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Parting shot: the Johnson ratings on TV performance

Broadcasting Jul 9

The newsweekly of broadcasting and allied arts

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*ARB. Washington, D.C. report. May, 1973 for men, women and homes. Early Evening News Averages. M-F, and 11-11:30 p.m. M-F.

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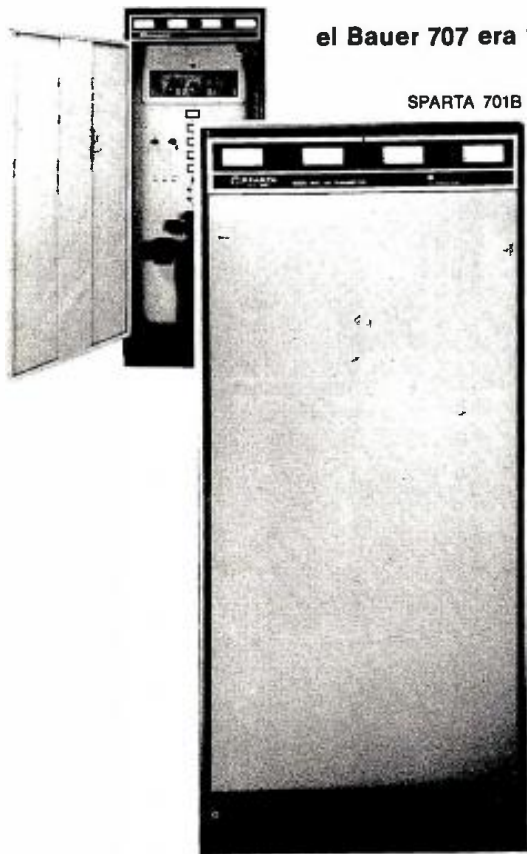
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Closed Circuit.

High cotton

Prices CBS-TV is asking for top-rated *All In the Family* for this fall make it all-time champion among regularly scheduled series, in opinion of agency sources. They say it's pegged at \$60,000 per 30 seconds, \$120,000 per minute. By comparison, *Marcus Welby, M.D.*, ABC-TV's long-time front runner, is priced at \$76,000 per minute, while NBC-TV's rising *Sanford and Son* is up to \$90,000. Other fall minute rates in upper (but not necessarily uppermost) echelons include \$86,000 in CBS's *Cannon*, \$76,000 in NBC's *Inside*.

They were not up to those levels, of course, and will drop this month as summer rates take effect, but prime-time prices networks have been getting this past spring have averaged about 15% higher than year ago. Agency sources estimate three-network average-minute price during randomly chosen week in June this year was close to \$47,000, as against \$40,000 in same week year ago. *Welby* was said to be tops at \$75,000 per minute. *Family* was put at \$63,000, *Cannon* \$61,000, *Sanford* \$58,200 and *Inside* \$58,000.

Los Angeles leanings

FCC, which is being pressed by U.S. Court of Appeals to decide seven-year-old comparative hearing in which RKO General Inc. is fighting to hold on to license for KHJ-TV Los Angeles, is believed to have decided, at least tentatively, to grant conditional renewal of station's license. Condition would hinge renewal to outcome of Boston proceeding, in which RKO's WNAC-TV is facing challenges from two competitors and where major antitrust issue against RKO is being litigated. Commission discussed case last Monday (July 2) in response to court order requesting report by July 11 on action it has taken. Court acted on petition by Fidelity Television Inc., challenger, which was favored in initial decision of administrative law judge.

Commission informed court Friday (July 6) that staff has been instructed to prepare written decision, but did not say which applicant was to be favored. It is conceivable, of course, that commission could change its mind before final order is issued.

Exodus

Clay T. Whitehead, who as White House aide developed plans for Office of Telecommunications Policy and then became its first director—in September 1970—is expected to leave post by year's end. He has no future plans, does not intend to remain in government. Question of successor is open. John Eger, legal assistant to FCC Chairman Dean Burch who will become OTP deputy director,

is not slated for No. 1 job, which presumably will go to senior policymaker.

Meanwhile, OTP will lose services—possibly this month—of Brian Lamb, assistant to director who has handled media and congressional relations. Mr. Lamb, in present post since February 1971, is expected to announce departure date as soon as he firms up plans for future.

Pay-TV crunch

Nation's broadcasters, who over years have engaged in periodic intramural conflicts, sense portents of new collision of undetermined proportions over pay-TV, whether on air or via cable. Dimensions of campaign to be undertaken by National Association of Broadcasters should emerge from organization meeting of 10-man committee chaired by Willard Walbridge, Capital Cities Communications Company senior vice president, and including Washington vice presidents of all three TV networks (BROADCASTING, June 25, July 2).

While NAB membership is preponderantly anti-pay TV in any form, on ground that public simply will be paying for what it now gets free, several group-owner members in cable either have open minds or are going all out for cable pay-TV. They regard it as inevitable projection of cable's growth. Mandate given Walbridge committee is to explore ways in which to inform public of dangers and alternatives. Implementation of committee's plans would be assigned to James Hulbert, NAB executive vice president for public relations, and Roy Danish, director of Television Information Office.

New hand in cable

FCC's Cable Television Bureau is expected to get new deputy chief, 30-year-old lawyer David Kinley, now with Federal Bureau of Investigation, to help handle bureau's increased workload. He would be second deputy, with Allen Cordon retaining his deputy's post. Mr. Kinley was recommended to Chairman Dean Burch by his assistant, Charles Lichenstein, who knew him when both worked with L. Patrick Gray at FBI and, in early years of Nixon administration, at Department of Health, Education & Welfare. Chairman Burch is said to favor Mr. Kinley's appointment, but commission and Civil Service Commission have not yet acted on matter. Meanwhile, Sol Schildhouse, cable bureau chief who is recuperating from mild heart attack, is expected to return to work in about two weeks.

Togetherness in question

FCC is expected to undertake broad-ranging inquiry soon into question of joint rates. Commission is interested in

their application by multiple owners and by individual stations banding together, as well as by newspapers and broadcast stations. So long as stations engaged in selling jointly do not attempt to force buyers to take all media involved, practice is not illegal. But after receiving several letters on subject from stations facing competition from outlets using practice, commission feels it should attempt to determine whether it raises problem that should be addressed.

No brass ring

Whether casualty of Watergate or of new GOP look, Ken W. Clawson, deputy director of communications for executive branch, isn't moving into top slot vacated by resignation of Herbert G. Klein, now Metromedia vice president, or any remotely resembling it. When he joined White House staff last year after 18 years as newspaperman, it was expected he would eventually succeed to directorship, albeit in truncated version of Klein post. Instead, 36-year-old protégé of ex-White House counsel Charles W. Colson is reporting to press secretary-presidential adviser Ron Ziegler.

Mr. Clawson, who had proved hair shirt to many on White House staff as well as on outside, was identified with so-called pre-election "attack group." He had been accused of authoring spurious letter wherein Democratic presidential candidate Edmund Muskie of Maine was quoted as disparaging French Canadians by alluding to them as "Canucks." Mr. Clawson denied charge.

Recruiting

FCC, which has some 1,800 personnel on its payroll at present, may be looking for 700 new people this year, although not all of them would be additions to staff. President's budget would provide for 98 new positions. Additionally, Congress wants to add \$3 million to commission's appropriation (BROADCASTING, July 2), which would add another 155. And then there are replacements for 63 retirees who left before July 1 to take advantage of early retirement (and took down total of \$225,000 in increased annuities). Add 20% normal turnover, and commission recruiters are left with job of finding estimated 700 people.

Bird colonel Burch

During next two weeks FCC will be without services of Chairman Dean Burch, who last Sunday reported for active duty at Carlisle Barracks, Pennsylvania. Line officer in Ready Reserve (judge advocate general's branch), chairman assumed rank of full colonel for his active duty. He will be eligible for retirement next year after 20 years' service. Acting chairman is FCC's dean, Robert E. Lee.

At Deadline

In Brief

Sabotage suspected. Local, state and federal officials are investigating suspicious collapse last week of antenna tower of UHF WXOW-TV LaCrosse, Wis. Two guy wires to 600-foot tower apparently were cut and structure collapsed. Hundred feet of tower were salvaged for emergency operation.

■ **NPACT replacement.** Nazareth Cherkazian, with WNET-TV New York, has been named director of programming, National Public Affairs Center for TV, Washington. New post is consolidation of positions of recently resigned executive producers Bruce Cohn and Martin Clancy (see page 36).

■ **NFL sticks to guns.** Robert N. Cochran, broadcast coordinator for National Football League, said late last week that decision to have home games of Washington Redskins blacked out on WMAR-TV Baltimore was his and he won't change mind. Regional uproar came when station earlier announced that CBS was not feeding it Redskin games (40 miles away) under 75-mile blackout policy. Station and network say they will revise schedule to accommodate Redskin games if NFL permits it.

■ **Obit.** Eric Hatch, 71, owner, president and general manager of WBIS(AM) Bristol, Conn., died July 4 in hospital in Torrington, Conn. He was also novelist and TV scriptwriter. He is survived by wife, Constance, two sons and daughter.

■ **New U in Naples.** FCC has approved applications by Gulfshore Television Corp. for new UHF on ch. 26 in Naples, Fla. Station will be authorized for operation with 537 kw visual and antenna 710 feet above average terrain.

■ **Eyes have it.** Consumer-products division of Abbott Laboratories has assigned

Murine account to Kelly Nason, New York. \$1-million account had been with Tathan-Laird & Kudner, Chicago. New agency said Murine will be primarily TV advertiser.

■ **Too late to change.** FCC has rejected request by ABC for postponement of July 30-31 oral argument on possible changes in prime-time access rule. Commission remarked that issue of rule has been under consideration since October 1972, and ABC has not provided sufficient reasons for delay.

■ **No more time.** FCC last week denied time extension to Kentucky black group to file challenge against renewal of WAVE-AM-TV Louisville. Kentucky Coalition for Better Broadcasting had told commission it needed extra month to complete negotiations with WAVE licensee Orion Broadcasting. FCC said group had failed to show good cause for waiver.

■ **Over at KDKA.** Striking local 820 of International Alliance of Theatrical and Stage Employees has reached agreement with KDKA-AM-TV Pittsburgh and ratified new contract, to expire May 1975. Details were not announced pending clarification of certain provisions.

Primaries look to be over for FCC seat

Four names—Robinson, Holcomb, Quello, Cahan—are reported to be ones seriously considered for Johnson vacancy, and it's likely to be all over this week

As week ended Friday (July 6), President Nixon still had not picked successor to FCC Commissioner Nicholas Johnson, whose term expired June 30. Indications were, however, that choice will be made this week, after President's return to Washington from San Clemente.

White House sources on Friday reported four names remaining under consideration for non-Republican seat, including new one of Glen O. Robinson, University of Minnesota law professor. Sources say his candidacy is being advanced by Clay T. Whitehead, director of Office of Telecommunications Policy, but OTP official says that although Mr. Whitehead was "favorably impressed," Mr. Robinson "is not Tom's man."

Mr. Robinson is known among communications lawyers and academicians as result of two law review articles—one on First Amendment, other on radio spectrum regulation. Second was done under \$4,000 grant from National Association of Broadcasters.

Others still in running are Luther Holcomb, of Dallas, now vice chairman of Equal Employment Opportunity Commission; James H. Quello, retired head of WJR-AM-FM Detroit and now broadcast consultant, and Herbert B. Cahan, Westinghouse Broadcasting Co. area vice

Staggering start. Television networks' new-season premieres this fall seem likely to resemble those in old, old days before one-big-all-in-one kickoff weeks were invented. When Writers' Guild strike was in its depths with no end in sight, NBC-TV said it would defer its premieres to week of Sept. 24, possibly even as late as Oct. 1. ABC-TV and CBS-TV said nothing, leaving start dates around Sept. 10 undisturbed, and now are shooting to make those deadlines with as many new episodes as possible. NBC's current plan, though it could be changed, is to "go with all we've got" during week of Sept. 10, but sources there fully expect some new episodes will be trickling in for two or three weeks after that. ABC sources say they think they can have everything ready for Sept. 10 week. But sources at CBS, which many observers consider most likely to be completely ready, say they won't know for sure for another week or so.

president, Baltimore ("Closed Circuit," July 2). Some sources say that Mr. Holcomb is running last, principally because he already has federal post and White House would, reportedly, prefer that he stay in it. However, he is said to be pressing hard for FCC appointment.

Yet two more names out of broadcasting were said to have been forwarded to White House with congressional support, both last week. House Speaker Carl Albert (D-Okla.) endorsed Bill Hoover, of KLEN(TV) and KLEN-FM, both Ada, and KEOR(AM) Atoka, all Oklahoma. He also has interests in cable television. Name of John H. Battison, consulting engineer and director of engineering of WINW(AM) Canton, Ohio, was endorsed in letter to White House by Senator Joseph M. Montoya (D-N.M.).

Other broadcasters in running and Mr. Holcomb, although Democrats, also have Republican congressional support. Senator John Tower (R-Tex.) is backing Mr. Holcomb; Representative Jerry Ford (R-Mich.), House minority leader, Mr. Quello. Besides support of Maryland's two senators—Charles McC. Mathias and J. Glenn Beall Jr.—Mr. Cahan is said to have been recommended by Senator Howard Baker (R-Tenn.).

Another phase of writers' strike is almost over

Writers Guild of America and three TV networks have reached agreement on new contract for writers working on live-tape productions made by networks. Ratification by WGA members was set for meeting called for this Thursday (July 12). Reportedly included in proposed new contract are writers working on network-owned film programs such as CBS's *Guns, Smoke* as well as researchers who work in daytime game shows. And under proposed agreement, writers' compensation for daytime serials begins at \$3,200 up to \$3,600 weekly for life of agreement; for 60-minute comedy-variety programs it runs from \$2,200 to \$2,682; for 60-minute non-prime-time dramatic programs, from \$2,960 to \$4,484.

WGA strike against networks began April 12. Agreement with networks follows by two weeks ratification of new four-year contract between WGA and Association of Motion Picture and Television Producers (BROADCASTING, June 25, July 2). Meanwhile, negotiations between AMPTP and Directors Guild of America continue.

Not so funny to Kowalski

As far as Thaddeus L. Kowalski is concerned, Polish jokes are no laughing matter, especially when they are told on television. Mr. Kowalski, chairman of

Polish-American Congress's anti-defamation commission, last week asked FCC to force ABC-TV to give it "equal time" to answer remarks made by comedian Steve Allen and guests on Aug. 10-11, 1972, segments of *Dick Cavett Show*.

Mr. Kowalski told commission his organization viewed Mr. Allen's remarks (he was substituting for Mr. Cavett on programs in question) as personal attacks on "character, intelligence, hygiene and appearance" of Polish-Americans. Jokes weren't funny, he claimed. Rather, they represented "single warped and negative point of view" which were "harmful and insulting to a considerable segment of the American population." ABC-TV, he charged, has displayed "a consistent policy of defamation."

FCC takes heart from obscenity ruling, holds firm on WGLD

Supreme Court's ruling last month broadening interpretation of obscene material has served to "reinforce" FCC's analysis of federal prohibition against broadcast of obscene material, commission said last week. Judgment came in action in which agency refused citizen group's petition that it reconsider \$2,000 fine against Sonderling Broadcasting's WGLD-FM Oak Park, Ill., in response to station's broadcast of "topless" radio program (BROADCASTING, April 15).

While commission in order issued Friday (July 6) said that its April action was "precisely in line" with then pertinent Supreme Court decisions on obscenity, as well as congressional proclamation, it also emphasized that action it took against Sonderling was purely because WGLD had violated law.

What's more, commission added, its decision to initiate inquiry into allegedly obscene programing on broadcast stations and cable-TV systems was not in response to controversial tape its staff prepared of "topless" segments from various stations. Tape, which has since been released to public, was not "the basis for that action. . . . The commission has been made well aware of the mounting concern about allegedly obscene programing, and [the inquiry] would have been issued even if the tape had not been compiled and played."

Petition for reconsideration was filed by Illinois Citizens Committee for Broadcasting and Illinois division of American Civil Liberties Union. They asked that agency rescind fine against Sonderling, terminate obscenity inquiry and retract and disavow remarks made by Chairman Dean Burch before National Association of Broadcasters convention, which were critical of "topless" radio.

Commission said petitioners had failed to bring any new facts "to our attention which might persuade us" that remission of fine, or withdrawal of inquiry notice, would be appropriate. It said that it does not view Chairman Burch's speech as re-

viewable by commission. Nor, commission added, would it be prudent to make obscenity inquiry public, as petitioners had suggested, since "broadcasters might also be intimidated by premature developments in an open hearing."

ABC hangs loose; other two go back to rotation system

NBC and CBS announced late last week they would return to rotating coverage of Senate Watergate hearings when sessions resume tomorrow (July 10) with former Attorney General John N. Mitchell as scheduled witness. ABC left door open on its plans.

ABC sources had said they planned to cover all sessions live until further notice. On Friday (July 6) they pointed out that tomorrow was ABC's day for coverage anyway, under rotation system, and that decisions on whether to cover on Wednesday and on subsequent days when other networks were handling rotation would be made on day-to-day basis.

NBC and CBS said their decisions to return to rotation were essentially "news judgments," although NBC sources also said affiliate opposition was minor consideration in their case.

NBC-TV now plans weekly prime-time summary and analysis of hearings developments on Fridays at 9-11 p.m. CBS sources said they were not "prescheduling summaries" but would present them or other special coverage if news developments warranted.

Sylvania format case settled out of FCC

Midwestern Broadcasting Co. appears to have found way around U.S. Court of Appeals order that FCC hold hearings on its purchase of WXEZ(FM) (formerly WGLN) Sylvania, Ohio. Commission was notified last week that company has reached settlement agreement with Citizens Committee to Keep Progressive Rock, group that has been fighting wxez sale on grounds that Midwestern arbitrarily changed station's format from progressive rock to middle of the road.

In decision last May, appeals court reversed FCC ruling denying stay of its prior grant of wxez sale, while stating that factual issues in dispute justify agency's holding hearing on matter (BROADCASTING, May 7). At same time, court criticized commission's handling of format cases and suggested implementation of standards.

Agreement reached in Sylvania makes two essential demands on Midwestern. Company will unconditionally remit to citizens committee \$1,000 for out-of-pocket expenses and for publicity of agreement's existence. It has also assumed obligation to change wxez format back to progressive rock if substantial public interest in such programing is shown.

Agreement states that, at present, WIOT-FM in nearby Toledo, Ohio, is presenting "adequate" amount of progressive fare. However, it adds that if WIOT-

FM ceases this service (either through format change or through public determination—by proclamation of citizens committee and supporting petition with 1,000 signatures) Midwestern will assume obligation of commissioning listener survey to "ascertain the entertainment format tastes of the public in the Toledo area." Such survey is to be conducted by independent research firm and entirely financed by Midwestern. If 20% of persons surveyed express interest in continuance of progressive format, agreement states, wxez will alter its programing accordingly.

Agreement, which caused committee to drop all litigation against Midwestern, will be in effect until 1976, when Ohio stations are due for license renewal.

Sale of last three Intermedia stations is approved by FCC

ISC Industries effectively exited from broadcast business last week with FCC approval of sales of last three stations remaining under ownership of its broadcasting subsidiary, Intermedia Inc. Stations involved—KQTV(TV) St. Joseph and KGRV(FM) St. Louis, both Missouri, and KLYX(FM) Clear Lake City, Tex.—all went to Hartford, Conn.-based Amaro Group Inc. Total price was thought to be \$4,677,500.

Commission in November 1972 approved Intermedia's sale of KBEA(AM)-KBEY(FM) Mission (Kansas City), Kan. AM was purchased by Robert P. Ingram for \$750,000. FM went to former Intermedia President Mark Wodlinger for \$200,000.

Amaro Group, owned by Joseph C. Amaro and members of Loeb family, was formerly licensee of WPOP(AM) Hartford. That station has been sold to TV personality Merv Griffin. Commission granted \$2.75-million transaction last February.

KQTV (ch. 2) is ABC-TV affiliate operating with 100 kw visual, 20 kw aural and antenna height of 910 feet. KGRV is on 107.7 mhz with 100 kw and antenna 320 feet above average terrain. KLYX is on 102.1 mhz with 100 kw and antenna height of 920 feet.

In separate transaction, commission also approved sale of KBLL(AM) Helena, Mont., from Capital City Television Inc. to Holter Broadcasting Corp. for \$300,000. Buyer is controlled by W. L. Holter, who has majority interest in KLTZ(AM) Glasgow and KYLT(AM) Missoula, both Montana. KBLL is full time on 1240 khz with 1 kw day and 250 w night.

Ready for cable plunge

Century Communications, Stamford, Conn., has announced initial step into cable television ownership through agreement to purchase seven systems from Cable-Com General, Denver. Cable-Com official puts price at over \$3 million for 18,000 subscribers. Systems are in Los Angeles-San Francisco area.

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

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



* Reg. U.S. Patent Office.

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Open Mike.

Cable correspondents

EDITOR: BROADCASTING's coverage of the 22d annual NCTA convention was superlative. Your approach was a creative one and your reports were accurate and thorough. For those who were not able to attend and those of us who were too close to the forest, your coverage was a real service. Congratulations on an outstanding journalistic effort.—David H. Foster, *president, National Cable Television Association, Washington*.

EDITOR: How can I thank you enough—the flattering "Profile" in the June 18 issue and the coverage [of the NCTA convention] in the June 25 issue. I ask that you relay my gratitude to the other members of your wonderful staff.—W. J. Bresnan, *president, Teleprompter Corp., New York*.

Umbrage

EDITOR: In your May 14 editorial [noting] that the FCC has finally decided in favor of KRON-FM-TV, you say that KRON is thus "vindicated," and you note that my allegations are thus "discredited" and "proved groundless." . . . On the contrary, and as

you will know if you have read the record of the hearings, [my testimony] was corroborated by many witnesses who testified at the risk of their livelihood in the broadcasting industry. The commission's decision simply restores the stations' licenses, as all such hearings are bound to do, leaving the truth and the facts and the public interest in limbo, as one must come to expect of an agency that is little more than attorney for the broadcasting industry.

I would also note that in your issue of June 11 you published a letter in which Robert L. Heald, one of the dozen or more attorneys retained by KRON in the case, suggests that my challenge "substantially shortened the life" of Harold P. See, the late president of KRON. This is in my opinion an incredible and tawdry example of the lengths to which the commercial broadcasting industry and its retainers will go to smear any citizen who dares criticize its malfeasances.

I take strong exception both to your editorial and to Mr. Heald's tasteless and self-serving comments, and I trust that through our appeal from the FCC's decision, the public's interest may yet have its day.—Albert Kihn, *cinematographer, Mill Valley, Calif.*

Datebook®

■ Indicates new or revised listing.

This week

July 8-10—Annual South Carolina Broadcasters Association convention. Holiday Inn, Clemson.

July 8-11—Summer convention, National Association of Farm Broadcasters. Banquet speaker: FCC Commissioner Richard E. Wiley. Shoreham hotel, Washington.

July 10—Annual meeting, Taft Broadcasting Co. Kings Island, Kings Mills, Ohio.

July 11-14—Rocky Mountain Public Broadcasting Network annual meeting. Ramada Inn, Boise, Idaho. Contact: Paul Corbin, KALD-TV, Boise.

July 12-14—Summer convention, Colorado Broadcasters Association. Featured speakers: Vincent Wasilewski, president, National Association of Broadcasters, and John Torbet, FCC executive director. Kiandra and Talisman Lodges, Vail.

July 15-17—New York State Broadcasters Association annual convention. Otesaga hotel, Cooperstown.

Also in July

■ July 18—Extended date for filing reply comments in proceeding on FCC jurisdiction over agreements by public utilities and cable TV operators for pole line attachments or conduit space.

■ July 18—Annual meeting Shenandoah Valley Educational Television Corp. Shenandoah Valley ETV Production center, Harrisonburg, Va.

July 18-19—Seminar on television documentary, sponsored by Alabama Broadcasters Association and broadcast and film department, University of Alabama. Continuing education center, University of Alabama, Tuscaloosa.

July 19-20—Summer meeting, California Broadcasters Association. Del Monte Hyatt house, Monterey.

July 21—Motion picture seminar, jointly sponsored

by Motion Picture Laboratories, Society of Motion Picture-Television Engineers and Memphis State University. Included will be session on video tape-to-film transfers. Memphis State University Center, Memphis.

July 22-25—Idaho State Broadcasters Association summer convention. Shore Lodge, McCall, Idaho.

July 22-27—Sales management seminar, sponsored by National Association of Broadcasters. Harvard University Graduate School of Business Administration, Cambridge, Mass.

July 24—Oral argument on FCC jurisdiction over pole attachment arrangements for cable television companies. 9:30 a.m., FCC, 1919 M Street, N.W., Washington.

August

Aug. 1—Extended date for filing comments on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast applicants. Part 1, Sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

Aug. 2-5—Summer conference, Concert Music Broadcasters Association. Queensbury hotel, Glens Falls, N.Y.

Aug. 6-12—1973 convention, National Association of Television and Radio Announcers. Marriott hotel, New Orleans.

Aug. 9-10—Annual summer convention, Arkansas Broadcasters Association. Featured speaker: Vincent T. Wasilewski, president, National Association of Broadcasters. Arlington hotel, Hot Springs.

Aug. 13-16—National Advertising Show. New York Hilton, New York.

Aug. 16-18—Utah Broadcasters Association summer convention, with Washington syndicated columnist Jack Anderson as featured speaker. Park City (Utah) Resort.

■ Aug. 20—Cable television workshop, sponsored by

Major meeting dates in 1973-74

Sept. 30-Oct. 3—Annual convention, *Institute of Broadcasting Financial Management*, Marriott hotel, New Orleans.

Oct. 8-13—Annual international conference, *Radio Television News Directors Association*, Olympic hotel, Seattle.

Nov. 11-14—Annual convention, *National Association of Educational Broadcasters*, Marriott hotel, New Orleans.

Nov. 14-16—1973 seminar, *Broadcasters Promotion Association*, Sheraton Cleveland hotel, Cleveland.

Nov. 14-17—Annual convention, *Sigma Delta Chi*, Statler Hilton hotel, Buffalo, N.Y.

Nov. 26-29—Annual meeting, *Television Bureau of Advertising*, Hyatt Regency hotel, Houston.

Feb. 17-24, 1974—1974 conference, *National Association of Television Program Executives*, Century Plaza hotel, Los Angeles.

March 17-20, 1974—52d annual convention, *National Association of Broadcasters*, Albert Thomas Convention and Exhibit Center, Houston.

April 21-24, 1974—23rd annual convention, *National Cable Television Association*, Conrad Hilton hotel, Chicago.

Fairleigh Dickinson University, Florham-Madison (N.J.) campus.

Aug. 22-24—Canadian Speech Association conference '73, "Integrity in Communication," Seneca College of Applied Arts and Technology, Toronto. Contact: Jim Streater, Seneca College, 1750 Finch Avenue East, Willowdale M2N 5T7, Ontario.

