

McGovern team scores a coup in political buying
A special report about the first 50 years of radio

Broadcasting Oct16

The newsweekly of broadcasting and allied arts

Our 42nd Year 1972

In Puerto Rico, WAPA-TV just won every time-period of its prime-time network schedule—every night of the week!

	Avg. Rtg. Prime-time Hours	Avg. Share Prime-time Hours
WAPA-TV	22.4	42%
Station X	12.1	23
Station Y	10.4	19
Station Z	7.9	15

In New York, WNJU-TV just started showing the best of WAPA-TV's programs!

WNJU-TV, Channel 47, Newark, N.J.

... a great way to reach more than 350,000 Spanish-speaking households!

 **Screen Gems Broadcasting**

A division of Columbia Pictures Industries, Inc.

For more information, contact Carlos Barba,
Eduardo Arellano or Bob Silverman (212) 751-4400.

Source: Clapp & Mayne, Inc. August 3-30, 1972. Ratings estimates include WOLE-TV, Channel 4 Mayaguez (WAPA-TV affiliate) are subject to qualifications of the ratings service indicated and are available on request.

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MONTGOMRY AL 36112



Mischief in Michigan.

Mischief Mary has delighted and entertained children in Northern Michigan's schools for the handicapped, grade schools, and hospitals ever since her first appearance in 1969. Chosen personally by Santa to deliver and read his mail, Mischief Mary in her green felt, fur-trimmed costume has become a symbol of holiday cheer for viewers of her daily program on the Fetzer stations in Cadillac. Serving the community by helping a fun tradition come alive for children is all part of Fetzer total involvement.



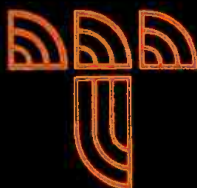
The Fetzer Stations

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

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MMT SALES



EFFECTIVE OCTOBER 30, 1972

A NEW ERA IN STATION REPRESENTATION
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**THE DIFFERENCES THAT MAKE
THE DIFFERENCE**

SHORT LIST INVOLVED PEOPLE
TODAY'S SYSTEMS PARTICIPATORY MANAGEMENT

STARTING WITH CUSTOMIZED SERVICE FOR

KCMO-TV
WHEN-TV
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Omaha
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SERVING AMERICA'S QUALITY TELEVISION STATIONS

Closed Circuit®

Short changed

Census Bureau is preparing to issue notification that its latest estimates of UHF penetration are wrong and well below actual figures, though nobody knows for sure what actual figures are. Bureau will be responding to general skepticism that greeted its report, based on 1970 census, that only 51.7% of all TV sets could receive UHF (BROADCASTING, Aug. 14).

Bureau's 1970 figure was below its own estimate for mid-1969 (54.9% penetration), based on survey commissioned by Advertising Research Foundation. Bureau official privately expressed hope last week that ARF or other angel would fund new sampling project to repair UHF benchmark data.

Female muscle

Of all pressure groups banging on doors of broadcasters for equal opportunity, comparable salaries (with male counterparts) and free time, women's lib as represented by the National Organization of Women (NOW) is becoming most onerous and demanding. That story crops up in most metropolitan areas but is particularly virulent in major Southern areas.

Inducements by waiver

Issuance of FCC's notice of inquiry on prime-time-access rule was held up again last week, this time for redrafting to include commissioners' requests that comment be invited on whether specific categories of programming should be exempt or subject to waiver. Commissioner Nicholas Johnson opened subject with long list of suggestions, some considered by his colleagues to be, in words of one, "too far out." But commission decided to include question of whether children's shows (Mr. Johnson's idea) and minority-oriented programs (Commissioner Benjamin L. Hooks's) should be playable in prime time without being charged against network quotas. Draft notice already contained questions as to whether one-shot news and public-affairs programs should be exempt.

Another question expected to be added to notice, at Mr. Hooks's suggestion, is whether stations should be required to fill freed time with local programming.

Recovery

Metro-Goldwyn-Mayer Television, which had lean program-development experience with networks year ago, now—under new production chief, Harris L. Katleman—is among busiest producers of pilots for 1973-74 season. Company has at least eight projects in development, with *Adam's Rib*, half-hour comedy pilot for ABC-TV, getting most attention. In another reworking of popular theatri-

cal feature for TV, MGM is developing *Pat and Mike* as half-hour comedy pilot for CBS-TV. MGM, in association with Jack Sher Productions, has third half-hour comedy pilot, *Hello Mother, Good-bye*, in works for NBC-TV. Last year company, which as recently as 1967-68 season had five hours on three networks, including three new hours, only sold hour *Assignment-Vienna* as one of three miniseries to rotate on ABC-TV's *The Men* series. MGM TV also is associated with returning hour *Medical Center* series on CBS-TV and with half-hour *Young Dr. Kildare* in syndication.

Dispute within

Intra-agency fight is shaping up over position FCC should take in Sterling Manhattan Cablevision's dispute with Trans World Communications, New York. At issue is FCC's jurisdiction over New York Telephone Co. in latter's plan to transmit Trans World pay television to New York hotels. FCC's Common Carrier Bureau says service is intrastate and therefore outside FCC's jurisdiction. Its Cable Bureau, concerned about impact on Sterling and implications for cable systems elsewhere, says FCC has jurisdiction and should use it.

Issue is mixed up in larger question of protecting existing services against siphoning of programs for pay services—and that question is getting stickier as technologies develop for distributing programming for fee. FCC general counsel leans toward Common Carrier Bureau's view in Sterling case but feels FCC should not foreclose options until it develops over-all policy on antisiphoning. Issue is expected to come up this week when FCC starts work on number of cable issues, including pay cable, cross-ownership, sports blackouts, radio-signal carriage and mandatory origination of CATV programming.

Equalizer

FCC is expected to begin considering this week proposal to establish office that would centralize commission's efforts to assure equal-employment opportunities in regulated businesses. Proposal, fathered by Commissioner Benjamin L. Hooks, is not yet in final form; he is said to feel he should hear commissioners' views before proceeding further. But he has prepared four-page memorandum that suggests modest beginning for equal-employment-opportunities office—senior staffer with one assistant plus secretarial help.

Hooks memorandum incorporates commissioner's ideas disclosed previously (BROADCASTING, Sept. 11): office would review EEO policies and recommend changes, as well as play major role, though probably in association with com-

mission bureaus, in checking into EEO complaints. Office would probably handle commission's own internal EEO problems.

Candidate

Virginia Pate Wetter, president-general manager of WASA-AM-TV Havre de Grace, Md., will run for radio board of National Association of Broadcasters in elections next March—only known woman aspirant in women's-lib atmosphere. What's more, she may run twice—for district director (Pennsylvania, Maryland, District of Columbia, Delaware, and West Virginia) as well as at-large. Her chances, in current climate, would be considered good, but she would have to declare herself for one or other of directorships prior to balloting. Mrs. Wetter is 25-year veteran in radio, served five years on radio code board, was president of American Women in Radio and Television, 1970-71.

Hard way

Allstate Insurance's auto-safety airbag commercial is getting television exposure despite its rejection by all three networks which asserted policies against "controversial" advertising. Company has been able—through spot placement on independent stations—to get message on 13 stations in big markets including New York (two independents), Boston, St. Louis, Detroit, Cleveland, Atlanta and Philadelphia. Conspicuously missing are such markets as Chicago (Allstate's home base), Los Angeles, San Francisco, Pittsburgh, Minneapolis-St. Paul and Houston. First TV market used was Washington (independent WDCA-TV, UHF,) last summer.

Advertiser, through Leo Burnett Co., runs airbag commercials four to six weeks, is also using advertisements in major newspapers and magazines. ABC and NBC turned Allstate down on ground commercial raised fairness issue, CBS because of lack of conclusive evidence of value of airbag as passive restraint for auto drivers (BROADCASTING, Aug. 28, July 31).

Hollywood bound

Removal of 20th Century-Fox Television headquarters from New York to Hollywood scheduled to be completed by Dec. 1. Executive and professional staff has been moving to Coast in stages, with final contingent to include Alan Silverbach, vice president in charge of syndication; William Clark, vice president, director of sales; Richard Harper, vice president, international sales; and Scott Moger, director of advertising and public relations. Skeleton staff to remain in New York will include Joe Greene, Eastern sales manager; Graham White, Eastern account executive, and Preston Fischer, director live/tape production, East Coast.

At Deadline

'Geographic' specials freed from access rule

FCC does turn-around in wave of waivers in prime-time

FCC is said to have reversed itself last week and voted to grant waiver of prime-time-access rule sought by Storer Broadcasting Co. and Scripps-Howard Broadcasting's WCPO-TV Cincinnati to permit prime-time airing of *National Geographic* specials. Commission, by vote of 4-to-3, rejected staff proposal that it affirm earlier ruling denying waiver (BROADCASTING, July 17). Staff had argued that repeated waivers would weaken rule.

But general counsel's office reportedly contended that this argument probably would not stand up in court, in view of similarity of *National Geographic* specials to *Wild Kingdom* series, for which Mutual of Omaha was granted waiver in February. Both series have had network exposure, and prime-time rule, which limits affiliates to three hours of network programming in prime time, now bars off-network material from freed time. But commission appears to have been stuck with what critics contend is inconsistent positions it has taken in disposing of earlier waiver requests (BROADCASTING, Aug. 14).

Commission, in denying request of Campbell Soup Co. for presentation of *Lassie*, distinguished that series from *Wild Kingdom* on ground latter was "factual presentation." Storer, in seeking reconsideration of waiver denial for *National Geographic* shows, said "factual presentation" precisely describes that series.

Commission staff is now drafting order that would grant waiver for *National Geographic* specials. Commission's newest member, Benjamin L. Hooks, joined with Chairman Dean Burch and Commissioners Richard E. Wiley and Charlotte Reid to provide majority. Commissioners Robert E. Lee, Nicholas Johnson and H. Rex Lee were in minority. Waiver request was originally turned down by 3-to-2 vote, on June 28. At that time, Commissioner Robert T. Bartley, whom Commissioner Hooks succeeded in July, and Commissioners Robert E. Lee and H. Rex Lee were in majority, with Commissioners Reid and Wiley dissenting.

Although Democrat Hooks voted with three Republicans to provide majority last week, he indicated his position on *National Geographic* case is not to be taken as sign of how he will vote when reconsideration of rule itself comes before commission. He is preparing concurring opinion to explain his vote.

Commission last week granted three other waivers of prime-time-access rule:

One, announced Friday (Oct. 13), is

follow-up to one granted week earlier, and permits network affiliates to carry one-time-only network news and public-affairs programs without counting them toward permissible three hours of prime time through March 31, 1973. Commission, on Oct. 5, had granted waiver through Dec. 31, 1972, in order to permit it to consider request for waiver for entire 1972-73 season (BROADCASTING, Oct. 9). Previous waiver, granted networks in October 1971, expired this month.

Second waiver announced Friday permits network-owned and affiliated stations in mountain and Pacific time zones to present network news following network sports event or other live, simultaneous programming, without news programs counting against three-hour limit. Waiver was granted in response to request from NBC, which sought it in connection with its plans to cover World Series. But it is hedged with conditions designed to limit it to stations that normally carry 60 minutes of local news followed by 30 minutes of prime-time network news. In addition, stations must leave half hour of prime time for programming that is not offered by network and is not off-network material or theatrical film seen in market in preceding two years.

Third waiver permits ABC affiliates to carry to completion all 1972 NCAA football games and Gator Bowl game without time over three hours counting against prime-time rule limit. However, waiver applies only when pre-game show starts no later than 3:30 p.m. NYT and game, no later than 4 p.m. NYT.

Knauer paints bleak picture of television

Mrs. Virginia Knauer, President Nixon's consumer adviser, thinks TV distorts American values because of cumulative effects of advertising, news and entertainment.

In speech scheduled to be delivered Saturday (Oct. 14) to east central area conference of American Women in Radio

Bar to bar. E. William Henry, former FCC chairman (1963-66) and president, Management Television Systems, New York, closed-circuit firm, is joining Washington law firm of Ginsburg, Feldman & Bress as partner Nov. 1 ("Closed Circuit," Oct. 2). Other partners have been active in Democratic politics, as has Mr. Henry. Meyer (Mike) Feldman was special counsel to President Kennedy, who named Mr. Henry to FCC. (Mr. Feldman is also principal in WOCN-AM-FM Miami and WWBA-AM-FM St. Petersburg, Fla.)

& Television in Cincinnati, Mrs. Knauer noted that "The sum can be far, far greater than the parts. We may have advertising which is legal and ethical but which in total misleads. We may have great news programs but which because of the brevity and nature of the news may in the aggregate mislead. And we may have enjoyable entertainment whose overall impact is to paint an entirely inaccurate picture of American society."

What she meant, Mrs. Knauer said, is that too many people interpret life they see on TV as real: Women portrayed in advertising as "beloved infants"; that material things by themselves will bring happiness; junk or pop foods being promoted with a virtual absence of promotions concerning nutritious meals.

In the news sector, she said, it seems that "bad news makes better news than good news"; that criticism is more newsworthy than praise; that broadcast news must be brief, resulting in many important details being left out.

She called on business to sponsor and participate in community public service programs; heavier promotions in print for public service programs; and encouragement of advertisers to provide more information in their commercials and advertisements.

On entertainment, Mrs. Knauer said: "... the only heroes on TV these days are cowboys, detectives, defense lawyers and quarterbacks..." Real life heroes, she said, "the fathers and mothers who sacrifice and toil for their families, are portrayed as dummies, going from one stupid mishap to another. Archie Bunker may be entertaining, but is he the epitome of American fatherhood? And how many women do we see on television entertainment in real professional roles?"

FCC rejects equal-time pleas after McGovern announcement on Shriver

FCC has held that Senator George McGovern's (D-S.D.) Aug. 5 broadcast speech announcing selection of R. Sargent Shriver as his running mate was "incidental to a political convention"—extraordinary meeting Democratic National Committee held three days later to name new vice-presidential candidate. As result, commission says, four-network broadcast was exempt from equal-time law.

Commission issued ruling in rejecting equal-time complaints of Communist and Socialist Labor parties which had sought time on CBS and Mutual Broadcasting System as result of Senator McGovern's 16-minute address ("Closed Circuit," Oct. 9). ABC and NBC had also carried speech.

Commission in same ruling rejected complaint Republican National Commit-

THEY'RE PREPARING FOR WAR IN THE FORESTS OF CALIFORNIA.

At this moment, Air Force planes are being tested for special assignment in the forests of the west coast.

When they go into action, it could signal the end of devastating forest fires and the floods and mudslides which follow in their path.

This could greatly reduce the loss of 4½ million acres of forest a year. At the cost of some \$600 million. *Every year.*

The idea originated with Group W's Los Angeles radio station, KFWB.

There were thousands of surplus Air Force planes gathering dust. Why not convert some of them into tankers, loaded with a fire-retardant chemical? Then, when brush fires broke out, the planes could be there in a matter of minutes.

KFWB proposed the plan in a series of editorials. And the

first wave of support began rolling in. Not just from the public but also from municipal governments, the California legislature, Congress and the Air Force.

A year after the first radio editorial, a National Guard plane made eight test runs over a fire in Santa Barbara. And the technique worked.

The Air Force has now promised enough planes for a national fire-fighting program. The chemicals they drop will not only extinguish fires but will, at the same time, fertilize the scorched earth.

Putting words into action is something responsible broadcasters believe in strongly.

And Group W stations like KFWB prove it.

**Broadcasting
does more with problems
than talk about them.**



WESTINGHOUSE BROADCASTING COMPANY

**We just made
a great
media buy.**

MT METROMEDIA TELEVISION CONTRACT

CONTRACT NO. _____ CONTRACT MODIFICATION NO. _____

ADVERTISER: _____

PRODUCT: _____

SALES/ACCOUNT: _____

AGENCY REPRESENTED BY: _____ AGENCY ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

STATION: _____

DATE: _____

TIME: _____

CLASS: _____

SPOTS PER WEEK: _____

START DATE: _____

END DATE: _____

CONTRACT TOTAL: _____

LESS AGENCY COMMISSION (30%): _____

NET TOTAL: _____

TERMS: _____

STATION: _____

DATE: _____

TIME: _____

CLASS: _____

SPOTS PER WEEK: _____

START DATE: _____

END DATE: _____

CONTRACT TOTAL: _____

LESS AGENCY COMMISSION (30%): _____

NET TOTAL: _____

TERMS: _____

WTCN-TV

MT METROMEDIA TELEVISION CONTRACT

CONTRACT NO. _____ CONTRACT MODIFICATION NO. _____

ADVERTISER: _____

PRODUCT: _____

SALES/ACCOUNT: _____

AGENCY REPRESENTED BY: _____ AGENCY ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

STATION: _____

DATE: _____

TIME: _____

CLASS: _____

SPOTS PER WEEK: _____

START DATE: _____

END DATE: _____

CONTRACT TOTAL: _____

LESS AGENCY COMMISSION (30%): _____

NET TOTAL: _____

TERMS: _____

STATION: _____

DATE: _____

TIME: _____

CLASS: _____

SPOTS PER WEEK: _____

START DATE: _____

END DATE: _____

CONTRACT TOTAL: _____

LESS AGENCY COMMISSION (30%): _____

NET TOTAL: _____

TERMS: _____

WXIX-TV

WTCN-TV in Minneapolis/St. Paul.

WXIX-TV in Newport/Cincinnati.

We didn't just buy time, we bought the stations. Literally. This gives us 6 major markets and a chance to provide more of the kind of innovative programming, meaningful community involvement and responsible local and national leadership that's won us awards in New York, Los Angeles, Kansas City and Washington, D.C.

No doubt about it. We made a great media buy.

Now you can, too.

MM
METROMEDIA
TELEVISION

Represented by Metro TV Sales

WNEW-TV 5 New York
KTTV 11 Los Angeles
KMBC-TV 9 Kansas City

WTTG 5 Washington, D.C.
WTCN-TV 11 Minneapolis/St. Paul
WXIX-TV 19 Newport/Cincinnati

tee had filed as result of being denied time by ABC, CBS and NBC. RNC had based request on so-called Zapple ruling, which requires broadcasters to treat political parties equally, rather than on Section 315's equal-time requirement, since Republicans had not yet held their convention to renominate President Nixon.

Commission, however, said it has always held that Section 315 governs all situations in which candidate appears. Commission also said that Zapple ruling applies only to appearances by candidates' supporters, not to candidates themselves.

Communist and Socialist Labor parties had argued that McGovern broadcast should not be considered on-spot coverage of news events and, therefore, exempt from equal-opportunities requirement of Section 315, because Democratic candidate used only one minute of broadcast to announce selection of his running mate; remainder, for political purposes.

But commission noted that exemption applies to "bona fide news events (including but not limited to political conventions and activities incidental thereto)." And McGovern appearance, commission added, was "incidental to a political convention—namely, the special meeting of the Democratic National Committee" which had been called to select replacement for Senator Thomas Eagleton (D-Mo.) as party's vice-presidential candidate.

Although meeting "was extraordinary and not in the normal course of planning by the party," commission said, "it must be considered as having been the equivalent of a political convention within the meaning" of equal-time exemption for bona fide news events.

And in rejecting parties' argument based on amount of time Senator McGovern devoted to announcement of his new running mate, commission made it clear it had no intention of sorting out newsworthy from political comments in same broadcast, or of requiring broadcasters to do so. "Once the program is determined to be exempt from Section 315 obligations because it is on-the-spot coverage of a news event, the fact that a candidate uses the program for his political benefit does not make the program any less exempt," commission said, adding: "It would be an unbearable burden on the network . . . to have to make constant journalistic judgments as to which parts of an event are 'news' and which are purely 'political.'"

RCA reports 17% gain in first nine months

RCA achieved record sales of almost \$2.81 billion for first nine months of 1972 and earnings of \$113.5-million, gain of 17% in continuing operations over same period last year.

Robert W. Sarnoff, board chairman, said nine-month earnings in 1972 were 82% over 1971 period from operations, including those discontinued. He said

that 1971 profits from operations during this period included loss of \$34.5-million from discontinued computer-related businesses.

During third quarter of 1971 RCA incurred extraordinary one-time charge of \$250-million as result of its withdrawal from general-purpose computer field. This resulted in net loss of \$231.1-million for that quarter and net loss of \$187.8-million for first nine months last year.

Mr. Sarnoff said sales of NBC rose as result of continued growth in advertising commitments and stronger daytime position. He added that NBC profits were slightly higher but were affected adversely by costs involved in coverage of two national political conventions.

Also contributing to improved sales and earnings pictures, according to Mr. Sarnoff, were stronger performances by RCA Consumer Electronics and Electronic Components, RCA Global Communications, RCA Service Co. and several other subsidiaries.

Mr. Sarnoff said RCA is expected to benefit from economic thrust which is expected to continue through remainder of 1972 and through 1973.

For first nine months: earned (loss)

Headliners



Mr. Israel

Larry H. Israel, chairman of board and president of Post-Newsweek Stations Inc., Washington, named to additional, newly created position of executive vice president of parent Washington Post Co. Position is believed to be highest operating rank ever attained by broadcaster in diversified communications company of this size. (Post Co., which had revenues last year of \$192.7 million, owns *Washington Post*, *Newsweek*, and following broadcast stations: WTOP-AM-TV Washington; WJXT(TV) Jacksonville; WPLG-TV Miami; and WCKY(AM) Cincinnati.) In his new position with parent company Mr. Israel will be chairman of its newly formed corporate development committee, which will formulate plans for long-range corporate growth and continuing review of performance of company's operating units.

Ernest W. Kitchen, VP and sales manager of Major Market Radio Inc., New York sales representative, named president. He replaces Jerry Glynn Jr., who resigns as president, but will remain with firm as sales consultant.

per share was \$1.47 for 1972 and (\$2.58) for 1971. Sales were \$2,805,900,000 for 1972 and \$2,560,500,000 for 1971. Net income (loss) for 1972 was \$113,500,000 and (\$187,800,000) for 1971.

Counterad proposal gets raked over goals

Loevinger, Swafford hit hardest at seminar; Pitofsky defends

Counterad proposal of Federal Trade Commission received heavy concentration of criticism in panel discussion held in New York Friday (Oct. 13) during Conference Board's marketing conference.

Most of fire came from Lee Loevinger, former FCC member and now partner of Washington law firm of Hogan and Hartson, and from Thomas J. Swafford, CBS-TV vice president, program practices. They appeared on panel, with Stanley I. Tannenbaum, chairman of Kenyon & Eckhardt, New York; Robert Pitofsky, director, FTC's Bureau of Consumer Protection, and General Foods's F. Kent Mitchel, vice president-marketing services.

Mr. Loevinger charged "counteradvertising would attract every publicity seeker, every eccentric, a substantial portion of the lunatic fringe in society and other irresponsibles who would like free exposure on broadcasting."

He said counterads would usher in "the financial demands, the payoffs and the blackmail . . . as they now have in other challenges to broadcast licenses."

Both Mr. Loevinger and Mr. Swafford charged that counterads as proposed by FTC before FCC would undercut broadcast industry's economic structure, thus weaken it as free and independent news media.

Mr. Pitofsky said there was no evidence to back up charges that advertisers will drop out of broadcasting. He recalled that at time FCC ruled cigarette advertising—when it was still permitted on radio and TV—was covered by fairness doctrine, antismoking messages increased (and smoking per capita appeared to decline) and yet, cigarette ad spending levels were continued. Mr. Pitofsky pleaded for balance by noting that commission, now being depicted as "power hungry," had been looked at for "some 55 years" by its critics as "The Little Old Lady on Pennsylvania Avenue" and as inept and ineffectual agency.

Mr. Tannenbaum asked for government regulations and guidelines on advertising that are "clearly defined" and urged industry and government to "stop attacking each other on the front pages. It only increases the credibility gap."

Another buy for McGovern

Democrats have bought 10:30-11 p.m., NYT slot on ABC-TV next Friday (Oct. 20) for appearance of Senator George McGovern. Format of show not determined as of last Friday.



*...the most
respected call letters
in broadcasting*

WGN Continental Broadcasting Company

■ **Chicago :** WGN Radio, WGN Television,
WGN Continental Productions Company,
WGN World Travel Services, Inc.

■ **Duluth-Superior :** KDAL Radio and KDAL Television

■ **Denver :** KWGN Television

■ **Michigan and California :** WGN Electronic Systems Company

■ **New York, Chicago, Los Angeles, San Francisco and Tokyo :**
WGN Continental Sales Company

WE'VE TOPPED

1,000

One thousand CCA AM and FM transmitters are now in broadcast service. We're extremely proud of this performance — not only of the number but of the many satisfied friends we've formed in this activity.

CCA ELECTRONICS CORPORATION
716 JERSEY AVE., GLOUCESTER CITY,
N. J. 08030 • Phone: (609) 456-1716

WE WON!



The following winners of our "Put Your Gold in Golden West" contest need no longer dance to the uncertain rhythms of the timpano antico or the bacioccolo, for they now own complete four-channel home sound systems.

August Winners

Dick Loughrin, Ed Libov Associates, L.A.; T. W. Tucker, Weber, Cohn and Riley, Chicago; Gregory W. Blaine, Leo Burnett, Inc., Chicago; Robin Lefton, Doyle Dane Bernbach, Inc., L.A.; Peter Barnes, Sachs, Finley & Kaye, L.A.

There'll be new winners every month, so make a grab at your nearest Golden West salesman or Major Market Radio representative!

Don't lose sight of the Grand Prizes: two vacations for two in Japan for two weeks! First class all the way!

Golden West Broadcasters
KMPC Los Angeles
KSFO San Francisco
KEX Portland KVI Seattle-Tacoma

Datebook®

■ Indicates new or revised listing.

This week

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.

Oct. 18—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. 17—Annual country-music awards dinner, sponsored by *Broadcast Music Inc.*, Belle Meade country club, Nashville.

■ Oct. 18—Annual country-music award dinner, sponsored by *American Society of Composers, Authors and Publishers*. Hillwood country club, Nashville.

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; Willem Kames, 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. 18—Regional sales clinic, *Radio Advertising Bureau*. Wilshire Hyatt House, Los Angeles.

Oct. 18—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. 20-28—*International Film, TV Film and Documentary Market (MIFED)*. Advance bookings should be made prior to Sept. 25. MIFED, Largo Domodossola 1 20145 Milan, Italy.

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

Also in October

Oct. 23-28—"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 *Kiegl Bros.* at KPRC-TV Houston. Fee is \$250. Contact: Wheeler Baird, Kiegl 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* Midwest 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 North-eastern 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.

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:

Major meeting dates in 1972-73

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

Nov. 12-18—Annual seminar, sponsored by *Broadcasters Promotion Association*. Statler Hilton hotel, Boston.

Nov. 14-15—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. 13-15, 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.

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 interrogate witnesses from manufacturing, advertising, federal agencies and consumer groups. 110 Maryland Ave., N.E., Washington.

Nov. 15-18—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 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, Bahamas 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 Applewhalte, CBS lawyer, Larry Scharif, Washington lawyer; R. Peter Straus, WMCA(AM) New York; and Philip Geyelin, *Washington Post*. Nassau, Bahamas.

Nov. 28 - Dec. 2—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. Universal studios, Hollywood.

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.

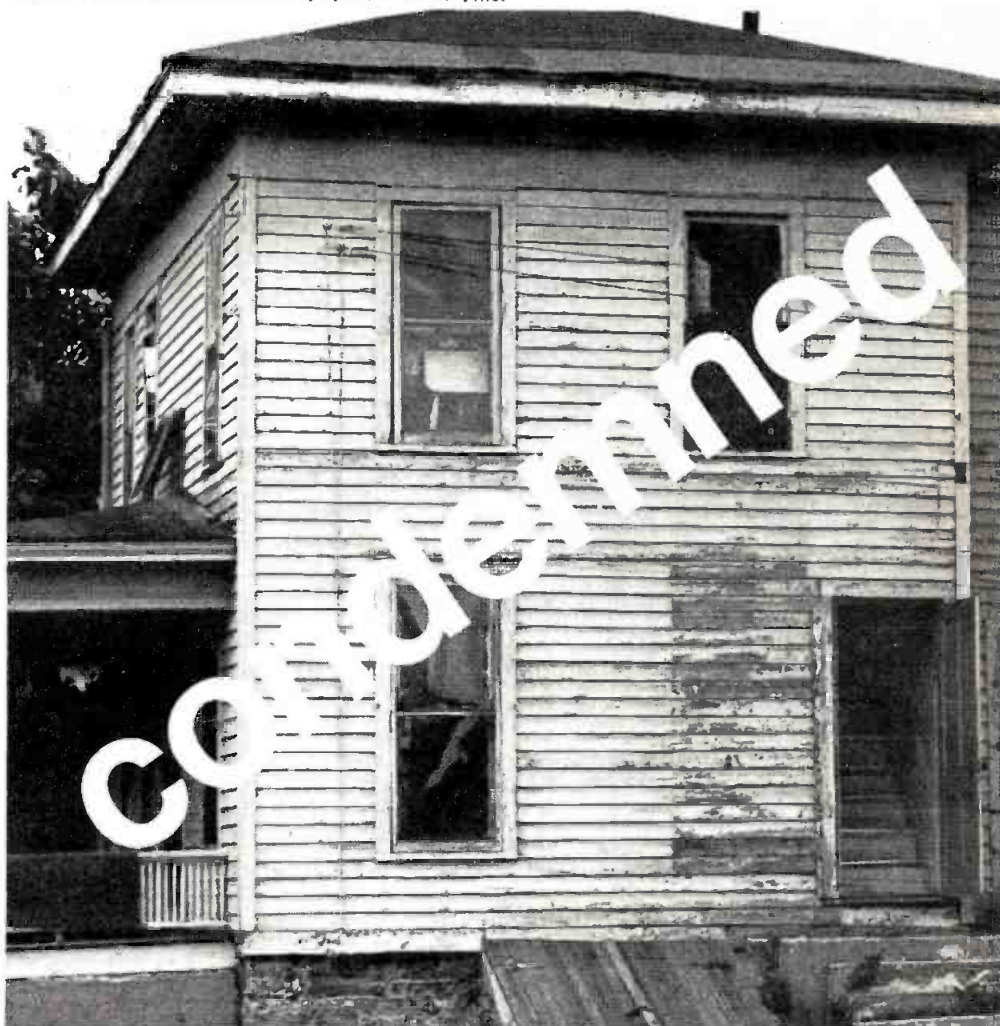
Feb. 11-22—Legislative meeting, *Texas Association of Broadcasters*. Sheraton-Crest hotel, Austin.

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.

WREX-TV is represented nationally by HR Television, Inc.



There's a house in Rockford, Illinois that rents for \$95 a month. Not bad for a large family — except that this house happens to be condemned.

Nobody in Rockford seemed to notice until WREX-TV got involved. We learned that there were many other dwellings judged officially unfit for habitation, still bringing their landlords monthly rental payments from the welfare agencies. The tenants

themselves, all poor, seldom knew their homes had been condemned by the city.

WREX-TV News Director Gene Hanson chose to tell the story in two and three-minute film reports, inserted regularly in the station's newscasts over a two-month period. As was hoped, they stirred the city's conscience and brought action.

The city building inspector and health department started cracking down. The city council

resolved to move the 50 "worst housed families" into public housing. The city housing authority was pressed to build more low-rent, scattered-site homes.

WREX-TV is helping to bring about needed changes, locally. Gilmore Broadcasting Corporation, committed to community action.

James S. Gilmore, Jr.
James S. Gilmore, Jr.
President

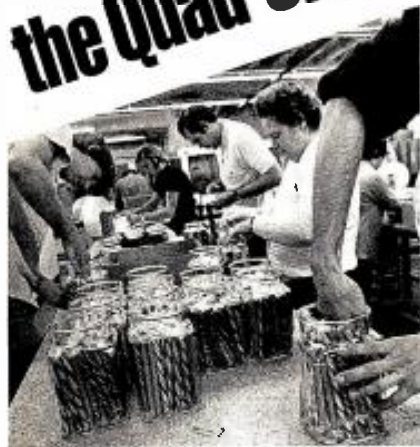


James S. Gilmore, Jr., president

THE GILMORE GROUP

WEHT-TV Evansville	WREX-TV Rockford	KODE-TV Joplin	WSVA-TV Harrisonburg	KODE-AM Joplin	WSVA-AM Harrisonburg	WSVA-FM Harrisonburg
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A good thing is happening in the Quad-Cities



That good thing is called SKILLS, Inc., a non-profit, vocational rehabilitation center for the adult handicapped. The comprehensive SKILLS program includes diagnosis, work adjustment and job placement. Since 1968 SKILLS has helped prepare mentally, physically and emotionally handicapped people to function effectively in a competitive work environment.

The SKILLS staff has done their job so successfully that the program has completely outgrown their cramped facilities. A \$250,000 fund-raising campaign has been launched to acquire new facilities which will help three times as many people.

WHBF-TV4 has led the way in that campaign. Public Service Director Dave Juon produced a compelling 30-minute show telling the SKILLS story. Since its August 3rd prime-time broadcast, the public response has been overwhelming. Half of the \$250,000 has already been raised. The goal is expected to be exceeded when all of the Quad-Cities report in.

SKILLS had a need. WHBF-TV4 quickly got the whole story to the community. And the community responded.

WHBF-TV4

It's our habit to help.

CBS for the No. 2 market
in Illinois-Iowa (Davenport
Rock Island, Moline & East Moline).

Open Mike®

Open letter

EDITOR: Let it be known to the broadcast industry that the National Association of Television and Radio Announcers supports in full the direction and attitude of FCC Commissioner Benjamin Hooks and Chairman Dean Burch relative to minority employment. The problem is so deeply rooted that it alone breeds many of the other inequities which we as minority broadcasters have been forced to endure for so long.

NATRA has for years echoed the ills of discriminatory hiring practices, discriminatory firing practices, and all else in between. We see clear signs of a long awaited aggression by the FCC relative to this situation and applaud it. The commission is also to be commended on recognizing that its house is not in order and setting forth to clean it up.

The statement by James Hulbert, the National Association of Broadcasters' executive vice president for public relations, that minority employment is a "dying" issue [BROADCASTING, Sept. 25] is a hope on his part and not a fact. That statement further reflects his insensitivity and the "backsliding" approach to the problem which the NAB has taken.

Broadcasters, white and black, must take a positive stance to rid this industry of these kinds of demeaning practices. Let NATRA go on record in support of any and all efforts to bring about a constructive righting of the many wrongs in the broadcast industry.—*Curtis E. Shaw, president, NATRA, Chicago.*

(Mr. Hulbert later told BROADCASTING that he meant minority employment would be a "dying issue" only if progress continued in that area.)

Done in by decimal

EDITOR: So rarely is there anything in a BROADCASTING editorial to criticize that I am reluctant to strain at a microdot. Nevertheless, I feel I must point out an error in the editorial, "Who's fed up?" (Oct. 2), before someone attacks your veracity. Those 19,083 program complaints constitute .0095% of 200,000,000 not .000095%.

My sympathies are with the proofreader. Those two percentage places to the left of the decimal point have always been treacherous.—*George R. Dunham, general manager, WBNF-TV Binghamton, N.Y.*

(Mr. Dunham's command of mathematics surpasses that of BROADCASTING's CPA, who misplaced his decimal in a microdot maze. The point of our editorial is hereby amended two places to the right.)

Note in passing

EDITOR: I consider BROADCASTING one of the outstanding periodicals in the communications field and look forward to receiving each issue.—*Jack F. McCarthy, vice president-corporate communications, United Telecommunications Inc., Kansas City, Mo.*

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* Reg. U.S. Patent Office.
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Monday Memo

A broadcast advertising commentary from Keith L. Reinhard, vice president, Needham, Harper & Steers, Chicago.

Puffery, the magic dragon of the advertising business

There was this fellow Fred, who had a fish stand in the village. Business was going along OK, but Fred decided he might do better if he put up a little sign to extol the virtues of his fish. So he asked his friend, J. Walter Signperson, to paint an appropriate message. After several themes were copy-tested and copy improvements made by the client, the new sign went up: "Fred's fish are caught fresh daily."

The paint on the sign was still wet when a messenger arrived from the Commissioner of Truth. The sign would have to be changed because it implied Fred's fish were the only fish caught fresh daily. Fred was a little discouraged, but after a few weeks he was ready with another message: "Everyone loves Fred's fish." When the Truth Department inquired as to whether Fred meant everyone in the kingdom or everyone in the village or what, Fred decided to take the sign down.

While Fred and his sign painter discussed the next creative strategy, a wonderful thing happened. The king stopped in on his way through the village and bought a six-pack of Fred's fish. "I always stop at Fred's," he told his driver. "Fred sells the greatest fish in the land." And so the next day, Fred's new sign read: "The king thinks Fred's Fish are the greatest." But that sign had to go. It seems a lady in the northeast part of the kingdom heard about the sign and was afraid young children would be misled into believing that by eating Fred's fish, they would all become king.

Fred's next sign read: "Give a fresh fish to a friend—it's the perfect gift for any occasion." They're still arguing that one. Some people say it misleads—nothing in the world is "perfect" and the idea that everyone would enjoy getting a fresh fish on any occasion cannot be substantiated. Others, however, say Fred's new sign is harmless *puffery*.

Puffery—the use of exaggerated praise, stating superlatives on matters of subjective opinion—has been around for a long time. Sometimes people have used it to dramatize the meaning of real truth, sometimes to deceive and sometimes just to hear themselves puff. It's difficult to discuss the question of advertising puffery, apart from other communications aids (metaphors, similes, exaggerated visuals, etc.) that depart from the literal and documentable truth. Any of these can be harmful if they mislead, just as the literal truth can be harmful if misused. But exaggeration and other departures from the literal truth can also be helpful. They may help the consumer understand and remember the actual



Keith L. Reinhard joined the Chicago office of Needham Harper & Steers in 1964 as a copywriter. He subsequently became copy supervisor, associate creative director and, in 1969, creative director. He was named a vice president of the agency last year. Previously he had been a commercial artist with studios in Fort Wayne, Ind., and Chicago, and had held creative posts with Magnavox and the Biddle Co. At NH&S, he's worked on State Farm Insurance, S. C. Johnson, *Chicago Daily News*, Massey-Ferguson, Rainbow Crafts, Craft Master, Model Products and McDonald's.

values of the product or service advertised.

When Churchill said, "An iron curtain has descended across the continent," he was not speaking the literal truth. But the truth of what he said was made more meaningful by the metaphor. If I am allowed to describe my 3-year-old daughter as "having a smile that lights up the room," I can quickly communicate one of her attributes, and few people are confused or misled into believing that I'm the father of some type of electrical appliance. The advertiser who promised to put "a tiger in your tank" quickly conveyed a performance attribute of his product.

Exaggeration is helpful when it communicates a real benefit and helps the consumer differentiate one product or one brand from another. Japan Airlines describes itself as "the thousand-year-old airline," a description which, if taken literally, means JAL had an airline long before there were airplanes. This statement, though not literally true, reminds

readers that colorful and ancient Japanese traditions can be experienced on JAL flights.

When an insurance company graphically relates its agents to superman, it is obviously exaggerating. But the exaggeration is helpful. It quickly tells me that the company believes its agents are unusually competent. In the opinion of the advertiser, that's one reason I should buy his insurance. And it's helpful to me in my buying decision. If I choose to contact one of those agents, he'd better be pretty good. I don't, however, expect him to leap tall buildings in a single bound.

Would it be better if we could just have the facts? A typical buyer would find it difficult to make a selection when confronted with only the facts. A complete and factual description of two insurance policies would demonstrate that it is clearly possible to be accurate and literal to the point of not communicating at all. It is much more helpful to the buyer if each insurance company attempts to communicate what it views as the recommending features of its policy or company.

To make an informed buying decision, the consumer needs facts. But he needs more. He needs to know how, in the opinion of the advertiser, the product or service will benefit him. Exaggeration or exaggerated praise which helps him understand the values that can be honestly expected is not only justified, but helpful.

Exaggeration used to inflate the product's values is not justified. It's harmful in that it misleads or confuses and disappoints the consumer, and it's harmful to the advertiser who engages in it. And there's not much of it going on. The distinction between truth and falsehood lies not only in what we say, but what the consumer really hears.

To test whether advertising puffery is helpful or harmful, to test the truth of any advertisement, ask two questions: (1) What use values and what emotional values does the commercial really communicate? What does the consumer really hear? If you can't answer this, you need some penetrating communications research. (2) Can the product really deliver these values? If you can't answer "yes" to this question, start over.

Our role as advertising people is to sell. Assume that everyone agrees to the idea that the selling process in itself is not morally wrong. Then all we're really asking is that as critics and regulators move into the area of selling and communications, they understand and respect the problems and techniques involved in creating effective communications—commercials that, in addition to being truthful, also communicate meaningfully, memorably and quickly.



New York State's Number One News Team.

WHEC-TV, Rochester, New York, salutes its award-winning News Department. First in the state as judged by the New York State Associated Press Broadcaster's Association.

- **Grand Prize** General Excellence in News Operation
- **First Prize** Best Regularly Scheduled Local News Program (Outside New York City)—
"Rochester Reports," with Mark Wolfe and Ron Robitaille
- **First Prize** Best Spot News Coverage—"Attica Prison Rebellion"
- **First Prize** Best Individual Reporting—Warren Doremus ("Attica Prison Rebellion")

whec-tv 10 ROCHESTER, N. Y.

CBS BASIC



AFFILIATE

Represented nationally by



KATZ TELEVISION
TV EAST

Politics vs. TV: A quadrennial test quickens

McGovern's TV talk scores ratings coup, aided by specially tailored buying plan; high court lets stand an FCC ruling denying automatic right of reply to Nixon messages; major study planned of networks' campaign role

George McGovern on national television, with an appearance that by political standards was a ratings triumph; the Supreme Court, refusing to review an FCC ruling that there is no automatic right of reply to presidential broadcasts when the chief executive is not a candidate (see page 18); a new study of the networks' impact on presidential campaigns (see page 18); a traditional call for freedom of the broadcast press (also on 18). Taken together, the events showed that the season has arrived for politicians and television to use each other in earnest.

CBS-TV cleared 164 of its stations for McGovern's speech. In addition, the talk ran on the five NBC owned-and-operated stations in New York, Los Angeles, Chicago, Cleveland and Washington, plus 27 other stations bought on a spot basis.

A spokesman for CBS said that, based on Nielsen overnight results in New York and Los Angeles, the McGovern appearance received the highest rating of any political program in recent memory. He estimated that no fewer than 30 million viewers across the country saw the speech. The Nielsen ratings on the half-hour program reveal unusually high results for a paid political program. In New York, where the speech was carried simultaneously on WCBS-TV and WNBC-TV, it had a total of 16 rating points and a 27 share of the audience. In Los Angeles, where it was carried simultaneously by KNBC, KNXT, KCOP and KHJ-TV, it received a total of 25 rating points and a 40 share of the audience.

The total cost for time for the speech is figured to have been at least \$110,000. Production costs are estimated to have been between \$10,000 and \$15,000. It was taped Sunday, Oct. 8, under the direction of Guggenheim Productions. Lewron Inc., New York, provided the video-tape equipment and crew. Stanley Kaplan, president of Sis Radio Inc. (owner of WAYS[AM] Charlotte, N.C., and WAPE[AM] Jacksonville, Fla.), was the timebuyer and Oliver Treyz, former ABC president and now a New York-based TV consultant, did the negotiating.

Originally, all three networks received the same proposal for a "bobtail" network that would include their O&O's and most of their affiliates except those in the South (BROADCASTING, Oct. 9). Mr. Treyz explained the reason for seeking such a network: "The average network forces you to spend money in markets where McGovern hasn't got a chance. I wanted to leave out the South and concentrate on those other states where he's got a chance of winning a total of 270 electoral votes."

Since none of the networks has a half-hour block of time scheduled simultaneously, the natural time slot to go for was 7:30 p.m. Under the prime-time access rule, this period belongs to the local stations. But a clause under the same rule says that this half-hour can revert to the networks for political programs. Mr.



