

Post-mortem on broadcasting in eventful election year  
Historic dissent breaks new ground for broadcast freedom

# Broadcasting Nov 13

The newsweekly of broadcasting and allied arts

Our 42nd Year 1972



## Academy Award Winner!

BEST SONG ("Windmills Of My Mind")

... Plus ACADEMY AWARD NOMINATION:  
BEST ORIGINAL SCORE



## The Thomas Crown Affair

(Available after Network)

"Excellent. A refreshingly different film, a crackerjack story." — VARIETY

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

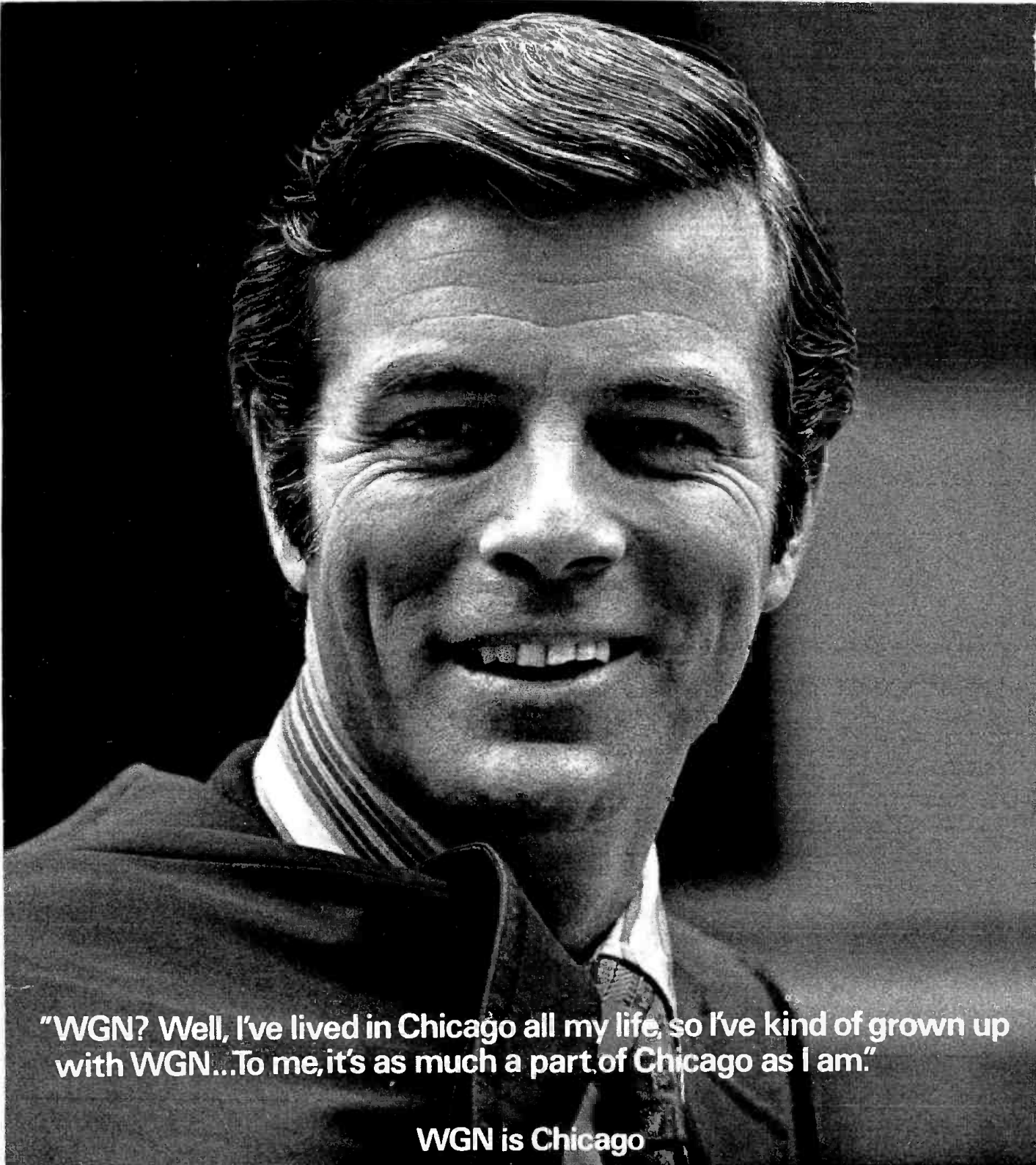
## UA Showcase 7

United Artists Television



Entertainment from Transamerica Corporation

36112LTIRRAAR51RAVAK<DEC/74  
A 11119RABY  
US AIR FORCE  
SERIAL AGO SECTION  
MONTGOMERY AL 36112



"WGN? Well, I've lived in Chicago all my life, so I've kind of grown up with WGN...To me, it's as much a part of Chicago as I am."

WGN is Chicago

Radio

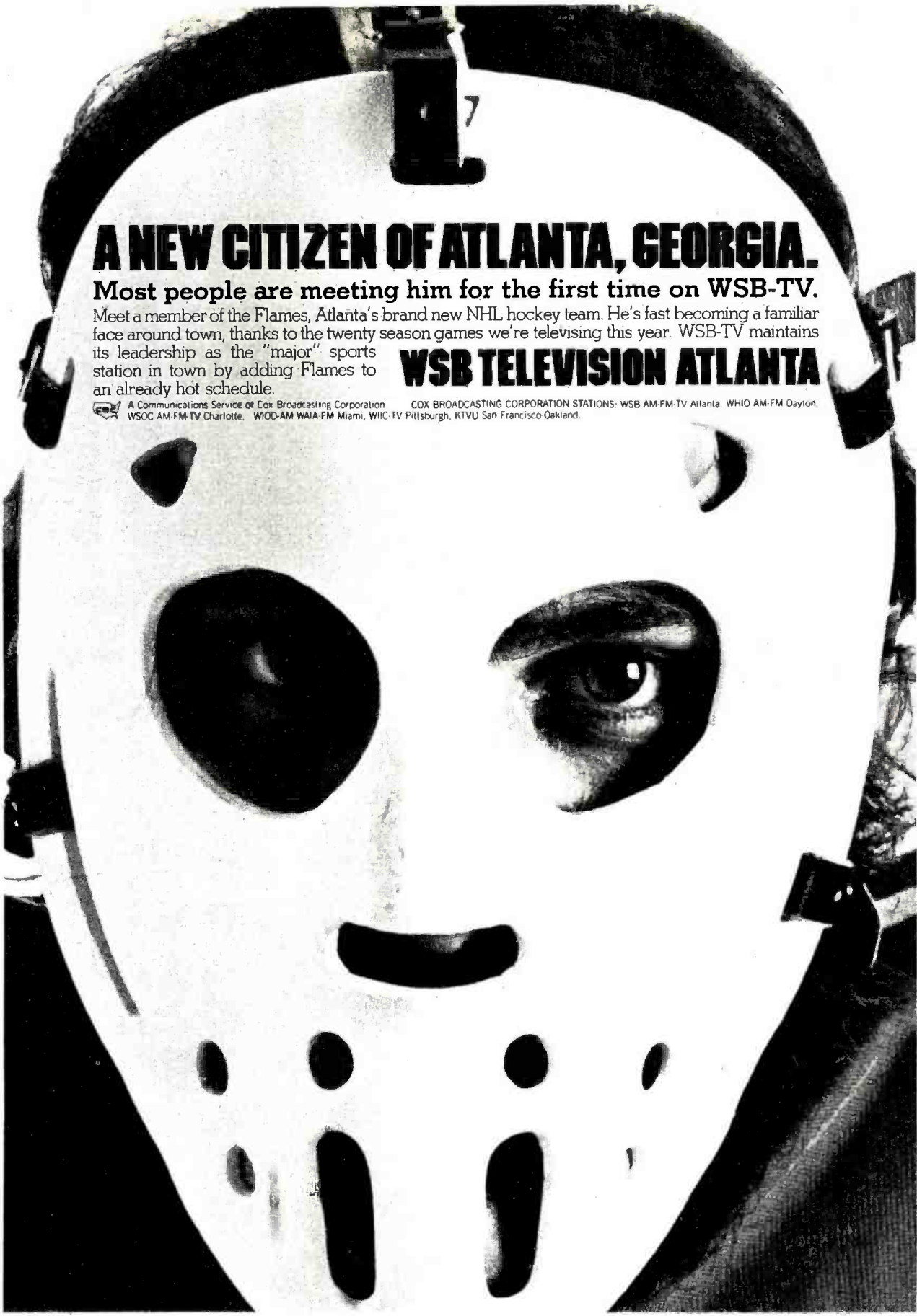


Television

WGN Continental Broadcasting Company

# Broadcasting Nov 13

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## A NEW CITIZEN OF ATLANTA, GEORGIA.

**Most people are meeting him for the first time on WSB-TV.**

Meet a member of the Flames, Atlanta's brand new NHL hockey team. He's fast becoming a familiar face around town, thanks to the twenty season games we're televising this year. WSB-TV maintains its leadership as the "major" sports station in town by adding Flames to an already hot schedule.

### WSB TELEVISION ATLANTA



A Communications Service of Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV Atlanta, WHIO AM-FM Dayton,

WSOC AM-FM-TV Charlotte, WIOD-AM WAIA-FM Miami, WHIC-TV Pittsburgh, KTVU San Francisco-Oakland.

## Rooms at the top?

Though FCC Chairman Dean Burch has said nothing about his personal plans (see page 6), it's said on good authority that he may be tapped for high post in the Nixon administration. If old Mr. Burch should leave FCC chairmanship he has held since 1971, he generally thought Richard Wilbur, a member since January, would be his replacement.

Meanwhile, Chairman Burch is ticketed for 10-day trip to Japan for seminars on telecommunications and talks with Japanese managers about their impact on U.S. electronics market. Burch mission is part of U.S. Information Agency request to leave Nov. 30. (On separate arrangement by State Department, U.S. broadcasters are in Japan for first half of exchange visit with Japanese broadcasters; see page 31)

## Ownership, siphoning

FCC is taking cautious approach to revamping rule barring crossownership of television stations and cable systems in same markets. At most, sources indicate, commission will adopt some kind of grandfather amendment to protect existing ownerships; rule now requires divestiture by Aug. 10, 1973. But major questions remain as to kinds of systems that would qualify for grandfathering. Must they have been fully operating by particular date (when rule was adopted, in June 1970, for instance) or would system substantially under construction or merely franchised qualify? FCC returns to subject this week.

In separate matter, commission indicated last week it would approve proposals of Trans World Communications to use telephone lines and of Columbia Pictures to use business-radio channels to transmit movies to New York hotels. But at same time, commission instructed staff to draft rulemakings to resolve policy questions those proposals raise. One would be aimed at determining impact on television and cable television of unrestricted use of new technologies, including multipoint distribution service, private microwave and telephone lines, to transmit movies on unrestricted basis.

## Export pinch

Best current estimates of insiders is that foreign sales of U.S. television programming will total about \$85 million this year, or about same as in 1971. Total approached \$100 million few years ago, but since then overseas business has come under variety of pressures. Aside from sluggishness of economy in many world markets, principal inhibitors are said to be these: As foreign broadcasters and their local producers have gained experi-

they have been increasing their own needs and indeed to support market. On top of that, "nationalism" has led to voluntary mandatory restrictions on importation.

## Convention pays

More than five months in advance, next convention (March 25-28) in Arlington, National Association of Broadcasters has completely booked its space. Some 100 exhibitors have contracted for 60,000 square feet at Sheraton Park and Shoreham. At \$6.00 per foot, it amounts to \$360,000 in income.

## Revival

FCC's long-pending proceedings dealing with license-renewal matters—they were initiated in February 1971—will be dusted off for another examination by commissioners next month. Commission set Dec. 14 as date for consideration of proposed guidelines for determining when television station's service has earned "plus of major significance" that will aid station in battle for renewal against challenger seeking its frequency. Guidelines consist of percentages of service in local, news and public-affairs programming, with percentages tailored to kind of station involved (UHF, big-city VHF affiliate, etc.).

Commission will have to decide first whether it will adopt concept it proposed, then, if so, whether it agrees with mechanics suggested in staff document drafted by Chairman Dean Burch's special assistant, Henry Geller. Commission on Dec. 15 is scheduled to consider proposed revisions in renewal procedures which are designed to facilitate public participation. Package is work of Dr. Barry Cole, consultant to FCC on its renewal processes.

## Fingers in the wind

BBDO and Carl Ally will be out with their first public stock issues by end of this month. That's word from financial sources close to both agencies—which had placed hold on plans to go public because of sluggish stock market. Moves could be scrubbed again, however, should market reverse its current firming trend. "That's always the contingency," said one principal underwriter.

## First blood

Those watching for first clash between Henry Loomis's revamped Corporation for Public Broadcasting and other elements in noncommercial system need wait no longer. What one source called "total war" is developing over proposal that public television, in cooperation with National Aeronautics and Space Administra-

tion, provide extensive live coverage of next moon flight. Problem is partially over questions of editorial control of material provided through government agency; real question, though, is CPB's role in arrangements. Corporation, which has in past been catalyst for programming but not program producer, is seen as getting deeply into role of "programmer" on this one. Having worked out idea with NASA, it's now polling stations on their reaction—bypassing Public Broadcasting Service, which has been decision maker on selection and scheduling of programs.

Both PBS and National Association of Educational Broadcasters, accordingly, are fuming over what they regard as usurpation of power by CPB. PBS executive and operations committee—composed of public-TV managers—has taken first initiative; it has protested to CPB and asked for meeting over "this apparent shift in program responsibility... without prior consultation."

## Didn't choose to run

Last Tuesday's defeat of Iowa Republican Senator Jack Miller raises possibility seat might have gone to FCC Commissioner Nicholas Johnson, if he had run for it as he toyed with doing. Early this year Mr. Johnson made repeated trips to native state to take political soundings after Representative John Culver (D-Iowa) decided against seeking Democratic nomination for Senate. Finally, at news conference he arranged at mother's Iowa City home, Mr. Johnson opted out—decrying need to "sell bits and pieces of my integrity to raise the money" (BROADCASTING, March 27). Ultimate winner of last week's election, Richard Clark, then emerged from relative obscurity (aide to Representative Culver) to make Democratic race.

At time he removed himself from Iowa senatorial contest, Mr. Johnson said he was committed to serve full term on FCC, but "no more" than that. Term ends next June 30. Prospects are his commitment won't be tested beyond original length.

## Getting ready

National Association of Broadcasters' task force on license-renewal legislation is stirring in anticipation of Jan. 3 opening of new 93d Congress. Chairman Mark Evans, Metromedia, has called meeting of eight-member committee for Nov. 28 in Washington, hopes to set schedule for moves by 60-member regional and state liaison organization that would culminate in push to persuade Congress to act on license-renewal proposals. First move, naturally, is to get both House and Senate Commerce committees to hold hearings promptly; prognosis is good for that.

## No fast upheavals expected at FCC, FTC in wake of election

**At White House: no signs yet that shakeup will dislodge Herb Klein, Clay Whitehead**

President Nixon's re-election last week is producing no watershed in career of FCC Chairman Dean Burch, who is entering his fourth year at commission. Chairman said on Friday (Nov. 10) that he has "no tangible plans for a change" in his present situation.

"I never considered myself a lifetime government employee," he said. But he also said there is no basis for recurring rumors about his plans for departure from commission.

"I don't know what my plans are, so nobody else does," he said.

President's plans for sweeping changes in government bureaucracy will not affect commission. Chairman noted that commissioners are appointed for fixed terms. He also said he does not expect major changes in staff.

However, chairman was trying to determine on Friday whether President's request for letters of resignation from all appointees affected him as chairman, since heads of regulatory agencies serve at pleasure of President. "If it does affect me, I'll send letter over," he said.

Federal Trade Commission Chairman Miles W. Kirkpatrick was in similar situation Friday. He said he had not been asked for letter of resignation.

Two other government officials whose areas of responsibility include broadcasting who have submitted requested letters are Herbert G. Klein, White House Director of Communications, and Clay T. Whitehead, director of Office of Telecommunications Policy. But there is no sign either will leave government soon.

Mr. Klein has said privately he does not intend to make career of politics. But those who know him expect that he will remain on scene well into next year before considering outside job offers believed headed his way. Mr. Klein, personal friend of President Nixon for 25 years, left post as editor of *San Diego Union* to join Mr. Nixon in each of his campaigns of past 20 years.

Mr. Whitehead said that, subject to President's wishes, he has no plans to leave government. And his activities indicate intention to remain in post for foreseeable future.

Besides putting finishing touches on package of cable-television proposals drafted by high-level administration committee for President—he hopes to complete work by Dec. 1—Mr. Whitehead

P is drafting alternative policy goals in communication that will be submitted to President. "I'll try to lay out for him what he ought to go in the direction of."

## Won't be tough with certificate seekers

Commission made it clear it will give "liberal interpretation to what constitutes 'substantial compliance'" in passing on request for certificates of compliance from cable-television systems that receive local franchises before commission's new rules became effective on March 31.

Commission established policy in order, announced Friday (Nov. 10), in which it granted application of CATV of Rockford Inc., proposed operator of system in Rockford, Ill., for certificate. And commission indicated extent of its liberality in four other orders announced at same time granting certificates. In each case, application was opposed by television stations.

Oppositions were based on grounds that franchise terms violated commission rules in variety of ways—among them, that franchise fees exceed 3-5% limit; that franchise period extends beyond 15-year standard, and that system had not made significant financial investment before rules became effective.

Commission found some allegations were without merit. As for others, it noted that rules permit processing of franchises granted before March 31 even if they do not meet all requirements "so long as there is substantial compliance."

In defining that term, commission said that when viewed against limited nature of franchises and period involved, as well as its efforts to end "freeze" on cable development, "liberality is clearly called for." It said requirements of strict compliance for franchises granted before March 31 could result in unreasonable hardships and delays, and could be disservice to public.

Accordingly, commission said that in

**ABC buys 'Strauss'.** Efforts of Associated Television Corp. Ltd., London, and its Independent Television Corp., New York, to sell *The Strauss Family* mini-series to ABC-TV (BROADCASTING, Oct. 16) have paid off: ABC announced this "high quality limited series" would be shown during 1973, at times not yet set. Series, with 90-minute opening episode followed by six one-hour segments, is based on famed Johann Strauss family, with Strauss music played by members of London Symphony Orchestra.

most extreme cases franchises before date of rules need not be filed before March 31, 1977. That which rules require all systems compliance.

Certificates were granted to a TV Cable Company, for systems in Texas and Arkansas; Johnson Hannels Inc., for system in Franklin, Pa.; and Tulsa Cable Television system in Tulsa.

## Men in top CPB posts; questions about future public-affairs programs

Commission for Public Broadcasting announced Friday (Nov. 10) new appointments to its top television and radio positions. Both men are being promoted from within CPB ranks—and, significantly, both have backgrounds in educational broadcasting work.

Named director of television activities was Calvin Watson, who has been director of television-station projects. Before coming to CPB two years ago, he spent 20 years with Washington State University radio-TV services.

New director of radio activities is Thomas C. Warnock, who has been radio project manager. He has been with CPB since January of this year; before that, he was general manager of WOSU-AM-FM Columbus, Ohio, the Ohio State University stations.

Both TV and radio positions were near top of CPB hierarchy under presidency of John W. Macy Jr. Under reorganization being carried out by new president, Henry Loomis, however, they will report to newly established director of broadcasting. That position has yet to be filled.

Fact that both men come from educational world accords with Mr. Loomis's stated intention to place much greater emphasis on that kind of programming.

Meanwhile, activity of CPB board last week raised questions about future public-affairs programs. Board authorized go-ahead on negotiating contracts for most programs now on public-TV schedule. Among the missing, however, were *Washington Week in Review* and *A Public Affair*, two projects of National Public Affairs Center for Television.

Sources said neither those projects nor any others have yet been disapproved. Stronger action one way or another may come when board's program committee meets Nov. 27. Only public-affairs programs given go-ahead last week are *Wall Street Week*, *The Advocates* and NPACT's *30 Minutes With* . . .

One variable that should also affect outcome is ultimate disposition of "Lehrer plan" for realignment of public-affairs

programming. That proposal, developed and presented by James Lehrer, public-affairs coordinator of Public Broadcasting Service, would consolidate people and money in existing public-affairs system (while diversifying editorial sources) to produce two major public-affairs programs (BROADCASTING, Nov. 6). CPB board voted to refer that plan to its staff for further study.

## Recovery for stations if AT&T cuts its bills for TV network service?

If AT&T succeeds in getting program-transmission rate changes it wants (BROADCASTING, Oct. 30, et seq.), will TV networks share their resultant savings with affiliates? That question is virtually certain to come up this week in places as far apart as La Quinta, Calif., where NBC-TV officials are meeting with their affiliate leaders, and Mauna Kea, Hawaii, where CBS-TV officials are meeting with theirs. Affiliates note that when AT&T imposed big network-rate hike in 1969, totaling estimated \$20 million or more per year, NBC and CBS both passed large parts of their shares along to affiliates through 6.5% reduction in station-compensation rates (BROADCASTING, Nov. 24, 1969, et seq.). Network sources last week would only say that they were considering what they might do, emphasizing that AT&T rate reduction is still far from sure thing.

For ABC-TV and its affiliates, question is somewhat different. Unlike CBS and NBC, ABC network absorbed its share of 1969 rate increase for 15 months—between \$8 million and \$9 million worth, according to some estimates—before putting 6.5% compensation cut into effect. Question undoubtedly will arise later this month when ABC-TV officials and affiliates' board hold their meeting, scheduled Nov. 26-30 at Dorado Beach Hotel, Puerto Rico.

## FCC asks 49 stations: Why no women or blacks?

Licensees of 49 AM, FM and TV stations in Washington, Maryland, Virginia and West Virginia are being queried by FCC this week on their equal-employment opportunity policies and practices.

Stations, which were selected following staff analysis of their annual employment reports for 1971 and 1972, reported at least 10 employees but either no blacks or women in their employment or reduction in either or both of those categories from 1971 to 1972.

Letters ask licensees to explain how their employment records are consistent with commission's rules barring discrimination in employment.

Licensees are asked to submit names, job titles, departments, starting salary and starting dates of all persons hired in 12 months preceding pay period covered by their 1972 annual report, with blacks and

women designated; and similar information about all persons terminated during same period. Letters also ask for information on efforts to recruit blacks and women.

Stations were culled from list of 77 originally selected by staff for EEO letters. Others were dropped after commission felt that standards for selection produced unjust results in some cases.

Stations, whose renewal applications will be deferred pending completion of inquiry, include 26 AM's, 18 FM's, three commercial television stations and two educational television outlets.

Letters constitute second round of what is expected to be continuing process of commission to examine employment practices of renewal applicants whose annual employment reports raise questions about their compliance with commission EEO rules.

First batch went to 30 stations in Pennsylvania and Delaware (BROADCASTING, July 31). Thus far, 18 of those have satisfied commission regarding their employment practices.

## Storm warnings appear for Cox-ATC merger

Proposed merger of Cox Cable Communications and American Television & Communications Inc., two of nation's largest cable-TV firms, appears headed for at least one challenge at FCC. Coalition of minority organizations last week asked commission to extend time for filing objections to deal until Nov. 20. Cox Cable and ATC are reported to have agreed to such extension.

Specifics of anticipated challenge was not clear last week. In pleadings to commission, coalition, which includes National Association for the Advancement of Colored People, Committee for Open Media, Black Panther Party and others (all located on West Coast), claimed hearing is necessary to determine whether "over-all implications" of merger would serve public interest. Deal would bring together Cox Cable, which is 56.3%

owned by Cox Broadcasting, and ATC in new firm called Cox American Communications Inc. It would be second largest cable firm in country, with more than 525,000 subscribers (BROADCASTING, July 24).

Challenge to deal might also come from Sioux Falls, S.D., CATV operation, Sioux Falls Cable Television Inc. Its attorneys also asked commission for time extension to file "pleadings" on merger last week. But according to one of firm's lawyers, nature of that filing has not yet been determined with respect to what position company will take on merger.

Technically, it is not within FCC's authority to deny cable transfer. It can, however, refuse to transfer existing construction permits, microwave and CARS facilities connected with systems.

## U.S. dissents, USSR does turnabout as UN passes resolution on satellites

Toned-down resolution authorizing United Nations Committee on Peaceful Uses of Outer Space to draft principles governing international satellite broadcasting was passed by UN General Assembly last Thursday (Nov. 9) by vote of 102 to 1. U.S. cast only dissenting vote. There were seven abstentions. Space committee meets next June.

Assembly vote was on resolution as amended by UN's First Committee on Politics and Security (BROADCASTING, Nov. 6). Original resolution, introduced by Soviet Union, called for number of restrictions on international broadcasting, including ban on broadcasting into any country without receiving country's prior approval (BROADCASTING, Aug. 14).

USSR had voted against amended version in UN's first political committee on grounds amendments watered down original intent too much, but in surprise move voted for it in General Assembly. Observers attributed turnaround to support given resolution by so-called "Third World" countries fearful of being bombarded by U.S. programs and propaganda if international broadcasting is not restricted.

U.S., insisting on free flow of information among nations, objected to implications in amended resolution that "direct television broadcasting . . . could raise significant problems connected with the need to ensure the free flow of communications on a basis of strict respect for the sovereign rights of states."

During debate, Colombian delegate expressed fear of "an ideological occupation of the world by the superpowers and their advertising mentality." Similar fear was said to be held by many Asian, African and South American governments.

UNESCO General Assembly in Paris is due to vote later this week on resolution approved by its Commission on Communication calling for prior agreement between countries involved in international broadcasts (BROADCASTING, Nov. 6).

## Headliners



Mr. Fritz



Mr. Martin

**Jack W. Fritz**, president of Blair Television, New York, elected president of parent John Blair & Co. He succeeds **Francis Martin Jr.**, who resigned as president and chief executive officer (see page 23).

# Squelched: 500 nasty rumors



## WHBF-TV

"Rumor Control Center" helps cool the threat of racial violence.

Recent racial strife spreading from a metro area high school forced Rock Island mayor Jim Haymaker to declare a state of civil emergency and order a city-wide curfew.

Alerted to the impending action, the WHBF-TV staff, in cooperation with the City's Human Relations Commission, organized "Rumor Control Center."

The Center's battery of telephones, manned by WHBF-TV staff and volunteers, handled nearly 500 citizen calls for accurate and reliable information.

Hundreds of nasty, unfounded rumors of burnings, beatings, and murder were thereby effectively squelched by the WHBF-TV "Rumor Control Center," a service recognized by Mayor Haymaker as contributing significantly to the successful cooling of threatened racial violence.

We were glad to be of service.

## WHBF-TV4

*It's our habit to help.*

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

## Open Mike®

### Blacks not listed

EDITOR: Re your article on black ownership (Oct. 30): My understanding is that KJLH(FM) Compton, Calif., is black-owned and thus should have been included in your list [of black-owned stations].—*Eric G. Norberg, assistant program director, KMPC(AM) Los Angeles.*

(Mr. Norberg's understanding is correct. John Lamar Hill is licensee.)

EDITOR: As expected, BROADCASTING has done another fine job of reporting those activities that are of importance to the industry—the Oct. 30 article on black ownership. One item to note is that the list [of black-owned stations] is complete if it is intended to list only those stations licensed for commercial operation. There are at least six more stations owned and operated by black colleges, including WHOV(FM) [Hampton, Va., noncommercial], WCSU(FM) [Wilberforce, Ohio, noncommercial], WSHA(FM) [Raleigh, N.C., noncommercial], WAUC(AM) [Atlanta, carrier current], WABT(AM) [Tuskegee, Ala., commercial] and KGRM(AM) [Grambling, La., carrier current].—*Theodore S. Ledbetter Jr., president, Urban Communications Group, Washington.*

### Sounding off on Manoff

EDITOR: I read with some annoyance Richard K. Manoff's proposal for setting aside 10% of a broadcaster's time inventory in a "bank" for public-service spots (BROADCASTING, Oct. 30). I would remind Mr. Manoff that the FCC, in its review of a station's over-all performance record at license-renewal time, already covers this important fact.

It is certainly a truism that the airwaves belong to the public and that individual operators have a tremendous re-

sponsibility in the fulfillment of their obligations to their audiences. It would also appear, from the rallying cry of the American Association of Advertising Agencies . . . that it fears—and justly so—any further encroachment of government bodies on advertising.

The point: Normal federal vigilance and constructive criticism is, I believe, welcomed by all responsible broadcasters, agencies and agency clients alike.

However, the regulatory scythe can swing mighty fast, as we are all aware, with the creation of new federal agencies and with Potomac dicta making further inroads into—and chaos of—the prerogatives of what should be our mutually allied professions.—*Russell R. Gaudreau, Rye, N.Y.*

### Added information

EDITOR: To clarify one point in your excellent piece on the "Teachers Guide to Television" spot that the Television Information Office has prepared (BROADCASTING, Oct. 23): Because of the nature of its message, it is being offered free to nonmember stations that request it. The response has been gratifying.—*Bert Briller, executive director, TIO, New York.*

### Needed information

EDITOR: A Committee for the Formation of a Michigan News Broadcasters Association has been formed and is currently in the process of gathering information from other state associations on the problems they faced in forming, bylaws, etc. I would appreciate hearing from anyone who could supply us with the needed information.—*Bill Winchell, chairman, Committee for the Formation, WQWQ(AM), 1877 Peck Street, Muskegon, Mich.*

## 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. 12-16—International seminar, *Broadcasters Promotion Association*. Featured speakers include FCC Commissioner Richard E. Wiley; Harold Neal Jr., ABC Radio, and Chuck Blore, Chuck Blore Creative Services. Statler Hilton hotel, Boston.

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 Brown, 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. 14-18—Hearings on drug advertising, sponsored by *National Council of Churches*. Program is under supervision of Lawrence Wayman, program consultant, department of drug and alcoholic concerns, United Methodist Board of Church and Society, and will consist of panel of 10 to hear and interrogate witnesses from manufacturing, advertising, federal agencies and consumer groups. Hearst Hall, National Cathedral, 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—International Radio and Television Society newsmaker luncheon featuring John Chancellor of NBC, Walter Cronkite of CBS and Harry Reasoner of ABC. Waldorf Astoria, New York.

Nov. 18—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.

### Also in November

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

■ Nov. 20—13th annual Station Representatives Association Timebuyer of the Year award luncheon. Continental Plaza hotel, Chicago.

Nov. 21—Fall conference, National Association of Broadcasters. Featured speakers, FCC Commissioner Richard E. Wiley, and James Harvey (R-Mich.). House Commerce Committee. 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 programming, NBC West Coast. Ambassador Hotel, Los Angeles.

Nov. 25-29—Meeting, Association of National Advertisers. Cerromar hotel, Dorado Beach, Puerto Rico.

■ Nov. 27-28—Forum on TV production issues, including prime-time access rule, reruns and runaway production, sponsored by New York Chapter, National Academy of Television Arts and Sciences. Moderator: Louis Nizer. Participants to include Clay T. Whitehead, director, Office of Telecommunications Policy. Americana hotel, New York.

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, Bahamas Islands; Philip McHugh, McHugh-Hollman 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 Broadcast Editorial Conference, in connection with Radio-Television News Directors Association convention (see above). Among principal speakers will be Representative Lionel Van Deerlin (D-Calif.); FCC Commissioner Richard Wiley; Eleanor Applewhalthe, CBS lawyer, Larry Scharff, 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 Kilegi Bros. Fee is \$250. Contact: Wheeler Baird, Kilegi 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—National Association of FM Broadcasters' regional "Seminar for Success." New York Hilton.

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.

■ Jan. 31—Deadline for entries in annual Edwin H. Armstrong awards for best FM programs broadcast in 1972. Awards will be presented at National Association of FM Broadcasters convention, March 22-25 in Washington. Entry forms may be obtained from Kenneth K. Goldstein, Room 510, Mudd building, Columbia University, New York.

### February 1973

■ Feb. 1—Deadline for entries in 41st annual Sigma Delta Chi Distinguished Service Awards contest. Awards are offered for notable performance in print and broadcast journalism. Entry blanks may be obtained from Sigma Delta Chi, 35 East Wacker Drive, Chicago, 60601.

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 Orbitair 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 22-25—Annual convention, National Association of FM Broadcasters. Washington.

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 5—Annual Sigma Delta Chi Distinguished Service Awards Banquet. Omaha.

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.

#### 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.

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

March 25-28—Annual convention, National Association of FM Broadcasters. Washington Hilton hotel, Washington.

Nov. 26-28—Annual meeting, Association of National Advertisers. Cerromar Beach hotel, Dorado Beach, Puerto Rico.

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

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

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

#### NAB's fall conferences

Nov. 14, 1972, San Antonio, Tex.; Nov. 16, St. Louis; Nov. 21, Atlanta.



## Bill Gavin's 7th ANNUAL RADIO PROGRAM CONFERENCE

This year's Conference will be held Nov. 30-Dec. 2 at the Hotel St. Francis in San Francisco. Among those participating will be R. Buckminster Fuller, one of the great men of our time, whose keynote address will explore the challenge of changes that faces radio.

Federal Communications Commissioner Charlotte T. Reid will also be a featured speaker. She will deal with the public responsibilities of radio programming.

The three days of talks and group discussions will feature top executives and administrators from the broadcasting and recording industries. We will explore such topics as the use of radio advertising by record companies, technological improvements in radio's sound, special problems of the various formats, and the growing listener attraction of FM stereo. We will concern ourselves not only with where radio programming is, but also with where it is going.

Registration fee of \$125.00 per person includes two luncheons and the Annual Awards Banquet. We provide special discounts for small market, college and non-commercial radio delegates.

Registration applications are available on request from Conference Headquarters, 114 Sansome Street, San Francisco, California 94104.

*Bill Gavin*



*\*The remotest island is Bouvet Oya (formerly Liverpool Island) with closest land 1,050 miles away at Antarctica.*



The newswweekly of broadcasting and allied arts

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**Broadcast**  
The newsworthy of broadcasting and allied arts

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# Monday Memo

A broadcast advertising commentary from Bruce B. Cox, vice president-director of broadcast programming, Compton Advertising, New York.

## Have geographic extremes ignored and forgotten the people in the middle?

There is no logic in this statement: *Since most major television production is done in New York and Los Angeles, it is the best.* Yet tens of thousands of square miles have been condemned because it is popular to believe that intelligent life ceases west of the Hudson river and east of the Santa Monica mountains.

But unlike many of my colleagues here in New York, I happen to believe there is a tremendous amount of intelligence and ability in that amorphous area between Manhattan and the San Fernando valley. I'd like to say there has been too much of that provincial attitude, and it's time to hear from the television stations outside New York and Los Angeles about their efforts and ideas in the area of production.

To illustrate my point: When a Compton Advertising client, U.S. Steel, was faced with the problem of reaching a number of different publics (opinion leaders, employees, customers) its solution was an unusual, but sound one, for a national advertiser. Local tailor-made specials and on-going locally produced series were chosen as vehicles by which this far-sighted client could talk directly to its local public in terms and on a level with which that public could most readily identify. The key word here is "local." The specials were created to take advantage of a particular interest in a particular region. All of this effort paved the way toward better communication between U.S. Steel and its many publics.

Another Compton client, Jeep Corp., is involved in syndicating *The American Adventure*. This show will soon begin its second year on stations across the country, but the details of *American Adventure* have put some of our Compton personnel in direct contact with program directors at stations in all market sizes and in all regions of the U.S. No reps were in the middle and few national sales managers were involved in the first year. The program directors, however, had a lot to say about how the show was going and what we could do to boost it the next time around. From the PD's suggestions, a lot of new approaches have been culled, and *American Adventure* is a better program for them. Better story lines, better locations, a change in narrative style—all have come about because of suggestions from local station men. The local programmers, whom we never get to meet in the general course of advertising-agency business, were right on target.

And there are still many locally produced programs that are enormous suc-



Bruce B. Cox's career is broadcast in origin. It includes service at Avco's WLWT(TV) Cincinnati as a producer-director and assistant director of special broadcast services, and at another Avco station, WLWI(TV) Indianapolis, as assistant to the general manager. He moved directly into advertising in 1965 with Compton Advertising in New York as a TV account executive. Three years later, he was named a vice president and associate director of programming and business affairs, and last October became director of broadcast programming, his present position.

cesses. One example that I can think of was at Avco's WLWT(TV) Cincinnati, where I once worked as a producer-director. Ruth Lyon's *50-50 Club* was a program that had built up enormous viewer loyalty. It seemed as if everyone was watching it—studio tickets were reserved three years in advance and even passed on in wills. Maybe the citizens of Salt Lake City might not take to Ruth Lyons, but I'm sure that Salt Lake City must have an equally appealing audience-getter of its own.

I will grant you that not many stations are known to turn out the local, live or live-on-tape product of an Avco group or Metromedia or Group W. But my bet is there are a lot of other equally good out-

fits whose work is well above the norm, but whose output is only peripherally known. And that's a shame.

As for advertising, I am concerned that those of us who work in the East and West Coast production centers are losing touch with the very people who form the majority of our audience. We set up situations that are unreal to audiences in the Midwest, the Southeast and the other noncoastal areas. For instance, how many times have we all seen a commercial that centers around the commuter train—man running to catch it, wife meeting it, bridge games on board, bar-car talk, etc. Yet the only city I know of in a noncoast location that makes major use of commuter trains on a regular basis is Chicago. You can bet that the viewer in Peoria, Ill., or Shreveport, La., simply does not associate train commuting with his or her life style. So what we have done is to set up a situation that is within our own frame of reference, but not within that of the one person we most want to reach: the customer. And we have the nerve to call this "slice-of-life" advertising.

There is much we at agencies can do to aid the local broadcaster. It does not always have to be an adversary situation. A few months ago, in Tampa, Fla., I attended a Television Programming Conference meeting. This group, not as well known as the National Association of Television Program Executives, primarily represents program directors from stations in the South and Southwest. After the PD's were over their initial astonishment at having an agency man in their midst, quite a bit of very constructive discussion occurred, following my questions: "What kind of programming are you looking for? Why? What's wrong with what you have got? Is time banking still a viable bargaining point in syndications? What does prime-time access mean to you?" The answers I received were very helpful to my agency as we continue to define our problems and opportunities in working for our clients with the local broadcaster.

By now you may have gathered that I am not so much an agency man as I am a broadcaster who is accused by his former colleagues of being one who went over to the enemy. Not so. There are gaps to be plugged between agency and broadcaster, between people with "national" on their minds and people with "local" on their minds. Those of us conditioned to think national must try harder to reach, to listen to and to absorb the ideas of our colleagues who think local, regardless of their geographical locations. We must encourage them to talk louder, for they have got a lot to say. And we better start putting ourselves into their very real world if our advertising and our programming are to communicate genuinely.

# Money listens.

Just as we thought.

We're Number 1 in the best places.

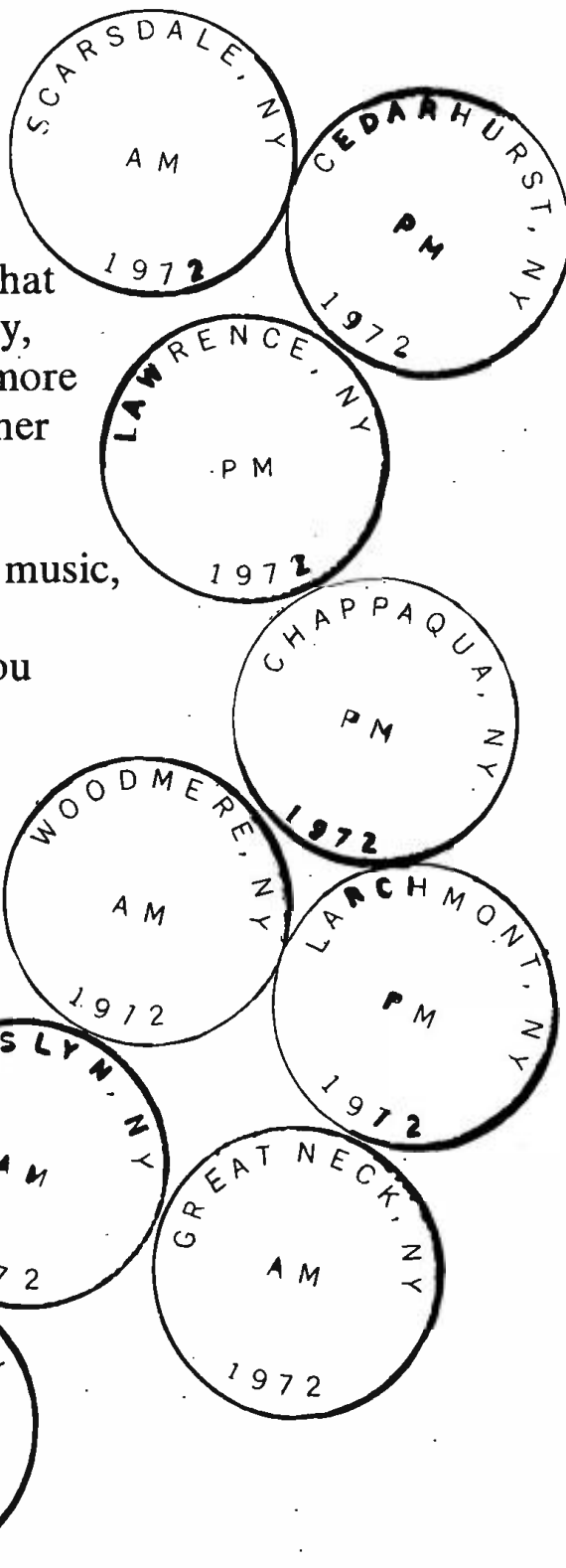
A recent research project shows that in high-income areas of Nassau County, Westchester County and Manhattan, more people listen to WQXR than to any other station. Which isn't surprising.

