

FCC takes first step toward radio emancipation
More evidence of broadcast boom in spot TV windup

Broadcasting Nov 6

The newsweekly of broadcasting and allied arts

Our 42nd Year 1972

Pretend you're watching our 10 o'clock news.

Pretend it's 10:00, you're in Houston, and you're watching Channel 2 news.



Our news director, Ray Miller, has been with us since 1949 when we started. So have some of our viewers.

The first thing you'd see is some of America's finest journalists.

But more important, you'd be experiencing our news philosophy: To report swiftly, accurately, and responsibly the events of the day.

We are obligated to the people of the Houston area and to ourselves.

We meet that obligation through understanding that electronic journalism is not an

adaptation of print, but an entirely different form of reporting.

Another thing you'd see is the high quality of our news films and the in-depth knowledge of our reporters.

The reason for this is simple. We hire the very best people.

In 1972, we won more NPPA awards than any other station: Two firsts, a third, and an honorable mention.

The last thing you'd see is our Channel 2 logo.

And you'd know that it stands for the largest news

department in Houston, backed by the finest facilities, equipment and people money can provide.



Our award winning news department reports what is happening, not what has happened.

Now you know why the people of Houston turn to KPRC-TV when they need information.

And why we wanted you to watch our 10 o'clock news.



KPRC TV HOUSTON

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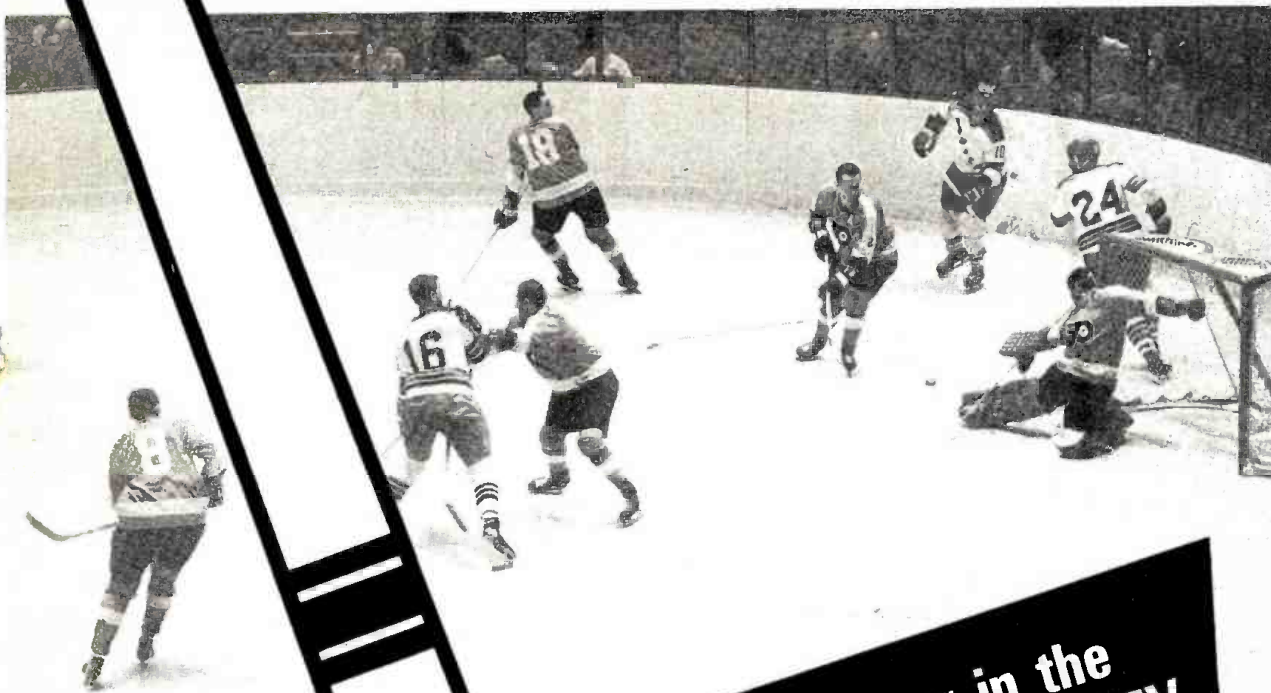
kpho tv5 Phoenix

wnem tv5 Flint / Saginaw
Bay City

Number 1...again...and again...and again...and again...and again

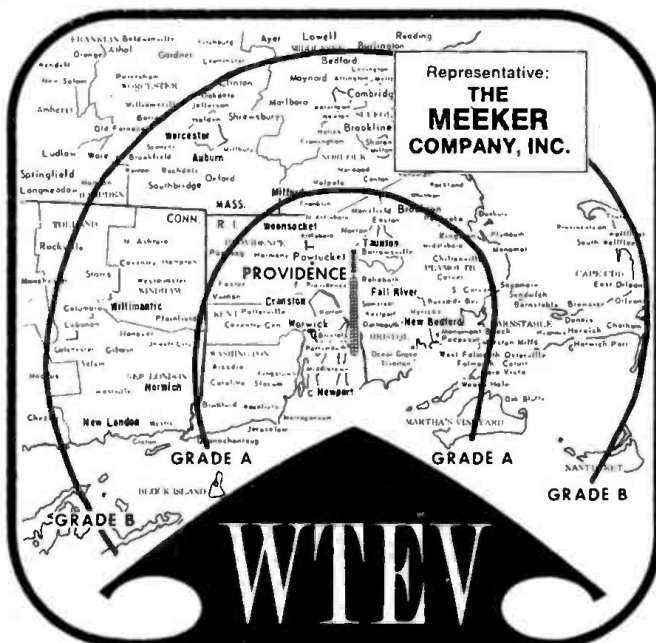
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Tracking the travelers

House Investigations Subcommittee, at request of Chairman Harley O. Staggers (D-W. Va.), has undertaken broad inquiry into travel activities of FCC, Federal Trade Commission and four other regulatory agencies that come under purview of parent Commerce Committee. Purpose of study is to determine how much time commissioners have spent away from their Washington duties over past fiscal year, and nature of trips. Although subcommittee has completed review of FCC and FTC travel vouchers, it won't finish over-all study and draw conclusions for another month.

One done

Music-license agreement, quietly reached, calls for ABC-TV to pay \$23.5 million to American Society of Composers, Authors and Publishers for use of ASCAP music over seven-year period. ABC-TV agreed to pay \$9.1 million for 1970 through 1972 (of which \$6.54 million has already been paid), and \$14.4 million for next four years as follows: \$3.4 million for 1973, \$3.5 million for 1974, \$3.7 million for 1975 and \$3.8 million for 1976. ABC has option of renegotiating if ASCAP makes more favorable deal with either CBS-TV or NBC-TV. (ASCAP already has deal with NBC-TV, but at somewhat higher annual rate, totaling about \$22.5 million for five years. It has no similar deal with CBS-TV, which is suing ASCAP for license to pay only for music it actually uses.)

Agreement between ABC-TV and ASCAP was signed Oct. 24. On same day, ABC Radio network also agreed to pay ASCAP \$229,500 for period from Jan. 1, 1970, through end of this year. Of that amount, \$153,000 had already been paid under an interim agreement.

Morning line

Newhouse radio and television stations in five of group's six markets (Portland, Ore., excluded because of 50% ownership) last week endorsed Nixon-Agnew in eight-minute editorials authorized by Newhouse stations president, E. R. (Curly) Vadeboncouer. Equal time was offered Democratic organizations in each market and promptly was picked over St. Louis and Syracuse stations. Other Newhouse cities at which editorials were aired: Birmingham, Ala.; Harrisburg, Pa., and Elmira, N.Y.

At both broadcast and newspaper properties, S. I. Newhouse, president and chief executive, Newhouse organization, delegates autonomy to editorial management. Mr. Vadeboncouer based decision, concurred in by his managers, on what

he described as full measure of confidence in Nixon international and domestic policies. While no complete records are available, it's estimated that about two dozen stations have editorialized in favor of Nixon ticket (including Corinthian's KOTV-TV Tulsa), half dozen for McGovern-Shriver. GOP says it has record of some 1,470 newspapers supporting incumbents, against about 200 for opposition.

Young shavers

Gillette is giving serious thought to sponsorship in late-night rock concerts on network TV. Giant TV advertiser would be after those hard-to-reach young people 18-24 of whom, company says, "half may be away from home at any one point in time." Gillette's Thomas Ryan, vice president-advertising services, told Association of National Advertisers media workshop (see page 48) that rock telecasts would have low rating but might come in at "reasonable cost" to advertisers because "audience composition will be right." Later he privately acknowledged his comments were based on possible sponsorship plans.

ABC-TV will carry two concerts, Nov. 24 and Dec. 8, and NBC-TV possibly on Fridays next spring as segments of new late-night *Tomorrow* show (see page 48).

High rollers

Washington's quadrennial pastime of speculating on who contributed what to whom and for what possible special purpose reached new high last week with release of first installment of pre-disclosure-law donors to Nixon campaign. For those in broadcasting three names stood out: Jules Stein, founder and chairman of MCA, with \$117,823, and MCA Vice President Taft Schreiber, \$66,102. Latter, close friend of President Nixon, is credited with having encouraged President's recent criticism of network-TV reruns (BROADCASTING, Sept. 18).

Only other major contributor identified with broadcasting: John J. Louis, Jr., chairman, Phoenix-based Combined Communications Inc., multiple-station and media owner and director of family-owned S. C. Johnson Co., Racine, Wis., who contributed \$5,000 prior to April cut-off date but previously had been reported as having donated \$261,306.

Stanton, publisher?

Dr. Frank Stanton, who retires from CBS next March at age 65, is pondering two offers to enter publishing field—one with newspapers, other with magazines. One would entail equity position and substan-

tial investment. Other would be top executive status without equity.

For two decades foremost spokesman for broadcasters, CBS Vice Chairman Stanton will not consider publishing projects until determination is made that there will be no conflict with long-range program for retirement from CBS Inc. It's understood that one of publishing propositions would entail his departure prior to mandatory March 31, at which time CBS chairman and founder, William S. Paley, also is scheduled to retire.

Embraced

McGraw-Hill Inc., which acquired four Time-Life Broadcast TV outlets (in Denver, San Diego, Indianapolis, and Bakersfield, Calif.), wants to become active in broadcast industry affairs. So Clayton Brace, vice president-general manager of its channel 10 KCTV-TV San Diego, is candidate for election to TV board of National Association of Broadcasters. Mr. Brace, who was with Time-Life organization from 1954, has been active in both state and national broadcast affairs.

Geller getaway

Tenurewise, FCC's Henry Geller has hitched his future to Chairman Dean Burch, on whose staff he now serves as planning assistant. Former general counsel, at 49 he isn't expected to leave until after first of year and then may join non-profit group (Ford Foundation is top prospect), rather than enter private law practice. Mr. Geller, who can retire from government with annual pension of about \$13,000 (based on income of \$36,000), is credited with having masterminded most of FCC's punitive rules of past half-dozen years including cigarette counteradvertising and liberal interpretations of fairness doctrine.

Smalls and bigs

Small-scale rebellion is brewing in small-market ranks of Educational Television Stations division of National Association of Educational Broadcasters. ETS people have worked out specific criteria for eligibility for Corporation for Public Broadcasting community-service grants that would seem to discriminate against smaller-market operations. Some of proposed criteria that particularly trouble small-station managers is that to be eligible to receive TV community-service grant station must have income of \$150,000 or more, have available studio and production facilities, do locally originated programming, broadcast minimum schedule of six days per week, 52 weeks per year, for total of not less than 2,500 hours. Some Far West stations, particularly, claim such criteria are beyond their capabilities.

We've got the competition's number.

And 65% more besides.

Every week, WGN reaches 1,488,800 Chicago adults 18 and over. That's 65% more than the second best station. And 78% more than the third best station. And why we say, if you want to talk to Chicago, you talk to WGN. First.

Source: The Pulse. Chicago Metro. Mon.-Sun. 24 hours. Adults 18+Cume. July/August '72. Data subject to qualifications listed in report.

Radio 720  is Chicago

At Deadline

IBEW strikes CBS

Network was ready for walk-out; test will come for supervisors manning cameras, other equipment during election-night coverage

International Brotherhood of Electrical Workers struck CBS last Friday (Nov. 3). More than 1,200 engineers, cameramen and other technical personnel walked off jobs shortly before 4 p.m. (see earlier story, page 51).

CBS spokesman said Friday that technically trained management and supervisory personnel in New York and six other cities immediately manned posts of striking IBEW members. He said radio-TV operations ran smoothly in early hours of strike. Stern tests were to come with telecasting of Sunday professional football (yesterday, Nov. 5) and with coverage tomorrow (Nov. 7) of fast-breaking and involved national-election contests.

Principal issue in dispute centers around union's demand for jurisdiction over certain technical job assignments, with CBS insisting it has right to choose personnel associated with new technology.

WCBS-TV tries to block Ubell's move to WNBC-TV

Earl Ubell, science editor of WCBS-TV New York, who has been named news director of WNBC-TV there, effective Nov. 13, has been directed to appear in New York State Supreme Court today (Nov. 6) to show cause why he should not be prevented from working for NBC until next August. CBS obtained court order against newsmen and NBC, claiming it had reached oral agreement last Sept. 19 with Mr. Ubell's attorney, Al Ferlinger, extending Mr. Ubell's contract with WCBS-TV until next Aug. 9 at \$8,000 yearly increase. In affidavit filed with court, Robert S. Hosking, vice president and general manager of WCBS-TV, said Mr. Ubell had accepted four pay checks in October at higher rate. Mr. Ubell's total salary was not disclosed.

Political for the record

Televised political advertisements for presidential race, House and Senate contests and key municipal and state races are being collected, catalogued and made available for study by organization whose formation was announced last Friday (Nov. 3). Called Center for the Study of Television and Politics, it is nonprofit and affiliated with New School for Social Research, New York.

Center's chairman is New School Chancellor Harry D. Gideonse, who said it "represents the first organized effort to preserve what is clearly an important

historical resource. Paid political announcements on television have emerged as the principal communications medium utilized by all candidates for major political office."

Beginning with 1972 elections, center will convert film and video-taped campaign materials into "low-cost video cassettes." Scholars, students and professionals may use the center's own viewing facilities in New York or rent individual cassettes.

Initial approval given for restrictions on international satellites

In setback for U.S., draft declaration of guiding principles on international satellite broadcasting, calling for prior agreements between nations involved, has been approved by UNESCO Commission on Communications meeting in Paris. It is due to be considered by UNESCO's general conference within next two weeks. Its adoption by commission was by vote of 47 to 9, with 13 abstentions. U.S. position calls for unrestricted flow of information between countries.

Commission's draft proposal bears strong resemblance to Russian proposal first submitted to United Nations' First Committee on Politics and Security, Aug. 8 (BROADCASTING, Aug. 14). That proposal contained several articles to restrict international broadcasting, including: "Direct television broadcasting to foreign states is to be carried out only with the express consent of the latter."

UN's First Political Committee adopted several amendments that toned down Russian draft. Instead of call for international treaty embracing Russian conditions, it proposed reference of matter to UN's Committee on the Peaceful Uses of Outer Space—which is to meet next June. Space committee would be charged with drafting specifics of international agreement according to following outline: "The activity of states in the field of direct television broadcasting must be based on the principles of mutual respect for sovereignty, noninterference in domestic af-

fairs, equality, cooperation and mutual benefit."

UNESCO draft, adopted in Paris, is stronger than UN Political Committee's: "It is necessary that states, taking into account the principle of freedom of information, reach or promote prior agreements concerning direct satellite broadcasting to the population of countries other than the country of origin of the transmission. With respect to commercial advertising, its transmission shall be subject to specific agreement between the originating and receiving countries."

William B. Jones, chief U.S. delegate to UNESCO meeting, said U.S. was "deeply disturbed." He said vagueness of draft language "suggests the possibility that the flow of any and all information may be obstructed."

If adopted by UNESCO general conference, declaration would have no legal force. It could, however, indicate how delegates to UN General Assembly may vote when amended resolution of First Committee on Politics and Security comes before assembly—perhaps this week.

Not much drawing power in political broadcasts

President's first half-hour television appearance of campaign last Thursday night on NBC-TV and heavy spot line-up (see page 25) drew less than half total audience in New York and Los Angeles, although it appeared on four of six commercial VHF's in New York and four of seven in Los Angeles. Nielsen overnights were:

New York — WCBS-TV, WNBC-TV, WNEW-TV and WOR-TV total rating points, 26.8; total share of audience, 48. WABC-TV with *Black Beauty* received 12.7 rating and 23 share. WPIX-TV with *Courtship of Eddie's Father* received 16.9 rating, 30 share. In Los Angeles, Nixon telecast on KNBC-TV, KNXT-TV, KTTV-TV and KHJ-TV got total rating of 30.6 and share of 46. KABC-TV, which had movie scheduled, received 16.6 rating and 25 share. Two independents, KTLA-TV and KCOP-TV received total rating of 17.8 and 27 share.

By contrast, Senator McGovern's Wednesday night (Nov. 1) telecast at 10:30 p.m. NYT, using only NBC-TV, received 4.9 rating and 9 share in New York (WNBC-TV) and 4.4 rating, 9 share in Los Angeles (KNBC-TV).

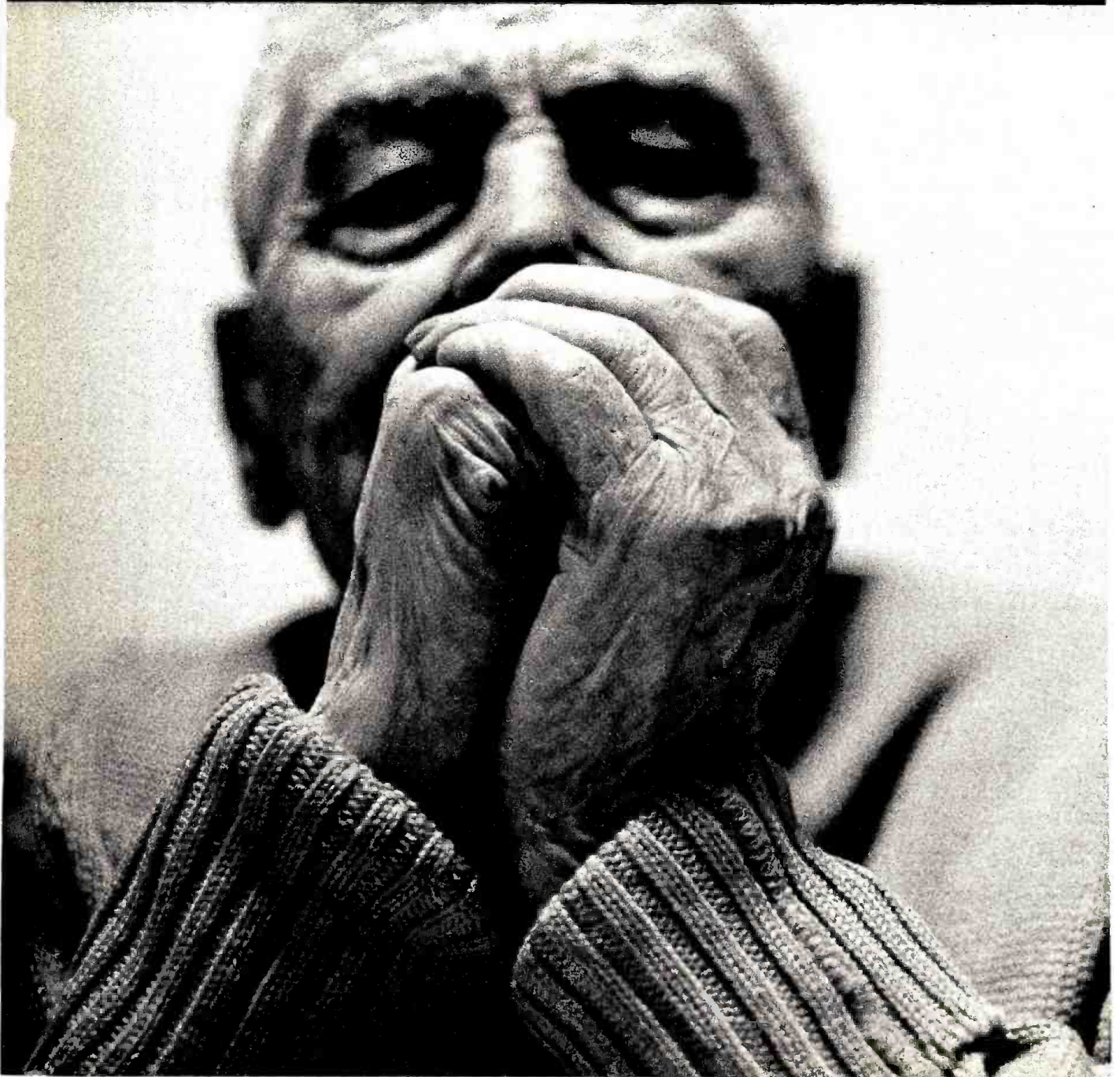
Changes considered for LDS

New rules governing use of local distribution microwave service (LDS) by cable TV systems have been proposed by FCC. Rules would permit systems with more than 18 channels to use alternative channel arrangement with LDS operation. They would also cut in half (from

No on nudity. Britain's Independent Broadcasting Authority has announced that it will continue to permit "degree of discreet undress" in television commercials, but total nudity over air is taboo. IBA said it decided to impose ban after several British advertising agencies submitted plans to use nude models in their spots. Authority said it will tolerate limited shedding of attire in commercials promoting such products as underwear and toiletries.

NEGLECT OF THE AGED IS A BLIGHT ON AMERICA'S CONSCIENCE.

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



When you become a "senior citizen," the road can get pretty bumpy at times. And for many of the 20 million people in this country over 65 it's a trip they want to forget.

For them, the twilight years have turned into a nightmare of darkness. Financial darkness. Medical darkness. Housing darkness. And things aren't likely to get better soon. The over-65 group is growing twice as fast as the under-65 group. One quarter of them live below the poverty level. And almost two-thirds of those living alone or with non-relatives are poor or near-poor.

But America's broadcasters feel that life doesn't have to be downhill all the way just because you're on the far side of 65. The Storer TV and radio stations don't think so. And they're trying to convince their audiences.

**In Detroit
WJBK-TV and WDEE-Radio
air problems of the elderly.**

TV2 set up a live studio phone-in program entitled the "Senior Citizens Hotline". It gave the elderly a chance to phone in questions to a panel of experts on areas of concern to senior citizens. Results? Outstanding. More than 2,000 calls were received.

Among other specials produced by TV2 were hour-long discussion programs covering the fixed incomes, health costs and housing of today's elderly. And three reports throughout the year on a senior citizens' business venture in Oakland County.

WDEE-Radio on the other hand, devoted a 15-part series (which covered a 3-day span) to the elderly and welfare reform. On "Assignment: Detroit" it also conducted a number of interesting personal interviews on the cares and care of the aged with a Congregational minister and ladies of the Jewish Welfare Federation.

**Atlanta's WAGA-TV pleads
that aged's income is fixed
but taxes aren't.**

In a series of editorials, TV5 spoke out for property tax reform for elderly people. It pointed out that rising property taxes were putting the homes of old people on shaky ground.

The station also tried to get a freeze on school taxes for the elderly. (There are over 367,000 people over 65 in Georgia.) Things like homestead exemption, sales tax exemptions and reduced fares on public transit systems were covered.

When the American Association of Retired Persons and the National Retired Teachers Association were meeting in Atlanta, TV5 also aired

an editorial entitled "Does life begin at 40 and end at . . . 65?" Topics ranged from housing to medical expenses to retirement benefits.

**Milwaukee's WITI-TV says to
nursing homes: treat them right
or don't treat them.**

While TV6 applauded surveillance of nursing homes and an investigation into licensing abuses, it took state officials to task for too much talk and too little action. And for a reduced standard funding for nursing home operation.

At the same time, TV6 cautioned nursing home operators to work towards meeting state and federal standards. It pointed out that HEW threatened to remove funding for those operators who were negligent. In short, shape up or ship out.

As part of its concern for the financial plight of senior citizens, TV6 editorials also urged the Public Service Commission to allow the elderly to ride for half-fare during off-hours and weekends.

**WSPD-TV and WSPD-Radio in
Toledo push for money relief.**

TV13 devoted no fewer than 24 editorials to "tax reform". Among the beneficiaries of this reform were to be senior citizens through a homestead exemption, plus a 10% property tax rollback. After 11 grueling months, the reform package was finally passed—the first substantial break for the elderly, budget-strapped homeowner in Ohio history.

To help make it easier for the aged to get around, the station also

spoke out in support of ramps at curbs and stairways. And for tighter supervision of urban renewal projects which have a sizable bearing on adequate housing for the elderly. To stimulate understanding, TV13 also aired a report on the attitudes of the young toward the old. And vice versa. Then listened to reactions from local senior citizen organizations.



Meanwhile WSPD-Radio editorialized for more social security relief—the sooner the better. WSPD also took on the sky-rocketing cost of Old Folks Homes, and pointed out how increasing rates increased the likelihood of the elderly being forced out. A return visit by WSPD to an Old Folks Home showed that 15 occupants had moved in less than two months—apparently because of their inability to meet the rising rates.

**Concerned stations—talking to
concerned citizens.**

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

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

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



Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

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

25 mhz to 12.5 mhz) bandwidth available to community antenna relay stations for intra-city communications, and would clarify certain portions of appropriate FCC regulations. Commission action was prompted by request by Theta-Com of California, manufacturer of LDS equipment, which claimed that individual channeling plan for LDS presently specified in rules could reduce system's reliability. It proposed plan using alternative channels for vestigial-sideband AM transmission LDS stations. Comments on proposal are due Dec. 15 with replies on Dec. 29.

FCC has hands full of fairness in last days before balloting

FCC has held that three stations in California and Michigan were obliged to afford time to meet their fairness-doctrine obligations in cases growing out of heavy advertising campaigns on ballot issues.

Ruling, issued orally because of press of time, was among number that commission cranked out Thursday and Friday, as election campaign entered its final days.

Complaints from California were brought by California Coastal Alliance, against San Francisco stations, and by Sierra Club, against outlets in Los Angeles and San Diego. Complaints were result of heavy spot campaign against Proposition 20, ballot issue proposing state control of coastal property, that groups are backing.

Commission held that KTVU(TV) Oakland, KRON-TV San Francisco, and KABC-TV Los Angeles "would have an obligation to provide additional opportunity for the presentation of contrasting views."

But commission said KGO-TV San Francisco and KTTV(TV), KGTU(TV), KHJ-TV, and KNBC-TV, all Los Angeles, and KFMB-TV San Diego do not appear to have been unreasonable in providing contrasting views on Proposition 20.

(Commission wrote postscript to order on Friday, in telegram to California Coastal Alliance, asserting that wire alliance is said to have sent all stations in state appears to "misrepresent" commission's position in connection with complaint against KRON-TV and KTVU. Alliance's telegram, citing commission's oral ruling, said complaints would be filed against all stations unless they ran group's spots "one for one with opponents." Commission said its ruling related only to Bay Area stations and that it did not require even them to run "one for one" presentation of contrasting views.)

Ballot issue in Michigan involved liberalized abortion law, with complaints filed by both pro- and anti-abortion groups. Commission held that WOTV(TV) Grand Rapids should afford more time to pro-abortion side of dispute. It rejected complaint of anti-abortionists directed at WJBK-TV Detroit; their objection was based on ground that station, after carrying heavy budget of their advertising, afforded free time to their opponents to assure balanced treatment. In

case of third station involved, WXYZ-TV, commission split 3-3 and thus denied complaint of pro-abortionists aimed at WXYZ-TV Detroit.

Commission also rejected number of complaints involving alleged fraudulent political advertising. One, filed by Committee to Elect McGovern-Shriver, asked commission to direct ABC and NBC to give committee free time to rebut "false and misleading statements" contained in spots run in behalf of Nixon-Agnew campaign that networks carried. Commission said it could find no basis in statute or commission rule, policy or precedent for finding networks unreasonable in refusing committee's request for free time. Commission also said it should not attempt to judge truth or falsity of material broadcast on candidates of ballot issues.

Two other such complaints were filed as result of commercials run for or against initiative issues on California ballot—California Governor Ronald Reagan filed one complaint as copy of letter he had sent to Federal Trade Commission.

Commission said that to intervene in such matters would create impression it is "advocating one viewpoint or attempting to judge the truth or falsity of material being broadcast on either side of a currently controversial issue." Commission said such position would be inappropriate for government licensing agency.

In other matters, commission rejected complaint by Penny Manes, Democratic candidate for Congress in Ohio, that WCPO-TV Cincinnati had not met its fairness obligations with regard to coverage of her campaign, rejected fairness and equal-time complaints of Harvey Michelman, Conservative Party candidate for Congress in New York against WNBC-TV and WCBS-TV, both New York, and told National Libertarian Party that ABC did not act unreasonably in refusing its request for equal time after party was not included in ABC-TV *Issues and Answers* program on minority political parties.

Commission is not through yet. It will consider today (Monday) complaint filed in behalf of Dr. Benjamin Spock, presidential candidate of Peoples' Party, against ABC, NBC and CBS. Complaint alleges that networks have failed to provide adequate coverage of Dr. Spock's campaign, and asks that networks be required to give Dr. Spock "at least one-half hour of compensatory time" tonight.

New brass for EIA's CEG

New board chairman of Consumer Electronics Group of Electronic Industries Association is Donald E. Perry, vice president and general manager, home entertainment group, General Electric. Mr. Perry, who also becomes chairman of CEG's television division, succeeds William E. Boss, GTE Sylvania. Election took place at EIA convention in Los Angeles last week. Chosen to lead CEG's audio division was Roy Gavin, vice president and general manager, Mincom division, 3M Co. Consumer electronics group also voted into membership Sony Corp. of America and Matsushita Elec-

tronics Corp. of America. Both Japanese firms applied for membership on fact each has plants in United States (Sony in San Diego; Matsushita in Puerto Rico), making them eligible. Chosen chairman of parent EIA was George Konkol, senior vice president, home entertainment products, GTE Sylvania, first consumer electronics EIA chief in more than decade. Mr. Konkol succeeds J. Frank Leach, Arcata-National Corp.

Johnson hits the FCC on equal employment

FCC Commissioner Nicholas Johnson says commission's equal-employment opportunity policy is, at present, "a joke."

Commissioner offered his views Friday (Nov. 3) in statement issued in connection with commission's action two weeks ago on renewal applications of 30 Pennsylvania and Delaware stations that had been queried on their equal-employment opportunity programs (see page 38) (BROADCASTING, Oct. 30).

Commissioner, who concurred in part and dissented in part to commission's action (18 stations were renewed, action on remainder was deferred), said majority granted renewals not because it believes stations were not guilty of discrimination but "because it does not know what else to do." He said he thought that if commission did not put renewal applications in hearing, it would, "at the very most," grant short-term licenses until it could "arrive at some intelligent approach."

Commissioner Johnson expressed hope Commissioner Benjamin Hooks will be able to strengthen commission's EEO program, which is now under study. "Meanwhile," he said, "our current policy is, in general, a joke."

Viewing moves up again

Television Bureau of Advertising President Norman E. (Pete) Cash says TVB's figures on viewing contradict critics' charges in early season that "new programs are mostly duds and the public is deserting television in droves." Based on Nielsen's first October report, figures being issued by TVB today (Nov. 6) show new network nighttime programs reached an average of 13.6 million homes at time when average-minute home viewing during 8-11 p.m. period increased from 60.7% of TV homes last year to 61.9% this year (homes viewing TV during these hours went up 2.4 million to total of 40.1 million per minute). TVB said average daily viewing over first nine months of this year was up seven minutes over same period in 1971, reaching six hours two minutes.

Up nine months for NH&S

Needham, Harper & Steers, New York, reported increased billings and earnings for nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.27	\$ 1.22
Billings	131,806,000	101,377,000
Net income	1,154,000	1,067,000
Shares outstanding	910,946	877,467

Which of these cities has the biggest voter turnout?



Boston



New York



Philadelphia



Chicago



St. Louis



San Francisco



Los Angeles

If you're a politician, you know the answer is Chicago.

Among these cities, it had the best voter turnout, of those eligible to vote, in the last Presidential election.

Chicago's turnout: 68.3%.

Which compares with 61.8% for the U.S. as a whole.

So in 1968 only about six of every ten Americans who could vote for the next President did so.

Why so few?

The CBS Owned AM radio stations in these seven cities believe that a reason for lack of interest is lack of information.

So we try to stimulate the one by supplying the other.

Before the primaries, New Yorkers could write to WCBS Newsradio for the ten-year voting records of the then 11 Presidential candidates.

KNX Newsradio brought Los Angeles three full-hour broadcasts of editorial endorsements and rebuttals on 1972 California office-seekers.

WEEI Boston won a national award for its drive to register 18-, 19- and 20-year-olds.

With this kind of political information, we help get out the vote.

Because, to update an old American slogan, we don't believe in taxation—or anything else—without representation.

And there's only one way to get it.

The CBS Owned AM Stations

We feel responsible to over 60 million people.

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

Source: Presidential votes cast in 1968 as a percent of the estimated population of voting age for Standard Metropolitan Statistical Areas and the nation. Based on data from the Bureau of the Census, U.S. Department of Commerce; and Governmental Affairs Institute (Copyright by Congressional Quarterly, Inc., Washington, D.C.) as contained within "Statistical Abstract of the United States, 1971." U.S. Department of Commerce.

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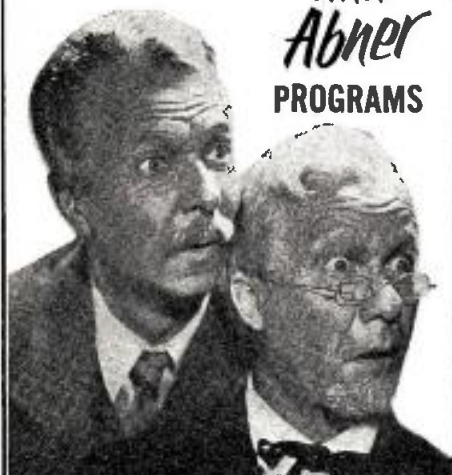


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When Atwater Kents were the rage

EDITOR: I read with interest your Oct. 16 "Radio at 50" and other articles on radio of the past in BROADCASTING over the years.

You continue to write of the big names that made radio "great." I look forward to seeing an article on broadcasters who made radio colorful—Dr. John R. Brinkley (his KFKB was voted America's favorite station in a *Radio Digest* poll), the Rev. Robert Shuler, Aimee Semple McPherson, W. K. Henderson and his *Hello World*, and a host of others who put zip into radio in the good old days—S. R. Morss, *Bradford, Mass.*

(The Oct. 16 special report was intended only as an overview of changes in radio since 1922. Those cited by Mr. Morss were indeed colorful, i.e., Evangelist McPherson, founder of KFGS Los Angeles, and Mr. Henderson, who started KWKH Shreveport, La. Others might also be described as controversial. Dr. Brinkley lost his license when the Federal Radio Commission took a dim view of his practicing medicine over the air and refused to renew KFKB Milford, Kan. Mr. Shuler lost his license because of allegedly defamatory and objectionable utterances against people, organizations and religions on his KGEW Los Angeles. The Brinkley and Shuler court decisions in 1931 are considered benchmark documents in American broadcasting.)

Pay for political

EDITOR: May I respectfully correct an item in this week's [Oct. 30] "Closed Circuit" regarding network compensation for political advertising. This is to assure you and your readership that NBC-TV does indeed compensate its affiliates for all political commercials at the regular contract rates without regard to how they are priced to the political organization. This includes political broadcasts of whatever length—one minute, five minutes, half hour or a full hour. It frequently

results in affiliates receiving a greater-than-normal yield out of a network commercial hour.

All this is in addition to the point correctly made in your item that NBC has made available to its affiliates during this campaign prime-time minutes for local political sale.—*Donald J. Mercer, vice president, station relations, NBC, New York.*

(BROADCASTING's information came from a usually impeccable source at NBC.)

This bird had flown

EDITOR: In the Oct. 23 issue is a story about a new firm, American Satellite Corp. Your headline writer used the acronym "Amsat" in connection with this venture. The acronym is already occupied by the Radio Amateur Satellite Corp., whose second bird, Amsat Oscar 6, was placed into orbit on Oct. 15, 1972, as a secondary mission to the ITOS-D. By the way, the ham satellite is doing nicely, receiving signals from amateurs all over the world on 145 mhz and retransmitting them on 29 mhz. It also has beacons aboard, on 435 and 29 mhz, as well as a device dubbed "codestore," which can accept a message from a command station and re-broadcast it repeatedly. All provided to NASA at no cost to the taxpayer.—*Perry F. Williams (WIUED), assistant secretary for membership services, American Radio Relay League, Newington, Conn.*

(The Amsat Oscar satellite series began in 1961. The first four were launched by the Department of Defense, the next two by the National Aeronautics and Space Administration, all in piggyback mode with larger, regularly scheduled satellites. Oscars are built by amateurs, with costs met by volunteers, donations from ARRL and other interested parties, including commercial firms.)

Datebook®

■ Indicates new or revised listing.

This week

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. 8—Open meeting, subcommittee D, the Post Award Regulatory Phase Subcommittee of FCC's Cable Television Federal-State/Local Advisory Committee. State Office building, 100 Cambridge St., Boston.

Nov. 9—Fall conference, *National Association of Broadcasters*. Featured speakers: Senator Ernest F. Holling (D-S.C.); Curt Gowdy, NBC, and FCC Commissioner Nicholas Johnson, Sheraton Plaza hotel, Boston.

Nov. 9—Open meeting, FCC's Panel 3 (receivers) of the Cable Television Technical Advisory Committee. Marriott Motor hotel, Chicago.

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

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

■ Nov. 11—Annual promotion managers meeting, *Katz-represented TV stations*, Statler-Hilton hotel, Boston.

Nov. 12-16—International seminar, *Broadcasters Promotion Association*. Featured speakers include FCC Commissioner Richard E. Wiley; Harold Neal Jr., ABC

Radio, and Chuck Biore, Chuck Biore Creative Services, Statler Hilton hotel, Boston.

Also in November

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

Nov. 13-17—*University of Wisconsin-Oshkosh Media Fair '72*. Featured speakers: Andy Ferguson, producer, *The Electric Company*; Dr. Lawrence Lichty, member, Governor's Commission on Cable TV; Haywood Hale Broun, CBS Sports, Arts and Communication center, WSU-O.

Nov. 14—Fall conference, *National Association of Broadcasters*. Featured speakers: Van Patrick, MBS, and FCC Chairman Dean Burch. Hilton Palacio del Rio hotel, San Antonio, Tex.

Nov. 14—*Broadcast Music Inc.* rhythm and blues awards dinner: Rivermont Memphis hotel, Memphis.

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

Nov. 14-16—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—*Los Angeles Advertising Club* luncheon featuring Pulse Inc.'s "Man of the Year" award presentation to Tom Lowey. Wilshire Hyatt House, Los Angeles.

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*. Featured speaker: FCC Commissioner Robert E. Lee. Chase Park Plaza hotel, St. Louis.

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

Nov. 18—Steering committee meeting for formation of *Michigan News Broadcasters Association*, Holiday Inn East, Lansing.

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

Nov. 21—Fall conference, *National Association of Broadcasters*. Featured speaker: FCC Commissioner Richard E. Wiley, Regency Hyatt House, Atlanta.

Nov. 24-26—First Science-Fiction and Fantasy Film Convention, sponsored by *Fantasy Film Fans International* (P.O. Box 74868, Los Angeles). Speakers include Gene Roddenberry, creator of *Star Trek*, and Stan Robertson, vice president, film programing, NBC West Coast, Ambassador Hotel, Los Angeles.

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. 2—Annual convention, *Radio Television News Directors Association*. Among principal speakers: Franklin Kreml, Automobile Manufacturers Association; Lyndon L. Pinding, prime minister, Bahama Islands; Phillip 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. 27-Dec. 2—Annual meeting, *National Broad-*

Major meeting dates in 1972-73

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

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

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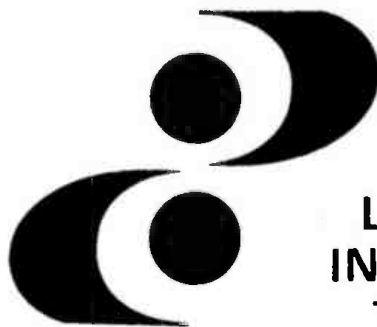
Nov. 28-Dec. 1—Annual convention, *Radio Television News Directors Association*, Nassau, Bahamas.

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

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

NAB's fall conferences

Nov. 9, Boston; **Nov. 14**, San Antonio, Tex.; **Nov. 16**, St. Louis; **Nov. 22**, Atlanta.



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HUGHES TOOL COMPANY



When you're the CBS affiliate in the nation's fastest-growing metro area, owned and programmed by one of the most progressive leaders in industry, you just naturally can expect steady audience growth. When you also poke a tower nearly twice as high in the sky as any station around and latch it up to the most powerful transmitter in town, you can bet you're on a winner!

That's why profit-minded advertisers are placing their money now on KLAS-TV, Las Vegas. Why wait for the rating books? Our new representative -- Avery-Knode -- has ARB coinidentals to show how the picture's changing in Las Vegas television. Ask A-K for a sneak preview.



KLAS-TV

CBS for Southern Nevada

Now sold nationally by **AVERY-KNODEL, INC.**



M&H

WHEN YOU SLIP, IT HURTS . . .

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's so easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, your station is in trouble. When you finally know it, the reaction is often panicky, and the changes that are made accelerate the decline.

If you study your audience in-depth every year, you know just what's going on, and we harass you to make sure you don't get careless, that the corrective action you take will be productive.

For other clients who are second, third, or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. It's unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

M&H

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Television & Advertising Consultants

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cast 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 Applewhite, CBS lawyer, Larry Scharf, Washington lawyer; R. Peter Straus, WMCA(AM) New York; and Philip Geyelin, Washington Post. 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—Special meeting, Association of Maximum Service Telecasters, board of directors. Cerromar Beach hotel, Puerto Rico.

Nov. 30-Dec. 2—Seventh annual Radio Program Conference. Featured speakers: FCC Commissioner Charlotte T. Reid, and R. Buckminster Fuller. 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. 25-27—Annual winter conference, Alabama Broadcasters Association. All American inn, Auburn.

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. 8-9—Semiannual convention, Arkansas Broadcasters Association, Ramada Inn, North Little Rock.

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

Feb. 10-23—National Academy of Television Arts and Sciences overseas tour to four African countries visiting television installations and cultural sites. Contact: Orbital International Ltd., 20 E. 46th St., New York, 10017.

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.

March 1973

March 9-11—Meeting, board of directors, American Women in Radio and Television. Hilton Palacio del Rio, San Antonio, Tex.

March 25-28—Annual convention, National Association of Broadcasters. Sheraton Park and Shoreham hotels, Washington. (1974 convention will be March 17-20, Civic Center, Houston; 1975's April 6-9, Convention Center, Las Vegas, and 1976's March 28-31, Superdome, New Orleans.)

May 1973

May 13-16—American Advertising Federation annual convention. Fairmont Roosevelt hotel, New Orleans.

May 16-20—22d annual national convention, American Women in Radio and Television. Americana Bal Harbour, Miami Beach.

June 1973

June 28-30—Meeting, Oklahoma Broadcasters Association. Western Hills State lodge. Tahlequah.

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



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

A broadcast advertising commentary from Paul M. Lund, vice president, AT&T, New York

There's more than one way, and more than one reason for utility to advertise

Is Ma Bell on an ego trip—or does advertising really pay off?

That's the upshot of questions that are sometimes asked by share owners, employees and customers. The answer is: Advertising does pay off—for the company and for the customer. Otherwise, the Bell System wouldn't bother to advertise when it so obviously is the only phone company in a great many locations. Nor would the Bell System ask regulatory agencies to OK higher rates on the one hand and spend precious dollars for advertising on the other.

But where is the payoff? The old cliché goes that you have to spend money to make money. The Bell System, of course, needs to make money, but the company also spends money to save money. And by stimulating revenues and saving expense through advertising, the customer gets, aside from top-quality service, lower telephone rates than he or she would have if the company didn't advertise. Of course like most businesses, the Bell System advertises to meet competition, very real competition in the business communications field, for investor's dollars and for good employees. And there is another reason for advertising, one that stems from a credo that stretches back toward the beginning of this century when AT&T became the first American company to conduct a corporate advertising program. That credo: The Bell System can operate more efficiently when people understand what the company is doing and why.

Advertising in the mass media reaches great numbers of people and it's economical. The Bell System will spend about \$80 million nationwide for advertising in 1972. That's about 6/10 of 1% of total revenue, a far smaller share than most other large companies' advertising expenditures. To illustrate the mathematical bargain: The television series, *The Bell System Family Theater*, costs an average of \$4.28 to reach 1,000 adults with six to eight minutes of commercial messages. A postcard to 1,000 people would cost \$60 in postage alone. And it would be impossible to put on a postcard the helpful content or the impact the messages are able to deliver through television.

Advertising helps increase revenues by promoting greater use of our services in competition for discretionary consumer dollars. For example, the Bell System spends nearly \$11 million annually in advertising to promote long-distance calling. Since 1954, when this advertising was begun on a national basis, long-distance calling has grown by an astounding 323%.



Paul M. Lund's background with AT&T includes a stint as advertising director of Illinois Bell, in 1947; he then went to J. Walter Thompson's Chicago office in 1963 as a vice president. He returned to Illinois Bell in 1963 and attained the post of vice president for suburban operations before joining AT&T corporate headquarters in New York in 1971. He now is vice president for public relations and employee information for AT&T and is also in charge of the company's advertising program.

Advertising helps reduce expenses, and thereby the cost to customers, by instructing people on how best to use the telephone. The system advertises to promote direct-dial long-distance calls and to help channel calls away from heavy peak calling periods. By changing their calling habits, customers save themselves money and we make more efficient use of the busy nationwide network.

Advertising helps the system compete, too. It is true that Bell companies are exclusively franchised to provide basic telephone service in their respective operating areas. But there is very direct competition—in services for the businessman, for example—from a growing number of communications companies. These companies are aggressively advertising and selling in an effort to attract new business customers from communications services and to lure present Bell customers away. And the Bell System must compete with all industry for investor dollars and for the employees essential to provide the quality service that the system prizes so highly.

The system goes about communicating with the public by selecting the best medium for the story to be told. Television, for example, provides an immediate mass audience. Individual 30-second TV slots in prime-time daytime programming

encourage the use of Yellow Pages for advertising while time bought in televised sports events and news programs sells the businessman equipment and services available to him through the Bell System. But the major endeavor is TV programming aimed at the mass audience. Our present series, *The Bell System Family Theater* (placed on NBC-TV, through AT&T's agency, N. W. Ayer, New York) was born in 1970. It's geared to the American family audience: a series of different programs tied together by a format dedicated only to quality, flexible enough to adapt to shifting public tastes to attract smaller audiences to an occasional specialized theme. The series has achieved excellent ratings, reaching 91 million homes last season, while winning six Emmys for artistic excellence.

There's another side of advertising, one aimed not at the mass audience but solely at business. This is becoming more and more relevant now that the Bell System finds itself in an era of head-to-head competition with other suppliers. Ads in business magazines as well as spot commercials on televised sports and news shows pinpoint the Bell System's capabilities to provide the business world not only with ordinary telephone service but also with unique communications equipment and services, and at-the-ready skilled maintenance. The aim is to show that far from abdicating any sector of the telecommunications business, the Bell System can do a far better job than anyone else.

But how do we know what kind of job we're doing? Syndicated research services provide measurements. We submit print ads and TV commercials for this kind of microscopic examination. We even have post-studies run on our *Bell System Family Theater* presentations to see if people are watching us and what they think of our offering. It's an ongoing monitoring system to keep us abreast of fluctuations in public tastes and attitudes. As for our advertising messages, they are measured on the basis of the public's awareness of them. Did they see our ad or commercial, what do they remember about it, did they understand it, did they like it, did they believe it?

Over-all, we're winning. According to the Opinion Research Corp., "The best known industries are those to which the public is constantly exposed through advertising, product use or everyday experiences. People are generally most favorable to the industries they know best."

AT&T is most favorably regarded, says ORC, among those segments of the population that know the company best—"This suggests that maintaining familiarity with AT&T at a high level will help in maintaining or improving the company's over-all public reputation."



Our cure for the blues works automatically.

Blue haze where blue haze shouldn't be is just one problem in color film reproduction.

There are others, too. And altogether, they're enough to depress any broadcaster. After all, you put a lot of money into film packages.

What happens is that stations get their film from a lot of different sources, and what they get varies in a lot of different ways. Some is old, some is new, some is made especially for television. And the bulk of it is 16 mm reduction print. Therefore maintaining uniform picture quality is often difficult and sometimes impossible.

But now, finally, there's a color film camera that corrects for these variations—automatically.

It's the new RCA TK-28 and it can actually improve the reproduction of the films you receive. You get more quality from your film investment, present more striking spots for your clients, and build a faithful audience for your feature films.

Exclusive new automatic color circuits in the TK-28 maintain

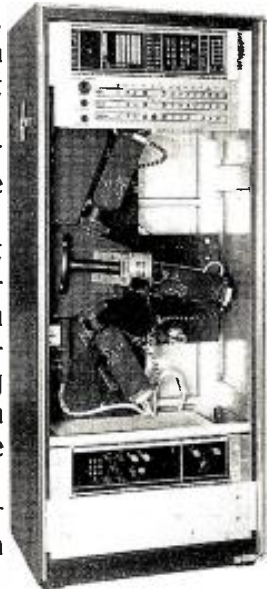
color balance and correct for printing errors and color temperature variations from projector to projector.