Candidate McGovern

Treyz also pointed out that this time period enabled him to order a "customized" network because any affiliates he didn't want already had local programs scheduled. CBS was the first to accept the Treyz plan. NBC agreed shortly thereafter but noted that CBS has a policy against two-network political simulcasts. ABC refused to "customize" its line-up; it held firm for a full network including its O&O's (except for Chicago which carries an hour-long news show at 7-8 p.m.). Then CBS called back to say that if the speech was carried on the facilities of another network it couldn't guarantee its affiliates would carry the program. In the end, CBS delivered 164 stations (155 live, nine on a delayed basis). NBC's five O&O's also carried the speech, and 27 additional stations were bought on a spot basis.

The strategy that dictated where the Democrats would buy additional stations was based on the 270 electoral votes Mr. Treyz felt Senator McGovern has a chance of winning. Many cities had two or more stations carrying the speech. They included: Los Angeles, four stations; Dallas, all three network affiliates; Seattle, three; New York, two; San Fran-

cisco, two; Portland, Ore., two; Philadelphia, two; Hartford, Conn., two; Chicago, two, and Washington, two. Mr. Treyz observed that whenever a candidate has gone on network TV in prime time, including President Nixon, he usually has wound up with a rating of 7 or 8. He set out to prove that it could be otherwise and the 25 rating points in Los Angeles and 16 rating points in New York proved his point.

There were some clearance problems, however. George Rudiak, co-chairman of the South Nevada McGovern organization, said Wednesday (Oct. 11) that the Washington headquarters is considering taking legal action or filing a complaint with the FCC against KLAS-TV Las Vegas, a CBS affiliate that refused to take the speech. A spokesman for the station said its policy limits paid political announcements to 60 seconds. In Syracuse, N.Y., all three stations refused to carry the speech: WHEN-TV (CBS) would carry it only during network time; WNYS-TV (ABC) is selling only five-minute political programs, and WSYR-TV (NBC) considered it a CBS program.

Involved in the clearance problem was the question of what is "reasonable access" afforded to candidates by stations. The political-spending law empowers the FCC to revoke licenses of stations for "willful or repeated failure" to allow reasonable access to or to permit purchase of reasonable amounts of time" by federal-office candidates. A spokesman for WDCA(TV) Washington stated that "pressure" caused by the uncertainty of what qualified as reasonable access "certainly was" a deciding factor in accepting the speech.

WBAP-TV Dallas-Fort Worth was another among those stations that felt pressured to run the speech. Its attitude seemed to be, "we have to carry McGovern somewhere along the line; it might as well begin here." Mr. Kaplan, however, felt that pressure had little to do with getting clearances. Rather it was a sense of fairness on the part of stations: "They knew damn well that time and time again they'd been preempted by Nixon."

At this point, Oliver Treyz is bowing out of any further McGovern buys. He feels he has accomplished what he set out to do: prove that any political candidate can get a share of network prime-time audience if he knows how to buy. He admits "the challenge is gone. Once it's done any clerk can repeat it." As it stands, the Treyz plan is likely to be repeated on Wednesday, Oct. 25, when the Democrats are tentatively scheduled for a full ABC network line-up simultaneously with a "bobtail" NBC network and CBS O&O's (except Philadelphia) and spot buys of CBS affiliates.

Goodman's plea for freedom of broadcast press

At UCLA forum, NBC president makes medium's case for parity with other forms of journalism

NBC President Julian Goodman last week brought a familiar message to the student body of the University of Southern California at Los Angeles: "Broadcast journalism should be guaranteed its freedom in exactly the same way the press has that guarantee." The best way to achieve that freedom, he said, is by elimination of the fairness doctrine. And the most logical place to begin, he suggested, is in radio, where the FCC is now considering de-regulation.

Speaking at the "great issues forum" at the university, Mr. Goodman cited the continuing dangers to the freedom of broadcast news. He acknowledged that occasionally the press makes errors of judgment and fact, but said that such faults, spread among many different press outlets, "are minor compared with the dangers to the free flow of public information that are potential in the centralized power of centralized government."

Mr. Goodman singled out the fairness doctrine, that attractive-sounding "off-spring" of the federal licensing system, as a force that compromises broadcast freedom. "In the name of fairness," he said, "the wall that should always stand between government and journalism has been breached. As a result," he continued, "we have regulated broadcast news, government-controlled broadcast information."

Mr. Goodman agreed that fairness—the presentation of significant contrasting views on controversial issues—is a proper goal for all responsible journalists to seek. "But," he added, "when it becomes a government standard, it moves government officials into newsrooms and seats them as judges of how broadcast news and information should be presented."

In total, what the fairness doctrine does, beyond causing "unnecessary effort and inconvenience" for broadcasters, Mr. Goodman contended, is to make timid broadcasters reluctant to cover issues of strong controversy. "There is no censorship in its accepted definition," Mr. Goodman said. "Nobody is telling anybody else what can or cannot be broadcast. Yet a form of censorship does exist—censorship after the fact. The peril to the American public is that with time, it can become self-censorship before the fact, inducing caution and blandness. The theoretical advantages of assuring fairness," he went on, "are certainly not worth the weakening effect on the independence of the press."

The NBC executive said that the place to end what he termed the "circular paradox," in which the printed press is free and electronic news is only semi-free, is radio, "because radio de-regulation is



Mr. Goodman

currently under serious study by the FCC." If the fairness doctrine were eliminated from radio, he explained, "we might move on to television." The upshot of this, he indicated, would be that such new communications technology as cablevision and facsimile newspapers "would then not be contaminated at the source by government intrusion on the content of journalism."

Study to profile TV networks' role in presidential races

Broadcast networks asked to serve on ADI advisory board with GOP's Colson, Democrats' Stewart

The American Enterprise Institute for Public Policy Research has launched a project to study TV-network coverage of the presidential campaigns.

AEI is a 30-year-old nonprofit organization in Washington that receives funds from foundations, industry and individuals and disseminates its research findings through published reports. It also produces public-service programming and distributes it to commercial and non-commercial TV stations (*Town Hall Meeting* and *Washington Debates for the '70's* are two such programs) and makes it available to educational institutions.

The study is designed to enhance the public's understanding of the nature of the reporting of campaigns and elections. A related research project will delve into voter impact of TV-news coverage.

An AEI spokesman said last week that the principal goals of the research will not be determined for several weeks. Preliminary plans call for a study of the networks' coverage since the Democratic and Republican national conventions.

He emphasized that the research is not aimed at influencing the campaign or its coverage. Publication of the study's findings is not expected until next summer.

AEI has contracted with the research staff at Ohio State University to conduct the study, he said, and will be aided by a technical advisory committee composed of social scientists from other educational institutions. Lyle Morgan Nelson, chairman of Stanford University's department of communications, will serve as general director of the project.

A general advisory committee com-

posed of authorities in education, communications and politics has also been established to consult on the project. In response to requests from AEI, President Nixon has appointed White House aide Charles Colson to the committee; Senator George McGovern (D-S.D.) has named Democratic National Committee staffer John Stewart. ABC, CBS and NBC have also been asked by AEI to select representatives for the advisory committee, which is expected to meet once or twice before the election and at least twice next spring.

Presidential talks not a ticket for the other side

High court refuses to review decision of lower court that upheld FCC denial to Democrats of automatic reply time for Nixon radio-television messages

The FCC's ruling that the opposition party is not entitled to an automatic right of response to presidential broadcasts when the President is not a candidate was in effect upheld by the Supreme Court last week.

The commission, on Aug. 20, 1971, had held that none of three TV networks was obliged to provide free time to the Democrats to respond to three broadcasts involving President Nixon. The U.S. Court of Appeals in February upheld that position (*BROADCASTING*, Aug. 23, 1971). And last week the Supreme Court rejected without comment a Democratic National Committee request that it review the lower court's decision.

The decision came as lawyers for the government, an antiwar group, the DNC and the networks were preparing for arguments to be heard by the high court today (Monday) in another case bearing on the question of the right of access to broadcast facilities in cases involving the discussion of controversial issues of public importance. At issue is the FCC's appeal from a lower court decision that overruled a commission order and held that the public has a limited First Amendment right of access to the broadcast media to discuss such issues. Two petitions that the commission had rejected are involved. One followed WTOP(AM) Washington's rejection of a request by Business Executives' Move for Vietnam Peace to purchase time for spot announcements opposing the Vietnam war. The other, filed by the DNC, sought a ruling that broadcasters may not, as a general policy, refuse to sell time to "responsible entities," like the DNC, for the discussion of controversial issues.

The DNC, in its requests for time to respond to the President that the networks turned down, had relied on the fairness doctrine. But the commission held that there was no evidence the networks had not treated fairly the controversial issues of public importance that the President discussed.

And, as the appeals court did later,

the commission said a distinction must be made between a President acting in his official role and as a political candidate. In the latter role, both said, he of course would be treated as any other candidate under the equal-time law.

But the appeals court expressed concern over the possible effect of an automatic right of response on the President's role as head of the country. "The President is obliged to keep the American people informed, and as this obligation exists for the good of the nation this court can find no reason to abridge the right of the public to be informed by creating an automatic right to response in the opposition party," it said.

The first of the three broadcasts precipitating the Democrats' demand for free time was an interview by Barbara Walters on NBC's *Today* show, in March 1971, which centered on the President's family life. The second was a one-hour interview by Howard K. Smith on ABC in the same month, which dealt with the Vietnam war and presidential policies. And the third was the President's address on the Indochina war, aired on all three-TV networks the following month.

ABC afforded time for six Democratic senators to respond to the third broadcast, but all other requests for time were denied. (The Republican National Committee later demanded time to reply to the Democrats' remarks, but was turned down by the network; its subsequent complaint to the commission was rejected, and, like the DNC, it lost on appeal.)

The appeals court agreed with the commission that the networks had provided balanced programming on the issues requiring it, and it said it found no reason for the commission to overrule the networks' judgment.

Fairness concession begets new complaints

Stations carrying program countering ABC August special find worries from another source

A film that Accuracy in Media believes should be broadcast as a reply to alleged bias in an ABC documentary has become a subject of controversy.

Last month, in response to a request from AIM—a Washington nonprofit organization concerned with accuracy in news reporting and commentary—ABC admitted on the air that it made several errors in its Aug. 7 documentary, *Arms and Security: How Much Is Enough?*, which was critical of increases in U.S. defense operations (BROADCASTING, Sept. 25). It was AIM's contention that ABC should also show *Only the Strong*, produced by the Institute for American Strategy, to correct what it called the "gross imbalance" of *Arms and Security*.

In a joint letter sent Aug. 28 to all commercial TV stations, William Foster, chairman of the Arms Control Association, and Rear Admiral (ret.) Gene La Rocque, director of the Center for

Defense Information, warned that the 27-minute color film "deals with a highly controversial issue of major public importance" and that opposing viewpoints should also be aired. Stations were urged to "carefully scrutinize" the film before deciding to show it. "If . . . you plan to show it or if you have already done so," the letter said, "we think you should indicate to us your willingness to present an opposing viewpoint." The organizations offered to provide spokesmen following the showing of *Only the Strong*.

A spokesman said last week that ACA has received about 100 responses to its letter. About half of the stations said they have shown or will show the film, and the other half refused to schedule it, he said.

The spokesman said that ACA is not ruling out filing complaints with the FCC, charging that stations that carried *Only the Strong* but not the contrasting viewpoint violated the fairness doctrine. In IAS's own letter to TV stations on Sept. 28, IAS President John Fisher charged that the "principal purpose [of the ACA-CDI letter] seems to be the use of the fairness doctrine to prevent your showing *Only the Strong* . . .

"It has not been our desire to invoke the fairness doctrine as the basis for your decision to show *Only the Strong*," Mr. Fisher said. "Rather, we urge you to show it because it is an excellent film . . ." He noted that over 125 stations have already shown or scheduled the film.

IAS has in the past tried to buy time on the three networks to show the program, Mr. Fisher said last week, but NBC thought it was too controversial and would elicit demands for reply time; CBS has been "unresponsive," and ABC said it was preparing its own program, which turned out to be *Arms and Security*.

Mr. Fisher said IAS is considering filing fairness complaints against the networks with the FCC.

McGovern accepts. ABC's *Issues and Answers* has lined up Democratic presidential candidate George McGovern for special hour-long edition Sunday (Oct. 22) at 1 p.m., NYT. President Nixon turned down ABC's invitation to appear on yesterday's (Oct. 15) telecast of *Issues and Answers* and instead sent Secretary of State William Rogers and White House adviser John Ehrlichman.

Club personcotted. Women's Liberation Movement apparently has friend at KTVU(TV) Oakland-San Francisco. Roger Rice, vice president and general manager of station, last week declared San Francisco Press Club events off-limits for news coverage by KTVU. Station will not participate in club's activities, Mr. Rice stated, as matter of policy. KTVU also editorialized on air against club. Triggering this reaction was reaffirmation by press club that women cannot become full members.

Socialists lose on four counts

Equal-time pleas for candidates turned down by FCC which says all not legally qualified to run

The equal-time law has proved to be of no use to the Socialist Workers Party in efforts to obtain free broadcast time for four of its candidates. The FCC last week rejected the party's complaints against various stations and NBC and MBS—in the cases of the party's presidential and vice presidential candidates, because they were too young to hold the office they seek.

The party had sought time for its vice presidential candidate, Andrew Pulley, on Metromedia Inc. stations to balance the July 27 appearance of Senator Thomas Eagleton (D-Mo.), when he was still the Democratic vice presidential nominee, on the *Merv Griffin Show*.

The party also asked for time for its presidential candidate, Linda Jennes, on NBC and MBS, as a result of the Aug. 5 broadcast by the Democratic nominee, Senator George McGovern (D-S.D.), announcing the selection of Sargent Shriver as his new running mate.

But the commission noted that both Mr. Tully and Ms. Jennes are under the minimum-age requirement of 35 the Constitution sets for the offices they are seeking. Accordingly, the commission said, they are not "legally qualified."

The commission turned down a complaint concerning the party's senatorial candidate in Illinois, Fred Halstead, on the grounds that he was not a legally qualified candidate at the time of the broadcast that triggered the demand for equal time. The party had sought time on WTTW(TV) Chicago as a result of an April 26 appearance on the station by Representative Roman Pucinski (D-Ill.), candidate for the Senate.

However, the commission noted that while Mr. Halstead decided to get on the ballot by the petition method, his petitions had not been certified, nor was his name officially placed on the ballot, three months after the congressman's broadcast. The commission said there is no basis for stating that Mr. Halstead is a legally qualified candidate until the Illinois secretary of state certifies him as such.

The fourth rejection suffered by the party involved a complaint lodged in behalf of its Senate candidate in Georgia against WSB-TV Atlanta. The candidate, Alice Conner, was appealing a commission staff ruling that she was not entitled to free time as a result of a broadcast featuring 18 candidates running in the Democratic and Republican primaries.

The staff had informed Ms. Conner that the commission has held that, in the case of primaries or conventions, equal opportunities applies only to legally qualified candidates for nomination. And since she was not a candidate in either primary, she was not entitled to equal time, the staff said. The commission concurred.

You don't have to go broke to do good ads

That's consensus of top sponsors and their creative teams who tell how to do it at ANA's TV workshop

A representative group of TV's leading spenders among national advertisers disseminated hints last week at how expenses can be reduced and money saved in creating, producing, testing, distributing and scheduling commercials.

If the subject matter was the test of the draw in attendance, then the large turnout (more than 300 people) made a success of the two-day (Oct. 11-12) television commercials workshop of the Association of National Advertisers in New York.

A highlight of the workshop was a Ralston Purina joint presentation detailing cost savings effected under a program of controls the company instituted in TV commercial production. J. T. Hurley, manager of advertising services, said the average cost of a Ralston Purina TV commercial was cut about in half in two years—from \$18,300 in October 1970 to "just over \$9,000" today. He said these figures are exclusive of costs for test commercials, and noted that although the advertiser "like everyone else" is producing more 30-second commercials than 60's now, "I do feel a reduction of almost 50% in costs is significant."

Appearing with Mr. Hurley was William M. Claggett, Ralston Purina's vice president and director of marketing. Mr. Claggett, who placed the advertiser's cost-control program in perspective, warned, however, that from the advertiser's point of view, "let's don't mess up the creativeness of our commercials at the same time we're saving all this money. A costly commercial sometimes can be the best buy a client can ever make."

Included in Ralston Purina's program: consolidation of all its release print production in one studio with an approximate saving of \$50,000 a year and with byproduct benefits of setting uniform standards, ability to plan piggybacking more effectively, realization of some economies in shipping groups of commercials to various markets and a maintenance of tighter control over quality.

Mr. Claggett said the advertiser five years ago adopted a cost-plus TV production pool, using selected studios on both coasts. This, he said, saved about \$250,000 a year over the straight bid system. He said the company's advertising agencies have the option as to the use of the cost-plus plan but that the agencies now voluntarily do so in over 50% of the cases.

More recently—a few months ago—

Ralston Purina adopted a policy of shooting most of its new commercials in 16mm rather than 35mm film with approximately \$1,200 savings achieved on every commercial shot that way. (Shooting in 35mm is still permitted, however, for creative reasons or for other specific purposes so as to accommodate, for example, complex opticals, animation, tight close-ups of food, etc.).

Integral in the program, Mr. Claggett said, is rough-testing of commercials to assure an effective message before it is produced. Mr. Hurley said that by reviewing estimates, the agency was able to save as much as \$20,000 on a commercial, with savings of \$5,000 to \$10,000 "fairly routine." In discussing test commercials, Mr. Hurley said that with tight control it was possible to shoot them "in-house" for as little as \$800, though some test commercials have cost about \$2,500 each, and that the advertiser has been using more video tape in this area, particularly with local talent.

Another joint presentation—by Alfred L. Plant, vice president-advertising, Block Drug Co., and Robert Ahrens, video-tape marketing consultant—outlined advantages of using tape in distributing commercials.

Block Drug, it was explained, started distributing all TV commercials on tape for both network and spot a little over two and one-half years ago. Mr. Plant said the program speeded up printing and releasing; assured more consistent picture quality from print to print; gave better color balance control (from film to tape as against negative to positive in film); improved audio quality; allowed for less dependence on local station engineers for color balance and adjustment; speeded duplication (thus reducing costly inventories), and used less time of the agency traffic departments because of fewer commercial shipments.

Mr. Plant stressed that the system, handled for Block Drug by Advertel, Toronto-based video-tape facility, has

achieved savings in distribution in the first year "of slightly over 30%" over film. (A double set of records were kept that first year, refiguring the costs as to film for the entire Block Drug broadcast schedule, network and spot).

Among the details: A 64.5% savings in shipping prints to networks (unlike film, only one set of dups is required for tape); 3% saved in the first year in spot, but this percentage increased as the commercials were used for a longer period; 51.5% savings in transferring film to tape (as against two 16mm optical negatives and answer prints for film); but increased costs in the areas of piggybacking and in shipping. On an over-all basis, Mr. Ahrens said, the advertiser estimated a more than 30% savings (including agency commission) of tape over film.

Mr. Plant indicated that still more study would be required of the use of film or tape in distributing commercials. He said his company has learned that tape distribution works better for network than for spot, though the latter area can be improved with experience. He said, however, that "while a tape system works for one advertiser, it may be less effective for another. It really depends on the way you operate your business."

Gordon Webber, Benton & Bowles senior vice president and manager of the creative department, said the upward trend of 30-second commercial costs (up to \$15,000 or nearly four times the cost of a one-minute commercial in 1957) had been reversed for the first time last year.

Mr. Webber said that while competitiveness had sharpened in the film industry, the biggest factor was a "shift in the psychological stance . . . everybody has gotten smarter, a lot more knowledgeable [and] they care about costs." He said advertising agencies were taking the lead in this area because they have a "primary responsibility as managers of your business to apply just as efficient and professional management to the production



Blue-chip clients. Two of TV's bigger customers are in this group attending last week's TV commercials workshop held in New York by the Association of National Advertisers. General Foods' Ridge Blackwell (l), director of broadcast services, and Frank J. Harvey (r), advertising manager, controls, marketing services department, flank (l-r) Adam Kratchowill, advertising production coordinator, Block Drug, and Robert Ahrens, video-tape marketing consultant, Advertel, which handles Block Drug's commercial distribution.

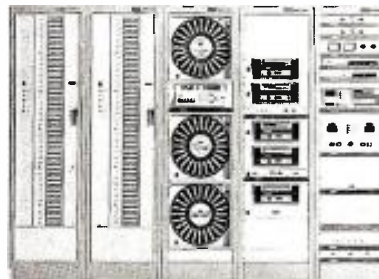
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Using advanced digital technology with MOS memory, Gates has developed a flexible program automation system. Custom-tailored to *your* needs.

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These are just a few of the advantages. Write us for more details. Gates Division, Harris-Intertype Corporation, Quincy, Illinois 62301.



area as to marketing, media, promotion, research, or any other part of your business."

His agency, Mr. Webber said, for the past three years has worked a plan of having all finishing, from dailies to answer print, consolidated in one production house. In completing more than 600 commercials, he said, Benton & Bowles saved 30% to 40% on finishing and 6-7% on gross production costs.

Dudley M. Ruch, vice president, commercial research, The Pillsbury Co., described a system of pretesting its commercials in grocery stores and following up this with telephone callbacks to homes of the test group.

Mr. Ruch said that incoming shoppers are assigned either to a control group or a test group, with the latter exposed to an in-store, rear-screen projection system by which they view three commercials that are rotated. Both the test and control consumers are given a coupon book for advertised and nonadvertised products and shop as usual, redeeming coupons on products they want to buy.

"The sales effectiveness measure is the difference between the percentage of coupons redeemed by the control group and those by the test group," Mr. Ruch pointed out.

He acknowledged this type of test is limited in measuring sales effectiveness but said it can, in a general way, identify commercials that are "very much above average," "very much below average" and a large group that are "average."

To measure impact and recall, he added, Pillsbury conducts a telephone callback on persons exposed to the commercials in the stores 72 hours after exposure. He said Pillsbury measures impact on two levels—aided and unaided.

Arthur Bellaire, president of Arthur Bellaire Inc., tackled the subject of "getting the most for your TV creative dollar" and emphasized the importance of careful preplanning before TV commercial production begins.

He reported that enlargement of the estimate form by the production house to provide more detailed information on their bids is "probably the biggest forward step we have made in recent months." But he suggested that beyond this, the advertisers, agencies and production houses agree on a master breakout sheet "to make paperwork, cost comparisons and the evaluation of estimates easier and faster for all concerned."

"The object here is to bring to light every possible bit of information—frankly, to make a bigger deal out of commercial costs—to highlight those anticipated costs which may not be really necessary," Mr. Bellaire stated.

Robert Wachsler, vice president and director of research and marketing information, BBDO, discussed the various systems used to test TV commercials and concluded that "all the systems have a wide area of unreliability."

But he cautioned against scrapping the systems, saying their strengths should be exploited and their weaknesses modified. He added that many advertising officials are guilty of "expecting far too much



After-sessions huddle. Association of National Advertisers' president, Peter Allport, meets with Alfred Plant, vice president in charge of advertising, Block Drug, during a cocktail period at ANA's TV commercials workshop in New York. Mr. Plant spoke at the workshop on his company's program of distributing all of its TV commercials on tape.

from our commercial-testing systems" by using them as yardsticks to measure every commercial produced.

"Instead of asking if commercial A is better than commercial B, our question becomes: Is commercial A a good commercial or a poor commercial?" Mr. Wachsler suggested.

A presentation by Henry Knaup and Richard Tousey, president and vice president, respectively, of Panel Film Productions Inc., pointed up the importance and value of producing test commercials.

They noted that a test commercial not only is less expensive than a finished one (about one-fifth the cost) but is also a "reliable, predictive tool." They asserted that agency creative personnel are opposed to test commercials in the belief that tests destroy their ideas.

They recommended that if an advertiser wants to produce test commercials, he should convince the creative people at agencies that the tests will give a fair reading of their work and will provide them with the opportunity to rework their concepts to make them stronger.

Ramon Bimonte, senior vice president and creative supervisor, Compton Advertising, stressed the value of research in providing "insightful information." He said this type of research tells an advertiser "why" a commercial is good or bad.

For this type of research, he said, he prefers that it be conducted in the home, rather than a theater. The respondent doesn't know he is part of a test when he is viewing in the home and often provides qualitative judgments that are important, according to Mr. Bimonte.

A technical explanation of Dupont's laboratory TV-commercial testing was

presented by Robert C. Grass, the advertiser's communications research group manager. (Mr. Grass in a later session said that Dupont in the consumer area pretests 80-90% of all its TV commercials "in some form").

Mr. Grass noted that motivation plays a part in commercial viewing (what the viewer wants to learn) and that there appears to be a "straight-line relationship between attention and learning. . . . How much the viewer learns from a commercial depends directly on how much attention he pays to it."

Also during the panel session, at which time the audience asked questions, Mr. Grass noted that one area that is "expensive and in which little is done" is that of determining whether what is said in a commercial will move people to adopt a more favorable attitude toward a product. He said, "If we say we are using the color green in a product, will that message link sell the product? We don't really know."

He said Dupont pretesting experience indicated that average viewers normally do not learn more than seven simple message links (that is, name of product, its manufacturer, product's color, category of the product, etc.), even though the commercial may have 10 or 12 such links or as many as 40 or more. This, he said, indicates that should an advertiser have to "teach 10 to 12 primary message links" in a commercial campaign, "we'd better not try to do it all in one commercial" but with two, and, at the same time, warn the advertiser to be careful not to clutter up the commercial with "extraneous information."

More general observations on television as a medium were supplied by Robert E. (Bucky) Buchanan, senior vice president, J. Walter Thompson Co., New York. He led off the two-day workshop with a rundown on "trends in television."

Mr. Buchanan cited figures, previously reported, to show TV as a mature but growing medium; that "the much-touted disenchantment with TV programing is not confirmed by viewing statistics"; that while TV's cost-per-thousand is moving steadily upward, it is "not out of line with economic indicators."

The JWT executive also pointed to the influence of research in TV sponsorship patterns, noting particularly Gallup and Robinson data that, he said, "in simplest terms, says this: 'Type of programing, back-to-back commercials, adjacency to a station break, clutter—they all take a way-back seat to the one great despoiler of commercial effectiveness: proximity of a competitive product.'"

Mr. Buchanan suggested that the subject be discussed seriously by advertisers and their agencies with networks and stations, and said that JWT itself has been analyzing the data. He said that the report already indicates that despite the money and effort put into commercials, "they may achieve only half their potential for a reason beyond your immediate control."

Procter & Gamble's James Cochran, manager of commercial production, warned against hasty judgments in using on-camera talent in commercials. He sug-

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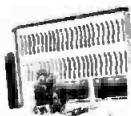
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WTAE-TV and Radio studios are currently undergoing a \$1.2 million program, providing station a better working environment. Growing industry. Growing station (as shown by the area it now occupies). The addition, to new space, will give:

- New facilities
- News Department
- Radio will have ground floor on-air studio office space
- Added live air
- New Executive
- Space for a City System facility
- New lobby area
- New group

Broadcasting has a we pledge to his future or even to

ASCAP
congratulates
BROADCASTING
- the voice of
the industry
on the occasion
40th
Anniversary



RKO General
salutes
the newsmen

KAISER
BROADCASTING

On October 15, 1931, a handful of pioneer broadcasters received the first issue of the first magazine to serve their industry.

Newsy, accurate, and eminently readable, Broadcasting was launched and has become an essential part of the week week for everyone connected with radio and television. What should come as no surprise to anyone who has ever met the man behind the magazine, Sol Talschoff.

Forty years ago, he had already decided that Broadcasting would do more than report the news of the industry. It would also stimulate, provoke, guide.

That he has succeeded can be attested to by the thousands of readers who think of Broadcasting as the industry bible; but a bible is properly, an independent in its editorial view that the very men who mean by it often find themselves sweating at it, and in doing so, truly to its journalistic integrity.

On this 40th anniversary, Group W extends its congratulations to Broadcasting Magazine, its staff, and to Sol Talschoff... the driving force behind it all.



The thought is from H. P. H. The magazine is in the hands of the staff of the Columbia Broadcasting System.

To: Broadcasting
— and a
happy 41st!



The quizzed. Speakers at the Association of National Advertisers TV commercials workshop in New York met during the session as a panel to answer questions from the audience. They were (l-r) Robert E. (Bucky) Buchanan, senior vice president, J. Walter Thompson; Robert Grass, manager, communications research group, Dupont; Robert Wachslar, vice president and director of research and marketing information, BBDO; Herbert Krugman, manager, public opinion research, General Electric, and Dudley Ruch, vice president, Pillsbury.

gested that advertisers become familiar with union contracts covering talent fees, at least to the extent that it would be more likely they could spot a problem, or a place to save money, well before a commercial is approved. ("Take the time to identify your stake in the subject of TV commercial talent costs. It's probably a big one," he said.)

Mr. Cochran, who works for TV's top-spending advertiser, estimated that TV users spend "40-50% as much paying as [they] have to produce the commercials themselves" and said that advertisers must take note that in terms of talent fees they must pay before they approve a commercial for production.

"There have been numerous instances," he said, "where talent-reuse costs over the life of a commercial exceeded the cost of production itself—and when confronted with one of these, you may want to reconsider the wisdom of producing the commercial at all."

In noting that talent-fee contracts will soon be renegotiated, he said that even a 5.5% increase in session and use fees ("Using the pay board's magic figure") would mean "well over \$3 million a year out of advertisers' pockets and into a medium that is simply not providing the same cost efficiencies today that it did a year ago—and with little prospect of improvement down the road."

Among pitfalls: in asking for performers to contract on exclusivity will require, under union contract, that the advertiser pay at least double the minimum scale for session and use fees, and that reshooting costs are often avoidable in instances wherein there is knowledge of contract stipulations on performers' status as to automatic renewals on commercials' use. He noted savings can be realized when advertisers recognize the "high cost of rushing into production." He stressed that writer, producer and casting director must have time to talk about how many actors are needed and in what categories they should be hired.

Mr. Cochran gave several examples

of savings achieved by reduction of on-camera actors in a commercial (from four to three actors, a 25% saving in session and reuse fees is effected). He said that by staging and selecting camera angles in a Spic & Span commercial, the producers were able to give an awareness of six women but that only three could be identified. The other three were cast and used as product extras and not players and about \$7,600 in reuse fees was saved.

Alan Levin, account executive, Burke Marketing Research, which conducts day-after recall testing of TV commercials, said that his company's test data indicate that excessive clutter had no apparent effect on attentiveness and memorability of a commercial, irrespective of what position it has in the string of commercials.

Herbert E. Krugman, manager of public opinion research, General Electric, offered the view that running the same commercial more than three times results in the "beginning of disengagement" by the viewer.

He said he was not critical of large TV budgets with numerous exposures but said the viewer makes up his mind "most frequently at some point in the second exposure to the commercial."

Audience holds. In summing up his random observations of TV's status, and trends in the medium, Robert E. (Bucky) Buchanan, senior vice president, J. Walter Thompson Co. (and in charge of its media department), told an Association of National Advertisers TV commercials workshop last week that: "Television fare can and should be improved, but its viewers aren't walking out on the second act." And: "... That's television—the most looked-at, most talked about, most costly, most time consuming, most maligned, most applauded, most entertaining, and perhaps the most informative medium the world has ever known."

The first to trip over the FTC's substantiation requirements

Car and air-conditioner manufacturers didn't satisfy commission with proof of advertising claims

The Federal Trade Commission moved last week to litigate advertising claims that it alleges have not been documented in the agency's advertising substantiation program.

The agency announced that it was planning to issue complaints against one automobile manufacturer and three air-conditioner makers. All had been asked to document some 1971 advertising claims and, according to FTC sources, failed to submit convincing proof that the claims were legitimate. The automobile maker is General Motors (Chevrolet Vega and Buick Opel); also proposed to be cited are GM's advertising agencies, Campbell-Ewald and McCann-Erickson. The air-conditioner manufacturers are Fedders Corp., Rheem Manufacturing Co., and Whirlpool Corp. plus its advertising agency, Doyle Dane Bernbach.

The FTC also said that it was planning to issue a complaint of false and misleading advertising against Volvo Inc. and its advertising agency, Scali, McCabe & Sloves, but that this challenge was not related to the advertising substantiation program that began in July 1971.

At that time, the FTC said the purpose of the program was to require proof of claims made by advertisers for the benefit of consumers and, to a lesser extent, for possible litigation by the FTC itself. The program includes, in addition to automobiles and air conditioners, such other categories as dentifrices and toothpastes, soaps and detergents, electric razors, TV sets, cough and cold remedies and tires. Three or four more product groups are to be asked to document advertising claims before the year is out, an FTC spokesman said last week.

The latest FTC action is considered to be a response to criticism of the substantiation program. Some consumer groups have criticized the agency for not moving to cite advertisers whose documentation was said to have been found wanting. FTC Chairman Miles W. Kirkpatrick himself told a congressional committee that he was disappointed in the results of the program since much of the material submitted either failed to prove the claims or was irrelevant.

The trade commission hired an outside technical consulting firm to help it analyze the automobile data, and last week's action is considered the first fruit of that report. There may be still other complaints against automobile makers, according to Robert Pitofsky, director of the FTC's Bureau of Consumer Protection.

Mr. Pitofsky stressed that the thrust of the prospective complaints is that at

WBRC Birmingham, Ala. WYDE Birmingham, Ala. WAAX Gadsden, Ala. KRAA Little Rock, Ark. KBIB Monette, Ark. KTUC Tucson, Ariz. KXTC Phoenix, Ariz. KABC Los Angeles, Cal. KOLA Riverside, Calif. KPRO Riverside, Calif. KBON San Bernardino, Calif. KMEN San Bernardino, Calif. KSFX San Francisco, Calif. KGO San Francisco, Calif. KTHO South Lake Tahoe, Calif. KQIQ Oxnard-Ventura, Calif. KLTk Denver, Colo. KYOU Greeley, Colo. WPOP Hartford, Conn. WNLC New London, Conn. WEXT Hartford, Conn. WMAL Washington, D.C. WWDC Washington, D.C.	WETO De Land, Fla. WGBS Miami, Fla. WHDQ Orlando, Fla. WBSR Pensacola, Fla. WLCY Tampa-St. Petersburg, Fla. WDAE Tampa-St. Petersburg, Fla. WRMF Titusville, Fla. WALG Albany, Ga. WDAK Columbus, Ga. WBIE Atlanta-Marletta, Ga. WJBC Bloomington, Ill. WLS Chicago, Ill. WJOL Joliet, Ill. WVMC-WSAB Mt. Carmel, Ill. WVIN-WSEI Olney, Ill. WIZZ Sireator, Ill. WTTV Bloomington, Ind. WJPS Evansville, Ind. WLYV Fort Wayne, Ind. WPFR West Terre Haute, Ind. WDBQ Dubuque, Iowa KMCD Fairfield, Iowa	KMA Shenandoah, Iowa KGGF Colleyville, Kan. WHDQ Topeka, Kan. WXVW Louisville, Ky. WAKY Louisville, Ky. KDXI Mansfield, La. WNOE New Orleans, La. KEEL Shreveport, La. KYEa Monroe, La. WTVL Waterville, Maine WVOB Bel Air, Md. WEZE Boston, Mass. WABJ Adrian, Mich. WKFR Battle Creek, Mich. WHFB Benton Harbor, Mich. WDEE Detroit, Mich. WKYZ Detroit, Mich. WVIC Lansing, Mich. WKBZ Muskegon, Mich. WKLK Cloquet, Minn. KNXR Rochester, Minn. WKYV Vicksburg, Miss. KDMO Corthage, Mo.	KFRU Columbia, Mo. KKJO St. Joseph, Mo. WRTH St. Louis, Mo. KNEB Scottsbluff, Neb. WFST Trenton, N.J. WWBZ Vineland, N.J. KPAR Albuquerque, N.M. WHN New York, N.Y. WABC New York, N.Y. WMCA New York, N.Y. WHEN Syracuse, N.Y. WFA5 White Plains, N.Y. WCGC Belmont, N.C. WGBG Greensboro, N.C. WINW Canton, Ohio WGAR Cleveland, Ohio WTVN Columbus, Ohio WDAO Dayton, Ohio WTOD Toledo, Ohio KCRC Enid, Okla. KLAW Lawton, Okla. KTOK Oklahoma City, Okla. WKY Oklahoma City, Okla.	KPAM Portland, Ore. KTIL Tillamook, Ore. WHOI Allentown, Pa. WKAP Allentown, Pa. WLAN Lancaster, Pa. WKST New Castle, Pa. KQV Pittsburgh, Pa. WIXZ Pittsburgh, Pa. WEEU Reading, Pa. WILK Wilkes Barre, Pa. WYZZ Wilkes Barre, Pa. WNOW York, Pa. WINH Georgetown, S.C. WESC Greenville, S.C. WSSC Sumter, S.C. WDXB Chattanooga, Tenn. WKGN Knoxville, Tenn. WDIA Memphis, Tenn. KIKN Corpus Christi, Texas KRY5 Corpus Christi, Texas KRLD Dallas, Texas KDHN Dimmitt, Texas	KXYZ Houston, Texas KFRO Longview, Texas KQXX McAllen, Texas KWEL Midland, Texas KLUR Wichita Falls, Texas KBRE Cedar City, Utah KALL Salt Lake City, Utah WBTM Danville, Va. WINC Winchester, Va. KGMi Bellingham, Wash. KITN Olympia, Wash. KORD Pasco, Wash. KONA Trl Cities, Wash. KUTI Yakima, Wash. WVVA Wheeling, West Va. WAXX-WEAU Eau Claire-Chippewa Falls, Wisc. WISN Milwaukee, Wisc. WRKR Racine, Wisc. WDUX Waupaca, Wisc. KFBC Cheyenne, Wyo. KSGT Jackson, Wyo. KASL New Castle, Wyo. KVR5 Rock Springs, Wyo.
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Every year, ABC's radio network affiliates earn literally hundreds of awards.

Naturally, we're very proud.

Especially since most of the awards come from fellow broadcasters.

They're the toughest judges. So their awards are the highest compliment.

They show a deep respect for our affiliates' probing news journalism, editorial integrity, and lively sports reporting.

But it doesn't stop there.

For public service, affiliated ABC stations have been honored time and again by state governors, Federal agencies, plus civic and charitable orga-

nizations from all over the country.

It's no small wonder that the ABC stations are also winners in the eyes (and ears) of their listeners.



american
contemporary
radio network



American
Information
Radio Network



AMERICAN
ENTERTAINMENT
RADIO NETWORK



AMERICAN
FM RADIO
NETWORK

The Four ABC Demographic Radio Networks.
Any resemblance to traditional radio networks is purely coincidental.

the time the advertisements were run the companies did not have a reasonable basis for making the claims. This reasonableness policy was enunciated last July when the FTC held that advertisers must have documentation of claims at the time they are made, even though they may be proved correct later.

Specifically challenged by the FTC were GM's radio commercials claiming that the Chevrolet Vega is the best-handling passenger car ever built in the U.S. and that its Buick Opel chassis never requires lubrication.

GM termed the proposed complaint "completely unjustified," in a news release issued the same day that the FTC announced its intention to issue the complaint. It said the statement on the Vega's handling qualities was made by the editor and publisher of *Road and Track* magazine in an article in that periodical. GM, the company said, accurately quoted that statement and identified the source. Mr. Pitofsky noted, however, that it was not the quotation that was being challenged but GM's additional comment.

In the proposed Volvo complaint, the FTC said that the claim that Volvo cars are "substantially more economical to own and operate than competing makes of automobiles" was without a reasonable basis at the time it was made.

In the air-conditioning complaints, challenged were Fedders' print advertisement that claims its room air conditioners alone have reserve cooling power; Rheem's print and broadcast claims that they are the most efficient central cooling systems and that they are revolutionary in that they refresh inside air every second; Whirlpool's TV claim that its "panic" button is not found on other air conditioners.

The Whirlpool "panic" button, for example, was said by the FTC to be nothing but the high-speed control for the fan, found on most other air conditioners.

Bankrupt barterer finds new ventures

Norman King, former board chairman of the bankrupt U.S. Media-International, New York, emerged last week as the principal investor in American Marketing Complex, a sales-promotion organization. The firm has filed a registration statement with the Securities and Exchange Commission covering a proposed offering of 125,000 shares at \$4 per share.

American Marketing Complex was formed as a private company with 83% of the stock owned by a firm called Lefking, in which Mr. King holds a 75% interest and Herbert Lefkowitz 25%. If the proposed offering goes through, Lefking will own about 55% of the shares outstanding, according to Mr. Lefkowitz.

Mr. Lefkowitz said American Marketing Complex is engaged in creating and selling promotional and marketing plans for the broadcast and print media; barter advertising may be included.

D'Arcy-MacManus puts hand across the seas to Masius-Wynne-Williams

Giant U.S., British agencies to pool resources, assets, talent; chairmanship to rotate annually

A new "multi-national group" with advertising billings in excess of \$350 million is being formed by one of the U.S.'s largest advertising agencies—D'Arcy-MacManus International—and one of the largest in Europe—Masius, Wynne-Williams Ltd. of Great Britain.

Plans for the creation of a new association of the agencies were disclosed last week in news conferences held in New York and London. The new entity is to be called D'Arcy-MacManus & Masius in this hemisphere and Masius & D'Arcy-MacManus in Europe.

Subject to the approval of the stockholders of the agencies, the companies will pool resources, assets and talents. Principals of the agencies also said last week that the two companies will form their association through an exchange of stock and that both agencies, which will retain their own "sovereignty," will participate in profits.

D'Arcy-MacManus International, itself the result of a merger of D'Arcy Advertising and MacManus, John and Adams, has offices in eight major cities of the U.S. and also in Toronto and in Mexico City. It bills at a rate of more than \$200 million, while Masius, Wynne-Williams billed \$150 million worldwide in 1971, with \$62 million of this in the United Kingdom. It has offices in 15 countries outside of the U.K.

Anthony J. Abrahams, managing director for the British-based agency, said the combined resources will give the agency "the springboard for further expansion into new areas." He called the new organization "a supra-national, as against international, agency group," without a bias toward one agency.

Ernest A. Jones, chairman, D'Arcy-MacManus, briefed newsmen with the opening line: "This is not a replay but a whole new ball game." He was alluding to announcement two years ago of an

affiliation with Intermarco, a foreign agency combine, that subsequently was dissolved (earlier this year). He and James B. Orthwein, president of D'Arcy-MacManus, said the U.S. agency had been seeking a continental partner of "complementary stature" ever since.

In the combined operation, John G. Wynne-Williams, chairman in the British-based company, will be the first chairman of a "group board" that will be the policy link for the two agencies (with members of that board drawn from the operating boards of the two agencies). The chairmanship will rotate annually with Mr. Jones and Mr. Orthwein to succeed to the post in that order.

Officials stressed that internally the agencies' operations will remain intact, though the Masius, Wynne-Williams U.S. office will be combined with the D'Arcy-MacManus operation in New York.

They said few, if any, account conflicts were foreseen and noted that the agencies had some clients in common (General Motors and Colgate-Palmolive were cited as principal examples). The official date of consolidation is targeted as Jan. 1, 1973.

A political flap in Philadelphia radio

Utility quits its sponsorship of two disparate commentators after one criticizes the mayor

The cancellation of two commentary programs on WPEN-AM-FM Philadelphia by their sponsor, a municipally owned utility, has become an object of public dispute.

The incident stemmed from a Sept. 22 broadcast by commentator Taylor Grant, who was critical of the administration of Philadelphia Mayor Frank Rizzo. Soon after the broadcast, the Philadelphia Gas Works, which had been sponsoring Mr. Grant's program for seven years, notified the station it was canceling it and a syndicated commentary by Fulton Lewis Jr. The Grant and Lewis features had been running on WPEN on alternate nights.

Mayor Rizzo at a news conference re-



British are here. In New York last week to announce an association between D'Arcy-MacManus International and British-based Masius, Wynne-Williams were (l to r) Anthony J. Abrahams, managing director for the British agency, and Ernest A. Jones and James B. Orthwein, chairman and president respectively of D'Arcy-MacManus.

You get artists with it.

People make film the exciting creative medium it is. Not only the men behind the cameras and the men behind them, but the technicians and scientists who continue to create new equipment and new films. They're all united in their commitment to push the potential of film to its outer limits.

People and film, working together, can endow your product with a personality uniquely its own. Because no other medium can compete with film's powers of expression, innovation, and persuasion.

