartown, Ga., early in the morning of Oct. 1.

The explosions, three minutes apart, caused an undetermined amount of damage to WGAA's 258-foot tower and a nearby station building. No injuries were reported at the station, which was not on the air at the time.

WGAA General Manager Robert H. Bond said: "We have no earthly idea why anybody would want to bomb our tower." He noted that WGAA in the past had received anonymous phone calls of a threatening nature demanding that the station refrain from airing news items about police arrests for various crimes, but Mr. Bond emphasized that no threat had been received in the past eight weeks. In each phone incident, Mr. Bond said, WGAA refused to comply with the demands.

Mr. Bond reported that the station was back on the air at 6:15 p.m., less than 14 hours after the explosions, using a temporary dipole tower arrangement. He said WGAA had received "wonderful cooperation" from people in the community and particularly cited the assistance rendered by the chief engineer of WLBB(AM) Carrollton, Ga., also owned by Faulkner Radio, WGAA's licensee.

WGAA, authorized to operate with a power of 1 kw, is presently restricted to a 250-w signal because of the damage. Normal operations are expected to be resumed by Oct. 18.

The incident is under investigation by the Treasury Department's Alcohol, Tobacco and Firearms Bureau. The FBI, originally involved in the case, withdrew from the investigation after a jurisdictional dispute.

CCC selling out in Yuma

Group station owner Combined Communications Corp., Phoenix, announced last week that it had agreed in principle to sell its KBLU-AM-TV Yuma, Ariz., to a new firm headed by Robert Crites, the stations' general manager. The sale, subject to FCC approval, involves a consideration of $550,000.

The transfer is in conflict with the FCC's one-to-a-market rule, which prohibits the acquisition of radio and television facilities in the same market by a single buyer. A CCC spokesman said a waiver would be requested when the transfer application is filed. The commission granted such a waiver when CCC acquired the stations three years ago. At that time, the FCC concluded that the relatively small size of the Yuma market (approximately 35,000 TV households) coupled with extensive CATV concentration in the area justifies a joint operation of the stations.

KBLU-TV (ch. 13), an NBC-TV affiliate, operates with 316 kw visual, 31.6 kw ural and an antenna 1,424 feet above average terrain. KBLU is full time on 560 khz with 1 kw, directional at night.

Three if by air. Sir Lew Grade of Associated Television Corp. Limited, playing host to some 75 U.S. television critics and editors in London last week, said he hoped to make the trip a biennial affair and turn it into a two-way exchange by taking British journalists to the U.S. as his guests every other year, starting in 1973. He held out that prospect in brief remarks Wednesday (Oct. 4) at a reception and dinner at which he was host to British as well as U.S. journalists and key ABC-TV officials who accompanied them to London *(Broadcasting*, Oct. 2).

Britain takes big step to commercial radio

Specifications from government's IBA call for three-year contracts with possible starts in late '73

Commercial radio could begin in London and three other British cities late next year or in 1974, based on specifications issued by the Independent Broadcasting Authority last week. The IBA is expected to spend about three months studying applicants' proposals before awarding the contracts for, at first, two stations in London—one news station and one entertainment station—and one station each in Manchester, Birmingham and Glasgow.

Unlike the sudden-death contracts currently employed in commercial television in Britain, the commercial radio contracts will be for three years. The rentals set by IBA for successful bidders varied from city to city but would escalate annually over the first three years. The successful London entertainment station bidder, for example, would pay £315,000—about $756,000 at the current rate of exchange —and this fee would rise to £380,000 ($912,000) the third year, while the news station's rent would go from £185,000 ($444,000) the first year to £230,000 ($552,000) the third.

First-year rentals for the other stations were put at £180,000 for Manchester, £75,000 for Birmingham and £85,000 for Glasgow.

The rentals set by IBA were higher than expected. And the Local Radio Association (LRA), whose members include about six prospective applicants, branded them excessive But some other provisions disclosed by IBA were considered less stringent than expected. There had been speculation that the share of time devoted to recorded music might be kept as low as 40% but IBA indicated the percentage might exceed 50%, up to a maximum of nine hours per day.

Successful station bidders will also pay escalating levies ranging from 10.5% of net advertising revenues the first year to 14% of net the third, with these sums being divided among the musical copyright owners, Performing Right Society, the record companies and the Musicians Union.

At least 12 applicants are expected to bid for the London contracts. They and the bidders for other cities must submit detailed program plans. The plans of the successful bidders will be published by IBA. The five stations are expected to reach approximately 15 million people, which would include about nine million reached by the London stations.

Facilities thus assigned by IBA are 1546 khz for the London general/entertainment station, which observers consider too near the end of the dial to be satisfactory although it has one advantage in being near the new Radio London BBC frequency. and the more desirable 1151 khz for all four other stations. Additional frequency assignments are to be made later. Dec. 8 was set as deadline for applications.

There is already one commercial radio station in the United Kingdom. It is on the Isle of Man.

Before and after at the NAEB. Two generations of public broadcasting will be featured on the speakers' platform later this month at the National Association of Educational Broadcasters convention in Las Vegas. One will be represented by John W. Macy Jr., who resigned earlier this year as president of the Corporation for Public Broadcasting after President Nixon vetoed a generous two-year authorization bill for CPB. Another will be represented by CPB's new board chairman, Thomas B. Curtis, and possibly by its new president, Henry Loomis, both of whom came aboard with the evident blessing of the Nixon administration. Also among the featured attractions is FCC Commissioner Benjamin Hooks. The convention is to be held Oct. 29 - Nov. 1 at the Hilton International in Las Vegas. No representatives of the White House were invited to speak.

Media Briefs

Joins CBS Radio. WKKE(AM) Asheville, N.C., joins CBS Radio network as affiliate, effective Oct. 16.

Entry into Canada. Data Communications Corp., Memphis, has signed CKCO-TV Kitchener, Ont., as first Canadian customer for Broadcast Industry Automated System computer service. BIAS is on-line computerized sales, traffic and accounting system that now serves 22 TV stations.

ARB moves. American Research Bureau sales staff in Midwest has new address: *1408 Tribune Tower, Chicago 60611.*

Children's TV: much talk, few answers

Testimony at FCC's three days of panels follows expected lines, except that push for elimination of commercials isn't quite as hard

Kidvid. The FCC's panel discussions on children's television programing got under way last Monday morning with a session on "content diversification." Counterclockwise around the witness table: Dr. Frederick Greene of the Department of Health, Education and Welfare's office of child development; Harry Francis, Meredith Broadcasting; Fred Silverman, programing chief, CBS-TV; Lee Polk, former director of children's programs for National Educational Television who assumes a similar job with ABC Entertainment this Monday, and who served as "facilitator" for last week's panels, and Christopher Sarson, WGBH-TV Boston. The commissioners (l to r): Richard E. Wiley, H. Rex Lee, Robert E. Lee, Chairman Dean Burch, Nicholas Johnson, Charlotte Reid and Benjamin L. Hooks.

The FCC's three days of panel discussions on children's television programing, and what to do about it, went about as might have been expected last week. Broadcasters said children's programing was better, or at least more diverse, than ever, while advertisers said they were recognizing their responsibility to support quality programs. Citizen-group representatives, on the other hand, said children's programing was terrible and expressed concern at children being involved in the commercial equation. As for the academics, they talked of research; some were already engaged in it.

It was not clear where this left the commission. The picture was out of focus. Chairman Dean Burch said the problem facing the commission was perplexing, involving social and psychological as well as regulatory questions. And how the commission would finally answer them, he said he had no idea.

But he disclosed that even after hearing the output of some 40 panelists, who had been assigned to six panels and frequently strayed from the subjects assigned them, the commission's education on the subject is not over. He said the commission will hold oral argument and provide "other forums" for all of those who want to be heard on the issue.

The announcement appeared to be in part at least a response to the renewed criticism by two public-interest group representatives who said they were rebuffed in efforts to participate in the panels (BROADCAST'NG, Oct. 2). Warren Braren, in behalf of the National Citizens Committee for Better Broadcasting, Consumer Federation of America and the Consumers Union of the United States, and Robert Choate, of the Council on Children, Media and Merchandising, last week made public letters to Chairman Burch in which they challenged the panels' impartiality. Both also listed a number of questions they said should be considered by the panels. The oral argument, which would be open to all those who want to appear, might be held next month, officials said.

The precipitating factor behind the hearings was the rulemaking petition that Action for Children's Television, a Boston-based group of mothers, filed with the commission almost three years ago. The proposal, which has attracted widespread support—the commission has received about 100,000 pieces of mail endorsing it—would require broadcasters to carry 14 hours of children's programing weekly but prohibit them from obtaining sponsorship for any of it. Chairman Burch has indicated his sympathy for the aims of ACT—improved programing for children—if not with its specific proposals. But last week he appeared to be less than sanguine about the possibility of the commission waving its regulatory wand and promoting the kind of programing—that is, more diverse programing—that ACT and other public-interest groups said was lacking. The commission, he noted, has made an attempt at promoting diversity in programing previously—an apparent reference to its prime-time access rule—but without "overwhelming success."

If the three days of talk boiled down to any issue, it appeared to be the question of financing for children's programing. Commissioner Nicholas Johnson felt that a "radical" solution might be called for, one that involved the use of money provided by government and foundations to finance children's shows for network presentation.

Throughout the hearings, he pressed the point that programing prepared by educators, psychologists and other child experts would be different from, and, he suggested, superior to, in terms of child development, that prepared by producers who are concerned principally with profits.

He also said it made no sense to rely on jawboning to bring about desired results; a rule was required. He said it is not fair to the broadcaster who accedes to a request, since his job is to make a profit, and it gives an unfair advantage to the broadcaster who turns a deaf ear to the plea.

It was not clear, however, whether he would ban commercials entirely. None of the other commissioners indicated any interest in banning commercials from children's programs. And indeed throughout the hearings, there was not a great demand for such a flat ban, although commercials did come in for a heavy dose of criticism and there were calls for remedial action.

Even Evelyn Sarson, of Action for Children's Television, appeared to back away from the extreme no-commercials position ACT has taken on the issue. She said she "has been told" this would not be possible for some small-market stations, so she suggested a "sliding scale," under which networks would be required to give up commercials in children's shows and small stations that could not afford to would not. She said she based her comment on the report by an FCC consultant, Dr. Alan Pearce; however, the report estimated only the reduction in profits that would result from the networks' announced plan to reduce their commercial minutes in children's programing, in January, from 12 to 8½ minutes. It said CBS would be left with a profit of $10 million and ABC, $3.5 million. NBC "would barely break even" (BROADCASTING, July 24).

Joan Ganz Cooney, head of the Children's Television Workshop, producer of the now mythological *Sesame Street* and *Electric Company*, called children's television "a national disgrace." But even she was not categorically opposed to all advertising aimed at children, although she said she objected to "direct pitching to children and the hard sell." She suggested such advertising might bear some of the blame for the present "crime in streets" by creating in poor children a demand for things their parents can not afford.

Mrs. Cooney said she would like to see less children's advertising, and more controls based on the concept of "what is good for kids, not what is good for the networks, for the stations and American business."

The U.S. probably is the only country in the world that treats its children as it does, she said. "Most other countries have taken children out of the business picture in broadcasting. Unless we realize that we're not treating children as a national treasure we won't get anywhere," she said.

But a plea that television be allowed to develop free of government interference was made by Ward Quaal, president of WGN Continental Co. He described television as "a young tree," less than 25 years old, yet one that "has grown and prospered faster than other media." He acknowledged it has problems, but said, "Give us time, Under the free-enterprise system, we'll be a lot better off if allowed to proceed without government interference."

The possibility that the commission could, if it chose, institute a test of a method of children's-program financing that might supplant the conventional advertising-supported system was held out by Bill Melody, economist of the Annenberg School of Communications, University of Pennsylvania.

Mr. Melody, who is doing a study of various methods of financing that is to be released in connection with ACT's third annual symposium on children and television, at Yale University, in New Haven, Conn. on Oct. 15-17, said he is convinced that there should not be any "all-or-nothing decision now" regarding children's programing sponsorship. But, he added, he feels the switch to some other system could be made "on a phased basis." For instance, broadcasters might be required to limit children's program sponsorship to institutional advertising once a week; if successful, it could be expanded through the week. Otherwise, it could be dropped.

Al Fields, president of Health Tax Inc., a children's-clothing manufacturer which now does institutional advertising, said he would support the Melody plan if the networks "presold" the programing that would be sponsored by institutional ads. "We would get as much mileage with that as we do now," he said.

But Edmund Smarden, of Carson-Roberts Inc., Los Angeles, agency for Mattel toys, said any proposal limiting advertising to the institutional type would be "disastrous" for the advertiser. "The children's audience is not going to recognize this as a public service, and the parents wouldn't either—they don't watch children's television," he said. "Institutional advertising is valueless," he said. "It will cut down sales."

Another research project dealing with advertising was discussed by Stockton Helffrich, director of the National Association of Broadcasters Code Authority—a content analysis of 250 children's commercials, which he said was "the most sophisticated kind of analysis ever undertaken." Work on the NAB-sponsored study, being conducted under the supervision of Dr. Charles Winnick, of The City University of New York, is nearing completion. The report will be submitted to the NAB code board at its meeting in San Diego, beginning Oct. 16, then made public. He said the results will be submitted to the code board soon, possibly this week, then made public. He said the study was prompted by criticism by a number of consumer advocates, inclubing Robert Choate, who has held that nutritional claims in advertising directed at children are misleading if not deceptive.

The question of what was good programing or responsible advertising was one that was at least implicit in everything that was said throughout the three days. But the answer depended on one's point of view. At the opening panel, for instance, Fred Silverman, vice president in charge of CBS-TV programing, said "there is more diversity on children's programing now than ever before."

But Christopber Sarson, of noncommercial WGBH-TV Boston, producer of a highly regarded children's show called *Zoom*, said he found the range of diversity in commercial television narrow. And Neil Morse, of Children's Committee on Television, a San Francisco organization, said the networks present the "most outrageous programing" on Saturday morning.

Whether the programing is good or bad, the commission heard representatives of companies that are major sponsors of children's programing express a willingness to support quality programing — without particular regard for CPM's. Robert Thurston, vice president for corporate planning for Quaker Oats, said that "the role of the advertiser is to support quality programing done by the networks and some stations." He said 18% of Quaker Oats television budget last year was spent on new quality shows, and that the company had to pay a 54% premium for them. And Archa Knowlton, director of media services for General Foods Corp., said that "our companies and others like ours have become a lot more conscious of the importance and responsibility we have to improve the [broadcast] medium."

But the commission later heard Larry Harmon, who franchises the *Bozo the Clown* program, express some wonder at such statements. He said he has produced what he considered a high-quality program designed for preschoolers but has been unable to sell it to anyone despite visits to stations, advertising agencies and advertisers. He said that stations told him they could not afford to pay for a program aimed at preschoolers and that advertisers were not interested in sponsoring such a show.

The possibility of taking some of the guesswork out of developing quality programing and advertising that would be "fair" to children was held out by Dr. Scott Ward, of Harvard University's School of Business Administration. He said research could be designed to determine the objectives a program is to achieve and then, after it is on the air, whether it is succeeding in reaching them. As for advertising, he said research could be done on such questions as to whether children can make comparative judgments, distinguish between commercials and programs and evaluate advertising questions which troubled a number of the panelists.

But the proposal did not sit well with Peggy Charrin, another member of ACT. Mrs. Charrin, who yielded to no one in her opposition to commercials in children's programs, said, "There are millions of mothers out there who are not willing to wait for a lot of research. Generations of children are growing up. Research goes on for years."

It wasn't only the product of the television industry that came in for close and critical scrutiny last week, it was the manner in which the industry regulates itself. And some of the criticisms came from a major industry-establishment figure, Donald McGannon, president and chairman of Westinghouse Broadcasting Co.

Mr. McGannon, who resigned the Group W stations from the NAB code four years ago because of a dispute over commercial time standards (he said they were too lax) and taste (he would not have been as liberal as the code), said flatly that self-regulation "doesn't work." However, he meant industry self-regulation through the code. He said the Group W stations adhere to their own standards as to areas covered by the code. And he said he does not want government intervention. "Self-regulation could work and should," he said.

The television code is a complete document, he said, requiring only limited rewriting. But he called for more public participation. If public members were added to the code board and questions asked as to what kind of service the public wanted the medium to provide, answers would be forthcoming. "The sheer public clamor is going to bring this about," he said.

He said he does not lack confidence in self-regulation, but was frustrated by the manner in which the code was implemented. He also said he had hoped Group W's resignation would make an impact. Instead, he said, it caused "hardly a ripple."

Mr. Helffrich, in defending the code against the charge that it is ineffective, made no apology for its limiting itself to reacting. "The only way you work is in relation to what is articulated," he said. "To say we're not working is malarkey."

For the most part, the discussion before commission dealt with quality programing and the responsibility of the broadcaster and advertiser. But Robert Keeshan, who portrays the title role in CBS's *Captain Kangeroo,* talked about quantity and a parent's responsibility.

He said the question is not quality but "how do you get the child to stop watching television." He said *Sesame Street* is topped by programs like Popeye because there is "no parent advocate" supporting quality television. Parents use television "as a baby sitter," he said, adding that they should turn off their set as they do the vacuum cleaner after the rug is clean. "You don't leave it on all day long."

But it was *Bozo,* Mr. Harmon, who struck a responsive chord among commissioners and spectators alike. His principal concern was the new NAB code provision prohibiting code members from outlawing host selling (a direct response to a provision in the ACT petition). He said such a provision could affect him serioulsy, since one of the major selling points of his *Bozo* program is that the host does commercials.

"But don't you see any problems with host selling?" Commissioner Richard E. Wiley asked. "The problems," *Bozo* said, "are just being alive."

Screen Gems raises fish-or-fowl question

FCC asked to precisely categorize films exposed locally through network

The FCC's prime-time access rule precludes network affiliates from showing in cleared access periods: (1) programs previously played on a network, and (2) feature films shown on a station in the market less than two years ago. This, according to the Screen Gems Stations, raises a question: What about movies that have already been on a network?

The question is raised, the firm said, in the case of its KCPX-TV Salt Lake City. That city, it noted, was not originally in the list of top-50 markets issued by the commission when the prime-time rule was issued; it was added to the list in a subsequent action. But in the interim, Screen Gems said, the station, thinking it would be excluded from the rule's restrictions, had purchased a package of 25 made-for-TV movies from ABC. Now, it continued, it appears that KCPX-TV may be prohibited from airing the material, unless the FCC grants its petition for relief.

Specifically, Screen Gems is seeking a ruling that would enable the affiliate that had originally aired a particular film off the network to show the film again locally in prime time. But it also wants to know whether films broadcast by the network should be treated as off-network material —banned from prime-time telecast by affiliates—or whether they fall under the commission's "feature-film" clause, which would preclude showings by affiliates for only two years after they were seen on the network.

If the commission lets the rule stand, Screen Gems claimed, two problems would remain unsolved. First, it said, affiliates that did not carry the film when it was originally offered by the network would apparently be prohibited from showing it locally, either for two years or forever. Second, in markets where there are no independent stations (which are not subject to the prime-time rule), viewers would not be able to see the program until such time as one of the affiliates became eligible to show it. There are 16 such markets in the top 50, Screen Gems noted.

Screen Gems pointed out that the motion-picture companies and distributors, which the rule was intended to benefit, would gain nothing from having their product blacked out in the affected markets. On the other hand, it added, the public would emerge as the "big loser."

Heeeeere's your plaque. Don Durgin (l), president of NBC-TV, makes the inevitable presentation to Johnny Carson, star of the network's late-night *Tonight* show. The occasion: Last Monday (Oct. 2) was the tenth anniversary of the program. The plaque: a color-camera tube used on Mr. Carson's first broadcast on *Tonight.*

In week two of new season it's CBS on top

NBC is second, ABC third in Nielsens; 'Bridget' and 'Maude' rank in top 10

CBS-TV dominated the ratings in Nielsen averages for the week ended Sept. 24, the second week of the 1972-73 season. CBS led by almost two rating points, placing six of its shows in the top-10 list —of which two were new CBS shows, *Bridget Loves Bernie* and *Maude.* CBS also took four nights of the week, including Tuesday — ABC's traditionally strong evening.

The CBS showing was in contrast to the first week of the season (Sept. 11-17) which was led by NBC with ABC second and CBS more than two points below ABC (BROADCASTING, Oct. 2).

In carrying the second week, CBS had an average prime-time rating of 21.2, NBC had 19.3 and ABC had 15.9. By nights of the week, CBS won four, NBC three (Monday, Thursday and Sunday) and ABC none.

CBS replaced NBC in the second week as the network with the top average for new shows, an 18.2 for CBS against NBC's 17.6 for new series and ABC's 13.8. Of the new shows, CBS's *Bridget* was in the 40's, and its *Maude* nearly at that share level. The new NBC *Wednesday Night Movie* also placed in the top 20.

Outside the top 20, CBS's *Bob Newhart* and *M*A*S*H*, ABC's *Paul Lynde Show,* and NBC's *Little People* and *Search,* had shares in the mid or low 30's, while ABC's *The Men, Julie Andrews Show* and *Streets of San Francisco* and NBC's *Banyon* dropped into the low 20's and below.

In between, with shares below 30 but above the low 20's, were CBS's *Sandy Duncan Show, Bill Cosby Show, Anna and the King* and *The Waltons;* ABC's *The Rookies* and *Temperatures Rising* and NBC's *Ghost Story.*

Following are the national rankings for the week ended Sept. 24 (with ratings and shares presented for the top-15 shows):

	Rating	Share
1. *All in the Family* (CBS)	32.0	56
2. *CBS Friday Movie* (CBS)	28.7	50
3. *Bridget Loves Bernie* (CBS)	26.0	45
4. *Hawaii Five-O* (CBS)	25.1	38
5. *Flip Wilson* (NBC)	25.0	41
6. *Maude* (CBS)	24.1	39
7. *Marcus Welby* (ABC)	24.0	42
NBC Monday Movie (NBC)	24.0	37
9. *Sanford & Son* (NBC)	23.5	43
Gunsmoke (CBS)	23.5	38

11.	*Cannon* (CBS)	23.0	41
	CBS Thursday Movie (CBS)	23.0	40
13.	*Ironside* (NBC)	22.6	36
	Medical Center (CBS)	22.6	34
15.	*Adam 12* (NBC)	32.4	37

(16) *NBC Sunday Night Movie* (NBC), (17) *Mary Tyler Moore* (CBS), *NBC Wednesday Night Movie* (NBC), (19) *Here's Lucy* (CBS), (20) *NBC Saturday Movie* (NBC), (21) *Mannix* (CBS), (22) *Bold Ones* (NBC), (23) *Walt Disney* (NBC), (24) *CBS Tuesday Movie* (CBS), (25) *ABC Sunday Movie* (ABC).

(26) *Bob Newhart* (CBS), (27) *NFL Football* (ABC), (28) *Paul Lynde* (ABC), (29) *Little People* (NBC), *F.B.I.* (ABC), (31) *Search* (NBC), (32) *Dick Van Dyke* (CBS), (33) *M*A*S*H* (CBS), *Movie of Week* (Wed.) (ABC), (35) *Laugh-In* (NBC).

(36) *Sand Duncan* (CBS), *Carol Burnett* (CBS), (38) *Bonanza* (NBC), *Doris Day* (CBS), (40) *Partridge Family* (ABC), *Rookies* (ABC), (42) *Emergency* (NBC), (43) *Sonny & Cher* (CBS), (44) *Movie of Week* (Tuesday) (ABC), (45) *Mission: Impossible* (CBS).