Pre-selectable Chromacomp gives a boost to low saturation color films, compensates for scene-to-scene variations and corrects dye transfer errors.

Black and white levels? The TK-28 maintains them automatically and compensates for variations in film density and contrast range.

And a three-tube design (vidicon or lead oxide) helps assure a performance approaching that previously associated only with live cameras such as the TK-44B.

So if erratic color film quality is getting you down, ask your RCA representative for the cheery and profitable facts about the TK-28. Or write for new brochure. RCA Broadcast Systems, Building 2-5, Camden, New Jersey 08102.



RCA

New TK-28 color film camera.



Proclamation

BY

MAYOR WILLIAM DONALD SCHAEFER

DESIGNATING OCTOBER 27 - NOVEMBER 2, 1972

AS

"WMAR-TV WEEK" IN BALTIMORE

WHEREAS, on October 27, 1947, WMAR-TV, Channel 2, began the first commercial television broadcasts in Baltimore; and

WHEREAS, during those years, WMAR-TV has provided Baltimoreans with a broad spectrum of entertainment programs which have caused laughter and tears and touched all emotions in between; and

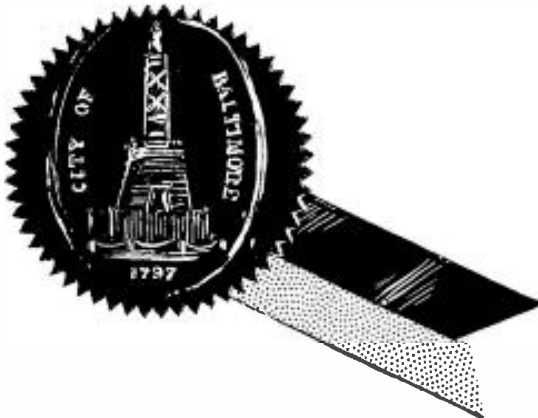
WHEREAS, this pioneer television station, has brought to our homes a first-hand look at life in our world and our Universe such as the Coronation of Kings, Inauguration of Presidents, somber funerals of the famous and infamous, the horror of war, and men walking on the moon; and

WHEREAS, through the facilities of WMAR-TV, we have learned at first-hand the critical problems of the disturbing times of our own community as well as the wonderful joys of living in Baltimore; and

WHEREAS, through its news and public affairs departments, WMAR-TV has consistently provided first-rate coverage of all major events, fast-breaking stories, and the stories behind the news that deeply affect our community; and

WHEREAS, because of the sustained, conscientious effort by WMAR-TV, the citizens of Baltimore have been served through the free air of this broadcast service during these Silver Years.

NOW, THEREFORE, I, WILLIAM DONALD SCHAEFER, MAYOR OF THE CITY OF BALTIMORE, do hereby proclaim October 27 - November 2, 1972, as "WMAR-TV WEEK" IN BALTIMORE, and I salute the Twenty-Fifth Anniversary of WMAR-TV in tribute to this pioneer broadcast station that has become a part of the lives of everyone of us.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the City of Baltimore to be affixed this twenty-fifth day of October, in the year of Our Lord, one thousand nine hundred and seventy-two.

William Donald Schaefer
MAYOR

Making life a bit easier: re-regulation gets under way

The FCC takes the plunge and begins what is to be a process of removing outdated and burdensome technical requirements of station operators

If it is true that for every broadcaster concerned about issues of cosmic importance to his industry—like its role in a future increasingly filled with cable—there are dozens concerned about the FCC's technical rules that they find burdensome and anachronistic—like requiring meter readings every 30 minutes—then there are a great many pleased broadcasters this week. For the FCC, in what might be termed step 1 of phase I of an ongoing program of re-regulation of broadcasting—a program the commission said is designed to bring its regulatory concepts up to date and make them more meaningful—last week deleted or modified seven technical rules.

The changes deal with meter reading, transmitter inspection, station identification requirements, mechanical reproduction, logging, program rebroadcasts and the filing of certain contracts. The changes become effective Dec. 15.

"These are the first tentative steps" in an effort to produce "better and more intelligent regulation of the broadcast industry," Chairman Dean Burch said, in a briefing for news media and industry representatives on the re-regulation project.

"This is neither a sop to the industry nor the dawning of a new day," he said. "It is regulation in the public interest."

The commission plans to adopt similar orders deleting or relaxing additional technical rules in the near future and, later, to issue notices of inquiry and rule-making aimed at making more fundamental changes in regulation. However, neither Chairman Burch nor Commissioner Richard E. Wiley, who is supervising a task force on the project, would make any commitment concerning "de-regulation."

It was a suggestion by Clay T. Whitehead, director of the Office of Telecommunications Policy, that the commission select a market where de-regulation of radio could be tested, that helped spark the current inquiry.

Chairman Burch said future events would determine whether the commission

limits itself to technical changes or undertakes "total de-regulation in some areas." And Commissioner Wiley said "re-regulation is a step toward de-regulation, if that seems appropriate."

But the commissioner also said the commission will consider whether to select "a big market where every station should perform in the public interest in the same way." There is a feeling within the agency that it might be desirable, in areas heavily served by radio, to leave radio stations freer than they are now to respond to demands of specialized audiences.

"Re-regulation," a term coined by Commissioner Wiley, does more accurately describe the commission's project, at this time, than de-regulation. For the commission's approach is cautious. Rules are simply being analyzed to determine whether they are still valid. The present emphasis is on radio, although some of the changes adopted last week apply to television also.

"The commission's primary concern," the order adopting the rules changes last week said, "is that its regulatory authority over the dynamic field of broadcasting is exercised in a timely and meaningful manner consistent with the public interest."

These are the changes that have been made:

- Meter readings of all broadcast transmitting systems may be made every three hours instead of every 30 minutes. (The commission also said that a further re-

laxation of the rule may be possible; it noted that many licensees contend that, in view of the reliability of present-day equipment, meter readings only two or three times a day are adequate.)

- AM, FM and noncommercial FM transmitting equipment is to be inspected once a week, at intervals of not less than five days, instead of once a day, five days a week.

- All broadcast stations may keep operating and maintenance logs in a single log, if they wish.

- Station identification of broadcast stations will be made hourly, as close to the hour as feasible, at a natural break in programming offerings, instead of within two minutes of the hour for television and within two minutes of the hour and half hour for AM and FM stations.

- Stations wishing to rebroadcast the programs of another station need obtain only the permission of the originating station, and not the authority of the commission as presently required in some cases. The commission need not be routinely notified of the rebroadcast consent, either, but copies of the written consent are to be kept at the rebroadcast station and made available to the commission upon request.

- The mechanical reproduction rule has been simplified to assure only that a broadcast does not mislead the public. Only that taped, filmed or recorded material in which time is of special significance or which seeks to create the impression an event is occurring live, must be identified at the beginning of the program as taped, filmed or recorded. The rule does not apply to commercials or public-service announcements, and stations will no longer be required to make daily announcements that some of its network programs were taped for later broadcast.

- Stations will not be required to file with the commission copies of contracts concerning time brokers, subsidiary communications authorization operations and time sales of more than four hours daily to one sponsor, as they do now. However, the copies are to be kept at the station and made available for inspection upon request.

The willingness of the commission to reexamine its regulatory base—to acknowledge that some of its rules are not holy writ—appeared particularly laudatory to Broadcast Bureau Chief Wallace Johnson, a member of the task force. "The time is ripe for change," he said. "The Broadcast Bureau has long wanted to make changes. Now we have a commission deeply concerned about the rules and the need for change." He noted that it has the manpower ready—three staffers



Commissioner Wiley, chief re-regulator

working full time, with part-time assistance from others in the bureau.

The commission began its inquiry into re-regulation in April, with the issuance of a public notice inviting broadcasters to make comments and suggestions. The commission received more than 400 replies, most from small-market radio stations. And Commissioner Wiley last week said the commission wants broadcasters to continue making their input. Indeed, he sees the dialogue developing between licensees and the government on the subject as a beneficial byproduct of the re-regulation process.

Most of the comments received from broadcasters dealt with the 30-minute meter-reading requirement. The transmitter-inspection requirement was another one of the matters most frequently mentioned. Others on the list, the commission said, were the political-spending rules, the fairness doctrine, counteradvertising proposals and FCC paperwork requirements.

The commission is in the midst of a wide-ranging inquiry into the fairness doctrine, which involves the issue of counteradvertising, but which is focused principally on television. Commissioner Wiley, who also heads a group that is staffing the inquiry, said that when it is concluded, the re-regulation task force will consider fairness in terms of radio.

One of the major long-range aims of the re-regulation project is to determine whether a system of regulation could be developed that would reflect not only differences in radio and TV but in the operations of stations in large and small markets.

Mr. Johnson said one hope in that connection is to organize the rules and regulations in such a manner that a licensee—whether AM, FM or TV, in small market or a big market, will be confident that he has “all the rules in he needs in one document.”

One matter under study by the task force is whether the AM-FM license-renewal form might be different from that for television. The commission is considering modifications in the television license-renewal processes. The task force may urge the commission to begin an AM-FM proceeding before completing the current one.

Other matters under active consideration by the task force, Mr. Johnson said, involve directional antennas, the use of automatic transmitters, AM-FM non-duplication and program logs, and elimination or modification of some forms.

One novel question under study is FCC-licensee relationships—how they might be improved. Mr. Johnson said this involves the question of how the commission might communicate better with those it regulates—“how we might get our message across.”

Mr. Johnson also disclosed that a long-pending proceeding involving a fundamental rule change is finally drawing to a close. It is a rulemaking aimed at tightening AM allocations rules, and has kept AM applications in a freeze since it was initiated—in July 1968. Mr. Johnson said the commission “hopes” to end the freeze “before the end of the year.”

Broadcast Advertising..

'72 a vintage year for local, spot TV

Few stations in survey report lag in fall business and there's hope momentum will carry over to 1973

Television stations are riding toward the end of 1972 on a tide of business that's a happy cry from the recession bog of 1971 and promises to push sales to record levels for many of them.

More than that, the outlook for 1973 appears good at this point.

That is the dominant message that emerged last week from results of a survey, one of a series conducted periodically by BROADCASTING, among the nation's TV stations. The message was echoed by leading TV-station representatives reached in a BROADCASTING canvass.

The stations in the survey were asked about sales levels for the week of Oct. 16-22 specifically. Among those responding:

■ More than eight out of ten (84%) reported national and regional spot sales were higher—by increments ranging from 2% to 40% or more and in one case to 100%, but averaging 22%—than in the comparable week of 1971. Ten percent said national and regional sales for the week were lower—7% lower, on the

average—than a year ago, and 6% reported no appreciable difference.

■ Nine out of ten (90%) said local sales were higher than in the same week a year ago. These increases ranged from 3% to around 50% and in one instance to 90%, but averaged 21%. Among the rest, 7% said sales were equalling but not exceeding year-ago levels, and 3% said they were down, by an average of 4%.

■ Virtually nobody reported total sales off from a year ago: 96% said they were up, by an average of 18%, and another 3% had them holding even with a year ago, leaving 1% of the respondents reporting declines that averaged 2%.

Overwhelmingly, the factor most often volunteered as a reason for this year's gains was improvement in the general economy and, with it, greater confidence among advertisers.

The presidential election year's political advertising was seen as working both ways. To some stations it was a bonus, pushing sales near or beyond record levels or, in a few cases, saving them from what one respondent said would otherwise have been “just an average year.”

To others it was a drag, for varying reasons; for some, politicals at mandated lowest rates were getting in the way of sales to conventional advertisers at regular rates and thus cutting into profits; others thought that the fall's spate of political advertising was causing some conventional advertisers to curtail campaigns until the politicals were out of the way and thus had reduced the budgets going into their markets.

Although the overwhelming response



Eastman buy-out. These are the principal employees and members of the board, Robert E. Eastman & Co., New York-based radio rep, who figured in completion of negotiations last week for the purchase of the company. Effective in January, the board will be in charge. Robert E. Eastman, 59, firm's founder in 1958 and its chairman, and members of his family are relinquishing their 70% ownership (remaining stock is owned by employees). Mr. Eastman continues as consultant and he retains ownership of KAFY-(AM) Bakersfield, Calif., and WTRX(AM) Flint, Mich.

At last week's board meeting at contract signing in New York, were seated (l to r): Robert J. Duffy, senior vice president-East Coast (New York); Charles Colombo, senior vice president-West Coast and manager of Los Angeles office; Frank Boyle, president and since 1967, chief executive officer, New York; Mr. Eastman; William K. Burton, executive vice president and manager of Detroit office; Jerry Schubert, senior vice president-Midwest and manager of Chicago office. Standing, l to r: Vincent J. Fazio, vice president and treasurer (New York); Ed Carrell, vice president and manager of Dallas office; Don Gordon, vice president and manager of Philadelphia office; Lee A. Lahey, senior vice president in New York; Carol G. Mayberry, vice president-research (New York) and newly elected to board, and Richard M. Walker, vice president and manager of Atlanta office.

After almost 500 years, the American forest is still three-fourths as large as it was when Columbus landed.

It's hard to believe, but it's a fact. After supplying so much of the material and the land to build America's houses and cities and highways, after meeting our constantly growing demands for paper products, our forest is still 761 million acres big.

How have we been able to *do* so much and still *have* so much?

In the first place, trees are a renewable resource. They grow back, again and again. In fact, about the only way to remove a forest permanently is to remove the land itself. By paving it, for example, or covering it with a lake.

We've also been able to *add* to America's present forestland by reclaiming land previously lost to other uses, including millions of acres of marginal farmland. And to supplement natural planting, we're planting trees ourselves: more than a million and a half acres of forest a year—and *more* than one tree for every tree we use.

We've developed new methods to grow more timber faster on the same land base, too. For example, the forest products industry owns less than 9% of all the American forests. Yet this land provides the raw material for *one-third* of our wood and paper products.

A renewable resource, responsibly managed. New forests. And better ways of growing more timber faster. Almost 500 years and a new nation later, they're all helping to keep America green. And growing.

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

Name _____

Address _____

City _____

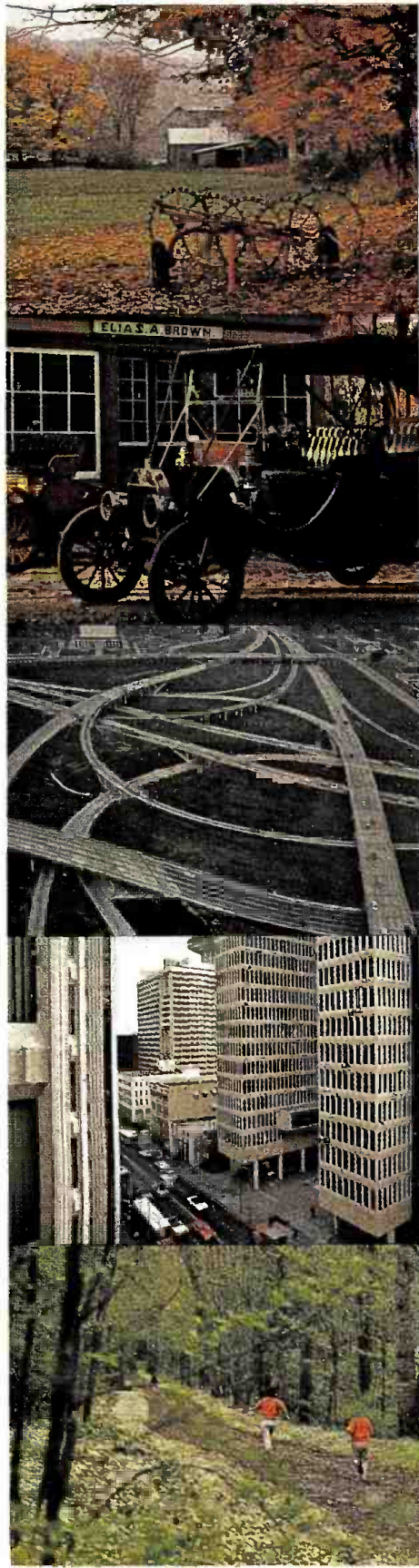
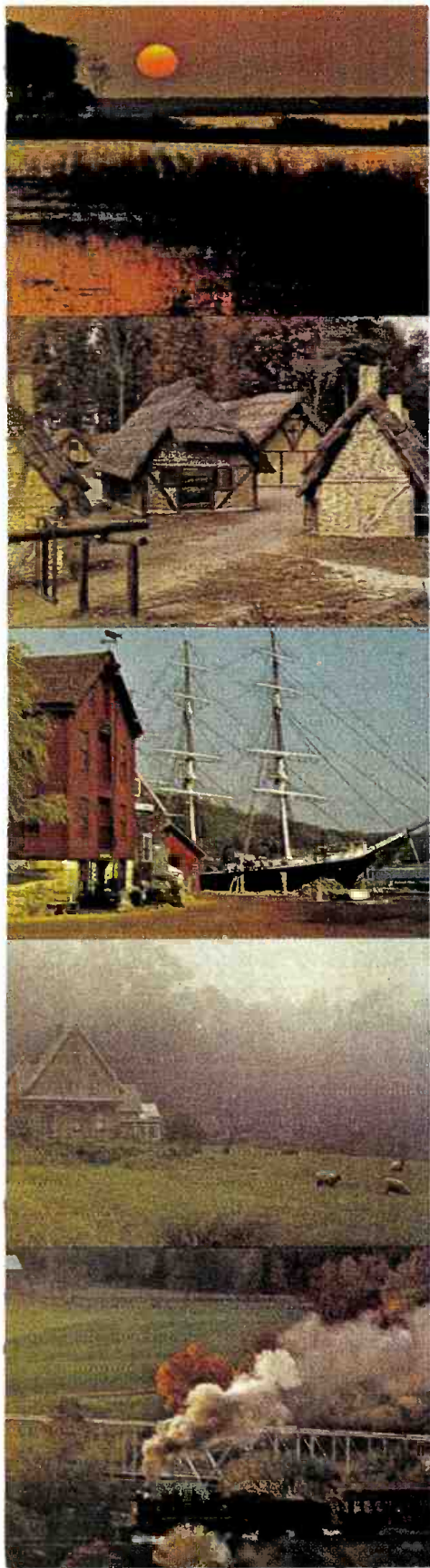
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American Forest Institute

14



was bullish, several respondents reported signs of a fourth-quarter slowdown. "There is a current lack of activity to the point of concern," said one broadcaster, although he noted that for the survey week his national and regional spot billings were up 14%, local business was up 5% and total business up 11%. Others expressed fourth-quarter reservations but seemed more complacent, as with one who said: "Good fall but not as good as predicted." Another was confident almost to the point of belligerence: If the slowdown he had noted stems from advertisers holding back until after the elections, he said, they'll find that "local business is strong in many markets, so national may not get the best avails or have to pay higher rates."

Choice availabilities were in fact already in short supply on many stations. In many dayparts—especially early-fringe, prime and late-fringe—a substantial number of respondents reported they were currently sold out or virtually so. Morning and afternoon periods were apt to have the most openings, but on many stations even these periods were substantially filled. On a total-day basis, the average respondent had sold 78% of his inventory, but in a large number of cases this figure reached 90%, in several it reached 95% and in a couple, 98%.

Where some stations were disappointed with the fourth quarter to date, many others were elated. "Fantastic," said one. Another, with more reserve, put it this way: "Business has been solid; it no longer appears to be a buyer's market." Others summarized their positions in comments such as: "Projections show strong gains in October-November-December, indicating record year." "Prospects very bright—more fixed positions being sold." "Much stronger [this year] even without political." "Over-all billing will exceed 1969, which was our station's biggest year to date." Or, more simply: "Looks good for us."

With few reservations, reps happy about '72

Broadcast-sales executives in reading the pulse of national television sales shared the concern of some stations that not all markets are getting business at comparable levels.

A BROADCASTING check of key station-representation companies indicated, moreover, that the fourth quarter has not in all instances lived up to earlier expectations (BROADCASTING, Aug. 21).

However, neither cautious report has dampened the reps' general enthusiasm. Without serious dissent, they all look to dramatic gains this year in over-all spot-TV business. With spot-TV business in 1971 at its low point since banner year 1969—and 1970 almost that soft—1972, irrespective of the performance of the fourth quarter, is a sales success in the reps' books. And, some said, there's hope for a substantial carry-over into early 1973.

Historically, the fourth quarter on a comparative basis is the tough one for spot-TV to beat from year to year, and

BAR reports: television-network sales as of Oct. 15

CBS \$487,632,000 (36.3%); NBC \$437,201,900 (32.5%); ABC \$418,506,100 (31.2%)*

Day parts	Total minutes week ended Oct. 15	Total dollars week ended Oct. 15	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	90	\$ 559,200	3,019	\$ 18,013,300	\$ 18,180,100
Monday-Friday 10 a.m.-6 p.m.	971	8,739,500	39,680	278,513,900	253,098,700
Saturday-Sunday Sign-on-6 p.m.	363	8,395,200	12,616	157,079,400	125,445,900
Monday-Saturday 6 p.m.-7:30 p.m.	95	2,268,600	3,851	69,361,300	58,009,800
Sunday 6 p.m.-7:30 p.m.	13	423,700	545	11,963,300	16,175,100
Monday-Sunday 7:30 p.m.-11 p.m.	420	23,765,800	16,167	730,326,900	701,378,200
Monday-Sunday 11 p.m.-Sign-off	153	2,384,800	6,175	78,081,900	55,163,800
Total	2,105	\$46,536,800	82,053	\$1,343,340,000	\$1,227,451,600

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

often it is the healthiest quarter with the highest volume.

Be that as it may, reps reported their most dramatic sales surge in the second quarter of this year, a momentum that continued through 1972 despite some flattening in the summer (third quarter) and some uncertainty in the fall (fourth quarter).

Here are several typical assessments of spot-TV volume from key reps:

■ Business at the firm will be up 10-12% for the year but 5-6% for the fourth quarter ("But remember, we had a good November and December last year"). Fourth-quarter movement hasn't been "what we expected; it's plodding along. Political didn't materialize. There may be a rush of business after the election."

■ "Though business is up this quarter, we notice that in some adjacent markets, particularly in the Midwest and in the West, a station we rep in one market shows substantial gains while in the other market another station we rep reports it's off substantially. We cannot figure out why."

■ "October was a good month; we are waiting before fully assessing November and December gains. The increase could be as high as 20%. Spot TV should be up 12-15% this year over 1971, 12-13% at our shop."

■ Despite a lag at the beginning of November and some drop in momentum, another firm reports: "The fourth quarter should show a 6% gain here with an 8% increase for the year."

■ The fourth-quarter for this rep has been a little slower than expected but business in the quarter will be up about 7% and the year will be 8-10% ahead of 1971, and "quite close to beating 1970."

■ From a major rep: an 8-10% gain in 1973 over 1972 provided the economy continues to improve, and 1972 vs. 1971 indicates a 15% increase ("We'll beat 1970"). The fourth quarter is "best of the quarters for the year, with a 10-15% rise over the comparable quarter of the year before."

■ A network-owned rep and thus only in five major markets: "We'll have our finest quarter, October through December, in all markets, especially in New York. We estimate a 24% increase, more than we've billed in any quarter in recent years." Business will be up 12-12.5% for the year.

■ Though fourth-quarter business appeared "less spectacular than anticipated" at this rep, gains of 8-10% were forecast for the quarter and 10% for the full year ("We had an outstanding third quarter here"), and "we'll definitely beat 1970, maybe by 5%."

Long Lines specials at 100-market mark

AT&T's Long Lines department reports that its advertiser syndication series of nine entertainment shows, *Top of the Month* (BROADCASTING, July 24), is currently in about 100 markets and should be in an additional 25 to 40 by the end of 1972. The entertainment-variety programs are aimed for nonnetwork prime time.

The company noted that it is inviting competing phone companies to help underwrite the series in certain markets. First to agree to this arrangement is General Telephone, on WPTA(TV) Fort Wayne, Ind.; KCTV(TV) San Angelo, Tex.; KRGV-TV Weslaco, Tex.; WSEE(TV) Erie, Pa., and WSAU-TV Wausau, Wis. United Telephone, another independent phone company, has expressed interest in pursuing similar sponsorship.

AT&T's venture differs from the traditional barter arrangement, in which the advertiser delivers the show free in return for half of the spots, permitting the stations to sell the remainder. Long Lines is providing the programming in return for two minutes of time, with the remaining two minutes bought by a Bell (or other) local phone company.

The series began last month, on various dates throughout the country, and will end by early summer. N. W. Ayer & Son, New York, is the agency for Long Lines.

You move them with it.

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

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



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.

film



Children's Television . . .

. . . a Special Report in BROADCASTING's November 20 issue*

Children's television has become a national issue. It is the subject of a major inquiry before the FCC. It is a matter of debate in the Congress. It is a major concern of advertisers and their agencies. And, of course, it is of paramount interest to the broadcasters responsible for providing it in the first place.

BROADCASTING will present a special report on children's television in its November 20 issue. It will investigate both the content of and the controversy concerning this important local programming effort. It will report—in words and pictures—outstanding children's programs across the country. It will report—in dollars and cents

—the financial resources broadcasters have committed to children's TV. It will analyze the economic considerations that bear on this programming area. It will attempt to put in perspective the arguments of broadcasters and critics in the present debate.

That's what we'll do on the editorial side. On

the advertising side, BROADCASTING's November 20 issue will offer the year's most important showcase for those stations that have a story to tell about their own children's programming, and for those programmers with a story to tell about the shows they offer for local television scheduling. The deadline for reservations is November 13.

You belong in Broadcasting Nov 20



Which will be seen by the more than 120,000 influentials who read *Broadcasting* regularly. For more details and advertising opportunities available, call your nearest *Broadcasting* representative. Closing date: November 13.

Washington, D.C.

Maury Long, John Andre
1735 DeSales St., N.W. 20036
202-638-1022

New York, N.Y.

Bob Hutton, Eleanor Manning,
Stan Soifer
7 West 51st Street, 10019
212-757-3260

Hollywood

Bill Merritt
1680 N. Vine Street, 90028
213-463-3148

Broadcasting

Nixon, McGovern rush to the tube in closing week

President, in candidate's role, makes first use of paid TV time; McGovern picks up TV tempo; Schmitz and Smoot are new team

The last week of the 1972 campaign has seen a flurry of half-hour paid political programs and introduced the national television viewer to some previously unseen faces.

The week began last Monday night (Oct. 30) with a 10:30-11 p.m. NYT telecast on CBS-TV by the Vote for Peace Congressional Committee. Stewart R. Mott, General Motors heir, put up the money (budgeted at \$100,000) on behalf of some 52 congressional candidates representing 36 states. (BROADCASTING, Oct. 30). Originally the program was to discuss the Vietnam war; but, with the Kissinger announcement of an imminent peace, the main topic of the show was changed. Instead, the program focused on a need to elect representatives who would restore to Congress the powers that were said to have been usurped by the executive branch of government.

On Tuesday night (Oct. 31), the American Independent Party bought a half-hour on NBC-TV at 10:30 p.m. NYT for its presidential candidate, Representative John Schmitz (slogan: "When you're out of Schmitz you're out of gear"). The format was an interview, with Dan Smoot, a commentator who has appeared on *Life Line* programs, asking questions.

Senator George McGovern presented *The Candidate's Journal* on Wednesday (Nov. 1) at 10:30-11 p.m. over NBC-TV. The program was a series of vignettes, with five people the senator had met during his campaign discussing various issues with the candidate.

On Thursday, Nov. 2, President Nixon made his first 1972 TV campaign appearance at 7:30-8 p.m. NYT live over NBC-TV. The program was also fed to CBS's five owned stations and to some ABC and CBS affiliates and independents bought on a spot basis.

Senator McGovern was to return on



Third party. Commentator Dan Smoot (l) interviewed Representative John Schmitz (Calif.), the American Independent Party presidential candidate, on a half-hour paid political on NBC-TV on Oct. 31.



Bipartisans. These three "peace candidates" carried the ball for over 50 others in last Monday night's half-hour on CBS-TV. They were bankrolled by Stewart Mott, the GM heir and McGovern supporter. L to r: Representatives Michael Harrington (D-Mass.) and Pete McCloskey (R-Calif.), and Texas Democratic congressional candidate Barbara Jordan.

Friday (Nov. 3), at 10:30-11 p.m. NYT, over CBS-TV. The campaign organization had originally prepared a filmed program of a simulated debate, using clips of its candidate and President Nixon. At the last minute, however, that show was pulled. A rerun of the McGovern biography originally shown Oct. 1 on CBS was being considered as a substitute at BROADCASTING's deadline.

Television viewers were slated to get a rest from paid political half hours over the weekend. Instead, they were to be exposed to several five-minute spots in prime time on behalf of both major presidential candidates.

Election eve, as originally scheduled, was to have been stuffed with paid half hours: ABC had set aside two half hours from 8 to 9 p.m. and CBS had done likewise from 10 to 11. With one week to go, both parties canceled those buys. The American Independent Party (John Schmitz) picked up 8 to 8:25 p.m. on ABC. The McGovern forces went over to NBC and bought 8 to 8:55 p.m.; and, at deadline, the November Group, representing Nixon forces, was negotiating with NBC for the last five minutes of the McGovern hour. It had already bought five minutes during ABC's NFL Monday-night football.

In the last two weeks of the campaign, the McGovern-Shriver team also made the rounds of the news-interview programs, appearing (on separate programs)



To the wire. In the last week before the elections, Senator George McGovern made his third appearance on NBC-TV's *Today* show. He was interviewed by Barbara Walters.

on ABC's *Issues and Answers*, NBC's *Meet the Press* and *Today*, and CBS's *Face the Nation* and *The Morning News with John Hart*. It was their second or third appearance on several of the programs. By contrast, Vice President Spiro Agnew appeared once on *Meet the Press* and *Issues and Answers*. President Nixon had rejected all invitations to appear on these programs.

It was also discovered in the last week of the campaign that CBS's policy against carrying political programs at the same time they are carried over other networks had been breached four times in the past four weeks: on Oct. 3, 13 and 28 by the November Group and on Oct. 17 by the McGovern-Shriver organization—all for five-minute programs. The CBS contract places responsibility with the buyer not to purchase other network time simultaneously. Bob Jamieson, CBS's executive in charge of political advertising, said: "We didn't know it. It was done without our knowledge, and I can guarantee that had we known about it we would have canceled."

John Schneider, president of the CBS Broadcast Group, said that CBS believes the parties purchased time opposite CBS inadvertently. He said that both parties bought CBS's political availabilities back in August and time on the other two networks as the campaign unfolded. He felt it was quite possible for both sides to forget CBS buys made two months earlier.

Both parties also had five-minute spots simultaneously scheduled on CBS and another network for Nov. 2 (the November Group, also on NBC) and Nov. 4 (McGovern-Shriver organization also on ABC) at 10:55 p.m. Since these had been discovered at the last minute, Mr. Schneider decided to let the CBS spots go on the air.

Advertisers urged to help television reduce commercials

Agency speakers at ANA workshop say advertising load now on the air threatens efficiency of medium

What was billed by the Association of National Advertisers as a one-day workshop on "The Changing Face of Media" turned out last week to be further documentation of television's impact on advertiser and agency.

The workshop, held Nov. 1 in New York, may not have been intended as a second chapter on TV costs, but when placed in relationship to a similar one-day seminar held a few weeks earlier on television commercials (BROADCASTING, Oct. 16), it could be considered so.

Few TV subjects were left unaired, from the FCC's prime-time access rule to refinements in spot buying and to complaints of overcommercialization and pressures—mainly stemming from the visual-sound medium and allegedly or realistically imposed on advertiser and agency alike.

In a wide-ranging talk, John Bowen,

president of Benton & Bowles, suggested that "a key ingredient in the clutter issue is really an overreaction to success. Television continues to be successful in reaching consumers; thus it is successful in attracting advertisers."

Mr. Bowen said that it appeared to him that TV's "overreaction to success tends to force it into a position where it attains the very limits of good practice in an effort to find a place for every possible commercial." He added that a similar problem of a "generally cluttered look" affects certain magazines because of their success in attracting advertisers, and in radio, where success "is transformed into an unending series of interruptive appeals."

He offered this advice: "I would urge the media not to let success go to their heads and to understand that, on this issue, how you deal with today's success, you can predict the state of your business health tomorrow."

Mr. Bowen disclosed that Benton & Bowles is "working on a project which would separate those television stations whose handling of competitive commercials is intelligent from those who aren't; and we would seek to reward the former at the expense of the latter."

He said B&B and other agencies "are looking carefully at the commercial scheduling practices of televisions; and we intend to separate the good from the bad in this area as well."

Mr. Bowen's speech also contained a recommendation that the TV networks set aside at least one hour in common on Saturday mornings for a best effort at producing programs "socially, culturally and educationally significant and entertaining." He said this would help prevent a situation of quality children's programming competing with light entertainment shows.

Mr. Bowen said agencies and clients are showing "an increasing concern about the media environment and the more qualitative aspects of media decision making." He said efficiency and headcounting alone are not the only factors that make a medium an effective instrument in communication nor do they alone insure the best possible environment for our advertising."

Another agency executive, John (Jock) Elliott, Ogilvy & Mather chairman, agreed with Mr. Bowen, observing: "We are fouling our own nest" in increasing commercial time.

He emphasized the ability of advertising agencies to effect quick adjustments in the face of changes in the social climate. An example, he said, was the move to barter syndication in TV following the FCC's initiation of the prime-time access rule.

Mr. Elliott also discussed current trends and changes affecting agencies, such as media-buying services, in-house operations, slow pay and sole liability.

Of media buying services, he said O&M had met the challenge. "Five of our clients tested Ogilvy & Mather against several buying services on the basis of cost efficiency. In each case, we performed as well as or better than the serv-



Bonanza 'Tonight' buy. Celanese Fibers Marketing Co., New York, is placing some \$3.5 million behind what both Celanese and NBC-TV said last week "is the single largest buy of commercial time made on 'The Tonight Show Starring Johnny Carson.' Starting Jan. 2, 1973, there will be a Celanese commercial nearly every night of the show—some 200 of them over the year. To man the commercials, Celanese formed a repertory company, The Celanese Players. The actors were taped while "performing" in an improvisational style. The actors are from The Committee, a West Coast improvisational group, working under Carl Gottlieb, a former TV writer (Smothers Brothers). Grey Advertising, New York, normally the agency for Celanese, did not handle the commercials nor the buy made for the company's corporate name and two of its brand names, Fortrel and Arnel. Independent Media Services, New York, was responsible for the purchase on NBC.

ice we were tested against and retained our client's business." He said he suspected that the competition of media services "forced higher standards on the full-service agencies" and that today's buying-service operations "now sell their media services for a fee and, since the demise of U.S. Media—International, are forced to demonstrate fiscal responsibility."

Of in-house services, he said that if the advertiser's objective is to protect marketing data and "if you are really hung up on security, you'd better be prepared to perform all the advertising functions yourself—for maximum security. And that puts you in our business. Good luck to you."

Both stations and agencies are the culprits in slow pay, Mr. Elliot said, noting that the complexities of spot-TV buys ("demand for greater flexibility, shorter lead time for buying, continuing changes in schedules, and late arrival of film at the stations") have led to "confusion, mistakes and finally to slow pay."

In noting advances in attacking the slow-pay problem through standardization of broadcast billing months and weeks and of availability forms and invoices as well as electronic monitoring linked to computerized housekeeping systems, Mr. Bowen said that at Ogilvy payments on invoices are not held up because of discrepancies. He said the agency pays the correct portion of the invoice and uses "a hot line to the buyer" to re-

solve the discrepancy. He said the agency has been able to pay almost 80% of its billings within 30 days and virtually 100% within 60 days.

Returning to the clutter problem in TV, Mr. Elliott supplied these figures to support his assertion that "we are fouling our own nests": He said that in 1970 there were 31% more TV commercial minutes than in 1960, 79% more commercials than in 1960 and 133% more network commercials per month than in 1960.

Said Mr. Elliott: "Someone must take the lead before the government does. This is not a cop-out, but you advertisers control the purse strings of both media and agencies. The leadership must come from you."

Archa Knowlton, director of media services, General Foods, noted that past surveys of advertisers and agencies found them "gloomy about the future efficiency and effectiveness of media, and that they are reacting to the circumstances as they see them."

Mr. Knowlton urged advertisers and agencies to move in a different direction, reiterating his view that a pooling of effort behind an organization such as the Advertising Research Foundation "could lead the drive to develop more definitive data on the qualitative approaches to using media."

Similarly Dr. Seymour Banks, vice president, Leo Burnett Co., prodded advertisers to help subsidize media research projects. He warned that if, on the other hand, this type of research is heavily sponsored by the media, it will be shaped by their desires.

Joel Chaseman, senior vice president, Group W, criticized television for not serving as an instrument to aid society. He urged that the broadcaster, the advertiser and the public join hands in an effort to help television attain its potential as a medium of communications and as a unifying force of the American people.

The growth of retail advertising on radio and television was traced by Zal Venet, president of Venet Advertising Inc., New York. He used the agency's chief retail client, The Pathmark supermarket chain, to illustrate his thesis that the use of media in this area has changed from newspaper advertising exclusively to heavy radio advertising and to still heavier television advertising.

He explained that Venet still uses newspapers but more sparingly and selectively. For Pathmark, Venet utilizes TV when it has a special message and accentuates the message by spotting it on programs with broad mass appeal.

Speaking for Gillette Co., Thomas Ryan, vice president, advertising services, said the company's path in TV spending had been altered because of increased costs and continued growth in markets the advertiser must reach.

He said Gillette, a \$120-million-a-year advertiser and "heavily oriented to TV," has had to contend with reduced new program material, increased commercial time "to about the limit" and "some loss of identity" along with the "tough cost

More clutter via prime access? Advertisers concerned with clutter had better take a look at what's believed to be a sure increase in commercial time in prime-time access periods, and, from the advertisers' point of view, reason enough for the FCC to rescind its access rule.

The warning was voiced last week at the Association of National Advertisers' media workshop in New York by Thomas Ryan, vice president, advertising services, Gillette Co., a heavy user of TV. Mr. Ryan offered Broadcast Advertisers Reports (BAR) figures showing that in one week of the 1971-72 television season for a selected group of network-affiliated stations, an average of 22 commercials an hour were run between 5 and 7:30 p.m., totaling 12 minutes, or four minutes less than the time he said was allowed in fringe periods by the National Association of Broadcasters' TV code.

He said he was convinced that the demand for commercial time "will undoubtedly spill over to fringe and cause an increase in commercials there to the limit of 16. If for no other reason, this is a compelling reason to rescind the prime-time access rule."

problems." As a result, he said, Gillette has embarked on a program of becoming involved with its agencies in the buying and planning of media and assuming a "share in the responsibility."

He said that among the changes in Gillette's use of TV, spot buyers adjust comparative costs in early and late fringe time according to data on product consumption and "audience attentiveness" and that Gillette buying for its brands has been converted from the basis of "household rating points" to "a more precise rating points for men 18-49 or women 18-49."

He also said that Gillette has found that for its purposes "bigger positions in fewer shows give us greater flexibility with two or three minutes in a show billboard and better product protection." He said that Gillette is now "committing more money earlier than we used to" in network, noting that its "scatter buys this past year for the first time in memory have been less efficient than our base or up-front buys and the quality wasn't as good."

Mr. Ryan said that from Gillette's experience in television, "marketing management must understand implications—if they want quality and the best cost efficiency possible, they have to give up some flexibility and be willing to commit more funds [in network] than they used to. This also applies to spot TV—the percentage of dollars laid down for long-term commitments can be very advantageous."

In a luncheon address, Herb Jacobs, chairman of Telecom Associates, repeated a prognosis he offered last September in Texas of a multichanneled interconnected service by satellite as suggested in

a study Telecom prepared for Hughes Aircraft Co., a domestic-satellite applicant (BROADCASTING, Sept. 25).

Mr. Jacobs said that in view of the giant reach and flexibility of such a service it behooved stations to move now to "strengthen their position against the exacting competitiveness of technological advance [and] exhibit some zest in the doing," and by directly relating "content to the needs of a new society they'll need everyone's help, especially the advertisers." He said that among other things, the prime-time access rule afforded the broadcaster "ample time to phase this operation into a position that will enable him to withstand" new economic pressures, and suggested advertisers assume a "shared responsibility."

In a forecast for TV, Peter Enderlin, industry specialist, Merrill, Lynch, Pierce, Fenner & Smith, New York, said that 1972 TV-network revenues would climb by about 8%; national TV spot, about 10%, and local, more than 20%. He attributed the upswing to a recovery from the loss of cigarette advertising; the switch by networks to the 30-second commercial at the time of price-cutting in the first quarter of 1971; the strengthening of the economy, and to the political advertising this year.

Commercial makers unite

Association of Independent Commercial Producers Inc. has been formed by 29 independent TV-commercial production firms to provide a forum for industry

matters and to establish a joint collective bargaining unit for themselves.

Headquarters for AICP will be in New York, locale of all member firms. Officers are Jay Eisenstat, Richards & Myers Films Inc., president; Jordan Kalfus, Sunlight Pictures Corp., treasurer; Ray Lofaro, Associates & Lofaro, secretary.

The three officers are on the board of directors, which also includes Dick Miller, Dick Miller Associates; Barney Melsky, Alton/Melsky Productions, and Dick Hall, Horn/Griner.

Polaroid procures a peer for its pitch

As part of \$20-million campaign Olivier does camera commercials

Polaroid officials said last week the company is prepared to put more than \$20-million behind a national advertising campaign in 1973 to introduce its new SX-70 instant "one-step" color camera. Of this amount, according to Polaroid's calculations, \$12 million will be allocated to TV, \$6 million to magazines and \$2-million to newspapers.

Polaroid will be using this ratio in spending at the rate of an \$8-million national campaign in its four-week introduction starting Nov. 10 in Florida. That campaign will use network cut-ins and spot television, a 12-page insert in *Life* magazine, spot radio and newspaper ads in 10 cities.

The Florida campaign also provides one-minute commercials that feature

The Colonel's quote...

"Clearly, the FTC is very much pro advertising. The Commission's role is to ensure that advertising efforts are channelled in directions that will avoid deception and consumer exploitation and will, therefore, serve effectively in an economy which offers consumers a wide range of daily choice. It is my conviction that advertising can be effective without being abusive, and that it is useful, indeed essential, to consumers as well as to advertisers."

Miles W. Kirkpatrick, Chairman
Federal Trade Commission,
before the 1972 annual meeting
of the American Association
of Advertising Agencies.

PGW

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Laurence Olivier

Lord Laurence Olivier in what Polaroid and Doyle Dane Bernbach, its agency, claim is the actor's first role as a commercial spokesman in this country.

Shown in a New York preview last week were commercials using Lord Olivier's voice only, and others showing the actor demonstrating the camera on the stage of the Theater National Populaire in Paris and showing him seated at a dressing table backstage. In the commercial on stage, Lord Olivier enters from the wings, walks to the footlights, stops in a single spotlight, removes the camera from his pocket and delivers the commercial. Displaying the camera, the actor says: "It is ready to propel picture after picture into your hands."

According to Polaroid's Peter Wensberg, senior vice president, the national introduction will come in stages, with the "next bite" in the end of January or early February, though he said the size of the bite has not been determined.

Logging slip makes trouble for WAND-TV

FCC says entire program selling real estate was a commercial

Repeated broadcast by WAND-TV Decatur, Ill., of what the station conceded was a program-length commercial will make the station's license-renewal application a matter of more than routine interest, the FCC indicated last week.

The commission told the station that it had violated commission policy on such programs and commission logging requirements, and appears to have ignored public-interest standards of program performance, in connection with the airing of a filmed program on a Baca Grande Corp. and its real-estate development in Colorado.

The station said the program was "interspersed" with "locally produced segments discussing the properties and their availability, and inviting interested persons to obtain more information about the possibilities of purchase." The commission said the station broadcast the program 18 times between Oct. 24, 1971, and June 25, 1972, for a total of more than eight hours of broadcast time, add-

ing that the number of commercial minutes in each hour the film was broadcast exceeded the station's proposed hourly maximums for commercial time.

WAND-TV said that, after receiving a copy of the complaint that sparked the commission inquiry, it reviewed the program and decided to stop carrying it. The station acknowledged it had made logging errors in the case of each broadcast and said the logs have been corrected "to show that the entire length of program was in each case commercial time."

The commission, however, said the station's performance "may represent a pattern of subordinating programming in the interest of the public to programming in the interest of salability, and raised questions as to whether the station was performing in the public interest."

It said the matter will be considered with the station's next application for license renewal. WAND-TV's license expires Dec. 1, 1973.

Business Briefs

Pesticides complaint ■ Federal Trade Commission announced last week it proposed to issue false and misleading advertising complaints against three makers of pesticides: Hercules Inc. (Toxaphene and Delnav), Union Carbide Corp. (Sevin and Sevimol) and FMC Corp. (Furadan, Thiodan, Ethion and Sinox). FTC claimed advertising, including TV commercials, misrepresents products as safe, nontoxic and hazard free, fails to disclose they are health hazards. FTC said it wants firms to run in all their pesticides advertising warning that product can be injurious and emphasizing reading label carefully and using only as directed.

Daytime bargain. Daytime television is depicted in a special report issued by the Television Bureau of Advertising as a better buy for advertisers today than ever before. TVB reported that daytime television audiences are at a record high; that advertiser investments in daytime network TV reached a peak of \$277.7 million for the first nine months of 1972, and that recent studies show that both network and spot TV have increased in efficiency relative to their cost.

That's Vitt for NOW. National Organization for Women, New York, has recruited Vitt Media International there to handle media solicitation for a national public-service campaign on women's rights. Jan Crawford, senior associate of VMI, will be in charge of account. Campaign includes radio and TV spots as well as print ads.

SIN in Chicago. Spanish International Network, New York, sales rep for Spanish-language TV stations, opened sales office in Chicago. Mrs. Tencha Silva, assistant to general manager, KWEX-TV San Antonio, Tex., named manager of SIN's new office. Suite 2215, 230 North Michigan Avenue 60601, phone (312) 782-1129.

Rep appointments. KQTV(FM) Portland, Ore., and KSLQ(FM) St. Louis: ABC-FM Spot Sales, New York.

NAEB gets first taste of CPB's new boss

Loomis doesn't shake up delegates, but he scores by unhesitatingly spelling out his goals and how he plans to achieve them

The public broadcasting industry was in disarray, it was plain to see throughout the three-day (Oct. 30-Nov. 1) National Association of Educational Broadcasters convention in Las Vegas. Then at the final general membership meeting, Henry W. Loomis, 30 days on the job as president of the Corporation for Public Broadcasting, made his nervously awaited first speech and at once a self-possession was put in control of the disorder, a direction was indicated. Not that this leadership was warmly welcomed or received, yet the educational broadcasters who crowded into the Las Vegas Convention Center to attend Mr. Loomis's appearance seemed somehow relieved—reluctant, suspicious maybe even belligerent, still relieved—that at last they were getting the official word on what was to be. What Mr. Loomis told them was neither startling nor surprising (nor threatening).

Re-examine your goals, he advised, define them, put them on paper, keep the definitions to no more than two pages—better still one page. Tying in with the defining of individual station goals, concentrate on the most unique programming services—those that are most useful, Mr. Loomis suggested.

"We must give educational broadcasting higher priority," he said. To this end he's asking the CPB board of directors to establish a new position for a director of educational broadcasting who would be on a par with the director for regular broadcasting.

There was a whole catalogue of Loomis evaluations, suggestions, opinions for educational broadcasters to consider. Again, none would register on any industry seismograph for impact, but collectively they indicated a firm grip on the reins. "I hope I'll be able to help in bringing cohesion and clarity to the relationships within this industry," Mr. Loomis stated as one of his personal objectives.

Some examples of his attempts at cohesion and clarity in his speech: Stations and CPB all want predictable funding, ever increasing funding and diverse funding. In order to get predictable, dependable annual appropriations a better understanding and agreement among all stations has to be achieved. Increased funds require proof of unfulfilled and genuinely important needs and of effective and harmonious administration. Diverse funds could come from the Office

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WILLIAM B. McGRATH
SENIOR VICE PRESIDENT
DIVISION OF BROADCAST SERVICES

Mr. Sol Taishoff
BROADCASTING
1735 De Sales Street, N.W.
Washington, D.C. 20036

Dear Sol:

I am no longer at WHDH — and there marks the end of an era.

The parting was not sweet sorrow — more a finis to a series of unbelievable and catastrophic events ending with the loss of Channel 5 and the consequent sale of the newspaper. It was a torturous experience to watch a fine organization of many great people disintegrate in so unnatural a manner. One wave of the Commission's wand and the pattern of life changed for over 1500 people. Some were scarred but others truly hurt. After many years of honest service to the community, they found themselves suddenly abandoned.

The radio station survives and it will continue to do well. George Akerson is a good man and he knows the business. We worked together during the many years I was there — and there or not, I shall always help WHDH if it is needed. You never completely abandon your own.

I have discovered a new challenge and a new career. The enclosed routine press release states the bare facts, but to you who have been a friend over so many years, I must add my personal feelings about the venture.

I dislike the term "consultant." It so often means someone who can't hold a regular job, and I have had my experience with some of these. Because they have been hired to perform some kind of magic, it seems almost mandatory to propose change — any change — to justify a fee. The subtleties of local operation generally prove too elusive.

I have joined forces with an established organization of 38 carefully chosen people. Individually and collectively they are learned in broadcasting, graphics, merchandising, marketing, promotion, programming, demographics, public service, sales, and in many other areas. We intend to provide a Total Service Management Package to a broadcaster at a price that makes sense.