And while film is the most creative way to go, it isn't the most expensive. Film really hits the spot.



EASTMAN KODAK COMPANY

Atlanta: 404/351-6510; Chicago: 312/654-5300; Dallas: 214/351-3221; Hollywood: 213/464-6131; New York: 212/262-7100; San Francisco: 415/776-6055.





REVOLUTION '72

BROADCASTERS PROMOTION ASSOCIATION INC., 1972 SEMINAR, NOVEMBER 12-16, BOSTON, MASSACHUSETTS

Dear Station Manager:

I am sure by now you've heard about Revolution '72, the Broadcasters Promotion Association's international seminar that is being held in Boston November 12-16.

This year's seminar is shaping up to be a must for your station's promotion expert. We thought you might be interested in just a few of the details. Nationally known figures from both radio and television as well as the FCC will be speaking at many of the general sessions. Our panel discussions include "Marketing for Audience Promotion", "Rapping with Reps", "Community Ascertainment", "Using an Ad Agency", "Sales Development", and many other topics of current interest. The popular "Ask the Experts" sessions include such subjects as license renewal, graphic and design, ratings, and station image building. This year's BPA Seminar also includes the extensive use of multi-media to support the meetings.

The function of the broadcast promotion specialist is experiencing major change in the industry. This change is reflected in the scope of Revolution '72. The attendance of your promotion expert at this seminar will be a worthwhile investment in a member of your management team.

If you have any questions regarding the Broadcasters Promotion Association's international seminar, please write:

Broadcasters Promotion Association, Inc.
18 South Michigan Avenue
Chicago, Illinois 60603

BAR reports: television-network sales as of Sept. 24

CBS \$439,511,800 (36.2%); NBC \$392,494,700 (32.4%); ABC \$380,235,200 (31.4%) *

Day parts	Total minutes week ended Sept. 24	Total dollars week ended Sept. 24	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	77	\$ 474,000	2,760	\$ 16,418,000	\$ 16,576,300
Monday-Friday 10 a.m.-6 p.m.	997	6,769,500	36,673	253,980,200	228,648,400
Saturday-Sunday Sign-on-6 p.m.	328	5,438,800	11,531	136,267,500	106,639,900
Monday-Saturday 6 p.m.-7:30 p.m.	84	1,471,300	3,570	63,181,200	51,890,700
Sunday 6 p.m.-7:30 p.m.	11	288,200	501	10,687,200	14,933,900
Monday-Sunday 7:30 p.m.-11 p.m.	400	22,210,600	14,937	660,600,900	637,233,900
Monday-Sunday 11 p.m.-Sign-off	143	1,883,600	5,723	71,106,700	49,346,900
Total	2,040	\$38,536,000	75,695	\$1,212,241,700	\$1,105,870,000

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

ferred to the Grant cancellation as "the second best news of the year." The mayor did not identify the best news. Associates of the mayor have denied any association with the cancellation.

But Mr. Grant said last week that the gas company had been "invaded" by the Rizzo administration and that he had previously been given "absolute, total and complete freedom to say anything I liked" over the air.

A WPEN spokesman said the station has offered Mr. Grant a five-minute spot Monday through Friday at a remuneration of \$15 per show, which he declined. Mr. Grant said that he considered this more a "cop-out" than a "bona-fide offer," presented by the station to alleviate criticism it has suffered since the show went off the air.

Prudential's TV theme misleads, says Florida

Insurance commissioner schedules Tallahassee hearing to determine if ads should be banned in state

For the past two years, Prudential Insurance Co. of America, Newark, N.J., has been spending several millions of dollars with a commercial campaign that uses whimsy and urges potential life-insurance policy holders to sign up and "own a piece of the rock." The "rock" is Prudential's symbol, the Rock of Gibraltar.

The story line of the commercials usually has a slightly boastful policy holder discussing Prudential investments as a reflection of his own enterprise.

The advertising theme has been a happy road for Prudential. According to Henry Arnsdorf, vice president in charge of public relations and advertising, the "Piece of The Rock" theme "is the most successful life-insurance campaign that Prudential has sponsored."

The company, which spends some \$8 million a year in TV (all in network),

last week was put on notice by the Florida state insurance commissioner, Tom O'Malley, that he is asking Prudential to show cause why it should not be ordered to cease and desist in its TV advertising in that state. Mr. O'Malley indicated the campaign in his opinion leads policy holders to believe they may participate in the company in a managerial capacity, and thus is misleading and/or deceptive.

Mr. O'Malley has set a hearing in Tallahassee for Dec. 6. Prudential apparently is prepared to contest the order, and its formal statement said the company looked forward to "attending the hearing . . . as it will give us an opportunity to provide a detailed explanation of the integrity of our advertising."

"While it is true that our advertising campaign has a smile, its whimsy should not be confused with deception," Prudential stated.

Prudential is a co-sponsor of FBI on



Right and duty. A voting and voting-registration campaign has been started on television with humorous 30- and 60-second spots produced in a cooperative effort by The Advertising Council and the League of Women Voters. Each of the ads is built around the theme of one person helping another to vote, or register to vote, by replacing him on his job. Above, a paunchy male stage manager takes over for a chorus girl (!), and a long-haired young man stands in for the farmer's wife in an "American Gothic" scene. Others show a young woman replacing a traffic policeman, an old woman picking up where a jackhammer operator left off and a delivery boy filling in for a dentist. The volunteer agency, Needham, Harper & Steers, New York, expects television time donated for the spots to total some \$6 million by Nov. 7, election day.

ABC-TV and also on that network sponsors *Prudential College Scoreboard* following college football Saturday afternoons, and, starting in January, will be in CBS's *Cannon* and will sponsor live college basketball. Ted Bates, New York, is Prudential's agency.

Business Briefs

All for fun. General Mills Fun Group, Minneapolis, will sponsor five animated specials on CBS-TV this season. Series will consist of two new specials: *Robinson Crusoe*, to be broadcast on Thanksgiving day (Nov. 23); and *The Prince and the Pauper*, to be presented Sunday, Nov. 26. Also included will be rebroadcasts of *Treasure Island*, Sunday, Oct. 29; *Robin Hood*, Sunday, Nov. 5; and *A Christmas Carol*, Sunday, Dec. 10. Specials were produced by Air Programs International, Sydney, Australia.

Consolidation. Realemon Foods, division of Borden Inc., Chicago, has appointed Tinker, Dodge & Delano, New York, to handle its advertising. It is considered consolidation move, as TD&D has been Borden agency for some time. Realemon is reported to have billings of \$1 million. Last year it spent upwards of 80% of its budget in radio. Previous agency was The Marsteller Company, Chicago.

New name, new image. Stimpson Advertising, Seattle, changes to Stimpson, King, Thomas & Capeloto Inc. to reflect wider authority delegated to firm's principals: Irving E. Stimpson (president), John A. King, John S. Thomas and Robert M. Capeloto (all vice presidents and directors).

More Revlon to Grey. Etherea-Fine Fragrances division of Revlon, New York, has appointed Grey Advertising there to handle advertising and promotions. Grey has been principal agency for Revlon since 1960.



Sound Penetration in 7 Major Markets

NEW YORK
PITTSBURGH
DETROIT
CHICAGO
HOUSTON
SAN FRANCISCO
LOS ANGELES

WABC
KQV
WXYZ
WLS
KXYZ
KGO
KABC

ABC AM RADIO STATIONS 

WAPI Birmingham, Ala. KOY Phoenix KTAR Phoenix KLCN Blytheville, Ark. KMJ
 Fresno, Calif. KFI Los Angeles KHJ Los Angeles KNX Los Angeles KDIA Oak-
 land, Calif. KNEW Oakland, Calif. KFBK Sacramento, Calif. KGB San Diego KCBS
 San Francisco KEST San Francisco KNBR San Francisco KWG Stockton, Calif.
 KIMN Denver KLZ Denver KFKA Greeley, Colo. WDRC Hartford, Conn. WDEL
 Wilmington, Del. WQAM Miami WDAE Tampa, Fla. WSB Atlanta WMAZ Macon,
 Ga. WPAX Thomasville, Ga. KGU Honolulu WGN Chicago WGRT Chicago

Special Report

Radio at 50: an endless search for infinite variety

Half a century after its first year of explosive growth, the aural medium shows few signs of middle-aged sag

"I have in mind a plan of development which would make radio a 'household utility' in the same sense as the piano or phonograph. The idea is to bring music into the home by wireless.

"While this has been tried in the past, it has been a failure because wires do not lend themselves to this scheme. With radio, however, it would be entirely feasible.

"... The problem of transmitting music has already been solved in principle and therefore all the receivers attuned to the transmitting wave length should be capable of receiving such music. The receiver can be designed in the form of a simple 'Radio Music Box' and arranged for several different wave lengths, which should be changeable with the throwing of a switch or pressing of a single button.

"... The box can be placed on a table in the parlor or living room, the switch set accordingly and the music received. There should be no difficulty in receiving music perfectly when transmitted within a radius of 25 to 50 miles.

"The same principle can be extended to numerous other fields as, for example, receiving lectures at home which can be made perfectly audible; also, events of national importance can be simultaneously announced and received. . . ."

David Sarnoff

When those words were written in 1916, the idea they expressed was regarded as little more than an intriguing fantasy. Yet four years later, the radio stations were on the air—WWJ (AM) Detroit, KDKA (AM) Pittsburgh and educational WHA (AM) Madison, Wis. And in 1922, events quickly and spectacularly began to justify David Sarnoff's vision. The number of radio stations jumped from 30 to nearly 600. Sales of radio sets began to boom. America developed an in-

tense, enduring fascination with the "music box."

Fifty years later the country is accustomed to a new world of vast advances in communications technology, sophistication, the gross national product, and human confusion. During that time radio's style, structure and role in communications have changed completely. Even the circumstances under which people listen have changed: The family that once gathered in the living room for an earful of adventure now listens, sort of, while traveling by car or lounging at the beach. Yet radio has done far more than survive. In 50 years it has carved out a special place for itself, yielded that place to a newer medium, and returned, strong as ever, by carving a wholly new role for itself. In an age of greater marvels and radically widened choice, why?

On one level, the answer is so obvious that few people outside radio would bother to think about it. The shortest path between a breaking news event and a listener's ear is radio. In a community ravaged by hurricane, the small list of essentials includes a transistor radio. In the farm belt, a listener who arises early will hear the most practical kind of information. On this level, asking "why" about radio's success is like inquiring about the utility of a light bulb.

A second answer is that, for better or worse, radio has become the continuous background noise in American life. It is accessible: it is diverse; it is as obtrusive as the listener wants it to be.

On a third level, there is a hidden sense of community tied into radio. Many listeners have an inexhaustible hunger for news, which is a form of participation in the day's events, a form of relating both to the events and to other listeners. In a different way, radio entertainment performs the same function.

Whatever else may be said about radio, those basic uses are the source of its appeal—and who is immune to them? The refrain that "everyone listens to radio" is just about literally true, as everyone knows because everyone listens to radio.

It is a fact that obviously is not lost on people with something to sell. Neither is

the fact that radio offers a unique opportunity to the seller. Anyone who wants to reach millions of people at once may or may not use radio to deliver his message; anyone who wants to reach women, aged 18 to 25, in Omaha, *will* use radio. He will use it because only radio offers that kind of specialized service; he will use it because computerized, specialized, radio research will tell him exactly how, and where, and when to reach that target.

That has been one of the favorite subjects of radio's critics, ever since the medium's beginnings: that the entire mysterious process, the curious appeal of that sound, is placed in the service of commerce. American radio is a marketing tool; love it, live with it, analyze it, the whole bloody sound is there to move goods off the shelf. Broadcasters do not "admit" this charge; that would be like admitting that Tuesday follows Monday. They embrace it, they wave it in the air, they heave it back at their critics. "If it's not good enough to be sold," one broadcaster has said of radio programming, "it's not good enough to be broadcast." "All the way I'm sales-oriented," another will say. "And anyone in this business who isn't sales-oriented is in trouble."

The handmaiden-of-commerce charge has lost some of its steam simply because there are so many different kinds of radio stations. So has the other recurrent complaint—that radio pollutes the mind, is chained to mass tastes, is drivel. When nearly everybody can find a radio station to suit his tastes, his needs, there is far less inclination to criticize the medium as a medium. The critic may wonder why so many Americans listen to that "junk" on top-40 stations, but he is less likely to take it out on "radio" if other stations offer something for almost everybody.

It is possible to overstate the case for diversity in radio. For one thing, a market with 40 stations is likely to have no more than, say, seven different sounds. It does make a difference, of course, who is transmitting the sound; but unless you are prepared to believe that fans of the Boss Jocks would suffer culture shock if forced to rely on the Good Guys, the operative measure of diversity is closer to seven than to 40. Moreover, about 25% of the nation gets *no* radio service except that provided by clear-channel stations. Specialization does not completely rule the air.

Nevertheless, this fragmentation of audience is a fact of life—probably *the* fact of life—about radio today. It is not the coming thing; it is an accomplished revolution, something that has happened over the past five years, and with greatest force in the past two years. It has written

Survivors. The 140 radio stations listed at the top of this and following pages are the pioneers that got on the air by the end of 1922, the year of radio's first great expansion, and are still in business. About 450 others were in operation at the end of 1922 but later disappeared through merger, relocation or economic failure. Asterisks indicate noncommercials.

WMAQ Chicago WDZ Decatur, Ill. *WILL Urbana, Ill. WSBT South Bend, Ind.
 *WBAA West Lafayette, Ind. *WOI Ames, Iowa WMT Cedar Rapids, Iowa WOC Davenport, Iowa
 KSO Des Moines, Iowa *WSUI Iowa City KFH Wichita, Kan. WLAP Lexington, Ky.
 WHAS Louisville, Ky. WWL New Orleans KEEL Shreveport, La.
 WCAO Baltimore WFBR Baltimore WBZ Boston WRKO Boston WSAR Fall River, Mass.
 WNBH New Bedford, Mass. WJR Detroit WWJ Detroit *WKAR East Lansing, Mich.
 WFDF Flint, Mich. *WCAL Northfield, Minn. KMBZ Kansas City, Mo.

new ground rules for stations, advertisers—and listeners. Now the likelihood is that the next few years will bring a steady, gradual change within this new framework.

But it is the structure of radio that changes, and the style. It is not the medium's basic appeal. That has been a constant ever since the days when finding sound, any sound, out there in the air, was a new and strange joy.

The development of radio is a history of gradual change, marked at three points by critical change. The first was 50 years ago, in 1922, when radio spread across the continent. The second was in the early fifties, when the institution of network radio—jilted for television by its national advertisers—began to give way to something live and local and formatted. The third began in the late sixties, when the development of FM stations and the growth of specialization produced a new, wide-open medium. This, in brief, is how it happened.

One of the simplest and most direct expressions of radio's impact in 1922 was posted in front of a Louisville church by the minister: "God is always broadcasting." But even then, as the number of stations multiplied 20 times in a year, the shape of radio was being determined by natural and thoroughly secular business considerations. Radio did not evolve into the hands of corporate America. It began there.

From the beginning, radio was seen as a commodity (though it was not immediately seen as a vehicle for the sale of other commodities). The medium was born in a world where government control hardly existed, and was ripe for use by whatever economic interests could turn it to their own gain. Among the first to seize the opportunity were manufacturers of equipment, who saw radio programming as an obvious way to stimulate sales of radio sets and related equipment.

The principals were such companies as General Electric, Westinghouse and Zenith—and, of course, RCA, formed at government behest in 1919 to develop "wireless communications." While competing with one another, these companies also formed an interest group in opposition to AT&T, which had the unannounced objective of gaining control over radio while maintaining its supremacy in telephone communications.

The future lay with the manufacturers. When the National Association of Broadcasters was formed in 1922, its first president was a manufacturer, Eugene Macdonald of Zenith.

It was still not clear, though, how this

new medium would support itself. Obviously the manufacturers could not be the custodians of radio indefinitely. They saw it principally as a stimulant to sales of their own products, secondarily as a business in its own right; when economic times got tough, they might simply shut down the station for a while.

One point of agreement among eminent names of the time was that the support should not come from advertising. Herbert Hoover, who as secretary of commerce was radio's chief watchdog and interested observer, thought that "the quickest way to kill broadcasting would be to use it for direct advertising." Even David Sarnoff, who was right more often than anybody, looked skeptically at advertising. He thought radio ought to be supported either by philanthropists who would help subsidize this new means of enlightenment, or perhaps by a variant of the British license fee. A conference of broadcasters, presided over by Secretary Hoover, issued a formal statement frowning on advertising.

One organization, however, was experimenting with the idea: AT&T. In 1922, it initiated what it described, in good telephone language, as "toll broadcasting." As one participant in the event described it later, the decision was this: "Anyone who had a message for the world or wished to entertain was to come in and pay their money as they would upon entering a telephone booth, address the world, and go out."

Slowly that influence began to be felt. The first station to broadcast a commercially sponsored program, according to more recent claims, was WGAI (now WSBT[AM]) South Bend, Ind., on July 3, 1922, but it was AT&T's WEAJ New York that attracted the attention. The first "toll" program there was broadcast on Aug. 28, 1922. Gradually the cumbersome process of buying, promoting and presenting a single program gave way to a simpler one: Advertisers simply associated their name with an entertainer or group and presented them on the air in series form. Thus were born the "Brownie King Orchestra," the "Cluquot Club Eskimos," the "A&P Gypsies," and scores of others.

It rapidly became clear that advertising was the likeliest solution to radio's financial problem. By 1924 a mystique was beginning to surround the subject in some business quarters. Bruce Barton, a founder of BBDO, informed the world that Jesus was actually one of the all-time great advertisers. As one "who picked up 12 men from the bottom ranks of business and forged them into an organization that conquered the world,"

Jesus was "the founder of modern business," said Mr. Barton.

The entrance of advertising into broadcasting had a direct and natural influence on the growth of networking, which is almost as old as broadcasting. AT&T, hoping to offer its sponsors a package of stations, began hook-ups among WEAJ and other stations in the East. By 1925 the company had organized a chain headed by WEAJ, with other outlets stretching as far west as Kansas City.

Meanwhile, a competing network had been formed by RCA, General Electric and Westinghouse. In 1926, the companies reached an agreement under which AT&T handed over its entire network to RCA, in return for full control of all network relays. RCA, General Electric and Westinghouse then purchased WEAJ for \$1 million, and formed NBC as an RCA subsidiary on Nov. 1, 1926.

At that point, true national networking began to emerge. What had formerly been the AT&T chain became the NBC Red network early in 1927; the old RCA-Westinghouse-GE chain became the NBC Blue network. Both were broadcasting coast to coast before the end of the year. That same year, the Columbia Phonograph Recording Co. launched CBS; it struggled at first, but under the leadership of William S. Paley the new network was making money by 1929. The Mutual Broadcasting System came along in 1934, formed by two clear-channel stations—WGN(AM) Chicago and WOR(AM) New York. In 1945, after the government had forced NBC out of multinet network service, the Blue network was sold for \$8 million to Edward J. Noble, principal owner of Lifesavers, and became ABC, the newest of the major networks.

Radio bloomed in the thirties. The way it settled into American life is described in a recent novel, "The Dick Gibson Show," by Stanley Elkin:

"These were heydays. There was Uncle Don and his 'That ought to hold the little bastards.' Coast to coast, it seemed, in the prime time of that prime time, there were open keys, unthrown switches, bloopers, stoopnagelisms—but diffusing accident, there was form, order, a national sense of the institutional. There was Allen's Alley, The National Barn Dance, Manhattan Merry-Go-Round, Lux Presents Hollywood, Town Meeting of the Air. And not even partisan, a wider community than mere fan—though these were the days of the signed glossy, of the 50-cent 'family album' of stars—something constituent almost, franchised. One knew that all America was tuned in. You can see the photographs in the encyclo-

A reminder. KCBS was the first radio station. Anywhere. That's a matter of Congressional Record. What began as a 15-watt pioneer radio operation in 1909 grew into a 50,000 watt news-radio operation in 1969. We were a new innovation then. We are a news innovation now. KCBS is Northern California's first and only source of continuous news. When San Francisco Bay Area listeners think of radio, they think of KCBS first.

KCBS NEWSRAD  74

FIRST.



WDAF Kansas City, Mo. WHB Kansas City, Mo. KSD St. Louis WEW St. Louis WIL
 St. Louis KEIN Billings, Mont. WJAG Norfolk, Neb. KOWH Omaha WLNH Laconia,
 N.H. KOB Albuquerque, N.M. WGR Buffalo, N.Y. WHCU Ithaca, N.Y. WABC New
 York WHN New York WNBC New York WOR New York WHAM Rochester, N.Y.
 WGY Schenectady, N.Y. WFBL Syracuse, N.Y. WSYR Syracuse, N.Y. WHAZ Troy, N.Y.
 WBT Charlotte, N.C. WDAY Fargo, N.D. WLW Cincinnati WHK Cleveland WKYC
 Cleveland WCOL Columbus, Ohio *WOSU Columbus, Ohio WING Dayton, Ohio

pedia. The family in its cozy parlor. (It is always wintertime in these photographs.) Father in his business clothes, Sis in wools, Mother with a bit of knitting in her lap, the floor lamp behind her right shoulder, the shade slanting the light forthrightly where her book would be if she were reading. The son is stretched out on the floor, belly to carpet, doing his homework. The gothic radio, like a wooden bell, on a table in the corner. They smile or are concerned or absorbed or wistful, as though they hear a song common to each—an anthem perhaps of some country where they had all once lived. The caption explains that this American family, like so many millions of others, is enjoying the jokes of a popular network comedian, or engrossed in the news that will be tomorrow's headlines, or engaged by one of the many fine dramas that may be heard on the radio. And you know that it's no fake, no mere posturing for the photographer, and indeed if you look close you can see that the dial in the radio glows. . . . Dick Gibson knew, knew then, blessed by nostalgia as some are blessed with prescience, this steady hindsight that was contemporaneous to him and as involuntary as digestion, that all this was the truth, that those pictures had it right: Americans were in their living rooms, before their floor lamps, on their sofas, in their chairs, along their rugs, together in time, united, serene."

Shortly after World War II, a crucial change began to take shape. The handwriting was on the wall in 1947, when local radio revenues eclipsed network figures for the first time—the beginning of a trend that has never been reversed.

There were other signs. A postwar boom in radio stations hiked the total from 1,000 in 1945 to 2,600 in 1949, but with no appreciable gain in network affiliations, which stood at about 800. At the same time, television came along to upstage radio, particularly network radio, which scaled down and restructured its programming accordingly. All these events combined to place far greater programming demands on the local station.

At this point the radio "program" began to die and the "formula" began to be born. Local stations sought listener loyalty that transcended individual time slots or even personalities. It started in a variety of ways, in a variety of places, and there is no single originator.

One kind of formula, however, became more successful and ultimately more influential than any other. It was top 40, the all-day-long hit parade of the air. And it did have a generally recognized creator: the late Todd Storz.

Mr. Storz started the idea at KOWH (AM) Omaha and broke it loose at WTX (AM) New Orleans. One story has it that he saw evidence, in restaurants, that Americans had a firm compulsion to keep the jukebox playing, and transferred the idea to his radio stations.

When Storz Broadcasting took over WTX it was a classical-music station, in a market where the leader, WDSU (AM), was playing the "top 20." The new Storz station responded with a "top 40" from 3 p.m. to 6 p.m., with spectacular results. Soon WTX was playing the hits around the clock.

The idea of relying on "the hits" was nothing new; *Your Hit Parade* had been a staple for years, and plenty of radio stations played popular music. But the way the Storz group put it together was new. The sound was fast-paced, tightly knit, carefully packaged with jingles and selected songs and no dead air. And the entire sound was very firmly management-controlled. Selections were based on popularity indicators, but the final choice rested with management, not with the disk jockey or anyone else. At about the same time, a similar approach was started at KLIF (AM) Dallas, owned by Gordon McLendon.

The format was a bold innovation, but the element of management control introduced an element of caution that was most evident when something called rock 'n' roll came along. There was an initial reluctance to get involved with the new, raucous sound. But nothing of such popular appeal could be kept down for very long; and when Elvis Presley came along shortly thereafter, the marriage of top 40 and the new sound was complete.

The basic format could be extended to other kinds of music, and was. Anything that could be measured by a music-popularity chart could be tied to the basic top-40 format. With varying pace, playlist and decibel level, the format found its way into country-and-western, middle-of-the-road, and black radio.

It became a national phenomenon. The oldest axiom about radio—that it is the uniquely "local" medium—is true up to a point; that was the basic change in radio after television arrived. But the decline of radio networking and the new emphasis on local programming should not obscure the fact that radio became national in a new way. Everyone has seen the 14-year-old girl, visiting a strange town, who hunts the radio dial not so much for a particular record as for a *sound*; the chances are she'll find something that closely resembles a station in her own town. Not to hang the entire phenomenon on the shoulders of a 14-year-old girl, let

it be added that all ages do much the same thing. The new "national" influences in radio became the creators and refiners of formats, the jingle factories, the record companies. They were finding receptive audiences in diverse communities across the country.

It was then that another practice developed to cast a cloud over the relationship of the suppliers and selectors of all those phonograph records that had become the staple of radio programming.

Between 1958 and 1959, record distributors paid \$263,244 in payola to have their records plugged in 23 cities. That was the finding of the House Legislative Oversight Subcommittee. Today, distributors and DJ's who engage in the practice face a fine of up to \$10,000 as a result of legislation enacted in the wake of the subcommittee's findings.

That traumatic period made the management-controlled stations look good, and led to even greater caution. That, coupled with the lull in music during the early sixties, made the period a time of relative quiet in radio. Then the Beatles came along and the air was alive; the music not only pumped life into rock radio, it influenced the music every other kind of station was playing.

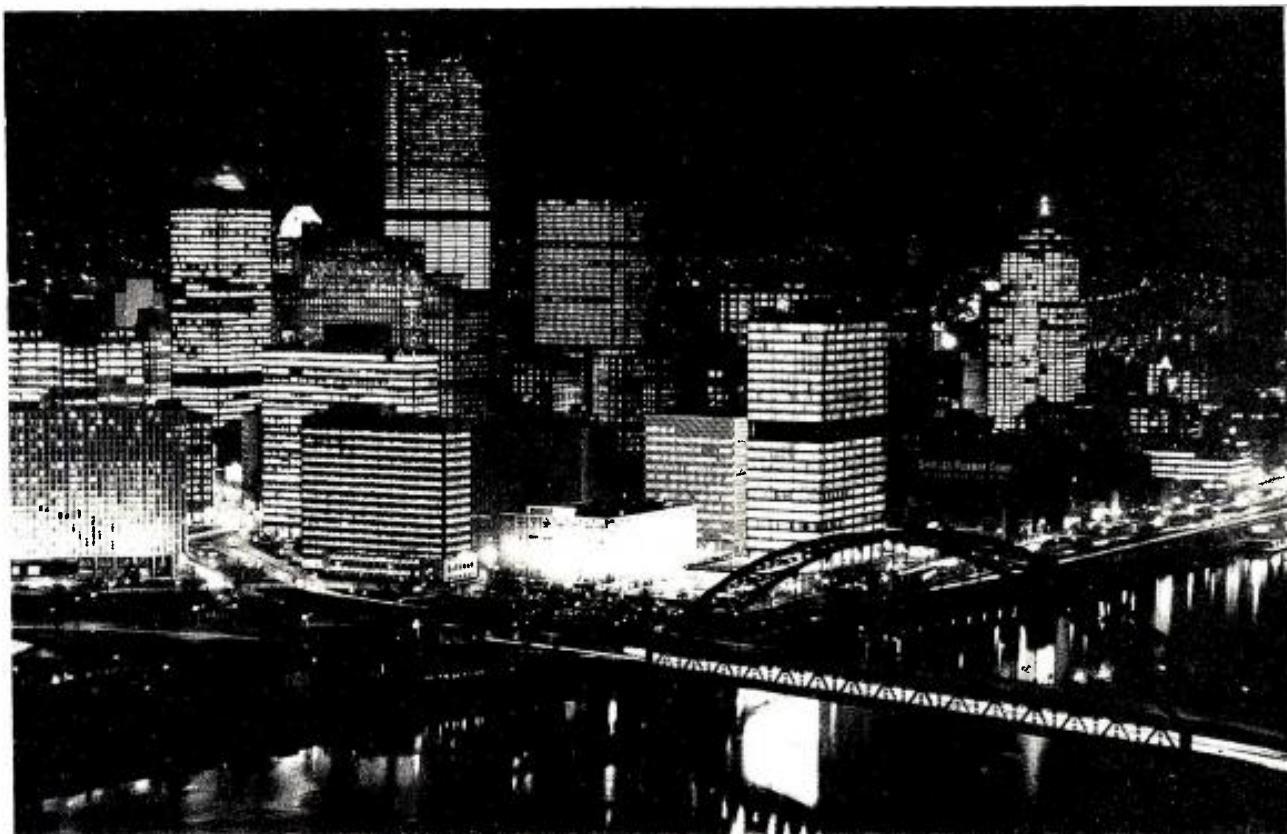
But the real change in radio was yet to come. It began about five years ago, reached a peak in the past two years, and is now the cardinal fact about radio. It was two things at once: specialization, and a spiraling growth in the number of radio stations. More and more broadcasters on the air, finding more and more distinct audiences, were suddenly what radio was all about.

Or so it was said. Actually, the only admissible general statement about modern radio is that nothing is "what it's all about." The moment there is talk of specialization there must also be talk of such phenomena as WCCO (AM) Minneapolis, WSB (AM) Atlanta or WGN (AM) Chicago. All are straight, mainstream, middle-of-the-middle-of-the-road radio. All cut across demographic lines. All are institutions in their communities, popular beyond belief. All are about as specialized as hamburger and as widely bought.

In modern radio there has also been a blurring of format lines. Middle-of-the-road radio is no longer a sound, it's a place—midway between extremes of whatever everybody else is doing. Modern country radio begins to sound like uptown; MOR and rock stations play more and more country music. Black radio develops a smooth, professional sound, identifiably black but a far cry from the days of "ethnic" radio.

The emphasis on specialization must

GEORGE WASHINGTON SLEPT HERE



George came to Pittsburgh, Pa. in 1753. We officially became a city on March 18, 1816.

WTAE-RADIO signed on-the-air May 8, 1922. Three pretty significant events.

Being 50 years old is something. Being what we are today is something else! Brand new building and offices, new studios and equipment. New Look. New Sound.

"The Pittsburgh Sound."

wtae
radio 1250

**Represented nationally by*
Mg mcgavren-guild-pgw radio, inc.

photo by Pat Myers
WTAE-TV

WSPD Toledo, Ohio *WNAD Norman, Okla. WKY Oklahoma City KAST Astoria, Ore.
 *KOAC Corvallis, Ore. KMED Medford, Ore. KGW Portland, Ore. *WSAJ Grove City, Pa.
 WKBO Harrisburg, Pa. WGAL Lancaster, Pa. KYW Philadelphia WCAU Philadelphia
 WDAS Philadelphia WFIL Philadelphia WIP Philadelphia KDKA Pittsburgh
 KQV Pittsburgh WJAS Pittsburgh WTAE Pittsburgh WRAW Reading, Pa.
 WBAX Wilkes-Barre, Pa. WEJL Scranton, Pa. WKAQ San Juan, P.R. WEAN Providence, R.I.
 WJAR Providence, R.I. KGFX Pierre, S.D. *KUSD Vermillion, S.D.

be counted at least partly a result of the continued proliferation of radio stations. Between 1967 and 1972 the number of outlets jumped from 5,700 to 7,200. Nearly all were on the FM band, which was both a logical place for expansion—because of its sound quality and its availability—and a necessary one: In 1968, the FCC imposed a freeze on AM, and the band remains frozen to this day. In those five years the number of FM stations jumped from 1,530 to 2,300. The sale prices of FM stations jumped dramatically.

The specialized quality of radio was becoming so evident that even the federal government began to take official notice of it. There emerged, first at the White House and later at the FCC, the proposal that radio be "de-regulated." The reasoning was simple: As a unique medium with its own characteristics and diversity, radio cannot be treated as television without a picture. It is a world all its own.

That judgment has not been translated into policy yet, but even at its present stage it represents a new direction in regulatory thinking, and perhaps a way out of some regulatory binds that are as old as radio.

There has been, and perhaps always will be, continuing debate over whether broadcast regulation is truly a service to the public or a service to the industry. But history leaves no question about the way it began: The regulation of broadcasting was initiated at the request of broadcasters, as a service to broadcasters, to deliver them from the technical chaos suffered at the hands of other broadcasters.

Fifty years ago the only "regulatory requirement" a broadcaster faced was obtaining a license from the Department of Commerce, under the provisions of a 1912 statute that was already obsolescent. The entire process was perfunctory: The law gave the secretary of commerce no discretion in choosing among applicants, nor even the authority to decree such mundane matters as frequencies, hours of operation or term of license. The Commerce Department did have limited authority to curtail interference, but as a practical matter broadcasters operated much as they pleased and interfered with one another regularly. A 1923 regulation adopted by the department put all radio stations in the band between 550 and 1350 kc, which helped alleviate the problem but did nothing to improve the department's inadequate ability to police broadcasting.

Herbert Hoover, secretary of commerce during that time, had an acute interest in the new medium and held a

series of conferences with broadcasters during the mid-twenties in a search for solutions. By 1925 the shape of legislation to come was emerging in his mind. "We must face the actualities frankly," Mr. Hoover said. "We can no longer deal on the basis that there is room for everybody on the radio highways. There are more vehicles on the roads than can get by, and if they continue to jam in, all will be stopped."

For their part, broadcasters were finding the situation antithetical to their own best interests. Clearly, they reasoned, a little regulation—emphasis on the "little"—would be vastly preferable to none at all. At the 1925 conference the broadcasters recommended legislation empowering the federal government to issue licenses, assign wave lengths and determine the power of broadcast stations, without giving it any authority in what the broadcasters called "mere matters of station management." To use a phrase that persists to this day, the new regulatory body was to be only "a traffic cop of the air."

That is what the Federal Radio Commission became. It was formed in 1927, after the interference had become all but intolerable to broadcasters, government officials and the listening public alike. The five-member commission was given the power to grant, renew or revoke station licenses; to make a systematic allocation of frequencies, and, within limits, to set standards of operation for broadcasters. Within a few years the FRC had established a regular broadcasting band of 550-1500 kc, provided for a 10 kc separation between stations, and generally reallocated frequencies in a way that substantially solved the interference problem.

The Federal Radio Commission also had built into it the fundamental regulatory contradictions that persist to this day. On the one hand, it was firmly established that a broadcaster acquired no ownership rights in a frequency when granted a license. The broadcaster in search of a new station, or renewal of an old one, was required to show that the public interest would be served.

On the other hand, the entire regulatory system was geared to the assumption that broadcasting was a business, that its programs were inevitably and rightly treated as a commodity, and that the function of government was to grease industry's wheels rather than to reshape or significantly restrict the system's operation. In his three-volume history of broadcasting, Erik Barnouw says that the government's granting of licenses that were never revoked (except in two cases of outright snake-oil practices), and its au-

thorization of station trading, "did in fact treat channels as private property."

When the government saw a need to bring the regulation of all communications—telephone, telegraph, radio—under one roof, the Communications Act of 1934 was passed and brought the FCC into being. As far as regulation of radio was concerned, the commission was not drastically different from its predecessor. It had to choose among applicants on the basis of which would best serve the "public interest, convenience and necessity," but it originally saw its job as a maintenance function—of carving up the spectrum so as to prevent interference.

So the contradiction persisted. On the one hand, the FCC was supposed to keep out of programming; on the other, it was supposed to stipulate the kinds of broadcast service, which presupposed at least a general concern with programming. And how could a regulatory commission function in the "public interest" without noticing, and affecting, what the stations were actually *doing* out there in the real world?

Evidence began to mount that the FCC was inherently unable to dwell only on traffic-cop duties. In 1941, for example, the commission ordered a station to stop editorializing. That prohibition stood until 1949, when the fairness doctrine was first enunciated. The doctrine permitted editorials but required fair treatment of all sides of controversial issues. Earlier, in 1946, the commission had taken an even bolder step into programming. Responding to congressional and public criticism of programming and commercial practices, the commission adopted and published a manual on "Public Service Responsibility of Broadcast Licensees," popularly known as the Blue Book. The book essentially said that the FCC has a certain responsibility in the programming area and must exercise it. As such, the commission said, it would consider four factors in examining a station's programming at renewal time: its local, live programs, its carrying of sustaining programs for "balance," its treatment of public issues, and its commercial practices. The Blue Book was invoked only sporadically during the next 15 years, and the commission later revised it, but the precedent was there.

It should be noted that these decisions were reached when radio was still very much network radio; it was nothing like today's variegated medium. Yet when television came along and radio began to break into smaller, local parts, the regulation stayed as it had been. Television, structured as radio had once been, set the regulatory pattern for both media.

Ironically, though, the most important

IT'S GREAT TO BE 50 (when you're also No. 1)



Two years ago we took on a new sidekick, the country-fresh sound we call Country Gold.

Country Gold took us out of the middle-age doldrums and made us the life of the party.

Now, by golly, WBAP 820 Radio is No. 1 in adult listenership in the Dallas-Fort Worth area.*

And we'll tell you this: it's great to be 50. But it's better to be No. 1.



WBAP 820 RADIO

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

Represented nationally by
Robert E. Eastman & Co., Inc.



*April-May 1972 ARB (Avg. 1/4-hr. listeners Mon.-Fri. TSA)
April-June 1972 Pulse (Avg. 1/4-hr. listeners Mon.-Fri. RSA)

WNAX Yankton, S.D. WNOX Knoxville, Tenn. WREC Memphis KGNC Amarillo, Tex.
 WTAW Bryan, Tex. WFAA Dallas WRR Dallas KFJZ Fort Worth WBAP Fort Worth
 KILE Galveston, Tex. KTSA San Antonio, Tex. WOAI San Antonio, Tex. WACO Waco,
 Tex. KSL Salt Lake City WCAX Burlington, Vt. KRKO Everett, Wash. KGY Olym-
 pia, Wash. *KWSC Pullman, Wash. KOL Seattle KTW Seattle KHQ Spokane,
 Wash. KSPO Spokane, Wash. KXLY Spokane, Wash. KMO Tacoma, Wash. *WLBL
 Auburndale, Wis. KFIZ Fond Du Lac, Wis. *WHA Madison, Wis. WISN Milwaukee

long-term radio decision the FCC handed down during the first years of its existence—perhaps the most important radio decision it has ever handed down—was in its capacity as a regulator of the spectrum. After puzzling throughout World War II about what to do with FM, the commission kicked the entire service into the 88-108 mc band, and opened up space for new television channels instead. The move meant that FM, which had begun to move in the early forties but had been frozen during the war, was to be set back perhaps 20 years and nearly destroyed. The FCC's decision meant that all existing FM receivers were obsolete.

As television and radio grew and changed gradually during the sixties, broadcast regulation continued to treat them as a unit. Everything from charges of excessive commercialization to questions of fairness received that treatment. Perhaps a turning point was reached in 1970, when Congress voted to ban broadcast cigarette advertising from the air. The target was clearly television, the universally watched and influential medium, but radio was swept along with it. Perhaps the turning was not a "point" but a process; stations that wanted to serve special communities in special ways could find themselves running afoul of the FCC. A record that would seem enjoyable and unobjectionable to a progressive-rock listener would seem obscene to a middle-aged housewife. If specialization and regulation are incompatible, something has to give.

So it was that Clay T. Whitehead, director of the Office of Telecommunications Policy, suggested last year that an experiment be undertaken in de-regulation of radio. In a speech to the International Radio and Television Society in New York, he unveiled several different proposals for reforming; one was that radio ultimately be treated more like magazines than like television, and that tests of de-regulation be undertaken in certain markets.

From an office that has caused one uproar after another, this turned out to be a surprisingly agreeable proposal to almost everyone—including the FCC, which is at work on the project. "Something for everybody" it turns out, is not only an inherently good idea and a bulwark against criticism, but also may be a shield against regulation. The reason, no doubt, is that "something for everybody" is what communications is supposed to be about—as a whole, not unit by unit.

Create your own method. Don't depend slavishly on mine. Make up some-

thing that will work for you! But keep breaking traditions, I beg you.

Konstantin Stanislavski

The most popular song in America at this moment is a quiet ballad about a boy's fondness for his pet rat. The most popular movie glorifies a dope pusher. The most popular television show acquaints us with the quintessential bigot. The most popular sound in radio is—who knows?

In today's radio "popular" means what anyone wants it to mean. The combination of specialized services and vastly refined research techniques means that nearly everybody can be number one at something.

There is still such a thing as absolute audience, of course, and somebody has to head the list. The evidence suggests that in most of the top-50 markets, the top station is an MOR outlet. But when a term eludes definition as MOR does, that fact may mean less than meets the eye. It means that stations which seek a wider audience are more likely to get a wider audience, which is not particularly revealing.

No, the point about radio as a medium today is not that some single sound or approach is "most popular." The point is that a particular constellation of influences is shaping the medium's development. In talks with industry sources, these points recur:

- The basic change in radio has taken place in the past two years. The outlook now is for a period of more gradual change. It will be marked not so much by explosive new formats or changes in the structure of radio, but by attention to the nuances of sound, to the refinements that are necessary to keep the sound fresh.

- The closest thing to major change will happen in FM. Not only will it continue to grow, but it will introduce a wholly new physical sound into radio as quadrasonic gains acceptance. The possibility that all-channel receiver legislation will be enacted is a source of eager expectation, but there is no feeling that such legislation is a necessary prerequisite for healthy FM. The reason: FM has already broken the barrier. In some markets set penetration already exceeds 90%; in no major market is FM still an orphan on the dial.

- The trend is toward fewer commercial minutes. In part, this development reflects the influence of FM, where commercials have been few and far apart on many stations. In part, it betokens a listener displeasure with excessive hawking. The celebrated example of WABC (AM) New York, the fabulously success-

ful station that cut its commercial load from 16 to 12 minutes an hour, is one instance but far from the only one. Stations sometimes even make a promotional point of ad-less radio; a Phoenix station dropped commercials for an entire day—it was billed as a "no-commercial Sunday"—and a competitor initiated a "no-commercial Monday."

- The increasing sophistication of audience research goes hand in hand with the process of specialization. Aided by new techniques and the computer, advertisers have in hand the most precise kinds of information about what age group listens to what when. As the precision of research grows, so does the widespread reliance on those numbers. "There is an absolute reliance on today's ratings," says a rep, who is not entirely thrilled by the trend. "Five years ago there was a lag factor. If a station started to build an audience the advertisers would wait and see. Today if a station has numbers this book, it is salable this book. At one time you could weave more emotionalism into selling, more of the subjective values of a station. Today there's very little of that."

- The automated sound is seen not as a trend, but as an available option for some kinds of stations. It is an inexpensive, convenient way to put some formats across, but is not an across-the-board substitute for local live programming.

Nobody predicts general trends in radio sound. The man who could issue successful predictions on that subject could lay reasonable claim to clairvoyance, because the medium moves with public taste, which is the world's most fickle master.

Do not take those words to mean that radio simply "reflects" society. That is a tired cop-out. Of course radio reflects the world around it; but if that were all it did, there would be no genuine innovation, no real life, in the medium. The mechanical insistence on radio or any medium as a "reflection of society" is too often simply a justification for some dreary programming practices.

What can be said is this: As the people change, radio stations will be there to note and move with the change in ways that engage new audiences. They will not simply reflect those tastes; people do not know "what they want" until somebody invents it and offers it to them. More often than not, the stations that fill those needs most intelligently, most thoroughly, will be the ones that make a mark. That process is as old as radio, and as new.

(This "Special Report" was written by Steve Millard, associate editor, Washington.)



Five million people is a tremendous audience.

It's also a tremendous responsibility.

WABC has been building up to that responsibility for 50 years.

You can't do public service unless you gather a public to serve. We gather 5,028,500* people each week. They tune into WABC because we air the combination of entertainment and information that people want to hear.

When you congregate the largest radio audience in the country, you assume the responsibility of keeping them up-to-the-minute on the world around them...on the issues and events that affect their daily life.