(46) *Bill Cosby* (CBS), (47) *Brady Bunch* (ABC), (48) *Mod Squad* (ABC), (49) *Owen Marshall* (ABC), (50) *Temperatures Rising* (ABC), (51) *Room 222* (ABC), (52) *Ghost Story* (NBC), (53) *Night Gallery* (NBC), (54) *Dean Martin* (NBC), (55) *Love, American Style* (ABC).

(56) *Odd Couple* (ABC), (57) *Anna and the King* (CBS), (58) *Waltons* (CBS), (59) *The Men* (ABC), (60) *Banyon* (NBC), (61) *Julie Andrews* (ABC), (62) *Streets of San Francisco* (ABC), (63) *Sixth Sense* (ABC), (64) *Alias Smith & Jones* (ABC), (65) *NBC Reports* (NBC).

New combatant gallops into the rerun fray

West Coast group writes Whitehead assailing views of CBS-TV's Wood

The Film and Television Coordinating Committee, an umbrella organization of Hollywood film industry unions and guilds formed to campaign against excessive use of reruns by TV networks in prime time, is the latest participant in the rerun controversy to write to the White House. In a letter written by committee Vice President John W. Lehners to Dr. Clay T. Whitehead, director of the White House Office of Telecommunications Policy, CBS-TV President Robert D. Wood is heavily criticized for a speech he made to the Hollywood Radio and Television Society in which he contended that limiting reruns is a cockeyed idea that runs counter to economic realities and viewer needs (BROADCASTING, Sept. 18).

In his letter, dated Sept. 22, Mr. Lehners, who also is president of the Hollywood AFL Film Council, characterizes Mr. Wood's speech as an "apparent polemical outburst," and describes his arguments in defense of the current rerun patterns as fallacious, arbitrary and self-serving. A key portion of the two-and-a-half-page letter attempts to contradict Mr. Wood's assertion that limiting reruns "flies in the face of the economic facts of life." Network profits increased 190% in the 10 years between 1959 and 1969, Mr. Lehners asserts in his letter to Dr. Whitehead. Even in the recession year of 1970, he claims, the networks managed $50 million in profits. "The real 'economic facts of life,'" Mr. Lehners wrote, "are that network profits continue to soar in 1972."

Commenting on Mr. Wood's call to the Hollywood creative community to work to rescind the prime-time access rule, Mr. Lehners acknowledged in the letter that there is "genuine merit" in this proposition, but notes that reconsideration of the prime-time access rule and the proposal to limit reruns "are not mutually exclusive."

Previous communications to the White House were sent by John Gavin, president of the Screen Actors Guild (BROADCASTING, Sept. 18, Oct. 2).

Prime-access forensics

Both sides state their cases at Illinois broadcasters convention

The prime-time access rule has fostered "cheap, shoddy revival programing" and should be scrapped, says Edward Bleier of Warner Bros. Television. The rule embodies a worthwhile principle of "opening up family-time television to diversity and opportunites for independent producers," and should be retained, says Joel Chaseman of Westinghouse Broadcasting Co.

The two men set forth their contrasting positions on the three-hour rule last week at a meeting of the Illinois Broadcasters Association. Both acknowledged merit in the rule's purpose; on the subject of its real and potential effectiveness, however, they parted company.

To Mr. Bleier it is "a very well intentioned rule" that had the practical effect of increasing the number of old, tired programs and the number of commercials. "Not since the Volstead Act," he said, "has any move by government been treated with so much cynicism, so much deliberate evasion" as the three-hour rule.

Mr. Chaseman, Group W's vice president for programing and production, acknowledged that some "abuses" have taken place. He also said that the FCC itself has "waffled" on how the rule is to

Mr. Bleier speaks; Mr. Chaseman listens

be applied and even on whether it has real validity. However, he said, the rule has opened up prime time for some new and innovative programing, and it embodies a principle that ought to be upheld. "When the network was programing from 7:30 to 11," he said, "there was precious little opportunity for the local people to see themselves, or people like them, on TV." And, he acknowledged, there still isn't much—but the access rule has helped get more of it on the air, he said, and some stations have taken advantage of it.

To Mr. Bleier, on the other hand, the rule not only led by and large to less innovative programing, but also to a loss of audience—something "our competitors have never been able to do to us." The decline has been around 10%, he said, citing figures that indicate the drop is continuing this season.

'Love' conquers all. ABC's blockbuster movies continue to make sweet music in the New York and Los Angeles Nielsen overnights. The Sunday night (Oct. 1) showing of "Love Story" became the highest rated movie ever seen in New York (displacing "West Side Story," which was televised last February on NBC), with a 47.2 rating and 68 share. The picture's showing in Los Angeles drew a 43.2 rating and 62 share. ABC is banking on upcoming pictures like "Patton," "The Ten Commandments" and "True Grit" to keep the ratings pressure on the competition and solidify its claim to the title of "the quality movie network" (*Broadcasting*, Sept 25).

PBS VD special gets support of affiliates

Only two will not be carrying show; 3-M picks up tab for production

VD Blues, the public-TV show that will kick off a nationwide campaign against venereal disease, will be carried by at least 95% of the stations on Public Broadcasting Service network, according to Don Fouser, who's producing the program.

WMAA(TV) Jackson, Miss., and KETS(TV) Little Rock, Ark., are the only two PBS outlets so far that have rejected the show (which goes out over the network tonight [Oct. 9]) because they don't like the content, Mr. Fouser said.

"But 87 other stations," he continued, "will be adding their own local programs as a follow-up to *VD Blues.*"

Dick Cavett is hosting the show, which will feature dramatic sketches by, among others, the satirical cartoonist Jules Feiffer and the playwright Israel Horovitz, and musical segments with the likes of Arlo Guthrie and Karen Wyman, the singers.

The 3-M Company is bankrolling the show and also donating $250 to each of the 87 stations providing local follow-ups (for such incidentals as visual-aid material and extra telephone lines).

Reprieve for 'French Chef'

The French Chef, one of public television's most popular programs, will have a new season as the result of an eleventh-hour grant from the Polaroid Corp. The $80,000 award will permit 13 new programs, each of which will be broadcast twice in a 26-week season. Polaroid, which has supported the series for many years, had been planning to withdraw its fund, and it had appeared that the season's series would have to be scraped together almost entirely from old shows of Julia Child. Polaroid at the time of its withdrawal announcement last spring indicated it wanted to put its money into another form of programing. The *French Chef* has been produced at WGBH-TV Boston since 1963.

Program Briefs

Zooming residuals. For first eight months of 1972, Hollywood writers received more than $5 million in residual earnings for films and television they created. According to Writers Guild of America, West, through August of this year, total of $4,697,114 had been received for TV writers from foreign and domestic residuals. Another $789,964 was paid to screen writers whose films are now playing on television. Grand total residuals for period is $5,487,078. This tops $5,203,094 collected during comparable period in 1971 by more than $200,000. Films-to-TV residuals for current eight months was up nearly 28% over last year, while TV residuals showed modest 2.5% gain.

New sports offering. CBS is associating with *Sports Illustrated* magazine to produce weekly 30-minute sports-news TV program *CBS Sports Illustrated*, beginning Sunday, Jan. 28, at 5:30 p.m. NYT. Host will be Jack Whitaker.

Bits for little bits. Kaiser Broadcasting Corp. is producing Snipets, educational vignettes for children that range in length from 30 seconds to two minutes. Kaiser-owned TV stations are to use equivalent of 30 minutes of Snipets spread over three-to-four hour period daily. First year's production will be 120 to 150 Snipets on such subjects as urban survival skills, race relations, health, languages, arts, etc. Dr. George Gerbner, University of Pennsylvania; Dr. Eleanore Maccoby, Stanford, and Dr. Ithiel de Sola Pool, Massachusetts Institute of Technology, are serving as advisory board. Production is being done at Kaiser WKBF(TV) Cleveland.

In development. Production-creative team of Harry Koplan and Larry Stewart, currently responsible for half-hour syndicated series *Thrillseekers*, is developing three properties for 1973-74 season. Included are *Seeds of Liberty*, five 60-minute historical specials; "Death is a Laugh," projected as two-hour network detective film feature which will be pilot for potential series; and *The Sex Goddesses*, hour specials dealing with sex symbols of past.

One more. NBC's *Hallmark Hall of Fame* has added Paul Gallico's "The Small Miracle" to its specials' schedule, to be aired April 11, 1973 (8:30-10 p.m. NYT). Shot on Italian locations in Rome and Assisi under aegis of Foote, Cone & Belding Productions and Alan Landsburg Productions (subsidiary of Tomorrow Entertainment), film stars Vittorio De Sica and Raf Vallone.

NL playoffs on Mutual. Mutual Broadcasting System has obtained exclusive rights to coverage of National League baseball playoffs. Mutual, in association with Robert Wold Co., was to air second, third, fourth and fifth game, if necessary, starting Sunday (Oct. 8) at 1 p.m. NYT. Network was not able to carry first game of best-of-five series because of prior obligation to broadcast Notre Dame football on that date (Oct. 7). Series matches eastern division champions Pittsburgh Pirates against Cincinnati Reds, winners in West. Reds' radio voice Al Michaels and former Cincinati pitching ace Joe Nuxhall are handling play-by-play.

Second season renewal. Syndicated children's education series, *The New Zoo Revue*, has been renewed for second season of 50 shows. Introduced as daily bartered series last January (BROADCASTING, Nov. 29, 1971), program was placed in some 85 markets. It's produced in Hollywood by Funco Corp. in association with Stone/Bradshaw Productions Inc.

Opens own shop. Alan Baker, formerly director of commercial production, CBS, Philadelphia, has established Alan Baker Productions, specializing in film and videotape production. *19 Bala Avenue, Bala Cynwyd, Pa.*

CTW on records. Original cast album of Children's Television Workshop's *Electric Company*, first nonbroadcast product of that show, will be released by Warner Bros. records this month. Packaging will include book, "word wheel" as well as record, all geared to help children with reading skills. Album was produced by CTW musical director Joe Raposo.

Crimping for the Bullets. WWDC(AM) Washington will originate eight games of Baltimore Bullets basketball games that will be played in Washington area during 1972-73 season. Pro team is slated to shift franchise before 1973-74 season to Largo, Md., outside Washington. WWDC's Tony Roberts will handle play-by-play with Johnny Holiday on color. Station will also be picking up other 74 games this season from Bullets' network.

New addresses. McGraw-Hill Pacific Productions, formerly Time-Life Productions Pacific, has relocated its Los Angeles office to 3200 Wilshire Boulevard, South Tower, Los Angeles, Calif. 90010. At same time, McGraw-Hill Pacific Productions, San Diego, has new address: Box 81047, San Diego, Calif. 92138. Bob King is executive in charge of Los Angeles office. Bill Stevens is manager of San Diego office.

Trio from Poland. Beckwith Presentations Inc., New York, has obtained U.S. distribution rights to three specials produced in Poland by Telebureau of London and Barrett Film Corp., Los Angeles. Two one-hour programs are *Nancy Wilson in Poland* and *Pop at Sopot* (made at annual Sopot Film Festival) and third is half hour *Nina*, spotlighting Nina Van Pallandt, who gained prominence during Howard Hughes - Clifford Irving controversy.

Cartoon series sale. 20th Century-Fox Television has placed *Doctor Dolittle, Fantastic Voyage, Journey to the Center of the Earth* and *The Hardy Boys*, into domestic syndication.

Karp for Fox. To bolster its representation in both network and syndication sectors, 20th Century-Fox Television has engaged Marshall Karp Co., New York, to develop new program series and help sell them for 1973-74 season. Mr. Karp had long tenure at ABC-TV as sales and program executive, his last position as vice president, daytime programs.

New York-bound. Terrytoons, producer of television and theatrical short subjects, will move this month from New Rochelle, N.Y., to 345 Park Avenue, New York 10022, site of its parent company, Viacom International Inc.

Hizzoners speak. Suburban mayors of cities and towns in 18 counties in New York metropolitan area will be interviewed in weekly half-hour show, *Meet the Mayor* on WOR-TV New York. Host and interviewer will be John W. Murray, WOR's vice president for public affairs.

Past is program. Hollywood-based American Radio Programs has started production and sales presentation of weekly, three-hour radio "mini-special" entitled *Those Were the Days*. Program is pegged on nostalgia and intended to reflect people, history, human-interest events and music of last two decades. It's designed for weekend scheduling as single program or in hour or half-hour segments. Wink Martindale, air personality for KMPC(AM) Los Angeles, will be host for programs, and beyond featuring musical autobiographies of different years, will recount events, introduce broadcast actualities and sometimes interview performers involved.

Another for the colonies. Britain's durable *Coronation Street*, which has been on TV there for 12 years, makes its debut in the U. S. on noncommercial WNET(TV) New York in November. Series will be on Monday and Thursday from 10-10:30 p.m., starting Nov. 13. Program revolves around "real-life" drama unfolding on working-class street in Northern England. *Coronation Street* is produced by Granada Television of Britain. It has produced special 15-minute establishing episode to introduce American viewers to program's characters and plot and to familiarize them with Lancashire accents.

High point. Biggest audience of GOP convention was gained on Aug. 23, 10-11:30 p.m. EDT when President Nixon and Vice President Agnew delivered their acceptance speeches, according to A. C. Nielsen Co. Three TV network combined audience averaged 20.3 million households. CBS-TV topped ratings among networks for three-day convention coverage (BROADCASTING, Sept. 25).

ABC, CBS asked to answer 'rigging' charges

FCC request prompted by reports furnished by Staggers subcommittee in wake of probe earlier this year

The FCC, which has frequently said it is not the arbiter of truth and would not investigate the presentation of a broadcast story unless it had "extrinsic evidence" suggesting that the licensee was guilty of staging or distortion, is checking into allegations involving ABC and CBS that, it says, appear to rest on such evidence ("Closed Circuit," Oct. 2).

The evidence was turned over to the commission by Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee and of its Investigations Subcommittee, after hearings by the subcommittee last May, on charges by soundmen and cameramen that they had participated in staging or distortion of a number of filmed news stories (BROADCASTING, May 22, 29).

The commission, in its response to Representative Staggers, said that some of the allegations raise questions concerning the implementation of guidelines the networks have laid down as to television-news coverage and "appear to rest upon extrinsic evidence of deliberate distortion or staging." As a result, it said it was writing ABC and CBS, requesting that they furnish reports of any investigations they made of the incidents, none of which, it noted, had been brought to the commission's attention before the subcommittee's hearings.

The commission, in its letters to the two networks, said that each has firm policies against staging or distorting news stories. For instance, it quoted a Nov. 11, 1969, memorandum of ABC's vice president and director of TV news, William Sheehan, which begins: "We are in the business of reporting what has happened or is happening, and we are not in the business of making things happen."

In its letter to CBS, it quoted a June 28, 1971, memorandum by Vice Chairman Frank Stanton, which begins by quoting from a 1963 memorandum from Richard S. Salant, CBS News president, which said, in part: "There shall be no re-creation, no staging, no production technique which would give the viewer an impression of any fact other than the actual fact, no matter how minor or seemingly inconsequential."

Besides requesting reports of any investigations of the alleged incidents, the commission asked the networks whether the employes who were involved in the alleged incidents complied with network policies, and what efforts the networks have made to assure compliance by newsmen with the policies. The commission asked for the reports within 30 days.

All told, nine alleged incidents were cited by the commission, six involving CBS and three ABC. Commission officials said these were the "most clear-cut" cases of extrinsic evidence among a number that were mentioned in the hearings.

CBS was asked to comment on cases involving a feature purporting to show the ease with which dynamite can be purchased in Oregon (in which a scene showing a young man purchasing dynamite from a Portland, Ore., distributor was prearranged with both the "buyer" and the store owner); the "Pop Wine" story (in which supermarket customers were said to have been directed to pick up bottles of the beverage in front of the CBS camera); the alleged use of film of Los Angeles policewomen from a documentary showing them working as undercover agents in a subsequent story in which they were presented as prostitutes); an Orange County water pollution story (in which pickled specimens of sea animals were said to have been scattered on the beach as evidence of water pollution); the filming of a speech by Governor Branigan of Indiana (portions of which were said to have been filmed after the actual event, because the camera crew had been late in arriving), and *Rod Serling's Wonderful World of . . . Prejudice* (in which several examples of discrimination against a young man in hippie garb were said to have been faked).

The programs cited in the letter to ABC involved a feature story about Seattle police wives (in which a woman presented as the wife of a patrolman was said to have been a Seattle policewoman recruited for the scene from the department's public-relations section), a Las Vegas gambling feature (in which the gamblers at a table were allegedly models hired from a casting agency) and the coverage by ABC's KABC-TV Los Angeles of a disturbance at Roosevelt High School (in which the camera crew was accused of enticing students out of the school, where a sit-in was in progress, so they could be filmed. ABC has denied the charge).

The commission noted that Mr. Salant wrote the subcommittee last May that "the bulk" of the allegations involved two broadcasts for which a correspondent—Terry Drinkwater—was suspended without pay. The ABC producer, correspondent and cameraman involved in the Las Vegas story were suspended for six weeks after Mr. Sheehan learned they had used models. The producer, Bruce Cohn, was also involved in the Seattle story. He is now with the National Public Affairs Center for Television.

NBC was mentioned in connection with two stories during the subcommittee hearings—the 1968 Democratic national convention and "Say Goodbye," a documentary prepared by Wolper Productions, in which a mother polar bear appears to have been fatally shot when in fact she is hit by a tranquilizing charge. The commission said the convention story, which it had considered four years ago after receiving voluminous complaints about the coverage of all three networks at the disturbance-wracked affair, did not appear to involve "extrinsic evidence of deliberate distortion." The commission had earlier disposed of a complaint concerning "Say Goodbye," when it accepted NBC's statement that it had not known of the manner in which the producer handled the polar bear incident and was drafting guidelines to prevent a recurrence of such an incident when material from outside sources is used.

Along with the transcript of the hearings, Representative Staggers submitted to the commission a request for definition of such terms as "staging," "rigging," "distortion" and "hard" and "soft" news, as well as for a statement on its policies regarding staging, rigging and distortion of purportedly bona fide television news reports. He said the commission could do more than it has to provide guidance in that area.

The commission, citing a number of previous ruling in allegations of dishonest broadcast journalism, said it generally regards "staging" and "rigging" as synonymous; both refer to purported events that do not actually occur but are acted out. "Thus," the commission said, "hiring actors or models to impersonate gamblers without disclosure of the fact to the viewing public; creation of events for camera purposes, such as drinking wine while riding a bicycle or driving a car; portrayal of policewomen as prostitutes—these, among the actions alleged in testimony before the subcommittee, obviously merit further inquiry on the part of the commission."

As examples of "distortion," the commission listed editing of a taped or filmed interview for the purpose of misrepresenting the views of the person interviewed, and the deliberate exclusion of certain aspects of a news event, "not because they are lacking in news value, but for the purpose of representing the event." And as for "hard" and "soft" news, the commission said it was impossible to distinguish between the terms, and added that it had never attempted to draw such a distinction.

The cases cited in the letter reflect the commission's reluctance to second guess a broadcaster in his handling of news. But, beginning with its decision disposing of the complaints concerning the three networks' coverage of the Democratic national convention four years ago, the commission said it is proper for it to investigate allegations of staging—though only when there is "extrinsic evidence . . . suggesting that a licensee has staged or culpably distorted the presentation of a news event."

And although the commission has said it will investigate such cases, a license will not be jeopardized if there is no evidence of involvement by the licensee or its management. In a decision involving CBS's *Hunger In America*, the commission noted, it said that "such improper actions by employes without the knowledge of the licensee may raise questions as to whether the licensee is adequately supervising its employes, but normally will not raise an issue as to the licensee's character qualifications."

The commission offered this test for determining whether there is an element of staging: Is the public deceived about a matter of significance?

CBS backs Whalen bill in news privilege derby

CBS Washington Vice President Richard Jencks told a House Judiciary subcommittee last week that "a statutory commitment to the protection of unpublished news material and news sources is essential" to insure the media's ability to gather and report news in depth, thereby enhancing the public's understanding of complex issues.

Testifying before Representative Robert W. Kastenmeier's (D-Wis.) Subcommittee No. 3, which last week wound up its hearings on newsmen's privilege legislation, Mr. Jencks said CBS believes the bill sponsored by Representative Charles Whalen Jr. (R-Ohio) "comes closest to a proper accommodation of the legitimate conflicting interests" of protecting the independence of the news process and a court's legitimate right, in some instances, to newsmen's confidential information.

The Whalen bill (H.R. 16527), based on the recommendations of the Joint Media Committee (one of whose members is the Radio Television News Directors Association), provides "rational qualifications" to newsmen's privilege, Mr. Jencks said. He noted its protection would not apply to the source of allegedly defamatory information in a libel action when truth is asserted as a defense and that the privilege could be divested by a court only upon a showing that the information is relevant to a crime, that it cannot be obtained elsewhere and that it is of paramount national interest.

"Television journalists have reason to be particularly sensitive to the burdens created by both governmental and private litigant," Mr. Jencks said. They have not only sought our reporters and their notes but have continually attempted to use our news film libraries as the source of information for all kinds of possible litigation and investigations."

Essentially the same points were made in a statement submitted to the subcommittee from ABC News President Elmer Lower.

John B. Summers, general counsel of the National Association of Broadcasters, told the subcommittee that NAB supports the thrust of newsmen's-privilege legislation but is not prepared to endorse any of the pending bills at this time. NAB, said Mr. Summers, is one of a group of organizations studying the complex questions posed by the bills. The study came to light in testimony two weeks ago by Stanford Smith, president of the American Newspaper Publishers Association (BROADCASTING, Oct. 2).

A subcommittee spokesman said last week that Mr. Kastenmeier is likely to continue the hearing next year.

High court affirms jailing of newsman

The Supreme Court last week permitted a reporter for the now-defunct *Newark* (N.J.) *Evening News* to be jailed for allegedly withholding information revealed to him in confidence concerning a local housing scandal. The court refused to stay an Essex county (N.J.) grand-jury contempt citation against newsman Peter Bridge.

Mr. Bridge reported in a May issue of the *News* that a commissioner of the Newark Housing Authority had told him that he had been offered a $10,000 bribe if he agreed to vote for a certain director. When summoned by the grand jury, Mr. Bridge refused to disclose any information other than that contained in his story.

Justice William O. Douglas was the lone dissenter in the high-court action, for which no written opinion was offered. Mr. Bridge is in the process of appealing the grand-jury ruling.

The ruling last week came three months after the high court found that journalists do not have a constitutional privilege to withhold confidential information during grand-jury investigations (BROADCASTING, July 3).

Lottery ruling appealed

The New Jersey State Lottery Commission has asked the U.S. Court of Appeals for the third circuit to review a 1971 FCC ruling that stations may not broadcast results of public lotteries as part of their newscasts (BROADCASTING, July 26, 1971). The commission ruling turned down a request by WCMC-AM-FM-TV Wildwood, N.J., that those stations be allowed to broadcast New Jersey state lottery results without promoting the lottery at the same time. The agency claimed the distinction between the WCMC proposal and the promotional practice prohibited by law was not so implicit as to justify an affirmative ruling. That decision inspired some criticism in high places, including a condemnation from Congressman Cornelius E. Gallagher (D.-N.J.) (BROADCASTING, Aug. 23, 1971). The commission denied reconsideration of its ruling two months ago.

APBA goes to New Orleans

Associated Press Broadcasters Association will hold its 1973 annual meeting in New Orleans May 31 - June 2. Thad Sandstrom of WIBW-AM-FM Topeka, Kan., and Tom Frawley of Cox Broadcasting, Washington, are co-chairmen of the meeting. New Orleans was selected as the site by the APBA board of directors, which also announced the re-election of the following district vice presidents: C. Grover Delaney, WHEC-TV Rochester, N.Y., East; Fred Hammond, WWL(AM) New Orleans, South, and Mr. Sanstrom, Central. Walter Rubens of KOBE(AM) Las Cruces, N.M., was elected a district vice president for the West.