Sol, I certainly can't give you the schmooze, so I am not suggesting that a panacea has been created for the industry. I am hopeful the concept of a nuclear staff of trained and experienced people can perform a productive, valuable and long-lasting result for a client in need.

So here we go, and with the help of such friends as you, we will try to do good things in and for broadcasting.

Cordially,



William B. McGrath

WBMCG:m
Enclosure



Cheers. Incoming and outgoing presidents of Corporation for Public Broadcasting, Henry Loomis (l) and John W. Macy Jr., are shown with Mrs. William Schuman of New York, chairman of National Friends of Public Broadcasting, organization of volunteers who seek to build support for public stations at the local level, at a cocktail reception given by NFPB last Monday (Oct. 30) during the National Association of Educational Broadcasters convention at Las Vegas.

of Education, The Endowment of the Arts, The National Science Foundation, increased underwriting, joint productions with industry ("where industry may retain certain rights and we'd be able to get cheaper production").

There seemed nothing hesitant or equivocal about Mr. Loomis's posture or decisions. He announced cancellation of CPB's annual spring meeting with stations though knowing that members of the educational television stations division of NAEB had already voted unanimously at their business meeting to advise CPB that a continuation of a spring meeting is essential. The \$60,000 in the CPB budget allocated for the spring meeting, he pointed out to the convention, can be better spent on a series of two or three round-robin meetings in different cities.

Mr. Loomis discussed at length Public Broadcasting Service President Hartford N. Gunn Jr.'s plan to radically diminish the role of CPB and set up instead a sort of cooperative system among stations for the selection and distribution of national programs. "My gut feeling is that we're not ready for this yet," he made plain, "not without a good deal more study."

At the beginning of his talk, Mr. Loomis explained that he would speak extemporaneously and from the dubious perspective of merely a month on the job ("30 days is a bad perspective to speak from; three days is much better"). Yet it seemed apparent that Mr. Loomis had given careful thought to what he said and the way he said it.

"What we're seeing is phase two of Tom Whitehead's attack on us at last year's convention," was the instant analysis of one West Coast educational broadcaster. Indeed, a cynic could make a case for a careful orchestration of at least some of the events leading up to the Loomis unveiling. There was, for instance, the apparent unscheduled earlier appearance of Dr. Sidney P. Marland

Jr., assistant secretary for the Office of Education in the Department of Health, Education and Welfare, and his brief but insistent message that there's a great need for public television in classrooms. And the message Thomas B. Curtis, CPB's chairman of the board, brought to the convention also seemed to dovetail nicely into what Henry Loomis was to say. "We must have an ironclad, hard-nosed case that is supported by all elements of the industry," Mr. Curtis identified as the essential for public broadcasting to prove its need for long-range funds. Mr. Curtis, too, in his address, made a point of noting how "fortunate" and "lucky" the industry was "to find a man with the qualifications of Henry Loomis."

Yet the lobbying, the drive to establish position was not one-sided.

Former CPB President John W. Macy, awarded a distinguished service award at the opening session of the convention, did not go quietly into the afternoon. To ringing applause he declared resolve to



Thomas Curtis

continue his interest in public broadcasting and to speak out as a private citizen in the future about it. Meanwhile, he cautioned public broadcasting stations against being so desperate for funding assistance that they create "a kind of electronic pork barrel where political pressure produces ever larger amounts with strings attached."

PBS President Gunn also showed no sign of surrender to the new administration in public broadcasting. Offering a detailed defense of public-affairs programming, in a speech to PBS members at a business meeting, Mr. Gunn quoted from NBC President Julian Goodman's recent speech on the West Coast on how "it makes no sense . . . for part of the press to be free and part to be only semi-free?" Adding to Mr. Goodman's remarks, the PBS official asked: "Does it make any sense for part of American television to be free and part to be only semi-free?" Looking directly out at his membership, Mr. Gunn said: "Whatever your answer, I don't think that you or I need begin by apologizing for what we have tried to do and the way in which we have tried to do it."

In an impassioned speech to a business meeting of educational television stations, John P. Witherspoon, deposed director of television activities for CPB, also contemplated the changes in public broadcasting that have and will be made and saw no reason for apology. "I'm sure," he said, "that neither John Macy nor I would say that every decision made at CPB since 1968 is absolutely pristine in its elegance, never to be improved upon. But I would say with real conviction—and the scars that go with it—that no decision was made capriciously, or out of context, or at a variance with a reasonable vision of the unique character of public broadcasting in the United States."

Certainly the member stations of PBS are still adamant if not defiant in their beliefs. They passed a resolution at the convention affirming that the current national service of approximately two hours of general audience programming each evening and two hours of children's programming each weekday is "the minimum, basic program service that the stations



Keynoter William Harley

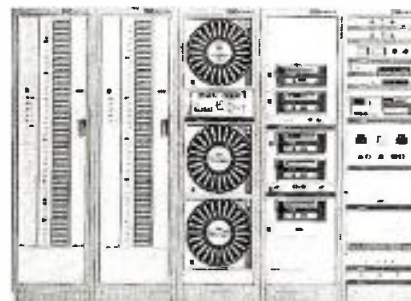
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have found necessary and appropriate for their use." The PBS stations also reaffirmed, in another resolution, "that the American public has a continuing need for informational programs dealing with the central issues of our time."

So it seems, if the 48th NAEB convention is any indication, that the highly-organized and determined Henry Loomis will have some tough dealing to do with the fiercely independent PBS stations. Still, there won't be any further serious confrontations between stations and representatives of government, and the advice of NAEB President William G. Harley, always a voice of moderation, will be followed—for public broadcasting to mine the "acres of diamonds in your own back yard" and not depend on federal government for the financial salvation of public broadcasting.

Renewed push for long-range financing gathers steam in public broadcasting

Two new studies chart the course: CPB task force, Aspen report call for drastic increases in money

Public broadcasting's political woes have not killed its dream of long-range funding. The hopes—and some concrete plans—were much in evidence last week at the National Association of Educational Broadcasters convention.

Discussion centered on two in-depth studies that were presented to the convention. The radical increases in funding recommended by both reports are a political impossibility at this time, but they show the drift of current thinking on the subject.

One, prepared by the Corporation for Public Broadcasting's task force on long-range funding, reported its preliminary estimate that \$534 million in capital investment would be needed to fund a public broadcasting system that would reach 90% of the U.S. population. The other, an independent study prepared for the Aspen program on Communications and Society, focused specially on public television—and it said an annual total of \$432 million

The task force—comprising 14 representatives of public broadcasting—noted that some \$230 million in capital expenditures already has been allocated to the public broadcasting system through fiscal 1972, meaning that an additional \$304 million is needed to bring the system to the 90% coverage goal over a period of years ("The cost of reaching the additional 10% would be prohibitive," according to the study). Additionally, it's projected that \$70 million would be required annually to cover depreciation and maintain the 90% public broadcasting system.

The task force study was delivered to the convention by Joseph D. Hughes (chairman of the task force), vice presi-

dent, Richard K. Mellon and Sons, Pittsburgh, and a member of the board of CPB. He estimated that total operating costs for a fully developed radio and television public broadcasting system covering 90% of the country would be about \$475 million annually.

The study assumes that the federal share of operating costs would fall within the 35-50% range, meaning an annual federal contribution of \$166 to \$237.5 million. The task force also assumes that the federal share of capital expenses would be 50%, or \$152 million in aggregate, to establish a 90% coverage system, with \$35 million being needed annually to offset depreciation.

(These estimates cover the projected needs of not only stations required for a 90% system but also state and regional networks, national libraries, Public Broadcasting Service, National Public Radio, CPB, affiliated national and independent producers and experimental centers.) "It is interesting to note," Mr. Hughes reported to NAEB delegates, "that the total of these new estimated costs is about in line with estimates made five years ago by the Carnegie Commission when adjusted for inflation."

Mr. Hughes, in delivering his report, stressed that "the task force has not reached a solution" to the financial problem but listed the following 11 specific funding plans that have been examined and are being considered:

- An excise tax on the sale of radio and TV receivers.
- A tax on commercial radio and TV station gross revenues or advertising revenues.
- A tax on cable television subscription revenues or net revenues.
- A charge on commercial broadcasters for access to the broadcast spectrum.
- A setting aside of a portion of the income taxes paid by commercial radio, television and cable-TV operators.
- An excise tax on residential electric or telephone bills.
- Proceeds from the profits of operating a domestic satellite system.
- A user charge to be paid by families owning radio or TV sets.
- General tax revenues based on a statutory formula and legislated on either a

permanent or a multi-year authorization and appropriation basis.

▪ A direct matching plan by which the federal government would provide a specified match for every dollar raised by the Public Broadcasting System from non-federal sources.

▪ Proceeds from the sale of federally guaranteed bonds that would produce supplementary revenue.

Mr. Hughes confirmed that the task force had discussed PBS President Hartford N. Gunn Jr.'s "market plan" for the selection and distribution of national programs (BROADCASTING, Oct. 10), and assured that it and other fund distribution plans would be considered. Indeed, he re-emphasized that no suggestion has as yet been discarded, yet revealed that the task force is placing greatest attention on three of the 11 funding proposals: general tax revenues on a multi-year basis, the matching system and bond sales to the public. He indicated that the task force "looks with a good deal of interest" on some type of matching plan under a specific statutory formula that would call for an automatic annual request for appropriations out of general revenues.

At an open hearing that was held to discuss these initial recommendations of the special task force, nine witnesses testified, including Douglass Cater, director, Communications and Society (a joint program of the Aspen Institute for Humanistic Studies and the Academy for Educational Development Inc.), Palo Alto, Calif., who entered the Aspen report of Professors Lyle M. Nelson and Wilbur Schramm into the record. Mr. Cater, in his testimony, strongly recommended "radical new looks" at financing if various measures for funding public broadcasting "seem to reach a dead end."

He told of two seemingly "far-out" proposals made last summer at the Aspen Institute. One was by former advertising agency executive and now publisher William Benton, who suggested "it was not unthinkable" that public broadcasting should allot certain hours during the week to carry a certain amount of advertising. Mr. Cater also told of a suggestion made by former CBS-TV President Louis Cowan calling for "a new kind of arrangement" in which a commercial interest would own part of the time on a noncommercial station and that the revenues generated by the commercial time could be used to subsidize the noncommercial time.

The Schramm-Nelson study for Aspen said that noncommercial television faces the worst financial crisis in its 20-year history, and that only a drastic infusion of money will permit "a balanced service, responsive to diverse needs." The report did not discount the problems of public radio or instructional television, but focused on public TV because "that is where the crunch is." The proposed annual figure of \$432 million would more than double the current income of public TV, which now receives \$165 million annually from all sources.

The study recommends that most of the \$432 million be dedicated to an upgrading



Joseph Hughes

of local service. It says \$267.6 million for local programming and \$115.2 million for national service would be a "minimum operating cost." Much of that money would come from sources other than the federal government, but the two professors insisted that Washington must radically increase its commitment.

The national, per capita expenditure for this proposed system would still be far lower than now exists in several other countries, the professors said. They estimated that the new service would cost \$2.07 per person, compared to \$3.29 for the BBC and \$2.90 for Japan's NHK, and 80 cents for the present U.S. system.

The higher figure would provide what the report calls a minimum level of service to the American people: 24 hours per week of national programming, two hours of regional service and four to eight hours of local service—all, presumably, at a higher level of quality.

The report said that public television's current efforts to reach even a significant fraction of that service, come at a time when the system is confronted by "rising costs, rising appetites for quality programming, rising demands to serve special groups and needs to modernize facilities . . . all with no corresponding rise in support."

Accordingly, Professors Schramm and Nelson were more concerned with the necessary amounts of money than with whether a method of insulated, "permanent" financing can be obtained. They accepted permanent funding as a desirable goal, but regarded it as unattainable in the near future. They also said, in discussing several proposed methods—including the Carnegie Commission's proposed tax on television sets—that all share a basic difficulty: They do not provide a "clear link between those taxed and those who benefit."

In considering the system's future, the report explicitly concerned itself with "the service and not the vehicle by which it was delivered." It said, for example, that the growth of new technology may mean that relatively few new stations will be needed; that, for the same reason, PTV interconnection may eventually become unnecessary; and that "even the broadcast mode of operation [may not be] the most effective means of reaching many of the communities now without PTV service."

In its concern for service to communities, however, the study did not come down on one side of the local-vs.-national debate. Professors Schramm and Nelson saw that as a false choice: They said both kinds of service—and regional service as well—are necessary.

On the one hand, the study said, "the evidence of station needs is too overwhelming to ignore the important local aspects of the nationwide problem. On the other hand, funds spent on national program production—programs which are then shared by all the stations—go much further towards the provision of a high-quality service than if the same amount were spread over all participating stations. And thus, striking a reasonable balance between local, regional and national support becomes necessary."

FCC's Hooks says minorities get short shrift from public broadcasters

He reminds that commission will be watching this in filings; Tony Brown wants flat 22% of funds for black hiring and programming

The public broadcasting industry, beset with long-range problems of programming and financing, concerned about its future, in a dizzy state of flux, was not allowed to forget its continuing problem over minority hiring and programming. FCC Commissioner Benjamin L. Hooks, the first and only black member of the commission, jabbed and jibed, preached and prodded his message across: Public broadcasting has to be more responsive to all of the public it needs to serve.

Speaking at a general session of the National Association of Educational Broadcasters convention in Las Vegas, Commissioner Hooks applauded public broadcasting for the way it deals with education and culture, but asserted that it also owes an obligation to the broad spectrum of the public. An ordained Baptist minister, Commissioner Hooks turned to a quote from the New Testament and said that public broadcasting "really ought to be called legion" because it has so many functions to fulfill.

Assuring that he "fervently" wants to be a good friend of public broadcasting, Commissioner Hooks chided the industry for not truly fulfilling its public function. Warming to his task, the FCC official laid his full criticism on the line. "I think your record of minority hiring, your record of minority participation, is abysmal," he stated. "I can never be the friend of public television I would like to be until you get your own house in order," he added.

Commissioner Hooks charged that the public-broadcasting industry reflected what he termed "still too much overt and covert racism in this country." He had advice for the station managers in attendance: "I'm appalled by the lack of blacks and chicanos and women at stations." He added: "You have not been fair and

Lighter moment. It was not all hell-fire and brimstone when FCC Commissioner Ben Hooks addressed last week's NAEB convention. As in any effective sermon, there were a good many laughs. Eyes a gleam, manner jaunty, Commissioner Hooks told of working out a quota system of employment for the public broadcasting industry. "It had about 20% blacks; 54% women; 17% of the young, now generation; and 16% chicanos." It was an elaborate formula, he said, but with one error: "It came to 107% in all. And I hadn't made any arrangements for white people at all. I thought we'd have a few token whites so we wouldn't be accused of racism."

may as well admit it and go back home and try to get it straight."

The treatment by some station managers of the television program *Black Journal*, distributed by the Public Broadcasting Service, seemed a particularly irritating issue for him. "You can no longer, because of your own racism, decide on your own that you're not going to have *Black Journal* because you don't like it," he warned public-TV station managers.

The storm (and standing ovation) that Commissioner Hooks gave rise to was one of at least two such expressions of dissatisfaction from the black-minority segments of the broadcasting industry to be heard in Las Vegas last week. Tony Brown, executive producer of the PBS public-affairs program, *Black Journal*, that was so much a concern of Commissioner Hooks, held a news conference at the NAEB convention at which he offered a "Black Plan" as a modification to PBS President Hartford Gunn's plan of several weeks ago to alleviate public broadcasting's financial problems. Charging that "the institutional structure of public television is racist," with all managers and decision-makers being white, Mr. Brown, flanked at the news conference by three representatives of a group known as "The Friends of *Black Journal*," called for the specific allocation of 22% of all public and private funds for programming to be produced by blacks (the 22% evenly divided for local and national programs). He also stipulated that 80% of the 22% of the public-television budget allocated for black affairs be for programming other than of an entertainment or cultural nature.

If these proposals are not implemented, Mr. Brown said he was prepared to lay down what amounted to a six-point ultimatum: Foundations would be asked to stop funding public television; the same would be asked of private philanthropy; an appeal would be made for the government to impose minority-compliance provisions on all educational-broadcasting facilities; the FCC would be asked to impose commercial television obligations on public television; the congressional Black Caucus would be asked to initiate legislative action that would impose the Black Plan's 22% formula; and petitions would be filed with the FCC for comparative hearings "to determine whether the existing white institutions who hold all of the local public-television licenses should not surrender their programming responsibility to alternative organizations and educational institutions controlled by blacks."

Explaining why he called the news conference, Mr. Brown candidly pointed out "that we are bringing attention to this convention, hopefully, that they have left us out." Mr. Brown said he regretted having to introduce the six-point strategy for implementing his demands, but explained "that for us it is a very necessary thing." He contended that there is currently a move in public television to get rid of black programming locally and nationally. Essentially, Mr. Brown said what he was asking was for black people to be part of whatever funding plan is to be used to finance public broadcasting.

PBS mounts counteroffensive

Noncommercial network service analyzes its programing in answer to charges of a liberal slant in its public-affairs offerings

The Public Broadcasting Service, responding to charges that its programing has a left-wing bias, is conducting a study of the public-affairs programs distributed by PBS over the last year, the preliminary findings of which were revealed last week at the National Association of Educational Broadcasters convention in Las Vegas. The major conclusion of the study so far is that from Oct. 1, 1971, to Oct. 1, 1972, PBS distributed some 1,700 hours of programing—three-fourths of which, it was claimed, had nothing to do with public affairs; instead it consisted of children's and cultural-affairs programing.

PBS President Hartford Gunn, addressing an organizational business meeting at the NAEB convention, reported on the study, using it as a specific answer to what he called "widely circulated broadside attacks" against public television by John C. Schwarzwalder, executive vice president and general manager of non-commercial KTCA-TV Minneapolis-St. Paul, writing in *TV Guide*; Arizona publisher Eugene Pulliam, writing in a newspaper editorial that was reprinted as an advertisement in a number of publications; and, most particularly, an Oct. 23 editorial in the *Wall Street Journal*.

"Our critics," Mr. Gunn said, "are only talking about one-fourth of our total output—only 400 hours out of the 1,700 hours of programing." Breaking down this 400 hours of public-affairs programing for analysis (PBS, in exact figures, devoted 406 hours, or 23% of all programing, to public affairs), Mr. Gunn said the findings of the continuing study indicated the following:

- About 263 hours, or 64.8% of all public-affairs programing was provided by PBS in regularly scheduled public-affairs program series such as *The Advocates*, *Firing Line* and *Black Journal*.

- Another 37 hours, or 9.1% of all public-affairs offerings, were devoted to coverage of the Democratic and Republican conventions.

- The remaining 106 hours, or 26.1% of public-affairs programing, were devoted to special programs, half concerned with political coverage, half focusing on broader issues.

- In the total 406 hours of public-affairs programs, there were appearances by 91, or 53%, clearly identifiable political figures who are Democrats and 81 or 47% Republicans.

- Of 79 programs dealing with partisan issues and on which there was an acknowledged Democratic or Republican spokesman, 44 of the programs included Republicans, while 34 featured Democrats.

- The Democrats received 15½ hours



Hartford Gunn

of political convention coverage, as compared to 21½ hours afforded the Republican convention.

- Of 37 programs (21 hours) produced by the National Public Affairs Center for Television on the election year, and distributed by PBS, only 19 programs dealt with partisan issues, with 11 of these programs devoted to Democratic party issues; five devoted to Republican party issues; and three covering other political factions.

Commenting on this last finding, Mr. Gunn noted that here PBS could be accused of a major imbalance. But he explained that programs concentrating on Democratic issues and spokesmen outnumber NPACT's programs on the Republicans because the Democratic primary battles leading up to the nominating convention were the major developing story of the election year.

Public affairs and public TV: a proposal for unity

Lehrer plan, presented at NAEB, calls for diversification of sources, but consolidation of efforts

Probably the most sweeping and potentially the most significant proposal offered during the three days of National Association of Educational Broadcasters meetings in Las Vegas last week was a 48-page plan, introduced to the Public Broadcasting Service general membership, that would revamp the concept, the approach and the structure of public-affairs programing on PBS. The plan, drafted by Jim Lehrer, public-affairs coordinator for PBS in Washington, is specifically aimed at establishing identity and continuity in national public-affairs programing, while broadening the diversity of the production and editorial sources that would regularly contribute to a national service.

The plan calls for public television to "scrap its current individual program

approach to public-affairs programing and replace it with a unified approach that would pool the available talent and the limited resources in the system to work towards collectively beneficial purposes." Specifically, the plan recommends consolidation of the people as well as money in the existing national public-affairs system to produce two major public-affairs programs for public television. One of these would be a nightly hour strip; the other a weekly *For the Record* program designed to handle virtually all of the PBS special-events coverage.

Under the plan, all public-affairs coverage would flow through these two programs. All public stations—whatever their size or capabilities—would be invited to contribute regularly to the two programs. Beyond regular contributors, all other stations in the public broadcasting system would have access to the programs.

"In short," states the Lehrer plan, "we are calling for the complete opening up of our national public-affairs programing to all who are willing and able to participate. The tools for this diversification will be two matrixed programs with carefully defined purposes and scopes, each tailored and produced to accommodate the public-affairs missions of public television and the needs of the audience it serves."

Detailing the structuring of the programs, the Lehrer plan stipulates that the nightly hour program would have a definite title and set time slot each night, Monday through Friday. It would have a magazine-type format, concentrating almost exclusively in areas of public concern and interest currently not being covered regularly by commercial television. It's noted that this nightly program would encompass elements from some of the public-affairs programs now on PBS.

One way that individual stations would contribute to such a program would be through a "beat" system. On a competitive basis, a station would be chosen as the "desk" with other stations working through this "desk" as "reporters," in covering a major subject such as consumerism. In addition to these regular, continuing areas of coverage there would be such other elements as a weekly ombudsman feature that could be fed into the program.

The *For the Record* weekly program (also projected as an hour), would make full-text presentations on the air of what was said for the public record. Ideas for the program would originate with all stations in the public broadcasting system. Any of the stations might be called upon to cover an event for the program. Significance would be the key as to what would be covered. The Lehrer plan lists as a typical schedule for a month: a congressional committee hearing on heroin trafficking; a discussion among a noted scientist and his graduate students; a Supreme Court justice addressing the American Bar Association; a presidential adviser holding a press briefing.

The plan explains that the specific programing recommendations were derived essentially from the belief that "public television's primary role in public-affairs

programming should be to concentrate its efforts and resources on the 'why' and the 'how' of current events rather than the 'what' and 'when' of traditional commercial journalism." Concludes Mr. Lehrer in his proposal: "Important or interesting events should be seen on public television in an unabridged manner."

The plan's timetable and specification for funding call for a budget of \$7.25 million, including \$5.2 million from the Corporation for Public Broadcasting, and with at least \$5.75 million allocated to the nightly broadcast. The nightly program would begin operation in October of 1973 and continue through the remainder of the fiscal year. Some \$500,000, or nearly \$10,000 per show, would go to the support of the *For the Record* program for a full year. If the money becomes available, the recommendation in the plan is that *For the Record* would be mounted "almost immediately," or definitely by fall, 1973.

The Lehrer plan was presented to the PBS board which approved that it be submitted to the board of the Corporation for Public Broadcasting for approval of a feasibility study to be completed and reported on by mid-January of next year. The CPB board is scheduled to consider the plan at its next meeting this week.

PBS tightens belt for winter/spring

Gloomy report at NAEB meeting tells steps that must be taken due to cutback in funding

The membership of the Public Broadcasting Service attending an organizational meeting at last week's National Association of Educational Broadcasters convention in Las Vegas, were told that they faced a virtual "silent spring," the result of the Corporation of Public Broadcasting reducing its national programming budget by nearly \$2 million. Of the total cutback, \$1.5 million is coming out of the "program needs" category, the budget item used to fund programs. "This funding cutback has caused serious problems for the nighttime winter/spring service beginning in January," the PBS membership was informed.

It was pointed out that even assuming there will be a normal 25% pattern of repeats in winter/spring schedules, PBS will still be 183 hours short of providing its same level of service.

Specific upcoming cutback in PBS programming include:

Beginning the third week in April, the 7:30-8:30 p.m. time period on Sundays, now occupied by *Just Generation* and *Family Game*, is expected to disappear from the PBS service.

By mid-December, repeats of *Family Game* will end in the 8-8:30 time period on Tuesday and this half-hour probably will become a reduction in national service.

Also on Tuesdays, the *Behind the Lines* series in the 9-9:30 p.m. time period, ends the last week of March, and this half-

hour, too, is expected to be eliminated from the PBS service.

On Thursday, following the completion of the *Advocates* the first week in April, and *American Family* the last week of March, the two-hour block from 8 to 10 p.m. is expected to be part of a further reduction of national service.

On Fridays, the 7:30-8 and 8:30-9 p.m. half hours are likely to be eliminated by PBS. The earlier time period, filled currently by *Wall Street Week*, runs out the last week of December and an all-out effort, it was indicated, is being made to find underwriting for continuation of that series. The later half-hour now occupied by repeats of *Just Generation*, runs out in early January with no plans to fill it.

Other time periods throughout the

schedule will be heavily laced with repeats and single special programs. Of the 243 hours affected by the CPB funding cut, PBS will provide programs, either new or repeats, for some 153. PBS expects to fill another 11 hours with single programs, short series and special holiday material. PBS also pledged "to make every attempt" to program an additional 28 hours, meaning that the total reduction in national service will constitute 51 hours. The local station membership of PBS was asked to fill this 51 hours of open time.

It was contended at the meeting that the cumulative programming effort needed by local stations to fill the 51 hours will amount to more than the \$2-million cutback in funding by CPB. It also was explained that the schedule of reduced na-

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tional service that was outlined is based on the assumption that CPB will reinstate \$200,000 of its original level of funds.

"If future action on the part of PBS and/or CPB reinstates more than the \$200,000," it was said at the meeting, "then the problem will lessen somewhat." However, members were cautioned: "If the \$200,000 is not forthcoming, what you will see today will not be what you get—it will be even worse."

License renewal — no surprise — is everybody's topic at NAB regionals

Fall swing begins in Denver, Las Vegas; consensus is that the problem's acute, but FCC's Pettit sees reason for hope

The first two National Association of Broadcasters regional fall conferences were held in the West last week—at the Brown Palace hotel, Denver, on Oct. 31, and the Sands hotel, Las Vegas, on Nov. 2—with license renewal the pervasive topic of discussion. Howard Roycroft, attorney with the Washington firm of Hogan & Hartson, sounded the keynote in evaluating the current Washington scene at the Las Vegas meeting. "License renewal is the single most important issue in this industry today," he said while making a determined case for corrective congressional action.

Even earlier, at the Denver meeting, FCC general counsel John W. Pettit set the framework for the license-renewal discussion that followed by revealing that the FCC has under consideration 194 petitions to deny broadcast licenses—69 against AM stations, 50 against FM's and 75 against TV's.

Senator Howard W. Cannon, the luncheon speaker in Las Vegas, also was drawn to the license-renewal question, saying "I find it difficult to understand or to explain why it should be that there are those in this country . . . willing to believe you are incapable of continuing to perform your obligation to public service under the law without the continuing threat of revoking your license to broadcast." Senator Cannon, a Democrat from Nevada, took some potshots at the political opposition in the course of discussing the license-renewal problem. Pointing out that "there is certainly in this administration's failure to correct this situation facing you an implicit lack of trust or lack of faith in your integrity, or in your willingness to meet the requirements of the law," he contended that "the administration's position on this entire matter is at best ambiguous." He also called attention to what he termed President Nixon's "restraint in acting to solve license-renewal problems."

FCC Commissioner H. Rex Lee, another speaker in Las Vegas, also identified license renewal "as the No. 1 problem that all broadcasters talk about."



End of an era. Triangle Publications Inc.'s position as a major station-group owner officially came to an end on Oct. 27, when the firm executed contracts to sell the seven properties remaining in its possession after the record \$110-million transfer last year of nine Triangle stations to Capital Cities Broadcasting Co. with associated spin-offs. Stations changing hands at the last closing were WFBG-TV Altoona and WLYH-TV Lancaster-Lebanon, both Pennsylvania, and WNB-F-TV Binghamton, N.Y., which went to Gateway Communications Corp. for \$14.4 million; WFBG-AM-FM Altoona, acquired by a local group headed by the station's manager, Edward Giller, for \$425,000; and WNB-F-AM-FM Binghamton, bought by Stoner Systems Inc. for \$1.1 million. The transactions were approved by the FCC last September (BROADCASTING, Sept. 25). Shown signing for the television portion of the deal above are (l-r) Gateway President (and former Triangle station head) George A. Koehler, Joseph M. First, vice president and general counsel of Triangle, and Malcolm A. Borg, Gateway's majority stockholder and publisher of the *Bergen (N.J.) Evening Record*.

Referring specifically to license challenges, Commissioner Lee indicated he had nothing to offer broadcasters "that's going to make you feel good." Instead, he was of the opinion that no matter what the FCC or Congress does about license renewals, "large groups of citizen are going to involve themselves not only in broadcasting but in many other institutions, and I suspect that you're going to continue to have challenges, petitions to deny and so forth." He suggested "this is a fact of life that you have to learn to live with."

But all was not gloom at the two NAB meetings. In an early-bird workshop session in Las Vegas, Paul Leslie, executive vice president and general manager, KCOY-TV Santa Maria, Calif., recommended acting positively to tell broadcasting's story instead of constantly reacting to challenge and criticism. Mr. Leslie told of taking an idea from Mike Shapiro, vice president and general manager of WFAA-TV Dallas-Fort Worth, by staging a monthly half-hour, prime-time program during which he, as station general manager, answers written comments, suggestions and gripes from viewers. The program, *Direction '72*, started with a flood of "kook" letters and other critical mail, according to Mr. Leslie, but now, about a year later, seems to be receiving a good deal of favorable mail. What's more, Mr. Leslie announced proudly that the program is pulling better audiences than Lawrence Welk and is sponsored by two local retailers. "We really have to sell the positive of our story," said Mr. Leslie.

FCC counsel Pettit, too, in his Denver talk, stressed the positives in broadcasting's future. "Many if not most broadcasters feel that the problems facing the broadcasting industry have never been greater, nor the prospects for solution more remote," he pointed out. Mr. Pettit

indicated he could not agree with this conclusion. "While I'm not here to proclaim that the millennium for broadcasters is near at hand," he said, "I think a consideration of the current activities of the three arms of the federal government that have an impact on broadcasters holds out at least a glimmer of hope for the future." He particularly emphasized the recent court decision in the WMAL-TV Washington case as providing "a solid judicial precedent for allowing substantial commission leeway in processing renewals."

Senator Cannon, as well, while not pausing in his politicking, also had words of encouragement for broadcasters on license renewal. Not wanting broadcasters to forget that "the administration has you sitting on a rather warm seat and they have no intention of reducing the heat," Senator Cannon reminded his audience that he is a member of the Subcommittee on Communications, and affirmed his belief that "there must be some reasonable assurance to the licensed broadcaster that he may continue to function without the harassment that results from competitive applications today."

FCC Commissioner Rex Lee went even further with his encouragement, expressing confidence that broadcasters will ultimately be able to deal with license-renewal problems. As long as broadcasters continue to render good service to the community, he explained, "I don't think you need fear losing your license."

Carl Lindemann Jr., vice president, NBC Sports, was one of the few speakers at the NAB meetings who did not comment on the license-renewal question. Instead, Mr. Lindemann, appearing at the Denver meeting, told of the dramatic growth of sports over the last 10 years on the three television networks—increasing, for example, from 7½ % of total net-

work hours in 1960 to 15% in 1970. In addition, he said, the actual number of network sports hours has jumped 67% in the last 12 years, from 540 total network sports hours in 1960 to nearly 900 in 1972.

This increase in volume of sports presentation and audience interest, he pointed out, has caused an alarming increase in the costs of sports rights to the networks. As illustration, Mr. Lindemann said rights to the Olympic games in 1960 came to \$500,000, while the "privilege" of telecasting the summer Olympics from Munich this year cost ABC-TV \$13.5 million (not including \$10 million for production costs). He said it was "a matter of deep concern" how far sponsors will go with accepting rising commercial time rates to offset the rising costs for rights.

William C. MacPhail, CBS vice president for sports, who was to give a counterpart in Las Vegas to Mr. Lindemann's Denver presentation, was unable to keep the appointment. Senator Mike Mansfield (D-Mont.) appeared at the Denver meeting, delivering a nonbroadcasting address dealing with the country's "shifting policies" in Asia.

A highlight of both meetings was a 10-questions quiz on broadcast management conducted by NAB President Vincent T. Wasilewski. The quiz was followed by an "open rap" session with Mr. Wasilewski as moderator and including NAB staff and broadcaster participation.

S.C. stations under the gun

Women launch attacks in Columbia; blacks pick one target in Charleston

Eleven stations in South Carolina were hit with petitions to deny their license renewals last Wednesday (Nov. 1), the deadline for such filings in the state. No challenges, however, were lodged against stations in North Carolina, which were also covered by last week's deadline.

Ten of the challenged stations were named in a single petition submitted jointly by the Columbia, S.C., chapters of the National Organization for Women and the Women's Equity Action League. With the exception of WOIC(AM) Columbia, which was not included in the petition and whose 1969 renewal application is still pending at the commission, the Columbia women's challenge included every station in that city. It was the third renewal challenge in which NOW has taken part in the past six months, having previously petitioned against WABC-TV New York and WRC-TV Washington, and the first time NOW has submitted objections to the FCC on a market-wide basis.

In a second petition, a local black group asked the commission to deny the renewal of WCSC-TV Charleston, S.C., on grounds that the station allegedly has

paid too little attention to blacks in programming, employment and ascertainment of community needs.

As was the case with the group's challenges in New York and Washington, the NOW pleading charged that the Columbia stations have discriminated against women in all phases of employment. In a market where women make up 35% of the total work force and 48.5% of the total population, the petitioners claimed, the manner in which the Columbia broadcasting community has excluded members of that sex is "dreary, discouraging and disgusting." NOW said women make up only 24% of the stations' combined work force this year, a 2% drop from 1971.

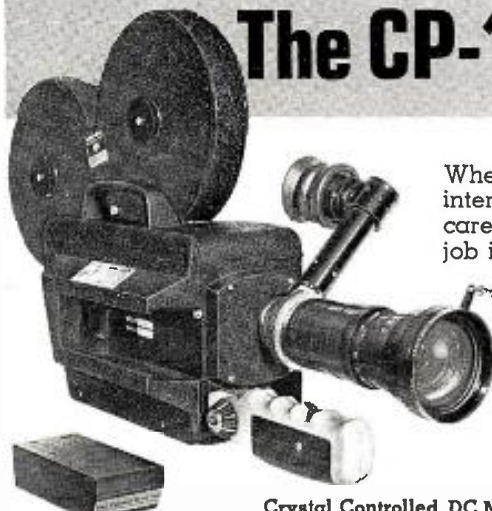
NOW claimed that the Columbia stations, which collectively employ 205 persons, have only 49 women on their staffs, and that 41 of these "are subjugated to dead-end, low-paying, traditionally 'female' office and clerical jobs." Six of the 10 stations named in the petition have no women in "responsible" positions, NOW said, and none of them employs women in managerial or technical capacities.

The stations included in the women's petition were WIS-AM-TV, WNOK-AM-FM-TV, WOLO(TV), WCOS-AM-FM, WQXL(AM) and WXYR(FM).

The WCSC-TV petitioner, a coalition of 27 groups and individuals named Concerned Citizens for Better Broadcasting, alleged that the station failed to make a conscientious effort to achieve dialogue

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with community representatives prior to last March, when it started to conduct surveys and interviews as part of its community-ascertainment study. Nevertheless, the group claimed, the station has not heeded the recommendations that came out of those efforts, as evidenced by the fact that its 1972 program proposal is essentially unchanged from the one it filed with the FCC three years ago. It also contended that WCSC-TV does not have an equal-opportunity program and that blacks fill only seven of the 64 current positions at the station.

AT&T proposal to hike line charges runs into opposition

Independents, occasional users of service are most vociferous; Macdonald says it would negate lifting of sports blackouts

AT&T was given ample indication last week that its proposal to change its television program-transmission rates faces an uphill battle. In comments to the FCC on the firm's request of three weeks ago to file new tariffs (BROADCASTING, Oct. 30), broadcasters and program suppliers let it be known that they will not accept a rate increase lying down.

The major point of controversy in the AT&T proposal is a revised schedule calling for an 80% increase in rates for occasional users of AT&T long lines and a corresponding decrease for permanent customers—specifically the three television networks. That plan, it was contended, discriminates against the occasional customers and would increase their costs to the extent that programing involving long lines would have to be sharply curtailed, if not entirely scrubbed.

A case in point was outlined by WGN-TV Chicago, an independent that claims to originate more live sports broadcasts than any other TV station in the country. WGN-TV said that the \$430,000 it spends each year for line feeds would be increased under the new plan to "well over" \$750,000. That complaint was echoed by several stations that hold the rights to broadcast away games of professional sports teams in their areas.

The networks, which are expected to support AT&T because of the significant cost reductions the proposal would afford them, did not comment last week. This was prompted by a last-minute action by the commission, extending the filing deadline from Nov. 1 to Dec. 1. The FCC announcement—which was not released until Nov. 2—stated that the agency had asked AT&T to supply cost and other supporting data prior to further consideration of its proposal. The announcement did not mention that on Oct. 30 House Communications Subcommittee Chairman Torbert H. Macdonald (D.-Mass.) had asked FCC Chairman Dean Burch to extend the deadline. Mr. Macdonald

criticized the "unseemly haste" with which the commission had treated the proposal, commenting that while Congress intends to take up the matter of professional sports TV blackouts during the next session, "the effect of your hurried action could easily be financial blackouts of other professional sports to fans accustomed to following their teams on independent TV stations that just couldn't afford to carry games if the proposed increase is put into effect."

The independents' case was argued last week by the new independent television station association (INTV). In its first official FCC pleading, INTV claimed that the impact of the increased rates upon its members "would be of such magnitude as to result in a severe curtailment of their services"—even if AT&T is ultimately forced to refund excessive charges.

Another argument against the proposal was voiced by Hughes Sports Network. Hughes, which has a suit pending against AT&T in which it charges the firm with discrimination against itself and occasional customers, claimed that the current proposal is an attempt by AT&T to delay or disrupt an inquiry the commission is holding on AT&T tariffs in general. Although the commission, in a proceeding Hughes initiated five years ago, found AT&T's rates to be unfair with respect to Hughes, the company said, AT&T now proposes tariffs that are even more discriminatory. That view was shared by Teleprompter Corp., which produces sports broadcasts for its New York cable subscribers as well as TV stations. "The integrity of [the commission's] own processes, if nothing more, demands that AT&T's request be denied," Teleprompter said.

Objections also came from the Corporation for Public Broadcasting, which expressed concern over the impact the proposal would have on Public Broadcasting Service transmissions. PBS, CPB noted, gets a reduction from AT&T for use of permanent lines, but must pay full price for occasional transmission when it needs additional connections. Even if the proposed rates were implemented only temporarily, CPB asserted, the increase to PBS "could not help but seriously impair" public broadcasting's goal of diversification in programing.

Greensboro ruling appealed

The FCC disapproval of an agreement that would have ended a challenge to WFMY-TV's occupancy of channel 2 Greensboro, N.C. has been taken to the U.S. Court of Appeals in Washington. Action was taken last week by Greensboro Television Co., which had filed an application mutually exclusive with WFMY-TV's renewal application. Under the terms of the agreement, it would have withdrawn its application in return for reimbursement by the station of \$44,195 in expenses. The commission action, in March, appeared to signal a tougher policy that would make it more difficult for renewal applicants and challengers to end their battles short of a final commission decision (BROADCASTING, March 6).

Groping toward new standards on equal hiring

FCC's renewals in Pennsylvania give scant clues to future policy on employment of women, blacks

FCC staff members last week were drafting further letters of inquiry to four licensees that failed on first try to satisfy the commission they were in compliance with its rules banning discrimination in employment. Four more were to get letters requesting additional information on implementation of their equal-employment-opportunity programs (BROADCASTING, Oct. 30).

But there was no feeling at the commission that this activity represented much progress in developing machinery for enforcing its EEO policies. There was uncertainty about the goals of the program, and the standards and procedures used in it were already being revised. More than one official noted that the FCC was "just feeling its way."

Is the commission prepared to fine or designate for hearing the renewal application of a station that does not meet its standards for compliance? What are those standards? How does the FCC judge whether one station is making an honest, if unsuccessful, effort to recruit minority members and another in similar circumstances is simply being recalcitrant? The answers are not to be had with finality.

The commission has proceeded in fits and starts with the job of adopting and implementing a program to bar discrimination in broadcast employment. First, it adopted rules barring discrimination and requiring broadcasters to submit annual employment records. Then it decided it had better do something with all the material that suddenly was coming in. But it has yet to decide what to do with it.

"At least," one official said last week, "broadcasters know we mean business." That may be the most they know. The criteria the commission used last summer for questioning the Pennsylvania and Delaware stations—which happened to be due for renewal when the commission lurched into the enforcement phase of its EEO program—are crude.

Letters were directed to some 30 stations having more than 10 employees but showing no women or blacks on their staffs or declines in those categories of employment between 1971 and 1972. Does that mean that a station with, say, 18 employees and reporting eight blacks on its staff in 1971 and seven in 1972 should be queried as to why that record is consistent with the commission's rules?

It does, and EEO cases like that are among the 77—involving renewal applicants from Washington, Maryland, Virginia and West Virginia—that the commission is now considering. However, the commission has instructed the staff to take another look at the list with a view to eliminating such cases.

And what is the basis for checking on

possible discrimination against blacks? The commission says it is concerned about black employment only in those areas where the population is at least 5% black. (That point, however, was not mentioned in the form letter that went to the Pennsylvania and Delaware stations; and in three Pennsylvania cases—involving WFBG-AM-FM Altoona, WGAL-AM-FM Lancaster and WBRE(AM) Wilkes-Barre—the commission was originally concerned only about declines in female employment). What area? Generally, the standard metropolitan statistical area—but not always. The staff in some cases picked surrounding areas served by a station along with that station's specific city of license.

Possibly the commission's letters to the four Pennsylvania stations being deferred because of questions about their EEO policies and practices will provide some guidance to broadcasters wishing to avoid trouble at renewal time. The stations are WBCB(AM) Levittown, WCOJ(AM) Coatesville, WNOW(AM) York, and WNPV(AM) Lansdale.

For the most part, the stations, though small, experienced substantial turnover in employment, yet found no blacks to hire. But WNPV's problem involves possible discrimination against women.

The stations whose licenses are being renewed, even though the commission wants more information about the implementation of their EEO programs, appear, on the basis of their responses, to have made a more vigorous effort to hire blacks, or to have had relatively little turnover in employment. These include WBVP(AM) Beaver Falls, WHJB(AM) Greensburg, WHYL(AM) Carlisle, and WKJF(FM) Pittsburgh.

The Pennsylvania stations renewed without further question were, in addition to WGAL-AM-FM, WBRE(AM) and WFBG-AM-FM, WCMB(AM) and WHP-TV both Harrisburg; WEEP(AM), WWSW-AM-FM and WYDD(FM), all Pittsburgh; WKPA(AM) New Kensington; WMBA(AM) Ambridge, and WORK(AM) and WSBA-AM-TV, all York.

The Delaware station that is to be renewed is WDEL(AM) Wilmington.

Action on another group is being deferred because of pending petitions to deny or complaints of discrimination: WFIL(AM), WIFI-FM, WPHL-TV, WTEL(AM), WRCP-AM-FM, WTEL(AM) and WWSH-FM, all Philadelphia; WKBO(AM) Harrisburg and WILM(AM) Wilmington, Del.

Again, the key to satisfying the commission appears to be in the effort being put forth to hire blacks, a matter on which the employment forms do not report. For instance, WCMB reported it has hired as a part-time announcer a black who turned down a full-time post (he is now fair employment coordinator for the state's civil service commission) and another black as a part-time first-class engineer. In addition, the station said that it is paying tuition costs for a black in training as an engineer and plans to hire him if he satisfactorily completes his course.

Whatever else it accomplished, staffers

The spoils. FCC Commissioner Nicholas Johnson would get Senator George McGovern's vote, if Mr. Johnson wanted to stay on the commission and the Senator were to be President. On Kaiser Broadcasting Corp.'s *Lou Gordon Program*, taped Oct. 25 at Kaiser's WKBD-TV Detroit for showing on Kaiser stations the following weekend, Mr. Gordon asked the Democratic presidential nominee whether, if elected, he would reappoint Mr. Johnson to the FCC. Senator McGovern replied: "Yes, I think he's a good man. If he wants to stay on, I'd keep him on."

say, the correspondence with the stations has provided the commission with a better understanding of the problems involved in implementing an EEO program. They cite letters from some small-city stations saying they have had trouble in hiring blacks because of competition for black employees from big-city stations, particularly television outlets. On the other hand, they note that the letters indicate that even small stations have substantial turnover in employment.

This kind of information will no doubt prove useful in developing policy. But what some officials feel is at least as important is the machinery for using it. The EEO office that Commissioner Benjamin L. Hooks wants the FCC to create may supply the machinery.

Commission sources say that the office is now being planned to concern itself, at least initially, with the commission's internal EEO problems. And it may be a sign of the commission's intention to keep the office at a low profile that it has assigned its executive director, John Torbet, the task of working with Commissioner Hooks in developing its design ("Closed Circuit," Oct. 23).

Whether or how long it may be confined to that role—given the natural bureaucratic urge for expansion—remains to be seen.

Moorhead has fears of real 'Big Brother'

But White House discounts study that proposed multipurpose communications network under government control

Representative William S. Moorhead (D-Pa.) last week made public a confidential government report on the potential uses of communications technology, branding it "a blueprint for the Big Brother propaganda and spy system which George Orwell warned about in his novel, '1984'."

But Dr. Edward E. David Jr., director of the White House Office of Science and Technology, which was responsible for the study, said that the charge is "absolutely wrong." He said the White House Domestic Council, which requested the report, "receives dozens of suggestions and ideas every month from inside and outside government. Some are good and

some are terrible. . . . This proposal did not take account of the right of privacy of citizens, nor of the social acceptability of such a scheme. So, [it] was rejected outright by the Office of Science and Technology over a year ago."

A spokesman for the Office of Telecommunications Policy said the office had reviewed the report and urged its rejection.

The 300-page document, dated Aug. 7, 1971, and stamped "Administratively Confidential" on every page, was released last Tuesday (Oct. 31) through the congressman's Subcommittee on Foreign Operations and Government Information, which obtained a copy of the report from a source it refused to identify.

Titled "Communications for Social Needs: Technological Opportunities," the study was compiled by working groups on government and commercial services, on communications capabilities and on education/cultural needs.

According to the report, national problems—present and future—that could be helped by utilizing telecommunications "range from the need for distribution of cultural and educational opportunities, through the need for new postal services, to the need for a disaster-warning system. . . . It is widely believed that the more effective use of modern communications capabilities (for example, satellite and coaxial cable networks) could aid in the delivery of these services. A requirement is also developing for an efficient and reliable means of advising the public of impending disaster and of delivering post-disaster instructions." As it stands now, the report noted, those not using TV and radio are "essentially out of reach" of receiving disaster information.

The report's proposals included: using satellites to transmit disaster warnings to all or any portion of FM receivers to be placed in every home; to aid in electronic mail handling, and to expand the communications network of the Federal Bureau of Investigation.

Another proposal, based on a wired-nation concept, is called the National Public Service Broadcast System. All types of information services in video, teletype facsimile or voice transmission form, would be supplied by a "national resource bank," transmitted to a "national communications bus" located in Washington, and go through area and local distribution centers to homes, businesses, schools and other institutions.

WOKR-TV charges foul play

A Rochester, N.Y., TV station has accused a citizen group of attempting to initiate a boycott of the station by its advertisers. The group denies the charge.

In a letter to FCC Chairman Dean Burch, WOKR-TV attorney William S. Green noted a letter distributed to WOKR-TV advertisers by the Coalition for Minority Media Development suggested that the advertisers give "serious thought to whether or not you want to have your very fine merchandise advertised on chan-

nel 13." The letter said the group would consider "appropriate responses" if the advertisers did not cooperate.

The station is one of 14 Rochester outlets hit last May with petitions to deny license renewal filed by a local minority coalition. While the group responsible for the letter is not involved in the petitions, James McCuller, head of a local anti-poverty group, whose sole signature appeared on the letter, was.

In response to the Green letter, Robert Stein, attorney for the petitioners, wrote Mr. Burch denying the letter constituted a threat. He said the letter "asked for nothing more than support for a legitimate community grievance."

Newest transfer protest: guilt by association

Competitor for one Donrey station says issues in that case should hold up the sale of another TV that is owned by the same group

The FCC last week was asked to disallow the \$4.1-million sale of Donrey Media Group's KFSA-TV Fort Smith, Ark. Objecting to the deal was Las Vegas Valley Broadcasting Co., a competing applicant for the facilities of another Donrey station, KORK-TV Las Vegas.

Valley claims that the KFSA-TV sale should not be approved because of char-

acter questions involving Donrey, and financial and concentration-of-control issues ascribed to the buyer, the Buford family of Tyler, Tex. Valley told the commission that an issue added against Donrey in the KORK-TV proceeding concerning allegations that the licensee engaged in fraudulent billing raises a serious question as to whether the agency should allow Donrey to sell the Fort Smith outlet. Valley said Donrey should not be permitted to benefit from the sale while its qualifications to be a licensee are under question in the Las Vegas proceeding.