They're people who are affluent with educated tastes so they prefer classical music, news, and programs on the arts.

Shouldn't this convince you? If you want to reach monied New Yorkers who spend their money on the good things, you have to talk where money listens. Advertise on WQXR.

We'll be glad to show you a copy of the research. Just telephone (212) 556-1181

**WQXR**  
THE RADIO STATIONS OF THE NEW YORK TIMES  
**1560 AM 96.3 FM STEREO**



**We're No. 1 in the best places.**

## TV networks do sharp job with pallid election

**IBEW strike causes some changes; initial Arbitrons give nod to CBS**

The television networks' election-night coverage was as smooth as the Nixon landslide it reported, despite a strike that led CBS to abandon virtually all of its remotes and for a time threatened those of ABC and NBC as well.

All the polls' predictions that President Nixon would win big—and the voting returns that showed from the beginning that he was doing exactly that—robbed the presidential race of suspense and left the evening dependent on state races for excitement.

It was the opposite of the 1968 squeaker between Mr. Nixon and Senator Hubert H. Humphrey, which kept the networks on the air throughout the night. This time they closed up early, NBC at 1:30 a.m. NYT Wednesday (Nov. 8) and ABC and CBS at 2 a.m.

The International Brotherhood of Electrical Workers' strike against CBS (see page 41) threatened earlier in the day to disrupt coverage of all three networks when the strikers set up picket lines at some remote locations and members of other unions at ABC and NBC refused to cross them. Through the National Labor Relations Board, ABC and NBC obtained a court injunction against the striking union. But CBS meanwhile announced after discussions with IBEW that it was voluntarily dropping out of the three-network pool and also canceling all its own remotes except those covering President Nixon and Senator George McGovern, and crisis was averted before air-time.

CBS did pick up McGovern headquarters in Sioux Falls, S.D., and the Republican victory celebration center at the Shoreham Hotel in Washington. It did not do a pickup from the Democratic headquarters at the Washington Hilton, which was covered by the pool.

Despite these restrictions, CBS came out on top in the only national ratings available last week. An overnight Arbitron

covering the period 7-11 p.m. NYT, gave CBS an average 19.1 rating and a three-network share of 42, compared with 16.2 and 36 for NBC and 9.7 and 22 for ABC.

In the only local ratings available, the winner depended on what was measured. CBS sources cited New York Nielsens for the 7-11 p.m. period, which gave CBS a 12.8 to NBC's 11.1 and ABC's 11.

But NBC sources cited New York Nielsens for all the time when all three networks were covering the elections, 7 p.m. to 1:30 a.m., which showed NBC with a 10.5 to CBS's 10.1 and ABC's 9.5. And in Los Angeles, the NBC sources said, the Nielsens for the common-coverage period (4-10:30 p.m. local time) gave NBC a 19.2, CBS 11.7 and ABC 8.4.

Whatever the ratings, the unduplicated audience apparently was smaller by several million viewers than in 1968. NBC research estimated that 120 million different viewers watched some part of the coverage on one or more of the net-

the horse race of the networks with 36 first calls.

"We knew we couldn't be projecting races before the polls closed [in the states involved]," he said the day after the election. "We decided that was the way to do it and weeks ago announced that. But I'm totally satisfied with our handling of it and with the results."

ABC's format differed from the other two networks' in that it placed only anchormen Howard K. Smith and Harry Reasoner in the New York studios and assigned the rest of its correspondents to remote locations.

"It allowed us to get around the country more and see the candidates," Mr. Sheehan explained. And he seemed heartened by New York ratings showing the three networks closely grouped. It marked a 175% rating jump for ABC election coverage over its 1968 coverage, he said.

The labor problems of CBS-TV that threatened the other two networks ("Not only were our people not going to cross the IBEW picket lines, the candidates wouldn't do it either," he said) were solved by late afternoon when CBS agreed to pull most of its remotes for that night.

And ABC's "first big test" with the Vidifont system, which projected voting results directly onto the screen (rather than shooting off a tote board), caused no problems either. "We trained Howard (K. Smith) and Harry (Reasoner) how to use them for themselves," he said, "and it went off without a hitch."

In another first, ABC News received vote-tally information from Hawaii via satellite, enabling it to project the outcome of the presidential race there at 12:14 a.m. NYT. Voting results and election-night coverage were supplied affiliate station KHVH-TV Honolulu and NET Japanese television network, via satellite, as well.

### CBS

CBS's coverage was hampered—but by no means hamstrung—by the strike of the IBEW workers, which began on Nov. 3.

Management and supervisory personnel filled in for striking technicians on election night, as they have been filling in since the onset of the walkout.

Election day began on a cloud of uncertainty. CBS had planned to have remote pickups from numerous locations through use of its own management personnel, and others from the network pool. But the National Association of Broadcast Employees and Technicians, the



ABC News Photo

works. In 1968, the comparable estimate was 142 million.

Though the audience was apparently down, and the hours of coverage were certainly shorter, costs appeared to be up. Coverage costs were estimated at \$3.5 million each for CBS and NBC and \$3 million for ABC, a total of \$10 million (BROADCASTING, Oct. 23). In 1968 the comparable total was \$8.2 million.

The highlights by network:

### ABC

Even though ABC-TV's director of news, William Sheehan, de-emphasized the projection competition as "not the real story of an election" and "a game we didn't create," ABC came in second in



ABC's Smith and Reasoner

union at ABC and NBC, balked at this arrangement. In addition, McGovern leaders refused to allow CBS crews into a news conference, and Democratic Chairman Jean Westwood asked CBS to stay away from Democratic events. Earlier, Senator McGovern and Vice President Agnew canceled scheduled appearances on CBS's *Face the Nation*, because of the strike.

When NABET balked at crossing picket lines set up by IBEW at remote sites, ABC and NBC got an injunction through the NLRB. But CBS, following discussions with IBEW, canceled most of its remote plans, settling for pickups involving President Nixon and Senator McGovern.

CBS issued a statement explaining its action:

"The decision has been made out of concern that carrying out the planned remotes from a number of locations using management crews might lead to union activity which would seriously interfere with election-night coverage on ABC and NBC, if not on CBS. Although we have the capacity to conduct these remotes, if the price to the public is substantial curtailment of the flow of information, then the price is too dear. We are therefore confining our remotes to the two presidential candidates. Subject to these restrictions, we will cover the news as fully and completely as we can."

Afterwards, CBS News President Richard Salant referred to the supervisory and management personnel that substituted for striking engineers and technicians as "the real heroes" of the CBS coverage.

"They did a wonderful job," he exclaimed. "And I can say that—because they don't work for me."

Mr. Salant's evaluation of CBS News's coverage was that it "was quite good, under the circumstances," but he said he preferred that viewers and professional critics make the judgment. He conceded that the paucity of remotes cut down on the change of pace and the diversity, saying: "We would love to have brought in George Wallace and Sargent Shriver and others but we just couldn't."

He also regretted that Bill Leonard, CBS vice president and director of news programming, who usually is "the man in charge" on election night, was absent because of illness. Mr. Salant said he had to



CBS's Cronkite

rely on "a most inadequate substitute," and paused before continuing.

"I was the substitute," he said, "and I'm sure we would have been from 25% to 50% better if Bill had been there."

He said he was not aware of any crucial fluffs that may have occurred and said proceedings came off as expected. CBS News's plan, he explained, was to remain on the air until 2 a.m. (EST) and this timetable was established principally to accommodate the West Coast stations.

He stressed that CBS News did not attempt to "get there first" with projections on the contests, saying: "We have had traditionally a conservative stance." He said that because of this approach, none of its projections last Tuesday had gone awry.

"We won't indulge in any immediate post-mortems on our coverage," he said. "We're all a little tired now. But as time goes on, we'll be looking into what we have done."

#### NBC

"I've been around elections since 1948, and this year's was probably the most placid of them all, with fewer hitches than ever before."

The speaker was Reuven Frank, president of NBC News, and he was reflecting his conviction that NBC had delivered "a very good program—we were crisper than CBS and ABC, and we gave off a lot less wind than the other two."

NBC started its coverage on its nightly news program at 6:30 NYT, with John Chancellor announcing that the network's key election precincts were projecting a Nixon win in three states: Kentucky, Indiana and Tennessee, and that with 1% of the popular vote counted, Mr. Nixon had a 65%-to-34% lead over Senator McGovern.

NBC claimed to beat the other two networks in projecting Mr. Nixon as the winner when its tote board—at 8:30—showed him with 277 electoral votes (270 were needed for election) to Senator McGovern's three.

NBC also claimed firsts in its projections of 14 Senate races, four gubernatorial races, 32 state presidential contests, and the presidential figures for the District of Columbia. NBC went off the air at 1:30 a.m.—which was earlier than CBS and ABC—because, as Mr. Frank put it: "Shortly after midnight we realized that just about everybody knew by



NBC's Chancellor and Brinkley

now that Nixon had won and that just about every senatorial and gubernatorial race was wrapped up. Shriver and McGovern had already spoken, and Nixon was just about to give his victory speech. And also most of our local stations had important stuff going on, so we told them they could have the 1:30 to 2 o'clock period to give their summaries."

The early signoff didn't save NBC much money, though—it spent roughly \$3.5 million, which was about what it had planned.

#### Radio plays its special role as television goes for broke on election-night coverage

Network radio coverage of election night was provided by a considerably leaner staff than television.

ABC Radio News, with a 75-man staff, began its live reports at 7:06 p.m. and provided continuous reports until 12:45 a.m. Anchormen were Don Gardiner, Bob Walker, Bill Diehl and Tim O'Donnel for the American Contemporary, American Information, American Entertainment and American FM Networks, respectively. Other ABC News correspondents participating in the coverage were Merrill Mueller, Jerry Landay, Duff Thomas, Bill Downs and commentator Louis Rukeyser.

CBS Radio supplied election coverage from 6:33 p.m. to 2:06 a.m., remaining on the air for 33 minutes of each hour and switching to local stations for the remainder of the time. The anchormen were Dallas Townsend and George Herman. Hal Walker and Ike Pappas reported on developments in Washington and Connie Chung was in Sioux Falls, S.D.

Anchormen Russ Ward and Peter Hackes presided over NBC Radio News's election-night package, which started at 7 p.m. and wound up at 12:45 a.m. Michael Maus covered Senator McGovern in Sioux Falls. Reports from Washington were provided by Wilson Hall, Paul Duke, Richard Valeriani, Alvin Rosenfeld and Carl Stern. Analysis was supplied by Robert McCormick.

The Mutual radio networks—Mutual Broadcasting System and Mutual Black Network—combined their staffs to cover the elections, with periodic reports beginning at 7:40 p.m. (EST) and con-

# When the networks called the winners

|                | ABC       |               |               | NBC           |               |               | CBS           |               |               |
|----------------|-----------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                | President | Senator       | Governor      | President     | Senator       | Governor      | President     | Senator       | Governor      |
| Alabama        | R- 8:02p  | D- 8:04p      | —             | R- 7:32p      | D- 7:50p      | —             | R- 7:31p      | D- 7:44p      | —             |
| Alaska         | R- 1:26a  | R- 1:19a      | —             | No projection | No projection | —             | No projection | No projection | —             |
| Arizona        | R-11:01p  | —             | —             | R-11:00p      | —             | —             | R- 1:43a      | —             | —             |
| Arkansas       | R- 9:08p  | D- 9:02p      | D- 9:04p      | R- 8:47p      | D- 9:11p      | D- 8:48p      | R- 9:32p      | D-10:06p      | D- 9:32p      |
| California     | R-11:43p  | —             | —             | 11:49p        | —             | —             | R-11:38p      | —             | —             |
| Colorado       | R-10:13p  | No projection | —             | R- 9:52p      | No projection | —             | R-11:38p      | —             | —             |
| Connecticut    | R- 8:42p  | —             | —             | R- 8:25p      | —             | —             | R- 8:31p      | —             | —             |
| Delaware       | R- 8:38p  | D- 1:01a      | D-12:50a      | R- 8:46p      | No projection | 12:47a        | R- 8:49p      | No projection | D- 9:13p      |
| D. of C.       | D- 8:32p  | —             | —             | D- 8:00p      | —             | —             | D-10:01p      | —             | —             |
| Florida        | R- 8:32p  | —             | —             | R- 7:20p      | —             | —             | R- 7:31p      | —             | —             |
| Georgia        | R- 7:27p  | D- 7:35p      | —             | R- 7:20p      | D- 8:06p      | —             | R- 7:31p      | D- 8:02p      | —             |
| Hawaii         | R-12:14a  | —             | —             | 1:13a         | —             | —             | No projection | —             | —             |
| Idaho          | R-11:01p  | R-11:50p      | —             | R-10:14p      | 1:03a         | —             | R-11:03p      | R-12:03a      | —             |
| Illinois       | R- 7:44p  | R- 7:44p      | No projection | R- 8:02p      | R- 7:50p      | D-12:47a      | R- 7:51p      | R- 8:12p      | No projection |
| Indiana        | R- 7:00p  | —             | R- 7:05p      | R- 6:33p      | —             | R- 6:55p      | R- 6:51p      | —             | R- 7:01p      |
| Iowa           | R- 9:52p  | D-10:35p      | R- 9:52p      | R- 9:30p      | 10:06p        | 9:43p         | R-10:01p      | D-10:10p      | 10:05p        |
| Kansas         | R- 9:06p  | R- 9:02p      | D- 9:05p      | R- 8:22p      | R- 8:40p      | D- 8:50p      | R- 8:39p      | R- 8:45p      | D- 8:46p      |
| Kentucky       | R- 7:00p  | D- 7:15p      | —             | R- 8:29p      | D- 9:10p      | —             | R- 6:42p      | D- 8:08p      | —             |
| Louisiana      | R- 9:38p  | D-10:23p      | —             | R- 9:32p      | 9:50p         | —             | R- 9:42p      | D-10:07p      | —             |
| Maine          | R- 9:46p  | D- 1:15a      | —             | 10:37p        | 10:51p        | —             | R-10:40p      | D-11:50p      | —             |
| Maryland       | R- 8:41p  | —             | —             | R- 8:19p      | —             | —             | R- 8:35p      | —             | —             |
| Massachusetts  | D- 9:11p  | R- 8:52p      | —             | D- 9:02p      | R- 8:40p      | —             | D- 9:17p      | R-10:08p      | —             |
| Michigan       | R- 9:04p  | R- 1:35a      | —             | R- 8:45p      | R- 9:12p      | —             | R- 8:51p      | —             | —             |
| Minnesota      | R- 1:22a  | D-10:16p      | —             | 8:32a         | 9:50p         | —             | No projection | D-10:13       | —             |
| Mississippi    | R- 7:21p  | D- 7:33p      | —             | 8:30p         | D- 7:47p      | —             | R- 8:38p      | D-10:06p      | —             |
| Missouri       | R-10:02p  | —             | D-10:02p      | R-12:40a      | —             | D-12:40a      | R- 8:48p      | —             | D-12:01a      |
| Montana        | R-10:42p  | D-12:33a      | D-12:18a      | R-11:00p      | D- 1:03a      | 12:47a        | R-10:42p      | D- 1:10a      | D- 1:04a      |
| Nebraska       | R-10:17p  | R- 1:28a      | —             | R- 9:52p      | R-11:17p      | —             | R- 9:43p      | R- 11:05      | —             |
| Nevada         | R-10:30p  | —             | —             | R-10:14p      | —             | —             | R-10:33p      | —             | —             |
| New Hampshire  | R- 8:14p  | D- 9:43p      | R- 9:44p      | R- 8:01p      | D-12:58a      | R-12:48a      | R-10:01p      | D-10:14p      | No projection |
| New Jersey     | R-11:01p  | D-11:00p      | —             | R- 8:11p      | R- 8:08p      | —             | R- 8:31p      | R- 8:42p      | —             |
| New Mexico     | R- 9:37p  | R-10:20p      | —             | R-12:41a      | R-11:06p      | —             | R- 9:32p      | R- 8:42p      | —             |
| New York       | R- 9:32p  | —             | —             | R- 9:18p      | —             | —             | R- 9:20p      | —             | —             |
| North Carolina | R- 8:14p  | R-11:02p      | No projection | R- 8:04p      | R-11:05p      | No projection | R- 8:49p      | R- 9:16p      | D-12:17a      |
| North Dakota   | R- 9:22p  | —             | D- 1:41a      | R- 8:45p      | —             | —             | R- 8:49p      | —             | No projection |
| Ohio           | R- 9:22p  | —             | —             | R- 6:56p      | —             | —             | R- 7:10p      | —             | —             |
| Oklahoma       | R- 8:45p  | R- 1:01a      | —             | R- 8:35p      | 1:03a         | —             | R- 8:49p      | R- 9:16p      | —             |
| Oregon         | R-12:04a  | R-12:04a      | —             | R-11:30p      | R-12:45a      | —             | R-11:48p      | R-11:48p      | —             |
| Pennsylvania   | R- 8:52p  | —             | —             | R- 8:22p      | —             | —             | R- 8:36p      | —             | —             |
| Rhode Island   | R-11:18p  | D-10:20p      | D-11:22p      | R-12:45a      | D-10:40p      | D-12:47a      | R- 9:42p      | D- 9:50p      | D- 1:23a      |
| South Carolina | R- 7:44p  | R- 7:50p      | —             | R- 7:30p      | R- 8:05p      | —             | R- 8:04p      | R- 8:38p      | —             |
| South Dakota   | R-11:01p  | D-10:14p      | D-10:13p      | R-12:15a      | D-11:05p      | D-10:40p      | R- 9:35p      | D-12:55a      | D-10:13p      |
| Tennessee      | R- 9:02p  | R- 9:02p      | —             | R- 6:33p      | R- 6:45p      | —             | R- 7:03p      | R- 7:43p      | —             |
| Texas          | R- 9:02p  | R- 9:04p      | D- 9:00p      | R- 8:31p      | R- 9:14p      | No projection | R- 9:01p      | R- 9:31p      | No projection |
| Utah           | R-10:39p  | —             | D-10:40p      | R-10:11p      | —             | D-10:39p      | R-10:33p      | —             | 11:05p        |
| Vermont        | R- 8:02p  | —             | D- 9:52p      | R- 7:37p      | —             | D-12:48a      | R- 7:50p      | —             | D-10:18p      |
| Virginia       | R- 7:45p  | R-11:43p      | —             | R- 7:32p      | R-11:05p      | —             | R- 7:49p      | R- 9:46p      | —             |
| Washington     | R-11:40p  | —             | R- 1:52a      | R-11:50p      | —             | No projection | R-11:47p      | —             | R-12:53a      |
| West Virginia  | R- 8:11p  | D- 8:03p      | R-10:37p      | R- 8:01p      | D- 7:50p      | R- 8:17p      | R- 8:03p      | D- 8:12p      | R- 8:42p      |
| Wisconsin      | R-10:23p  | —             | —             | R- 9:46p      | —             | —             | R- 9:34p      | —             | —             |
| Wyoming        | R-10:52p  | R-10:52p      | —             | R- 9:45p      | R- 9:50p      | —             | R-11:03p      | R-11:03p      | —             |

tinuous coverage running from 9:05 p.m. to 1:30 a.m. Operating out of the networks' Washington headquarters under the direction of John McCormick, vice president-news, Mutual used an estimated 80 correspondents throughout the country. There were reports from New York, San Francisco, San Diego, Sioux Falls, S.D., and other key locations.

Beginning at 8:15 p.m., and continuing until 1:15 a.m., the Mutual Black Network fed five-minute reports, at 15 and 45 minutes past the hour, on the election results from the black perspective. The reports were made available to the 63 affiliates of MBN and the 560 affiliates of MBS.

In addition, Mutual fed affiliates reaction reports from its correspondents in London, Jerusalem, Moscow and Saigon.

Associated Press reported that its broadcast wire concentrated this time on state and regional development, spending less time on the presidential race, and said reaction from station clients was "excellent."

UPI Audio provided clients with three feeds an hour, starting at 8:15 p.m. and ending at 2:51 a.m. Don Fulsom and Mike Gibbons served as anchormen in Washington. Reporting on proceedings in Washington were Ted Shields, Dennis Kahane and Bill Maroney. Pye Chamberlayne covered from Sioux Falls.

## It's status quo in Congress for Commerce Committees

**Spong on Senate side, Blanton on House side are only casualties; two broadcasters, Huddleston (D) and Helms (R), win Congress seats**

Results of the 1972 Senate and House contests failed to tip the balance of power in Congress in the Republicans' favor. And, by the same token, they will not effect any substantial changes in the composition of the Senate and House Commerce Committees.

The only loss on the Senate Commerce Committee was Senator William B. Spong Jr. (D-Va.), who was defeated by Virginia Republican Representative William L. Scott. A potential candidate for that committee slot could be the newly elected Democratic senator from Kentucky, Walter (Dee) Huddleston, president and general manager of WIEL(AM) Elizabethtown, Ky. Another broadcaster who won a Senate seat is Republican Jesse Helms of North Carolina. Mr. Helms is executive vice president of WRAL(TV) Raleigh.

Senator Spong was the only majority member of the Commerce Committee up

for re-election. On the minority side, there were four seats up, but they were retained by Senators James B. Pearson (Kan.), Robert P. Griffin (Mich.), Ted Stevens (Alaska) and Howard Baker Jr. (Tenn.), who are also members of the Communications Subcommittee.

Senator Warren G. Magnuson (D-Wash.) remains chairman of the Commerce Committee, and Senator John O. Pastore (D-R.I.) chairman of the communications unit.

The unsuccessful Senate campaign of Representative Ray Blanton (D-Tenn.) against Senator Baker creates the first vacancy on the majority side of the House Commerce Committee. The 24 other majority members were re-elected.

On the minority side of House Commerce, ranking Republican William L. Springer (Ill.), did not run for re-election, creating one vacancy and moving Representative Samuel L. Devine (Ohio) into the ranking Republican's post. Three other vacancies were created when Representative Hastings Keith (Mass.) did not run again; Representative Fletcher Thompson (Ga.) was defeated in his bid for a Senate seat, and Representative John G. Schmitz (Calif.), the American Independent Party's presidential candidate, was defeated in the primary election. A possible choice for one of the vacancies could be freshman Colorado



**Victor and vanquished.** President Nixon, newly elected for a second term, broke with tradition to deliver victory speeches from both the White House and the Republican celebration at a Washington hotel. Senator McGovern, however, followed that tradition and appeared before disheartened supporters gathered in a Sioux Falls, S.D., hotel to deliver his concession statement.

Republican William Armstrong, who is president of KOSI(AM) Aurora-KOSI-FM Denver.

Mr. Keith's departure will create a vacancy on the House Communications Subcommittee and move Representative Clarence Brown (R-Ohio) into Mr. Keith's former position as ranking minority member.

The House Investigations Subcommittee, which had three Democrats and two Republicans, now has only three members. Two openings have been created (assuming the subcommittee remains at its five-member level) by Mr. Blanton's defeat and Mr. Springer's departure.

Representative Harley O. Staggers remains as chairman of the House Commerce Committee and its investigations unit; Representative Torbert H. Macdonald (D-Mass.) continues as chairman of the Communications Subcommittee.

In another election development, the new governor of Montana is Thomas L. Judge, a Democrat, who is former executive secretary of the Montana Broadcasters Association. Also, Representative Alvin O'Konski (R-Wis.), principal owner of WABO-TV Rhinelander, was defeated in his bid for a 16th term when, as the result of redistricting, he was pitted against incumbent Democratic Representative David Obey in the seventh district.

#### **California anchorman Baxter Ward elected supervisor in L.A. district**

Broadcasting was indirectly involved in both local and statewide elections in California. Former television anchorman Baxter Ward, in probably the biggest upset in California, unseated incumbent Warren Dorn as supervisor of Los Angeles County's fifth district, which covers 2,615 square miles and has a population of more than 1.4 million. It was the second try for public office for Mr. Ward, who previously made an unsuccessful attempt to succeed Sam Yorty as mayor of Los Angeles. Mr. Ward resigned as anchorman and news director of KHJ-TV Los Angeles to run for the Los Angeles County board of supervisors. He also once was news director and anchorman for KABC-TV Los Angeles.

A statewide initiative, proposition 18,

which would have considerably altered existing statutes relating to obscenity, was substantially defeated by California voters. Media representatives, such as Jack Valenti, president, Association of Motion Picture and Television Producers, had waged an intensive campaign against the proposition on grounds that it would authorize the arrest and criminal prosecution of directors, writers, actors, technicians, exhibitors and distributors.

**Before and after.** Public television stayed out of the expensive election-night competition and made its contribution to last week's coverage in two special broadcasts preceding and following election day. On Monday (Nov. 6), the Public Broadcasting Service carried a 90-minute program, *Election '72—As the Voters See It*. During that broadcast, Nixon and McGovern staff members answered questions from an audience that was designed to represent a cross-section of the electorate. The night after the election, a special hour-long edition of *A Public Affair/Election '72* analyzed the results from two vantage points. In Zeoring, Iowa, where the first *A Public Affair* program was produced earlier this year, correspondent Robert MacNeil and six citizens who participated in programs during the year discussed the election and how their views changed during the campaign. In Washington, correspondent Sander Vanocur and a panel of experts viewed the election against the background of a report, "The State of the Nation," to be published early next year by an independent research firm, Potomac Associates.

**Reminder.** The FCC has advised broadcast stations and cable-TV systems that they are required to file, by Nov. 30, reports with the commission on their political-broadcasting activities during 1972. Reports should include the use of facilities by or on behalf of political candidates during primary and general-election campaigns for the period between Jan. 1, 1972, and Nov. 7, election day.

## **What broadcasters, cable operators gave to campaigns**

**\$25,132 contributed by NAB's political-action group;  
\$3,930 by NCTA's committee**

The political-action committees of the National Association of Broadcasters and the National Cable Television Association contributed about \$25,000 and \$4,000, respectively, to the election or re-election campaigns of Senate and House candidates. The NAB committee received contributions from many broadcasters, but it was the NCTA committee that contributed the most to incumbents on the House and Senate Commerce Committees, with House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) coming in for \$1,000, the largest chunk of NCTA funds.

Those were some of the highlights of the three reports on contributions and expenditures each committee has filed with the secretary of the Senate and the clerk of the House, as required under the campaign-spending law.

The reports of NAB's National Committee for the Support of Free Broadcasting, which collectively cover the period from Aug. 15 to Oct. 26, show the committee received contributions totaling \$35,180 and made expenditures of \$25,132, leaving \$10,048 cash on hand. It made contributions to the campaigns of House Commerce Committee members Goodloe Byron (D-Md.) and James W. Symington (D-Mo.), as well as \$22,900 to Republican and Democratic congressional and senatorial campaign committees.

The filing of NCTA's Political Action Committee cover the period June 30 to Nov. 2. On June 30, NCTA had \$1,761.78, which it received from the defunct Political Action Committee of Cable Television (PACT). (The campaign-spending law allowed NCTA to be the umbrella organization for the committee.)

The committee received contributions of \$2,748 for a total of \$4,509.78, of which it spent \$3,930.62, leaving an unspent balance of \$579.16. In addition to Mr. Macdonald's campaign, the committee provided funds for House Commerce Committee Democrats John Jarman (Okla.), Lionel Van Deerlin (Calif.), Mr. Symington, W. S. Stuckey Jr. (Ga.) and Senate Communications Subcommittee member Ted Stevens (R-Alaska).

Following are contributions and expenditures given in the three reports filed by NAB's committee:

Contributions: Mrs. Doris B. Potter, president, Wilkes Broadcasting Co. (WKBC-AM-FM North Wilkesboro, N.C.), \$300; Richard W. Jencks, Washington vice president, CBS Inc., \$200; Willard Walbridge, vice president-corporate affairs, Capital Cities Broadcasting Corp., Houston, \$400; Aldo DeDominicis, presi-

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dent and general manager, Central Connecticut Broadcasting Co. (WRCH-AM-FM New Britain, Conn.), \$250; Frank Balch, president and general manager, WJOV-AM-FM Burlington, Vt., \$200; William Grant, president, KOAA-TV Pueblo, Colo., \$400; Daniel W. Kops, president, Kops-Monahan Communications Inc., New Haven, Conn., \$200.

Also, Dale G. Moore, chairman, Western Broadcasting Corp. (KTFI[AM]-KMVT [TV] Twin Falls, Idaho; KTVM[TV] Butte, KCAP[AM] Helena, KCFW-TV Kalispell, and KGVO-TV Missoula, all Montana); \$400; Stuart T. Martin Jr., president and general manager, WCAX-TV Burlington, Vt., \$200; Paul F. Braden, president and general manager, Radio Station WPFB Inc. (WPFB[AM]-WPBF[FM] Middletown, Ohio), \$200; Richard D. Dudley, president, Forward Communications Corp., Wausau, Wis., \$400; William A. Eckberg, president, Meyer Broadcasting Co. (KFYR-AM-FM-TV Bismarck, N.D.), \$300; Charles R. Dickoff, president, WEAQ(AM)-WIAL(FM) Eau Claire, Wis., \$400; Fred Weber, executive vice president, Rust Craft Broadcasting Co., Margate, N.J., \$150.

Also, James C. Richdale Jr., president, TV Stations Division, Corinthian Broadcasting Corp., New York, \$200; Clair R. McCollough, president, Steinman Stations, Lancaster, Pa., \$500; Aaron Rubin, financial executive vice president, NBC Inc., \$300; Thomas E. Ervin, executive vice president, NBC Inc., \$500; David C. Adams, board chairman, NBC Inc., \$500; Julian Goodman, president and chief executive officer, NBC Inc., \$1,000; Don Durgin, president, NBC-TV, \$500; Robert D. Kasmire, vice president-public relations, NBC Inc., \$150; Theodore H. Walworth Jr., president, NBC Television Stations Division, \$200; Dale Ackers, president and general manager, KRBC-TV Abilene, Tex., \$200.

Expenditures: Representative J. Edward Roush (D-Ind.), \$200; Representative Earl F. Landgrebe (R-Ind.), \$100; Mr. Bryon, \$200; House Democratic Congressional Committee, \$10,350; National Republican Congressional Campaign Committee, \$6,050; Senator John Sparkman (D-Ala.), \$200; Representative Ed Edmonson (D-Okla.), unsuccessful candidate for Senate, \$200; Mr. Symington, \$100; Democratic Senatorial Campaign Committee, \$2,000; Republican Senatorial Campaign Committee, \$4,500.

NCTA Political Action Committee: Contributions: The only contribution listed was \$400 from Paul Puckett, TV Cable Co., Johnson City, Tex. Amounts under \$100 are not required to be included in the reports.

Expenditures: Mr. Jarman, \$500; Wayne Owens, successful Democratic House candidate from Utah, \$50; Senator Stevens, \$200; Mr. Edmonson, \$100; Representative William D. Ford (D-Mich.), \$100; Barefoot Sanders, unsuccessful Democratic candidate for the Senate from Texas, \$100; Mr. Van Deerlin, \$100; Senator Walter Mondale (D-Minn.), \$100; Senator Hubert Humphrey (D-Minn.), who was not running for re-election but was a staunch

supporter of Senator Mondale, \$300; Peter V. Domenici, successful Republican candidate for the Senate from New Mexico, \$250; Jack Daniels, Mr. Domenici's Democratic opponent, \$250; Mr. Roush, \$100; Senator Claiborne Pell (D-R.I.), \$100; Senator Stuart Symington, who was not running for re-election, but whose son, James, was a successful candidate for re-election to the House, \$50; Mr. Macdonald (D-Mass.), \$1,000; Representative John C. Culver (D-Iowa), \$100; Mr. Stuckey, \$100, and Representative James J. Delaney (D-N.Y.), \$200.

## McGovern aides second guess his air campaign

**There's now talk that harder spots should have been started earlier to counter low-key Nixon broadcasts**

A dispute over broadcast-advertising strategy among key figures associated with Senator George McGovern surfaced last week after he was defeated in the presidential election. The dispute reportedly arose in the closing weeks of the campaign.

In the aftermath of the election, Charles Guggenheim, the original architect and supervisor of McGovern broadcast advertising, was criticized by others who played later roles. Mr. Guggenheim, who was said to have left on a trip to Israel, could not be reached for comment. His critics accused him of having extended himself by taking charge of production, placement and other details best left to other experts.

According to the new information, the dissensions in the McGovern camp occurred as the well organized Nixon broadcast campaign was proceeding as planned.

Mr. Guggenheim, a Washington-based

filmmaker, had been producing campaign material for Senator McGovern since 1960. For the presidential effort, Mr. Guggenheim hired Independent Media Services, New York, to handle timebuying, and Dick Gershon, president, handled the account. Liz Stevens, wife of American Film Institute Director George Stevens, was media coordinator. But it was Mr. Guggenheim who engineered the creative strategy, produced the commercials and made the over-all buying decisions.

Most of the early five-minute spots shown in September had been made for the presidential primaries. They were designed to introduce the public to Senator McGovern. They showed him among small groups of people (factory workers, old people, small-business men, veterans) listening to their complaints, fears and hopes. Mr. Guggenheim also planned a series of 10 regional talk-a-thons (BROADCASTING, Oct. 30) in which viewers could question the senator directly on the air. In addition, a series of nine half-hour programs ran nationally on network TV. These half hours included a film biography of the senator that had been produced for the primaries (it was telecast Oct. 1 and Nov. 6), and *The Candidate's Journal*, the reflections of the senator on problems facing five Americans he had met along the campaign trail (seen Nov. 1 and 5). These shows were intended to emphasize Senator McGovern's compassion and concern for his fellow Americans—but they did not deal heavily in specific issues. The charge was being made, by Republicans and Democrats alike, that Senator McGovern was "fuzzy" on the issues.

As early as Oct. 2, Lawrence O'Brien, Democratic national campaign chairman, paid a visit to Tony Schwartz, media consultant in New York, to find out whether he would create some strong commercials for the McGovern campaign. Mr. Schwartz (who worked on 29 other political campaigns this year, 25 of which were victorious) was agreeable. In fact, he showed Mr. O'Brien a rough copy of the "\$" spot the Democrats later used. It showed a dollar bill with Washington's face toward the camera. A voice-over asserted the dollar had lost not only its monetary value but its symbolic value as well. As the narrator talked, the face dissolved and President Nixon's face emerged.

Mr. O'Brien went back to Washington but could not persuade Mr. Guggenheim to use Mr. Schwartz. Instead, Mr. Guggenheim produced his own "hard" commercials, which came to be known as "the crawls." On a black screen, white copy would crawl up from bottom to top as the voice-over read it. John Stuart, director of communications in Mr. O'Brien's office, characterized these spots as "newspaper ads that ran on TV." He felt they were "stuffed" with information the viewer could neither absorb nor retain.

On Oct. 21, Mr. Stuart met with Tony Schwartz and asked him to produce a series of hard-hitting spots for the campaign. Four days later, at a total cost of \$7,000, Mr. Schwartz had a reel of five 60-second spots ready. Mr. Stuart



**Second-guessed.** Charles Guggenheim, one of many scapegoats to come in the McGovern campaign, was responsible for most of the senator's TV campaign.



On the winning team. Stan Moger, who bought spot for the Nixon broadcast campaign.

took the reel to Washington. Reportedly over Mr. Guggenheim's objections, Senator McGovern selected two spots for national exposure and two more for regional use. One of the national spots was "Corruption," a series of newspaper headlines depicting controversies surrounding ITT, Watergate, the Russian wheat deal and others as the voice-over intoned: "This is about corruption. This is about sabotage. This is about bugging. This is about the White House. And this is how you stop it." The screen cut to the name "McGovern," and the announcer ended: "With your vote."

The other national spot, "Voting Booth," was written by Mr. Schwartz's wife, Reenah. It showed a man in a voting booth trying to make a decision. His stream-of-consciousness noted that others at his office were voting for President Nixon, but he had a bad feeling about doing the same. He reminisced, "This is the hand that voted for John Kennedy," and, going with his "gut feelings," he pulled the lever for Mr. McGovern.

In addition to the "\$" spot, a "Nixon" commercial was selected for regional use. The name "Nixon" was the only visual on a black screen. The announcer said, "People have deep feelings about President Nixon," and a string of apparently ad-libbed opinions by men and women followed: "He was caught in the act of stealing." "The White House is a syndicate." "Prices keep going up." "Four years and no peace." The announcer ended: "That's exactly why this is brought to you by the McGovern for President Committee."

One spot the senator felt was too strong to use had a piece of newsreel footage showing a Vietnamese woman walking down a dirt road, carrying her dead child. There were sound effects of jets overhead. On the screen was superimposed: "Dr. Henry Kissinger/Oct. 25, 1972," as his voice was heard saying, "We have restricted our bombing to military areas, in order to show our good-

will." The voice track started repeating "... in order to show our goodwill." The camera cut to a long shot of the lone woman on the road as a child's voice asked: "Does a President know that planes bomb children?"

The general feeling in Mr. O'Brien's office last week was that the Schwartz commercials were effective but came too late in the campaign. Mr. Stuart told BROADCASTING that he thought Mr. Schwartz's material should have been on the air early in October.

Liz Stevens, McGovern media coordinator, felt the nine half-hour programs were "the most effective component in our campaign." When asked why more of these shows were not bought for the 7:30 p.m. time slot and "roadblocked" (only two were and they received spectacular ratings), she replied: "The stations were fed up with the 7:30 time. They just wouldn't clear." She said reaction from state organizations to the "crawl" commercials was strong. She did not care for the Schwartz commercials, saying, "they were rather indifferent."

Mr. Schwartz explained his strategy this way: "Guggenheim's campaign assumed that McGovern was the issue. My commercials made Nixon the issue. There was no real understanding of media in the Guggenheim campaign. The 'crawl' spots should have been delivered by Western Union, not broadcast. TV is more personal. McGovern could have talked directly to the President. He could have bought a 60-second spot during a football game, looked straight into the camera and said: 'I'm sorry to interrupt the football game, but I know Mr. Nixon likes football. Mr. Nixon, look me in the eye and tell me why you won't debate me. I'll even pay for the time if you'll discuss the issues with me.'"

Mr. Schwartz said Mr. Guggenheim is "an excellent filmmaker." But he added that Mr. Guggenheim made a mistake in taking charge of every aspect of the media campaign: "In a job like this there's room for a lot of people. What makes Charlie Guggenheim think he knows all these areas better than anyone else?" John Stuart agreed, saying: "A campaign ought to have a media director who is not involved in producing the materials. That's like a player-coach. When do you take yourself out of the game?"

By contrast, the Committee to Re-Elect the President set up a completely self-sufficient agency, the November Group, to handle all advertising for the



Late-comer. Tony Schwartz of Environmental Media Consultants Corp. and the "Voting Booth" spot he created.

campaign. It was staffed by expert ad men. Peter H. Dailey, president of Dailey & Associates, a Los Angeles-based agency, was president of the November Group; Phil Joanou, a vice president of Doyle Dane Bernbach, Los Angeles, was executive vice president; Mike Lesser, a senior vice president of Marshall, New York, was general manager; Bill Taylor, senior vice president-creative director of Ogilvy & Mather, New York, was creative director; George Karalekas, director of advertising services at Canada Dry, New York, was director of media operations; Paul Muller, vice president-treasurer of Young & Rubicam, New York, was director of finance; and Mike Heinrich, on loan from RCA, was in charge of sales promotion. In addition, the Republicans hired SFM Media Corp., New York, and SFM's Stan Moger in particular, to coordinate their spot buying.

Basking in victory, members of the November Group said that they would not have changed any aspect of their broadcast advertising campaign. Peter Dailey, president, said they had anticipated a stronger issues campaign from Senator McGovern: "We were surprised to see them go with the primary materials. They were superb for the primaries, but too vague for a presidential campaign. I had a difficult time understanding what their message was supposed to be."

By the time of the Republican convention last August, the November Group had mapped out its over-all game plan: It would run on the President's record in office. It had five-minute spots prepared on the White House conference on older Americans, and Richard Nixon's historic trips to China and Russia. It produced 60-second spots showing the President discussing issues with various advisers, and it had a general 60-second spot that surveyed the Nixon years in terms of Vietnam and the economy. These were issue-oriented commercials that showed the President creating policy and giving strong opinions. On Sept. 11, Peter Daily told BROADCASTING: "We've been prepared since New Hampshire; and if we end up this campaign overprepared and underspent, we'll be very happy."

Meanwhile, former Governor John Connally of Texas organized Democrats for Nixon. In August, it hired JFP & Associates, Duluth, Minn., to handle advertising. (Among the agency's accounts is Jen's [pizzas]. Jen's Paulucci, chairman of the board, was a heavy contributor to Democrats for Nixon.) JFP and the November Group planned an aggressive series of spots attacking Senator George McGovern's position on welfare, defense spending and what they called "the McGovern turnaround" on various issues. It was the Democrats for Nixon spots that led off the broadcast campaign for President Nixon, beginning in October.

Thus the Republican campaign effort had two ad agencies and a buying service plus a supply of issue-oriented spots coordinated and ready to air as early as August. They held off until October, however, for several reasons: The President was already well known to the voters; as

President he was a heavy newsmaker and didn't need a lot of advertising when pure news coverage would keep him before the TV audience; Nixon strategists didn't want a heavy barrage of commercials to create the impression that the President was being "sold", and, finally, they didn't want to exhaust their material early in the campaign.