That's why Community Affairs are our concern. That's why we've tailor-made our news and public service programming to fit the needs of the public.

Our participants range from outspoken authorities to the more than 10,000 citizens we

put on the air, in person and by telephone, during the past year.

We have to provide a public forum where timely issues can be aired as they arise in the fields which affect community living...religion, politics, education...all the areas that are vital parts of our way of life.

We feel the same responsibility in airing our hourly newscasts.

Perhaps that's why we've just won our fourth consecutive New York State A.P. Broadcasters Association News Award.

In October 1921 we were the first radio station in New York...in many ways, we still are.

WABC
MUSICRADIO 77
NEW YORK
abc

Two more N.Y. TV's promise Jersey news

WCBS-TV, WNEW-TV tell N.J. coalition that they'll upgrade service to the Garden State; Philadelphia to be scrutinized now

The New Jersey Coalition for Fair Broadcasting, organized specifically to induce New York television stations to pay more attention to VHF-less New Jersey, last week got around to announcing the commitments it has received from six New York City outlets.

Agreements with four of the stations—RKO General's WOR-TV, NBC's WNBC-TV, ABC's WABC-TV and noncommercial WNET-TV—had been reached in June, and had quickly surfaced (BROADCASTING, June 26).

The agreements with CBS's WCBS-TV and Metromedia Inc.'s WNEW-TV, whose renewal applications the coalition petitioned the commission to deny, were reached later—on June 29, in the case of WCBS-TV, and on Aug. 17, in the case of WNEW-TV.

However, they did not become a matter of public knowledge until last week, when the coalition announced the conclusion of all six agreements. For its part, the coalition withdrew the petitions to deny that it had filed against the two renewals.

The announcement was delayed until last week to accommodate the schedules of two of the coalition's co-chairmen, Senator Harrison Williams Jr. (D-N.J.) and Mayor Kenneth A. Gibson of Newark.

Senator Williams, at the news conference in Newark, called the agreements "a very historic moment for New Jersey." He said the state, the only one other than Delaware without a commercial VHF station, "has been bypassed by the age of television."

The agreements with the six stations are designed to remedy that situation. (Senator Williams said WPXI-TV, the seventh VHF station in New York, was not approached because its authority to operate on channel 11 is under challenge by Forum Communications, which is seeking to supplant it as occupant of the facility.)

The coalition's agreements with WCBS-TV and WNEW-TV are similar to those reached with the other four stations, in that they provide for the employment of reporters or stringers to cover northern New Jersey, the airing of programs of special interest to New Jersey, and the maintenance of a continuing dialogue with the community, through regular meetings with members of the coalition and of other groups.

The New Jersey coalition consists of labor, educational, civic and church groups. It is the brainchild of and was organized by Gordon MacInnes, who directs a small foundation, the Wallace Eljabar Fund. The fund's purpose is to

distribute money in New Jersey for the solution of New Jersey problems. And the kind of broadcast service New Jersey was receiving from New York stations that are supposed to serve it, he said last week, was a problem.

He said the fund has now provided some \$75,000 for a three-year period to maintain the coalition as an active force. Most of the funds will support a full-time director, who will keep tabs on how the agreements with the New York stations are being implemented. Among other matters, this will involve monitoring the stations.

Mr. MacInnes also said the coalition is planning to serve as a conduit for making filmed news reports of the one noncommercial station in the state, WNJT-TV (ch. 52), and of other public broadcasting stations as they come on the air in the state, available to New York stations.

Mr. MacInnes had one other function in mind for the coalition—checking on the service Philadelphia stations are providing to southern New Jersey, to determine if they present the same kind of problem the coalition decided the New York stations did. However, even if they do, the coalition would not have the same leverage they had in the case of New York stations—not, at least, for almost three years; the Pennsylvania stations do not come up for renewal again until Aug. 1, 1975.

Future gets foggy for broadcasting in Britain

Study originating in Parliament calls for intensive look at IBA

The possibility of far-reaching changes in Great Britain's broadcasting system, perhaps affecting the BBC as well as commercial broadcasting, was seen last week in the wake of an exhaustive report by a select committee set up by the House of Commons to study the Independent Broadcasting Authority, the governing body for commercial TV and radio.

The committee, in a 474-page report released Sept. 27, called for, among other things, "a full-ranging inquiry" to be started "at the earliest opportunity to consider broadcasting after 1976." That is the year in which, on July 31, the current act defining the role of IBA will expire.

The inquiry, the report said, "should have broad terms of reference" and should consider not only the IBA (formerly called the Independent Television Authority) but also the BBC; should take into account technological developments such as cable television, long-range facsimile and communications satellites "which profoundly affect the position of broadcasting," and should study the systems of other countries. The inquiry should also follow Canada's example, the report said, and "commission studies of the long-term social, cultural, economic,

political and technical implication of different options and invite public debate about the purpose, financing of and access to such systems prior to making recommendations."

Without waiting for the study of broadcasting after 1976, the committee said, the IBA should institute a number of changes on its own: It should, for example, take a more positive role in TV programming and in program experimentation; take steps to provide better program balance by days, by time of day and also in prime time and on weekends; devise means to upgrade the programming status and output of smaller program contractors and ask the big ones, like the smaller ones, to produce programs of local interest.

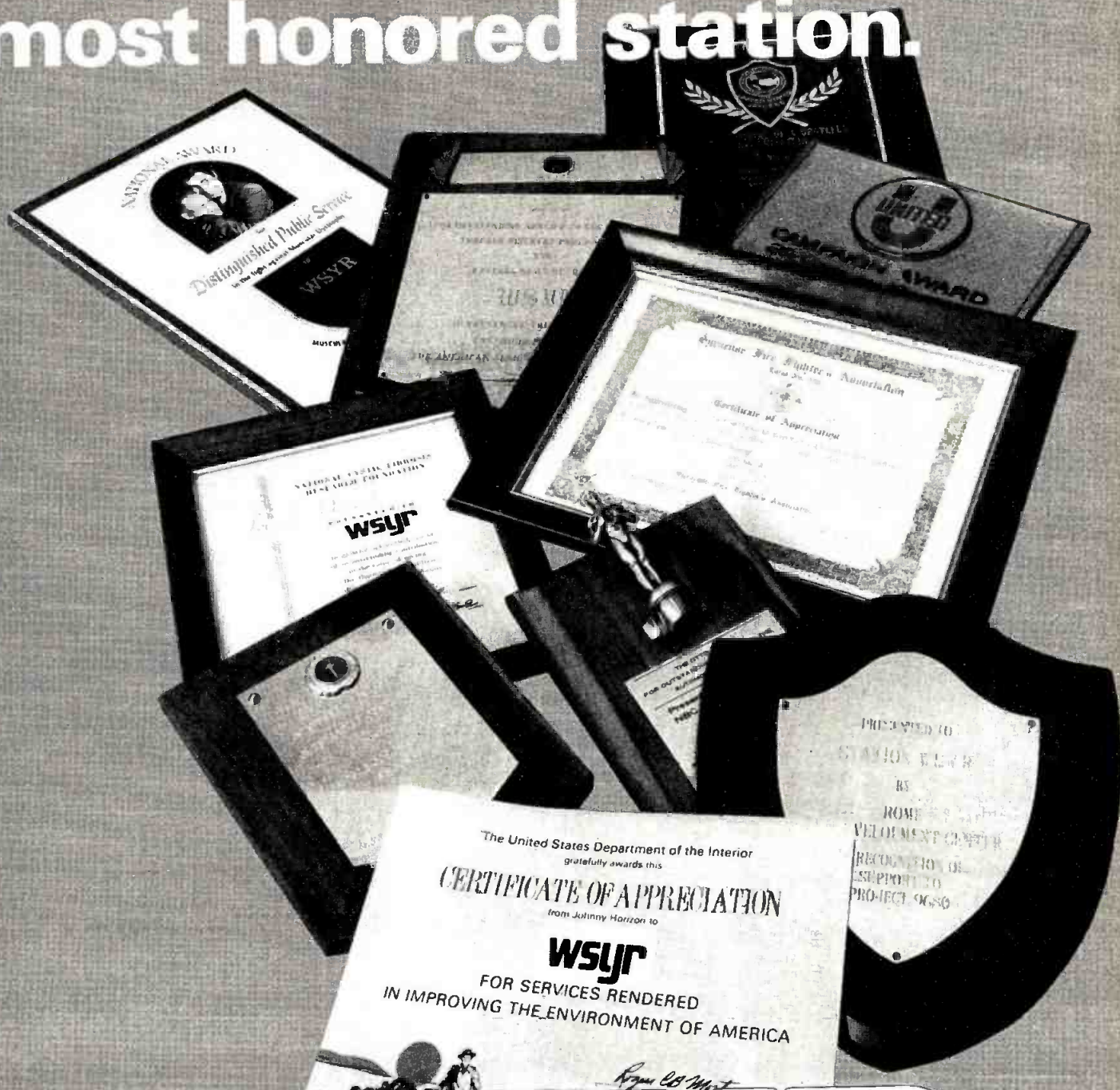
With a reference to the FCC's fairness doctrine (but not to the Federal Trade Commission's proposal that the doctrine be extended to provide for counteradvertising), the committee said IBA "should institute discussion programs, for the service as a whole, to examine the claims of advertisers' products and to report the results of tests and should consider whether it might enable consumer associations, which test products, to be given time on the air to answer the claims of advertisers." The committee said IBA had received few complaints about advertising but that such a course would "help much to allay concern." For the longer range, the committee recommended that the study of post-1976 broadcasting consider "the need for a consumer organization, established by statute, for all communication media."

It also said "the view is rapidly gaining ground that means must be found in the existing broadcasting service, and increasingly as later technology offers more channels of communication, to offer access to air time and the necessary technical assistance to groups of the community to talk to one another and to the community at large without editorial control by the broadcasting service."

The committee's report repeatedly showed concern over the relationship between advertising, ratings and program quality. "As long as a company's revenue depends on advertising sales which are closely linked to audience size," it said, "it is inevitable that this affects the company's program policy and . . . particularly bears on the company's capacity to produce programs of merit." But in recommending a study of other European systems, the committee continued, "The subject [was] not of eliminating advertising as a source of broadcasting revenue but of insuring that its effect on program content be less than at present where the sale of advertising time and the planning and production are in the same hands. Of interest here are the mixed systems adopted in different European countries where all broadcasting is financed jointly by advertising revenue and license fees."

Among other things, the committee said, IBA should consider "bunching" commercials at fixed times and other ways of spacing them, "so as to reduce the pressure for maximal audiences." At the same time the committee said present

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requirements for "natural breaks" should be more rigidly enforced.

The committee appeared to endorse the Minister of Posts and Telecommunications' decision to postpone allocation of the "fourth channel." IBA advocated that it be awarded to commercial television for complementary programming, since BBC already has two channels and commercial TV only one. The committee held that no action on the fourth channel should be taken except as part of a general review of the country's broadcasting needs.

The committee also criticized IBA's approach to its own "public accountability," particularly its holding sessions in private and failure to publish details that would enable the public to compare promises and performance of applicants. It said IBA should study the public-hearings systems of other countries, provide information that would permit the pub-

lic to examine the criteria on which decisions are based and, before making major policy decisions, should publish proposals and invite public debate. It also called for broader public representation on decision-making bodies.

The committee said it believed IBA "is technically competent and conscientiously discharges its duties as it interprets them," but also "was too much influenced by the needs of the companies which are its agents, too cautious in testing new forms of programs and in affording greater public access to the medium."

Commercial television has been operating in Britain since 1955. Commercial radio, now provided only on the Isle of Man, is expected to start in London and three other cities in late 1973 or 1974 (BROADCASTING, Oct. 9). The select committee's study of IBA was one of a series dealing with nationalized and other specified industries.

Freeze sought on AT&T rates

Hikes for occasional line users would force programing cutbacks, independent TV's tell FCC

Independent TV stations, fearing approval by the FCC of a change in program line rates by AT&T that would boost the costs of occasional use, last week asked the commission to deny any request by the Bell system for temporary rate changes until the entire question is litigated.

The letter to FCC Chairman Dean Burch, with copies to all the other commissioners and staff executives, was from Roger D. Rice, chairman of INTV, the newly formed association of nonaffiliated TV stations.

Referring to reports that AT&T planned to file revised rates for TV program transmissions that would sharply reduce charges for network programs, but increase fees for occasional users (BROADCASTING, July 31), Mr. Rice said INTV members were "deeply concerned" at the prospect.

Any boosts in costs for occasional use of transmission lines, Mr. Rice said, would require independent TV stations to reduce news and public-affairs coverage and drastically cut sports coverage. Attached to Mr. Rice's letter was a list showing that NBC, for example, carries 39 baseball games during the baseball season; network-affiliated TV stations carry 390 baseball games, while independent stations carry 775.

Mr. Rice referred to reports that AT&T planned to reduce monthly network charges from the present \$82.50 per mile to \$55 per mile for the inter-exchange channel, and boost occasional hourly inter-exchange channel prices from 55 cents a mile to \$1. Other prospective changes would reduce station connection charges on a monthly basis to \$1,500, less than the networks now pay, but local channel service would be increased, to \$1,000 per month. For occasional service, the station-connection charge would be \$80 per hour and the local channel rate, \$500 per day but no more than \$1,000 in any given month.

In opposing the prospective change in rates, and especially protesting the possibility that AT&T would be given permission to institute the new rates conditionally pending the outcome of hearings, the INTV took a position close to that of Hughes Sports Network, which has already expressed its opposition to the suggested changes. The networks, according to published accounts, now spending about \$75-million annually for program lines to affiliates, estimate a \$15-million saving should the talked-about new rates go into effect.

Just what it would mean to independent TV stations that use AT&T lines for occasional use could not be ascertained. One major-market TV station, it was noted by one source, now spends \$700,000 yearly for this service; under the probable new rates, it is estimated its cost would rise to \$1.3-million.

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WWJ Radio ONE — where it all began.

*Source: July-August, 1972, ARB average ¼ hour estimates, Monday-Friday, Detroit Metro Area, subject to source limitations.

WWJ RADIO ONE
WHERE IT ALL BEGAN

Pro hockey pits noncommercial V v. commercial U

Taft station protests competition between its coverage of Flyers and Blazers games on ch. 12 ETV

A question of propriety has been raised by a Philadelphia commercial broadcaster over the carriage by a local noncommercial TV station of a series of professional hockey games to be underwritten by local businesses. The Philadelphia situation follows by a week the problem in Boston where Storer Broadcasting Co. complained to the FCC that its WSBK-TV (ch. 38) lost the second half of the Canadian-Russian hockey series played in Moscow to the Eastern Educational Network (BROADCASTING, Oct. 9).

Raising the issue in Philadelphia is Robert C. Wiegand, vice president-general manager of the Taft-owned WTAF-TV (ch. 29) there. Mr. Wiegand noted that educational WHYV-TV (ch. 12) was scheduled to carry a series of 10-15 away games of the new Philadelphia Blazers hockey team and was actively soliciting underwriters to pick up the estimated \$40,000-\$50,000 tab for line charges and other costs.

Mr. Wiegand's station for the second year is carrying the 30-odd away games of the Philadelphia Flyers hockey team.

Warren A. Kraetzer, executive vice

president of the educational station, said last week his station is not trying to outbid commercial colleagues for the sports programs. When it became evident that no commercial station in Philadelphia was going to bid for the Blazers games, he said, WHYV-TV offered to carry them as a public service. The new World Hockey League team accepted that offer, Mr. Wiegand said, and is helping defray out-of-pocket costs for the first few games. Norman Marcus, WHYV-TV's programming vice president, said he hoped to have underwriters for the other games, but that as of late last week there were none. Public broadcast stations acknowledge contributors with a credit line at the beginning and the end of each program.

The Boston hockey controversy started after WSBK-TV had broadcast the first four games of the international match from Canada, but was unsuccessful in obtaining the Boston rights for the Moscow-originated series when EEN paid \$50,000 for total network rights, including Boston. WSBK-TV had offered \$21,500-\$35,000 for the Boston rights alone. Even when the EEN feed was carried by noncommercial WGBH-TV in Boston, the public station solicited and received \$7,500 each from two commercial interests to help pay its proportion of the EEN buy, Storer claimed, in its request to the FCC to clarify the extent to which public broadcasters may compete with commercial broadcasters for programs, complete with underwriting, promotion and solicitation of contributions.

More stations lean on WMAL-TV findings

Challenged D.C., Virginia outlets cite court ruling that statistics alone don't necessarily prove a point

The impact of the U.S. Court of Appeals decisions upholding the license renewal of WMAL-TV Washington continues to be felt in renewal proceedings at the FCC. In filings at the commission last week, several stations in Virginia and the District of Columbia used these rulings in answering challenges by local citizen groups.

The cases last week involved petitions by citizens requesting that the commission force the stations to refrain from "further" violations of the FCC's equal-employment requirements (BROADCASTING, Sept. 3). In each opposition pleading, the challenged stations cited those parts of the WMAL-TV decisions where the court found that mere recitation of statistics from the broadcasters' equal-employment plans was not sufficient evidence that the stations are guilty of discriminatory conduct. Those rulings, the stations claimed, applied in their cases as well as in the WMAL-TV proceeding.

Of the stations filing last week, four directed their opposition to a blanket petition against 17 outlets in the Richmond, Va., market. Four others were in response to a similar brief filed by a Washington black coalition against 14 stations in that city. Stations filing were WASH-FM-WTTG(TV) and noncommercial WETA-AM-FM, all Washington, and WRVA-AM-WRVQ(FM) Richmond and WIVE-AM-FM Ashland, both Virginia.

The court upheld the FCC's grant of WMAL-TV 1969 renewal application in a June ruling and affirmed that decision last month (BROADCASTING, July 3-Sept. 11).

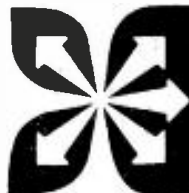
In a separate pleading, WTTG licensee Metromedia Inc. opposed a late-filed petition to deny that station's renewal by the Black United Front (BROADCASTING, Sept. 11). The firm dismissed as groundless BUF's contention that WTTG should be ordered into hearing for an alleged failure to comply with the equal-employment rules, and for allegedly rejecting its responsibility "to recruit, hire, train and promote" blacks for decision-making positions.

Changing Hands

Announced

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

■ **WGPA-AM-FM Bethlehem, Pa.:** Sold by ABE Broadcasting Inc. to the Holt Corp. for \$265,000. The Holt Corp. is headed by Art Holt, a broadcast consultant and formerly an executive with Robert Eastman Co., New York rep firm, and group station owner McLendon Broadcasting Corp. WGPA is a daytimer on 1100 khz with 250 w. WGPA-FM operates on 95.1 mhz with 10 kw and an antenna 630



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■ **KCLX(AM)** Colfax, Wash.: Sold by Palouse Empire Radio to Frank Szymanski and John Koziol for \$100,000. Palouse Empire is headed by Adrian Bevries. Mr. Szymanski is program director and engineer at **KOOS(AM)** Torrington, Wyo., and was formerly part-time engineer at **KSTF-TV** Scottsbluff, Neb. Mr. Koziol is a Russell, Ill., businessman. **KCLX** operates on 1450 khz with 1 kw day and 250 w night. 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 73).

■ **KORN-TV** Mitchell, S.D.: Sold by Raymond V. Eppel and others to Channel 7 Inc. for \$875,000, including a \$100,000 covenant not to compete. Principal stockholders in Channel 7 are members of the Buford family, which has majority interests in **KLTW(TV)** Tyler and **KTRE-TV** Lufkin, both Texas, as well as cable systems serving Bedford and Oolitic, both Indiana. They are also purchasing, subject to FCC approval, Donrey Media's **KFSA-TV** Fort Smith, Ark., for \$4.1 million (**BROADCASTING**, Sept. 25). **KORN-TV** (ch. 5), an ABC-TV affiliate, operates with 100 kw visual, 11.5 kw aural and an antenna 1,511 feet above average terrain.

New issue in WTAR-TV case

The Norfolk, Va., ch. 13 comparative proceeding took a new turn when the FCC's review board added a hearing issue against **WTAR-TV**, the incumbent station on that channel. The new issue concerns the question of whether **WTAR-TV** withheld information about ownership interests of its parent corporation, Landmark Communications Inc. The matter was brought to the board's attention by Hampton Roads Television Corp., competing applicant for Norfolk ch. 13.

The question concerns Hampton Roads's allegation that **WTAR-TV** failed to disclose a list of CATV systems Landmark owns.

The station replied that the FCC license-renewal application does not require an applicant to list each and every cable system with which it is affiliated. It claimed that its reference in its renewal application to Telecable Corp., Landmark's cable subsidiary, was a sufficient explanation and that it did not have to mention new Telecable acquisitions.

The board disagreed. It said the name and location of cable operations owned by the renewal applicant is "without question" pertinent to the renewal proceeding because of concentration-of-control considerations. And since Telecable might have acquired new CATV systems after **WTAR-TV** filed its renewal application, the board said the station should also respond to a section 1.65 issue—which requires licensees to report significant ownership changes within 30 days—in hearing.

Mansfield, Lindemann on NAB's Denver opener

Association hopes to put member of Congress, sports figure on all six regional meeting agendas

The first regional fall conference of the National Association of Broadcasters in Denver, Oct. 31, will have Senate Majority Leader Mike Mansfield (D-Mont.) as the luncheon speaker, and Carl Lindemann Jr., NBC sports vice president, participating in a sports discussion. Both speakers were announced last week by the NAB. John Pettit, FCC General counsel, previously had been announced for the one-day Denver meeting at the Brown Palace hotel.

Each of the six fall conferences will begin with an NAB-sponsored reception the evening before. And the afternoon before each conference, a radio management seminar is scheduled, limited to 45 participants, at a charge of \$25 each. That seminar is already sold out for Denver, St. Louis and Atlanta.

At the moment, the NAB only has one other senator and three other sports executives confirmed for that many meetings; it is hoping to have a member of Congress and a sports speaker for each of the meetings. Here are the line-ups following the Denver meeting as of late last week: Las Vegas, Nov. 2, Sands hotel, Senator Howard W. Cannon (D-Nev.) who is a member of the Senate Commerce Com-

mittee, William C. MacPhail, CBS-TV Sports vice president, and FCC Commissioner H. Rex Lee; Boston, Nov. 9, Sheraton-Plaza, Curt Gowdy, NBC sportscaster, and FCC Commissioner Nicholas Johnson; San Antonio, Nov. 14, Palacio del Rio, Van Patrick, MBS sports director, and FCC Commissioner Richard E. Wiley; St. Louis, Nov. 16, Chase Park Plaza, FCC Commissioner Robert E. Lee; Atlanta, Nov. 21, Regency Hyatt house, FCC Chairman Dean Burch.

Denver sale opponents score in appeals court

Stay is issued in case involving buyer's plan to change format

The \$1.5-million sale of Mullins Broadcasting's **KBTR(AM)** Denver, which is being opposed by citizen groups and an area broadcaster because the proposed purchaser wants to change the station's format, has been stayed by the U.S. Court of Appeals in Washington.

The commission in July approved the application to assign the station's license to Mission Denver Co., despite objections by citizen groups and **KLAK(AM)** Lakewood, Colo., that centered on Mission's plans to drop **KBTR's** 24-hour, all-news format in favor of one featuring country-and-western music.

KLAK, which is a country-and-western station, expressed concern that the format proposed for **KBTR** would make it

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a direct competitor. But along with the citizen groups, it contended that the proposed abandonment of the all-news format would not be in the public interest and that Mission Denver's ascertainment-of-community-needs survey was deficient.

The commission had stayed the effectiveness of its order to permit the parties to seek court review. The court's stay will remain in effect pending the outcome of the appeals.

Mission Denver is wholly owned by Jack Roth, who also owns KONO(AM) and KITY(FM) San Antonio, Tex., WWOK(AM) Miami, and WAME(AM) Charleston, S.C., Mr. Roth also holds a construction permit for WGL(FM) Miami.

The KBTR case is one of a number in which citizen groups are opposing station sales on the ground that the purchasers are proposing format changes (BROADCASTING, Aug. 7). One that the commission resolved in the applicants' favor before it decided the KBTR case is also before the appeals court. It involves the sale of WXEZ(FM) Sylvania, Ohio, from Twin States Broadcasting Inc. to the Midwestern Broadcasting Co., which said it would drop the station's progressive rock format in favor of one featuring middle-of-the-road music.

The sale is being opposed by The Citizen Committee to Keep Progressive Rock. But last month the court denied the group's request for a stay, since the

sale had already been consummated.

Judge Edward A. Tamm, who was a member of the panel denying the stay in the Sylvania case, was on the two-judge panel, with Senior Judge Charles Fahy, that granted the stay in the Denver proceeding.

Las Vegas rivals trade questions of fitness

Channel 3 incumbent KORK-TV hit for sister stations' troubles; competitor for facility charged with making misrepresentations

Both competitors for Las Vegas channel 3 last week pointed a finger of reproach at the other and asked the FCC to enlarge the qualification issues in the hearing involving that TV facility.

Donrey Media Group's KORK-TV, now on channel 3, and Las Vegas Valley Broadcasting Co., a new firm vying for the facility, are the opponents. Each has accused the other of violations of FCC rules which, they claim, reflect adversely on the opponent's qualifications to be a licensee.

Western Communications Inc., the corporate licensee of KORK-TV, requested that these issues be added in connection with Valley's bid:

- Whether Valley is financially qualified to build and operate a new station on the channel in light of the withdrawal of a \$1-million loan commitment it had made with the Nevada State Bank.

- Whether Valley violated the commission's notification procedures by failing to reveal that a director and stockholder, Sam Cohen, had been convicted of two criminal violations and whether, as a result, the firm possesses the necessary character qualifications.

- Whether Valley would be able to obtain an NBC-TV affiliation, as it has represented to the commission.

- Whether the firm is generally qualified to be a licensee in light of questions about its ability to obtain adequate studio and office facilities, whether it would adhere to the FCC's equal employment rules, and several other issues.

On the other hand, Valley asked the commission to decide whether citations on the record against the program policies of other Donrey stations should be considered in the KORK-TV proceeding.

The other Donrey stations, KFSA-TV Fort Smith, Ark., and KOLQ-TV Reno, had been accused of double-billing and "clipping" policies; specifically, they were said to have cut away from network feeds before sponsor credits were given at the end of certain programs and substituted local commercial material. The investigation later resulted in a \$5,000 fine against KFSA-TV. KORK-TV was also implicated in that proceeding. The commission last June ruled that the station must answer charges of similar violations in a renewal hearing (BROADCASTING, June 12).

Later, the agency ruled that Valley's competing application for channel 3 should be judged comparatively in the

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same proceeding. That action followed the termination of a merger agreement between Western and Valley which would have permitted the two firms to operate KORK-TV in a joint venture (BROADCASTING, Sept. 4).

Small-market TV's ask bigger NAB voice

They want seats on television board in proportion to their numbers

Small market TV broadcasters, seeking a voice they can call their own on the National Association of Broadcasters' TV board, made their move last week. The secondary market TV committee of the association unanimously voted to ask the TV board to establish a method that would insure proportional recognition of secondary-market TV stations on the board.

The committee addressed its resolution to TV board chairman Peter Storer, Storer Broadcasting Co. Mr. Storer and a committee of three other TV broadcasters already have been considering suggested revisions of the TV board election process—principally a suggestion by the newly formed INTV group of independent TV stations that nonaffiliated stations be represented on the TV board by at least one director. Over the years other suggestions have been voiced that would require TV directors to be

elected by districts, similar to the procedure followed by NAB's radio board; specific directorships to represent large and small market TV stations; and that TV board elections be on a mail ballot basis (again like the radio board) instead of nominations and elections at the NAB conventions.

In addition to Mr. Storer, other members of that committee are Leslie G. Arries Jr., WBEN-TV Buffalo, N.Y.; Walter E. Bartlett, Avco Broadcasting, Cincinnati; and Ray Johnson, KMED-TV Medford, Ore. The group met for the first time last month in New York, with a second meeting anticipated. The recommendations of that subcommittee will be submitted to the TV board at its January meeting.

The secondary market TV committee also extended an invitation to the National Translator Association to meet together at the NAB convention scheduled to be held in Washington in March 1973, expressing its sympathy with the plight of an estimated 800 translators vis-a-vis cable TV systems.

The NAB unit also voted to ask the FCC to ban the use of call letters by CATV systems—a practice it called confusing. There is a cable system in Dallas, one committee member said, that uses the call letters KTWO-TV for one of its channels. That call letter is assigned to the Harriscopco ch. 2 TV station in Casper, Wyo., it was noted.

William F. Turner, KCAU-TV Sioux City, Iowa, is chairman of the seven-member secondary market TV committee. Other members: Thomas C. Bostic, KIMA-TV Yakima, Wash.; Joseph Bonansinga, WGEM-TV Quincy, Ill.; W. Frank Harden, WCBD-TV Charleston, S.C.; Ray Johnson, KMED-TV Medford, Ore.; Michael D. McKinnon, KIII-TV Corpus Christi, Tex., and Jack Rosenthal, KTWO-TV Casper, Wyo.

NAB starts priming for its next elections

Case takes over for Clark; 19 board spots to be filled

Ross E. Case, KWAT-AM-FM Watertown, S.D., has been named to the radio board of the National Association of Broadcasters. He succeeds Eugene G. Clark Jr., formerly of KSTP-AM-FM St. Paul, Minn., the district 11 director whose term runs through next year. Mr. Case was runner up to Mr. Clark in the radio board elections held early last year. Mr. Clark resigned from KSTP last July and has been seeking to acquire radio station properties. NAB bylaws require directors to be active in broadcast ownership or management.

Meanwhile, NAB officials have mailed certification forms to members preliminary to the election of 13 radio and six TV board directors next year. Certifications must be received by NAB by the end of this month in order for nominees to be eligible to run.

Directors whose terms expire next

year are as follows. (Asterisk indicates ineligibility for re-election since director has served two consecutive two-year terms):

TV board—*William Grant, KOAA-TV Pueblo, Colo.; Earl W. Hickerson, WCEE-TV Rockford, Ill.; Leonard J. Patricelli, WTIC-TV Hartford, Conn.; *Peter Storer, Storer Broadcasting Co., Miami Beach; Wilson C. Wearn, Multimedia Broadcasting Co., Greenville, S.C.; Robert F. Wright, WTOK-TV Meridian, Miss.

Radio board—*Frank A. Balch, WJOY-AM-FM South Burlington, Vt. (district 1); *Jerry Lee, WDVR(FM) Philadelphia (district 2); *Joseph S. Field Jr., WIRK-AM-FM West Palm Beach, Fla. (district 5); Allan Land, WHIZ-AM-FM Zanesville, Ohio (district 7); Richard D. Dudley, WSAU(AM) and WIFC(FM) Wausau, Wis. (district 9); Ross E. Case, KWAT-AM-FM Watertown, S.D. (district 11); *Wendell Mayes Jr., KNOW(AM) Austin, Tex. (district 13); William D. Shaw, Golden West Broadcasters, San Francisco (district 15); *Carl O. Fisher, KUGN(AM) Eugene, Ore. (district 17); *Andrew M. Ockershausen, Evening Star Stations, Washington (Class A at large); Daniel W. Kops, Kops-Monahan Communications Inc., New Haven, Conn. (Class B at large); Charles R. Dickoff, WEAQ(AM) and WIAL(FM) Eau Claire, Wis. (Class C at large), and *John F. Hurlbut, WVMC(AM) Mt. Carmel, Ill. (Class D at large).

CPB appropriation clears Senate (again)

\$45-million ends up in Labor-HEW bill; now goes to Senate-House conference

The Senate has passed a bill containing a one-year, \$45-million appropriation for the Corporation for Public Broadcasting. Vote on the measure Oct. 3 was 75-to-1.

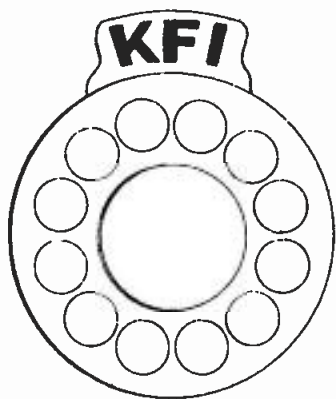
The CPB funds are contained in the \$30.538-billion 1973 appropriations bill for the Departments of Labor; Health, Education and Welfare and related agencies. The measure also allocates \$13 million in facilities grants for CPB to be distributed by HEW.

The Senate bill now goes to conference with the version passed by the House on Sept. 19. That bill calls for over-all Labor-HEW appropriations of \$29.603 billion, but contains the same CPB funding as the Senate's measure.

President Nixon earlier had signed into law a one-year authorization bill that provides up to \$45 million in CPB funding and \$25 million in facilities grants (BROADCASTING, Sept. 4). That measure was a replacement for a vetoed bill that would have authorized \$155 million for CPB over two years.

The President had also vetoed a previous Labor-HEW appropriations bill because it was \$1.7 billion over his budget. The Senate bill is identical to the vetoed legislation but contains a provision allowing a 10% cut on any item. The House bill is more than \$835 million over the budget but is \$935 million less than the vetoed bill.

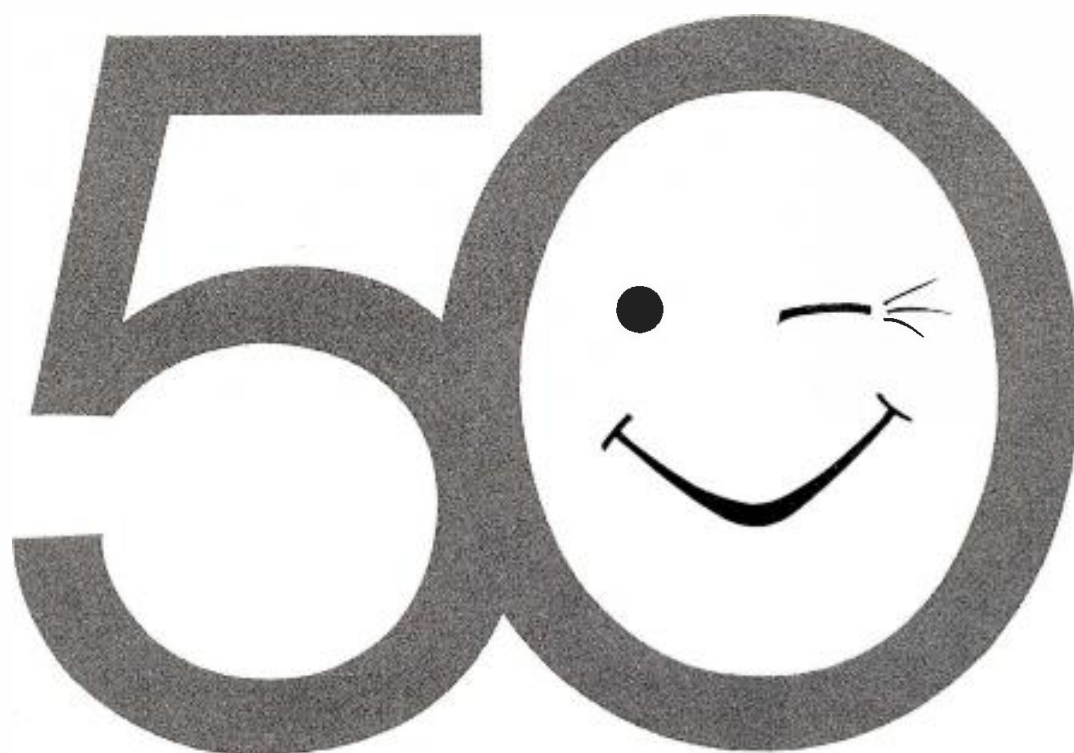
KFI
celebrated 50 years
of community service
on April 15, 1972.



Once again such greats as
Jack Benny, George Burns,
Bing Crosby, Jim Jordan,
Edgar Bergen and Bob Hope
were heard on the giant
50,000 watt
I-A Clear Channel...

KFI 640
LOS ANGELES

**The ABC Owned FM Stations
celebrate
The Golden Age of Radio...**



yet to come.

ROCK 'N STEREO

WPLJ New York
WDVE Pittsburgh
WRIF Detroit
WDAI Chicago

KAUM Houston
KSFX San Francisco
KLOS Los Angeles



Can a common carrier wear two hats?—FCC

FCC has scheduled an oral argument on the policy question involved in the sale of a broadcast station to a telephone common carrier when the station is located within the carrier's exchange area.

The case involves the \$33,000 sale of WCHI(AM) Chillicothe, Ohio, by The Court House Broadcasting Co. to Chillicothe Telecom Inc. The transfer has been pending at the commission since February 1971.

The commission said that it has already determined that Telecom is qualified to be a licensee in all legal respects but that it was troubled by the prospect of a common carrier becoming a program originator. The issue is similar to policy questions raised in the rulemaking proceeding that led to issuance of the commission's CATV rules last February.

The FCC has invited all parties interested in participating in the proceeding to file written comments by Oct. 27. Reply comments are due Nov. 8. Oral argument will be held at the commission Nov. 20.

Safety awards to radio-TV

Four broadcasters were among the 14 recipients of the National Safety Council's public-service awards for distinguished service in accident prevention. The awards, announced last week by council President Howard Pyle, cover

achievements during the years of 1970 and 1971.

Representing the broadcast community at the awards presentation, scheduled for a breakfast ceremony during the council's National Safety Congress and Exposition in Chicago Oct. 29 to Nov. 1, will be: KNX(AM) Los Angeles, in the category of distinguished service by a radio station or network; Donald Moseley, KCBS(AM) San Francisco, for individual achievement on a radio facility; WKLT-TV Miami, winner in the television station or network category; and Donald McGaffin, KING-TV Seattle, for individual television effort.

Media Briefs

Of interest to members. "We can't tolerate government control of TV," advertisement that newspaper publisher Eugene C. Pulliam ran two weeks ago in BROADCASTING and several principal newspapers, was inserted into *Congressional Record* last week by Senator Vance Hartke (D-Ind.). Mass media-government relationship "has become one of the most controversial issues on the American scene during the past few years," senator noted.

Lots for ABC radio. Fourteen stations have signed as affiliates of four ABC Radio network services. New affiliates of American Entertainment Radio Network are KEFC(AM) Waco, Tex.; KRSY(AM) Roswell, N.M.; WCNB-AM-FM Connersville, Ind.; WPHB(AM) Philipsburg, Pa.; WPMH(AM) Portsmouth, Va.; American FM Radio Network: KWFC(FM) Springfield, Mo.; WKFR(FM) Battle Creek, Mich.; WMIT(FM) Asheville, N.C.; WQWQ(FM) Muskegon, Mich.; WWCW(FM) Albany, Ga.; WWTF(FM) Peoria, Ill.; American Information Radio Network: WEBO(FM) Binghamton, N.Y. and WFGW(AM) Asheville, N.C.; American Contemporary Radio Network: WEYE(AM) Sanford, N.C.

Blackboard television. Television Information Office reports that fall 1972 edition of "Teachers Guides to Television" has been published and is in distribution. Core of booklet is a group of lesson plans built around commercial TV programming, with 12 programs included for study in classroom.

Group W campaign. Corporate advertising campaign by Group W is running in five *New York Times* Sunday editions preceding Election Day pointing up how "broadcasting does more with problems than talk about them," and specifically cites Group W contributions. According to Group W executives, *Times* schedule represents first use of newspaper's "op ed" space by media organization. Series also is appearing in trade publications.

Facts and figures. Parker Publishing Co., West Nyack, N.Y., is publishing on Nov. 6 "Instant Almanac of Events, Anniversaries, Observances, Quotations, and Birthdays for Every Day of the Year" (326 pp., \$8.95). Co-authors are Leonard Spinrad, director of corporate informations, CBS Inc., and his wife, Thelma.

Programing

Ratings race: ABC takes third week

'Love Story' lays claim to highest-rated TV movie and sends network ahead

A 42.3 rating for ABC's Oct. 1 movie, "Love Story," helped put the network on top of the Nielsen averages for the third week, which ended that day, of the new season. ABC had 20.5, NBC 19.1 and CBS 18.5.

Each of the networks now has won one week of the first three, but based on averages for the three weeks, NBC leads 19.7 to CBS's 18.9 and ABC's 18.5. By nights of the week in the season's third week, NBC won Monday, Wednesday, Thursday, Friday and Saturday; ABC Tuesday and Sunday and CBS none.

CBS continued to place two of its new shows, *Bridget Loves Bernie* and *Maude*, in the top 10 with shares in the low 40's. Highest share was turned in by ABC's "Love Story" (telecast Oct. 1, Sunday, 9-11 p.m. NYT). The movie had a 42.3 average rating and 62 share, which ABC said made it television's highest-rated movie of all time. Previous leader, said ABC, was CBS's "Ben Hur" on Feb. 14 (Sunday), 1971, with a 37.1 rating, and listed the runners-up as "The Birds" on NBC, Jan. 6 (Saturday), 1968, with a 38.9 rating, and "The Bridge on the River Kwai," on ABC, Sept. 25 (Sunday), 1966, with a 38.3 rating.

Of the new shows, NBC's *Wednesday Night Movie* continued in the top 20 with a share in the mid-30's, and ABC's *The Rookies* ranked number 20 with a share in the low 30's. In the top 40, NBC's new *Ghost Story*, *Little People* and *Search*, and ABC's new *Paul Lynde Show*, all had shares in the low 30's. Below that level, CBS's *Bob Newhart Show* and *M*A*S*H* and ABC's *Julie Andrews Show* had shares in the high 20's; while CBS's *The Waltons*, *Bill Cosby Show* and *Anna and the King*, ABC's *Temperatures Rising*, and NBC's *Banyon* all were in the mid 20's, and ABC's *The Men* received a share in the low 20's.

Following are the national rankings for the week ended Oct. 1 (with ratings presented for the top-15 shows):

(1) ABC Sunday Movie (ABC) 42.3; (2) All in the Family (CBS) 33.2; (3) Marcus Welby, M.D. (ABC) 28.3; (4) NBC Saturday Movie (NBC) 28.1; (5) *Bridget Loves Bernie* (CBS) 25.5; (6) *The FBI* (ABC) 24.8; (7) *Sanford & Son* (NBC) 24.7; (8) *Maude* (CBS) 24.5; (9) Tuesday Movie of the Week (ABC) 23.8;

(10) *Ironside* (NBC) 23.7; (11) Hawaii Five-O (CBS) 22.5; (12) *Gunsmoke* (CBS) 22.4; (13) Wednesday Mystery Movie (NBC) 22.3; (14) NBC Monday Night Movie (NBC) 22.2; (15) *Here's Lucy* (CBS) 22.0; (16) *Flip Wilson* (NBC); (17) *Walt Disney* (NBC); (18) *Adam 12* (NBC); (19) *Cannon* (CBS);

(20) *Rookies* (ABC); (21) *Partridge Family*

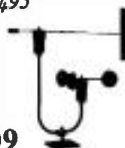
Digital Air Temperature



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

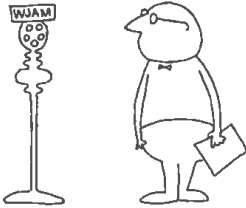
Special Price* Send for
\$297 Specification Sheet
 Money Back Guarantee
 Offer Limited *Standard List Price
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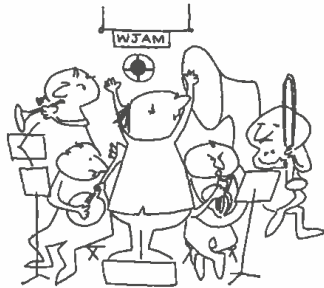


Ion Work in Eastern Iowa

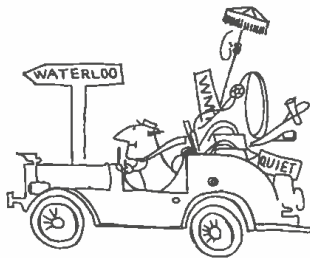
or it seems like 40 years ago



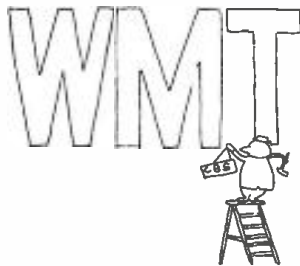
WMT began life July 30, 1922, as WJAM, Cedar Rapids. The call letters were changed but their descriptive charm lingers.