Aug. 25—Radio Television News Directors Association board meeting, Studios of WGN-AM-TV Chicago.

Aug. 31—Deadline for entries in Abe Lincoln Awards competition sponsored by Southern Baptist Radio-Television Commission.

Aug. 31—Extended date for filing reply comments on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast applicants, Part 1, Sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

September

Sept. 7-15—Sixth annual *Atlanta International Film Festival*. Award categories include: features, documentaries, short subjects, experimental, TV commercials and TV productions. Stouffers Atlanta Inn and Fox Theater, Atlanta.

Sept. 8—Regional seminar, *Radio Television News Directors Association*, University of Michigan, Ann Arbor.

Sept. 11-14—Western electronic show and convention, sponsored by WESCON, Brooks hall/civic auditorium, San Francisco.

■ **Sept. 14**—Annual FCC newsmaker luncheon, *International Radio and Television Society*. Scheduled speaker: FCC Chairman Dean Burch, Waldorf-Astoria, New York.

Sept. 14-Oct. 26—Plenipotentiary conference of *International Telecommunication Union*, Malaga-Torremolinos, Spain.

Sept. 16-18—*Nebraska Broadcasters Association* annual convention. Speakers include: FCC General Counsel John W. Pettit and Washington communications attorney Erwin G. Krasnow. Holiday inn, Kearney, Neb.

Sept. 17-20—Annual convention of *National Association of Theatre Owners*, with motion picture and concessions industries trade show. Hilton hotel, San Francisco.

Sept. 18-20—Video Expo IV featuring hardware and software equipment exhibits and workshops sponsored by *Media & Methods Magazine* and *International Industrial Television Association*. Commodore hotel, New York.

Sept. 19-21—Fall meeting, *Pennsylvania Community Antenna Television Association*. Host Farm, Lancaster, Pa.

■ **Sept. 27-30**—Joint fall meeting, *Missouri and Illinois Broadcasters Associations*. Stouffers Inn, St. Louis.

Sept. 28-Oct. 3—VIDCA, international market for videocassette and videodisc programs and equipment. Festival palace, Cannes, France.

Sept. 30-Oct. 3—Annual convention, *Institute of Broadcasting Financial Management*, Marriott hotel, New Orleans.

October

Oct. 1-4—National Premium Show, *Hall-Erickson Inc.*, managing director, McCormick Place, Chicago.

Oct. 4-7—Annual national meeting, *Women in Com-*

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No man or machine has matched our computer. An astonished Ray Scott, twice voted America's top sportscaster, returns for his sixth season of reporting the computer's weekly score projections.

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munications Inc. Benson hotel, Portland, Ore.

Oct. 7—Second annual meeting *Michigan News Broadcasters Association*. Kellogg center, Michigan State University, Lansing.

Oct. 8-11—*Electronic Industries Association* 49th annual convention. Fairmont hotel, San Francisco.

Oct. 8-13—Annual international conference, *Radio Television News Directors Association*. Olympic hotel, Seattle.

Oct. 10-12—Convention, *Western Educational Society for Telecommunications*. Snowbird resort, Snowbird, Utah.

Oct. 15-16—Fall conference, *National Association of Broadcasters*. Marriott hotel, Philadelphia.

Oct. 16—Fall conference, *National Association of Broadcasters*. Hartford, Conn.

Oct. 17-18—Fall conference, *National Association of Broadcasters*. Marriott hotel, Chicago.

Oct. 19-23—28th *MIFED*, international film, TV film and documentary market for film buyers and sellers. Milan, Italy. Contact: MIFED, Largo Domo-dossola 1, 20145 Milano, Italy.

Oct. 22-23—Fall conference, *National Association of Broadcasters*. Monteleone hotel, New Orleans.

Oct. 22-23—Annual convention, *North Dakota Broadcasters Association*. Ramada inn, Jamestown.

Oct. 24-25—Fall conference, *National Association of Broadcasters*. Sheraton Biltmore hotel, Atlanta.

■ Oct. 25-28—Annual Western region conference, *American Advertising Federation*. Town and Country hotel, San Diego.

Oct. 29-30—Fall conference, *National Association of Broadcasters*. Brown Palace hotel, Denver.

Oct. 31-Nov. 1—Fall conference, *National Association of Broadcasters*. Stanford Court hotel, San Francisco.

November

Nov. 11-14—Annual convention, *National Association of Educational Broadcasters*. Marriott hotel, New Orleans.

Nov. 11-15—Annual conference, *Public Relations Society of America*. Sheraton-Waikiki hotel, Honolulu.

Nov. 12-16—Media Fair '73, sponsored by department of radio-TV-film, *University of Wisconsin*, Oshkosh.

Nov. 14-16—Eighteenth annual seminar, *Broadcasters Promotion Association*. Sheraton Cleveland hotel, Cleveland.

Nov. 14-16—International Film & TV Festival of New York. Americana hotel, New York. Contact: International Film & TV Festival, 251 West 57th Street, New York 10019.

Nov. 28-Dec. 1—*California Community Television Association* convention. Las Vegas Hilton hotel.

Monday Memo

A broadcast advertising commentary from Thorton Wierum, vice president, J. Walter Thompson, New York

The agency-station contract: an often overlooked solution to slow pay and sole liability

The attention of the broadcast-advertising world is focused on such complex issues as sole liability, slow pay, discrepancies, make-goods, and proof of performance—but little attention is being paid to the contract between the station and the advertising agency.

We should all review this basic document. Surprisingly enough, we will find it covers all the above issues, all of which are interrelated.

Sole liability was never an issue until U.S. Media and then Lennen & Newell went aground. These companies became as deeply in trouble as they did because slow pay had taken over the broadcast business, and the media didn't realize they were in trouble.

Slow pay developed because the spot-TV world became so complex that agencies could no longer pay the bill and clear discrepancies later. As TV became more and more expensive and research became more and more complex, J. Walter Thompson and its clients planned and bought on individual brand demographics. Agencies had to insure that these schedules were delivered as ordered (at JWT we now check every schedule line by line against the affidavit and Broadcast Advertisers Reports.) At the same time, stations developed pre-emptible rates, and the resulting make-goods caused many discrepancies if advance approval was not obtained. The resulting billing problems created so many payment delays that stations had no way of telling that U.S. Media wasn't just clearing discrepancies but was actually short of cash.

How can that contract form issued by all stations and agencies, and read and understood by few, help? Actually it contains some rather simple provisions that if adhered to by all would do a great deal to clear up these problems:

1. Paragraph 1(a). Use the standard billing month, the one that ends on the final Sunday of each month. This will eliminate the problem that arises when the month ends at mid-week and one



Thorton Wierum joined J. Walter Thompson in 1953 in the legal department, where he handled TV program contracts for all JWT client-sponsored shows such as *Ford Starline* and *Kraft Music Hall*. In 1965 he was appointed administrator of the broadcast department. In 1972 he was named director of media services, responsible for all media buying, including JWT's regional spot buying and syndication. He is also a vice president of JWT. Mr. Wierum is chairman of the American Association of Advertising Agencies' station-relations committee and was a member of that committee when it rewrote the spot-TV contract.

week of rotators are run in different months. While the standard Television Bureau of Advertising invoice isn't required by the contract, use it too—then at least everybody will be reading the same form with the same information in the same place.

2. Paragraph 1(b) and (c). The invoice must contain:

- a. date and *exact* time of telecast,
- b. length of commercial,
- c. specific cost for *each* commercial,
- d. commercial code number if supplied by agency.

If this is done, the station will be paid within 15 days.

3. Paragraph 1(d). Invoice must state that date and times are taken from the official log and be sworn to by the sta-

tion. Stations must see that their logs are correct and that their bills are accurate. Many advertisers do not believe they are, and unless this credibility gap is closed, the industry will be spending millions of dollars for independent monitoring services to check every single spot.

4. Paragraph 1(e). The station agrees to hold solely liable the company that it gets the business from—normally the advertising agency. If the order is placed by someone else, the company hiring that order-placer will be liable. The purpose of this paragraph is to protect all parties from default or double liability and establish who is responsible for payment. The media have for many years relied on the credit of the advertising agency that gave them the business and whose credit responsibility made it unnecessary to check the credit of all the advertisers who ran commercials. The system also clearly establishes that once the advertiser has paid its agency it has no further liability.

Agencies have discharged their financial responsibility to a degree of perfection that few other businesses can meet. In the last 20 years they paid \$80 billion of time, space and production services with a total nonpayment of \$1,500,000—approximately one five-hundredth of one percent. During this same period, American Association of Advertising Agencies member agencies have absorbed \$8,000,000 in credit losses themselves, through clients' failure to pay. In fact, JWT has paid media close to \$1 million that it didn't collect from clients. The media should think twice before they give up this creditor for thousands they have never really lived with.

The contract covers many other points—in relatively simply language even if the print is a bit small. But these are the essential points to speed payment. If the bill is accurate, covers individual spots with exact time and costs and if agencies have been notified in advance of all schedule changes and have approved them, the station will be paid on time. Then the only slow payers will be those who are in financial difficulties, and stations can act to protect themselves in time.

China the way no westerner ever saw it before. It's grownup television.



"One Man's China." Seven half-hour programs in color. Filmed by Felix Greene. Available for showing now. First Run.

No Westerner alive knows China as well as Felix Greene.

This British journalist and filmmaker has been visiting and reporting on the mainland for a decade. Among his impressive firsts—the first filmed interview with Chou En-lai.

Now he's back from five months in China with the most comprehensive, incisive—and yes, beautiful—film ever to emerge from that incredible land.

Greene and his cameras travelled the length and breadth of China, even penetrating those remote provinces that are usually closed to outsiders.

The ultimate China.

He filmed the Chinese army on tank maneuvers in Manchuria; the exotic tribal minorities of Sinkiang; peasant families on the huge communes; schools, sports, arts, medicine (like acupuncture); the country's industry; the leaders and the common people.

More than any film before it, "One Man's China" is the living, breathing China of 800

million Chinese. It is, truly, the ultimate film on China.

The timing couldn't be better.

Nobody has to tell you about America's new fascination with China. And the more the door opens, the more Americans want to see.

Which makes this a one-of-a-kind opportunity for you. By presenting "One Man's China" you'll reach a large, involved audience. And you'll make a name for yourself as a broadcaster who knows how to blend entertainment with enlightenment. Because "One Man's China" does it so beautifully.

Putting China on the air.

The format of "One Man's China" makes it possible for you to package it for your viewers in a variety of ways. Start out with a 90-minute or one-hour special, then follow with half hours. Or run each half-hour program at monthly intervals. Or run two big specials on China—one 90 minutes, the next two hours. For a truly memorable and significant television experience, how about "An Evening in China with Felix Greene"? Three-and-a-half hours of a world your viewers have never seen before.

For a look at "One Man's China" just give us a ring at the number below.



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Top markets.
Young people 12-24.
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WBBF	WROV	WKY
WDIA	WKEE	WPTR
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WKY	WCLS	WTAC
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WNOR	WUZZ	KACY
WTAC	WACO	KERN
WIST	WFEA	WLS
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Ultra Brite knows the secret of selling a product that's used all the time: keep on-target with your target audience all the time. And that's just what the ABC Contemporary Radio Network lets them do. We give them an in-depth, high frequency compliment to TV through our top stations in prime ADI markets.

We've got so many top stations in major markets because our four networks offer stations the special programming they tell us they need for their particular audiences. That's the American Way of Radio.

We learned a long time ago that the better the stations, the better the advertisers.

We've got the best.



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**The Four ABC Demographic Radio Networks.
Top stations in top markets.
That's what we're made of.**

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HYNES HYNES & DOW*

**The New England Broadcaster's Association
25th Anniversary Awards:**

**Jack Hynes
Male Personality Of The Year**

**Jack Hynes
Newscaster Of The Year**

**Don Gillis
Sportscaster Of The Year**

A tough act to follow!

**WCVB-TV
BOSTON
5**

*** With apologies to another great team!**

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Perspective on the News

The militant support for fairness fast fading

Sentiments have changed in four years that have seen increasingly complex problems in administering the doctrine; many are having second thoughts, although there are questions as to what broadcasters would have to trade

On July 9, 1969, the FCC's fairness doctrine appeared to be, if not holy writ, at least chiseled in marble. The U.S. Supreme Court, in a 7-to-0 decision, had swept aside broadcasters' arguments that the doctrine was an intrusion into their coverage of controversial issues and had upheld its constitutionality. Indeed, the court said the doctrine enhances rather than abridges the First Amendment freedoms of speech and press (BROADCASTING, June 16, 1969).

Four years later, some of the certitude has gone out of that Red Lion pronouncement. Print as well as broadcast journalists are calling for the doctrine's repeal. Liberal members of the nation's highest courts are expressing grave misgivings about its constitutionality. FCC Chairman Dean Burch—four days after delivering an orthodox speech on the doctrine—turned around and, in an appearance before the Federal Communications Bar Association, confessed to serious doubts about the "foundations of the doctrine and its role in the regulatory scheme" (BROADCASTING, July 2).

The change in attitude seems significant. The regulatory scheme is based on a kind of tension between the recognition given broadcasters as journalists entitled to traditional First Amendment considerations, and as public trustees of a valuable—and scarce—public resource. The Red Lion decision stressed the public-trustee concept. The new wave of opinion was stressing the broadcaster as journalist.

The change does not mean the doctrine will be wiped off the books at any time soon. It is in the law—Section 315 of the Communications Act—and members of Congress feel more comfortable with it than without it. Indeed, a bill (S. 372) now pending in the Senate that would repeal the equal-time law for federal-office candidates would leave intact the provi-

sion requiring broadcasters to be fair.

Furthermore, Chief Justice Warren E. Burger, in the opinion he wrote for the court in the BEM case at the end of May, based the decision that broadcasters could impose a ban on the sale of editorial time on the existence of the fairness doctrine. He said it was the doctrine, as developed over the years, that has assured that the public is informed on matters of importance (BROADCASTING, June 4).

But the sudden burst of soul searching and of questioning of what had appeared to be accepted principles comes at a time when the commission is approaching a final decision in a massive inquiry into the fairness doctrine. And the consequence of that congruence of events very likely means that the policies that emerge from the study will commit the commission to holding a looser rein on broadcasters in fairness matters than is now the case—although commission officials now insist that the reins are already loosely held. Of more than 2,000 fairness complaints filed with the commission in 1971, 168 generated commission inquiries to licensees—and, ultimately, only five decisions adverse to broadcasters.

(However, if the new policies follow the Burger opinion's argument, broadcasters may find themselves with a greater burden to hunt up and report on con-

troversial issues than is now the case. The chief justice noted that the doctrine imposes two affirmative responsibilities on the broadcaster—"coverage of controversial issues of public importance must be adequate and must fairly reflect conflicting views.")

Some officials do not expect the inquiry to produce major changes in the administration of the doctrine—except perhaps in the area of countercommercials. The feeling now is to make it clear that commercials do not give rise to fairness-doctrine obligations.

But beyond that, Henry Geller, the former general counsel and former assistant to Chairman Burch who is now associated with the Rand Corporation, is putting a proposal in final form in a paper for Rand. Under it, the commission would give up case-by-case inspection of fairness complaints and consider such matters at renewal time (as it did up until the early 1960's), and then take action only against stations whose records reveal "a flagrant pattern of fairness-doctrine violations." Questions involving candidates and political issues, however, would be dealt with as they arise.

Mr. Geller does not question the legal basis for the doctrine, but his change in attitude toward it is illuminating, particularly in light of his reputation as a liberal. As an activist member of the commission staff, he had never appeared to have difficulties with the doctrine or the way it was being enforced; indeed, it was his recommendation that led to the commission's application of the doctrine to cigarette advertising.

But for him, the logic of the case-by-case approach to fairness, particularly as used by citizen groups taking issue with commercial messages, became worrisome. For it involved the commission ever more deeply in the day-to-day operations of broadcast journalists. He recalls being particularly troubled, in June 1971, by the commission's handling of a complaint filed by environmentalist groups against NBC as a result of Standard Oil Co. of New Jersey spots dealing with its oil-drilling operations in Alaska. The commission, in upholding the complaint, found itself reviewing NBC's over-all programming on the subject, sorting it out into "pro," "anti" and "neutral" piles then virtually holding a stopwatch to the amount of time devoted to each.

The issue caused Chairman Dean Burch considerable agony, too. The chairman, who two months earlier had proposed the inquiry into the fairness doctrine, said at the time that the case convinced him the commission was faced with "a chaotic mess" in the doctrine (BROADCASTING, Sept. 27, 1971). (The



Burch in June 1973:

"I am not prepared to rewrite the book, and I have no power to rewrite the Act, but I confess to a growing perplexity about the foundations of the fairness doctrine and its role in the regulatory scheme."



Stewart in May 1973:

"If we must choose whether editorial decisions are to be made in the free judgment of individual broadcasters, or imposed by bureaucratic fiat, the choice must be for freedom."



Douglas in May 1973:

"[The First Amendment] means, as I view it, that TV and radio, as well as the more conventional methods for disseminating news, are all included in the concept of 'press' as used in the First Amendment and therefore are entitled to live under the laissez faire regime which [it] sanctions."



Geller in May 1973:

"The price of assuring fairness issue by issue is government intervention in journalism . . . The search for perfect fairness may result in chilling robust, wide-open debate."

commission later wiped out the complaint against NBC, holding that subsequent broadcasts had balanced its discussion of the Alaskan-oil issue.)

It was this look into the abyss that induced in Mr. Geller and some other liberals the kind of queasiness conservatives traditionally feel about government generally. Of course, the presence on the scene of Vice President Spiro T. Agnew railing against biased network news coverage, and of Clay T. Whitehead, director of the Office of Telecommunications Policy, singing the same song in a speech in which he offered broadcasters license-renewal legislation that met most of their hopes, helped induce that mistrust.

(It was Mr. Whitehead, a thoroughgoing conservative, who first suggested the radical idea of abolishing the fairness doctrine and replacing it with a statutory right of paid access [BROADCASTING, Oct. 11, 1971], a proposal unusually prescient in view of Chief Justice Burger's opinion. But he later backed off from that position and, in the license-renewal bill he drafted for the administration, included the observance of the doctrine as one of two principal criteria broadcasters would be obliged to meet in order to be assured of renewal.)

Many observers of the court and the commission speculated that it was concern over the remarks by the Vice President and the OTP director that helped persuade Chief Judge David Bazelon of the U.S. Court of Appeals in Washington, one of the most liberal jurists on the bench, to issue a dissent in the *wxur* case that amounted to an attack on the

doctrine, at least as it was being implemented. He urged the commission to consider "whether, as with printed press, more freedom for the individual broadcaster would enhance, rather than retard, the public's right to know" (BROADCASTING, Nov. 13, 1972).

The judge also expressed concern over the effect of the doctrine's application in the *wxur* case. The commission had cited violations of the doctrine and misrepresentation as the major grounds on which it voted to deny the renewal applications of *wxur*-AM-FM Media, Pa. And although the appeals court ultimately decided the case on the misrepresentation issue alone, Judge Bazelon said the case raises "a prima facie violation of the First Amendment" because the stations have been ordered off the air. (The stations went off the air last week; see page 26.)

Fairness took another jolt when Justice William O. Douglas, in the *BEM* case, expressed an absolutist First Amendment position in voting to reject the notion that broadcasters were barred from imposing a ban on the sale of time for editorializing. He did not base his position on the fairness doctrine as did the chief justice; on the contrary, he said that "TV and radio stand in the same protected position under the First Amendment as do newspapers and magazines."

For broadcasters long denied that status, that was heady stuff.

There was satisfaction, too, in the concurring opinion of Justice Potter Stewart, who four years earlier had been part of the unanimous court in the *Red Lion* case. He indicated he was having second

thoughts about his vote in that case, saying it was given with "considerable doubt" and expressing concern over "the dangers that beset us when we lose sight of the First Amendment itself, and march forth in blind pursuit of its 'values.'"

Even that hard-nosed liberal, Judge J. Skelly Wright, of the U.S. Court of Appeals in Washington, indicated some uneasiness. In a speech last month, he said that if the complaints newsmen have expressed about the "chilling" effects of the doctrine on bold, enterprising reporting are true, the administration of the doctrine should be reviewed. But he was still not ready to turn broadcast journalists loose. Before deregulating the media in the name of the First Amendment, he said, "we should proceed with the greatest caution." This call for caution is not surprising from the judge who wrote the *BEM* decision that the Supreme Court later reversed—the decision that held that the public has a limited First Amendment right of access to the air.

And then there were those 50 or so broadcast and print journalists and academicians, at the annual Chief Justice Earl Warren Conference, in Cambridge, Mass., last month, who expressed themselves in favor of according broadcasters the same kind of freedom print media journalists now enjoy (BROADCASTING, June 18). Such solidarity among the media has not always been the case.

Perhaps the most surprising expression of doubt about the doctrine was contained in Chairman Burch's speech to the FCBA. The chairman has never felt entirely at ease with the doctrine; he says it



Whitehead in October 1971:

"However nice they sound in the abstract, the fairness doctrine and the new judicially contrived access rights are simply more government control masquerading as an expansion of the public's right of free expression."

troubles him to see the commission involved in programing matters. But he had never previously questioned the doctrine's basis—the scarcity of frequencies.

He voiced the questions he did as a result of the reaction received four days earlier, in Hagerstown, Md., when he addressed the chamber of commerce. He had discussed the fairness doctrine and its rationale in fairly conventional terms—then found himself, when answering questions later, hard put to defend that rationale as an "empirical matter."

So when he conferred with members of his staff on a subject for his talk to the lawyers, he decided to speak candidly about his concerns. One example of that candor was the comment that the scarcity argument makes him "nervous." The numbers of broadcast outlets versus newspapers that are involved, he said, have nothing to do with scarcity.

For all of that, however, there is no sign the commission will soon discard that rationale. The chairman was questioning it, not rejecting it. And it does not seem likely that the commission, after twice using it successfully in the Supreme Court, will soon hold it invalid.

Commissioner Richard E. Wiley, who heads the unit within the commission working on the fairness inquiry, maintains the scarcity argument still obtains. The multimillion dollar sales involving radio stations in some markets is one indication of the value and scarcity of frequencies, he says.

He and others, including Mr. Geller, feel that it might be feasible to free radio stations in some major markets from the

constraints of the doctrine; the theory is that the competition among a variety of stations would obviate the need for government regulation. And, perhaps the multiplicity of channels that cable can make available, the emergence of videocassettes and other technological developments providing the public with access to an ever-increasing variety of voices will one day eliminate the need for any government-administered fairness doctrine.

There is even a small but increasingly respectable voice expounding the notion that frequencies should be turned over to broadcasters, though in return for a substantial fee, and that they be allowed to operate without any regulation of program content at all. Conservative economist Milton Friedman has espoused that view. So has former FCC Commissioner Paul A. Porter, most recently in a symposium at The Center for the Study of Democratic Institutions, in May. "Let's forget the old cliché that the airwaves belong to the public and stop using regulation as a club," he said. "Let's let the marketplace decide."

But that concept would require a major upheaval in current thought. For the present, broadcasters are confronted with a trade-off. That is the view of Commissioner Wiley, and was, in effect, Chief Justice Burger's position in the BEM decision. In holding that the existence of the fairness doctrine eliminated the need for any right of access on the part of the public, he appeared to be saying that access would be required if there were no fairness doctrine to assure the public of a variety of conflicting views.

And the trade-off, Commissioner Wiley believes, is in the broadcaster's interest. "The slight risk of government intrusion on fairness matters," he said last week, is easier for a broadcaster to take than to be faced with a situation where the public can come in and demand and get air time.

Thus, broadcasters may well be "editors," as Chief Justice Burger said in BEM, in defending the right of broadcasters to select the material to be aired on their stations. "For better or worse," he said, "editing is what editors are for." But they are also, apparently, to remain public trustees of a scarce resource. The tension between the two roles continues.

Broadcast Advertising.

RAB's new goal: A rethinking about radio from the ground up

New Think Force plans to augment association staff, initiate projects that will assist advertisers, conduct studies to re-evaluate present practices within industry

In an effort to put more life into radio sales, the Radio Advertising Bureau is in the process of adding salesmen, stepping up sales-promotion activities and studying intermediate- and long-range possibilities

ranging from simplification of buying procedures to the development of industry-sponsored audience research that would go far beyond current ratings.

Interviewing is in progress for four new salesmen with specialized marketing backgrounds, and also for an agency media specialist to work directly with agencies, bringing them up to date on radio 1973 and trying to simplify and expedite their use of it. The idea of buying commercials for selected national advertisers in an effort to convert them to radio is set to be tested. More print ads promoting radio (through space paid for by broadcasters) are contemplated. Several studies are under way to help certain companies get a better understanding of how to use radio for their own specific interests. More media-switch pitches are being developed through RAB's Media Alternatives Planning System (MAPS) computer operation.

Many of these and other longer-range plans are the output of an RAB board of directors committee set up early this year called "The Think Force on the Future of National Spot Radio," working with RAB President Miles David, Executive Vice President Robert Alter and other bureau executives.

The think force, headed by Lester Smith of the Kaye/Smith Stations, a former RAB board chairman, and bureau officials are exploring a broad range of possibilities to accommodate such factors as fragmentation of advertising decision-making among many brand managers, the "unclustering" of many accounts as they move from cities to suburbs, an increasing sophistication among marketers, a tightening profit squeeze that leads many agencies to avoid spot radio in an attempt to protect their profitability, and the growth in number of stations, leading agencies feel that radio is harder than ever to buy.

Considerations such as these have led the think force to recommend prompt expansion of the RAB sales staff and addition of an agency media specialist, plus a number of corollary changes. These include regrouping the sales staff—there are currently about a dozen executives and salesmen engaged in national sales in RAB's New York headquarters and branch offices—to specialize in major product categories and also to travel more to reach big national companies based outside the major buying centers and more large regional accounts as well.

The creation of special teams of radio reps to call regularly on existing spot advertisers and help them with any radio-advertising problems that may arise (BROADCASTING, June 19) is another product of the think force, aimed at reducing advertiser attrition and, hopefully, expanding those clients' use of radio.

A little farther down the road, the think force hopes—as radio salesmen have always hoped—to make spot radio easier and more profitable for agencies to buy. The RAB, the Station Representatives Association and the American Association of Advertising Agencies developed some time ago a standard invoice-affidavit form that they think will help,

and are urging its use by all radio stations. Beyond that, think force and RAB executives are meeting with presidents and senior management and media officials at major agencies in search of other approaches. A, if not the, major problem, they seem to agree, is the agencies' cost in handling spot radio.

For the long range, RAB and the think force would like to see better audience research for radio. A special RAB committee has been working steadily with the major radio rating services, The Pulse Inc. and the American Research Bureau, and members feel they're making progress. But they also would like to see radio ratings go beyond current demographics and report audiences in terms of education, income, home ownership and other marketing-oriented characteristics.