Democrats for Nixon commercials were conceived to advertise the President without appearing to cast him or his party in the role of doing the selling. They were aimed at "regular" Democrats who were undecided about whom to vote for or whether to vote. The effect of this appeal, observers feel, may be readable in the results. In the face of a historic landslide victory for a Republican President both the Senate and House kept their Democratic majorities. The commercials had dealt specifically with the Presidency and had made no pretense of extending the President's coattails to lesser races.

TV network time for the two main presidential candidates was bought in the following distribution:

Sixty-second spots on behalf of President Nixon: ABC seven, CBS eight, NBC 25 for a total of 40.

Sixty-second spots on behalf of Senator McGovern: ABC one, CBS 13, NBC 22 for a total of 36.

Five-minute spots for President Nixon: ABC 27, CBS 26, NBC 21 for a total of 74.

Five-minute spots for Senator McGovern: ABC 11, CBS 30, NBC eight for a total of 49.

Half-hour paid political programs:

Democrats for Nixon: two, Oct. 20 at 7:30 p.m. NYT, on ABC-TV, NBC-TV and four CBS O&O's, and Oct. 23 (re-broadcast of Oct. 20 program) at 7:30 p.m. on NBC-TV.

TV Committee to Re-Elect the President: two, Nov. 2 at 7:30 p.m. on NBC-TV, five CBS O&O's and 120 stations on spot buys, and Nov. 6 at 8:30, on NBC-TV and ABC-TV.

McGovern for President: nine, Oct. 1, 8:30 p.m., CBS-TV; Oct. 10, 7:30 p.m., CBS-TV and 27 spot buys; Oct. 15, 10 p.m., NBC-TV; Oct. 20, 10:30; ABC-TV; Oct. 25, 7:30 p.m., ABC-TV and NBC-TV, four CBS O&O's and four other spot buys; Nov. 1, 10:30 p.m., NBC-TV; Nov. 3, 10:30 p.m., CBS-TV; Nov. 5, 10 p.m., NBC-TV; Nov. 6, 8 p.m., NBC-TV.

The half-hour programs that ran at 7:30 p.m. NYT on Oct. 10 (McGovern), Oct. 20 (Democrats for Nixon), Oct. 25 (McGovern) and Nov. 2 (Nixon) used the so-called Treyz plan of purchasing "local" time through the networks, buying more than one network and/or spot buying in key markets to create a "road-block" effect in those markets (all or most stations carrying the same program at the same time). The plan takes its name from Oliver Treyz, one-time president of ABC-TV, who was revealed to have devised it (BROADCASTING, Oct. 9). These four broadcasts received high audience shares for political broadcasts, averaging in the high 30's and 40's (Democrats for Nixon received a 56 share of the New

York audience). Other half-hour programs that used only one network received under-10 shares of the audience.

The McGovern-Shriver team also took frequent advantage of invitations to appear on network news shows. Senator McGovern appeared on NBC's *Today* three times and *Meet the Press* once, ABC's *Issues and Answers* twice, CBS's *Face the Nation* twice and *Morning News with John Hart* once. Sargent Shriver appeared on NBC's *Today* and *Meet the Press* once each, ABC's *Issues and Answers* twice, and once each on CBS's *Face the Nation* and *Morning News with John Hart*. By contrast, Vice President Spiro Agnew appeared once on *Meet the Press* and *Issues and Answers*. President Nixon rejected all invitations to appear on these programs.

## Nixon outspends McGovern in total but not on air

**Over-all bills run nearly double, but broadcast only two-thirds, according to latest GAO summary**

President Nixon spent nearly twice as much as his Democratic opponent, Senator George McGovern (S.D.), to gain another four years in the White House. But he spent only two-thirds of the McGovern total in communications media. Those were the statistics contained in the latest reports filed by the principal Democratic and Republican presidential-campaign committees with the General Accounting Office.

A total of \$35,178,792 was spent by four GOP committees after the campaign-spending law went into effect last April. Of that amount, \$4,392,644 went to communications media. There were total individual contributions of \$13,506,548 and total receipts of \$26,646,853.

The McGovern camp spent \$18,475,912 over-all, of which \$6,042,204 was used for communications media. Individual contributions amounted to \$12,468,295 and total receipts, \$18,703,275.

Just before the election, in the period Oct. 17 to Oct. 26, Senator McGovern's campaign committee spent \$2.3 million on television and radio and was \$2.7 million in debt. President Nixon's various committees, on the other hand, spent under a half million in broadcast and were over \$1 million in the black. An earlier report by the committees showed the two parties about equal in TV-radio spending (BROADCASTING, Oct. 30).

The combined summary reports filed by the major GOP committees showed debts of \$1,560,000 for the period but obligations owed to them totaling \$2,682,235, leaving \$1,122,235. McGovern for President Inc. had debts of \$2,704,821, but only \$124,480 was owed to it.

Here are some details of the broadcast-spending patterns of the two parties for the Oct. 17-26 period:

The Media Committee to Re-Elect the President provided a \$430,000 advance

to the November Group, New York (the Nixon campaign's house agency), but those funds were unspent as of Oct. 26.

The Radio Committee to Re-Elect the President provided the November Group with a \$900,000 advance, which was also unspent as of Oct. 26. A portion of a previous advance that was not spent brought the total unspent funds to \$901,886.

The Finance Committee to Re-Elect the President advanced the November Group \$374,792, but only \$82,719 of it was spent, leaving a balance of \$292,072.

The Television Committee to Re-Elect the President provided the November Group with an advance of \$599,000, of which \$479,445 was spent. The breakdown for network-television buys: CBS-TV, \$107,023; ABC-TV, \$87,143; NBC-TV, \$180,679. For network radio: CBS, \$9,180; MBS, \$14,960; NBC, \$8,086. Spending was \$47,821 for spot TV; \$3,004 for spot radio; another \$27,555 was earmarked for spot TV and radio.

Expenditures by McGovern for President Inc. for the period totaled \$2,822,325, of which \$2,363,653 was allocated to broadcast. The breakdown: \$2,350,000 to Guggenheim Productions, Washington, for TV and radio time; \$6,034 to Independent Media Services, New York, for TV spot; \$5,063 to The Collaborative Group, Portland, Ore., for TV spot; \$2,233 to Dowd Bros. & Barton, Boston, for TV spot; \$153 to WMOD(FM) Washington for spots; \$170 to WHFS(FM) Bethesda, Md. (Washington), for spots.

The following network-TV buys came out of money provided to Guggenheim Productions (editing charges are shown in parentheses): CBS-TV, \$295,696 (\$18,775); NBC-TV, \$253,823 (\$3,323); NBC-TV, \$143,506 (\$20,642).

Network radio buys amounted to \$54,600 on CBS, \$27,150 on NBC and \$7,344 on MBS.

Final reports on receipts and expenditures are due from the campaign committees on Jan. 31, 1973.

## FCC tells Spock: No time due

**But Socialist Workers' Grogan gets favorable commission ruling**

Minor-party candidates lost one and won one in 11th-hour decisions the FCC handed down Monday (Nov. 6) on political-broadcast complaints. The loser was Dr. Benjamin Spock, Peoples' Party candidate for President; the winner, Patricia Grogan, Socialist Workers Party candidate for governor of Illinois.

The commission, on a 5-to-1 vote, refused to order ABC, CBS and NBC to give a half hour of free time to Dr. Spock on election eve, as requested by the Peoples' Party. The party had maintained that the networks had violated the fairness doctrine by failing to provide adequate coverage of Dr. Spock's views during the campaign.

But the commission said it lacked the facts to determine whether there had

been a fairness-doctrine violation. It said the party, which did not submit its complaint until the close of business on Nov. 2, had not not demonstrated that Dr. Spock's campaign was sufficiently "substantial" to render unreasonable the networks' judgment that their coverage was adequate.

Commissioner Nicholas Johnson, the lone dissenter, said in a separate statement, that the coverage of CBS and NBC during the final three weeks of the campaign—"zero appearances and zero minutes"—does not comply with their obligations under the fairness doctrine.

The commission, in the other formal ruling issued on Monday, concluded that Ms. Grogan was a legally qualified candidate and, therefore, entitled to free time equal to that given her Democratic and Republican opponents on CBS's WBBM-AM-TV Chicago and KMOX-TV St. Louis. CBS had contended she was not a legally qualified candidate for governor.

The commission overruled CBS on a 3-to-2 vote, with Chairman Dean Burch and Commissioners Robert E. Lee and Johnson in the majority and Commissioners Charlotte Reid and Richard E. Wiley dissenting.

## Pre-election questions, complaints swamp FCC

**Total of 3,231 hit commission during month of October**

The percent of voters turning out at the polls last week may have been the lowest since 1948, but the workload of the political campaigns produced for the FCC staff, in terms of complaints and inquiries about political candidates' rights and fairness-doctrine matters, was the heaviest ever, by far.

The commission's complaints and compliance division, which has primary responsibility in such matters, reported it had received 3,231 complaints and inquiries during October—more than 10 times the 310 that were received in the last full month preceding the last presidential election, in 1968. The number handled in October during the off-year campaign of 1970 was 498.

Over the years, the number of complaints concerning candidates' rights has grown much more rapidly than those involving fairness matters. In 1968, the commission received 130 complaints and inquiries concerning the equal-time law and 180 involving the fairness doctrine. The numbers were 366 and 132 in 1970.

And last month, the staff received 2,764 complaints and inquiries concerning candidates' rights and 467 that involved fairness-doctrine interpretations. Helping to swell the total concerning candidates' rights—although no breakdown was made—was the new campaign-spending law's requirement that broadcasters afford candidates "reasonable access" to their facilities.

Most of the complaints and inquiries were received and disposed of by telephone. The more difficult were answered by letter or in written orders.

## Broadcast Advertising

### TVB offers look down the road

**Briefings on television's gains, plus reports of problems ahead on agenda of annual meeting this week in New York City**

The double image of the TV business—the good news of burgeoning sales and the bad news of the broadcast industry's problems—is the theme of this week's 18th annual meeting in New York of the Television Bureau of Advertising.

Norman E. (Pete) Cash, president of TVB, said the Nov. 14-16 meeting will look ahead to 1973 as a time when advertiser investments will be rising "well over \$4 billion" but with telecasters "facing numerous problems from within and outside the industry."

Meantime, a new report on the working woman, that shows her spending more time with television than with any other single medium, is to be distributed at the meeting. The report, designed and commissioned by the bureau and conducted by R. H. Bruskin, research firm, found that 45% of the time working women spend with major media is devoted to television. The remaining 55% is spent with newspapers, radio and magazines.

According to the TVB-Bruskin study radio comes off second to TV but well ahead of the print media. Average daily viewing by working women, it stated, comes to 88 minutes; daily radio listening to 72 minutes; newspaper reading to 24 minutes and magazine use to 12 minutes.

The TVB meeting, at the Waldorf-Astoria hotel, opens with a reception and dinner Tuesday featuring a speech by Virgil Day, vice president-business environment, General Electric Co., on wage and price controls, energy needs and ecology, and their effects on broadcasters, other businessmen and the public.

Wednesday morning events begin with a report by Albert J. Gillen, Poole Broadcasting, TVB's board chairman, followed by a special award to the Lutheran Church-Missouri Synod, to be accepted by Martin J. Neeb Jr., executive director.

These are to be followed by panel discussions of next year's economy and of spot sales. The economy will be viewed by trade press editors: Edwin H. James, vice president and executive editor, BROADCASTING; James O'Gara, vice president and editor-at-large, *Advertising Age*; Norman Glenn, editor and publisher, *Media Decisions*, and Sol Paul, editor and publisher, *TV/Radio Age*. Robert Wiegand, WTAF-TV Philadelphia vice president and general manager, is the moderator. Sales, with a particular look at 1973, will be discussed by Gene Mitchell, director of marketing, RKO-Television Representatives, New York, and James R. Sefert, senior vice president, Peters, Griffin, Woodward, Chicago. Harvey Spiegel, TVB's vice president, sales and marketing, will moderate.

Also slated as part of the session on

sales: A TV case study of the Milton Bradley Co. by George H. Merritt, its advertising manager, and a presentation by Richard Noll, TVB vice president-national sales, of a before-and-after study conducted by TVB and Colonial Stores of the food chain's use of television.

Acceptance at the Wednesday luncheon of the bureau's "Advertiser of the Year" award will be made by Sears, Roebuck's Gar K. Ingraham, national retail sales-promotion and advertising manager. His talk will be followed by a panel discussion of the fairness doctrine, with panelists Victor Ferrall, Koteen and Burt law firm, Washington; D. Thomas Miller, president, CBS Television Stations Division; Storer Broadcasting attorney Warren Zwicky of Washington. Moderator will be Richard Block, vice president and general manager, Kaiser Broadcasting, San Francisco.

A closed membership session Wednesday afternoon will be followed by a reception and buffet that night.

Activities Thursday morning will be given over to a filmed TVB presentation, "The Ups and Downs of Sales"; a presentation on computer systems with Jack Finlayson, vice president, Broadcasting Computer Services, Colorado Springs; James Rupp, vice president, marketing, Cox Broadcasting, New York; Norfleet Turner, Data Communications Corp., Memphis. Jack McGrew, executive vice president and station manager, KPRC-TV Houston will be the moderator. Next will be the presentation of winning commercials in TVB's fifth annual local commercials competition.

The meeting will end with a luncheon Thursday held in conjunction with the International Radio and Television Society and featuring a discussion on the election by John Chancellor of NBC, Walter Cronkite of CBS and Harry Reasoner of ABC.

## FTC told Dry Ban ads 'speak for themselves'

Bristol-Myers Co. and its advertising agency, Ogilvy & Mather, have denied charges of false TV advertising for Dry Ban antiperspirant issued last September by the Federal Trade Commission.

The FTC contended that the demonstration falsely purports to prove that Dry Ban is superior to competing brands. The agency also charged that, contrary to the TV commercials, Dry Ban is not a dry spray, that it is wet when applied to the body and that when it dries it leaves a visible residue.

Bristol-Myers's response that the commercials are not false, misleading or deceptive claimed that the demonstration is evidence that Dry Ban is what the advertisement claims it to be. O&M said the commercials "speak for themselves."

Both firms asked the FTC to dismiss the complaint which was issued almost a year after the FTC announced that it proposed to do so (BROADCASTING, Aug. 30, 1971). As usual in these cases, the firms and the FTC attempted to negotiate a consent agreement during that year.

## Radio can have it both ways

**Ayer study finds advantage in radio's twin ability to reach both mass and target audiences**

N. W. Ayer & Son has released an analysis of radio from the advertising point of view—exploring also audiences and formats—that finds radio “expansive enough to potentially reach every individual within its range yet selective enough to zero in on the smallest specific audience.”

According to Ayer, radio's greatest strength for advertisers and their agencies is “the ability to effectively communicate with a target audience.” Ayer's analysis, prepared by its media department, cites available data such as set sales (up annually 385% over the total of 20 years ago), the average household figure of 5.5 radio sets, the \$2.3 billion spent in the U.S. for sets last year, the 280% jump in automobile radios (and the 65% use during drive time) and the growth of transistor set sales and of FM-only receivers.

The agency's analysis also points up the high (58%) score for radio among adult males who cited the medium as their source for morning news, but notes, “the diversified nature of radio, its ease of listenership and portable nature has made

radio a very personal, one-to-one medium affording an advertiser's message special selectivity and individuality.”

In moving ahead from this point of target audience, Ayer outlines program formats (contemporary top 40, middle of the road, standard, good music, classical and semi-classical, modern country—the Nashville sound, talk, news, and ethnic and religion).

According to Ayer, American Research Bureau's April-May 1972 reports showed the following dominant formats in each of the top 10 markets: good music in New York and Los Angeles with six and seven stations respectively obtaining a 23% and 22% respective share of the market; contemporary in Chicago and Philadelphia with five stations in each market obtaining respective 24 and 23 shares; news in San Francisco with two stations and a 27 share; MOR in Washington, Boston and Pittsburgh with four, eight and six stations respectively and with respective shares of 32, 41 and 55, and one talk station in St. Louis with a 34 share. (Shares in all cases are local market share achieved by the highest rated station reaching total adults for an average quarter hour of listening, Monday-Sunday, 6 a.m.-midnight.)

Still other breakouts showing numbers of stations by format and share of average audience, average hours of listening and demographics by program formats are included in Ayer's presentation. The

analysis notes where the specific formats are listened to by what age groups, citing studies issued by the Radio Advertising Bureau in 1970.

## Business group affirms need for ad substantiation

**Presidential council members want no more government regulation, but urge integrity in consumer advertising**

“Advertisers must be able to substantiate the truth and accuracy of all claims with reasonable supporting information.” That statement came today (Nov. 13) not from a government agency, not from a public-interest firm, but from a group of advertisers and businessmen who are members of a presidential council.

That group is the sub-council on advertising and promotion of the National Business Council for Consumer Affairs, appointed by President Nixon in 1971. The sub-council is headed by Robert J. Keith, chairman and chief executive officer of the Pillsbury Co., and Archibald McG. Foster, chairman and chief executive officer of Ted Bates & Co.

Earlier this fall, it called on advertisers, agencies and TV and radio broadcasters to reduce violence in programs and advertising (BROADCASTING, Sept. 25).

In the report on advertising substantiation, the sub-council emphasized: “It is important that businessmen protect and preserve the integrity of consumer advertising.” It recommended against government restraints on the advertiser's right of expression in commercial advertising that are not reasonably necessary to prevent fraud and deception and to protect the public health.

In spelling out 13 guidelines, the sub-council stressed that advertisers substantiate in advance factual claims relating to safety, performance, effectiveness, quality and price.

Among the guidelines advertisers were called, among other things, to word claims “to communicate clearly and accurately the realistic scope of the claim”; to relate performance demonstrations closely to claimed consumer benefits; and to give special consideration to advertising directed at special audiences, like children, to eliminate confusion.

Last week, the same group issued its report on corporate policies and procedures on advertising and promotion. This recommended that the chief executive officer of the corporation involve himself in the development of such policies and procedures; that statements in this area should be reduced to writing, distributed to all individuals involved in advertising and promotion, made available to interested outsiders, and be made subject to continuing review and revision.

Chairman of the national council is Robert E. Brooker, Marcor Inc. and Montgomery Ward & Co.; co-chairman is Donald S. Perkins, Jewel Companies Inc.



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## Hallmark commits to a TV future

**It pledges \$6 million a year over next 10 years for more of its 'Hall of Fame' specials**

Hallmark Cards Inc. expects to spend approximately \$60 million to continue its *Hallmark Hall of Fame* TV series over the next decade. Donald J. Hall, president, made the announcement Thursday (Nov. 9) at a luncheon given by NBC in New York to honor the series on its forthcoming 100th telecast.

"Since the inception of the program in 1951," Mr. Hall said, "we've invested about \$50 million in quality television drama. In the next decade we expect to invest something like \$60 million—more in the next decade than the last two decades combined. Rather than phasing out or cutting back, we're increasing our commitment to quality television drama."

Mr. Hall, departing from Hallmark's practice of disclosing program plans only after production details and casting have been completed, disclosed four productions that he said are among those planned for 1973-74. They were "The Country Girl," by Clifford Odets, to be produced by David Susskind/Talent Associates; a musical version of "The Gift of the Magi," by O. Henry, also to be produced by Mr. Susskind; "Lisa Bright and Dark," an original teleplay adapted from a novel by John Nuefeld, to be produced by Bob Banner Associates on location in Hallmark's home town, Kansas City, Mo., and "The Borrowers," from the books of Mary Norton, to be produced by FCB Productions in association with Charles M. Schulz Creative Development Corp.

*Hall of Fame's* 100th telecast, opening its 22d year on TV, will be "The Hands of Cormac Joyce," starring Stephen Boyd, Colleen Dewhurst and Dominic

Guard, on Friday (Nov. 17) at 8:30-10 p.m. NYT. To mark the occasion, Don Durgin, president of the NBC-TV network, presented to Mr. Hall a 19-inch-tall obelisk honoring him and his father, Hallmark founder, Joyce C. Hall, "who cared enough to send America the very best—100 specials/22 years."

## Fritz takes over helm at Blair

**Differences over firm's goals understood to have prompted Martin to resign as president**

Jack W. Fritz, president of Blair Television, last week was elected president of John Blair & Co., a pioneer and a leader in station representation.

Mr. Fritz succeeded Francis Martin Jr., who had served as president and chief executive officer for exactly seven years (he was elected to the posts in November 1965). The moves were announced Wednesday (Nov. 8), the company noting that Mr. Martin in resigning had stated he was "stepping aside for a new management team."

It was announced that while Mr. Martin will continue as a board member and adviser to the firm, he "will pursue other opportunities." Mr. Martin, who left New York last week for an extended

visit to the West Coast, did not disclose his plans.

The Blair announcement did not explain the reasons for Mr. Martin's resignation as an officer, but it was indicated that the parting, while amicable, was based on policy differences.

It was known that management of the publicly held company had been split over the firm's future course. Coincident with its becoming public in late 1965, Blair began a diversification program, buying extensively into the graphics-arts field. Though station representation is still the major activity of the company, its contribution to earnings of the business over-all has been decreasing.

According to sources close to the company, its executives had subsequently opted for a policy that would emphasize broadcast as opposed to an expansion in nonbroadcast activities, and apparently it was primarily this issue that led to Mr. Martin's resignation.

In station representation, Blair Television has a Station Division repping 23 TV stations, and a Market Division repping an additional 46 TV outlets. The Blair Radio Division reps 65 AM and 38 FM stations. The company has Blair Graphics Division and several smaller subsidiaries.

Last summer and again in the fall, Mr. Martin reported to stockholders on a continuing situation in which the graphics division had improved its earnings while the earnings in broadcast representation

### The Colonel's quote...

"We know advertising as the great diffuser and spreader of new things to the world. Someone has called advertising 'the Johnny Appleseed' of our society — and that's true. We believe that as the things and systems change in the world, the very management of our society depends on our abilities to spread and distribute things in it. Advertising is the very model of the whole system of distribution."

Don Seymour, Chairman  
J. Walker Thompson Company  
before the 1972 annual meeting  
of the American Association  
of Advertising Agencies.



**Here's to you.** Donald J. Hall (l), president of Hallmark Cards, accepts obelisk presented by Don Durgin, president of NBC-TV, to mark the 100th *Hallmark Hall of Fame* telecast on NBC-TV, scheduled for Friday night (Nov. 17).

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had declined (BROADCASTING, Nov. 6, Aug. 7). The company's latest financial statement, for the nine months ended last Sept. 30, reported increased earnings and revenues over the comparable period last year.

Mr. Fritz said he will continue as head of Blair Television. He noted that Vice Presidents Don Saraceno and Oliver T. Trittler had been brought in from the San Francisco and Los Angeles offices, respectively, in a move to strengthen the station division operation in New York (BROADCASTING, Nov. 6).

Mr. Fritz stressed that priority would be given to shoring up Blair's present representation business. When WHDH-TV Boston was shut down by the FCC last March, Blair Television lost one of its biggest customers.

Mr. Fritz in 1954 and Mr. Martin in 1951 started with Blair as salesmen. Mr. Fritz subsequently became vice president and New York sales manager and then general manager of Blair Television's Station Division, a member of the Blair board in 1967 and a corporate officer two years ago as vice president and general manager of broadcasting. Last May, Mr. Fritz assumed the presidency of Blair Television. Mr. Martin advanced to a sales managership in 1961, then became executive vice president of Blair Television and its president in March 1965, and, eight months later, president and chief executive officer of John Blair & Co.

## NARB at work

### Advertising's self-policing unit settles 23 cases in last two months

The National Advertising Review Board reported last week that it resolved eight of 23 complaints against national advertising during the period Sept. 1 through Oct. 31, and had dismissed the remaining 15 as without merit.

NARB is the advertising industry's self-regulatory arm. The National Advertising Division (NAD) of the Council of Better Business Bureaus acts as NARB's investigative arm.

The board said that in all cases of the complaints NAD found justified, advertisers cooperated by removing the

## BAR reports: television-network sales as of Oct. 22

CBS \$503,973,200 (36.3%); NBC \$457,954,600 (32.5%); ABC \$432,439,000 (31.0%)\*

| Day parts                        | Total minutes week ended Oct. 22 | Total dollars week ended Oct. 22 | 1972 total minutes | 1972 total dollars     | 1971 total dollars     |
|----------------------------------|----------------------------------|----------------------------------|--------------------|------------------------|------------------------|
| Monday-Friday Sign-on-10 a.m.    | 92                               | \$ 572,700                       | 3,113              | \$ 18,586,000          | \$ 18,746,600          |
| Monday-Friday 10 a.m.-6 p.m.     | 1,030                            | 10,164,600                       | 40,710             | 288,678,500            | 260,316,900            |
| Saturday-Sunday Sign-on-6 p.m.   | 368                              | 8,661,900                        | 12,985             | 165,741,300            | 130,686,400            |
| Monday-Saturday 6 p.m.-7:30 p.m. | 98                               | 2,561,200                        | 3,949              | 71,922,500             | 59,941,100             |
| Sunday 6 p.m.-7:30 p.m.          | 14                               | 455,300                          | 559                | 12,418,600             | 16,487,900             |
| Monday-Sunday 7:30 p.m.-11 p.m.  | 425                              | 25,520,800                       | 16,594             | 755,847,700            | 722,394,200            |
| Monday-Sunday 11 p.m.-Sign-off   | 163                              | 3,090,300                        | 6,341              | 81,172,200             | 57,069,300             |
| <b>Total</b>                     | <b>2,190</b>                     | <b>\$51,026,800</b>              | <b>84,251</b>      | <b>\$1,394,366,800</b> | <b>\$1,265,642,400</b> |

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

bases for the complaints. Of those complaints dismissed, the advertisers involved had submitted adequate substantiation of ad claims, NARB said.

But NAD found the use of statistical data and survey results questionable in a number of cases, and NARB urged that advertisers "be as willing to supply NAD with substantiation as they are to copy acceptance departments" at the TV networks, "and as quickly." The board said that obtaining substantiation "often involves a painstakingly slow interchange of correspondence."

It also said that 36 new complaints received within the past few months had been referred to the council's Trade Practices Division, in Washington, for review and evaluation. These complaints were directed at print and broadcast advertising for a diversity of products but mentioned specifically were automotive products, airlines and other transportation services, men's toiletries, proprietary drugs, cosmetics and appliances—and that among individual consumers "acting on their own," airline advertising ranked as the principal source of complaint.

The board, on the basis of recent cases reviewed, issued several "insights" into advertising acceptability, citing various NAD judgments. Among these:

■ Consumer-group complaints tend to be more conceptual than those of indi-

vidual consumers dealing more with advertising techniques.

■ Animated demonstrations of product efficiency should visually demonstrate what's verbally claimed for the product;

■ Challenges of the use of subjective words as "great taste" in advertising foods cannot be upheld, but advertisers must be prepared to substantiate claims that their product tastes "better" than competing products.

■ Consumers now interpret the word "organic" in ads as meaning "naturally grown," "naturally good," "not artificial": the words "environment" and "environmental," if carelessly used, can be challenged by conservation groups and ought to be avoided unless the product advertised makes a positive contribution to the environment.

## A focus on drug ads

### Church group's Washington session bypassed by some who fear a fixed view on issues involved

The ethics of drug advertising will be the subject of what the National Council of Churches of Christ calls "unprecedented public hearings" in Washington Nov. 14-16. The hearings will be held in Hearst Hall on the National Cathedral grounds.

Thrust of the hearings, announced earlier this fall (BROADCASTING, Sept. 18), will center on mood-altering drugs, both over-the-counter and prescription types, according to the Rev. Thomas E. Price, chairman of the NCCC's committee on alcohol and drug problems and director of the project.

Witnesses will be heard by a 10-member panel, principally made up of church representative but also including John W. Macy Jr., recently resigned president of the Corporation for Public Broadcasting.

Among the announced witnesses are Senator Gaylord Nelson (D-Wis.), sponsor of an omnibus drug bill; FCC Commissioner Nicholas Johnson; Dr. Peter Kanter, University of Southern California School of Business; representatives of

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the Proprietary Association (whose members manufacture over-the-counter drugs); the Pharmaceutical Manufacturers Association (whose members make prescription drugs), the Medical Committee for Human Rights and the Stern Community Law Firm.

Media and advertising firms and associations were invited to participate but, except for one agency specializing in medical advertising, none have accepted. The principal objection is that the panel obviously would have a fixed view of the issues and that appearances would be counter-productive ("Closed Circuit," Sept. 25). However, the group is entering as part of the record last July's testimony by Vincent T. Wasilewski, president of the National Association of Broadcasters, before the National Commission on Marijuana and Drug Abuse (BROADCASTING, July 24).

Members of the panel, in addition to Mr. Macy, are Cynthia Wedel, president of NCCC; Rabbi Leonard A. Schoolman, Union of American Hebrew Congregations; William Thompson, stated clerk and chief executive, United Presbyterian Church; Dr. David C. Lewis, Harvard Medical School and director of medical services, Washingtonian Center for Addictions, Boston; Dr. Michael C. Watson, chairman of the NCCC subcommittee on drug advertising and a Bamberg, S.C., general practitioner; David Ross, former juvenile judge of Prince Georges county, Md., and now a delegate to the state legislature; Sister Virginia Schwager, U.S. Catholic Conference; Howard Mitchell Jr., University of Pennsylvania law student, and Mrs. Robert Pratt, Church Women United.

## Business Briefs

**Canada Dry for Christmas.** Canada Dry, through Grey Advertising, New York, is sponsoring *Tennessee Ernie Ford's White Christmas Special* on NBC-TV, Saturday, Dec. 23, 8-9 p.m. NYT, preempting *Emergency*. Show is to be produced by 21st Century Productions, Nashville.

**Purex Corp.**, Lakewood, Calif., is introducing Brillo cleanser with spot TV with 90% of ad budget for introduction allocated to TV. Thirty-second commercials are running from Oct. 30 through end of December in New York, Boston, Philadelphia and Miami. Agency is Hoefer, Dieterich & Brown, San Francisco.

**B-M signs.** Bristol-Myers (Bufferin), through Ted Bates & Co., both New York, will sponsor new series of interview programs devoted to health and medicine on NBC Radio's *Monitor*. Barbara Walters and Frank McGee will alternate as hosts of five "Straight Talk About Your Health" segments each week-end.

**Rep appointments.** WPHL-TV Philadelphia: Avco Television Sales, New York • KRZY(AM) - KRST(FM) Albuquerque, N.M.: Petry Radio Sales, New York.

## Inch by inch, FCC moves ahead on renewal cases

**Digging out from under petitions to deny, it grants five renewals, reaffirms two, defers one**

The FCC is continuing to nibble away at the mountain of proceedings involving petitions to deny license-renewal applications that have been filed, in the main, by citizen groups. Last week it denied four petitions aimed at the renewal applications of seven stations—six in Ohio and one in Texas.

But each order did more than dispose of a petition. It reflected the commission's concern over the mountain of such petitions growing even larger; it contained a plea to citizen groups generally to avoid waiting until license-renewal time to resolve differences with broadcasters. Talk to licensees about their service, throughout their license period, the commission urged. It said such a procedure would be more productive.

The commission in its actions renewed the licenses of WCOL-AM-FM Columbus and WBBW-AM-FM Youngstown, all Ohio, and WOAI-TV San Antonio, Tex. It also denied a petition for reconsideration of a grant of the renewal applications of WKBN-AM-FM-TV Youngstown, Ohio; however, the renewal application of WKBN(AM) remains in deferred status for reasons other than those raised in the petition to deny.

The commission vote in each case was the same—5-to-2—with Commissioners Nicholas Johnson and Benjamin L. Hooks the dissenters. They will issue statements.

In each case, the litany of complaints was similar to those involved in most of the well over 100 petitions to deny renewal applications that are still pending: The station had failed to conduct an adequate survey of community problems, had not programed to meet the needs of the minority community and had discriminated against minority-group members in employment practices. And, as it has in the handful of other petitions thus far disposed of, the commission found nothing in those it considered last week that warranted a hearing.

In its WOAI-TV order, for instance, the commission told the Bilingual Bicultural Coalition on Mass Media that it had ignored what the commission said was the comprehensive nature of Avco Broadcasting Corp.'s efforts to ascertain the problems of the public, specifically including Mexican-Americans.

The commission said that WOAI-TV had conducted a series of five advisory conferences to determine community problems, including two youth conferences, a Mexican-American conference and a drug conference, and that the station then proposed to meet the problems with specific programs.

The commission told the Black Broadcasting Coalition, which had opposed the renewal of WBBW-AM-FM, that the commission has never required licensees to broadcast certain types of programming to fulfill their public-interest obligation. It is "not the commission's function to sit as a final arbiter to evaluate the propriety of a licensee's programming decisions."

Rather, the commission said, its function is to determine whether a licensee has made a reasonable effort to deal with the problems of its service area; and, on the basis of information in WBBW's application and opposition pleading, the commission said it had concluded that the station's past programming "has been in the public interest."

And, as it did in the benchmark decision denying a petition to deny the renewal application of WMAL-TV Washington, the commission told the Columbus Broadcasting Coalition (and the Bilingual Bicultural Coalition) that simply indicating the number of minority employees on the station's staff without citing specific instances of discrimination is not a sufficient ground on which to hold a hearing on a discrimination-in-employment issue. (The commission also told the San Antonio group that stations are not required to employ minority group members in proportion to their percentage in the total population.)

The commission denied the petition for reconsideration of the Black Broadcasting Coalition of Youngstown on the ground that it had failed to offer any new facts to support the contention that the WKBN stations' renewal applications should not be granted.

The commission also found no merit in the coalition's argument that community groups cannot make specific allegations in petitions to deny without discovery procedures. The coalition had said the commission should allow a greater latitude for general allegations in petitions to deny than it does. The commission said "any interested party can monitor a station's performance to ascertain the nature of its responsiveness to community needs."

In each of its orders, the commission said it was "not unaware" of the concern being expressed by minority groups about the responsiveness of broadcast stations to local problems. But, it said in its order involving WCOL-AM-FM, cooperation at the local level throughout the license term "is the best and most effective method of resolving local problems and local service." The formal procedures available to groups at license-renewal time, the commission said, are "both cumbersome and expensive and, as a practical matter, should be the last resort."

The exhortation mirrors the policy the commission is expected to adopt in a rulemaking proceeding revamping the agency's license-renewal procedures. Many of the proposed rules, which have been under consideration since February 1971, are designed to institutionalize the role of citizen groups in the renewal process—to insure "a continuing dialogue between the licensee and the community" (BROADCASTING, Feb. 22, 1971).

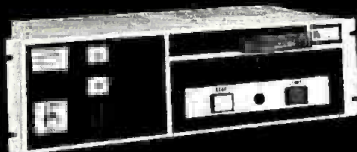
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## Johnson examines Johnson's record

**NAB regional hears commissioner evaluates his six-year FCC tenure**

FCC Commissioner Nicholas Johnson, who has been broadcasters' bete noire in his six years as a member of the commission, looked back on those years last week, and found they were not all bad, for the broadcasters or the public. And in what seemed an attempt at reconciliation, he expressed the hope that history will record that he has treated broadcasters fairly.

Commissioner Johnson, whose term expires on June 30 and who has never indicated an interest in a second term, spoke on Thursday at a National Association of Broadcasters regional meeting, in Boston. He said it was the first time he has been invited to speak at an NAB meeting in five years, but added that at least the NAB was giving him "a chance to say goodbye." (The National Association of Educational Broadcasters, he added, "isn't even willing to take that risk.")

But the parting message of the commissioner was that they had better prepare for a battle with the President over their freedoms of speech and press. "You have to use your First Amendment rights to preserve them," he said. "You have to explain them to your audience if you expect them to support you in a showdown with the President. For the day may be coming when the full artillery of the White House may make your early skirmishes with the FCC look like a school boys' fight with slingshots."

He did not spell out the basis for that warning. But his review of the past six years contained developments he indicated did not bode well for a free broadcast press. He cited the establishment of the Office of Telecommunications Policy, which he said began as a sensible idea for a planning office but which he said has developed into an agency that might be called the Office of Television Politics—"a not-very-subtle part of the Nixon administration's program for controlling the media image of the President."

He also said the ability of a President, regardless of party, to neutralize the ability of the press to serve as a check on executive power, "and to command access to broadcast time in ways the legislative branch finds impossible to duplicate, has radical implications for the functioning of a political democracy." He said he was surprised that broadcast journalists "have been so compliant."

But the plus side of the ledger of the last six years, as totted up by Commissioner Johnson, includes the broadcasting industry's growing size, in numbers of stations and profits.

It also includes the emergence of public participation in broadcasting, as a force not only in license-renewal proceedings but in commission policymaking and in court (in many ways, the public's "most impressive achievement").

And the commissioner appeared to find satisfactory, also, the fact that where

some broadcasters look to a "compliant FCC" or a friendly Congress or White House for "license insurance," others are buying insurance "with good broadcast performance." He noted that "negotiated agreements with public interest groups are hardly news any more."

He seemed less pleased with the progress being made in the area of equal employment. He said the commission is serious about its equal-employment policies (two weeks ago, however, he said the policies were "a joke" [BROADCASTING, Nov. 6]) "although it harbors the hope the problem will solve itself." He said "one of the nicest things" broadcasters could do for the commission "is to make the problem moot."

It was in discussing his own role in the past six years that he expressed the hope that history marks him as one who has treated broadcasters fairly.

He cited his record in fighting for broadcasters' First Amendment rights—a fight that he suggested was more vigorous than those whose rights were involved. "Did you, personally, take a stand when newsmen's notes and films were subpoenaed? I did," he said. "When was the last time you came to Pacifica's defense when it was under attack for exercising a broadcaster's First Amendment rights?"

He also recalled that in a speech to an NAB group in May 1967 he had called for the abandonment of the "heavy hand of stagnant and senseless regulation." He went on to suggest it was silly for the commission to spend as much time as it did on "trivial" matters, noting, critically, that it applies the same rules to small AM stations as to big-market TV outlets. "Examination of the most sensible means of regulating the smaller station owner is another area where common sense likely coincides with your interest," he said then. Last week he said that speech "was an early push for what is now called, alternately, 'de-regulation' or 're-regulation.'"

He said his efforts at de-regulation are one example of his attempt to treat broadcasters fairly. He said, also, he has encouraged those who have lifted their sights, has applied "a little common sense to make our lives easier where that is called for," and has been willing to hear out all sides of every issue.

"And most important in my judgment," he said, he has been "willing to crusade on your behalf when I believe your First Amendment rights are seriously threatened."

## The short career of a small-town DJ

**22-year-old working graveyard shift at Oregon City AM is apparent suicide at station**

Mike Roberts was a "pretty quiet, shy kid" who used to hang around the studios of KXXI(AM) Oregon City, Ore., hoping that some day he would get an opportunity to do a show of his own on the station. That chance came three years ago when Mr. Roberts was hired for

KYXI's midnight-to-morning shift. It ended at approximately 4:05 a.m. last Wednesday (Nov. 8), when he cued up a record to follow a national news feed, walked into the transmitter room and hanged himself.

Police were alerted to KYXI at 4:20 a.m. after a listener called to inquire why the station was continuously broadcasting the end of the same record. They arrived at the studios a half hour later with KYXI's morning personality and discovered the body of Mr. Roberts, 22. A station official said Mr. Roberts had been troubled by health problems recently.

Mr. Roberts left no explanation. His last log entry was a message to his wife. It read: "Goodbye. I love you, Sandy."

## Donrey charges squeeze is on

**Group owner's attorney cries foul against competitor for KORK-TV**

Counsel for Donrey Media Group says a petition to deny sale of its KFSA-TV Fort Smith, Ark., is part of a pressure play to force Donrey to abandon another of its stations, KORK-TV Las Vegas, to a competing applicant.

Edgar F. Czarra Jr., the Donrey attorney, made the accusation last week in a motion requesting that the FCC's review board add an abuse-of-process issue against Las Vegas Valley Broadcasting Co. in the comparative hearing in which Valley seeks to supplant Donrey's Western Communications Inc. as licensee of Las Vegas channel 3. Mr. Czarra also filed an opposition to Valley's petition to deny the \$1.4 million sale of KFSA-TV to Buford Television Inc. of Fort Smith.

The charge of pressure stems from a conversation that Mr. Czarra said he had with Gerald S. Rourke, counsel for Valley, following an Oct. 27 prehearing conference in the Las Vegas proceeding. Mr. Czarra, in an affidavit, said the conversation dealt with a possible settlement of the case that would result in Western's giving up its fight for channel 3 and Valley's taking it over. Mr. Rourke is a member of the Washington law firm of Welch & Morgan. Mr. Czarra is with Covington & Burling, Washington.

"In the course of his argument as to why Western should consider settlement," Mr. Czarra said in his affidavit, "Mr. Rourke asserted that, as long as Western continued to litigate over channel 3 in Las Vegas, his client, Valley, would oppose applications by [Don] Reynolds, owner of Western, to dispose of other broadcast properties.

"As Mr. Rourke put it, the purpose of such opposition would be to keep financial pressure on Mr. Reynolds while the hearing for channel 3 Las Vegas proceeded."

Mr. Czarra, who said Western had previously termed the Valley proposal "ridiculous," told Mr. Rourke, according to the affidavit, "that Western was not going to surrender to Valley under any circumstances." Valley's petition to deny the

KFSA-TV sale was filed three days later (BROADCASTING, Nov. 6).