Farther out on limb

NBC News will project a record number of 153 winners in national contests in its election coverage next month. Reuven Frank, NBC News president, reported that for the first time wholly computer-driven tote boards will be used on Nov. 7. He said that, also for the first time, NBC News will project individual winners in the U.S. House of Representatives in 50 high-interest contests. In previous years, only the total number of House seats won by each party was projected. Mr. Frank said NBC News also will project winners in all 33 Senate contests, all 18 gubernatorial and 51 presidential-elector races (in 50 states plus the District of Columbia) and the presidential total for the nation at large.

Journalism Briefs

RFK deadline. Entries have been invited by Feb. 1, 1973, for fifth annual Robert F. Kennedy Memorial Journalism Awards. Program honors outstanding coverage of problems of poverty and discrimination in America. Awards will be presented in April 1973 for work published or broadcast during 1972 in four categories: television, radio, magazine and newspaper. Broadcast entrants are required to submit one tape or film along with four copies of script and/or detailed descriptive material.

Power politics. Rod MacLeish, senior commentator for Group W radio and TV stations, has written "A City on the River," which analyzes power and politics in Washington. The book, which will be published by E. P. Dutton & Co., New York, in spring of 1973, combines fictional and non-fictional sequences.

Cable

Producers back CBS in Teleprompter appeal

Brief supports complainant's charge that Fortnightly ruling does not apply in current copyright case

Motion-picture and television production industries lined up solidly last week behind CBS Inc. in its battle to upset an earlier court ruling which denied copyright liability for cable-television retransmissions of broadcast programing.

Attorneys for the Motion Picture Association of America, the Association of Motion Picture and Television Producers Inc. and eight major film studios filed an amicus curiae brief with the U.S. Court of Appeals for the Second Circuit in New York. The court is considering CBS's appeal from an earlier decision of the U.S. Southern District in New York on a suit brought by CBS against five cable systems owned by the Teleprompter Corp. (BROADCASTING, May 8).

In the decision last spring, Judge Constance Baker Motley decided that the ruling of the 1968 Fortnightly case still applied. That decision held that cable systems were more like "viewers" than broadcasters and therefore were not subject to copyright liability. CBS had contended that cable television's structure and operations had changed and currently were more like broadcast stations and therefore were subject to copyright liability.

In their brief, the motion-picture and television organizations claimed the district court had erred in failing to recognize that functions of cable-TV systems owned by Teleprompter are different from those performed by systems in the Fortnightly case. It stressed that the Teleprompter systems "originate substantial programing of their own" and "import distant signals."

"When CATV imports distant signals, and competes with local stations for audiences," the brief said, "it ceases to be functionally a mere aid to viewers and crosses over to that side of the line which makes it functionally akin to broadcasters."

Skiatron plans another try in subscription TV

This time it'll be in cable; company re-acquires rights it granted STV in '64 for toll TV

Skiatron Electronics & Television Corp., New York, plans to re-enter the pay-cable television field shortly.

This follows the settlement of a three-year-old law suit against Subscription Television Inc., New York, which had held the license for the Skiatron system since 1964.

Arthur Levey, Skiatron president, said the settlement of the law suit on Sept. 29 gives back to his company the license to the Subscriber-Vision system it developed in 1963. He said he has held discussions with several major cable-TV systems and an announcement of a Subscriber-Vision test can be expected within the next few weeks.

Skiatron had granted the license to STV to conduct Subscriber-Vision in California, but a referendum there in 1964 resulted in a prohibition of pay television. The referendum was later voided in court, but by that time Subscriber Television was not in a position to continue operations.

Skiatron filed suit to regain its license in U.S. Southern District Court in New York in 1969. Mr. Levey would not disclose the terms of the settlement reached with STV.

Hotel pay-TV service is branching out

Home subscribers are next target of Trans-World Communications

Trans-World Communications, the closed-circuit television division of Columbia Pictures Inc., intends to extend its Tele/Theatre programing services to home cable TV subscribers.

Trans-World announced last week the development of a prototype CATV set-top converter designed under an agreement with Oak Electro/Netics Corp. The converter will take the four-channel Trans-World services now available in hotels to cable subscribers.

Included will be two channels for current motion pictures; another for special live and filmed events and a fourth for motion picture trailers of features on the Tele/Theatre channels as well as previews of first-run films available in theatres.

Trans-World said it will begin market viability tests shortly to determine the feasibility of using its four-part closed-circuit services on cable TV systems. These tests will be inaugurated in November in 500 subscriber homes using the Cox cable-television systems in the Atlanta area.

A spokesman for Trans-World said there will be a charge during the tests for motion pictures carried to cable TV systems. Hotel guests pay $3 for feature films shown in hotels, and the Trans-World official ventured the cost "probably would be in that vicinity."

Cable Briefs

They're standing in line. Communications Properties Inc., multiple cable system owner, has become latest group to sign agreement with Home Theater Network Inc., Los Angeles, for pay-cable programing. If trial run is successful, service will be made available on all of CPI's more than 80 systems.

Eyeing cable. Columbia, S.C., has completed franchise ordinance and invited bids for cable system there. Bids are to be received by March 1, 1973, for a 15-year franchise. Columbia, capital of South Carolina, has population of about 113,000.

Merging domsat group promises system of checks and balances

Final terms spelled out for FCC by Comsat, Lockheed and MCI; name: Space Communications Corp.

The Communications Satellite Corporation, Lockheed Aircraft Corporation and MCI Communications have reached final agreement on the terms under which they would jointly own a company to provide domestic satellite communications services. The three corporations say the joint venture would have a life of its own, and would not be controlled by any of the three stockholders.

Under the agreement, copies of which were filed for FCC approval last week, each corporation would have a one-third interest in a new entity called Space Communications Corporation. This would be a restructured version of MCI Lockheed Satellite Corp., now jointly owned by MCI and Lockheed.

The three corporations would provide the new entity with a total of $1.75 million to finance initial costs and expenses. Of this, $250,000 would represent Comsat's payment for a one-third interest in MCI Lockheed; the remainder would be made up of $500,000 from each of the three corporations.

Comsat and MCI Lockheed now are among seven applicants seeking FCC approval to establish domestic-satellite communications systems. The agreement, the general terms of which were first disclosed on Sept. 8 (BROADCASTING, Sept. 11), calls for Comsat to withdraw its application for a multipurpose system in favor of seeking commission approval of the system it would own with MCI and Lockheed.

But the agreement would be voided if the commission does not approve a second proposal involving Comsat—its lease agreement to provide domestic satellite communications services to AT&T. The agreement also sets a 60-day deadline, both for the parties to accommodate Comsat as a shareholder and for the commission to give its approval.

A number of competing applicants for domestic systems have opposed the Comsat-MCI-Lockheed agreement, in part at least on the ground that it was designed to evade the restrictions laid down in the commission order, in June, establishing policy in the domestic communications field. The commission, stating the aim of promoting competition, said it would bar the proposed AT&T-Comsat agreement and would give Comsat the choice of either becoming a carrier's carrier—serving AT&T, among others—or an end-to-end carrier, offering direct service to customer-users other than AT&T.

Comsat, in a letter from its vice president and general counsel, David C. Acheson, and MCI, in a pleading filed in response to the opposition's, said that the agreement makes it clear that control of the enterprise would not reside in any single stockholder and that no parochial interest of any of them could dominate the interests of the remainder.

Mr. Acheson said the new corporation is designed to assure that major decisions could not be vetoed by any one of the three stockholders or affirmatively forced by any two of them. There would be a 16-member board of directors that would require the vote of 11 members to decide major issues—those involving actions regarded as fundamental to the purpose and viability of the enterprise. Each of the three stockholders would elect four directors, and all three would unanimously elect four independent directors. Thus, on an issue of major importance, two of the stockholders would have to carry at least three of the four independent directors. A simple majority of the board would be sufficient to decide all other actions.

In memory of General Sarnoff. RCA is making grants totaling $2 million to endow two professorships—one at the Harvard Business School and one at the Sloan School of Management at the Massachusetts Institute of Technology—as a tribute to Brigadier General David Sarnoff, long-time chairman of RCA, who died last December. The first two educators to be named to the David Sarnoff chairs are Professor Richard S. Rosenbloom, director of the doctoral program of the Harvard Business School, and Professor Donald G. Marquis, of organizational psychology and management at MIT's Sloan School. The two educators will collaborate in a joint program of teaching and research in the management of modern technology.

Translators fight to keep high band on television sets

The other side speaks up against manufacturers' plan to wipe out channels 70-83

The National Translator Association last week expressed opposition to an Electronic Industries Association proposal that would force the majority of the UHF translators currently in operation to abandon their channels.

The association told the FCC that it would be "impossible or impracticable" for most of the affected translators to comply with the EIA proposal without substantial modifications, which many of the licensees can neither afford nor implement on their own.

The proposal, which was submitted to the commission in a rulemaking petition last July (BROADCASTING, July 31), would permit American television-set manufacturers to stop making receivers equipped for UHF channels 70-83 after November 1975. EIA's Consumer Electronics Group, which sponsored the petition, also wants the commission to refuse to renew the licenses of all UHF translators operating on those channels after the 1975 date. (Channels 70-83 have been reallocated to the land-mobile radio services; the commission, however, has said it would permit translators on those frequencies to continue there unless a land-mobile interest requests the channel.)

In its pleading last week, NTA noted that 877 of the 993 UHF translators now in operation are assigned to the channels in question. All would have to move to lower frequencies under the EIA proposal.

NTA's opposition was buttressed by similar pleadings last week by the commercial television stations in Albuquerque, N.M., and Salt Lake City, as well as by the National Association of Educational Broadcasters. The commercial interests asserted that a significant number of translators in their respective areas would be affected by the EIA proposal—50 in Utah and 49 in New Mexico. A loss of those translators would mean a loss of all television service to the inhabitants of those remote areas, the stations said.

NAEB noted that 139 translators operating on the affected channels carry the signals of noncommercial stations and that another 45 construction permits for like facilities are outstanding. If the commission adopts the EIA proposal, NAEB contended, many of those facilities would be so hard pressed to effect the changes that they would be forced off the air.

Technical Briefs

International delivery. Ampex Corp., Redwood City, Calif., which introduced its ACR-25 color broadcast cassette video-tape recorder/reproducer at 1970 National Association of Broadcasters convention in Chicago, has made initial international delivery of unit. According to Ampex, company has backlog of 18 ACR-25 orders from international customers, amounting to estimated $3.5 million. First unit was delivered to Southern Television Ltd., Southampton, England, with second cassette recorder/reproducer scheduled for same firm later this year. First domestic order was delivered to KTEW(TV) Tulsa. Okla., in early summer (BROADCASTING, July 10).

Customer for color. Abto Inc. reports that WDHO-TV Toledo, Ohio, has bought Abto's black-and-white to color film system. It will begin use of Abto system in October for daily news coverage.

Hot off the computer. Cerro Wire & Cable Inc., Freehold, N.J., has introduced what it calls an "ultra-low-loss" aluminum sheathed CATV cable, "Styrafoam." The cable is made entirely by a computer-controlled manufacturing process, in which the computer monitors all key cable parameters and correct minor deviations. Styrafoam is especially for CATV trunk cables and permits 20% wider spacing of trunk line amplifiers, according to company.

Music

Announcer charged with violation of obscenity law

Progressive-rocker DJ to be tried for airing record containing classic four-letter word

An air personality on WOWI(FM) Norfolk, Va., has been indicted in federal court for uttering "obscene, indecent and profane language by means of radio communication." The defendant, John F. Neschi, was accused of playing a record —Country Joe McDonald's "The Fish Cheer" on the *Woodstock* album—that contains the word "fuck." The record was allegedly broadcast last June 8.

Mr. Neschi will be defended at his trial—scheduled for Nov. 28 in U.S. District Court in Norfolk—by the Stern Community Law Firm of Washington and the Virginia branch of the American Civil Liberties Union. Charged with violation of Section 1464 of Title 18 of the U.S. Code, Mr. Neschi faces a sentence of two to 10 years in prison, a $10,000 fine, or both.

Assistant U.S. Attorney Roger Williams, who will prosecute the case, told BROADCASTING that an investigation of the alleged violation was undertaken by the Federal Bureau of Investigation after complaints were received from private citizens directly and through the FCC District Five field office.

Jerry Freeman, chief engineer of the District Five office, said that he had received numerous complaints about programs on the station, including the alleged broadcast by Mr. Neschi of unmarked police-car license numbers and descriptions and a newscast that included the time and place of a demonstration that the president of the Norfolk school board complained was a solicitation. The FCC has taken no action against the licensee of WOWI(FM).

WOWI is a progressive rock station described by Mr. Neschi as "a family-type operation. We're not into inter-office memos and we have no qualms about taking a stand." He is no longer working for the station, having ended his employment by mutual agreement with the station owner after he "could not promise the owner I would not say something on the air about the case," Mr. Neschi said.

Sam Buffon of the Stern law firm sees the case primarily as a test of First Amendment rights.

When the prosecuting attorney was asked why his office was pursuing a litigation against a man who had broadcast a record that other rock radio stations had played previously, Mr. Williams replied: "It was a policy determination."

ASCAP joiners

Several major songwriters have left the ranks of Broadcast Music Inc. to sign their performance rights over to the American Society of Composers, Authors and Publishers. Warner Bros. recording artist Randy Newman ("Mama Told Me Not To Come" and "Love Story"), songwriter/producer Jerry Ragavoy and the three members of Creedence Clearwater Revival have signed with ASCAP. Also, singer-songwriter Roberta Flack has licensed her new publishing company, Black Saphire Publishing, with the American Society of Composers, Authors and Publishers. She will retain her Broadcast Music Inc. company, Sugarfoot Publishing, as well. In addition, Motown recording artist Gladys Knight has joined the 97 writers from Jobete Music, Motown's publishing arm, that signed with ASCAP last spring.

Breaking In

All the Young Dudes—*Mott the Hoople (Columbia)* ▪ This English band has a sound as confounding as its name. The music is an amalgam of tension, emotion, obtuseness and discordance. Despite all that—or perhaps because of it—this new record is beginning to intrigue American radio audiences, especially in the Northeast. FM progressive-rock play in the U.S. has been healthy and the single is beginning its move onto AM play-lists.

After four albums—the last two self-produced—Mott has moved over to Columbia Records; this single fronts its first album on that label. "All the Young Dudes" was written by rock star David Bowie, who also arranged and produced it. This is a violent record—not so much in lyrics as with music. Ian Hunter's plaintive lead vocal and the echoing repeated chorus ending are hammering, almost dulling, in their effect.

Stations on "All the Young Dudes" last week included: WOR-FM New York, WCAO(AM) Baltimore and WRKO(AM) Boston.

Ventura Highway — *America (Warner Bros.)* ▪ Crosby, Stills, Nash and Young started a new genre of American musical expression; it is a testament to their power and influence that so many have followed their lead. If public buying habits are any indication, America may be the most popular of the new breed. Much of that popularity may be due to the fact that America has taken the components of the CSNY appeal—intricate acoustic guitar work, searing harmonies and laid-back sensibilities—and adapted them to its own strengths.

"Ventura Highway," its newest single, is a fantasy celebration of Los Angeles life. (It was writen by Dewey Bunnell, composer of "Horse With No Name," America's first big hit.) Long vowel assonance gives this song—it has no particular story line—its dreamy quality. And it all adds up to an impressionistic tour of the people and places of L.A. ("Some people say this town don't look good in snow . . .").

Stations reported on "Ventura Highway" last week (the first week of release) included: KQV(AM) Pittsburgh, KLIF(AM) Dallas and WIBG(AM) Philadelphia.

Flight of the Phoenix—*Grand Funk (Capitol)* ▪ Grand Funk's first recording effort since leaving the aegis of producer Terry Knight offers glimpses of a new Grand Funk along with servings of the familiar Grand Funk. The band—with a new addition, Craig Frost on piano—is producing itself now, and recorded this album in Nashville.

The bitter fight between Grand Funk and Mr. Knight (who served as both manager and producer for the band during a rise from 1969 obscurity to an SRO


Mott the Hoople


America


Grand Funk

Shea Stadium concert in 1970) has cast doubts on the future success and even existence of the group. There is still a question before the courts as to who owns the name. At one point, suits and countersuits reached $55 million.

This album also includes Grand Funk's first songs of disillusionment. From "Freedom Is for Children": "Children are so very lucky 'cause they're not old enough to know . . . freedom is for children. Why can't it be for me?"

The single from the album, "Rock and Roll Soul," is the old Grand Funk-new-generation-save-the-world-with-rock-and-roll-jam-kicker. It is picking up some AM airplay, including (as an LP-cut with limited play) WRKO(AM) Boston, WMAK(AM) Nashville and WCOL(AM) Columbus. It is on others as a single as well: WPDQ(AM) Jacksonville, KILT(AM) Houston and KJR(AM) Seattle.

BMI hikes its writers' payments

Cramer calls it a landmark move, says some increases will reach 60%

Broadcast Music Inc., which has unofficially been objecting for the past year to "raids" on its writer affiliates by rival American Society of Composers, Authors and Publishers, hummed sweet music to its writers last week.

BMI announced a "major increase" in its rate of payments to writers, effective with music performances occurring after last Jan. 1.

A BMI spokesman said the rate boosts have "no connection" with ASCAP's open campaign to lure BMI writers into its fold. He pointed out that over the past seven years, BMI has sought to equalize writers' rates with those of the publishers and said increased fees from local radio stations have enabled BMI to attain this goal.

Edward M. Cramer, BMI president, said that for some types of performance the increases will be as high as 60%. He called the rate boosts—which put all BMI writer rates on a par with BMI publisher rates—the "most significant changes" in BMI's payment structure since the music-licensing organization was formed in 1940.

"We are pleased to be able to make this announcement," Mr. Cramer said. "It reflects our belief in a good income picture for the next year, due principally to increased fees from local radio licensees. Consequently, we are now able to implement a change toward which we have long directed our efforts."

Broadcasting Stock Index

Weekly market summary of 129 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Oct. 4	Closing Sept. 27	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	76 1/8	73 1/4	+ 2 7/8	+ 3.92	81 1/2	51 1/4	8,418	640,820
ASI COMMUNICATIONS	ASIC	O	2 1/8	2 1/8		.00	5	1 5/8	1,815	3,856
CAPITAL CITIES	CCB	N	56 3/4	56 1/8	+ 5/8	+ 1.11	64 1/4	48	6,496	368,648
CBS	CBS	N	52 3/4	55 7/8	- 3 1/8	- 5.59	63	45 1/2	28,096	1,482,064
COX	COX	N	43	43		.00	51	36 1/4	5,827	250,561
FEDERATED MEDIA		O	2 1/2	2 1/2		.00	4 1/8	2 1/4	820	2,050
GROSS TELECASTING	GGG	A	15 1/8	16 1/4	- 1 1/8	- 6.92	23 7/8	12 1/4	800	12,100
LIN	LINB	O	12 1/8	12 1/4	- 1/8	- 1.02	22 3/8	11 3/4	2,341	28,384
MOONEY	MOON	O	9 5/8	9 3/4	- 1/8	- 1.28	11 5/8	4	250	2,406
PACIFIC & SOUTHERN	PSOU	O	8 3/4	8 3/4		.00	18 1/4	8 1/2	2,010	17,587
RAHALL COMMUNICATIONS	RAHL	O	15 1/4	16 3/4	- 1 1/2	- 8.95	29	8	1,037	15,814
SCRIPPS-HOWARD	SCRP	O	23	22 3/4	+ 1/4	+ 1.09	27	18	2,589	59,547
STARR	SBG	M	27 1/8	27 3/8	- 1/4	- .91	30 1/2	15 1/2	1,042	28,264
STORER	SBK	N	43	42	+ 1	+ 2.38	49 3/8	31	4,223	181,589
TAFT	TFB	N	55 1/2	52 3/4	+ 2 3/4	+ 5.21	59 1/4	41 3/4	4,064	225,552
								TOTAL	69,828	3,319,242
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A		5	+ 1/4	+ 5.00	8 3/4	4 1/2	1,250	6,562
AVCO	AV	N	15 1/4	14 7/8	+ 3/8	+ 2.52	20 7/8	13 7/8	11,497	175,329
BARTELL MEDIA	BMC	A	3	3		.00	7 1/8	3	2,257	6,771
CHRIS-CRAFT	CCN	N	5	5		.00	8 3/4	4 7/8	3,999	19,995
COMBINED COMMUNICATIONS	CCA	A	34 3/8	31 1/2	+ 2 7/8	+ 9.12	42 1/2	28 1/2	3,264	112,200
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	77 1/8	+ 7/8	+ 1.13	81 3/8	63	12,894	1,005,732
FUQUA	FQA	N	17	17 5/8	- 5/8	- 3.54	27 7/8	15 5/8	8,282	140,794
GABLE INDUSTRIES	GBI	N	23 1/2	23 3/4	- 1/4	- 1.05	32 1/4	23 1/2	2,220	52,170
GENERAL TIRE & RUBBER	GY	N	26 1/2	27	- 1/2	- 1.85	32 5/8	24 5/8	19,483	516,299
GLOBETROTTER COMMUNICATION INC	GLBTA	O	9	9		.00	20 1/2	8 1/2	2,843	25,587
GRAY COMMUNICATIONS		O	11	11 1/4	- 1/4	- 2.22	14	6 1/2	475	5,225
ISC INDUSTRIES	ISC	A	7	6 5/8	+ 3/8	+ 5.66	9 1/8	6	1,655	11,585
KAISER INDUSTRIES	KI	A	6 1/4	6 1/2	- 1/4	- 3.84	9 5/8	6 1/4	26,948	168,425
KANSAS STATE NETWORK	KSN	O	6 5/8	6 5/8		.00	7 7/8	6 1/2	1,621	10,739
KINGSTIP INC.	KTP	A	12	12 1/2	- 1/2	- 4.00	16 1/8	11	1,154	13,848
LAMB COMMUNICATIONS		O	3	3 3/8	- 3/8	- 11.11	4 7/8	2	475	1,425
LEE ENTERPRISES	LNT	A	22 7/8	23 1/8	- 1/4	- 1.08	30	17 1/2	3,357	76,791
LIBERTY CORP.	LC	N	20 1/2	20 3/4	- 1/4	- 1.20	21 5/8	17 1/2	6,753	138,436
MCGRAW HILL	MHP	N	15 7/8	15 5/8	+ 1/4	+ 1.60	20 7/8	14 3/8	23,327	370,316
MEDIA GENERAL INC.	MEG	A	32 3/4	33 1/4	- 1/2	- 1.50	49 3/8	32 1/2	3,434	112,463
MEREDITH CORP.	MDP	N	20 3/4	20 1/4	+ 1/2	+ 2.46	30 3/4	18 1/2	2,794	57,975
METROMEDIA	MET	N	34 1/2	34 3/4	- 1/4	- .71	39	27 1/4	5,959	205,585
MULTIMEDIA INC.		O	43	44	- 1	- 2.27	44	14	2,408	103,544
OUTLET CO.	OTU	N	14 1/2	14 1/8	+ 3/8	+ 2.65	19 3/8	13	1,335	19,357
POST CORP.	POST	O	16 1/2	16 3/4	- 1/4	- 1.49	30	9	942	15,543
PUBLISHERS BROADCASTING CORP.	PUBB	O	2	2 1/8	- 1/8	- 5.88	4 7/8	1 5/8	919	1,838
REEVES TELECOM	RBT	A	2 7/8	2 7/8		.00	4 1/4	2 3/8	2,292	6,589
RIDDER PUBLICATIONS	RPI	N		25 3/8	+ 1/4	+ .98	34 1/2	24 3/4	8,327	213,379
ROLLINS	ROL	N	38 1/2	37 7/8	+ 5/8	+ 1.65	43 1/4	33	12,146	467,621
RUST CRAFT	RUS	A	35 1/4	34 3/4	+ 1/2	+ 1.43	39 3/8	24	2,318	81,709
SAN JUAN RACING	SJR	N	26	26 7/8	- 7/8	- 3.25	34 3/4	22 1/2	1,958	50,908
SCHERING-PLOUGH	SGP	N	120 1/2	118 3/4	+ 1 3/4	+ 1.47	135	82 5/8	25,471	3,069,255
SONDERLING	SDB	A	14	12 7/8	+ 1 1/8	+ 8.73	30 3/4	12 1/8	1,005	14,070
TIMES MIRROR CO.	TMC	N	55 3/8	53 3/4	+ 1 5/8	+ 3.02	61 5/8	46 1/2	15,395	852,498
TURNER COMMUNICATIONS		O	5 1/2	6 3/8	- 7/8	- 13.72	7	2	1,328	7,304
WASHINGTON POST CO.	WPO	A	32	33 1/4	- 1 1/4	- 3.75	37 1/4	23 1/2	4,806	153,792
WHDH CORP.		O	17	23	- 6	- 26.08	30	11	589	10,013
WOMETCO	WOM	N	19 7/8	20 1/8	- 1/4	- 1.24	25 7/8	18 1/2	5,789	115,056
								TOTAL	236,938	8,459,890