Although nobody will say so officially, one idea that the think force reportedly is studying is that of drawing up a set of standards or specifications, covering the kinds of information radio people think are needed to sell radio, and letting it out for bids by major research firms (including Pulse and ARB). Behind that thinking is the obvious belief that with more and more stations splitting up the audience, ways must be found to justify higher rates, and that better documentation of target audiences would do the trick.

While the think force works on strengthening national spot, RAB is also stepping up its local-sales activities, with specific emphasis on retail business. It is adding audio-cassette reports, called "Sales Meeting of The Month," to its monthly mailings to member stations. The cassettes—one designed for large-market stations and one for smaller markets—will be an hour in length, broken into half-hour and quarter-hour segments, and will include commercials with suggestions for adapting them for local advertisers. RAB is also working up a new "Radio Planner" for stations to distribute to retailers to help them make better use of local radio.

But 80% of the dues RAB gets from

more than \$1.5 million annually, goes into national and regional radio sales efforts, which explains the think force's preoccupation with spot, present and future.

"RAB," says President Miles David, "is trying to be the catalyst for a re-thinking of radio by the industry. We need to think out, responsibly and calmly, what needs changing and what does not." A think force member who asked not to be identified gave one precise example: "Station reps are under great pressure," he said (and he is not a rep). "Should the rep/station relationship be re-evaluated? Should the rep be paid a lower commission rate but be paid it on a station's total sales? Would some other system be fairer? We have no recommendation, but it's something the industry should be thinking about."

Business Briefs

Fears administration's hand. Legislation to create Consumer Protection Agency would give administration "broad powers that place the press—print or broadcast—in a precarious and dangerous position," Jeffrey St. John, news commentator for CBS Radio's *Spectrum* series, told Senate government operations subcommittee. Mr. St. John said proposed agency could police advertising and programing which in its view touches on consumer concerns. That, he said, would greatly erode foundation of press because advertisers would begin to limit their expenditures. Mr. St. John was testifying before Senator Abraham Ribicoff's (D-Conn.) Subcommittee on Reorganization, Research and International Organizations, which has been holding hearings on legislation.

Streisand returns. Singer Co., New York, (through Grey Advertising, New York) will sponsor *Barbra Streisand—And Other Musical Instruments*, special to be aired this fall on CBS-TV.

That bear again. Qantas Airlines, San Francisco, this week inaugurates spot-TV

campaign in 25 markets, using direct comparison with Pan American Airways schedules, services and equipment to Australia. TV advertising is part of \$2-million budget. Agency is Cunningham & Walsh, San Francisco.

Rep appointments. WBSM-AM-FM New Bedford, Mass.: Harold H. Segal & Co., Boston. ■ WGCL(FM) Cleveland and KBPI(FM) Denver: Century National Sales, New York.

House rep. Formation of Lotus Radio Reps, Los Angeles, to sell four Lotus radio stations has been announced. Firm will represent KONE(AM) Reno, KENO(AM) Las Vegas, KOXR(AM) Oxnard, Calif., and, pending FCC approval of purchase, KFSD(FM) San Diego. General manager of the new Lotus division is Richard B. Kraushaar, former account executive of Lotus's KWKW(AM) Pasadena-Los Angeles.

Joining hands. Lewis & Gilman Inc., Philadelphia advertising and public relations agency, is now affiliated with Selinger Co., Bala-Cynwyd, Pa., marketing and advertising firm.

N.Y. branch. The Haboush Co., Los Angeles TV-commercial production house, has opened New York offices at 314 East 53d Street. Jack Gunne is executive producer in charge of sales for New York and Chicago.

Range of services. Adams Broadcast Services and Goodway Inc. have joined to offer programing, music, merchandise, marketing and advertising-promotion services. Goodway is graphics and printing-distribution organization, Adams Broadcast Services is broadcast-management consultant. Combined service is called "ADAM." Headquarters: 11401 Roosevelt Boulevard, Philadelphia 19154.

FTC powers intact

The U.S. Court of Appeals has reaffirmed the power of the Federal Trade Commission to promulgate rules to deal with what it believes to be unfair industry trade practices. The unanimous decision overturned a district court decision of April 1972 that said the FTC did not have authority to promulgate a rule requiring the posting of octane ratings on gasoline pumps.

Buckeyes' bargain

Ohio State University's new tactic in selling regional radio-networking rights to the highest bidder (BROADCASTING, June 18) has already brought a quick double score for rights-holder WTVN(AM) Columbus, Ohio. Station last week announced that the full 10-game football schedule had been bought by Capitol Finance Corp., Columbus, through Marschalk Co., Cleveland, and Motorists Insurance Co., Columbus, through Lang, Fisher & Stashower, Cleveland. WTVN Vice President and General Manager Carl Wagner also said that, as of last week, 21 Ohio stations had signed for the Buckeyes football network.

BAR reports television-network sales as of June 17

CBS \$322,401,800 (35.0%), NBC \$315,887,300 (34.3%), ABC 283,298,100 (30.7%)

Day parts	Total minutes week ended June 17	Total dollars week ended June 17	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday					
Sign-on-10 a.m.	69	\$ 440,000	1,759	\$ 11,350,400	\$ 10,755,900
Monday-Friday					
10 a.m.-6 p.m.	886	6,799,500	22,857	190,613,600	163,715,600
Saturday-Sunday					
Sign-on-6 p.m.	257	3,077,600	6,891	93,589,300	92,567,800
Monday-Saturday					
6 p.m.-7:30 p.m.	97	1,766,900	2,274	47,191,400	41,888,500
Sunday					
6 p.m.-7:30 p.m.	14	325,900	360	8,779,300	7,617,700
Monday-Sunday					
7:30 p.m.-11 p.m.	383	18,002,100	9,416	513,168,700	445,553,200
Monday-Sunday					
11 p.m.-Sign-off	174	2,558,500	3,792	56,894,500	44,071,200
Total	1,880	\$32,970,500	47,349	\$921,587,200	\$806,169,900

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

Our children's sale ends in twelve minutes.

No exceptions.

At Kaiser Broadcasting, we're doing something about clutter. First, by subscribing to the NAB TV Code. And second, by having some stricter standards of our own.

That's why we limit non-program material during children's shows to 12 minutes an hour. On weekends, when the Code says we have to. And during the week, when the Code says 16 minutes is okay.

We've got other anti-clutter standards, too. The Code allows just 3 elements during any station break. We go a step further: just 3 elements, and no more than 90 seconds. (Check BAR to see what happens on other stations in local time.)

There's room on television for commercials. But there's no room for the kind of clutter that makes those commercials less effective.

Not on Kaiser stations.

KBHK • WKBD • WKBF • WKBG • WKBS • serving: San Francisco • Detroit • Cleveland • Boston • Philadelphia

Represented by Metro TV Sales

KAISER
BROADCASTING COMPANY



Leo Burnett: The Jolly Green Giant is alive and well in Chicago

This harmonious agency, located in the Midwest and practicing the advertising basics of its founder, is number three in U.S. billings with such clients as Kellogg's, Kentucky Fried Chicken, Pillsbury, Star-Kist and Nestle's

Visiting the Leo Burnett Co. is a bit like visiting the Disneyland of advertising. On reel after reel of an exhibit film appear such Burnett creations as the Jolly Green Giant and the Little Green Sprout, Tony the Tiger, Snap, Crackle and Pop, Charlie the Tuna, the Pop 'n' Fresh Doughboy and the Keebler Elves. Burnett music, lively middle-of-the-road arrangements, is heard in the corridors: "Up in the valley of the Jolly Green Giant lives a guy they call the Little Green Sprout"; "We've got the sugar and bananas, waking up! waking up! With Kellogg's Rice Krispies hear the roar, hear the roar, let 'em pour"; "Get a bucket of chicken, have a barrel of fun"; "Get yourself up, get yourself up with Nescafe"; "Say hello to Pop 'n' Fresh dough"; "Have you seen the other side of where you live/don't you know this great big land has got so much to give/mother country has her arms open wide/don't let your good land pass you by," and "Tea-tea-tea tea tea-tea/tea-tea-tea tea tea tea tea/tea-tea-tea tea tea-tea Nes-Tea Nes-Tea iced tea!"

The Burnett "look"—the cutesy animated characters—and the Burnett "sound"—the up-tempo MOR arrangements—are distinctly non-Madison Avenue. Fittingly, Burnett is located in Chicago, yet it is still the third largest domestic billing agency, with \$312 million in billings in 1972 and over 60% of that in radio and television. And in Burnett's

Prudential Plaza headquarters, there are 1,250 employees, most of them perfectly content not to be in New York. Leonard Matthews, chairman of the parent organization (there are separate domestic, Canadian and international divisions), says why:

"It goes back to some basic things. We have always detested politics and stuffed shirt-tism. I've been here 25 years and I don't think I've ever felt personally maligned—when we criticize work it never becomes personal. It's a terribly democratic place. I don't think anybody looks upon my office as hallowed ground. We just believe in having fun in doing a ton of work."

The main method by which Burnett people criticize their own work is a system of creative review committees, which check out advertising campaigns. The CRC's are made up of management people who don't work on the account that is to be reviewed. Howard Shank, chairman of the domestic division, Leo Burnett U.S.A., says of this system: "We insist on being our own toughest critics. When I was a young creative guy I didn't care what the client thought. If I could get my ads past those mean bastards on the review board that was all that mattered."

Jackson Brown, vice president/account supervisor on Green Giant, added that "It's a very young person's agency. I'm a product of the training program. Burnett makes it a very rewarding place for young people. We have less turnover than any other agency."

Vice presidents Larry Johns, account supervisor, Willard Hadlock, associate media director, and Robert Nolan, creative director, work on the Kentucky Fried Chicken account. Mr. Johns described the



Two generations. The Jolly Green Giant has been around for some time, but his wee, Burnett-created friend, the Little Green Sprout, is now doing a lot of the selling for the Green Giant Co., the original account in the Burnett portfolio—it joined in 1935, when the agency billed \$200,000.

agency as "a place that thrives on individualism. It makes me wonder how, with everybody arguing with everybody else, anything gets done—but it does." Mr. Hadlock said Burnett "is a very friendly place to work, where you have no concern or worry about taking a position opposite your boss." Mr. Nolan added: "We're constantly trying to avoid becoming that tombstone on Madison Avenue."

The attitude at Burnett toward New York ranges from the put-down to the purely defensive.

Norman Muse, senior vice president and executive creative director, says, "There's something different about working in Chicago. In New York the pressure is to maintain that Madison Avenue facade. The pressure here is to top New York advertising. There's a belief that we're a little hard-nosed—and that's true."

Jim Shymkus, senior vice president/executive creative director on the United Air Lines account, joined Burnett 18 years ago, left for five years and returned this past January. He says: "Burnett's a pretty high-pressure agency but not cut-throat. For a long time our reputation has been that of an easy-going midwestern shop where burned-out New York creative guys could come to Chicago and be hot. That's not true."

Burnett people believe and also defend their non-Madison Avenue approach to advertising.

Bob Noel is one of the three executive vice presidents in creative services. Among the accounts he works on are Green Giant, Star-Kist, Keebler and Allstate. The successes of the Green Giant and the introduction of the Little Green Sprout, as well as Charlie the Tuna and the Keebler Elves is a lesson for advertisers, Mr. Noel believes. "The audience has a large appetite for fantasy," he says. "And the contradiction is that most of the advertising business doesn't give it to them. It isn't considered classy. Most creative people are too concerned writing advertising for other creative people—not folks. Nobody knows how to write this kind of advertising any more because the writers aren't being developed. It's a specialized



Created characters, real character. Burnett advertising is populated heavily by animated characters such as the Pillsbury Doughboy (top left), the Keebler Elves (top right) Kellogg's Tony the Tiger (bottom right), but one genuine person, Colonel Sanders, does his own pitching for Kentucky Fried Chicken.



Over all. Leonard S. Matthews is president of the parent Leo Burnett Co. He presides over three operations of the agency: Leo Burnett U.S.A., domestic division, and an international and Canadian division. They bill some \$4.5 million annually.



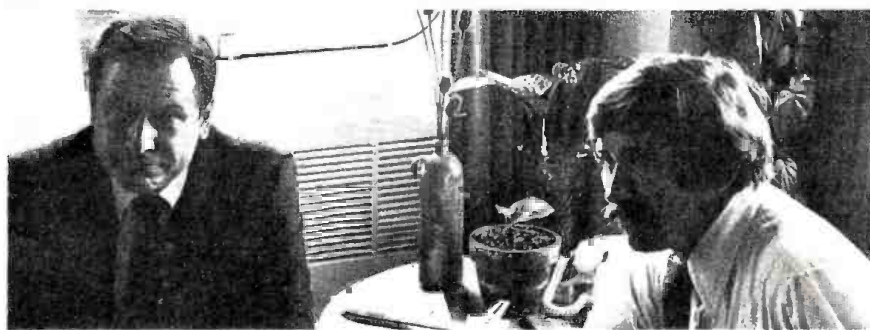
Top men, giant account. Howard C. Shank (l) is chairman of Burnett U.S.A. and C. R. (Jack) Kopp is president. At right, Jackson Brown (l), executive VP, and Robert Noel, executive VP and creative director on the Green Giant account.



On Kellogg's. (l-r) Eugene Kolkey, executive vice president-creative services; Tom Heath, senior vice president-management director; Richard Coons, vice president-associate creative director.



On Nestle's. (l-r) John Wiley, senior vice president-management director; Norman Muse, senior vice president-creative director; Richard Hobbs Jr., associate media director.



Plane men. David L. Smith (l), vice president-account supervisor, and James Shymkus, senior vice president-executive creative director, are on the United Airlines account.



Beer man. Michael Zaremka Jr., vice president-account supervisor for Schlitz.



Union Oil team. (l-r) Rudy Perez, senior vice president-executive creative director; Linc Bumba, VP-associate media director; Gilbert Mickels, VP-account supervisor.



Pillsbury team. Michael White (l), vice president-associate media director, and John Nichols Jr., vice president-account supervisor.

area. When you look at Burnett you find all these fantasy personalities because they started here and the technique for doing it right is still alive here." Mr. Noel also described Burnett as having "a certain family feeling to it."

Vice presidents John Nichols Jr., account supervisor, and Michael White, associate media director, work on the Pillsbury account. Mr. Nichols characterized the agency as "very highly disciplined. The way we work you can take out of any advertising textbook. We have checkpoints to make sure that our execution of an idea is much better. Our creative people are more interested in marketing background information on products."

Proof of performance for this Burnett way is Pillsbury's Pop 'n' Fresh Doughboy who has been getting his stomach poked since he first appeared in TV commercials in 1965. Eighty percent of the Pillsbury account goes into TV, 75% of that goes into network TV. Two years ago Pillsbury used a national sample of women to test their advertising effectiveness: 85% of the sample associated the Doughboy with Pillsbury in spontaneous, unaided recall. Now Pillsbury is selling Doughboy dolls.

Howard Shank says what makes the agency unique is, "there is nobody but nobody who can equal our record of long-term ideas. Once we get an idea that has music we don't change it next season. One of the advantages of music is that it gets into people's minds and sticks for years and years." He recalled that, "When I first came to the agency in '51, the creative function was it. The account peo-

ple tended to be the old fashioned, bag-carrying kind. In those days we didn't know what a campaign was—we created individual ads. We could've been called a creative boutique in our younger days. Today you just don't make it in account services unless you know marketing. That change started happening in the fifties. I've tried very hard to select and promote creative people who are naturally marketing-oriented."

Cox expands into radio-rep field

Acquisition of Christal Co. is sequel to TV purchase of Tele-Rep last December

Cox Broadcasting Corp., group station owner, announced last week it had acquired the Henry I. Christal Co., radio-station representation firm. The announcement came some seven months after Cox bought Tele-Rep Inc., TV-station representative (BROADCASTING, Dec. 11, 1972).

The Christal firm was acquired from President Philbin F. Flanagan (85%) and four other executives (15%), who had bought it from founder Henry I. Christal in December 1968. It is based in New York and has offices in seven other cities.

James M. Rupp, vice president and general manager of Cox's Broadcasting Division, and Mr. Flanagan said in a joint announcement that the company would operate as a limited-list rep firm under the direction of Mr. Flanagan.

Terms of the deal were not disclosed.

Cox paid \$1.8 million for Tele-Rep, which represented 13 TV stations at the time.

The transaction foreshadows almost certain changes in the rep list of CBS Radio Spot Sales, which represents four of Cox's five AM stations—all but KFI Los Angeles, which Cox acquired only a short time ago and which has been represented for years by the Christal company.

Christal officials would not discuss future representation plans for the other Cox radio stations except to say they are under contract to CBS Radio Spot Sales.

They said there were no plans to merge the radio and TV representation activities of Christal and Tele-Rep.

Other Cox radio stations, besides KFI, are WSB-AM-FM Atlanta, WHIO-AM-FM Dayton, Ohio, and WSOC-AM-FM Charlotte, N.C., all of which have TV affiliates, and WIOD(AM) and WAIA(FM) Miami. Cox also owns WHIC-TV Pittsburgh and KTVU(TV) Oakland-San Francisco.

The Christal company represents the following stations in addition to KFI:

KFAB-AM-FM Omaha; WSM-AM-FM Nashville; WSYR(AM) Syracuse, N.Y.; WEAN(AM) and WPJB(FM) Providence, R.I.; WGY(AM) and WGFM(FM) Schenectady, N.Y.; WPTF(AM) and WQDR(FM) Raleigh, N.C.; WHBF-AM-FM Rock Island, Ill.; KOIN-AM-FM Portland, Ore.; KWKH(AM) and KROK(FM) Shreveport, La.; WAPI-AM-FM Birmingham, Ala.; WTAR-AM-FM Norfolk, Va.; WTIC-AM-FM Hartford, Conn.; WTMJ-AM-FM Milwaukee; KTAR(AM) and KBBC(FM) Phoenix; WHAM(AM) and WHFM(FM) Rochester, N.Y., and WMBD-AM-FM Peoria, Ill.



10 WATT FM

B-910 series

B-910 monaural exciter
\$1995

B-910 with stereo generator
\$3070

B-910 with stereo & sca
\$3520

B-910T 10 watt transmitter
\$2355

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full metering •

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exciter

From TV to print and back again: IBM hopes to score

The time had come to get back into TV. That's what International Business Machines decided after reviewing several research reports in the late fall of 1971. The research indicated that, among the general public, IBM had a low corporate profile indeed and that even general awareness of specific IBM products was at a low ebb.

How did IBM get to this state? For one thing it had forsaken its former corporate TV efforts. IBM had sponsored *CBS Reports* during the 1965-66 season. Then it decided to throw its advertising into print, perhaps because one of the *CBS Reports*, "The Policeman's Lot," dealt with police and their use of computers, a program which is said to have elicited a sizable negative public reaction for IBM. Later, *CBS Reports* produced "I Owe You \$15 Billion," a study of the use of credit cards and computers. At the end of the season, IBM pulled its sponsorship.

For three years IBM kept corporate advertising clear of television—until those research reports started coming in. It had, in fact, a couple of commercials on office products (through Carl Ally) and data-processing equipment (from Greer DuBois) on the air but, apparently, that wasn't enough to keep IBM in the public

mind. For instance, in 1970, the corporate giant had spent \$2,000 in TV, all in spot. In 1971 it switched to network spending, \$399,000 with another \$2,000 in spot.

By the winter of '71-'72 the decision had been made to draw up a program of corporate TV advertising. Conahay & Lyon handles IBM's corporate advertising and it bought the NBC-TV special on Leonardo da Vinci, telecast on June 20, 1972. That program was largely responsible for IBM's leap in TV spending for 1972: \$1,538,900 in network and \$3,100 in spot.

Confident that it was on the right track, IBM purchased three specials for 1973 and is currently negotiating with NBC for a fourth (in November or December). They were: *Much Ado About Nothing*, the three-hour Joseph Papp production for CBS, telecast last Feb. 2; *The Adventures of Don Quixote*, also CBS, telecast April 23; and the TV premiere of the movie *A Man for All Seasons*, September air date not yet firm, on NBC. In the first five months of 1973, IBM spent a total of \$2,807,800 on network television: \$948,400 for *Much Ado*, \$1,160,300 for *Don Quixote* and \$699,100 for various sports events (for products advertising). That's almost twice as much as it spent for the entire previous year.

Johnson bequeaths a morning line on net affiliates in top-50 markets

It's part of special report by lame-duck commissioner offering guidance to those with challenge in their hearts

FCC Commissioner Nicholas Johnson, whose term expired June 30 but who remains in office while the White House selects a successor, is leaving behind something by which he will be remembered by the major television broadcasters, by citizen groups and by individuals who might be interested in attempting to knock off a licensee and take over a channel. It is a 264-page report on "Broadcasting in America" or, more specifically, as its subtitle notes, "The Performance of Network Affiliates in the Top-50 Markets"—rounded off with a chapter on advice to individuals or groups dissatisfied with the performance of their local stations and anxious to take some action to improve it, up to and including filing petitions to deny renewals or competing applications.

The report not only provides the methodology by which groups may evaluate the performance of local stations—on the bases of a variety of programming and employment-practices criteria—but ranks the 144 stations in the study according to how well they are meeting those criteria.

A table on over-all programming, for instance, shows KPIX(TV) San Francisco to be number one in that category, followed by WJZ-TV Baltimore, KING-TV Seattle-Takoma, KDKA-TV Pittsburgh and KYW-TV Philadelphia. The lowest-ranked station is WCCB(TV) Charlotte, N.C.

And in a chapter on multiple owners—or "our 'media baron' licensees," as the commissioner refers to them—he notes that four of the top-five stations (all but KING-TV) are Westinghouse Broadcasting Co. stations and that the fifth Group W station, WBZ-TV Boston, is number 31.

He calls this record "truly remarkable," and said it contrasts sharply with that of Taft Broadcasting, which he said was "one of the worst." Its five stations rank 49 (WBRC-TV Birmingham, Ala.), 120 (WKRC-TV Cincinnati), 123 (WGR-TV Buffalo), 134 (WDAF-TV Kansas City), and 136 (WTVN-TV Columbus, Ohio). ABC, he noted, also showed up poorly, with stations ranked 13 (WABC-TV New York), 76 (KGO-TV San Francisco), 102 (KABC-TV Los Angeles), 115 (WLS-TV Chicago) and 117 (WXYZ-TV Detroit).

The Johnson report is being released today (Monday) as the commissioner's dissent to "the automatic renewal" of the licenses of stations in Arkansas, Mississippi and Louisiana. The commissioner has routinely dissented to each bimonthly renewal over the past several years, largely on the basis of the commission's failure to establish minimum standards of per-

formance in programming and, more recently, minority employment. And on three occasions in the past, in joint operations with then Commissioner Kenneth A. Cox, he produced major studies in connection with renewal applicants—those in Oklahoma, in 1968; and in New York and in Washington, Maryland, Virginia and West Virginia, in 1969.

But the latest study, prepared by the commissioner with the aid of his office staff and a group of Georgetown University law students, with support from a number of commission employees, and based on material the stations file with the FCC, is the masterwork, in terms of its scope and depth and detail.

Although he recognizes that the report may attract the attention of the commission or its staff, or provide "an incentive to outraged citizens to file license renewal challenges against the worst stations," those were not the principal purposes of the report, he says. "The major hope," he said, "is that the mere publishing of the data will provide re-enforcement for the better stations and an incentive to improvement by the worst."

Indeed, he said reaction to the earlier Cox-Johnson studies was "a motivating factor" in the new study. Although broadcasters knew their failure to meet the standards proposed in those earlier efforts would not affect their license renewals, he said, "they are increasingly programming to meet those standards if only because they dislike even the minimal adverse attention of a dissenting opinion buried deep within the official FCC reports."

The over-all programming category is based on quantitative factors, not qualitative. The factors—for each of which the Johnson group developed rankings—include a combination of news, public-affairs and "other" (exclusive of sports and entertainment) programming; local programming; commercialization (here the number-one station was the one with the fewest 60-minute segments containing 12 or more commercial minutes, and allocation of financial resources to program expenditures).

In terms of over-all programming service available in a city, the study indicated that viewers in Pittsburgh and Portland, Ore., were among the most fortunate, those in Charleston-Huntington, W. Va., and Kansas City, the least, Baltimore viewers appear to have the most local programming from which to choose, those in Washington the most news, public-affairs and "other" programming. Syracuse scored lowest in both of those categories.

In analyzing employment data, the researchers compared minority employment in relation to the percentage of minorities in the population of the Standard Metropolitan Statistical Areas of the stations involved. On that basis, they ranked WTEV-TV Providence number one, followed by WNYS-TV Syracuse, WPRI-TV Providence, WBZ-TV Boston and WSAZ-TV Charleston-Huntington, W. Va. KMSP-TV Minneapolis-St. Paul and WKZO-TV Kalamazoo-Grand Rapids, Mich., were at the bottom of the scale.

The researchers also ranked stations on the basis of their employment of mi-

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Sweet sorrow. It was a day for volleyball, for talking to old friends, for listening to the music of the followers of Yogi Bhanan and eating the health food they brought from their Golden Temple restaurant to share with other picnickers. It was, in short, the "people's picnic" to which Commissioner Nicholas Johnson invited "straights and freaks, friends and enemies" to attend in commemoration of the end of his term as FCC commissioner—if not the end of his service as one; he is remaining pending the appointment of a successor. It was held in Washington's Rock Creek Park on Sunday, July 1. Whether there were more "straights" or "freaks" at the picnic depended on one's point of view. No commissioners attended, although a number of the commission staff did. And the only industry types on view were David Foster, president of the National Cable Television Association, and John Gwyn, an executive of Cox Cable. The commissioner is shown above talking to Robert Bennett, a former legal assistant. At midpicture: nutrition activist Robert Choate and his daughter Katrinka.

Commissioner Johnson made it a practice in his seven years at the commission to hire new, young aides practically every year. On Saturday (June 30), he was the guest of about 40 of the alumni at a dinner in a Washington restaurant.

minority-group members and women in high-paying jobs. KABC-TV Los Angeles, KENS-TV San Antonio, KGO-TV San Francisco, KSAT-TV San Antonio and KNBC-TV Los Angeles were the leaders among stations in employing minority group members in high-paying jobs; WCAU-TV Philadelphia, WMAL-TV and WTOP-TV, both Washington, WLKY-TV Louisville, and KMBC-TV Kansas City led the rest in employing women in top jobs.

KMSP-TV and WKZO-TV again showed up on the lowest rung in connection with minority-group members in high-paying jobs; KSL-TV Salt Lake City held that position with respect to women.

The final chapter on "How You Can

Improve Television In Your Community" is designed to inform members of the public how they can use the information in the report, among other material, in putting pressure on stations they believe are not providing adequate service.

It takes the citizen group through the steps available to it—from publicizing a station's alleged shortcomings by public-relations and other techniques through formal complaints to the commission (including fairness-doctrine complaints) to the filing of petitions to deny and finally, competing applications. Among other matters, the report provides detailed information on how to monitor a station's programming.