Mr. Rourke could not be reached for comment, but a member of the Welch & Morgan firm who was present during the conversation, Raymond J. Shelesky, said no effort was made to pressure Western. He said all that was involved was "part of a continuing effort to settle the case prior to litigation." He called it "a normal approach in a case of this nature." He also said that Mr. Czarra was "trying to make more out of [the incident] than appears in it."

Valley, whose principals include 18 Las Vegas residents, is headed by James E. Rogers, an attorney, who owns 10% of the application. Another principal is Meyer Gold, president of KLOM-AM-FM Lompoc, Calif., who is a 12.5% owner and vice president of Valley. It originally filed its application for channel 3 Las Vegas in August 1971. Later, Valley and Western entered into a merger agreement looking to the dismissal of the competing applications and assignment of the license for channel 3 to a new company owned equally by Valley and Western.

That agreement fell apart, however, after the commission designated Western's renewal application for hearing on issues aimed at determining whether KORK-TV engaged in fraudulent billing practices by "clipping" network programming. At the same time, the commission notified KFSA-TV it was liable to a \$5,000 forfeiture as a result of alleged clipping and double-billing.

Valley, in petitioning the commission to deny the KFSA-TV sale, raised character-qualification issues against Donrey. It also raised financial and concentration-of-control issues against Buford.

Mr. Czarra said the arguments are so "frivolous that they . . . show that the petition was not filed in good faith but rather was filed to harass Western and to abuse the commission's processes." He noted that KFSA-TV paid its fine and that the commission considers that proceeding closed. He also said that there is no precedent for the commission to defer or to set for hearing an application simply because the application for a commonly held license is in hearing.

## Daniels on NAB assignment

Consultant Ralph H. Daniels, former CBS Television Stations Division president, has been hired by the National Association of Broadcasters to study the NAB's code authority and its three offices. Mr. Daniels's assignment by the NAB's code evaluation committee is to analyze internal operations, procedures and financing of the code whose principal office is in New York. The code authority has branch offices in Hollywood and Washington. He is to submit a report in two or three weeks, after which the evaluation committee is expected to meet in December in order to make recommendations for the NAB boards meeting in Palm Springs, Calif., in January. Mr. Daniels's fee for the assignment is \$3,000, plus expenses.

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## U.S., Mexico sign that deal for San Diego — but without the small print

**Two-part pact on FM allocations is first step toward protection for border stations, but final agreement remains to be drafted**

Representatives of the U.S. and Mexico signed two agreements last week—one of them designed to ease, in part, the concerns of San Diego broadcasters.

That first document is a bilateral agreement concerning the allocation of FM commercial and noncommercial stations within 200 miles of each side of the border. It has been under negotiation for several years. The other is a special "arrangement" which holds that stations established under the main agreement "within the jurisdiction of each [government] will be assigned and operated for the basic purpose of providing an effective service to nationals within its frontiers."

The special arrangement—which with

the agreement was signed by Secretary of State William Rogers and the Mexican ambassador, Juan de Olloqui, in the State Department on Thursday—is the product of concerns expressed by San Diegans about the American-operated FM stations across the border in Tijuana.

But the main goal of the San Diegans—an end to the competition those stations, XHIS(FM) and XHERS(FM), provide—is yet to be achieved.

The Mexican-owned stations, which are operated by Paul Schafer, former owner of Schafer Electronics Corp., beam American-style progressive rock into San Diego. The stations are free of FCC regulations and attract American advertising dollars.

The San Diego broadcasters, who formed an association to give direction to their effort, had said the U.S. should not sign the basic agreement until Mexico had ended what they said was the unfair competition. Time, however, ran out on that strategy.

State Department and FCC officials who discussed the matter with Mexican government representatives in Mexico City in July, said later the Mexicans felt XHIS and XHERS might be operating contrary to Mexican law and that they would investigate (BROADCASTING, Aug. 14). But two weeks ago, the State Department

was notified the investigation was still incomplete. It was also informed that if it wanted the basic agreement submitted to the Mexican Senate for ratification before the Senate adjourned at the end of the year, the agreement should be signed soon.

A State Department official last week said the Mexican government has given assurances, in an exchange of notes, it will "take appropriate action" under the obligations of its international agreements, including the new one signed last week, and its own laws.

There was no indication when the Mexican government would complete its inquiry and submit a report to the State Department.

## Promotion men convene in Boston

**BPA seminar features plenty of practical how-to sessions; FCC's Wiley is keynoter**

The 17th annual international seminar of the Broadcasters Promotion Association was to open yesterday (Nov. 12) at the Statler-Hilton in Boston and to continue through Thursday (Nov. 16).

The seminar, titled "Revolution '72," will hold its first general session today (Nov. 13) with FCC Commissioner Richard E. Wiley giving the keynote address.

The BPA has put together a wide array of general sessions and panel discussions aimed at improving the promotion directors' knowledge and skills. General sessions will touch upon the latest developments in radio commercial production and the use of the trade press, billboards, reciprocal arrangements and hospitality rooms.

Workshop panels will focus on sales promotion, the national press, the local press, sales development, cable television, marketing, merchandising, research and community service activities. In addition, there will be two early-morning "ask the expert" sessions.

The agenda follows:

### BPA agenda highlights

#### Monday, Nov 13:

10 a.m. General session: FCC Commissioner Richard E. Wiley, keynote address.

3 p.m. General session: "The Revolution in Radio"; Talks by Harold L. Neal Jr., president, ABC Radio, and Chuck Blore, president, Chuck Blore Creative Services.

#### Tuesday, Nov. 14:

9:30 a.m. and 11:15 a.m. Radio panels. (1) "Sizzling Sales Promotion for Profits", produced by Jerry Greenberg, director of information services, CBS Radio Spot Sales and AM station administration. Panelists will be Nancy Widmann, CBS Radio Spot Sales; Fred Bergendorff, KNX(AM) Los Angeles promotion director; Lee Pocock, KXL(AM) Portland, Ore., radio news promotion manager; Jack Shatz, president, Corporate Concepts.

(2) "Rapping With The Reps"; produced by Zim Barstein. Petry Radio Sales. Panelists will be John Otfman, national sales manager, KKH1-AM-FM San Francisco; Jim McCollom, supervisor, spot radio, BBDO.

(3) Radio Advertising Bureau presentation. Produced by Robert H. Alter, executive vice president, RAB. [This event will not be repeated at 11:15 a.m. but at 4:30 p.m.]

9:30 a.m. and 11:15 a.m. Television panels. (1) "Sales Development," produced by Jim Evans, director of sales development, WTAR Radio and TV Corp., Norfolk, Va. Panelists will be David Witherspoon, director of promotion and sales development, WRAL-TV Ral-



**The big house.** A long-time dream of Canadian Broadcasting is in the process of becoming reality. Maison de Radio-Canada, a consolidated broadcasting complex that covers 25 acres in Montreal, is already the scene of some broadcasting activities and will be one of the largest, most modern broadcast centers in the world when fully operational next spring. Housed there will be the 3,000 Montreal employees of the Canadian Broadcasting Corp. (who have previously been scattered in 22 buildings around Montreal). Included are the headquarters operations of the French-language network, the regional offices of the English-language network, the services that broadcast to the Canadian North and the Armed Forces, Radio Canada International (the CBC's 11-language shortwave service), and six broadcast stations: CBF-AM-FM and CBFT(TV), French-language stations, and CBM-AM-FM and CBFM(TV), English stations. Radio Canada International is already operating in Maison de Radio-Canada, and television production began here 2 weeks ago on an experimental basis. The complex consists of a 23-story hexagonal tower with a lower horizontal structure extending east and west. The three-level lower structure is the program production area, with radio and television studios located below street level. Included are seven color-equipped TV studios and 26 radio studios of varying dimensions, and numerous auxiliary services such as reference, record and music libraries, telecine chains, a VTR center, and shops and warehouses for building, assembling and storing sets and props.

eigh, N.C.; Arma Andon, vice president, sales development, Television Advertising Representatives.

(2) "Using National Press." Produced by Paul Martin, promotion manager, New York Daily News. Panelists will be James Kiss, senior vice president, Hill & Knowlton Inc.; Kay Gardella, radio and TV editor, New York Daily News; Maurine Christopher, radio and TV editor, Advertising Age; Les Brown, Variety; Robert Bernstein, Viacom International.

(3) Using Local Press": Produced by Jack Lantry, promotion manager, KING-TV Seattle; Isobel Silden, Rogers, Cowan & Brenner; Ivan R. Ladizinsky, promotion manager, KTVU(TV) Oakland-San Francisco; Tony Picha, promotion manager, WMAR-TV Baltimore.

(4) "CATV" produced by Roger Ottenbach, promotion manager, WEEK-TV Peoria, Ill.

#### Wednesday, Nov. 15:

9:30 a.m. and 11:15 a.m. Radio panels. (1) "Marketing for Audience Promotion": producer will be Lon Hurwitz, director of advertising-promotion, WABC(AM) New York.

(2) "Merchandising and Marketing for Points and Profit": produced by Robert Ardrey, executive manager, Merv Griffin, FM radio group.

(3) "Community Acceptance Through Promotion": produced by Dick Newton, manager, station group promotion, Group W. Panelist will be Jerry Wishnow, creative services manager, WBZ(AM) Boston.

#### Wednesday, Nov. 15:

9:30 a.m. and 11:15 a.m. Television panels. (1) "Community Ascertainment": produced by Eugene Muriaty, vice president, promotion and research, WTIC-AM-FM-TV Hartford, Conn. Panelist will be Erwin G. Krasnow, partner, Kirkland, Ellis & Rowe.

(2) "Using an Ad Agency." produced by Jack Agnew, director of consumer public relations, Ignalls Associates, Boston. Panelists will be Earl Davis, director of advertising, promotion and publicity, WNAC-TV Boston; Robert Kingwell, director of advertising, promotion and public relations, WBAL-TV Baltimore; Sal Greco, senior vice president, account services, Arnold & Co.

(3) "Research." Produced by Cris Rashbaum, vice president, director of research, Harrington, Righter & Parsons. Panelists will be Robert Owens, vice president, sales and marketing, American Research Bureau; James Yergin, vice president, research, Group W.

Rounding out the program will be general sessions on trade press, billboards, multimedia, reciprocals and hospitality rooms.

**BPI contingent.** Broadcasting Publications Inc. will be represented at the BPA by Lawrence B. Taishoff, Rocco Famighetti, David Whitcombe, Robert Hutton and Stan Soifer. Headquarters will be in the Statler-Hilton hotel.

## Everybody wants to take over channel 14 in Washington

**It's now occupied by WFAN-TV—dark and in trouble with FCC—but STV, land mobile and perhaps others have designs on it**

Washington's channel 14 is currently experiencing its greatest popularity in years. Presently occupied by United Broadcasting Co.'s WFAN-TV, which has been dark for financial reasons since last February, the channel seems destined to be the object of FCC decisions in which the commission could choose to reassign it to the land-mobile radio services, or to transfer it to a new firm that wants to establish a pay-TV operation in the nation's capital, or, as a third option, to put

it up for grabs by competing applicants.

The land-mobile alternative entered the picture last week, when the commission was asked by Alfred J. Mello, president of the Land Mobile Communications Council, to remove channel 14 from Washington's table of UHF assignments and reallocate it to land-mobile interests. It was also learned last week, however, that United has signed a contract to sell WFAN-TV to a new Milwaukee firm headed by Robert S. Block, who runs his own advertising agency in that city, and businessman Marvin L. Fishman. They would pay \$250,000 for the economically troubled station, subject to FCC approval. The sale, however, would be contingent on the FCC's approving the buyers' application to establish an STV facility on channel 14.

The situation is clouded by the fact that WFAN-TV's renewal application has been locked in an FCC hearing for several years. It was originally the victim of a competing application filed by a local group, which also requested the facilities of United's WOOL(AM) Washington. Although the competing applicant has since withdrawn its request for channel 14, WFAN-TV has remained in hearing due to character-qualification issues that were subsequently added against the two stations by the commission.

United, which is owned by group broadcaster Richard Eaton, has other problems as well. No fewer than seven of its stations are currently involved in FCC

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This year's show "Christmas in the Caribbean" is a beauty! It includes an interview with Sir Clifford Campbell, Governor-General of Jamaica, talking with The Lutheran Hour speaker, Dr. Oswald C. J. Hoffmann. Also, authentic Caribbean Christmas music, recorded in the different countries; touching interviews with children; and travelogue-type sketches of the peoples, customs and traditions of the area. It goes 29:30.

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renewal or revocation hearings on a variety of charges. The firm has already expressed a desire to sell its five remaining television stations. It has asked the commission to sever the TV's now designated for hearing from litigation to permit their sale—a request the commission has yet to act upon.

In the case of WFAN-TV, severance from hearing would be necessary before any action could be taken on Messrs. Block and Fishman's sale proposal. Conceivably, the commission could refuse such relief, deny WFAN-TV's renewal, and invite competing applications for channel 14.

Mr. Mello, for one, hopes the commission will do neither. In his pleading last week, he claimed that the two UHF frequencies presently assigned to land-mobile services in Washington—channels 17 and 18—are insufficient. This is particularly so, he argued, because those two allocations must be shared with Baltimore, 45 miles to the north. Mr. Mello, in addition, claimed that geographic properties make channel 17 "completely unusable" for land mobile in Baltimore and "very extremely limited" for use in Washington.

Noting that United's licensee qualifications are currently under question by the FCC, that WFAN-TV has been off the air for the past nine months, and that United has made it known that it does not intend to retain the facility, Mr. Mello con-

cluded that it is evident that channel 14 is now "idle and available for use."

United attorney Paul Dobin seemed untroubled by the Mello proposal. He noted that land-mobile interests in Detroit had previously sought to have channel 20 there reallocated to themselves. Detroit channel 20 had at the time been assigned to United's unconstructed WJMY-TV. The commission, Mr. Dobin noted, turned down the land mobile request in Detroit and United has since sold its permit for WJMY-TV.

Meanwhile, attorneys for Messrs. Block and Fishman were busy preparing FCC applications for the purchase of WFAN-TV and for STV authorization. A spokesman for the proposed buyers declined to give details of the pay-TV proposal last week. He did disclose, however, that the Milwaukee firm would not be using either of the two pay-TV systems that have presently been granted type acceptances by the FCC—Blonder-Tonge Laboratories, Old Bridge, N.J., and the Phonevision system developed by Zenith Radio Corp.

## Changing Hands

### Announced

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

- WQTE(AM) Monroe and WHFI(FM)

Birmingham, both Michigan; AM sold by Dick Jones and FM by J. Addison Bar-tush to Greater Media Inc. for total in excess of \$3 million (see page 31).

▪ KHOS(AM) Tucson, Ariz.: Sold by Fred Vance to Peer Pedersen and Richard and William Phalen for an estimated \$700,000. Mr. Pedersen is a Chicago attorney. He and Messrs. Phalen own KLUC(AM) Las Vegas. KHOS operates on 940 khz with 250 w daytime. Broker: R. C. Crisler & Co., Cincinnati.

▪ KETO-FM Seattle: Sold by Tri-Land Corp. to Federated Media Inc., New York-based group station owner, for \$400,000 in cash and notes. Federated Media, publicly owned company formed in spin-off of broadcast properties of Television Communications Corp. when latter merged with Warner Communications last February, is headed by Chairman John F. Dille Jr. and President Paul E. Van Hook. It owns WKJG-TV Fort Wayne, Ind., WNXX(AM)-WBNS-TV Charlotte Amalie, Virgin Islands, and KNWA(FM) Fayetteville, Ark. KETO-FM operates on 101.5 mhz with 100 kw and an antenna 1,150 feet above average terrain.

▪ WFAN-TV Washington: Sold by United Broadcasting Co. to Robert S. Block and Marvin L. Fishman for \$250,000 (see page 29).

### Approved

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 47):

▪ KAYL-AM-FM Storm Lake, Iowa: Sold by O. J. Grau and others to Charles Ney, Paul Benson, W. J. Hunzelman and Kenneth A. Putzier for \$420,000. Mr. Benson is presently sales manager and Mr. Ney, announcer, at KAYL-AM-FM. Messrs. Hunzelman and Putzier are partners in a Storm Lake accounting firm. KAYL is a daytimer on 990 khz with 250 w. KAYL-FM operates on 101.5 mhz with 17.5 kw and an antenna 370 feet above average terrain.

## Prudential asks bigger piece of broadcast rock

Petition to FCC seeks exemption from 1% rule for investors

The Prudential Insurance Co. of America has asked the FCC to excuse it from a provision of the commission's multiple-ownership rules limiting most investors to a 1% benchmark in their holdings in broadcast licensees.

The multiple-ownership rules prohibit individuals from having a controlling interest in the licensees of more than seven stations in each of the three broadcast services—AM, FM and TV. In the case of investors who hold a minority interest in a number of licensees, the commission has limited their holdings to no more than 1% of the stock of a respective firm. Exceptions to this norm have been made for mutual funds, which are allowed a 3% benchmark. And in a rule amendment enacted by the commission last May, a 5% benchmark was



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established for banking institutions (BROADCASTING, May 15).

In a petition last week, Prudential asked that the 5% benchmark be applied to it, claiming that its role in broadcast ownership is merely that of a "passive investor," with no intent to exercise any control over the licensee. In this vein, Prudential said, its investment role is identical to banks, and it should be afforded the same relief. Prudential presently owns stock in nine publicly held broadcasting companies. It stated that if it is not exempted from the 1% rule it would have to relinquish its interest in four of those firms. If this happens, it claimed, its ability to make future investments in "many corporations" will be "seriously curtailed."

## One AM, one FM to Greater Media for over \$3 million

**WQTE(AM) goes for \$2.2 million; WHFI(FM) also involved in buy; both are Birmingham, Mich., stations**

Greater Media Inc., a New Brunswick, N.J., group broadcaster, last week contracted to purchase WQTE(AM) Detroit and WHFI(FM) Birmingham, Mich., from separate interests. Total purchase price, which is subject to adjustment, was reported as in excess of \$3 million. The estimated \$2.2 million expected to be paid for WQTE is understood to be the highest sum ever commanded for a single, daytime AM facility. Both purchases are subject to FCC approval.

WQTE, which is licensed to the Detroit suburb of Monroe, Mich., is being sold by Richard E. Jones, the station's president and general manager. Although it operates with a power of only 500 w, its position on 560 khz allows it to send a receivable signal to 60% of the state. Mr. Jones is reported to have experienced considerable financial success with WQTE's good-music format.

WHFI, which is presently owned by J. Addison Bartush, reportedly has experienced economic difficulties in the past but is now operating in the black.

The current purchases would bring Greater Media its ninth and tenth broadcast stations. The firm, which shortened its name from Greater New York Media last year, is principally owned by Peter A. Bordes and Joseph L. Rosenmiller Jr. Greater Media presently owns WCTC(AM)-WQMR(FM) New Brunswick; WGSM(AM)-WCTO(FM) Huntington-Smithtown, N.Y.; WGAY-AM-FM Washington, and WTCR(AM) - WVQM(FM) Huntington, W. Va.-Ashland, Ky. It acquired the last four facilities last year from Connie B. Gay.

WQTE operates on 56 khz with 500 w daytime; WHFI is on 94.7 mhz with 20 kw and an antenna 300 feet above average terrain. Bill Walker of Larson/Walker & Co., Washington, was broker for the WQTE transaction, and Blackburn & Co. brokered the WHFI deal.

## Broadcasters to Tokyo

**U.S. contingent on two-week junket with Japanese due here next year**

A group of U.S. broadcasters left last weekend for Japan on the first phase of an interchange program with Japanese broadcasters that is sponsored by the U.S. State Department.

The trip, running 12 days, began today (Nov. 13) in Tokyo with visits to NHK headquarters and meetings with broadcast officials there. The American broadcasters will also visit broadcasters in Kyoto and Osaka, concluding Nov. 24 in Tokyo where U.S. Ambassador to Japan Robert S. Ingersoll tenders a formal reception for the visiting Americans.

Plans call for a return visit by a group of Japanese broadcasters next year. J. Leonard Reinsch, Cox Broadcasting Corp., who coordinated the trip with the State Department, left for Tokyo last week to make preliminary arrangements.

Others in the party, as confirmed late last week: John E. Fetzer, Fetzer Broadcasting; Donald P. Campbell, WMAR-FM-TV Baltimore; Roger D. Rice, KTVU(TV) Oakland-San Francisco; Lawrence F. Haeg, WCCO-AM-FM-TV Minneapolis-St. Paul; Wilson C. Wearn, Multimedia Broadcasting, Greenville, S.C.; E. R. Vadeboncoeur, Newhouse stations, Syracuse, N.Y.; Roy H. Park, Park stations, Utica, N.Y.; Clair R. McCollough, Stein-

man stations, Lancaster, Pa.; John B. Poor, RKO General, New York.

Also Don DeGroot, WWJ-TV Detroit; Arch L. Madsen, Bonneville stations, Salt Lake City; Leonard J. Patricelli, WTC-AM-FM-TV Hartford, Conn.; Irving C. Waugh, WSM-AM-FM-TV Nashville; Lawrence H. Rogers II, Taft Broadcasting, Cincinnati; Fred Weber, Rust Craft stations, Margate, N.J.; Charles A. Batson, Cosmos Broadcasting, Columbia, S.C.

## KOFY survives protest

The FCC has renewed the license of KOFY(AM) San Mateo, Calif., over the objections of a chicano organization that claimed the station—the only full-time Spanish-language facility in the Bay Area—has presented an inadequate amount of news and public-affairs programming.

The California La Raza Media Coalition had claimed that Spanish-surnamed persons depend on KOFY as their primary source of news and information. Nevertheless, it asserted, KOFY did not broadcast enough material of this nature and "has no full-time news staff." The station denied the charges and claimed the coalition had failed to explain why it feels its service has been inadequate.

The commission ruled that the group's accusations are "without merit," noting that the "mere citation" of what a challenger believes to be a discrepancy in broadcast service is not sufficient grounds for denying a station's renewal application.

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# Bazelon says fairness is no longer fair

**In change-of-heart dissent to WXUR, 'liberal' D.C. appeals-court judge says doctrine has probably outlived its usefulness; he also discounts Red Lion as the ultimate precedent**

The FCC should "draw back and consider whether time and technology have so eroded the necessity for governmental imposition of fairness obligations that the [fairness] doctrine has come to defeat its purposes in a variety of circumstances; . . . whether an alternative does not suggest itself—whether, as with printed press, more freedom for the individual broadcaster would enhance, rather than retard, the public's right to a marketplace of ideas."

These comments come at the conclusion of a long and critical analysis of the commission's fairness doctrine, an analysis whose source is as surprising as it is prestigious—Chief Judge David Bazelon of the U.S. Court of Appeals in Washington. For years, Judge Bazelon has been regarded by broadcasters and their attorneys as a "liberal" jurist who was always ready to permit the FCC to extend its regulatory control. But last week they were beginning to regard him as something of a folk hero fighting for broadcasters' freedoms of speech and press.

Judge Bazelon's views were also regarded as extraordinary by some attorneys in and out of government who saw them as adding up to an attempt to "overrule" the Supreme Court and his own court. The high court in June 1969 upheld by an 8-to-0 vote the constitutionality of the fairness doctrine, in its Red Lion decision. In that same month,

the D.C. circuit court in a decision written by Judge (now Chief Justice) Warren E. Burger, directed the commission to strip WLBT(TV) Jackson, Miss., of its license after a renewal hearing on issues that included charges of fairness-doctrine violations.

Judge Bazelon expressed his views in a belated dissenting opinion issued last week in connection with the appellate court's affirmance, on Sept. 25, of the decision denying renewal of WXUR-AM-FM Media, Pa., on grounds of fairness-doctrine violations and misrepresentations of program proposals (BROADCASTING, Oct. 2). The stations are owned by Faith Theological Seminary, which is headed by a fundamentalist preacher, the Rev. Carl McIntire.

Judge Bazelon does not explicitly challenge the constitutionality of the fairness doctrine. But he says the constitutionality of every application of the doctrine must be tested, on a case-by-case basis, and the thrust of his 37-page opinion raises a question as to the kind of application that would meet the test of constitutionality.

He said the WXUR case raises "a prima facie violation of the First Amendment." The stations have been ordered off the air and the listening public denied access to controversial programing they were doing, he says. (Even if the stations were not silenced but simply ordered to comply with the commission's ruling, "the effect would have been strangulation," he said. He referred to testimony that the monitoring procedures required for identifying controversial issues "are beyond the capacity of a small staff, or a shoestring operation." He also said that if such stations cannot afford to operate under commission rules, "we face a very critical First Amendment question.") Yet, Judge Bazelon notes, the action was taken in the name of the fairness doctrine, whose constitutional validity is premised on the argument it will enhance public access to ideas "without infringement of the licensee's First Amendment rights."

He said the court should remand the case to the commission to determine

whether it has simply taken the doctrine too far or applied it too rigidly, "or whether the trouble lies deeper." He said such a review would be appropriate in connection with the commission's pending fairness-doctrine inquiry, which is concerned with the question of whether present fairness policies actually do promote wide-open, robust debate.

Judge Bazelon originally concurred in the court's WXUR opinion on the ground that the licensee "deliberately withheld information about its programing plans" from the commission. His concurrence turned into a dissent, he said, when it became "abundantly clear" to him that the fairness doctrine was the "central aspect" of the case which involved even the misrepresentation question.

"I have therefore concluded that the great weight of First Amendment considerations cannot rest on so narrow a ledge," he said.

The other judges on the panel—J. Skelly Wright and Edward A. Tamm—felt that the ledge was not "too narrow." Judge Wright, in a statement in which Judge Tamm concurred, said, "Elementary contract principles teach that when a licensee obtains his license by fraud and deception, that license may be voided by the grantor. . . ."

Judge Wright also makes it clear the fairness-doctrine aspect of the case is no longer on trial, even though much of Judge Tamm's 92-page opinion in the case dealt with that issue. Judge Wright said that he had concurred in the court's judgment solely on the deception ground and that since Judge Tamm would affirm the commission on that ground alone, "that ground, and that ground alone, forms the basis of our judgment."

He also said that by resting its judgment on the narrow contract ground, the court avoided "plunging into the constitutional 'thicket' that is the fairness doctrine."

Judge Bazelon, in calling for a fresh look at the fairness doctrine, talked of a "changing relationship between the First Amendment and broadcasting." And in the process, he cited Julian Goodman,

"In the context of broadcasting today, our democratic reliance on a truly informed American public is threatened if the over-all effect of the fairness doctrine is the very censorship of controversy which it was promulgated to overcome."



Judge David Bazelon

"There is no doubt about the unique impact of radio and television. But this fact alone does not justify government regulation. In fact, quite the contrary. We should recall that the printed press was the *only* medium of mass communication in the early days of the republic—and yet this did not deter our predecessors from passing the First Amendment to prohibit abridgement of its freedoms."

The Bazelon doctrine

"It is proper that this court urge the commission to draw back and consider whether time and technology have so eroded the necessity for governmental imposition of fairness obligations that the doctrine has come to defeat its purposes in a variety of circumstances; that we ask whether an alternative does not suggest itself—whether, as with printed press, more freedom for the individual broadcaster would enhance, rather than retard, the public's right to a marketplace of ideas."

president of NBC; Richard Salant, president of CBS News, Bill Monroe, NBC News correspondent, and Walter Cronkite, of CBS News.

He noted that broadcasting has become a full-fledged journalistic medium: "Broadcast journalists have grown up. They see it as in their interest to be guided by the same professional standards of 'fairness' as the printed press. There is no factual basis for continuing to distinguish the printed from the electronic press as the true news media."

And in what seemed an act of judicial boldness, he said the Supreme Court's three-year-old *Red Lion* decision cannot stand as the "final word" on two key matters with which it dealt—the "scarcity" argument and the "chilling effects" of commission intervention in broadcasters' editorial judgments.

The Supreme Court cited the physical limitations of the spectrum as a major factor in justifying its *Red Lion* decision. But Judge Bazelon said "our fears of a broadcasting monopoly seem dated," noting that there are 7,458 broadcasting stations on the air as compared with 1,749 daily newspapers being published. Furthermore, Judge Bazelon said, the *Red Lion* decision did not even mention "the cable technology of the future" which he said could expand channels of service enormously.

And although the Supreme Court dismissed as speculative the question of whether the doctrine has a chilling effect on broadcast journalists, Judge Bazelon said, "Facts change, and so can our perception of them." He cited "repeated attacks" on networks by "government spokesmen who did not like the way television reported a variety of hot public issues" and said the commission's history is "replete with examples... of the controversial viewpoint being screened out in favor of the dreary blandness of a more acceptable opinion."

He also provided an answer for those who contend that the "unique impact" of radio and television justify their regulation by government. He noted that at the time the Constitution was adopted, the printed press was the only medium of mass communication. Yet, he said, "this did not deter our predecessors from passing the First Amendment to prohibit abridgement of its freedoms."

If Judge Bazelon made a number of arguments certain to cheer broadcasters, who feel shackled by the fairness doctrine, he also talked of alternatives to it that they might not welcome.

Two deal with the question of public access to the media. He said one solution to the problem of making sure that broadcasters, or the influence of their advertisers, blot out some views "would be the allocation of access time." And in light of the tremendous potential of cable as a source of information and as a means of increasing access to the media, he said "it is ironic to note" that the commission has until recently been reported to be focusing its regulatory efforts on protecting commercial broadcasting. He said there are a number of economic measures which might be

taken to promote public access to both wired and printed media.

The practical effect of Judge Bazelon's opinion is hard to measure. Some commission attorneys feel it might help *WXUR* obtain a rehearing before the appeals court or a review of that court's decision by the Supreme Court. The stations have already petitioned the appeals court for a hearing by the full nine-member bench. And the stations' counsel, Benedict Cottone, says if that fails Supreme Court review will be sought.

The opinion is not likely to change the FCC's administration of the doctrine. As one commission attorney said, "We can't assume that it's anything but constitutional in the way it's applied, even in *WXUR*, unless we have more to go on than one judge's dissenting opinion." Even commissioners who are not regarded as hard-nosed regulators indicate they would not feel comfortable about a complete abandonment of the doctrine; the idea of a station pumping out one philosophical line constantly or excluding a particular point of view does not go down easily. In any case, they note that the doctrine has been a part of the Communications Act since 1959.

But, as Judge Bazelon notes, the opinion does come at a time when the commission is in the midst of the first overview of the fairness doctrine since it was adopted in 1949. And as one commission attorney put it, the opinion could be regarded as "a comment" in that proceeding. If it is, it might be expected to have more impact than most of the comments received—considering the source from which it came.

## Access-rule waivers to get harder look

**FCC sticks by its exception for off-network 'Henry VIII' but imposes obstacles for others**

The FCC last week affirmed an earlier waiver of its prime-time-access rule to permit television-network affiliates to broadcast the six-part, off-network *Six Wives of Henry VIII* series. At the same time it adopted new procedures to discourage future requests for waivers.

The action on the *Henry VIII* series left standing a waiver granted to Time-Life Films, American distributor of the production. The waiver allows Time-Life to syndicate the series in the top-50 markets for showing in time periods excluded from network service by the prime-time rule. The "off network" provision of the rule prohibits top-50-market affiliates from prime-time showing of programs that had previously been aired on any of the three national networks. The *Henry VIII* series has been shown on CBS-TV. The waiver grant had been protested by Westinghouse Broadcasting Co., an advocate of the access rule.

In affirming its stance on *Henry VIII*, the commission said a waiver was appropriate because it involves only six episodes, as opposed to a year-long series,

and because even the widest possible exposure of the *Henry VIII* series in the top-50 markets would have slight effect on the availability of prime time for new programming.

The FCC said, however, that in the future it would issue public notice of all requests for waiver of off-network restrictions and would defer action on those requests for 45 days from the time of filing. Interested parties will be given 20 days to comment on the proposals. However, the commission said, it probably will not grant such requests—barring "special circumstances—until it completes its general inquiry on the access rule.

## Cartwrights gallop into the sunset next January

**NBC-TV makes announcement of midseason changes that cut off 'Bonanza', 'Bold Ones', 'Banyon' and 'Night Gallery'**

NBC-TV, running first in the 1972-73 prime-time ratings thus far, last week also became the first network to announce midseason changes, including cancellation of its long-running *Bonanza* series.

*The Bold Ones*, *Banyon* and *Rod Serling's Night Gallery* will be dropped in January along with *Bonanza*, long-time leader of the ratings but not faring so well this year, its 14th season.

*NBC Tuesday Night at the Movies*, giving NBC its third movie night, will replace *Bonanza* (8-9 p.m. NYT) and *Bold Ones* (9-10 p.m.), effective Jan. 30.

*The Bobby Darin Amusement Co.*, which NBC described as this year's highest-rated summer replacement program (for *The Dean Martin Show*), will replace *Banyon* in the Friday 10-11 p.m. period, effective Jan. 19.

To replace *Night Gallery* (Sunday, 10-10:30), *NBC Sunday Mystery Movie*, currently 8:30-10 p.m., will be expanded to two hours in a number of episodes, beginning Jan. 28. Episodes already completed in the 90-minute length will be presented as they are. Beginning in February, *Escape*, a half-hour adventure program from Jack Webb's Mark VII Productions, will be shown 10-10:30 p.m. on those Sundays when *Mystery Movie* runs only 90 minutes.

*Bonanza*, for years a fixture both on Sunday night and at the top of the ratings, was moved this year to Tuesday. *Bold Ones* also was moved from Sunday to Tuesday. Neither has done well in the ratings. In the latest national Nielsen report (see page 34), *Bonanza* ranked 48th among 61 programs and *Bold Ones* was 49th. The two others being dropped ranked even lower: *Banyon*, a new entry this season, was 54th and *Night Gallery*, in its third year, was 60th.

In announcing the changes, Lawrence R. White, NBC-TV vice president, programs, praised *Bonanza* as "a landmark

in American television programming" and saluted especially its executive producer, David Dortort, and its stars, Lorne Greene, Michael Landon and the late Dan Blocker.

## Apollo 17 launch: a nighttime show

**Schedule drawn up for next month's 14-day flight to and from moon**

Viewers with color sets who watch the Dec. 6 launch of the final U.S. manned moon flight in the current Apollo series are going to be treated to a spectacle if the weather is good.

The Apollo 17 launch, scheduled for 9:53 p.m. EST, is the first Apollo night launch. Officials of the National Aeronautics and Space Administration estimate that, given ideal viewing conditions, the fiery trail of the Saturn V vehicle will be visible for two-and-one-half minutes to watchers in a 500-mile radius from Cape Kennedy. At lift-off, the brilliance of the engine's jets will be 7,500-foot candles, as bright as sunlight.

As the space vehicle gains altitude, the exhaust plume from its five engines is expected to extend 2,200 feet from the base of the booster to the tail of the plume, whose diameter will be 500 feet.

The astronauts are due to land in the moon's Taurus-Littrow area on Dec. 11 for three days of lunar exploration. Almost 22 hours of TV color transmissions have been scheduled from the surface as well as during the flights to and from the moon. This is slightly more than those that were transmitted during the previous two moon shots.

In addition to that TV time, coverage by the networks is also planned for the launch and recovery, the latter set for 2:24 p.m., EST, Dec. 19, 350 miles southeast of Samoa. Just how much of the whole flight will be broadcast live by the networks has not been decided yet, although presumably selected portions will be taped for inclusion in news shows.

Again, as they did during the Apollo 16 flight last March, TV viewers will be able to watch the lift-off from the moon via the TV color camera on the lunar rover vehicle that will be left at the site as the two astronauts rejoin their companion in the command module and return to earth.

The three astronauts: Navy Captain Eugene A. Cernan; Navy Commander Ronald E. Evans, and civilian geologist Harris H. Schmitt.

The tentative TV schedule (all times EST): Dec. 6, 9:53 p.m. launch; Dec. 7, 1:59 a.m., 20 minutes, target docking and extraction of lunar module; Dec. 11, 7:43 p.m., five hours, 38 minutes, first extra-vehicular activity; Dec. 12, 5:32 p.m., six hours, 30 minutes, second extra-vehicular activity; Dec. 13, 4:43 p.m., six hours, 40 minutes, third extra-vehicular activity; Dec. 14, 5:41 p.m., 25 minutes, lunar module lift-off from moon; Dec. 14, 7:07 p.m., six minutes, rendezvous with command module; 7:31 p.m., five minutes, docking of lunar module and

**The race.** While CBS-TV led the ratings averages by seven-tenths of a point for the seventh week of the new season, NBC-TV remained on top in the cumulative ratings but by a diminished margin from past weeks. For the seven-day period of the seventh week ended Oct. 29, CBS had 20.1, NBC 19.4 and ABC 18.8. In cumulative ratings averages for all seven weeks, NBC had 20.1, CBS 19.3 and ABC 18.4 (a cut of one-fifth of a point in NBC's lead when compared with the full six-week period). Although ABC was again third in the most recent week rated, it took most of the nights of that week, winning Monday, Tuesday, Friday and Sunday; CBS took Wednesday and Thursday, and NBC won Saturday. Following are the national rankings for the week ended Oct. 29 with ratings for the top-15 shows:

(1) All in the Family (CBS) 32.1; (2) Marcus Welby, M.D., (ABC) 27.3; (3) FBI (ABC) 25.8; (4) Thursday Night Movies (CBS) 25.7; (5) Movie of the Week (ABC) 25.5; (6) Sanford and Son (NBC) 25.4; (7) Flip Wilson (NBC) 25.4; (8) Here's Lucy (CBS) 25.4; (9) You're Elected, Charlie Brown, special (CBS) 24.9; (11) Saturday Night at the Movies (NBC) 24.6; (12) Maude (CBS) 24.6; (13) Sunday Mystery Movie (NBC) 24.3; (14) Sunday Night Movie (ABC) 23.9; (15) Cannon (CBS) 23.4;

(16) Gunsmoke (CBS) (17) Ironside (NBC); (18) Bridget Loves Bernie (CBS); (19) NFL Monday Night Football (ABC); (20) Wednesday Movie of the Week (ABC); (21) Adam 12 (NBC); (22) Mary Tyler Moore (CBS); (23) Of Thee I Sing special (CBS); (24) Walt Disney (NBC); (25) Doris Day (CBS);

(26) Partridge Family (ABC); (27) Medical Center (CBS); (28) Wednesday Mystery Movie (NBC);

(29) Carol Burnett (CBS); (30) Love, American Style (ABC); (31) Odd Couple (ABC); (32) Bob Newhart (CBS); (33) Rookies (ABC); (34) Temperatures Rising (ABC); (35) Little People (NBC); (36) Room 222 (ABC); (37) Mod Squad (ABC); (38) Sonny and Cher (CBS); (39) Ghost Story (NBC); (40) Laugh-In (NBC); (41) Monday Night at the Movies (NBC); (42) Mission: Impossible (CBS); (43) Paul Lynde (ABC); (44) Brady Bunch (ABC); (45) Friday Night Movies (CBS);

(46) Bill Cosby (CBS); (47) Mannix (CBS); (48) Bonanza (NBC); (49) Bold Ones (NBC); (50) The Waltons (CBS); (51) Search (NBC); (52) Dean Martin (NBC); (53) Yellow Submarine special (CBS); (54) Banyon (NBC); (55) Owen Marshall (ABC);

(56) Julie Andrews (ABC); (57) Streets of San Francisco (ABC); (58) The Men (ABC); (59) Sixth Sense (ABC); (60) Night Gallery (NBC); (61) Alias Smith and Jones (ABC).

command module; Dec. 16, 6:46 p.m., 32 minutes, view of receding moon from command module; Dec. 17, 3:19 p.m., one hour, four minutes; extra-vehicular activity—Commander Evans removes film cassettes from scientific instruments bay of command; Dec. 16, 6 p.m., 30 minutes, news conference by three astronauts in flight; Dec. 19, 2:24 p.m. recovery by the USS Ticonderoga, in the Pacific.

## Changing Formats

WIL-FM St. Louis has changed its format from 50% pop-50% rock to quarter-hour segments of uninterrupted "beautiful music" from Bonneville Program Services International, according to Tom L. Perryman, president and general manager. The FM change, effective Nov. 13, will not affect the country-western format of WIL-AM).

WLAC(AM) Nashville has shifted from a daytime news/talk format to contemporary rock. A new program director, Dick Kent (from WMAK(AM) Nashville) was appointed to oversee the change. According to Mr. Kent, the new popular-music format assumes an adult approach, aiming at the 18-35 age group. The new daytime schedule will not influence a nighttime rhythm-and-blues format.

WYOO(AM) (formerly WPBC) Minneapolis announced a format change, effective Nov. 3, from "easy listening" popular music to "golden oldies." The change accompanies a change of ownership from Peoples Broadcasting Co. to Fairchild Industries, and the addition of a new general manager and operations director (see story page 38).

WCVB-TV Boston, which has been programming all night on Fridays, will expand its 24-hour operation to four nights a week, Wednesday-Saturday, beginning Nov. 15. The initial schedule includes two feature films each night as well as rebroadcasts of popular local programs.

## New SAG directors

Actor Kent McCord of the *Adam-12* series has won a three-year term on the Hollywood section of the Screen Actors Guild's national board of directors—the only independent candidate to win against an official slate contending for 14 seats on the board. Thirteen candidates proposed by SAG's nominating committee were elected.