Regarding the charges against the Buford firm, Valley claimed that the buyer has failed to show how it will be capable of repaying a loan it has executed with the Continental National Bank of Fort Worth for financing of the required \$800,000 down payment on KFSA-TV. The loan, which was granted to two Buford subsidiaries, totals \$1.4 million. Valley questioned how Buford could raise the \$200,000 annual repayment to the bank when its total 1971 income (\$202,931) was just slightly higher than that figure.

Valley also claimed that if Buford acquired KFSA-TV, the firm would gain concentration of media control in the area in that it would own two of the three television stations receivable in the 200-mile corridor between Fort Smith and Tyler. Buford already owns KLTW-TV Tyler.

What's the point of divestitures of TV and cable?

New analysis of crossownerships finds so few its sponsor wonders why FCC would bother with them

Crossownerships of co-located television stations and cable systems are on the decline and represent only a small part of the cable universe, the FCC was told last week. In a statistical analysis submitted by Stauffer Publications Inc., crossowned cable systems were said to have declined from 6% of all systems in 1970 to 4.58% in mid-1972. Subscribers served by cross-owned systems have dropped from 8.4% of all CATV subscribers in 1970 to 7.8% in mid-1972.

The statistics were advanced in support of Stauffer's argument that there is no need for the FCC to invoke an across-the-board prohibition against crossownerships. The latest filing was a supplement to an earlier petition for reconsideration of an FCC order of two years ago requiring divestitures of crossownerships in television stations and cable by mid-1973.

The FCC is reported to be getting ready for action soon in review of its crossownership policies.

Stauffer, which owns WIBW-AM-FM-TV Topeka, Kan., KGNC-AM-FM-TV Amarillo, Tex., KSOK(AM) Arkansas City, Kan., and KGFF(AM) Shawnee, Okla., has a substantial interest in the Amarillo CATV system.

When compared with almost 63 million total TV homes, the homes served by crossowned cable systems are negligible—less than 1%, the study, made by the Stauffer Washington law firm, Dow, Lohnes & Albertson, found. In all, 86 television stations are crossowned with cable, most in smaller markets.

Stauffer wants the FCC rule scrapped as without current relevance, or, in the alternative, revised to apply only to markets below the top 100, with existing dual ownership grandfathered. Many of the top-100 markets have no crossownerships at all, and in those that do, only 37 stations have interests in CATV systems serving a total of 228,105 subscribers.

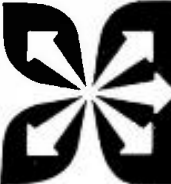
Above all, the petition stated, there is a tremendous amount of diversity of signals and information in the top-100 markets, making it unlikely that any one station could become dominant through its interest in a local cable firm.

Changing Hands

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 61):

■ WTSV-AM-FM Claremont, N.H.: Sold by Norman Knight to Electromagnetic Corp. for \$325,000. Electromagnetic is headed by Palmer C. Dante, former producer for Ted Bates & Co. and the Gold-



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72-53

eneye production firm, both New York. Mr. Dante, who assumed control of the stations last week, has also worked at WIBX(AM) Utica and WOLF(AM) and WSYR-TV Syracuse, all New York. The buying firm reports that WTSV-FM's call letters have been changed to WECM. WTSV(AM) operates on 1230 khz with 1 kw day and 250 w night. WTSV-FM is on 106.1 mhz with 4 kw and an antenna 1,000 feet above average terrain.

▪ WHK(AM)-WMMs(FM) Cleveland: Sold by Metromedia Inc. to Malrite of Ohio Inc. for \$3.5 million (see page 43).

Cable

▪ Cable system to serve Joliet, Ill. area: Sold by Community Electronics Systems Inc. to Teleprompter Corp. for approximately \$1.7 million (see page 52).

Line forms against WETA-TV proposal for VHF drop-in

First filings at FCC show opposition is intense; AMST, ACTS, others say plan would seriously hurt UHF

The unanimously negative response received by the FCC last week to a request by noncommercial WETA-TV (ch. 26) Washington for permission to construct and operate an "experimental" TV facility on channel 12 in that city with the possibility of a permanent channel switch, was not surprising. In the three months since the station announced its intentions (BROADCASTING, Aug. 14) the proposal has attracted little favorable comment. What was surprising last week was the intensity with which parties filing comments on the motion pursued their arguments against it. A look at the pleadings left the unmistakable impression that nobody filing regarded the proposal as a purely local matter, but rather one of true national significance.

The comments submitted by the Association of Maximum Service Telecasters epitomized the objections raised by others. Referring to WETA-TV's contention that the situation in Washington is "unique" due to the city's substantial black population and "unique personage," AMST commented: "But Washington is unique—unique in the sense that, no matter the purpose of the commission if it were to grant [WETA-TV's] truncated VHF proposal and no matter how carefully it were to couch any such approval, such action would be thoroughly misunderstood throughout the country. A grant could not only seriously injure, if not destroy, UHF operations in Washington but would be inevitably interpreted by officials and employees of existing stations, entrepreneurs, investors, minority groups, educators and their financial supporters, advertisers and their agencies, program suppliers and the American people as meaning that the FCC has concluded that UHF is simply not good enough—that if it is not good enough for

Nobody cares. The U.S. Census Bureau's acknowledgement that its 1970 UHF penetration estimates were wrong was dismissed last week as academic. The major audience-measurement services, American Research Bureau and A. C. Nielsen Co., said their reports were based on actual viewing and that census figures played no part. The Census Bureau had announced that its estimates of UHF-equipped receivers are probably low (BROADCASTING, Oct. 30).

Washington it is not good enough for the rest of the country."

The principal contention of WETA-TV, which has operated on channel 26 since its inception in 1961, is that the limitations of broadcasting on the UHF band are such that reception capability cannot match that enjoyed by VHF operations. Its proposal would involve a nine-month process in which the experimental channel-12 station would for the first two months operate only at night, then during nonprime hours for the next three months, and full time for the final four. Readings on the effects of short spacing and audience measurements would be taken throughout the period. If the experiment proved successful, WETA-TV would ask the commission to initiate a rulemaking aimed at a permanent non-commercial allocation on channel 12.

This approach, the commission told last week, is deficient in areas. For one, AMST contended, TV does not have a suitable trans site for the planned operation because present tower is structurally incapable supporting WETA-TV's channel-26 antenna and the new facility, as well as the antenna of WDCA-TV (ch. 20) Washington with which it shares space. For another it was argued, WETA-TV's proposal does not conform to the FCC's criteria for granting experimental TV stations because it allegedly was not initiated merely for "experimental" purposes, would not be carried out on a frequency with the "least likelihood" of interference to established stations, and because it evades the commission's policy that the requested frequency "need not be allocated for any service that may be developed as a result of the experimental operation."

The interference problem was emphasized in a pleading by WWBT(TV) (ch. 12) Richmond, Va., one of four neighboring stations that would be short-spaced by the WETA-TV experiment. An engineering statement submitted by the station claimed that 64,000 persons residing within WWBT's grade B contour would experience reception problems for the first time as a result of the Washington channel-12 operation. The other affected station on channel 12 is noncommercial WHYY-TV Wilmington, Del., which WWBT claimed would be distorted in an area of over 940 square miles, affecting

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persons. And in Baltimore, where WJZ-TV and WJZ-TV operate on adjacent channels 11 and 13, respectively, 2.4 million persons who previously received interference-free service would be subject to reception problems, WWBT claimed. Another engineering survey, submitted by AMST, claimed that WETA-TV's channel-12 operation would actually provide less service than the station is presently capable of attaining on UHF.

The two Baltimore stations, in separate pleadings, contended the WETA-TV experiment would be an affront to TV viewers in the area in general and in Maryland specifically. WJZ-TV, noting that the state has only six commercial television stations, four of which are in Baltimore, claimed that the interference that would result from the proposed channel-12 outlet would deprive residents of the central part of the state of relevant public affairs programming concerning them originating from WJZ and WBAL-TV. It also questioned whether WETA-TV will be able to raise the \$325,000 it says it needs to construct the facility. WJZ-TV pointed out that while the Corporation for Public Broadcasting has agreed to supply those funds, it has said it might reconsider its offer if the WETA-TV proposal goes into FCC hearing.

WBAL-TV also complained of the interference potential and further asserted that WETA-TV is being overly optimistic about the extent to which its coverage would be expanded by the new station. It also contended that in addition to the four stations that WETA-TV has already acknowledged would be affected by the move, the new station would also interfere with the signal of WBOY-TV (ch. 12) Clarksburg, W. Va., which is less than 200 miles from Washington.

An equally stern criticism came from the All-Channel Television Society, the organization of UHF interests. If the commission authorizes the WETA-TV proposal, ACTS said, "it will make a mockery of its own long-standing and well-established UHF policy, degenerate the substantial investment in time and money of UHF broadcasters, and in effect tell the people of the United States that it has invested billions of dollars in all-channel receivers merely for the purpose of receiving an inferior television service."

ACTS contended that WETA-TV's proposal, if filed by a commercial UHF, would not be seriously considered by the FCC, and indeed, "might well be considered laughable." It claimed that, while apparently relinquishing hope of attaining desired audience levels on UHF, WETA-TV has failed to use its present channel-26 allocation to its greatest potential. With a power of 1,100 kw—substantially below that which could be utilized—"the station over the years has engaged in what can at best be considered a minimal effort" to promote its programming, ACTS complained. What's more, the society continued, one of the best examples of what can be done with a UHF allocation can be found in WETA-TV's own back yard, referring to the successful operation of WDCA-TV. In competition with three

network affiliates and one strong VHF independent in Washington, ACTS said, WDCA-TV has increased its power to become the strongest TV signal in the world, is acquiring more competitive programming, and is effectively competing with the other commercial stations.

And in its own pleading, WDCA-TV contended that if some of the more popular programs presently on WETA-TV were moved to the channel-12 facility, or if the station abandoned channel 26 altogether, the effect would be for audiences to have so little incentive to tune to the UHF band that WDCA-TV could find itself all alone with little viewer support. There are no other UHF stations presently operating in Washington.

Adrian Murphy's on his way back to Madison Avenue—but to 655, not 485

Ex-CBS executive, who gave it up for artist's life, is making good all over again in second career

In April 1955, approaching the age of 50, Adrian Murphy startled the broadcasting business by suddenly retiring from the presidency of CBS Radio. He had decided to pack it in, he said, because, "being in the fortunate position to do so," he wanted to see if retirement would be as much fun as he thought it could be (BROADCASTING, April 25, 1955).

Last week, 17½ years later, the answer had to be yes; retirement has been as much fun as he had expected. And productive as well. For it was announced last week that the Frank K. M. Rehn gallery (at 655 Madison Avenue) in New

York has scheduled an exhibition of some 30 of Mr. Murphy's paintings for Jan. 9-27, 1973.

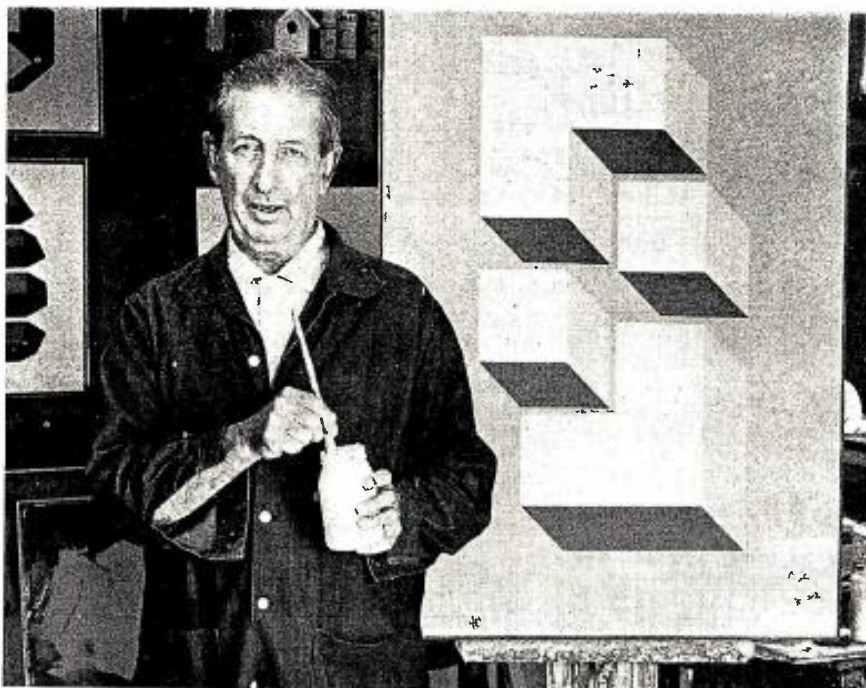
Until he left CBS (and 485 Madison) to find out, as he put it last week, "if I could do something on my own," Mr. Murphy had been "an establishment man." He had served CBS for nearly 20 years, during which he had a hand in the company's intensifying its television operations in the mid-1930's and getting into the record business. He was executive director of television for CBS from 1939 to 1942 and then, after wartime military service, was first a general executive in both TV and radio and subsequently president of CBS Labs before taking on the CBS Radio presidency. "I wanted to try something else," he says.

"I had never painted before," he recalled, "but I had been around the edges—in charge of design for CBS and before that I worked for Norman Bel Geddes, the industrial designer—that's how I got to CBS, actually: He was doing some work for CBS. So I started to dabble in paints a little bit."

He and his wife moved to Truro, on Cape Cod, and lived there for a few years, then took an apartment in New York, near 71st Street and Lexington Avenue, but still get back to the Cape for four or five months a year. "It doesn't interfere with my painting," he says. "I have studios at both places."

"People told me I had something to say," Mr. Murphy recalls, and by 1960 he decided he was a professional, ready to work full time at it. In 1961 he "began to show" in a little gallery near Greenwich Village and in 1962 he had a one-man show and things gradually began to pick up. He created the scenario for the General Motors "Futurama" exhibit at the New York World's Fair in 1964.

In 1966, he says, he developed "a new approach to contemporary painting—I



Adrian Murphy in the studio

call it 'telespective,' meaning perspective at great distances, as from infinity, in which there is no convergence of parallel lines or planes. I've done close to 150 with that approach. This is considered by some to be a new movement in contemporary art. It was the basis for an eight-artist show sent on tour by the American Federation of Arts about a year ago. It's been very rewarding for me."

Commercially rewarding? Mr. Murphy won't go that far yet—although the paintings in the Rehn show are expected to command from \$600 to \$2,000 each. He feels that he has been artistically successful "but I cannot say I've really been commercially successful. Oh, I sell," he adds, "but I'm hoping the Rehn showing—that's a top gallery—will be a breakthrough for me. Selling—that's the real applause. That's the curtain call, that's the encore bit."

Uplift assignment urged upon women

NAB official's parting advice: Give minorities better shake; elevate advertising standards

Louise O. Knight, assistant general counsel of the National Association of Broadcasters, has said the American Women in Radio and Television ought to press for advances in minority employment and improvements in broadcast advertising.

Miss Knight, speaking at AWRT's regional meeting in Louisville, Ky., on Oct. 29, said: "The hiring of blacks, Mexican-Americans, women and other minorities must increase, and there must be a substantial improvement in the level of their employment positions and their degree of participation in the broadcasting business."

And, she added: "We must clean up broadcast advertising. Many people are deeply upset about its form and content, and if we don't do something ourselves about making it more forthright and truthful, the citizens' groups are going to do everything they can to pressure the FCC and the Federal Trade Commission into making our choices for us in the area of advertising."

At the same AWRT meeting, Happy Raine, children's personality at WCSC-TV Charleston, S.C., renewed her attacks on Action for Children's Television. Noting that ACT had asked the Federal Trade Commission to ban the advertising of vitamins, sugar-coated cereals and candies on children's TV programs, Miss Raine said a Food and Drug Administration official had told her it has no record of anyone in the United States ever dying from an overdose of vitamins: that most mothers prefer pre-sugared cereals which avoids a child dumping "half a sugar bowl" onto his cereal; that candy is harmful only if abused.

Malrite gets FCC nod

The FCC's Broadcast Bureau, under delegated authority, has approved the \$3.5-million sale of Metromedia Inc.'s WHK-

(AM)-WMMS(FM) Cleveland to Malrite of Ohio Inc. The sale had been pending at the commission for nearly a year, having been announced in November 1971.

WHK-WMMS is the second major Cleveland AM-FM combination to change hands in the past month. The commission approved the acquisition of NBC's WKYC-AM-FM by sports entrepreneur Nick J. Miletti and C. F. Kettering Inc. (a \$5.5-million transaction) in October (BROADCASTING, Oct. 9).

The current sale brings Metromedia's radio portfolio down to nine stations. It received FCC approval to buy WOMC(FM) Detroit for \$1,506,500 from Sparks Broadcasting last month. Other Metromedia stations include WNEW-AM-FM-TV New York, KTTV(TV)-KLAC(AM)-KMET(FM) Los Angeles, WTTG(TV)-WASH(FM) Washington, KMBC-TV Kansas City, Mo., WCBM(AM) Baltimore, KNEW(AM) Oakland, KSAN(FM) San Francisco, WIP(AM)-WMMR(FM) Philadelphia, WTCN-TV Minneapolis and WXIX-TV Cincinnati (Newport, Ky.). The Minneapolis and Cincinnati television stations were acquired earlier this year.

Milton Maltz is president and principal owner of Malrite Broadcasting, the buying firm's Detroit-based parent company. Malrite also owns WBRB-AM-FM Mt. Clemens, Mich.; WNYR(AM)-WEZO(FM) Rochester, N.Y.; WMIN(AM)-KEEY(FM) St. Paul, and WMIL(AM)-WMVM(FM) Milwaukee.

WHK operates on 1420 khz with 5 kw full time. WMMS is on 100.7 mhz with 32 kw and an antenna 600 feet above average terrain.

NAB code boards ticketed for change

Executive committee also adopts other recommendations made by code evaluation committee

Proposals to increase coordination between the National Association of Broadcasters TV and radio boards and the TV and radio code boards by requiring two TV and three radio directors to be members of their respective code boards was adopted by the NAB executive committee last week, meeting in Las Vegas the day before the association's second regional meeting there (see page 36).

The moves, subject to confirmation by each board, were based on recommendations by the code evaluation committee, established last June to study the workings of both codes.

The reason for the difference in numbers of NAB directors to serve on the two code boards is that there are fewer TV directors (15) than radio (29). The code boards act in an advisory role. Only the NAB boards can make code policy.

The TV code review board has nine members: the radio code board, 11.

The NAB executive committee also approved other code evaluation committee recommendations: that a consultant be hired to do an intensive management study of both codes, and that station rela-

tions regional managers be given a financial incentive to sell code subscribers; several at the same time they are selling WETA-memberships.

The choice of the consultant made its made this week, after interviews with several prospects are completed by a committee chairman Daniel A. Kops, Koin-
Monahan Stations, New Haven, Conn. on.

The code evaluation committee plans to meet once again to receive the reports on the code operations study in time to present findings to the NAB boards, meeting in January in Palm Springs, Calif.

In addition to Mr. Kops, code evaluation members are George R. Comte, WTMJ-TV Milwaukee; Thad M. Sandstrom, Stauffer stations, Topeka, Kan., and Wilson Wearn, Multimedia stations, Greenville, Miss. Ex-officio members are Peter Storer, Storer Broadcasting Co., Miami Beach, chairman of the TV board, and Andrew M. Ockershausen, Evening Star Stations, Washington, chairman of the radio board.

Coming up: the BPA

The Broadcast Promotion Association will hold its 17th annual international seminar at the Statler-Hilton in Boston from Sunday (Nov. 12) through Thursday (Nov. 16). The seminar, titled "Revolution '72," will consist of two early-morning "ask the expert" sessions; six radio and television panels (each repeated) and eight general sessions. The keynote address at the first general session on Nov. 13 will be given by FCC Commissioner Richard E. Wiley. Other general sessions that day will spotlight Harold L. Neal Jr., president of ABC Radio, and Chuck Blore, president of Chuck Blore Creative Services, in a discussion of "The Revolution in Radio." Other general sessions will be held to provide suggestions on the use of the trade press, billboards, reciprocal arrangements and hospitality rooms. Workshop panel sessions will focus on sales promotion, the national press, the local press, sales development, cable television, marketing, merchandising, research and community service activities.

Park into another medium

Roy H. Park, the Ithaca, N.Y., group broadcaster who in the past decade is said to have invested some \$45 million in station properties, has embarked on a new venture involving the acquisition of medium-market daily newspapers. His first effort in that direction came last week, with the announcement of Mr. Park's purchase of the *Warner Robins* (Ga.) *Daily Sun*. The newspaper, which has a daily circulation of 10,500, was acquired for an undisclosed sum from Publisher Foy Evans by Park Newspapers, a new firm wholly owned by Mr. Park. Mr. Evans will continue to operate the *Sun*. The new print subsidiary is reportedly interested in acquiring additional papers of this size, particularly in the South, where most of Mr. Park's seven television and 11 radio stations are located.

World Series ups NBC batting average

Network wins ratings in sixth week; strengthens grip on cumulative figures

With the big numbers of World Series nighttime play in its corner, NBC-TV led the ratings for the sixth week of the new season and continued its hold on cumulative ratings for the six weeks.

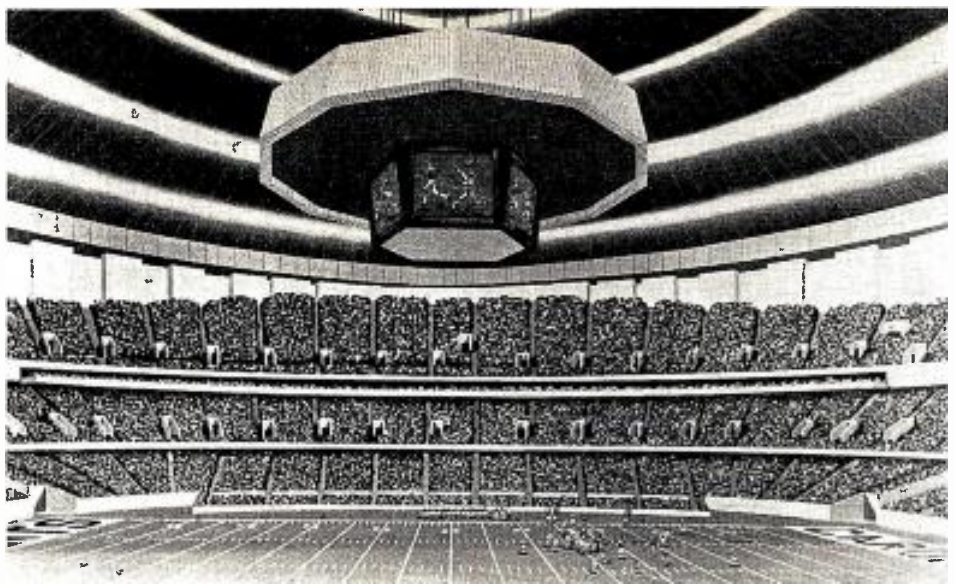
For the seven-day period ended Oct. 22, NBC was first, CBS second and ABC third. The actual ratings averages depended on the method determining them: NBC's rating was in the range of 22.5-22.9, CBS's 19.2 or 19.3 and ABC's in the range of 16.9-17.4. The differences in averaging depend on whether political and events such as movies or sports that run beyond prime time are included. Cumulative ratings averages for the six weeks show NBC one full point in the lead. It has 20.2, CBS has 19.2 and ABC has 18.2 or 18.3.

NBC took Wednesday, Thursday, Friday and Sunday nights, and CBS won Monday, Tuesday and Saturday in the sixth week.

World Series nighttime play on Wednesday and Thursday (Oct. 18 and 19) took first and second place of all shows rated. Wednesday's game had a 33.6 rating and won a 49 share of audience; Thursday had a 33.5 rating and a 50 share. Pre-game shows on Oct. 18 and 19 were in the top-15 Nielsen list, with respective shares of 36 and 39, and a pregame show telecast before the rained-out game on Tuesday, Oct. 17, received a 20.8 rating and 34 share, placing that program in the top-30 list with a 20.8 rating and 34 share.

Following are the national rankings for the week ended Oct. 22 with ratings presented for the top-15 shows:

- (1) World Series—Wed. (NBC) 33.6; (2) World Series—Thurs. (NBC) 33.5; (3) All in the Family (CBS) 32.7; (4) Bridget Loves Bernie (CBS) 28.3; (5) Special: How to Handle a Woman—Fri. (NBC) 28.0; (6) Hawaii Five-O (CBS) 27.1; (7) Marcus Welby (ABC) 25.9; (8) Country Music Awards—Mon. (CBS) 24.2; (9) Gunsmoke (CBS) 23.5; Sunday Mystery Movie (NBC) 23.5; (11) Maude (CBS) 23.5; (12) World Series pregame show—Thurs. (NBC) 23.2; (13) Mary Tyler Moore (CBS) 23.2; (14) Here's Lucy (CBS) 23.1; (15) World Series pregame show—Wed. (NBC) 22.5; (16) Disney (NBC); (17) Cannon (CBS); (18) FBI (ABC); (19) Doris Day (CBS); (20) Medical Center (CBS); (21) Saturday Night at the Movies (NBC); (22) Bob Newhart (CBS); (23) World Series pregame show—Tues. (NBC); (24) Monday Night Football (ABC); (25) Monday Night at the Movies (NBC); (26) New CBS Tuesday Night Movies (CBS); (27) Love, American Style (ABC); (28) Sonny and Cher (CBS); (29) Sunday Night Movie (ABC); (30) Rookies (ABC); (31) Mannix (CBS); (32) Room 222 (ABC); (33) Mission: Impossible (CBS); (34) Paul Lynde (ABC); (35) Partridge Family (ABC); (36) Tuesday Movie of the Week (ABC); (37) Brady Bunch (ABC); (38) Mod Squad (ABC); (39) Carol Burnett (CBS); Laugh-In (NBC); (41) American Experience—Fri. (NBC); (42) Dick Van Dyke (CBS); (43) MASH (CBS); (44) Waltons (CBS); (45) Emergency (NBC); (46) Temperatures Rising (ABC); (47) Lions at World's End—Fri. (NBC); (48) Wednesday Movie of the Week (ABC); (49) Owen Marshall (ABC); (50) Sandy Duncan (CBS); (51) Bold Ones (NBC); (52) The Men (ABC); (53) Night Gallery (NBC); (54) Thursday Night Movies (CBS); (55) Anna & the King (CBS); (56) NCAA Football—Sat. (ABC); (57) Julie Andrews (ABC); (58) Smithsonian Adventure—Fri. (CBS); (59)



Super. This is an artist's conception of a view from the 50-yard line in New Orleans' new Superdome stadium, scheduled for completion in 1974. The six-sided contraption suspended from the ceiling will contain giant, closed-circuit television screens. Promoters of the Superdome say the TV system is capable of giving a spectator in the worst seat in the house a view of the action equivalent to watching a 33-inch television screen from a distance of 10 feet. The \$1.2-million system is also capable of inspiring controversy. Last month National Football League Commissioner Pete Rozelle and Dick Gordon, vice president of the New Orleans Saints, were reported as having misgivings over the adverse crowd reaction that could take place in the event that the giant screens are used to give spectators instant replays of controversial calls by game officials (BROADCASTING, Oct. 9). Spokesmen for the project have played down that possibility, noting that the NFL estimates that 93% of its officials' calls are accurate. Under present NFL rules, which limit in-house replays to half-time and post-game presentations, such a situation probably could not develop anyway. However, an NFL spokesman last week said the present rule "is certainly not a closed situation" and that team owners will meet after the current season to reexamine the matter.

CBS Reports—Fri. (CBS); (60) McGovern political—Fri. (ABC); (61) Alias Smith & Jones (ABC); (62) Nixon political—Fri. (NBC); (63) NCAA postgame show—Fri. (ABC); (64) Democrats for Nixon political—Fri. (ABC); (65) NBC White Paper—Tues. (NBC).

The weekly TV series: a form in decline?

Durkin sees more diversity in program formats, schedules, at prodding of restless audience

Change in television programming over the next five years to heavier reliance on "the mini-series," "the multi-series," and "the one-time only" special was predicted last week by Don Durkin, president of NBC-TV.

Mr. Durkin told members of the San Francisco chapter of the National Academy of Television Arts and Sciences that television is moving away from "its old dependence on the techniques of stage, radio and the theatrical motion picture." He explained that NBC has pushed over the past five years for development of programming outside the traditional mold, experimenting with long forms and individual specials. He said this direction was taken in recognition of what he called "audience restlessness with repeated themes, characters and locales over prolonged periods."

"It had once been thought," he added, "that you don't tamper with the viewing habit built up for regular series. But this disallows the expansiveness of the visual

medium and doesn't take into account the willingness of the public, particularly over the last decade, to sample something new."

He cited the introduction by NBC-TV of *The Name of the Game* and *The Bold Ones* as the start of the multi-series, containing the possibility of telecasting as many as five series in one time period in weekly rotation. He envisioned the promise of "even greater flexibility and diversity" in the mini-series trend typified by NBC's *Four in One*, in which four or five series rotate in one time period.

Appeals court rejects astrologist's claim

Case involves NBC's refusal to give her 'Today' time

A Brookline, Mass., astrologist has lost her court challenge to a provision of the National Association of Broadcasters' TV code that discourages the broadcast of material fostering a belief in that so-called science. The U.S. Court of Appeals in New York denied an appeal by Alexandra Mark against an FCC ruling last March that NBC-TV was within its rights to deny her access to its facilities (BROADCASTING, April 3).

Mrs. Mark had sought time on NBC's *Tonight* show to promote her book, "Astrology for the Aquarian Age." She claimed that, regardless of NAB's antipathy toward the subject of astrology,

NBC was obligated by the First Amendment to give her time.

She had asked the court to instruct the FCC to give a declaratory ruling that provisions of the television and radio codes may not be adopted by stations as their own policy.

While the court stated that it "is difficult to understand" why the commission feels powerless to "protect against possible abuses resulting from broadcaster involvement with the NAB," it nevertheless found that "in light of the limited number of broadcast frequencies available . . . it cannot be seriously contended that general guidelines reflecting programming priorities may not reasonably be adopted."

Studio drama

Ernest (Stretch) Scherer, also known as Captain Billy in a children's program originated by KGGM-TV Albuquerque, N.M., is recovering from bullet wounds in the chest and abdomen. He was shot at the station Oct. 27, reportedly by a jealous husband. Mr. Scherer denied knowing the assailant's wife.

NATPE to hear Hooks, Reid

FCC Commissioners Charlotte Reid and Benjamin L. Hooks will be among the speakers at the 10th annual conference of the National Association of Television Program Executives in New Orleans Feb. 13-16, 1973.

NATPE President Allen Sternberg (WCKT-TV Miami) released a preliminary agenda for the conference last week and said Commissioner Reid will talk at the "Women in Television" session and Commissioner Hooks at the "Minorities and Programming" session. Others scheduled to address the conference are Archbishop Fulton J. Sheen; Rose Kemp, president of American Women in Radio & Television; George Koehler, president of Gateway Communications Inc.; Mike Shapiro, general manager of WFAA-TV Dallas, and Otto Dekom, critic-columnist of the *Wilmingon* (Del.) *News-Journal*.

Program Briefs

California bound. ABC Record and Tape Sales Corp. has been appointed exclusive distributor in California for programming of Cartridge Rental Network, CRN, joint venture of subsidiaries of Cartridge Television Inc. and Columbia Pictures Inc., is offering program library of major motion pictures for home viewers.

Movies for laughs. MCA TV has placed into syndication a second group of 26 comedy features under title of "Comedy Festival II." Included in new offering are W. C. Fields' "The Bank Dick," "My Little Chickadee" and "Never Give a Sucker an Even Break," plus other features starring Olson and Johnson, Hugh Herbert, Bert Lahr and Jimmy Durante.

UHF gets Cougars. WSNS-TV (ch. 44) Chicago has acquired rights to televise at

least 12 road games of new Chicago Cougars hockey team of World Hockey Association. Final schedule has yet to be arranged, station reported, but dates have been set for first five telecasts this fall.

Spoofing the news. The Chicago Radio Syndicate Inc. is offering to radio stations 13-week package of satirical parodies of traditional news broadcasts featuring comedy team, the Ace Trucking Co. Features, titled *The Ace Trucking Co.'s News Cavalcade*, run two and one-half minutes with time allowed for 30 or 60-second local spots. Sixty-five programs have been produced and placed in 20 markets. Price varies according to population, rate card and signal strength. Series was produced by Dick Orkin, who has been responsible for several program ventures of this genre in past, including *Chickenman* and *Tooth Fairy*.

Prestigious acquisition. Emerson College, Boston, announced its Abbot Memorial Library has acquired the Prix Italia collection of international radio and television scripts. Scripts were collected from 41 nations during Radio Television Italia's international competition over past 20 years. The scripts are in French and English.

Collectors' items. Hallmark Cards Inc., Kansas City, Mo., has contributed its entire backlog of television programs, including 99 episodes of the *Hallmark Hall of Fame* specials, to the Academy of Television Arts and Sciences. Collection will be housed in the National Television Library at the University of California at Los Angeles.

Think-tank solutions. Kaiser Broadcasting has produced one-hour special, *A Quiet Solution*, which focuses on use of think tanks to solve problems of U.S. cities. Program will be carried on six Kaiser TV stations; will be available on free-loan basis to city governments, universities and civic groups, and will be offered to other stations via syndication.

Set a spell longer. *The Waltons*, CBS-TV family drama series on Thursdays from 8-9 p.m. NYT, has been extended for full season of 22-24 new episodes because "in recent weeks, the audiences have built steadily," CBS-TV announced.

Junior broadcasters. KSTP-TV Minneapolis-St. Paul is sponsoring Junior Achievement television company that will produce TV programs for KSTP-TV. Company will consist of about 25 high school students interested in broadcasting as career. Among station executives who will advise them on conceiving, producing and selling their programs will be Jack Carlson, assistant controller; J. K. Wasley, television producer-director, and Bill McGovern, director of promotion and public affairs.

In business. Bryanston Distributors Inc., New York, has been formed by Louis Peraino, president, and Philip Parisi, vice president, to produce TV series and provide feature-film packages for television. 630 Ninth Avenue, New York; telephone: 581-5240.

Sugar Ray telethon. Sugar Ray Robinson Youth Foundation, which claims 10,-

000 children as members, is scheduled to stage 17½-hour telethon on KTLA-TV Los Angeles Nov. 26. Telethon, for funds to help former boxing great Sugar Ray Robinson in his work in prevention of juvenile delinquency, is to be produced by Gerry Gross Productions, in association with Herman Rush & Associates, both Los Angeles. Program will feature alternating guest hosts including Bob Hope and Sammy Davis Jr., the latter to entertain from Las Vegas.

Fund-raiser. WXTV-TV, Spanish-language UHF station in New York, raised more than \$127,000 in 26-hour weekend telethon, held Oct. 21-22, for crippled children in Puerto Rico. Schaefer Beer, New York Telephone Co. and Taster's Choice coffee participated with WXTV in this year's telethon.

French connection. National Telefilm Associates Inc., Los Angeles, will become exclusive distributor in U.S. and in English-speaking markets of Canada, Caribbean and Far East for programming produced by French state-owned Office de la Radiodiffusion Television Francaise. Agreement was made with Alliance Sast, New York, which handles distribution of ORTF inventory.

Keep the faith. Religion in American Life, New York, in cooperation with the Advertising Council, New York, released to media last week a public-service campaign, including radio spots, on the importance of religious faith in everyday life. The volunteer advertising agency is Lieberman-Harrison Inc., New York.


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RTNDA faces budget pinch

With commitments double income, members say something must give; underwriting of social events at upcoming convention criticized

The Radio Television News Directors Association is facing a budget problem: Its income doesn't equal its commitments and projected expenditures. The problem is expected to be an issue at the association's annual convention late this month.

With a current annual income of \$28,000 from 1,000 members, paying \$6 to \$75 each, depending on size of staff, RTNDA's projected expenditures add up to over \$60,000. The disparity between outgo and income will give delegates something to think about while at the Paradise Island hotel and villas in Nassau, British West Indies, for their convention Nov. 28-Dec. 2. In conjunction with the RTNDA meeting is the annual National Broadcast Editorial Conference.

Concerned members point to a number of projects that are taking major bites out of the budget. The largest is the Washington office, organized last June, with Theodore F. Koop, retired CBS Washington vice president, as director and with a budget of \$31,000. This includes a \$1,000-a-month retainer for Mr. Koop's services in a half-time basis. Mr. Koop is a former president of RTNDA, Sigma Delta Chi and the National Press Club.

The Washington office was voted into existence because of the heavy increase in RTNDA's activities, particularly on such matters as freedom of information, TV and radio access to Congress and congressional hearings, attacks on TV and radio news and documentary programs, and the growing jeopardy of contempt-of-court citations by newsmen who decline to reveal confidential sources.

Meanwhile, the association's executive offices continue to be maintained in East Lansing, Mich., where Rob Downey, with Michigan State University's School of Communications and WKAR-AM-FM, is executive secretary. Mr. Downey operates on an annual budget of about \$3,500.

Other activities that require financing, certain to be considered when RTNDA's board meets to order priorities under the association's new president, Charles F. Harrison of WGN-AM-TV Chicago, include publication of the association's monthly newsletter, *RTNDA Communicator*, estimated to cost about \$18,500 yearly; of a revised textbook on broadcast journalism, at \$3-4,000, and of research papers and a projected *RTNDA Journal* that is tentatively down for \$1,500. The *Communicator* is edited by Roy Hiebert of the University of Maryland.

As RTNDA activities expanded over recent years, so has the legal work that is virtually wedded to activities of this

nature. Much of this has been performed without charge by the Washington law firm of Pierson, Ball & Dowd. It has now been suggested that the association retain the firm at a yearly retainer of \$5,000.

In casting about for methods to raise income, a subject that has occupied RTNDA directors for the last several years, one new suggestion has been made that has the backing of the current president, Chet Casselman of KSFO(AM) San Francisco. This is the establishment of a special nonvoting membership that would be open to networks and station groups, at a proposed annual fee of \$1,000. Other possibilities that have been advanced include foundation grants and an increase in support by station management.

Finances are even at the root of a related problem that seems to be ripe for action at the coming convention. This is the ethical question of having non-broadcast commercial firms pick up the tab for social events. In this year's convention program, some of the sponsors of receptions, breakfasts and dinners are General Motors, Chrysler Corp., Ford Motor Co., Ryder Corp., and ITT. Such firms as Tupperware and United Airlines are underwriting some of the women's events.

The practice of commercial sponsorship of social events has been in existence since RTNDA was organized. Opposition increasingly has been voiced in recent years. At one point, the broadcast networks undertook to sponsor the main convention social events, but this support, estimated to be at the \$10,000 level, was declined after one convention.

At this year's convention, CBS News delegates have been told by Richard Salant, CBS News president, to stay away from the sponsored events.

Beyond the financial and sponsorship items, and the First Amendment and access problems that have been growing over the years, other subjects that are expected to get attention at the meeting include the suggestion of James Lewis, news director of WFTV(TV) Orlando, Fla., that RTNDA handle accreditation of correspondents to political conventions (BROADCASTING, Sept. 25); antipathy by some news directors at the growing practice of enlivening news shows by more on-camera informality among the staff ("professionalism vs. show biz," one RTNDA member termed it), and a move to cooperate with courts in placing TV and radio equipment in courtrooms for judicial and educational use. This was recommended by the American Bar Association last August when it adopted revised canons for judges.

At the convention Sig Mickelson, now of Northwestern University's Medill School of Journalism and former CBS News president, is to be the keynote speaker. Among other speakers: FCC Commissioner Richard E. Wiley, Representative Lionel Van Deerlin (D-Calif.), a member of the House Commerce Committee and a former radio newsmen; Lynden O. Pindling, prime minister of the Bahama Islands; John Shaffer, administrator of the Federal Aviation Agency; Franklin Kroml, Motor Vehicle

Manufacturers Association; Philip McHugh, TV consultant, R. Peter Straus, WMCA(AM) New York; Philip Geyelin, editorial page director of the *Washington Post*; Evelyn Applethwaite, CBS attorney, and Larry Scharff, Washington lawyer.

RTNDA singles out 10 for honors at convention

Awards in the broadcast news competition of the Radio Television News Directors Association, to be made at the RTNDA's annual convention Nov. 28-Dec. 2 in Nassau, British West Indies, are:

- Editorializing—TV, WMAL-TV Washington; radio, WDAS(AM) Philadelphia.

- Edward R. Murrow Documentary Award—TV, KNXT Los Angeles and WTIC-TV Hartford, Conn., jointly; radio, CKLG(AM) Vancouver, B.C.

- Reporting of on-the-spot news story—TV, KNBC Los Angeles; radio, KMPC(AM) Los Angeles.

- Series reports—TV, KMGH-TV Denver; radio, WJR(AM) Detroit.

A special citation is being made to Westinghouse Broadcasting Co. for its TV documentary, *The Suburban Wall*, that dealt with the problems of suburbia.

TV awards were judged in cooperation with Northwestern University's Medill School of Journalism; radio with Indiana University's departments of journalism and radio-TV.

Keeping tabs for the world

The networks and their staffs are ready for election night

The costliest one-night stand in network TV and radio programming will be reaching an anticipated audience of 120 million people in this country, along with numerous other millions via satellite in 11 European countries and Japan, in 1972 election coverage starting at 7 p.m. NYT tomorrow.

NBC, acting as pool coordinator for the European Broadcasting Union, will feed live satellite pictures from its news election central in New York to networks in Great Britain, France, West Germany, the Netherlands, Belgium, Switzerland, Denmark, Norway, Sweden, Italy and Spain. ABC, which will provide exclusive election video tapes to the NHK network in Japan, was also negotiating with the European Broadcasting Union to supplement its NBC coverage. CBS had no specific satellite plans as of last Wednesday.

ABC-TV's election desk will be anchored by Howard K. Smith and Harry Reasoner, with back-up work from reporters Frank Reynolds, Tom Jarriel, Stephen Geer, Bill Zimmerman, Bill Gill, Bob Clark, Herb Kaplow and Dave Schoumacker.

Walter Cronkite will handle the anchor chores for CBS-TV, with help from Mike Wallace, John Hart, Roger Mudd and Dan Rather.

The co-anchormen at NBC-TV will



Getting set on the sets. Left to right are the ABC, CBS and NBC studios where much of election-night TV coverage will originate.

be John Chancellor and David Brinkley, with the other election desks manned by Edwin Newman, Garrick Utley, Catherine Mackin and Douglas Kiker.

The Public Broadcasting Service will not provide its stations with direct coverage of the election-night results, but its Wednesday night news show *A Public Affair* with Robert MacNeill and Sander Vanocur, will expand to an hour to do a post-mortem on what happened.

ABC Radio begins its live election-night coverage at 7:06 p.m. NYT and will feed continuous reports until at least 2 a.m., "dependent on news judgment," in the words of a network spokesman. ABC Radio's correspondents will include Don Gardner, Bob Walker, Bill Diehl, Tim O'Donnell, Bill Larson, John Grimes and Tom Schell.

CBS Radio gets under way with its election coverage at 6:30 p.m. with "a series of scheduled special reports to be broadcast as long as events warrant." Nine-minute election reports will be broadcast each hour at 18, 33 and 48 minutes past the hour, headline summaries will be featured on CBS's regular hourly news shows, and "bulletin interrupts through the CBS Radio Netalet system" will be added. CBS News correspondents George Herman and Dallas Townsend will be the anchormen, and they'll be joined by regional correspondents Mort Dean (East), Neil Strawser (South), Reid Collins (Midwest) and Bill Curtis (West).

NBC Radio kicks off at 7:06 p.m. and will continue throughout the evening "until the major races have been decided." At that point, NBC will revert to a series of two-and-a-half-minute summaries every half hour until 6:30 a.m. The network will beam these reports beyond the U.S. into Canada, Great Britain, Ireland, Australia, and, through the facilities of the Voice of America, into countries behind the Iron Curtain. Russ Ward and Peter Hackes will anchor NBC broadcasts, supported by correspondents Wilson Hall, Paul Duke and Robert McCormick.

The Mutual Broadcasting System and the Mutual Black Network will join forces for the first time to send out a series of reports to the more than 240 affiliates expected to carry full coverage. The first five-minute report goes on at 7:40 p.m., the second at 8:25, the third at 8:36, the fourth at 8:55, followed by continuous coverage until 1 a.m. Mutual

Broadcasting's staff of reporters are to include Steve McCormick, Charles A. King, Bill Greenwood, Tom Woods, Al Lavie, Ted Reuters, Forest Boyd and Phil Clarke, who will be joined by Mutual Black Network reporters Larry Dean, Shellie Lewis, Ed Castleberry, Gerry Bentley, Bob Nichols, Abbie Kendrick and John Askew.

The UPI Audio network will be doing three election-night programs an hour, beginning at 8:15 p.m. The first report, at 15 minutes past the hour, will run three-and-a-half minutes, the second, at 31 minutes past the hour, will run for seven minutes, and the third at 51 minutes past the hour, will again run for three-and-a-half minutes. The network will break in for major bulletins and at 6:40 on Wednesday morning, there will be a three-and-a-half minute special report wrapping up highlight results. Up to 550 stations on the network are expected to pick up these feeds. Don Fulson will anchor the coverage.

The Associated Press starts its broadcast coverage of the election at 7 p.m. During the 30-minute period from 15 before the hour to 15 past the hour, national election summaries will be provided. From 15 past the hour to 45 past the hour, local bureaus across the country will file their own regional reports, with the national headquarters staying off the wire during this 30 minute period, except for important bulletins. Bruce E. Hodgeman will be the anchorman-editor, and his assistants for the coverage will be Gerald B. Trapp and William F. Fitzgerald.

Reagan strikes out in attempt to curb election predictions

He gets no help from networks or FCC on request that no projections be made until polls are closed in West

The three television networks said no last week to a request by Governor Ronald Reagan of California that they "refrain from broadcasting . . . national predictions" until the polls have closed in the West. And the FCC refused to intervene.

William Sheehan, vice president and

director of news at ABC, said in answer to Governor Reagan that if "individual state projections add up to the winning total of electoral votes . . . before Western poll-closing times . . . we do not feel that any purpose would be served in deliberately refraining from adding up the state counts for a national projection."

Another ABC source said that Governor Reagan's main concern is "not the national election but the defeat of a referendum that would legalize marijuana and the passage of a referendum that would restore the death penalty to California. If Nixon is declared the winner early, Republican voters, who are the ones expected to vote the way the governor wants them to vote on these two referendums, are likely to stay home in droves—a prospect that terrifies the governor."

Reuven Frank, the president of NBC News, answered Governor Reagan's request by saying, "There has been no discernible correlation between the broadcasting of projections and voter turnout or behavior in past presidential elections, and independent research that NBC commissioned for analysis of this very question, in connection with both the 1964 and 1968 elections, similarly indicated no pattern of influence in voter behavior or voter turnout."

Richard S. Salant, the president of CBS News, said that, because CBS was aware of the problem of television's influence on voter behavior, during the election broadcast coverage "Walter Cronkite will, from time to time, note that the polls are still open in a number of areas reached by our broadcast and that the viewers and listeners should be sure to vote because of the importance of local candidates and local issues."

CBS sources pointed to the irony in Governor Reagan's request: that he was really praising the networks for the accuracy of their projections. "Their batting average," Governor Reagan said in his telegram, "is excellent and well known to the public."

Having failed to persuade the networks, Governor Reagan took his case to the FCC. But the commission told him in a telegram that its intervention would be "inappropriate" in the "exercise of news judgments by licenses."

The commission noted that several bills have been introduced in Congress to pro-

hibit predictions or reports from polling places until all polls are closed. It added, however, that existing law not only contains no such prohibition, but also clearly bars the commission from exercising any form of censorship.

An Emmy night just for journalism

NATAS announces 1½-hour program for news and documentaries that will be separate from traditional awards for entertainment programing

The National Academy of Television Arts and Sciences will present for the first time next spring a 90-minute Emmy Awards television show specifically honoring news and documentary programing.

In the past, news and documentary awards were incorporated into the regular two-hour Emmy program. Awards for entertainment programs will be given next year on May 20 on ABC-TV, while the telecast saluting news and documentaries entries will be carried on CBS-TV a week or two later. The entertainment program will originate from Hollywood and the news-documentary presentation from New York.

Details on the change in structure of the Emmy awards were announced by Thomas W. Sarnoff, executive vice president, NBC, and national chairman of the academy, and Robert F. Lewine, academy president, at a news conference in New York last Monday (Oct. 30) following a weekend meeting of the organization's board of directors. "The Academy could not do justice to news and documentary programs in the past because of the structure of the awards telecast," Mr. Sarnoff said. "A tremendously important part of television will now have an opportunity to be honored on its own."

He said that a panel of about 40 television columnists and critics will serve as judges for the news and documentary programs.

The academy will receive no payment for broadcast rights for the new presentations at least for the first year. It has been getting about \$300,000 for the entertainment awards.

Music

TV rocks for night owls

ABC will test concert format in rearranged 11:30 slot; NBC makes ready for 'Tomorrow,' 1 a.m. show to start in spring

ABC-TV and NBC-TV are seriously deliberating regularly scheduled live rock programs for next year.