The report also stresses some "overriding general principles"—"know your facts thoroughly . . . Don't muddy the issue with overly broad demands . . . Strengthen your 'informal' bargaining position and support your public-relations and education initiatives by showing a willingness and an ability to plot a legal course . . . A petition to deny by a citizen group with a good power base potentially sends the broadcaster down an arduous and expensive road during which he risks some chance of loss of the station."

The report also adds a cautionary note: Don't use the outlined procedure "frivolously." It notes that there are "enough serious failings in most television licensees" so that "the few who are doing well should be allowed a little breathing space. Remember," it adds, "we've identified the best stations in the country in this report as well as the worst."

The report makes that point tabularly—with tables listing "the 10 best" and "the 10 worst" stations in each of the categories in which affiliates' performance is analyzed. It even contains what might be considered a chart designed to aid stations in avoiding the kind of weak performance that invites trouble—Commissioner Johnson's views of "minimum" and "recommended" levels of performance, and the number of stations now meeting them:

The minimum level of time devoted to news, public-affairs and "other" programming is said to be 15%, with 127 stations meeting the standard; the recommended level, 20%, with 91 stations meeting that.

Stations should, according to the chart, present 150 public-service announcements weekly, and 111 do; 200 is the recommended number, and 71 stations meet that level.

In terms of commercialization, stations should not have more than 40 60-minute segments in a week in which it airs more than 12 minutes of commercials, a standard met by 97 stations. The recommended level is 20 such segments, a level held to by 10 stations.

The minimum of time for local programming is set at 10%, a standard met by 67 stations; the recommended level, 15%, with six stations meeting that.

In terms of employment, the chart says "a good balance" should be maintained between the percent of minorities employed and the percent of minorities in the work force, for total employment and high-paying employment alike. Twenty-six stations met the first standard, three

the second. As for women, the chart recommends that their number in high-paying jobs correspond to their percentage in the work force. No stations met that standard.

The "recommended" levels, Commissioner Johnson said, in introducing the chart does not necessarily reflect "the most desirable levels" of performance. As for the minimums, he said, any station not meeting them "is taking a risk, in our judgment, of license-renewal challenge or adverse FCC action at some point in the future."

Last hopes dashed by court, McIntire stations go silent

FCC and Washington appeals bench deny extensions of operation to WXUR-AM-FM—the first to fall to the fairness doctrine

WXUR-AM-FM Media, Pa., the first stations to be denied renewal of licenses by the FCC because of fairness-doctrine violations, went off the air at midnight Thursday, after the failure of last-minute legal maneuvers to keep them operating.

The commission on Tuesday denied a request for a stay of its decision ordering them off the air at 12:01 a.m. on July 6 and for temporary authority to remain on the air until a successor applicant had been authorized to operate the stations on an interim basis. The commission also dismissed a petition for reconsideration of the order denying renewal.

Early Thursday, the stations' attorney, Benedict Cottone, petitioned the U.S. Court of Appeals in Washington, which had affirmed the commission decision denying the renewal applications, to recall its mandate in the case and to direct the commission to consider the petition for reconsideration. He also filed a notice of emergency appeal of the commission action denying the request for temporary authorization to operate the stations.

Late Thursday afternoon, the court issued a brief order denying the requests.

That action effectively ended the stormy, seven-year lives of WXUR-AM-FM, which have been home base for the broadcast activities of fundamentalist preacher, Dr. Carl McIntire.

With the rebuffs suffered at the commission and the appeals court last week, Dr. McIntire appeared to be left only with the option of making good on his announced plans to load broadcasting gear on a ship, sail out beyond the East Coast's three-mile limit, and set up business as a pirate radio ship.

He has expressed determination to go through with the operation. And he has said the ship and necessary equipment and staff are available. However, the only detail he has provided is that he would expect to be in operation by July 19 (BROADCASTING, July 2).

The legality of such a move is in doubt, according to FCC attorneys. And they say the legal machinery is available to prevent the operation of a pirate ship.

Late-comer protests against stations in Tennessee and Indiana turned down by FCC, while some are on time

**Seven licenses fall victim to
challenges, although stations
in Kentucky get total reprieve**

At last week's deadline for the filing of license-renewal challenges against stations in Tennessee, Kentucky and Indiana, the big news at the FCC was not what was filed, but what wasn't.

On June 29, the last business day before the July 2 filing deadline, the commission announced that it was refusing a request by the National Association for the Advancement of Colored People and the Middle Tennessee Community Coalition for Communications for a month's extension of time to challenge 12 Tennessee stations. While the two groups subsequently managed to submit timely pleadings against three of those stations—WSM-AM-FM-TV Nashville—the FCC action effectively thwarted their efforts to formally take issue with the others.

Four other stations in Tennessee and Indiana (but none in Kentucky) weren't as lucky, having fallen victim to on-time objections.

The commission stated that the NAACP and MTCCC had not shown "good cause" why they should be permitted to file petitions to deny on Aug. 2, as they had requested. NAACP-MTCCC had stated that they need the extra time for negotiations with the licensees.

In its ruling the commission repeated its antipathy toward last-minute citizen pleadings, emphasizing that renewal protests are not the only vehicle open to groups seeking to bring about change in broadcast operations. It cautioned potential challengers against waiting for the renewal time before commencing dialogue with stations, stating that such activity should be a constant process. If public groups choose to wait until the end of the license term to initiate such processes, the commission said, they will have to conform with the FCC's procedural requirements. It added, however, that the NAACP-MTCCC complaints against the stations in question can still be submitted as informal objections.

The stations involved are WVOL(AM) Berry Hill, and WLAC-AM-FM-TV, WSIX-AM-FM-TV, WSM-AM-FM-TV and WMAK(AM), all Nashville.

The commission last month took a similar position in refusing to accept late-filed petitions to deny by Southern Media Coalition against stations in Louisiana and Mississippi (BROADCASTING, June 18).

As in the past, last week's round of renewal challenges centered on allegations of racial discrimination. This, however, was not the only issue raised.

The NAACP-MTCCC pleading challenged WSM-AM-FM-TV on the grounds that those stations are particularly insensitive to the city's 20% black population. The WSM community-needs ascertainment

survey, the petitioners claimed, failed to solicit input from a "substantial" number of black leaders, nor did it reflect the "primary needs" of members of that race. Further, they charged, the stations employ only nine blacks (on a staff of 150) and that number includes part-time employees and "those who sweep, cut grass and polish door knobs."

WSM-AM-FM-TV's program determinations, the petitioners claimed, are "somewhat shortcircuited" from the outset due to station officials' "lack of in-depth awareness from the perspective of being black." The stations' news programming, they claimed, has resulted in the "miseducation of the total community regarding black life" through distortion, omission or discrimination in coverage. The WSM news staff, the petitioners asserted, has consistently, although perhaps implicitly, portrayed life in the black community as a negative experience. That contention was buttressed in an affidavit attached to the petition by Nettie Bernice Stowers, the stations' community-service director and a black. Ms. Stowers stated that WSM newsmen do not regularly cover "positive aspects" of black life, as opposed to those concerning "rioting and bloodshed."

Racial issues played no part in a challenge submitted against the renewal of WHBT(AM) Harriman, Tenn., by Freeman L. Crowder. Mr. Crowder is an applicant for a new FM station at Harriman, for which he is competing at the commission with Folkways Broadcasting Co., the WHBT licensee. Mr. Crowder contended that in light of commission find-

ings against Folkways' operation of the AM during the FM proceeding, Folkways can no longer be considered qualified to remain a licensee of any station. The presiding administrative law judge in the case has recommended that Folkways' FM application be dismissed in light of instances of fraudulent logging at WHBT. While the issues decided against Folkways in the FM proceeding are not legally pertinent to the current renewal application, Mr. Crowder claimed, they attest to the licensee's "heedlessness of the commission's regulations."

In South Bend, Ind., WJVA(AM) and WNDU(AM) were categorized by a local chicano group as undeserving of renewal due to their alleged unwillingness to broadcast programming in the Spanish language. The Mexican-American Council noted that one of its members, Ramon Rodriguez, had, in conjunction with others, been purchasing time of WJVA until 1972 to present a weekly program of Spanish music and information relevant to the chicano community. The program was discontinued, the petitioners claimed, when the sponsors were unable to finance their efforts after the station raised its rates. A subsequent proposal by Mr. Rodriguez and others to present—free of charge—the same type of program using volunteer resources was rejected by the licensee. The council made a similar complaint with respect to WNDU, stating that that station's rate card has been a prohibitive factor to the presentation of Spanish programming. This, coupled with the fact that neither station programs any



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material of special significance to Spanish-surnamed persons, demonstrates that the licensees have "callously and needlessly" disregarded the needs of that ethnic group.

A challenge filed by the Gary (Ind.) Human Relations Council against WLTH-(AM) Gary dealt primarily with alleged injustices at the hands of that station's vice president, Warren Frieburg, who hosts a controversial telephone-talk and news-analysis program on the facility. The petitioners recounted several instances in which Mr. Frieburg refused to air retractions of allegedly inaccurate and distorted news stories, and of instances in which he was said to have relentlessly "intimidated" listeners who called in to take issue with something he said over the air.

In addition, the petitioners claimed, WLTH has "continually violated" a 1970 agreement between the station and the Human Relations Council, which provided for the council's frequent input on programming and policy matters. And, the council added, WLTH has shown a "gross lack of candor" in its ascertainment procedure. While the station reported to the FCC that it had interviewed some 116 community leaders in its survey, the petitioners claimed that 51 of the individuals included on the station's list subsequently denied ever having been surveyed. Twenty-two of those individuals have signed notarized statements asserting that they did not take part in the survey, the council told the commission.

220 PTV outlets on air average 71 hours weekly

**CPB study compares '70 data
with just-compiled '72 statistics**

In the past 12 years, the number of public-television stations has increased four-fold and the amount of time those stations are on the air has almost doubled. Those findings were included in a survey prepared by the Corporation for Public Broadcasting examining "One Week in Public Television."

The CPB study compares 1972 statistics regarding programming, hours of operation and station quantity with data submitted by public stations in past years.

There was a 16% increase in the number of PTV stations on the air between 1970 and 1972—from 190 to 220—the study reports. The total number of weekly hours of operation at a typical station was 71 last year, up 26% from the 65 total of two years earlier. The typical weekday broadcast day lasted 12 hours in 1972; five hours on weekends.

Of the 71 hours weekly, CPB reported, 11 were used for locally produced programming. Sixty-three percent of all programs were broadcast in color. Only 3% of the programs were live.

On the average, the study concluded, PTV stations take nearly 50% of their

program schedules from the Public Broadcasting Service interconnection. PBS use was generally less at stations with higher budgets, most of which are located in the East and South, CPB said.

The study also indicated that most PBS-supplied programs are broadcast at the time they are fed down the interconnection, although the amount of PBS material recorded for later presentation is increasing—and will continue to do so as stations acquire adequate video-tape recording equipment. The percentage of delayed PBS broadcast stood at 44.4% last year, CPB said.

Of the various types of programs presented by public stations, only one category—instructional programming—appears to be on the decline. CPB reported that broadcasts of this variety fell off by 11.2% last year. However, if the Children's Television Workshop offerings of *Sesame Street* and *The Electric Company* are included in the category (they were not in preceding years) an increase of 9% over 1970 would result.

The most significantly represented program category in the typical PTV week, according to the CPB study, was in the area of general-cultural presentations, which accounted for 32% of the 71-hour total. Instructional programs followed (28%), with the two CTW programs occupying another 21%. News and public-affairs programs contributed 19%.

Of the latter group, however, CPB emphasized that news and public-affairs broadcasts have increased during PTV's equivalent of prime time to the extent that they now represent 47% of all weekday evening programming.

The study concluded that PTV stations last year devoted less time to local news issues and more to those of national significance. This, CPB said, can be attributed to the Presidential elections in 1972. The distribution of scope of news and public-affairs broadcasts broke down as follows: national issues, 39.6%; national/international, 28.3%; local, 17.6%; regional, 7.2%; international, 5.6%, and other, 1.6%.

The study was prepared by Dr. Natan Katzman, utilizing statistics supplied by 149 PTV entities—which included groups of stations operating on a single schedule, such as state networks, as a single group.



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Changing Hands

Announced

Following sale of broadcast station was reported last week, subject to FCC approval:

■ **KHLO(AM)** Hilo, Hawaii: Sold by Kerby Confer, John Hooker and others to Escanaba Broadcasting Co. for \$190,000. Stockholders of buying firm are Dean Manley, Donald A. Curran, Michael J. Nelson and LeRoy J. Nelson. They own **WBDN(AM)** Escanaba, Mich. Mr. Manley also has interest in **WBMB(AM)** West Branch, Mich. **KHLO** operates full time on 850 khz with 1 kw. Broker: Hamilton-Landis & Associates.

Approved

Following transfers of station ownership have been approved by FCC (for other

FCC activities see "For The Record," page 47):

WTRX(AM) Flint, Mich., and KWNT-FM Davenport, Iowa: Sold by Eastman Broadcasting Co. (for WTRX) and Robert W. and Oneita G. Schmidt (KWNT-FM) to Mid-America Media Inc. for \$875,000 for Flint outlet and \$200,000 for Davenport station. Mid-America is controlled by Burrell L. Small and members of his family. They also own WKAN(AM) Kankakee, WQUA(AM) Moline, and WIRL(AM)-WSWT(FM) Peoria, all Illinois; KIOA-AM-FM Des Moines, Iowa, and WIRE(AM)-WXTZ(FM) Indianapolis. WTRX is on 1330 khz full time with 5 kw day and 1 kw-directional at night. KWNT-FM is on 106.5 mhz with 27 kw and antenna 135 feet above average terrain.

KAYE faces dual dilemma

Station claims restraining order could force violation of FCC rules

KAYE(AM) Puyallup, Wash., which has been locked in a license-renewal proceeding at the FCC for several years, is now having problems which, it claims, are forcing it to choose between violating the commission's rules or being held in contempt of court.

The problems arose from a restraining order issued last month by Washington State Superior Court Judge Hardyn Soule which, KAYE is claiming, forces the station to violate Section 315 of the Communications Act. The order enjoins KAYE from "... donating or selling, at reduced radio rates, time to political candidates"; permitting candidates to appear on any of its programs, and allowing candidates to participate in any programs by calling in, or permitting any caller to endorse or even discuss a candidate over the air.

The order also prohibits KAYE from selling any advertising time at anything other than its usual rates, from offering certain types of advertising services (particularly the use of "coupon books" offering discounts on certain commodities), and from entering into any contracts expiring after Nov. 1, 1973, without the permission of the plaintiff in the local case.

The plaintiff is Henry Perozzo, a Tacoma, Wash., businessman and former owner of KAYE. Mr. Perozzo had argued before the state court that KAYE must be enjoined from executing commitments extending beyond the November date to prevent it from injuring his potential interest in the station. He has contracted to purchase 50% of the stock of KAYE Broadcasters Inc., the station's licensee, from Hayden Blair, who currently shares ownership of the facility with James H. Nicholls, the station's president and general manager. Mr. Perozzo has reportedly agreed to pay \$20,000 for the Blair stock.

An FCC source said last week that Mr. Perozzo has filed an application for a transfer of control of the Blair interests in KAYE, but that the agency has not accepted the request for filing.

In a June 28 letter to FCC Complaints and Compliance Division Chief William B. Ray, Mr. Nicholls asserted that Judge

Soule's ruling places him in a "very precarious situation" requiring the agency's guidance. Noting that the court-imposed restrictions against political appearances on the station is a clear invitation to violate Section 315, Mr. Nicholls stated that such violations "could give the Broadcast Bureau or citizen groups opportunity to petition against KAYE, or at the very least such complaints could become a damaging part of KAYE's permanent file at the FCC." On the other hand, Mr. Nicholls continued, "if I conform to FCC rules and regulations as I interpret them, I would be in contempt of court for violating this restraining order."

KAYE attorney Benedict Cottone last week noted that there is also a procedural question raised with respect to Mr. Peroz-

zo's filing of a transfer application with the commission. In that submission, Mr. Cottone said, Mr. Perozzo has asserted that, with the transfer to him of the Blair stock, he will control 100% of the licensee.

Mr. Perozzo could not be reached for comment last week.

Senate budget for FCC same as House version

Over-all appropriations bill gets into auto use of agency heads

FCC Chairman Dean Burch will no longer be entitled to limousine service under

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a bill that passed the Senate on June 30. Approved by a vote of 73-to-1 was the fiscal 1974 appropriations bill covering the budget of the FCC.

The Senate bill, like the measure that passed the House last month, provides \$39,860,000 for the FCC in 1974—\$3 million more than it had requested.

But it contains a provision—inserted on June 27, when Senator William Proxmire's (D-Wis.) Subcommittee on Housing and Urban Development, Space, Science and Veterans approved the measure—prohibiting government officials from using funds in the bill to operate limousines or other large automobiles. (The only exception is made for the secretary of HUD.) There is also a blanket prohibition against the use of government automobiles for transportation to and from work. Mr. Burch and other high-level government personnel could use only smaller automobiles.

The FCC chairman's use of a government limousine for home-office transportation came to light last May, when the Proxmire subcommittee held hearings on the commission's budget.

A spokesman for Senator Proxmire said last week that the use of automobiles for unofficial transportation is prohibited by the Administrative Expenses Act of 1946 but "nobody has paid any attention to it." Hopefully, he said, the Proxmire provision will set a precedent for other appropriations subcommittees to follow.

The Senate bill now goes to a Senate-House conference with the House-passed bill, where differences in the two measures will be resolved.

Cartridge Television opts for Chapter XI

Pioneer in field files for bankruptcy; Videorecord, meanwhile, has trimmed staff to minimum

The risks involved in the videocassette business were underlined last week when one of the first companies in the field, Cartridge Television Inc., New York, announced it would file for bankruptcy, and another, Videorecord Corp. of America, said it had reduced its staff from 70 to fewer than 10 in recent months.

An official of Cartridge Television said its attorneys were preparing to file a petition for reorganization under Chapter XI of the Federal Bankruptcy Act. This would permit the company to remain in business while a plan for paying off creditors is devised. The petition was expected to be filed late last week.

Cartridge Television, formed in 1969, designed and developed its Cartrivision home video-player system and manufactured tapes.

Avco Corp., Greenwich, Conn., which owns 32% of Cartridge Television, said last week that because of the impending bankruptcy move Avco would write off about \$48 million applicable to CTI and its operations before taxes and about \$40-million after taxes during Avco's first six months ended May 31, 1973.

A spokesman for Videorecord in Westport, Conn., acknowledged that the company had trimmed its staff during March

and April from 70 to fewer than 10, but said "we are in business and we feel we are a viable operation." He pointed out that Videorecord, unlike Cartridge Television, is a software company and does not require the large staff needed in manufacturing.

Stafford L. Hopwood Jr., former CBS Laboratories executive who was one of the co-founders of Videorecord in 1969, resigned as chairman and president last spring, citing major investors' impatience for "immediate results in a struggling new field" (BROADCASTING, April 15).

In May, Cartridge Television laid off about 300 employees at its manufacturing plant in San Jose, Calif., and said at that time it had 120 workers remaining at the plant and its office there (BROADCASTING, May 14).

LBJ becomes even more a part of Austin, Tex.

KTBC-AM-FM switches call letters to include the famous initials

The initials LBJ are, of course, synonymous with the late President Lyndon Baines Johnson, who hailed from Texas and left his mark on many things there—not the least of which were KTBC-AM-FM-TV Austin, now principally owned by the late President's widow and other members of the Johnson family. Two weeks ago, and six months after Mr. Johnson's death, KTBC licensee Texas Broadcasting Co. elected to record for posterity the

A first for UHF: 'typical' station in the black in '72

NAB study of over half of all TV's shows in breakdown that U's made money last year; combined TV figures show revenues up 4%

The National Association of Broadcasters last week released its annual survey of television financial figures, which shows that the "typical" UHF station in 1972 edged into the profit column for the first time.

The survey was compiled by NAB's broadcast management department, which began reporting combined VHF-UHF figures in 1955. Separate UHF data has been compiled since 1965. The latest combined report is based on confidential figures from 387 commercial V's and U's (55.6% of all TV stations in operation

the full year), 309 of which reported a profit. The UHF data is based on reports from 81 UHF outlets, 41 of which reported a profit in 1972.

For the typical U, 1972 total revenues jumped 20.1% over 1971's and of that, time sales increased a healthy 11.9%. Network compensation was off by 7.9% but national spot and local spot increased 14.7% and 12.4%, respectively. Noted Ron Irion, director of the broadcast management department, in an analysis of the data: "The sustained growth in national and local business over the last two reporting years accounts for the minuscule profit margin of .01% and a bottom-line profit of \$12,100."

According to the combined VHF-UHF figures, the median TV station in 1972

increased its revenues by 4% and its sales by 7.5%. National and local spot sales continued their upward trend with 15.7% and 8.2% increases, respectively. Although network compensation was down 8.8%, the analysis said the 1972 decline can probably be attributed to "this year's sample containing a substantially greater number of independent stations."

Expenses rose only 2% for the median station last year. "The greatest increase in spending was for film and tape, up 15.8% to \$133,200, most of which can probably be attributed to the prime-time access ruling," the analysis said.

The typical station's 1972 pretax profits increased 14.9% over 1971, with the profit margin increasing to 16.57% over 1971's 14.99%.

1972 revenues and expenses of typical TV station (UHF and VHF)

	1972	1971	Percent change
Total broadcast revenues	\$1,733,800	\$1,667,900	4.0
Total time sales	1,920,400	1,787,300	7.5
From:			
Network compensation	313,000	343,200	(8.8)
National and regional spot	743,200	642,200	15.7
Local advertisers	864,200	798,900	8.2
Total broadcast expense	1,448,500	1,417,900	2.0
From:			
Technical	199,600	205,800	(2.9)
Program	513,500	501,900	2.3
Selling	199,600	199,900	(0.2)
General and administrative	533,800	510,500	4.6
Profit (before federal tax)	\$ 287,300	\$ 250,500	14.9
Profit margin	16.57%	14.99%	10.5

1972 revenues and expenses of typical UHF station

	1972	1971	Percent change
Total broadcast revenue	\$1,211,900	\$1,009,300	20.1
Total time sales	1,292,100	1,137,800	11.9
From:			
Network compensation	80,100	86,500	(7.9)
National and regional spot	448,400	382,300	14.7
Local advertisers	763,600	669,000	12.4
Total broadcast expense	1,199,800	1,094,700	8.8
From:			
Technical	163,200	153,300	6.1
Program	436,700	386,400	11.5
Selling	175,200	158,700	9.4
General and administrative	424,700	396,300	6.7
Profit (before federal tax)	\$ 12,100	\$ (85,400)	—
Profit margin	.01%	(8.46%)	—

Football On The Air

For the past 26 years, *Broadcasting* magazine has been "the" source of information about the fates and fortunes of football on radio and television. That unmatched performance will be extended to 27 on July 30, when *Broadcasting* presents this year's special report. A sports task force has been at work for weeks compiling the background information—city by city, team by team, canvassing national and special networks, putting together the names, the places, the sponsors, the agencies and the *dollars* that go into this programing mix. The format that has made *Broadcasting* the fountain-head of football-on-the-air facts will be expanded even further this year as we match our editorial dimensions to sports growth and reader demand.

That July 30 issue—as do all others in *Broadcasting's* year—will reach more than 120,000 readers. The facts behind that vital statistic—and the figures on *Broadcasting's* own advertising availabilities in that issue—are as close as your nearest *Broadcasting* representative. Closing date: July 24.

Washington: 1735 DeSales Street, N.W. 20036, 202-638-1022. Maury Long, John Andre.

New York: 7 West 51st Street 10019, 212-757-3260. David Berlyn, Stan Soifer.

Hollywood: 1680 North Vine Street 90028, 213-463-3148. Bill Merritt.

You belong in Broadcasting Jul 30



identification between its Austin radio facilities and the former Chief Executive. The stations are now known as KLBJ-AM-FM.

The Austin change came at about the same time that the FCC was revising its system for allocating call signs to broadcasters—a revision which, ironically, included a provision that stations may use the initials of a deceased President in identifying themselves (BROADCASTING, June 25). The commission's action raises the possibility that several broadcasters might opt for such a call-letter association. There is ample opportunity. Of the past five Chief Executives, all now deceased, only Mr. Johnson and Franklin Delano Roosevelt have been recognized by broadcasting's own peculiar nomenclature.

There is, in addition to the Austin facilities, a WLBJ-AM-FM in Bowling Green, Ky. KFDR(AM) Grand Coulee, Wash., claims the Roosevelt association west of the Mississippi, with WFDR-AM-FM Manchester, Ga., as its eastern counterpart. As for KDDE, KJFK, WHST, WDDE and WJFK—they're all up for grabs as far as the commission's rules are concerned. KHST is not. That call sign is assigned to the U.S. ship Charles Goodyear, which is owned by RCA.

International stations under new ground rules

The FCC last week amended its rules governing international broadcasting by U.S. stations—those that use shortwave to reach general publics in foreign countries. The rules provide a limit of 100 frequency-hours per day for all private international broadcasters as a group—three, at the present. The commission also extended the one-year license period for international stations to five years, and retained a rule governing multiple frequency operation; it permits the use of only one frequency for the transmission of any one program to a target area. However, the commission also said that multiple frequency operation may be authorized on showing of good cause. Under the new rules, the number of frequency hours allocated to any licensee will depend on past use, availability and need. The existence of a ceiling, the commission said, "will serve as a warning that authorizations for frequency-hours are not available without limit."

Star gives novices their chance to shine

Twelve young people, selected from more than 670 applicants, will get their first taste of behind-the-scenes broadcasting as part of a career-opportunity program sponsored by the Evening Star Broadcasting Co. The three-month program began last week and features 32 hours weekly of on-the-job training at WMAL-AM-FM-TV Washington with interns placed in entry-level positions in traffic, graphics, radio and TV news, sales and film editing.

One new aspect of the expanded version of a program that has been in existence for 15 years is its emphasis on

academics. Along with job training, interns receive 16 hours weekly of classroom study in a curriculum developed by Dr. George Litwin, a broadcast consultant. Coaching teams of company employees will also conduct "how-to" sessions in specific areas of broadcasting.

Eleanor Brown, program administrator, emphasized the program's aim is to prepare the interns for participation in broadcasting at a variety of levels in a variety of departments. For that reason, both high school- and college-trained interns were chosen. The program also stresses women and minority selection (six participants are female, seven are minorities). Interns receive \$1,200 during the training period, \$200 of which is applied toward tuition costs. At the end of the summer session, Evening Star Broadcasting will offer one- or two-year extended internship placements, depending on openings at its stations.

Evening Star stations in addition to WMAL-AM-FM-TV include WLVA-AM-TV Lynchburg, Va. and WCIV(TV) Charleston, S.C.