	Stock symbol	Exch.	Closing Oct. 4	Closing Sept. 27	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capitalization (000)
Cable										
AMECO	ACO	O	2 3/8	2 1/2	- 1/8	- 5.00	12 3/4	1 1/2	1,200	2,850
AMERICAN ELECTRONIC LABS	AELBA	O	4 1/4	4 1/4		.00	9 3/4	3	1,726	7,335
AMERICAN TV & COMMUNICATIONS	AMTV	O	43 1/2	44	- 1/2	- 1.13	47 1/4	17 1/4	2,462	107,097
BURNUP & SIMS	BSIM	O	22 1/8	23	- 7/8	- 3.80	23 3/8	6 3/4	7,510	166,158
CABLECOM-GENERAL	CCG	A	9 3/8	9 3/4	- 3/8	- 3.84	18 1/4	9 1/4	2,438	22,856
CABLE FUNDING CORP.	CFUN	O	13	10 7/8	+ 2 1/8	+ 19.54	15 1/4	9 7/8	1,233	16,029
CABLE INFORMATION SYSTEMS		O	2 3/4	2 1/2	+ 1/4	+ 10.00	4 3/4	1 3/4	955	2,626
CITIZENS FINANCIAL CORP.	CPN	A	9	9 3/8	- 3/8	- 4.00	15 1/4	9	2,416	21,744
COLUMBIA CABLE	CCAB	O	17 3/8	17 3/8		.00	21 3/4	17	900	15,637
COMMUNICATIONS PROPERTIES	COMU	O	10 3/8	10 1/8	+ 1/4	+ 2.46	27 3/8	10 1/8	1,917	19,888
COX CABLE COMMUNICATIONS	CXC	A	37 3/8	36 5/8	+ 3/4	+ 2.04	41 3/4	23 1/4	3,556	132,905
CYPRESS COMMUNICATIONS	CYPR	O	19 1/4	18 3/4	+ 1/2	+ 2.66	23	7	2,732	52,591
ENTRON	ENT	A	3 7/8	4	- 1/8	- 3.12	9 1/4	3	1,358	5,262
GENERAL INSTRUMENT CORP.	GRL	N	27 1/2	28 3/4	- 1 1/4	- 4.34	32 7/8	20 3/4	6,501	178,777
LVO CABLE INC.	LVOC	O	12 1/2	12 7/8	- 3/8	- 2.91	16 1/2	6 3/4	1,466	18,325
STERLING COMMUNICATIONS	STER	O	4 1/4	4 1/8	+ 1/8	+ 3.03	7 3/4	3 1/2	2,162	9,188
TELE-COMMUNICATIONS	TCOM	O	33 3/4	34 1/4	- 1/2	- 1.45	35 1/4	15 1/2	3,822	128,992
TELEPROMPTER	TP	A	33 3/4	38 1/4	- 4 1/2	- 11.76	44 1/2	28 1/8	15,551	524,846
TIME INC.	TL	N	50 1/2	47 1/2	+ 3	+ 6.31	64 3/4	44 5/8	7,284	367,842
TOCOM	TOCM	O	7 5/8	7 1/4	+ 3/8	+ 5.17	10	7 1/8	596	4,544
VIACOM	VIA	N	19 1/4	19 3/4	- 1/2	- 2.53	28 1/2	15 1/2	3,836	73,843
VIKOA	VIK	A	9 1/8	9 5/8	- 1/2	- 5.19	19 3/4	8	2,333	21,288
								TOTAL	73,954	1,900,623
Programing										
COLUMBIA PICTURES	CPS	N	9 5/8	9 3/4	- 1/8	- 1.28	14 7/8	9 1/8	6,342	61,041
DISNEY	DIS	N	177 1/4	176 7/8	+ 3/8	+ .21	201 3/4	132 3/4	13,802	2,446,404
FILMWAYS	FWY	A	4 3/8	4 3/8		.00	8	4 3/8	1,868	8,172
GULF & WESTERN	GW	N	35	34 1/2	+ 1/2	+ 1.44	44 3/4	28	15,816	553,560
MCA	MCA	N	25 3/4	26 1/8	- 3/8	- 1.43	35 7/8	23 1/8	8,182	210,686
MGM	MGM	N	21	21 3/4	- 3/4	- 3.44	22 1/8	16 3/4	5,897	123,837
MUSIC MAKERS	MUSC	O	1 3/4	1 3/4		.00	3 3/4	1 1/8	534	934
TELE-TAPE PRODUCTIONS		O	1	1 1/2	- 1/2	- 33.33	2 7/8	1	2,190	2,190
TELETRONICS INTERNATIONAL		O	11	11 1/4	- 1/4	- 2.22	18 1/2	6 1/4	724	7,964
TRANSAMERICA	TA	N	17 3/4	18 1/4	- 1/2	- 2.73	23 1/2	16 1/4	67,213	1,193,030
20TH CENTURY-FOX	TF	N	9 7/8	10 1/4	- 3/8	- 3.65	17	8 5/8	8,562	84,549
WALTER READE ORGANIZATION	WALT	O	1 5/8	1 3/4	- 1/8	- 7.14	4 1/8	1 3/8	2,203	3,579
WARNER COMMUNICATIONS INC.	WCI	N	39	39		.00	50 1/4	31 1/4	16,221	632,619
WRATHER CORP.	WCO	A	8 1/2	9 1/4	- 3/4	- 8.10	17 7/8	8 1/2	2,164	18,394
								TOTAL	151,718	5,346,959
Service										
JOHN BLAIR	BJ	N	12 7/8	13 1/4	- 3/8	- 2.83	22 3/8	12 7/8	2,604	33,526
COMSAT	CQ	N	60	59 5/8	+ 3/8	+ .62	75 3/8	52	10,000	600,000
CREATIVE MANAGEMENT	CMA	A	9 7/8	10	- 1/8	- 1.25	15 1/2	9 3/8	975	9,628
DOYLE DANE BERNBACH	DOYL	O	22 1/2	25 1/2	- 3	- 11.76	34 3/4	22 1/2	1,925	43,312
ELKINS INSTITUTE	ELKN	O	2 1/8	2 1/8		.00	16 3/8	1 3/4	1,664	3,536
FOOTE, CONE & BELDING	FCB	N	12 1/8	12 1/8		.00	14	10 5/8	2,162	26,214
GREY ADVERTISING	GREY	O	15 1/2	16 3/8	- 7/8	- 5.34	18 1/8	9 1/4	1,200	18,600
INTERPUBLIC GROUP	IPG	N	28 1/4	28 1/2	- 1/4	- .87	36 1/8	22 3/4	1,843	52,064
MARVIN JOSEPHSON ASSOCS.	MRVN	O	15 1/8	13 3/4	+ 1 3/8	+ 10.00	17 3/4	5 7/8	825	12,478
MCCAFFREY & MCCALL		O	10 3/4	12 1/8	- 1 3/8	- 11.34	16 1/2	7	585	6,288
MOVIELAB	MOV	A	1 5/8	1 3/4	- 1/8	- 7.14	3 1/8	1 5/8	1,407	2,286
MPO VIDEOTRONICS	MPO	A	3 7/8	4 1/4	- 3/8	- 8.82	7 1/8	3 5/8	547	2,119
NEEDHAM, HARPER & STEERS INC.	NDHMA	O	29 1/4	30 1/4	- 1	- 3.30	34 1/8	21 1/2	911	26,646
A. C. NIELSEN	NIELB	O	57 1/8	56 7/8	+ 1/4	+ .43	59 1/4	37 5/8	5,299	302,705
OGILVY & MATHER	OGIL	O	35 3/4	37	- 1 1/4	- 3.37	48 1/2	16	1,716	61,347
PKL CO.	PKL	O	1	1 1/8	- 1/8	- 11.11	9 1/2	1	778	778
J. WALTER THOMPSON	JWT	N	28 5/8	30 1/4	- 1 5/8	- 5.37	49 1/4	28 5/8	2,704	77,402
UNIVERSAL COMMUNICATIONS INC.		O	11 1/2	11 1/2		.00	17	8	715	8,222
WELLS, RICH, GREENE	WRG	N	20 5/8	20	+ 5/8	+ 3.12	27 7/8	19	1,635	33,721
								TOTAL	39,495	1,320,872
Manufacturing										
ADMIRAL	ADL	N	16 1/4	16 1/4		.00	27	13 5/8	5,813	94,461
AMPEX	APX	N	5 1/8	5 3/4	- 5/8	- 10.86	15 1/8	5 1/8	10,875	55,734
CARTRIDGE TELEVISION INC.		O	27 1/2	26 3/4	+ 3/4	+ 2.80	43 1/2	16 1/2	2,083	57,282
CCA ELECTRONICS	CCAE	O	2 7/8	2 7/8		.00	6 1/4	2 1/4	881	2,532
COLLINS RADIO	CRI	N	15	15 1/8	- 1/8	- .82	19 7/8	13 1/4	2,968	44,520
COMPUTER EQUIPMENT	CEC	A	2 7/8	2 3/4	+ 1/8	+ 4.54	4 5/8	2 1/2	2,421	6,960
CONRAC	CAX	N	26 3/8	27 3/8	- 1	- 3.65	39 3/8	25	1,259	33,206
GENERAL ELECTRIC	GE	N	65 3/8	65 3/4	- 3/8	- .57	70 7/8	58 1/4	182,123	11,906,291
HARRIS-INTERTYPE	HI	N	48 5/8	49 1/8	- 1/2	- 1.01	59	48 1/4	6,365	309,498
MAGNAVOX	MAG	N	27 5/8	29 3/8	- 1 3/4	- 5.95	52 1/4	27 1/2	17,685	488,548
3M	MMM	N	79 3/8	79	+ 3/8	+ .47	85 3/4	74 1/4	12,867	1,021,318
MOTOROLA	MOT	N	119	117 7/8	+ 1 1/8	+ .95	129 7/8	80	13,481	1,604,239
OAK INDUSTRIES	OEN	N	16 3/8	17	- 5/8	- 3.67	21 3/4	9 5/8	1,638	26,822
RCA	RCA	N	34	34 1/2	- 1/2	- 1.44	45	32 1/8	74,352	2,527,968
RSC INDUSTRIES	RSC	A	2 1/2	2 3/4	- 1/4	- 9.09	4 3/8	2 1/2	3,458	8,645
TECHNICAL OPERATIONS INC.	TO	A	10 3/4	10 7/8	- 1/8	- 1.14	17 7/8	9 7/8	1,386	14,899
TEKTRONIX	TEK	N	52 1/2	54	- 1 1/2	- 2.77	65 1/2	32 3/4	8,136	427,140
TELEMATION	TIMT	O	5 3/4	6	- 1/4	- 4.16	13 3/4	4 1/4	1,050	6,037
WESTINGHOUSE	WX	N	40 1/2	41 3/8	- 7/8	- 2.11	54 7/8	38 3/8	87,609	3,548,164
ZENITH	ZE	N	46 3/4	46	+ 3/4	+ 1.63	50 1/2	39 3/4	19,037	889,979
								TOTAL	455,487	23,074,243
								GRAND TOTAL	1,027,420	43,421,829
Standard & Poor's Industrial Average			122.66	121.75	+ .91					

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

Stephen N. Doniger, account executive in Heublein account group, Tinker, Dodge & Delano, New York, elected VP.

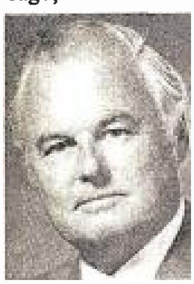
Charles Alexander, account supervisor, Young & Rubicam, New York, named VP, Y&R International, and moves to Y&R's Stockholm office to head account-management department.


Mr. Hickey

Jack Hickey, account supervisor, Kenyon & Eckhardt, New York, named VP and account supervisor, Lincoln-Mercury Dealers account.

Stanley J. Cohen, Eastern sales manager, ABC-FM Spot Sales, New York, appointed national sales manager.

Michael J. Rich, VP, Leo Burnett, Chicago, elected treasurer.


Mr. Cheyne

Robert N. Cheyne, VP, Boston Herald Traveler Corp., Boston and VP-director of television, for former WHDH-TV, joins Provandie Eastwood & Lombardi there as senior VP in charge of new public-affairs division of agency. WHDH-TV lost its facility to WCVB-TV.

D. Richard Tonge, director of sales planning and control, CBS-TV, New York, appointed to newly created position of director of finance-sales, heading new unit to service planning, budgeting, accounting and analysis pertaining to sales.

Kevin Cox, VP and Midwest manager, Metro Radio Sales, Chicago, appointed national sales manager, RKO Radio Representatives, New York.

Arne Ramberg, assistant sales manager, Katz Radio, Chicago, named manager, Petry Radio Sales there. **Ed Karlik,** account executive, Petry-TV, New York, appointed group sales manager.


Miss Dempsey

Sara Dempsey, associate media director, Grey Advertising, Los Angeles, joins NBC-TV as account executive handling national accounts in 12 Western states, with headquarters in Burbank, Calif.

Paul Salinger, merchandising supervisor, WGN-AM-TV Chicago, appointed director of merchandising.

NARB fills posts. Edward B. Wilson III, executive vice president and marketing director, J. Walter Thompson C., Chicago office, elected alternate advertising agency member of National Advertising Review Board. He succeeds Richard S. Lessler of McCann-Erickson. Claude Jakes, director of marketing communications, Westinghouse Electric, and John Kelley, advertising vice president, Goodyear Tire and Rubber, become advertiser members of NARB, filling unexpired terms, respectively, of W. M. Oliver (Westinghouse Electric) and Craig Moodie Jr. (formerly Armstrong Cork). NARB said board members replaced had changed their affiliations. Successor not yet named to LeRoy Collins, who has resigned as public member of board.

Charles H. Smith, formerly sales manager, WCNL(AM) Newport, N.H., named general manager of New York office opened Oct. 2 by Harold M. Segal & Co., Boston, rep firm, at 2 West 45th Street.

Marian W. Lockett, associate media manager, Scott Paper Co., Philadelphia, appointed advertising media manager.

Thomas B. Pritchard, general manager, Pritchard Grain Co., Minneapolis, joins Marschalk, New York, as new-products supervisor.

Jack Shaver, office manager, H-R Television, St. Louis, appointed resident sales manager, Tele-Rep Chicago, for KCOP(TV) Los Angeles. He is succeeded at H-R by **Bob Hetherington,** salesman.

Jeff Dorf, sales supervisor, The Katz Agency, New York, appointed national sales manager, WNBC(AM) New York.

Timothy W. Turner, sales manager, WWTO(FM) Peoria, Ill., named VP, sales.

Brian Skelly, with KHVH(AM) Honolulu, joins KIKI(AM) there as sales manager.


Mr. Cassidy

Paul J. Cassidy, general manager of KHJ(AM) Los Angeles, appointed general sales manager of KLOS(FM) Los Angeles.

Wolcott (Wally) A. Ranck, sales manager, WLS(AM) Chicago, joins WCIU-TV there as general sales manager.

Todd Holmes, local sales manager, WNEM-TV Bay City-Saginaw-Flint, Mich., appointed national sales manager. He is succeeded by **Lanny Kiesh,** with station.

Edward B. Newsome, local sales manager, KSD(AM) St. Louis, appointed general sales manager.

Robert D. Knapp, with WAOW-TV Wausau, Wis., appointed local and regional sales manager.

Harry Webber, senior art director, Case and Krone, New York, joins Needham, Harper & Steers, New York, as art director.


Mr. Understein

Bernard Understein, assistant sales manager, WDCA-TV Washington, joins WAYE(AM) Baltimore as general sales manager.

Nancy Stevens and **Mark Dall,** copywriters, Dancer-Fitzgerald-Sample, New York, appointed copy supervisors.

Marie Salerno, broadcast and traffic manager, Bozell & Jacobs, Chicago, joins Clinton E. Frank there as broadcast production assistant.

Media

Emil Mogul, president, Basic Communications Inc. and **Berkley L. Fraser,** VP of company, elected executive VP and VP respectively of Screen Gems Radio Stations Inc. Columbia Pictures Industries Inc. acquired Basic Communications last month and placed its stations—WWVA-AM-FM Wheeling, W. Va. and WYDE(AM) Birmingham, Ala.—under Screen Gems Radio Inc.


Mr. Donahue

Tom Donahue, interim general manager of KSAN(FM) San Francisco, appointed general manager and VP of parent Metromedia Radio.

Dr. Peter C. Goldmark, president and director of research, Goldmark Communications Corp., subsidiary of Warner Communications Inc., elected to WCI's board of directors.

Carlo Anneke, general manager of KBHK-TV San Francisco, elected VP, Kaiser Broadcasting Corp., licensee of station. He continues as general manager.

Lee Schulman, general manager, WMAQ-TV Chicago, NBC-owned station, elected VP.

Warren J. Johnson, manager of employe activities, New York Stock Exchange, named to newly created post of equal opportunity manager, ABC Inc., New York. He will be responsible for development and implementation of ABC's program directed at insuring equal-employment opportunities throughout corporation.

James S. Gilmore Jr., president, Gilmore Broadcasting Corp., Kalamazoo, Mich.-

based station group, named to Citizens' Committee on Environmental Quality, created by President Nixon in 1969. Another broadcasting figure, Arthur Godfrey, has been member of committee since June 1970.


Mr. Hughes


Mr. McFadden


Mr. Youngblood

Paul H. Hughes, general manager, WJRT-TV Flint, Mich., appointed VP and general manager, WTEN-TV Albany, N.Y. He succeeds late **Pat Shannon.** Mr. Hughes is succeeded by **Charles A. McFadden,** general sales manager, WTEN-TV, who is succeeded by **Mark Youngblood,** local sales manager, WJRT-TV. Both are Poole Broadcasting stations.

James P. Hickey, general manager, KKHI-AM-FM San Francisco, named VP, Buckley Broadcasting, licensee of stations.


Mr. Paul

Dick Paul, VP-operations, WITN-TV Washington, N.C., named executive VP.

Thomas A. McIntyre, news director, WWTO(FM) Peoria, Ill., named VP, operations.

C. C. (Bud) Larsen, sales manager, KHVH(AM) Honolulu, named VP and general manager, KIKI(AM) there.

Robert L. Stone, president, NBC Radio and executive VP, NBC, elected chairman and chief executive officer, The Hertz Corp., New York, succeeding late Ronald J. Perlman (corrects Oct. 2 item).

Nat A. Sibbold, manager, WWJ(AM) Detroit, re-elected chairman, NBC Radio Affiliates Executive Committee. Other reelected officers are **Robert J. Rich,** general manager WDSM(AM) Duluth, Minn., and **Bruce Buchanan,** general manager, WFBC(AM) Greenville, S.C., secretary-treasurer.

Lorraine Walker Levine, executive VP and general manager, KCBN(AM) Reno, re-elected president of Nevada Broadcasters Association.

Programing

Joseph L. Moore, director of sales administration, United Artists Television, New York, retires after 35 years in broadcasting. He began in 1937 with Frederic W. Ziv Co., Cincinnati, which evolved into United Artists Television in 1963.

Bob Shanks, president, Comco Productions Inc., New York, named to new post of VP, program development, East Coast, ABC Entertainment. **Edward G. Gradinger,** director of business affairs, East Coast, ABC-TV, appointed director of business affairs, East Coast and Europe, ABC Entertainment.


Mr. Ransohoff

Martin Ransohoff, formerly president of Filmways Inc., Los Angeles, signed to develop television properties for Paramount Television and to produce motion pictures for Paramount Pictures, both Hollywood. Mr. Ransohoff, who founded Filmways in 1952, resigned as president of company last month (BROADCASTING, Sept. 11).

Richard L. Bloch, chairman and chief executive officer, Filmways Inc., Los Angeles, elected president, in addition to his other responsibilities.

Hugh Wallace, VP and general manager, RKO Radio Representatives, named president of RKO Sound, New York, division of RKO General. Mr. Wallace succeeds **John B. Hayes,** who will now handle special communications and entertainment projects for parent company. RKO Sound is commercial recording and audio tape duplicating service.

Billy H. Hunt, executive VP, Association of Motion Picture and Television Producers, Hollywood, elected president of Central Casting Corp., Hollywood.

Klaus Lehmann, with sales department, Spanish International Network, New York, appointed to newly-created position of international sales manager, Metromedia Producers Corp., New York.

Bernard Wiesen, co-producer and director of last season's *The Jimmy Stewart Show*, joins Paramount Television, Hollywood, as program executive.

Joseph Turner, public-affairs director, WLS(AM) Chicago, joins WMAQ-TV there as program producer. **Charles E. Tyler,** producer-director, KETV(TV) Omaha, appointed associate director, WMAQ-TV.

Ron King, program director, KDIA(AM) San Francisco, joins KIKI(AM) Honolulu in same capacity. **Rick Shannon,** promotion director, KKUA(AM) Honolulu, joins KIKI in same capacity.

John K. West, staff VP, Western distributor and commercial relations, RCA Inc., Hollywood, retires effective Sept. 29 after 44 years with company. Mr. West, who served on West Coast for RCA for 22 years, formerly was VP of Western region for NBC. He was honored with retirement party Oct. 2 held at Crystal Room of Beverly Hills hotel, Beverly Hills, Calif., attended by 600 people including Mrs. David Sarnoff and Thomas W. Sarnoff, widow and son of late board chairman of RCA.

John B. Petry, assistant program manager, WBT-AM-FM Charlotte, N.C., appointed program manager. He succeeds **Thomas M. McMurray,** owner, Thomas McMurray Ideas, which deals in station consultation, evaluation and radio syndication projects.

Big Wilson, program director, WPGC-AM-FM Washington, appointed to newly created position of sales-program coordinator. He is succeeded by **Harv M. Moore,** morning on-air personality.

Charles Alvey, with WKZO-TV Kalamazoo, Mich., joins WUHQ-TV Battle Creek, Mich., as production manager.

Tom Pry, operations manager, WNOG(AM)-WNFM(FM) Naples, Fla., appointed production manager. He is succeeded by **Nick Powers,** music director, WAVI(AM)-WDAO(FM) Dayton, Ohio.