Ever since ABC-TV's decision to cut *The Dick Cavett Show* down to one week a month and to add one week of *The Jack Paar Show* and two weeks of comedy and variety programs (all shows under the umbrella-title *ABC's Wide World of Entertainment*), ABC has been signing numerous production deals with program suppliers. One such agreement was made with Don Kirshner, creator of *The Monkees* and president of Kirshner Entertainment Corp., to develop a pop music program.

Two rock concerts were taped at Hofstra University, outside New York City, last Thursday (Nov. 2) for intended broadcast with four other pilot programs during Mr. Cavett's three-week vacation—Nov. 20 to Dec. 8. The tentative title for the two Friday-night programs is *In Concert*. They will be simulcast on FM in the seven cities where ABC owns outlets—on Nov. 24 and Dec. 8. The concerts will feature Blood, Sweat and Tears, Curtis Mayfield, Chuck Berry, Alice Cooper, Bo Diddley and the Allman Brothers.

NBC-TV's *Midnight Special* on Aug. 19 (12:30 a.m. NYT), which was supplied to the network by a sponsor as a willing guinea pig for an idea that NBC had had for many months, showed the network that there was an audience for such late late-night programing. The *Midnight Special* was designed to encourage voter registration among young people and featured Linda Ronstadt, Mort Sahl, David Clayton-Thomas and the Everly Brothers.

Mort Werner, NBC senior vice president, program planning, the man charged

with developing the project called the *Tomorrow* show, said the network was convinced to go ahead with the 1 a.m. show when the *Midnight Special* received a 32 share of the audience and boosted the sets-in-use figure for that night by more than 2% in Los Angeles and New York over the same night of the previous week (meaning an extra 200,000 homes in those two cities alone were watching that night). An estimated 2.7 million homes in the country watched *The Midnight Special*.

Plans at this time, Mr. Werner said, call for either four nights of the *Tomorrow* show and an "event program" on Friday nights geared to young audiences (rock concerts would not be used exclusively, but would be heavily relied upon, he said) or five nights of *Tomorrow* that would be interrupted on an irregular basis for "event programs."

"But there is a great possibility that [the youth-oriented event program] will be almost if not every Friday," Mr. Werner said. The 1 a.m. programing is projected to begin in March or April.

Get out those old blue suede shoes

RKO's L.A. FM tries to cash in on the young-adult population there and the fifties nostalgia craze with a new format, 'recall radio'

RKO General, which earlier in the month went on the air in San Francisco with new call letters and music format for its FM outlet there (BROADCASTING, Oct. 23), has now changed the calls and format of its Los Angeles FM operation.

KHJ-FM Los Angeles is now KRTH-FM and being popularized by the station as "K-earth." The station's format of current hits and oldies has been changed to a tailor-made format that is being billed variously as "classic rock," "recall radio," "nostalgia radio," "total recall radio" and "the fabulous fifties."

The format calls for playing music that was popular between 1952 and 1963, ending with the coming of the Beatles. In addition to the music, the station is interspersing vignettes designed to flavor the culture and happenings of that time period. Brief special newscasts that begin with a dateline and headline from the 1952-63 era also are used to flesh out the new format.

The concept grew out of a meeting in Nassau, Bahamas, about six weeks ago, attended by, among others, RKO General's radio vice president, Bruce Johnson; RKO radio's regional vice president, Dwight Case, and Bill Drake and Gene Chenault, then consultants to the RKO General radio group. Mr. Drake was asked to devise special programing for the FM station in Los Angeles. The fast-paced, music-filled format that resulted is based on Mr. Drake's findings that some 22% of the people living within reach of the FM station's signal are between the ages of 25 and 38 (the market area's largest single age group), and they iden-

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tify most with the music of the 50's and the early 60's.

"This is being done as a classical Bill Drake format," said Mr. Case. "The decision was made that our FM's need extra attention. We feel we can do a dramatically better job in service and management."

ASCAP radio deal said to be near

Principals in the negotiation for a new music-licensing contract between the American Society of Composers, Authors and Publishers and the All-Industry Radio Music License Committee say they expect to reach an agreement in three to four weeks. The contract for the use of ASCAP-licensed music by radio stations expired last Feb. 29.

Stanley Adams, president of ASCAP, announced that an agreement was at hand at the semi-annual East Coast regional membership meeting at the Americana hotel in New York on Nov. 1. Emmanuel Dannett, counsel for the all-industry radio committee representing over 1,200 radio stations, confirmed Mr. Adams's public statement but would not elaborate on details of the forthcoming contract. Radio stations have been paying ASCAP at the old rate since March under a court order, with retroactive payment due the society—if any is called for—once terms are reached.

Breaking In

"Sweet Surrender" — Bread (Elektra)
 ■ "Sweet Surrender" was released two weeks ago to front the new Bread album, *Guitar Man*—named after the most recent Bread hit. The new single is cleanly produced, acoustic guitar with a string background and directly emotional. David Gates (leader of the band, producer, songwriter and arranger) cele-



Bread

brates the type of selfless love that is really a personal "surrender" in the new song.

Bread is riding high after a string of hits over the last two years. Phone requests are high at all the stations surveyed. Airplay is national. Stations playing the new Bread single last week included: WMAK(AM) Nashville, WPOP-

(AM) Hartford, Conn., KILT(AM) Houston, KLIF(AM) Dallas and WCAO(AM) Baltimore.

"You Turn Me On, I'm a Radio"—Joni Mitchell (Asylum) ■ The first new recording from Joni Mitchell in more than 18 months is being characterized by many as "radio's new theme song." The lyric theme is broadcasting, and it's a love song: "If you're drivin' into town/with the dark cloud above you/dial in the number/who's bound to love you . . ."

Sales action on the record is light, but is expected to pick up when the album is released within the next week or so. Airplay on a national basis will not prob-



Joni Mitchell

ably happen until then, but regional play is strong in the Northwest, Detroit and Los Angeles, among other places.

Joni Mitchell has never had AM success commensurate with her FM play and strong album sales (her last two albums were gold). "Yellow Taxi" was moderately successful (top 50) but was outdistanced by a cover version that was released at the same time.

(Stations on "You Turn Me On, I'm a Radio" included: CKLW(AM) Windsor, Ont., KJR(AM) Seattle, WCAR(AM) Detroit, WMAK(AM) Nashville, WIXY(AM) Cleveland and KRLA(AM) Pasadena, Cal.

Music Briefs

Pact with Columbia. Stax Records, one of major independent labels, has signed distribution agreement with Columbia Records. Isaac Hayes and the Staple Singers are among Stax Records artists. Terms of agreement were not revealed. Industry sources view move by Stax as another in series of blows dealt to independent record distributors in past years.

Music reminder on WCBS. WRFM(FM) and WTFM(FM), both New York, have bought spot schedules on WCBS(AM) New York, all-news operation, to promote their beautiful music formats. Each of schedules will run for several weeks, WCBS spokesman said. When asked why WTFM is advertising on another radio station, General Manager Sid Horne said: "We believe in radio. And I have to admit, we get a kick out hearing the WCBS announcers say, 'And if you'd like to hear some beautiful music, tune to WTFM.'"

Cable

Cable finds friend in FCC's Wiley

He expresses sympathy for most CATV problems; but he does say industry should pay copyright

FCC Commissioner Richard E. Wiley made his maiden appearance as a commissioner before a cable-television audience last week, and for the most part gave his listeners something to feel good about.

He is against rate-base regulation for the cable industry, at least for now, he said at a regional meeting of the National Cable Television Association in Hartford, Conn.

He also opposes the idea of municipal ownership of cable systems. And he looks with favor on the industry's request for an extension of the deadline for meeting initial performance-tests standards set in the commission's new CATV rules.

One possible discordant note was in his call for the industry to agree to pay copyright fees for the material it uses. He said it was not only the morally right but the pragmatic thing to do. "There is no such thing in this country as a free ride."

But even on that point he was not wholly at odds with the cable industry. It has agreed in principle to copyright payments; it is the amount of such payments that has blocked agreement with copyright owners on a copyright bill. And the commissioner said he has not reached a judgment on the "appropriate terms or amount of such payment."

Commissioner Wiley, who has been a member of the FCC since January, noted that through his visits to broadcast conventions and calls of broadcasters and their representatives at his office, he has become intimately acquainted with the major issues confronting them.

But the cable interests, by contrast, he said, have given him a wide berth. The Hartford meeting was the first he has addressed and only the second to which he was invited. Until a few months ago, he said, former NCTA Chairman John Gwin was the only cable-industry member with whom he had "even a passing acquaintance."

Nevertheless, he indicated he was aware of and sympathetic to cable TV's problems. For instance, he noted that there are some 1,450 CATV applications for certificates of compliance awaiting processing at the commission. He said "something less than" half that total are uncontested and can be disposed of by the staff; but he also said the pace of action will probably slow down, as the commission faces tough decisions connected with contested applications.

In discussing the major policy issues he dealt with, he said: "I think rate-base regulation for the cable industry, particularly at this juncture of its development, would be nothing short of catastrophic. With the tremendous financial investments, and indeed the tremendous finan-

cial risks, which must of necessity be assumed in the maturation of this industry, I am personally convinced that cable cannot and will not develop if subjected at the outset to the strictures of such regulation."

The "same abiding faith in our free enterprise system" that causes him to oppose rate-base regulation turns him against municipal ownership of cable-television systems. But the principal source of his opposition stems from his doubt "about the wisdom of government ownership of a communications outlet. I would suggest that the free flow of information and ideas in a democracy like ours would not be advanced by placing cable's voice under government dictation and control."

Although NCTA's petition for a one-year extension of the deadline for meeting performance-tests standards is still pending, he sees no reason why the requests should not be given "positive consideration." He said it is unrealistic to expect compliance by the end of the year, as called for in the rules, in view of "the unavailability of trained engineers and sophisticated equipment necessary to undertake such testing."

And on the copyright issue, he said: "Reasonable copyright payment may be in your own best interest, especially when viewed in terms of the long-run growth of the cable industry. For without such compensation, I reiterate my prediction that your expansion will be continually stymied and frustrated along the way."

But he also said he does not favor copyright settlement by "regulatory or legislative fiat." Whatever the ultimate copyright package might include, he said, "an accord between the private parties involved would produce a far more acceptable plan than having the government dictate and impose it from above."

NCTA's Foster cites cable backlog at FCC

In letter to Commissioner Hooks, he blames broadcasters for the logjam of certificate applications

Charging that "segments of the broadcast industry have seen fit to obstruct, delay and impede the commencement of cable service wherever and whenever possible," the president of the National Cable Television Association has asked the FCC to do something about it.

In a letter to FCC Commissioner Benjamin Hooks, NCTA President David H. Foster requested prompt action to relieve the backlog of applications for certificates of compliance. Mr. Foster said the current logjam—which he attributed largely to broadcasters—means that the "freeze" on cable development has not really been lifted, as it was supposed to when the commission adopted new CATV rules earlier this year. "If the commission's policy to foster the growth of cable is to have any meaning," the NCTA president said, "immediate action is required."

The letter, written to Mr. Hooks in his

capacity as FCC "backlog" commissioner, cited statistics to illustrate the problem. Mr. Foster said that 1,300 applications have been accepted for filing but only about 350 have been acted upon. The cable systems involved cannot commence new construction without FCC approval.

Since "it has become common knowledge that any opposition will indefinitely delay an application," Mr. Foster said, "there is an open invitation for the filing of frivolous objections. . . ." He charged some broadcasters with doing just that. Some of their objections, he said, have been made on grounds that have no basis in FCC policy; for example, some broadcasters have charged that new cable service will injure existing television stations, even though the commission has said that "we do not expect to re-evaluate that question in specific cases."

Mr. Foster said it is "unconscionable" that this situation is getting worse at a time when the existing backlog is not expected to be cleaned up for at least a year. He called for a meeting between Commissioner Hooks and NCTA staff members to discuss "concrete suggestions" for alleviating the backlog.

Chicano-programed TV seeks protection from Mexican imports

KMEX-TV Los Angeles asks FCC to block area cable systems from carrying Tijuana signals

A Los Angeles Spanish-language UHF last week sought relief from part of the FCC's cable rules that, it claimed, could "destroy" stations of its kind.

Spanish International Communications Corp., license of KMEX-TV, objected to a provision of the rules that allows cable systems to import an unlimited number of foreign-language TV signals from outside the U.S. The firm specifically asked the commission to prohibit a cable system serving two nearby communities from carrying the signal of XEWT-TV Tijuana, Mexico.

XEWT-TV is one of 18 stations that United Cablevision Corp. is proposing to carry on its systems in Riverside and Loma Linda, both California. Both cities fall within KMEX-TV's coverage area.

Noting that United also plans to carry three domestic Spanish operations—KWHY-TV Los Angeles, KIXA(TV) Fontana, Calif., and KMEX-TV—Spanish International claimed that the presence of XEWT-TV in the market would create an unfair competitive advantage because the Tijuana station carries a large amount of programming also seen on KMEX-TV.

KMEX-TV is not technically protected by the exclusivity provisions for syndicated programming because Riverside and Loma Linda fall beyond the 35-mile zone of protection provided in the rules. Nevertheless, Spanish International said it believes the syndication-exclusivity rules "are clearly applicable" in its case because "for all practical purposes," Riverside and Loma Linda are "part and parcel of the Los Angeles market."

Old and new fires stoked to life in pay-cable comments

Losses through siphoning feared by most on-air broadcasters; cable spokesmen see subscription service as necessary adjunct

The question of the box office in the home—pay cable—has started the controversy about cable television all over again. Where once broadcasters warned that their industry would be seriously weakened if CATV were allowed to import distant signals, now they warn that the sports events, movies and other features that are seen on television will be siphoned off by pay cable if there is not strict regulation. And where CATV spokesmen once talked of distant signals as essential to the viability of their systems—the source of revenues that would enable them to provide the kind of specialized services broadband cable can deliver—they now ascribe that role to pay cable.

The arguments were made last week in comments filed with the FCC on the pay-cable rules it adopted in June 1970, and on a proposal to tighten the rule relating to carriage of sports events.

The rules are patterned after those applicable to over-the-air pay television, and are designed to prevent the removal of programs now seen on television for presentation on a pay basis.

But they are directed at per-program or per-channel charge operations. And a major point made by the broadcast industry representatives—the Association of Maximum Service Telecasters, the National Association of Broadcasters and each of the three networks—is that the rules should apply to all program origins.

The only justification for limiting the rules' applicability to per-program or per-channel operations, ABC said, is that cable systems could not generate enough revenues from their regular monthly charges to siphon program product.

But its studies, ABC added, "demonstrate that interconnected cable systems serving a relatively small percentage of U.S. homes, can generate sufficient revenues to outbid free television for a significant part of its most attractive product."

The rules prohibit pay-cable systems from carrying feature films more than two years old (except that they may carry one film a week that is 10 years old), sports events regularly televised live during each of the preceding two years (during any one of the five preceding years, under the rule-change proposal), and any interconnected series. They also prohibit cable systems from devoting more than 90% of their offerings to sports and feature films.

The National Cable Television Association urged the commission to abandon the rules—which it contends the commission does not have the authority to adopt—as a means of conforming to the man-

dates of the Communications Act and the antitrust laws, and of promoting diversity in programming available to the public and stimulating "the depressed motion picture industry."

Furthermore, it said, "subscription cablecasting offers a potential source of the revenues essential if cable operators are to perform the kinds of services envisioned" in the order in which the commission adopted its new CATV rules earlier this year. The rules require systems to operate with a minimum of 20 channels, to have two-way capability, and to provide at least four access channels.

NCTA also introduced a new element into the argument, one taking note of the increasing number of technologies emerging with the capability of providing programming for a fee. It said those who use multipoint distribution service, leased telephone lines, private microwave or any other method to distribute nonbroadcast subscription programming should be required to shoulder the same regulatory burden as pay cable, "to insure that all parties . . . are treated comparably."

(Similar points were made two weeks ago by Roland S. Homet Jr., a Washington attorney who is special counsel to the state of Illinois on broadband cable communications and a member of the steering committee of the FCC's federal-state/local advisory committee on cable regulation. Speaking at a conference on computer communications, in Washington, he said he leans to the view that government should "equalize regulated competition by correcting present jurisdictional imbalances; and at the same time make deliberate political judgments about the revenue cross-subsidizations needed to realize the social benefits that unregulated competition and unequally regulated competition will not produce.")

NCTA's position was supported by the Motion Picture Association of America, which said the rules are contrary to the commission's goals for cable television, including the development of a diversity of program sources.

Both NCTA and MPAA expressed the view that pay cable poses little threat to over-the-air television. But AMST said siphoning "is a clear and present danger," and like other broadcast industry representatives, cited the quoted remarks of cable-television industry spokesmen to the effect that their future is in pay cable. AMST, like the other industry representatives, urged the commission to adopt stricter pay-cable rules than those now in force. Those rules, AMST said, are "wholly inadequate."

The NAB perhaps put the broadcasters' point regarding the effect of unchecked pay cable most starkly: "At the end of the whole CATV origination road, the commission will find it has permitted CATV to become so bloated on the vast financial rewards of entertainment and sports originations, that free television will be uttering its last breath with a bland monotony of cheap, uncreative program fare."

And CBS said that, "in simple justice to broadcasters, the regulatory structure which provides a forced subsidy for

How does your garden grow? Madison Square Garden Corp. has granted cable-television rights outside New York City to Sterling Communications Inc., New York, for an undisclosed sum. Irving Mitchell Felt, chairman of Madison Square Garden, said last week that the arrangement with Sterling does not interfere with current agreements with TV stations or cable TV systems in the New York metropolitan area. Sterling Communications, 47% owned by Time-Life Cable, will distribute a package of about 200 sports and special events as part of a program service to be initially offered to cable systems in the Northeast part of the U.S. and to other areas subsequently. A spokesman for Sterling indicated that subscribers would have to pay a fee beyond their regular subscription charge for the program service.

cable at the expense of free broadcasting television [the use of broadcasting's programs] must provide protection against siphoning of attractions from free broadcasting to cable television."

ABC in a separate comment and a group of licensees of 20 television stations broke ranks with their colleagues in broadcasting to urge the commission to seek congressional guidance. And they said Congress should consider all technical means that can be used for pay television.

ABC said that not only does the commission lack the authority "to promote" any system of pay cable but that its authority over cable-television services now rests "on tenuous grounds."

However, it also said that, pending congressional action, the commission "should take such interim action—largely loophole removals—as its jurisdiction, reasonably permits."

Several of the broadcasters made the argument that the poor who cannot afford pay cable and the rural residents who live outside cable's reach would suffer the most if sports and other features now seen on television were captured by cable. However, one of the parties commenting last week said the pay-cable rules are unfair to the urban poor and minority groups and should be removed. The Urban Communications Group, of Washington, a communications consulting firm, specializing in cable, said those groups cannot afford time or money to see the sports events and films that would be barred from pay cable. But "program fees, split among a number of viewers are no financial burden," UCG said.

The broadcasters were not the only ones feeling threatened who asked the commission to take a tough stand on pay-cable rules. The National Association of Theater Owners said that the commission "should broaden its inquiry to encompass the effect of cable pay TV on motion-picture theaters and adopt regulations which would insure that the development of cable pay TV is consistent with the continued operation of motion picture theatres."

\$13.7 million merger set by UA-Columbia

Proposal will consolidate 30 systems under new banner of UA-Columbia Cablevision Inc.

Columbia Cable Systems Inc., Westport, Conn., and United Artists Theaters Inc., New York, have reached an agreement whereby Columbia Cable would acquire UA Cablevision Inc. in an exchange of stock.

The proposed merger calls for shareholders of UA Cablevision, a subsidiary of United Artists Theaters, to receive 1.0667 shares of Columbia stock for each share held. On the basis of Columbia's bid price of \$17.125 on the over-the-counter market, the transaction has an indicated value of \$13.7 million. UA Cablevision also is traded over the counter.

Columbia Cable operates 14 systems with about 75,000 subscribers. UA has 16 systems and approximately 62,000 subscribers.

The proposal must be approved by shareholders and directors of Columbia Cable and UA Cablevision. Upon completion of the merger, five designees of UA Cablevision will be added to the consolidated corporation. The new firm will be renamed UA-Columbia Cablevision Inc.

'72 good for cable. The Department of Commerce says that cable television should have revenues of \$375 million this year—10% above last year's \$340 million. The assessment is contained in the department's "Interim View of the Economy," issued Oct. 27. The report also predicts there will be 6.9 million subscribers for cable by the end of this year.

FCC sets ground rules for Illinois CATV's

Action follows request from state regulatory agency involved in jurisdictional dispute

Illinois cable systems have been advised by the FCC of interim procedures that will be in effect for their certificate-of-compliance applications while the regulatory authority of cable in that state is being decided.

The FCC ruling was requested by the Illinois Commerce Commission, which last year claimed jurisdiction over all state CATV operations. That declaration is being challenged in the Illinois Supreme Court, with a ruling expected early next year. In the meantime, the Illinois commission asked FCC to rule that it will grant compliance-certificate applications only upon showing that they are in compliance with local law. It noted that Illinois systems are currently prohibited from starting new construction unless

granted a waiver by the Illinois Commerce Commission.

FCC said that in cases involving systems in operation before May 5, 1972, compliance certificates will be granted unconditionally, as long as the systems conform to the FCC's rules. Systems starting after that date, FCC said, will be granted upon showing that they have complied with both the federal and state laws. Saying that it did not wish to burden systems with excessive obligations to answer to both state and federal authorities, FCC said it did not want those systems to disregard local stay orders either. The Illinois Commerce Commission's motion had been opposed by the Illinois-Indiana Cable Television Association.

Teleprompter buys Joliet system for \$1.7 million

Teleprompter Corp., New York, has acquired a cable-television system serving five communities in the Joliet, Ill., area.

Teleprompter bought Community Electronics Systems Inc., Joliet, for about \$1.7 million cash. The cable system is under construction and plans to serve about 9,000 homes. Teleprompter said two officers of Community Electronics Systems, George W. Rourke Jr. and Ronald H. Galowich, will continue as vice presidents.

Equipment & Engineering

IBEW threatens strike at CBS

Plan to use nonunion personnel on certain equipment may bring walkout before election day

Accountants, purchasing agents, researchers, promotion writers and other non-union personnel at CBS were poised last week to fill such unfamiliar roles as cameramen, boom men and audio technicians—if necessary.

Part of a specially trained group in the intricacies of broadcast technology, the management and supervisory workers were on alert after the International Brotherhood of Electric Workers said it planned to call a strike before election day.

The principal issue, according to an IBEW spokesman, is that CBS wants to allow nonunion personnel to operate equipment such as video-tape recorders and character generators. Technical personnel have always operated this equipment in the past, he said. "We don't resent automation, but we do resent being denied the fruits it will provide to the union," he added.

CBS officially would not comment on the IBEW claim regarding the basic issue in the dispute, except to say the company

was not trying to fill jobs with nonunion personnel that formerly were handled by IBEW members. One source close to the negotiations said CBS wants the right to hire employees possessed with certain skills needed for the new emerging technology. The union has insisted that if this happens, this work must be duplicated by union technicians. CBS reportedly has resisted this demand, believing it would lead to duplication of personnel and effort.

The strike threat arose after CBS and IBEW broke off negotiations last Tuesday (Oct. 31) after participating in round-the-clock talks in Washington. IBEW's contract expired Sept. 30 and a strike referendum, empowering the IBEW negotiating committee to call a strike at any time, passed on Oct. 12.

The dispute involves more than 1,200 engineers, cameramen, technicians and allied workers at the television and radio networks and company-owned stations in New York, Chicago, Los Angeles, St. Louis, Philadelphia, Boston and San Francisco.

When the impasse in negotiations was reached, a union spokesman was quoted as saying that "at this time, a strike is inevitable."

CBS issued a statement saying that operations would continue uninterrupted through the use of managerial, supervisory and other nonunion personnel in the event a strike is called.

Like the other networks, CBS for years has pursued a policy of providing technical training for a selected number of employees in various parts of the company operation. This has proved to be a prudent approach since engineering functions are recognized as the most vulnerable in the event of a strike.

The special training proved most fortuitous at CBS when about 1,300 members of IBEW called a strike in 1958 (BROADCASTING, April 7, 1958). Approximately 500 of the trained cadre manned the technical posts and managed to continue television and radio operations with a minimum of disruption until the settlement of the strike on April 18.

Funding for hardware

How much more to come is uncertain, but HEW hands out \$4 million to public radio and TV stations

Twenty-four noncommercial television and radio stations have received over \$4 million in the latest series of facilities grants by the U.S. Office of Education.

The grants are the first to be awarded in fiscal 1973 under the Educational Broadcasting Facilities program. The total amount to be distributed this year is uncertain because the President has twice vetoed HEW-Labor appropriations bills (BROADCASTING, Oct. 30). Both Congress and the White House have recommended that \$13 million be earmarked for this specific program.

The facilities program was established in 1963 and has resulted in 366 grants, worth \$68.7 million. The recipients of the



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latest \$4,069,934 doled out by HEW are as follows:

KCSM-FM San Mateo, Calif. (\$16,354); KRMA-TV Denver (\$205,740); Connecticut ETV Network (\$232,500); WIPB-TV Muncie, Ind. (\$60,000); WFYI-TV Indianapolis (\$326,797); KTWU-TV Topeka, Kan. (\$77,520); Maryland Center for Public Broadcasting, to establish a noncommercial TV station in Hagerstown, Md., on channel 31 (\$429,825); WFCR-FM Amherst, Mass. (\$14,490); WUCM-TV University Center, Mich. (\$200,000); WDSE-TV Duluth, Minn. (\$138,750); WSKG-TV Binghamton, N.Y. (\$285,593); WNED-TV Buffalo, N.Y. (\$178,614).

Also KLVX-TV Las Vegas (\$117,000); WCET-TV Cincinnati (\$171,192); WPSX-TV Clearfield, Pa. (\$261,500); WTCI-TV Chattanooga (\$218,130); East Tennessee State University, to help establish a noncommercial FM in Johnson City, Tenn., on channel 208 (\$63,572); KERA-TV Dallas (\$91,287); WHRO-TV Hampton-Norfolk, Va. (\$197,183); KTOY-FM Tacoma, Wash. (\$20,278); West Virginia Educational Broadcasting Authority, to help establish a noncommercial FM station in Beckley, W. Va., on channel 208 (\$121,419); WMUL-TV Huntington, W. Va. (\$106,575); WHA-TV Madison, Wis. (\$371,215); KVKZ-TV Pago Pago, American Samoa (\$334,400).

Sony, IVC upstage exhibitors at NAEB

Expanded U-Matic production, new cartridge video recorder announced

More than 70 exhibitors showed equipment and other products at the 48th annual National Association of Educational Broadcasters convention in Las Vegas, with Sony Corp. of America being the major newsmaker. International Video Corp., which did not exhibit at the Las Vegas Convention Center, instead holding a news conference at the Circus hotel, shared the spotlight with Sony. IVC, based in Sunnyvale, Calif., introduced a series of color-video cartridge recorders, using self-threading one-inch tape that are said to be smaller, more compact and lighter than other VCR's on the market. Sony, out of Long Island City, N.Y., announced that it will produce at least 100,000 of its U-Matic video-cassette units during the coming year and will build a factory in Japan to achieve this stepped-up production.

IVC's new cartridge video recorder, designated as the VCR-100 series, is specifically designed for the top end of the closed-circuit television market, but with cable-TV, broadcast-TV, advertising, teleproduction applications, as well as for industrial, educational, medical and government use. It was stressed at the news conference that the new VCR series uses video-tape cartridges that are completely tape interchangeable with every recorder IVC makes and does not obsolete any of the company's software. Three VCR-100 models are being made available: a color

playback unit priced at \$1,900; a monochrome recorder/player for \$2,300; and a color recorder/player priced at \$2,700. Deliveries are scheduled to begin next March.

Sony, which has manufactured 40,000 U-Matic units in the last 18 months, selling 20,000 since March, noted that the average U-Matic video-cassette machine sells for \$1,200 thus indicating that the 100,000 unit production could generate \$120 million in revenues. A 30-acre factory will be built in Nagoya, Japan, with ground to be broken the end of this year and completion of construction scheduled by next summer. The factory will have the capacity to go beyond 100,000 units per year.

According to Sony's new president and chief executive officer, Harvey L. Schein, educational and medical institutions, in addition to industry and government, figure to be the initial biggest customers for the U-Matic videocassette, but he did not preclude the entertainment industry. "We're not pushing it to the consumer market," he conceded, "but it's inevitable that consumers will be interested in it." He pointed out that there now are some 40 firms involved in the production and distribution of programs of various kinds (few of them of an entertainment nature, however) for use with the Sony U-Matic video-cassette recorder/player.

Also shown were low-priced color TV cameras, including Magnavox's single-tube at \$2,500, and Shibaden's one-tube unit to be available next year.

Finance

Videorecord makes plans for first public offer

Turns from private placements to open market for next \$2 million

Videorecord Corp. of America, Westport, Conn., one of the first companies formed to exploit the emerging technology and applications of videocassettes, may be the next company in that field to go public. It has filed registration with the Securities and Exchange Commission seeking to sell 250,000 shares at \$8. The offering—assuming SEC approval—would be handled by W. R. Safir & Co., New York, on a "best efforts" basis.

Videorecord has until now been financed by venture capital and borrowings—a total of \$3.5 million, according to Stafford L. Hopwood Jr., an ex-CBS Labs vice president who formed Videorecord with a number of broadcasting and show business associates in 1969. It is engaged in both the software and hardware sides of the videocassette industry—that is, it has contracted for or produced a number of programs for mastering in the various videocassette modes, and has contracted for videocassette playback equipment on which those programs may be used. Its major effort has been to create a "network" of franchised operators around the country. Two-page, four-color ads announcing that network are being placed in this week's subscription issue of *Time*

\$650,000

CATV Service Company (New Jersey)

Bank Promissory Notes, Due 1979

The undersigned acted as financial advisor to the company in this private placement. This advertisement appears as a matter of record only.



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October, 1972

and next week's issue of *Business Week*. According to the preliminary prospectus issued in connection with the stock offering, Videorecord has so far enlisted 35 dealers serving 75 of its projected 376 territories. Each territory is based on 100,000 "television homes," for which dealers pay 15 cents each.

Proceeds of the stock offering would go first to partial payment (\$500,000) of a \$729,392 loan from First Pennsylvania Banking and Trust Co. A second half-million would go to production and inventory costs of programs planned or in production, and \$100,000 would go to advertising.

Videorecord has made substantial investments or commitments in player equipment, principally with the Philips Broadcast Equipment Corp. It has in the past contracted for a number of Philips black-and-white, reel-to-reel videotape decks, and now has commitments to purchase up to 11,350 Norelco videocassette machines from that company for over \$9 million. It is the exclusive American distributor for this equipment. Prior to its availability, however, Videorecord is turning to Sony's U-matic color players to attempt to supply its dealer system.

Dr. Hopwood is chairman, president and chief executive officer of Videorecord. The company's first chairman was William Schuman, the composer, who remains a director. Others on the board include W. Theodore Pierson, Washington communications attorney; Beardsley Graham, communications consultant; William Bernbach, chairman of the Doyle Dane Bernbach advertising agency; Hugh Downs, the entertainer, and Alan R. Novak, chairman of Development Technologies Inc., Washington. Dr. Hopwood, whose \$50,000 salary was raised to \$75,000 this summer, controls some 708,000 shares (including over 350,000 shares he received in the company's initial recapitalization at an effective price of 1.3 cents). Mr. Pierson holds 50,050 shares at that price for his law firm. Mr. Graham, who's now working full-time for aggregate compensation of \$50,000 per year, holds 30,030 shares. Dr. Schuman, who as chairman was paid \$50,000 in 1971, is now being compensated at the rate of \$12,000 under a contract expiring in 1975.

Videorecord issued a private placement

of some 450,000 shares to seven investors at \$2.25 per share in January 1970, and sold another 425,000 shares for \$3.74 to 21 private investors in November that year. It issued 115,000 shares at \$6.50 to 15 private investors in February and March this year.

The high cost of pioneering in the videocassette field is indicated by a summary of Videorecord's costs for its first two-and-a-half years. They amounted to \$702,097 in 1969-70, \$1,544,222 in 1971 and \$1,055,051 in the first five months of 1972, for a total of \$3,301,370. Revenues for that period have come to \$1,544,924, of which \$543,250 remains on an accounts receivable basis.

More strong showings in third quarter

The nine-month reports from publicly owned broadcast companies continue to glow with words like "record performance." Following the pattern that was firmly established late last month (BROADCASTING, Oct. 30), 14 companies associated with broadcasting issued their reports last week. All were upbeat.

Two companies—Zenith Radio Corp. and Foote, Cone & Belding Communications—reported all-time high figures for the period. Zenith reported \$40.5 million in revenues and \$27.3 million net income; FCB reported \$1,468,000 net income and increased per-share earnings (from 26 cents to 68 cents).

Other companies such as Capital Cities Broadcasting Corp. (revenues up from \$70 million to nearly \$87 million), 3M Co. (16.8% jump in net income) and Technicolor (19% jump in net income) contributed their share of the good news, in what analysts foresee as a record year for the entire field. Following are the latest financial reports.

Capital Cities Broadcasting Corp., New York, reported substantial gains in revenues and income for both third quarter and first nine months. Advances were attributed mainly to increases in broadcast sales. Company also cited progress in its publishing operations.

For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.55	\$ 1.16
Net revenues	86,932,000	70,167,000
Net income	11,923,000	8,821,000

Foote, Cone & Belding Communications Inc., New York, reported record level of income and increased per-share earnings for first nine months of year. Agency said billings gained 18% over same period last year. FCB Cablevision lost \$766,000 or 36 cents per share in period compared with \$247,000 or 11 cents per share lost in the nine months last year. Agency said that "as previously disclosed," it is studying alternatives to its cable interests.

For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.68	\$ 0.26
Billings	197,511,000	167,590,000
Net income	1,468,000	574,000
Shares outstanding	2,152,000	2,191,000

Combined Communications Corp., Phoenix, reported increases in revenues and earnings for first three quarters of 1972. Included were operating results of Mullins Broadcasting Co., acquired in February 1972, and Eller outdoor advertising firms in California and Texas, acquired last March and June, respectively. For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.84	\$ 0.59
Revenues	40,085,669	23,387,985
Net income	2,646,786	1,515,947

John Blair & Co., New York, reported 52% increase in third-quarter earnings and 21% gain for first nine months. Third-quarter earnings improvement was attributed to graphics division's stronger performance. Broadcast rep earnings were less than in similar quarter in 1971. For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.84	\$ 0.70
Revenues	54,193,000	46,980,000
Net income	2,189,000	1,805,000
Shares outstanding	2,603,000	2,590,000

Pacific Southwest Airlines, San Diego, which through its PSA Broadcasting Inc. subsidiary operates four FM stations in California, reported 5.7% decrease in third-quarter net income but increases in both net income and revenues for nine-month period, despite losses by company's hotel and broadcasting operations. For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.27	\$ 1.20
Revenues	82,615,000	76,686,000
Net income	5,144,000	3,935,000

Note: Net earnings for 1972 includes extraordinary gain of \$737,000, or 17 cents per share, from sales of aircraft.

3M Company, St. Paul, reported 16.8% jump in net income and 15.4% increase in revenues for nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.58	\$ 1.36
Revenues	1,568,000,000	1,358,000,000
Net income	178,300,000	152,600,000

Communications Satellite Corp., Washington, reported increases in revenues and net income for first three quarters of 1972, resulting "primarily from growth in the number of full-time half circuits leased by Comsat to its customers." For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.90	\$ 1.71
Revenues	77,765,000	65,439,000
Net income	19,035,000	17,123,000

LIN Broadcasting Corp., New York, reported improvements in revenues and net income for both third quarter and first nine months of 1972.

Company noted the gains were achiev-

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ed despite lower national radio sales in third quarter. Television and LIN Communications showed operating gains during period. For first nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.31	\$ (0.24)
Revenues	15,485,072	13,958,396
Net income	3,060,357	(558,807)

Kingstip Inc., licensee of KHFI-AM-FM-TV Austin, Tex., reported record revenues and earnings for fiscal-year 1972 ended Sept. 30:

	1972	1971
Earned per share	\$ 1.00	\$ 0.91
Revenues	17,713,971	14,906,340
Net income	1,116,946	930,920

Meredith Corp., Des Moines, Iowa, reported increases in revenues and earnings for first fiscal quarter of 1972. For three months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.52	\$ 0.41
Revenues	41,302,000	38,514,000
Net income	1,480,000	1,149,000

Admiral Corp., Chicago, reported increased sales and earnings for first three quarters of 1972. For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.67	\$ 0.42
Revenues	345,026,000	295,721,000
Net income	8,817,000	2,194,000

Creative Management Associates, Los Angeles, talent agency, reported improved net earnings for most current third quarter and for last nine month period.

For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.51	\$ 0.41
Revenues	7,009,000	6,952,000
Net earnings	499,000	397,000

Ogilvy & Mather International, New York, reported net income increased 38.7% and billings were up 41% for the first nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.36	\$ 1.01*
Billings	298,290,000	211,400,000
Net income	2,487,282	1,792,722

*Adjusted for stock split.

Schering-Plough Corp., Bloomfield, N.J., reported record sales and earnings for first

three quarters of 1972. For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 2.23	\$ 1.73
Revenues	380,478,000	330,465,000
Net income	59,621,000	46,084,000

Zenith Radio Corp., Chicago, reported that sales and earnings for first nine months of 1972 were highest in company's history. For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.43	\$ 0.86
Revenues	540,501,000	429,683,000
Net income	27,281,000	16,324,000

Reeves Telecom Corp., New York, reported rise in gross revenues and in net income for nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.54	\$ 0.22
Revenues	6,731,346	5,174,928
Net income	1,333,005	549,693

Interpublic Group, New York, reported that increases in expenses were held to 5% while gross income rose 7.3% as company increased its net income 42% for the nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.34	\$ 1.03
Billings	562,047,000	523,901,000
Net income	3,481,000	2,300,000
Shares outstanding	2,130,225	1,944,035

Gray Communications Systems Inc., Al-

bany, Ga., reported increases in revenues and earnings for first fiscal quarter. For three months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.30	\$ 0.22
Revenues	2,024,895	1,664,650
Net income	144,542	103,882

Technicolor Inc., Hollywood, film and video-tape processor, reported 19% increase in net income for first fiscal quarter. at least in part result of cost reduction efforts. For quarter ended Sept. 23:

	1972	1971
Earned per share	\$ 0.27	\$ 0.23
Revenues	26,372,000	25,998,000
Net income	1,007,000	848,000
Shares outstanding	3,785,450	3,747,053

New funds for CCA

Long-term financing arrangements totaling \$2.4 million, have been announced by Bernard Wise, president of CCA Electronics Corp., Gloucester City, N.J., manufacturer of TV and radio broadcast transmitters and associated equipment. The package includes a \$1-million term loan, taken by the Philadelphia National Bank, and two debenture series, one at \$900,000 for seven years and the other for \$500,000 for 10 years, placed with institutional investors by Drexel Firestone Inc. and Suplec-Mosely Inc.

Gains in the market. The stock of Walt Disney Productions jumped by over 10 points for the second week in a row—easily the largest gain in either week for any of the 134 companies listed on the BROADCASTING stock index. In a period of relatively little fluctuation Disney has gone from 176 to 186½ to 197¼ in successive weeks. The 5.32% gain last week left Disney near its 1972 high mark of 201¼.

Elsewhere in the index, Rahall Communications was up 1¼, from 14½ to 16¼, for the largest gain among companies involved only in broadcasting. Storer Broadcasting was down 1½ from 44¼ to 43¼, the largest decrease. (That decline followed a week in which Storer's stock jumped 3¼ points, reflecting the company's announcement of a record nine-month period [BROADCASTING, Oct. 30]). Seven companies gained during the week, six declined, and one did not change. Schering-Plough rose 7¼ points, from 127¼ to 135 (its high for the year), to lead broadcast companies with other major interests. Twenty-five companies in this category were up, 10 were down and five were unchanged. Other gainers included Time Inc. in the cable category (up 3¼, from 48½ to 51¼); Teletronics International in the programming category (up 2½—or 26.3%—from 9½ to 12); Foote, Cone & Belding in the service category (up 1¼, from 10¼ to 12¼), and Ampex in the manufacturing category (up 1½, from 5½ to 7½).

In all, 75 companies of the 134 listed were up last week; 39 were down; and 19 remained the same. The only category with more losers than gainers was service companies, which showed seven firms up, eight down and four the same.

Broadcasting Stock Index

Weekly market summary of 134 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Nov. 1	Closing Oct. 25	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting										
ARC	ABC	N	78 1/2	78	+ 1/2	+ .64	81 1/2	51 1/4	8,418	660,813
ASI COMMUNICATIONS	ASIC	O	1 1/8	1 3/8	- 1/4	- 18.18	5	1 1/8	1,815	2,041
CAPITAL CITIES	CCR	N	58	57	+ 1	+ 1.75	64 1/4	48	6,496	376,768
CBS	CBS	N	50 3/4	52 3/4	- 2	- 3.79	63	45 1/2	28,096	1,425,872
CDX	CDX	N	39	39		.00	51	36 1/4	5,827	227,253
FEDERATED MEDIA		O	2	2 1/2	- 1/2	- 20.00	4 1/8	2	820	1,640
GROSS TELECASTING	GGG	A	17 1/4	16 5/8	+ 5/8	+ 3.75	23 7/8	12 1/4	800	13,800
LIN	LINR	O	12 5/8	11 1/2	+ 1 1/8	+ 9.78	22 3/8	11	2,341	29,555
MIDNEY	MDON	O	9 3/4	9 5/8	+ 1/8	+ 1.29	11 5/8	4	250	2,437
PACIFIC & SOUTHERN	PSOU	O	7 1/4	6 1/2	+ 3/4	+ 11.53	18 1/4	6 1/2	2,010	14,572
RAHALL COMMUNICATIONS	RAHL	D	16 1/4	14 1/2	+ 1 3/4	+ 12.06	29	8	1,037	16,851
SCRIPPS-HOWARD	SCRH	D	22 3/4	22 3/4		.00	27	18	2,589	58,899
STARR	SBG	M	24 5/8	24 3/4	- 1/8	- .50	30 1/2	15 1/2	1,042	25,659
STORER	SBK	N	43 1/4	44 7/8	- 1 5/8	- 3.62	49 3/8	31	4,223	182,644
T&T	TFR	N	54 3/4	55 7/8	- 1 1/8	- 2.01	59 1/4	41 3/4	4,064	222,504
TOTAL									69,828	3,261,308

	Stock symbol	Exch.	Closing Nov. 1	Closing Oct. 25	Net change in week	% change in week	1972 High	Low	Approx. shares out (000)	Total market capitali- zation (000)	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	5	5		.00	8 3/4	4 1/2	1,250	6,250	
AVCO	AV	N	15 1/2	14 5/8	+ 7/8	+ 5.98	20 7/8	13 7/8	11,497	178,203	
BARTELL MEDIA	BMC	A	3 1/8	2 7/8	+ 1/4	+ 8.69	7 1/8	2 3/4	2,257	7,053	
CHRIS-CRAFT	CCN	N	5	4 5/8	+ 3/8	+ 8.10	8 3/4	4 5/8	3,999	19,995	
COMBINED COMMUNICATIONS	CCA	A	37 1/4	33 1/4	+ 4	+ 12.03	42 1/2	28 1/2	3,264	121,584	
COWLES COMMUNICATIONS	CWL	N	10 1/4	10 3/8	- 1/8	- 1.20	13 1/8	9 1/2	3,969	40,682	
DUN & BRADSTREET	DNB	N	79 1/8	77 1/2	+ 1 5/8	+ 2.09	81 3/8	63	12,894	1,020,237	
FUQUA	FQA	N	19 5/8	18 1/4	+ 1 3/8	+ 7.53	27 7/8	15 5/8	9,399	184,455	
GABLE INDUSTRIES	GBI	N	24 3/8	23 1/2	+ 7/8	+ 3.72	32 1/4	23	2,220	54,112	
GENERAL TIRE & RUBBER	GY	N	27	26 5/8	+ 3/8	+ 1.40	32 5/8	24 5/8	19,483	526,041	
GLOBETROTTER COMMUNICATION INC	GLBTA	O	7 1/2	7 1/2		.00	20 1/2	7 1/2	2,843	21,322	
GRAY COMMUNICATIONS	O	10 3/4	10 1/2	+ 1/4	+ 2.38	14	6 1/2	475	5,106		
ISC INDUSTRIES	ISC	A	6 7/8	7	- 1/8	- 1.78	9 1/8	6	1,655	11,378	
KAISER INDUSTRIES	KI	A	6	5 3/4	+ 1/4	+ 4.34	9 5/8	5 1/2	26,948	161,688	
KANSAS STATE NETWORK	KSN	O	6	6 3/8	- 3/8	- 5.88	7 7/8	6	1,621	9,726	
KINGSTIP INC.	KTP	A	12 1/2	13 3/4	- 1 1/4	- 9.09	16 1/8	10 7/8	1,154	14,425	
LAMB COMMUNICATIONS	D	2 5/8	2 1/2	+ 1/8	+ 5.00	4 7/8	2	475	1,246		
LEE ENTERPRISES	LNT	A	21 3/4	21 5/8	+ 1/8	+ .57	30	17 1/2	3,357	73,014	
LIBERTY CORP.	LC	N	23 3/8	22 5/8	+ 3/4	+ 3.31	23 3/8	17 1/2	6,753	157,851	
MCGRAW HILL	MHP	N	15	14 3/8	+ 5/8	+ 4.34	20 7/8	13 1/4	23,327	349,905	
MEDIA GENERAL INC.	MEG	A	30 3/4	27 7/8	+ 2 7/8	+ 10.31	49 3/8	27 7/8	3,434	105,595	
MEROETH CORP.	MOP	N	21 3/4	22	- 1/4	- 1.13	30 3/4	18 1/2	2,812	61,161	
METROMEDIA	MET	N	34 1/2	35	- 1/2	- 1.42	39	27 1/4	5,959	205,585	
MULTIMEDIA INC.	O	43	43			.00	44	14	2,408	103,544	
OUTLET CO.	OTU	N	14	14		.00	19 3/8	13	1,336	18,704	
PACIFIC SOUTHWEST AIRLINES	PSA	N	20	19	+ 1	+ 5.26	37 1/2	18 5/8	3,771	75,420	
POST CORP.	POST	O	17 1/4	15 1/4	+ 2	+ 13.11	30	9	942	16,249	
PUBLISHERS BROADCASTING CORP.	PUBB	O	2 1/8	2 1/8		.00	4 7/8	1 5/8	919	1,952	
REEVES TELECOM	RBT	A	3 3/8	2 3/4	+ 5/8	+ 22.72	4 1/4	2 3/8	2,292	7,735	
RIDDER PUBLICATIONS	RPI	N	23 1/4	23 3/4	- 1/2	- 2.10	34 1/2	23 1/4	8,327	193,602	
ROLLINS	RDL	N	37 1/2	36 1/2	+ 1	+ 2.73	43 1/4	33	12,146	455,475	
RUST CRAFT	RUS	A	34 1/2	32 1/4	+ 2 1/4	+ 6.97	39 3/8	24	2,318	79,971	
SAN JUAN RACING	SJR	N	21	20 7/8	+ 1/8	+ .59	34 3/4	20 5/8	1,958	41,118	
SCHERING-PLOUGH	SGP	N	135	127 1/4	+ 7 3/4	+ 6.09	135	82 5/8	25,471	3,438,585	
SONDERLING	SDB	A	12	11 1/2	+ 1/2	+ 4.34	30 3/4	11	1,005	12,060	
TIMES MIRROR CO.	TMC	N	52 1/8	53 1/4	- 1 1/8	- 2.11	61 5/8	46 1/2	15,395	802,464	
TURNER COMMUNICATIONS	O	5 3/4	5 1/2	+ 1/4	+ 4.54	7	2	1,328	7,636		
WASHINGTON POST CO.	WPD	A	34 3/4	34 1/4	+ 1/2	+ 1.45	37 1/4	23 1/2	4,806	167,008	
WHOH CORP.	O	15	16	- 1	- 6.25	30	11	589	8,835		
WOMETCO	WOM	N	19 5/8	20 1/8	- 1/2	- 2.48	25 7/8	18 1/2	5,789	113,609	
Cable									TOTAL	241,845	8,880,581
AMECO	ACO	O	2 1/2	2 1/2		.00	12 3/4	1 1/2	1,200	3,000	
AMERICAN ELECTRONIC LABS	AELBA	O	4 1/4	3 3/4	+ 1/2	+ 13.33	9 3/4	3	1,726	7,335	
AMERICAN TV & COMMUNICATIONS	AMTV	O	43 1/2	45 1/2	- 2	- 4.39	47 1/4	17 1/4	2,462	107,097	
BURNUP & SIMS	BSIM	O	23 1/2	24	- 1/2	- 2.08	24	6 3/4	7,510	176,485	
CABLECOM-GENERAL	CCG	A	8 3/4	9 1/8	- 3/8	- 4.10	18 1/4	8 3/4	2,438	21,332	
CABLE FUNDING CORP.	CFUN	O	11 3/4	12 3/8	- 5/8	- 5.05	15 1/4	9 7/8	1,233	14,487	
CABLE INFORMATION SYSTEMS	O	2 1/4	2 1/4			.00	4 3/4	1 3/4	955	2,148	
CITIZENS FINANCIAL CORP.	CPN	A	8 3/4	8 1/2	+ 1/4	+ 2.94	15 1/4	8 1/2	2,416	21,140	
COLUMBIA CABLE	CCAB	O	18	16 3/8	+ 1 5/8	+ 9.92	21 3/4	16 3/8	900	16,200	
COMCAST CORP.	O	4 1/8	4 3/8	- 1/4	- 5.71	7	4 1/8	1,280	5,280		
COMMUNICATIONS PROPERTIES	COMU	O	9	8 3/8	+ 5/8	+ 7.46	27 3/8	8 3/8	1,917	17,253	
COX CABLE COMMUNICATIONS	CXC	A	37	37		.00	41 3/4	23 1/4	3,556	131,572	
CYPRESS COMMUNICATIONS	CYPR	O				.00	23	7	2,732	52,591	
ENTRON	ENT	A	3 1/2	3 1/2		.00	9 1/4	3	1,358	4,753	
GENERAL INSTRUMENT CORP.	GRI	N	29	27 7/8	+ 1 1/8	+ 4.03	32 7/8	20 3/4	6,501	188,529	
LVO CABLE INC.	LVOC	O	11 3/4	11 5/8	+ 1/8	+ 1.07	16 1/2	6 3/4	1,466	17,225	
SCIENTIFIC-ATLANTA INC.	SFA	A	13 1/8	11 5/8	+ 1 1/2	+ 12.90	13 3/8	8 1/8	909	11,930	
STERLING COMMUNICATIONS	STER	O	4 3/8	3 1/2	+ 7/8	+ 25.00	7 3/4	3 1/2	2,162	9,458	
TELE-COMMUNICATIONS	TCOM	O	29	28 1/4	+ 3/4	+ 2.65	35 1/4	15 1/2	3,822	110,838	
TELEPROMPTER	TP	A	33 1/2	34	- 1/2	- 1.47	44 1/2	28 1/8	15,551	520,958	
TIME INC.	TL	N	51 3/4	48 1/2	+ 3 1/4	+ 6.70	64 3/4	44 5/8	7,284	376,947	
TOCOM	TOCM	O	7 5/8	7 3/4	- 1/8	- 1.61	10	7	596	4,544	
UA CABLEVISION INC.	UACV	O	15 1/2	13 3/8	+ 2 1/8	+ 15.88	24	13	750	11,625	
VIACOM	VIA	N	19 1/4	19 1/8	+ 1/8	+ .65	28 1/2	15 1/2	3,836	73,843	
VIKOA	VIK	A	9	8 3/4	+ 1/4	+ 2.85	19 3/4	8	2,333	20,997	
Programing									TOTAL	76,893	1,927,567
COLUMBIA PICTURES	CPS	N	10 7/8	9 3/4	+ 1 1/8	+ 11.53	14 7/8	9 1/8	6,342	68,969	
DISNEY	DIS	N	197 1/4	186 3/4	+ 10 1/2	+ 5.62	201 3/4	132 3/4	13,802	2,722,444	
FILMWAYS	FWY	A	4	4		.00	8	3 5/8	1,868	7,472	
GULF & WESTERN	GW	N	34 7/8	34 1/8	+ 3/4	+ 2.19	44 3/4	28	15,816	551,583	
MCA	MCA	N	23 3/4	24 1/4	- 1/2	- 2.06	35 7/8	23 1/8	8,182	194,322	
MGM	MGM	N	21 1/4	19 5/8	+ 1 5/8	+ 8.28	22 1/8	16 3/4	5,897	125,311	
MUSIC MAKERS	MUSC	O	1 5/8	1 5/8		.00	3 3/4	1 1/8	534	867	
TELE-TAPE PRODUCTIONS	O	1 1/4	1 1/4			.00	2 7/8	1	2,190	2,737	
TELETRONICS INTERNATIONAL	O	12	9 1/2	+ 2 1/2	+ 26.31	18 1/2	6 1/4	724	8,688		
TRANSAMERICA	TA	N	18	17 5/8	+ 3/8	+ 2.12	23 1/2	16 1/4	67,213	1,209,834	
20TH CENTURY-FOX	TF	N	9	9 1/8	- 1/8	- 1.36	17	8 5/8	8,562	77,058	
WALTER READE ORGANIZATION	WALT	O	1 1/4	1 1/4		.00	4 1/8	1 1/4	2,203	2,753	
WARNER COMMUNICATIONS INC.	WCI	N	40 1/8	40	+ 1/8	+ .31	50 1/4	31 1/4	16,221	650,867	
WRATHER CORP.	WCO	A	8 3/8	8 1/8	+ 1/4	+ 3.07	17 7/8	7 1/8	2,164	18,123	
Service									TOTAL	151,718	5,641,028
JOHN BLAIR	BJ	N	12 5/8	12 1/8	+ 1/2	+ 4.12	22 3/8	11 3/8	2,604	32,875	