Settlement in Greenwood

The licensees of commonly-owned WABG-AM-TV Greenwood, Miss., have agreed to reimburse a local citizen group some \$4,000 for expenses it incurred in filing a petition to deny the stations' renewal applications and in subsequently negotiating a settlement of the dispute. Most of the money—\$3,433.58—would be used to pay the attorney's fee for the Delta Coalition for Better Broadcasting. The remainder would be used to reimburse the coalition chairman, Fred Williams, and his lawyer, Alvin O. Chambliss, for expenses incurred in visiting Washington to negotiate with an official of the licensees, James M. Martinson, and his attorney. Included in the account was \$150 to reimburse Mr. Williams for the amount lost when he was robbed while in Washington.

WCCO aids minority students

WCCO-AM-FM-TV Minneapolis has given \$50,000 to the University of Minnesota school of journalism and mass communication to establish a scholarship program for minority students interested in radio or television careers.

The program, which is expected to run for two years, will offer a total of 10 scholarships covering tuition fees, books and partial room and board for the two-year period. In addition to the stipend, participants will have an opportunity to work at the WCCO stations on an internship basis in their areas of interest.

The program is not confined to current University of Minnesota students, although it is anticipated participants will receive a degree from that institution. Upon graduation, the scholarship recipients must agree to work in the broadcasting field for at least two years. Applicants must have completed their sophomore year in college. For information: Bill Thorn, University of Minnesota, 202 Murphy Hall, Minneapolis 55455. Phone: (612) 373-3159.

FCC access for cable's access people

Sklover, Burns and others meet with the commissioners to allay fears of indecent programing and to promote idea of system of funding for public CATV channels

FCC commissioners who might have been concerned about stories of wild goings-on on cable television's public-access channels presumably had their minds put at ease last week, when they met with a half-dozen individuals who are involved in what is going on on those channels—particularly in New York. The commissioners were, however, given fresh reasons for concern over an old problem—financing public access.

The commissioners met for three hours on Monday in a closed session with Theodora Sklover, of Open Channel; Red Burns, of the Alternate Media Center; Morris Tarshis, of New York's cable-franchising office; Richard Galkin, president of Sterling Manhattan Cable System; Hank Pearson, manager of Teleprompter Corp.'s developing cable system in Newark, N.J., and former assistant manager of its system in Manhattan, and Earl Haydt, manager of Berks TV Cable, Reading, Pa.

The commission reportedly requested the meeting after it was suggested by those promoting access, as a means of informing the commission on how the concept is developing. Among other things, the commissioners were somewhat stunned to learn that, at least in New York, where public access has long been established on the Teleprompter and Sterling Manhattan systems, there is no dearth of programing—with up to 400 hours of access programing being presented each month on each system, although much of the material is duplicated.

And although the variety appears almost infinite, and some of the programing is not the kind that would be expected to appeal to families grouped around the TV set, like Homosexual Renaissance, a minuscule portion of the material (not including the program on homosexuals) could be regarded as obscene, according to the New Yorkers. The problem, they indicated, had been blown out of proportion by the publicity given one or two programs. Mr. Haydt said obscenity has not been a problem on the Reading system, where public access is provided on the cablecasting channels.

The New York systems are said to engage in censorship, though rarely and with reluctance, when they feel a program would be obscene or indecent. And some commission attorneys do not see this as inconsistent with commission rules which interfere in content of programing on access channels, for the rules also call upon cable operators to adopt rules

for barring obscene or indecent programming. (The National Cable Television Association has asked the commission for guidance on the "two difficult choices" it says the rules on access give the cable operator: "let almost anything go" or subject himself to accusations of censorship).

But if the visitors felt they could skip over the obscenity issue quickly, they left no doubt they felt funding was a basic problem. How do members of the public make use of the public access channels without necessary skills and funds? Where is the money to come from? Ms. Sklover has petitioned the commission to issue a ruling that cable systems and franchising authorities can, under the rules, negotiate an agreement under which the system would make a certain percentage of its gross available for the financing of the use of its public access channels. Ms. Burns, while favorably inclined toward the local revenues proposal, called for a national commitment to an experimental program of public access.

Mr. Tarshis, who objected to any commission limit on the amount of franchise fee a local authority could collect from a system, suggested that the money for public access be taken out of the profits of VHF stations. The idea, reportedly, was received rather frostily by the commissioners.

There was no resolution of the issue, and some commissioners reportedly expressed concern over the possibility that adding another levy to those that cable systems now pay to franchising authorities and to the other off-the-top expenses some bear would handicap cable TV's growth.

Another question that was unresolved when the meeting broke up, reportedly, was, what is public access? The commissioners indicated that what they had in mind in adopting the rules was public access as the electronic equivalent of the soap box in the park. In New York, about one third of the programs on public access channels are furnished by do-it-yourself producers. Is that public access? Ms. Sklover's answer: "Yes. Why shouldn't public access be the most it can be, rather than the least it can be?"

FCC data reflects cable's dimensions

Technical division uses statistics from 147 randomly selected systems

The technical division of the office of the chief engineer at the FCC has completed "A Cable Television Profile, 1971-1972" (Technical Report No. T-7301). The information gathered was a result of FCC proceedings initiated to evaluate the impact of certain technical-standards requirements on cable television systems. The results will be used to determine the proportions and trends of cable television's development.

A total of 147 cable systems were randomly selected from the 3,685 cable systems which submitted the annual report of cable television systems (Form 325) and the cable television annual fi-

nanacial report (Form 326). The study was divided into two sections, plant statistics and financial information.

Average system statistics from the study include: number of subscribers per system, 1,456; system length, 35.7 miles; number of subscribers per mile, 43.1; number of homes passed per mile of cable, 68.3; penetration, 59.8%; proportion carrying local origination (automated or studio), 57.9%; number of class I signals carried, 7.8%; proportion using microwave, 28%. The largest 5% of the systems accounted for 32.19% of the subscribers, whereas the smallest 5% accounted for .24%. A total of 9% of the systems surveyed had greater than 3,500 subscribers; 50% had fewer than 627. The largest system surveyed had 400 cable miles and the smallest had two.

Financial information was available from 50 of the 147 systems—a little over 1% of the operating systems.

From the entire sample the total cable plant investment (headend, trunk, and distribution gear) per person amounted to \$177.92. Annual revenue per subscriber in these systems amounted to \$67.48. The return on plant investment was 37.9% per year.

Much of the data used in the study is now over a year old and, according to the study, "some of it is of questionable accuracy. It constitutes the commission's official files, however, and presumably it is authoritative."

City standards urged for cable

Cable Information Center report calls for setting up requirements in individual municipalities for technical standards of picture quality, construction and testing

The Cable Television Information Center report, "Technical Standards and Specifications: Ordinance Supplement Section VII," becomes publicly available this week. The center of controversy since its inception (BROADCASTING, July 2), the report advocates city establishment of construction standards, proof-of-performance testing requirements, and picture quality standards.

At the crux of the report are technical standards for picture quality of locally viewed television signals. City officials "have the need to set additional technical standards (above and beyond those already established by the FCC) to ensure grade-A quality television reception comparable to that received directly off the air," according to CTIC staff engineer Vic Nicholson. Mr. Nicholson believes that urban-market cable requirements will have to exceed 36 db signal-to-noise ratio and 46 signal-to-intermodulation ratio which have been established by the FCC. The 36 db level is inadequate because the data used to reach that figure was based on "viewing smaller black-and-white television receivers" that were in the majority at the time of the study, and, "it is generally accepted in the cable industry today and in the literature that color re-

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ceivers require higher signal-to-noise ratios because of the subjective effects of color and the I.F. circuit design of the color receiver."

He adds that the FCC signal-to-intermodulation ratio is also antiquated because the 46 db level was based on the needs of a 12-channel system. With the addition of mid-band and high-band frequencies intermodulation becomes a limiting factor and discrete beats become noticeable at certain frequencies. To insure adequate reception equal to what can be picked up by a noncable subscriber, the CTIC recommends that minimum standards should be set at 40 db signal-to-noise ratio and 52 db signal-to-intermodulation.

Minimum standards not covered by the FCC include signal-to-echo ratios and luminance versus chrominance response. The former would affect the severity of ghosts in the picture and the latter affects the color saturation of the picture. The Cable Television Information Center recommends cities strive for a 34 db signal-to-echo ratio for signals transmitted within 35 miles but should settle for a 28 db ratio in certain cases. Luminance-to-chrominance amplitude is recommended to be no greater than 2 db of the ratio of the horizontal sync pulse to peak color burst.

Construction standards, subscriber viewing standards, and proof-of-performance requirements are also included in the CTIC report. Rather than cite new figures, the CTIC leaves such areas as antenna requirements, safety requirements

and frequency of proof-of-performance tests to a combination of established government requirements to the cities' discretion.

FCC Chairman Dean Burch expects federal/state/local hearings to begin within the next 60 days. What position the FCC takes concerning the role of the city in the franchising process could determine the future impact of the Cable Television Information Center's report.

Facts on originations

NCTA's Owens expects to have survey finished by Aug. 1

Program origination has long been a forgotten area by the National Cable Television Association but it appears steps are being taken to remedy the situation.

Brian Owens, cablecasting coordinator for the NCTA, expects his six-month survey covering the state-of-the-art to be ready for publication by Aug. 1. Over 1,100 questionnaires have been sent out to NCTA and non-NCTA members alike, and an 80% return is expected before final tabulations begin one week from today (July 9). The one-page questionnaire is divided into four parts: studio personnel; equipment; program format; and system address, affiliation and subscriber saturation.

Of the 795 returns already in, 395 systems say they originate programming other than the automated variety. The

395 systems serve 1,095 communities and 2,551,585 subscribers. Various needs account for 198 color cameras, 216 film chains, 229 audio tape recorders, 145 16mm film projectors and 197 audio cartridge machines. These electronic devices allow 121 cable systems to cablecast news, 232 public-affairs programs, 220 variety/talk shows, 219 sports programs, 145 educational programs, 116 children's programs and 125 syndicated programs. Miscellaneous items provided by the survey show that 22 systems accept advertising on their origination channel, 175 have mobile vans for production use, and 95 expect to hire studio personnel in the next year.

Mr. Owens expects to break down the information available into more detailed form in his final Aug. 1 publication. Distribution plans have not yet been worked out.

Cable-computer learning

PLATO IV (Program Logic for Automatic Teaching Operation), a computerized teaching device, has been introduced. Developed by Dr. Donald L. Bitzer, director of the Computer Based Education Research Laboratory, University of Illinois, PLATO IV is essentially a two-way computer package designed as a teaching system for individual student instruction. It uses a central computer located in Urbana, Ill., and is connected by land lines and cable television to 250 terminals in 50 areas.

A student using the system may communicate with the computer via a home terminal and select from among 200 computerized educational programs. He may choose a foreign-language course, a science course or spelling. Once the program is selected, the computer poses various problems, waits for the student to respond and corrects the answer if he's wrong.

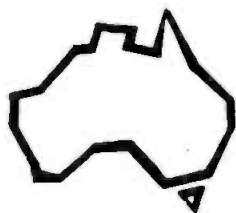
Cable Briefs

Buys more. Vikoa Inc., New York, has announced acquisition of three independent cable television systems with approximately 5,000 subscribers and potential of 7,000 homes. Cable concerns are: Village Cable Corp., serving Grant Town, Fairview, Baxter, Harrisville, Ellenboro, Elizabeth and Grantsville, all West Virginia; Coastal Cable TV, Chincoteague and Chincoteague Island, both Virginia; and Crisfield CATV Inc., Crisfield, Md. Purchases were in the form of stock, debt, and cash, for some \$1.5 million.

In agreement. Adams-Russell Co., Waltham, Mass., has agreed in principle to buy Cable Vision Inc., which owns cable TV systems in Lewiston and Auburn, Me., for cash and term payments in excess of \$2 million. Upon completion of transaction, systems will come under Adams-Russell's subsidiary, Aurovideo-CATV, and will raise its subscriber count to about 20,000. LaRue Media Brokers, New York, represented both buyer and seller.

New Entry. Pioneer Electronic Corp., Tokyo, has concluded agreements with

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Oki Electric Co., Japan, and Warner Communications, New York. Contracts allow Pioneer to market equipment under auspices of Oki and Warner will nominate Pioneer as one of its equipment sources. Pioneer will produce amplifiers, tap-offs and related equipment, with marketing to begin in 1974.

To cable. Vidistrib Inc., Los Angeles announces sale of 26, half-hour, country-and-western musical shows, *RFD Hollywood*, to Fourth Network, Philadelphia, cable program distributor, for up to four plays per CATV system.

New hardware. AEL Communications Corp., Lansdale, Pa., now offers the Mark IV series of single cable bidirectional CATV equipment. Amplifiers contain modular, integrated circuitry and all active components are able to accommodate bidirectional capability. Frequency range is 5 to 300 mhz.

Cable abc's. Jones International Ltd., Denver, has published its second edition of "Jones Dictionary of CATV Terminology." The edition comes in both English and French and sells for \$19.95.

An empty chair delays D.C. hearing on cable

A temporary snag has developed in city officials' efforts to bring cable television to Washington.

Antoinette Ford, one of two Nixon nominees for the Washington City Council and chairman of the Committee on Economic Development, Manpower and Labor, which has been assigned the responsibility for creating a city cable ordinance, has not been able to assume her duties because Congress has yet to act on her nomination. A July 5 meeting of her committee was to have started public hearings on various cable issues, but this has been delayed until late August when it is expected Mrs. Ford will be able to preside.

Dr. Marjorie Parker, who currently heads the committee, noted that the cable situation in the District of Columbia has "been stagnant" since 1967 when the same committee first instituted procedures to establish cable guidelines. It was not until a recent decision by the city legal council gave the mayor's office jurisdiction over the issue rather than the public service commission, that impetus was given for action on cable.

Public hearings, the first of which was to have been held July 5, will seek input on a number of general questions pertaining to cable. Questions include how the city should be divided; how many public-access channels would best serve the public interest; what kinds of technical standards should be instituted; and how should the body which will oversee the cable systems' activities be structured. After public hearings an ordinance would be drawn up, public hearings will again be held, the final ordinance will be submitted to the city council and, if accepted, bids will be entertained to build the systems. Dr. Parker said that she hoped bids could be received "within a year."

Broadcast Journalism

Senate likely to consider live broadcast coverage of its proceedings

Byrd introduces resolution that would set in motion feasibility study; he says the old objections now could be overcome with the new technology

The majority whip of the Senate last week introduced a resolution calling on the Rules Committee to study the advisability of permitting the broadcasting of Senate floor proceedings.

Senator Robert C. Byrd (D-W. Va.), in introducing S. Res. 136 on June 30, noted that the telecasting of Senate sessions is prohibited under an interpretation of the Senate rule that prohibits the taking of pictures in the Senate chamber.

"Ever since 1950, when NBC's Robert McCormick conducted the first TV gallery interview with Senator William Langer of North Dakota, the television networks and independent stations have staffed the important proceedings of the Senate—but, along with their radio colleagues, TV newsmen have been barred from using the technology of their industry to bring first-hand reports of the floor debates," said Senator Byrd.

Barring TV and radio, he said, has re-

sulted in an "ironic situation" which, for example, allows the President to veto a bill on nationwide television but denies the public the opportunity of witnessing the Senate's attempt to override or sustain it.

Senator Byrd cited three objections that have been voiced against the proposal over the years:

- "The equipment would interfere with the normal legislative process.

- "The majority of congressional sessions lack drama, and it, therefore, would be commercially infeasible for stations to carry them.

- "Politicians would become 'hams' once the microphones were opened and the kleig lights turned on."

The object of the resolution, said Senator Byrd, is to allow the Rules Committee to determine whether these arguments are still valid.

"Technical advances, even over the past decade, have been significant, making the equipment less cumbersome and bothersome," Senator Byrd pointed out. "And with the advent of cable television, the apparent permanence of public television, and the growing interest of citizens in the activities of their government, the feasibility of such coverage might be increased."

By the same token, he said, such permission should be accompanied by "strict guidelines. To avoid the possibility of media-provoked theatrics—the focusing of the cameras on the vacant seats of the necessarily absent senators, for instance—a system could be devised

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whereby Senate employees would operate the equipment, and the networks and other interested outlets could pick up the audio and visual feeds."

Under Senator Byrd's resolution, the Rules Committee would report to the Senate the results of its study of the matter, along with its recommendations. Closed-circuit telecasting would be included in the committee's study.

A Senate spokesman said the television-coverage proposal was perhaps influenced by the Senate Watergate hearings. And, he added, the senator has also discussed the idea with NBC News executive producer Wallace Wesfeldt, who had been consulting with the senator on another matter when the subject came up in conversation.

The spokesman predicted that the resolution would easily pass the Senate, enabling a subcommittee of the Rules Committee—Senator Byrd's Subcommittee on Standing Rules of the Senate—to begin hearings to explore televised floor proceedings.

There is no similar move afoot in the House at present, a House source said last week.

Salant says he killed piece on instant analysis

Contrary to 'More's' assertion, Bill Paley had no part in decision, CBS News president claims

CBS News President Richard Salant says he alone, not CBS Chairman William S. Paley or anyone else, killed a five-minute radio news analysis dealing with CBS's new policy against "instant analysis" of presidential broadcasts.

Mr. Salant made the assertion in a letter to *More*, the monthly news-media review, in response to an article in its July issue suggesting the analysis was killed because of (if not by) Mr. Paley. The analysis was written by CBS News writer-producer Bob Blum and taped by CBS News correspondent Roger Mudd and was killed by Mr. Salant, according to *More*, shortly before it was scheduled for broadcast on CBS Radio on June 7.

Mr. Salant wrote: "I want to confirm as strongly as I can—and under oath if you wish—what I told the skeptical Mr. [David] Zukerman [former CBS News researcher who wrote the *More* article]: I killed the Blum piece all by myself without consultation with or reference to, or knowledge of, William S. Paley or anybody else outside CBS News. . . .

"By implying to the contrary, Zukerman does an injustice to Mr. Paley, who has never intruded into the news operations by ordering any piece to be killed, or done, or altered. And Zukerman does me an injustice because I would never accept such an order—even if it were issued, which it never has been and which I am confident never will be." Mr. Salant said he killed the piece "all by myself, on my own, because I thought it was a lousy piece. And I still do."

The killed piece as quoted by *More*

noted that instant analysis had been a controversial issue ever since Vice President Agnew's 1969 speech condemning the practice. The piece said "the common reflex reaction" on the CBS staff "was concern that their superiors might have knuckled under to pressure from the government," but that when the question was put to Mr. Paley he was "indignant" and in fact maintained the Vice President would disapprove of the new system because it puts opposing spokesmen on the air and also reserves the right of analysis by CBS News on regular newscasts.

The piece also quoted Mr. Salant as saying the idea of abolishing instant analyses was being discussed before Mr. Agnew made his speech but was dropped afterward lest CBS appear to have caved in under pressure. "The Agnew speech, then, apparently helped perpetuate the very practice the Vice President was attacking," the piece asserted.

It also noted that ABC and NBC disagreed with CBS's new policy and reviewed some of the pros and cons of instant analysis—including, on the pro side, that "on occasion, Presidents on the air may leave out an inconvenient fact or two, as they plead their causes," in which case "instant analysis afterward by a qualified newsmen can supply these pertinent facts—and thus provide a useful perspective for the viewer to evaluate the President's speech."

"Without such analysis," the piece concluded, "the whole truth has to go running after the distortion—and some unconsulted newsmen here at CBS feel it can never catch up."

The *More* article quoted Mr. Salant as saying the piece was editorially deficient, concentrated too much on the internal CBS aspect and was not sufficiently comprehensive.

MacNeil leaves NPACT

Wanting to do more reporting, he returns to alma mater BBC; two veteran producers resign

Two years ago, eyebrows were raised over the appointments to the fledgling National Public Affairs Center for Television of Robert MacNeil and Sander Vanocur. What exactly raised those eyebrows were the commercial-network-size salaries the two commanded—\$85,000 annually for Mr. Vanocur; \$65,000 a year for Mr. MacNeil. When public broadcasting begins a new season this September, both men will be practicing journalism elsewhere.

Mr. Vanocur left NPACT earlier this year for a position with the Center for the Study of Democratic Institutions. Now Mr. MacNeil is gone. Last week NPACT announced that its senior correspondent has resigned at the expiration of a two-year contract. Mr. MacNeil will rejoin BBC in London this fall as a reporter for the network's *Panorama* series. His stay at NPACT will end Aug. 10.

NPACT also announced last week the resignations of two veteran executive

producers, Martin Clancy and Bruce Cohn. Mr. Clancy will return to PBS's *Bill Moyers' Journal*, which he previously produced. Mr. Cohn is forming a new production company in Los Angeles.

Commenting on press reports that Mr. MacNeil had resigned out of disillusionment with public broadcasting's differences with the Nixon administration, NPACT President James Karayn stated that the action was not politically motivated. "He was concerned with how much programming we could do," Mr. Karayn said, alluding to Mr. MacNeil's preference for field reporting, of which he will see plenty at BBC but enjoyed little of at NPACT. Nevertheless, Mr. Karayn acknowledged that his associate had been troubled with PTV's internal problems, especially with respect to funding for public affairs programming. In one sense, Mr. Karayn said, "he is a victim of the PTV war. He just got weary."

NBN, in delayed start, comes on strong with 41 affiliates

Formal list of subscribers held up pending talks going on with outlets in New York, Washington, Chicago

More than a year after it had planned to start, the National Black Network (NBN) commenced operations last Monday (July 2), sending out hourly five-minute reports from 6 a.m. to 11 p.m. (on Sundays, 11 a.m. to 11 p.m.) to 41 affiliates.

Cities lined up so far were said to include Boston, Houston, Pittsburgh, St. Louis, Atlanta, New Orleans, Kansas City, Mo., Buffalo, N.Y., Louisville, Ky., and Memphis. But Del Raycee, NBN's executive vice president for station relations, said that the network is deferring release of the call letters of its affiliate in these markets until deals now in negotiation are firmed up with stations in New York, Chicago and Washington.

NBN's vice president and national news director, Roy Wood, formerly news director of WYON(AM) Chicago, said NBN is relying on the Associated Press's national and international service, the Reuters African wire, a news staff of 35 and a network of stringers in each of the 41 affiliated cities.

The delay that NBN experienced in getting started is attributed to problems in financing that network officials say have since been resolved.

Dean kept them tuned in

The commercial TV networks' five-day concentration on John W. Dean 3d during his June 25-29 Senate Watergate testimony, totaling about 31½ hours per network (BROADCASTING, July 2), had a combined 15.2 average rating and 61% share of the TV audience in Los Angeles and a 12.8 rating and 47% share in New York.

These figures were compiled by NBC last week from the Nielsen overnight rat-

ings in the two markets, which will be the only ratings on that week's coverage. NBC sources noted that Nielsen's Multi-Network-Area (MNA) reports had been suspended until the start of the new season, and that June 25-29 fell in a "black week" of no Nielsen national measurements.

The five-day averages showed NBC the audience winner by a long margin in Los Angeles with a 33% network share to ABC's and CBS's 14% each, and by a narrowed edge in New York with 19% to CBS's 17% and ABC's 11%.

TVN comes up with five big ones

WGN-TV joins now, four Metromedia outlets take service in January; afternoon feed time advanced to convenience network stations

Television News Inc., the new electronic news service for TV stations, made its biggest strides to date last week with announcements of agreements with WGN-TV Chicago, effective last Monday (July 2), and with the four independent stations owned by Metromedia, effective Jan. 1.

The deferred effective date for the

agreement covering Metromedia's four independents—WNEW-TV New York, KTTV-TV Los Angeles, WTTG-TV Washington and WTCN-TV Minneapolis—apparently was intended to allow the stations' current contracts with the older, rival UPITN service to expire. A Metromedia source said the UPITN contracts extended to later this year and that he did not expect them to be renewed.

WGN-TV officials, however, said they plan to continue to take the UPITN service and also to continue to assist in feeding it to other UPITN subscribers.

John O. Gilbert, TVN president, meanwhile announced that effective July 16 TVN's Monday-through-Friday feeds, currently a half-hour starting at 5 p.m. NYT, would begin at 4:30 p.m. and continue to 5:25 p.m. He said the daily budget of hard news, sports and features would be fed during the 4:30-5 period, with the rest of the time devoted to updating major stories and transmission of other material. This, he said, should be an attraction for network affiliates, who now receive electronic newsfeeds from their networks at 5-5:30 and thus would not take the TVN 5 p.m. feeds without buying additional loops.

Albert P. Krivin, president of Metromedia Television, said the agreement with TVN called for the news service to supply one hour of material nightly, beginning Jan. 1. The agreement was described as firm for one year with annual options to renew.

ABA picks best in law-justice reporting

Nine Gavel awards will be awarded in radio-TV by the American Bar Association for outstanding service which adds to the public understanding of the American system of law and justice.

Awards to broadcasters:

Programs produced by network-owned stations—KNXT-TV Los Angeles for *Rape*; documentary/educational network produced programs; NBC and NBC News for *Inventing a Nation* and *Guilty By Reason of Race*.

Programs produced by nonnetwork stations in top-10 markets—WKBF-TV Cleveland for *The Crime of Our Courts*.

Programs in markets 11-50—KING-TV Seattle and WMAR-TV Baltimore for *Are Prisons For The People* and *Bars To Progress*, respectively.

Educational broadcasting—WENH-TV Durham, N.C. for *Society's Child*.

KTOK(AM) Oklahoma City and WCCO(AM) Minneapolis-St. Paul also received awards for *Poverty in The Courtroom* and *You The Jury: Law Day 1972*, respectively. Nineteen certificates of merit will also be received by broadcasters.

The Gavel awards for broadcasting and other media will be presented on Aug. 8 at the ABA annual meeting in Washington.

Election returns curb asked

Broadcasters would be unable to carry federal-election returns until midnight in



On air, in air. It's nothing new for broadcasters to want to be on top of the news, but KOVO(AM) and KFMC(FM) Provo, Utah, take that idea literally. Here the stations' mobile broadcast facility, the "Cloud 96," tries to live up to its name as it is hoisted atop Salt Lake City's Z.C.M.I. tower in hopes of creating a new tower-sitting record. Within the last year, the station has also been perched atop the P.E. Ashton smokestack in Provo (scene of a wedding performed by the town's mayor) and nestled in shopping-center parking lots, university campuses and wherever else news is breaking—or being stirred up by the hexagonal studio.

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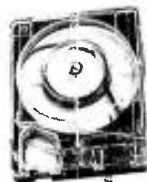
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presidential election years, under a bill sponsored by Senator Henry Bellmon (R-Okla.). S. 2099, which would make it a federal offense for state or local election officials to disclose vote tallies for presidential, vice-presidential or congressional candidates before midnight (Eastern time), would "rectify an election abuse which appears every presidential election year," said Senator Bellmon in a floor statement. Since the polls in the East close far earlier than those in the West, he said, the "variance in publicizing election returns works as a detriment to the free-election process because of the bandwagon influence which comes from the broadcasting and prediction of congressional and presidential election results in western states long before the polls have closed. . . . Few would contend that the broadcasting of election results while citizens are voting has anything but a negative impact."