The first orchestra to play in our studio rendered "Don't Send Me Posies When It's Shoesies That I Need."



In 1928 WJAM was sold to Harry Shaw, a pioneer broadcaster and one of the NAB's first presidents, who moved the studio to Waterloo and changed our call to



Shaw latched onto 600 kc with pioneer cunning; he also invited CBS to affiliate with us; they did. Our first network program featured an orchestra playing "Don't Send Me Posies etc."

Reprinted from May 14, 1962 BROADCASTING

Since 1962 we have continued to look for new horizons of expanded service. Late in 1963 WMT-FM was launched. In 1968 the WMT Stations were purchased by Orion Broadcasting. While the ownership changed, the concept of quality broadcasting service has remained intact.

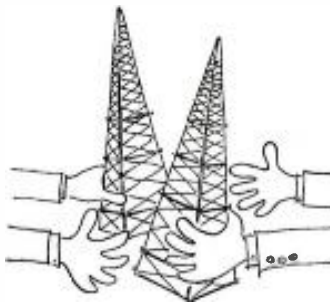
WMT RADIO
"In our 51st year"

WMT-FM
Stereo 96

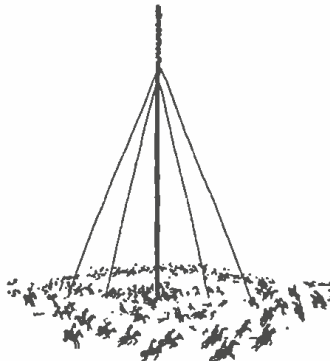
WMT-TV
Channel 2



In 1934 WMT was purchased by the Cowles Brothers, who moved the station from Waterloo to Cedar Rapids, leaving behind a studio and a long wire.



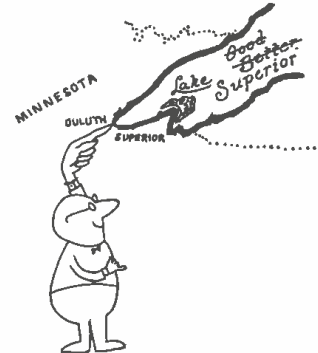
In 1944 The Cowles Brothers and the Mark Family, owners of WOL (Washington, D. C.) traded stations. The White House, preoccupied, took no known notice of this historic event.



In 1953 WMT-TV was established, a development greeted by the WMT staff with enthusiasm approached only by the welcome accorded General G. A. Custer by Chief Sitting Bull one June day in 1876.



The acquisition of 'K-WMT, Fort Dodge, in 1957 can be attributed to (1) recognition of opportunities for expanded service afforded by another fine frequency (540 kc) and (2) capitalism.



WEBC, Duluth, joined the family in 1961, an action which can be attributed to (1) recognition of opportunities for expanded service afforded by another fine frequency (560 kc) and (2) capitalism.

"Just what," an inquiring reporter might ask, "is your greatest source of pride as you look back over 40 years of nose-grinding?"

We might answer, "Faithful adherence to Proviso 7 of our first license." We quote it in full: *The station shall give absolute priority to signals and radiograms relating to ships in distress; shall cease all sending on hearing a distress signal; and, except when engaged in answering or aiding the ship in distress, shall refrain from sending until all signals and radiograms relating thereto are completed.*

In our forty years of broadcasting we have never given anything but absolute priority to ships in distress, a statement in which our national rep, The Katz Agency, concurs.

(ABC); Mary Tyler Moore (CBS); (23) New CBS Friday Movie (CBS); Ghost Story (NBC); Paul Lynde (ABC); Tuesday Movie (CBS); (27) Wednesday Movie of the Week (ABC); (28) Thursday Movie (CBS); Doris Day (CBS);

(30) ABC NFL Football (ABC); Mod Squad (ABC); (32) Little People (NBC); (33) Laugh-In (NBC); Medical Center (CBS); (35) Sunday Mystery Movie (NBC); (36) Search (NBC); (37) Owen Marshall (ABC); (38) Room 222 (ABC); Carol Burnett (CBS);

(40) Odd Couple (ABC); (41) Emergency (NBC); (42) Brady Bunch (ABC); Bob Newhart (CBS); (44) M*A*S*H (CBS); (45) Julie Andrews (ABC); (46) Love, American Style (ABC); (47) Bonanza (NBC); (48) Waltons (CBS); (49) Sonny & Cher (CBS);

(50) Dean Martin (NBC); Mission: Impossible (CBS); Temperatures Rising (ABC); (53) Bill Cosby (CBS); (54) Anna & the King (CBS); (55) The Men (ABC); (56) Banyon (NBC); (57) Mannix (CBS); (58) Streets of

San Francisco (ABC); Bold Ones (NBC); (60) Sixth Sense (ABC); (61) Night Gallery (NBC); (62) Allas Smith & Jones (ABC); (63) Dick Van Dyke (CBS); (64) McGovern (Sunday) (CBS); (65) NBC Reports (NBC).

Rozelle offers next Super Bowl to test home TV

But he gets only qualified support from authors of antiblackout bills that would lift antitrust exemptions

National Football League Commissioner Pete Rozelle has come up with a plan he hopes will at least temporarily relieve the pressure his organization has been under from Congress to lift television blackouts of home games.

In an announcement last Thursday (Oct. 12), Mr. Rozelle said the NFL, as an experiment, will allow the Super Bowl VII game to be telecast in Los Angeles, its site, if all stadium tickets are sold out 10 days before the Jan. 14, 1973, game date. (If that happens, the game will be carried by NBC-owned KNBC-TV).

At a Senate hearing two weeks ago on legislation to remove antitrust-law exemptions that permit blackouts of home games Communications Subcommittee Chairman John O. Pastore (D-R.I.) strongly suggested to Mr. Rozelle that the NFL try some kind of experiment to see if lifting of blackouts would work (BROADCASTING, Oct. 9). Mr. Rozelle and representatives of professional baseball, basketball, and hockey feared a general elimination of blackouts would be financially disastrous for organized sports.

Continuing to express that concern, Mr. Rozelle said last week the NFL will

Lew Grade puts on a jolly good show

In what was probably the ultimate in British hospitality to U.S. journalists, Sir Lew Grade, deputy chairman and chief executive of Associated Television Corp. Ltd., London, chartered a 747 jumbo jet and flew 71 TV editors and reporters, along with the wives or husbands of 36 of them, and 10 ABC executives, four special guests and three executives of ATV subsidiaries to London on Oct. 3 for five days of seeing the sights—and a selection of ATV programming: episodes of *The Strauss Family*, a mini-series that ATV hopes to sell to ABC-TV, and excerpts from one of three Burt Bucharach specials that Chevrolet will sponsor on ABC this season.

ABC, which coordinated arrangements on the U.S. end, was host at a preflight reception and dinner at New York's Plaza hotel. Shown there (at left) were three corollary hosts on the London mission (l to r): Abe Mandell, president of Independent Television Corp., ATV's U.S. subsidiary; Joseph Fusco, ITC vice president in charge of advertising, publicity and promotion, and Hershel Harris, president of ITC of Canada Ltd.

In London, between rounds of receptions and dinners, the guests saw the National Theater's presentation of Eugene O'Neill's "Long Day's Journey into Night," starring Lord Laurence Olivier, which ATV is producing as a special for

ABC, and next day where guests at a luncheon honoring Lord Olivier, shown here with, at left, Elton H. Rule, president and chief operating officer of ABC Inc.

There also was a reception-dinner with Sir Lew and Lady Grade at their home on the last night out. There was also one with Hugh Cudlipp, chairman of International Publishing Corp. Newspapers and chief editorial executive of Britain's 4.5-million-circulation *Daily Mirror*, who is also a member of the ATV board of directors. Early on there was a dinner for British as well as U.S. journalists at which Sir Lew announced that he intended to make the visit a biennial event, alternating with trips on which British newsmen would be his guests in the U.S., starting next year (BROADCASTING, Oct. 9).

Sir Lew held a news conference toward the end of the visit, but mostly the scheduled events were social, as in the picture at right, showing Sir Lew (r) with Werner Michel, vice president and director of network programming for SSC&B, New York, and Mrs. Michel, who were his special guests along with Roger Kirk, president of Lehn & Fink Products Co., and Mrs. Kirk. The news conference wasn't held to announce anything, but to answer questions. In it Sir Lew touched on a wide range of topics: He predicted video cassettes would come

into vogue by 1976 (and held high hopes for the software his company can supply in combination with its partner, ABC Inc.); he complimented the BBC on its program quality (but said commercial stations generally rate higher), said the BBC definitely should not be broken up and indignantly denied it is "state-controlled" (but did not deny that the Independent Broadcasting Authority can and does specify commercial program categories, with the result that more than one-third of the British commercial programming is devoted to documentaries and minorities).

Sir Lew also expressed confidence in the *Julie Andrews Show* ATV sold to ABC, saying its ratings are acceptable against what he called "action," rather than "violence," shows on other networks. (And he also said its production cost, originally budgeted at \$240,000 a program, is now up to about \$400,000). He praised ABC for alertness and courage in programming and predicted networks generally would be increasingly courageous. He thought the FCC had been "pretty good with you Americans" but said programming should be left to broadcasters and that broadcasters should be mindful of minority needs. And he sounded like a U.S. licensee when, alluding to the special parliamentary report on commercial TV (see page 40), he said "everybody thinks it is easy to run a TV station."



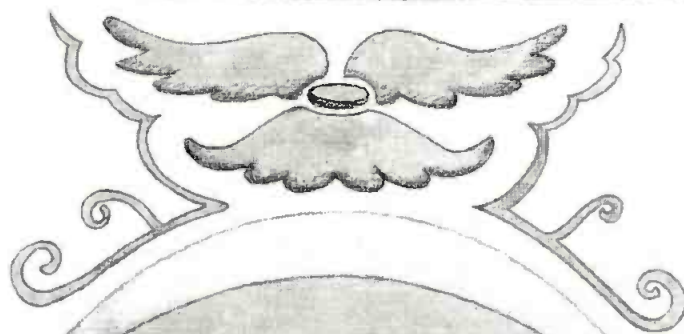
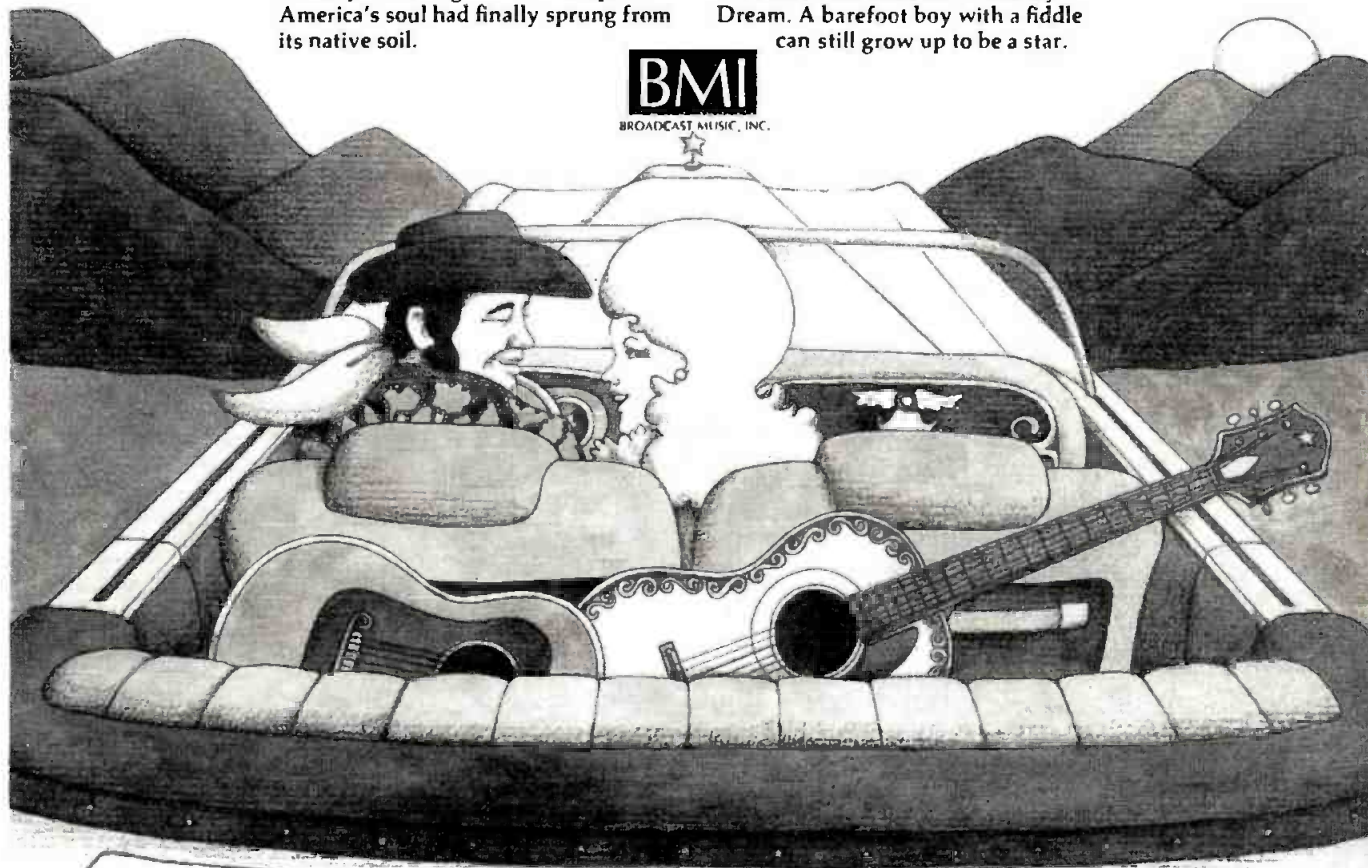
In 1940 BMI knew you'd make it.

We heard you pickin' and singin' in the country. But the Old Establishment chose not to listen.

When Broadcast Music Incorporated was founded in 1940, life began to change. For the first time, Country writers and publishers had a way to protect the performance rights on their songs, and collect royalties on them. After years of being dismissed as worthless hillbillies, there was a place where you could go and find respect. America's soul had finally sprung from its native soil.

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

We've come a long way since then. And we've done it together. BMI still believes in the American Country Dream. A barefoot boy with a fiddle can still grow up to be a star.



Big John

begin compiling facts this week about "the legal conflicts of stadium leases, stadium contracts with outside parties, radio and television contracts, as well as practical considerations involved" in lifting blackouts. This data, he said, will be presented later to Senator Pastore and Representative Harley O. Staggers (D-W. Va.), whose House Investigations Subcommittee is studying blackouts. It's understood Mr. Rozelle will be meeting this week with owners of the NFL clubs.

Mr. Rozelle's announcement followed private meetings with the two congressmen in Washington last Wednesday (Oct. 11). A spokesman for Senator Pastore said last week that the senator is pleased that the NFL has decided to conduct the experiment, although he said Senator Pastore would also like an experimental lifting of blackouts on games this year. The legislation introduced by Senator Pastore would remove antitrust protection for local blackouts when all stadium seats have been sold 48 hours before a game.

Chairman Staggers said he was also satisfied with the NFL's approach. But he said his subcommittee will continue to conduct its investigation.

The NFL's experiment will not alter the intention of the House Communications Subcommittee chairman, Torbert H. Macdonald (D-Mass.), to hold hearings next year on blackouts. A spokesman for Mr. Macdonald said he doubted that the Super Bowl experiment would produce any meaningful conclusions.

Moss joins critics of UNESCO proposal

Democrat says U.S. should buck suggestion for satellite censorship

Representative John E. Moss (D-Calif.) last week urged Secretary of State William P. Rogers to oppose the UNESCO draft declaration that would allow countries to censor television broadcasts they receive from satellites. Mr. Moss's position was a sequel to that taken by CBS Vice Chairman Frank Stanton—who also is chairman of the U.S. Advisory Commission on Information—and who had called on Secretary Rogers two weeks ago to instruct the U.S. delegation to the UNESCO conference in Paris this week to oppose proposal. The State Department subsequently said it was opposed to the draft declaration (BROADCASTING, Oct. 9).

In a letter to the secretary, Mr. Moss protested the fact that the U.S. had expressed no objections to the proposal. "How our country—founded on the principle of the free flow of ideas and information—could ever put its stamp of approval on a draft declaration of this sort is totally beyond my comprehension," the congressman wrote.

In a House speech last Wednesday (Oct. 11), Mr. Moss charged that the U.S. is maintaining a "low profile" on the issue and will vote against it only as a last resort.

Goodson-Todman make a comeback

After lean period, game-show pioneers are back on top with seven properties

Aided by the prime-time access rule—but not necessarily dependent on it—the money machine of Goodson-Todman Productions is humming again on television after some grim years when its game and audience-participation shows withered. "There's no question that we went through a fallow period," acknowledges company partner Mark Goodson. "The market for game shows just dropped. Everything in daytime went over to soaps. Then, too, we were creatively fallow."

In 1967, Goodson-Todman Productions was left without a network show in prime time for the first time in 20 years, when CBS-TV cut *What's My Line?* Now it has seven programs on the air (actually six titles, with one program shown in two versions). Five are in syndication and two are network daytime strips. Each is, in Mr. Goodson's terms, a G-T "classic," contemporary variations of former long-running themes.

The current G-T programs are:

- *I've Got a Secret*, weekly half-hour produced at Metromedia in Hollywood with Steve Allen as host and sold by G-T (with Firestone Programs Syndication Co., New York, as sales agent) as a prime-access show in 44 markets including the CBS-owned TV stations.

- *Beat the Clock*, half-hour strip produced at CFCF-TV Montreal (essentially for economy reasons), with G-T having recently taken over distribution from 20th Century-Fox Television (again with Firestone Programs as sales agent).

- *The New Price Is Right*, produced in two versions—weekly half-hour for prime-access periods with Dennis James as host and distributed to 64 markets, including the NBC-owned stations, by Viacom Enterprises, New York; and daytime half-hour strip with Bob Barker as host for the CBS-TV network. Both versions are produced at CBS Television City, Hollywood.

- *To Tell the Truth*, probably the most successful of G-T's product, produced as a half-hour strip with Garry Moore as host at NBC in New York and distributed through Firestone Film Syndication as sales agent in 120 markets, of which 68 are using the program as a prime-access strip.

- *What's My Line*, half-hour strip produced at NBC in New York with Larry Blyden as host and distributed in 45 markets by Viacom Enterprises as both a daytime and prime-access program.

- *Password*, half-hour daytime strip produced at ABC Hollywood for the ABC-TV network with Allen Ludden as host.

This totals 27 half-hours on the air weekly out of G-T, 17 half-hours in syndication and 10 on network. The further breakdown of G-T's production pattern shows 12 half-hours produced in Holly-

wood, 10 half-hours in New York and five half-hours in Montreal. G-T maintains offices in both New York and Hollywood.

How much has the prime-time access rule had to do with G-T's increased production in syndication? *I've Got A Secret* and the nighttime version of *The New Price Is Right* are designed specifically for prime-time access periods. *To Tell The Truth* is apparently getting a good play in these slots, while *What's My Line?* also is benefitting. Mark Goodson, who started the production house with Bill Todman in 1946, is not discounting the importance of the sales opportunities made available by the rule. He's decidedly in favor of retaining it.

Still, he makes it clear that the G-T production house won't topple if the prime-access rule is rescinded. "I think it would cost us two weekly half-hours," he says.

G-T's future also would not suffer, he says. "Our development plans have nothing to do with the rule," Mr. Goodson explains. "We're working on game shows for network daytime."

Hatos-Hall makes for bigger deals

Game-show producer lays plans for three more programs

Monty Hall, the fast-talking trader who has made the half-hour *Let's Make A Deal* series a big deal in daytime and prime-time access time periods, is staking out new prospects. Together with his partner, Stefan Hatos (who co-created and produces *Let's Make A Deal*), Mr. Hall last March placed *Split Second*, another half-hour audience-participation series, in daytime on ABC-TV. Now the Hollywood-based team of Hatos-Hall Productions Inc. is preparing three additional potential series for the 1973-74 season.

The new projects are:

- *Anything Can Happen*, a half-hour daytime audience-participation series, pilot for which is scheduled to be produced next month with ABC-TV understood to have the right of first refusal.

- *It Pays To Be Ignorant*, panel show based on the network radio series of the same title (rights for which were acquired from the estate of Tom Howard) and designed as a half-hour prime-time access period possibility.

- *Inquiry With Melvin Belli*, a people-oriented (rather than focusing on provocative subjects) half-hour for the syndication market, featuring the San Francisco attorney.

Mr. Hall will not be involved in any of these projects as a performer. His interest is strictly in the creative-production end. "Our goal is the development of Hatos-Hall into a strong company beyond *Let's Make A Deal*," he said.

This doesn't mean that the long-running *Let's Make A Deal* series (it first went on the air in 1963-64) is to be abandoned or neglected. Mr. Hall, who earlier in the year was rumored to be



**"When I suggested
to the staff that we try
out other cartridges,
they were unanimously
against it."**

—Ernie McDaniel, Director
Technical and
Broadcast Operations,
WCBS Newsradio 88

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thinking of calling it quits, now assures that he's committed to the show for as long as it's in demand. The daytime version of *Deal* has been a fixture on ABC-TV as a strip series since 1968-69. The nighttime version, once an ABC-TV weekly prime-time program, now is sold in syndication.

Though Mr. Hall comes away with most of the publicity given to the production company, Stefan Hatots is an equal partner who handles the day-to-day operation. An experienced producer-director, he once wrote for the radio versions of *The Lone Ranger* and *The Green Hornet*.

Stu Billett, producer, is directly responsible for the development of new projects for Hatots-Hall. It was Mr. Billett who developed *Split Second*, subsequently producing the pilot and the first cycle of programs.

Program Briefs

Picked. Cartridge Television Inc., New York, has appointed ABC Records and Tape Sales, Seattle, subsidiary of ABC Inc., as national distributor of video-tape cartridges to be played on Cartrivision video-tape system. Cartridge Television said its system is now on sale at more than 500 stores in 20 large U.S. cities and ABC subsidiary will service these stores and others.

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Not bad, McGee! Charles Michelson Inc., New York, and NBC, copyright owner, have decided to place into radio syndication 26 additional half-hour episodes of *Fibber McGee & Molly*, originally produced in 1938. Last May Michelson released 26 segments and has sold them in 42 markets.

Hawks roost beside Braves. WTCG(TV) Atlanta has made another major acquisition of rights from a local sports franchise. Ch. 17 independent on Oct. 2 signed three-year pact with Atlanta Hawks of the National Basketball Association. 1972-73 TV schedule calls for 25 games in prime time beginning last Tuesday (Oct. 10). Skip Caray is doing play-by-plays being sponsored by Coca-Cola, Eastern Air Lines, Carling Beer and First National Bank of Atlanta. WTCG last June picked up rights to Atlanta Braves baseball for five years, commencing with 50 telecasts in 1973.

Brisk abroad for MPC. Metromedia Producers Corp., New York, reported last week that international sales for six months ended last Sept. 30 rose 54% over same period year ago. Ken Joseph, executive vice president in charge of worldwide syndication, said foreign sales were paced by nine made-for-TV features which were sold in more than 30 markets. Other programming cited by Mr. Joseph: *The Undersea World of Jacques Cousteau*, sold in 11 countries; *Untamed World*, sold in 32 countries and *Primus*, in more than 40 overseas markets.

CTW facts and figures

Accounting shows 'Sesame Street,' 'Electric Company' reaching 13 million in '71-72 at costs of \$10 million

The Children's Television Workshop has produced its first annual report, starring CTW's well-known products, *Sesame Street* and *The Electric Company*. With financial and other data, the report traces the origins and details the impact of the two educational programs.

Sesame Street is shown to have reached a record nine million U.S. preschoolers in 1971-72, its third season. The report reveals that the program is now being carried in English in 48 other countries and that versions of the program are now being produced in Spanish, Portuguese and German.

CTW's report says that *The Electric Company*, designed to reach children in the second through fourth grades, reached more than four million youngsters in its first season in 1971-72. CTW claims that both programs are "educational bargains," with *Sesame Street* costing about 42 cents per viewer for the year, and *The Electric Company*, about \$1.10 per viewer in its first year.

The report also shows CTW received \$8,371,000 in funds from 1968 to 1970; \$5,343,000 in 1970-71; \$11,415,700 in 1971-72, and during these periods, CTW spent \$6,859,000, \$6,768,000 and \$10,951,000, respectively.

Cable

Government-owned CATV is pushed in Washington suburb

Newspaper supplement pictures cable as connecting computerized homes, and it plugs county's proposal; NCTA sees threat in municipal cables

Promotion for the idea of a municipally owned cable TV system came last week to the front doors of many Washington suburbanites in Montgomery county, Md.—virtually in the backyard of the National Cable Television Association, which is historically opposed to government ownership of CATV.

Delivered with the Oct. 9 *Washington Evening Star* and *Daily News* was a four-page tabloid published by the county government and ostensibly aimed at acquainting residents with cable television. The principal thrust of the 10 articles plus pictures, however, was openly pro-municipal ownership. This reflected the position taken just 45 days ago by James P. Gleason, county executive (BROADCASTING, Aug. 21). At that time, Mr. Gleason foresaw revenues to the county of \$11.5 million yearly if all of the county's 160,000 homes were wired. In last week's tabloid, net profits after a 10-year period were estimated at \$3,155,000 annually on an aggregate capital investment over that decade of almost \$16.5 million.

Besides promoting the concept of government ownership of CATV, the tabloid in a number of dramatic sidebar stories holds out the potential of cable TV for myriad other services—shopping, education, emergency, etc.

One article relates the simulated story of a mother whose two-year-old has swallowed the contents of a bottle of household cleanser.

"Mother strikes a button on her cable equipped, two-way channel television set," the article continues. "Immediately she is connected, through a computer center, with a special section of a Montgomery county hospital or to a county health agency. Messages fly back and forth in split seconds. . . ."

David H. Foster, president of NCTA, told BROADCASTING last week that he considers municipal ownership one of the principal threats to the growth of privately-owned cable TV. Some municipal officials, he said, have the "naive" hope that cable "is some sort of gold mine that's going to fill the strained city coffers and solve all the cities' financial problems."

Stating that city officials do not seem to have a clear picture of the complexities of cable-TV operation, Mr. Foster zeroed in on what he called his major concern: "The problem of government ownership of communications media." Government and media, he added, have "a sort of arms-length relationship." "I fail to see," he said, "how this delicate relationship

can be preserved under municipal ownership of cable."

According to NCTA records, there are now 13 municipally owned CATV systems operating. They are Opp, Ala.; San Bruno, Calif.; Frankfort, Ky. (in competition with a privately owned system there); Crystal Falls and Norway, Mich.; Jackson, Minn.; Newburg, Mo.; Greenville, N.C.; Pitcairn, Pa.; Gatlinburg, Tenn.; Sumas, Wash.; Boaz and Muscoda, Wis. Among communities considering government ownership, in addition to Montgomery county, is Palo Alto, Calif.

The subject of government ownership is making even bigger waves in Canada, where the provincial government of Saskatchewan has said it wants to usurp the business throughout its domain (see following story).

Canadian province wants to own CATV

Private interests gird for fight before the national commission

The provincial government of Saskatchewan, Canada, has announced its intention to go into the cable-television business throughout the province. It wants to run cable as a government-owned public utility.

The decision is subject to the approval of the Canadian Radio-Television Commission and will be fought by private cable operators in that country. The Canadian Cable Television Association says it views the plan as a threat to free enterprise and a contradiction of the spirit of Canadian government policy, which has encouraged private ownership of cable. There has been no comment from the CRTC.

John Brocklebank, Saskatchewan's minister of commerce, said in announcing the decision that the two small private systems now operating in Saskatchewan would eventually be brought into the government-owned operation. Saskatchewan is north of Montana and North Dakota and is Canada's sixth largest province in land area. It has just under one million residents. The province has for many years had a government-owned telephone system.

Teleprompter CATV hit by demands for residuals

Dispute with union may prevent concert cablecasts in New York

A disagreement between Teleprompter Manhattan and a local craft union may prevent the cablecasting of 23 major concerts to New Yorkers hooked in to cable television—and its resolution may ultimately affect CATV systems elsewhere.

Although officials at Teleprompter and the three cultural institutions involved declined to identify the union, authoritative sources said it is the stagehands' union and that it's demanding residuals

on every replay of the taped concerts. As one source who has been a party to the negotiations put it: "If the stagehands got residuals, pretty soon all the other craft unions—from scenic designers to lighting crews—would be demanding the same treatment. And that could very well put these fees out of reach. Taped cultural events would never get off the ground on cable-TV because nobody could afford the expense."

When contacted by BROADCASTING, Richard Nemo, the business agent for Local One of the New York Stagehands' Union, denied that such negotiations were going on.

Teleprompter had hoped to kick off its cable season with a Philharmonic concert on Sept. 20 but sided with Lincoln Center's negotiator, John Goberman, when he refused to budge on the issue of residuals to the stagehands. Both sides are still deadlocked over this matter, according to inside sources, and unless the issues can be resolved by mid-November, the entire season of New York Philharmonic concerts, nine recitals by the Chamber Music Society of Lincoln Center, and added attractions like the Bunraku Puppet Theater of Japan and the Dancers and Musicians of Bali will have to go by the boards because there wouldn't be enough events to cover the ironclad guarantee Teleprompter has already put up.

Joseph C. Groth Jr., Teleprompter Manhattan's general manager, says that there's a "better than even" chance that agreement will be reached before the

mid-November cutoff date.

Sterling Manhattan, the other New York cable company, is not involved in the current negotiations but Mr. Goberman is convinced that Sterling would willingly join Teleprompter in co-sponsorship of the series, just as it did last November in the cablecast of the New York City Opera's "Le Coq d'Or" from Lincoln Center. (The residuals problem didn't surface in this negotiation only because Teleprompter and Sterling agreed to make it a live one-shot—it wasn't even put on tape for the archives, according to a Teleprompter official.)

Bottleneck. Alfred R. Stern, chairman and president of Television Communications Corp., New York, second largest cable-TV operation in the country, last week urged "a better solution" to the way new signals are added to existing CATV systems than the current FCC rules provide. "With 1,400 applications already filed, and only 300 acted upon," he told an audience of financial analysts in Cincinnati last Wednesday (Oct. 11), "we have 1,100 CATV operators and potential operators still in a holding pattern and unable to proceed with their planned service." Mr. Stern said that unless a change was made in the FCC rules "the widely touted potential for accelerated cable-television development" will become "bogged down in red tape."

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Federal funding for rural CATV's

Tiernan bill would do for cables what REA did for electrical co-ops

A bill designed to promote the expansion of cable television into rural areas was introduced last week by Representative Robert O. Tiernan (D-R.I.). The measure, a slightly modified version of legislation that was in the drafting stage last month (BROADCASTING, Sept. 11), would provide public and private cable operators with 35-year loans, at 4% interest, to establish CATV systems in areas with fewer than 60 potential subscribers per mile.

The loans, which would be made by the secretary of housing and urban development, could be used for improving, expanding, constructing, acquiring and operating CATV facilities. At the end of the 35-year period a cable system could refinance its HUD loan if the amount did not exceed 40% of the original loan.

In introducing the bill last Thursday (Oct. 12), Mr. Tiernan noted the concept is similar to the Rural Electrification Act of 1936, which provided long-term, low-interest loans making it economically feasible for cooperatives to extend electrical service into rural areas.

"Today the same situation exists with regard to broadband communications as it did with electrical service in 1936," he said. "Rural Americans are second-class citizens with regard to the new communications media. Usually outside of the major television markets, they generally have access to poor-quality reception of only a few signals. More often than not they are completely cut off from public and educational television programming."

ATR charges to cable to get another look

FCC wants hearing on study how rates to Southwest systems are s

The FCC, citing the "novel rate-making theories" on which the increases are based, has suspended for three months and ordered a hearing on the lawfulness of a major revision in rates American Television Relay Inc. filed with the commission for providing microwave service to cable-television systems in California, Arizona, New Mexico and Texas.

The revisions, which were to have become effective yesterday (Oct. 15), would affect the price cable customers pay for receiving the signals of four Los Angeles independent stations.

Under the new tariffs, the costs to customers in Gallup, N.M., and Prescott and Flagstaff, both Arizona, would drop slightly. But the costs to customers in 16 other locations would rise in varying amounts—up to 80% in Roswell, N.M.—with the over-all increase amounting to an average of 27%.

The revisions were opposed by six of

ATR's customers — Cable Information Services Inc., Cruces Cable Company Inc., Cablecom-General Inc., Columbia Cable Systems Inc., LVO Cable Inc., and Teleprompter Corp.

The commission said the customers had raised substantial questions about the lawfulness of the revised tariffs and that the increases involved are substantial both collectively and individually."

The "novel rate-making theories" to which the commission referred involves ATR's decision to divide its service points into two geographical zones and to vary the charges not only according to distance but also, in part, to the "basic population" of the areas being served.

ATR said it had lost \$53,857 providing the service in 1971 and that its projected net income for 1972 would be \$120,702, on a net investment of \$2.5 million, for a 4.748% return, assuming that the rate increase went into effect as scheduled. It further projected its rate of return on the service at 9% for 1973, 13.7% for 1974 and 17.7% for 1975.

The commission said the ATR approach departs from the cost of service and ignores the extent to which cable-TV customers may penetrate the market in the affected areas.

Since it is unlikely the hearing could be concluded before the suspension expires, the FCC told ATR to keep records of amounts paid because of increased charges so it could order refunds if necessary.



Innovation in testing. Belden Corp., Chicago, has announced the development of a new testing technique for measuring the shielding effectiveness of CATV service drop coaxial cables. The new SEED (Shield Effectiveness Evaluation Device) was designed to eliminate the variables that have hindered this kind of measurement. At its heart is a five-foot-long test fixture, shown above, that serves as a pick-up device for radiation emanating from cable that is centered within the inner tube and powered with a reference test signal. The method is said to reduce to a few minutes a series of tests that previously took about two hours. Pictured with the new device are Belden engineers Gene Anderson (foreground), credited with inventing the technique, and Paul Miller.

On video tape, haste doesn't make waste

New Qualis, Metromedia productions are latest examples of cost-cutting and time-saving that are possible

Production activity on the West Coast in the last several months gives more than circumstantial evidence that the long-heralded use of video tape as a time-saving (and thus more economical) substitute for film in the production of television series and TV movies is beginning to gain acceptance. Most relevant and current indications of the breakthrough are *McMasters of Sweetwater*, a half-hour pilot for a projected western series video-taped on location in Arizona, and "Sandcastles," a 90-minute TV movie also taped on location.

The pilot is said to be the first costumed Western location program intended as a regular series ever to be produced on video tape. Similarly, the feature claims to be television's first video-taped movie using single-camera film techniques. More significantly, both productions were coupled with a new electronic editing process, the CMX 600 instant image access system developed by CMX Systems, Sunnyvale, Calif., a joint venture between CBS Inc. and Memorex Corp.

"We were attracted by the potential speed and economy of tape," says the pilot's executive producer, Hal Graham. "We gave tape a very rigorous test," comments Gerald I. Isenberg, producer of the movie. "This was one of the hardest features to do. About 60% of our shooting was at night. Yet technically tape worked sensationally."

McMasters of Sweetwater, for which shooting was finished on Sept. 22, is a so-called "freeball" pilot, i.e., it did not enjoy network financing. Made by Qualis Productions, Los Angeles, in partnership with Kathleen Hite and Norman MacDonnell (she's creator-writer; he's producer), the half-hour was produced in four days in Carefree, Ariz. Some 60% of the scenes were shot with multiple television cameras—as many as three—although a single camera was used in a few instances. Trans-American Video Inc., Los Angeles, provided the mobile color video-tape facilities, most particularly the unit van and Norelco cameras.

Also though Trans-American Video, Qualis Productions had access to the electronic editing advantages of the CMX 600 system, which among other reported wonders, allows editing decisions to be adjusted instantaneously to any frame in any scene, even to the replacement or elimination of a frame. According to Bob Butler, the director of the pilot, post-production time on a series of this kind could be cut to 10 hours as compared to a week-and-a-half to two weeks with a

comparable film production. "We could get on the air the week after we finished shooting," he reports.

Eugene E. (Tim) Scott Jr., president of Qualis Productions, believes there could be as much as a 25% savings over film in doing his western series on tape. By mid-October the pilot, which stars Jack Cassidy, is scheduled to be offered for sale through Tony Fantozi of the William Morris Agency as a possible mid-season network entry in January. It also could possibly wind up as a series in syndication. But whichever direction it takes, Qualis Productions assures that the series would be done on location in Arizona via video-tape production.

"We've proved that we can do a continuing program at a price," explains Hal Graham, who also is a vice president of Qualis. "There's a tremendous savings in time with video tape and that means money."

The video-taped movie, "Sandcastles," a Metromedia Producers Co. production, is scheduled for presentation on *The New CBS Tuesday Night Movies* Oct. 17. It was taped on location in Malibu Beach, Calif., and at CBS Studio Center, North Hollywood. A single hand-held Norelco camera was used for all but an automobile-accident scene. Producer Gerald Isenberg notes: "This is the first time a hand-held camera was used for a prime-time entertainment show." He also indicates that "Sandcastles," described as a "ghost-love story," is in the nature of an experiment specifically setup by CBS which wanted to test both the video-tape production concept and the CMX 600 editing process as well as (and probably most important) come up with a movie production quickly to fill an Oct. 17 hole.

Mr. Isenberg reports that Metromedia Producers Co. took 32 days to finish and deliver the movie with a 12-day shooting schedule, scoring and dubbing included. The production company received ap-

proval for the project the end of July and will see its product on the air some two-and-a-half months later.

A specially modified four-door, 10½-foot enclosed pickup truck, equipped with some \$400,000 worth of television production equipment, was developed by Compact Video Trucks Inc., Burbank, Calif., to support the production of the movie. Powered by a companion generator truck, the pickup was, in effect, the television studio—with Norelco PCP-70 camera, Ampex VR-3000 portable video-tape recorder, audio recorder, lights, cables and grip equipment.

As was the pilot production of Qualis, the movie was edited by the CMX 600 editing console, this particular system specially devised by the CBS Television Network engineering and development department under the direction of William Connolly. The first cut of the movie, evidently done in large part to the ease of handling and flexibility of the CMX 600, was ready to be reviewed the day after shooting was completed. Within a week only music, sound effects and voice dubbing remained to be added.

"This is the beginning of a trend," producer Isenberg believes. "Three, four, five years from now a lot more television productions will be done this way. At some point in time video tape will become the dominant factor."

To underscore Mr. Isenberg's prognosis, there has been a steady move to video tape as a replacement for normal film production on the West Coast. The MGM television prime-time access dramatic series, *Young Dr. Kildare*, is being video taped at the motion picture studio with Trans-American Video Inc. supplying the tape equipment. Previously, as far back as 1963 (with a video-taped production of "Hamlet"), there have been a half-dozen or more theatrical features that have been produced on video tape and subsequently transferred to film.



Roll 'em. Qualis Productions went on location to Carefree, Ariz., to video tape the pilot of *McMasters of Sweetwater*, a projected half-hour series.

Domsat merger comment requested by Oct. 30

FCC delaying consideration of petitions against June order setting domestic-satellite policy

The FCC last week invited opinions on the merger agreement among the Communications Satellite Corp., Lockheed Aircraft Corp. and MCI Communications calling for establishment of a joint domestic-communications satellite venture (BROADCASTING, Oct. 9). The commission set Oct. 30 as the deadline for filing comments and Nov. 10 as the deadline for replies.

The agreement would join two present domsat applicants—Comsat and MCI-Lockheed Satellite Corp. (the latter a joint venture of MCI Communications and Lockheed Aircraft)—in a new firm called Space Communications Corp., in which Comsat, MCI and Lockheed would each have a one-third interest.

In a Sept. 8 filing, Comsat and MCI-Lockheed had asked the commission to consider and approve the proposed merg-

er before it acted on petitions for reconsideration of the FCC's June order establishing policy in the domestic satellite field. Petitions had been filed by six parties (including Comsat).

Comsat has asked the commission to rescind part of its June order which would prohibit it from operating a domsat system solely for the use of AT&T. On the other hand, Comsat has requested the FCC to move ahead on its proposed system with MCI and Lockheed, which would serve all customers, without consideration of the oppositions to the June order it and others have advanced. This strategy was attacked by several parties, including the six other domsat applicants, in comments filed three weeks ago (BROADCASTING, Oct. 2).

Comsat and AT&T (which also opposed the June order) have already lost one round of their struggle to have it both ways at the commission. The agency has denied the two firms' request for a stay of the June order. Also, there appears to be some skepticism over the potential anticompetitive effects of Comsat's proposed dual role in domsat communications, casting a note of uncertainty over the chances of success of the Comsat/MCI-Lockheed agreement. The three firms have agreed that their proposed system is contingent on the commission's granting the Comsat-AT&T system; if the latter proposal is rejected, the former would be scrapped.

The commission was scheduled to take up the petitions for reconsideration of the June order last week. Deliberation was postponed, however, in light of the new developments stemming from the Comsat/MCI-Lockheed pact. It is not anticipated that the commission will act on the reconsideration petitions before comments are collected on the merger plan.

to be available in mid-1971. Subsequently the troubled manufacturer (it reported a net loss for the last fiscal year of \$89.7-million) deferred production of its Instavideo system until late 1972. More recently the company has indicated that Instavideo would be ready for delivery by early 1973.

The system was in production at Toamco, Ampex's jointly held firm with Tokyo Shibaura Electric Co. Ltd. (Toshiba) in Japan. Magnavox had been mentioned as a possible domestic licensee for the manufacture and marketing of the system. Beyond claiming a high degree of portability, the Instavideo cartridge system was said to be operable with batteries or household current, color or black and white. When the first engineering prototype was demonstrated in 1970, Ampex officials estimated that the cost of a color-capable recorder/playback unit would be about \$1,000, with its monochrome counterpart selling for about \$900.

Plough takes precautions against bomb threats

Group owner gets FCC nod for device that would remotely shut off station if facilities had to be abandoned

An electronic transmitting device small enough to fit inside an overnight bag will be considered by the FCC as a possible means of dealing with bomb-scare emergencies at broadcast stations.

The commission has notified Plough Broadcasting Co., Memphis, that a system Plough has developed to prevent its stations from being "taken over" if the studios have to be evacuated is feasible. It authorized the firm to file applications for necessary licenses and rule waivers pertaining to the proposal.

The system, which was designed by Plough Chief Engineer L. S. Stevens, is a remote-control device using citizen-band circuitry similar to that found in garage-door opening equipment. In the event of a forced evacuation, the device, which would be placed in a suitcase to accompany the station's engineer, could be triggered to terminate the station's carrier, which in turn would put the facility off the air ("Closed Circuit," Sept. 4).

The procedure to be followed, according to Plough communications to the FCC, is as follows:

When a bomb threat is received at the station, an immediate order would be given to evacuate the building. Before the studio is abandoned, however, a pre-prepared tape reel would be put on the air. The tape would include programing in the station's usual format, with public-service announcements and station I.D.'s included to give an impression of ordinary operations. The engineer would carry the triggering device as well as a portable radio to monitor the station with him after leaving the studio. If it appears that something is amiss with the station's signal, the device would be immediately activated.

A Plough spokesman said such meas-

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I certify that the statements made by me are correct and complete.

LAWRENCE B. TAISHOFF
Publisher

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Ampex decides to scrap its Instavideo system

Company says anticipated profits from cartridge video recording unit wouldn't be worth investment

Ampex Corp.'s much-heralded, long-awaited Instavideo low-cost cartridge video recording system has been abandoned. In a terse announcement, the Redwood City, Calif.-based firm, which is attempting to emerge from a self-acknowledged "catastrophic" financial period, said that "it will not proceed with the manufacture" of Instavideo.

According to the announcement, which was released on behalf of Charles A. Steinberg, vice president-general manager, Ampex Audio-Video Systems Division, the company's evaluation of the current marketplace did not indicate that an adequate return could be realized.