	Stock symbol	Exch.	Closing Nov. 1	Closing Oct. 25	Net change in week	% change in week	High	1972 Low	Approx. shares out (000)	Total market capitali- zation (000)
COMSAT	CO	N	60 1/8	58 7/8	+ 1 1/4	+ 2.12	75 3/8	52	10,000	601,250
CREATIVE MANAGEMENT	CMA	A	9 1/2	9 1/8	+ 3/8	+ 4.10	15 1/2	8 1/2	975	9,262
DOYLE DANE BERNBACH	DDYL	O	24 3/4	27	- 2 1/4	- 8.33	34 3/4	21 1/2	1,945	48,138
ELKINS INSTITUTE	ELKN	O	2 1/4	2 1/4		.00	16 3/8	1 3/4	1,664	3,744
FOOTE, CONE & BELDING	FCB	N	12 1/8	10 3/4	+ 1 3/8	+ 12.79	14	10 5/8	2,162	26,214
GREY ADVERTISING	GREY	O	14 3/4	15	- 1/4	- 1.66	18 1/8	9 1/4	1,200	17,700
INTERPUBLIC GROUP	IPG	N	27	27 1/2	- 1/2	- 1.81	36 1/8	22 3/4	2,083	56,241
MARVIN JOSEPHSON ASSOCS.	MRVN	O	14 1/2	14 5/8	- 1/8	- .85	17 3/4	5 7/8	825	11,962
MCCAFFREY & MCCALL	MC	O	10 3/4	10 1/2	+ 1/4	+ 2.38	16 1/2	7	585	6,288
MIVIELAR	MOV	A	1 3/4	1 5/8	+ 1/8	+ 7.69	3 1/8	1 3/8	1,407	2,462
MPO VIDEOTRONICS	MPO	A	3 3/4	3 3/4		.00	7 1/8	3 5/8	547	2,051
NEEDHAM, HARPER & STEERS INC.	NDHMA	O		26 1/4		.00	34 1/8	21 1/2	911	23,913
A. C. NIELSEN	NIELB	O	60 1/2	56 1/2	+ 4	+ 7.07	60 1/2	37 5/8	5,299	320,589
OGILVY & MATHER	OGIL	O	35	37	- 2	- 5.40	48 1/2	16	1,716	60,060
PKL CO.	PKL	O	7/8	1 3/8	- 1/2	- 36.36	9 1/2	3/4	778	680
J. WALTER THOMPSON	JWT	N	27 3/4	28	- 1/4	- .89	49 1/4	23	2,704	75,036
UNIVERSAL COMMUNICATIONS INC.	U	O	12	12		.00	17	8	715	8,580
WELLS, RICH, GREENE	WRG	N	18	18 1/4	- 1/4	- 1.36	27 7/8	17 1/2	1,635	29,430
Manufacturing								TOTAL	39,755	1,336,475
ADMIRAL	AOL	N	15 3/4	16 3/8	- 5/8	- 3.81	27	13 5/8	5,813	91,554
AMPEX	APX	N	7 1/2	5 5/8	+ 1 7/8	+ 33.33	15 1/8	5	10,875	81,562
CARTRIDGE TELEVISION INC.	C	O	20 3/4	19	+ 1 3/4	+ 9.21	43 1/2	16 1/2	2,083	43,222
CCA ELECTRONICS	CCAE	O	3 3/8	3 1/4	+ 1/8	+ 3.84	6 1/4	2 1/4	881	2,973
COLLINS RADIO	CRI	N	15 1/2	14 1/2	+ 1	+ 6.89	19 7/8	13 1/4	2,968	46,004
COMPUTER EQUIPMENT	CCEC	A	2 5/8	2 5/8		.00	4 5/8	2 1/2	2,421	6,355
CONRAC	CAX	N	30 1/8	29 1/2	+ 5/8	+ 2.11	39 3/8	24	1,259	37,927
GENERAL ELECTRIC	GE	N	64 1/2	64 1/4	+ 1/4	+ .38	70 7/8	58 1/4	182,123	11,746,933
HARRIS-INTERTYPE	HI	N	48 1/4	48 3/8	- 1/8	- .25	59	45 1/2	6,358	306,773
MAGNAVOX	MAG	N	28 1/8	29 1/2	- 1 3/8	- 4.66	52 1/4	25 7/8	17,685	497,390
3M	MMM	N	83 3/4	80 3/4	+ 3	+ 3.71	85 3/4	74 1/4	12,867	1,077,611
MOTOROLA	MOT	N	124 1/4	119 1/4	+ 5	+ 4.19	129 7/8	80	13,481	1,675,014
OAK INDUSTRIES	OEN	N	18 3/8	17 1/8	+ 1 1/4	+ 7.29	21 3/4	9 5/8	1,638	30,098
RCA	RCA	N	36	35 1/4	+ 3/4	+ 2.12	45	32 1/8	74,352	2,676,672
RSC INDUSTRIES	RSC	A	2 1/2	2 1/4	+ 1/4	+ 11.11	4 3/8	2 1/4	3,458	8,645
SONY CORP.	SNE	N	44 5/8	44 7/8	- 1/4	- .55	48 3/8	21 1/4	53,000	2,365,125
TECHNICAL OPERATIONS INC.	TU	A	9 7/8	10 1/4	- 3/8	- 3.65	17 7/8	9	1,386	13,686
TEKTRONIX	TEK	N	51 1/4	50 3/4	+ 1/2	+ .98	65 1/2	32 3/4	8,157	418,046
TELEFATION	TMT	O	5	4 3/4	+ 1/4	+ 5.26	13 3/4	4 1/4	1,050	5,250
WESTINGHOUSE	WX	N	43 5/8	42 5/8	+ 1	+ 2.34	54 7/8	38 3/8	87,609	3,821,942
ZENITH	ZE	N	49 1/4	47 3/4	+ 1 1/2	+ 3.14	50 1/2	39 3/4	19,037	937,572
								TOTAL	508,501	25,890,354
								GRAND TOTAL	1,088,540	46,937,313

Standard & Poor's Industrial Average

125.75

123.80

+ 1.95

A-American Stock Exchange
M-Midwest Stock Exchange

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Broadcast Advertising



Mr. Cary

F. Strother Cary Jr., executive VP, treasurer, and member of the board, Leo Burnett Co., Chicago, announces his retirement at the end of this year. He has been with Burnett since the founding of the agency 37 years ago.

Paul S. Gumbinner and **Robert D. Croth-**

Fletcher Gruthoff, management super-

visor, Warren, Muller & Dolobowsky, New York, named VP.

Peter Stacy, manager, production department, McCann-Erickson, Los Angeles, elected VP.

Jerry Rettig, sales supervisor, WPIX(TV) New York, appointed sales manager. He succeeds **James P. McCann** who joins RKO Television Representatives, New York, as VP and general manager. (BROADCASTING, Oct. 30).

Frank Leoce and **Dom Fioravanti**, sales managers, Metro Radio Sales, named VP's and New York sales managers.

Edward C. Barnidge Jr., account supervisor, and **Alvin L. Kacin**, director of research, D'Arcy MacManus & Masius, St. Louis named VP's.



Mr. Saraceno



Mr. Trittler

Don Saraceno, VP and manager, Blair Television's San Francisco office, named general manager of Blair-TV's station division. **Oliver T. Trittler**, VP, and manager, Los Angeles office, named to new post of general sales manager, station di-

From Medill, Vernon R. Fryburger, chairman, department of advertising, Medill School of Journalism, Northwestern University, Evanston, Ill., appointed to academic advisory committee of American Association of Advertising Agencies' Educational Foundation. In its first five years of existence, foundation has awarded more than \$420,000 in grants to advance advertising research programs.

vision. Both men will be based in New York. **William D. McKinstry**, manager, St. Louis office of Bowmar Lowrance, regional rep, appointed manager, Blair's St. Louis office. New managers for Los Angeles and San Francisco will be named in few weeks.

George E. (Ted) Akerson Jr., account executive, *Boston Herald Traveler*, named head of J. Walter Thompson's Boston office. Mr. Akerson is son of George E. Akerson, chairman of WHDH Inc., Boston, licensee of WHDH-AM-FM.



Mr. Altman

Mr. Marrocco

Dennis Altman, creative group head, and **A. Paul Marrocco**, account supervisor, Marschalk, New York, elected VP's.

Michael Elliot, local sales manager, WRC-TV Washington, and **James Zafiros**, account executive, NBC-TV Spot Sales, New York, named managers, Eastern TV Spot Sales, NBC, New York.

Richard D. Singer, account executive, Kaiser Broadcasting's WKBS-TV Philadelphia, joins Kaiser's WKBF-TV Cleveland as sales manager.

Larry Proffitt, account executive, Kansas State Network, station group, Wichita, Kan., appointed national sales manager.

Henry Roberts, station manager, KIXL (AM) Dallas, appointed general sales manager, Mission Central Co., San Antonio, Tex., station group.

John J. Albert, account executive, WWJ-TV Detroit, appointed national sales manager, WWJ-AM-FM.

Jerry Rhoads, sales manager, KTLK (AM) Denver, named VP and sales manager, KAAT (AM) there.

Harvey Pearlman, with NBC, New York, joins WCBM (AM) Baltimore as general sales manager.

Ron Leppig, with ABC, Chicago, joins WYEN (FM) Des Plaines, Ill., as general sales manager.

William J. Flavin, account executive, D'Arcy, MacManus International, New

York, joins **Burton Sohigian**, Detroit agency, as account executive on McDonald's restaurants account. **Ed Bradshaw**, with Campbell-Ewald, New York, and **Ray Pena**, formerly art director, Ries Capiello Colwell, New York, join **Burton Sohigian**, Detroit as art directors.

Max Rein, with WAVE (AM) Louisville, Ky., joins WINN (AM) there as sales manager.

John Prendergast, buyer/planner, Ted Bates, New York, joins **Kelly, Nason**, New York agency, as media planner.

Susan Haule, director of public relations and sales development, Pennsylvania Ballet, Philadelphia, joins Philadelphia Agency there as marketing communications associate.

Ben Vaughn, director of television production, Aaron S. Bloom TV Productions, San Francisco, joins **Mulberry Square Productions**, Dallas, as producer. **Mulberry Square** is producer of TV commercials and industrial films.

John O'Leary, VP-marketing, Reeves-Cinetel, New York, appointed VP-marketing, Advertel, New York TV commercial production company.

Sumner Bileydi, associate media director, Ketchum, MacLeod & Grove, Pittsburgh, resumes his position following 18 months service in Turkish army.

Roger Wiggs, with WYNA (AM) Raleigh, N.C., joins Waters Advertising, Newport News, Va., as account executive.

Paul G. Brower, consumer product advertising manager, Olin Corp., Stamford, Conn., joins Ward Archer & Associates, Memphis advertising and public relations agency, as account executive.

William J. Speck, recent graduate of Providence College, Providence, R.I., joins Fitzgerald-Toole & Co., Providence agency, as account executive.

Judi Miller, copywriter, *Women's Wear Daily*, New York, joins **Chirug & Cairns** there as copywriter.

Media



Mr. McMurray

Joseph McMurray, senior VP, broadcast division, group-owner Donrey Media Group, Fort Smith, Ark., named executive VP and chief operating officer, Western broadcast division, and elected to board of directors.

Stephen C. Riddleberger, executive VP, broadcasting subsidiaries, Bartell Media Corp., New York, elected to additional post of corporation VP.

John H. Trzaka, controller, McGraw-Hill International Publications Co., New York, elected VP and controller, McGraw-Hill Broadcasting Co. Inc., New York.

Henry Reiger, director, press and publicity, West Coast, NBC, named VP-public information, West Coast.



Mr. Osborn



Mr. Mandala

James R. Osborn, general sales manager ABC-owned KGO-TV San Francisco, named VP and general manager of ABC's WXYZ-TV Detroit. He succeeds **Mark Mandala**, former sales manager of ABC's WLS-TV Chicago, who was named to Detroit managership earlier last month (BROADCASTING, Oct. 16), and who now succeeds Mr. Osborn at KGO-TV. ABC spokesman, queried about moves, would say only that "the personnel change in Detroit was made in the best interests of the company." **Dick Gold**, account executive, ABC-TV Spot Sales, New York, succeeds Mr. Mandala at WLS-TV as sales manager.



Mr. Bell

succeeded at WJZ-TV by **Stephen D. Seymour**, general sales manager.



Mr. Conway

Joseph T. Conway, VP and general manager, Storer Broadcasting's WDEE (AM) Detroit, joins Storer's WJW-TV Cleveland as station manager.

David H. Frederickson, trial attorney, legal division, State of California department of public works, Sacramento, joins Metro-media, Hollywood, as assistant general counsel.

Ernest Hough, for last seven years treasurer, National Association of Educational Broadcasters, Washington, retires, effective February 1973.

Kay Smith, Stanford University graduate, joins WKYC-TV Cleveland as supervisor, on-air promotion.

Michael P. Beringer, announcer, WARK-AM-FM Hagerstown, Md., joins Connecticut School of Broadcasting as assistant director, Stratford branch.

Robert S. Sutton, director, advertising, promotion, and press information, WABC-TV New York, appointed advertising and press information director, ABC-owned television stations, New York. He is succeeded at WABC-TV by **Jonathan Olken**, advertising and press information director, WLS-TV Chicago. Mr. Olken is suc-

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radio drama (cont'd)



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ceeded by **Edward P. Weber**, WLS-TV advertising and promotion manager.

Alan R. Morris, assistant manager, creative services, Group W Productions, New York, named manager, advertising and press information, CBS-TV Stations Division. He succeeds **Bruce Weiner**, appointed director of creative services for CBS-owned WCAU-TV Philadelphia.

Ted F. Baze, program director, WUAB-TV (TV) Cleveland, joins WPHL-TV Philadelphia as station manager.

Hal Moore, program operations manager, KHOW(AM) Denver, appointed station manager.

Ben Avery, news director, KGMC(AM) Englewood, Colo., named VP and general manager, KAAT(AM) Denver.

John P. Witherspoon, recently resigned as director, television activities, Corporation for Public Broadcasting, will continue as Washington-based consultant with noncommercial KCET(TV) Los Angeles and National Public Radio as initial clients.

O. Leonard Press, executive director, Kentucky Authority for Educational Television and chairman, Educational Television Stations division, elected National Association of Educational Broadcasters chairman for 1973.

Ray Colonari, VP and general manager, WICC(AM) Bridgeport, elected president, Connecticut Broadcasters Association. Other new officers: **N. Thomas Eaton**, WTIC(AM) Hartford, VP; **John Palmer**, WHNB-TV New Britain, secretary-treasurer; **Albert Pellegrino**, WKCI(FM) Hamden, assistant secretary-treasurer.

Jim Scott, KNUZ(AM)-KQUE(FM) Houston, elected president of Texas Association of Broadcasters. He succeeds **Tom Whitehead Jr.**, KWHI(AM) Brenham. Other officers elected: **Jim Terrell**, KTVT-TV Fort Worth, vice president; **J. C. Stallings**, KCEE(AM) Nacogdoches, secretary-treasurer.

Walter Liss, director, advertising and promotion, WPVI-TV Philadelphia, appointed to newly-created position, manager, advertising and public affairs. **Alexander Gordon**, audience promotion manager, WPVI-TV appointed promotion director.

Bill Smith, general manager, Doubleday Broadcasting's KDEF-AM-FM Albuquerque, N.M., appointed VP and general manager, Doubleday's KDWB(AM) St. Paul, Minn. He is succeeded by **Larry Filkins**, KDEF sales manager.

Bruce Dodge, general sales manager, Mission Broadcasting's KONO(AM) and KITY(FM) San Antonio, Tex., named VP and general manager, Mission Central Co., parent of group-owner Mission Broadcasting.

Asa Hoff, administrative assistant, WABC-TV New York, appointed business manager, ABC's advertising, promotion and public relations, New York.

Richard A. Steika, controller, Don Owen Inc., Endicott, N.Y., rejoins WBNG-TV (formerly WBNF-TV) Binghamton, N.Y., as business manager.

Donald J. Reilly, business manager, WSMW-TV Worcester, Mass., appointed to additional post of assistant station manager.

Richard B. Belkin, general manager, General Electric Command Performance Network, Syracuse, N.Y., joins WNYS-TV there in similar position.

Graham B. Poyner, program manager, assistant general manager, and VP, WPTF(AM) Raleigh, N.C. retires.

Programing



Mr. Nardi

Frank Nardi, director of creative services, Independent Television Corp., New York, joins MGM Television, New York, as director, advertising and promotion. He succeeds **Barrie Richardson** who joined CBS-TV as VP-press information (BROADCASTING, Oct. 16).

Hal Reeves Jr., VP, Realtron Corp., New York telecommunications system company, named VP in charge of operations, Reeves Cinetel Inc., New York, post-production firm.

Peter Cary, sales executive, Viacom International Ltd., London, appointed manager-director, Paramount Television's European sales division, New York, with responsibility for TV sales operations throughout Europe, Africa and Middle East.

Roy J. Carlson, director of marketing services, Teletape Corp., New York, named VP and general manager of Teletape's Realtime Division, which develops cassette TV programs for clients.

Allen D. Christiansen, VP, Melrose camping center, Nashville, named president, newly-formed Entertainment Television Network Co. there. ETN was formed for sales and distribution of syndicated television and radio programs.

Terry M. Keegan, manager, program development, West Coast, NBC-TV, appointed director, program development, West Coast, NBC-TV.

Robert A. Grunburg, assistant controller, Cinema Center Films, North Hollywood, Calif., appointed manager, financial planning, Filmways Inc., Los Angeles.

Carroll Edward Carrington, marketing and research specialist, Celanese Plastics, New York, appointed supervisor, program and primary research, ABC, there.

Nancy Brenner, executive assistant to VP, Columbia Pictures Cassettes, New York, appointed manager of marketing services, Cartridge Rental Network, New York.

Fred Barton, with WCFL(AM) Chicago, appointed program manager, KAAT(AM) Denver.

Reb Foster, principal in Reb Foster Associates, management firm, assumes additional post. program director, KRLA(AM) Pasadena, Calif.

Chuck Buell, program director, Doubleday Broadcasting's KHOW(AM) Denver, joins Doubleday's KDWB(AM) St. Paul, Minn., in same capacity. He is succeeded by **Charley Martin**, with KHOW.

Jim Risinger, senior director, KNTV(TV) San Jose, Calif., appointed to newly-created post of production supervisor.

Robert F. Fuzy, general manager, KVCR-FM-TV San Bernardino, Calif., joins non-commercial WTTW(TV) Chicago, as director, special projects and contract productions.

Rick McDonough, with WOBN(FM) Toms River, N.J., joins WNDH(FM) Napoleon, Ohio, as sports director.

Laurence Blass, with WCTO(FM) Smithtown, N.Y., appointed assistant operations manager.

Judy Girard, producer-director, WPVI-TV Philadelphia, appointed production manager. **Jon Miller**, supervisor, documentary film unit, appointed public-affairs director.

Broadcast Journalism

Marvin H. Friedman, editor, *Six O'Clock Report* and *Eleven O'Clock Report*, WCBS-TV New York, appointed city editor, WCBS-TV news.

Pat Stevens, with the news department, KGUN-TV Tucson, Ariz., appointed news director.

Steve Skinner, producer, *Six O'Clock Eyewitness News Report*, WABC-TV New York, appointed assistant news director, *Eyewitness News*.

Don Brice, eyewitness news producer, KIRO-TV Seattle, appointed associate news director. He succeeds **Bill Robinson**, appointed director, special projects.

Allan Harris, newsman, WEBR(AM) Buffalo, N.Y., joins new WONT(FM) Oneonta, N.Y., as news director.

Bob Leeder, director of public affairs, WWDJ(AM) Hackensack, N.J., appointed director of news and public affairs, WPAT-AM-FM Paterson, N.J.

Jini Loy, reporter and public affairs director, WJXT(AM) Jacksonville, Fla., appointed news assignment editor.

Tom Llewellyn, sports and news reporter, WSAV-AM-TV Savannah, Ga., joins WJXT-TV Jacksonville, Fla., as weekend sports anchorman.

Ray White, assistant news department manager, WBAL-TV Baltimore, appointed news department manager. He is succeeded by **Sid Friedman**, news operations supervisor.

Music

Dan McKinnon, owner, KSON-AM-FM San Diego, elected to board of Country Music Association as radio-television representative. **Ralph Emery**, former air personality, WSM(AM) Nashville, elected disk jockey representative.

Cable

Gilbert L. Tash, director of technical services, TM Communications Co., Costa Mesa, Calif., appointed assistant VP-en-

Teleprompter head honored. Raymond P. Shafer, chairman and chief executive of Teleprompter Corp., New York, and chairman of National Commission on Marijuana and Drug Abuse, received 1972 Family of Man award of New York City Council of Churches at dinner in New York Thursday night (Nov. 2). Mr. Shafer, formerly governor of Pennsylvania, was honored for "contributions to the family of man," especially his leadership in efforts to better understand and combat drug abuse.

engineering. TM is owner and operator of CATV systems.

Equipment & Engineering

Charles Hallinan, former president, Society of Broadcast Engineers, and chief engineer, WKOP(AM) Binghamton, N.Y., joins CCA Electronics, Gloucester City, N.J., as regional area representative in Pennsylvania, New Jersey, Delaware and Maryland.

John J. Leay, VP-engineering, Management Television Systems, New York, appointed manager, technical systems, Imero Fiorentino Associates Inc., lighting designers and consultants, New York.

Allied Fields

Walter Hinchman, assistant director, Office of Telecommunications Policy, joins FCC as planning director. He succeeds **Kenneth Goodwin**, who left in September to become chief of plans and policy staff, National Marine Fisheries Service, Department of Commerce.

Jerome P. McGranaghan, Washington attorney, joins staff of FCC Chairman Dean Burch as special assistant and attorney-advisor.

Arthur H. Bernstone, FCC attorney, appointed assistant chief, rules and standards division, Broadcast Bureau, Washington. He succeeds **John H. Bass**, appointed chief, office of network study.

Deaths

Ezra Pound, 87, poet who died Nov. 1 in Venice, Italy, was one of few Americans to be indicted for treason in broadcasts. He was arrested in spring of 1945 for World War II broadcasts on Rome radio in which he espoused antiwar and political views. Government and defense at trial agreed he was not mentally able to stand trial. Mr. Pound was confined to hospital until 1958 when treason charges were dropped and he was released. His wife, Dorothy, and son, Omar, survive.

Ivan F. Bukovsky, 47, died unexpectedly Oct. 20. He was chief engineer with

WYEN(FM) Des Plaines, Ill., and formerly served in the same capacity with WDFH(FM) Chicago. He is survived by his wife, one daughter, and four sons.

Richard P. Hinz, 46, chief engineer for KQMS(AM) and KSFM(FM) Sacramento, Calif., died Oct. 25 in an automobile accident. He is survived by his wife, Barbara, and three children.

James Denyer, 46, director of publicity for Paramount Television, Hollywood, died Oct. 30 in his office after an apparent heart attack. He is survived by his wife, Mary Lou, and three children.

Pat Bishop, 62, retired radio newsman, died of cancer Oct. 25 in Los Angeles. Mr. Bishop was a newsman for KFI(AM) Los Angeles for more than 36 years, retiring in 1970. He is survived by his wife, Mary, and two sons.



Mr. Peters

Station rep pioneer. H. Preston (Pete) Peters, 63, chairman of executive committee of Peters, Griffin, Woodward Inc., New York, television station representatives, died in Greenwich hospital, Greenwich, Conn., last Tuesday (Oct. 31) after long illness. Mr. Peters joined Free & Sleninger, one of first radio representation firms, in 1932, and served continuously with company through subsequent name changes. In 1936 company became Free & Peters. Name was changed to present form in 1956. Company now represents more than 50 TV stations. Its radio division was merged with McGavren-Guild to form McGavren-Guild-PGW Radio Inc. in 1967.

Mr. Peters was regarded throughout broadcast industry as man of unquestioned integrity. One long-time associate had said of him, "I would rather have a handshake with Pete Peters than any contract that can be written. Contracts can be broken, but Pete's word—never!" PGW Chairman Lloyd Griffin, in notifying staff of Mr. Peters' death, said last week that "Pete has passed on to all of us a heritage of integrity and professionalism."

For decades PGW has been identified with symbol of figure resembling elderly but jocular Kentucky colonel. Mr. Peters said some years ago that symbol had not been designed to be permanent but, when he and his associates were still quite young in the thirties, to identify them with business maturity.

Mr. Peters is survived by his wife, Virginia, and two sons. Her father, Arthur B. Church of Colorado Springs, Colo., founded and for many years operated KMBC-AM-TV Kansas City, Mo. (now Metromedia stations).

For the Record®

As compiled by BROADCASTING Oct. 25 through Oct. 31, 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

Applications

■ *Sioux City, Iowa—State Educational Radio and Television Facility Board. Seeks UHF ch. 27 (584-554 mhz); ERP 935 kw vis., 187 kw aur. HAAT 1,044.8 ft.; ant. height above ground 996 ft. P.O. address: c/o John A. Montgomery, Box 1758, Des Moines, Iowa 50306. Estimated construction cost \$851,885; first-year operating cost not indicated; revenue none. Geographic coordinates 42° 30' 53"

north lat.; 96° 18' 13" west long. Type trans. Gates BT-110U. Type ant. RCA Vee Zee Panel. Legal counsel Pierson, Ball and Dowd, Washington; con-

sulting engineer Atlantic Research Corp. Principals: John A. Montgomery, executive director of board, et al. State Educational Radio and Television owns

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*KIIN-TV Iowa City and *KDIN-TV Des Moines, both Iowa. Ann. Sept. 15.

■ *Baton Rouge, La.—Louisiana Educational Television Authority. Seeks UHF ch. 27 (548-554 mhz); ERP 1240 kw vis., 248 kw aur. HAAT 929 ft.; ant. height above ground 1,025 ft. P.O. address: c/o Max Fetty, 421 North Street, Baton Rouge 70804. Estimated construction cost \$1,094,144; first-year operating cost \$500,000; revenue none. Geographic coordinates 30° 22' 22" north lat.; 91° 12' 15" west long. Type trans. RCA TTU-55B. Type ant. RCA Vee Zee. Consulting engineer W. J. Kessler Associates, Gainesville, Fla. Principals: Max Fetty, director of authority, et al. Ann. Sept. 19.

■ Detroit—WGPR Inc. Seeks UHF ch. 62 (758-764 mhz); ERP 548 kw vis., 56.5 kw aur. HAAT 820 ft.; ant. height above ground 790 ft. P.O. address: Dr. William V. Banks, 2101 Gratiot Avenue, Detroit 48207. Estimated construction cost \$882,000; first-year operating cost \$400,000; revenue \$500,000. Geographic coordinates 42° 31' 40.8" north lat.; 83° 27' 53" west long. Type trans. RCA TTU-30-A. Type ant. RCAM1-2779. Legal counsel Dow, Lohnes & Alberson, Washington; consulting engineer Browne & Renaud, Bloomfield, Mich. Principal: Dr. Banks is president of WGPR Inc., licensee of WGPR(FM) Detroit. Ann. Oct. 16.

■ Meridian, Miss.—American Public Life Broadcasting Co. Seeks UHF ch. 30 (566-572 mhz); ERP 234 kw vis., 46.7 kw aur. HAAT 553 ft.; ant. height above ground 315 ft. P.O. address: Box 10297, Jackson, Miss. 39209. Estimated construction cost \$256,600; first-year operating cost \$284,600; revenue not indicated. Geographic coordinates 32° 19' 40" north lat.; 88° 41' 27" west long. Type trans. RCA TTU-12A. Type ant. RCA TTU-30JA. Legal counsel Mallick & Bernton, Washington; consulting engineer Willis C. Beecher, Washington. American Public Life Broadcasting Co. owns WAPT(TV) Jackson, Miss., and proposes to operate TV in Meridian as satellite to WAPT. Principal: American Public Life Insurance Co. (100%). Ann. Sept. 1.

■ *Beaufort, S.C.—South Carolina Educational Television Commission. Seeks UHF ch. 16 (482-488 mhz); ERP 341 kw vis., 68.2 kw aur. HAAT 1,260 ft.; ant. height above ground 1,320 ft. P.O. address: c/o Charlton W. Bowers, 2712 Millwood Avenue, Columbia, S.C. 29205. Estimated construction cost \$853,749; first-year operating cost \$376,787; revenue none. Geographic coordinates 32° 42' 44" north lat.; 80° 40' 49" west long. Type trans. RCA TTU-30B. Type ant. RCA TTU-46K. Principals: Henry J. Cauthan, general manager, et al. Ann. Sept. 18.

Starts authorized

■ *KAVT-TV Austin, Minn.—Authorized program operation on ch. 15 (476-482 mhz), 10.5 kw vis., 2.09 kw aur. Action Oct. 3.

■ WNJS(TV) Camden, N.J.—Authorized program operation on ch. 23 (524-530 mhz), 813 kw vert., 126 kw aur. Action Oct. 17.

■ KIVA-TV Farmington, N.M.—Authorized program operation on ch. 12 (204-210 mhz), 38 kw vis., 7.59 kw aur. Action Oct. 4.

Final actions

■ Oxnard, Calif.—Lola Golet Yoakem. Broadcast Bureau granted UHF ch. 63 (764-770 mhz); ERP 20 kw vis., 3.55 kw aur. HAAT 170 ft.; ant. height above ground 59 ft. P.O. address: Box 274, Malibu, Calif. 90265. Estimated construction cost \$154,000; first-year operating cost \$75,000; revenue none. Geographic coordinates 34° 9' 45" north lat.; 119° 3' 21" west long. Type trans. RCA TTU-1BLA. Type ant. RCA TTU-27DH. Legal counsel Lambros,

Lund & Mellas, Beverly Hills, Calif.; consulting engineer Hammett & Edison, San Francisco. Principal: Lola G. Yoakem, sole owner. Miss Yoakem is freelance film and television writer. Action Sept. 29.

■ Altoona, Pa.—John R. Powley. FCC granted UHF ch. 38 (614-620 mhz); ERP 214 kw vis., 4.27 kw aur. HAAT 940 ft.; ant. height above ground 140.6 ft. P.O. address: Box 145A, R.D. Dysart, Pa. 16636. Estimated construction cost \$29,128; first-year operating cost \$41,270; revenue \$92,800. Geographic coordinates 40° 34' 5" north lat.; 78° 26' 40" west long. Type trans. RCA TTU-1BLA. Type ant. RCA TTU-24BM. Legal counsel none; consulting engineer none. Principal: Mr. Powley, sole owner. Mr. Powley, casework analyst with state welfare department, owns WHGM(FM) Bellwood-Altoona. He also has interests in KHFI-FM-TV-KTAP(AM) Austin, Tex. Action Sept. 13.

Actions on motions

■ Administrative Law Judge Isadore A. Honig in Montgomery, Ala., et al. (Alabama Educational Television Commission), educational TV proceeding, denied request by petitioners Edwards, Farrell and Sultis for permission to appeal ruling of presiding judge (Docs. 19422-30). Action Oct. 17.

■ Chief, Broadcast Bureau, on request of Midwestern Broadcasting Co., licensee of WTOM-TV Cheboygan, Mich., extended through Oct. 30 time to file oppositions to petition for reconsideration filed by Northern Entertainment Inc. in matter of amendment of TV table of assignments (Cheboygan, Sault Ste. Marie, Traverse City, and Alpena, all Michigan). Action Oct. 24.

Call letter application

■ John R. Powley, Altoona, Pa.—Seeks WOPC(TV).

Existing TV stations

Final actions

■ FCC granted requests by Storer Broadcasting Co., Chronicle Broadcasting Co. and Scripps-Howard Broadcasting Co. for waiver of off-network provisions of prime-time access rule to permit presentation of certain National Geographic program material. Commission limited waiver until Oct. 1, 1973. Action Oct. 26.

■ *KPBS-TV San Diego—Broadcast Bureau permitted remote control from 5402 College Avenue, San Diego. Action Oct. 19.

■ WMT(TV) Cedar Rapids, Iowa—FCC denied application by Mr. and Mrs. John Eighmey for review of Aug. 3 Broadcast Bureau ruling that rejected their contention that WMT violated fairness doctrine by broadcasting tape of Democratic party reply to President Nixon's State of the Union address instead of carrying live presentation of reply which CBS network broadcast earlier in day. Action Oct. 26.

■ WABC-TV, WNBC-TV and WCBS-TV, all New York—FCC dismissed petitions by attorney Anthony R. Martin-Trigona asking commission to deny license renewal applications of stations. Commission found that Martin-Trigona does not have standing in proceeding because he lives in Illinois and that he failed to make specific factual allegations showing how he was injured. Action Oct. 26.

■ KWSU-TV Pullman, Wash.—FCC ruled, in response to inquiry by Department of Health, Education and Welfare, that environmental impact statement to comply with National Environmental Policy Act is not necessary in connection with moving of ant. system of KWSU-TV, licensed to Washington

State University. Application for change was granted May 16. Action Oct. 16.

Actions on motions

■ Administrative Law Judge Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, on request of Central Florida, continued further hearings to Dec. 4 (Docs. 19168-70). Action Oct. 20.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted petition by Western Communications for leave to amend application to show changes in relationship with other media units and to expand showing on community needs ascertainment; by separate action denied motion by Western for leave to file interlocutory appeal; by separate action scheduled conference for Oct. 27 (Docs. 19519, 19581). Actions Oct. 19 and 20.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted motion by Forum for leave to amend application to reflect new survey of ascertained needs and problems of proposed service area; and scheduled hearing conference for Nov. 8 (Docs. 18711-2). Action Oct. 24.

Call letter action

■ KOOK-TV Billings, Mont.—Granted KTVQ(TV).

Network affiliations

ABC

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

■ WMSL-TV Huntsville, Ala. (Tennessee Valley Radio & Television Corp.)—Amendment to agreement dated Sept. 13, 1971, stating that ABC will pay \$2,500 per month to defray cost of program delivery.

■ WTHI-TV Terre Haute, Ind. (Wabash Valley Broadcasting Corp.)—Agreement dated July 10 (as amended), effective July 26 through July 26, 1974. Network rate \$678; compensation paid at 30%.

■ KATC-TV Lafayette, La. (Acadian Television Corp.)—Amendment to agreement dated July 24, 1970, changing network rate from \$374 to \$399, effective Oct. 1, and extending agreement to Sept. 19, 1974.

■ WMTW-TV Poland Springs, Me. (Mt. Washington TV Inc.)—Amendment to agreement dated April 26, changing network rate from \$699 to \$726, effective Oct. 1.

■ WKPT-TV Kingsport, Tenn. (Holston Valley Broadcasting Corp.)—Amendment to agreement dated June 8, changing network rate from \$100 to \$125, effective Oct. 1.

■ KCPX-TV Salt Lake City (Screen Gems Stations Inc.)—Amendment to agreement dated July 6, 1971, changing network rate from \$795 to \$845, effective Oct. 1.

CBS

■ Formula: Same as ABC.

■ KFPW-TV Fort Smith, Ark. (KFPW Broadcasting Co.)—Agreement dated July 12, effective Sept. 3 through Aug. 31, 1973. Network rate \$70; compensation paid at 30%.

■ KLFY-TV Lafayette, La. (Texoma Broadcasters Inc.)—Amendment to agreement dated Nov. 15, 1966, changing network rate from \$491 to \$541, effective Feb. 4, 1973.

■ KIRO-TV Seattle (KIRO Inc.)—Agreement dated May 22, effective Aug. 1 through March 31, 1974. First call right. Network rate \$1,029; compensation paid at 32%.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

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■ WBBH-TV Fort Myers, Fla. (Broadcasting-Telecasting Services Inc.)—Amendment to agreement dated Feb. 20, 1970, stating that NBC will pay \$1,300 per month to defray cost of interconnection, effective Oct. 1.

■ KOOK-TV Billings, Mont.—Amendment to agreement dated Sept. 20, 1968, changing effective date to Sept. 1 and extending contract for not more than two years.

■ KDIX-TV Dickinson, N.D. (Dickinson Broadcasting Corp.)—Amendment to agreement dated April 1, 1971, changing effective date of contract to Sept. 13, and extending contract for not more than one year.

New AM stations

Application

■ *Kotzebue, Alaska—Kotzebue Broadcasting Inc. Seeks 720 khz, 5 kw. P.O. address Kotzebue 99752. Estimated construction cost \$103,333; first-year operating cost \$64,500; revenue none. Principals: June Nelson, president, et al. Ann. Sept. 12.

Processing line

■ Chief, Broadcast Bureau, gave notice that on Dec. 7, following AM application will be considered ready and available for processing: Magof Inc., Agana, Guam, requesting 570 khz, 5 kw-U. Ann. Oct. 26.

Final actions

■ New Bern, N.C.—J. D. Conner and G. C. Parker dba P & C Broadcasting. Broadcast Bureau granted 1380 khz, 5 kw. P.O. address: 4605 Country Club Road, New Bern 28560. Estimated construction cost \$45,000; first-year operating cost \$45,000. Revenue \$47,500. Principals: J. D. Conner and Giles C. Parker (each 50%). Mr. Conner owns several supermarkets in Kinston, N.C. Mr. Parker also owns several supermarkets in New Bern. Action Oct. 4.

■ Morganton, N.C.—FCC returned application by Morganton Broadcasting Co. for new AM on 1130 khz at Morganton and denied Morganton's request for waiver of freeze on applications. Action Oct. 26.

Initial decisions

■ Calhoun, Ga.—Administrative Law Judge Millard F. French, in supplemental initial decision, denied application of John C. Roach for new AM in Calhoun on 900 khz, with 1 kw-D (Doc. 17695). Judge French concluded that Roach's testimony at remanded hearing established that he misrepresented material facts in testimony and exhibits. Ann. Oct. 31.

■ Gulfport, Miss.—Administrative Law Judge Jay A. Kyle, in partial initial decision, proposed that application of Gulf Broadcasting Co. for new AM in Gulfport (1130 khz, 500 w-D) be retained in hearing status. Applications of Gulf, Michael D. Haas and HWH Corp. were designated for hearing March 23. Ann. Oct. 25.

Actions on motions

■ Administrative Law Judge Frederick W. Dennison in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, granted motion by Braverman for protective order to extent that proposed depositions shall not be taken, but interrogatories in accordance with rules may be proposed in lieu thereof, and interrogatories, if proposed, shall be served on or before Oct. 27; denied motion in all other respects (Docs. 19596-7). Action Oct. 18.

■ Administrative Law Judge Lenore G. Ehrig in Salem and Derry, both New Hampshire (Salem Broadcasting Co., et al.). AM proceeding, denied joint request by New Hampshire Broadcasting Corp. and Salem Broadcasting for permission to file appeal (Docs. 19434-6). Action Oct. 18.

■ Chief Administrative Law Judge Arthur A. Gladstone in Charlevoix, Mich. (New Broadcasting Corp.), AM proceeding, designated Administrative Law Judge Byron E. Harrison to serve as presiding judge; scheduled prehearing conference for Nov. 13 and hearing for Jan. 3, 1973 (Doc. 19610). Action Oct. 16.

■ Administrative Law Judge Jay A. Kyle in Bay Saint Louis, Gulfport and McComb, all Mississippi (Michael D. Haas, et al.), AM proceeding, granted request by Gulf Broadcasting Co. and continued hearing now scheduled for Oct. 24 to date to be determined (Docs. 19465-7). Action Oct. 18.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz, Hollister and Aptos-Capitola, all California (St. Cross Broadcasting Inc., et al.). AM proceeding, granted motion by Progressive Broadcasting Co. with respect to Milo Communications Corp., and otherwise denied motion; ordered Milo to answer interrogatories on or before 10 days after release of order; dismissed as moot motion by Mt.

Toro Broadcasting Corp. for protective order (Docs. 19503-4, 19506). Action Oct. 16.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz, Hollister and Aptos-Capitola, all California (St. Cross Broadcasting Inc., et al.). AM proceeding, granted request of Milo Communications Corp. and dismissed application (Docs. 19503-4, 19506). Action Oct. 24.

Existing AM stations

Applications

■ WKAQ Boynton Beach, Fla.—Seeks mod. of CP to change main studio location to 400 Gulf Stream Boulevard, Boynton Beach (one block outside city limits of Boynton Beach), operate by remote control and change type trans. to Gates, BC-1H. Ann. Oct. 26.

■ WSLG Donaldsonville, La.—Seeks CP to change station location to Gonzales, La., and ant. trans. and main studio location to Louisiana Highway 74, 0.8 mile west of U.S. Highway 61, near Gonzales; make changes in DA system. Ann. Oct. 19.

■ WUAT Pikesville, Tenn.—Seeks mod. of CP to change ant. trans. site to 0.15 miles east of Courthouse on East Valley Road, Pikeville, change main studio location and remote control to 201½ West Spring Street, change type trans. to Gates, 500D, and change to non-directional ant. Ann. Oct. 26.

■ WOHN Herndon, Va.—Seeks CP to change MEOW's of DA pattern. Ann. Oct. 26.

Final actions

■ Review board members Berkemeyer, Pincock and Kessler denied application of Voice of Reason Inc. for authority to operate former facilities of KICM Golden, Colo. (Doc. 18710). Board concluded that Voice of Reason engaged in unauthorized transfer of control of station and failed to demonstrate financial conditions. Ann. Oct. 20.

■ WJLD Fairfield, Ala.—Broadcast Bureau granted license covering changes; studio and remote control 1449 Spalding-Iskonda Road, Birmingham, Ala. Action Oct. 19.

■ KVOY Yuma, Ariz.—Broadcast Bureau granted license covering changes; trans. Action Oct. 19.

■ KYNO Fresno, Calif.—Broadcast Bureau granted license covering use of main-N aux-D trans., and main-D aux-N trans. Action Oct. 19.

■ KNX Los Angeles—Broadcast Bureau granted license covering main and aux. trans. changes; studio and remote control 6121 Sunset Boulevard. Action Oct. 19.

■ WKIS Orlando, Fla.—Broadcast Bureau granted license covering aux. trans. changes. Action Oct. 24.

■ WDAT Ormond Beach, Fla.—FCC granted application by National Communications Industries Inc., licensee, to operate at night with 1 kw-DA. WDAT is licensed to operate on 1380 khz-D with 1 kw. Action Oct. 26.

■ WYNK Baton Rouge, La.—Broadcast Bureau granted mod. of license covering operation of main and aux. trans. by remote control from main studio location. Action Oct. 18.

■ WTRY Troy, N.Y.—Broadcast Bureau granted license covering alt. main. trans. Action Oct. 19.

■ WGAR Cleveland—Broadcast Bureau granted license covering alt. main trans. Action Oct. 19.

■ WIRO Ironton, Ohio—Broadcast Bureau granted CP to increase tower height to support FM ant.; conditions. Action Oct. 18.

■ WLBR Lebanon, Pa.—Broadcast Bureau granted license covering changes; trans.-studio location behind Ebenezer Fire Co. on Route 72 North, Lebanon. Action Oct. 19.

■ WCLE Cleveland, Tenn.—Broadcast Bureau granted license covering changes. Action Oct. 19.

■ KBGO Waco, Tex.—Broadcast Bureau granted CP to modify daytime maximum expected operating values. Action Oct. 18.

■ KSL Salt Lake City—Broadcast Bureau granted license covering alt.-main trans.; delete aux. trans. Action Oct. 19.

■ WOTC Two Rivers, Wis.—Broadcast Bureau granted CP to make changes in ant. system (change ant. feed system from slant wire to folded unipole). Action Oct. 18.

Actions on motions

■ Administrative Law Judge Basil P. Cooper in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC] and Midwest Radio-Television Inc. [WCCO]), AM proceeding, set certain procedural dates and scheduled evidentiary hearing for Nov. 14 (Docs. 11227, 17588, 19403). Action Oct. 16.

■ Chief Administrative Law Judge Arthur A. Glad-

stone in Fargo, N.D. (Northwestern College [KFNW]), AM proceeding, designated Administrative Law Judge David I. Kraushaar to serve as presiding judge; scheduled prehearing conference for Nov. 13 and hearing for Jan. 3, 1973 (Doc. 19313). Action Oct. 16.

■ Administrative Law Judge Jay A. Kyle in Springfield and Joplin, both Missouri (Queen City Broadcasting Co. and William B. Neal [KOYX]), AM proceeding, granted petition by William B. Neal and severed application from consolidated proceeding in accordance with informal ruling of Oct. 3 (Docs. 19480, 19482). Action Oct. 17.

Call letter application

■ KATN Boise, Idaho—Seeks KBRI.

Call letter action

■ KKGF Great Falls, Mont.—Granted KEIN.

New FM stations

Applications

■ Brewton, Ala.—John E. Shipp Jr. Seeks 106.3 mhz, 2.35 kw. HAAT 300 ft. P.O. address 201 Terry Avenue, East Brewton 36426. Estimated construction cost \$6,978; first-year operating cost \$32,512; revenue \$69,928. Principals: Mr. Shipp (100%). Mr. Shipp owns Shipp's TV and Electronics, East Brewton. Ann. Oct. 10.