Journalism Briefs

There may be Moore. Richard A Moore, former president of KTTV(TV) Los Angeles, who is now a special counsel to President Nixon, is among those who may be called for questioning by Senate Watergate Committee. Chief Counsel Samuel Dash listed Mr. Moore among several other individuals as possible additions to list of 20 witnesses from whom committee will begin hearing testimony this week. Mr. Moore was mentioned several times in testimony of former White House Counsel John W. Dean III.

And (not) speaking of Watergate. Three original Watergate prosecutors, scheduled to appear on CBS news program, *Face the Nation*, yesterday (July 8), were ordered by Attorney General Elliot L. Richardson last week to cancel their appearances. The three men, Earl J. Silbert, Seymore Glazer and Donald E. Campbell, who withdrew from the case two weeks ago, were reportedly told by Richardson that submitting themselves to questioning on a pending case would be in violation of department rules.

In. California State Senate has passed new rules permitting radio and TV coverage of that chamber's committee meetings, unless majority of committee members votes that the equipment disrupts the proceedings, creates potential danger or obstructs the view of any member. Move supersedes previous practice that permitted single member of committee to ban TV cameras or radio recording gear. Senate, however, did not change its policy barring TV and radio coverage of floor sessions. State assembly, also last month, changed its rules to authorize any accredited newsmen to take photographs, televise or record both committee and floor sessions.

'Crisis' set. NBC News's three-hour prime-time report on growing energy shortage, *NBC Reports: The Energy Crisis—An American White Paper*, has been scheduled by NBC-TV for Sept. 4 (8-11 p.m. NT). It will be forth evening since 1963 that NBC has devoted three or more hours of prime time to single problem.

Programing

Five get \$11.3 million for USOE project

**Funding to be used for TV aimed
at helping youths hampered by lack
of education, minority groups**

The U.S. Office of Education announced last week five grants totaling \$11.3 million to independent, nonprofit production centers for the development of television programs and spots designed to aid educationally disadvantaged youth and minority groups.

The funding, which was made available to the USOE—an arm of the Department of Health, Education and Welfare—through the Emergency School Aid Act of 1972, is regarded by the agency as a major effort to use television to alleviate academic disadvantages experienced by the minority populations. Material funded under the program will be available for national distribution—by various means, of which the Public Broadcasting Service interconnection is regarded as particularly desirable—during the 1974-75 school year.

The five projects receiving USOE funding:

Educational Development Center Inc., Newton, Mass., was granted \$4,023,037 to produce 52 30-minute programs aimed at creating greater interest in mathematics among elementary-school children.

Noncommercial WNVN(TV) Annandale, Va., was given \$1,762,298 to develop 62 half-hour programs oriented toward minority-group teen-agers. The programs will be designed to aid minority youths in developing practical skills essential to adult living.

Noncommercial KLRN(TV) Austin, Tex., was allocated \$1,268,730 to expand production of its *Carrascolendas* children's program. The show, which is already being fed nationally by PBS, is geared to Spanish- and English-speaking youngsters and is designed to raise consciousness about their Spanish-American heritage.

Noncommercial WTTW(TV) Chicago was awarded \$811,878 for the production and distribution of 30 TV spot announcements designed to promote understanding among various ethnic and minority groups. The spots will be offered to 500 commercial and noncommercial stations as well as the major TV networks.

A fifth award of \$3.5 million was made to Bicultural Children's Television Inc., Oakland, Calif., to produce 65 half-hour bilingual programs exploring the culture of America's Spanish-speaking population. The USOE made the award on a conditional basis, noting that BCTV is currently the subject of a federal audit based on charges that the institution failed to comply with federal regulations in its administration of a previous \$2.4-million federal grant to produce programs of the same nature for the Public Broadcasting Service. Under the latest grant, BCTV has 90 days to demonstrate to the USOE the soundness of its management and to eliminate its estimated \$350,000 deficit from non-federal sources. None of the new

money can be used to liquidate present liabilities. However, it appeared last week that BCTV will have no trouble acquiring adequate private funding to alleviate its financial problems. It already has been unconditionally granted \$175,000 from the Ford Foundation and was understood to be earmarked for another sizable grant from Exxon Corp. Estimates as to the size of that underwriting ranged from \$100,000 to \$1 million.

Group W petition rejected

FCC has denied Westinghouse Broadcasting Co.'s request for modification of the issues to be discussed in the oral argument to be held July 30-31 in Washington on the prime-time access rule. Group W requested the addition of discussion topics to include the effect that repeal of the rule would have on the commission's efforts to establish licensee individuality and responsibility in television broadcasting, and what alternatives should be considered to deal with network "domination" of programming if the rule were to be repealed. The commission, however, said that in specifying two subjects—the impact of the rule on U.S. program production activity and employment and data as to the number and types of syndicated and local programs likely to be aired in 1973-74 and future years—it was not limiting discussion to them. The commission noted that parties have been invited to discuss a wide range of alternatives.

Program Briefs

Another waiver. FCC has authorized KFAC-AM-FM, classical-music stations in Los Angeles, to duplicate programming up to 65% of time. Ruling gives stations partial waiver of nonduplication rules, which prohibit AM-FM combinations in markets of more than 100,000 population to simulcast more than 50% of time. KFAC stations said they needed extra latitude to present full-length operas on both facilities, and also to duplicate certain 10-hour specials. Commission's action is in accordance with precedent it set in waiving nonduplication rules for WGMS-AM-FM Washington (BROADCASTING, March 27, 1972).

Long-range plans. Wolper Organization, Los Angeles, and Smithsonian Institution, Washington, have signed agreement for production of series of three to five, one-hour prime-time network TV specials for 1974-75 season and thereafter. Details are still being arranged.

Women's weekend. Thirty reports on American woman will be presented as radio special on CBS Radio weekend of July 28-29. Reports, ranging from four to nine minutes each, will feature newswomen at CBS News bureaus and CBS-affiliated stations along with female sociologists, writers, editors, politicians and educators giving their views on careers, marriage, motherhood, sex and other subjects. Joan Martin Burke and Norman Morris of CBS News will produce special, with Dick Reeves as executive producer and Dan Rather as anchorman.

Sports shows make up bulk of latest waivers

Prime-time-accesswise, waivers are the rule at the FCC. Included among its latest:

■ Authorization for NBC affiliates to carry to completion, through Sept. 30, Saturday afternoon baseball games starting no later than 4 p.m. NYT; the All-Star baseball game on July 24, including a pre-game show starting no earlier than 7:30 p.m. NYT, and, on Sept. 8, the *Miss America* program plus two hours of network programs regularly scheduled that evening. Mountain and Pacific Time Zone stations, which carry baseball and football games starting at 8 or 9 p.m. NYT also were granted waivers.

■ Authorization for ABC affiliates to carry to completion coverage of the U.S. Women's Golf Tournament on July 22, if the coverage is scheduled to end by 6 p.m. NYT; the *Hall of Fame* football game on July 28, provided coverage starts at about 4 p.m. NYT, and KOMO-TV Seattle and KATU(TV) Portland, Ore., authorized to carry to completion ABC's Monday night football games starting no later than 7 p.m. Pacific time.

■ A ruling that the ban on off-network programming did not apply to initial installment of *Ozzie's Girls*, which has been placed in syndication by Viacom but which had been shown on NBC when that network was considering it as a network vehicle, or to presentation by WKRC-TV Cincinnati of an ABC one-time "special" that was not shown in Cincinnati.

Unions unite

Officers and executives of the American Federation of Television and Radio Artists, and the Screen Actors Guild have agreed on a policy statement calling for parity in wages, working conditions and residuals in both the unions' contracts for dramatic TV programming other than daytime serials. The statement, which was issued last week after two days of meetings in Denver, was adopted unanimously and will be recommended to the unions for approval. The union heads

also agreed that the organizations should conduct joint negotiations in the programming field with a common set of proposals and identical expiration dates. SAG and AFTRA have negotiated jointly for years in the area of television commercials. An AFTRA spokesman in New York said the present contracts covering drama programming expire on Nov. 15.

Music

Payola probe continues

With spotlight now on Washington, Buckley's call for investigation leads to meetings with CBS executives; copyright subcommittee to weigh allegations

Investigative activity into alleged payola practices in the recording industry shifted last week from a federal grand jury in Newark, N.J.—the source of recent news accounts regarding pay-for-play charges that have surrounded the music business since the firing of CBS/Records Group President Clive J. Davis May 30—to congressional sword-rattling in Washington.

Senator James Buckley (Conservative-Republican-N.Y.), who called for a federal investigation into the allegations in a news conference several weeks ago (BROADCASTING, July 2), met with CBS President Arthur Taylor and Richard Jencks, CBS vice president, in Washington on Wednesday, June 27, two days after Mr. Buckley's news conference. CBS spokesmen would not comment on the meeting, but Senator Buckley's press secretary, Leonard Saffir, said that the meeting was called at Mr. Taylor's behest, ran about 70 minutes and the CBS executives promised "full cooperation with our office." Saffir said he was to meet with the new CBS/Records Group President, Goddard Lieberson, on Friday (July 6) in New York.

Members of Senator Buckley's staff will begin meeting this week with "12 to 15 people who are willing to provide information [about alleged payola] on or off the record," he continued. He said that the senator's call for the investiga-

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tion had produced "a number of letters and leads."

Asked what prompted the senator to speak on the issue of corruption in the music industry, Mr. Saffir cited news accounts of recent weeks in the *New York Times*, *Newsweek*, the *Wall Street Journal* and *Rolling Stone* magazine. But the "finale," he said, was an editorial in the *New York Times* on June 21 by former Nixon speechwriter William Safire, who accused CBS of covering up the facts of the matter and called on it to assign CBS News reporters to the story. CBS News sources claim that suggestion had been discussed long before the Safire editorial—a team within the *Evening News with Walter Cronkite* staff was assigned the story the same day. Sources there believe a report will be ready to air within two to three weeks.

Senator John McClellan (D-Ark.), whose Senate Subcommittee on Copyrights is considering new copyright legislation which, among other things, would

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Tracking the Playlist

The greatest activity on the "Playlist" this week was centered in the positions between 10 and 40, where there are 16 bulleted records (the norm is about 10). Noteworthy is the fact that only three of the 16 bulleted songs are black-oriented records, a relatively low figure for a year that has been characterized by many R&B crossover hits. Paul Simon's ode to Imagination, "Kodachrome," succeeded in breaking Paul McCartney's five-week hold on first place. New to the top 10 this week is Bette Midler's re-do of a 1940's hit, "Boogie Woogie Bugle Boy" (8). Barry White's "I'm Gonna Love You" returns to the top 10 this week at number nine (it had been number seven two weeks ago). There are two bulleted records in top-20 positions this week, "Get Down" by Gilbert O'Sullivan (11) and Chicago's "Feelin' Stronger Every Day" (16). Both records have been rapid risers. Breaking into top-40 positions on the chart this week, all with strong enough moves to receive bullets, were Paul McCartney's "Live and Let Die" (26 in its second week), which was added last week at WABC(AM) New York and WLS(AM) Chicago, in part explaining its vigorous activity; Diana Ross's "Touch Me in the Morning" (30), "Brother Louie" by Stories (36) and Bobby Boris Pickett's "Monster Mash" (38). (Another re-issue record from the early sixties, "Wipe Out" by the Surfaris, is beginning to pick up momentum as well, and is an "Extra" (see page 42 this week.) New and bulleted this week are Looking Glass' "Jimmy Loves Maryann" (58), "Clouds" by Davis Gates (60), the newest offering from Dawn and Tony Orlando, "Say, Has Anybody Seen My Sweet Gypsy Rose" (62), and Johnnie Taylor's "I Believe in You (You Believe in Me)" (65). Two new records that received bullets, "Do!n' It to Death" by Fred Wesley and the JB's (62) and the Intruders' "I'll Always Love My Mama" (51), had been on the "Playlist" before. Sly Stone's "If you Want Me to Stay" (72) (see "Breaking in," p. 42) is also new, but without a bullet.

The Broadcasting Playlist

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of American Research Bureau audience ratings for the reporting station on which it is played and for the day part in which it appears.

• Bullet indicates upward movement of 10 or more chart positions over previous week.

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
3	1	1	Kodachrome (3:24) Paul Simon—Columbia	1	1	1	1
1	2	2	My Love (4:08) Paul McCartney and Wings—Apple	2	5	2	4
2	3	3	Give Me Love (Give Me Peace on Earth) (3:32) George Harrison—Apple	3	3	7	6
4	4	4	Natural High (4:02) Bloodstone—London	5	2	5	5
5	5	5	Shambala (3:27) Three Dog Night—ABC/Dunhill	9	4	6	3
10	6	6	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	8	6	4	2
7	7	7	Yesterday Once More (3:50) Carpenters—A & M	7	10	3	8
14	8	8	Boogie Woogie Bugle Boy (2:32) Bette Midler—Atlantic	4	9	10	13
13	9	9	I'm Gonna Love You (3:58) Barry White—20th Century	10	7	11	10
6	10	10	Playground in My Mind (2:55) Clint Holmes—Epic	6	8	9	16
28	• 11	11	Get Down (2:38) Gilbert O'Sullivan—Mam	11	13	8	7
15	12	12	Long Train Runnin' (3:25) Doobie Brothers—Warner Brothers	13	14	12	11
17	13	13	Diamond Girl (3:29) Seals & Crofts—Warner Brothers	14	11	13	9
12	14	14	Will It Go Round in Circles? (3:42) Billy Preston—A & M	12	12	15	14
8	15	15	One of a Kind (Love Affair) (3:31) Spinners—Atlantic	15	15	17	17
33	• 16	16	Feelin' Stronger Every Day (4:13) Chicago—Columbia	19	18	18	15
20	17	17	Smoke on the Water (3:48) Deep Purple—Warner Brothers	25	20	14	12
11	18	18	Daniel (3:52) Elton John—MCA	17	19	16	25
9	19	19	Pillow Talk (3:41) Sylvia—Vibration	16	17	21	21
18	20	20	Right Place Wrong Time (2:50) Dr. John—Atco	22	16	19	18
21	21	21	So Very Hard To Go (3:37) Tower of Power—Warner Brothers	24	23	20	20
25	22	22	Soul Makossa (4:30) Manu Dibango—Fiesta	23	22	23	19
16	23	23	Frankenstein (3:28) Edgar Winter Group—Columbia	20	25	22	23
22	24	24	Behind Closed Doors (2:55) Charlie Rich—Epic	18	21	24	33
32	25	25	The Morning After (2:14) Maureen McGovern—20th Century	21	24	26	27
44	• 26	26	Live and Let Die (3:10) Paul McCartney and Wings—Apple	26	26	25	24
30	27	27	Money (3:59) Pink Floyd—Harvest	29	29	28	22
35	28	28	Uneasy Rider (3:53) Charlie Daniels—Kama Sutra	30	31	27	26
29	29	29	Daddy Could Swear, I Declare (3:42) Gladys Knight and the Pips—Soul	32	28	30	29
54	• 30	30	Touch Me in the Morning (3:51) Diana Ross—Motown	31	33	35	30
40	31	31	Misdemeanor (2:36) Foster Sylvers—Pride	28	32	34	32

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
23	32	Tie a Yellow Ribbon (3:19) Dawn—Bell	27	27	39	36
24	33	I'm Doin' Fine Now (2:48) New York City—Chelsea	36	37	29	31
19	34	You'll Never Get to Heaven (3:38) Stylistics—Avco	35	30	31	38
37	35	Give It to Me (3:07) J. Geils Band—Atlantic	37	43	32	28
52 •	36	Brother Louie (3:55) Stories—Kama Sutra	34	35	38	37
34	37	Swamp Witch (3:47) Jim Stafford—MGM	33	36	37	39
50 •	38	Monster Mash (3:00) Bobby Boris Pickett—Parrot	39	40	33	34
36	39	No More Mr. Nice Guy (3:05) Alice Cooper—Warner Brothers	41	44	36	35
31	40	And I Love You So (3:14) Perry Como—RCA	38	34	40	45
61 •	41	Let's Pretend (2:51) Raspberries—Capitol	44	38	41	40
45	42	How Can I Tell Her? (3:59) Lobo—Big Tree	42	41	46	43
42	43	Back When My Hair Was Short (2:39) Gunhill Road—Kama Sutra	40	45	43	47
39	44	Goin' Home (2:10) Osmonds—MGM	43	42	47	44
53	45	Over the Hills and Far Away (4:42) Led Zeppelin—Atlantic	47	46	42	42
27	46	Wildflower (4:08) Skylark—Capitol	54	39	45	49
59 •	47	Roll Over, Beethoven (4:30) Electric Light Orchestra—United Artists	48	47	43	46
46	48	Delta Dawn (3:08) Helen Reddy—Capitol	45	48	54	54
47	49	Tequila Sunrise (2:52) Eagles—Asylum	46	53	51	55
38	50	You Are the Sunshine of My Life (2:45) Stevie Wonder—Tamla	55	50	48	60
73 •	51	Blockbuster (3:12) Sweet—Bell	66	57	49	48
58	52	What About Me? (2:40) Anne Murray—Capitol	49	51	64	51
55	53	He Did With Me (2:27) Vicki Lawrence—Bell	53	49	57	63
69 •	54	The Hurt (4:16) Cat Stevens—A & M	50	58	58	56
60	55	I'd Rather Be a Cowboy (4:10) John Denver—RCA	52	54	59	61
26	56	Hocus Pocus (3:18) Focus—Sire	56	66	52	59
57	57	First Cut Is the Deepest (3:48) Keith Hampshire—A & M	57	56	61	68
— •	58	Jimmy Loves Maryann (3:25) Looking Glass—Epic	73	52	76	41
— •	59	I'll Always Love My Mama (3:04) Intruders—Gamble	62	70	60	53
— •	60	Clouds (2:45) David Gates—Elektra	51	60	60	67
— •	61	Doin' It to Death (5:05) Fred Wesley & the JB's—Polydor	*	55	66	60
— •	62	My Sweet Gypsy Rose (2:51) Dawn—Bell	60	65	62	57
67	63	Give Your Baby a Standing Ovation (3:52) Dells—Cadet	*	*	53	52
48	64	Stuck in the Middle With You (3:24) Stealers Wheel—A & M	*	69	65	73
— •	65	I Believe in You (3:58) Johnnie Taylor—Stax	59	61	69	65
63	66	L. A. Freeway (3:20) Jerry Jeff Walker—MCA	69	64	68	62
43	67	Leaving Me (3:20) Independents—Wand	58	68	65	66
71	68	Sunshine (3:43) Mickey Newberry—Elektra	68	63	70	64

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The Broadcasting Playlist continued from page 41

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
49	69		Drift Away (3:30) Dobie Gray—Decca	65	62	63	*
41	70		Free Electric Band (3:15) Albert Hammond—Mums	61	69	66	68
75	71		Are You Man Enough? (3:24) Four Tops—ABC/Dunhill	64	67	67	71
—	72		If You Want Me to Stay (2:58) Sly and the Family Stone—Epic	70	72	71	69
72	73		There's No Me Without You (3:28) Manhattans—Columbia	67	74	72	74
70	74		Plastic Man (4:45) Temptations—Gordy	71	*	73	70
56	75		Time to Get Down (2:53) O'Jays—Philadelphia International	72	*	*	72

Alphabetical list (with this week's over-all rank):

And I Love You So (40), Are You Man Enough? (71), Back When My Hair Was Short, (43), Bad Bad Leroy Brown (6), Behind Closed Doors (24), Blockbuster (51), Boogie Woogie Bugle Boy (8), Brother Louie (36), Clouds (60), Daddy Could Swear, I Declare (29), Daniel (18), Delta Dawn (48), Diamond Girl (13), Doin' It to Death (61), Drift Away (69), Feelin' Stronger Every Day (16), First Cut Is the Deepest (57), Frankenstein (23), Free Electric Band (70), Get Down (11), Give It to Me (35), Give Me Love (Give Me Peace on Earth) (3), Give Your Baby a Standing Ovation (63), Goin' Home (44), He Did With Me (53), Hocus Pocus (56), How Can I Tell Her? (42), The Hurt (54), I Believe in You (65), I'd Rather Be a Cowboy (55), If You Want Me to Stay (72), I'll Always Love My Mama (59), I'm Doin' Fine Now (33), I'm Gonna Love You (9), Jimmy Loves Maryann (58), Kodachrome (1), L. A. Freeway (66), Leaving Me (67), Let's Pretend (41), Live and Let Die (26), Long Train Runnin' (12), Misdemeanor (31), Money (27), Monster Mash (38), The Morning After (25), My Love (2), My Sweet Gypsy Rose (62), Natural High (4), No More Mr. Nice Guy (39), One of a Kind (Love Affair) (15), Over the Hills and Far Away (45), Pillow Talk (19), Plastic Man (74), Playground (17), So Very Hard to Go (21), Soul Makossa (22), Stuck in the Middle (64), Sunshine (68), Swamp Witch (37), Tequila Sunrise (49), There's No Me Without You (73), Tie a Yellow Ribbon (32), Time to Get Down (75), Touch Me in the Morning (30), Uneasy Rider (28), What About Me? (52), Wildflower (46), Will It Go Round in Circles? (14), Yesterday Once More (7), You are the Sunshine of My Life (50), You'll Never Get to Heaven (34).

*Asterisk indicates day-part ranking below Broadcasting's statistical cut-off.

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require broadcasters to pay performance royalties amounting to 2% of their annual billings to the performers of music used on the air as well as composers, said in a statement on the Senate floor that he had instructed the subcommittee to look into the payola allegations before hearings on the new copyright bill were opened. A spokesman for the Copyright Subcommittee could not say when those hearings would begin. But, he said, the staff planned to send out questionnaires to record companies by the end of July.

In related news, a CBS spokesman refused to comment on further reports last week that federal officials in Newark were in possession of Columbia Records' promotional budget and expense-account records. "The case is in litigation and we therefore cannot comment on it. Our own investigation is continuing," he said.

Breaking In

"If You Want Me to Stay"—Sly and the Family Stone (Epic) ■ Sly Stone loves to play games. In past years, he was happy playing around with funny song titles and grafting vastly different musical themes and styles together. But on his last album, *There's a Riot Goin' On*, he stretched his game-playing over the entire record. Those Sly fans who expected more heavily rhythmized, boogie music from the Los Angeles band were surprised to find the beat slowed tremendously. His lyrics and song subjects on

that album were purposefully perplexing and inaccessible. By comparison, *Fresh*, his newest album, is refreshingly straightforward. And *If You Want Me to Stay*, the single from the new album, is clearly basic Sly and the Family Stone.

If You Want Me to Stay is evocative of past Sly hits, with more than a touch of the group's characteristic wryness. Smoky, wandering at times, always obtuse, this new Sly single has a loping beat and a dense sound. The song is comment on personal identity in the love relationship. "I'm about to go," he says, "And then you'll know, for me to stay here, I got to be me."

Airplay action on the new Sly Stone single has, admittedly, been a bit slow. But if reaction has not been immediate, most programmers surveyed last week say the record is building gradually. Those stations playing the new Sly Stone single last week included: WPGC(AM) Morning-side, Md.; WTX(AM) New Orleans; KJR(AM) Seattle; KFRC(AM) San Francisco; CKLW(AM) Windsor, Ont.; WIXY(AM) Cleveland; KYA(AM) San Francisco and WBBM-FM Chicago.

"The Hurt"—Cat Stevens (A&M) ■ In front of a new album, *The Foreigner*, for which A&M Records has carefully been building suspense toward its release this month, "The Hurt" has been showing steady progress on radio stations across the country for about three weeks now. *The Foreigner*—Cat Stevens's first self-produced effort—was recorded in Kingston, Jamaica, earlier this year and prom-

ises a side-long track called "Foreigner Suite" which A&M calls his "most personal statement to date."

That phrase will require a lot of living up to in the weeks to come since Cat Stevens (born Steve Georgiou) is one of the most personal songwriters and singers contemporary music has had. Personal insights set to music have never been very reliable as a source of programing material for top-40 stations. Some introspective records have been on the air lately (Paul Simon, Carly Simon, James Taylor), but the journey for such records is always touch and go.

Cat Stevens has been able to parlay his personal vision into respectable success in the past. Despite that and strong album sales on his last record, *Catch Bull at Four*, there was no single from it that could be made a hit. It only proves that even for established pop stars like Cat Stevens, the journey is still touch and go.

Stations playing the new Cat Stevens record last week included: KJRB(AM) Spokane, Wash., WIXY(AM) Cleveland, WIIN(AM) Atlanta, KGW(AM) Portland, Ore., KELP(AM) El Paso and KLIF(AM) Dallas.

Extras. The following new releases listed alphabetically by title, are making a mark in BROADCASTING's "Playlist" reporting below the first 75:

- BELIEVE IN HUMANITY, Carole King (Ode).
- BONGO ROCK, Incredible Bongo Band (Pride).
- EVERYONE'S AGREED, Stealers Wheel (A & M)
- GLAMOUR BOY, Guess Who (RCA).
- GYPSY DAVY, Arlo Guthrie (Reprise).
- JUST DON'T WANT TO BE LONELY, Ronnie Dyson (Columbia).
- LORD, MR. FORD, Jerry Reed (RCA).
- LOVIN' NATURALLY, Sandalwood (Bell).
- MAN OF THE WORLD, Robin Trower (Chrysalis).
- MAYBE BABY, Gallery (Sussex).
- NEVER NEVER NEVER, Shirley Bassey (United Artists).
- ONE TIN SOLDIER, Coven (MGM).
- PUT IT WHERE YOU WANT, April & Nino (A & M).
- ROLAND THE ROADIE, Dr. Hook (Columbia).
- SMOKE, SMOKE, SMOKE, Commander Cody (Paramount).
- SON OF CHECKERS, Don Imus (Roadshow).
- STAY AWAY FROM ME, Sylvers (Pride).
- SUMMER (THE FIRST TIME), Bobby Goldsboro, (United Artists).
- SUNSHINE SHIP, Arthur, Hurley, Gottlieb (Columbia).
- TOP OF THE WORLD, Lynn Anderson (Columbia).
- WATERGRATE, Dickie Goodman (Rainy Wed).
- WHERE PEACEFUL WATERS FLOW, Gladys Knight and the Pips (Buddah).
- WIPE OUT, Sufaris (Dot).
- YOU LIGHT UP MY LIFE, Carole King (Ode).
- YOUNG LOVE, Donnie Osmond (MGM).

With 1972 losses up, Sterling eyes pay cable

Sterling Communications Inc., which operates Sterling Manhattan cable-TV system in the southern half of New York's Manhattan borough, reports that in the fiscal year ended March 31, it had a net loss of \$10,343,000 or \$4.38 per share, as against net loss of \$3,708,000 or \$1.71 per share in fiscal 1972.