Ampex first introduced what it described as "a revolutionary concept" in video recording and playback a little more than two years ago (BROADCASTING, Sept. 7, 1970). The first line of machines, hailed as the industry's smallest cartridge-loaded video record/player was

ures are necessary to prevent outside parties from "taking over" the station by gaining access to a studio abandoned by a phony bomb threat. While the spokesman emphasized that Plough has had no such experiences, he said the firm feels that precautionary steps are appropriate in light of the series of bomb scares experienced by other broadcasters.

According to the spokesman, the system can be adapted for TV as well as radio stations.

Plough is presently preparing applications covering the system.

Petitions claim flaw in shutdown procedures

The Washington law firm of Haley, Bader & Potts has misgivings about a seemingly minor FCC ruling regarding emergency procedures for translator stations.

The law firm, on behalf of seven broadcast clients, has filed petitions at the agency seeking reconsideration of its Sept. 1 ruling that requires TV and FM translator licensees to furnish the commission with the name, address and telephone number of the person who should be responsible for taking the station off the air in an emergency.

The problem, the petitions claimed, is that the commission now requires that the designated person must suspend operations at the translator within 30 minutes. Previously such action had to be taken "promptly."

The petitions claimed that no consideration is made for the fact that the person charged with the responsibility might live five minutes away or more than a half-hour's distance. In the former case, it was contended, the shutdown would not have to be done promptly; in the latter case, it would be impossible in the time limit.

Technical Briefs

New monitor. Miratel Division of Ball Brothers Research Corp. has introduced TCB-19, 19-inch color broadcast monitor available with cabinet enclosure or in rack-mount configuration. Company says temperature compensation, power supply regulation and low-drift chroma demodulation insure stability and reliability. Features include switchable long- or short-time-constant AFC and controlled phosphor picture tube. Black matrix Hi-Light picture tube is optional. Monitor is also available in 25-inch cabinet-mounted version. 1633 Terrace Drive, St. Paul 55113.

Schafer subsidiary. Schafer Electronics Corp., Santa Barbara, Calif., manufacturer of radio automation systems, has formed Canadian subsidiary. Schafer Electronics Ltd., Calgary, Alberta, will serve sales, manufacturing, installation and field service functions.

For blind technicians. CBS Laboratories, Stamford, Conn., has developed Audio VU-Meter for use by blind audio-console operators in radio, television and recording industries. CBS Labs said meter generates audio tone whenever level of monitored program exceeds adjustable reference.

Music

Adviser becomes boss: Drake signs with RKO

Chenault-Drake program consultancy now is one-man show as half the team moves to direct employ of ex-client

An era in top-40 radio is over. The trend-setting team of Bill Drake and Gene Chenault, without much argument the most successful consultancy in radio, responsible for the last several years for the programing of all the RKO General-owned contemporary music stations, among other clients, has phased out of that activity.

As of this month, Mr. Drake and two of his programing staff shift from consultant to front-line staff with the RKO General contemporary stations (KHJ-AM-FM Los Angeles, KFRC-AM-FM San Francisco, WRKO[AM] Boston, WHBQ[AM] Memphis and WOR-FM New York), while Gene Chenault remains a consultant, but only as a business consultant to RKO General.

Bill Drake is now vice president, programing, RKO General, reporting to Bruce F. Johnson, vice president, RKO General Radio Division; Bill Watson, of the Drake-Chenault staff, is RKO General national program director; and Bernie Torres, another staff member, is



Drake without Chenault

administrative assistant to Mr. Drake. That Bill Drake and his programing staff move into a command position with RKO General reportedly was among the concluding recommendations of the Drake-Chenault consultancy.

Gene Chenault, the senior member of the team, said: "In the last year or so we felt that the consultancy had been outmoded. When you're a consultant for X-number of years, I think you reach a point of stagnation on both sides. We felt that with the changing competitive factors

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in the RKO General markets, and for the growth of RKO General, the consultancy should be phased out."

"One of the problems with a consultancy—because of the rules of control, the license—is that they [Messrs. Drake and Chenault] could only make suggestions, they could not implement them," Bruce Johnson, the new vice president of RKO Radio, said.

Later, he admitted that one of the main reasons that Bill Drake had been brought inside RKO was the slippage in the ratings of several of the owned-contemporary operations. "There has been an erosion that we thought was unnecessary," he said.

What's the difference between the old Drake-Chenault relationship with RKO General and the new one? Mr. Chenault had a further explanation: "When you're in the posture of consultant," he said, "you're an adviser as such. Your clients have the right to accept or reject. We were in control of nothing. We had to move around four different people all the time. We suggested that Bill shift from consultant to front-line authority because today, in many instances, action has to be taken now, without delay."

So the Drake-Chenault consultancy, developer of perhaps the most identifiable sound in formatted programing, with uncluttered talk and "much more music" as the basic rule, is no more.

Yet Drake-Chenault Enterprises, the umbrella organization, apparently still exists and intends to expand. Ironically, Gene Chenault, the unsung partner—who, though responsible for putting the team together, has remained in the background—now is likely to assume a more individualistic role (while Mr. Drake gives his time to and gets paid directly by RKO General). The principal Drake-Chenault Enterprises' operation is American Independent Radio Inc., which essentially supplies programing services for FM stations, and of which Gene Chenault is president.

Based in the Canoga Park section of Southern California's San Fernando Valley, (but soon to relocate to Hollywood), AIR was started in 1968 with "Hit-parade," a programing service for FM stereo broadcasting on a fully automated basis; soon offered another package known as "Solid Gold, Rock 'n' Roll"; now also is into a progressive music format. AIR currently is preparing a country music format and promises, within 60 days, to come out with still another—yet unannounced—music package. Mr. Chenault indicated that AIR has become the most important of the Drake-Chenault activities, generating more revenues for the organization than any other operation, including the consultancy (beyond the RKO General contemporary stations, Drake-Chenault consulted for KGB(AM) San Diego and KAKC(AM) Tulsa).

In addition to the distribution wing, Drake-Chenault Enterprises includes Barton Industries, a production company that tapes the product distributed in the programing service. Drake-Chenault also, in its first venture into television, is now



Chenault without Drake

producing a series of half-hour *Jerry Visits* celebrity-interview programs. A total of 13 will be produced to add to 26 that originally played on the CBS-TV-owned stations in Los Angeles, New York and Philadelphia and that Drake-Chenault—in a joint venture with KNXT-TV Los Angeles news anchorman Jerry Dunphy—purchased from the network's stations division. The package of 39 shows is scheduled to be released in January.

BMI posts \$1.2-million gain in annual revenues

Despite that record high, company fears its competitive position is being threatened by TV networks

Broadcast Music Inc.'s income from license fees paid by broadcasters and other music users during the year ended June 30 reached a record \$37,546,000, up \$1.2 million from the \$36,342,000 reported for the previous year.

The figures were released last week in conjunction with the annual meeting of stockholders, held Tuesday (Oct. 10) in New York, at which current directors and officers, headed by President Edward M. Cramer, were re-elected.

Performance-rights and royalties payments to BMI affiliates during the year totaled \$30,159,000, down slightly from the \$30,465,000 reported for the previous year. General and administrative expenses were put at \$7,930,000, as against \$7,063,000 a year ago.

The report said BMI now has more than 35,000 affiliated writers and publishers, keeping it "the largest licensing organization in the world." Licensees include 6,626 radio and 691 TV stations, all networks and more than 16,000 non-broadcast users.

Although revenues reached an all-time high, the report said, they were in fact "disappointing" because they do not reflect accurately the heavy use made of BMI music. Radio broadcasters use more music from BMI than from any other source and more than half of TV's music

comes from BMI, yet BMI receives less than half of the money that radio and TV pay for music, the report asserted. This disparity, it said, "results in a serious threat to BMI's competitive position." The trouble is not with stations but with the ABC, CBS and NBC television networks, the report continued, noting that BMI has undertaken legal action to rectify the situation because the networks "flatly rejected" offers to negotiate or submit the issue to impartial arbitration.

Birthday party, country style

Annual 'Grand Ole Opry' celebration set for next week, with awards, parties and music, music, music

Every industry or other group of like-minded people has its convention, but it would be hard to find another to match the one that takes place next week in Nashville. They call it simply "the convention," and it's really more like a birthday party—a party for the *Grand Ole Opry*.

The party is the most famous week in country music. Every October the country-music industry gathers; this year, from Oct. 18-21, about 6,000 will be on hand. For a registration fee of \$20 the participant gets two breakfasts, three lunches, a dinner, a bluegrass concert, a night at the Opry, six record company-sponsored parties and shows, a day at the recently opened Opryland U.S.A. amusement park, shows sponsored by WSM(AM)—where the Opry was born—and the Country Music Association, a banquet and more. In the process the convention-goer gets to hear an incredible amount of country music—perhaps 55 artists under two roofs.

The celebration has quite a history. It was begun in 1952, and the invitations were restricted to country-radio people. For the first few years that select group was wine and dined by record companies and treated to performances by top country artists. Then things began to get out of hand. Country music fans by the thousands started pouring into Nashville for the event. So did friends and families of station advertisers, unrecorded guitar pickers—everybody. For \$10 they were treated royally, but WSM and the record companies that maintained hospitality suites were being bled. The Opry tried pre-registration, requiring people to register on business letterheads from their stations or music companies. In response, the irrespressible freeloaders invented letterheads, and station staffs mysteriously tripled at about convention time. It had to stop.

The first step toward drawing the fans away was taken last year, when CMA held its first "Fanfare" designed especially for nonindustry convention-goers. Several years will be required to measure the success of that effort. In the meantime, the industry crowd convenes again for all that frolic and music at the main events

and at the related functions in the days before the Opry celebration—among them the eighth annual Music City pro-celebrity golf tournament. Perhaps the most important event is the CMA awards show to be televised live tonight (Oct. 16) from the stage of the Opry by CBS-TV (10-11 p.m. NYT).

This is the second year the awards show will be broadcast live (previously, it was taped for use as a *Kraft Music Hall* special at a later date). Glen Campbell will be the host. Philips Productions will produce.

Nominees for the entertainer of the year award are Freddie Hart, Loretta Lynn, Charley Pride (last year's winner), Merle Haggard and Jerry Reed. Nominations for the best song of the year include: "Easy Lovin'" by Freddie Hart, "Kiss An Angel Good Morning" by Charlie Pride, "She's All I Got" by Jerry Williams Jr. and Gary Bond, "The Happiest Girl in the Whole U.S.A." by Donna Fargo and "To Get To You" by Jean Chapel. Also scheduled during the week are the Country Music Association's annual membership and quarterly board meetings, and the American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC banquets at which those performing societies present their country music awards to their memberships.

Breaking In

Rocky Mountain High—John Denver (RCA) ■ John Denver parted company with the Chad Mitchell Trio and the songs and sensibilities of the folk music era in the middle sixties—and went into, first, a period of relatively low visibility and then growing popularity as a songwriter and performer. He emerged into broadcast stardom last year with "Country Roads" a double hit—his own version did well on pop stations and cover versions by country artists turned the song into a standard among country audiences.

Now comes *Rocky Mountain High*, an album that places Mr. Denver comfortably into the country-folk genre toward which he's been heading as a solo artist in past years. He sings with a clear, airy voice about rural life and values, ecology, bad-luck losers and, of course, love. His guitar work is major-chordal and bright, often backed with a pedal steel. Production is simple with rarely more than five or six instruments accompanying him.

Although RCA had little success with a first single released from the album about six weeks ago—the title tune—it is releasing as of this week, another single, "Prisoners," that may get better results with AM contemporary programmers. The album also includes Paul McCartney's "Mother Nature's Son," John Prine's "Paradise" and a long-awaited version of his own folk classic "For Baby (For Bobbie)" (Peter, Paul and Mary made it popular but there have been dozens of covers).

FM play has been strong all over the country. Stations playing the new John Denver album last week included: WHCN-



John Denver



Melanie



Austin Roberts

(FM) Hartford, Conn., WNEW-FM New York, WRNO(FM) New Orleans and WBRU(FM) Providence, R.I.

Alone Together—Melanie (*Neighborhood Records*) ■ Melanie's second single on her own label is now breaking out of the Southeast. In stark contrast to her last hit, "Brand New Key"—a brash, discordant, almost-nonsense song—"Alone Together" is a delicate, madrigal-like song of optimistic love.

"Alone Together" makes a somewhat long record (4:24). Its finicky intro is colored with cello and chime-sounds and builds slowly to a wailing soulful Melanie complete with an echoing chorus in the middle. The soul-wail backs off near the end and she returns to the opening musical theme to end the record.

Melanie's lyrics in this song are articulate and, at times, dense—an appeal to a potential lover to go away "alone together." "I see needs/that might be answered/by forever together/let's be together... al-lone."

Stations playing the new Melanie single last week included: WRAS(AM) Atlanta, WPDQ(AM) Jacksonville, Fla., and WIBG(AM) Philadelphia.

Something's Wrong With Me—Austin Roberts (*Chelsea Records*) ■ Chelsea Records is the six-month-old label begun by record-TV producer Wes Farrell (creator of *The Partridge Family*). Austin Roberts, from reports last week, looks to have the second hit for the label after Wayne Newton's "Daddy Don't You Walk So Fast."

A pattern is forming with the Chelsea

releases, characterized by simple yet full production values and straightforward, emotional songs. "Something's Wrong With Me"—a blunt, heart-wrenching torch song—is made up of equal parts of Austin Roberts's pleading voice, shimmering wah-wah guitar punctuation and a horn-section backdrop. It's also a tear-jerking song, although simple and out-front. "Something in your eyes that won't let me forget you/Something in your face that keeps me hangin' around/Something got a hold on me the day that I found you/Something's wrong with me."

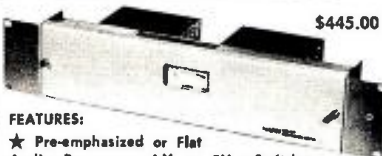
WCOL(AM) Columbus, Ohio, reports that the record has been the most requested song for several weeks in a row. Other stations reported on "Something's Wrong With Me" last week were: CKLW(AM) Windsor, Ont., WIXY(AM) Cleveland, WOR-FM New York, WMAK(AM) Nashville and WRKO(AM) Boston.

Music Briefs

Reviving rock. Formation of PGM Inc., contemporary radio programing/consulting firm, has been announced. Company is syndicating *The Hall of Fame*, new weekly three-hour music program featuring hits of past 20 years. J. W. Moore is director of PGM; David Tate is executive producer. *Washington building, Suite 422, Washington 20005.*

BMI moves. Broadcast Music Inc. has moved its New York headquarters to 40 West 57th Street 10019. New telephone number: (212) 586-2000.

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A ripping good year for Thames Television

London-area programmer's profits up nearly \$5 million this year

Thames Television Ltd., one of two program contractors for commercial television in the London area, reported record profits of \$12,278,000 for the year ended June 30, up from \$8,551,000 reported for the previous year. (Thames's figures were reported in pounds; dollar figures are based on the current \$2.40 rate of exchange.) After-tax profits were \$7.01 million as compared with \$5.4 million a year ago.

Gross advertising revenues reached \$56,529,000, up from \$49,860,000 in the prior year. After payment of agency commissions, advertising revenues totaled \$48,072,000 this year as against \$42,396,000 a year ago.

Thames Television, said to be the British Independent Broadcasting Authority's chief revenue earner, paid IBA (formerly Independent Television Authority) \$4,466,400 in rental for the year ended June 30 and also paid \$8,172,000 in advertising levy into the British treasury. These figures represented a \$2,671,200 reduction in advertising levy but a \$2,395,200 increase in rental

as compared with the previous year.

Lord Shawcross, chairman of Thames, said advertising revenue "continues to make steady progress," but that the company has already increased its outlays for both staff and programming, and that when it begins to develop daytime programs later this month "the heavy cost of these programs will have to be subsidized by earnings from peak-time programs." Thames Television has been in operation for four years and has averaged \$6,436,800 a year in pre-tax profits.

Up quarter again for CBS

CBS Inc. reported last week that net income and net sales for both the third quarter of 1972 and the first nine months of the year rose comfortably over the corresponding levels of 1971. It was the sixth consecutive quarter of sales and earnings improvements over comparable year-earlier periods.

For the first nine months:

	1972	1971
Earned per share	\$ 1.85	\$ 1.43
Net sales	\$ 948,900,000	\$ 892,200,000
Net income	\$ 53,600,000	\$ 41,700,000

Top of the scale at Meredith

E. T. Meredith III, president and chief executive officer of the Meredith Corp., Des Moines, Iowa, is listed in a proxy statement as the highest-paid officer of

the company for the fiscal year ended last June 30 with total remuneration of \$87,417. The proxy statement accompanied notice of the annual meeting of Meredith, which was held last Tuesday (Oct. 10) in Des Moines. Other highly paid officers listed are Robert A. Burnett, executive vice president, operations, \$83,342; James A. Conley, vice president (and general manager of Meredith Broadcasting), \$65,526; Allan Ferrin, vice president, \$61,151; H. Y. Engeldinger, vice president-finance and treasurer, \$53,858; Gerald D. Thornton, vice president administrative services, general counsel and secretary, \$52,261, and Fred Bohen, chairman, \$50,004. Mr. Bohen has an employment contract until Dec. 31, 1975, at an annual salary of \$50,000.

Columbia pares its losses

Columbia Pictures Industries, New York, parent company of Screen Gems, last week reported net loss of more than \$3 million in fiscal year ended last July 1. In preceding year loss was \$28.7 million

	1972	1971
Loss per share	\$ (0.54)	\$ (4.54)
Revenues	\$ 242,244,000	\$ 222,573,000
Net loss	\$ (3,397,000)	\$ (28,772,000)

Breather for Reeves Telecom

Reeves Telecom Corp., New York, has reached agreements in principle with its institutional lenders on revising the maturities of its present long-term debt and on obtaining a new term loan to re-finance obligations due on demand.

Reeves has been in default under its old agreement since April 1970, but had been given the opportunity by its lenders to divest itself of unprofitable operations and to restore profit margins on its remaining interests.

Reeves said that the lenders, "convinced that this has now been accomplished . . . have agreed to rewrite the loan agreements so that the company will no longer be in default."

A spokesman for Reeves Telecom said about \$11.8 million will be obtained in the restructuring of its loan agreements, with parts of funds used to pay debts due on demand. He added that the company now is operating in the black, with the remaining divisions (broadcasting, real estate and printing) showing profitable returns.

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October 11, 1972

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Financial Briefs

Option picked up. American Television & Communications Corp., Denver, which completed acquisition of Jefferson Carolina Corp., operator of cable-TV systems with more than 50,000 subscribers (BROADCASTING, Aug. 28), will, as part of that deal, file registration statement with Securities and Exchange Commission covering minimum of 350,000 shares of its stock. These shares previously had been received by joint owners of Jefferson Carolina Corp.—Jefferson Standard Broadcasting, Charlotte, N.C., and United

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Telecommunications, Inc., Kansas City, Mo. Under agreement for sale of Jefferson Carolina, sellers had option for ATC to file registration statement covering at least 350,000 shares. Option was exercised.

San Juan Racing Association, San Juan, Puerto Rico, which owns six radio stations, reported decline in both revenues and earnings for first quarter of its current fiscal year ended July 31:

	1972	1971
Earned per share	\$ 0.26	\$ 0.50
Revenues	3,784,147	5,132,695
Net Income	505,230	983,170

Four Star International Inc., Beverly Hills, Calif., television production and distribution company, reported turnaround in earnings for current fiscal year from loss of more than \$300,000 previous year, based on non-recurring extraordinary items that accounted for all

but some \$4,000 of profits. For the year ended June 24:

	1972	1971
Earned per share	\$ 0.33	\$ (0.45)
Revenues	3,180,028	4,286,042
Net Income	243,766	(338,359)

Note: 1972 earnings include nonrecurring extraordinary items amounting to \$239,934.

TOCOM Inc., Dallas, reported gains in revenue and income for fiscal year 1972, ended June 30. TOCOM manufactures and sells cable-TV equipment. It began operations January 14, 1971, so fiscal year ended June 30 represents only a six-and-a-half-month period. For fiscal year ended June 30:

	1972	1971
Earned per share	\$ 0.64	\$ 0.10
Revenues	1,786,520	548,521
Net Income	218,302	30,465

Scripps-Howard Broadcasting Co., New York, reported increases in revenues and

net income for current nine-month period. For three-quarters ended Sept. 30:

	1972	1971
Earned per share	\$ 1.28	\$ 1.08
Revenues	18,501,728	16,831,363
Net Income	3,325,613	2,806,044

Big response. Financier Kirk Kerkorian, owner of 41.9% of common stock in Metro-Goldwyn-Mayer, Culver City, Calif., reported that his latest tender offer for additional shares of film production studio's stock was heavily oversubscribed. Offer, which expired Sept. 29, was for 170,000 common shares at \$22.50 per share. Aggregate of about 365,000 shares were tendered. Mr. Kerkorian, obligated to purchase minimum of 170,000 shares, will increase his ownership of MGM common to at least 44.8%. Decision to pick up all or part of additional 195,000 shares has not yet been made.

Broadcasting Stock Index

Weekly market summary of 129 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Oct. 11	Closing Oct. 4	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitali- zation (000)	
Broadcasting											
ABC	ABC	N	74 1/4	76 1/8	- 1 7/8	- 2.46	81 1/2	51 1/4	8,418	625,036	
ASI COMMUNICATIONS	ASIC	O	2	2 1/8	- 1/8	- 5.88	5	1 5/8	1,815	3,630	
CAPITAL CITIES	CCB	N	56 1/4	56 3/4	- 1/2	- .88	64 1/4	48	6,496	365,400	
CBS	CBS	N	53 3/4	52 3/4	+ 1	+ 1.89	63	45 1/2	28,096	1,510,160	
COX	COX	N	40 5/8	43	- 2 3/8	- 5.52	51	36 1/4	5,827	236,721	
FEDERATED MEDIA		O	2 1/2	2 1/2		.00	4 1/8	2 1/4	820	2,050	
GROSS TELECASTING	GGG	A	15 3/8	15 1/8	+ 1/4	+ 1.65	23 7/8	12 1/4	800	12,300	
LIN	LINB	O	11 3/4	12 1/8	- 3/8	- 3.09	22 3/8	11 3/4	2,341	27,506	
MOONEY	MOON	O	9 7/8	9 5/8	+ 1/4	+ 2.59	11 5/8	4	250	2,468	
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	15 1/4		.00	29	8	1,037	15,814	
SCRIPPS-HOWARD	SCRIP	O	22 1/2	23	- 1/2	- 2.17	27	18	2,589	58,252	
STARR	SBG	M	27	27 1/8	- 1/8	- .46	30 1/2	15 1/2	1,042	28,134	
STORER	S8K	N	42 1/4	43	- 3/4	- 1.74	49 3/8	31	4,223	178,421	
TAFT	TFB	N	55 1/2	55 1/2		.00	59 1/4	41 3/4	4,064	225,552	
Broadcasting with other major interests									TOTAL	69,828	3,309,031
ADAMS-RUSSELL	AAR	A	5 1/8	5 1/4	- 1/8	- 2.38	8 3/4	4 1/2	1,250	6,406	
AVCO	AV	N	14 3/8	15 1/4	- 7/8	- 5.73	20 7/8	13 7/8	11,497	165,269	
BARTELL MEDIA	BMC	A	3	3		.00	7 1/8	2 7/8	2,257	6,771	
CHRIS-CRAFT	CCN	N	5 3/8	5	+ 3/8	+ 7.50	8 3/4	4 7/8	3,999	21,494	
COMBINED COMMUNICATIONS	CCA	A	33 3/8	34 3/8	- 1	- 2.90	42 1/2	28 1/2	3,264	108,936	
COWLES COMMUNICATIONS	CWL	N	10 3/4	10 7/8	- 1/8	- 1.14	13 1/8	9 1/2	3,969	42,666	
DUN & BROADSTREET	DNB	N	76 5/8	78	- 1 3/8	- 1.76	81 3/8	63	12,894	988,002	
FUQUA	FQA	N	17 3/4	17	+ 3/4	+ 4.41	27 7/8	15 5/8	8,282	147,005	
GABLE INDUSTRIES	G8I	N	24 1/4	23 1/2	+ 3/4	+ 3.19	32 1/4	23 1/2	2,220	53,835	
GENERAL TIRE & RUBBER	GY	N	25 5/8	26 1/2	- 7/8	- 3.30	32 5/8	24 5/8	19,483	499,251	
GLOBETROTTER COMMUNICATION INC	GLBTA	O	9	9		.00	20 1/2	8 1/2	2,843	25,587	
GRAY COMMUNICATIONS		O	10 3/4	11	- 1/4	- 2.27	14	6 1/2	475	5,106	
ISC INDUSTRIES	ISC	A	7	7		.00	9 1/8	6	1,655	11,585	
KAISER INDUSTRIES	KI	A	6 1/8	6 1/4	- 1/8	- 2.00	9 5/8	6 1/8	26,948	165,056	
KANSAS STATE NETWORK	KSN	O	6 3/8	6 5/8	- 1/4	- 3.77	7 7/8	6 3/8	1,621	10,333	
KINGSTIP INC.	KTP	A	14 1/8	12	+ 2 1/8	+ 17.70	16 1/8	10 7/8	1,154	16,300	
LAMB COMMUNICATIONS		O	3	3		.00	4 7/8	2	475	1,425	
LEE ENTERPRISES	LNT	A	22 7/8	22 7/8		.00	30	17 1/2	3,357	76,791	
LIBERTY CORP.	LC	N	20 1/2	20 1/2		.00	21 5/8	17 1/2	6,753	138,436	
MCGRAW HILL	MHP	N	15 5/8	15 7/8	- 1/4	- 1.57	20 7/8	14 3/8	23,327	364,484	
MEDIA GENERAL INC.	MEG	A	30 1/2	32 3/4	- 2 1/4	- 6.87	49 3/8	30 1/2	3,434	104,737	
MEREDITH CORP.	MDP	N	22 1/4	20 3/4	+ 1 1/2	+ 7.22	30 3/4	18 1/2	2,794	62,166	
METROMEDIA	MET	N	33	34 1/2	- 1 1/2	- 4.34	39	27 1/4	5,959	196,647	
MULTIMEDIA INC.		O	43	43		.00	44	14	2,408	103,544	
OUTLET CO.	OTU	N	14 3/4	14 1/2	+ 1/4	+ 1.72	19 3/8	13	1,335	19,691	
POST CORP.	POST	O	16 1/2	16 1/2		.00	30	9	942	15,543	
PUBLISHERS BROADCASTING CORP.	PUBB	O	2	2		.00	4 7/8	1 5/8	919	1,838	
REEVES TELECOM	RBT	A	2 3/4	2 7/8	- 1/8	- 4.34	4 1/4	2 3/8	2,292	6,303	
RIDDER PUBLICATIONS	RPI	N	24 3/4	25 5/8	- 7/8	- 3.41	34 1/2	24 3/4	8,327	206,093	
ROLLINS	ROL	N	36	38 1/2	- 2 1/2	- 6.49	43 1/4	33	12,146	437,256	
RUST CRAFT	RUS	A	34 1/2	35 1/4	- 3/4	- 2.12	39 3/8	24	2,318	79,971	
SAN JUAN RACING	SJR	N	24 1/2	26	- 1 1/2	- 5.76	34 3/4	22 1/2	1,958	47,971	
SCHERING-PLOUGH	SGP	N	121 1/4	120 1/2	+ 3/4	+ .62	135	82 5/8	25,471	3,088,358	
SONDERLING	SDB	A	12 1/4	14	- 1 3/4	- 12.50	30 3/4	12 1/8	1,005	12,311	
TIMES MIRROR CO.	TMC	N	54 1/2	55 3/8	- 7/8	- 1.58	61 5/8	46 1/2	15,395	839,027	
TURNER COMMUNICATIONS		O	5 3/8	5 1/2	- 1/8	- 2.27	7	2	1,328	7,138	
WASHINGTON POST CO.	WPO	A	32 5/8	32	+ 5/8	+ 1.95	37 1/4	23 1/2	4,806	156,795	
WHOM CORP.		O	16	17	- 1	- 5.88	30	11	589	9,424	
WOMETCO	WOM	N	19	19 7/8	- 7/8	- 4.40	25 7/8	18 1/2	5,789	109,991	
TOTAL									236,938	8,359,542	

	Stock symbol	Exch.	Closing Oct. 11	Closing Oct. 4	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capitali- zation (000)		
Cable												
AMECO	ACO	O	2 1/2	2 3/8	+	1/8	+	5.26	12 3/4	1 1/2	1,200	3,000
AMERICAN ELECTRONIC LABS	AELBA	O	4	4 1/4	-	1/4	-	5.88	9 3/4	3	1,726	6,904
AMERICAN TV & COMMUNICATIONS	AMTV	O	43 3/4	43 1/2	+	1/4	+	.57	47 1/4	17 1/4	2,462	107,712
BURNUP & SIMS	BSIM	O	22 3/8	22 1/8	+	1/4	+	1.12	23 3/8	6 3/4	7,510	168,036
CABLECOM-GENERAL	CCG	A	9 3/8	9 3/8				.00	18 1/4	9	2,438	22,856
CABLE FUNDING CORP.	CFUN	O	12 3/4	13	-	1/4	-	1.92	15 1/4	9 7/8	1,233	15,720
CABLE INFORMATION SYSTEMS		O	2 1/2	2 3/4	-	1/4	-	9.09	4 3/4	1 3/4	955	2,387
CITIZENS FINANCIAL CORP.	CPN	A	9 1/8	9	+	1/8	+	1.38	15 1/4	9	2,416	22,046
COLUMBIA CABLE	CCAB	O	17 1/4	17 3/8	-	1/8	-	.71	21 3/4	17	900	15,525
COMMUNICATIONS PROPERTIES	COMU	O	9 7/8	10 3/8	-	1/2	-	4.81	27 3/8	9 7/8	1,917	18,930
COX CABLE COMMUNICATIONS	CXC	A	38	37 3/8	+	5/8	+	1.67	41 3/4	23 1/4	3,556	135,128
CYPRESS COMMUNICATIONS	CYPR	O		19 1/4				.00	23	7	2,732	52,591
ENTRON	ENT	A	3 7/8	3 7/8				.00	9 1/4	3	1,358	5,262
GENERAL INSTRUMENT CORP.	GRL	N	25 7/8	27 1/2	-	1 5/8	-	5.90	32 7/8	20 3/4	6,501	168,213
LVO CABLE INC.	LVOC	O	12 1/4	12 1/2	-	1/4	-	2.00	16 1/2	6 3/4	1,466	17,958
STERLING COMMUNICATIONS	STER	O	4 1/8	4 1/4	-	1/8	-	2.94	7 3/4	3 1/2	2,162	8,918
TELE-COMMUNICATIONS	TCOM	O	33 1/4	33 3/4	-	1/2	-	1.48	35 1/4	15 1/2	3,822	127,081
TELEPROMPTER	TP	A	34 1/8	33 3/4	+	3/8	+	1.11	44 1/2	28 1/8	15,551	530,677
TIME INC.	TL	N	49 1/2	50 1/2	-	1	-	1.98	64 3/4	44 5/8	7,284	360,558
TOCOM	TOCM	O	7 3/8	7 5/8	-	1/4	-	3.27	10	7 1/8	596	4,395
VIACOM	VIA	N	19 3/4	19 1/4	+	1/2	+	2.59	28 1/2	15 1/2	3,836	75,761
VIKOA	VIK	A	9 3/8	9 1/8	+	1/4	+	2.73	19 3/4	8	2,333	21,871
									TOTAL	73,954	1,891,529	
Programming												
COLUMBIA PICTURES	CPS	N	10	9 5/8	+	3/8	+	3.89	14 7/8	9 1/8	6,342	63,420
DISNEY	DIS	N	167 1/4	177 1/4	-	10	-	5.64	201 3/4	132 3/4	13,802	2,308,384
FILMWAYS	FWY	A	4 3/8	4 3/8				.00	8	4 3/8	1,868	8,172
GULF & WESTERN	GW	N	34 1/8	35	-	7/8	-	2.50	44 3/4	28	15,816	539,721
MCA	MCA	N	25	25 3/4	-	3/4	-	2.91	35 7/8	23 1/8	8,182	204,550
MGM	MGM	N	21 1/2	21	+	1/2	+	2.38	22 1/8	16 3/4	5,897	126,785
MUSIC MAKERS	MUSC	O	1 5/8	1 3/4	-	1/8	-	7.14	3 3/4	1 1/8	534	867
TELE-TAPE PRODUCTIONS		O	1	1				.00	2 7/8	1	2,190	2,190
TELETRONICS INTERNATIONAL		O	10	11	-	1	-	9.09	18 1/2	6 1/4	724	7,240
TRANSAMERICA	TA	N	17 5/8	17 3/4	-	1/8	-	.70	23 1/2	16 1/4	67,213	1,184,629
20TH CENTURY-FOX	TF	N	9 7/8	9 7/8				.00	17	8 5/8	8,562	84,549
WALTER READE ORGANIZATION	WALT	O	1 1/2	1 5/8	-	1/8	-	7.69	4 1/8	1 3/8	2,203	3,304
WARNER COMMUNICATIONS INC.	WCI	N	38 1/2	39	-	1/2	-	1.28	50 1/4	31 1/4	16,221	624,508
WRATHER CORP.	WCO	A	7 5/8	8 1/2	-	7/8	-	10.29	17 7/8	7 5/8	2,164	16,500
									TOTAL	151,718	5,174,819	
Service												
JOHN BLAIR	BJ	N	12	12 7/8	-	7/8	-	6.79	23 3/8	11 7/8	2,604	31,248
COMSAT	CO	N	58 1/8	60	-	1 7/8	-	3.12	75 3/8	52	10,000	581,250
CREATIVE MANAGEMENT	CMA	A	9 5/8	9 7/8	-	1/4	-	2.53	15 1/2	9 3/8	975	9,384
DOYLE DANE BERNBACH	DDYL	O	23	22 1/2	+	1/2	+	2.22	34 3/4	22 1/2	1,925	44,275
ELKINS INSTITUTE	ELKN	O	2 1/4	2 1/8	+	1/8	+	5.88	16 3/8	1 3/4	1,664	3,744
FOOTE, CONE & BELDING	FCR	N	10 7/8	12 1/8	-	1 1/4	-	10.30	14	10 5/8	2,162	23,511
GREY ADVERTISING	GREY	O	15 1/4	15 1/2	-	1/4	-	1.61	18 1/8	9 1/4	1,200	18,300
INTERPUBLIC GROUP	IPG	N	26 1/8	28 1/4	-	2 1/8	-	7.52	36 1/8	22 3/4	1,843	48,148
MARVIN JOSEPHSON ASSOCS.	MRVN	O	14 3/4	15 1/8	-	3/8	-	2.47	17 3/4	5 7/8	825	12,168
MCCAFFREY & MCCALL		O		10 3/4				.00	16 1/2	7	585	6,288
MOVIELAB	MOV	A	1 3/4	1 5/8	+	1/8	+	7.69	3 1/8	1 5/8	1,407	2,462
MPD VIDEOTRONICS	MPO	A	3 5/8	3 7/8	-	1/4	-	6.45	7 1/8	3 5/8	547	1,982
NEEDHAM, HARPER & STEERS INC.	NDHMA	O	27 7/8	29 1/4	-	1 3/8	-	4.70	34 1/8	21 1/2	911	25,394
A. C. NIELSEN	NIEL8	O	56 7/8	57 1/8	-	1/4	-	.43	59 1/4	37 5/8	5,299	301,380
OGILVY & MATHER	OGIL	O	35 1/2	35 3/4	-	1/4	-	.69	48 1/2	16	1,716	60,918
PKL CO.	PKL	O	3/4	1	-	1/4	-	25.00	9 1/2	3/4	778	583
J. WALTER THOMPSON	JWT	N	24	28 5/8	-	4 5/8	-	16.15	49 1/4	24	2,704	64,896
UNIVERSAL COMMUNICATIONS INC.		O	11	11 1/2	-	1/2	-	4.34	17	8	715	7,865
WELLS, RICH, GREENE	WRG	N	19 3/8	20 5/8	-	1 1/4	-	6.06	27 7/8	19	1,635	31,678
									TOTAL	39,495	1,275,474	
Manufacturing												
ADMIRAL	ADL	N	16 3/4	16 1/4	+	1/2	+	3.07	27	13 5/8	5,813	97,367
AMPEX	APX	N	5	5 1/8	-	1/8	-	2.43	15 1/8	5	10,875	54,375
CARTRIDGE TELEVISION INC.		O	22 3/4	27 1/2	-	4 3/4	-	17.27	43 1/2	16 1/2	2,083	47,388
CCA ELECTRONICS	CCAE	O	2 5/8	2 7/8	-	1/4	-	8.69	6 1/4	2 1/4	881	2,312
COLLINS RADIO	CRI	N	15	15				.00	19 7/8	13 1/4	2,968	44,520
COMPUTER EQUIPMENT	CEC	A	2 3/4	2 7/8	-	1/8	-	4.34	4 5/8	2 1/2	2,421	6,657
CONRAC	CAX	N	26	26 3/8	-	3/8	-	1.42	39 3/8	24 1/2	1,259	32,734
GENERAL ELECTRIC	GE	N	63 3/4	65 3/8	-	1 5/8	-	2.48	70 7/8	58 1/4	182,123	11,610,341
HARRIS-INTERTYPE	HI	N	45 3/4	48 5/8	-	2 7/8	-	5.91	59	45 1/2	6,365	291,198
MAGNAVOX	MAG	N	27 1/8	27 5/8	-	1/2	-	1.80	52 1/4	26 1/2	17,685	479,705
3M	MMM	N	78 1/2	79 3/8	-	7/8	-	1.10	85 3/4	74 1/4	12,867	1,010,059
MOTOROLA	MDT	N	118 1/4	119	-	3/4	-	.63	129 7/8	80	13,481	1,594,128
OAK INDUSTRIES	UEN	N	16 1/2	16 3/8	+	1/8	+	.76	21 3/4	9 5/8	1,638	27,027
RCA	RCA	N	32 3/4	34	-	1 1/4	-	3.67	45	32 1/8	74,352	2,435,028
RSC INDUSTRIES	RSC	A	2 1/2	2 1/2				.00	4 3/8	2 1/2	3,458	8,645
TECHNICAL OPERATIONS INC.	TD	A	10 3/4	10 3/4				.00	17 7/8	9 7/8	1,386	14,899
TEKTRONIX	TEK	N	51 1/2	52 1/2	-	1	-	1.90	65 1/2	32 3/4	8,136	419,004
TELEMATON	TIMT	O	5 1/2	5 3/4	-	1/4	-	4.34	13 3/4	4 1/4	1,050	5,775
WESTINGHOUSE	WX	N	42 7/8	40 1/2	+	2 3/8	+	5.86	54 7/8	38 3/8	87,609	3,756,235
ZENITH	ZE	N	45 3/4	46 3/4	-	1	-	2.13	50 1/2	39 3/4	19,037	870,942
									TOTAL	455,487	22,808,339	
									GRAND TOTAL	1,027,420	42,818,734	

Standard & Poor's Industrial Average

122.39

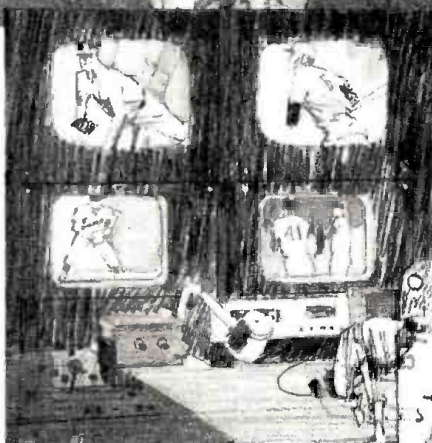
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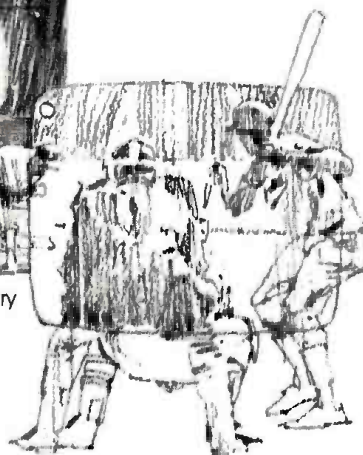
A-American Stock Exchange
M-Midwest Stock ExchangeN-New York Stock Exchange
O-Over the counter (bid price shown)A blank in closing price columns
indicates no trading in stock.Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.



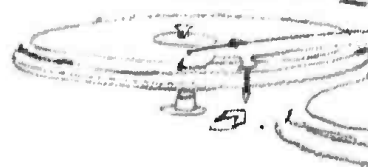
The First has provided term loans
and revolving credits to both production companies
and film distributors.



We've helped the television industry
with term loans, revolving credits
and lease financing.



We've helped
radio broadcasters
arrange term financing
for expansion of facilities,
and mergers
and acquisitions.



THE FIRST LENDERS FROM CHICAGO.

James Douglass
and Charles Calderini.
They come up with the money
that keeps people entertained.

The entertainment industry
is a lot of things and a lot of people.
Sound stages. Cable TV. Cameras. Locations.
Broadcasters. Film producers. Sports complexes.
And they all require a lot of money.

That's where we come in.
Our specialists can offer full financing
for everything from equipment
to production to distribution.
They can help you with term
loans for facility expansion,
revolving lines of credit for
production financing.
They can arrange lease
financing. They can help you
decide when a merger or an
acquisition is a good idea.
And when it isn't.

It's our business to keep up to
date with your industry's problems
and credit needs. When you need
financial help, talk to
the First Lenders from Chicago.

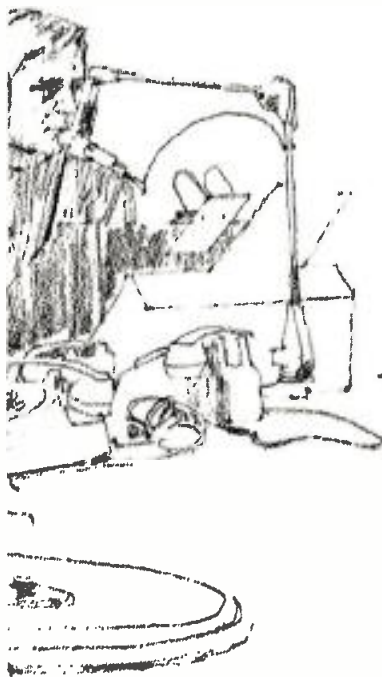


MEMBER F.O.I.C.

IN NEW YORK, FIRST CHICAGO INTERNATIONAL BANKING CORPORATION

**The First National Bank
of Chicago**

Benjamin Lenhardt
and Louis Kuppenheimer
are deeply involved in CATV.
Currently The First provides
financing to several MSOs,
plus a number of unit systems.



Fates & Fortunes®

Broadcast Advertising



Mr. Schwerin

Horace S. Schwerin, pioneer in program and commercial testing and founder of Horace Schwerin & Associates, Englewood Cliffs, N.J., named to newly created position of director of marketing development, Campbell Soup Co., Camden, N.J.

Roslyn Levenstein, **Michael Becker** and **Howard Rieger**, creative supervisors, Young & Rubicam International, New York, named VP's and associate creative directors.



Mr. Cox

Bruce B. Cox, VP-associate director of programing and business affairs, Compton Advertising, New York, appointed manager of broadcast programing. **Dick Mumma**, head of programing department there, moves to account management group and continues as programing consultant.

Ralph A. Carlson and **Barry L. Ofstedal**, account supervisors, and **John V. Lyons**, copy group head (Lysol products), SSC&B, New York, elected VP's.

John R. Andersen, research director, Needham, Harper & Steers, Los Angeles, joins Chicago division of NHS as VP and research director.

Robert S. Hendrickson, formerly VP, Brown, Clark & Elkus, San Francisco agency, named VP and manager of San Francisco office of Doremus & Co. He succeeds **Robert C. Brindley**, who retires after 43 years with agency. **Harrison T. Beardsley**, director of international public relations and advertising for Kaiser Aluminum and Chemical Corp., joins Doremus in San Francisco as VP and public-relations manager.

Bob Bassindale, former VP-creative director, Tatham-Laird & Kudner, Chicago, rejoins TLK as VP-associate creative director in New York office.