The 13 were Dennis Weaver, Claude Akins, Robert Lansing, William Windom, Marie Windsor, Jack Ging, Fritz Feld, Paul Comi, Robert Wilke, Jerry Fitzpatrick, Carmen Zapata, Mako and Marian McCargo. The one administration-designated candidate to lose was George J. Engelson, who has been active in the so-called STOP campaign to limit network TV reruns. Nominating committee choices for SAG officers, including the incumbent president, John Gavin, were elected without opposition.

## Program Briefs

**Sports Sales rights.** Sports Sales Specialists, Hollywood-based firm formed year ago, reports acquisition of exclusive West Coast sales rights to all Hughes Sports Network broadcasts including various post-football season bowl games, Pacific Eight and Big Ten basketball. Previously Sports Sales Specialists acquired rights to all in-game commercial time on both TV and radio broadcasts of Los Angeles Lakers basketball and Los Angeles Kings hockey contest.

**Quaker is taker.** Quaker Oats Co. Chicago, through Adcom, Chicago, purchased full sponsorship of TV special *In Search of Ancient Astronauts*. Rod Serling will be off-camera narrator of program on NBC-TV Friday, Jan. 5, 10-11 P.M. NYT. Program is based on

best seller "Chariots of The Gods?" by Erich Von Daniken, depicting theory that various baffling phenomena are work of ancient visitors from other planets.

**Co-production agreement.** Universal Television, North Hollywood, Calif., and Omnibus Productions, Los Angeles, have agreed to co-produce special programs for television, with first venture, *The Red Pony*, two-hour program sponsored by Bell Telephone, to be presented on NBC-TV March 18, 1973. Also included in new partnership is possibility for co-production of TV series and feature films. Omnibus is partnership between actor James Franciscus and producer Fred Brogger. In past company has produced such specials as *David Copperfield* and *Heidi*.

**Beauty in parks.** Audience Planners Inc., Chicago and New York, is distributing half-hour program on nation's national parks system for public-service showing on TV stations. Titled *Traveler*, *Traveler*, film also is available in four separate segments (about seven minutes each). Film was commissioned by Winnebago Industries Inc., Forest City, Iowa.

**BBDO handling early comedies.** Film-video Releasing Corp., New York, has named BBDO's television sales and syndication division as representative of 52 one-hour comedy programs. Each weekly program of series, *Laff-Movie*, consists of three short subjects starring such personalities as Bert Lahr, Buster Keaton, Joe Cook, Harry Langdon, Bob Hope, Bing Crosby, Imogene Coca, Danny Kaye and Milton Berle. BBDO said series is being offered for sale to stations on cash basis. Maurice H. Zouary, president of Filmvideo, said shorts were produced in early 1930's and contain original sound. Separately BBDO will sell seven 10-minute shorts starring Shirley Temple, produced in 1932 when she was three years old.

**Syndication report.** Cy Schneider, president, Carson/Roberts division of Ogilvy & Mather, Los Angeles, in course of talk to Southern California Broadcasters Association, delivered following status report of Hap Day Industries, Boston-based radio syndication firm formed by agency and Klein/Barzman/Hecht, Los Angeles, creative communications consultants, in 1970: ■ First-year programming of *Have a Happy Day* show playing in 110 markets. ■ Second-year programming of same show in 50 markets. ■ New show, *Good Times*, sold in 10 markets. ■ Four shows of *Audio-Biographies* of Burt Bacharach, Jerry Lee Lewis, Glen Campbell and Paul Anka produced by Diamond P Enterprises Inc., Hollywood, sold in 160 markets. ■ Sports commentary show, *Sports Huddle*, currently playing in 52 markets.

**A Mike Douglas special.** Group W Productions is producing one-hour special, starring Mike Douglas, which is to be syndicated nationally and telecast third week of December. Titled *Season's Greetings from Mike Douglas and . . .*, program will present guest performers including Cliff Robertson, Louis Nye,

Celeste Holm, Brenda Lee, Marilyn Michaels, and Canadian Children's Opera Chorus.

**Benji and Waldo return.** *Christmas Is*, half-hour animated special produced by Lutheran Television, St. Louis, will again be offered this year to stations at no charge. Featuring Benji and his pooch, Waldo, holiday program was carried in top-50 markets and on 232 commercial TV stations. Lutheran Television retains minute in show to offer its annual Christmas gift which this year will be colorful stick-on "patches" of the characters from program.

**Golden Gate competition.** NBC and NBC stations dominated television pro-

grams competition in 16th annual San Francisco International Film Festival, Oct. 12-22. NBC-TV's *The Snow Goose* won Golden Gate Award in entertainment special category and *Suffer The Little Children: An NBC White Paper on Northern Ireland*, was winner of network documentary award. Other NBC Television program winners were *Children of Poverty*, WNBC(TV) New York, local station special documentary and *A Sylvan Sewer*, WRC-TV Washington local-station series segment documentary. Both are NBC-owned stations. ABC-TV's *Brian's Song* won in entertainment series segment category and Westinghouse Broadcasting Co.'s *Firetrap* was winner of documentary, network special, award.

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## CBS News locks horns with Democratic party

### Salant bristles over exclusion— apparently inspired by IBEW strike— from Westwood news conference

Richard S. Salant, president of CBS News, accused Jean Westwood, chairman of the Democratic National Committee, of making "an outrageous attempt to dictate who shall and who shall not cover you" by attempting to bar CBS News from covering a Democratic post-election

news conference Thursday (Nov. 9), presumably because of a technicians' strike against CBS.

He acted after Mrs. Westwood refused to proceed with a news conference scheduled at the National Press Club, where a CBS camera crew could not be excluded, and shifted the conference to Democratic headquarters at the Watergate, where CBS cameras were kept out. The maneuvers were arranged by Blair Clark, the Democrats' director of communications, who, incidentally, was once head of CBS News.

Mr. Salant wired Mrs. Westwood that he was "appalled." He said that "what you are doing involves fundamental free press, free access and news manipulation issues—an effort gratuitously to discrimi-

nate among those who normally cover you by trying to exclude one news organization. This clearly is impermissible and I propose to pursue all reasonable avenues to prevent the establishment of so dangerous a precedent.

"I urge you carefully to consider the immense dangers involved in the position you are taking and its ominous consequences to free and full information so necessary to a free society . . ."

Mr. Salant also said that he understood the Democrats rescheduled the news conference "for print only" but with agreement to give separate conferences for ABC News and NBC News. "Apparently," his telegram continued, "you base this on the fact that the International Brotherhood of Electrical Workers has struck against CBS. As you know, other unions working for CBS News are not on strike and they continue to cover the news."

**It's official.** President Nixon has for the first time indicated his opposition to legislation to protect newsmen's confidential sources and information from government scrutiny. In response to questions from Robert K. Fichenberg, executive editor of the *Knickerbocker News-Union Star* (Albany, N.Y.) and chairman of the American Society of Newspaper Editors' freedom of information committee, Mr. Nixon said in a Nov. 4 letter that he supported the Justice Department's guidelines on issuing subpoenas to newsmen. Senator George McGovern (D-S.D.) had earlier told Mr. Fichenberg that he fully supports newsmen's privilege legislation.

## Music

## DJ loses first round in fight against obscenity charge

## Lawyers' motions to dismiss case against John Nesci are denied

Three motions to dismiss the case against former progressive rock announcer John P. Nesci, under indictment in the Eastern Virginia U.S. District Court for allegedly airing a record that contained an obscenity, were denied last Monday (Nov. 6), in a pre-trial hearing.

Attorneys for Mr. Nesci — Tracy Westen and Sam Buffone of the Stern Community Law Firm of Washington and Seymour Dubow of the Virginia chapter of the American Civil Liberties Union—were also denied their motion for discovery (the revelation of all evidence gathered by the prosecution).

Mr. Nesci, who worked for WOWI(FM) Norfolk at the time of the alleged violation, was indicted in September under the provisions of Section 1464 of Title 18 of the U.S. Code (BROADCASTING, Oct. 9).

Attorneys for the defense filed motions a week ago attempting to have the evidence gathered by the Federal Bureau of Investigation and the District 5 field office of the FCC suppressed on grounds

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**Something for everyone.** The group Blood, Sweat & Tears performs during a taping of one of two *In Concert* pilots for ABC-TV. The network will be testing the program for its new 11:30 p.m. format (*Broadcasting*, Nov. 6). The pilots will be telecast on Nov. 24 and Dec. 6 and also feature such musicians and groups as Alice Cooper, Curtis Mayfield, The Allman Brothers Band, Poco, and the two grand old men of rock and roll, Chuck Berry and Bo Diddley.

that the tape of the alleged violation was edited out of context and was therefore inadmissible. They also moved for dismissal on grounds that (1) the facts of the case listed in the indictment do not substantiate a *prima facie* case against the defendant (the indictment does not include the alleged obscenity because it would "defile the records of the court"); (2) Title 18 is unconstitutional due to vague wording and is a violation of the First Amendment; and (3) the application of the law under which Mr. Nesci is being prosecuted was discriminatory and in violation of due process.

Country Joe McDonald—the artist whose song Mr. Nesci is being prosecuted for playing—is expected to testify at the nonjury trial scheduled to begin Nov. 28. Mr. McDonald was also arrested and fined \$50 by a magistrate on an obscenity charge in 1969 in Worcester, Mass., for doing the same song in a live performance. The case was later dropped by the state district attorney after Mr. McDonald appealed the ruling.

## Full circle for Foster

**Seven years later, he's back as program director for KRLA**

When Reb Foster left the program director post at KRLA(AM) Pasadena, Calif., in 1965, he decided to start a new career for himself. It turned out to be a talent-management firm—Reb Foster Associates—with such clients as Three Dog Night, Steppenwolf (and then John Kay, the leader of the band, when that group broke up), Gail McCormick, Jerry LaCroix and White Trash, and Allen Parker. Seven years later, finding that "I have time on my hands and the business has been running smoothly without me there all the time," Mr. Foster has again become program director of KRLA.

The appointment was effective Oct. 15

and, although Mr. Foster says the changes he has made or will make in the station's contemporary rock format will not be major, others in the Los Angeles market have reported that the sound of the station has changed "drastically" in past weeks. KRLA's playlist has been fairly broad when compared to the restricted lists of between 35 to 60 records utilized by most AM contemporaries. Album cuts and new singles had been known to expand the list to over 100 records during the tenure of Shadow Stevens, Mr. Foster's predecessor.

Lawrence Webb, general manager of the station, and Mr. Foster emphasized that they have placed a check system on Mr. Foster when new records by artists managed by his firm are being considered for airplay. "I'm going to have to get written clearance from the management before I can play new things by our people," Mr. Foster said.

## Big spender in Burbank

**KROQ mounting half-million-dollar, 8-hour, 15-act concert in Coliseum**

KROQ(AM) Burbank, Calif., a rock station in the Los Angeles market, is going to present a 15-act, eight-hour concert on Nov. 25 at the Memorial Coliseum. Projected cost of the promotional effort is more than \$500,000, according to Gary Bookasta, president of KROQ. To date, the concert line-up includes Sly and the Family Stone, Chuck Berry, Merrie Clayton, Crazy Horse, the Eagles, the Raspberries, Elephant's Memory, Batdorf & Rodney, Love, Flash Cadillac and the music debut of Marjoe, a former evangelist and subject of a popular documentary film. Proceeds will go to the Southern California Council of Free Clinics.

Publicity for the concert comprises more than 1,300 billboards (100 for each of the major acts), a print campaign in

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both trade and consumer press and a television campaign that began last week. The print advertising will cost more than \$25,000, the billboards close to \$100,000 and the TV campaign more than \$50,000, Mr. Bookasta estimated. Expenses for the concert itself (rent, sound system, tickets and artists' base expenses; most are working for expense money only) will come from the gate. All promotional costs and artists' costs above base expenses will be paid by KROQ. Mr. Bookasta estimates the entire project will cost the station approximately \$300,000.

Tickets for the concert will cost \$3 (the Coliseum holds 100,000 people) and the evening will be "presented like a play" in three "acts" of five performers each.

Mr. Bookasta said KROQ plans quarterly concerts at the Coliseum. The bills and shows would not be as long as that of Nov. 25, but would still feature major artists.

## All-olies for Minneapolis

**New call, new format, new faces for Fairchild's latest**

Fairchild Broadcasting assumed control of WPBC-AM-FM Minneapolis at noon Nov. 3, presenting that market with an all-olies format under the new call letters WYOO(AM). The FM—to be called WRAH-FM—has gone off the air until mid-December, spokesmen say, for technical improvements, to return with an as-yet-unspecified format. WPBC-AM-FM was on an MOR format, under People's Broadcasting Co.

William A. Stewart, the new operations manager, has also devised a new twist for the stations' news service. "We've reversed the ratio of the normal newscast from four minutes of straight news and one minute of sports to a five-minute newscast (at the top of the hour) made up of four minutes of sports and one minute of a regular news summary. This is a sports-oriented city and we think it could be quite successful," he said.

Personnel changes have been extensive. Martin Schlottman is the new general manager. On-air personalities will be: morning—Bob Chase, formerly of WIND(AM) Chicago and WQXI(AM) Atlanta; mid-day—Robert Hall, formerly WWTC(AM) Minneapolis, and Michael O'Shea, formerly wowo(AM) Ft. Wayne, Ind.; evening—Doug Mackinnon, formerly WIFE(AM) Indianapolis; all-night—Art Snow, formerly KWOS(AM) Jefferson City, Mo.

Basically, the music will encompass records from 1955 to 1970, with some going back as far as the late 1930's, Mr. Stewart said.

## Breaking In

**"I Wanna Be with You"—Raspberries (Capitol)** ■ The Raspberries have quickly become the leading manifestation of "Beatle excitement"—(a term used by more than one programmer)—in the 1970's. During the mid 1960's, heyday of the



The Raspberries



The Four Tops



The Beegees

Beatles, there was a flotilla of Liverpool sound-alike bands (Freddy and the Dreamers, Dave Clark Five, etc.). The Beegees and Badfinger later used a Beatles sound as their taking-off points as well, although they have gone on to establish themselves on their own merits while the others have faded into obscurity.

But the Raspberries have not only copied a sound. Their great appeal lies in their ability to create clean, fresh songs—and that is what makes them like the Beatles.

The subject of "I Wanna Be with You" might be called risqué—the song is a boy talking to his girl friend on the first time they spend the night together—but it is an innocent song, really: "If we were older/We wouldn't have to worry about tonight."

The record was released two weeks ago to front a new album, and reaction was immediate. WKBW(AM) Buffalo, N.Y., reported unusually heavy phone requests, as did WPDQ(AM) Jacksonville, Fla. Stations playlisting the new Raspberries include: WFIL(AM) Philadelphia, KNUZ(AM) Houston, WKBW(AM) Buffalo, WMEX(AM) Boston, KJR(AM) Seattle, WCFL(AM) Chicago and WPDQ(AM) Jacksonville.

**"Alive"—Beegees (Atco)** ■ The Beegees new album, *To Whom It May Concern*, may contain another hit for the Australian group besides "Run to Me," their popular record of the late summer and fall. As is typical of new Beegees singles, the initial reaction from the audience to "Alive" has been slowly but steadily building.

But past experience has shown that after a new Beegees has been played often enough, listeners demand that it stay in rotation for a long time. WXLO-FM New York has been forced by its audience to play "Run to Me" for more than three months—and that is not unusual among other stations around the country.

"Alive," as one Boston music critic said in jest, "is about 'four more years.'" It deals with the inability of people to alter their existence and their acquiescence to their lives: "I can't change the world/And make it go the other way/I know I should begin/But I just can't arrive/I'm alive and that's all. . . ."

Among the stations that were playing "Alive" last week were KILT(AM) Houston, WRKO(AM) Boston, WMAK(AM) Nashville, WIBG(AM) Philadelphia and KOL(AM) Seattle.

**"Keeper of the Castle"—Four Tops (ABC/Dunhill)** ■ Everybody knows the Four Tops. They had been recording hits for 10 years for Motown, but the group recently switched to the ABC/Dunhill label to its advantage in the view of some programmers. George McGovern, program director, WPDQ(AM) Jacksonville, Fla., hailed the label switch as "leaving a rather hollow image (as one of the first successful groups to record for Detroit-based Motown) behind to start something brand new."

The Four Tops song addressed to black men: "Can't you see/While you're picking on society/That the leaves on your family tree/Are callin' you to come home/You're the keeper of the castle/Be a father to your children/A provider of all their daily needs." The wah-wah intro leads directly into a Latin beat. The Levy-Stubs lead vocal is raw and counters a string background throughout the record.

Stations playing "Keeper of the Castle" last week included WPDQ(AM) Jacksonville, Fla., WDGY(AM) Minneapolis, KLIF(AM) Dallas, WTIJ(AM) New Orleans, WRKO(AM) Boston, WIXY(AM) Cleveland and KHJ(AM) Los Angeles.

## Cable

### Cables fight deadline on technical testing

**But broadcasters say standards need enforcement without delay**

The National Cable Television Association has attracted widespread support from cable systems and engineering consultants for its challenge to the FCC's requirements governing performance tests on CATV facilities. In several pleadings filed last week, the commission was told that the December 1972 deadline for completion of the first tests could not be met by most cable systems.

Last week's pleadings supported a September NCTA petition requesting the commission to extend the deadline for at least another year (BROADCASTING, Oct. 2). The association claimed that a lack of uniform testing procedures, coupled with a shortage of qualified personnel, has placed an excessive burden on cable systems required to conduct the surveys. The testing requirements was one of many sweeping revisions in the FCC's cable regulations promulgated last January.

The sole opponent to the NCTA peti-

Top-50 Agencies in Radio-TV... a Special Report in *Broadcasting's* November 27 issue.

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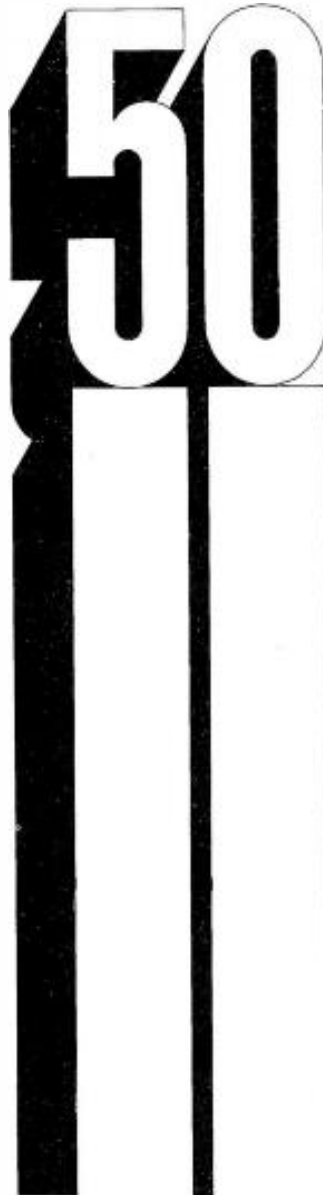
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# **You belong in Broadcasting Nov 27**



tion last week was the Association of Maximum Service Telecasters, which argued that too much time has already elapsed without FCC enforcement of adequate technical standards for cable systems. The December deadline, AMST claimed, is "a small step in the right direction." Although the best procedure would be no extension of the deadline at all, AMST said, if the commission elects to grant a delay, it should not exceed six months. And a six-month extension, the association continued, should be applicable only to systems with fewer than 3,500 subscribers. Larger cable operations, AMST said, should be granted time extensions only on a case-by-case basis.

## Teleprompter stresses local-origination gain

Teleprompter Corp., New York, has submitted its second annual report to the FCC, citing its achievements during the past year in local program origination, coverage of major news stories, public-access opportunities and national syndication of programming.

Noting that its first report to the FCC listed 70 systems as originating local programs, Teleprompter said the figure has grown to 96. This total covers almost 650,000 subscriber homes, said to be more than 90% of all Teleprompter customers.

The company said its investment in local program origination over the past two years amounts to more than \$7.5 million.

Some of the highlights of the past year, as reported by Teleprompter, were coverage of such major stories as President Nixon's China and Russia trips, two Apollo moon shots and recreations of the Fischer-Spassky world chess championships; anniversary of a year's operation of a public-access channel in upper Manhattan and the opening in Harlem of a "storefront studio"; development of a cable-TV program-syndication procedure, and the establishment of the cable-TV industry's first Washington news bureau, headed by correspondent Anne Denton Blair.

## And now, a few words about cable TV...

**Finding an industry spokesman to suit the occasion is goal of NCTA's new speakers' bureau**

The National Cable Television Association has formed a speakers' bureau to help tell its story through the use of qualified industry spokesmen.

The bureau will be divided into nine regional sections, each with its own chairman, to meet the need for speakers familiar with local and regional aspects of cable. The bureau chiefs have two functions: to help secure speakers for meetings and groups in their regions, and to be a regional clearinghouse for information, so that NCTA members who act as industry spokesmen will have a source of ideas, assistance and sample speeches.

The speakers' bureau is a project of NCTA's public-relations committee. The chairman of that committee, Marc B. Nathanson of Cypress Communications, said in announcing the project that "increasingly, local, state and national groups are calling on NCTA and companies in the industry to provide qualified speakers on cable television. It is important that the industry respond to this desire to have industry representatives explain and talk about cable."

The regional chiefs are as follows:

East (Pennsylvania, New York, New Jersey, Connecticut and Delaware)—John Barrington, Teleprompter. Northeast (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island)—Bill Kenney, New England CATV Association. Mid-Atlantic (West Virginia, Virginia, Maryland, District of Columbia)—Robert Stengel, NCTA. South (North Carolina, South Carolina, Georgia, Florida, Kentucky, Louisiana, Alabama, Mississippi, Tennessee, Arkansas)—Tom Dowden, Cox Cable Communications. Midwest (Minnesota, Iowa, Missouri, Wisconsin, Illinois, Indiana, Michigan, Ohio)—Tom Willett, Continental Cablevision of Ohio. Central (North Dakota, South Dakota, Colorado, Wyoming, Nebraska, Utah, Kansas)—J. C. Sparkman, Telecommunications Inc. Northwest (Alaska,

Montana, Idaho, Washington, Oregon)—Wayne Wilson, Northwest Cablevision Inc. Southwest (Arizona, New Mexico, Texas, Oklahoma)—Lee Prins, Ameco Inc. West (California, Nevada, Hawaii)—Alan Greenstadt, Optical Systems Corp.

## Closing a loophole

The FCC moved last week to bring some kind of uniformity to the procedures for filing objections to cable-TV operations. It ruled that parties requesting "special relief" from the commission's cable rules must show good cause why their pleadings could not have been submitted earlier in the form of an objection to a certificate-of-compliance application. The distinction between the two forms of challenge is that while a compliance-certificate objection seeks to prohibit the carriage of all TV signals requested by the cable system, "special relief" pleadings can be directed against the carriage of a specific signal. The commission said it feared that, as the rules are presently structured, parties objecting to carriage proposals could avoid the FCC filing deadline for compliance-certificate challenges—30 days after the application is submitted—by filing a "special relief" request. There is no deadline for filing the latter form of challenge.

## Lamb loses Toledo case

A suit by an unsuccessful applicant for a cable-TV franchise in Toledo, Ohio, against the firm awarded the franchise was thrown out by the Supreme Court last week. In refusing to grant a hearing to Lamb Enterprises Inc., the high court left standing a June ruling by the U.S. Court of Appeals for the sixth circuit that upheld a district court's dismissal of the suit (BROADCASTING, June 12). Lamb sought triple damages of \$54 million against Buckeye Cablevision Inc., of Toledo, the winner of the franchise, and its parent companies—Cox Cable Communications, which owns 20% of the system, and the Toledo Blade, which owns 80%—as well as from Ohio Bell Telephone Co., which installed the Buckeye system. Lamb had charged the defendants with conspiring to exclude it from cable competition in the Toledo area.

## Collins gets \$3-million pact

Collins Radio Co., Dallas, announced last week it has received a \$3-million contract from United Video Inc., Tulsa, Okla., to supply electronic equipment for a specialized common-carrier microwave network for cable systems between Dallas, Oklahoma City, Tulsa, Kansas City, Mo., and St. Louis. United Video is a subsidiary of LVO Cable Inc., Tulsa, which has interests in 28 cable-TV systems either operating or under construction series has won a three-year specialized common-carrier network is scheduled for the fall of 1973, though construction will not begin until FCC gives its approval.

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## CBS sabotaged during strike over jurisdiction

**It loses one whole football game, part of another and most remotes that had been planned election night**

International Brotherhood of Electrical Workers continued its strike against CBS last week with no immediate settlement in sight and, as of midweek, no new negotiating sessions scheduled.

A CBS spokesman said the company had not suffered any monetary losses because of the walkout by more than 1,200 engineers, cameramen and technicians throughout the country at CBS-TV, CBS Radio and the CBS-owned television and radio stations. (BROADCASTING, Nov. 6).

Management and supervisory personnel have been performing the duties of the union members since the beginning of the strike on Nov. 3, but there have been at least two hostile incidents involving football-game broadcasts, and the CBS News coverage of election returns on Nov. 7 was sharply restricted by union picketing at remote sites (see page 13). On Nov. 5 the New York Jets-Washington Redskins football game was not telecast because cables at Shea stadium in New York were cut.

The cut cable was NBC's permanent installation there, where NBC-TV regularly covers Jets home games. NBC sources said they expected to have it repaired by Friday (Nov. 10), fully ready for coverage of yesterday's (Nov. 12) game between the Jets and the Buffalo Bills.

CBS crews composed of supervisors attempted to bring new cables in from two trucks parked outside the stadium. According to police, Arthur Shine, a striking CBS technician, attempted to pry loose a cable that was hooked to one of the trucks. When a policeman tried to take Mr. Shine into custody, two other men intervened and a scuffle ensued.

The three men were arrested. Mr. Shine was charged with criminal tampering. The two other men were identified as Joseph Cabibbo and Vincent Bartilucci also described as striking technicians. Mr. Cabibbo was charged with disorderly conduct and public harassment and Mr. Bartilucci with interfering with a police officer, resisting arrest and public harassment. The arrested men belonged to Local 1212 of IBEW.

In another incident, television cables were cut in Milwaukee where the San Francisco-Green Bay game was being carried. The telecast was off the air for about eight minutes at the start of the second half before CBS crews repaired the damage.

From 50 to 55 stations had been scheduled to get the Jets-Redskins game. They got the Chicago-Detroit game instead.

Two Nov. 5 regional games on the CBS schedule were "turned back" to the



**Walking the line.** A striking IBEW worker pickets CBS headquarters in New York.

National Football League by CBS after the strike occurred. CBS said this was the procedure required by contract, so that the league could try to arrange substitute coverage.

Of those two games, KSD-TV St. Louis, an NBC affiliate, carried the Philadelphia-St. Louis game from Philadelphia (while KMOX-TV St. Louis, the CBS-owned station that normally would have carried it, carried Chicago-Detroit instead). The other turned-back game, Dallas at San Diego, was carried by KDFW-TV Dallas-Fort Worth, a CBS affiliate, and a network of close to 20 other Texas stations.

For yesterday (Nov. 12), CBS "turned back" two more games to the league last Wednesday: Green Bay at Chicago, which normally would have been seen on 40 to 50 stations, and New Orleans at Atlanta, normally on about 30 stations. The league was to try to arrange to have the games relayed to the "away" teams' home markets and to as many as possible of the other stations that normally would carry them. The rest, CBS sources said, would be fed the New York Giants-Washington

game, one of four contests CBS planned to cover regionally yesterday.

The principal issue in the strike is jurisdiction over jobs associated with emerging new technology, covering such graphic-display devices as Vidifont, Telestrator and others. The union wants its members to operate this equipment and would agree to nonunion personnel filling these jobs only if the work is duplicated by IBEW members. CBS wants the right to hire employees with other skills it feels are needed for the new technology—skills in graphic design, for instance—and rejects duplication of work by union members.

## Supreme Court refuses to stop Sears building

**Illinois had claimed skyscraper would obstruct Chicago TV signals**

The attempt to block the construction of the 1,450-foot Sears Tower building in Chicago has failed in the Supreme Court. The court last week refused to hold a hearing on an Illinois state attorney's motion for an injunction against Sears, Roebuck & Co., coordinator of the project. The ruling left standing a decision by the Illinois Supreme Court denying the motion.

The injunction had been sought by State Attorney Jack Hoogasian, who claimed that the tower would cause serious interference to TV reception in Lake county. Mr. Hoogasian sought to block construction of the 110-story structure beyond the 67th floor.

During the legal fight, Sears offered an estimated \$5 million to finance moves of TV station antennas to the Sears building from their present sites on the John Hancock building. The Chicago stations criticized that plan, however, noting that several stations had long-term leases with

**Red-faced over Redskins.** The raid on cable installations in New York's Shea stadium last Sunday affected football programing on a regional network but probably hit hardest in the Washington area where avid Washington Redskins fans learned just before kickoff that their heroes' battle with the New York Jets would not be on WTOP-TV, the Washington CBS affiliate. WTOP-TV, which repeatedly announced that the game could not be broadcast "because communications at Shea stadium have been sabotaged," picked up CBS's feed of the Chicago Bears-Detroit Lions contest instead. That didn't stop hundreds of irate viewers from flooding WTOP-TV's switchboard with protests throughout the afternoon.

the John Hancock interests and that the financial burden involved in relocating would be too heavy (BROADCASTING, May 8).

A Sears spokesman said last week that the problem is "still under study."

The litigation that was terminated last week was not connected with an earlier case brought before the FCC by the Illinois Citizens Committee for Broadcasting. ICCB had asked the commission to assume jurisdiction over the construction of the Sears Tower, claiming that the anticipated interference would deprive Chicago viewers of their "right" to clear TV signals. The FCC's denial of that request was upheld two months ago by the U.S. Court of Appeals (BROADCASTING, Sept. 25).

## Canadian networking takes to satellite

**'Anik,' launched at Cape Kennedy and headed for equatorial berth, will carry CBC program services**

The first domestic-satellite system for the North American continent, Canada's, was launched last week from Cape Kennedy.

The Canadian communications satellite, called "Anik" (Eskimo for "brother"), is capable of carrying 10 color TV channels or 9,600 telephone circuits. When Anik is positioned over the equator at Long, 109 degrees W. (south of Gallup, N.M.), it will begin operating as

a relay with earth stations in Canada. A companion satellite is due to be launched from four to six months later.

Canada's basic Telesat system includes eight earth stations in southern Canada and 25 TV receive-only stations in remote and northern areas. The main earth stations will be at Montreal and Toronto, the principal production centers of the Canadian Broadcasting Corp., which has leased three color TV and three audio channels on the first bird. CBC will use the satellite service to provide full English and French network service throughout the country. The Montreal and Toronto earth stations will be capable of transmitting two television channels and receiving three. Other southern Canada earth stations will be able to transmit on one channel and simultaneously receive three channels.

Telesat Canada was organized in 1969 and is owned jointly by the Canadian government, common carriers and the public. It will pay the U.S. about \$8 million for the Anik launch.

## Harmony at KTTV

A more than two-month-long strike by the National Association of Broadcast Employees and Technicians against KTTV-TV Los Angeles has ended, with 58 members of Local 53 going back on the job. The strike was over negotiations for a new contract, with the old agreement having expired July 1. No details of the settlement were released.

## Finance

**Avco expands in CTI.** Cartridge Television Inc., New York, reports agreement in principle with Avco Corp., owner of 32% of CTI's stock, under which Avco will buy up to \$8 million of CTI's subordinated convertible notes. Notes are being offered initially to limited number of financial institutions. They bear annual rate of 8% and will mature in 1984 and be converted into CTI common shares at \$20 per share.

**Split approval.** Shareholders of Times Mirror Co., Los Angeles, have approved 2-for-1 split of company's common stock. In special meeting, shareholders also authorized increase in common shares from 17.5 million to 40 million. Times Mirror owns and operates KDFW-TV Dallas and recently announced acquisition of KTBC-TV Austin, Tex. (BROADCASTING, Sept. 4).

**Refinancing plan.** Memorex Corp., Santa Clara, Calif., maker of magnetic tape, as well as peripheral computer equipment, has agreed to acquire ILC Peripherals Leasing Corp., New York. Memorex already holds 20% interest in ILC. Both companies' financial results are reported on combined basis. New agreement is for Memorex to acquire remaining 80% of New York firm. Transaction would be in return for 300,000 Memorex common shares. Result of agreement is that lenders to ILC will modify ILC's interest rate on \$85 million of loans outstanding.

**Liberty Corp., Greenville, S.C.,** whose interests include station ownership, reported increases in revenues and earnings for first three quarters of 1972, with affiliate Cosmos Broadcasting Corp. showing 28% gain in income for period.

|                  | 1972        | 1971        |
|------------------|-------------|-------------|
| Earned per share | \$ 0.93     | \$ 0.74     |
| Revenues         | 223,000,000 | 170,000,000 |
| Net income       | 6,600,000   | 5,200,000   |

**Metro-Goldwyn-Mayer Inc., Culver City, Calif.,** reported net income from operations increased 18% for fiscal year. For year ended Aug. 31, 1972:

|                  | 1972        | 1971        |
|------------------|-------------|-------------|
| Earned per share | \$ 1.56     | \$ 1.32     |
| Revenues         | 156,968,000 | 155,569,000 |
| Net income       | 9,229,000   | 7,835,000   |

Notes: Gross revenues not including gross revenues of record and tape operations sold. Net earnings and earnings per share before extraordinary items of \$8,523,000, equal to \$1.44 per share, in fiscal 1971 and \$1,508,000. Equal to 25 cents per share, in fiscal 1972.

**Harris-Intertype Corp., Cleveland,** manufacturer of communications and information-handling equipment, reported increases in revenues and earnings for first quarter of 1972. For three months ended Sept. 30:

|                  | 1972       | 1971       |
|------------------|------------|------------|
| Earned per share | \$ 0.55    | \$ 0.48    |
| Revenues         | 87,331,000 | 81,334,000 |
| Net income       | 3,505,000  | 3,016,000  |

**Teletronics International Inc., New York,** which specializes in electronic photography, computerized editing and duplicating of programs and commercials, reported substantial increase in income on

## New Cable Television Franchises Require New Money

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smaller advance in revenues for fiscal year ended June 30:

|                  | 1972      | 1971      |
|------------------|-----------|-----------|
| Earned per share | \$ 0.30   | \$ 0.09   |
| Revenues         | 2,787,301 | 2,480,217 |
| Net income       | 231,846   | 52,406    |

**Ameco Inc.**, Phoenix, cable-TV company, reported increases in sales but accelerated loss in income for fiscal 1972, ended June 30.

|                         | 1972      | 1971      |
|-------------------------|-----------|-----------|
| Earned per share (loss) | \$ (0.44) | \$ (0.20) |
| Revenues                | 2,139,073 | 1,554,634 |
| Net income (loss)       | (526,000) | (237,858) |

**McCaffrey and McCall**, New York, reported gain of almost \$1.3 million in billings and 51% increase in net income and per-share earnings in first nine months ended Sept. 30.

|                  | 1972       | 1971       |
|------------------|------------|------------|
| Earned per share | \$ 0.59    | \$ 0.39    |
| Billings         | 35,498,000 | 34,207,000 |
| Net income       | 346,000    | 229,000    |

A very slight sag. More stocks showed losses than gains last week on *Broadcasting's* index of 135 companies associated with the electronic media. A total of 56 showed decreases, 54 showed increases, and 25 were unchanged. The preceding week gains outnumbered losses by nearly 2 to 1.

Little of the movement in either direction was marked, however. In the broadcasting category, for example, the largest increase was shown by Capital Cities Broadcasting Co., which rose 2 1/4 points to 60 1/4; the sharpest decrease was in ABC's stock, which fell 3 3/4 points to 74 1/2.

The largest gain and loss both turned up in the programing category. MCA was up 4 1/4, or 17.3%, to 27 1/4. Walt Disney Productions, which had gained over 10 points each of the preceding two weeks, fell 9 3/4 last week.

Two companies, A. C. Nielsen (62 1/4) and Multimedia (45) hit their highs for the year. The latter announced last week a 3-for-2 stock split, effective Jan. 15. Another, ASI Communications, was at its low point for the year, 1 1/4.

For the second consecutive week, there was a higher percentage of declining stocks in the service category than in any other; six were up, 11 down, and three unchanged. The only other category to show a plurality of losses was that of broadcasting with other major interests; 13 were up, 15 down and 12 the same.

The week was best in the cable and programing categories. Thirteen cable stocks were up, 10 were down and two were unchanged; seven programing stocks rose, five dropped and two stayed the same. In the broadcasting and manufacturing categories, gainers and losers were equal.