■ Santa Paula, Calif.—William F. and Anne K. Wallace. Seeks 96.7 mhz, 87 w. HAAT 1500 ft. P.O. address 4344 Clubhouse Drive, Camarillo, Calif. 93010. Estimated construction cost not indicated; first-year operating cost \$20,040; revenue \$24,000. Principals: Mr. Wallace is sole owner of KQIQ(AM) Santa Paula. He is also employed at *KCET(TV) Los Angeles. Mrs. Wallace is assistant to manager at KQIQ. Ann. Oct. 18.

■ South Lake Tahoe, Calif.—New World Broadcasting Co. Seeks 100.1 mhz, 3 kw. HAAT 55 ft. P.O. address 36 Macondray Lane, San Francisco 94133. Land and equipment for station will be leased; first-year operating cost \$35,000; revenue \$30,000. Principals: Paul Newman (100%). Mr. Newman is attorney with Metropolitan Life Insurance Co., San Francisco. Ann. Oct. 5.

■ Williamantic, Conn.—Nutmeg Broadcasting Co. Seeks 98.3 mhz, 2.18 kw. HAAT 396 ft. P.O. address Box 496, Williamantic 06226. Estimated construction cost \$32,414; first-year operating cost \$5,793; revenue \$20,000. Principals: Herbert C. Rice, board chairman (50.2%), et al. Mr. Rice has interests in WINY(AM) Putnam, Conn. He is also associate director of Connecticut Bank and Trust Co., Williamantic. Ann. Oct. 20.

■ Key West, Fla.—Brannen and Brannen. Seeks 95.5 mhz, 100 kw. HAAT 257 ft. P.O. address Box 519, Panama City, Fla. 32401. Estimated construction cost \$74,250; first-year operating cost \$24,000; revenue \$48,000. Principals: Denver J. and Eugenia S. Brannen (together 70%) and Joel T. Brannen (30%). Denver Brannen owns WPA-FM Panama City; he also owns 85% of KJIN(AM)-KCIL(FM) Houma, La., and 81% of Dixie Radio Inc., which seeks CP for new AM in Blackshear, Ga. Denver and Eugenia Brannen together own 50% of CP for KHMA-TV Houma. Joel Brannen owns record and stereo shop in Clearwater, Fla. Ann. Oct. 5.

■ *Chicago—Bogan High School. Seeks 88.5 mhz, TPO 10 w. HAAT 50 ft. P.O. address 3939 West 79th Street, Chicago 60652. Estimated construction cost \$7,000; first-year operating cost \$1,000; revenue none. Principals: William J. Scheid, principal of school, et al. Ann. Oct. 18.

■ Joplin, Mo.—J.R. Broadcasting Co. Seeks 102.5 mhz, 26.63 kw. HAAT 157.8 ft. P.O. address Box 1395, Joplin 64801. Estimated construction cost \$19,802; first-year operating cost \$13,000; revenue not indicated. J.R. Broadcasting owns KFSB(AM) Joplin. Principals: Richard D. Chegwin, president (75%), and John C. David (25%). Mr. Chegwin is president and chief engineer of KFSB. Mr. David is vice president and general manager of that station. Ann. Oct. 13.

■ Portageville, Mo.—J. Shelby McCallum, tr/as New Madrid County Broadcasting Co. Seeks 106.3 mhz, 3 kw. HAAT 230 ft. P.O. address Pine Crest Avenue, Box 7, Benton, Ky. 42025. Estimated construction cost \$20,245; first-year operating cost \$5,000; revenue \$6,000. Principals: J. Shelby McCallum (100%). Mr. McCallum owns WCLB-AM-FM Benton. He also owns 33½ of WABD-AM-FM Fort Campbell, Ky., and KMIS(AM) Portageville. He is currently seeking assignment of license of KMIS. Ann. Sept. 28.

■ Willow Springs, Mo.—Robert F. Neathery and Robert F. Neathery Jr. dba Radin Station KUKU. Seeks 100.1 mhz, 3 kw. HAAT 300 ft. P.O. address Box 250, Willow Springs 67593. Estimated construction cost \$30,000; first-year operating cost \$2,500; revenue \$6,000. Principals: Robert Neathery (95%) and Robert Neathery Jr. (5%). The Neatherys together own KUKU(AM) Willow Springs and KALM(AM) Thayer, both Missouri. They also own

KAMS-FM Mammoth Springs, Ark. Mr. Neathery alone owns KLTB-FM Bolivar and KWPM-AM-FM West Plains, both Missouri. They also have cable TV interests in Missouri. Ann. Oct. 18.

■ Plymouth, N.H.—Pemigewasset Broadcasters Inc. Seeks 100.1 mhz, 160 w. HAAT 1212 ft. P.O. address 2 High Street, Plymouth 03264. Estimated construction cost \$14,045; first-year operating cost \$8,345; revenue \$8,345. Pemigewasset Broadcasters is licensee of WPNH(AM) Plymouth. Principals: J. Gordon Keyworth, president, et al. Mr. Keyworth is general manager and chief engineer of WPNH. Ann. Oct. 18.

■ Bend, Ore.—Paulina Broadcasting Corp. Seeks 100.7 mhz, 50 kw hor, 20 kw vert. HAAT 524 ft. P.O. address 1329 East 10th Street, Bend 97701. Estimated construction cost \$7,000; first-year operating cost \$63,000; revenue \$60,000. Principals: Richard E. Gervais, president (17.6%), Marvin Rheinholdt (23.4%), et al. Mr. Gervais owns Mountain Fir Lumber Co., Independence, Ore. Mr. Rheinholdt owns electronics shop in Bend. Ann. Oct. 19.

■ *Memphis—Board of Education. Memphis City Schools. Seeks 88.5 mhz, 2 kw. HAAT 689 ft. P.O. address 2597 Avery Avenue, Memphis 38112. Estimated construction cost \$28,917; first-year operating cost \$32,000; revenue none. Principals: Ernest R. Holt, secretary of board, et al. Ann. Oct. 19.

■ *East Montpelier, Vt.—School Board. Union High School District Two. Seeks 88.3 mhz, 10 w. HAAT not indicated. P.O. address Gallison Hill Road, East Montpelier 05602. Estimated construction cost \$2,805; first-year operating cost \$2,000; revenue none. Principals: Paul K. Andrews, chairman of school board, et al. Ann. Sept. 28.

■ *Romney, W.Va.—West Virginia Schools for the Deaf and Blind. Seeks 91.5 mhz, TPO 10 w. HAAT 42 ft. P.O. address East Main Street, Romney 26757. Estimated construction cost \$5,054; first-year operating cost \$200; revenue none. Principals: Daniel Taylor, state superintendent of schools, et al. Ann. Oct. 19.

Starts authorized

■ KPAY-FM Chico, Calif.—Authorized program operation on 95.1 mhz, ERP 6 kw, HAAT 1,170 ft. Action Sept. 29.

■ WFCS(FM) New Britain, Conn.—Authorized program operation on 90.1 mhz. Action Oct. 12.

■ *WUOG(FM) Athens, Ga.—Authorized program operation on 90.5 mhz, ERP 3.2 kw, HAAT 145 ft. Action Oct. 16.

■ *KUMM(FM) Morris, Minn.—Authorized program operation on 89.7 mhz. Action Oct. 10.

■ WCLD-FM Cleveland, Miss.—Authorized program operation on 103.9 mhz, ERP 1 kw, HAAT 300 ft. Action Oct. 12.

■ KBOW-FM Butte, Mont.—Authorized program operation on 94.1 mhz, ERP 27.5 kw, HAAT 1,840 ft. Action Oct. 10.

■ WMCR-FM Oneida, N.Y.—Authorized program operation on 106.3 mhz, ERP 390 w, HAAT 720 ft. Action Sept. 25.

■ WCVO(FM) Gahanna, Ohio—Authorized program operation on 104.9 mhz, ERP 3 kw hor., 1.95 kw vert., HAAT 300 ft. Action Oct. 11.

■ *KAUR(FM) Sioux Falls, S.D.—Authorized program operation on 89.1 mhz, TPO 10 w. Action Oct. 2.

■ *WLCH(FM) Lebanon, Tenn.—Authorized program operation on 88.7 mhz, TPO 10 w. Action Oct. 12.

■ *WLYX(FM) Memphis—Authorized program operation on 89.3 mhz. Action Oct. 12.

■ KXLE-FM Ellensburg, Wash.—Authorized program operation on 95.3 mhz, ERP 1.4 kw, HAAT minus 145 ft. Action Oct. 11.

■ *KLVR(FM) Longview, Wash.—Authorized program operation on 90.5 mhz, TPO 10 w. Action Oct. 12.

Final actions

■ *Hamden, Conn.—Quinnipiac College. Broadcast Bureau granted 88.3 mhz, 10 w. HAAT 200 ft. P.O. address 555 New Road, Hamden 06518. Estimated construction cost \$12,178; first-year operating cost \$10,000; revenue none. Principals: John H. Herder, president of college, et al. Action Sept. 20.

■ *Hartford, Conn.—Hartford Board of Education. Broadcast Bureau granted 88.3 mhz, 10 w. HAAT not indicated. P.O. address 249 High Street, Hartford 06103. Estimated construction cost \$10,556; first-year operating cost \$150; revenue none. Principals: Medill Blair, superintendent of schools, et al. Action Oct. 13.

■ Keokuk, Iowa—Keowa Broadcasting Inc. Broadcast Bureau granted 95.3 mhz, 2.85 kw. HAAT 165 ft. P.O. address Box 885, Keokuk 52632. Estimated construction cost \$21,700; first-year operating cost \$42,000; revenue \$60,000. Principals: Dennis A. Boyer, president (29%), John R. Hallstrom (7%), James P. Hoffman (15%), et al. Mr. Hallstrom, to-

gether with his wife Joan, owns WRAM(AM) Monmouth, Ill. Mr. Boyer is assistant manager of WRAM. Mr. Hoffman is partner in law firm of Frazier & Hoffman, Keokuk. Action Oct. 13.

■ Oak Grove, La. KALM Inc. FCC granted 96.7 mhz, 3 kw. HAAT 300 ft. P.O. address Drawer K, Oak Grove 71263. Estimated construction cost \$23,234; first-year operating cost \$6,000; revenue \$15,000. Principals: Ivy R. Robinson and David C. Blossman (each 50%). Miss Robinson and Mr. Blossman each own 33 1/3% of KWCL(AM) Oak Grove. Mr. Blossman also has interests in WARB(AM) Covington and WTGI-FM Hammond, both Louisiana, and WRKN(AM) Brandon, Miss. Action Oct. 12.

■ *Bay City, Mich.—School District, City of Bay City, Counties of Bay and Saginaw. Broadcast Bureau granted 91.3 mhz, 10 w. HAAT 124 ft. P.O. address 1800 Columbus Avenue, Bay City 48706. Estimated construction cost \$11,000; first-year operating cost \$5,000; revenue none. Principals: Robert J. LaRoque is president, board of education. Action Oct. 25.

■ *Springfield, Mo.—Southwest Missouri State College. Broadcast Bureau granted 91.1 mhz, 5.8 kw. HAAT 265 ft. P.O. address 901 South National Street, Springfield 65802. Estimated construction cost \$35,521; first-year operating cost \$26,500; revenue none. Principals: Carl A. Fox, president, board of regents, et al. Action Oct. 6.

■ Lincoln, Neb.—J-P Enterprises Inc. Broadcast Bureau granted 106.3 mhz, 2.9 kw. HAAT 145 ft. P.O. address South 56th and Broadcast Lane, Lincoln 68506. Estimated construction cost \$26,103; first-year operating cost \$18,400; revenue \$25,000. J-P Enterprises owns KECK(AM) Lincoln. Principals: James Treat and Fred L. Scott. Mr. Treat is president and Mr. Scott general manager of KECK. Action Oct. 2.

■ *Rockingham, N.C.—Richmond County Board of Education. Broadcast Bureau granted 91.1 mhz, 10 w. P.O. address Long Drive, Rockingham 28379. Estimated construction cost \$4,914; first-year operating cost none; revenue none. Principals: Irie Leonard, superintendent and secretary of education board, et al. Action Oct. 10.

■ Punxsutawney, Pa.—Punxsutawney Broadcasting Co. FCC granted 105.5 mhz; 3 kw. HAAT 300 ft. P.O. address 103 Gilpin Street, Punxsutawney 15767. Construction and revenue costs not available. Punxsutawney Broadcasting owns 33 1/3% WWCH(AM) Clarion, Pa. Principals: Charles M. Erhard Jr. (87 1/2%) and Joseph A. Pelletier (12 1/2%). Mr. Erhard owns majority interest in WSGB(AM) Sutton, W.Va., and WPME(AM) Punxsutawney. Mr. Pelletier is engineering specialist employed by Univac in Blue Bell, Pa. He has minority interest in WEDA-FM Grove City, Pa., and WPME(AM). Action Sept. 13.

■ Quebradillas, Puerto Rico—Jose J. Arzuaga and Roberto Davila dba A&D Associates. Broadcast Bureau granted 98.3 mhz, 3 kw. HAAT minus 81 ft. P.O. address Box 6495 Loiza Station, Santurce, Puerto Rico 00914. Estimated construction cost \$7,965; first-year operating cost \$18,801; revenue \$18,000. Principals: Jose Arzuaga and Roberto Davila (each 50%). Mr. Arzuaga is chief engineer of WVOZ(AM) and WOLA-FM, both Carolina, Puerto Rico. Mr. Davila has real estate and retail store interests in Puerto Rico. Action Oct. 11.

■ Manning, S.C.—Clarendon County Broadcasting Co. Broadcast Bureau granted 92.1 mhz, 3 kw. HAAT 160 ft. P.O. address Box 400, Manning 29102. Estimated construction cost \$24,137; first-year operating cost \$7,210; revenue \$12,500. Principal: Betty T. Roper. Miss Roper owns and is president of WYMB(AM) Manning. Action Sept. 29.

■ Durand, Wis.—Pepin County Broadcasting Co.—Broadcast Bureau granted CP to replace expired CP for FM. Action Oct. 24.

Actions on motions

■ Administrative Law Judge Byron E. Harrison in Klamath Falls, Ore. (Klamath Temple and 960 Radio Inc.). FM proceeding, on request of Klamath Temple, continued prehearing conference from Oct. 18 to Dec. 18 (Docs. 19585-6). Action Oct. 17.

■ Administrative Law Judge Byron E. Harrison in Bethany, W. Va. and Paris, Ohio (Bethany College and Calvary Christian College), educational FM proceeding, set certain procedural dates and scheduled hearing for Feb. 6, 1973 (Docs. 19573-4). Action Oct. 17.

■ Administrative Law Judge Isadore A. Honig in Laurel and Ellisville, both Mississippi (Southland Inc. and South Jones Broadcasters Inc.), FM proceeding, granted petition by Southland and postponed hearing from Oct. 24 to Jan. 16, 1973 (Docs. 19415-6). Action Oct. 17.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al), FM proceeding, granted motion by WIOO Inc. to extent that Cumberland Broadcasting Co. produce all items described in specific part of motion; that is all leases or rental agreements affecting any and all properties involved, any appraisals or letters from realtors relating to valuations, any offers received, and

copies of federal income tax schedules for reporting income, expenses and depreciation, in fact, everything called for and denied as to items described in motion; ordered Cumberland is to produce requisite documents for inspection and copying by all parties or counsel at time and place convenient to all, but not later than Nov. 3 (Docs. 19468-69, 19471). Action Oct. 20.

■ Administrative Law Judge Ernest Nash in Athens, Tenn. (Athens Broadcasting Co. and 3 J's Broadcasting Co.), FM proceeding, scheduled prehearing conference for Nov. 17 (Docs. 17617-8). Action Oct. 18.

■ Administrative Law Judge Herbert Sharfman in Southern Pines, N.C. (William R. Gaston and Sandhill Community Broadcasters Inc.), FM proceeding, granted petition by Sandhill for leave to amend application to show that Millard S. Younts was named corporate director of applicant (Docs. 19349-50). Action Oct. 16.

Other action

■ Review board in Glenwood Springs, Colo., FM proceeding, granted petition by Colorado West Broadcasting Inc. for extension of time through Nov. 3 to file oppositions to petition by Glenwood Broadcasting Inc. to enlarge issues (Docs. 19588-9), Colorado West Broadcasting Inc. and Glenwood Broadcasting Inc. are competing applicants for new FM on ch. 224. Action Oct. 26.

Call letter actions

■ Big Sur Broadcasting Corp., Seaside, Calif.—Granted KZEN(FM).

■ Abenaki Co., Gardiner, Me.—Granted WABK-FM.

■ Alpine Broadcasting Co., Gaylord, Mich.—Granted WWRM-FM.

■ Cloquet Broadcasting Co., Cloquet, Minn.—Granted WKLL-FM.

■ *Skagit Valley College, Mount Vernon, Wash.—Granted KSVR(FM).

Designated for hearing

■ Cabool and Mountain Grove, both Missouri—FCC designated for hearing mutually exclusive applications of Cabool Broadcasting Corp., Cabool, and Kickapoo Prairie Broadcasting Co., Mountain Grove, for CP for new FM on ch. 224 (92.7 mhz), with 3 kw. Cabool proposes independent programming, while Kickapoo Prairie proposes to duplicate programming of its KLRS during 47% of broadcast time. Action Oct. 26.

Existing FM stations

Final actions

■ WAPI-FM, Birmingham, Ala.—Broadcast Bureau granted CP to make changes in transmission line. Action Oct. 24.

■ *KCSM(FM) San Mateo, Calif.—Broadcast Bureau granted CP to change frequency from 90.9 mhz, ch. 215, to 91.1 mhz, ch. 216, change TPO; ERP 14 kw; install new trans. Action Oct. 17.

■ WQXM(FM) Clearwater, Fla.—Broadcast Bureau granted request for waiver of rules to identify as Clearwater-St. Petersburg, Fla. Action Oct. 10.

■ WMMG(FM) Brandenburg, Ky.—Broadcast Bureau granted license covering new station; trans-studio location: Bypass and Highway 79; delete remote control; ERP 3 kw; ant. height 190 ft.; TPO. Action Oct. 19.

■ WOMI-FM Owensboro, Ky.—Broadcast Bureau granted CP to install new trans. and ant. and operate by remote control from studio location at Livermore Road and Byers Avenue, Owensboro; ERP 50 kw; ant. height 380 ft. Action Oct. 24.

■ WCBR-FM Richmond, Ky.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 230 ft. Action Oct. 24.

■ WGHM-FM Skowhegan, Me.—Broadcast Bureau granted request for SCA on sub-carrier frequencies of 41 and 67 khz. Action Oct. 26.

■ WBAL-FM Baltimore—Broadcast Bureau granted CP to install new trans. and ant.; ERP 10.5 kw. Action Oct. 24.

■ WMUK(FM) Kalamazoo, Mich.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Oct. 24.

■ *WSAE(FM) Spring Arbor, Mich.—Broadcast Bureau granted CP to change ant.-trans. location to 1.7 miles west of Horton on Cochran Road, Horton, Mich.; change studio location to 220 Cottage Street, Spring Arbor; operate by remote control from studio location; ERP 1 kw; ant. height 200 ft. Action Oct. 24.

■ KBOA-FM Kennett, Mo.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Oct. 24.

■ *WSOU(FM) South Orange, N.J.—Broadcast Bureau granted mod. of license covering change of licensee name from Seton Hall College to Seton Hall University; granted CP to install new trans. and ant.; operate by remote control from 400 South

Summary of broadcasting

Compiled by FCC Sept. 30, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,358	5	12	4,375	48	4,423 ¹
Commercial FM	2,327	1	52	2,380	118	2,498
Commercial TV-VHF	504	1	6	511 ³	13	524 ²
Commercial TV-UHF	185	0	7	192 ³	64	256 ³
Total commercial TV	689	1	13	703	77	780
Educational FM	518	0	16	534	78	612
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	119	0	7	126	11	137
Total educational TV	205	0	12	217	12	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.

Orange Avenue, South Orange; ERP 2 kw; ant. height 370 ft. Action Oct. 24.

■ WXXY(FM) Montour Falls, N.Y.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Oct. 24.

■ WRDX(FM) Salisbury, N.C.—Broadcast Bureau granted mod. of SCA to make changes in programming and add 41 khz; retain 68 khz. Action Oct. 26.

■ WLQA(FM) Cincinnati—Broadcast Bureau granted CP to change trans. location to Bald Knob, 2400 Lehman Road, Cincinnati; change studio location and remote control to 7507 Reading Road; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 15 kw; ant. height 810 ft. Action Oct. 19.

■ WOSU-FM Columbus, Ohio—Broadcast Bureau granted CP to change studio location to 2400 Olen-tangy River Road, Columbus; operate trans. by remote control from proposed studio site; install new trans. and ant.; make changes in ant. system; ERP 14 kw; ant. height 300 ft. Action Oct. 24.

■ WNKO(FM) Newark, Ohio—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Oct. 24.

■ KSEO-FM Durant, Okla.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Oct. 24.

■ WGBI-FM Scranton, Pa.—Broadcast Bureau granted CP to install new trans.; change trans. line; ERP 5.6 kw; ant. height 1110 ft. Action Oct. 24.

■ WSBF-FM Clemson, S.C.—Broadcast Bureau granted CP to change trans. location to junction Highway 93 and 76, Clemson; operate trans. by remote control from studio location at Student Center, Clemson; install new ant.; makes changes in ant. system (increase height. Action Oct. 19.

■ WDAR-FM Darlington, S.C.—Broadcast Bureau granted CP to make changes in transmission line; make changes in ant. system; ERP 3 kw; ant. height 260 ft.; remote control permitted. Action Oct. 24.

■ WVMC(FM) Moncks Corner, S.C.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 41 khz. Action Oct. 24.

■ KWYR-FM Winner, S.D.—Broadcast Bureau granted CP to install new ant. Action Oct. 24.

■ WLOM(FM) Chattanooga—Broadcast Bureau granted CP to change trans. location to Old Anderson Pike, 1.3 miles northeast of Signal Mountain, Tenn.; change studio location to Pineville Road, Chattanooga (WGOW-AM studio site); operate by remote control from proposed studio location; install new trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 1080 ft. Action Oct. 24.

■ *KUHF(FM) Houston—Broadcast Bureau granted CP to operate trans. by remote control from studio location at 3801 Cullen Boulevard, Houston; install new trans.; ERP 20 kw; ant. height 110 ft. Action Oct. 24.

Call letter applications

- WFMG(FM) Gallatin, Tenn.—Seeks WHIN-FM.
- KIZZ-FM El Paso—Seeks KLOZ(FM).

Call letter actions

- KFMS(FM) San Francisco—Granted KKEE(FM).
- KATY-FM San Luis Obispo, Calif.—Granted KUNA(FM).
- WWPFF-FM Palatka, Fla.—Granted WIYD-FM.
- WEXI(FM) Arlington Heights, Ill.—Granted WMM(FM).
- WCRX(FM) Springfield, Mass.—Granted WAQY-FM.
- WFWO-FM Milwaukee—Granted WBCS(FM).
- WKRC-FM Cincinnati—Granted WKRC(FM).

Renewal of licenses, all stations

■ WOUR(FM) Utica, N.Y.—Broadcast Bureau granted renewal of license. Action Oct. 24.

■ Broadcast Bureau granted renewal of license to WJZ-TV Baltimore conditioned on outcome of pending civil antitrust actions which Westinghouse Electric Corp., licensee, is party defendant and in which Westinghouse Broadcasting Co. is party defendant, and that licensee shall immediately notify commission of final disposition of each case. Action Oct. 27.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's where appropriate: WANN Annapolis, WARK-AM-FM Hagerstown and WBMD Baltimore, all Maryland; WBOY Clarksburg, W.Va.; WBRG Lynchburg, Va.; WBUC Buckhannon, WCAW Charleston, WCEF-AM-FM Parkersburg and WCST-AM-FM Berkeley Springs, all West Virginia; WEEL Fairfax, Va.; WEMM(FM) Huntington, W.Va.; WESR-AM-FM Tasley, WEVA Emporia, WEZR(FM) Manassas, WFLS-AM-FM Fredericksburg, WFOG(FM) Suffolk and WFTR Front Royal, all Virginia; WHAG-FM Halfway, Md.; WHAR Clarksburg, W.Va.; WJJS-FM Lynchburg, Va.; WJMD(FM) Bethesda, Md.; WJWS-AM-FM South Hill, Va.; WKLP Keyser, W.Va.; WKTK(FM) Catonsville, Md.; WKWS Rocky Mount, WJGM Lynchburg, WMEK Chase City and WMEV-AM-FM Marion, all Virginia; WMOV Ravenswood, W.Va.; WMSG-AM-FM Oakland, Md.; WNEU Wheeling and WOAY-AM-FM Oak Hill, both West Virginia; WPTX Lexington Park, Md.; WPRV(FM) and WROV, both Roanoke, Virginia; WTCS Fairmont and WTOIO(FM) Charleston, both West Virginia. Actions Oct. 27.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's where appropriate: WHTN-TV Huntington and WOAY-TV Oak Hill, both West Virginia; WLS-TV Roanoke and WTON Staunton, both Virginia; WUST Washington; WVAE(FM) Charleston, W.Va.; WWOE Portsmouth, Va.; WWOY Pineville, W.Va.; WYTI Rocky Mount, Va.; WBOY-TV Clarksburg and WCHS-TV Charleston, both West Virginia; WHAG-TV Hagerstown, Md.; WEET Richmond, WAFB Staunton and WAGE Leesburg, all Virginia; WAJR-AM-FM Morgantown, W.Va.; WAMD Aberdeen, Md.; WAYB Waynesboro, Va.; WBAL-AM-FM Baltimore; WBBI-AM-FM Abingdon, Va.; WBES(FM) Charleston and WBKW(FM) Beckley, both West Virginia; WBLU Salem, WBOB-AM-FM Galax and WBTM-AM-FM Danville, all Virginia; WCAO-AM-FM and WCBM, both Baltimore; WCCV-FM Charlottesville, Va.; WCEM-AM-FM Cambridge, Md.; WCHV Charlottesville, Va.; WCLG Morgantown, W.Va.; WCPK Chesapeake, Va.; WCTR Chestertown, Md. Actions Oct. 27.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's where appropriate: WMTD Hinton, W.Va.; WNNT-AM-FM Warsaw, WVNA-AM-FM Norton, WODI Brookneal and WODY Bassett, all Virginia; WOL Washington; WPGC-FM Morningside, Md.; WPVA Colonial Heights-Petersburg, WQMC(FM) Charlottesville, WQVA Quantico, WRAA Luray, WRAD-AM-FM Radford and WRAR-AM-FM Tappahannock, all Virginia; WRBS(FM) Baltimore; WRFK-FM Richmond and WRFL(FM) Winchester, both Virginia; WWIN Baltimore; WRIC Richland and WRIS Roanoke, both Virginia; WSGB Sutton, W.Va.; WSGM(FM) Staunton and WSGI Mount Jackson, both Virginia; WSDM-AM-FM LaPlata, Md.; WMOD(FM) Washington; WMON Mont-gomery, W.Va.; WSVA-AM-FM Harrisonburg and WSWV Pennington Gap, both Virginia; WTHU Thurmont, Md.; WTOY Roanoke, Va.; WTRF(FM) Wheeling, W.Va.; WTRI Brunswick, WUOK Cumberland and WVOB Bel Air, all Maryland; WVQM(FM) Huntington, WVWV Grafton, WWHY Huntington and WWNR Beckley, all West Virginia;

WWOD-FM Lynchburg, Va.; WWVA-AM-FM Wheeling and WXVA Charles Town, both West Virginia; WYFI(FM) Norfolk, Va.; WYRE Annapolis, Md. Action Oct. 27.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's where appropriate: WYSR Franklin and WYVE Wytheville, both Virginia; WZFM(FM) Charles Town, W.Va.; WBAL-TV and WBFF(TV), both Baltimore; WBOC-TV Salisbury, Md.; WCYB-TV Bristol, WDBJ-TV Roanoke, and WLVA-TV Lynchburg, all Virginia; WSAZ-TV Huntington, W.Va.; WSVA-TV Harrisonburg, Va.; WTAP-TV Parkersburg and WTRF-TV Wheeling, both West Virginia; *WAMU-FM Washington; *WBJC(FM) Baltimore; *WCWM(FM) Williamsburg; *WEMC(FM) Harrisburg and *WFOS(FM) Chesapeake, all Virginia; *WGTB-FM Washington; *WGTS-FM Takoma Park, Md.; *WFOV(FM) Hampton, *WLUR(FM) Lexington and *WMRA(FM) Harrisonburg, all Virginia; *WMUL(FM) Huntington, W.Va.; *WTJU(FM) Charlottesville and *WUVT-FM Blacksburg, both Virginia; *WVBC(FM) Bethany and *WVWC(FM) Buckhannon, both West Virginia; *WYCS(FM) Yorktown and *WBRA-TV Roanoke, both Virginia; *WCPB(TV) Salisbury, Md.; *WCVETV and *WCVW(TV), both Richmond, and *WHRO-TV Hampton-Norfolk, all Virginia; *WMPB(TV) Baltimore; *WMUL-TV Huntington, W.Va.; *WNV(TV) Goldvein and *WSVN-TV Norton, both Virginia; *WVVU-TV Morgantown, WKLC-AM-FM St. Albans and WRON Ronceverte, all West Virginia. Actions Oct. 27.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's where appropriate: WESM(FM) Prince Frederick, Md.; WFAX Falls Church, Va.; WFBF Baltimore; WFIC Collinsville, Va.; WFMM-FM Baltimore; WFRE(FM) Frederick and WFSI(FM) Annapolis, both Maryland; WFSP Kingwood, W.Va.; WFVA-AM-FM Fredericksburg and WGAT-AM-FM Gate City, both Virginia; WGNT Huntington and WHAW Weston, both West Virginia; WHEE Martinsville and WHEO Stuart, both Virginia; WHGC(FM) Princeton, W.Va.; WHHV Hillsville, Va.; WICO-AM-FM Salisbury, WJEL-AM-FM Hagerstown and WCUM-AM-FM Cumberland, all Maryland; WDDY Gloucester, Va.; WDMV Pocomoke City, Md.; WEER-AM-FM Warrenton and WEEG(FM) Winchester, both Virginia; WELC Welch, WELD Fisher and WEPM-FM Martinsburg, all West Virginia; WILA Danville, WINA Charlottesville and WINC Winchester, all Virginia; WISZ-FM Glen Burnie, Md.; WITH-AM-FM Baltimore; WKBA Vinton, WKCV Warrenton, WKDE-AM-FM Altavista and WKCY-AM-FM Covington, all Virginia; WKIK Leonardtown, Md.; WLES Lawrenceville, Va.; WLOH Princeton, W.Va.; WLRJ(FM) Roanoke, Va.; WMAR-FM Baltimore; WMHI Braddock Heights, Md.; WMNA-AM-FM Gretna, Va. Actions Oct. 27.

Modification of CP's, all stations

■ WKJB Globe, Ariz.—Broadcast Bureau granted mod. of CP for extension of completion date to Jan. 18, 1973. Action Oct. 19.

■ KAIR Tucson, Ariz.—Broadcast Bureau granted mod. of CP for extension of completion date to Feb. 15, 1973. Action Oct. 25.

■ *Fayetteville, Ark., Board of Trustees University of Arkansas—Broadcast Bureau granted mod. of CP for new noncommercial FM; change ant.; make changes in ant. system; remote control permitted. Action Oct. 19.

■ *West Haven, Conn., University of New Haven Inc.—Broadcast Bureau granted mod. of CP to change trans. and ant. for noncommercial FM. Action Oct. 24.

■ KGMB Honolulu—Broadcast Bureau granted mod. of CP's for main and aux. trans. and for alt. main trans., to change trans. site to 111 Ahui Street, Honolulu to share existing facilities with KGU, KKUA and KHAI; conditions. Action Oct. 18.

■ WLCL-FM Lowell, Ind.—Broadcast Bureau granted mod. of CP to change trans. location to on Marshall Street, 0.5 miles north of Highway 2, east of Lowell; change studio location and remote control to 405 East Commercial, Lowell; make changes in ant. system (decrease height); ant. height 300 ft.; ERP 3 kw; remote control from main studio. Action Oct. 19.

■ WAKY Louisville, Ky.—Broadcast Bureau granted mod. of CP for extension of completion date to May 5, 1973. Action Oct. 19.

■ *WAMH(FM) Amherst, Mass.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in transmission line. Action Oct. 24.

■ WROA Gulfport, Miss.—Broadcast Bureau granted mod. of CP for extension of completion date to April 20, 1973. Action Oct. 19.

■ KXLW Clayton, Mo.—Broadcast Bureau granted mod. of CP for extension of completion date to Feb. 1, 1973. Action Oct. 18.

■ KAUB(FM) Auburn, Neb.—Broadcast Bureau granted mod. of CP for new station to extend completion time to May 26, 1973. Action Oct. 19.

■ **KENO Las Vegas**—Broadcast Bureau granted mod. of CP for extension of completion date to Jan. 11, 1973. Action Oct. 19.

■ **WHOM New York**—Broadcast Bureau granted mod. of CP for extension of completion dates to Jan. 6, 1973, for changes to main and alt.-main trans. Action Oct. 19.

■ ***WNE-TV Plattsburgh, N.Y.**—Broadcast Bureau granted mod. of CP to extend completion date to April 19, 1973. Action Oct. 19.

■ **WIBQ-FM Utica, N.Y.**—Broadcast Bureau granted mod. of CP for new station to extend completion date to April 16, 1973. Action Oct. 18.

■ **W22AA Raleigh, N.C.**—Broadcast Bureau granted mod. of CP for UHF translator to change trans. location to 4812 Six Forks Road, Raleigh; make changes in ant. system and specify type of trans. Action Oct. 18.

■ **WUAT Pikeville, Tenn.**—Broadcast Bureau granted mod. of CP for extension of completion date to March 1, 1973. Action Oct. 19.

■ **KLO Ogden, Utah**—Broadcast Bureau granted mod. of CP for extension of completion date to Jan. 21, 1973. Action Oct. 19.

■ ***WTGM(FM) Norfolk, Va.**—Broadcast Bureau granted mod. of CP to change studio location and remote control to Citizens Office building, 109 East Main Street, Norfolk; change ant. Action Oct. 24.

■ ***KBSC(FM) Bellevue, Wash.**—Broadcast Bureau granted mod. of CP to extend completion time to Feb. 1, 1973. Action Oct. 19.

Translator actions

■ **FCC waived rules and granted in part application of Central Alaska Broadcasting (KIMO-TV), ch. 13, Anchorage** for new VHF translator to serve Kenai, Sterling, Kaslof and Soldotna, all Alaska, on ch. 5, by rebroadcasting programs of KIMO-TV. Grant specifies 5 w instead of 10 w as requested, and was made subject to certain technical and interference conditions. Action Oct. 26.

■ **Elkton, Ore.**—Elkton TV Association—Broadcast Bureau granted CP for new VHF translator to serve Elkton on ch. 2 by rebroadcasting programs of KEZI-TV Eugene, Ore.; condition. Action Oct. 17.

■ **W237AA Escalante, Utah**—Broadcast Bureau granted CP for new FM translator to serve Escalante on ch. 237 (95.3 mhz) by rebroadcasting programs of KSL-FM, ch. 262 (100.3 mhz). Salt Lake City; condition. Action Oct. 19.

■ **W296AA Oak City, Utah**—Broadcast Bureau granted CP for FM translator to serve Delta, Utah, on ch. 296 by rebroadcasting programs of KALL-FM, ch. 231, Salt Lake City. Action Oct. 17.

■ **W288AA Windy Ridge, Utah**—Broadcast Bureau granted CP for new FM translator to serve rural Wayne county, Utah, on ch. 288 (105.5 mhz) by rebroadcasting programs of KSL-FM, ch. 262 (100.3 mhz). Salt Lake City; condition. Action Oct. 19.

■ **K240AA Roanoke, Va.**—Broadcast Bureau granted CP for new FM translator to serve Garden City, South Salem, Hidden Valley and Sugar Loaf Estates, all Virginia, on ch. 240 (95.9 mhz) by rebroadcasting programs of WPVR(FM), ch. 235 (94.9 mhz). Roanoke; conditions. Action Oct. 18.

Other actions, all services

■ **FCC amended rules to make clear that Broadcast Bureau Chief is authorized to act on all requests for extension of time for filing all papers in all broadcast proceedings which have not been designated for hearing, including situations where commission initially prescribed filing date and those where substance of matters at issue will be dealt with by commission. Amendment is effective Nov. 7, Action Oct. 26.**

■ **FCC, in notice of inquiry and proposed rulemaking, invited comments on possible modifications, repeal or extension of prime-time access rule. Comments in proceeding are due Dec. 22 and reply comments Jan. 29, 1973. Action Oct. 26.**

Ownership changes

Applications

■ **WEYY(AM) Talladega, Ala.**—Seeks transfer of control of Talladega Broadcasting Co. from Albert Rains (30% before, none after) to Jimmy E. Woodard (25% before, 55% after). Consideration: \$48,000. Principal: Mr. Woodard is president of WEYY. He also has interests in WANL(AM) Lineville, Ala., and is permittee of new AM in Talladega. Ann. Oct. 24.

■ **KFOX-FM Los Angeles**—Seeks assignment of license from Leroy J. and Reba K. Gloger, and Industrial Broadcasting Co. to Cosmic Communications Inc. for \$1.2 million. Under agreement between Sponderling Broadcasting Co., and the Glogers and Industrial Broadcasting, Sponderling's KFOX-AM-FM Long Beach and Los Angeles will be assigned to Glogers and Industrial Broadcasting in exchange

for assignment of KIKK(AM) Pasadena and KIKK(FM) Houston, both Texas. Glogers and Industrial Broadcasting will then sell KFOX-AM-FM. Buyers: W. John Driscoll, Wayne K. Van Dyck, Edward L. Scarff and John J. Pascoe (each 25%). Mr. Driscoll is president of and has interests in Rock Island Corp., St. Paul, investment company. He also has 50% interest in mining firm in Tacoma, Wash. Both Mr. Van Dyck and Mr. Scarff are also officers of and have interests in Rock Island Corp., as well as other business interests. Mr. Pascoe is board chairman and has interests in Arcata National Corp., Menlo Park, Calif., lumber, printing and communications company. Ann. Oct. 5.

■ **KUDO(TV) San Francisco**—Seeks assignment of license from John M. England, trustee in bankruptcy, to Faith Center for \$10,200. Buyers: Rev. R. A. Schoch is president of Faith Center, non-profit corporation. Faith Center owns KHOF-FM Los Angeles, WHCT(TV) Hartford, Conn., and KIFM(FM) Bakersfield, Calif. Ann. Oct. 25.

■ **WGRI(AM) Griffin, Ga.**—Seeks transfer of control of WGRI Radio Inc. from Clyde W. Farnan, E. G. Senecal and John Biery (as group, 100% before, none after) to Norrell Broadcasting Group Inc. (none before, 100% after). Principal: Norrell Southeastern Corp., Atlanta (100%). Guy W. Millner owns 90% of Norrell Southeastern, personnel firm. Ann. Oct. 24.

■ **WGML(AM) Hinesville, Ga.**—Seeks transfer of control of Liberty Broadcasting Co. from Bernita H. and Harris Slotin (together 100% before, none after) to E. D. Steele Jr. (none before, 100% after). Consideration: \$75,000. Principal: Mr. Steele, formerly vice president and station manager of WJCL-TV Savannah, Ga., is automobile salesman in Savannah. Ann. Oct. 10.

■ **WDHF(FM) Chicago**—Seeks assignment of license from National Science Network Inc. to Metromedia Inc. for \$2,750,000. Sellers: Stan Gurell, vice president and general manager, et al. National Science owns KPCC-AM-FM Pasadena, Calif., WNCN(FM) New York and KMPX(FM) San Francisco. It is also seeking reassignment of WNCN. Buyers: Metromedia Inc. is commonly-held broadcast owner with stations in New York, Washington, Baltimore, Cleveland, Philadelphia, Los Angeles, San Francisco, Kansas City, Mo., and Oakland, Calif. Ann. Oct. 10.

■ **WGLM(FM) Richmond, Ind.**—Seeks assignment of license from Broadcasting Services Inc. to Brewer Broadcasting Corp. for \$57,500. Sellers: C. T. Garten, president, et al. Broadcasting Services owns WTAP-AM-FM-TV Parkersburg, W. Va. They are seeking assignment of licenses of WTAP-AM-FM. Buyers: James R. and Maytha N. Brewer (together 75%) and James L. Brewer, son (25%). James R. Brewer owns WTCL(AM) Tell City, Ind. James L. Brewer is general manager of that station. He also has interest in construction company. Ann. Sept. 10.

■ **WTHM-AM-FM Lapeer, Mich.**—Seeks assignment of Sheill Broadcasting Co. to David R. Sommerville and John F. Sommerville dba WTHM Inc. for \$150,000. Sellers: Stuart E. Sheill, president, et al. Buyers: David Sommerville and John Sommerville (each 50%). Both John and David Sommerville are employed at WSMA(AM) Marine City, Mich., which is owned by their father. Ann. Oct. 24.

■ **KQTV(TV) St. Joseph, Mo., KLYX(FM) Clear Lake City, Tex. and KGRV(FM) St. Louis**—Seek assignment of licenses from Intermedia Inc. to Amiaturo Group Inc. for \$4,600,000. Sellers: Intermedia Inc., wholly owned subsidiary of ISC Industries, commonly-held company, is currently divesting itself of broadcast interests. It has also applied for reassignment of only other broadcast interests, KBEA(AM) Mission, Kan., and KBEY(FM) Kansas City, Mo. Buyers: Joseph C. Amiaturo, president and chairman, et al. Mr. Amiaturo has interests in WPOP(AM) Hartford, Conn., WFTL-AM-FM Fort Lauderdale, Fla., and WESO-AM-FM Southbridge, Mass. Ann. Oct. 24.

■ **WNCN(FM) New York**—Seeks assignment of license from National Science Network Inc. to Starr Broadcasting Group Inc. for \$2 million. Sellers: Stan Gurell, vice president and general manager, et al. National Science owns KPCC-AM-FM Pasadena, Calif., WDHF(FM) Chicago—which it is seeking to reassign—and KMPX(FM) San Francisco. Buyers: Starr Broadcasting is commonly-held broadcast group owner with stations in Fairway and Kansas City, both Kansas; Houston; North Little Rock, Ark.; New Orleans; Memphis; Bristol, Va.; Oakland and San Francisco, both California. Ann. Oct. 24.

■ **WMDE(FM) Greensboro, N.C.**—Seeks assignment of license from Piedmont Crescent Broadcasting Co. to Greensboro FM Inc. for \$300,000. Sellers: Robert R. Hilker, president, et al. Buyers: Donald L. Wilks and Michael E. Schwartz (each 50%). Messrs. Wilks and Schwartz own (50% each) WTYM(AM) East Longmeadow and WCRX-FM Springfield, both Massachusetts. They also own (33 1/3% each) WPET(AM) Greensboro, N.C., and have CP for new FM at Westbrook, Mass. Ann. Oct. 2.

■ **WNCA(AM) Siler City, N.C.**—Seeks transfer of control of Chatham Broadcasting Co. from Clyde R. Fry (50% before, none after) to Raymond Pearlstone (none before, 50% after). Consideration: \$6,500. Principal: Mr. Pearlstone, attorney in Mor-

ristown, Pa., has interests in Turner Communications Corp. licensee of WTCC(TV) Atlanta, WGOW(AM) Chattanooga, WMBR(AM) Jacksonville, Fla., and WTMA-AM-FM Charleston, S.C. He also has cable-TV interests in Pennsylvania. Ann. Oct. 24.

■ **KTIX(AM) Pendleton and KACI(AM) The Dalles, both Oregon**—Seek transfer of control of Juniper Broadcasting Inc. (majority stockholder of KTIX's licensee and parent company of KACI's licensee) from Bradley D. and Dagmar Fancher, and Glen and Betty Cushman to Gary L. Capps, David N. Capps and Inland Radio Inc. Juniper Broadcasting owns KGRJ(AM) Bend, Ore. Consideration: \$425,000. Principals: Inland Radio Inc. licensee of KSRV(AM) Ontario, Ore. and KEEP(AM) Twin Falls, Idaho, is controlled by Gordon L. Capps (60.2%), David N. Capps (16.3%), Gary L. Capps (16.1%), et al. Gordon Capps has controlling interest in KLBM(AM) La Grande, Ore. David Capps is general manager and has interests in KTIX(AM) Pendleton. Ore. Gary Capps is president of Juniper Broadcasting. Ann. Sept. 15.

■ **WNE(AM) Caguas, Puerto Rico**—Seeks assignment of license from Radio Tiempo Inc. to Turabo Radio Corp. for \$470,000. Radio Tiempo is also seeking assignment of license of its other station, WPRM-FM San Juan, Puerto Rico. Sellers: Segismundo Quinones Jr., president, et al. Buyers: Jesus M. Soto (70%) and Antonio Soto Matias (30%). Mr. Soto, formerly engineering supervisor of WKAQ-TV San Juan, owns 30% of WMNT(AM)-WMLD(FM) Manati, Puerto Rico. Mr. Matias owns coffee and fruit company in Puerto Rico. Ann. Oct. 10.

■ **WPRM(FM) San Juan, Puerto Rico**—Seeks assignment of license from Radio Tiempo Inc. to Arso Radio Corp. for \$102,500. Sellers: Segismundo Quinones Jr., president, et al. Radio Tiempo is also applying for assignment of license of its other station, WNE(AM) Caguas, Puerto Rico. Buyers: Jesus M. Soto (70%) and Antonio Soto Matias (30%). (See item above.) Ann. Oct. 10.

■ **KWDR(AM) Del Rio, Tex.**—Seeks assignment of license from Don Renault tr/as Green Valley Radio to George H. Arens Jr. and C. Richard Turner Jr. dba Golden Triangle Broadcasting Co. for \$60,000 (to be transferred on five-year lease with option to buy at end of that period). Buyers: Mr. Arens (75%) and Mr. Turner (25%). Mr. Arens is station manager and Mr. Turner is sales manager of KWDR. Ann. Oct. 5.

■ **KRAE(AM) Cheyenne, Wyo.**—Seeks assignment of license from Radio Cheyenne Inc. to KRAE Inc. for \$121,212. Sellers: Louis C. Erck, president (58.7%), et al. Mr. Erck owns 68% of KGMV(AM) Missoula, Mont. Buyers: Thomas E. Bauman and Floyd Waak (each 50%). Mr. Bauman is manager of KRAE. Mr. Waak owns Interior Services, Cheyenne. Ann. Oct. 24.

Actions

■ **WMMW(AM) Meriden, Conn.**—Broadcast Bureau granted assignment of license from Meriden-Wallingford Radio Inc. to WMMW Inc. for \$325,000. Sellers: Milford Fenster, secretary, et al. Buyers: Paul A. Orio (25.5%), Raymond J. Vitale (25.5%), et al. Mr. Orio is employed by Avco Radio Television Sales Inc. Mr. Vitale is account executive for WCBS(AM) New York. Action Oct. 19.

■ **WNCB(AM) and WNDJ(FM) Daytona Beach, Fla.**—Broadcast Bureau granted assignment of license from News-Journal Corp. to Quality Broadcasting Corp. for \$425,000. Sellers: Herbert M. Davidson, president, et al. Buyer: Frederic M. Ayres Jr. (31.6%), Victor M. Knight (30.1%), et al. Mr. Ayres is chairman of board and 31.6% owner of WGGG(AM) Gainesville, Fla. Mr. Knight is president and 30.1% owner of WGGG. Action Oct. 25.

■ **KWOC-AM-FM Poplar Bluff, Mo.**—Broadcast Bureau granted assignment of license from Poplar Bluff Broadcasting Co. to Three Rivers Broadcasting Co. for \$212,500. Sellers: Alan Wolpers, president, et al. Buyers: Delbert W. Shaffner, president, Leland D. Shaffner, both (49.2%), et al. Delbert Shaffner is electrical contractor in Lowry City, Mo. Leland Shaffner is director and owner (16 2/3%) of Riverbend Industries Inc., Stigler, Okla., CATV operator. He also is staff engineering consultant of Donrey Inc. in Fort Smith, Ark. Action Oct. 27.

■ **WOUR(FM) Utica, N.Y.**—Broadcast Bureau granted assignment of license from Brainsfield Broadcasting Co. to Bunkfeldt Broadcasting Corp. for \$125,000. Sellers: J. Stewart Brinsfield Sr., president, et al. Buyers: Rudolf Bunkfeldt (64%), John F. Bunkfeldt (14%), et al. Rudolf is associate director of research, Borden Inc., Syracuse, N.Y. John Bunkfeldt, while student at Syracuse University, was chief engineer of noncommercial WAER(FM) Syracuse. Action Oct. 24.

■ **KEEZ(FM) San Antonio, Tex.**—Broadcast Bureau granted assignment of license from The Camel Co. to San Antonio Broadcasting Inc. for \$185,000. Sellers: William D. Balthrop, president, et al. Buyers: L. Lowry Mays (42%), Samuel Maurice Jorrie (42%) and Thomas J. Moran (16%). Mr. Mays is president of Mays & Co., investment bankers. He also has interests in real estate and furniture. Mr. Jorrie is 50% owner of Jorrie Furni-

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ture Co. in San Antonio. He also has real estate and banking interests. Mr. Moran is vice president of Jorrie Furniture Co. Action Oct. 25.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Oct. 25 (stations in parentheses are TV signals proposed for carriage):

■ Alabama Television Cable Co., Reform and Gordo, both Alabama (WMAB-TV) State College and WCBI-TV Columbus, both Mississippi; WBRC-TV, WAPI-TV and WBMG-TV, all Birmingham, Alabama; WTUV-TV Tupelo and WTOK-TV Meridian, both Mississippi; WSFA-TV Montgomery WCFT-TV Tuscaloosa and WIIQ-TV Demopolis, all Alabama).