The company said the fiscal 1973 loss included extraordinary losses of \$5,213,000, mostly attributable to a \$5.3-million reserve established for the anticipated loss on the sale of Sterling's CATV systems. Its subsequent agreement in principle to sell to Warner Communications for \$20 million has been called off (BROADCASTING, July 2). Sterling said it would continue to seek buyers but these efforts would not interfere with the continued construction and operation of its systems. The fiscal 1973 loss before extraordinary losses was put at \$5,130,000 or \$2.17 per share.

Sterling said Price Waterhouse & Co. audited the accounts but is unable to express an opinion on the company's financial statements principally because the company does not have any binding commitments for future financing. The company has an accumulated deficit of \$17.4 million and its liabilities exceed its assets by approximately \$2.2 million. Revenues for fiscal 1973 were put at \$5,120,000, up \$1,089,000 from the previous year.

Barry Zorthian, chairman of Sterling

and president of Time Inc.'s Time-Life cable, which owns 70% of Sterling, said Sterling's "operational results for fiscal 1974 are expected to show modest improvement over 1973." He said Sterling—whose Home Box Office Inc. subsidiary is a growing pay-cable operation in Pennsylvania—"is actively exploring the feasibility of pay-cable TV service in Manhattan under present conditions and hopes to conclude the necessary arrangements to start this service during the current year."

Financial Briefs

Sonderling Broadcasting Corp. has extended its offer to buy shares of its outstanding capital stock from July 2 to July 16 at price of \$11 per share (BROADCASTING, June 18). As of July 2, 183,000 shares of stock had been tendered and Sonderling will accept shares during extension period up to total of 300,000 shares. Company is not extending its offer to buy its 5 1/4% convertible subordinated debentures at \$700. Offer expired July 3, at which time approximately \$4.9 million worth of debentures were tendered. Sonderling will accept purchase of between \$4 million and \$4,250,000 worth of debentures on pro-rata basis.

San Juan Racing Association Inc., group owner, reported gain in income but dip in revenues for fiscal 1972-73. For year ended April 30:

	1973	1972
Earned per share	\$ 2.23	\$ 1.81
Revenues	17,943,088	20,087,248
Net income	4,808,507	3,466,892

A. C. Nielsen Co., Chicago, reported 15.8% jump in sales and 22.5% increase

in net income to record highs in both categories for first three quarters of fiscal 1973. For nine months ended May 31:

	1973	1972
Earned per share	\$ 0.83	\$ 0.68
Revenues	109,150,825	94,256,407
Net income	8,791,833	7,175,082

National Telefilm Associates, Los Angeles, reported gross income up, but net loss for six months ended March 31. George C. Hatch, NTA board chairman, noted that revenues are generally lower in first and second quarters due to cyclical nature of TV-film business. NTA earlier this year acquired NBC Films business. For six months ended March 31:

	1973	1972
Loss per share	\$ (0.04)	\$ (0.01)
Gross film-rental income	3,342,009	1,874,250
Net loss	(394,878)	(124,546)

General Instrument Corp., New York, reported 80% jump in per-share earnings and 35% increase in sales for first fiscal quarter at annual meeting June 22 in Newark, N.J. For three months ended May 27:

	1973	1972
Earned per share	\$ 0.36	\$ 0.20
Revenues	96,371,753	71,272,482
Net income	2,423,480	1,356,117

Filmways Inc., Los Angeles, reported highest third quarter since 1969, with net income of \$269,000 (12 cents per share) on revenues of \$13,195,000, compared to 1972's period of \$26,000 (loss of one cent per share) on revenues of \$14,145,000. Net income for nine months ended May 31:

	1973	1972
Earned per share	\$ 0.32	\$ 0.07
Revenues	38,496,000	43,328,000
Net income	731,000	268,000

Broadcasting Stock Index

Weekly market summary of 143 stocks allied with broadcasting

Stock symbol	Exch.	Closing Tues. July 3	Closing Wed. June 27	Net change in week	% change in week	1973 High	1973 Low	Approx. Shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	ABC	N 21 5/8	22 5/8	- 1	- 4.41	31 1/2	21	17,029	368,252
ASI COMMUNICATIONS					.00	1 1/2	1	1,815	2,268
CAPITAL CITIES COMM.	CCB	N 43 3/4	42	+ 1 3/4	+ 4.16	62 1/2	35	7,074	309,487
CBS	CBS	N 33 1/8	31 1/8	+ 2	+ 6.42	52	30 1/2	28,315	937,934
CONCERT NETWORK*	O	1/4	1/4		.00	5/8	1/4	2,200	550
COX	COX	N 22 7/8	22 1/2	+ 3/8	+ 1.66	40 1/4	21 5/8	5,850	133,818
FEDERATED MEDIA	O	2 1/2	2 1/2		.00	3 1/2	2 1/2	820	2,050
GROSS TELECASTING	GGG	A 12 7/8	13 5/8	- 3/4	- 5.50	18 3/8	12 7/8	800	10,300
LIN	LINB	O 5 3/4	6	- 1/4	- 4.16	14 3/4	5 3/4	2,296	13,202
MOONEY	MOON	O 5	5 7/8	- 7/8	- 14.89	10 1/4	5	385	1,925
PACIFIC & SOUTHERN	PSOU	O 7	7 1/4	- 1/4	- 3.44	13 3/4	7	1,930	13,510
RAHALL	RAHL	O 4 1/4	4 1/4		.00	12 1/4	4 1/4	1,297	5,512
SCRIPPS-HOWARD*	SCRIP	O			.00	21 1/4	19	2,589	49,838
STARR	SBG	M 10			.00	24 1/2	9 5/8	1,131	11,310
STORER	SBK	N 19	17 1/4	+ 1 3/4	+ 10.14	44	15 7/8	4,391	83,429
TAFT	TFB	N 25	26	- 1	- 3.84	58 5/8	25	4,147	103,675
WHDH CORP.*	O	21	22	- 1	- 4.54	24	14	589	12,369
WOODS COMM.*	O	3/4	3/4		.00	1 5/8	3/4	292	219
TOTAL								82,950	2,059,648
Broadcasting with other major interests									
ADAMS-RUSSELL	AAR	A 2 7/8	2 5/8	+ 1/4	+ 9.52	5 3/8	2 5/8	1,259	3,619
AYCO	AV	N 8 1/2	9 5/8	- 1 1/8	- 11.68	16	8	11,478	97,563
BARTLETT MEDIA	BMC	A 1 5/8	1 3/8	+ 1/4	+ 18.18	3 1/2	1 3/8	2,257	3,667
CHRIS-CRAFT	CCN	N 3 3/4	3 7/8	- 1/8	- 3.22	6 5/8	3 3/4	4,161	15,603
COMBINED COMM.	CCA	A 21 1/8	19 5/8	+ 1 1/2	+ 7.64	44	15	3,230	68,233
COWLES	CWL	N 5	5 1/4	- 1/4	- 4.76	9 5/8	4 3/4	3,969	19,845
DUN & BRADSTREET	DNB	N 68	69	- 1	- 1.44	81 1/4	68	13,021	885,428
FAIRCHILD INDUSTRIES	FEN	N 6	5 3/4	+ 1/4	+ 4.34	13 3/8	5 1/4	4,550	27,300
FUQUA	FQA	N 10	10 1/4	- 1/4	- 2.43	20 3/8	9 1/2	9,741	97,410
GABLE INDUSTRIES	GBI	N 17 1/2	17 1/4	+ 1/4	+ 1.44	25	15	2,605	45,587
GENERAL TIRE	GY	N 18 1/4	17 5/8	+ 5/8	+ 3.54	28 3/4	17 3/8	20,652	376,899

	Stock symbol	Exch.	Closing Tues. July 3	Closing Wed. June 27	Net change in week	% change in week	High	1973 Low	Approx. Shares out (000)	Total market capital- ization (000)
GLOBETROTTER	GLBTA	O	5	5		.00	8 1/8	5	2,843	14,215
GRAY COMMUNICATIONS		O	10 1/2	10 1/2		.00	12 7/8	9	475	4,987
HARTE-HANKS	MHN	N	8 5/8	9	- 3/8	- 4.16	29 1/4	8 1/2	4,335	37,389
ISC INDUSTRIES	ISC	A	6 1/2	6 3/8	+ 1/8	+ 1.96	8	6 1/8	1,658	10,777
KAISER INDUSTRIES	KI	A	4 3/8	4 1/2	- 1/8	- 2.77	6 5/8	4	27,487	120,255
KANSAS STATE NETWORK	KSN	D	4 7/8	4 7/8		.00	6 1/8	4 7/8	1,741	8,487
KINGSTIP	KTP	A	6 3/4	6 1/2	+ 1/4	+ 3.84	14 1/4	6 1/4	1,155	7,796
LAMB COMMUNICATIONS*		O	1 7/8	1 3/4	+ 1/8	+ 7.14	2 5/8	1 3/4	475	890
LEE ENTERPRISES	LNT	A	13 1/4	13	+ 1/4	+ 1.92	25	12 5/8	3,366	44,599
LIBERTY	LC	N	16 5/8	17	- 3/8	- 2.20	23 7/8	15 3/4	6,760	112,385
MCGRAW-HILL	MHP	N	8 5/8	8 1/8	+ 1/2	+ 6.15	16 7/8	7 1/2	23,525	202,903
MEDIA GENERAL	MEG	A	32	32 1/4	- 1/4	- .77	43 1/2	31 3/4	3,546	113,472
MEREDITH	MDP	N	12 7/8	13 3/8	- 1/2	- 3.73	20 1/2	12 1/4	2,827	36,397
METROMEDIA	MET	N	16	14 1/2	+ 1 1/2	+ 10.34	32 1/4	14 1/8	6,483	103,728
MULTIMEDIA		O	18	18		.00	30 1/4	18	4,388	78,984
OUTLET CO.	OTU	N	10 3/4	11 1/4	- 1/2	- 4.44	17 5/8	10 3/8	1,379	14,824
POST CORP.	POST	O	10 1/2	10 1/2		.00	17	10 1/4	893	9,376
PSA	PSA	N	13 1/8	12 5/8	+ 1/2	+ 3.96	21 7/8	10 3/8	3,779	49,599
PUBLISHERS 8CSTG.	PUBB	O				.00	2	7/8	919	804
REEVES TELECOM	RBT	A	1 5/8	1 5/8		.00	3 1/4	1 5/8	2,376	3,861
RIDDER PUBLICATIONS	RPI	N	13 1/8	14	- 7/8	- 6.25	29 7/8	13	8,312	109,095
ROLLINS	ROL	N	15	15 3/8	- 3/8	- 2.43	36 1/2	14 1/4	13,372	200,580
RUST CRAFT	RUS	A	14 3/8	15 7/8	- 1 1/2	- 9.44	33 3/4	14	2,366	34,011
SAN JUAN RACING	SJR	N	14 1/4	14 1/4		.00	23 3/4	14	2,153	30,680
SCHERING-PLOUGH	SGP	N	76 1/4	76 3/4	- 1/2	- .65	80 1/4	71 3/4	52,590	4,009,987
SONDERLING	SOB	A	10 3/4	10 3/4		.00	16 3/8	7 5/8	1,006	10,814
TECHNICAL OPERATIONS	TO	A	7 1/4	6 3/8	+ 7/8	+ 13.72	13 1/2	5 1/8	1,386	10,048
TIMES MIRROR CO.	TMC	N	17	17 3/8	- 3/8	- 2.15	25 7/8	16 1/2	31,145	529,465
TURNER COMM.*		D				.00	6	4 1/2	1,486	7,058
WASHINGTON POST CO.	WPO	A	19	19 1/4	- 1/4	- 1.29	37	18 5/8	4,746	90,174
WOMETCO	WDM	N	11 3/4	11 5/8	+ 1/8	+ 1.07	19 3/8	11 1/4	6,098	71,651

Cablecasting

AMECO	ACO	O	5/8	5/8		.00	3	5/8	1,200	750
AMERICAN ELECT. LABS	AELBA	O	1 3/8	2	- 5/8	- 31.25	3 5/8	1 3/8	1,726	2,373
AMERICAN TV & COMM.	AMTV	O	22 1/4	22 1/4		.00	39	22	2,859	63,612
ATHENA COMM.*		O	1 1/8	1	+ 1/8	+ 12.50	5 1/2	1	2,126	2,391
BURNUP & SIMS	BSIM	O	20 3/8	21 3/8	- 1	- 4.67	31 3/4	20 3/8	7,510	153,016
CABLECOM-GENERAL	CCG	A	4 1/4	4	+ 1/4	+ 6.25	8 7/8	3 3/4	2,489	10,578
CABLE FUNDING CORP.*	CFUN	D	4 5/8	4 1/2	+ 1/8	+ 2.77	8 1/8	4 1/2	1,233	5,702
CABLE INFO. SYSTEMS*		O		1		.00	2 1/2	1	663	663
CITIZENS FINANCIAL	CPN	A	4 5/8	4 7/8	- 1/4	- 5.12	9 1/2	4 1/2	2,676	12,376
COMCAST		O	3 1/8	3 1/4	- 1/8	- 3.84	5 3/8	3 1/8	1,280	4,000
COMMUNICATIONS PROP.	COMU	D	4	3 5/8	+ 3/8	+ 10.34	9 3/4	3 5/8	4,435	17,740
COX CABLE	CXC	A	20 1/8	21	- 7/8	- 4.16	31 3/4	20 1/8	3,560	71,645
ENTRON	ENT	O	3/8	1/4	+ 1/8	+ 50.00	9 1/4	1/4	1,358	509
GENERAL INSTRUMENT	GRL	N	14 3/8	14 3/8		.00	29 1/2	13 1/4	6,790	97,606
GENERAL TELEVISION*		D	2 1/2	3	- 1/2	- 16.66	4 1/2	2 1/2	1,000	2,500
HERITAGE COMM.		O	10	10		.00	17 1/2	7	345	3,450
LVO CABLE	LVOC	O	5	4 3/4	+ 1/4	+ 5.26	11 1/4	4 1/4	1,561	7,805
SCIENTIFIC-ATLANTA	SFA	A	6 7/8	6 3/4	+ 1/8	+ 1.85	15 3/8	6 1/4	917	6,304
STERLING	STER	D	1 1/2	1 3/8	+ 1/8	+ 9.09	4 1/4	1 1/4	2,162	3,243
TELE-COMMUNICATIONS	TCOM	D	7 1/8	7 3/8	- 1/4	- 3.38	21	7 1/8	4,616	32,889
TELEPROMPTER	TP	A	16 1/4	16 1/8	+ 1/8	+ .77	34 1/2	14 3/8	15,999	259,983
TIME, INC.	TL	N	31 1/4	32 1/2	- 1 1/4	- 3.84	63 1/4	29 5/8	7,286	227,687
TOCOM	TOCM	O	5 3/8	6 1/4	- 7/8	- 14.00	12 1/8	5 3/8	596	3,203
UA-COLUMBIA CABLE	UACC	O	8 3/8	8 1/4	+ 1/8	+ 1.51	15	7 3/4	1,832	15,343
VIA COM	VIA	N	9 1/4	10	- 3/4	- 7.50	20	9 1/4	3,851	35,621
VIKOA	VIK	A	4 5/8	4 3/8	+ 1/4	+ 5.71	9 1/8	4	2,562	11,849

Programming

COLUMBIA PICTURES	CPS	N	5 5/8	5 3/4	- 1/8	- 2.17	9 7/8	4 1/2	6,335	35,634
DISNEY	DIS	N	74 1/8	75	- 7/8	- 1.16	123 7/8	70 1/8	28,552	2,116,417
FILMWAYS	FWY	A	2 3/8	2 1/2	- 1/8	- 5.00	5 3/8	2 1/8	1,877	4,457
GULF + WESTERN	GW	N	22 7/8	22 1/8	+ 3/4	+ 3.38	35 3/4	21 3/8	16,387	374,852
MCA	MCA	N	20	20		.00	34 1/4	18 1/2	8,367	167,340
MGM	MGM	N	14 3/8	14 3/8		.00	24	13 5/8	5,958	85,646
MUSIC MAKERS	MUSC	O				.00	2 5/8	1 5/8	534	1,401
TELE-TAPE*		O	1	1		.00	1 3/4	1	2,190	2,190
TELETRONICS INTL.*		O	4 1/2	5 1/4	- 3/4	- 14.28	10 1/2	4 1/2	724	3,258
TRANSAMERICA	TA	N	11 1/4	11 1/4		.00	17 5/8	10 3/4	66,449	747,551
20TH CENTURY-FOX	TF	N	7 1/4	6 5/8	+ 5/8	+ 9.43	12 3/8	6 1/2	8,562	62,074
WALTER READE	WALT	O				.00	1 3/8	7/8	2,203	1,927
WARNER	WCI	N	13 3/8	14 3/4	- 1 3/8	- 9.32	39 1/8	13 1/8	18,864	252,306
WRATHER	WCO	A	7	7 3/4	- 3/4	- 9.67	16 5/8	7	2,229	15,603

Service

JOHN BLAIR	BJ	N	7 1/2	6 3/4	+ 3/4	+ 11.11	13	6 3/8	2,494	18,705
COMSAT	CO	N	45 1/8	45 3/8	- 1/4	- .55	64 1/2	42 1/4	10,000	451,250
CREATIVE MANAGEMENT	CMA	A	5 7/8	5 7/8		.00	9 1/2	4	1,056	6,204
DOYLE OANE BERNBACH	DOYL	O	12	12		.00	23 1/2	12	1,884	22,608
ELKINS INSTITUTE	ELKN	O				.00	1 1/4	3/4	1,664	1,664
FOOTE CONE & BELDING	FCB	N	9	8 3/8	+ 5/8	+ 7.46	13 3/8	8 1/8	2,129	19,161
CLINTON E. FRANK*		O	5 1/2	5	+ 1/2	+ 10.00	11 1/2	5	720	3,960
GREY ADVERTISING	GREY	O	8 1/2	9	- 1/2	- 5.55	17 1/4	8 1/4	1,263	10,735
INTERPUBLIC GROUP	IPG	N	13 3/4	12 5/8	+ 1 1/8	+ 8.91	25 3/8	12 1/8	2,464	33,880
MARVIN JOSEPHSON	MRVN	O	8 1/4	8 1/2	- 1/4	- 2.94	18 1/2	8 1/4	1,085	8,951
MCCAFFREY & MCCALL*		O				.00	10 3/4	8 1/2	585	4,972
MCI COMMUNICATIONS	MCIC	O	5 1/2	5 5/8	- 1/8	- 2.22	8 3/4	4 5/8	11,810	64,955

	Stock symbol	Exch.	Closing Tues. July 3	Closing Wed. June 27	Net change in week	% change in week	1973		Approx. Shares out (000)	Total market capitali- zation (000)		
							High	Low				
MOVIELAB	MOV	A	1 3/8	1 1/4	+	10.00	1 7/8	1 1/8	1,407	1,934		
MPO VIDEOTRONICS	MPD	A	2 1/4	2 1/4		.00	4 7/8	2	540	1,215		
NEEDHAM, HARPER*	NDHMA	O	10	9 1/2	+	5.26	26 1/4	9 1/2	916	9,160		
A. C. NIELSEN	NIELB	O	31 1/4	31 3/4	-	1.57	40 1/2	31 1/4	10,598	331,187		
OGILVY & MATHER	OGIL	O	14 1/2	14 5/8	-	.85	32 1/2	14 1/2	1,777	25,766		
PKL CO.*	PKL	O	7/8	7/8		.00	2 5/8	3/4	778	680		
J. WALTER THOMPSON	JWT	N	14 1/2	15	-	3.33	24 3/4	14	2,659	38,555		
UNIVERSAL COMM.*		O				.00	12 1/4	4 1/2	715	3,217		
WELLS, RICH, GREENE	WRG	N	10 5/8	10 5/8		.00	21 1/8	9 1/2	1,568	16,660		
Electronics								TOTAL	58,112	1,075,419		
ADMIRAL	ADL	N	8 3/4	8 1/8	+	5/8	+	7.69	18	7 1/4	5,813	50,863
AMPEX	APX	N	4 5/8	4 5/8		.00	6 7/8	3 1/4	10,875	50,296		
CARTRIDGE TV*		O		2 1/2		.00	16 1/2	1 3/4	2,083	5,207		
CCA ELECTRONICS*	CCAE	O	1 1/8	1 1/8		.00	3	1 1/8	881	991		
COLLINS RADIO	CRI	N	16 3/8	16 1/8	+	1/4	+	1.55	25 7/8	15 1/4	2,968	48,601
COMPUTER EQUIPMENT	CEC	A		2 1/4		.00	2 7/8	2	2,366	5,323		
CONRAC	CAX	N		16		.00	31 7/8	14 1/4	1,261	20,176		
GENERAL ELECTRIC	GE	N	56 1/2	57	-	1/2	-	.87	75 7/8	55	182,348	10,302,662
HARRIS-INTERTYPE	HI	N	25 1/2	26 1/4	-	3/4	-	2.85	49 1/4	24 1/2	6,308	160,854
INTERNATIONAL VIDEO*	IVCP	O	7	7 1/2	-	1/2	-	6.66	14 3/4	7	2,745	19,215
MAGNAVOX	MAG	N	9 1/4	8 7/8	+	3/8	+	4.22	29 5/8	8 5/8	17,806	164,705
3M	MMM	N	82 1/8	83 7/8	-	1 3/4	-	2.08	88 7/8	76 1/4	113,051	9,284,313
MOTOROLA	MOT	N	43	46 5/8	-	3 5/8	-	7.77	52	43	27,570	1,185,510
OAK INDUSTRIES	OEN	N	11 1/8	11 1/4	-	1/8	-	1.11	20 1/2	10 3/4	1,639	18,233
RCA	RCA	N	23 3/8	24	-	5/8	-	2.60	39 1/8	22 1/8	74,525	1,742,021
RSC INDUSTRIES	RSC	A	1 1/2	1 1/2		.00	2 1/4	1 3/8	3,458	5,187		
SONY CORP	SNE	N	40 1/4	40 3/8	-	1/8	-	.30	57 1/4	38 3/4	66,250	2,666,562
TEKTRONIX	TEK	N	31 7/8	31 5/8	+	1/4	+	.79	53 7/8	29 7/8	8,162	260,163
TELEMATION*	TINT	O		3 1/8		.00	4 3/4	3 1/8	1,050	3,281		
TELEPRO INDUSTRIES		O	7/8	1	-	1/8	-	12.50	2 1/2	7/8	1,717	1,502
WESTINGHOUSE	WX	N	34	34 1/2	-	1/2	-	1.44	47 3/8	31 1/8	88,595	3,012,230
ZENITH	ZE	N	34 5/8	35 1/4	-	5/8	-	1.77	56	34	19,043	659,363
								TOTAL	640,514	29,667,258		
								GRAND TOTAL	1,335,432	45,446,264		

Standard & Poor's Industrial Average

113.90

115.96

-2.06

A-American Stock Exchange
M-Midwest Stock Exchange
* Closing prices are for Monday

N-New York Stock Exchange
O-Over the counter (bid price shown)

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

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

Fates & Fortunes®

Media



Mr. White

ING, May. 14).

Dixon C. Lovvorn, director of corporate services, Cosmos Broadcasting Corp., Columbia, S.C., named VP-broadcast services. Cosmos Broadcasting owns WIS-AM-TV Columbia; WSFA-TV Montgomery, Ala.; WDSU-TV New Orleans, and WTOL-TV Toledo, Ohio. **William J. Shock**, assistant promotion director, WTOL-TV Toledo, Ohio, named promotion director.

Walter Burke, director and executive committee chairman, Fairchild Industries, Germantown, Md., resigns. Fairchild owns KLIF(AM) Dallas and WYOO(AM)-WRAH(FM) Richfield, Minn.

L. William White, VP and general manager, WKBD-TV Detroit, named to same post, WFLD-TV Chicago. Both stations are now operated by Kaiser Broadcasting Co., new television partnership of Kaiser Broadcasting and Field Communications. (BROADCAST-

George R. Moody, sales manager, KEZR-(FM) (formerly KPSJ) San Jose, Calif., appointed general manager.

Louis Rauchenberger, controller, CBS-TV, New York, named VP-controller.

Patrick F. Hayes, general manager, WIVY-AM-FM Jacksonville, Fla., appointed station manager.

E. Morgan Skinner Jr., with KOOL-FM Phoenix, appointed assistant station manager.

Bill Taylor, program director, WDBO-AM-FM Orlando, Fla., named operations manager, WBT-FM Charlotte, N.C.

Dal Dearmin, with WKFD(AM) Wickford, R.I., named operations manager.

Mary Jean Parson, associate director, employee relations, ABC Inc., New York elected president, New York chapter, American Women in Radio and Television.

Zane M. Baker, art director, Jacobson Advertising, Seattle, named manager of advertising and promotion, KOMO-TV Seattle.

Carol Valenzuela, assistant business manager, KFWB(AM) Los Angeles, appointed business manager.

Broadcast Advertising

John B. Balson, **Robert L. Berenson** and **Robert A. Schoenfein**, VP's and senior management supervisors, and **Stewart Hegleman**, VP and management supervisor, all with Grey Advertising, New York, promoted to senior VP's and management representatives.



Mr. Bonagura

KGTV(TV) San Diego, appointed national sales manager.

Mervie L. Harris, formerly with Johnson Publishing Co., owner of WGRT(AM) Chicago, appointed general sales manager, WGRT.

Sam Hershfield, with Botsford, Ketchum,

Robert Bonagura, director of sales, CBS-TV central division, Chicago, named VP-central sales, with headquarters in Chicago. He succeeds **John A. deWaal**, who died April 6 (BROADCASTING, April 16).

Michael Sobel, account executive, KGTV(TV) San Diego, appointed national sales manager.



Unanimously. National Broadcast Editorial Association members meeting in Washington last month unanimously approved its new officers: (l to r) Peter Kohler, WCBS-TV New York, president; Bryson Rash, WRC-TV Washington, outgoing president; Fred Dressler, KBTU(TV) Denver, VP, and James Johnson, KHOL-TV Kearney, Neb., secretary-treasurer.

Los Angeles, subsidiary of Ketchum, MacLeod & Grove, named VP.

Gerald Markowich, VP-account supervisor, Clinton E. Frank, New York, appointed assistant general manager, New York office.



Mr. Mulderrig

Gerard Mulderrig, director of sales, WPXI(TV) New York, elected VP-sales.

Yolanda Brugaletta, director of development research, Needham, Harper & Steers, Chicago, and **Rose-Lee Simons**, account supervisor, NH & S, Chicago, elected VPs.

Chris Ebner, account executive, DKG Advertising, New York, named account supervisor.

Llewellyn P. F. Krause, with sales department, WTIC-TV Hartford, Conn., appointed regional sales manager.

Jeff Osborne, account executive, KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, appointed assistant national sales manager for both stations.

John R. Kreiger, president and general manager, KVET(AM)-KASE(FM) Austin, Tex., joins KHFI-TV Austin as local sales manager.