## Broadcasting Stock Index

## Weekly market summary of 135 stocks allied with broadcasting

|                                                | Stock symbol | Exch. | Closing Nov. 8 | Closing Nov. 7 | Net change in week | % change in week | High 1972 | Low    | Approx. shares out (000) | Total market capitalization (000) |
|------------------------------------------------|--------------|-------|----------------|----------------|--------------------|------------------|-----------|--------|--------------------------|-----------------------------------|
| <b>Broadcasting</b>                            |              |       |                |                |                    |                  |           |        |                          |                                   |
| ABC                                            | ABC          | N     | 74 5/8         | 78 1/2         | - 3 7/8            | - 4.93           | 81 1/2    | 51 1/4 | 8,418                    | 628,193                           |
| ASI COMMUNICATIONS                             | ASIC         | D     | 1 1/8          | 1 1/8          |                    | .00              | 5         | 1 1/8  | 1,815                    | 2,041                             |
| CAPITAL CITIES                                 | CCB          | N     | 60 1/4         | 58             | + 2 1/4            | + 3.87           | 64 1/4    | 48     | 6,496                    | 391,384                           |
| CBS                                            | CBS          | N     | 52 5/8         | 50 3/4         | + 1 7/8            | + 3.69           | 63        | 45 1/2 | 28,096                   | 1,478,552                         |
| COX                                            | COX          | N     | 39             | 39             |                    | .00              | 51        | 36 1/4 | 5,827                    | 227,253                           |
| FEDERATED MEDIA                                |              | O     | 2 1/4          | 2              | + 1/4              | + 12.50          | 4 1/8     | 2      | 820                      | 1,845                             |
| GROSS TELECASTING                              | GGG          | A     | 16 1/2         | 17 1/4         | - 3/4              | - 4.34           | 23 7/8    | 12 1/4 | 800                      | 13,200                            |
| LIN                                            | LINB         | O     | 12 1/4         | 12 5/8         | - 3/8              | - 2.97           | 22 3/8    | 11     | 2,341                    | 28,677                            |
| MOONEY                                         | MDON         | O     | 9 3/4          | 9 3/4          |                    | .00              | 11 5/8    | 4      | 250                      | 2,437                             |
| PACIFIC & SOUTHERN                             | PSOU         | D     | 7 3/4          | 7 1/4          | + 1/2              | + 6.89           | 18 1/4    | 6 1/2  | 2,010                    | 15,577                            |
| RAHALL COMMUNICATIONS                          | RAHL         | O     | 16             | 16 1/4         | - 1/4              | - 1.53           | 29        | 8      | 1,037                    | 16,592                            |
| SCRIPPS-HOWARD*                                | SCRIP        | O     | 23             | 22 3/4         | + 1/4              | + 1.09           | 27        | 18     | 2,589                    | 59,547                            |
| STARR                                          | SBG          | M     | 24 1/2         | 24 5/8         | - 1/8              | - .50            | 30 1/2    | 15 1/2 | 1,042                    | 25,529                            |
| STORER                                         | SBK          | N     | 44 1/2         | 43 1/4         | + 1 1/4            | + 2.89           | 49 3/8    | 31     | 4,223                    | 187,923                           |
| TAFT                                           | TFB          | N     | 53 5/8         | 54 3/4         | - 1 1/8            | - 2.05           | 59 1/4    | 41 3/4 | 4,064                    | 217,932                           |
|                                                |              |       |                |                |                    |                  |           |        | <b>TOTAL</b>             | <b>69,828 3,296,682</b>           |
| <b>Broadcasting with other major interests</b> |              |       |                |                |                    |                  |           |        |                          |                                   |
| AOAMS-RUSSELL                                  | AAR          | A     | 4 3/4          | 5              | - 1/4              | - 5.00           | 8 3/4     | 4 1/2  | 1,250                    | 5,937                             |
| AVCO                                           | AV           | N     | 16 1/4         | 15 1/2         | + 3/4              | + 4.83           | 20 7/8    | 13 7/8 | 11,497                   | 186,826                           |
| BARTLELL MEDIA                                 | BMC          | A     | 3 1/8          | 3 1/8          |                    | .00              | 7 1/8     | 2 3/4  | 2,257                    | 7,053                             |
| CHRIS-CRAFT                                    | CCN          | N     | 5 3/8          | 5              | + 3/8              | + 7.50           | 8 3/4     | 4 5/8  | 3,999                    | 21,494                            |
| COMBINED COMMUNICATIONS                        | CCA          | A     | 36 1/2         | 37 1/4         | - 3/4              | - 2.01           | 42 1/2    | 28 1/2 | 3,264                    | 119,136                           |
| COMLES COMMUNICATIONS                          | CWL          | N     | 9 7/8          | 10 1/4         | - 3/8              | - 3.65           | 13 1/8    | 9 1/2  | 3,969                    | 39,193                            |
| DUN & BRADSTREET                               | DNB          | N     | 79 3/4         | 79 1/8         | + 5/8              | + .78            | 81 3/8    | 63     | 12,894                   | 1,028,296                         |
| FUQUA                                          | FQA          | N     | 18 7/8         | 19 5/8         | - 3/4              | - 3.82           | 27 7/8    | 15 5/8 | 9,399                    | 177,406                           |
| GABLE INDUSTRIES                               | GBI          | N     | 25 3/4         | 24 3/8         | + 1 3/8            | + 5.64           | 32 1/4    | 23     | 2,220                    | 57,165                            |
| GENERAL TIRE & RUBBER                          | GY           | N     | 28 1/8         | 27             | + 1 1/8            | + 4.16           | 32 5/8    | 24 5/8 | 19,483                   | 547,959                           |
| GLOBETROTTER COMMUNICATION INC                 | GLBTA        | O     | 8 1/4          | 7 1/2          | + 3/4              | + 10.00          | 20 1/2    | 7 1/2  | 2,843                    | 23,454                            |
| GRAY COMMUNICATIONS                            |              | O     | 10 3/4         | 10 3/4         |                    | .00              | 14        | 6 1/2  | 475                      | 5,106                             |
| ISC INDUSTRIES                                 | ISC          | A     | 6 7/8          | 6 7/8          |                    | .00              | 9 1/8     | 6      | 1,655                    | 11,378                            |
| KAISER INDUSTRIES                              | KI           | A     | 6              | 6              |                    | .00              | 9 5/8     | 5 1/2  | 26,948                   | 161,688                           |
| KANSAS STATE NETWORK                           | KSN          | O     | 6              | 6              |                    | .00              | 7 7/8     | 6      | 1,621                    | 9,726                             |
| KINGSTIP INC.                                  | KTP          | A     | 12             | 12 1/2         | - 1/2              | - 4.00           | 16 1/8    | 10 7/8 | 1,154                    | 13,848                            |
| LAMB COMMUNICATIONS*                           |              | O     | 2 5/8          | 2 5/8          |                    | .00              | 4 7/8     | 2      | 475                      | 1,246                             |
| LEE ENTERPRISES                                | LNT          | A     | 24 1/2         | 21 3/4         | + 2 3/4            | + 12.64          | 30        | 17 1/2 | 3,357                    | 82,246                            |
| LIBERTY CORP.                                  | LC           | N     | 23 3/4         | 23 3/8         | + 3/8              | + 1.60           | 24        | 17 1/2 | 6,753                    | 160,383                           |
| MCGRAW HILL                                    | MHP          | N     | 14 1/8         | 15             | - 7/8              | - 5.83           | 20 7/8    | 13 1/4 | 23,327                   | 329,493                           |
| MEDIA GENERAL INC.                             | MEG          | A     | 30 3/4         | 30 3/4         |                    | .00              | 49 3/8    | 27 7/8 | 3,434                    | 105,595                           |
| MEREDITH CORP.                                 | MDP          | N     | 20 5/8         | 21 3/4         | - 1 1/8            | - 5.17           | 30 3/4    | 18 1/2 | 2,812                    | 57,997                            |
| METROMEDIA                                     | MET          | N     | 32 1/4         | 34 1/2         | - 2 1/4            | - 6.52           | 39        | 27 1/4 | 5,959                    | 192,177                           |
| MULTIMEDIA INC.                                |              | O     | 45             | 43             | + 2                | + 4.65           | 45        | 14     | 2,408                    | 108,360                           |
| OUTLET CO.                                     | OTU          | N     | 13 3/4         | 14             | - 1/4              | - 1.78           | 19 3/8    | 13     | 1,336                    | 18,370                            |
| PACIFIC SOUTHWEST AIRLINES                     | PSA          | N     | 19             | 20             | - 1                | - 5.00           | 37 1/2    | 18 1/2 | 3,771                    | 71,649                            |
| POST CORP.                                     | POST         | D     | 17 1/4         | 17 1/4         |                    | .00              | 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 1/8          | 3 3/8          | - 1/4              | - 7.40           | 4 1/4     | 2 3/8  | 2,292                    | 7,162                             |
| RIDDER PUBLICATIONS                            | RPI          | N     | 24 1/4         | 23 1/4         | + 1                | + 4.30           | 34 1/2    | 21 7/8 | 8,327                    | 201,929                           |
| ROLLINS                                        | ROL          | N     | 39 1/4         | 37 1/2         | + 1 3/4            | + 4.66           | 43 1/4    | 33     | 12,146                   | 476,730                           |
| RUST CRAFT                                     | RUS          | A     | 33             | 34 1/2         | - 1 1/2            | - 4.34           | 39 3/8    | 24     | 2,318                    | 76,494                            |
| SAN JUAN RACING                                | SJR          | N     | 19             | 21             | - 2                | - 9.52           | 34 3/4    | 18 3/4 | 1,958                    | 37,202                            |
| SCHERING-PLOUGH                                | SGP          | N     | 135 1/4        | 135            | + 1/4              | + .18            | 135 1/2   | 82 5/8 | 25,471                   | 3,444,952                         |
| SONDERLING                                     | SDB          | A     | 13 5/8         | 12             | + 1 5/8            | + 13.54          | 30 3/4    | 11     | 1,005                    | 13,693                            |
| TIMES MIRROR CO.                               | TMC          | N     | 52             | 52 1/8         | - 1/8              | - .23            | 61 5/8    | 46 1/2 | 15,395                   | 800,540                           |
| TURNER COMMUNICATIONS*                         |              | O     | 5 3/4          | 5 3/4          |                    | .00              | 7         | 2      | 1,328                    | 7,636                             |
| WASHINGTON POST CO.                            | WPO          | A     | 34 3/4         | 34 3/4         |                    | .00              | 37 1/4    | 23 1/2 | 4,806                    | 167,008                           |

|                                | Stock<br>symbol | Exch. | Closing<br>Nov. 8 | Closing<br>Nov. 1 | Net change<br>in week | % change<br>in week | High    | 1972<br>Low  | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |
|--------------------------------|-----------------|-------|-------------------|-------------------|-----------------------|---------------------|---------|--------------|-----------------------------------|----------------------------------------------|
| WHDH CORP.*                    |                 | O     | 15                | 15                |                       | .00                 | 30      | 11           | 589                               | 8,835                                        |
| WOMETCO                        | WQM             | N     | 19 1/2            | 19 5/8            | - 1/8                 | -.63                | 25 7/8  | 18 1/2       | 5,789                             | 112,885                                      |
| <b>Cable</b>                   |                 |       |                   |                   |                       |                     |         | <b>TOTAL</b> | <b>241,845</b>                    | <b>8,916,448</b>                             |
| AMECO                          | ACD             | D     | 2 1/2             | 2 1/2             |                       | .00                 | 12 3/4  | 1 1/2        | 1,200                             | 3,000                                        |
| AMERICAN ELECTRONIC LABS       | AELBA           | O     | 3 3/4             | 4 1/4             | - 1/2                 | - 11.76             | 9 3/4   | 3            | 1,726                             | 6,472                                        |
| AMERICAN TV & COMMUNICATIONS   | AMTV            | O     | 45                | 43 1/2            | + 1 1/2               | + 3.44              | 47 1/4  | 17 1/4       | 2,462                             | 110,790                                      |
| BURNUP & SIMS                  | BSIM            | O     | 23 3/8            | 23 1/2            | - 1/8                 | -.53                | 24      | 6 3/4        | 7,510                             | 175,546                                      |
| CABLECOM-GENERAL               | CCG             | A     | 10 3/8            | 8 3/4             | + 1 5/8               | + 18.57             | 18 1/4  | 8 3/4        | 2,438                             | 25,294                                       |
| CABLE FUNDING CORP.*           | CFUN            | O     | 11                | 11 3/4            | - 3/4                 | - 6.38              | 15 1/4  | 9 7/8        | 1,233                             | 13,563                                       |
| 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     | 9 1/4             | 8 3/4             | + 1/2                 | + 5.71              | 15 1/4  | 8 1/2        | 2,416                             | 22,348                                       |
| COLUMBIA CABLE                 | CCAB            | D     | 19                | 18                | + 1                   | + 5.55              | 21 3/4  | 16 3/8       | 900                               | 17,100                                       |
| COMCAST CORP.                  |                 | O     | 4 3/8             | 4 1/8             | + 1/4                 | + 6.06              | 7       | 4 1/8        | 1,280                             | 5,600                                        |
| COMMUNICATIONS PROPERTIES      | COMU            | O     | 10                | 9                 | + 1                   | + 11.11             | 27 3/8  | 8 3/8        | 1,917                             | 19,170                                       |
| COX CABLE COMMUNICATIONS       | CXC             | A     | 38 1/2            | 37                | + 1 1/2               | + 4.05              | 41 3/4  | 23 1/4       | 3,556                             | 136,906                                      |
| CYPRESS COMMUNICATIONS         | CYPR            | O     | 20 1/2            |                   | + 1 1/4               | + 6.49              | 23      | 7            | 2,732                             | 56,006                                       |
| ENTRON                         | ENT             | A     | 3 3/8             | 3 1/2             | - 1/8                 | - 3.57              | 9 1/4   | 3            | 1,358                             | 4,583                                        |
| GENERAL INSTRUMENT CORP.       | GRL             | N     | 26 3/4            | 29                | - 2 1/4               | - 7.75              | 32 7/8  | 20 3/4       | 6,501                             | 173,901                                      |
| LVO CABLE INC.                 | LVQC            | O     | 12 3/4            | 11 3/4            | + 1                   | + 8.51              | 16 1/2  | 6 3/4        | 1,466                             | 18,691                                       |
| SCIENTIFIC-ATLANTA INC.        | SFA             | A     | 12 7/8            | 13 1/8            | - 1/4                 | - 1.90              | 13 3/8  | 8 1/8        | 909                               | 11,703                                       |
| STERLING COMMUNICATIONS        | STER            | O     | 4 3/4             | 4 3/8             | + 3/8                 | + 8.57              | 7 3/4   | 3 1/2        | 2,162                             | 10,269                                       |
| TELECOMMUNICATIONS             | TCOM            | O     | 27 1/2            | 29                | - 1 1/2               | - 5.17              | 35 1/4  | 15 1/2       | 3,822                             | 105,105                                      |
| TELEPROMPTER                   | TP              | A     | 31 1/2            | 33 1/2            | - 2                   | - 5.97              | 44 1/2  | 28 1/8       | 15,551                            | 489,856                                      |
| TIME INC.                      | TL              | N     | 51 5/8            | 51 3/4            | - 1/8                 | - .24               | 64 3/4  | 44 5/8       | 7,284                             | 376,036                                      |
| TOCOM                          | TOCM            | O     | 8                 | 7 5/8             | + 3/8                 | + 4.91              | 10      | 7            | 596                               | 4,768                                        |
| UA CABLEVISION INC.            | UACV            | O     | 15 7/8            | 15 1/2            | + 3/8                 | + 2.41              | 24      | 13           | 750                               | 11,906                                       |
| VIACOM                         | VIA             | N     | 19 1/8            | 19 1/4            | - 1/8                 | - .64               | 28 1/2  | 15 1/2       | 3,836                             | 73,363                                       |
| VIKOA                          | VIK             | A     | 9 3/8             | 9                 | + 3/8                 | + 4.16              | 19 3/4  | 8            | 2,333                             | 21,871                                       |
| <b>Programming</b>             |                 |       |                   |                   |                       |                     |         | <b>TOTAL</b> | <b>76,893</b>                     | <b>1,895,995</b>                             |
| COLUMBIA PICTURES              | CPS             | N     | 10 1/8            | 10 7/8            | - 3/4                 | - 6.89              | 14 7/8  | 9 1/8        | 6,342                             | 64,212                                       |
| DISNEY                         | DIS             | N     | 187 1/2           | 197 1/4           | - 9 3/4               | - 4.94              | 201 3/4 | 132 3/4      | 13,802                            | 2,587,875                                    |
| FILMWAYS                       | FWY             | A     | 3 3/4             | 4                 | - 1/4                 | - 6.25              | 8       | 3 5/8        | 1,868                             | 7,005                                        |
| GULF & WESTERN                 | GW              | N     | 37 1/4            | 34 7/8            | + 2 3/8               | + 6.81              | 44 3/4  | 28           | 15,816                            | 589,146                                      |
| MCA                            | MCA             | N     | 27 7/8            | 23 3/4            | + 4 1/8               | + 17.36             | 35 7/8  | 23 1/8       | 8,182                             | 228,073                                      |
| MGM                            | MGM             | N     | 22 1/4            | 21 1/4            | + 1                   | + 4.70              | 22 3/4  | 16 3/4       | 5,897                             | 131,208                                      |
| MUSIC MAKERS                   | MUSC            | O     | 1 5/8             | 1 5/8             |                       | .00                 | 3 3/4   | 1 1/8        | 534                               | 867                                          |
| TELE-TAPE PRODUCTIONS*         |                 | O     | 1 1/2             | 1 1/4             | + 1/4                 | + 20.00             | 2 7/8   | 1            | 2,190                             | 3,285                                        |
| TELETRONICS INTERNATIONAL*     |                 | O     | 12 3/4            | 12                | + 3/4                 | + 6.25              | 18 1/2  | 6 1/4        | 724                               | 9,231                                        |
| TRANSAMERICA                   | TA              | N     | 17 5/8            | 18                | - 3/8                 | - 2.08              | 23 1/2  | 16 1/4       | 67,213                            | 1,184,629                                    |
| 20TH CENTURY-FOX               | TF              | N     | 9                 | 9                 |                       | .00                 | 17      | 8 5/8        | 8,562                             | 77,058                                       |
| WALTER READE ORGANIZATION      | WALT            | O     | 1 5/8             | 1 1/4             | + 3/8                 | + 30.00             | 4 1/8   | 1 1/4        | 2,203                             | 3,579                                        |
| WARNER COMMUNICATIONS INC.     | WCI             | N     | 40 5/8            | 40 1/8            | + 1/2                 | + 1.24              | 50 1/4  | 31 1/4       | 16,221                            | 658,978                                      |
| WRATHER CORP.                  | WCO             | A     | 8                 | 8 3/8             | - 3/8                 | - 4.47              | 17 7/8  | 7 1/8        | 2,164                             | 17,312                                       |
| <b>Service</b>                 |                 |       |                   |                   |                       |                     |         | <b>TOTAL</b> | <b>151,718</b>                    | <b>5,562,458</b>                             |
| JOHN BLAIR                     | BJ              | N     | 11 1/2            | 12 5/8            | - 1 1/8               | - 8.91              | 22 3/8  | 11 3/8       | 2,604                             | 29,946                                       |
| COMSAT                         | CO              | N     | 59                | 60 1/8            | - 1 1/8               | - 1.87              | 75 3/8  | 52           | 10,000                            | 590,000                                      |
| CREATIVE MANAGEMENT            | CMA             | A     | 9 7/8             | 9 1/2             | + 3/8                 | + 3.94              | 15 1/2  | 8 1/2        | 975                               | 9,628                                        |
| DOYLE DANE BERNBACH            | DOYL            | O     | 24 1/2            | 24 3/4            | - 1/4                 | - 1.01              | 34 3/4  | 21 1/2       | 1,945                             | 47,652                                       |
| ELKINS INSTITUTE               | ELKN            | O     | 2                 | 2 1/4             | - 1/4                 | - 11.11             | 16 3/8  | 1 3/4        | 1,664                             | 3,328                                        |
| FOOTE, CONE & BELOING          | FCB             | N     | 12 1/8            | 12 1/8            |                       | .00                 | 14      | 10 5/8       | 2,162                             | 26,214                                       |
| GREY ADVERTISING               | GREY            | O     | 14 1/2            | 14 3/4            | - 1/4                 | - 1.69              | 18 1/8  | 9 1/4        | 1,200                             | 17,400                                       |
| INTERPUBLIC GROUP              | IPG             | N     | 26                | 27                | - 1                   | - 3.70              | 36 1/8  | 22 3/4       | 2,083                             | 54,158                                       |
| MARVIN JOSEPHSON ASSOCS.       | MRVN            | O     | 14 3/8            | 14 1/2            | - 1/8                 | - .86               | 17 3/4  | 5 7/8        | 825                               | 11,859                                       |
| MCCAFFREY & MCCALL*            |                 | O     | 11                | 10 3/4            | + 1/4                 | + 2.32              | 16 1/2  | 7            | 585                               | 6,435                                        |
| MCI COMMUNICATIONS             | MCIC            | O     | 8                 | 8                 |                       | .00                 | 12 3/4  | 7 3/8        | 11,257                            | 90,056                                       |
| MOVIELAB                       | MOV             | A     | 1 7/8             | 1 3/4             | + 1/8                 | + 7.14              | 3 1/8   | 1 3/8        | 1,407                             | 2,638                                        |
| MPO VIDEOTRONICS               | MPD             | A     | 3 5/8             | 3 3/4             | - 1/8                 | - 3.33              | 7 1/8   | 3 1/2        | 547                               | 1,982                                        |
| NEEDHAM, HARPER & STEERS INC.* | NDHMA           | O     | 26 3/4            |                   | + 1/2                 | + 1.90              | 34 1/8  | 21 1/2       | 911                               | 24,369                                       |
| A. C. NIELSEN                  | NIELB           | O     | 62 1/8            | 60 1/2            | + 1 5/8               | + 2.68              | 62 1/8  | 37 5/8       | 5,299                             | 329,200                                      |
| OGILVY & MATHER                | OGIL            | O     | 33 1/4            | 35                | - 1 3/4               | - 5.00              | 48 1/2  | 16           | 1,716                             | 57,057                                       |
| PKL CO.*                       | PKL             | D     | 7/8               | 7/8               |                       | .00                 | 9 1/2   | 3/4          | 778                               | 680                                          |
| J. WALTER THOMPSON             | JWT             | N     | 27                | 27 3/4            | - 3/4                 | - 2.70              | 49 1/4  | 23           | 2,704                             | 73,008                                       |
| UNIVERSAL COMMUNICATIONS INC.* |                 | O     | 12 3/4            | 12                | + 3/4                 | + 6.25              | 17      | 8            | 715                               | 9,116                                        |
| WELLS, RICH, GREENE            | WRG             | N     | 17 1/2            | 18                | - 1/2                 | - 2.77              | 27 7/8  | 17 3/8       | 1,635                             | 28,612                                       |
| <b>Manufacturing</b>           |                 |       |                   |                   |                       |                     |         | <b>TOTAL</b> | <b>51,012</b>                     | <b>1,413,338</b>                             |
| ADMIRAL                        | ADL             | N     | 16                | 15 3/4            | + 1/4                 | + 1.58              | 27      | 13 5/8       | 5,813                             | 93,008                                       |
| AMPEX                          | APX             | N     | 6 3/4             | 7 1/2             | - 3/4                 | - 10.00             | 15 1/8  | 5            | 10,875                            | 73,406                                       |
| CARTRIAGE TELEVISION INC.      |                 | O     | 19                | 20 3/4            | - 1 3/4               | - 8.43              | 43 1/2  | 16 1/2       | 2,083                             | 39,577                                       |
| CCA ELECTRONICS                | CCAE            | O     | 3 1/4             | 3 3/8             | - 1/8                 | - 2.70              | 6 1/4   | 2 1/4        | 881                               | 2,863                                        |
| COLLINS RADIO                  | CRI             | N     | 16 1/2            | 15 1/2            | + 1                   | + 6.45              | 19 7/8  | 13 1/4       | 2,968                             | 48,972                                       |
| COMPUTER EQUIPMENT             | CEC             | A     | 2 5/8             | 2 5/8             |                       | .00                 | 4 5/8   | 2 1/2        | 2,421                             | 6,355                                        |
| CONRAC                         | CAX             | N     | 30 1/2            | 30 1/8            | + 3/8                 | + 1.24              | 39 3/8  | 24           | 1,259                             | 38,399                                       |
| GENERAL ELECTRIC               | GE              | N     | 65 3/4            | 64 1/2            | + 1 1/4               | + 1.93              | 70 7/8  | 58 1/4       | 182,123                           | 11,974,587                                   |
| HARRIS-INTERTYPE               | HT              | N     | 48 5/8            | 48 1/4            | + 3/8                 | + .77               | 59      | 45 1/2       | 6,358                             | 309,157                                      |
| MAGNAVOX                       | MAG             | N     | 28 1/8            | 28 1/8            |                       | .00                 | 52 1/4  | 25 7/8       | 17,685                            | 497,390                                      |
| 3M                             | MMM             | N     | 83 5/8            | 83 3/4            | - 1/8                 | - .14               | 86 3/8  | 74 1/4       | 12,867                            | 1,076,002                                    |
| MOTOROLA                       | MOT             | N     | 120 1/2           | 124 1/4           | - 3 3/4               | - 3.01              | 129 7/8 | 80           | 13,481                            | 1,624,460                                    |
| OAK INDUSTRIES                 | OEN             | N     | 18 1/4            | 18 3/8            | - 1/8                 | - .68               | 21 3/4  | 9 5/8        | 1,638                             | 29,893                                       |
| RCA                            | RCA             | N     | 37                | 36                | + 1                   | + 2.77              | 45      | 32 1/8       | 74,352                            | 2,751,024                                    |
| RSC INDUSTRIES                 | RSC             | A     | 2 1/2             | 2 1/2             |                       | .00                 | 4 3/8   | 2 1/4        | 3,458                             | 8,645                                        |
| SONY CORP.                     | SNE             | N     | 45 3/4            | 44 5/8            | + 1 1/8               | + 2.52              | 48 3/8  | 21 1/4       | 53,000                            | 2,424,750                                    |
| TECHNICAL OPERATIONS INC.      | TO              | A     | 10 1/4            | 9 7/8             | + 3/8                 | + 3.79              | 17 7/8  | 9            | 1,386                             | 14,206                                       |
| TEKTRONIX                      | TEK             | N     | 51                | 51 1/4            | - 1/4                 | - .48               | 65 1/2  | 32 3/4       | 8,157                             | 416,007                                      |

|              | Stock<br>symbol | Exch. | Closing<br>Nov. 8 | Closing<br>Nov. 7 | Net change<br>in week | % change<br>in week | High   | Low    | 1972        | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |
|--------------|-----------------|-------|-------------------|-------------------|-----------------------|---------------------|--------|--------|-------------|-----------------------------------|----------------------------------------------|
| TELEVISION   | TMT             | O     | 4 3/4             | 5                 | - 1/4                 | - 5.00              | 13 3/4 | 4 1/4  |             | 1,050                             | 4,987                                        |
| WESTINGHOUSE | WX              | N     | 43 3/8            | 43 5/8            | - 1/4                 | - .57               | 54 7/8 | 38 3/8 |             | 87,609                            | 3,800,040                                    |
| ZENITH       | ZE              | N     | 49 3/8            | 49 1/4            | + 1/8                 | + .25               | 50 1/2 | 39 3/4 |             | 19,037                            | 939,951                                      |
|              |                 |       |                   |                   |                       |                     |        |        | TOTAL       | 508,501                           | 26,173,679                                   |
|              |                 |       |                   |                   |                       |                     |        |        | GRAND TOTAL | 1,099,797                         | 47,258,600                                   |

Standard & Poor's Industrial Average

126.46

125.75

+71

A-American Stock Exchange  
M-Midwest Stock Exchange

N-New York Stock Exchange  
O-Over the counter (bid price shown)  
\*Monday closing bid prices are shown for this week.

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

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

## Fates & Fortunes®

### Broadcast Advertising



Mr. Potos



Mr. Kelly

**John D. Kelly**, VP-general sales manager, Storer Television Sales, New York, named VP-executive officer. **Andrew Potos**, general sales manager, Storer-owned WITI-TV Milwaukee, named VP-general sales manager, STS.



Mr. Lounds  
elected VP.

**Philip R. Marcuse**, president, Stockwell-Marcuse, Southfield, Mich., agency, elected chairman, succeeding **William H. Stockwell** who retires. **James C. Lewis**, executive VP, named president and chief executive officer. **James E. Thomas**, VP and creative director, succeeds Mr. Lewis as executive VP. **John Knorr**, account executive, elected VP.

**William G. Osborn**, account supervisor, D'Arcy-MacManus & Masius, Bloomfield, Mich., named VP.

**Michael M. Schreter**, VP-finance and administration, Golden West Broadcasters, Hollywood, appointed treasurer, Major

Market Radio, Los Angeles. Major Market Radio is rep for Golden West Stations.

**Al H. Lindop**, assistant VP and advertising director, Hook Drugs Inc., Indiana drug-store chain, joins Caldwell-Van Riper, Indianapolis agency, as VP and director of marketing.



Mr. Keever



Mr. Boorum

**Warren J. Boorum**, VP and national sales manager of ABC-TV network, named to newly created post of VP and general manager, sales department, reporting to **James T. Shaw**, VP in charge of sales. **H. Weller (Jake) Keever**, VP and director of sales, Eastern division, named to succeed Mr. Boorum, to whom he will also report.



Mr. Fernandez

**John J. Fernandez**, sales manager, Eastern division, ABC-TV succeeds Mr. Keever. **Neill Myers O'Hara**, assistant director, broadcast services, Grey Advertising, New York, joins Barnaby & Plum, Boston, as account supervisor and media director. **Mark E. Cosgrove**, assistant media buyer, Grey Advertising, Detroit, appointed assistant account executive, Ford division account. **Gary J. McDaniel**, service training assistant, Chrysler Corp., joins Grey as product information specialist on Ford division account.



Mr. Konjolka

manager.

**Harry Diner**, with KPIX(TV) San Francisco, appointed to new post of sales development director.

**James M. Hallas**, senior account executive, WWCA(AM) Gary, Ind., joins WLTH(AM) there as sales manager.

**Robert J. Eicholz**, with WGMA(AM) Hollywood, Fla., appointed general sales manager. He succeeds **Joe Yowell**, who assumes similar post with KUNO(AM) Corpus Christi, Tex.

### Media

**Richard N. Burns**, New York attorney with background in film production, also former associate director of business affairs for CBS-TV, named VP, television contracts, ABC Entertainment, New York, division of ABC Inc.



Miss Walsh

**Marilyn Walsh**, director of taxes, CBS, New York, elected VP.

**Arthur H. Simmers**, VP and general manager, WTRY(AM) Troy, N.Y., joins WMEX(AM) Boston as VP and general manager.

**Ian Harrower**, former director of commu-

nity affairs, WPVI-TV Philadelphia, appointed general manager, WTAJ-TV (formerly WFBO-TV) Altoona-Johnstown, Pa.

**Don Waterman**, general sales manager, WNBC(AM) New York, joins WKLS(FM) Atlanta as general manager.

**Bill Moon**, sales manager and acting station manager, WAKC(AM) Normal, Ill., named VP-general manager.

**Marlin D. Schlottman**, with WLOL(AM) Minneapolis, joins WYOO(AM)-WRAH(FM) (formerly WPBC-AM-FM) Richfield, Minn., as general manager.

**Oscar C. Turner**, director, personnel and labor relations, NBC-TV West Coast, retires after 36 years with company.

**Lucille Chazanoff**, senior auditor, Arthur Young & Co., New York accounting firm, appointed manager, contract accounting, NBC-TV, New York. She will be responsible for over-all accounting control of network program contracts and film-distribution activity.

**Lenda Penn**, with WWDG-AM-FM Washington, joins WTTG(TV) there as community-affairs director.

**Carl Princi**, with KFAC-AM-FM Los Angeles, appointed director of community involvement.

**Robert Ratcliff**, executive VP and general manager, WKPT(AM) Kingsport, elected president, Tennessee Associated Press Broadcasters Association.

**James P. Arcara**, VP and general manager, WPAT-AM-FM Paterson, N.J., elected chairman, New York Market Radio Broadcasters Association. Other new officers are: **Perry Bascom**, WNBC-AM-FM New York, VP, and **Neil E. Derrough**, WCBs(AM) New York, secretary-treasurer.

## Programing



Mr. Massey

Mr. Huberman

**Arnold M. Huberman**, director, York Enterprises Syndication, New York, producer and syndicator of television specials for Monsanto Co., joins NBC-TV, New York, as manager, film program administration. He succeeds **Perry E. Massey Jr.**, appointed director, special programs. Mr. Massey succeeds **Arch Robb**, appointed executive producer of various NBC-TV specials.

**Jack H. Vaughn**, dean of international studies at Florida State University, Tallahassee, and former director of Peace Corps, appointed to new post of director of international development, Children's Television Workshop, New York.

**James R. Hartzer**, VP and national director of marketing, Teletape Corp., New York and Detroit, named VP-marketing

and sales, Reeves Cinetel Inc., New York, post-production services firm. **Alexander Korwek**, assistant secretary-treasurer, Hoechst Fibers Inc., New York, named VP-treasurer and director, Reeves Cinetel.

**Robert B. Hudson**, associate director, film services, ABC-TV, appointed director of film services, West Coast operations, ABC-TV Hollywood.



Mr. Rudick

**Stanley A. Rudick**, VP and director of information services, WTTG(TV) Washington, named VP and program director.

**Richard Cox** has resigned as VP-development, Tomorrow Entertainment Inc., subsidiary of General Electric Co., effective Dec. 31. Mr. Cox has formed own production company, Cox London Corp., New York, which will develop TV program series and motion picture properties in association with TEI.

**Richard T. Drury**, operations director, WINZ(AM) Miami, joins Susquehanna Broadcasting Co., York, Pa., as national program director. Susquehanna is group station owner.

**Joseph Bluth**, president, Vidtronic Co., Hollywood-based video-tape processor, appointed national awards chairman for National Academy of Television Arts and Sciences.

**Peter M. Ballard**, producer-director, WMAR-TV Baltimore, appointed to newly-created position, assistant program director-special projects.

**Jarrett Day**, announcer and music director, WLMD(AM) Laurel, Md., appointed program director.

**Jack Bell**, program director, KKGf(AM) Great Falls, Mont., joins KCHY(AM) Cheyenne, Wyo., in same capacity.

**Donald E. Knox**, independent film producer and research associate, American Film Institute's Center for Advanced Film Studies, joins noncommercial WTTW(TV) Chicago as unit producer, program production staff.

**William A. Stewart**, operations manager, KLIF(AM) Dallas, joins WYOO(AM)-WRAH(FM) (formerly WPBC-AM-FM) Richfield, Minn., in same capacity.

## Broadcast Journalism



Mr. Corporon

**John R. Corporon**, director of news, WPIX(TV) New York, elected VP, news.

**Jeff Jordan**, anchorman, KMTV(TV) Omaha, evening news programs, appointed to new post of public-affairs director.

**Steve Powers**, with WMCA(AM) New York, joins ABC News, New York, as correspondent for American Information Radio Network.

**Art Rice**, with KOA(AM) Denver, joins KIST(AM) Santa Barbara, Calif., as news director. (This corrects Oct. 23 item.)

**Bryan Dawson**, news director, WXLN(AM) Potomac-Cabin John, Md., joins news staff, WLMD(AM) Laurel, Md.

**John Kennelly**, sports director, WJZ-TV Baltimore, joins WWJ-TV Detroit, as sports anchorman on weeknight news program.

## Cable

**Donald W. Phillips**, manager of GTE Communications' Charleston, Ill., CATV system, joins GTE Sylvania Inc., New York, as contracts administrator for CATV equipment and installation operation. **John J. Twomey**, assistant to the treasurer, GTE Sylvania, appointed controller, CATV equipment and installation-operation. **Francis I. Muller Jr.**, field engineer, Jerrold Electronics Corp., Philadelphia, joins GTE Sylvania's CATV equipment and installation operation in El Paso as senior field representative.

**Ray C. Smucker**, formerly president and general manager, KTAR(AM) Phoenix, joins Cox Cable Communications, Atlanta, as director, Arizona franchise development.

**Greg Armstrong**, management trainee, Viacom's North Bay cable system, San Francisco, appointed area manager of system there. He succeeds **Jim DeSorrento**, appointed regional manager, Viacom's cable systems, Cleveland. **Kurt Jorgensen**, system manager, Nor Cal Cablevision Inc., partially owned by Viacom, appointed Viacom area manager, Sonoma county, Calif.

**George L. Allen**, owner of own accounting service, joins Sammons Communications, Dallas, as assistant manager, corporate development. Mr. Allen will be responsible for procurement and development of CATV franchises.

**W. E. Patten**, manager, Cablecom-General's Lampasas, Tex., system, appointed manager, Port Lavaca, Tex., system. He is succeeded by **George Steen**, chief technician, Clarksdale, Miss., system.

## Equipment & Engineering

**Norman R. Selinger**, president and founder, Video Engineering Co., subsidiary of Riker-Maxon Corp., has announced his resignation effective December 31. Mr. Selinger plans to establish consulting firm serving closed-circuit TV industry.

**Les Farey**, general manager and chief engineer, Com Cable TV Inc., (partially owned by Blonder-Tongue Laboratories Inc.), appointed manager-West Coast engineering, B-T's Redwood City, Calif., office.

**Martin Gitten**, staff engineer, Mutual Broadcasting System, New York, appointed internal communications manager, Institute of Electrical and Electronics Engineers, New York.

**Gerald B. Klabunde**, director of engineering, WFTL(AM) Fort Lauderdale, Fla., joins WBen-AM-FM Buffalo, N.Y., as chief engineer.

## Allied Fields

**Albert J. Baxter II**, attorney, Cable Television Bureau, FCC, Washington, appointed legal assistant to Commissioner Benjamin L. Hooks.

**Irving Klein**, former executive VP, Independent Television Corp., and currently communications attorney, appointed president, Protalent Inc., New York talent management firm.

**Fred D. Harms**, with WCIA(TV) Champaign, Ill., joins Ron Curtis & Co., Chicago, as VP-CATV division.

**Richard F. Johnson**, with Forest Service,

U.S. Department of Agriculture, appointed to new position of director, Eastern Region Mass Media Services, 6816 Market St., Upper Darby, Pa. Mr. Johnson will provide forestry information to media in Boston, New York, Philadelphia and Baltimore.

## Deaths

**Anthony Stanford**, 77, advertising executive and radio director, died Oct. 29 in Beverly Hills, Calif., after brief illness. Mr. Stanford, former executive of J. Walter Thompson Co., was early director

of *Lux Radio Theater* and was producer-director of *Chase and Sanborn Hour* and *Fleischman's Yeast Program* for NBC. He is survived by his wife, Peggy.

**Mitchell Leisen**, 74, producer-director, died Oct. 28 in Los Angeles after long illness. Mr. Leisen, who worked mostly in motion pictures, also directed such TV series as *Pete and Gladys*, *Adventures in Paradise* and *Shirley Temple Story Book*.

**Harry Richman**, 77, actor-singer, died Nov. 3 in Los Angeles after long illness. Mr. Richman, during 1930's and 1940's, was featured on network radio. He is survived by a sister.

# For the Record®

As compiled by BROADCASTING Nov. 1 through Nov. 7, 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

■ **\*Arkadelphia, Ark.**—Arkansas Educational Television Commission. Seeks VHF ch. 9 (186-192 mhz); ERP 316 kw vis., 63.2 kw aur. HAAT and ant. height above ground not indicated. P.O. address: c/o Lee Reaves, 350 South Donaghey Street, Conway, Ark. 72032. Estimated construction cost \$533,100; first-year operating cost \$48,600; revenue none. Type trans. RCA 25EH. Type ant. RCA TW18A9-P. Legal counsel Pierson, Ball & Dowd. Washington: consulting engineer Jansky and Bailey. Alexandria, Va. Principals: Elster T. Shuffield, board chairman. Lee Reaves, director. et al. Application incomplete as of Nov. 6. Ann. Sept. 15.

■ **\*Fayetteville, Ark.**—Arkansas Educational Television Commission. Seeks VHF ch. 13 (210-216 mhz); ERP 316 kw vis., 63.2 kw aur. P.O. address: c/o Lee Reaves, 350 South Donaghey Street, Conway, Ark. 72032. Estimated construction cost \$467,794; first-year operating cost \$48,600; revenue none. Type trans. RCA 25EH. Type ant. RCA TW15A13P. Legal counsel, consulting engineer and principals same as above. Application incomplete as of Nov. 6. Ann. Sept. 15.

■ **\*Jonesboro, Ark.**—Arkansas Educational Television Commission. Seeks UHF ch. 19 (500-506 mhz); ERP 500 kw vis., 100 kw aur. P.O. address: c/o Lee Reaves, 350 South Donaghey Street, Conway, Ark. 72032. Estimated construction cost \$678,772; first-year operating cost \$48,600; revenue none. Type trans. RCA TTU30A. Type ant. RCA TTU30J. Legal counsel, consulting engineer and principals same as above. Application incomplete as of Nov. 6. Ann. Sept. 15.

■ **\*Mountain View, Ark.**—Arkansas Educational Television Commission. Seeks VHF ch. 6 (82-88 mhz); ERP 100 kw vis., 20 kw aur. P.O. address: c/o Lee Reaves, 350 South Donaghey Street, Conway, Ark. 72032. Estimated construction cost \$433,500; first-year operating cost \$48,600; revenue none. Type trans. RCA 25EL. Type ant. RCA TF5CM. Legal counsel, consulting engineer and principals same as above. Application incomplete as of Nov. 6. Ann. Sept. 15.

### Start authorized

■ **\*KEDT(TV)** Corpus Christi, Tex.—Authorized

program operation on ch. 16 (482-488 mhz), ERP 3275 kw aur., 434.4 kw vis., HAAT 972.6 ft. Action Oct. 13.

### Call letter application

■ **Mountain State Radio & TV Corp.** Fort Collins, Colo.—Seeks KNCO(TV).

## Existing TV stations

### Final actions

■ **William B. Ray**, Chief of Complaints and Compliance Division, ruled that ABC television network did not act unreasonably in refusing request of National Libertarian party for equal-television time, after party was not included in ABC-TV *Issues and Answers* program on minority political parties. Ann. Nov. 3.

■ **FCC denied fairness complaint** by Committee to Elect McGovern-Shriver against ABC and NBC. Committee requested that commission require ABC and NBC to provide free time for committee to rebut statements contained in spot advertisements by Nixon-Agnew campaign and aired over two networks during past month. Action Nov. 3.

■ **FCC in response to complaints** by California Coastal Alliance and Sierra Club that stations in San Francisco and Los Angeles were not meeting obligations under fairness doctrine in broadcast of paid spots opposing initiative of California ballot proposing state control coastal property, ruled, in oral rulings, that KTVU(TV) and KRON-TV, both San Francisco and KABC-TV Los Angeles have obligation to provide additional opportunity for presentation of contrasting views. Actions Nov. 2 and 3.

■ **FCC denied request** by Harvey Michelman, Con-

servative party candidate for Congress in New York's 20th congressional district, for review of Broadcast Bureau ruling that commission could take no action on equal opportunities and fairness doctrine complaints against WNBC-TV and WCBS-TV, both New York, until he could furnish basis for contentions. Michelman had complained that while two of opponents appeared on WNBC-TV's *News-light* and on WCBS-TV's *Newsmakers*, he had been denied equal time by both stations. Action Nov. 1.

■ **KRON-TV** San Francisco—Broadcast Bureau granted CP to install aux. ant. at Clarendon Heights between Mount Sutro and Twin Peaks, San Francisco: condition. Action Oct. 31.

■ **WAND-TV** Decatur, Ill.—FCC notified WFIL Inc., licensee, that violations of FCC ruling for broadcast of program-length commercials, logging requirements, and public interest standards of programming performance have been noted, and will be considered with WAND-TV's next application for renewal of license. Station's license expires Dec. 1, 1973. Action Nov. 1.

■ **WJMY(TV)** Allen Park, Mich.—Broadcast Bureau granted CP to change ERP to vis. 501 kw; aur. 50.1 kw; studio location to 100 Decker Road, Walled Lake, Mich.; change type trans.; ant. height 960 ft. Action Oct. 27.

■ **WJBK(TV)** Detroit—FCC ruled, in response to fairness complaint by Voice for the Unborn, organization involved in campaign on abortion proposition on Michigan ballot, that it could not find WJBK was unreasonable in past and future scheduling of contrasting viewpoints on issue. Action Nov. 3.

■ **\*WNED-TV** Buffalo, N.Y.—Broadcast Bureau granted request to operate trans. by remote control from Hotel Lafayette, Washington and Clinton Streets, Buffalo. Action Oct. 27.

■ **WCPO-TV** Cincinnati—FCC notified Penny Manes,

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## 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 <sup>1</sup> |
| Commercial FM        | 2,327    | 1           | 52   | 2,380            | 118             | 2,498              |
| Commercial TV-VHF    | 504      | 1           | 6    | 511 <sup>3</sup> | 13              | 524 <sup>2</sup>   |
| Commercial TV-UHF    | 185      | 0           | 7    | 192 <sup>3</sup> | 64              | 256 <sup>3</sup>   |
| 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.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes 15 educational stations.

<sup>3</sup> Indicates four educational stations on nonreserved channels.

Democratic party nominee for Congress in 2d Congressional district of Ohio that it was unable to find that WCPO-TV acted unreasonably or in bad faith with respect to fairness doctrine obligation in coverage of campaign. Action Nov. 1.

■ WDAU-TV Scranton, Pa.—Broadcast Bureau granted request to operate trans. by remote control from 1000 Wyoming Avenue, Scranton. Action Oct. 31.

■ WVPT(TV) Staunton, Va.—Broadcast Bureau granted request to operate trans. by remote control from Port Republic Road and Interstate 81, Harrisonburg, Va. Action Oct. 26.

### Actions on motions

■ Administrative Law Judge Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. (WGHP-TV) and Furniture City Television Co.), TV proceeding, denied motion by Southern for renewal of motion to compel answers to interrogatories and confirmed oral ruling on this matter (Docs. 18906-7). Action Oct. 30.