Alvin N. Feldzamen, VP and editorial director, films and publications, Encyclopaedia Britannica Educational Corp., Chicago, resigns.

Broadcast Journalism


Mr. Simmons

Chester Simmons, NBC director of sports, New York, appointed general manager of sports.

Stanley Sabik, producer-reporter for UPI Audio Network, named coordinator, broadcast services, United Press International, responsible for sales and administration of UPI Audio Network and broadcast newswires.

Jim Murphy, news editor, *Los Angeles Times*, joins KMOX-TV St. Louis as editorial director.

Guillermo Restrepo, news correspondent for Spanish International Network's KMEX-TV Los Angeles, appointed news director of WXTV-TV, UHF Spanish-language station in New York.

Jose Alberto, program director, WBNX(AM) New York, joins WOR-TV New York to present daily Spanish-language news reports on special news program.

Jerry Wilson, reporter and weekend anchorman, WKZO-TV Kalamazoo, Mich., joins WUHQ-TV Battle Creek, Mich., as news director and anchorman.

Gil Fryer, formerly news director, WCJB-TV Gainesville, Fla., joins WRBL-TV Columbus, Ga., as anchorman-night editor.

Ron Hill, with WLEE(AM) Richmond, Va., joins local-news department, WDAI(FM) Chicago.

Marilyn Turner, with WJBK-TV Detroit, joins news staff, WXYZ-TV there.

Jack Fleischer, former reporter, WICC(AM) Bridgeport, Conn., appointed Washington correspondent for station.

Jay Wasserman, newsman, WILX(TV) Jackson-Lansing, Mich., joins KJEO(TV) Fresno, Calif., as cameraman-reporter.

Dick Yaws, with WBAP-AM-FM-TV Fort

Worth, appointed farm and ranch director.

Equipment & Engineering

David W. Day, VP, North American Rockwell Corp., electronics group, Canoga Park, Calif., named VP, corporate development, Collins Radio Co., Dallas.

Richard Gall, with development laboratories, Oak Industries, Madison, Wis., appointed manager, CATV product research.

Donald R. Bronson, manager, TV picture tube plant, RCA, Marion, Ind., appointed director, international operations, entertainment tube division, RCA, Harrison, N.J.

William A. McCullough, general manager, GTE Sylvania Inc., San Juan, Puerto Rico, appointed quality-control manager for Sylvania's CATV operation, New York.

Albert L. Cavalieri Jr., with AEL Communications Corp., CATV subsidiary of American Electronic Laboratories Inc., Colmar, Pa., appointed director of engineering.

Allied Fields

Allen Cordon, deputy chief, FCC Cable Television Bureau, appointed commission representative on federal-state/local and cable technical advisory committees, succeeding Jacob Myer.

Alvin Achenbaum, senior VP, J. Walter Thompson Co., New York, named by Anti-Defamation League, New York, as chairman of its division that deals with broadcasting, advertising and communications fields.

Deaths

Emilio Azcarraga, 77, pioneer radio-television broadcaster in Mexico, died Sept. 23 in Houston hospital following heart surgery. Mr. Azcarraga founded XEW(AM) Mexico City in 1930, XEQ(AM) Mexico City in 1938 and XEW-TV there in 1951. He operated them under banner of Telesistema Mexicano, of which he was president. In U.S. he was shareholder in Spanish International Corp., which operates five Spanish-language TV stations, and in Spanish International Network, Spanish-language program syndicator and time-sales representative. He is survived by his wife, Laura; son, Emilio Jr., executive VP of Telesistema Mexicano, and two daughters.

Joseph W. Bailey, 61, who produced NBC-TV drama series *Robert Montgomery Presents* in the 1950's, died Oct. 1 of cancer in Mount Sinai hospital, New York. Mr. Bailey, an attorney, helped produce *The Quiz Kids* radio show and later went from Grey Advertising's television department to Eastern production VP for Ziv, later absorbed into United Artists.

Stuart E. (Dick) Adcock, 67, former owner and founder of Stuart Broadcasting Corp., Knoxville, Tenn., licensee of WROL(AM), now WETE(AM), died Sept. 22 in Miami after long illness. He is survived by his wife, son and daughter.

Richard Crooks, 72, operatic tenor who was featured singer on network radio's *The Voice of Firestone* program, died of cancer Sept. 29 in Portola Valley, Calif. Mr. Crooks performed frequently on radio in the 1930's and 1940's. He is survived by his wife, Mildred, son and daughter.

For the Record®

As compiled by BROADCASTING Sept. 27 through Oct. 3, 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

Final action

▪ State College, Pa.—TV Networks Inc. Broadcast Bureau granted UHF ch. 29 (560-566, mhz); ERP 631 kw vis, 107 kw aur. HAAT 1110 ft.; ant. height above ground 495 ft. P.O. address: c/o Alex Woskob, 1000 Plaza Drive, State College 16801. Estimated construction cost $815,350; first-year operating cost $130,000; revenue $150,000. Geographic coordinates 40°52'40" north lat.; 78°01'33" west long. Type trans. RCA TTU-30B. Type ant. RCA TFU-36J. Legal counsel Mallyck & Bernton, Washington; consulting engineer Willis C. Beecher, Washington. Principals: Alex and Helen Woskob (together 100%). Mr. and Mrs. Woskob own Bald Eagle Transvision Inc., licensee of translators W77AD, W79AN and W81AF, all State College. They also own furniture rental service and real estate firm, both in State College. Action Aug. 22.

Action on motion

▪ Administrative Law Judge Isadore A. Honig in Montgomery, Ala. (Alabama Educational Television Commission et al.), noncommercial TV proceeding, granted motion by Broadcast Bureau to compel answers to interrogatories, and directed Alabama Educational Television Commission to respond to interrogatories of Bureau within 30 days of release date of order (Docs. 19422-30). Action Sept. 19.

Rulemaking action

▪ Terre Haute, Ind.—FCC amended TV table of assignments to assign ch. 38 in place of ch. 66 at Terre Haute. Change was proposed in rulemaking notice adopted July 6 in response to petition by Alpha Broadcasting Corp., holder of CP for ch. 66 (Doc. 19536). Action Sept. 27.

Existing TV stations

Application

▪ KLOR(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 2,069.5 ft. (originally ann. by FCC on Sept. 11 as 710 ft.)

Final actions

▪ *KOCE-TV Huntington Beach, Calif. — FCC waived rules and granted modified application by board of trustees, Coast Community College district, licensee, proposing increase in maximum lobe vis. ERP to 2750 kw and different make DA with maximum-to-minimum radiation of approximately 40 db. Action Sept. 27.

▪ KVFD-TV Fort Dodge, Iowa—Broadcast Bureau permitted remote control from 243 Avenue M, Fort Dodge. Action Sept. 20.

▪ WBZ-TV, WNAC-TV and WSBK-TV, all Boston—FCC denied requests by George D. Corey for action against stations for carrying children's programming allegedly containing inappropriate amount of violence. Commission said that Corey's charges applied to television industry as whole, and it would be inappropriate to make determination as to whether programing by one, two or three licensees might have detrimental effect on children, when industry-wide problems could be considered through rulemaking. Action Sept. 27.

▪ WOW-AM-FM-TV Omaha—FCC denied petition by Albert J. Treutler to deny applications of Meredith Corp, licensee, for renewal of licenses. Treutler alleged that Meredith failed to complete properly renewal form by failing to mention libel suit he had brought against company; failed to conduct adequate survey of service area; destroyed his political aspirations by slanted news coverage of his campaign for mayor, etc. Action Sept. 27.

■ WXTV(TV) Paterson, N.J.—Broadcast Bureau permitted remote control from 641 Main Street, Paterson. Action Sept. 20.

■ *WSWP-TV Grandview, W. Va.—Broadcast Bureau granted permits to change type trans. and to install aux. trans. at main trans. and ant. location. Action Sept. 26.

■ WXOW-TV La Crosse, Wis.—Broadcast Bureau granted mod. of license covering change of studio location to County Highway 25, west of LaCrescent, Minn. Action Sept. 26.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Las Vegas (Western Communications Inc. [KORK-TV], Las Vegas Valley Broadcasting Co.), TV proceeding, having under consideration request by Las Vegas Valley to change site of hearing to Las Vegas, ordered presiding judge to issue orders specifying time and place of hearing in Las Vegas (Docs. 19519, 19581). Action Sept. 25.

■ Administrative Law Judge Isadore A. Honig in matter of applications for renewal of licenses of Alabama Educational Television Commission, granted to extent indicated, motion by petitioners, Mr. Edwards, Mr. Farrell and Mr. Suitts, and directed AETC to respond to interrogatories specified; except for interrogatory 120, required responses to be supplied within 30 days (Docs. 19422-30). Action Sept. 27.

■ Administrative Law Judge Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al), TV proceeding, denied request by Community Broadcasting of Boston Inc. that certain of exhibits exchanged by RKO General be ruled inadmissible (Docs. 18759-61). Action Sept. 19.

■ Administrative Law Judge Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al), TV proceeding, granted petition by Community Broadcasting of Boston to amend application to show substitution of letter of credit (Docs. 18759-61). Action Sept. 27.

■ Administrative Law Judge Herbert Sharfman in matter of applications for transfer of control of D. H. Overmyer Communications Co. and D. H. Overmyer Broadcasting Co. from D. H. Overmyer to U.S. Communications Corp., approved stipulation by Broadcast Bureau and Overmyer; received into evidence Broadcast Bureau exhibits, set certain procedural dates, and closed record (Doc. 18950). Action Sept. 25.

Other actions

■ Review board in Boston, TV proceeding, dismissed as moot appeal by Community Broadcasting of Boston Inc. from order by administrative law judge in proceeding involving applications of RKO General Inc. for renewal of license of WNAC-TV Boston and of Community Broadcasting of Boston and Dudley Station Corp. for new station in Boston (Docs. 18759-61). Action Sept. 29.

■ Review board in Charlotte, N.C. TV proceeding, granted petition by Jefferson Standard Broadcasting WBTV[TV] Charlotte to update application (Doc. 18880). Proceeding involves Jefferson's application to increase ant. height and move trans. site. By separate action, review board granted motion by Southern Broadcasting Co. to accept late filed brief. Action Sept. 29.

■ Review board in Norfolk, Va., TV proceeding, enlarged issues in proceeding involving application of WTAR Radio-TV Corp. for renewal of license of WTAR-TV Norfolk and mutually exclusive application of Hampton Roads Television Corp. for CP to establish new TV on same channel in Norfolk. Action Sept. 26.

Call letter application

■ WWRO(TV) Newark, N.J.—Seeks WBTB-TV.

Network affiliations

ABC

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

■ WJKS-TV Jacksonville, Fla. (Rust Craft Broadcasting Co.)—Amendment to agreement dated June 24, 1971, changing network rate from $342 to $367, effective Oct. 1.

■ KHVH-TV Honolulu (Western Telestations Inc.) —Amendment to agreement dated Sept. 15, 1970, extending agreement effective Oct. 1, 1972 through Oct. 1, 1974.

■ KNOE-TV Monroe, La. (Noe Enterprises Inc.)—Agreement dated July 7, 1970, is terminated as of Aug. 7.

■ KOAT-TV Albuquerque, N.M. (KOAT-TV Inc.)—Amendment to agreement dated Aug. 31, 1971, changing network rate from $509 to $534, effective Oct. 1.

■ WTAE-TV Pittsburgh (Hearst Corp.)—Amendment to agreement dated Aug. 31, 1971, changing network rate from $2,618 to $2,718, effective Oct. 1.

■ WOLO-TV Columbia, S.C. (Columbia TV Broadcasters Inc.)—Amendment to agreement dated June 30, 1971, changing network rate from $187 to $212, effective Oct. 1.

■ KAPP-TV Yakima, Wash. (Apple Valley Broadcasting Inc.)—Amendment to agreement dated Sept. 1, 1970, changing network rate from $189 to $214, effective Oct. 1.

CBS

■ Formula: Same as ABC.

■ WCBI-TV Columbus, Miss. (Columbus TV Inc.)—Amendment to agreement dated Dec. 15, 1966, changing network rate from $376 to $425, effective Jan. 14, 1973.

New AM stations

Final action

■ Costa Mesa-Newport Beach, Calif.—FCC granted motion by California Regional Broadcasting Corp. asking that application for CP for new AM in Costa Mesa-Newport Beach be dismissed. (Doc. 15752 et al). Proceeding involves 10 mutually exclusive applications for facility on 1110 khz in southern California to replace KRLA Pasadena, on that frequency. In decision released May 26, review board denied all of applications except that of Orange Radio Inc., Fullerton, Calif. All nine of unsuccessful applicants filed applications for review of board's decision. Action Sept. 27.

Actions on motions

■ Administrative Law Judge Frederick W. Denniston in Shreveport, Vivian and Bossier City, all Louisiana (James E. Reese, et al), AM proceeding, identified Bossier Broadcasting Co.'s statement of proposed areas and populations as Bossier's exhibit and received it into evidence; closed record; and ordered proposed findings to be filed by Oct. 30 and replies to be filed by Nov. 10 (Docs. 19507-9). Action Sept. 20.

■ Administrative Law Judge Charles J. Frederick in Tallahasse and Quincy, both Florida. (Charles W. Holt, et al). AM proceeding, granted petition by B. F. J. Timm to amend application to show increase from 50% to 54.3% in Timm's interest in Douglas Televiewers Inc. (Docs. 19445-7). Action Sept. 19.

■ Administrative Law Judge Millard F. French in Brunswick, Ga. and Jacksonville, Fla. (Dowric Broadcasting Co., Integrated Broadcasting Co.), AM proceeding. granted petition by Dowric Broadcasting Co. for leave to amend application to change site and specify DA system, and in other respects; denied motion by Integrated to dismiss Dowric application. (Docs. 19448, 19450). Action Sept. 20.

Other actions

■ Review board in Sumiton, Ala., AM proceeding, granted, by separate actions, petitions by Hudson Millar Jr. and James Jerdan Bullard to file brief in support of exceptions which exceeds 50 pages in length and by Sumiton Broadcasting Co. for leave to amend application in proceeding involving application of Sumiton for new AM on 1540 khz at Sumiton (Doc. 18204). Action Sept. 29.

■ Review board in Eureka, Calif., AM proceeding, granted petition by Phil D. Jackson to dismiss application of W. H. Hansen in 790 khz Eureka AM proceeding and application was dismissed with prejudice. In initial decision released June 21, Administrative Law Judge Basil P. Cooper recommended grant of application of Carroll H. Hauser and denial of applications of Hansen and Jackson. Action Sept. 27.

■ Review board in Statesboro and Jesup, both Georgia, AM proceeding, granted request by Jesup Broadcasting Corp. for extension of time through Sept. 28 to reply to exceptions and brief to initial decision, filed by Morris's Inc. Docs. 17722, 18395). In initial decision released July 6, administrative law judge proposed denial of applications of Community Radio System for new AM on 850 khz at Statesboro and of Morris's Inc. for station on 1080 khz at Jesup. Action Sept. 22.

■ Review board in Eupora, Miss., AM proceeding, granted petition by Tri County Broadcasting Co. for leave to update application in proceeding involving application for new AM at Eupora (Doc. 19026). Action Sept. 29.

■ Review board in Youngstown, Ohio, and Ellwood City, Pa., AM proceeding, granted petitions by Jud Inc. for leave to amend application. Proceeding involves application of Jud for new AM on 1500 khz, 250 w, DA-D, at Ellwood City and of Media Inc. for new station on 1500 khz, 500 w, 250 w CH, DA-D, at Youngstown (Docs. 18768-9). Action Sept. 29.

■ Review board in Corpus Christi, Tex., and Colorado Springs and Boulder, both Colorado., FM and AM proceeding, granted further petition by A. V. Bamford for extension of time through Oct. 2 to respond to Broadcast Bureaus exceptions, brief in support of exceptions and appeal from law judge's administrative order allowing reimbursement of A. V. Bamford (Docs. 19089, 19158-9). Action Sept. 25.

Designated for hearing

■ Iowa City—FCC waived rules and accepted for filing application of Braverman Broadcasting Co. for CP for new AM at Lowa City and designated it for hearing with mutually exclusive application of John F. Burns, Thomas Rieke, and Raymond Voss (Burns, Rieke and Voss Associates). In same action, commission, on own motion, waived rule which provides that no application will be acted upon less than 30 days after issuance of public notice of acceptance. Both applicants propose to operate on 1560 khz, with 1 kw, DA-2, SH, at Iowa City. Action Sept. 27.

Existing AM stations

Applications

■ KGMB Honolulu—Seeks mod. of CP to change trans. site to 111 Ahui Street, Honolulu to share existing ant. facilities with KGU, KKUA and KKAI. Ann. Sept. 25.

■ WEIC Charleston, Ill.—Seeks mod. of CP to add MEOV's values to daytime pattern. Ann. Sept. 25.

■ WEAC Gaffney. S.C.—Seeks CP to increase CH of operation to 500 w. Ann. Sept. 28.

■ KBBC Centerville, Utah—Seeks CP to change ant.-trans. and main studio site to 1578 West 1200 North Street, West Bountiful, Utah. Ann. Sept. 28.

Final actions

■ KAAT Denver—Broadcast Bureau granted CP to install new trans. for aux. purposes only. Action Sept. 25.

■ WIVY Jacksonville. Fla.—Broadcast Bureau permitted remote control. Action Sept. 28.

■ WISK Americus, Ga.—Broadcast Bureau granted CP to change ant.-trans, site to 0.5 miles west of city limits on Adderton Street, Americus; make changes in ant. system; remote control permitted; conditions. Action Sept. 26.

■ WTRC Elkhart, Ind.—Broadcast Bureau granted CP to change ant.-trans. site to 246 East Indiana Avenue, Elkhart; change type trans.; make changes in ant. system; condition. Action Sept. 22.

■ WSHO New Orleans—Broadcast Bureau granted CP to move trans. site to Oil Field Road, Marrero, La. Action Sept. 26.

■ KLFD Litchfield, Minn.—Broadcast Bureau permitted remote control. Action Sept. 28.

■ KXRB Sioux Falls, S.D.—Broadcast Bureau granted mod. of license covering move of main studio location to point outside city limits of Sioux Falls at North Louis Avenue parallel to Interstate 29 and 1 mile from Interstate 90; waived rules. Action Sept. 26.

■ WSYB Rutland, Vt.—Broadcast Bureau permitted remote control. Action Sept. 28.

■ KIXI Seattle—Broadcast Bureau granted CP to make changes in ant. system. Action Sept. 25.

■ WIGM Medford, Wis.—Broadcast Bureau granted CP to remove series limiting resistor in ant. Action Sept. 25.

Actions on motions

■ Chief, Office of Opinions and Review, in Stamford, Conn. (Western Connecticut Broadcasting Co.), in matter of revocation of licenses of WSTC-AM-FM, granted motion by Western Connecticut Broadcasting and extended through Oct. 2 time to file exceptions to initial decision, released Aug. 4, in which administrative law judge proposed imposition of $10,000 forfeiture for censorship of political broadcasts in 1969 Stamford mayorality election (Doc. 19043). Action Sept. 22.

■ Chief, Office of Opinions and Review, in Monroe, Ga. (Walton Broadcasting Co.) in matter of renewal of license of WMRE, granted request by Henry P. Austin Jr. and extended through Oct. 9 time to file oppositions and supplemental response to Community Broadcasting Co. and Broadcast Bureau (Doc. 19011). Action Sept. 26.

■ 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, granted joint motion by applicants and continued prehearing conference from Sept. 20 to Sept. 29 (Docs. 11227, 17588, 19403). Action Sept. 20.

■ Administrative Law Judge Millard F. French in Nashua, N. H. (Eastminster Broadcasting Corp.),

Summary of broadcasting

Compiled by FCC Aug. 31, 1972 (revised)

	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	190[3]	51	254[3]
Total commercial TV	688	1	11	701	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.

in matter of renewal of licenses of WOTW-AM-FM, denied petition by Eastminster for extension of publication dates until ruling on motion for summary decision, and ordered Eastminster to commence publication in accordance with rules (Docs. 19564-5). Action Sept. 25.

Other actions

■ Review board in Huntsville, Ala., and Warner Robins, Ga., AM proceeding, scheduled oral argument for Oct. 17 before a panel of review board on initial decision, exceptions and briefs in proceeding involving mutually exclusive applications of Garrett Broadcasting Service (WEUP), Huntsville and WRBN Inc. (WRBN), Warner Robins for changes in facilities. In initial decision, administrative law judge recommended grant of WRNB Inc.'s application and denial of that of Garrett Broadcasting (Docs. 19258-9). Action Sept. 22.

■ Review board in Norristown, Pa., AM proceeding, granted petition by WNAR Inc., licensee of WNAR Norristown, to amend application to reflect option to purchase (Doc. 14952). Proceeding involves application of WNAR to increase power of D station. Action Sept. 29.

Fines

■ KLAK Lakewood, Colo.—FCC ordered Lakewood Broadcasting Service Inc., licensee, to forfeit $2,000 for repeated violations of rules for failure to identify station with station's call letters immediately followed by name of community specified in license as station's location, and for use of improper announcements and other broadcast material that attempted to lead listeners to believe that station is licensed to Denver, not Lakewood. Action Sept. 27.

■ KBUD Athens, Tex.—FCC ordered Henderson County Broadcasting Co., licensee, to forfeit $1,800 for repeated violations of terms of station authorization in that station was operated for several months with greater than authorized power. Action Sept. 27.

Call letter applications

■ WKKD Aurora, Ill.—Seeks WFVR.

■ WKYC Cleveland—Seeks WWWE.

■ WTAP Parkersburg, W. Va.—Seeks WKYG.

Call letter actions

■ WBRC Birmingham, Ala.—Granted WERC.

■ KCGO Cheyenne, Wyo.—Granted KCHY.

New FM stations

Applications

■ *Conway, Ark.—Hendrix College. Seeks 89.1 mhz, 8 w. HAAT not applicable. P.O. address Washington and Independence Streets, Conway 72032. Estimated construction cost $3,200; first-year operating cost $1,500; revenue none. Principals: Roy B. Shilling Jr., president, et at. Ann. Sept. 15.

■ Santa Paula, Calif.—Jerry Lawrence. Seeks 96.7 mhz, 3 kw. HAAT 300 ft. P.O address 4106 Fulton Avenue, Sherman Oaks, Calif. 91406. Estimated construction cost $40,521; first-year operating cost $44,220; revenue $52,000. Principal: Mr. Lawrence is manager of RKO Television Representatives Inc. and account executive in sales for KHJ-TV Los Angeles. Ann. Aug. 22.

■ South Lake Tahoe, Calif.—KOWL Inc. Seeks 100.1 mhz, 3 kw. HAAT minus 435 ft. P.O. address Box 4100, South Lake Tahoe 95705. Estimated construction cost $20,350; first-year operating cost $26,000; revenue $15,000. KOWL Inc. is licensee of KOWL(AM) South Lake Tahoe. Principals: C. Kenneth Hildebrandt, president and general manager, Virginia H. Stalder (each 41%), et al. Ann. Aug. 31.

■ *Honolulu—Kauigeaouli Institute. Seeks 88.9 mhz, 3.287 kw. HAAT minus 286 ft. P.O. address Box 5239, Honolulu 96814. Estimated construction cost $44,000; first-year operating cost $69,000; revenue none Principals: Arthur W. Becker, president, John P. James, vice president, et al. Ann. Sept. 14.