■ Bisbee CATV, Cochise county, Ariz. (KCOP-TV, KTTV-TV, KHJ-TV) and KTLA-TV, all Los Angeles).

■ United Cablevision Inc., San Bernardino county, Calif. (KNXT-TV, KNBC-TV, KTLA-TV) KABC-TV, KHJ-TV, KTTV-TV, KCOP-TV, KWHY-TV, KCET-TV, KMEV-TV and KLXA-TV, all Los Angeles; KVCR-TV and KHOF-TV, both San Bernardino, Calif.; KCST-TV, XEWT-TV and KPBS-TV, all San Diego; KTFV-TV San Francisco; KBSC-TV Corona, Calif.).

■ Cablevision Corporation of America, Chelsea, Mass. (WSBK-TV, WBZ-TV, WCVB-TV, WNAC-TV, WQTV-TV, WGBH-TV and WGBX-TV, all Boston; WKBG-TV Cambridge, Mass.; WSB-TV Providence, R.I.; WENH-TV Durham, N.H.; WSMW-TV Worcester, Mass.; WOR-TV and WPIX-TV, both New York).

■ Sleepy Eye CATV Inc., Sleepy Eye, Minn. (KEYC-TV Mankato, WCCO-TV, KMSP-TV and WTCN-TV, all Minneapolis, KSTP-TV and KTCA-TV, both St. Paul, KELO-TV and KSOO-TV, both Sioux Falls, all South Dakota).

■ Lebanon Valley Cable TV Co., Annville township, Pa. (WPHL-TV) and WKBS-TV, both Philadelphia; WSBA-TV York, Pa.).

■ Greater Philadelphia Cable TV Inc., Philadelphia (WKBS-TV Burlington, N.J.; KYW-TV, WPVI-TV, WCAU-TV, WTAF-TV, WUHY-TV and WPHL-TV, all Philadelphia; WOR-TV and WPIX-TV, both New York).

■ Comcast Corp., Philadelphia and Upper Darby, both Pennsylvania (WPHL-TV, KYW-TV, WPVI-TV, WCAU-TV, WTAF-TV and WUHY-TV, all Philadelphia; WKBS-TV Burlington, N.J.; WOR-TV and WPIX-TV, both New York).

■ Spring Grove Cable TV Co., Spring Grove, Pa. WTTG-TV and WDCA-TV, both Washington).

■ Palmetto Cablevision Inc., Lexington county, S.C. (WIS-TV, WNOK-TV, WOLO-TV and WRLK-TV, all Columbia and WEB-TV Allendale, all South Carolina; WTCG-TV Atlanta; WRIP-TV Chattanooga).

■ Palmetto Cablevision Inc., Richland county, S.C. (WTCG-TV Atlanta; WRIP-TV Chattanooga).

■ Beaumont Cablevision Inc., Beaumont, Tex. (KTVI-TV) Fort Worth and KDTV-TV Dallas).

■ Southern Cable TV, Freer, Tex. (KENS-TV and KSAT-TV, both San Antonio, Tex.).

■ Lockhart Cable TV Service Inc., Lockhart, Tex. (KHFI-TV), KVUE-TV and KTBC-TV, all Austin; KENS-TV, KSAT-TV, KWEX-TV, WOAI-TV, and KLRN-TV, all San Antonio; KKTU-TV Dallas and KHYV-TV Houston, all Texas).

Final actions

■ FCC outlined procedures for dealing with applications for certificates of compliance from Illinois cable systems until Illinois Supreme Court rules on whether Illinois Commerce Commission has jurisdiction over cable TV. Applications from systems in operation on or before May 5, and which otherwise comply with cable rules, will be granted unconditionally. Applications from systems which were not in operation on or before May 5 and which otherwise comply with rules, will be granted provided system demonstrates that it is in compliance with local law. Action Oct. 26.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Pine Bluff Video, Pine Bluff, Ark.; Arrostook Community TV Co., Fort Kent, Me.; Marshfield Valtronics Inc., Marshfield, Wis.; New Castle Cable Communications Inc., New Castle, Ind.; Garnett Cable TV Co., Garnett, Kan.; Champlain Cablevision Inc., Glens Falls and South Glenn Falls, both New York; Central Kentucky Cablevision Inc., Wilmore, Ky.; Valley Cablevision Corp., Elkhart county, Ind.; Austin Cablevision, Austin, Minn.; El Paso Cablevision Inc., El Paso; Mexico Cable TV Inc. dba Nor Par Cablevision, South Paris and Norway, both Maine; Community Tele-

vision of Montana Inc., Deer Lodge, Mont.; McComb Cablevision, McComb, Miss.; Tele-Media Corporation of Ohio, Geneva, Ohio; York Cable Corp., Sanford, Me.; Base Vue-Com Inc., Grand Forks A.F.B., N.D. Actions Oct. 24.

■ Oakland and Piedmont, both California, Focus Cable of Oakland Inc.—Cable TV Bureau granted CP for new CARS on 12700.5-12758.5, 12766.5-12844.5 mhz to be used with cable TV system serving Oakland and Piedmont. Action Oct. 19.

■ Oakland and Piedmont, both California, Focus Cable of Oakland Inc.—Cable TV Bureau granted CP for new CARS on 12718.5-12722.5, 12844.5-12874.5, 12874.5-12940.5 mhz to be used with cable TV system serving Oakland and Piedmont. Action Oct. 19.

■ Hillsborough county, Fla., Teleprompter Gulf Coast CATV Corp.—Cable TV Bureau dismissed CP for new CARS on 12700.5-12706.5 mhz to be used with cable TV system serving Hillsborough county. Action Oct. 24.

■ Hillsborough county, Fla., Teleprompter Gulf Coast CATV Corp.—Cable TV Bureau dismissed CP for new CARS on 12925-12950 mhz to be used with cable system serving Hillsborough county. Action Oct. 24.

■ Monona, Wis., Viking Media Corp.—Cable TV Bureau granted CP for new CARS on 12700.5-12706.5, 12718.5-12722.5, 12826.5-12844.5 mhz to be used with cable TV system serving Monona. Action Oct. 18.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Oct. 31. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Gary Ind.*—Gary Communications Group Inc. has been awarded franchise by city council. Monthly rate will be \$5 and installation fee will be \$20.

■ *Des Moines, Iowa*—Athena Communications Corp., New York, has been awarded franchise. Grant is subject to referendum held next month under provision of Iowa law, which directs that franchise be submitted to voters for approval.

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Sales Continued

Can you sell Modern Country in Stereo in the Midwest with a Pulse rating of Number two in a 150,000 market size? Write and produce your own commercials and make money. Write Box K-232, BROADCASTING.

Sales person who can and will sell long term business. Easy Listening format. Sell ideas, not numbers. Send resume and picture first letter, KDOT-AM-FM, Box 1827, Scottsdale, Ariz.

Picture yourself in Southern California. Picture yourself with KEZY, Orange County, California's No. 1 station—No. 1 in ARB, Pulse, Hooper, NRR—No. 1 in results to advertisers. Picture yourself with all the selling help you can get. Complete creative department, including a sales promotion director, a marketing director, a sound creative director, sales secretaries. All to help you sell more. Plus, printed material, client mailings, slide presentations. Picture yourself in an all new life style with lucrative commission structure, profit sharing, expenses, insurance, hospitalization. If you like what you see, call now (714) 776-1190, Daniel P. Mitchell, Exec. V.P. & Gen. Mgr., and make a sale to us—you.

Central Illinois great market, fast growth, opportunity plus. Contact Bill Moon, WAKC, 1218 South Main, Normal, Illinois 61761. 309-829-3333.

Sales Manager, organizer, strong personal sales, MOR in ideal market. Management opportunity. Contact Robert R. Nelson, WBRD, Bradenton, Fla.

Immediate opening experienced salesman with the area's fastest growing radio station. WCCC AM-FM Hartford, Conn. 203-549-3456.

Sales Manager. Hustler needed for only full-time AM on the move in rapidly growing market of 45,000. Send resume and experience record to Fred Hensley, WEKY, Richmond, Ky. 40475.

Madison, Wisc. Excellent career opportunity for bright young problem solving salesman on the way up, strong on creativity and ability to build campaigns. 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, Wisc. A Mid-West Family Station.

Kentucky Contemporary powerhouse needs salesman for a very ethical, professional operated AM-FM station, that promotes from within. WKYX, Paducah, Kentucky 42001.

Florida: Excellent opportunity for experienced salesman to start on ground floor with major group's newest acquisition. Good list and earnings while you build and train for management. Send detailed resume and pictures to Elton Chick, General Manager, WMBR Radio, Box 6877, Jacksonville, Fla. 32205.

Successful small market, N.J., full time FM in heart of Playboy, Great Gorge recreation area. Salary plus commission. Move up to Sales Chief. Town'N'Country radio. Jay Edwards, WSUS, 201-827-2525.

Announcers

50KW Canadian Contemporary MOR needs a real radio personality that can work within a format and use the phones on occasion. No inexperienced, no time and temperature people. Send picture, resume and tape to Box L-1, BROADCASTING.

Program Director needed for college town Rocker. Supervisory and production abilities necessary, little board work. Box L-24, BROADCASTING.

Experienced radio announcer wanted. Before replying, read this advertisement very carefully. Requirements: 3rd class license with broadcast endorsement. One or more year's actual broadcast experience with commercial radio station. Good strong voice. Neat appearance. Ability to handle news as well as music. Write complete details including employment and educational history. State salary desired. Send short audition tape. No applicant will be considered until completion of personal interview and audition at the radio station. This is a CBS affiliate with MOR format located in Central Pennsylvania. Reply to Box L-26, BROADCASTING.

Wanted: Two middle of road announcers. Bright, mature, must have previous experience. Willing to follow orders and grow with a young corp. Send tape, photo and resume to Box L-28, BROADCASTING.

Small market Maryland station wants first phone man with program and sales experience. Send tape-photo and resume to Box L-59, BROADCASTING.

Powerful Northern New England station requires a young, experienced, energetic morning personality. Must have production background and be able to rise and really shine. Box L-61, BROADCASTING.

Announcers Continued

Experienced classical music announcer. Personality oriented. Northeast vacationland. Salary open. Send tape and resume to Box L-79, BROADCASTING.

\$10,000 annual salary to qualified engineer who can also announce. Chief operators position is open at KINA, Salina, Kansas, 500 Watt Directional day timer. Contact either PD or Manager.

We want a morning man to operate automation and gather local news. Also service some out-of-town accounts on commission. Must be orderly, dependable. This is a neat operation so bring your tie. But first a resume with recent photo, past employers and personal references, and salary required. Do here what others will do later. Mr. Thornton, KMAM, Butler, Missouri 64730.

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.

WERA, Plainfield, New Jersey seeks experienced announcer with good voice/production for MOR format. Must be capable of handling morning show and telephone talk program. Position of program director available. Send tape, resume and salary requirement to Joseph Reilly.

Central Illinois AM/FM needs announcer night shift 5-day week. Automation. \$110 weekly. WLDS/WEAL, Box 477, Jacksonville, Illinois.

Bright, happy-sounding, MOR/adult oriented announcer, who reads news like pro, wanted for fast growing station in great market area. All info first letter. WPDC, Elizabeth, Pa. 17022.

WUNJ, 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.

Talk show moderator. Experienced. Tape and resume to Cascade Broadcasting, Box 02155, Portland, Oregon 97202.

Technical

Assistant radio chief for radio, TV, CATV group in Southeast. Opportunity for advancement. Immediate opening. An Equal Opportunity Employer. Send resume, references, picture. Box K-69, BROADCASTING.

Chief Engineer for non directional radio station in New Orleans. Salary commensurate with experience. Box K-292, BROADCASTING.

Engineer AM/FM (in Kentucky) with some announcing. Use us as a stepping stone. We're looking for a man who wants to get ahead. Send resume, references, picture. Box L-3, BROADCASTING.

Assistant Chief with directional experience. Must also have broad enough experience to supervise yard and building maintenance. Baltimore area. Send resume and references. Box L-27, BROADCASTING.

First phone maintenance engineer. DA experience preferred. Modern Gates and Collins equipped Midwest station. Evening shift. Salary determined by experience, ability and performance. Contact Dick Eckels at 815-933-6633 or Box L-29, BROADCASTING.

\$10,000 annual salary to qualified engineer who can also announce. Chief operators position is open at KINA, Salina, Kansas, 500 Watt Directional day timer. Contact either PD or Manager.

Immediate opening for Chief Engineer, directional AM. Contact Bill Moon, WAKC, 1218 S. Main, Normal, Ill. 61761. 309-829-3333.

Chief Engineer needed: WFTL almost-moved to new AM site then going to new 900 foot FM tower in November. Also group FM owners. Want top experienced cost-conscious engineer who can maintain, construct, design solid state equipment to achieve quality sound. Send resume, salary requirements soonest to J. C. Amatore, WFTL Radio, Fort Lauderdale, Fla. EOE.

Maintenance engineer with FM voice to do 4 to Mid-night shift. \$175/week. Tape and resume to WGHM, Skowhegan, Maine 04976.

Chief engineer AM/FM, some announcing during automated periods. Must be good technician, strong maintenance. WTHM, Lapeer, Mich. Mr. Sheill, 313-664-8556.

IGM has immediate opening for a customer service representative. 3 to 5 years broadcast experience required. Knowledgeable in audio and digital circuitry. Send resume to Bill Apt, IGM, Box 943, Bellingham, Wash. 98225.

News

Wanted: Aggressive news director for number one station in growing market New York State. Send tape and resume. WBNR, Beacon-Newburgh, New York. EOE.

WERA, Plainfield, New Jersey seeks experienced Newsman to gather, write and broadcast news. Send tape, resume and salary requirements to Peter Richard.

News Director SKW fulltime with strong emphasis on news. The person that joins us will have experience running an excellent news operation. We have one. We will be a good radio newsmen, leader and administrator. If you fit these qualifications, send picture, resume and tape to: Richard A. Jacobs, WFIR, Box 150, Roanoke, Virginia 24002. EOE.

Experienced news anchorman with big voice for AM drive shift. Major market news-conversation station. Send tape, resume and picture to Alan H. Andrews, WJAR Radio, Providence, R.I.

Experienced play-by-play announced for High School and College. Send off the air tape. WKRM, Box 113, Columbia, Tenn. 38401.

Really into news? WLAP, Lexington, Ky. has an opening on its news staff. Tape, writing samples, resume and salary requirement to Dave White, News Director, 177 N. Upper St. No phone calls. No aspiring DR's please.

News Director. We are looking for a capable news director to head up our three man news department. He must be capable of directing and motivating his department, as well as doing the afternoon news shift. The station he would be working for has an enviable reputation in the market. We have won several awards for our news reporting and hold the number one position in the market. Working conditions are great, starting salary excellent. Many fringe benefits, plus the opportunity to live in the land of sunshine. If you feel you can qualify send resume to R. T. Oldenburg, Box 37150, Jacksonville, Fla. or call 904-388-0766.

Situations Wanted, Management

10 year pro. First. All facets. Want security-management. Family man. Small medium markets. Box K-221, BROADCASTING.

Attention East Coast stations. Manager available immediately. Take charge guy with heavy national regional and local sales knowledge. Looking for permanent position. Contract only. Married and will relocate. 20 years major market experience. Box K-275, BROADCASTING.

Youthful veteran seeks number two position small or medium market station. Broadcasting BA, eight years radio-TV in metro markets. Management experience in sales, programming, administration. Stock option or buy-in. Florida or Southeast preferred. Box L-12, BROADCASTING.

Ten years radio and television. Desires larger market. Presently station manager in Southwest. Good sales background—stable. Box L-57, BROADCASTING.

Ambitious, qualified, fantastic, creative and professional General Sales Manager is ready to be VP/General Manager of a major market radio station. Prefer Southwest or West but will consider all offers. Proven record in motivation, leadership, sales, programming and loyalty. Box L-62, BROADCASTING.

Husband and wife team, 30 years combined experience. 9 years in present position as Gen. Mgr. and PD for absentee owner. Completely operate station including sales, license renewal and minor repairs. Prefer S.C., Ga., Fla. Call 912-876-3599.

Managerial and/or strong air. 20 years West including 50 KW's, all phases radio. Some TV newscasting. Age 44. First phone. Prefer warmer climes MOR. But let's talk. Ralph Menard. 702-457-1036.

Manager. Immediate asset to station that requires marketing and sales strength. Extraordinary unique, and dynamic individual. Can lead your station and staff to greater success . . . Please write: Robert A. Narus, 1056 Willard Ave., Newington, Conn. 06111.

Sales

TV broadcast engineering supervisor desires radio/TV time sales or radio/TV/CCTV equipment, sales position in Chicago or Denver area. Used to making good money. Enthusiasm and desire to do the same in sales. Box K-288, BROADCASTING.

Totally skilled and well respected individual with major market sales management experience. Leader, strong competitor, innovator. Interested in high or potentially high billing stations requiring responsible hard working sales executive. West, Southwest, preferred. Box L-25, BROADCASTING.

Sales or management. Every qualification. Exceptional top producer. 8 1/2 years broadcasting experience. One of the best. Box 37, New Britain, Conn. 06050.

Sales Continued

Tight board, cooking drivetime or night jock looking for major or medium Top 40 Rocker. Three endorsed with 3 years experience. \$175 salary. Reply Box K-196, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box J-169, BROADCASTING.

First phone. One year experience. Wants to move. Up-MOR or Contemporary. Good production and dependable. Box K-264, BROADCASTING.

Midday pro. 12 years top 10 market. MOR. Top ratings against giant. Box K-281, BROADCASTING.

First phone. Two years experience radio, mostly as staff engineer. Weekend air show and news reporting also. Tight board, good commercials. 22, married, good references, and anxious to do a good job for you. I like everything from Classics to Top 40. I'd prefer a small or medium market, but any region is OK. All inquiries answered. Box K-293, BROADCASTING.

First phone experienced young married. Strong voice but no screamer. Outstanding production. Looking for permanent position in California. Tape will speak for itself. Box L-8, BROADCASTING.

Versatility? Assistant newsmen, program director, announcer, music director. Small station. Want to move on. Midwest, around Iowa. Box L-9, BROADCASTING.

Kazoo player doubles on bagpipes. Also 12 year personality-Program Director. Perfect for personality-kazoo-bagpipe format. Family. Box L-13, BROADCASTING.

Soul Contemporary sound, tight board, production, NY school grad. Go anywhere in New Jersey, New York or Conn. area. Box L-14, BROADCASTING.

Employed part time combo announcer seeks full time employment. Young, single, college grad, third endorsed, will relocate. Box L-17, BROADCASTING.

Experienced soul jock available, not just a time and temperature jock. Formerly with a major market. Will consider any market. Box L-20, BROADCASTING.

Broadcaster, versatile. Sincere confident voice. Can work combo. Hard worker. Will relocate. 3rd ticket. Box L-23, BROADCASTING.

Do yourself a favor. Discover talented, New England, personality-plus, waker-upper. Major markets, do us both a favor. Box L-33, BROADCASTING.

Morning drive personality seeks bigger market. Experienced in Top 40, MOR, C&W. Not a staff announcer. I communicate person to person in a bright and friendly manner. First phone. College grad. Married. Reliable. Box L-34, BROADCASTING.

One truly great former newsmen, seeks opportunity to enter your front door as dynamite air personality. Broadcast school grad, college radio, theatrical productions, 3rd endorsed. Box L-36, BROADCASTING.

Looking for pro with big voice? Major market experience. All phases radio and television. Third class endorsement. Box L-48, BROADCASTING.

Summer work? Northwestern radio-TV major. Announcing experience at Chicago FM. Third phone. Ideally-announcing preferred. Realistically, anything at Midwest (Wisc.) locale. Box L-50, BROADCASTING.

Good music host. 16 years experience. Personable, smooth, deep voice. 42. First phone. Married. Gospel or Easy Listening. Box L-54, BROADCASTING.

Rock and Roll Revival jock announcer with personal library of 2500 rock oldies and broadcast experience. If your programming needs a decided lift, join the "oldies boom" to higher ratings with a knowledgeable, in-depth performer. Box L-56, BROADCASTING.

Young sports broadcaster with 50 KW major market experience looking for smaller market on the air opportunity in play-by-play. Box L-58, BROADCASTING.

Senior citizen makes no wild claims! Old beat up salesman, board man, newsmen, half posteriorized engineer needs to relocate in area around Boston. Used up all my references. It's worth \$250 per week to take the program director's guff. Watch your ratings drop. Wanna take a chance? If not I've shot \$20 to h... Box L-60, BROADCASTING.

Five years in the business have taught me a great deal about radio, and that experience includes success in major markets. I am married now, and it is time to settle down to some lengthy tenure at a Top 40 or progressive station willing to pay a comfortable living wage, in return for a good job and hard work. If you are a smaller than major market station willing to pay a good salary, we can talk too. All negotiations will be held in the strictest of confidence. Box L-68, BROADCASTING.

Announcers Continued

Former Top Ten market personality has been polishing up in medium large metro after stint as military officer. Am ready to communicate with your audience. B.S. plus graduate work, Syracuse University, married, 28. Let's talk! MOR Top 30 only. Will accept janitor job at KMPC. Box L-71, BROADCASTING.

4 1/2 years communicating with medium and major market audiences. Want MOR position in Top 50. B.S. Radio-Television, married, 3rd endorsed, 24, excellent references, outstanding record. Box L-72, BROADCASTING.

Major market professional ready to relocate anywhere for exceptional opportunity as P.D., dj or group consultant. Major markets or chains only. Box L-78, BROADCASTING.

Five years experience: working now, 1st phone, air check tells the rest. Let's talk. 419-224-8851.

Need change! Near or far. 1st phone. BA. Witty, personable. Good production. Published humorist. Board tight, jock not. King Leopold, 135A S. Cochise, Wilcox, Arizona 85643. 602-384-4033.

Marconi-music-bandito running out of hearts to steal in this market. Looking for broader horizons with Contemporary station that will reward talent, initiative and hard work. Prefer 250,000 plus area. 319-266-9011.

Exp. 1st announcer/production. Wish small market in Western state. 714-426-9738.

Professional. 12 years AM/FM/TV plus seven years major recording studios. Producer/announcer; CW, MOR or non-screamer Contemp. 26, single, 3rd phone. Prefer smaller New England or West Coast market. Mike Kuehl, 1418 N. Stevens St., Rhineland, Wisc. 715-362-3016.

Professionally trained, experience limited, middle age, hard worker, will relocate. Looking for a permanent job, 3rd endorsed. Give me that first break. Fred Brown, 733 Chandler Dr., Dayton, Ohio 45426.

West Coast. Formerly station owner in US. 12 years in radio. Start right. Work hard. Deliver. Can do for you. 803-625-3653, Jim Synnot, Lena, S.C. 29930.

First phone announcer. Experienced in all phases of radio. Looking for at least medium market who wants talent. Family man anxious to move. No problems. Phone 517-362-5661.

American Forces Network, college experience. Single, 23, sincere. Prefers Mid-Atlantic region. Does Contemporary, news, production, selling. 3rd. 412-821-3939.

DJ announcer salesman, newscaster experienced. Prefer NY, NJ area. Cal Nesbitt, 1701 Popham Ave., Bronx, N.Y. 10453.

Experienced and dependable radio announcer. Seeking employment at MOR or Top 40 station. Versified in news and production. College degree, single, will relocate. Larry Divito, 2596 S. Taylor, Cleveland, Ohio 216-932-2278.

Announcer/copywriter, 3rd phone, college and broadcast school grad. Mature, creative, versatile, tight board and news. Money secondary to right location, Northeast preferred. Dave Ludwig, 1740 Klockner Rd., Trenton, N.J. 609-587-0991.

Attention station! Experienced announcer, news director and salesman looking for a step up with the right station. 3rd phone, 27 years old and married. Will relocate. Available now! Telephone 717-253-4948.

C&W, MOR get dependability, integrity, and mature, quality voice. Personality plus good news delivery, production/copy ideas, sales ability. 1st ticket. Limited experience. Brian McSorley, 534 S. Kingsley Dr., Los Angeles 90020. 213-384-0542.

Professionally trained announcer with 3rd. 18. Need experience. Good news, commercials. Hard worker. Thomas J. Abdounour, 734 E. Kansas, Peoria, Ill. 61603.

Need experience, recent broadcast grad., 1st, good voice, 23, married, will relocate. Tom Spencer, 414 W. Cunningham, Butler, Pa. 16001. 412-285-1835.

Mature newscaster/announcer seeks permanency in small, medium market. Two years major market experience. College, 3rd, 30. News, sports, C&W background. Southwest, West preferred. Dick, 915-584-3323.

Michigan. Experienced sports-minded dj with copy, production ability seeks challenge. G.E.S., 181 Lakeview, Grosse Pointe, Mich. 48236.

Announcer/copywriter, college graduate, 3 years experience, 3rd class license, wants air work on AM/FM/TV. Anywhere. U.S.A. Call 212-764-2459, 9-5.

Country jock. Desire air work. First phone, experience. 701-572-7740. Tuesday through Saturday, nine to five, days, CST.

Technical

Experienced chief engineer. AM-FM-DA. Electronics field desires position, Indiana, Pennsylvania or Virginia. Box L-5, BROADCASTING.

Your search has ended. Give me a chance and you'll never regret it. Excellent engineer and production. Good dj and news. Presently working in NYC as Eng/Ann. First phone. Box L-6, BROADCASTING.

Experienced, young professional chief. AM-FM Stereo, directionals, automation, proofs. Major market experience. Outstanding references. Married. Box L-51, BROADCASTING.

News

Experienced reliable news director (RTNDA). Writes quality news. Professional delivery. Degree (Journalism). Exceptional credentials. All stations considered. Box K-163, BROADCASTING.

I will trade 25 years as network reporter, Top 10 news director and anchorman in Midwest for fair wage and security. Family man, 42, with top credentials and track record. Box L-10, BROADCASTING.

No gimmicks. Proficient reporter-newscaster. Employed Top 40. Box L-15, BROADCASTING.

News director available now, 2 1/2 years experience, news/announcer acceptable. Copy experience. Illinois, Indiana, Wisconsin areas. Others considered. Box L-32, BROADCASTING.

Serious, dedicated young writer/announcer. Audio-oriented, voice tops. Small, medium market experience. Exceptional credentials show promise plus delivery. Journalism, R-TV degrees. Interested in quality, active news team. Box L-44, BROADCASTING.

Reliable, ambitious, award winning, hard working radio newsmen looking for new challenge. Three years experience in medium market, good on public affairs. Box L-77, BROADCASTING.

Sports Director, three years experience, all play-by-play news, disc jockey will relocate, immediately available. 516-621-3583.

Newswoman—recent broadcast grad, experienced reporter. Will relocate. Desires Midwest or East location. Sue McNett, 14306 Lowe, Riverdale, Ill. 60627. Call 312-849-2303.

Experienced broadcast newsmen available to small or medium market. Emphasis on good writing spot reporting with actualities. Could fit into larger market with room for writer-editor. Tight on copy and tape. Call 317-283-7466.

Programing, Production, Others

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

Christian announcer with first phone and two years experience will relocate. Box L-63, BROADCASTING.

California major market PD will make your station a winner with Modern MOR or Country! Currently with well-known, successful operation but ready for new challenge. Creative programmer, excellent administrator, best references. All replies confidential. Box L-66, BROADCASTING.

Recent post grad. M.A. Degree Communications. Considerable production experience, all phases of telecommunications. Ideal for athletic programing and production. Seeks gainful employment with new challenge. 28, single, military commitment met. Location and salary open. Box L-75, BROADCASTING.

TELEVISION

Help Wanted Management

Broadcast Finance. If you have 5-10 years of extensive accounting under your belt and feel ready to move into a responsible financial post with a group operator in the East, send your resume and credentials to us now. Box K-235, BROADCASTING.

Broadcast Management. Broadcast group needs tough-minded number two man who knows radio and TV and the operating figures that measure their effectiveness. Need to be analytical, innovative, industrious, capable of earning respect of station management. Send background and career objectives. Box K-236, BROADCASTING.

Sales

Salesman—Flint, Saginaw, Bay City, Michigan market. Experience in local TV sales. Solid track record. Base plus commission. Management opportunity. Resume, picture and letter. Equal Opportunity Employer. Box L-47, BROADCASTING.

Sales manager to manage expanding Cable TV sales department. An Equal Opportunity Employer. Reply Box L-74, BROADCASTING.

Announcer

Major market VHF independent looking for sharp booth announcer with on-air experience and ability. An Equal Opportunity Employer. Box K-273, BROADCASTING.

Staff announcer, must be versatile; need emphasis on news. Send VTR, resume to WFRV-TV, Box 1128, Green Bay, Wisc. 54301.

Weatherman-Announcer. Opening for professional to perform nightly weather and general announcing. Send tape, resume. WSAV-TV, Savannah, Georgia.

Technical

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.

Major market station in Southern California needs experienced technical and production person for switching, directing, camera, videotape operator, etc. Excellent opportunity, 1st phone required. Consideration given to applicant from the eleven western states only. Send complete resume to Box K-276, BROADCASTING.

Top flight production crew needed for commercial/educational TV house and mobile unit. Experience a must. Resume and references. Box L-38, BROADCASTING.

Chief engineer. Ten years minimum experience. Management oriented—thoroughly familiar with all aspects of operation, installation, and maintenance. Box L-39, BROADCASTING.

Assistant chief engineer, experienced, studio, UHF transmitter maintenance. Salary, benefits, ideal community. Contact: Manager, WXLTV-TV, Sarasota, Fla. An Equal Opportunity Employer.

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.

Television engineer for large educational institution in Southwest Virginia. A minimum of B.S. Degree or 5 years experience with college level electronics school or professional school in television cameras, video recorders and associated television equipment or combination of above. Experience in television engineering, black/white and color cameras, NTSC color and maintenance on helical scan one inch video tape machines equivalent to 900 IVC and 7900 Ampex. Salary range—\$9,168 to \$12,000. Send resume to Personnel Office, VPI & SU, Blacksburg, Virginia 24061. An Equal Opportunity Employer.

Midwest University. Large Instructional Television Department. Must have at least three years experience in maintenance, operation and installation of broadcast level equipment. Color experience preferred. Michigan State University is an Equal Opportunity Employer.

News

Upper Midwest net affiliate needs young, aggressive hard working investigative reporter. Broadcast news experience valuable, but not essential. Send tape, resume and picture to Box L-37, BROADCASTING.

Experienced television anchorman. Also, newsman to fill in on weather, and weekend anchor. Send resume and video tape to Box L-65, BROADCASTING.

We are particular when we look for an anchorman. We need TV experience, perhaps as anchor weekends or large market, or a regular anchor tired of the big city. Must be smooth, solid, with know how to put together a winning newscast. We have the rest of the team ready. Send resume, VTR, and or photo to Jack Gilbert, KCRG-TV, Cedar Rapids, Iowa 52406.

TV Journalist, highly experienced, who sees issues and can exploit them. To become major news personality. Strong interviewer. Write Tom Torinus, WLUK-TV, Green Bay, Wisc. 54303.

Leading Radio-TV operation has opening for newsman equally adept gathering, writing and performing news. Journalism grad preferred. WSAV Radio and Television, Savannah, Georgia.

Programing, Production, Others

Traffic Manager. Need strong, take-charge TV traffic manager for network-affiliates in medium California market. Must be able to develop and streamline total traffic system. Excellent salary and fringe package. Send full details on background and experience. Box K-171, BROADCASTING.

Major market station in Southern California needs experienced technical and production person for switching, directing, camera, videotape operator, etc. Excellent opportunity, 1st phone required. Consideration given to applicant from the eleven western states only. Send complete resume to Box K-276, BROADCASTING.

Programing, Production, Others

Continued

Producer/Director, TD, cameraman, lighting. Staff needed for production facilities. Send resume and references. Box L-40, BROADCASTING.

Engineers and production staff needed for TV production facilities. Excellent position for experienced. Resume and references. Box L-41, BROADCASTING.

TV Production facility seeks top director/producer, management oriented production manager. Experience a must. Resume and references. Box L-42, BROADCASTING.

TV Production Crew needed for production house. Commercial, educational and mobile unit backgrounds. Excellent opportunity. No flouters. Resume and references. Box L-43, BROADCASTING.

KXTV Channel 10 needs an experienced writer/producer for creative commercial dept. If qualified, send complete resume and copy samples to Lela Broadway, Box 10, Sacramento, Calif.

Situations Wanted, Management

Expertise in all broadcast phases. Strong in sales. Believes profit is a clean word. Excellent personal credit and references. Currently 4A association. Prefer South or Southeast. All replies in confidence. Box L-11, BROADCASTING.

Announcers

On Top Here! Want Top 20 TV market. Experienced in commercials, movie hosting, interviews, weather, newscasting. Want station which provides future. Box K-263, BROADCASTING.

Mature voice, solid production and news delivery, college vet, 6 years experience TV, MD, PD. Married. Prefer Southwest, West Coast, MOR or Contemporary. Reply Box L-46, BROADCASTING.

Technical

1st phone NRI graduate five years experience as TV xmt operator. Seeking employment as operator. Will consider any branch of electronic communications. References furnished. Box L-35, BROADCASTING.

Film director, 20 years top Texas market, excellent references, family man. Box L-64, BROADCASTING.

Experienced studio control engineer all phases, 1st phone. Sharp, hard worker, draft exempt. Excellent references. West Coast preferred. C. D. Glidewell, 1227 LeGray Ave., Los Angeles, Calif. 90042.

TV engineering-studio operations desired by ex-dj (21½ years). First phone. Summer experience at NBC owned major market station. Will relocate, married, draft exempt. For resume contact Barry Powell, 1575 East Blvd. #209, Cleveland, Ohio 44106.

Engineer 1st phone 27, married. 9 years experience. Wishes part time work. Saturdays or Sundays. 5 hrs/week. I work full time 9PM-5AM Sundays to Thursdays at KMEV-TV maintenance and operation. AM to 10KW TV-UHF 200KW combo. Video tape 2000B/1121 Editor & 1200. Ampex Helical School. No shifter type operations need call. Paul Ripley (Los Angeles area only). Call 213-798-5125.

News

TV journalist producer, four years, network credits, seeks employment Nation's Capital in broadcast news/public affairs. Specialized in political coverage, campaigns, elections. Strong Washington experience. Box K-28, BROADCASTING.

Bright attractive female, 24, B.A. News experience in print, some broadcast. Press aide on Hill, seeks reporting. Box K-257, BROADCASTING.

Reporter available: Experienced as morning-weekend producer-anchorman; street reporter; political correspondent. Lively writer, can shoot and edit film. Innovative. Young. Box L-7, BROADCASTING.

News director at 50KW radio interested in opportunity as Television reporter or reporter/anchorman. 615-352-4348 evenings.

MA with six years news experience, just out of service, 27, single, will locate, resume available. Frank Tucker, 126 Glen Cove, Chesterfield, Mo. 63017.

Reporting, producing, has been my life for nine years. News directorship capability. Victim of misguided budget cut. 408-629-9074.

Experienced hard working reporter/photographer, writer/producer seeks position with dedicated news operation in either capacity. Box L-76, BROADCASTING.

Programing, Production, Others

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Continued

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L-73, Broadcasting

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Profile

Writing on: Irna Phillips mends with tradition

It's safe to say that among soap-opera scrip writers, 71-year-old Irna Phillips is the grandmother of them all. Her career goes back to a 1930 radio serial out of WGN Chicago entitled *Painted Dreams*, and it comes up to today. She is the head writer on CBS-TV's long-running *As the World Turns*.

Today's soap operas, however, turn Irna Phillips off. "The daytime serial is destroying itself, eating itself up with rape, abortion, illegitimacy, men falling in love with other men's wives--all of which is often topped by a murder, followed by a long, drawn-out murder trial," she says.

She's very critical of what she calls "this trend toward sheer escapism," although she acknowledges that the public seems to be buying it. "Nevertheless," she says, "I feel my obligation to the viewing audience is to write constructively. The essence of the drama is still conflict, of course--conflict within each person, conflict in the relationships between two people. But these relationships don't have to be sordid to be interesting. I'm trying to get back to the fundamentals: for example, the way in which a death in the family, or a serious illness, brings the members of that family closer together, gives them a real sense of how much they need each other, how much they're dependent on one another."

This sidestepping of sensationalism represents something of a change of heart for Miss Phillips, a change at least partially brought on, she says, by the experience of helping her adopted daughter (Miss Phillips has remained unmarried) through a broken marriage and of lending a hand while her adopted son and her daughter-in-law went through the birth of their first child.

"She's very much concerned with getting back to the older values," says Tom Donovan, a producer at CBS and a longtime friend and former working associate of Miss Phillips. "She's avoiding the more theatrical characters to get back to real people, to family roots--to moral problems, if you will. In other words, to things that have been sidetracked in this terrible malaise that's abroad in the land."

Another friend who goes back with Miss Phillips to the days when *The Guiding Light* was a radio serial, the actress Charita Bauer, would agree with Mr. Donovan. "Her storylines are believable because, despite the rigid format they're put into, they truly reflect life," she says. "And this commitment of hers to the traditional family values and to strong family ties is present in all of her writing because she really believes in it--it's not just a gimmick."

Miss Phillips was teaching speech, drama and play production at a college



Irna Phillips--head writer, CBS-TV daytime serial *As the World Turns*; b. July 1, 1901, Chicago; BS in education, University of Illinois, 1922; MA in speech, University of Wisconsin, 1924; taught school in Missouri and Ohio, 1924-30; has written radio and television serials since 1930, among which are: *Painted Dreams*, *The Guiding Light*, *Today's Children*, *Young Doctor Malone*, *The Road of Life*, *Woman in White*, *The Road to Happiness* and *Love Is a Many Splendored Thing*; unmarried; adopted children: Thomas Dirk, 30, and Katherine Louise, 27.

in Dayton, Ohio, in 1930 when she took a trip to Chicago to try out as an actress (her main ambition at the time) with WGN. "The station manager told me my voice was not pleasant, that it was too low for a woman, but he signed me up anyway to do a program called *Thought for the Day*," she recalls. "I got a release from my teaching contract, took the job with the station and was promptly fired a couple of weeks later. But soon after that, the station asked me if I'd be interested in writing and performing in a family drama that would in effect be a continuing story, to run for ten minutes every day."

The serial, called *Painted Dreams*, became the first of its kind on the air, with all the voices and even sound effects done by Miss Phillips and another woman who worked with her on the show. "There were six characters on *Painted Dreams*," Miss Phillips says. "I took two of them and she took the other four, plus an Irish setter named Mikey. She was an expert at imitating barking dogs. But we never had to do male voices--the men were all offstage. Male characters weren't introduced on the air until two years later, on another serial I wrote called *Today's Children*, which was on WMAQ in Chicago."

Miss Phillips both acted and wrote during her first seven years on the radio, "but I finally had to give up acting to devote full time to my work as a writer. You might say I never stopped acting, though, because I dictate all my scripts. That allows me to play the parts of all my characters and give them dialogue that sounds like real, colloquial speech. And I avoid tape recorders--I dictate to another person, to get that essential human contact, that other person's reaction to my dialogue, that raised eyebrow that tells me a word or a phrase doesn't sound right. Dialogue that's typed or written out often sounds stilted when it's spoken by actors. That's why writers wedded to the typewriter find working on television serials so incredibly difficult."

The latest Nielsen nationals put *As the World Turns* at the top of daytime with a 10.6 rating and a 35 share, and Miss Phillips thinks one of the big reasons for this success is that the show is still done live. (*As the World Turns* and *Edge of Night* are the only two live serials left on the air.) "I'm out of patience with pre-taping way in advance because that locks you in," she says. "Daytime dramas should be flexible so that you can rewrite an outline if it doesn't seem to be working out in the performance. I'm usually about three weeks ahead on my outlines, but I have no objection to changing horses in midstream on a moment's notice. And of course another advantage of a live show is that it gives you a 'first-night' charge of excitement that you just don't get with tape or film."

If Miss Phillips is something of a sociologist in her approach to the content of her scripts, she's also a technician of form. As a veteran script carpenter, she disdains voice-over-narration and flashbacks as "lazy devices." She also tries to keep away from plots that so overwhelm the characters that they become mere cardboard weathervanes, spun this way and that by the whims of melodramatic exigency.

"Characters have to be multidimensional," she says. "The story has to come from the characters, to the point where your viewers will get to know a character so well they can predict this or her behavior in a given dramatic situation."

Miss Phillips also steers clear of the unrelieved depression that characterizes some soap operas on the air by creating characters whose sole function on the show is to provide comic relief. But those quarts of numberless tears that are jerked out of soap-opera addicts hour after hour, day after day, still constitute the main appeal of the genre. "Women often get together later on to talk about that day's shows," Miss Phillips says. "But they watch the shows in solitude. When there's a lot of crying to be done, they want to do it alone."

Where the buck stops

Bristol-Myers's demand that stations release it from liability for payment of its media bills, it seems to us, is either misguided or superfluous, and perhaps both.

The American Association of Advertising Agencies' standard contract form, as Bristol-Myers points out, puts responsibility for payment solely upon the agency. For the many stations using that form, the company's demand is gratuitous and offensive. For the rest, it might have been an acceptable business tactic if handled as a matter of negotiation with them alone, but in its unilateral, broadside application it was at best an act of arrogance. It was also misdirected, sent not to stations but to their reps, who cannot set policy for the stations.

An agency is just that—an agent. A principal cannot free himself of responsibility for what his agent does—unless he gets it in writing in advance. Which, of course, is what Bristol-Myers is trying to do, and what the AAAA contract does unless the signers specify that the sole-liability clause does not apply.

The question of dual or sole liability was a lively one some months ago but lately had seemed essentially a dead issue, until Bristol-Myers brought it up again. No one seriously expects either that advertiser or any of its agencies to default, but the net result may be to refuel the controversy. If an advertiser such as Bristol-Myers will go to lengths such as these to get what advertisers call "protection against claims for double payment in the rare of an agency failure," then broadcasters may want to give more thought to protecting themselves against total loss of payment in that same rare event.

Foul

Richard K. Manoff, the advertising agent, deserves to be castigated for disparaging the media that have made him.

In keynoting the annual meeting of the Planned Parenthood Federation of America in San Antonio, Tex., Oct. 23 (BROADCASTING, Oct. 30) Mr. Manoff worked his superlatives overtime, alleging most public-service campaigners suffer the "indignities either of rejection or of the pittance of beggary" in seeking "scraps of time." So he wants stations and networks to be required by law to set aside 10% of commercial time for public-service messages.

This is strange chatter from a man whose agency of the same name spent 75%, or \$12,450,000, of its total billings in 1971 in TV and radio, mainly for food accounts, to rank 47th among the top 50 agencies in radio-TV billings last year (BROADCASTING, Nov. 22, 1971).

Planned Parenthood, which seems to be a Manoff fetish, is as controversial as legislation on abortion. The fact that the Advertising Council lists the broad subject of family planning as one of its projects does not make the PSA's Mr. Manoff's agency has prepared sacrosanct. Stations and networks are free to accept or ignore Ad Council projects. Where issues as controversial as birth control are concerned, networks and stations usually prefer to develop their own forums or specials, rather than open the fairness-doctrine floodgates.

Mr. Manoff either trifled with known facts or flunked his research when he talked of "begging" for PSA time. If he, or his junior assistant, had taken the time to read the 1971 annual report of the Ad Council, he would have known that radio and television are the most generous of all cooperating media. The 1971 report shows that magazines contributed 6-billion reader impressions; that newspapers generated 5.5-billion reader im-

pressions. Radio networks alone provided 18.8-billion listener impressions and with local station support, it was more than double, or about 48-billion impressions. TV campaigns received 23.6-billion "home impressions" over the three networks. "Circulation contributed by local TV stations could easily double this network figure" said the council.

Mr. Manoff does not propose a 10% "space bank" for the less generous newspapers or magazines. A man of his stature must know that a 10% "time bank" would soon translate into full government control.

If Mr. Manoff is really serious, he should not object to a Federal Trade Commission "agency bank" of, say 10% off the top, upon which drafts could be made to answer contested agency-produced advertising claims. We, however, would vigorously oppose it.

Fresh start

The quadrennial convulsion of electing a President is all but over for another four years, and everybody is now entitled to a respite from politics. The broadcasters, especially, will be relieved to get back to regular business. In the 1972 campaigns they never had it so bad.

As reported here week by week since the election fevers set in, political-broadcasting problems this year far exceeded those of the past in both volume and vexatiousness. The new campaign-spending law, with its discriminating restraints on radio and television, added complications to a regulatory maze that was already bewildering enough. The result, inevitably, was more work for lawyers and federal office holders, more distractions for broadcast executives, and no discernible benefit to the public in whose name the act was supposedly passed.

The whole political-broadcasting process and the encumbrances of federal regulation—including the original sin, Section 315, with its later encrustation of the fairness doctrine—must be overhauled. The 1972 campaigns may be at an end. The broadcasters' campaign for emancipation now opens.



Drawn for BROADCASTING by Sid Hix
"If you don't mind adding daily obits to your newscasts, I've got a funeral home lined up for sponsorship."



Still one too many.

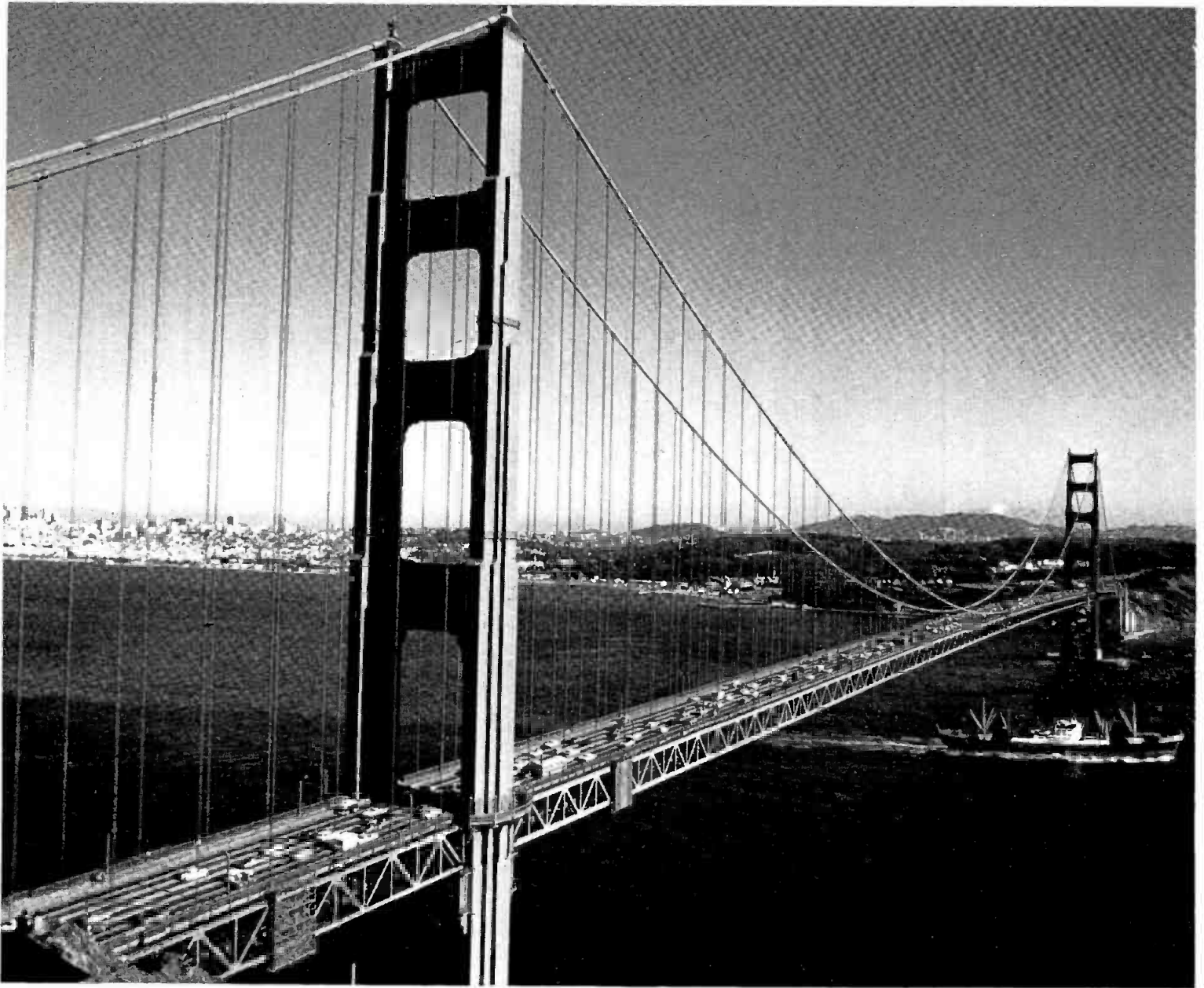
With the new long holiday weekends, more concern is being voiced over traffic death tolls and the Fetzer television stations in Nebraska decided to do something about it. They produced thirteen spots on highway safety and distributed them for use across the state during a recent three-day holiday weekend. The stations ran these spots in saturation during the weekend and also produced two special programs for that period. The weekend toll? Only one death was reported—a 75% reduction in traffic fatalities. This is another example of how communications can help.



The Fetzer Stations

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

If you lived in San Francisco...



...you'd be sold on KRON-TV