Vito Incorvaia, executive art director, Dancer-Fitzgerald-Sample, New York, named VP. **Joseph Chierchia**, art director, Ted Bates, New York, joins DFS as art director.

Lois Gaalen, copy chief, and **Peter Paris**, executive art director, Chirurg & Cairns, New York agency, elected VP's.

Melvin M. Stein, creative director, Henry J. Kaufman & Associates, Washington, named VP for creative services.

D. Edward Curran, creative director, Aitkin-Kynett Co., Philadelphia agency, elected VP.

Everett M. Nelson, president, Media Services Inc., Chicago, joins Weltin Advertising, Atlanta, as VP and director of marketing services.

Thel Eichmann, art director, Jay M. Kholos Advertising Inc., Encino, Calif., joins Pehr's Advertising Inc., Studio City, Calif., as VP and art director.

Edwin R. Peterson, VP and general manager, WTVB(AM) Coldwater, Mich., appointed supervisor of TV syndication, Campbell-Ewald, Detroit.



Mr. Pederson

William K. Pederson, assistant director of advertising, Eastman Kodak, Rochester, N.Y., appointed assistant VP and director of newly formed advertising and promotion department.

Guy Woodward, local sales manager, WBAP(AM) Fort Worth, appointed general sales manager.

Tom Howard, with the New York office of Broadcast Computer Services, appointed national sales representative, BIAS division, Data Communications Corp., Memphis.

Marshall Black named by Chicago White Sox as general manager of sales for television following decision of baseball club to keep television play-by-play rights and sell own advertising during tenure of 1973-75 contract negotiated last summer with WSNS(TV) Chicago. Mr. Black has been local sales manager with WFLD-TV there handling White Sox TV programing.

Pierre Bejano, account executive, WDAE-AM-FM Tampa, Fla., appointed sales manager.

Richard K. Penn, with WFUN(AM) South Miami, Fla., joins KKDJ(FM) Los Angeles as general sales manager.



Mr. Cooper

Joseph M. Cooper Jr., senior director, advertising, Pan American World Airways, New York, appointed manager, advertising operations, Xerox, Stanford, Conn. He will be responsible for coordinating corporate-wide advertising activities.

Lawrence T. Whitney, local sales manager, WTVT(TV) Tampa-St. Petersburg, Fla., appointed general sales manager. He is succeeded by **Paul M. Jones**, senior account executive with station.

Charles C. Dent Jr., account executive, WCOP(AM) Boston, appointed local sales manager.

Randolph Miller, account executive, WHDH-AM-FM Boston, appointed assistant sales manager.

Thomas C. Holmquist, formerly VP-general manager, KKJO(AM) St. Joseph, Mo., joins Universal Publicizers, Chicago sales consultants, as VP-sales, Midwest division.

Michael P. Davis, formerly with Capital Cities TV Productions, New York, joins Elkman Advertising, Bala Cynwyd, Pa., as account executive and director of broadcast production.

Joseph L. Hickey, senior account executive, Kenyon & Eckhardt, New York, appointed account supervisor.

Jere Rowland, VP and account supervisor, Gaynor & Ducas, New York, appointed account supervisor, Needham, Harper & Steers, New York.

Barry Linsky, formerly marketing manager, Squibb-Beech-Nut, New York, joins Marschalk Co., New York, as director of new products group.



Mr. Hastings

Gordon R. Hastings, formerly assistant to VP for broadcasting, RKO General, New York, appointed to newly created position of manager of radio development, Katz Radio, New York.

Wayne Mellor, formerly local sales manager, KTVH(TV) Wichita, Kan., rejoins station as director of sales and merchandising development.

Richard P. Monley, VP, D'Arcy MacManus Advertising, Bloomfield Hills, Mich., appointed group supervisor, Whirlpool Corp. account.

Mort Kallan, former president of Kallan Associates, New York design studio, appointed art director, Ted Bates, New York.

Greta N. Basile and **Marry Ellen Flynn**, with Young & Rubicam, New York, appointed creative supervisors.

Herb Kerner, copy supervisor, Dreher Advertising, New York, appointed senior copy supervisor, Clyne, Maxon Inc., New York.

Joyce K. Hill, media director, Kight Cowman Abram, Columbus, Ohio, joins Griswold-Eshelman, Cleveland, as media buyer on consumer advertising accounts.

David E. Richey, formerly with Kenyon & Eckhardt, Detroit, joins Burton Sohigian Inc., agency there, as director of media and media research.

Media



Mr. Richardson

Barrie Richardson, director of publicity and advertising for MGM-TV, New York, named VP, press information, CBS-TV, effective Oct. 30 ("Closed Circuit," Oct. 9). Mr. Richardson succeeds **Charles S. Steinberg**, who resigned Sept. 1 to become professor of communications at Hunter College, New York (BROADCASTING, Aug. 28).



Mr. Mandala

Mark Mandala, sales manager of ABC-owned WLS-TV Chicago, named VP and general manager of ABC's WXYZ-TV Detroit. He succeeds **Don Keck**, named VP-marketing for ABC Scenic Attractions, Silver Springs, Fla.

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



Mr. Ury

Perry S. Ury, VP and general manager, RKO-owned WRKO (AM)-WROR (FM) Boston, appointed Eastern region VP of RKO radio. He will have headquarters in Boston and will undertake special assignments for RKO's WGMS-AM-FM Washington, WOR-AM-FM New York and (assuming FCC approval of RKO's purchase of) WAXY-FM Fort Lauderdale, Fla., while remaining responsible for over-all management of WRKO-WROR.

John Tenaglia, general manager, G.C.C. Communications-owned WGKA (AM)-WZGC (FM) Atlanta, named executive VP in charge of broadcasting for group-owner G.C.C. He is succeeded at Atlanta stations by **John B. Frankhouser**.

Connie Anthes, research manager, Major Market Radio, New York, appointed director of research and promotion, WMCA (AM) there.

Coy Davis, urban director of Grand Rapids, Mich., YMCA, appointed assistant director of public affairs at WAGA-TV Atlanta.

David Boston, program assistant, WSB-TV Atlanta, appointed director of community affairs.

Norman W. Williams, business manager, KMTV (TV) Omaha, appointed assistant station manager.

Robert Janacek, sales manager, KLTW (TV) Tyler, Tex., appointed assistant general manager.

Brian A. Higgins, assistant manager and program director of WSMW-TV Worcester, Mass., appointed station manager. He

succeeds **William G. Moll**, who joins KENS-TV San Antonio, Tex., as manager.

Ted Norman, national sales manager, WBAP (AM) Fort Worth, appointed station manager. **Don Day**, program manager, appointed operations manager.

Walter Vieth, with WSPA-AM-FM-TV Spartanburg, S.C., named secretary and treasurer of Spartan Radiocasting Co., licensee of stations. He succeeds **D. S. Burnside**, who remains with company as consultant. **Larry Alverson**, sales manager, WSPA-FM, appointed station manager. **Leonard Silberg**, program director of station, appointed assistant manager.

Terry A. McRight, general manager, KIXZ (AM) Amarillo, Tex., joins WLVA (AM) Lynchburg, Va., as manager.

Robert A. Powers, formerly general manager, WIIN (AM) Atlanta, joins Norrell Broadcasting Group there as VP and general manager. Norrell Broadcasting, subsidiary of Norrell Southeast, employment firm, was formed for acquisition of broadcast properties.

John F. Smithgall, assistant manager, WRNG (FM) Atlanta, named VP and manager.

Jerry Norman, sales manager, WDAE-AM-FM Tampa, Fla., joins WBJW (AM) Winter Park, Fla., as general manager. All are Rounsaville Radio stations.

John A. Piccirillo, program director, WFBG-AM-FM Altoona, Pa., appointed station manager.

Richard E. Vazzana, with WTRY-AM-FM Troy, N.Y., appointed general manager. He succeeds **Arthur R. Simmers**, who joins WMEX (AM) Boston as VP and general manager.

Roger E. Strobbridge, assistant manager, WIKE (AM) Newport, Vt., appointed manager.

James M. Hendry, with WJXT (TV) Jacksonville, Fla., named director of advertising and promotion.



Mr. Hubbach



Mr. Dargan

William J. Hubbach, VP-general manager, KATU (TV) Portland, Ore., named senior VP-general manager. **Thomas R. Dargan**, KATU station manager, named VP-station manager.

Tim Blaney, station manager, WLRC (AM) Whitehall, Mich., appointed business manager, WUHQ-TV Battle Creek, Mich.

Caroline M. Charles, on Stanford University board of trustees, elected chairman of Bay Area Educational Television Association, licensee of noncommercial KQED-FM-TV San Francisco. She succeeds **Mortimer M. Fleishhacker**, who continues on BAETA board.



Mr. Sonkin



Mr. Mord

Paul Sonkin, VP, audience measurements, ABC Television, named to new post of VP affiliate research. **Marvin Mord**, supervisor of daytime, late-night and news audience measurements, appointed director of audience measurements. **George Keramidas**, supervisor of prime-time and sports audience measurements, named manager of audience measurements.

Judy Law, production coordinator, KMST-TV Monterey, Calif., appointed continuity director, KNTV (TV) San Jose, Calif.

Tina Legg, with WNAC-TV Boston, appointed promotion coordinator. **Lori Clemons**, with station, appointed publicity coordinator.

Frank Scott, KLVG (AM) Omaha, named president, Nebraska Broadcasters Association, succeeding **Roger Larson**, KFOR (AM) Lincoln. Other new officers: **Bob Schnuelle**, KGIN-TV Grand Island, president-elect, and **Larry Walkin**, KRNU-FM, president.

Thomas G. Sanberg, formerly with noncommercial WTTW (TV) Chicago, joins noncommercial WPBT (TV) North Miami, Fla., as director of development.

Zoel Parenteau, general manager, non-commercial KCPT (TV) Kansas City, Mo., joins noncommercial KPST (TV) Hutchinson, Kan., as executive VP and general manager.

Fred T. Mirick, administrative officer for Alluminati Video-Audio Productions Inc., Houston, appointed general manager of noncommercial KPFT (FM) there. He succeeds **David Crossley** who assumes post of news and public-affairs director. **Louisa Shaw**, also with KPFT, appointed business manager.

Pat Riddle, with Dodson, Craddock & Born Advertising, Pensacola, Fla., joins noncommercial WSRE (TV) there as promotion director.

Programing

Joe Garagiola, regular personality on NBC-TV's morning *Today* show, will leave program at end of year. He will remain as host of NBC's *Sale of the Century* game show and will continue doing sports on NBC Radio.

Terry Semel, domestic sales director, Cinema Center Films, North Hollywood, Calif., appointed sales and administrative assistant to president of Buena Vista Distribution, Burbank, Calif., distribution arm of Walt Disney Productions.

Norton Wright, director of *Sesame*

Street's various foreign-language versions for Children's Television Workshop, New York, appointed to newly created position of director of production for CTW.



Mr. Hamlin

John Hamlin, director, live nighttime and special programs, NBC West Coast, Burbank, Calif., named VP.

Paul Berkowitz, formerly with Plaza Pictures, Los Angeles, joins Cable Network Television, division of National Telefilm Associates, New York, as East Coast representative for sales to cable systems.

Richard Citron, producer-director, WWJ-AM-FM-TV Detroit, forms production firm, R. D. Citron Associates, Miami.

Stewart C. West, film director at WKID-TV Fort Lauderdale, Fla., appointed program director.

Henry G. Urick, with WLYH-TV Lancaster, Pa., appointed program manager.

Don Day, program manager, WBAP(AM) Fort Worth, appointed operations manager.

John B. Petry, assistant program manager, WBT-AM-FM Charlotte, N.C., appointed program manager. He succeeds **Thomas H. McMurray**, owner, Thomas McMurray Ideas, which deals in station

Senate approves Gallup. The Senate last week confirmed the nomination of public-opinion pollster George Gallup to the U.S. Advisory Commission on Information. Mr. Gallup succeeds William F. Buckley Jr., syndicated columnist, TV commentator and board chairman of the Starr station group. CBS Vice Chairman Frank Stanton is chairman of the advisory commission.

consultation, evaluation and radio syndication projects.

James R. Chirumbolo, producer-director with WBNF-TV Binghamton, N.Y., joins WICZ-TV there as assistant program director.

Sophie Lewkewich, continuity supervisor, WTIC-TV Hartford, Conn., appointed assistant manager of program practices.

Broadcast Journalism

Richard Fischer, West Coast producer of *NBC Nightly News* at KNBC(TV) Los Angeles, named producer of *Nightly News* in New York.

Mort Crim, news anchorman and analyst, WHAS-TV Louisville, Ky., joins KYW-TV Philadelphia in same capacity. Mr. Crim's syndicated radio commentaries will continue to be produced in Louisville.

Lee Schell, with KSBW-TV Salinas, Calif., joins KNTV(TV) San Jose, Calif., as editorial director and anchorman.

Ed Hart, news anchorman, KRON-TV San Francisco, joins WSTV-TV Steubenville, Ohio, as news director.

Tom Barsanti, news director, KGGM(AM) Albuquerque, N.M., joins WOW(AM)-KFMX(FM) Omaha in same capacity.

Arturo Villarreal, assistant public service director, KENS-TV San Antonio, Tex., appointed public-service director.

Frank Georg, executive editor of WINS(AM) New York, all-news station, joins similarly formatted WTOP(AM) Washington in same capacity.

George Fischbeck, staff meteorologist, KOV-TV Albuquerque, N.M., joins KABC-TV Los Angeles as weathercaster.

Bob Sirkin, reporter-anchorman with WBT(TV) Charlotte, N.C., joins KDFW-TV Dallas as reporter.

Maralee Beck, with National Basketball Association, Los Angeles, joins WTTG-TV Washington as environmental-affairs reporter.

Michael Craig, director of public information, Maine Law Enforcement Planning and Assistance Agency, Augusta, joins news staff of WGAN-AM-FM-TV Portland, Me.

Otto N. (Nick) Unger, reporter-photographer, WLYH-TV Lancaster, Pa., joins WLWC(TV) Columbus, Ohio, in same capacity.

Jim Hertzler, newsman, WGAL-AM-FM Lancaster, Pa., joins WAEB(AM) Allentown, Pa., in same capacity.

Jess Gonzalez, reporter, KGST(AM) Fres-

no, Calif., joins KFTV(TV) Hanford, Calif., as correspondent.

Ralph Begleiter, graduate of Columbia University Graduate School of Journalism, New York, joins WTOP-TV Washington as writer, evening news.

Music

Paul Yeager, program director, noncommercial KPFT(FM) Houston, appointed music and operations director.

Bill Paris, with WINX(AM) Rockville, Md., appointed music director.

Allied Fields

Bresci C. Leonard, with Nielsen Station Index, A. C. Nielsen Co., Chicago, appointed client-service executive for TV stations and agencies in South and Southwest.

A. Herbert Rensing, deputy executive director, Consumer Product Information Center, Federal Trade Commission, named assistant director for consumer education, Bureau of Consumer Protection.

Equipment & Engineering

James Wulliman, chief engineer, WTMJ-AM-FM-TV Milwaukee, appointed manager of engineering. **Raymond H. Hernday**, chief engineer, WTMJ-TV, appointed chief engineer, WTMJ-AM-FM-TV.

Ronald C. Cotten, chief engineer, Focus cable system, Oakland, Calif., named VP-engineering, Cablecom - General Inc., Denver. He succeeds **George Milner** who resigns to become consultant in cable industry.

Louay E. Sharif, with Collins Radio, Newport Beach, Calif., appointed general manager, MOS components division.

George Heffner, Los Angeles-area sales manager, Telemation Inc., Salt Lake City, joins Techno Products Co., North Hollywood, Calif., as VP-sales. **John Wheeler**, Techno's chief engineer, named VP-engineering. Techno Products manufactures video and audio equipment for broadcast, cable-TV and closed-circuit TV.

Deaths



Mr. Brown

Thaddeus H. Brown Jr., 56, attorney and one-time VP for TV of National Association of Broadcasters, died Tuesday (Oct. 10) following vascular surgery at Georgetown hospital in Washington. Mr. Brown was director of Television Broadcasters Association and when TBA became part of NAB in 1951 he went to latter organization. He resigned in 1960 to re-enter private law practice in Washington. More recently, he has been inactive in broadcast field and at time of death he was associated with Committee for the Re-Election of the President. Mr. Brown's late father,

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Thaddeus H. Sr., was member of first Federal Radio Commission and successor FCC until 1940. He is survived by his wife, Marion, two sons and two daughters.

Burton E. Vaughan, 70, general manager of BBDO's Pittsburgh office from 1956 until he retired in 1965, died Sept. 26 at Presbyterian hospital, San Francisco. He had previously managed BBDO's Boston office and from 1947-54 was account su-

pervisor, BBDO, San Francisco. He is survived by his wife, Roxie.

Ed Adamson, 58, creator-producer of NBC-TV's *Banyon* series, died of a heart attack Oct. 2 in Los Angeles. Mr. Adamson started his career in radio writing for such programs as *Sam Spade*, *The Fat Man*, *The FBI in Peace and War* and *International Airport*. In television he wrote and produced *Wanted*, *Dead or Alive*, and also worked on such series as

Bonanza, *The Virginian*, *Richard Diamond* and *The Untouchables*. Mr. Adamson is survived by his wife, Helene, one daughter and two sons.

Major Vincent D'Angelo, 47, producer-announcer, CBS News, Washington, died Oct. 3 of apparent heart attack. He retired from Army in 1965, and prior to his CBS appointment, worked as weatherman for WMAL-TV and announcer for WTOP-TV, both Washington.

For the Record®

As compiled by BROADCASTING Oct. 4 through Oct. 10, 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 actions

- Orlando, Fla.—FCC denied applications for review of review board decision, released Jan. 13, approving proposed grant of new TV on ch. 9 in Orlando to Mid-Florida Television Corp. (Docs. 11083, 17339, 17341-2, 17344). Action denied requests for review of TV 9 Inc., Comint Corp., Florida Heartland Television Inc. and Central Nine Corp., four Orlando groups competing with Mid-Florida for ch. 9 grant. Commission granted unopposed requests of Mid-Florida and Comint Corp. to amend applications. Action Sept. 13.
- Panama City, Fla.—FCC granted application by Panhandle Broadcasting Co. to modify CP for TV station, ch. 13, Panama City to specify nondirectional operation. Action Oct. 5.

Call letter applications

- Christian Broadcasting Network Inc., Boston—Seeks WXNE-TV.
- TV Networks Inc., State College, Pa.—Seeks WTIE-TV.

Existing TV stations

Final actions

- FCC granted ABC, CBS and NBC television networks and affiliates in top-50 markets extension of waiver of prime-time access rule for one-time-only news and public affairs programs through Dec. 31. Action is in response to CBS request for continuation during 1972-73 of similar waiver previously granted for 1971-72. Commission stated that three-month extension was being granted to permit consideration of request. Action Oct. 5.
- *WEDH(TV) Hartford, Conn.—FCC granted request by Connecticut Educational Television Corp. for waiver of rules and granted application for TV intercity relay station to furnish program material to different licensee. Rules provide that all program material transmitted over intercity relay station shall be used by or intended for use by station owned by or under common control of licensee of intercity relay station. WEDH(TV) will transmit signals to WGBY-TV Springfield, Mass. Action Oct. 5.
- *WNPI-TV and WNPE-TV, both Watertown, N.Y.—Broadcast Bureau permitted remote control. Action Sept. 28.
- High Point, N.C.—FCC denied appeal by Furniture City Television Co., competing applicant for TV ch. 8, High Point, from review board action released May 9 refusing to order Southern Broadcasting Co., applicant for renewal of license of WGHP-TV, ch. 8, to produce certain financial records for discovery (Docs. 18906-7). Action Oct. 5.

Actions on motions

- Administrative Law Judge David I. Kaushaar in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, on request of WTAR, scheduled special prehearing conference for discussion of procedural matters relating to new issues recently added by review board to rebuttal phase of hearing for Oct. 6 (Docs. 18791-2). Action Oct. 2.
- Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, denied motion by Western to strike Valley's post-designation amendment (Docs. 19519, 19581). Action Oct. 2.

Other action

- Review board in Florence, S.C., TV proceeding, denied petition by Triangle Telecasters Inc., licensee of WRDU(TV) Durham, N.C., for reconsideration of review board decision authorizing changes in facilities of WBTW(TV) Florence, licensed to Daily Telegraph Printing Co. (Doc. 18650). Action Sept. 27.

New AM stations

Initial decision

- Administrative Law Judge Chester F. Naumowicz Jr. proposed, in initial decision, grant of application of Alleghany-Highlands Radio Inc. for new AM at Clifton Forge, Va., utilizing land and equipment of deleted station WCFV (Doc. 19490). Initial decision becomes final 50 days from release date, unless there is appeal by party or unless commission reviews decision on own motion. Ann. Oct. 4.

Actions on motions

- Administrative Law Judge Lenore G. Ehrig in New Kensington and Pittsburgh, both Pennsylvania (Gateway Broadcasting Enterprises Inc.), AM and FM proceeding, scheduled prehearing conference for Oct. 6 (Doc. 19452). Action Oct. 2.
- Chief Administrative Law Judge Arthur A. Gladstone in Iowa City (John F. Burns, Thomas Riecke and Raymond Voss, and Braverman Broadcasting Co.), AM proceeding, designated Administrative Law Judge Frederick W. Denniston to serve as presiding judge; scheduled prehearing conference

for Oct. 31 and hearing for Dec. 11 (Docs. 19596-7). Action Sept. 28.

■ Assistant Chief Administrative Law Judge Jay A. Kyle in Springfield and Joplin, both Missouri (A-W Broadcasting Co., et al.), AM proceeding, granted request of A-W and Queen City, and rescheduled date for notification of witnesses to Oct. 5 and for hearing to Oct. 17 (Docs. 19480-2). Action Sept. 29.

■ Administrative Law Judge Forest L. McClenning in Cleveland, Tex. (Billy D. Pirtle, et al.), AM proceeding, set certain procedural dates: scheduled hearing for Jan. 15, 1973 (Docs. 19577-9). Action Oct. 3.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM and FM proceeding, granted petition by Star for leave to amend application to show modification in ownership of stock (Docs. 19122-5). Action Sept. 28.

Other actions

- Review board in Hackettstown, N.J., AM proceeding, granted request by Broadcast Bureau for extension of time through Oct. 16 to file exceptions to initial decision. Initial decision, released Aug. 31, proposed grant of application of Radio New Jersey for CP for new AM at Hackettstown on 1000 khz with 1 kw-D (Doc. 18252). Action Oct. 4.
- Review board in Green Bay, Wis., AM proceeding, denied application of Frank M. Cowles for new D-only AM on 1080 khz at Green Bay (Doc. 18790). In initial decision released Dec. 15, 1971, Administrative Law Judge Millard F. French proposed denial of application, stating that Mr. Cowles failed to show that he could adjust and maintain proposed ant. system within proposed limits of radiation, and failed to meet designated ascertainment of needs issue. Action Sept. 26.

Existing AM stations

Final actions

- WGRK Greensburg, Ky.—Broadcast Bureau granted license covering new station. Action Sept. 29.
- KOJM Harve, Mont.—Broadcast Bureau granted license covering change; studio location same as trans. Action Sept. 29.
- WHPA Honesdale, Pa.—Broadcast Bureau grant-

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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.

ed license covering new station; ant. height 150 ft. Action Sept. 29.

■ **KBBC** Centerville, Utah—Broadcast Bureau granted CP to change ant.-trans. and main studio location to 1578 West 1200 North Street, West Bountiful, Utah; ant. height 200 ft. Action Sept. 28.

Actions on motions

■ **Administrative Law Judge Basil P. Cooper** in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC], et al.), AM proceeding, granted request of applicants and continued date of prehearing conference to Oct. 16 (Docs. 11227, 17588, 19403). Action Sept. 29.

■ **Administrative Law Judge Millard F. French** in Nashua, N.H. (Eastminster Broadcasting Corp.), in matter of renewal of licenses for WOTW-AM-FM, continued hearing to Dec. 12 in Nashua (Docs. 19564-5). Action Oct. 2.

■ **Administrative Law Judge Chester F. Naumowicz Jr.** in Charleston, W. Va. (Capitol Broadcasting Corp. [WCAW]), AM proceeding, scheduled hearing for Nov. 28; ordered that hearing would be governed by procedures set forth on record of the prehearing conference (Doc. 19580). Action Oct. 3.

Fines

■ **WRDW** Augusta, Ga.—FCC notified J. B. Broadcasting of Augusta Ltd., licensee, that it has incurred apparent liability of \$500 for willful or repeated violation of rules for proper logging of program matter. Action Oct. 5.

■ **WENZ** Highland Springs, Va. and **WCUM-AM-FM** Cumberland, Md.—FCC notified Baron Radio Inc., licensee of WENZ, that it has incurred apparent liability of \$1,000 for willful or repeated violation of rules requiring that copy of station's renewal application be available for public inspection at station's main studio, or any accessible place in the station's city of license, and that commission be advised within 30 days of any changes in information submitted in station's ownership report. **WCUM** inc., licensee of **WCUM-AM-FM** was notified of apparent liability of \$500 for similar violations. Action Oct. 5.

■ **WHJC** Matewan, W. Va.—FCC denied application by Three States Broadcasting Co., licensee, for mitigation or remission of \$2,000 forfeiture. Forfeiture was imposed for repeated violations involving engineering irregularities and improper broadcast and logging of programs. Three States contended that \$2,000 forfeiture was out of proportion to violations involved. Action Oct. 5.

Call letter applications

■ **KUDU** Ventura, Calif.—Seeks **KBBQ**.

■ **WPBC** Richfield, Minn.—Seeks **WYOO**.

■ **KEYD** Oakes, N.D.—Seeks **KDDR**.

Designated for hearing

■ **WCHI** Chillicothe, Ohio—FCC designated for oral agreement application for assignment of license from Court House Broadcasting Co. to Chillicothe Telcom Inc. to resolve issue of whether public interest would be served by permitting telephone common carrier to acquire and operate broadcast facility within exchange area. Oral argument has been scheduled for Nov. 20. Written briefs are to be filed by Oct. 27, reply comments by Nov. 8. Action Oct. 5.

New FM stations

Initial decision

■ **Administrative Law Judge Forest L. McClenning**

proposed, in initial decision, grant of application of Clinton County Broadcasting Corp. for new FM on ch. 272 (102.3 mhz) at Wilmington, Ohio (Doc. 19219). Competing application of 5 KW Inc., licensee of **WMWM**(AM) Wilmington and **WBRJ**(AM) Marietta, both Ohio, for same facilities would be denied (Doc. 19218). Initial decision will become final in 50 days unless there is appeal by one of parties or commission moves for review. Ann. Oct. 4.

Actions on motions

■ **Administrative Law Judge Basil P. Cooper** in Cayce, S.C. (Lexington County Broadcasters Inc. and William D. Hunt), FM proceeding, granted three petitions by Hunt for leave to amend application to reflect current interests and affiliations of Agnes C. Hunt in other broadcast stations; to reflect extension of lease on proposed trans. site, submit current financial statement and correct erroneous date in amendment tendered Aug. 17; to amend application to reflect availability of funds from Agnes C. Hunt and recent changes in broadcast connections of Agnes C. Hunt; by separate action granted petition by Lexington to accept petition for leave to amend application to reflect revisions in program proposals and intent to purchase aux. FM trans. (Docs. 19568-9). Action Sept. 29.

■ **Administrative Law Judge Basil P. Cooper** in Cayce, S.C. (Lexington County Broadcasters Inc. and William D. Hunt), FM proceeding, dismissed as moot petition by Hunt to reschedule prehearing conference; by separate action denied motion by Hunt for order directing principals of Lexington County to make certain material available to Hunt; denied requests by Lexington County for protective order and order directing Hunt to make certain material available to Lexington County without any prejudice to right of either applicant to request administrative law judge to take appropriate action in event voluntary agreements reached at prehearing conference are not productive (Docs. 19568-9). Actions Oct. 2 and 3.

■ **Administrative Law Judge Byron E. Harrison** in Glenwood Springs, Colo. (Colorado West Broadcasting Inc. and Glenwood Broadcasting Inc.), FM proceeding, due to conflict in presiding judge's schedule, continued prehearing conference to Dec. 12 and hearing to Jan. 16, 1973 (Docs. 19588-9). Action Sept. 29.

■ **Administrative Law Judge Herbert Sharfman** in Southern Pines, N.C. (William R. Gaston, Sandhill Community Broadcasters Inc.), FM proceeding, rescheduled hearing to Nov. 1 (Docs. 19349-50). Action Sept. 28.

Other actions

■ **Review board** in Picayune, Miss., FM proceeding, granted petition by Tung Broadcasting Co. to update application. Proceeding involves applications of Tung Broadcasting and Andres Calandria for new FM's at Picayune (Docs. 19345-6). Action Oct. 3.

■ **Review board** in Cayce, S.C., FM proceeding, granted petition by Lexington County Broadcasters Inc. for extension of time through Oct. 4 to file responsive pleadings to petition by William D. Hunt to enlarge issues and to opposition by William D. Hunt (Docs. 19568-9). Lexington County Broadcasters Inc. and William D. Hunt are competing applicants for new FM on ch. 244A. Action Oct. 3.

Rulemaking action

■ **Greenburg and Jamestown**, both Kentucky—FCC amended FM table of assignments to assign ch. 276A to Greensburg and to change assignment at Jamestown from ch. 276A to ch. 285A (Doc. 19074). Commission modified outstanding license held by Lake Cumberland Broadcasters for **WJRS-FM** Jamestown to specify operations on ch. 285A in place of ch. 276A, subject to condition that Lake Cumberland submit all necessary information to comply with applicable technical rules. Change becomes effective Nov. 20. Action Oct. 5.

Call letter applications

■ **Troy Radio Inc.**, Troy, Ala.—Seeks **WTUB**(FM).

■ **Idabel Broadcasting Co.**, Idabel, Okla.—Seeks **KWDG**(FM).

■ **Sterling Broadcasting Co.**, Petersburg, Va.—Seeks **WPVA-FM**.

Designated for hearing

■ **West Palm Beach, Fla.**—FCC designated for hearing mutually exclusive applications of Guy S. Erway, Sandpiper Broadcasting Co., Sun Sand and Sea Inc. and Marshall W. Rowland for new FM on ch. 221 (92.1 mhz) at West Palm Beach. All four applicants propose operation with 3 kw and ant. height of 300 ft. Action Oct. 5.

Existing FM stations

Final actions

■ **WTAO**(FM) Murphysboro, Ill.—Broadcast Bureau granted license covering new station; trans.-studio location Route 2, Box 165, ERP 2.45 kw, ant. height 200 ft. Action Sept. 29.

■ **WCRD**(FM) Bluffton, Ind., and **WDUK**(FM) Havana, Ill.—FCC granted requests for waiver of rules requiring FM's to provide at least eight hours of service between 6:00 a.m. and 6:00 p.m., and at least four hours of service between 6:00 p.m. and midnight, exclusive of Sunday. Waivers are for remainder of stations' license terms. Action Sept. 27.

■ **WPXI**(FM) Cleveland, Miss.—Broadcast Bureau granted license covering new station. Action Sept. 29.

■ **WBEU-FM** Beaufort, S.C.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 18 kw, ant. height 225 ft.; condition. Action Sept. 28.

Other action

■ ***KALW**(FM) San Francisco—FCC granted request by San Francisco Unified School District for waiver of rules and accepted application to move trans. site and increase facilities. **KALW**(FM) proposes to move trans. site 1.9 miles to west, increase ant. height from 70 to 938 ft., and decrease ERP from 3.3 kw to 1.8 kw. Action Oct. 5.

Fine

■ **WMPI-FM** Scottsburg, Ind.—FCC notified Vogel-Bell Corp., licensee, that it has incurred apparent liability of \$700 for willful or repeated violation of rules by operating with more than 105% of authorized power and by failure to indicate on operating logs time that station stopped supplying power to ant. Action Oct. 5.

Call letter applications

■ **KNYA**(FM) Des Moines, Iowa—Seeks **KIOA-FM**.

■ **WPBC-FM** Richfield, Minn.—Seeks **WRAH**(FM).

■ **KLEX-FM** Lexington, Mo.—Seeks **KBEK**(FM).

■ **WNBF-FM** Binghamton, N.Y.—Seeks **WRRM**(FM).

■ **WJAS-FM** Pittsburgh—Seeks **WPYQ**(FM).

■ **KWIC**(FM) Salt Lake City—Seeks **KLUB-FM**.

Renewal of licenses, all stations

■ **Broadcast Bureau** granted renewal of licenses for following translators, all in Idaho: **K72AL**, **K75AE**, **K77CH** and **K81AC**, all Grangeville, Cottonwood, Craigmont and Nezperce; **K78BF** and **K80BO**, both Preston; **K70AS** and **K78CG**, both Salmon; **K83BW** Tendoy and Baker; **K70BA**, **K74CK** and **K76AH**, all Lewiston; **K05BS** Orofino; **K04EF** Ketchum, Sun Valley and Hailey; **K09HN** Cambridge, Midvale and rural area east of Cambridge; **K09HS** Glens Ferry; **K10FD** McCall and New Meadows; **K11GR** Cascade; **K11HA** Council; **K13IA** Lowman; **K09HK**, **K11HM** and **K13HQ**, all Bonners Ferry and Naples; **K04EL** and **K09HW**, both Little Salmon River (Pinehurst area); **K05CJ** and **K10AW**, both Challis; **K05AL** Clayton; **K09DO**, **K10DZ** and **K13DZ**, all Clifton; **K07CP**, **K09CK** and **K11CR**, all Ferdinand; **K11AG** and **K13AH**, both Inkom; **09DF**, **K11DL** and **K13FA**, all Juliaetta; **K07AQ**, **K09AL** and **K13AP**, all Kamiah; **K04EN** Glens Ferry; **K09AQ** Ketchum; **K09IR** Albion, Malta, Elba and rural area near Idaho; **13HG** Ketchum, Sun Valley and Warm Springs; **K10HC** Mullan; **K08AW**, **K10BF** and **K12BD**, all Kooskia; **K05DC** Cambridge, Midvale and rural area east of Cambridge; **K05DD** Glens Ferry; **K12EZ** McCall and New Meadows; **K12GB** Boise and Colliester; **K13GO** Cascade; **K13GW** Council; **K80BQ** Lapwai; **K11BD** Leadore, Leadore area and Lee Creek area; **K11HZ** and **K13ED**, both Middle Fork of Clearwater River; **K08EZ**, **K10FF** and **K13HA**, all Mink Creek; **K02CE** North Fork; **K07FT**, **K09FV** and **K12DY**, all Orofino; **K05BE**

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Lemhi, Baker and Lemhi Valley; K10GA Sandpoint, Priest River and Priest Lake; K06DE and K07AH, both Hailey; K07EW, K09IC and K11ID, all Stites; K09GK, K11BJ and K13JL, all White Bird. Actions Sept. 30.

■ Broadcast Bureau granted renewal of licenses to K04ET and K06ER, both Oxbow powerplant camp, Ore.-Idaho. Actions Sept. 30.

■ Broadcast Bureau granted renewal of licenses and SCA, when appropriate, for following stations: WMNZ Montezuma, Ga.; WDAC(FM) Lancaster and WMLP-AM-FM Milton, both Pennsylvania. Actions Sept. 29.

Modification of CP's, all stations

■ KHAH-FM Cedar Rapids, Iowa—Broadcast Bureau granted mod. of CP to change ERP to 6.8 kw. Action Sept. 28.

Translator actions

■ Stateline, Calif.—FCC waived rules and granted application of Washoe Empire, licensee of KTVN-TV Reno and permittee of TV translator K13KF Stateline to change frequency of translator from ch. 13 to ch. 12. Rules prohibit adjacent channel assignments to translators intended to serve all or part of same area. K13KF will serve Stateline and Meyers, Calif., by rebroadcasting programs of KTVN-TV. Action Oct. 5.

■ Yreka and Montague, both California—FCC waived rules and granted application by Oregon Broadcasting Co., licensee of KOTI-TV Klamath Falls and KOB(TV) Medford, both Oregon, for new TV translator to serve Yreka and Montague by rebroadcasting programs of KOB(TV) on ch. 4. Action Oct. 5.

■ Mancus, Colo., Four Corners TV Club—Broadcast Bureau granted CP for new VHF translator to serve Cortez on ch. 11, by rebroadcasting programs of KOAT-TV, ch. 7, Albuquerque, N.M. Action Sept. 26.

■ Preston, Idaho, Franklin County TV Corp.—Broadcast Bureau granted CP's for two new UHF translators on ch. 68, by rebroadcasting programs of KUTV-TV, ch. 2, Salt Lake City and on ch. 82, by rebroadcasting programs of KID-TV, ch. 3, Idaho Falls. Action Sept. 27.

■ K224AC Ellsworth, Kan.—Broadcast Bureau granted CP for new FM translator to serve Ellsworth on ch. 244, by rebroadcasting programs of KLOQ(FM), ch. 288, Lyons, Kan. Action Sept. 26.

■ K81BE Hogeland, Mont.—Broadcast Bureau granted CP for new UHF translator to serve Turner and Hogeland on ch. 81, by rebroadcasting programs of KRTV-TV, ch. 3, Great Falls, Mont. Action Sept. 26.

Other actions, all services

■ FCC denied CBS Inc. review of Broadcast Bureau ruling of May 19 holding that licensee's indemnification requirement for political candidates was "unreasonable burden and restriction" when applied to "uses" of station's facilities subject to the no-censorship requirement of Communications Act. Ruling was issued following complaint by D. J. Leary, national media director, Humphrey campaign, against KNXT-TV and KNX, both Los Angeles, licensed to CBS. Mr. Leary alleged that stations had denied Senator Humphrey equal opportunity under act by demanding that senator submit personally signed indemnification forms before being allowed to use station's facilities for spot announcements during 1972 California presidential primary campaign, Ann. Oct. 5.

■ FCC denied complaint by Fran Lee, Director, Children Before Dogs, against renewal applications of NBC's New York stations WNBC-AM-FM-TV alleging NBC violated fairness doctrine by presenting only one side of controversial issue of public importance. Mrs. Lee alleged that NBC, through programming and advertising, had misled public into thinking that dogs are man's best friend, when, in fact dogs and other animals carry many diseases harmful to man. Commission pointed out that Mrs. Lee had failed to demonstrate that dog food poses threat to human health. Action Sept. 27.

Ownership changes

Application

■ WRBL-AM-FM-TV Columbus, Ga.—Seeks transfer of control of Columbus Broadcasting Co. from The R. W. Page Corp. (51% before, none after) to J. W. Woodruff Jr. (39.8% before, 81.2% after). Consideration: \$2,244,003. Principal: Mr. Woodruff owns majority interest in WGPC-AM-FM Albany, Ga. He also has various real estate and restaurant interests in Columbus. Ann. Aug. 8.

Actions

■ WAXE(AM) Vero Beach, Fla.—Broadcast Bureau granted transfer of control of Shargo Inc. from James J. Sharp (50% before, none after) to Richard L. Crago (50% before, 100% after). Consideration: \$92,500. Principal: Mr. Crago is general manager of WAXE. Action Aug. 31.

■ WMHI-AM-FM Braddock Heights, Md.—Broadcast Bureau granted transfer of control of Musical Heights Inc. from John T. Staub (33 1/3% before, none after) to Leo L. Shank and Howard C. Fisher (each 33 1/3% before, 50% after). Purchased stock will be retired. Consideration: \$150,000. Mr. Staub is purchasing majority stock control of WJEJ-AM-FM Hagerstown, Md. Action Aug. 31.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Sept. 29 (stations in parentheses are TV signals proposed for carriage):

■ Teleprompter Cable Communications Corp., Dothan, Ala. (WTCG-TV) and WATL-TV, both Atlanta; WTOG-TV St. Petersburg, Fla.).

■ Mobile TV Cable Co., Fairhope, Daphne, Baldwin county, Loxley and Bay Minette, all Alabama (WALA-TV, WKRG-TV and WEIO-TV), all Mobile, Ala.; WEAR-TV and WSRE-TV, both Pensacola, Fla.; WYES-TV and WGNO-TV both New Orleans; WTCG-TV Atlanta; WMAH-TV Biloxi, Miss.).

■ Teleprompter Cable Communications Corp., Florence, Sheffield, Tusculumbia and Muscle Shoals, all Alabama (WTCG-TV Atlanta).

■ Alabama Cablevision Co., Gadsden, Rainbow City and Giencoe, all Alabama (WATL-TV Atlanta).

■ Mobile TV Cable Co., Mobile, Prichard, Chickasaw and Mobile county, all Alabama (WYES-TV and WGNO-TV, both New Orleans; WTCG-TV Atlanta; WMAH-TV Biloxi, Miss.).

■ Mobile TV Cable Co., Saraland and Bayou La Batre, both Alabama (WALA-TV, WKRG-TV and WEIO-TV), all Mobile, Ala.; WEAR-TV and WSRE-TV, both Pensacola, Fla.; WLOX-TV and WMAH-TV, both Biloxi, Miss.; WYES-TV and WGNO-TV, both New Orleans; WTCG-TV Atlanta).

■ Alabama TV Cable Inc., Tarrant City, Ala. (WBRC-TV, WAPI-TV, WBMG-TV and WBIQ-TV), all Birmingham; WCFM-TV Tuscaloosa, all Alabama; WTCG-TV Atlanta; WRIP-TV Chattanooga).

■ Teleprompter of Tuscaloosa Inc., Tuscaloosa and Northport, both Alabama (WTCG-TV Atlanta).

■ Arizona Cable TV Inc., Eloy, Ariz. (KTVK-TV, KPHO-TV, KAEI-TV), KOOL-TV, KTAR-TV and KPAC-TV, all Phoenix; KVOA-TV, KUAT-TV, KGUN-TV and KOLD-TV, all Tucson; KZAZ-TV Nogales, all Arizona; KTLA-TV, KTTV-TV, KHJ-TV and KCOP-TV, all Los Angeles).

■ Sun Valley Cable Communications, Sun City subdivision of Maricopa county, Ariz. (KAEI-TV), KOOL-TV, KPAC-TV, KPBO-TV and KTVK-TV, all Phoenix; KTAR-TV Mesa, Ariz.; KTLA-TV and KTTV-TV, both Los Angeles).

■ Tele-Vue Systems Inc., Corte Madera, Petaluma, San Rafael, Ross, and Larkspur, all California; Cable TV of Marin Inc., Belvedere, Calif.; Clear View Cable Systems Inc., San Anselmo, Mill Valley and Fairfax, all California, and H-C-G Cablevision Inc., Healdsburg, and Cloverdale, both California (KFTY-TV Santa Rosa, Calif.).

■ Theta Cable of California, Temple City, Maywood, Inglewood, Baldwin Park and Bell Gardens, all California (KNXT-TV), KNBC-TV, KTLA-TV, KABC-TV, KHJ-TV, KTTV-TV, KCOP-TV, KCET-TV, KWHY-TV, KMEX-TV and KLCB-TV, all Los Angeles; KLXA-TV Fontana; KBSC-TV Corona; KHOF-TV San Bernardino, all California).

■ Total Television of Santa Rosa Inc., community of Santa Rosa, Calif. (KTVU-TV Oakland; KCRA-TV, KXTV-TV and KTXL-TV), all Sacramento; KRON-TV, KPXI-TV, KGO-TV, KBHK-TV and KQED-TV, all San Francisco; KGSC-TV San Jose; KHSL-TV Chico; KOVR-TV Stockton; KFTY-TV Santa Rosa, all California).

■ Televents of Placer County Inc., Placer county East, Placer county West and Auburn, all California (KTVU-TV Oakland; KCRA-TV, KVIE-TV, KXTV-TV, KOVR-TV and KTXL-TV), all Sacramento; KLOV-TV Modesto; KGSC-TV San Jose; KBHK-TV San Francisco, all California; KOLO-TV Reno).

■ Fort Collins Video, Fort Collins and Larimer county, both Colorado (KBTAT-TV), KMKH-TV, KOA-TV and KWGN-TV, all Denver; KFBC-TV Cheyenne, Wyo.; KTLA-TV, KHJ-TV, KTTV-TV and KCOP-TV, all Los Angeles; XEJ-TV Juarez, Mexico).