■ Wanchese, N.C.—WOBR Inc. Seeks 95.3 mhz, 3 kw. HAAT 175.4 ft. P.O. address Box 158, Wanchese 27981. Estimated construction cost $28,696; first-year operating cost $5,000; revenue $20,000 Principals: Douglas L. Craddock, president, and Lacy Phil Wicker (each 50%). Mr. Craddock and Mr. Wicker formerly owned WOBR(AM) Wanchese. Mr. Craddock is former owner (until June 1972) of WLOE(AM) and WEAL(FM), both Eden, N.C. He is sole owner of Grand Theatre and owns (50%) Eden Drive-in Theatre, both in Eden. Mr. Wicker owns (55.83%) Standard Theatre Supply Co. in Greensboro, N.C. He also has minority interests in two movie theaters in Charlotte, N.C. Ann. Sept. 13.

■ Kewaunee, Wis.—Harbor Cities Broadcasting Inc. Seeks 92.7 mhz, 3 kw. HAAT 300 ft. P.O. address Route 3, Box 224-A, Kewaunee 54216. Estimated construction cost $45,151; first-year operating cost $37,990; revenue $39,100. Principals: Robert F. and Betty J. Stroebel (together 23.7%), George and Mary E. Scoufis (together 23.7%), et al. Mr. Stroebel is employed by WMVM(FM) Milwaukee. He owns Stroebel Educational Materials, audio-visual materials firm in Milwaukee. Mr. Scoufis, formerly employed by numerous radio stations in Wisconsin, is insurance claims adjuster in Green Bay, Wis. Ann. Sept. 13.

Final actions

■ Grand Rapids, Minn.—Itasca Broadcasting Co. Broadcast Bureau granted 96.7 mhz, 3 kw. HAAT 125 ft. P.O. address 213½ First Avenue N.W., Grand Rapids 55744. Estimated construction cost $20,359; first-year operating cost $7,500; revenue $8,000. Itasca Broadcasting Co. is licensee of KOZ(AM) Grand Rapids. Principals: Robert D. Kennedy, president, et al. Action Aug. 29.

■ *Greece, N.Y.—Board of Education of Greece Central School District Number One. Broadcast Bureau granted 90.1 mhz, 10 w. HAAT ft. P.O. address Box 7197, North Greece 14515. Estimated construction cost $6,796; first-year operating cost $1,556; revenue none. Principals: Ralph L. Gray, president, board of education, et al. Action Aug. 28.

■ Williamson and Matewan, both West Virginia—FCC denied application by Three States Broadcasting Co. for review of Feb. 22 action of review board denying petition by Three States to add issues about qualifications of Harvit Broadcasting Corp. (Docs. 18456-7). By order released March 7, 1969, commission designated for hearing mutually exclusive applications of Harvit Broadcasting and Three States Broadcasting Co. for new FM on ch. 243 at Williamson and Matewan, respectively. Action Sept. 27.

Actions on motions

■ Chief, Broadcast Bureau, on request of Roy S. Hess, extended from Sept. 22 to Oct. 6 time for filing comments, and from Oct. 2 until Oct. 20 time for filing reply comments in matter of amendment of FM table of assignments (Enterprise and Greenville, both Alabama; Bonifay, Chipley and Pensacola, all Florida). (Doc. 19561). Action Sept. 27.

■ Chief, Office of Opinions and Review, in Berwick, Pa. (Berwick Broadcasting Corp.), FM proceeding, denied petition by Berwick Broadcasting for extension of time to file application for review of review board denial of petition for reimbursement of out-of-pocket expenses (Doc. 17884). Action Sept. 25.

■ Administrative Law Judge Frederick W. Dennis-ton in Dinuba, Calif. (Radio Dinuba Co. and Korus Corp.), FM proceeding, canceled hearing scheduled for Nov. 18; set certain procedural dates; scheduled hearing for Jan. 9, 1973 (Docs. 19566-7). Action Sept. 21.

■ Administrative Law Judge Lenore G. Ehrig in Pekin, Ill. (Peoria Valley Broadcasting Inc., Tazwell Broadcasting Co.), FM proceeding, approved agreement between Peoria Valley and Tazwell, dismissed Tazwell application, granted Peoria Valley application and terminated proceeding (Docs. 19526-7). Action Sept. 19.

■ Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (California Stereo Inc. and Intercast Inc.), FM proceeding, granted petition by Intercast for leave to amend application to remove Kelly Broadcasting Co.'s relationship with Intercast's application and to update financial proposal; to show changes in address of two of principals; and to amend by-laws to change number of directors to correspond to number indicated in articles of incorporation; and by separate action, granted petition by California Stereo for leave to amend application to clarify response to section of application form by adding explanatory exhibit (Docs. 19515-6). Action Sept. 20.

■ Chief Administrative Law Judge Arthur A. Gladstone in Glenwood Springs, Colo. (Colorado West Broadcasting Inc., Glenwood Broadcasting Inc.), FM proceeding, designated Administrative Law Judge Byron E. Harrison to serve as presiding judge; scheduled prehearing conference for Oct. 24 and hearing for Dec. 4 (Docs. 19588-9). Action Sept. 25.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al). FM proceeding, granted motion by Cumberland Broadcasting Co. and extended time for serving requests for admission of facts and genuineness of documents until 10 days after WIOO Inc., produces any documents ordered to be produced, provided, however, that Cumberland file any motion it intends to file for production of documents, etc., within 10 business days of release of order; and by separate action, granted request by Cumberland, set certain procedural dates, and rescheduled hearing for Dec. 5 (Docs. 19468-9, 19471). Action Sept. 19.

■ Administrative Law Judge Herbert Sharfman in Southern Pines, N.C. (William R. Gaston, Sandhill Community Broadcasters Inc.), FM proceeding, on request of applicants, scheduled further prehearing conference for Sept. 28 (Docs. 19349-50). Action Sept. 26.

■ Administrative Law Judge James F. Tierney in Burney and Fall River Mills, both California (Ulysses Sherman Bartmes, W. H. Hansen), FM proceeding, granted petition by W. H. Hansen and dismissed application with prejudice (Doc. 19034); and by separate action, set certain procedural dates, and scheduled hearing to commence Nov. 1 (Docs. 19034-5). Action Sept. 26.

Other actions

■ FCC waived mileage-separation rules and accepted for filing application of Carmen D. Trevitt for new FM on ch. 261 (101.1 mhz) at Forsyth. Proposed trans. site for station is 63.5 miles, instead of 65 miles required, from trans. site of WLTA-FM Atlanta (ch. 259). Action Sept. 27.

■ Georgetown, Ky.—FCC waived mileage-separation rules and accepted for filing application of Central Kentucky Broadcasters Corp. for new FM on ch. 276 (103.1 mhz) at Georgetown. Proposed trans. site is 2.2 miles short of required 65 miles from trans. site of WSTM(FM) St. Matthews, Ky. Action Sept. 27.

■ Review board in Birmingham, Ala., FM proceeding, granted petition by Voice of Dixie Inc. for leave to amend and update application under rules. Proceeding involves applications of Voice of Dixie and First Security and Exchange Co. for new FM on ch. 258 at Birmingham (Docs. 18664, 18666). Action Sept. 29.

■ Review board in Leisure City and Goulds, both Florida, FM proceeding, granted petition by Resort Broadcasting Co. to update application. Proceeding involves applications of Resort Broadcasting for new FM at Leisure City and Fine Arts for same channel at Goulds (Docs. 19856, 18958). Action Sept. 29.

■ Review board in New Albany, Ind., and Louisville, Ky., FM proceeding, granted petitions by Radio 900 to reopen record, to amend and to reclose record in proceeding involving applications of Lankford Broadcasting Co. for new FM on ch. 280-A, New Albany and Radio 900 Inc. for same channel at Louisville (Docs. 18637-8). Action Sept. 29.

■ Review board in Portland, Ind., FM proceeding, denied mutually exclusive applications by Glenn West and Soundvision Broadcasting Inc. for new FM at Portland (Docs. 17916-7). Board concluded that both applicants lacked qualifications to be licensees. Action Sept. 26.

■ Review board in Lexington Park and Leonardtown, both Maryland, FM proceeding, on request of Sound Media Inc., applicant for FM ch. 249 at Leonardtown, enlarged issues against Key Broadcasting Corp., applicant for channel at Lexington Park to include determination whether Key misrepresented location of its WBMD-FM (now WKTK-FM), and whether it compiled with rules by keeping commission informed of substantial

Professional Cards

Service Directory

changes in ownership interests of principals (Docs. 19410-11). Action Sept. 27.

■ Review broad in Ogallala, Neb., FM proceeding, granted motion by Ogallala Broadcasting Co., applicant for new FM on ch. 228, Ogallala, for extension of time through Oct. 3 to file reply to oppositions to petition for enlargement of issues filed by Broadcast Bureau and Industrial Business Corp., competing applicant (Docs. 19559-60). Action Sept. 27.

■ Review board in Galion, Ohio, FM proceeding, denied motion by Radio Galion Inc., applicant for new FM on ch. 272A, Galion, for addition of site-availability issue against Tuscarawas Broadcasting Co., competing applicant for facility at Galion (Docs. 19461-2). Action Sept. 29.

■ Review board in Cayce, S.C., FM proceeding, granted petitions by Lexington County Broadcasters Inc. and Broadcast Bureau for extensions of time through Sept. 29 to file responsive pleadings to petitions by William D. Hunt and by Lexington County Broadcasters Inc. to enlarge issues (Docs. 19568-9). Lexington County Broadcasters Inc. and William D. Hunt are competing applicants for new FM on ch. 244A. Action Sept. 22.

■ Review board in Athens, Tenn., FM proceeding, granted request by 3 J's Broadcasting Co. to enlarge issues in proceeding involving mutually exclusive applications for 3 J's (license of WYXI Athens) and of Athens Broadcasting Co. (licensee of WLAR Athens) for FM in Athens (Docs. 17617-18). Action Sept. 22.

Rulemaking actions

■ FCC proposed amendment of FM table of assignments to add first channels to following communities: Washington, Iowa (237A), Centerville, Tenn. (244A), Winnsboro, Tex. (285A), Stanton, Ky. (285A), Gordon, Ga. (296A), Mercersburg, Pa. (221A), Elkader, Iowa (261A), Kernville, Calif. (272A). Interested parties may file comments by Nov. 13 and replies by Nov. 22. Actions Sept. 27.

Existing FM stations

Final actions

■ KIOO(FM) Porterville, Calif.—Broadcast Bureau granted license covering new station; ERP 15 kw; ant. height 690 ft. Action Sept. 22.

■ KAPX(FM) San Clemente, Calif.—Broadcast Bureau granted license covering new station; ERP 28.5 kw; ant. height 490 ft. Action Sept. 22.

■ KBPI(FM) Denver—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 70 ft. Action Sept. 22.

■ WFTL-FM Fort Lauderdale, Fla.—Broadcast Bureau granted CP to change trans. location to southeast corner of South 33d Avenue and Pembroke Road, Fort Lauderdale; install ant.; make changes in ant. system; ERP 92 kw; ant. height 900 ft.; remote control permitted. Action Sept. 25.

■ *WYFL-FM Jacksonville, Fla.—Broadcast Bureau granted CP to replace expired CP. Action Sept. 21.

■ WXTZ (FM) Indianapolis—Broadcast Bureau granted license covering changes; ERP 13 kw; ant. height 850 ft. Action Sept. 22.

■ *KCCK-FM Cedar Rapids, Iowa—Broadcast Bureau granted license covering new station. Action Sept. 22.

■ WKLO-FM Louisville, Ky.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 20 kw; ant. height 720 ft.; remote control permitted from 414 East Daisy Lane, New Albany, Ind.; second remote control point, 307 West Walnut Street, Louisville (main studio location); conditions. Action Sept. 21.

■ WFSI(FM) Annapolis, Md.—Broadcast Bureau granted license covering changes; ERP 20 kw; ant. height 500 ft. Action Sept. 22.

■ WCCO-FM Minneapolis — Broadcast Bureau granted CP to extend time of completion to April 30, 1973. Action Sept. 21.

■ WJIV(FM) Cherry Valley township, N.Y.—Broadcast Bureau granted license covering changes; ERP 7.1 kw; ant. height 1080 ft. Action Sept. 28.

■ WBIV(FM) Wethersfield township, N.Y.—Broadcast Bureau granted license covering changes; specify type trans. Action Sept. 28.

■ *WQFS(FM) Greensboro, N.C.—Broadcast Bureau granted CP to operate trans. by remote control from studio location at 5800 Friendly Avenue, Greensboro; install new trans. and ant.; make change in ant. system. Action Sept. 25.

■ WMNI-FM Columbus, Ohio—Broadcast Bureau granted CP to replace expired CP. Action Sept. 21.

■ WWDL-FM Scranton, Pa. — Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 145 w; ant. height 1090 ft. Action Sept. 25.

■ KLEF(FM) Houston—Broadcast Bureau granted CP to install new ant.; change ERP 100 kw; ant. height 590 ft.; remote control from main studio, 1401 South Post Oak Road, Houston. Action Sept. 21.

■ KFMK(FM) Houston—Broadcast Bureau granted mod. of license covering change of studio location to outside city limits to Mayhaw and Robert E. Lee Streets, Sheldon, Tex., and operate trans. by remote control from studio site; waived rules. Action Sept. 26.

■ KPUL-FM Pullman, Wash.—FCC granted Robert L. Hoover, licensee, waiver of rules specifying minimum operating hours for FM's to permit day-time-only operation of WPUL-FM through Sept. 30, 1973. Action Sept. 27.

■ KHQ-FM Spokane, Wash.—Broadcast Bureau granted license covering changes; ERP 47 kw; ant. height 2030 ft. Action Sept. 22.

■ *WRFW(FM) River Falls, Wis.—Broadcast Bureau granted CP to change trans. location to Route 3, 1.65 miles northwest of River Falls, 0.25 mile off Highway 35 North; operate by remote control from studio site at 410 South Third Street, River Falls; install new ant.; make changes in ant. system; ERP 750 w; ant. height 260 ft. Action Sept. 21.

Action on motion

■ Administrative Law Judge Forest L. McClenning in Bloomsburg and Selinsgrove, both Pennsylvania (Bloomsburg State College and Susquehanna University of the Evangelical Lutheran Church [WQSU-FM]), noncommercial FM proceeding, granted request by Bloomsburg State College and continued certain procedural dates and commencement of hearing without date (Docs. 19485-6). Action Sept. 19.

Other action

■ WIBQ-FM Utica, N.Y.—FCC granted request by WIBX Inc., licensee, for waiver of mileage-separation requirements of rules and for acceptance of application for operation on ch. 254 (98.7 mhz). WIBQ-FM was authorized to operate on ch. 235 (94.9 mhz). That channel, however, was deleted from Utica and replaced by ch. 254. WIBQ-FM proposes to operate on new channel from same site which is 134 miles from site of WJOY-FM Burlington, Vt. (ch. 255). Action Sept. 27.

Call letter applications

■ KWWL-FM Waterloo, Iowa—Seeks KFMW(FM).

■ WKYC-FM Cleveland—Seeks WWWM(FM).

■ WWDM(FM) Sumter, S.C.—Seeks WFIG-FM.

■ WTAP-FM Parkersburg, W. Va.—Seeks WKYG-FM.

Call letter actions

■ WBRC-FM Birmingham, Ala.—Granted WERC-FM.

■ KOIT(FM) San Francisco—Granted KYA-FM.

■ KVEZ(FM) San Mateo, Calif.—Granted KSOL (FM).

■ KIXL-FM Dallas—Granted KEZT(FM).

■ KGBC-FM Galveston, Tex.—Granted KESY(FM).

Modification of CP's, all stations

■ KSDO San Diego—Broadcast Bureau granted mod. of CP for extension of completion date to Jan. 21, 1973. Action Sept. 25.

■ WYYZ Jasper, Ga.—Broadcast Bureau granted mod. of CP to make changes in ant. system, increase tower height. Action Sept. 22.

■ KTMA-TV Minneapolis—Broadcast Bureau granted mod. of CP to extend completion date to March 26, 1973. Action Sept. 26.

■ WMAG Forest, Miss.—Broadcast Bureau granted mod. of CP for extension of completion date to March 15, 1973. Action Sept. 22.

■ KWYK Farmington, N.M.—Broadcast Bureau granted mod. of CP to increase ant. height and redescribe trans. and main studio location to 115 West Main Street, Farmington; ant. height 245 ft. Action Sept. 22.

■ *WKWZ(FM) Syosset, N.Y.—Broadcast Bureau granted mod. of CP to extend time of completion for new station to April 1, 1973. Action Sept. 21.

■ KEYZ Williston, N.D.—Broadcast Bureau granted mod. of CP for extension of completion date to March 30, 1973. Action Sept. 22.

■ K68AJ Hood River, Ore., and Bingen and White Salmon, both Washington—Broadcast Bureau granted mod. of CP for UHF translator to extend completion date to March 21, 1973. Action Sept. 21.

■ WAMB-FM Nashville—Broadcast Bureau granted mod. of CP for extension of completion date to Feb. 1, 1973. Action Sept. 26.

■ KEZT(FM) Dallas—Broadcast Bureau granted mod. of CP to extend time to Feb. 28, 1973. Action Sept. 26.

■ KOLE Port Arthur, Tex.—Broadcast Bureau granted mod. of CP for extension of completion date to March 1, 1973. Action Sept. 22.

■ K78DA Summit county, Utah—Broadcast Bureau granted mod. of CP for UHF translator to change frequency from ch. 78, 854-860 mhz, to ch. 65, 776-782 mhz, and to make changes in ant. system; change call letters to K65AD. Action Sept. 25.

■ *KLVR (FM) Longview, Wash.—Broadcast Bureau granted mod. of CP to extend time to Feb. 1, 1973. Action Sept. 26.

■ *KWSU-TV Pullman, Wash.—Broadcast Bureau granted mod. of CP to change ERP to vis. 117 kw, aur. 11.7 kw; type ant.; make changes in ant. structure (decrease height): and ant. height 1350 ft. Action Sept. 20.

■ *KPEC-FM Tacoma, Wash.—Broadcast Bureau granted mod. of CP to extend completion time for changes to March 13, 1973. Action Sept. 21.

■ WALO Humacao, Puerto Rico—Broadcast Bureau granted mod. of CP for extension of completion date to March 10, 1973. Action Sept. 26.

Translator actions

■ Bishop, Calif., James T. Downey—Broadcast Bureau granted CP for new FM translator to serve Bishop on ch. 221 (92.1 mhz) by rebroadcasting programs of KSRN(FM) (104.5 mhz), Reno. Action Sept. 21.

■ Bishop, Calif., James T. Downey—Broadcast Bureau granted CP for new UHF translator to serve Bishop on ch. 68 by rebroadcasting programs of KIVE(TV) Sacramento, Calif. Action Sept. 21.

■ K70AA, K73AA, K76BH, K79AT, all Bishop and Big Pine, both Calif.—Broadcast Bureau granted assignment of licenses for UHF translators to James T. Downey; consideration $7,500. Action Sept. 25.

■ Ekalaka, Mont., Ekalaka Community TV Club—Broadcast Bureau granted CP for new VHF translator to serve Ekalaka on ch. 13 by rebroadcasting programs of KHSD-TV Lead, S. D. Action Sept. 22.

■ K13GK Peerless and Richland, both Mont.—Broadcast Bureau granted CP for VHF translator to change frequency from ch. 13, 210-216 mhz to ch. 4, 66-72 mhz; change type of trans.; make changes in ant. system; change call letters to K04HD. Action Sept. 25.

■ K12DI Shelby, Mont.—Broadcast Bureau granted mod. of license covering change of primary TV station for VHF translator to ch. 7, Lethbridge, Alberta, via K74DW Glacier, Toole and Liberty counties, all Montana. Action Sept. 22.

■ Gila Hot Springs, N.M., Gila Center Recreation Association—Broadcast Bureau granted CP for new VHF translator to serve Gila center federal housing area and Gila Hot Springs on ch. 6 by rebroadcasting programs of KTSM-TV El Paso. Action Sept. 21.

■ K68AJ Hood River, Ore., and Bingen and White Salmon, both Washington—Broadcast Bureau granted assignement of CP for UHF translator to state of Oregon acting by and through state board of higher education. Action Sept. 25.

■ K07JW Panguitch, Utah—Broadcast Bureau granted CP to change trans. location to approximately one mile west of Panguitch, and to make changes in ant. system for VHF translator. Action Sept. 25.

Other actions, all services

■ FCC denied request by CBS Inc. asking FCC to require that charge by Philadelphia citizens group of discriminatory employment practices by 28 area broadcast stations be argued separately against each station. CBS is licensee of WCAU-AM-FM-TV Philadelphia, three stations accused by Philadelphia Communications Coalition of violation of commission's equal employment opportunity rules. Citizens group's request for extension of time to Sept. 18 was granted. Action Sept. 13.

■ FCC rejected proposal by The Value Line Special Situations Fund Inc. on voting stock holdings in broadcast licensees to eliminate problems ownership may present under FCC's multiple-ownership rules. Rules prohibit ownership of 3% or more of voting stock of broadcast licensees by mutual funds if such ownership results in violation of multiple-ownership rules. On July 19, FCC granted application of Bartell Broadcasting of Missouri Inc. to acquire KRCH(FM) St. Louis. Bartell Broadcasting of Missouri is owned by Bartell Media Corp., which in turn is controlled by Downe Communications Inc. Downe controls WOKY(AM) Milwaukee, KCBQ(AM) San Diego, WADO(AM) New York, WMYQ(FM) Miami and WDRO(FM) Detroit. In same action, requested value fund, which holds 3.4% of Downe Communications stock and 5.51% of Pacific and Southern Broadcasting Co., to make necessary divestiture of stock holdings in licensees (or parent corporations) so that interests would be in compliance with multiple-ownership rules. Fund proposed, as alternative, "a contract with Downe pursuant to which fund would agree that in all situations in which fund is entitled to vote shares it will vote less than 3% of outstanding voting shares. Downe would agree that in all situations in which fund votes it shares, it will count only votes representing a number of shares less than 3% of outstanding voting stock of Downe." FCC said "proposal in no way reduced ownership of voting stock to permissible levels," and requested statement within 10 days of Fund's action with regard to necessary divestiture of broadcast stock. Action Sept. 7.

Ownership changes

Applications

■ KWSR(AM) Rifle, Colo.—Seeks transfer of control of Oil Shale Broadcasting Co. from J. Productions Inc., Jerome P. Vondergeest, Dr. D. Eugene, Hulda H. Cowen, et al. (together 71.1% before, none after) to Charles Norman Price (none before, 71.1% after). Consideration: $40,263. Principal: Mr. Price has minority interests in KSTR(AM) Grand Junction, Colo., and is manager of KWSR(AM). Ann. Aug. 21.

■ WWAB(AM) Lakeland, Fla.—Seeks assignment of license from WWAB Inc. to Radio Station WWAB Inc. for $230,000. Sellers: Truman A. Morris, president, et al. Mr. Morris owns Shawnee Broadcasting Co., licensee of WBEX-AM-FM Chillicothe, Ohio. He also has minority interests in WCAI(AM) Fort Myers, Fla. Buyers: David C. Blossman and Hugh Hughes (each 50%). Mr. Blossman has interests in WARB(AM) Covington, WTGI-FM Hammond and KWCL(AM) Oak Grove, all Louisiana. He also has interests in WRKN(AM) Brandon, Miss., and owns (50%) E-Z Pay Tire Store in Slidell, La. Mr. Hughes has interests in WMAG(AM) and WQST-FM, both Forest, Miss. Ann. Aug. 21.

■ WJEJ-AM-FM Hagerstown, Md.—Seeks transfer of control of Hagerstown Broadcasting Co. from Grover C. Crilley, Bernice Paulsgrove and Patricia Miller to John T. Staub (none before, 79.64% after). Consideration $300,000. Principal: Mr. Staub is general manager and owns (33⅓%) WMHI-AM-FM Braddock Heights, Md. Ann. Aug. 17.