■ Administrative Law Judge Byron E. Harrison in San Juan, Mayaguez and Ponce, all Puerto Rico (Telesanjuan Inc. (WTSJ(TV))), et al., TV proceeding, set Nov. 10 as date on or before which applicants must file affidavits of no consideration with commission (Docs. 19533-5). Action Oct. 31.

■ Administrative Law Judge David I. Kraushaar in Norfolk and Hampton Roads, both Virginia (WTAR Radio-TV Corp. (WTAR-TV) and Hampton Roads Television Corp.), TV proceeding, dismissed petition by George R. Walker, who has testified as public witness in proceeding, to file addenda to public witness presentation and to exhibit thereof to update evidence, since Mr. Walker has no standing to file petitions in proceeding and parties have agreed that petition should be dismissed (Docs. 18791-2). Action Oct. 27.

### 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.

■ WBRC-TV Birmingham, Ala. (Taft Broadcasting Co.)—Amendment to agreement dated July 23, 1970, as amended, extending agreement to Sept. 1, 1974, and changing network rate to \$1,800, effective Oct. 1.

■ WTTV(TV) Indianapolis - Bloomington, Ind. (Sarkes Tarzian Inc.)—Amendment to agreement dated Dec. 31, 1971, extending agreement to Sept. 1, 1973, and changing network rate to \$490, effective Sept. 1.

■ WLOS-TV Asheville, N.C. (Wometco Skyway Broadcasting Co.)—Amendment to agreement dated July 20, 1970, as amended, changing program delivery specifications, increasing network rate to \$938, and extending agreement to Sept. 1, 1974.

■ WKEF-TV Dayton, Ohio (Springfield Television Broadcasting Corp.)—Agreement dated Aug. 3, effective Aug. 30 through Aug. 30, 1974. First call right. Programs delivered to station's main studio. Network rate \$531; compensation paid at 30% prime time.

#### CBS

■ Formula: Same as ABC.

■ WAIM-TV Anderson, S.C. (Wilton E. Hall)—

Amendment to agreement dated July 6, 1970, as amended, extending agreement to July 14, 1974.

#### 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.

■ WOTV(TV) Grand Rapids, Mich. (Time-Life Broadcast Inc.)—Amendment to original agreement, changing network rate to \$1,309, effective Jan. 1, 1973.

■ WNNY-TV Carthage, N.Y. (Brockway Co.)—Amendment to original agreement, changing network rate to \$450, effective Jan. 1, 1973.

■ WIIC-TV Pittsburgh (WIIC-TV Corp.)—Amendment to original agreement, changing network rate to \$2,198, effective Jan. 1, 1973.

■ WMC-TV Memphis (Scripps-Howard Broadcasting Co.)—Amendment to original agreement, changing network rate to \$1,239, effective Jan. 1, 1973.

■ WVIR-TV Charlottesville, Va. (Virginia Broadcasting Corp.)—Amendment to agreement dated June 9, 1972, as amended, changing agreement's effective date to Dec. 1.

## New AM stations

### Initial decision

■ Administrative Law Judge Isadore A. Honig, in initial decision, proposed denial of application by Harvest Radio Corp. for CP for new AM in Fergus Falls, Minn., on 1410 khz, 500 w-D (Doc. 18852). Ann. Nov. 1.

### Actions on motions

■ Acting Chief, Office of Opinions and Review in Green Bay, Wis. (Frank M. Cowles), AM proceeding, granted motion by Frank M. Cowles and extended through Nov. 2 time to file application for review (Doc. 18790).

■ Administrative Law Judge Frederick W. Denniston in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, reaffirmed order released Oct 20 which directed use of interrogatories thus providing procedure for objections and rulings thereon to insure relevancy to issues (Docs. 19596-7). Action Oct. 26.

■ Administrative Law Judge Frederick W. Denniston in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, set certain procedural dates and scheduled hearing for Dec. 11 (Docs. 19596-7). Action Oct. 31.

■ Administrative Law Judge Frederick W. Denniston in Shreveport, Vivian and Bossier City, all Louisiana (James E. Reese, et al.), AM proceeding, on request of James E. Reese, extended to Nov. 30 time to file proposed findings and to Dec. 12 time to file replies (Docs. 19507-9). Action Oct. 26.

■ Administrative Law Judge Millard F. French in Pine Castle-Sky Lake, Fla. (Hymen Lake), AM proceeding, granted petition by Hymen Lake and extended to Nov. 13 time for filing reply findings of fact and conclusions of law (Doc. 19432). Action Oct. 27.

■ Administrative Law Judge Millard F. French in Brunswick, Ga. and Jacksonville, Fla. (Dowric Broadcasting Co. and Integrated Broadcasting Co.), AM proceeding, granted, in part, motion of Integrated and continued hearing to Nov. 8 (Docs. 19448, 19450). Action Oct. 27.

■ Administrative Law Judge Jay A. Kyle in Bay St. Louis, Gulfport and McComb, all Mississippi (Michael D. Haas, et al.), AM proceeding, on administrative law judge's own motion, scheduled hearing for Dec. 11 (Docs. 19465-7). Action Nov. 1.

■ Administrative Law Judge Jay A. Kyle in Springfield, Mo. (Queen City Broadcasting Co.), AM proceeding, granted petition by Queen City for leave to amend application (Doc. 19480). Action Oct. 31.

### Other actions

■ Review board in Hackettstown, N.J., AM proceeding, granted motion by Radio New Jersey for extension of time through Nov. 1 to file brief in reply to exceptions and supporting brief to initial decision filed by Broadcast Bureau (Doc. 18252). In initial decision released Aug. 31, Administrative Law Judge Millard F. French proposed grant of application of Radio New Jersey for new AM on 1000 khz at Hackettstown. Action Nov. 2.

■ Review board in Jeannette, Pa., AM proceeding, denied petition by WHJB Inc. to postpone oral argument scheduled for Nov. 9 in proceeding on application of Central Westmoreland Broadcasting Co. for new AM on 1530 khz, at Jeannette (Doc. 19042). Request to reopen record is to be held in abeyance. Action Nov. 1.

### Call letter application

■ Brocade Broadcasting Co., Boulder, Colo.—Seeks KADE.

## Existing AM stations

### Final actions

■ KFAX San Francisco—FCC granted mod. of license to reflect hours and facilities in use by station for many years—operation between 5 a.m. and 10 p.m. and 3 a.m., with presently authorized 1 kw aux. trans., non-directional. Action Nov. 1.

■ KOFY San Mateo, Calif.—FCC denied complaint by California La Raza Media Coalition requesting that commission deny renewal application for station. Action Nov. 1.

■ WINZ Miami and WINQ Tampa, both Florida—FCC notified Rand Broadcasting Co., its wholly owned subsidiary Rand Broadcasting of Tampa, licensees, that \$1,000 forfeitures paid by each may be applied as credit toward future annual license fees. Rule that was violated by failing to file copies of time brokerage contracts within specified time period was later amended so that the conduct of licensees would no longer constitute violation. Action Nov. 1.

■ KRZY Albuquerque, N.M.—Broadcast Bureau granted CP to install new aux. trans. and operate by remote control from main studio location. Action Nov. 3.

■ WLIB New York—Broadcast Bureau granted mod. of license to operate trans. by remote control from 310 Lenox Avenue, New York. Action Nov. 3.

■ WJIT San Juan, Puerto Rico—Broadcast Bureau granted CP to install new aux. trans. Action Nov. 3.

■ KMO Tacoma, Wash.—Broadcast Bureau granted CP to increase tower height to 455.5 ft. Action Oct. 31.

### Initial decision

■ Administrative Law Judge Jay A. Kyle, in initial decision, proposed grant of application of William B. Neal to increase power of KQYX Joplin, Mo., to 10 kw and install DA (Doc. 19482). Ann. Nov. 3.

### Actions on motions

■ Administrative Law Judge Basil P. Cooper in Yuba City, Calif. (General Broadcasting Co. (KOBQ)), AM proceeding, set procedural date and scheduled hearing for Nov. 27 (Doc. 19549). Action Oct. 31.

■ Chief Administrative Law Judge Arthur A. Gladstone in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan Inc. (WHLN)), AM proceeding, designated Administrative Law Judge Byron E. Harrison to serve as presiding judge and scheduled prehearing conference for Nov. 27 and hearing for Jan. 8, 1973 (Docs. 19614-5). Action Oct. 26.

### Call letter application

■ WINT Winter Haven, Fla.—Seeks WZNG.

## New FM stations

### Applications

■ Fillmore, Calif.—Clark Ortone Inc. Seeks 96.7 mhz, 3 kw. HAAT 300 ft. P.O. address: 18264 Germain Street, Northridge, Calif. 91324. Estimated construction cost \$10,384; first-year operating cost \$23,280; revenue \$13,543. Principals: Clark Ortone, president, et al. Mr. Ortone is chief engineer at KVFM(FM) San Fernando, Calif., and is program producer and engineer at Phil Blazer Enterprises,

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Encino, Calif., radio program producing company. Ann. Oct. 20.

■ South Lake Tahoe, Calif.—Entertainment Enterprises Inc. Seeks 100.1 mhz, 3 kw. HAAT minus 231 ft. P.O. address: 16519 Caldwell Street, Valinda, Calif. 91744. Estimated construction cost \$9,500 (equipment is to be leased); first-year operating cost \$72,000; revenue \$72,000. Principals: Roger G. Archambault, president (61.5%), Edwin B. Crook (30.8%), et al. Mr. Archambault is president and owns 25% of Computervest Management Co., Los Angeles. Mr. Crook is employed by Technology Service Corp., Santa Monica, Calif., and is announcer at KGRB(AM) and KBOB(FM), both West Covina, Calif. Ann. Oct. 25.

■ \*Travis Air Force Base, Calif.—Vanden High School. Seeks 91.5 mhz, 36 w. HAAT minus 39 ft. P.O. address: Markley Road and Deronde Drive, Travis Air Force Base 94535. Estimated construction cost \$3,295; first-year operating cost \$600; revenue none. Principals: Charles W. Juhl, school principal, et al. Ann. Oct. 25.

■ Hays, Kan.—Lawrence E. Steckline and Duane W. Pollard. Seeks 103.3 mhz, 100 kw. HAAT 335 ft. P.O. address: 1642 West Lynn, Wichita, Kan. 67212. Estimated construction cost \$64,177; first-year operating cost \$24,500; revenue \$112,698. Principals: Lawrence Steckline and Duane Pollard (each 50%). Mr. Steckline is agri-business director and Mr. Pollard is manager at KFRM(AM) Salina and KICT-FM Wichita, both Kansas. They both have minority interests in KSKG-FM Salina. Ann. Nov. 2.

■ \*Cincinnati—Stepchild Radio of Cincinnati Inc. Seeks 88.3 mhz, 10 w. HAAT 289.5 ft. P.O. address: Box 6215, Cincinnati 45206. Estimated construction cost \$3,730; first-year operating cost \$6,000; revenue none. Principals: Mark Reeve, chairman, et al. Ann. Nov. 7.

■ \*Gambier, Ohio—Kenyon College. Seeks 91.9 mhz, 30 w. HAAT not applicable. P.O. address: c/o Gregory P. Widin, Box 248, Gambier 43022. Estimated construction cost \$3,392; first-year operating cost \$3,300; revenue none. Principals: William G. Caples, college president, et al. Ann. Nov. 7.

#### Starts authorized

■ \*WDWN(FM) Auburn, N.Y.—Authorized program operation on 88.9 mhz, TPO 10 w. Action Oct. 20.

■ \*WHPC(FM) Garden City, N.Y.—Authorized program operation on 90.3 mhz, ERP 390 w, HAAT 242.5 ft. Action Sept. 20.

#### Final actions

■ Apache Junction, Ariz.—Harold R. Harkins. Broadcast Bureau granted 107.1 mhz, 3 kw. HAAT minus 115 ft. P.O. address: Box N, Apache Junction 85220. Estimated construction cost \$16,152; first-year operating cost \$5,600; revenue \$24,000. Principal: Harold R. Harkins. Mr. Harkins is announcer at KXTC(FM) and KTAR-AM-FM, both Phoenix. Action Oct. 20.

■ Williamson and Matewan, both West Virginia—FCC denied application by Three States Broadcasting Co., licensee of WHJC Matewan, for review of action by review board adding issue to determine whether Three States had engaged in any billing practices in violation of rules (Docs. 18456-7). Three States is applicant for FM ch. 243 at Matewan, and Harvit Broadcasting Corp. competing applicant for channel at Williamson. Action Nov. 1.

#### Initial decision

■ Administrative Law Judge Frederick W. Dennison, in initial decision, proposed grant of application of Lake Erie Broadcasting Co. for new FM on ch. 285 at Lorain, Ohio (Doc. 19213). Competing application of Lorain Community Broadcasting Co. would be denied (Doc. 19214). Ann. Nov. 1.

#### Actions on motions

■ Chief, Broadcast Bureau, on request of WCOA Radio Inc., extended through Nov. 10 time to file reply comments on notice of proposed rulemaking in matter of amendment of FM table of assignments, Enterprise and Greenville, both Alabama, Bonifay, Chipley and Pensacola, all Florida (Doc. 19561). Action Nov. 3.

■ Administrative Law Judge Basil P. Cooper in Cayce, S.C. (Lexington County Broadcasters Inc. and William D. Hunt), FM proceeding, granted petition by Hunt for leave to amend application to reflect changes in financial qualifications, plans for financing and certain changes in broadcast connections by wife; granted petition by Lexington for leave to amend application to reflect existence of judgment against principal, not application, and clarify certain technical matters (Docs. 19568-9). Action Oct. 25.

■ Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (California Stereo Inc., et al.), FM proceeding, scheduled prehearing conference for Dec. 15 (Docs. 19515-6, 19611). Action Nov. 1.

■ Administrative Law Judge Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, granted petition by

Three States for leave to amend application to reflect changes in officers and directors, subject to condition that no change in comparative position of two applicants shall attach as result of said amendment (Docs. 18456-7). Action Oct. 26.

■ Chief Administrative Law Judge Arthur A. Gladstone in Cabool and Mountain Grove, both Missouri (Cabool Broadcasting Corp. and Kickapoo Prairie Broadcasting Co.), FM proceeding, designated Administrative Law Judge Forest L. McClenning to serve as presiding judge; set prehearing conference for Nov. 28 and scheduled hearing for Jan. 10, 1973 (Docs. 19620-1). Action Oct. 27.

■ Chief Administrative Law Judge Arthur A. Gladstone in West Columbia and Columbia, both South Carolina (Congaree Broadcasters Inc., West Columbia Broadcasters Inc., Statesville Broadcasting Co.), FM proceeding, designated Administrative Law Judge Chester F. Naumowicz Jr. to serve as presiding judge and scheduled prehearing conference for Dec. 4 and hearing for Jan. 15, 1973 (Docs. 19624-5-6). Action Nov. 2.

■ Administrative Law Judge David I. Kraushaar in Galion, Ohio (Tuscarawas Broadcasting Co. and Radio Galion Inc.), FM proceeding, in light of petition submitted by both applicants asking for approval of certain merger agreement, dismissal of Tuscarawas application, and grant of Radio Galion's application, commented on by Broadcast Bureau, on administrative law judge's own motion, set Nov. 15 as date on or before which joint petitioners may either submit modified agreement supported by supplemental petition, or make known whatever different intentions they may have (Docs. 19461-2). Action Oct. 27.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, denied motion by Cumberland for protection order; on presiding judge's own motion, ordered that Alexander and Sylvia Contract provide direct, responsive and complete answers to each and every interrogatory propounded on Sept. 29 by WIOO Inc. and that such answers be served and filed not later than two weeks before date on which hearing in proceeding is scheduled to commence (Docs. 19468-9, 19471). Action Nov. 1.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, granted petition by WIOO Inc. for leave to amend application to reflect extension of commitment date for loan grant to one of principals from local bank (Docs. 19468-9, 19471). Action Nov. 3.

#### Call letter applications

■ Emmett Valley Broadcasters Inc., Emmett, Idaho—Seeks KMFE(FM).

■ KALM Inc., Oak Grove, La.—Seeks KWCL-FM.

■ Northwest Missouri State University, Springfield, Mo.—Seeks \*KSMU(FM).

■ Carteret Broadcasting Co., Morehead City, N.C.—Seeks WMBL-FM.

■ Clarendon County Broadcasting Co., Manning, S.C.—Seeks WTWE(FM).

■ Kerrville Broadcasting Co., Kerrville, Tex.—Seeks KPFM(FM).

#### Call letter action

■ Gannon College, Erie, Pa.—Granted \*WERG(FM).

#### Designated for hearing

■ West Columbia and Columbia, both South Carolina—FCC designated for hearing applications of Congaree Broadcasters Inc., West Columbia Broadcasters Inc. and Statesville Broadcasting Co. for CP to operate new FM on ch. 261 (100.1 mhz) with 3 kw. Action Nov. 1.

### Existing FM stations

#### Final actions

■ WMAL-FM Washington—Broadcast Bureau granted CP to change trans. location to 4010 Chesapeake Street, N.W., Washington; install new ant.; make changes in ant. system; ERP 32 kw; ant. height 590 ft.; granted CP to install identical alt. main trans. Action Nov. 1.

■ \*WJCT-FM Jacksonville, Fla.—Broadcast Bureau granted CP to change ERP to noncommercial station to 100 kw. Action Nov. 1.

#### Call letter applications

■ KWKO(FM) Anchorage—Seeks KJZZ(FM).

■ WCSC-FM Charleston, S.C.—Seeks WXTX(FM).

■ KRLD-FM Dallas—Seeks KAFM(FM).

■ WTDI-FM Norfolk, Va.—Seeks WQRK(FM).

#### Call letter actions

■ WHIL-FM Medford, Mass.—Granted WWEL(FM).

■ KAUS-FM Austin, Minn.—Granted KAAL(FM).

■ WOR-FM New York—Granted WXLO(FM).

■ WYFY-FM Columbia, Tenn.—Granted WKOM(FM).

### Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's where appropriate: KDSJ Deadwood and KRSD Rapid City, both South Dakota; WBNF-TV Binghamton, N.Y.; WBRE Wilkes-Barre, Pa.; WDEL Wilmington, Del.; WEEP Pittsburgh, WESA Charlotte, WFBG-AM-FM Altoona and WGAL Lancaster, all Pennsylvania; WHCT-TV Hartford, Conn.; WHP-TV Harrisburg, WLYH-TV Lancaster, WMBG Ambridge, WORK and WSBA-AM-TV, both York and WTAJ-TV Altoona, all Pennsylvania; \*WVCR-FM Loudonville, N.Y. Actions Oct. 31.

■ KOKY(AM) Little Rock, Ark.—FCC granted renewal of license. Action Oct. 26.

### Modification of CP's, all stations

■ KVOK Kodiak, Alaska—Broadcast Bureau granted mod. of CP to extend completion date to May 10, 1973. Action Oct. 31.

■ \*KSPC(FM) Claremont, Calif.—Broadcast Bureau granted mod. of CP to extend date to April 20, 1973. Action Oct. 31.

■ KZIO Ridgecrest, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to May 5, 1973. Action Oct. 31.

■ KDKO Littleton, Colo.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 25, 1973. Action Oct. 31.

■ Venice, Fla., Venice-Nolomis Broadcasting Co.—Broadcast Bureau granted mod. of CP to extend time to April 13, 1973. Action Oct. 31.

■ \*WVVS(FM) Valdosta, Ga.—Broadcast Bureau granted mod. of CP to make changes in transmission line; ERP 180 w. Action Nov. 1.

■ KIPA Hilo, Hawaii—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 20, 1973. Action Oct. 31.

■ WSAC Fort Knox, Ky.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 1, 1973. Action Nov. 3.

■ WWRM-FM Gaylord, Mich.—Broadcast Bureau granted mod. of CP to change trans.; change ant. and transmission line; ant. height 570 ft. Action Nov. 1.

■ KONE Reno—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 9, 1973. Action Oct. 31.

■ WKNE Keene, N.H.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 22, 1973. Action Nov. 3.

■ WGIR Manchester, N.H.—Broadcast Bureau granted mod. of CP to extend completion date to April 30, 1973. Action Nov. 3.

■ WPLJ(FM) New York—Broadcast Bureau granted mod. of CP to change ERP to 2.60 kw; ant. height 1300 ft. for aux. purposes only. Action Nov. 1.

■ WQBK-FM Rensselaer, N.Y.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ant. height 87 ft. Action Nov. 1.

■ WNCO-FM Ashland, Ohio—Broadcast Bureau granted mod. of CP to change ant.; ERP 25 kw; ant. height 390 ft. Action Nov. 1.

■ WDOH(FM) Delphos, Ohio—Broadcast Bureau granted mod. of CP to change studio location and remote control to Commercial building, corner of Main and 3d Streets, Delphos; change trans. and ant. Action Nov. 1.

■ WFRM Coudersport, Pa.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 26, 1973. Action Nov. 3.

■ KIJV-FM Hiron, S.D.—Broadcast Bureau granted mod. of CP to extend time to Jan. 28, 1973. Action Oct. 31.

■ WNST Milton, W. Va.—Broadcast Bureau granted mod. of CP to extend completion date to March 22, 1973. Action Nov. 3.

### Translator actions

■ W07BA Syracuse and Nedrow, both New York—Broadcast Bureau granted CP to make changes in ant. system of VHF translator. Action Oct. 26.

■ K08CQ Hanksville, Utah—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 8 (180-186 mhz) to ch. 11 (198-204 mhz); specify type trans. and make changes in ant. system; change call letters to K11LJ. Action Oct. 25.

■ K10CY Hanksville, Utah—Broadcast Bureau granted CP to change frequency of VHF translator from

ch. 10 (192-198 mhz) to ch. 9 (186-192 mhz); specify type trans.; make changes in ant. system; and change call letters to K09LC. Action Oct. 25.

■ K12CO Hanksville, Utah.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 12 (204-210 mhz) to ch. 13 (210-216 mhz); specify type trans.; make changes in ant. system and change call letters to K13LS. Action Oct. 25.

■ Hanksville, Utah, County of Wayne.—Broadcast Bureau granted CP for new VHF translator to serve Hanksville on ch. 7 by rebroadcasting programs of KUED(TV) ch. 7, Salt Lake City Action Oct. 25.

## Other actions, all services

■ FCC, as part of comprehensive study of re-regulation of broadcasting, has relaxed or deleted certain rules for meter reading, trans. inspection, station identification and taped, filmed or recorded material. Changes were also made in requirements for logging, rebroadcasting programs of another station and filing certain contracts. Action Nov. 1.

■ FCC informed California Governor Ronald Reagan that it felt it would be inappropriate to intervene in exercise of news judgment by licensees. Governor Reagan had asked that commission work out means of withholding broadcast of election projections west of mountain time zone until polls in Pacific time zone have closed. Action Nov. 2.

■ FCC informed California Governor Ronald Reagan and Sacramento County Supervisor Eugene T. Gualco that it cannot intervene in complaints about advertising on certain propositions on California ballot. Governor Reagan had forwarded to commission letter he had sent to Federal Trade Commission charging California State Employees Association with false and deceptive advertising in support of proposition 15 on ballot. Action Nov. 3.

## Ownership changes

### Applications

■ WMBH(AM) Joplin, Mo.—Seeks assignment of license from Joplin Broadcasting Inc. to Big Chief Broadcasting Company of Missouri for \$98,000. Sellers: David Fransen Sr., vice president, et al. Buyers: L. M. Jack Beasley, Gene C. Howard, and M. A. Eichhorn (each 33⅓%). Mr. Beasley has interests in KFAY(AM) and KKEG(FM), both Fayetteville, and KTCS-AM-FM Fort Smith, all Arkansas. Mr. Eichhorn has various furniture store interests in Tulsa, Okla. Mr. Howard has mobile home interests as well as other business interests in Tulsa. Ann. Nov. 2.

■ KTBC-TV Austin, Tex.—Seeks assignment of license from Texas Broadcasting Corp. to Times Mirror Co. for \$9 million. Sellers: Lady Bird Johnson, et al. Texas Broadcasting owns KTBC-AM-FM Austin. It also owns 23% of KXII-TV Ardmore, Okla.-Sherman-Denison, Tex., and KLFY-TV Lafayette, La., and 29% of KWTX-AM-TV (and CP for KWTX-FM) Waco, Tex. Buyers: Times Mirror Co. is publicly held company which owns KDFW-TV Dallas and KTLV(TV) Los Angeles. Ann. Oct. 26.

■ KORC(AM) Mineral Wells, Tex.—Seeks assignment from Regent II Corp. to White Fuel Corp. for \$138,750. Sellers: Lon H. Williams, president, et al. Buyers: W. Erle White, president, et al. Further information on buyers not available. Ann. Oct. 24.

### Actions

■ KAYN(FM) Tucson, Ariz.—Broadcast Bureau granted assignment of CP from Graham Broadcasting Co. to Number One Radio for \$108,250. Sellers: Norman J. and Eva E. Graham. Mr. Graham is chief engineer of WBZ-AM-FM Boston. Buyers: Edwin G. Richter Jr., president, H. Lee Druckman, secretary-treasurer (each 26.376%), et al. Number One Radio owns KAIR(AM) Tucson and KBUZ-AM-FM Mesa, both Arizona. Mr. Richter owns 10% of R. C. Crisler & Co., Tucson, TV and radio brokerage firm. He also owns 6.02% of Adams-Russell & Co., which owns WYTV(TV) Youngstown, Ohio, and WLOB(AM) Portland, Me. In addition, he owns 22.5% of CATV system in Phoenix. Mr. Druckman has interest in CATV systems in Phoenix and Tucson. Action Nov. 1.

■ KOKY(AM) Little Rock, Ark.—FCC granted transfer of control of Keymaster Corp., parent company of Midwest Broadcasting Corp., licensee, from Joe K. McCarty to Ira S. Gershner, et al., and granted assignment of license from Midwest Broadcasting to Pensacola Broadcasting Corp. for \$175,000. Buyer: Cleve J. Brien (100%). Mr. Brien owns WNVY(AM) Pensacola, Fla. Action Oct. 26.

■ KDAR(FM) Oxnard, Calif.—Broadcast Bureau granted assignment of CP from Raymond J. Kandel to Edward G. Atsinger III for \$5,400. Buyer: Mr. Atsinger is sole owner of WKBQ(AM) Garner, N.C. He is also president and 50% owner of WESTCO Media Inc., Glendale, Calif., and professor of speech at Los Angeles City College in Los Angeles. Action Oct. 31.

■ WLTO(AM) Miami.—Broadcast Bureau granted assignment of license from Dynamic Broadcasting

Inc. to Radio WLTO Inc. for \$450,000. Sellers: Leonard E. Walk, president (50%), et al. Dynamic Broadcasting owns WAMO-AM-FM Pittsburgh, WUFO(AM) Amherst, N.Y., and WILD(AM) Boston. Buyer: Herbert S. Dolgoff (100%). Mr. Dolgoff was most recently vice president and general manager of WWOK(AM)-WTGL(FM) Miami. Action Oct. 25.

■ WTGA(AM) Thomaston, Ga.—Broadcast Bureau granted transfer of control of Radio Georgia Inc. from Herbert E. Strickland (100% before, none after) to David L. Piper and James H. Piper (each none before, 50% after). Consideration: \$64,000. Principals: David Piper is salesman at WTGA. James Piper is dentist in Elberton, Ga. Action Oct. 25.

■ KAYL-AM-FM Storm Lake, Iowa.—Broadcast Bureau granted assignment of license from Cornbelt Broadcasting Co. to Northeast Iowa Broadcasting Corp. for \$420,000. Sellers: O. J. Grau, president, et al. Buyers: Charles Ney (33⅓%), Paul Benson (33⅓%), W. J. Hunzelman (16⅔%) and Kenneth A. Putzier (16⅔%). Mr. Benson is sales manager and Mr. Ney is announcer for KAYL. Mr. Hunzelman and Mr. Putzier own Hunzelman, Putzier & Co., accounting firm, Storm Lake. Action Nov. 2.

■ WJEJ-AM-FM Hagerstown, Md.—Broadcast Bureau granted transfer of control of Hagerstown Broadcasting Co. from Grover C. Crilley, Bernice Paulsgrove and Patricia Miller to John T. Staub (none before, 79.64% after). Consideration \$300,000. Principal: Mr. Staub is general manager and owns (33⅓%) WMHI-AM-FM Braddock Heights, Md. Action Oct. 27.

■ WGRY(AM) Grayling, Mich.—Broadcast Bureau granted acquisition of positive control of Grayling Broadcasting Co. by James E. Sylvester (26% before, 52% after) by purchase of stock of James D. Marr (26% before, none after). Consideration: \$5,200. Principals: Mr. Sylvester is president, treasurer and director of station. Action Oct. 25.

■ WPTL(AM) Canton, N.C.—Broadcast Bureau granted assignment of license from Vernon E. Pressley to P/M Broadcasting Inc. for \$170,000. Seller: Vernon E. Pressley. Buyers: Charles R. Price Jr. (50%) and Gerald C. McNabb Jr. (50%). Mr. Price and Mr. McNabb are equal partners in Price/McNabb Advertising Inc., Asheville, N.C. Action Oct. 31.

■ WHK(AM)-WMMS(FM) Cleveland.—Broadcast Bureau granted assignment of license from Metro-media Inc. to Mairite of Ohio Inc. for \$3 million, plus \$500,000 noncompete agreement. Sellers: Metro-media Inc., publicly held station group owners owns WNEW-AM-FM-TV New York, KTVI(TV)-KLAC(AM)-KMET(FM) Los Angeles, WTTG(TV)-WASH(FM) Washington, WOMC(FM) Detroit, WMBC-TV Kansas City, Mo., WCBM(AM) Baltimore, KNEW(AM) Oakland, KSNB(FM) San Francisco, WIP(AM)-WMMR(FM) Philadelphia, WTCN-TV Minneapolis and WXIX-TV Cincinnati (Newport, Ky.). Buyer: Milton Maltz (100%). Mr. Maltz 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. Action Oct. 31.

■ KSOO-AM-FM Sioux Falls, S.D.—Broadcast Bureau granted assignment of license of KSOO(AM) and CP of KSOO-FM from KSOO-TV Inc. to KSOO Radio Inc. for \$526,468. Sellers: Gordon H. Ritz, board chairman, et al. KSOO-TV Inc. owns KSOO-TV Sioux Falls and KCOO-TV Aberdeen, both South Dakota. Buyers: Morton H. Henkin, president (55%), et al. Mr. Henkin has interests in KSOO-TV Inc. as well as in Viking Television Inc., permittee of new UHF in Minneapolis. Action Oct. 27.

■ WFMG(FM) Gallatin, Tenn.—Broadcast Bureau granted assignment of license from Music Mountain USA Inc. to Sumner County Broadcasting Co. for \$161,000. Seller: Mrs. Mary Jo Jones, (51%), executrix of estate of Ellis F. Jones Jr., et al. Buyers: T. B. Perkins, president (17.2%), Mrs. W. H. Baker (28%), R. C. Wood (14.8%), et al. Mr. Perkins owns drugstore in Gallatin. Mr. Wood is president and manager of Ranwood International Inc., Los Angeles, record company. He also owns Randy's Record Shop, Gallatin, and Wood Enterprises, Los Angeles, recording studio and music company. Buyers own WHIN Gallatin. Action Nov. 3.

## Cable

### Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Nov. 1 (stations in parentheses are TV signals proposed for carriage):

■ Alabama Television Cable Co., Aliceville, Ala. (WTMV(TV) Tupelo, Miss.).

■ Atmore Cablevision Ltd., Atmore, Ala. (WDIQ(TV) Dozier, Ala.; WEAR(TV) and WSRE(TV), both Pensacola, Fla.; WKRQ(TV) and WALA(TV), both Mobile and WSFA(TV) Montgomery, both Alabama; WLOX(TV) and WMAH(TV), both Biloxi, Miss.).

■ Central California Communications Corp., Salinas

and Serra Village, both California (KTEH(TV) San Jose, Calif.).

■ TelePrompster of Holly Hill Inc., Holly Hill and Vonsia county, both Florida (WSWB-TV Orlando, Fla.; WTCG(TV) Atlanta; WTOG(TV) St. Petersburg, Fla.).

■ TelePrompster of Marianna, Marianna, Fla. (ch. 13, Panama City, Fla.).

■ Lincoln Cablevision, Lincoln, Ill. (WCIA-TV and WILL-TV, both Champaign. WAND-TV Decatur. WICS-TV Springfield. WRAU-TV WEEK-TV and WMBD-TV, all Peoria. WGN-TV Chicago, all Illinois. KPLR-TV St. Louis).

■ Community TCI of Kansas Inc., Leavenworth, Kan. (KWGN-TV Denver; KPLR-TV St. Louis).

■ Alpine Cable TV Inc., Alexandria and Pineville, both Louisiana (KHTV(TV) and KUHT(TV), both Houston).

■ Houlton Cable TV, Houlton, Me. (ch. 9, St. John, New Brunswick, Canada).

■ Clear Vision TV Company of Koschiuko, Koschiuko, Miss. (KTWV(TV) Tupelo, Miss.).

■ Seemore TV Inc., Philadelphia, Miss. (WTWV-TV Tupelo, Miss.).

■ Boonville Cable TV, Boonville, Mo. (KCPT(TV) Kansas City, Mo.).

■ Maryville Cable TV, Maryville, Mo. (KCPT-TV) Kansas City, Mo.).

■ Diversified Communications Inc., Littleton, N.H. (WSKB-TV Boston).

■ Bottineau Cable TV, Bottineau, N.D. (KXJB-TV) and KTHI(TV), both Fargo, N.D.; CKXI(TV) Brandon, Manitoba; KMOT(TV) and KTHI(TV), both Minot, N.D.).

■ Cando Cable TV, Cando, N.D. (BWFT(TV) and CJAY(TV), both Winnipeg, Manitoba; KXJB(TV) and KTHI(TV), both Fargo, N.D.; CKXI(TV) Brandon, Manitoba; WDAZ(TV) Devils Lake, KMOT(TV) and KXMC(TV), both Minot and KCND(TV) Pembina, all North Dakota).

■ Fessenden Cable TV, Fessenden, N.D. (KXJB-TV) and KTHI(TV), both Fargo, N.D.; KFVR(TV) and KXMB(TV), both Bismarck, WDAZ(TV) Devils Lake, KMOT(TV) and KXMC(TV), both Minot, all North Dakota).

■ Harvey Cable TV, Harvey, N.D. (KXJB(TV) and KTHI(TV), both Fargo, N.D.; KFVR(TV) and KXMB(TV), both Bismarck, WDAZ(TV) Devils Lake and KMOT(TV) and KXMC(TV), both Minot, all North Dakota).

■ Rugby Cable TV, Rugby, N.D. (KXJB(TV) and KTHI(TV), both Fargo, N.D.; CKXI(TV) Brandon, Manitoba; WDAZ(TV), Devils Lake and KMOT(TV) and KXMC(TV), both Minot, both North Dakota).

■ Walhalla Cable TV, Walhalla, N.D. (CBWFT-TV) and CJAY(TV), both Winnipeg, Manitoba; KXJB(TV) and KTHI(TV), both Fargo, WDAZ(TV) Devils Lake and KCND(TV) Pembina, all North Dakota; CBWT(TV) Winnipeg, Manitoba).

■ CATV of Ohio Valley Inc., East Liverpool and Wellsville, both Ohio (WKBF(TV) and WAUB-TV), both Cleveland).

■ Community Television Inc., Lockland, Ohio (WLWT(TV), WKRC-TV, WCPO-TV, WXIX-TV and WCET(TV), all Cincinnati; WTTV(TV) Bloomington, Ind.; WKBF-TV Cleveland; WOET(TV) Dayton and WMUB-TV Oxford, both Ohio; WCVN-TV Covington, Ky.).

■ Community Television Inc., Reading, Ohio (WLWT(TV), WKRC-TV, WCPO-TV, WXIX-TV and WCET(TV), all Cincinnati; WTTV(TV) Bloomington, Ind.; WKBF-TV Cleveland; WOET(TV) Dayton and WMUB-TV Oxford, both Ohio; WCVN-TV Covington, Ky.).

■ Cablevision of Frederick Inc., Frederick, Okla. (KFDX-TV and KAUZ-TV, both Wichita Falls, Tex.; KSWO-TV Lawton, Okla.; KTVI(TV) Ft. Worth; KDTV(TV) Dallas; KETA(TV), KWTX(TV), WKY-TV and KOCO-TV, all Oklahoma City).

■ Brownwood Television Cable Service Inc., Cross Plains, Tex. (KDFW(TV), WFAA(TV), KERA(TV) and KDTV(TV), all Dallas, WBAF(TV) and KTVI(TV) Ft. Worth, KRBC(TV) Abilene, KWTX(TV) Waco, KTYS(TV) Sweetwater and KNCT(TV) Belton, all Texas).

■ Capitol Cablevision Corp., South Charleston, Dunbar and Charleston, all West Virginia (WKBF-TV Cleveland; WUAB(TV) Lorain, Ohio; WXIX-TV Cincinnati).

### Final actions

■ Cable TV Bureau granted following operators of cable television systems, certificates of compliance: Salem All-Channel Cablevision Inc., Salem, Ind.; Charlton Cable Inc., Charlton, Iowa; Mineral Area Cablevision Inc., Flat River, Desloge, Elvins, Bonne Terre and Esther, all Missouri. Actions Oct. 27.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Back Mountain Telecable Inc., Dallas, Lehman township, Harveys Lake borough, Kingston township and Dallas township, all Pennsylvania; Com-

munity TV Association of Havre, Havre, Mont. Actions Oct. 30. Maine Cable Television Inc., Dexter, Me.; Malden Cablevision Co., Malden, Everett Cablevision Co., Everett and Medford Cablevision Co., Medford, all Massachusetts; Vumore Video Corporation of Colorado Inc., unincorporated areas of El Paso county, Colorado, known as Stratton Meadows, Stratmoor Hills (including Stratmoor Valley), Ivywild, Skyway and Broodmoor; Lodi Cable Service, Shreve, Ohio; Osawatimie Cable TV, Osawatimie, Kan.; Sjoberg's Cable TV, Thief River Falls, Minn.; Alabama TV Cable Inc., Mountain Brook, Ala.; Midcontinent Cable Systems Company of Nebraska, Valentine, Neb. Actions Oct. 31.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: LVO Cable of Shreveport-Bossier City, Bossier City, La.; True Vue Inc., Creston, Iowa; Community TV Association Inc., Sidney, Mont.; R V Cable Vision Inc., Perryville, Ky.; Pierre Cable TV Service, Pierre and Fort Pierre, both South Dakota, Actions Nov. 1; Plymouth CATV Service Inc., Plymouth, Ind. Action Nov. 2.

■ FCC issued, in accordance with Internal Revenue Code, tax certificate to General Electric Cablevision Corp. in connection with its sale of cable TV franchises. GE Cablevision requested certificate for sale of franchises in Schenectady, Scotia, Rotterdam, Niskayuna, Glenville and Colonie, all New York, to subsidiary of the Athena Communications Corp. Action Nov. 1.

■ FCC issued KIRO Inc. tax certificate covering transfer of stockholdings in United Community Antenna System Inc. to Viacom International Inc. in Seattle area. Action Nov. 1.

■ Point Dume, Malibu and Agoura, all California, Cypress Cable TV of Malibu Inc.—Cable TV Bureau granted CP for new cable TV relay local distribution service station to operate on 12700-12950 mhz to be used with cable TV in Point Dume, Malibu and Agoura. Action Oct. 30.

■ Rio Dell, Hydesville, Fortuna, Loleta and Ferndale, all California, Redwood Cablevision Inc.—Cable TV Bureau granted CP for new CARS on 12700.5-12734.5; 12820.5-12932.5 mhz to be used with cable TV serving Rio Dell, Hydesville, Fortuna, Loleta and Ferndale. Action Oct. 30.

■ WDM-24 Woodward, Okla.—Cable TV Bureau granted license covering permit for new cable TV; granted mod. of CP to change equipment of cable TV and ant. system. Action Oct. 30.

■ Littlefield, Tex.—FCC waived rules and granted application by Diversified Communication Investors Inc., proposed operator of cable system at Littlefield, for certificate of compliance. Oppositions to application filed by State Telecasting Co. (KCBT-TV) and Grayson Enterprises Inc. (KLBK-TV), both Lubbock, Tex., were denied. Action Nov. 1.

#### Rulemaking action

■ FCC proposed amendment of rules pertaining to

use of local distribution service stations (LDS) in CARS. New rules would add alternative channel arrangement to facilitate LDS operations with more than 18 channels, would reduce band-widths available for intra-city stations and add certain clarifications to present rules. Action Nov. 1.

## Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Nov. 7. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *St. Augustine, Fla.*—City commissioners approved ordinance giving franchise to Gateway Cable Television Inc.

■ Beaver Falls, Pa.—City council approved rate increase for CATV of Pennsylvania, changing monthly rate from \$4.95 to \$6, effective Jan. 1, 1973.

■ Houston—Time-Life Broadcast Co., Greater Houston CATV Inc., Gulf Coast Cable Television, Cable Vision of Houston and Teleprompter Corp. have applied for franchise.