■ Greeley Video, Greeley and Weld county, both Colorado (KBTV-TV), KMGH-TV, KOA-TV,

KWGN-TV and KRMA-TV, all Denver; KFBC-TV Cheyenne, Wyo.; KTLA-TV, KHJ-TV, KTTV-TV and KCOP-TV, all Los Angeles; XEJ-TV Juarez, Mexico).

■ Cable Video Inc., Norwich, Lisbon, Franklin, Sprague and Bozrah, all Connecticut (WTIC-TV and WHCT-TV), all Hartford; WHNB-TV New Britain; WEDN-TV Waterbury; WTNH-TV New Haven; WTEV-TV, Norwich, all Connecticut; WTEV-TV, WJAR-TV, WPRI-TV and WBSB-TV, all Providence, R.I.; WGBH-TV and WSBK-TV, both Boston; WNEW-TV and WNYC-TV, both New York).

■ General Development Cable TV, Holiday Park subdivision, portion of city of Palm Bay, Fla. (for certification of existing operations).

■ Liberty TV Cable Inc., Toccoa, Ga. (WHAE-TV, Atlanta; WJBF-TV) and WRDW-TV, both Augusta, Ga.).

■ Bingham County Cable Television Co., Blackfoot and portions of Bingham county, both Idaho (KID-TV and KIFI-TV, both Idaho Falls; KBGL-TV Pocatello, Idaho; KCPX-TV, KSL-TV, KUTV-TV and KUED-TV, all Salt Lake City; KBYU-TV Provo, Utah; KWGN-TV Denver).

■ Southern Video Corp., Carbondale, and Egyptian Cablevision Inc., Marion, both Illinois (KMOX-TV, KPLR-TV, KSD-TV, KTVI-TV) and KNDL-TV, all St. Louis; WEHT-TV, WFIE-TV and WTVW-TV, all Evansville, Ind.).

■ Cable Communications Corp., Nokomis, Hillsboro and Litchfield, all Illinois (KTVI-TV, KMOX-TV, KSD-TV, KETC-TV), KPLR-TV and KNDL-TV, all St. Louis; WILL-TV Champaign, WAND-TV Decatur, WICS-TV Springfield and WGN-TV and WFLD-TV, both Chicago, all Illinois).

■ Sentinel Communications of Muncie, Indiana, Inc., Muncie, Ind. (WTTV-TV, WRTV-TV, WISH-TV, WLVI-TV and WURD-TV), all Indianapolis; WIPB-TV, Muncie; WGN-TV, WFLD-TV and WSNS-TV, all Chicago).

■ Cable Information Services Inc., Lancaster and Danville, both Kentucky (for certification of existing operations and for WCPO-TV, WKRC-TV and WLWT-TV, all Cincinnati).

■ Louisiana Cable TV Inc., Jennings, La. (KLNI-TV, KLFY-TV and KATOTV-TV), all Lafayette; KPLC-TV Lake Charles; KALB-TV Alexandria; WYES-TV New Orleans, all Louisiana; KUHT-TV and KHTV-TV, both Houston).

■ St. Landry Cable TV Inc., Opelousas, La. (WGNO-TV and WYES-TV, both New Orleans; WBRZ-TV and WAFB-TV, both Baton Rouge; KATV-TV, KLFY-TV and KLNI-TV, all Lafayette; KALB-TV Alexandria, all Louisiana).

■ Greater Milford Cable Antenna TV Inc., Milford and Hopedale, both Massachusetts (WGBH-TV, WGBX-TV, WBZ-TV, WCVB-TV, WNAC-TV, WSBK-TV and WKBG-TV, all Boston; WSMW-TV Worcester, Mass.; WSBE-TV, WJAR-TV, WPRI-TV and WTEV-TV, all Providence, R.I.).

■ Salem Cablevision Co., Salem, Mass. (WOR-TV and WPXI-TV, both New York; WREP-TV and WOTV-TV, both Boston; WXPO-TV Manchester, N.H.).

■ Somerville Cablevision Co., Somerville and Winthrop, both Massachusetts (WOR-TV and WPXI-TV, both New York; WSBE-TV Providence, R.I.; WREP-TV and WOTV-TV, both Boston; WXPO-TV Manchester, N.H.).

■ Peabody Cablevision Co., Peabody, Mass. (WOR-TV and WPXI-TV, both New York; WREP-TV and WOTV-TV, both Boston; WXPO-TV Manchester, N.M.).

■ Alpena Cablevision Inc., Maple Ridge township, Sanborn township, Alpena township and Alpena, all Michigan (WGTU-TV Traverse City, Mich.).

■ Waseca Cable Television Inc., Waseca, Minn. (KEYC-TV Mankato, Minn.; KTCA-TV St. Paul; KGLO-TV Mason City, Iowa; KSTP-TV, KMSP-TV, WTCN-TV and WCCO-TV, all Minneapolis; KAUS-TV Austin and KROC-TV Rochester, both Minnesota).

■ Community Television of Montana Inc., Helena, Mont. (KWGN-TV Denver).

■ Teleprompter Cable Communications Corp., Missoula, Mont. (CJOCTV Lethbridge, Alberta).

■ Raton TV Network Inc., Raton, N.M. (KGGM-TV and KNME-TV, both Albuquerque, N.M.).

■ Antenna-Vision Inc., Dolgeville and Manheim, both New York (WKTV-TV and WUTR-TV), both Utica; WRGB-TV, WTEH-TV and WAST-TV, all Albany; WHEN-TV, WNYC-TV, WACN-TV and WSYR-TV, all Syracuse, WPIX-TV, WNEW-TV and WOR-TV, all New York, all New York state; CKWS-TV Kingston, Ont.).

■ Newchannels Corp., Fulton, N.Y. (WSYR-TV, WNYC-TV, WHEN-TV and WCNY-TV, all Syracuse; WOR-TV, WNEW-TV, WPIX-TV, WJUZ-TV and WCBS-TV, all New York, all New York state; CKWS-TV Kingston and CJOH-TV Ottawa, both Ontario).

■ Centre Video Corporation of Ohio Inc., Brilliant, Mingo Junction and Steubenville township, all Ohio (WOUC-TV Cambridge, Ohio).

■ Valley Cablevision Co., Pauls Valley and Wynne-

wood, both Oklahoma (WKY-TV, KOCO-TV, KWTU-TV), and KETA-TV, all Oklahoma City and KTFN-TV Ada, all Oklahoma; KTVI-TV Fort Worth and KXII-TV Ardmore, both Texas).

■ American Television and Communications Corp., Baker, Ore. (for certification of existing operations).

■ American Television and Communications Corp., La Grande, Ore. (for certification of existing operations).

■ Myrtle Creek Cable TV, Myrtle Creek, Ore. (for certification of existing operations).

■ American Television and Communications Corp., Union, Ore. (for certification of existing operations).

■ Bucks County Cable TV Inc., Bensalem township in Bucks county, Pa. (KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAF-TV and WKBS-TV, all Philadelphia; *WHYY-TV Wilmington, Del.; WNET-TV, WOR-TV and WPIX-TV, all New York).

■ Regional Cable Corp., borough of Dillsburg, Pa. (WLYH-TV and WGAL-TV, both Lancaster, Pa.; WMPB-TV, WJZ-TV and WMAR-TV, all Baltimore; WSBA-TV York, WITF-TV Hershey and WTPA-TV and WHP-TV, both Harrisburg, all Pennsylvania; WTTG-TV and WDCA-TV, both Washington).

■ Piedmont Cablevision Inc., Greenville county, S.C. (WGGT-TV Greenville, S.C.; WTCG-TV Atlanta; WRET-TV Charlotte, N.C.).

■ Coastal Cable Co., North Myrtle Beach, S.C. (WWAY-TV, WECT-TV and WUNJ-TV, all Wilmington, N.C.; WCSC-TV, WCIV-TV, WCBF-TV and WITV-TV, all Charleston, WBTW-TV and WJPM-TV, both Florence and WIS-TV Columbia, all South Carolina).

■ Clearview Cable Inc., Surfside Beach, S.C. (WWAY-TV and WECT-TV, both Wilmington, N.C.; WCSC-TV, WUNJ-TV and WCIV-TV, all Charleston; WIS-TV Columbia; WBTW-TV and WJPM-TV, both Florence, all South Carolina).

■ Tennessee Cablevision Inc., Oak Ridge, Tenn. (WJHL-TV Johnson City, Tenn.; WCYB-TV Bristol, Va.; WRIP-TV Chattanooga).

■ Brazoria Cablevision Inc., portions of Brazoria county, Tex. (KHOU-TV, KHTV-TV, KPRC-TV, KTRK-TV, KUHT-TV, KVRL-TV, all Houston; JAC-TV Port Arthur; KFDM-TV Beaumont, all Texas).

■ Gonzales Cable TV Service Inc., Gonzales, Tex. (KPRC-TV, KHYV-TV and KHOU-TV, all Houston; WOAI-TV, KENS-TV, KLRN-TV, KSAT-TV and KWEX-TV, all San Antonio; KTBC-TV, KVUE-TV and KHFI-TV, all Austin; KDTV-TV Dallas, all Texas).

■ Highlands Cable Television Inc., Granite Shoals, Tex. (KTVI-TV Fort Worth).

■ Vumore Company of Lufkin, Lufkin, Tex. (KHTV-TV) and KUHT-TV, both Houston).

■ New Braunfels Cable Communications Inc., New Braunfels, Tex. (KENS-TV, KSAT-TV, KWEX-TV, WOAI-TV and KLRN-TV, all San Antonio, Tex.; KHYV-TV Houston; KDTV-TV and KTVI-TV, both Dallas).

■ Television Cable Service Inc., Perrytown, Tex. (KDTV-TV) and KERA-TV, both Dallas).

■ Brownwood Television Cable Service Inc., Rising Star, Tex. (KDFW-TV, WFAA-TV, KERA-TV and KDTV-TV, all Dallas; WBAP-TV and KTVI-TV, both Fort Worth; KRBC-TV Abilene; KWTX-TV Waco; KTXS-TV Sweetwater; KNCT-TV Belton, all Texas).

■ Tele-Vue Systems Inc., Lynwood, Wash. (CBUT-TV Vancouver and CHEK-TV Victoria, both British Columbia; KIPS-TV Tacoma, Wash.).

■ United Community Antenna Systems Inc., Seattle, portions of King county and Lake Forest Park, all Washington (CBUT-TV Vancouver and CHEK-TV Victoria, both British Columbia).

■ Twin City Cablevision Inc., Tenino, Wash. (KPTV-TV Portland, Ore.; KOMO-TV, KING-TV, KIRO-TV and KCTS-TV, all Seattle; KTVW-TV and KTNV-TV, both Tacoma, Wash.).

■ Centre Video Corporation of Ohio Inc., Follansbee, W.Va. (WOUC-TV Cambridge, Ohio).

■ Morgantown Cable Co., Morgantown, Rowlesburg, Star City and Granville, all West Virginia (WPXI-TV New York).

■ Cypress Cable TV of Oshkosh Inc., Oshkosh, Wis. (KFIZ-TV Fond du Lac; KBAY-TV, WFRV-TV, WLUX-TV and WPNE-TV, all Green Bay; WMVS-TV Milwaukee; WHA-TV Madison, all Wisconsin).

■ Teltron Cable TV, town of Wausau and Rib Mountain, both Wisconsin (WVTV-TV Milwaukee).

Final actions

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Pointview Cable TV, Gallipolis, Ohio; Armstrong Utilities Inc., Zellenople, Pa.; Southern Cables Inc., Stuttgart, Ark.; Northern Cable TV, Rogus City, Mich.; Texarkana TV Cable Co., Wake village, Tex.; St. Peter Cablevision Inc., St. Peter, Minn.; Weippe Cable TV Co., Weippe, Idaho. Actions Oct. 6. Tifton Cablevision Inc., Tifton, Ga. Action Oct. 10.

■ Anderson, S.C.—FCC granted application by Act Co., Anderson, for certificate of compliance to add two new signals to cable system. Act Co. proposes to add WRET-TV Charlotte, N.C., and WTCG-TV Atlanta. Action Oct. 5.

■ Monona, Wis.—FCC granted application by Viking Media Corp., operator of CATV system at Monona for certificate of compliance to permit carriage of additional signals of WVTU-TV and *WMVT-TV, both Milwaukee and WGN-TV Chicago. Action Oct. 5.

Initial decision

■ Administrative Law Judge Chester F. Naumowicz Jr. ordered, in initial decision, Southwest Pennsylvania Cable TV Inc., owner and operator of CATV system at California, Pa., to cease and desist from further violation of rules by providing WIIC-TV (NBC) Pittsburgh program exclusively protection against signals of NBC-affiliates, WTRF-TV Wheeling, W. Va., and WJAC-TV Johnstown, Pa. (Doc. 19464). Ann. Oct. 4.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Oct. 10. Reports include applications for permission to install and operate CATVs, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ South San Francisco, Calif.—City council approved Western TV Cable's request for \$.95 increase in monthly rate, making new rate \$.495.

■ Yankeetown, Fla.—Coastal Cable Co., Gainesville, Fla., has applied for franchise. Firm proposes monthly rate of \$6 and installation fee of \$30.

■ Red Oak, Iowa—Hawkeye Communications Inc., Des Moines, Iowa, was awarded franchise in special election.

■ Beaver Dam, Ky.—City council awarded franchise to American Television and Communications Corp., Denver. Monthly rate will be \$.95. Firm will pay city 3% of gross receipts.

■ Jonesville, La.—Town council granted franchise to Ferriday Video Inc. Firm will charge \$10 for installation and \$6 per month.

■ Lexington, N.C.—City council granted franchise to Triangle Broadcasting Co., Winston-Salem, N.C., for system which would serve both Lexington and Thomasville, N.C. Action on proposal has not yet been taken in Thomasville. Franchise terms include option for each city to buy system after 10 years of operation.

■ Bonneville, Pa. — Telecable Communications Corp. has applied to borough council for franchise. Firm proposes monthly rates of \$5 and installation fee of \$10.

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RADIO

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Sales Continued

Become a part owner. AM/FM station in fast growing Maryland area seeks selling manager. If you can sell radio and manage selling, principal owner can offer part of the action. Rare opportunity to find a home and move into ownership/management. Box K-153, 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.

Jersey Shore powerhouse seeks take charge Sales Manager or salesman with extensive street experience ready to step up. Reasonable salary plus tremendous incentive. Contact Michael Cantoni, Manager, WHLW, Lakewood, N.J. 201-364-4400.

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.

New interviewing young experienced salesman. Don C. Wirth, WNAM, Neenah-Menasha, Wisc. 414-722-6471 for confidential discussion.

Help Wanted Sales Continued

Opportunity knocks for a personable sales oriented guy who wants to move up with a growing organization. No beginners but will consider someone with limited experience and unlimited ambition. Contact Bill Raihall, General Manager, WTIG Radio Station, Massillon, Ohio 44646.

Salary open. For qualified announcer-salesman. Must be good in production and in sales. Gene Harden, owner, WTTA, Thomson, Ga.

Announcers

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.

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.

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 programming a day. Station sponsored by Catholic Bishop of Northern Alaska.

Experienced announcer. Tight format. Programmed Modern Country. Professional sound. Sharp production spots. Advancement guaranteed. Medium market Southwest. Air check resume to Box K-156, BROADCASTING.

Number 1 CW needs dj/salesman. Must be good air personality, dynamic salesman. Base salary plus commission: \$10,000+. Contact Gerry Gallina, WMCL, Box 282, McLeansboro, Ill. 62859 or call 618-643-2311.

WOBM is still looking for a qualified, talented, presently-employed NJ broadcaster. Some of our best references have worked for us. Call Greg Kozlar; 201-269-0927. E.O.E.

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.

WUNI, Mobile needs a good Mod. Country jock for morning drive. Witty, good voice, good production and clean cut. No drifters or amateurs. Send tape, salary requirements, personal and credit references first letter. Mike Malone, PD, 1257 Springhill Ave., Mobile, Ala. 36604.

Part time announcer from Johnstown-Altoona, Pa. area needed for evening and weekend work. Will consider those with little or no experience. 3rd phone. WWSF, Loretto, Pa. 15940.

Morning man top 50 market. East Coast Contemporary. Excellent pay scale. Reply Box 5366, Orlando, Fla. 32805.

Technical

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.

Engineer/Announcer: pros only, daytime, very good equipment, mobile equipment, proof equipment. Must be able to maintain all equipment and do some announcing. WJCM, Sebring, Fla. 33870.

Technical Continued

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.

Immediate opening! Central East Coast 5KW. Small to medium market needs first phone local newsman with some experience. Send tape, resume and salary requirements. Box K-141, BROADCASTING.

Newsman to gather, write and air news as part of team with top station in the market. We want a capable newscaster who is not afraid of hard work. Must be willing to learn and practice methods which maintain our news leadership in medium market (250,000). Send picture, resume and tape to News Director, WDAK, Box 1640, Columbus, Georgia 31902.

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

Experienced GM. Looking for medium or small market with potential. Well rounded in sales programming and engineering. Heavyweight in sales can lead and motivate people by example and creativity. (Will consider sales management at right station.) Excellent references. Currently working. Box K-130, BROADCASTING.

Radio station manager desires radio or TV position in the D.C. area. Presently managing profitable Southwest station. Ten years experience. Box K-150, BROADCASTING.

Experienced General Manager seeks to relocate. Fourteen years management experience with present company and its predecessor. Young, aggressive. BA Degree in Radio-TV. Excellent record. Top references. Seek position of General Manager with medium or large market radio station or TV station. Box K-155, BROADCASTING.

Sales

Aggressive and creative major market Account Executive with excellent credentials seeks managerial, or sales position leading to management. Experienced in both local and national sales, along with working knowledge of all phases. Box K-129, 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

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box J-169, BROADCASTING.

Top 100 markets. Dependable, first phone communicator. Experienced in Top 40, MOR, CW. College grad. Married. Box K-88, 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.

Northeast preferred. Experience (eight years) with enthusiasm. Employed. First phone. MOR or CW. Awaiting the right opportunity. Box K-121, BROADCASTING.

Experienced announcer, newscaster, salesman. Dependable, versatile, creative. Third endorsed. Looking for Atlanta, Ga. area. Box K-125, BROADCASTING.

Announcers Continued

Pleasing voice and personality to match, 3rd endorsed, 28, recent broadcasting school grad. 212-373-9722 after 6:30 P.M. Box K-142, BROADCASTING.

Newscaster, dj, experienced. Authoritative, dependable, creative, versatile, tight board. Third endorsed, aggressive sales. 212-329-8396. Box K-144, BROADCASTING.

Employed jock/newsman (MOR). Will move to MOR-swinging, Rock or Soul station. Resume collectors, forget it. My potential has yet to be unleashed. Try me, you'll like me! Box K-145, BROADCASTING.

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.

Jimmie Wing: Looking for a new thing with together people. Hard worker, news, commercials, tight board, and creative. Black, 32. Popularity winner. Good ratings. Let's rap. 301-233-6385 or exchange ideals. 2433 Calverton Hgts. Ave., Baltimore, Md. 21216.

Beginner jock 3rd phone commercial delivery, out of sight board definitely tight will relocate. Ronnie Mack, 1313 Blavis St., Philadelphia, Pa. 19140. Call 215-329-4548. Do it.

Young, 1 yr. experienced 3rd phone endorsed available now! Have done MOR, Top 100, CW. 20, married, draft exempt. 2 years broadcast training. Relocate anywhere! Can be reached by writing to Clifford Payne, 101 Dunn's Ln., Richmond, Missouri 64085. 816-776-6771.

36, eight years experience, current location for 6 years. Time for a change. Good morning man, Contemporary MOR. CW, news, some programming and selling. I'll handle your morning drive, program, sell, manage your station, even buy it. Northeast preferred, will consider other. Tape, resume, references available. Nat Natali, 44 Park St., Gouverneur, N.Y. 13642. Phone 315-287-3788 after 6 P.M.

Three years experience at college FM. Also two as M.D. Now looking for dj slot in commercial radio. Prefer Michigan or Wisconsin. Others considered. Rock or MOR. Third endorsed. Call Gary Arnold, 219-523-0043.

Even seasoned pros were once beginners, but this Michigan beginner is broadcast grad, third endorsed. Excellent voice, news, commercials, wanting only a chance. Try me for 30 days free. Relocate anywhere. Call collect 1-313-526-2992.

Technical

Experienced, aggressive chief engineer. FM Stereo, automation, high power directionals, proofs. Quality audio. Full maintenance. Box J-219, BROADCASTING.

Chief engineer, first phone. Second telegraph, extra amateur. Relocate anywhere. 15K minimum. Experienced proofs. 50KW DAs and extremely cost conscious. Preventive maintenance is my kick. Never lost a minute air time. Best references, sober and available immediately if we find we like each other. Box K-152, BROADCASTING.

News

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.

Black newsman available now. Experienced, good voice. Prefers on air TV position or radio. Box K-126, BROADCASTING.

Pro news director (RTNDA) top credentials. Original writing style. Documentary credits (News/Sports). Degree, journalism. Enthusiastic, appearance. Box K-127, BROADCASTING.

News director/talk host at 50KW. Looking for news and/or talk in major market. 615-352-4348 between 9 A.M. and Noon.

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 programming. First phone. Box H-170, BROADCASTING.

THE SOUNDS OF COUNTRY ON MGM

MEL TILLIS
and The Statelanders
"WOULD YOU WANT
THE WORLD TO END"



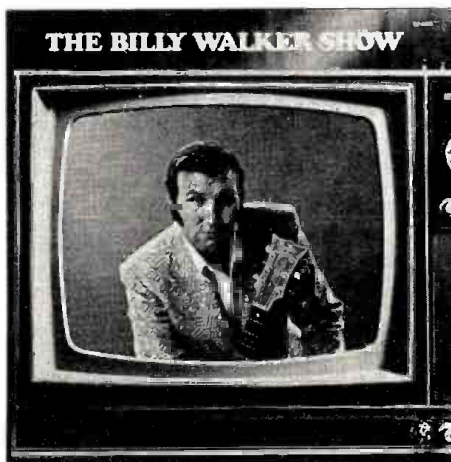
THE HAGERS
Presented by
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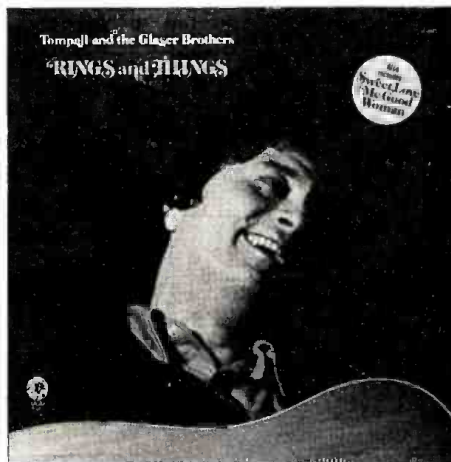
HANK WILLIAMS JR.
"Eleven Roses"



THE BILLY WALKER SHOW



Tompall and the Glaser Brothers
"RINGS and THINGS"



MGM
RECORDS

© 1972 MGM Records, Inc.

Programing, Production, Others Continued

Experienced on-air, and programing looking for MOR medium market. College grad, 3rd, young, married, presently employed. Box K-137, BROADCASTING.

TELEVISION

Help Wanted Sales

TV Sales. Top 50 market. Midwest CBS affiliate needs professional local salesman with experience to handle top billing list. Group ownership offers right man excellent management opportunities. Send resume to Box K-147, BROADCASTING. An Equal Opportunity Employer.

Florida major market affiliate is interested in person seeking career in Sales Research. Experience desirable. Outstanding opportunity with group owned station. An Equal Opportunity Employer M/F. Box K-154, BROADCASTING.

Technical

Engineer for operation and maintenance of color cameras and high band VTR's in new Midwest production facility. Box K-103, BROADCASTING.

Midwest UHF network station needs maintenance engineer. Should have experience in color cameras, VTR, and UHF transmitters. Would consider man low on experience if background indicates technical ability. State wage requirement first letter. Equal Opportunity Employer. Box K-131, BROADCASTING.

Television engineer-supervisor for UHF transmitter operation and maintenance and remote broadcast activities. Experience in color necessary. First class license required. Send resume to Mr. Richard Macek, Personnel Div., Indiana Univ., Bloomington, Ind. 47401.

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.

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.

News producer. For news and documentaries. Major Ohio VHF. If you have experience and desire the challenge of leadership, send resume, salary requirements, and example of your scripting. Box K-134, BROADCASTING.

Newsman, must be versatile, to do weather show plus back up sports. Radio newsmen welcome to apply. Send tape, resume and picture to Ron Heller, News Director, KTVO, 211 E. Second, Ottumwa, Iowa 52501.

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.

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.

Situations Wanted, Management

Seasoned broadcasting executive, also experienced in facility construction and promotion, seeks opportunity in cable television industry. Box K-101, BROADCASTING.

Law Student doubling as college communications instructor seeks administrative position in N.Y.-New England area. Box K-146, BROADCASTING.

Situations Wanted, Announcers

Announcer/weather/children and adult host/news/sport. Six years television and radio experience. Tony Alexi, 2310 Viers Mill Rd., Rockville, Md. 20851.

Situations Wanted News

Television—assistant sports director or metropolitan Midwest city wants to expand opportunities. College graduate. Box J-18, BROADCASTING.

Experienced news director. (RTNDA). Degree in journalism. Major seeks New England radio or TV. Heavy on sports. Box J-211, BROADCASTING.

Young female reporter seeks good news position. Strong writing and on-air style. Congenial, hard working with BS degree. Resume and VTR on request. Box K-135, BROADCASTING.

Experienced broadcast journalist seeks position as TV or radio newsmen. Willing to relocate. Strong background on-air in radio news. Three years experience as staff writer for major metropolitan New York newspaper. Mid-twenties. Box K-140, BROADCASTING.

Programing, Production, Others

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.

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.

Top five market staff AD for five years seeks relocation in a top twenty city in comparable position. Box K-133, BROADCASTING.

Producer/director: Seeking new creative and professional opportunities. Complete experience. 6 years television, 13 broadcasting, not a hack. Thoughtful and creative perfectionist. Also accomplished writer. Set design. PTV or commercial. Box K-148, BROADCASTING.

I need more challenging, creative work. Master degree in TV. 1 year work experience in TV production. Box K-157, BROADCASTING.

Anxious Bucknell grad seeks experience in TV promotion or newsmen. 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.

Two RCA type TVM-1B or TVM-6 microwave units, 7 GHz band to include feed systems, sound mixers, and cables. Include price to WCCO-TV, Director of Engineering, Minneapolis, Minnesota 55402.

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.

Spotmaster and Tapecaster cartridge tape machines wanted. Highest prices paid. Also, trade-ins on new or rebuilt equipment. Autodyne, 301-762-7626. Sorry, no collect calls.

FOR SALE EQUIPMENT

1 Gates Sra Level in operating condition. Please call Ron Taylor at WAWI, Dayton, Ohio. 513-224-1137.

734-A-Collins 10 KW FM transmitter, good condition, with GEL Stereo and SCA exciters. 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.

Mike Boom, Mole-Richardson type 103-B with perambulator. Mint condition. \$800. Kluge Films, 5350 W. Clinton Ave., Milwaukee, Wis. 414-354-9490.

New, 5KW AM transmitter, \$425 per month lease to responsible party. Ottawa Equipment Co., 6838 N. Ottawa, Chicago, Ill. 60631. 312-774-5115.

FM antenna, two years old. Gates 8 bay type FMC8, tuned to 101.1 MHz, 100 KW horiz., 65 KW vert. Has 300 watt heaters on horizontal elements. 125 ft. Andrew HJB-50A. On tower atop building. \$3,000 as is. Contact Lester Mullan, KTRH, Houston, Texas.

Ampex 7500, 7500C and 5100 videotape recorders, good condition. General Television Network. Call 318-548-2500. R. Hippler.

Complete AM broadcast equipment package except transmitter \$2,800. New transmitter tubes 810, 807, 866A. Large quantity new older type audio/receiving/rectifier tubes in original RCA cartons 25% off net. Broadcast Equipment Sales, c/o General Delivery, Red Hook, N.Y. 12571.

FOR SALE EQUIPMENT Continued

RCA TR-22 Low Band Color VTR, with new head. Very good condition. General Television Network. 313-548-2500. Contact R. Hippler.

G.E. Camera package. Eight Model PE-16 Field Chains, all for \$3,000. Two Model PE-20 4 1/2 inch I.O. Studio Chains, both for \$2,500. 1-205-591-4800.

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 Phonel Complete either course in just five (5) weeks! Call 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. \$(10.00 with broadcast endorsement) 2nd. \$(12.00), and 1st. \$(16.00), phone exams; complete package, \$25. Research Company, Dept. B, Rt. 2, Box 448, Calera, Alabama 35040.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

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.

"The Dirty Old Man" Series of 150 tapes lines by Old Prospector type character. Great drop-in voice! DeeJay's mail-boy, station janitor, etc. \$14.95. FREE catalog of other recorded material. Chicago Broadcast Circle, 25 East Chestnut, Chicago 60611.

Instruction Continued

Need 1st phone fast? Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next intensive Theory Course will begin October 30, 1972. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

Weekend Spectacular. Now hosted by Skip Key! The all-new revised oldie show is now available in as many half hour segments as you require for weekend programming! You must receive demo and price quote to believe this syndication! Write Mother Cleo Productions, Box 521, Newberry, S.C. 29108.

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 Glasen, 200 W. 54th St., New York, N.Y. 10019.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog... everything for the deejay! Comedy books, alrchecks, 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.

RADIO

Help Wanted Management

General or Sales Manager for group owned full-time AM MOR. Top 25 market in Midwest. Quality operation requires strong selling ability and the skills to organize and motivate. Starting income open with high earnings potential for achiever. Send resume and financial requirements in confidence to Box K-161, BROADCASTING.

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

Radio Salesman

Unusual radio sales opportunity in beautiful Southeast market. First year income will exceed \$15,000. Prestige radio station requires salesman that knows how to sell large retailers. Must have minimum three years radio experience in retail accounts. An active account list is waiting for the right man. Group ownership provides the opportunity for advancement. Please send resume and photograph. An Equal Opportunity Employer.

Box K-149, 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 Technical

BROADCAST PRODUCTS, INC.

Leaders in automation need you!

If you are currently a Chief Engineer of a small or medium market radio station—if you have broadcast automation experience—if you would like to join a growing company—call Dove Hill collect.

Openings now for one Field Engineer and one Systems Assembler. Broadcast Products, Inc. is an Equal Opportunity Employer.

BROADCAST PRODUCTS, INC.

660 LDFSTRAND LANE—ROCKVILLE, MD. 20850
(301) 424-4700

BROADCAST TRANSMITTER TECHNICIAN

50,000 Watt East Coast Radio Station requires experienced Broadcast Transmitter Technician. Must have good working knowledge of high powered transmitters. First Class license required. Equal Opportunity Employer.

Box K-162, BROADCASTING

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 Announcers

TELEPHONE—TALK HOST

Experienced in Major Market. Currently Los Angeles. Strong on 18-35. All markets considered.

Box K-136, Broadcasting

Situations Wanted Announcers

HOW'S YOUR MOTHER

Now that I've hit home, what do you need, sonny? How 'bout a banana-split? Or an audience-grabbing, laughing hyena that's won two Billboard awards? Country or Rock. Major markets only. (If you're afraid of a joke that "stands out" in the market, don't reply.)

Box K-139, Broadcasting

Programing, Production, Others

OPERATIONS/PROGRAMING/MANAGEMENT

Major market ratings winner, 15 years operations/programming experience, currently consulting 9-station group, available next 30-60 days to produce RESULTS that produce DOLLARS. Any format. Take-charge administrator with strong track record and good references. Permanent affiliation preferred.

Box K-106, Broadcasting

TELEVISION

Help Wanted Management

V.P./GENERAL MANAGER

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NY	Metro	Daytime	175M	50M
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FOR SALE Stations—Continued

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Profile

How to start all over again at the top of the agency business

When a broadcaster hears the name Aubrey, the name Jim usually comes to mind, along with an image of the near-legendary ex-president of CBS-TV who now heads MGM. A less widely known success in the Aubrey family is younger brother Stever, who was making a quiet reputation for himself in the agency business while Jim was making headlines in the media.

Earlier this year, Stever Aubrey was in charge of all U.S. offices of J. Walter Thompson Co., the largest advertising agency in the world (1,700 people, \$350 million in billings in New York alone). He had started there in 1950 as a copywriter and, except for three years (1959-62), stayed with JWT and worked his way up to group executive vice president, member of the board of directors and of the executive committee. Today he is chairman and chief executive of F. William Free & Co., New York, managing an office of about 40 people, with billings of about \$25 million. It's a decidedly different ball park, and for Mr. Aubrey a new game.

The maneuvers that led to this sea change in the Aubrey career began last winter, when JWT began re-shuffling its top-level men. Mr. Aubrey became an aide to President Henry Schachte under circumstances that led Madison Avenue to believe he was being groomed for an eventual succession. Instead, JWT opted next for a management troika comprising Dr. James Barnum, chairman of Deltakos (the medical division) and corporate executive vice president; E. Wyatt Hicks, vice president, and Edward Dooley, director of account services, New York office. Then, last spring, Mr. Hicks emerged as managing director of the New York office. At that point, Bill Free entered the picture. Mr. Aubrey explains:

"Bill and I have known each other for quite some time. Actually, at one point he and Thompson had talked about buying or merging. Agencies are always talking—large ones to small ones. Bill has a very unique thing: I think he's one of the outstanding creative people, and I think he's proved it by all the different campaigns he's done. He loves to create advertising and he was getting more and more involved with clients and marketing problems and running an organization. So that's why he started considering merging or selling.

"So he and I sat down together and started talking and he said, 'Why don't you come over here and you run this part so I can go back to creating advertising?' I saw the opportunity to build something that we could have a great



Stever Aubrey, chairman and chief executive officer, F. William Free & Co., New York; b. Aug. 31, 1920, LaSalle, Ill.; BA in architecture, 1943, Princeton; U.S. Army 1943-46; Holabird & Root, architects, Chicago, 1947; copywriter, Anderson, Davis & Platt (now defunct), New York, 1948-50; joined J. Walter Thompson, New York as copywriter, 1950; became VP, management supervisor of Eastman Kodak account at JWT in 1955; account supervisor of Liggett & Myers and Nestle accounts at McCann-Erickson, New York, 1959; account supervisor of Bristol-Myers account at Doherty, Clifford, Steers & Schenfield, New York, 1960-62; returned to JWT to supervise worldwide introduction of Instamatic camera for Kodak in 1963; became executive VP and manager of JWT New York office in 1968; promoted to group executive VP with staff responsibilities for all U.S. offices in 1971; member of JWT's board of directors and executive committee; joined F. William Free & Co. July 1972; m. Sally Hixson May 1947; children—Lynne, 23; Jennifer, 21; Katie, 17; Stever Hixson, 15; Michael, 12.

deal of fun with; starting with a blue-chip foundation of the kind of accounts we have here—Coca-Cola, National Airlines, American Tobacco—and actually getting involved with the advertising end from which I'd been removed. The more I thought about it, the more I felt that this was the challenge."

The Aubrey media-consciousness began at an early age. His father, James T. Aubrey, was co-founder of Aubrey, Finlay, Marley and Hodgson, Chicago. Says the son: "I was always very aware of advertising. I think it was very difficult for my father because he had four boys

whom he treated all equally. He didn't encourage any one of us to go into his business because then he'd have to take in all four—and I don't think four sons can run one advertising agency. When I went into advertising I purposely came to New York so that I would not have anything to do with what my father had done, so I'd be completely on my own."

One of his first writing assignments after joining JWT in 1950 as a copywriter was to do the nightly commercials for Johns-Manville, sponsor of "*Bill Henry and the News*," a five-minute news program. "I used to commute to Connecticut and I would write the commercial on the train. It always surprised me when they accepted it. I never thought I was that good as a writer and yet they always accepted what I wrote. I'm more of a visualizer than a wordsmith."

Another early campaign on which Mr. Aubrey played "wordsmith" was Bristol-Myers' "Greasy Kid Stuff." Characteristically, he adds, "but I'm sure a lot of other people have claimed the same thing. But I remember distinctly picking that out; it was buried in a piece of copy and I saw it and thought it would sell the product." Mr. Aubrey was in on still another successful "wordsmithing" in naming the Instamatic camera as part of a Kodak marketing effort at JWT.

In his last nine years with that agency, Mr. Aubrey worked on a vast number of accounts, including Ford, RCA, Singer, Eastman Kodak, Beech-Nut, Mennen, Lever, Gillette, Seagram, 7-Up, Pan Am, Irving Trust, Holiday Inns, Phillips Petroleum, Scott Paper, Pond's, First National City Bank and Disneyland.

An instant snapshot of Mr. Aubrey is given by Don Armstrong, now corporate vice president in charge of marketing at JWT, who says: "He's very even-tempered, not volatile. Stever had an extraordinary career at J. Walter. He was excellent with clients, which was his forte and responsible for his rise. He has a set of rules on how the game should be played and it irritates him when they aren't followed." Another longtime friend, an agency chairman, adds, "Stever's instincts are human. He's a very unselfish type of guy. I think that J. Walter Thompson was the perfect agency for Stever; he's the perfect big account manager. He's got a smooth, unflappable method of operating. He's [also] got a knack for moving large bodies of troops. I've never seen him angry.

"I think he's got another chance to build something at Free," this observer continues. "It's going to be an interesting show to watch. Free has a reputation for being somewhat erratic. Stever is orderly. He'll provide the balance."

Stever Aubrey's office at F. William Free is still unfinished. So, most assuredly, is his career.

Editorials

The true course

It is understandable that Benjamin L. Hooks, as the first black to serve on the FCC, would identify himself with a special constituency, as he has so described his role in several frank and public speeches.

But however understandable, Commissioner Hooks's concept of his mission is at odds with the form and function of the agency. The FCC is not a legislature of numerous delegates elected by popular vote from well defined districts. It is an administrative body composed of seven commissioners whose appointments by the President are presumably made with the general welfare of the whole public in mind.

Yet it was in the narrower vision of special representation that Mr. Hooks two weeks ago issued two proposals: that blacks be given preference in contested applications for new stations and that the FCC hold a hearing on license renewals that had been challenged by blacks in Omaha. The preference he wants for blacks in new grants was advanced as a means of "redressing past injustices." The Omaha hearing was desirable, he said, because "Somebody, some day soon must get to the source of black disaffection with the media," and "Omaha is as good a place as any to start."

Omaha, Commissioner Hooks, is as good a place as any to stop this sort of thing. Blacks are entitled to representation by all seven members of the FCC, as part of the agency's assignment to regulate broadcasting in the interest, convenience and necessity of the public, all of it.

Freedom at 50

As a special report elsewhere in this issue explains in some detail, it was 50 years ago that radio began the great growth that swiftly made it into everybody's medium. This anniversary also offers broadcasters a gift that most of them have so far been ignoring.

Months ago the FCC invited radio broadcasters to suggest ways that the government could simplify and modernize its regulation. Not only that, broadcasters were given a cue card to read when Clay T. Whitehead, director of the Office of Telecommunications Policy, proposed a de-regulation of radio, with a test of next-to-zero regulation in selected markets.

A good many broadcasters responded with proposals for small adjustments in technical requirements, but few have attacked the rules that go to the heart of broadcast operations—the growing burdens of the fairness doctrine and public access, for example. Now there may be hope for larger input, thanks to CBS Radio and its affiliates.

In the wake of a rousing call to action by Richard Jencks, CBS vice president, Washington (BROADCASTING, Sept. 25), the network has sent all radio affiliates a packet of suggestions on adjustments the FCC should make to de-regulate the medium. If affiliates follow through, adding their individual experiences to their cases, the FCC will have meaningful material to consider. The project ought not to stop with CBS. It is as promising for all other networks and all other stations.

Polite applause

There is some solace to be taken in the FCC's affirmation of an earlier decision that television commercials for Chevron F-310 gasoline do not expose stations to fairness-doctrine demands (BROADCASTING, Oct. 9). The FCC seems to be pulling back from its original sin, which stretched the fairness doctrine to cover cigarette commercials when there still were some. It

seems also to be trying to dissociate itself from an appellate-court decision of last year holding that an ecology group was entitled to broadcast time to counter the commercials of high-performance automobiles and high-performance gasolines which were said to be pollutants.

The point of the latest ruling was that F-310 gasoline itself added little complication to the problem of pollution and that its commercials made no controversial claims. The FCC thus distinguished that case from the cigarette and high-performance-auto cases. Well, at least it's a start.

Sporting chance

The impresarios of professional sports are acting in character when they resist efforts to lift the television blackout on home games. No one gladly gives back a run merely because it was unearned, or yardage gained on a miscalculated penalty.

The home-game blackout has, of course, worked wonders for sports, particularly football. It is made possible under an act of Congress that, deriving from a line of logic we have never quite been able to follow, exempts professional football, baseball, basketball and hockey from the antitrust laws and permits league members to collude at will on matters such as the sale of rights and the imposition of blackouts. But it is clear now, as we reported in some detail last week, that there is strong sentiment in Congress to limit if not lift that exemption. All the Pete Rozelles of sports had better tune in to the message.

Television has been immensely good for professional sports, football in particular. Sports have of course been good for television, although often more in terms of prestige than profits, and certainly they have been good for TV advertisers. It is a winning combination, even with blackouts.

But it does not make sense to perpetuate a situation in which, as often happens these days, a local fan can neither buy a ticket to a game nor see the game on television. The pro sports people say they would lose the virtually sold-out gates they now enjoy if there were no local blackouts, but there is no evidence that this is true. The logical response for them is to adopt a no-blackout policy on a trial basis—or, at the very least, let each club make its own decision. Only by testing can the validity of the economic argument be proved or disproved. Considering the mood on Capitol Hill, the sports owners may find they have fumbled the game away if they don't give it a try.



Drawn for BROADCASTING by Sidney Harris

THERE'S STRENGTH IN NUMBERS



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KTEN	ADA, OKLA.	KEZI-TV	EUGENE, ORE.	WLUC-TV	MARQUETTE, MICH.	KCRA-TV	SACRAMENTO, CAL.
KHQL-TV	ALBION, NEB.	WFIE-TV	EVANSVILLE, IND.	KMED-TV	MEDFORD, ORE.	WNEM-TV	SAGINAW, MICH.
KGGM-TV	ALBUQUERQUE, N.M.	KTHI-TV	FARGO, N.D.	WREC-TV	MEMPHIS, TENN.	KSL-TV	SALT LAKE CITY, UTAH
KFDA-TV	AMARILLO, TEX.	KDLO-TV	FLORENCE, S.D.	WCIX-TV	MIAMI, FLA.	KPLR-TV	ST. LOUIS, MO.
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WMAR-TV	BALTIMORE, MD.	KABL-TV	GALLUP, N.M.	KPAX-TV	MISSOULA, MONT.	KBHK-TV	SAN FRANCISCO, CAL.
WEMT	BANGOR, ME.	KUPK-TV	GARDEN CITY, KAN.	WQAD-TV	MOLINE, ILL.	KNTV	SAN JOSE, CAL.
KBMT	BEAUMONT, TEX.	KRTV	GREAT FALLS, MONT.	KMOM-TV	MONAHANS, TEX.	WJCL	SAVANNAH, GA.
KWAB-TV	BIG SPRING, TEX.	WLUK-TV	GREEN BAY, WIS.	WCOV-TV	MONTGOMERY, ALA.	KFDO-TV	SAYRE, OKLA.
KOOK-TV	BILLINGS, MONT.	WHP-TV	HARRISBURG, PA.	WLAC-TV	NASHVILLE, TENN.	WRGB	SCHENECTADY, N.Y.
WICZ-TV	BINGHAMPTON, N.Y.	KHPL-TV	HAYES CENTER, NEB.	WTNH-TV	NEW HAVEN/HARTFORD	KTRS-TV	SHREVEPORT, LA.
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Thanks also to radio—KORL (AM), Honolulu, Hawaii; KQV (AM), Pittsburgh, Pa.; KFMB (AM-FM), San Diego, Cal.; KFSC (AM), Denver, Colo.; WDXR (AM), Paducah, Ky.; and the 14 Miami area stations which also pitched in.

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