■ KGCX(AM) Sidney, Mont.—Seeks transfer of control of KGCX Inc. from E. C. Kresbach (100% before, none after) to Oscar H. and Fay C. Halvorson (together, none before, 50% after) and Olaf and Broghild Folkvord (together, none before, 50% after). Consideration: $340,000. Principals: Mr. and Mrs. Folkvord own cattle ranch in Skaar, N.D. They also own (33⅓%) KGCA(AM) Rugby, N.D. Mr. and Mrs. Halvorson own farm in Wildrose, N.D. They also own (33⅓%) KGCA(AM) Rugby. Mr. Halvorson is manager and chief engineer of KUMV-TV Williston, N.D. Ann. Aug. 17.

Action

■ WTAP-AM-FM Parkerburg, W. Va.—Broadcast Bureau granted assignment of license from Broadcasting Services Inc. to Community Broadcasting Service Inc. for $425,000. Sellers: C. T. Garten, president, et al. Buyers: Fahlgren and Associates Inc., parent corporation of Community Broadcasting Service Inc. Principals of Fahlgren: H. Smoot Fahlgren (81.63%), et al. Mr. Fahlgren is president, treasurer and chairman of board of Fahlgren & Associates Inc., advertising agency. Action Sept. 21.

Cable

Final actions

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Mississippi Transmission Corp., Water Valley, Miss.; Continental CATV Inc., Rayne, La.; All Channels Cable TV Inc., Lafayette, La.; Cox Cablevision Corp., Lewistown, Burnham, Juniata Terrace, Derry and Granville, all Pa.; Cablevision of New Jersey, Hoboken, N.J.; Southwest Cable Corp., West Union, Ohio. Actions Sept. 28.

Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Sedona and Oak Creek Canyon, both Arizona. (Sedona-Oak Creek TV Cable Co.), cable TV proceeding, on Sept. 22, granted respondent cable company's waiver of hearing and statement asking that proceeding be terminated, and Cable Television Bureau having advised that it has no objection to requested termination, canceled prehearing conference, terminated proceeding, and certified matter to commission (Doc. 19553). Action Sept. 25.

■ Administrative Law Judge Herbert Sharfman in Meadville, Pa. (Meadville Master Antenna Inc.), cable TV proceeding, set certain procedural dates, scheduled hearing for Nov. 21 (Doc. 19479). Action Sept. 25.

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 an East Coast major market news-talk format. Must be sales oriented and good administrator. Send resume to Box K-6, BROADCASTING.

Experienced all around person to operate studio, announce, sell, manage, you do it all. Send pic, tape, resume to Box K-110, BROADCASTING.

Sales manager. Assistant General Manager. Should have successful personal sales record in medium or metro market. Be energetic and ambitious. Have ability to lead and direct sales staff. Base, bonuses, and equity opportunity. Replies confidential. Contact: Irv Schwartz, WCLU Radio, 1st National Bank Bldg., Cincinnati, Ohio 45202.

$20,000 and over in annual salary and share of profit if you can prove you can manage very profitable small southern market radio station. No floaters. Must have held General Managers job with one station minimum three recent years, must be able to carry 50% or more of sales, and be fairly familiar with FCC rules. Send detailed resumé, Hudson Millar, Airmedia Inc., Box 3032, Ft. Pierce, Fla. 33450. Equal Opportunity Employer.

Manager—small single market profitable AM. Knowledge FCC rules. Heavy personal sales. Five figure income based on draw and percentage. Call 205-539-5005.

Management Continued

Central Pennsylvania. Great opportunity for professional with proven growth record. One of America's best radio markets. Send resume to MEDIAmerica Co., 9414 Crosby Rd., Silver Spring, Md. 20910.

Sales

Sales manager, strong personal sales, who can motivate salesmen. Salary, override, bonus, incentives. Box J-196, BROADCASTING.

Wisconsin, Milwaukee market AM-FM has an opening for an aggressive, experienced salesman, to become our sales manager. Top percentage, car expenses, health insurance, plus incentive program. The man we want is successful, but wants to move up. Send resume, current billing and earnings in strict confidence to Box K-112, BROADCASTING.

Minnesota station needs announcer-salesman. 75% sales, 25% announcing. Salary plus commission. 1st class helpful. Send all information to Box K-116, BROADCASTING.

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.

Excellent opportunity for experienced salesman in good radio market to take over active account list. Must be capable of good client relationship. Above average earnings for hard worker. Opening immediate. WBNR, Beacon-Newburgh, NY. 914-831-1260.

Southern California, Contemporary AM, needs self starter, aggressive salesman. Generous commission and draw and advancement. Box 1220, Pomona 91769.

Salesman-self starter with proven sales record. Good market and living conditions. Station number one in market. Good draw against 20% commission. Call 205-539-5005.

Madison, Wis. Excellent career opportunity for bright young problem solving salesman on the way up, strong on creativity. Seven station group seeks man with management potential to handle top accounts. Job opening result of promotion. Our people earn far more, city offers super living, you'll have opportunity for management and equity. WISM, Madison, Wis. A Mid-West Family Station.

Opening for salesman who wants to move up. Will train you if you want to get into sales. WMJM, Cordele, Georgia.

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.

Announcers Continued

Michigan NBC affiliate needs mature sounding, mature acting all-around announcer for adult oriented MOR format. Must be experienced. No drifters. Send tape, resume, and recent photo. Box J-212, BROADCASTING.

Southwest beautiful music station needs pro. Great weather and working conditions. Reply Box K-54, BROADCASTING.

Top rated Easy Listening station in major East Coast city needs midnight to 6 a.m. staff announcer with board experience and FCC third. Solid, straight news delivery. Minority group applicants are especially encouraged to apply. Send resume and tape with news and a few commercials to Box K-119, BROADCASTING.

Experienced announcer. Good voice/production. MOR plus TV. Resume, tape, picture and salary requirements first letter. KODE, Box 46, Joplin, Missouri 64801.

Newsman/announcer for Kansas, 5KW NBC outlet for afternoon/evening shift. 3rd endorsed, experience, good references are musts. New facility, great place to live and grow family. KVGB Radio, Great Bend, Kansas 67530.

Immediate opening for experienced Top 40 jock. If you're bright, mature, can communicate and are looking for an opportunity, rush air check, production tape, resume and photo to Alan Boyd, Program Director, WDAK, Columbus, Ga. 31902.

Opening for Contemporary MOR morning man in the beautiful north country. Must be able to write and gather news. Third phone okay. Send tape and resume to Steve Rouse, Program Director, WIGS AM & FM, Box 179, Gouverneur, New York 13642.

Immediate opening experienced announcer with license endorsement for daytime 5KW. CW. Production and copy necessary for possible advancement to PD. Salary open. WLTC, Gastonia, N.C. An equal opportunity employer.

Morning man on top rated station with MOR contemporary format in Florida's fastest growing market. Must be experienced with bright, warm sound and natural sense of humor. Send audition tape, background, references, picture, complete info immediately to Glenn Lewis, PD, WDBO Radio, Orlando, Florida 32802.

Nome, Alaska 10 KW. Men with ideals experienced in all phases of radio work (news, DJ, production). Must be single. Audience 95% English speaking Eskimos in 100 remote villages. All new Collins equipment. Non-salaried positions. Travel, living expenses paid. Minimum one year service. Must have voice, delivery, personality, and great interest in helping others, excellent work and character references. Send "on-air" tape, resume, and photo to Fr. Jim Poole, S.J., Box 988, Nome, Alaska 99762. 3rd class license with broadcast endorsement required. All varieties of popular music format with educational spot-type fill. Broadcast 7 a.m. to 11 p.m. One hour of religious programing a day. Station sponsored by Catholic Bishop of Northern Alaska.

Announcers Continued

Ten thousand watt metro New York full time AM station wants experienced first phone drive time personality. Heavy on production. Also experienced full time salesman. Immediate openings. WRAN, Dover, New Jersey.

Announcers, actors, actresses in N.J. area, for freelance assignments. We are sales promotion agency, creating and producing volume of multi-media presentations, in need of variety of voices. Send us cassette resume showing range of voices, hourly rate and address and phone number. We have our own professional facilities. Write to Robert Kubick & Associates, 35 Middaugh Street, Somerville, N.J. 08876.

Technical

Chief engineer. First ticket, maintenance and production experience. Northern New Jersey FM station. Will consider qualified beginner. Equal opportunity employer. Box K-17, BROADCASTING.

Chief Engineer. 5KW directional AM. 3KW Stereo FM, automated. Heavy maintenance experience required. All FCC logging, and rule familiarity is a must. We need a top notch fully experienced man. Station located in lovely Midwest medium market. Box K-60, BROADCASTING.

Assistant radio chief for radio, TV, CATV group in Southeast. Opportunity for advancement. Immediate opening. An Equal Opportunity Employer. Send resume, references, picture. Box K-69, BROADCASTING.

Chief Engineer. Reliable, professional, and fully experienced man to assume responsibility of chief at an exciting radio operation in Houston, Texas. Must be totally proficient in all necessary phases of broadcast engineering. Immediate need. Send inquiry and/or resume in complete confidence to Box K-93, BROADCASTING.

Chief engineer needed for modern Cincinnati FM rock station. Must be able to maintain Collins 10 KW Stereo FM transmitter; maintain and improve custom stereo audio system. No air shift. Supervise all physical maintenance. Write: Frank Wood, WEBN, 1050 Considine Ave., Cincinnati, Ohio 45205.

Engineer/Announcer: pros only, daytimer, very good equipment, mobile equipment, proof equipment. Must be able to maintain all equipment and do some announcing. WJCM, Sebring, Fla. 33870.

Multi station operation wants to increase Technical Department and is looking for staff engineer with potential for advancement. Should have experience in AM/FM transmitter and studio maintenance, construction and trouble shooting. Salary commensurate with ability. Resume and requirements to Norman Rivers, WLLH/WSSH. Box 1400, Lowell, Mass. or call 617-343-3813.

1st Class engineer for 5,000 watt directional AM. Contact General Manager, WPHM, Port Huron, Mich.

First class broadcast engineers needed for growing AM Directional and FM Stereo stations. Salary commensurate with experience. Dynamic Northern New Jersey area. Contact Betty Russell at 201-538-1250.

Transmitter Test & Service Co.—CCA Electronics has available immediate openings for experienced AM and FM transmitter technical people who will devote one-third of their time to field work and the balance to testing AM and FM transmitters at CCA. Starting salary is $10,000 per year. Permanent residence required in the Philadelphia area. Send resume, but would prefer visit in person, to Mr. Bernard Wise, CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, N.J. 08030.

Florida resort directional MOR wants CE-Combo-First ticket to settle on evening shift and oversee our gear forever. A good deal if you fill the bill. Good pay, fringes, permanent. Call 9-5, 1-305-278-2895.

News

Newsman to gather, write and air local news. Good small market AM-FM in S.E. Send snapshot, audition tape, minimum acceptable salary. Excellent living conditions, fringe benefits. You must produce. Good starting place for recent journalism graduate. Box K-92, BROADCASTING.

Experienced news anchorman for AM drive shift. Major market Contemporary/MOR station in the Southeast. Send tape, resume, picture to Box K-122, BROADCASTING.

Newsman who can seek out, write and report local news for good music station in city of 26,000. Will consider good beginner who is professional and willing to work hard. Contact Ken Smith, KELD Radio, 208½ N. Washington, El Dorado, Arkansas 71730.

Programing, Production, Others

Mid-day/PD combination. 5KW Contemporary plus 100 KW FM. Had it with the city? Tape and resume to WGHM, Skowhegan, Maine 04979.

Situations Wanted, Management

Professional with top credentials. Take charge broadcaster. Seeks association where he can apply experience & ability in return for growth opportunity. Box K-63, BROADCASTING.

Sales Manager at regional 5 KW seeks General Manager position with progressive radio or television station. Have reached maximum potential and successfully doubled billing in past 10 years. Want to move up to station management overseeing sales. Box K-82, BROADCASTING.

You just can't beat experience. Over 20 years in management in medium and small markets. If your station is in difficulties, I would welcome the challenge! Prefer Michigan or Ohio. Will consider all others. Box K-111, BROADCASTING.

Attention FM top 50 markets. 10 years success major market management. Employed, strong sales, consider AM. Box K-115, BROADCASTING.

Sales

Fact: only 20% of all radio salesmen know how to sell radio the way it should be sold. This 20 percenter is looking for a sales managership position. If you have the opportunity, let's talk. Prefer upper Midwest. Box K-114, BROADCASTING.

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701. 214-592-6280.

Announcers

Professionally trained. Will go anywhere. Do anything for minimum salary to gain experience. Hard worker, friendly. Box J-166, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box J-169, BROADCASTING.

National award winning personality. "One of the leading individuals in radio today," quotes Billboard Magazine. If you are looming for a strong personality, let's talk. Box K-35, BROADCASTING.

Human communicator making $11,000 wants good move for more dollars. Experienced music director and television on camera. Box K-58, BROADCASTING.

Personality. PD professional. 12 years including television on camera. Family man. Northeast. Box K-62, BROADCASTING.

Experienced first phone in medium market, seeking to relocate in small or medium market. Top 40 or MOR. Draft exempt, currently Easy Listening, CW and has had block format in N.Y.C. Box K-77, BROADCASTING.

South Florida. Versatile dj. Third ticket. Available immediately. Box K-83, BROADCASTING.

Top 100 markets. Dependable, first phone communicator. Experienced in Top 40, MOR, CW. College grad. Married. Box K-88, BROADCASTING.

Want early mornings. Medium market rocker or MOR. Personality format only. Time and temperature air-check. Young, experienced. Box K-100, BROADCASTING.

First, 7 years. All inquiries answered. Box K-109, BROADCASTING.

FM Rock is my gig. 25, married, vet, B.A. 6 years radio, extremely talented, professional, relaxed delivery, 1st, some maintenance. Full or part time. All inquiries considered and answered. Box K-113, BROADCASTING.

First phone, white soul jock. 9 years experience, married. Will relocate. Can bring in big numbers for your station. Box K-117, BROADCASTING.

Northeast preferred. Experience (eight years) with enthusiasm. Employed. First phone. MOR or CW. Awaiting the right opportunity. Box K-121, BROADCASTING.

Young dj, third phone looking for first break into broadcasting. Tight board, good news, commercials, ready now. Larry Fertitta, 12 Lawrence Circle, Middletown, N.J. 07748. 201-671-5741.

For rent, one experienced dj in good condition with first phone. Would like to step up from small market to medium of 50,000. Dedicated! Neil Hatch, Box 430, Holbrook, Ariz. 86025. 602-524-3518.

Announcers Continued

A morning show that can set your market on its "ear"! See "Zaney Bob": Radio display situations wanted.

Country disc jockey, first phone, Elkins, Dallas, 1963. Past experience, KGCX, Sidney, Montana. Good board man. Weak on production spots. Interested, contact Gene Springer, Circulation Manager, Williston Daily Herald, Williston, North Dakota 58801.

DJ, tight board, commercials, excellent news, ready now. Bill Michael(s) Fucci, 208 Evans Ave., Elmont, Long Island, New York 11003. 516-352-5570. Have 3rd class license and experience.

Mature old fashioned personality dj. Light, friendly, informal presentations. CW, MOR. 1st phone, family, forties. No problems. Prefer permanent. Immediate. Smith. 812-299-2557.

American Forces Network, college experience. Single, 23, sincere. Prefers rock; does news, production and selling, too. 3rd. 412-821-3939.

Midwest. Young, trained announcer with 1st. Little experience. Will work any shift, anywhere. Sales okay, hard worker. Money no problem. Write Karl King, 4103 East Lake, Minneapolis, Minn. 55406.

Experienced announcer, B.A. in Comm., prefer news but will do anything, will relocate. Dick Ryan, 320 Winfield, San Francisco, Calif. 94110. 415-826-3605.

Dependable first phone announcer. Conscientious. Considerable experience. Sales oriented. Professional sound. Reasonable salary. Will relocate. Bill, 612-447-2835.

Professionally trained, experience limited, middle age, hard worker, will relocate. Looking for a permanent job. 3rd endorsement. Give me that first break. Fred Brown, 733 Chandler Dr., Dayton, Ohio 45426.

Technical

Experienced, aggressive chief engineer. FM Stereo, automation, high power directionals, proofs. Quality audio. Full maintenance. Box J-219, BROADCASTING.

Engineering consultant: Seeks technical administrative position with major broadcaster. BS degree. Experience in all technical facets of broadcasting. Box K-64, BROADCASTING.

1st class FCC license. Former field service technician, electronic, and electro mechanical experience. Box K-78, BROADCASTING.

Working engineer/mature announcer combo would like position at friendly small market station where dedication and involvement are important. Six years experience. 24 years old. Realistic salary requirements. Box K-95, BROADCASTING.

Assistant Engineer, 1st class, available immediately. Some board work if required, no recent experience. Air mail details, phone number. West/Southwest area. Graveyard okay. Walter Hoffman, Box 290, Las Vegas, Nevada 89101.

News

Northwestern J-school grad, ex-military journalist, seeks small-medium market news position. Box K-52, BROADCASTING.

Sports Director desires change. Organizer. Play-by-play all sports. Successful talk show host. Versatile. College graduate, married, will relocate. Box K-80, BROADCASTING.

Nine-year radio journalist desires hard-working position. Adept in investigative reporting, actualities, local news, any area. Box K-98, BROADCASTING.

Experienced radio television newsman wants radio news only. Currently employed, college, studio and street experience. Box K-105, BROADCASTING.

Newsman/sportscaster. Young but good. Does TV or radio equally well. B.A. Broadcast-Journalism. Radio-TV experience. Resume, tape, VTR. Box K-120, BROADCASTING.

Highly talented sportscaster, radio, some TV, with 5 years play-by-play experience of high school and college football, basketball, baseball, golf, auto racing and others. Great organizer, profit producer, highly endorsed by present station. Looking for move to major university market or better. Married with family. 26 years old. Reply, WBOW, 1301 Ohio St., Terre Haute, Ind. 812-232-5034.

Experienced authoritative newscaster. Tight board, disc jockey. Dependable. Tropical climate preferred. Contact Millicent Raymore, 1496 Eastern Parkway, Apt. D-14, Brooklyn, N.Y. 11225.

Black newsman wants to relocate to California or Washington, D.C. Five years broadcast journalism experience, 2½ television, 2½ radio. Please contact Gerald at 216-681-6807.

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.

Southerner wants move North. Experience production, copy, board work. Single, honest, ambitious. 1st. Want to grow with stable company. Tape, resume available. Prefer Pa., Md., will consider others. Box K-13, BROADCASTING.

Successful contemporary program director seeks challenging position in competitive metro market. Documented track record, checkable references. Box K-14, BROADCASTING.

I'm a moderator of telephone talk shows who also interviews in considerable depth. Background includes announcing and 3 years in broadcasting sales. Current position in medium Florida market nicely wedded a 1½ hour show with servicing program accounts and "problem solving" with new accounts. My politics: moderate to conservative. Stable. Consider any not-large market, including colder ones. Even mountains. Interview desirable. 813-922-0678 or 924-6983. Box K-30, BROADCASTING.

Winning major market pd needs new challenge. Interested in programing promising West Coast AM or FM—MOR or Rock. Box K-39, BROADCASTING.

Major network director/producer. Heavy news background. Professional, experienced, young and aggressive. Currently employed in N.Y.C. Willing to relocate for the right opportunity. Contact me at Broadcasting, Box K-76, BROADCASTING.

Program operations director. MOR, Oldie, Contemporary formats. Excellent production, music knowledge, creative idea man. Ten years successful track record. Box K-87, BROADCASTING.

TELEVISION

Help Wanted Sales

Florida VHF station seeks experienced local account executive for immediate opening. Base salary, excellent commissions, active account list plus fringe benefits. An Equal Opportunity Employer. Send resume to Box K-86, BROADCASTING.

Technical

TV transmitter maintenance man needed for Florida VHF. Experience with RCA transmitter desirable. Send resume and salary requirements with first letter. Box K-36, BROADCASTING.

New educational station serving metropolitan community just outside the Nation's Capital seeks two TV broadcast technicians experienced with TR-70 and general maintenance. An Equal Opportunity Employer. Box K-94, BROADCASTING.

Engineer for operation and maintenance of color cameras and high band VTR's in new Midwest production facility. Box K-103, BROADCASTING.

Engineer wanted for tape and camera control. Experience FCC license required. Florida. Box K-124, BROADCASTING.

Maintenance engineer. Modern RCA equipped station. "Can do" attitude required. Salary determined by experience, ability, and performance. Cary Fitch, Chief Engineer, KIII-TV, Box 6669, Corpus Christi, Texas 78411.

TV Chief Engineer wanted for 5000 watt AM with companion cable TV immediate opening. Call 303-336-2206, or write Box 890, Lamar, Colo. 81052.

News

Experienced weatherman. Southwest market. Send VTR and resume to Box K-73, BROADCASTING.

Combination reporter/photographer with journalism degree or comparable experience for South Florida TV Station. Equal Opportunity Employer. Box K-74, BROADCASTING.

Special assignment reporter-photographer. Must have documentary and general assignment reporting experience. Box K-123, BROADCASTING.

Newsman, must be versatile, to do weather show plus back up sports. Radio newsman welcome to apply. Send tape, resume and picture to Ron Heller, News Director, KTVO, 211 E. Second, Ottumwa, Iowa 52501.

News Continued

Sportscaster. Experienced sportscaster for on air work. Must be capable of shooting and editing film. Send resume to WJXT-TV, Box 5270, Jacksonville, Fla. 32207.

Programing, Production, Others

Production Manager—Ohio VHF. Seeking Production Manager with previous production manager or directing experience. Strong on supervision, administration and creativity. An Equal Opportunity Employer. Letter and resume to Box K-91, BROADCASTING.

Artist for Southeast network VHF. Department handles air, art and scenic design, print ads, displays and sales presentation. Let's see your style. Reply to Box K-107, BROADCASTING.

Producer/Director with heavy experience in commercial production for S.E. VHF net affiliate. Must be self starter with thorough knowledge of contemporary techniques. Will direct live shows in addition to commercials. Send resume, salary requirements to Box K-118, BROADCASTING.

Young, creative producer-director needed for University owned PTV station in Midwest. 3 years production experience required. Master's degree preferred. Ron Gargasz, Program Manager, WBGU-TV, Bowling Green, Ohio 43403. 419-372-2676. An Equal Opportunity Employer.

Eastern Carolina's top station needs an operations/program manager to fill vacancy created by recent internal promotion. Experienced in programing, production and promotion required. Great opportunity for advancement with station on the move. NBC affiliate with 17 years of growth. Send resume, photo and background details to: WITN-TV, Dept. P, Box 468, Washington, North Carolina 27889.

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.

Situations Wanted, Management

Seasoned broadcasting executive, also experienced in facility construction and promotion, seeks opportunity in cable television industry. Box K-101, BROADCASTING.

Announcers

Experienced and dependable. 8 years in broadcasting, 5 years in TV, on camera background and producing ability. College. Write Box 67, Taneytown, Md. 21787.

Technical

Seasoned production engineer. Tennessee or? Box J-9, BROADCASTING.

News

Television weatherman. Not a venom spitting meteorologist. Well versed in sports. Good appearance, professional approach. Box K-9, BROADCASTING.

Female television reporter. Age 28. Five years experience in top 30 market. MA and BA in Journalism. VTR available. Prefer Southeast. Box K-50, BROADCASTING.

Programing, Production, Others

Promotion/continuity director available immediately. Now Midwest. Will relocate. Resume, samples on request. Box K-89, BROADCASTING.

Artist. 3 years experience TV. Slides, sets, print. Portfolio available. Will relocate. Box K-90, BROADCASTING.