# Classified Advertising

**Payable in advance.** Check or money order only.

**Copy:** Deadline is Monday, for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

**Replies** should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

**Applicants:** If tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

#### Rates, classified listings ads:

- Help Wanted, 40¢ per word—\$5.00 minimum.
- Situations Wanted, 30¢ per word—\$5.00 minimum.
- All other classifications, 50¢ per word—\$5.00 minimum.
- Add \$1.00 for Box Number per issue.

#### Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- 5" or over billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

## RADIO

### Help Wanted Management

**Aggressive Asst. Mgr.** for Indiana small market station. Must be strong in Sales & Promotion, first class license. Advancement opportunities. Send resume to Box L-55, BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

**Ownership!** If you are presently on the street selling radio as a Manager, Sales Manager or Salesman and working for someone else—why not—without an investment own part of a N.E. station. Box L-92, BROADCASTING.

**Station Manager** . . . experienced in all phases of small market operation. Rocky Mountain region man preferred. Ownership chance for can-do manager. Send resume to Box L-118, BROADCASTING.

**Station Manager.** Small multi-owner needs hard-hitting self-starter to manage one small station market. Must be honest, analytical, innovative, industrious and capable of earning respect of management, station personnel and community. Send resume and objectives. Box L-124, BROADCASTING.

### Management Continued

**General or Sales Manager** for KAYQ, Kansas City. Exciting things are happening in this major market and our 14 month old group owned full-time AM MOR affiliated with CBS has developed well, but needs achiever to realize great potential. High earnings await person with strong selling ability and the skills to organize and motivate. Quality operation includes excellent mobile news and airborne traffic reports, attractive surroundings, fine physical facilities and a superior signal. Send resume and financial requirements to Ed Scott, President, KLAB, 7075 West Hampden, Denver, Colorado, 80227.

### Sales

**Fulltime Midwest MOR** with heavy sports and news, beautiful recreational growth area near major university. Expanding group seeks energetic pro \$600 per month vs. 20% plus bonus. EOE. Reply Box L-116, BROADCASTING.

**Central Florida.** Full-time MOR station, owned by major group, has opening for a quality-oriented salesman with the ambition and drive it takes to make it to the top. For a confidential discussion of your abilities and the opportunity available, contact Jerry Norman, Vice-Pres. Gen'l Mgr., WBJW, 222 Hazard St., Orlando, Florida. 305-425-6631.

**Number 1 man** for local sales. Hard working strong on service copy personality. Reward for ability. WBNR, Beacon-Newburgh, N.Y. 914-831-1260. An Equal Opportunity Employer.

**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.

**Immediate opening** experienced salesman with the area's fastest growing radio station. WCCC AM-FM Hartford, Conn. 203-549-3456.

**Jersey Shore Top 40** seeks take charge Sales Manager or Salesman with extensive street experience ready to step up. Reasonable salary plus incentive. Contact Michael Cantoni, Manager, WHLW, Lakewood, New Jersey. 201-364-4400.

**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.

**Successful small market, N.J., full time FM** in heart of Playbo, 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.

**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.

**\$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.

**Needed good announcer.** Excellent opportunity. Prosperous AM-FM station. Lively professional sound. Programmed Modern Country and Gospel. Like new equipment. Tight format. Production. Top salary for right man. Advancement for dedicated, constructive efforts. Minimum three years experience. Send air check and resume to KXOW Radio, Box 579, Hot Springs, Arkansas 71901. No collect calls please.

**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.

**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, Elizabethtown, Pa. 17022.

**Suburban Philadelphia Minority Group** announcer with first ticket who can do news, production and MOR programming. Send tape and resume to MEDIAmerica Co., 9414 Crosby Rd., Silver Spring, Md. 20910.

**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.

## Technical Continued

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.

AM/FM Stereo combination Midwest needs chief engineer. Good salary and working conditions. Box L-84, BROADCASTING.

Wanted Chief Engineer: Chief Engineer for Central Michigan 5,000 watt AM directional and Class A automated FM. Chief allowed to assume full engineering responsibilities. Ideal work conditions in modern facility. Must be neat, familiar with directional systems, able to lead and motivate engineering staff, be innovative, demonstrate initiative and possess a pleasing personality. Send resume to Box L-94, BROADCASTING.

\$200 for experienced Chief Engineer. Kentucky AM-FM. AM directional. Ample money provided for equipment upkeep. Box L-102, BROADCASTING.

Chief Engineer wanted for combination AM/FM Stereo radio station. Immediate opening. Call KATI at 307-234-4545 or write Box 2006, Casper, Wyoming 82601. Attention Larry Wakefield.

\$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.

Engineer who knows the basics-maintenance and repair of studio and transmitter equipment. We offer excellent money, good fringe benefits, a real opportunity for growth. Contact Al or Dick. WARE Radio, Ware, Mass.

Immediate opening, experienced Chief. AM-FM, small town location area. WSRW, Hillsboro, Ohio.

Maintenance engineer with FM voice to do 4 to Mid-night shift. \$175/week. Tape and resume to WGHM, Skowhegan, Maine 04976.

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.

Major market AM-FM Stereo-SCA operation seeking experienced engineer for assistant chief position. Promotion to chief after familiarization period certain. Call Tom Sullivan 513-621-6960.

## News

News Director for Central States medium size AM market. Large staff, fully equipped, including mobile units, #1 news station in market for 15 years. Must have J-School Degree with at least 5 years practical experience or 10 years experience in radio news reporting. Send employment history, photo, references. All replies will be confidential. Box K-278, BROADCASTING.

News Director—Indiana. Must be hard worker, have a strong voice and dedicated to news. Send tape, resume, photo to Box L-110, BROADCASTING.

WERA, Plainfield, New Jersey seeks experienced Newsmen to gather, write and broadcast news. Send tape, resume and salary requirements to Peter Richard.

Experienced play-by-play announced for High School and College. Send off the air tape. WKRM, Box 113, Columbia, Tenn. 38401.

Experienced street reporter for nation's first television station and 50,000 watt clear channel radio station, for joint radio-TV newsmen at WGY-WRGB, Schenectady, New York, member of General Electric Broadcasting Company group, equal opportunity employer. Contact and send video tapes to Donald Decker, New Manager, 1400 Balltown Rd., Schenectady, New York 12309.

## Programing, Production, Others

Vice President—General Manager—prestige, medium market Northeast fulltime seeks young broadcaster with strong programming and sales experience. Age late twenties to early thirties with family, interested in being active in service clubs and community activities. This is a historic AM profit maker ready to appoint a young solid citizen to assure continued profit and success. Box L-90, BROADCASTING.

## Situations Wanted, Management

10 year pro. First. All facets. Want security-management. Family man. Small medium markets. Box K-221, BROADCASTING.

If you need billing, if you need ratings, if you need people, if you need motivation—you need me. I can deliver—medium markets, let's talk about it. Box L-97, BROADCASTING.

2-Man team. Management, sales, programing, engineering. Knoxville area. Tell who, where, what your office is. Box L-115, BROADCASTING.

38 years old sales executive ready to move into management of small-medium station in Midwest. Married, responsible, good record, top references. 14 years in broadcasting. Box L-125, BROADCASTING.

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.

Want manager's job. Small market. Abundance of experience. Sales too. Ryan McNaughton, 716-695-2509.

## Sales

Creative salesman—aggressive hustler with ideas, experience, management potential. Seeking growth, permanency at MOR operation. Mature, sober, family. Box L-114, BROADCASTING.

## Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box J-169, 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-B, 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.

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.

Black jock pro first phone seeking top job. Box L-85, BROADCASTING.

Top 40? \$150? Young staff? Available, experienced (Midday, afternoon, evening), copywriting, medium voice, non-screamer. Box L-96, BROADCASTING.

Young dj, good news, commercials, all formats. Tight board, third endorsed, knows listening as important as speaking, ready now. Al 212-359-5566 or Box L-103, BROADCASTING.

Degree in broadcasting, experienced, and third ticket. I am looking for a tight professional station, with a good format. Can handle MOR or Rock, and produce quality spots. Tape, resume and references available. Box L-104, BROADCASTING.

Seek Top 40 station in medium market. First phone. Major market experience. Interested in PD position. Box L-107, BROADCASTING.

Experienced announcer dj. First phone. No maintenance. Thoroughly professional with distinctively different personality. New York City or within commuting distance. Jimm Whelan, 212-HA 4-1176, or Box L-108, BROADCASTING.

Talk host. I am an experienced talk show host strong members in major markets including L.A. I can improve rating and greatly lower demographics. Looking to leave L.A. for a million plus market. Will consider all areas. Box L-112, BROADCASTING.

## Announcers Continued

Personality jock with first phone. 7 mo. experience in being a dj, sports director, play-by-play in all sports and good production with tight board. Presently employed with good references. Young, married and will relocate. Box L-119, BROADCASTING.

International talent seeking Feminine Forum or similar format; excellent references, 7 years experience, 28, sincere. Box L-122, BROADCASTING.

First ticket, 28, single. Looking for first break. MOR, news, sports and play-by-play. Elkins Graduate. Seek permanent job. Heavy sales background. Box L-123, BROADCASTING.

7 years experience, 28, married. Unique communicator seeking MOR or Good Music. Perfect for Mid-day. Outstanding music knowledge, creative production, leadership qualities. Sincere, community minded, excellent references. Box L-126, BROADCASTING.

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.

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.

Midwest: Dear Top 40, I'm 22, 3 years experience with 1st and very devoted to the business. Good references, I'm searching around. Sincerely, Mike West, Box 1064, Richmond, Indiana.

DJ, 3 months experience at 110,000 market Rocker, tight board, first, available for Rock or MOR. Gary 301-464-2074.

First phone, mature sounding dj-newsman. Have worked radio-television for 16 years with better than average ratings in metro and small markets. Need a good right hand? Write Hoyt D. Cameron, 164-A West Pecos Rd., Chandler, Arizona. Will relocate.

Announcer/copywriter, college graduate, 3 years experience, 3rd phone, wants air work AM/FM/TV. Anywhere, U.S.A. 212-764-2459, 9-5.

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.

Experienced announcer/newsman, college broadcasting grad, first phone, good voice and delivery, creative programing and production, dedicated worker, married with family, good references. Looking for MOR, Top 40, and/or news, in medium market in Northeast and Great Lakes states. Write Rick James, 1110 E. 63rd St., Cleveland, Ohio 44103. 216-881-1360.

First phone jock needs a change. Good voice and air personality. Program Director of Progressive MOR station. Experienced with Country and Rock. Robert Bergstrom, 715-634-4836.

Creative young Black disc jockey, seeking start, third phone, tape and resume. Kenney 313-581-3304.

Newscaster, dj, 3rd, experience. Looking for eastern Pennsylvania, western New Jersey station. Cal Bader, Jr., 215-253-2019, 9 to 11:30 A.M.

Announcer/production man seeking position. First phone. Experienced. Call 714-426-9738.

Graham Junior College Communications graduate. A beginner, 3rd endorsed, desires radio announcing position in small station operation in Mass., NH, Maine or VT. Tape and resume upon request. Contact John C. George, Jr., 7 Fenwood Rd., Boston, Mass. 02115. Phone 617-566-9675.

3rd endorsed wants back in radio. Prefer medium market MOR. Single, 23½. \$600/month. Mike Femyer, 1602 W. Pierson, #3 21, Phoenix, Ariz. 85015.

## 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.

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.

## News Continued

Top radio reporter in this market seeks more challenge, more responsibility, more money, as reporter, or news director. Box L-105, BROADCASTING.

Sports Director, three years experience, all play-by-play news, disc jockey will relocate, immediately available. 516-621-3583.

## Programing, Production, Others

Fully qualified program director small or medium markets. Box G-279, 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.

Seek PD or MD position in medium market Rocker. Interested in station changing to Rock. Currently in Top Ten market. First phone. Box L-88, BROADCASTING.

Puzzled seeking that right morning man? Professional communicator can put the pieces together for you. Twelve years programing will make everything fit. Box L-89, BROADCASTING.

Sales oriented major market jock, experienced all areas to program medium market Contemporary. Family, first phone, voice. Box L-101, BROADCASTING.

Attorney formerly with the FCC now in general practice including corporate and communications law, seeks challenging position in communications field. Box L-117, BROADCASTING.

Music Director with first ticket, who knows music and does sales work, wants to move up. Helped build and operate Top 40 student FM in St. Paul. Worked part time at number one Country in Minneapolis. Currently doing mid-morning progressive MOR. Rick Burnett, c/o Lake Hayward Motel, Room 3, Hayward, Wisc. 54843. 715-634-4863 8:45 A.M. to 1:30 P.M.

## TELEVISION

### Help Wanted Management

Imaginative and creative television analyst age 26 to 35 who knows a great deal about what makes television news successful and is willing to learn more. Requirements: Master's Degree; skill to communicate effectively both verbally and in writing; attractive personality. Offered: growth, financial and professional, national exposure, autonomy, excellent working and living environment. Box L-109, BROADCASTING.

### Sales

TV Sales. Top 50 market. Midwest CBS affiliate needs professional local salesman with experience to handle top billing list. Group ownership offers right man excellent management opportunities. Send resume to Box K-147, BROADCASTING. An Equal Opportunity Employer.

### Announcer

Staff announcer. Strong on news and commercials. An Equal Employment Opportunity VHF station in Tennessee. Send resume, video or audio tape with photograph to Box L-99, BROADCASTING.

Staff announcer for booth and live sports. Will train to do daily weather show. Will consider radio man wanting to make the big jump into TV, extremely progressive NBC affiliate in pleasant college town. Call or write Program Director, KOMU-TV, Columbia, Missouri.

### 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.

Top flight production crew needed for commercial/educational TV house and mobile unit. Experience a must. Resume and references. Box L-38, BROADCASTING.

## Technical Continued

Chief engineer. Ten years minimum experience. Management oriented—thoroughly familiar with all aspects of operation, installation, and maintenance. Box L-39, BROADCASTING.

Tired of snowstorms? Come to sunny Atlanta, Ga. Looking for qualified maintenance and operating engineers also transmitter engineer. Contact Chief Engineer, WTCG-TV, Atlanta, Ga. 404-813-2242.

PCP-90/VR3000 engineer wanted to live with this equipment. You will be responsible for the maintenance and operation. Equipment will be used in the Chicago area as well as other parts of the country. If you are qualified and have had digital experience, contact Charles Abney, Director of Engineering—National Teleproductions Corporation—22 West Hubbard Street—Chicago, Illinois 60610.

Maintenance Engineer: Chicago based National Teleproductions Corporation. Should be thoroughly familiar with Norcelco PC-70's, Ampex VR2000/1200 Grass Valley terminal gear. We are looking for a qualified maintenance engineer to handle maintenance on the above equipment. This is a in-studio position and will also evolve into several research and developmental projects. This is a brand new facility in Chicago supplying high quality commercial productions utilizing the finest equipment available. Contact —Charles Abney—Director of Engineering—National Teleproductions Corporation—22 West Hubbard Street—Chicago, Illinois 60610.

## 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.

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, WLUX-TV, Green Bay, Wisc. 54303.

## Programing, Production, Others

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. 95801

## Situations Wanted, Management

Expertise in all broadcast phases. Strong in sales. Believes profit is a clean word. Excellent personal credit and references. Currently AA association. Prefer South or Southeast. All replies in confidence. Box L-11, BROADCASTING.

Successful young radio General Manager desires challenging position with major market TV station. License challenges, minority hiring, unions, community involvement, budgeting, promotion, sales experience. Box L-98, BROADCASTING.

1½ years network and large local engineering experience. Employed design engineer, recent electrical engineering graduate seeks employment in television management. First phone. 214-423-4390 after six.

## Sales

Young and confident. 4 years commercial production experience—major and medium market, married, age 23, B.S. degree, will relocate. Box L-81, BROADCASTING.

Available immediately. Male, Caucasian, age 37, married. Aggressive hungry, go-getter, 7 years sales experience on local level, nationwide rep for 29 radio and TV stations, and General Manager VP of TV station. Willing to relocate. Call 404-876-8736.

## Technical

1st phone NRI graduate five years experience as TV xmitr 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.

TV engineering-studio operations desired by ex-dj (2½ 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.

## News

I like news. I can write, rewrite and read it well on camera. Presently wasting my time at a station where news is just a sideline. Now in large market but will relocate. Money is no problem. Box L-93, BROADCASTING.

My documentary on migrant workers won a national award, I would like to do more like it. J-degree, first phone, writer, photographer, weather, anchor. Box L-100, BROADCASTING.

Anchorman-Reporter available now. Five years major market news and sports experience. Personable, authoritative, good writer. Also shoot-edit. News or sports, I'm your man. Box L-111, 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.

## Programing, Production, Others

Television or CATV production manager. Experienced all phases of production in major city. Seeking smaller community environment. Box K-185, BROADCASTING.

Operations/Program Manager. Available. 17 years in VHF-UHF, three new stations. Know all phases—profit, promotion, community minded. Presently employed. Excellent references. Box L-69, BROADCASTING.

Energetic, aggressive, male 23, with a well rounded broadcasting background. Looking for a chance to prove my production abilities, in television. Excellent references. Bachelor of Science in Communication, majored in Radio/TV, minored in psychology, from top rated university in communications. Experienced, will relocate. Working now in radio sales in eight market area. Box L-87, BROADCASTING.

Producer-Director ready to advance in management. B.S. degree. Educational, Armed Forces, Commercial TV experience. Working for net affiliate, top 50 market, now. Box L-113, BROADCASTING.

Production/Operations Manager ready to move up. 16 years experience, currently in Top 50 market. Prefer East, South or Midwest. Write Box L-121, BROADCASTING.

Just out of the Army, looking for a break into TV production. MA, single, two years experience, have job, will travel, resume available. Frank Tucker, 126 Glen Cove, Chesterfield, Missouri 63017.

Film Director/cameraman/editor, desires relocation, broad background film/ETV; Maddon, 4717 Drummond Ave., Chevy Chase, Maryland.

Experienced Producer/Director; all phases color/black & white television. Commercial background. Single, 24, will relocate. Serious replies only. Salary negotiable. Box 2234, South Bend, Ind. 46615.

Recent college graduate with a BA in Television Production. Interned at a Chicago independent. Looking for a break in production or sales and I would relocate. Currently working as a salesman. Resume on request, interview at your convenience. David Miller, Box 3487, East Chicago, Ind. 46312. 219-398-1959.

## WANTED TO BUY EQUIPMENT

Need for customers, used high band quadruplex and helical scan tape recorders. Box L-16, BROADCASTING.

Ampex 1200 VTR from owner. Reply to D. Zulli. 213-466-7757.

Gates sta-level amplifier. Condition not important. Give cash price, age, condition, etc., first letter. Marshall Rowland, WQYK Radio, Box 1274, Tampa, Fla. 33602.

Spotmaster and Tape-caster cartridge tape machines wanted. Highest prices paid. Also, trade-ins on new or rebuilt equipment. Autodyne, 301-762-7626. Sorry, no collect calls.

## Wanted To Buy Equipment

### Continued

Wanted used equipment. Turn tables (2) board-tape recorders (cabinet type) Head phones, speakers. 402-852-6031.

### FOR SALE EQUIPMENT

Gates 10P, 10KW AM transmitter. Excellent condition. Solid state power supply. Tuned to 1560 KHz. Will retune. Box L-91, BROADCASTING.

Like New—Gates/ATC automation system: complete stereo system: cartridge handler, two Ampex 352's, detector control unit, three cartridge playback units, auto-sequence, silence, sensor, fade amplifiers, auto-restart, digital clock, meter panel, composite motor start, programer, auto program logger, switcher, auto network joiner, network tone receiver. Excellent condition, 616-345-7121.

40 feet Andrew 3 inch HJ850B Helian complete with one 7BARM and one 7BARF ends installed. Line in original crate. \$400.00 FOB San Antonio, Texas. Call M. L. Fiedler at 512-225-2751.

One (1) AMPEX 3200 Tape Duplicator System—including one master and two (2) slaves with Mono—and Stacked Stereo Heads. Just three (3) months old, with a full year guarantee. Price \$8,000. For more information call collect Broadcast Automation Associates, 563-3166 or 563-3167, at 3101 North Federal Hwy., Ft. Lauderdale, Fla.

One (1) GATES BC-1-J AM 1 kilowatt Transmitter in excellent condition., Price \$3,500, with a full year guarantee. For more information call collect Broadcast Automation Assoc., 563-3166 or 563-3167, at 3101 N. Fed. Hwy., Ft. Lauderdale, Fla.

One (1) ATC 55 unit Mono—in mint condition, \$1,500. One (1) COLLINS 900 C-2 Stereo Modulation Monitor, \$1,500. Two (2) AMPEX 440B Mono Record Playback machines priced at \$1,650. One (1) SCHAFFER 800 Automation System complete. All of which carries a one year guarantee. Call collect Broadcast Automation Associates, 563-3166 or 563-3167, at 3101 N. Federal Hwy., in Ft. Lauderdale, Fla.

High band VHF transmitter. General Electric TT 23A 200 Kilowatt output. Fully color proffed. On air 'till Spring '72. 950 ft. 6 1/2 50 ohm transmission line. Prodelin type 100-845 GE-TY-52-A3 Helical antenna on Channel 12. Power gain of 9.64. Contact Tri-State Antenna Tower and Leasing Inc., Box 682 Benjamin Fox Pavilion, Jenkintown, Pa. 19046. Phone No.: 215-884-2009.

12 Bay Gates FMA-12 FM Antenna with deicers, 350 ft. Andrew 561 coax. Includes guides, hangers and insulators for 1/4 isolation. Model TBM-3500 FM Modulation monitor. WFMX, Statesville, N.C.

Ampex Model AA-620 amplifier/loudspeaker. New. Will take best offer. Contact Don Malloy, 213-299-9700.

## INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools.\*\* Write or phone the location most convenient to you. Elkins Institute in Dallas,\*\* 2727 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston\*\*\*, 3518 Travls.

Elkins in San Antonio\*\*, 503 S. Main.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver\*\*, 420 S. Broadway.

Elkins in Atlanta\*\*\*, 51 Tenth St. at Spring, N.W.

Elkins in New Orleans\*\*\*, 2940 Canal.

Elkins in Minneapolis\*\*\*, 4103 E. Lake St.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis\*\*\*, 1362 Union Ave.

Elkins in Nashville\*\*\*, 2106-A 8th Ave. S.

## Instruction Continued

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting date January 3, April 11, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

On the air announcer training at R.E.I. features individual, realistic preparation for your Radio/TV career. R.E.I.'s engineering course features intensive training for the FCC First Phone! Complete either course in just five (5) weeks! Call 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. (\$10.00 with broadcast endorsement) 2nd. (\$12.00), and 1st. (\$16.00), phone exams; complete package, \$25. Research Company, Dept. B, Rt. 2, Box 448, Calera, Alabama 35040.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

### COMEDY MATERIAL

Professional comedy material! Servicing the Stars for 30 years. "The Comedian" Monthly \$45 yr. "Anniversary Issue" \$30. 35 Fun-Master gag files \$45. Billy Glason, 200 W. 54th St., New York, N.Y. 10019.

### MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Trade your advertising time or space, or product, or service, or investment letter stock for whole life insurance. No cash. Full trade. We pay premiums for four years. Minimum policy \$100,000. Details Full Circle Marketing, Box 2527, Sarasota, Fla. 33578.

Recorded deejay material, station contests, features. Free catalog! Chicago Broadcast Circle, 25 East Chestnut, Chicago, Ill. 60611.

Our radio station guides have helped over a dozen stations, and cable TV co's. in Indianapolis, Detroit, Saginaw, Lansing, etc. We have unique ideas for you. Send now for free details. Reasonable rates, major market quality. Write Art Vuold, Jr., Logos Unlimited, 2335 Twin Lakes Dr., Suite 2-B, Ypsilanti, Mich. 48197 or call evenings, 313-434-2712.

Student interested in opinions on how wide reaching Fairness Doctrine should be. Write Jerry Bodlander, 210 Edgemont Dr., Syracuse, N.Y.

## RADIO

### Help Wanted Management

#### Program Director

wanted for Northeastern MOR station. Will be responsible for maintaining current total service concept for a 24 hour station. Responsibilities include sister FM station. Experienced upbeat MOR directors only. Salary open. Position immediately available.

Box L-95, Broadcasting

## Help Wanted Announcers

### WANTED MORNING MAN

Must be quality talent, successful. May be number two or three man in major market or number one man in a smaller market. We are network, established Contemporary MOR. Present man retiring after a generation with us. Profit sharing and many other fringe benefits. In the Carolinas, big enough for what you want, small enough to enjoy. Five figure income. Tape and resume. Our employees know of this ad.

Box L-31  
Broadcasting

## Help Wanted Technical

### CHIEF ENGINEER

Highly successful and stable AM/FM STEREO/SCA operation needs dedicated, thorough professional chief engineer. Equipment almost all new. Outstanding community with fine educational system, parks and churches. Salary and fringes attractive. If you're really good—come and grow with us. Call or write today! Richard Jakle, WRMN & WJKL, 18 1/2 Douglas Ave., Elgin, Illinois. 312-741-7700.

## Help Wanted News

### NEWS DIRECTOR

Experienced, professional newsman needed immediately to assume post of News Director. Must believe, as we do, that local news is the backbone of local radio . . . and be willing to work hard. Outstanding community with fine educational system, parks and churches. Excellent salary and fringes to right individual. Call or write today! Richard Jakle, WRMN & WJKL, 18 1/2 Douglas Ave., Elgin, Illinois. 312-741-7700.

## Situations Wanted, Management

### GENERAL MANAGER Medium Markets

I can point with pride . . . 16 successful years in Radio Management . . . soundly based on heavy Sales. Imaginative Programming and innovative administration. Full "Take Charge" responsibility with integrity. References. Experience and Preference: AM-FM Stereo, Florida and Southeast. Your confidence protected. 904-744-2709.

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Talk or Talk/Music  
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14.1 overall 55.4 (18-49) ARB  
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Box L-4, Broadcasting

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## Help Wanted

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We're looking for a strong studio-oriented supervisor. This job requires a man who will tolerate nothing less than perfect quality and who can also supervise a flawless operations effort. No transmitter or maintenance activity. We want top quality studio operation, and want the man who can get it. Salary and benefits are good at this Top 20 Market station in the best city and climate in America. An Equal Opportunity Employer M/F.

**L-73, Broadcasting**

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Eastern major market V needs a Chief Engineer with established administrative and leadership qualifications. First Class License and thorough knowledge of solid state technology and broadcast operations required in return for top salary in a strong, young company. Resume and references to

**Box L-106, Broadcasting.**

## Help Wanted

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#### TV PROMOTION DIRECTOR

Fast paced NBC affiliate in medium sized California market is seeking a one-man promotion department. Must have creative versatility and be self motivated. Will be originator of great ideas and copy for on-air promotion, sales promotion, research, publicity, etc., etc., etc.

If you have the ability, we'll appreciate it. Send sample, complete resume, and salary requirements to:

**Box L-30, Broadcasting**

An Equal Opportunity Employer

#### PROMOTION/PUBLICITY DIRECTOR

Avco Broadcasting Corporation has immediate opening for a TV Promotion/Publicity Director.

Candidates must have station experience preferably at the department head level and should be qualified to effectively handle sales promotion, audience promotion, advertising, and public relations.

For the qualified candidate, Company is prepared to offer a good starting salary and benefit program. Please send resume, including present and past earnings, to:

**Mary Bates**  
Vice President-Communications  
Avco Broadcasting Corporation  
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Cincinnati, Ohio 45202

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### SPORTS DRAWS CROWDS

WHY NOT GET YOUR SHARE? REVISE YOUR LOCAL COVERAGE AND ANCHOR IT WITH A TOUCH OF THE FUTURE.

**BOX L-86, BROADCASTING**

## Situations Wanted, Programing

#### TV PROGRAM MANAGER

Major Market pro with large independent, O-&O and agency experience. Top references. Strong on live and VTR production, remotes, cost-control, public affairs, creation and execution of station policies, coordination of all departments, film and syndication negotiation. Available now. Relocation OK.

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## Miscellaneous

### SPECIAL CHRISTMAS PROGRAM "The Story of the First Christmas."

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**RDB Productions**  
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## FOR SALE Stations

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**FOR SALE  
PROFITABLE OPERATION**

**Box L-82, Broadcasting**



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3. WEST COAST. FM serving market of 500,000. \$225,000. \$50,000 down.

### Jack L. Stoll and ASSOCIATES

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Area Code 213-464-7279

### LaBue & McGauren Media Brokers, Inc.

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## For Sale Equipment

### FOR SALE

#### GATES BC-50-C 50,000 Watt AM Transmitter

Installed new in August 1967, it has very few actual 50KW operating hours and can be purchased for approximately 1/4 new cost, as is, where is. Presently needs repairs.

#### Contact:

**Marshall W. Rowland, Pres.**  
Rowland Broadcasting Co., Inc.  
(813) 251-1861

Transmitter is presently available for inspection at WQIK-Jacksonville, Florida

|    |       |         |        |       |    |       |          |         |       |
|----|-------|---------|--------|-------|----|-------|----------|---------|-------|
| E  | Small | FM      | \$160M | Terms | SE | Small | Daytime  | \$ 65M  | Terms |
| SE | Small | AM/FM   | 150M   | 29%   | W  | Small | Fulltime | \$ 100M | SOLD  |
| W  | Metro | FM      | \$ 80M | Terms | SE | Metro | Daytime  | \$ 400M | 29%   |
| E  | Major | Daytime | \$250M | \$80M | MW | Major | Fulltime | \$2500M | Nego  |
| FL | Major | Daytime | \$850M | Cash  | SE | Major | Daytime  | \$ 550M | Terms |



Please Write: 5 Dunwoody Park, Atlanta, Ga. 30341

# Profile

## Back on the mainland in a big way: Cecil Heftel

It has been a busy six months for Cecil Heftel. Over the last 20 years, at various times, he has operated radio and TV stations in Utah, Idaho, Colorado and Hawaii without attracting a great deal of national interest. Now, suddenly, he is on the verge of becoming a major station-group operator.

On June 5, Mr. Heftel and his wife of 30 years, Joyce, filed an application to acquire WJAS-AM-FM Pittsburgh from NBC. Then in quick order, Mr. Heftel contracted to acquire WROR(FM) Boston from RKO General, KDNA(FM) St. Louis from Parent Co. and WMJR(FM) Fort Lauderdale, Fla., from WMJR Inc.

It also has been an expensive six months for Cecil—or Cec, as he's frequently called—Heftel. He obligated himself for a total of some \$6 million, paying \$1.8 million for the Pittsburgh properties, \$2 million for the Boston station, \$1 million for the St. Louis FM and an estimated more than \$1 million for the Florida property.

Assuming the FCC grants approval to these acquisitions (approval is pending for all but the Fort Lauderdale transfer, which is expected to be filed within the month), Mr. and Mrs. Heftel, already the owners and operators of KGMB-AM-FM-TV Honolulu and KPUA-AM-TV Hilo, Hawaii, would control three AM's, five FM's and two TV's.

What's behind this surge? Is it the result of impulse or plan? Cec Heftel indicates that his rash of buying is the outbreak of a 20-year itch to expand, primarily in radio. "This is what I anticipated doing and look forward to doing," he says. "It was not unexpected."

The key was acquiring 100% ownership of the Hawaii properties. The licenses of the five stations in Hawaii are assigned to Pacific Broadcasting Co., which, until recently, had been owned 80% by Standard Corp., Ogden, Utah, and 20% by Mr. and Mrs. Heftel. Standard Corp., in turn, was owned 75% by the family of editor, publisher and pioneer broadcaster Abraham Lincoln Glasmann, and 25% by the Heftels (Joyce Heftel being the younger daughter of A. L. Glasmann). When Mr. Glasmann, then 77, died a little more than two years ago, his family and estate decided "to narrow their business interests," which in addition to radio and TV stations and publishing (*Ogden Standard-Examiner* is the cornerstone holding), included real estate, theaters and cable-TV operations.

Cec Heftel, part of the Glasmann family business structure for some 20 years—most recently he was president of Pacific Broadcasting and executive vice president of Standard Corp.—made a bid



Cecil Landau Heftel—president, Pacific Broadcasting Co., (KGMB-AM-FM-TV Honolulu, KPUA-AM-TV Hilo, Hawaii; b. Sept. 30, 1924, Chicago; cryptography corporal, U.S. Army Air Corps., 1943-46; BS, Arizona State University, 1950; law school, New York University, 1951-52; law school, University of Utah, 1952; various managerial positions with A. L. Glasmann stations: KLO(AM) Ogden, Utah, KLIX-AM-TV Twin Falls, Idaho, and KGEM(AM) Boise, Idaho, 1952-59; president, general manager, commercial manager, KIMN(AM) Denver, 1959-61; owned 24% of KLIX-TV Twin Falls (now KMVT) 1956-71; executive VP and director, Standard Corp., Ogden, 1965-1972; president, Pacific Broadcasting, 1965-present; m. Joyce Glasmann of Ogden, Feb. 15, 1942; children—Cathy, 26; Lani, 25; Peggy, 19; Susan, 18; Chris, 16; Terry, 15; Richard, 13.

for independence. In a transfer transaction, approved by the FCC on Sept. 22, Mr. and Mrs. Heftel exchanged all of their stock in Standard Corp. for all of Standard's stock in Pacific Broadcasting. A complete separation of the Heftel family and Glasmann family interests was effected, with the Heftels resigning all management positions they held in Standard Corp. "It was a very amicable separation but nonetheless a complete one," Mr. Heftel says.

The relief in Mr. Heftel's tone is perceptible. At long last he's in control of his own entity—in a position not overshadowed by his strong-minded brother-in-law, George C. Hatch. Mr. Hatch is the husband of Wilda Gene Glasmann Hatch, older daughter of A. L. Glasmann. It's Mr. Hatch who, down through the years, has in essence controlled Standard Corp.'s varied enterprises (although Mrs. Hatch is listed as president of the firm).

It has been said of Mr. Heftel that he married into his broadcasting position. He makes no serious attempt at a disclaimer. "In 1952 I was going to law school at the University of Utah," he says. "At that time I became involved in

running an accounting office. In the process of doing this I became aware of radio. One day," he says, "I got a phone call from my father-in-law, who said, 'Hey, do you think you want to run a radio station?'" Recounts Mr. Heftel: "I never had been in a station in my life. I found myself taking over a radio station from zero."

The station was KLO(AM) Ogden, Utah, which Abe Glasmann had acquired in 1934. Over the next several years, Cec Heftel picked up substantial broadcasting experience in a series of managerial positions for the family's station holdings in Twin Falls and Boise, Idaho, as well as in Ogden. He also acquired for himself and operated KIMN(AM) Denver and, at one time, owned and operated KLO.

Mr. Heftel's administration of the Denver station might not be regarded as the high point of his broadcast career. He sold KIMN in 1960 after the station was reprimanded by the FCC over some remarks by a former KIMN disk jockey that, in the commission's opinion, were a trifle blue ("Say, did you hear about the guy who goosed the ghost and got a handful of sheet?").

It was in Hawaii, though, that Mr. Heftel sprouted wings and flew on his own. The licenses of KGMB-AM-TV Honolulu and KPUA-AM-TV Hilo were assigned to Pacific Broadcasting in May 1965 (KGMB-FM was built and licensed in April 1968). Cec Heftel moved to Hawaii to run the stations for Pacific, which was then wholly owned by Standard Corp. Subsequently, Mr. and Mrs. Heftel acquired a 20% interest in Pacific.

Cec Heftel committed his full-time attention to improving the Hawaiian stations' technical and program performances. By his estimates the radio stations were attracting only about 5% of the audience and the TV stations about 20% when he took over. "Probably the stations were then billing in total the equivalent of perhaps a \$1.4 million a year," he says. "In contrast, this year, we'll do something like \$6 million or \$6.5 million," he predicts.

Mr. Heftel still expects to be personally making the circuit of stations on a monthly basis and have time left over to pursue his two major current concerns in broadcasting: pay TV and the political advertising system. He wants Congress to be alert to the danger that what is enjoyed today on free TV may ultimately wind up on pay TV through cable TV. He also favors the government, or media without remuneration, to provide space and time for candidates for public office. This latter contention is based on personal experience. In 1970, Mr. Heftel, on the Democratic ticket, ran for the U.S. Senate from Hawaii and lost to the incumbent, Hiram L. Fong.

# Editorials

## The Bazelon mandate

In 23 years on the U.S. Court of Appeals in Washington, the past 10 as chief judge, David L. Bazelon has done more than anyone else to turn the court into a super-FCC, ever thickening the web of regulation around radio and television.

Suddenly Judge Bazelon has developed qualms about the constitutionality of a central feature of the regulatory scheme—the fairness doctrine. By itself, so dramatic a turnabout would attract unusual attention. Judge Bazelon's will arouse added and lasting interest for its lucidity of exposition. He has written a remarkably persuasive case for the inclusion of the "electronic press" with the print media under the full protection of the First Amendment.

As described in detail elsewhere in this issue, Judge Bazelon's observations have been made in a dissent to a majority opinion affirming the FCC's decision to disapprove the license renewal of WXUR-AM-FM Media, Pa. The dissenting opinion takes on still further importance for having started out to be a statement of concurrence with the majority. The longer Judge Bazelon studied the case, the more he agonized about its constitutionality. "I fear," he was ultimately to write, "that ancient assumptions and crystallized rules have blinded us all to the depth of the First Amendment issues involved here."

In a country where the people consider broadcasting to be their most important news source, "there is no factual basis for continuing to distinguish the printed from the electronic press as the true news media," said Judge Bazelon.

Does the "scarcity" of broadcast channels justify intensive federal regulation to make sure they are used for proper purposes? That argument takes no notice of the profusion of stations now on the air and the development of new technologies of distribution. And besides, added Judge Bazelon: "We should recall that the printed press was the *only* medium of mass communication in the early days of the Republic—and yet this did not deter our predecessors from passing the First Amendment to prohibit abridgement of its freedoms."

It is an eloquent and scholarly presentation of the broadcasters' case, and the question now is: What is to become of it? At the very least it must give heart and cause to those at the FCC who are reconsidering the fairness doctrine. It may also provide the basis for further appeals that will hopefully lead to reversals of recent trends toward suppression of broadcast freedoms.

But whatever its ultimate utility, the Bazelon dissent now belongs with the important documents of broadcast law and regulation. Beyond that it provides inspiration to stiffen resistance to each new venture toward government control.

## The road ahead

Because there were no miracles, last week's elections precipitated no substantive post-mortems.

It is understandable why a majority of licensees, entrepreneurs and craftsmen, irrespective of political allegiances, would not anoint the Democratic nominee, Senator George McGovern. His voting record had to be anathema in light of his support of the cigarette-advertising ban on radio and television, his advocacy of counteradvertising, plus his general antibusiness tilt. What had to cap the climax was his candid, but hardly discreet, comment that if elected President, he would reappoint Nicholas Johnson to the FCC.

While many broadcasters, notably those who are news-

oriented, still smart from the wild blasts of Vice President Spiro Agnew and of other GOP political orators, most felt more comfortable with President Nixon, particularly because his director of communications, Herbert Klein, maintained liaison with them. It was Mr. Klein who first saw the threat posed by the counteradvertising edict of the Federal Trade Commission. It was Mr. Klein who arranged for the informal meetings that have enabled the President to learn at first hand what broadcasters endure from overregulation.

Broadcasters thus have a stake in the second four years of the Nixon administration. Last June 22 a group of independent broadcasters—most of them in ownership and all top management—met with the President and his chief advisers at the White House. The President committed himself and his party to a course directed toward stability in the licensing process and with recognition of the profit motive, as well as elimination of artificially contrived interferences including those fostered by tax-exempt foundations.

Those commitments should not be allowed to lie fallow. The first step is in license-renewal legislation which has strong support in the Congress as well as in the White House.

## Dark ages

No matter who cut the cable that kept CBS-TV from broadcasting the New York Jets-Washington Redskins football game on Nov. 5, the incident will be associated with the strike of the International Brotherhood of Electrical Workers, which wants jurisdiction over equipment that CBS says nonunion people should operate. That, together with secondary boycotting that cost CBS News most of its remote pickups on election night and disrupted preparations by the other two networks for their remote coverage, belongs to labor tactics that are obsolete.

Fourteen years ago, in affirming an FCC decision to suspend the operating licenses of National Association of Broadcast Employees and Technicians members who had sabotaged equipment at KPIX(TV) San Francisco at the start of a strike, the court of appeals said a labor dispute was "no license for hooliganism." That judgment is as good now as it was then.



Drawn for BROADCASTING by Sid Hix

"I'll bet it's sour grapes because he's only allowed one rerun himself!"

# WHIO-TV serves young talent!



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# WHY COMPANIES HIRE THE WRONG EXECUTIVE!

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**M**any companies err in their selection procedures because they do not obtain an adequate number of candidates at the outset. This is because recruitment is costly, time-consuming, often frustrating, and frequently fruitless, particularly when men are being sought for higher level positions.

It is not that many candidates are not men of good character who are anxious to do a good job. Rather it is that very few men have the precise constellation of qualifications needed for the work. (Selection here is analogous to finding a good left-handed pitcher who can also bat .300.) For this reason it is usually necessary to obtain proportionately more candidates for these more sophisticated, higher level positions.

Too much readily available talent is mediocre. The market is glutted with

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The executives a company wants (and needs) to hire are not easily attracted by word-of-mouth or by the "mine sweeping" techniques of trade publication employment ads. Personal referrals from trade sources and industry friends also tend to attract résumés from many marginally qualified men and only a few, at most, from the very men a company seeks to hire.

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