Television producer-director with outstanding local and network credits is seeking management opportunity. Eighteen years of television background and experience. Box K-97, BROADCASTING.

Anxious Bucknell grad seeks experience in TV promotion or newsroom. Will relocate. David Hammer, 111 Nippon St., Philadelphia, Pa. 19119.

WANTED TO BUY EQUIPMENT

Ampex 1200 VTR from owner. Reply to D. Zulli, 213-466-7757.

Ampex VR-1200/A, B or C, also color film island. Call S. Volle, 408-298-6679.

Wanted To Buy Equipment Continued

Two RCA type TVM-1B or TVM-6 microwave units, 7 gHz band to include feed systems, sound diplexers, and cables. Include price to WCCO-TV, Director of Engineering, Minneapolis, Minnesota 55402.

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Complete Class A FM Stereo. Console, turntables, monitors, RF amplifier, STL, 250 watt transmitter, exciter, stereo generator. Vern Hatfield, 726 Addison St., Berkeley, Calif. 94710.

FOR SALE EQUIPMENT

TV Mobile Bus, 1970 Bluebird coach, 30 feet. Empty interior, paneled, carpeted, no side-windows, full-width rear door. Ready for installation of your equipment. Includes two 6 kw generators, two overhead 110 v air conditioners plus engine air conditioner, fluorescent lighting, wired for internal and external power. Many other extras. Reply Box K-108, BROADCASTING.

1 Gates Sta Level in operating condition. Please call Ron Taylor at WAVI, Dayton, Ohio. 513-224-1137.

734-A-Collins 10 KW FM transmitter, good condition, with GEL Stereo and SCA excitors. Just taken out of service. Includes many spare parts and tubes. $2,950 complete. Pickup but we'll assist in loading. Contact Brian Tolby, WDLF, at 904-734-3422.

10 KW GE FM Xmtr. Removed to replace 20 KW. Passes proofs, complete set of tubes and spare parts. Also, 8 bay Jampro ant. tuned to 93.7. Sell now at your offer. Both or separate. Have need at this non-commercial station to move this usable equipment. WFCJ-FM. 513-866-5929.

Mobile Unit, 24 ft. International custom van, 4 RCA TK-30 cameras, 2 RCA sync generators, RCA TS-30 switcher, 6 input audio mixers, intercom, adjustable power transformer. Chief engineer, WTMJ-TV, Milwaukee, Wis. 414-332-9611.

Mike Boom, Mole-Richardson type 103-B with perambulator. Mint condition. $800. Kluge Films, 5350 W. Clinton Ave., Milwaukee, Wis. 414-354-9490.

Used test equipment: Large selection, low prices, General Radio RF bridges 916AL, proof of performance equipment, dummy loads 20W to 25KW, Daven video pots, Motorola MRR-4 microwave relay, write for list. Frederick Chassey, Box 257, Lafayette Hill, Pa. 19444.

Two RCA TK-42 color camera chains complete with auxiliary electronics and controls. $15,000.00 each. E. Newton Wray, General Manager, KTBS-TV, Shreveport, La. 71104. Telephone 318-868-3644.

New, 5KW AM transmitter, $425 per month lease to responsible party. Ottawa Equipment Co., 6838 N. Ottawa, Chicago, Ill. 60631. 312-774-5115.

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

RCA TR-22 Low Band Color VTR, with new head. Very good condition. General Television Network. 313-548-2500. Contact R. Hippler.

Self-contained audio recording console, including two Ampex AG-500 tape decks, Langevin AM1A mixer, AM50 and AM100 amplifiers, Thorens turntable, two Electrovoice Sentry speakers, and Bogen intercom. Also JAN614 projector with pedestal. Contact Dave Reynolds, 312-645-8800.

Used 400' G36 stainless tower. Used 320' broadcast tower. Aluminum lightweight broadcast towers to 300' with erection kits. Phone 495-2515. Swager Tower Corp., Box 498, Fremont, Indiana 46737.

G.E. Camera package. Eight Model PE-16 Field Chains, all for $3,000. Two Model PE-20 4½ inch I.O. Studio Chains, both for $2,500. 1-205-591-4800.

Norelco PC 70, Super Fet's, CBS Image Enhancement, Electric Lenses Servo. Call 813-936-0195. E. Ray, CE.

Gates M5526 Yard console, includes power supply and 10 watt power amplifier. Call 406-586-2394, or write Box 1230, Bozeman, Montana 59715.

One RCA TK-26C color film camera, complete. Originally purchased new in 1963. Asking price $4,850. Contact John A. Carroll, Chief Engineer, 315-446-4780.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 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 January 3, April 11, 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 Phone! Complete either course in just five (5) weeks! Call 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

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.

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.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

See our display ad under instruction on page 64, Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO. 2-3281.

COMEDY MATERIAL

Professional comedy material! Servicing the Stars for 30 years. "The Comedian" Monthly $45 yr. "Anniversary Issue" $30. 35 Fun-Master gag files $45. Billy Glason, 200 W. 54th St., New York, N.Y. 10019.

For a weekly topicality and humor service in magazine form, send $2.00 for a sample issue to: Altogether, Box 52524, New Orleans, La. 70152.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Henny Youngman personalized lead-ins attract, hold local radio advertisers! Details free. Simon, 1280 Sawmill, Yonkers, N.Y. 10710.

Personal jewelry with station call letters on miniature mike or TV camera. Stamp brings details. Roberson Co., Box 1344, Bangor, Me. 04401.

30 Minute pop-in tape! Hundreds comedy one-liners, includes sexy gal. $10. Tapes, 975 South Tuttle, Sarasota, Fla. 33579.

RADIO

Help Wanted Management

GENERAL MANAGER FOR MAJOR MARKET

Successful contemporary station wants to be much more successful by joining forces with a General Manager who above all other things thinks and operates like a top salesman and entrepreneur. Big compensation package. Send full details, confidentially.

Box K-75, Broadcasting

IMPORTANT OPENING

THE INSTITUTE OF BROADCASTING FINANCIAL MANAGEMENT IS NOW ACCEPTING APPLICATIONS FOR THE POSITION OF EXECUTIVE DIRECTOR. BROAD CONCEPT OF INTERRELATIONS OF VARIOUS ASPECTS OF BROADCAST INDUSTRY DESIRABLE. KNOWLEDGE OF GENERAL FINANCIAL MANAGEMENT HELPFUL. PUBLIC RELATIONS EXPERTISE ESSENTIAL. CHICAGO HEADQUARTERS. SEND DETAILED RESUME, IN CONFIDENCE, TO:

IBFM—ROOM 602
18 S. MICHIGAN AVE.
CHICAGO, ILLINOIS 60603

GENERAL MANAGER RADIO

Acquisition two new stations creates General Manager opening in mid-sized Eastern market. Top opportunity for proven SM to step up or experienced GM who wants new challenge. Resume and income requirements to our consultants:

Personnel Inc.
601 Insurance Exch. Bldg.
Des Moines, Iowa 50309

Help Wanted Sales

READY TO BE A SALES MANAGER?

Southeast medium market Contemporary needs heavyweight sales manager. Very good package for the right man on his way up. Reply with resume and sales track record. Contact

Box K-102, Broadcasting

Sales Continued

If you are an aggressive, ambitious professional, if you know that your life style depends on you and your ability, if your professionalism is in creative and persuasive sales, call **Daniel P. Mitchells, KEZY Radio, Inc., (714) 776-1190.** I have a marketing opportunity unique in all America.

Help Wanted Announcer

PROFESSIONAL ANNOUNCER

Bright, creative professional announcer needed to hold down number one ratings in Top-Ten market. Top dollar for the top man!

Box K-99, Broadcasting
Equal Opportunity Employer

Programing, Production, Others

BEAUTIFUL MUSIC PROGRAMER

We want an individual with a total knowledge of all Beautiful Music published and the ability to blend it. Contact:

Dan Wachs
1-215-839-7832
WDVR-FM, Phila., Pa.

Situations Wanted Sales

12 Years Broadcast Sales Radio/Television

Interested in joining aggressive broadcasting station—national sales preferred. Experience includes 4 years local station sales, 8 years national spot sales with major station representative West Coast.

Box K-79, Broadcasting

Announcer

N.Y. has its "Imus in the Morning"! L.A. has Dick Whittington! Your station and market could have

Bob Ballard with Aunt Zaney:
"The Zaney-Bob Show"!
Phone: 214-FE-9-7756!

News

NEW YORK CITY NEWS DIRECTOR

14 Years experience covering major national news—space shots, political conventions, etc. Station economic crisis forces separation. Ready to move anywhere for exceptional opportunity as reporter, anchorman or news executive. Radio or TV. National award-winner. Expensive and worth it.

Box K-1, Broadcasting

Programing, Production, Others

TELEVISION

Help Wanted Management

Management Continued

Help Wanted Sales

Sales Continued

Help Wanted Announcers

Help Wanted Technical

Help Wanted Programing, Production, Others

Situations Wanted, Management

HARD WORKING PROFIT-MINDED G.M. AVAILABLE
General and Commercial Manager of NBC television station available due to change of ownership. Seven years with same company. Two years as G.M. Personal sales account for over 50% of the total billing for the station. 100% increase in ARB in past 18 months. Thorough knowledge of FCC rules. Excellent references. Call Ron Smith, 301-797-5475.

Instructions

F.C.C. 1st PHONE in five weeks

Finest Instructors
- With years of practical experience

Intensive Methods
- Visual aids & Films

Reasonable Costs
- One charge to successful completion

Selected Accommodations
- Student rates at best Hollywood Hotels

Top Results
- All of our students earn their firsts

(Approved for Veteran training)
(Low interest Bank financing available)

LEARN
at the Nation's oldest and most respected
School of Broadcast Training

DON MARTIN SCHOOL OF RADIO & TV
(established 1937)

NEXT INTENSIVE THEORY CLASS starts
October 30, 1972

for additional information call or write
DON MARTIN SCHOOL OF RADIO & TV
1653 No. Cherokee, Hollywood, Cal.
HO 2-3281

Business Opportunity

THIS SPACE DOES IT

If you need help, the right job—or for any needs related to broadcasting—place your ad here.
You belong in
Broadcasting
The newsweekly of broadcasting and allied arts
1735 DeSales St., N.W.
Washington, D.C. 20036

MAXIMUM AD EXPOSURE AT MINIMUM COST
YOU BELONG IN
Broadcasting
The newsweekly of broadcasting and allied arts
1735 DeSales St., N.W.
Washington, D.C. 20036

Employment Service

527 Madison Ave., New York, N.Y. 10022
BP
BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Miscellaneous

National Radio Research
"The nationally recognized audience survey company built on an HONEST reputation."
(Surveys from $269)
P. O. BOX 1071 — CASA GRANDE, ARIZONA 85222
602- 836-2792 COLLECT

WANTED TO BUY—Stations

INTERESTED IN GOING PUBLIC???
Broadcaster with profitable operation seeks interest of others, radio, and/or TV with view to eventual public offering. Only Top 100 markets, please. All queries in confidence. Plan will be outlined in reply. Address:
Box K-12, Broadcasting

FOR SALE Stations

TEXAS CLASS C
Top Texas growth market Class C Stereo FM. Only FM allocation in city ranking in top ten household retail sales in nation.
Box K-104, Broadcasting

SOVRAN
INCORPORATED
BROKERS & CONSULTANTS
2110 MERCANTILE BANK BLDG.
DALLAS, TEXAS 75201 (214) 651-8088

FOR SALE Stations

CATV EXCHANGE

If FCC does not rescind rule against cross ownership, will exchange 24½% interest in one of best CATV operations in South for cash or stock in another first-class CATV operation located outside of conflict area. Cable now in front of 22,000 potential and actual subscribers including 13,500 already signed. Potential above 45,000 and growing. Current income approximately $67,383 monthly. Owner of 51% interest obligated to advance long term financing for completion of job at 7%. Probably another 24½% interest available to right people on acceptable terms.

Box K-81, Broadcasting

STATIONS FOR SALE
1. WEST COAST. Major market FM. $300,000. Terms to be agreed upon.
2. CALIFORNIA. Serves one of the faster growing markets of the state. Excellent potential. $285,000. Excellent terms.
3. SOUTHWEST. Gross tops $70,000. Priced at $100,000. 25% down.

Jack L. Stoll and ASSOCIATES
6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213—464-7279

LaRue & McGavren Media Brokers, Inc.
341 Bayside Dr.
Newport Beach, Ca.
(714) 675-4585
116 Central Park South
New York, N.Y.
(212) 265-3430

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90067
1801 Ave. of the Stars
Century City, Suite 501
213/277-1567
Wash., D.C. 20006
1725 Eye St., N.W.
Suite 714
202/223-1553

MW	Small	Fulltime	$145M	Terms
SE	Small	Daytime	90M	29%
FL	Metro	Daytime	550M	29%
E	Metro	Daytime	175M	50M
SE	Suburban	Fulltime	1MM	Nego
E	Small	Fulltime	$250M	Terms
NE	Medium	AM/FM	365M	Terms
E	Medium	Fulltime	240M	Cash
MW	Metro	Daytime	550M	Cash
W	Metro	FM	80M	Terms

CHAPMAN ASSOCIATES®
business brokerage service
• ATLANTA • CHICAGO • DETROIT • ELMIRA, NEW YORK •
Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

Profile

Elmo Ellis is WSB radio; WSB radio is Elmo Ellis

"Man is a natural mountain climber, not because he likes to climb but because he needs ever so often to win a battle."—from "Happiness is Worth the Effort" by Elmo Ellis.

By 1956, when Cox Broadcasting moved into the so-very-Southern mansion it had built for itself on Atlanta's Peachtree Street, Elmo Ellis was well into his job of "removing the rust" from Cox's WSB(AM). His colleagues had thought he was just a little crazy when he accepted the task of putting that station back on its feet. After all, he had a fairly secure assignment with WSB-TV as production director; television was the coming thing, and the radio side of the business felt like a headache coming on.

But Mr. Ellis says he has always trusted the management of Cox, and when they asked him in 1952 to take over the programing of WSB radio, he accepted it without question. "Radio, by 1952, was really in the doldrums," Mr. Ellis says now. "It had lost virtually all of its major sponsors. Its big programs were dropping by the wayside. Almost every day there would be a defection of the big half-hour or hour programs. And radio had never really developed a local sales effort. Stations of our type never had to do it; it was strictly a network and national sales medium."

"If Moses had come down from the mountain with eleven commandments, I suspect the additional injunction would have read: 'Thou shalt accept change.'"—from "Happiness is Worth the Effort."

As the radio network began to drop time blocks out of its schedule—15 minutes here: a half-hour soaper there—Mr. Ellis began to substitute local programing. "The changes that took place here were, of necessity, evolutionary and gradual. There were two things that made it that way. First, we had WSB as a long-time entity in the community. And we also had the fact that traditionally this part of the country was more conservative and slower to change. It was more provincial."

"So it was less painful to our listeners," he says, "since it was done gradually. And they took to the changes. In most cases they didn't even realize that the changes were taking place. As the years went by, WSB became a modern broadcasting outlet and the public was being served in a new way, but they didn't even know that these changes were happening."

"Above all, sensitivity is the best device we have for maintaining a proper balance between too much and too little. Some call this common sense. I consider sensitivity to be a nobler virtue. It is the ability to use your judgment in a compassionate manner, so that your decisions are not only logical, but often are inspiring."—From "Happiness is Worth the Effort."

Elmo Israel Ellis, VP, Cox Broadcasting Inc. and general manager of its WSB-AM-FM Atlanta; b. Nov. 11, 1918, Birmingham, Ala.; BA in journalism (Phi Beta Kappa) 1940, University of Alabama; MA in journalism, 1948, Emory University; publicity and promotion director, WSB, 1940-42; U.S. Air Force, 1942-46, discharged as captain; freelance producer and writer for various network radio programs including *We the People* for Young and Rubicam, 1946-47; production manager, WSB, 1947-48; production director, WSB-TV, 1948-51; program manager, WSB, 1952-63; general manager, WSB-AM-FM, 1963- ; VP, Cox Broadcasting, 1969- ; m. Ruth M. Ballinger of Fort Worth, 1944; children—Janet, 22; Bryan, 18.

Elmo Ellis began a series of daily broadcasts on WSB in 1958 that are still on today. The broadcasts began, Mr. Ellis recalled, as a book-review program. ("I didn't know of any radio station in America that was doing a daily book review. This was an area of service that ought to be filled. I also had a selfish motive. I thought I'd get some good books added to my library.") Gradually, the small program evolved into a daily commentary—sometimes editorials, sometimes simple essays on life and times.

The response to his editorials and commentary can be viewed on the walls of Elmo Ellis's office. Among the awards and citations he has received are the Alfred P. Sloan Award (1965), the George Foster Peabody Award (1966), 12 Freedoms Foundation Awards, and a letter of commendation from President Nixon for his campaign to save the federal public-school hot-lunch program.

His commentaries led to a book contract with Hewitt House publishers. Mr. Ellis adapted many of his radio essays for the book and wrote many more specifically for the book. Published in 1970, the book is called "Happiness is Worth the Effort." And, Mr. Ellis's performance with WSB and his journalistic training persuaded Leonard Reinsch, president of Cox, to enlist Mr. Ellis's aid in writing the second edition of *Radio Station Management,* still used as the backbone of many broadcast school curriculums. "I would have loved at some time in my life to have been a best-selling novelist," Mr. Ellis confesses.

Elmo Ellis is a tall, lean man who walks in long, graceful strides. In 1972, he runs a radio station that first signed on the air in 1922. "The Voice of the South" it was called then—it was the first radio outlet in the region. But his story is not an historical one. It is a story of today, a story of a station that at one time might have been a relic for the Smithsonian Institution, but was turned into a modern facility that has dominated Atlanta and the Southeast for longer than the competition cares to remember.

In a day when general managers come from the ranks of salesmen, Elmo Ellis is a programer. That's all he's ever done—write and produce for the broadcasting medium. He always figured that if one created a product that appealed to people, then someone would be willing to sponsor it.

He admits that he is an "establishmentarian." He believes in order, in faith and in achievement. He has written about, talked on the air about, spoken at seminars about and taught in universities about his beliefs.

But a man who has been able to move a massive institution like WSB into modern radio is a revolutionary in some ways too.

"In the dawning days of man's arrival on this planet, he became aware of the desirability of peace and the blessings of brotherly love. He has not ceased to yearn for both, although he has little disposition to make either one a reality. Nevertheless, man's highest inspirations have not changed. His hope is to be better than he is, and his dream is to make of his world a better place. The simple and basic guidelines for achieving these goals are at our fingertips. They will still be available a century or a millennium from now—as long as mankind exists."—From "Happiness is Worth the Effort."

Editorials

Three days gone

Members of the FCC spent three days last week in a cave of the winds of their own digging. They had asked for freely structured panel discussions about children's television programing. They got what they should have expected: guff.

Of all of the panelists, the one with the largest obligation to present a coherent case was Mrs. Evelyn Sarson, the earnest Boston mother who with her little band of followers got FCC Chairman Dean Burch to start this whole proceeding. As nearly as her commentaries of last Tuesday can be summarized, they added up to something like this:

Commercial broadcasters ought to be required to present 14 hours of children's programing per week, without any commercials. Well, maybe some smaller-market stations with meager resources should be permitted to sell advertising if it were clustered at beginning and end and held to, say, six minutes an hour or, better yet, if it were confined to one-line credits to underwriters of the programs at the end.

As for the network and big-market stations, they could easily afford to carry noncommercial shows which, of course, would be of significantly higher quality than those now on the air. "They can find the money elsewhere," Mrs. Sarson said with confidence. And how is that system to produce more and better shows? If Mrs. Sarson had the answer to that, she must have presented it in private.

Two conclusions emerge from last week's escapade. First, panel sessions of this kind are a frightful waste of commissioners' time. If random comments are to be solicited, let them be objectively distilled into summaries of manageable length that commissioners can read expeditiously. Second, these sessions must have proved to the wooliest member of the FCC that the severest critics of children's programing offer no sensible alternatives and are totally without positive suggestions to attain the improvements that they only vaguely describe.

Hasn't the FCC more tangible and pressing problems?

Another time and place

Many of the influential people in radio today are too young to have been exposed to the American habit of listening to *Amos 'n' Andy* five nights a week. They have missed something, a relic of a gentler age.

The death of Charles J. Correll (BROADCASTING, Oct. 2) was a reminder of how long ago it was, in years and attitudes, that white men could play black roles in dialect for laughs. Andy died at 82. His act had predeceased him.

Stacked deck

The most fundamental questions about the purposes of noncommercial television have been raised in the recent dispute between the commercial Storer Broadcasting Co. and noncommercial Eastern Educational Network over rights to Canadian-Russian hockey games. As reported here a week ago, Storer's WSBK-TV Boston, which had broadcast the first half of the Canadian-Russian series, played in Canada, was outbid by EEN for the Boston showing of the second half, originating in the USSR. It was a clearcut case of competitive negotiation, with the price of the rights the only issue.

Not only that, the Boston outlet of EEN, the "noncommercial" WGBH-TV, exploited the event with finesse any sales manager would envy. It sold its coverage to two underwriters, American Mutual Insurance Co., Wakefield, Mass., and Northeast Merchants Bank of Boston, in exchange for air credit. It used commercial positions in the games to appeal for public contributions, which reportedly exceeded the costs of the programs. Nor would this description of the competition between the commercial WSBK-TV and noncommercial WGBH-TV be complete without the observation that the former is a UHF on channel 38 and the latter a V on channel 2. And still more, a postscript: The interest of Northeast Merchants Bank in hockey broadcasts as an advertising vehicle had been well established through its regular participation in sponsorship of Boston Bruins games on, yes, WSBK-TV.

The Boston incident puts the commercial and noncommercial systems in a new relationship, though they have been moving toward it for some time. A competition for audience was always inherent between the two. A competition for advertiser support has been developing, though the noncommercial system insists on using the euphemism, "underwriter," in lieu of "sponsor." But a competition for programing in the open marketplace is something else. Is all this what the government had in mind when it reserved those valuable channels for "educational" use? Is this what government funding is intended to finance?

These are not querulous questions. If the role of noncommercial broadcasting has not been well defined, it has at least been understood to imply an alternative to the commercial system. The mission of the noncommercial system needs clarification now, if the Boston incident is not to grow into a precedent for operations everywhere.

Whose ox, etc.

In the past couple of weeks Senator George McGovern and his assistants have begun complaining about media coverage that they say favors Richard Nixon in the presidential campaign. Some switch: the Democratic candidate berating the media that the Nixon administration has accused of liberal tilt.

It is not, of course, a switch at all. It is merely an illustration of a truth that has been around since journalism was invented: As long as reporters go beyond the handout and the canned speech, they will be criticized. No matter how loudly they cry for it, objective journalism is not what politicians want. They want advocacy journalism, if, of course, it advocates them.

Drawn for BROADCASTING by Sid Hix

"In other words, we mustn't even try to fool some of the kids some of the time."

Area Five... too large to be just two cities.

Area 5 is more than just the cities of Dallas and Fort Worth. Area 5 covers an expanding area in North Central Texas composed of 36 counties.

Area 5 is all the news from the region, the state, the nation, even the world.

Area 5 is sports . . . keeping 2½ million people posted on their favorite teams.

Area 5 is weather . . . up to the minute reports on ever changing conditions—from rainstorms to drought.

Area 5 Texas News . . . a concise report of the days' happenings, in only 30 minutes, at 6 and 10 p.m.

WBAP TV
Area Five Texas News
Still all the news in half the time.

DALLAS—FORT WORTH
Represented Nationally by
Peters, Griffin, Woodward, Inc.