Charles Mootry, account executive, Central City Marketing Co., Chicago, joins WVON(AM) Cicero, Ill., as local sales manager.

Murry Salberg, advertising consultant, New York, named director of marketing, Avery-Knodel, New York.

Bill Ganley, national sales account executive and sales manager, RKO Television Representative, Chicago, named Midwest sales manager.

Marv Korach, central division manager, Century National Sales, Chicago, appointed to head new San Francisco office at 1130 Sacramento Street. **Ted Andrews**, with Avco Radio Sales, succeeds Mr. Korach in Chicago.

William B. MacRae, executive VP, Mediators Inc., joins Advertising Contractors Inc. as senior VP-business de-

velopment. Both firms are New York-based media buying services.

Lou Pena, formerly with KALI(AM) San Gabriel, Calif., and Spanish International Network, named senior account executive, Spanish marketing services division of Jay M. Kholos Advertising, Encino, Calif.

Vincent DeLuca, senior art director, Daniel & Charles, New York, joins Cunningham & Walsh there as executive art director. **Melvin Ciociola**, copywriter/supervisor, Young & Rubicam, appointed group creative director, C&W.

Gary Marcus, associate creative director, Conahay & Lyon, New York agency, joins Hume-Smith-Mickelberry, Miami, as copy director. **Barry Parrish**, with MacLaren Advertising, Toronto, joins H-S-M as senior account executive.

Mary Connell Mitchell, formerly with KTHV(TV) Little Rock, Ark., and **Debbie Abbott**, with KATV(TV) there, appointed national merchandising director and merchandising assistant, respectively, Holland & Associates, Little Rock agency.

Les Harmon, VP, Philadelphia Agency, Philadelphia, recently dissolved agency, announces formation of new agency, L. J. Harmon Advertising, 233 East Lancaster Avenue, Ardmore, Pa.

Programing

William Brademan, VP-program development, ABC-TV, named to similar post, 20th Century-Fox Television Los Angeles.



Mr. Finkelstein

Herman Finkelstein, who as general counsel of American Society of Composers, Authors and Publishers has led ASCAP music-license negotiations with broadcasters for some 30 years, retires next Jan. 1, eight days before 71st birthday, but will continue to serve as special counsel. He will be succeeded as general counsel by **Bernard Korman**, now assistant general counsel, who has been member of ASCAP legal staff since 1951.

Stephanie Mette, with Universal Television, named director of daytime program development for UT's programs created for CBS-TV.

Harvey L. Shephard, director of audience measurement, CBS/Broadcast Group, appointed director, program projects, CBS-TV.

John F. Ball, VP and director of programing, J. Walter Thompson, New York, named president, Survival Anglia Ltd. International, programing firm formed by Survival Anglia Ltd., British-based production company, and JWT.

Chuck Dunaway, program director, Globetrotter Communications' WIXY(AM) Cleveland, named president, new Globetrotter Communications subsidiary, GCI Program Syndications Inc., Houston-based radio program production and syndication firm.

Stanley Dudelson, executive VP, Hemisphere Pictures Inc. and previously first VP, American International Television, both New York, named executive VP of Cannon Group, New York, producer and distributor of feature films to TV and theaters.

R. A. Saunders, Eastern regional sales manager, Technicolor Inc., joins Reela Films Laboratories Inc., subsidiary of Wometco Enterprises Inc., as Southern division sales manager, with headquarters in Atlanta.

Sheldon A. Saltman, executive assistant, California Sports Inc., named director of special projects, Trans-World International Inc., Los Angeles, producer of sports films for sale to TV, as well as holder of TV rights to various sporting events.

Joan Winston, coordinator of business affairs, CBS-TV, joins ABC Entertainment, New York, as manager of administration contracts.

Bruce Leve, sales representative, Videocom, Dedham, Mass., appointed director of marketing.

Jennifer Lynn Roth, formerly announcer-programmer, KUOM(AM) Minneapolis, joins noncommercial KHKE(FM) Cedar Falls, Iowa, as arts and public affairs producer.

James Winters, director of broadcasting, New York Mets, named to similar post with Cincinnati Reds baseball team.

Broadcast Journalism

John Powell, assistant news director and anchorman, WREC-TV Memphis, named news director.

Foster Davis and **Richard Wagner**, reporters, CBS News' Saigon bureau, named CBS News correspondents. Both will continue their present assignments.

A. W. Evans, director of special projects, WCBD-TV Charleston, S.C., appointed news director.

Jerry Johnson, executive producer, morning news, KGO(AM) San Francisco, named news director.

Donald E. Scott, news director/anchorman, WLIO-TV Lima, Ohio, joins news staff, WLWD(TV) Dayton, Ohio with responsibility for writing, editing and on-air reporting. **Lucy R. Nichols**, news writer and editor, KMOX-TV St. Louis, joins WLWD as general assignment reporter.

George Groce, reporter with KMOX-TV St. Louis, appointed Washington correspondent for station.

Ralph Howard, morning news anchorman, WIND(AM) Chicago, joins WBBM(AM) there as anchorman/reporter.

Ken Thyberg, with news staff, WTSO(AM) Madison, Wis., named news director and anchorman, morning news.

Bill Browning, news director, KRLA(AM) Pasadena, Calif., joins KFI(AM) Los Angeles as staff reporter.

Rex Roach Jr., WTVY-FM Dothan, elected president of Alabama Associated Press Broadcasters Association; **Bob Cox**, WAOA(AM) Auburn, elected VP.

James F. Hoge, editor, *Chicago Sun-Times*, named commentator, weekend news, WMAQ-TV Chicago.

Equipment & Engineering

Ronald H. Fried, VP-marketing, and Daniel J. Yomine, VP-operations, both International Video Corp., Sunnyvale, Calif., named senior VP's. Mr. Fried is in charge of video products; Mr. Yomine, operations and data products.

Ben Lockerd, director of engineering, George Herneich Arkansas stations [KFPW-AM-TV Fort Smith, KAIT-TV Jonesboro, KZNG(AM) Hot Springs], joins KLBK-AM-FM-TV Lubbock, Tex., as chief engineer.

Ted Denton, director of technical operations, KNX(AM) Los Angeles, retires after 36 years with station. He is succeeded by Frederic Hammond, director of engineer-

ing, California stations of PSA Broadcasting Inc., San Diego. Mr. Hammond will also supervise technical operations of KNX-FM there.

Cablecasting

George LaMotte, manager, WGN Electronics Systems' Houghton, Mich. CATV system, appointed Michigan division manager, WGN Electronic Systems Co.

Ed Michalove, formerly with 20th Century-Fox and Walt Disney Productions, joins Telemation Program Services Inc., New York-based CATV program buying service. Headquartered in Los Angeles, Mr. Michalove will negotiate for rights to movies for pay TV systems.

Peg Kay, consultant to Cable Television Study Committee, Detroit, appointed applications analyst, Cable Television Information Center, Washington.

Allied Fields

Donald P. Mullally, assistant professor of radio and television, University of Illinois at Urbana-Champaign, named director of broadcasting and manager of noncommercial WILL-AM-FM-TV Urbana, affiliated with university. He succeeds Frank Schooley, who retires after 44 years with university and stations.

Thomas J. Keller, formerly with Pierson, Ball & Dowd law firm, Washington, has joined staff of Office of Telecommunications Policy in general counsel's office.

Death

David K. Gottlieb, 59, president of Lee Enterprises Inc., newspaper and broadcast group owner, died July 4 of apparent heart attack at his Davenport, Iowa, home. He is survived by his wife, Elaine, one daughter and two sons.

For the Record®

As compiled by BROADCASTING June 27 through July 2, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. 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.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV Stations

Final action

■ Milwaukee—B & F Broadcasting Inc. FCC granted UHF ch. 24 (530-536 mhz); ERP 5000 kw vis, 1000 kw aur. HAAT 1,004 ft.; ant. height above ground 1,096 ft. P.O. address 777 West Glencoe Place, Milwaukee 53217. Estimated construction cost \$2,823,184; first-year operating cost \$629,825; revenue \$810,000. Geographic coordinates 43° 05' 43" north lat.; 87° 54' 12" west long. Type trans. RCA TTU-110B. Type ant. RCA TFS-36 JDAS. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Raymond E. Rohrer. Principals: Robert S. Block and Marvin L. Fishman (each 47.5%). Mr. Block owns Robert S. Block Advertising Inc., Milwaukee agency. He also owns 52% of MSTV Inc., Milwaukee subscription television corporation. Mr. Fishman has real estate interests in Milwaukee. He also owns 47% of MSTV Inc. Action June 13.

Action on motion

■ Administrative Law Judge Jay A. Kyle in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, on request of Birmingham Broadcasting Co., continued time for filing prehearing pleadings and date for hearing now set for July 18, without dates (Docs. 15461, 16761, 16758). Action June 25.

Rulemaking action

■ Kerrville and Fredericksburg, both Texas—FCC denied petition by United-Tecon for reconsideration of report and order released June 13 refusing request for assignment of Ch. 2 to Kerrville-Fredricksburg (Doc. 18979). Action June 27.

Call letter action

■ Wichita Falls Educational Translator Inc., Wichita Falls, Tex.—Granted *KIDZ-TV.

Existing TV stations

Final actions

■ FCC granted various requests for waiver of prime-time-access rule for sports runovers and one-

time and off-network programs. Commission also suspended rule for period prior to Oct. 1 for certain stations in markets which will no longer be on top-50 market list for 1973-74 year. Action June 27.

■ FCC granted waiver of off-network provisions of prime time access rule for television program *Wild Kingdom* during 1973-74 broadcast year. Action June 27.

■ KJOG-TV San Diego—FCC granted Jack O. Gross, permittee of KJOG-TV, extension of construction authority to allow consideration of application to assign CP to United States International University, San Diego (Doc. 18377). Action June 27.

■ WFLD-TV Chicago—FCC, in response to request by Kaiser Broadcasting Co., modified condition it placed on May 9 grant of application for assignment of license of WFLD-TV from Field Communications Corp. to Kaiser. Action June 27.

■ WAPA-TV San Juan, P.R.—FCC granted WAPA-TV Broadcasting Corp., licensee, extension of experimental authority to conduct dual-language programming pending resolution of rulemaking to consider possibility of regularizing dual-language programming. Action June 27.

■ Nashville—FCC denied request by Nashville branch of National Association for the Advancement of Colored People and Middle Tennessee Community Coalition for Communications for extension of time until Aug. 2 to protest license renewals of several Nashville radio and television stations. Action June 27.

Action on motion

■ Administrative Law Judge John H. Conlin in

Dallas (A. H. Belo Corp. [WFAA-TV] and WADECO Inc.), TV proceeding, denied opposition by WADECO to notice of depositions (Docs. 19744-5). Action June 26.

Other actions

■ Review Board in Dallas, TV proceeding, granted request by Broadcast Bureau, for extension of time through July 2 in which to file responsive pleadings to motion to enlarge issues by Belo Broadcasting Corp. in proceeding involving mutually exclusive applications of Belo for renewal of license for WFAA-TV Dallas, and of WADECO, Inc., for CP for new TV (Docs. 19744-5). Action June 25.

Call letter application

■ KHVH-TV Honolulu—Seeks KITV(TV).

Call letter action

■ KBLL-TV Helena, Mont.—Granted KTCM(TV).

New AM stations

Start authorized

■ WNST Milton, W. Va.—Authorized program operation on 1600 khz, 5 kw-D. Action June 8.

Initial decision

■ Mobile, Ala.—Administrative Law Judge Chester F. Naumowicz Jr. affirmed supplemental initial decision granting application of Mobile Broadcast

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017. 212-687-4242
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924. 408-375-3164
East Coast—1000 Chesapeake Drive, Havre de Grace, Md. 301-939-5555

Summary of broadcasting

Compiled by FCC, May 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,368	5	18	4,391	45	4,436
Commercial FM	2,402	1	40	2,443	111	2,554
Commercial TV-VHF	504	1	7	512	9	522
Commercial TV-UHF	189	0	6	192	41	244
Total commercial TV	693	1	13	704	50	766
Educational FM	568	0	28	596	81	677
Educational TV-VHF	88	0	4	92	2	94
Educational TV-UHF	122	0	13	135	7	143
Total educational TV	210	0	17	227	9	237

* Special temporary authorization.

Service for new AM on 960 khz, 1 kw-D. P.O. address 1296 First National Bank Building, Mobile 36602. Estimated construction cost \$22,900; first-year operating cost \$80,000; revenue not indicated. Applications by Azalea Corp., Peoples Progressive Radio Inc. WGOK Inc. for same facilities would be denied. Principals of Mobile Broadcast: E. Howard Smith, president (32.8%), Howard L. Smith, vice president (33.9%), et al. Messrs. Smith own majority interests in WLPR(FM) Mobile. Ann. June 21.

Actions on motions

■ Chief, Office of Opinions and Review, in Youngstown, Ohio and Ellwood City, Pa. (Media Inc. and Jud Inc.). AM proceeding, granted petition by Jud and extended to July 13 time in which to file application for review of board's decision released June 1 (Docs. 18768-9). Action June 26.

■ Administrative Law Judge Lenore G. Ehrig in Salem and Derry, both New Hampshire (Salem Broadcasting Co., et al.). AM proceeding, granted petitions by Salem Broadcasting Co. to amend application to show change in proposed trans. location and to show that Natick Broadcasting Associates application (Doc. 18641), was dismissed effective Oct. 24, 1972; and granted petition by Spacetown Broadcasting Corp. to amend application in order to meet suburban issue designated against it by commission (Docs. 19434-6). Action June 21.

■ Administrative Law Judge Ernest Nash in Frederiksted, St. Croix, Virgin Islands (Carlos A. Lopez-Lay). AM proceeding, granted petition by Broadcast Bureau and extended to July 20 time for filing proposed findings of fact and conclusions (Doc. 19387). Action June 22.

Other action

■ Review Board in Mount Dora, Fla., AM proceeding, granted motions by Golden Triangle Broadcasting Co., for extension of time through July 13 to file reply to oppositions to appeal of order by administrative law judge denying amendment of Golden Triangle's application, and through July 16 to file supplement to opposition to petition to enlarge issues by Lake Radio Inc. Proceeding involves mutually exclusive applications of Lake Radio and Golden Triangle for CPs for new AM to operate former facilities of WYYD at Mount Dora (Docs. 19701-2). Action June 25.

Call letter application

■ Queen City Broadcasting Co., Springfield, Mo.—Seeks KLFJ.

Call letter action

■ Dupage County Broadcasting Inc., Elmhurst, Ill.—Granted WHJJ.

Existing AM stations

Final actions

■ KFAC-AM-FM Los Angeles—FCC granted request by KFAC Inc., licensee, for partial waiver of 50% AM/FM non-duplication rule so long as licensee continues classical music programming. Action June 27.

■ WAMX Ashland, Ky.—FCC denied petition by Stereo 94 Inc., licensee, for reconsideration of Commission action denying petition for ruling, waiver or other relief from payment of grant fee for major changes and station was ordered to pay \$1,800 fee within 30 days. Action June 27.

■ FCC in Wharton, Tex., AM renewal proceeding, scheduled oral argument for Sept. 17 on exceptions and brief to initial decision released Aug. 11, 1972, which proposed grant of application of Wharton Communications Inc., for renewal of license for KANI contingent upon payment of \$5,000 forfeiture (Doc. 19288). Action June 27.

Action on motion

■ Acting Chief, Broadcast Bureau, in response to request by law firm of Wilkinson, Cragun & Barker, extended through July 5 time for filing comments and through July 19 time for filing replies in matter of inquiry into subscription agreements between radio broadcast stations and musical format service companies (Doc. 19743). Action June 26.

Fines

■ WXLW Indianapolis—FCC notified Greater Indianapolis Broadcasting Co., licensee, of apparent liability for \$2,000 for conducting 1972 station promotion contest in violation of US code, forbidding broadcast of lottery. Action June 27.

■ WVOB Bel Air, Md.—FCC notified Bel Air Broadcasting Co., licensee, of apparent liability for \$3,000 because of failure to comply with requirements of political editorial rule. Action June 27.

■ WDAF Kansas City, Mo.—FCC notified Taft Broadcasting Co., licensee, that it is apparently liable for \$1,000 for violation of political editorial rule. Action June 27.

■ KYYL Holdenville, Okla.—Broadcast Bureau notified licensee that it has incurred apparent liability of \$200 for seven violations of Commission's rules by failure to provide data concerning equipment performance measurements. Action June 18.

■ KGRI Henderson, Tex.—FCC ordered Henderson Broadcasting Corp., licensee, to forfeit \$1,000 for repeated violations of provisions of station license and rules. Action June 27.

■ KIRT Mission, Tex.—Broadcast Bureau notified licensee that it has incurred apparent liability of \$250 for seven violations of rules for failure to maintain maintenance log. Action June 15.

■ KTEO San Angelo, Tex.—FCC ordered Western Radio Corp., licensee, to forfeit \$1,000 for repeated violation of terms of station authorization and rules by operating with power of 1,000 w prior to authorized hours. Action June 27.

■ WPUV-AM-FM Pulaski, Va.—FCC ordered Pulaski Broadcasting Corp., licensee, to forfeit \$750 for repeated violations of operating and log keeping requirements at both stations. Action June 27.

New FM stations

Applications

■ Selma, Ala.—Thomas E. Alexander. Seeks 100.9 mhz, 3 kw. HAAT 300 ft. P.O. address 15 Pardue Street, Selma 36701. Estimated construction cost \$39,000; first-year operating cost \$36,000; revenue \$60,000. Principals: Mr. Alexander (100%). Mr. Alexander is management and engineering consultant in Selma. Ann. June 19.

■ Blythe, Calif.—KYOR Inc. Seeks 100.3 mhz. 20.37 kw. HAAT 564.5 ft. P.O. address Drawer K, Blythe 92225. Estimated construction cost \$6,000; first-year operating cost \$12,714; revenue \$25,000. Principals: Robert B. Roddy, president, et al. KYOR Inc. is licensee of KYOR(AM) Blythe. Mr. Roddy is general manager of KYOR. Ann. June 20.

■ Breckenridge, Colo.—ZAP Communications Inc. Seeks 102.3 mhz, 1 kw. HAAT 1,425 ft. P.O. address 2637 Valmont, #59, Boulder, Colo. 80302. Estimated construction cost \$11,240.42; first-year operating cost \$47,038; revenue \$44,957. Principals: Marjorie Walther, director (66.6%) and Robert H. Walther, director (33.3%). Mrs. Walther is bookkeeper for First National Bank, Lake Forest, Ill. Ann. June 19.

■ Portland, Ind.—George E. Powers. Seeks 100.9 mhz, 3 kw. HAAT 164 ft. P.O. address 1015 West Cooper, Maryville, Mo. 64468. Estimated construction cost \$31,976.70; first-year operating cost \$50,400; revenue \$60,500. Principals: George E. Powers (100%). Mr. Powers is owner of KNIM-AM-FM Maryville, Mo. and KAMI(AM) Kozad, Neb., 75% owner of KGMT(AM) Fairbury, Neb. Ann. June 27.

■ Topeka, Kansas—Shawnee Broadcasting Co. Seeks 106.9 mhz, 100 kw. HAAT 426 ft. P.O. address 3005 Randolph Street, Topeka 66611. Estimated construction cost \$82,000; first-year operating cost \$63,300; revenue \$61,725. Principals: Marvin H. Wilson, president (33 1/3%) and Phoenix Communications Group Inc. (33 1/3%) et al. Dr. Wilson is Topeka surgeon. Phoenix Communications is Teaneck, N.J., communications consulting firm. Ann. June 19.

■ Crowley, La.—KSIG Broadcasting Co. Seeks 102.9 mhz, 29.2 kw. HAAT 141 ft. P.O. address Drawer 228, Crowley 70526. Estimated construction cost \$62,700; first-year operating cost \$30,000; revenue not indicated. KSIG Broadcasting is licensee of KSIG(AM) Crowley. Principals: Louis M. Basso, president and general manager, et al. Ann. June 20.

■ Midland, Mich.—The Patten Corp. Seeks 93.5 mhz, 3 kw. HAAT 300 ft. P.O. address 27200 Lahser Road, Southfield, Mich. 48076. Estimated construction cost \$44,000; first-year operating cost \$40,000; revenue \$36,000. The Patten Corp. is licensee of WMPX(AM) Midland and WKHM-AM-FM Jackson, both Michigan. Principals: Myron P. Patten, president, et al. Ann. June 20.

■ Jackson, Miss.—Educational Broadcasters of Mississippi. Seeks 91.5 mhz, TPO 10 w. P.O. address Box 6567, Jackson 39212. Estimated construction cost \$2,700; first-year operating cost \$7,700; revenue none. Principals: Robert Sanders, chairman, et al. Ann. June 26.

■ Avalon, N.J.—Avalon Broadcasting Co. Seeks 94.3 mhz, 3 kw. HAAT 300 ft. P.O. address Golden Oak Lane, Beesley's Point, N.J. 08223. Estimated construction cost \$89,406.65; first-year operating cost \$65,924; revenue \$70,000. Principals: Larry V. Keene, president (20%), et al. Mr. Keene is general manager of WLST-AM-FM Ocean City, N.J., and owner of advertising agency in Beesley's Point. Ann. June 27.

■ Espanola, N.M.—George A. Gonzales Broadcasting Co. Seeks 102.3 mhz, 1.45 kw. HAAT 436.4 ft. P.O. address Box 2068, Santa Fe, N.M. 87501. Estimated construction cost \$28,788.25; first-year operating cost \$18,000; revenue 60,000. Principals: George A. Gonzales, president (100% jointly with wife Celine V. Gonzales). Gonzales Broadcasting is licensee of KDCE(AM) Espanola. Ann. June 19.

■ Morock, N.C.—Stoneland Corp. Seeks 92.1 mhz, 3 kw. HAAT 300 ft. P.O. address 603 Nettles Center, Liberty St., Box 5443, Chesapeake, Va. 23324. Estimated construction cost \$3,700; first-year operating cost \$52,119; revenue \$67,681. Principals: Paul F. Rule, president (100%). Mr. Rule is general manager of WFOS(FM) Chesapeake. Stoneland Corp. is Chesapeake marketing and media research firm. Ann. June 22.

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■ **Stillwater, Okla.**—Stillwater Educational Broadcasting Organization. Seeks 90.0 mhz. P.O. address 1224 North Hubbard, Stillwater 74074. Estimated construction cost \$97,000; first-year operating cost \$130,000; revenue none. Principals: Anthony Bradley, sponsor. Mr. Bradley is Stillwater teacher and former production and operations manager. *KOSU-FM Stillwater. Ann. June 26.

■ **Johnstown, Pa.**—Community Broadcasters Inc. Seeks 92.1 mhz, 1.995 kw. HAAT 359 ft. P.O. address 104 Hunter Hill Drive, Hagerstown, Md. 21740. Estimated construction cost \$30,115.50; first-year operating cost \$46,154.16; revenue \$80,000. Principal: W. Ronald Smith, president (100%). Mr. Smith is sales representative with WHAG-TV Hagerstown. Ann. June 19.

■ **Union City, Tenn.**—Perkins Broadcasting Co. Seeks 104.9 mhz, 3 kw. HAAT 300 ft. P.O. address Box 370, McKenzie, Tenn. 38201. Estimated construction cost \$55,610; first-year operating cost \$36,000; revenue \$60,000. Principal: Ed R. Perkins, sole owner. Mr. Perkins is 10% owner of WHDM(AM) McKenzie; 45% owner of WBHT-AM-FM, Brownsville, Tenn. Mr. Perkins also has building supply, retail and contracting interests in McKenzie. Ann. June 20.

■ **Ogden, Utah**—Ben Lomond Broadcasting Co. Seeks 97.9 mhz, 48.95 kw. HAAT 699 ft. P.O. address 1506 Gibson Avenue, Ogden 84401. Estimated construction cost \$57,739; first-year operating cost \$18,000; revenue \$20,000. Principals: Arch G. Webb, president (10%), United Broadcasting Co. (60%), et al. Mr. Webb is also president of United Broadcasting, licensee of KYOG(AM) Ogden. Ann. June 27.

Starts authorized

■ ***KBBF(FM)** Santa Rosa, Calif.—Authorized program operation on 89.1 mhz; ERP 420 w; HAAT 2,770 ft. Action May 30.

■ ***WFGH(FM)** Fort Gay, W. Va.—Authorized program operation on 89.9 mhz, TPO 10 w. Action May 31.

Final actions

■ **Forsyth, Ga.**—Carmen D. Trevitt. Broadcast Bureau granted 101.1 mhz, 3 kw. HAAT 300 ft. P.O. address 102 East Johnson Street, Forsyth 31029. Total construction cost \$45,008; first-year operating cost \$20,000; revenue \$48,000. Principal: Miss Trevitt owns Village Outlet Stores Inc., ladies clothing store chain in Georgia. Action June 13.

■ **Athens, Tenn.**—Review board denied application by 3 J's Broadcasting Co. for CP for new FM on ch. 252A in Athens. (Doc. 17618). Action June 18.

Actions on motions

■ **Chief, Office of Opinions and Review, in Cayce, S.C.** (Lexington County Broadcasters Inc. and William D. Hunt), FM proceeding, granted petition by Lexington County Broadcasters and extended to June 21 time in which to file reply to oppositions to application for review (Docs. 19568-9). Action June 22.

■ **Administrative Law Judge David I. Kraushaar** in Lexington Park and Leonardtown, both Maryland. (Key Broadcasting Corp. and Sound Media, Inc.) FM proceeding, on presiding judge's motion, ordered each party to proceeding file either statement in writing or formal motion which shall specify whether further petitions to enlarge issues are to be filed and, if so, by when; whether further hearings are necessary under issue added by review board by memorandum opinion and order released April 13, and if so, when parties would like to have further prehearing conference to establish procedures, and ordered that documents be filed not later than four days from release of this order. (Docs. 19410-1). Action June 22.

Other actions

■ **Review board in Washington, FM proceeding.** denied request by Pacifica Foundation for stay of hearing scheduled for Sept. 4 on application for new noncommercial FM. (Doc. 18634). Action June 28.

■ **Review board in Carlisle, Pa., FM proceedings.** granted motion by WIOO Inc. for extension of time through July 11 to file responsive pleadings to petition to enlarge issues by Cumberland Broadcasting Co. in proceeding involving applications of WIOO and Cumberland for CP for new FM at Carlisle. (Docs. 19468, 19471). Action June 25.

Rulemaking actions

■ **Acting chief, Broadcast Bureau,** granted petition by Western Ohio Broadcasting Service Inc. for reconsideration of memorandum opinion and order, released Mar. 30, which denied petition for rulemaking by Western requesting substitution of ch. 221A for ch. 225 at Eaton, Ohio; rescinded Mar. 30 memorandum opinion and order; reinstated Western's rulemaking petition in matter of amendment of FM table of assignments. Action June 28.

■ **Lafayette, Ind.—Acting chief, Broadcast Bureau,** in response to request by Radio Lafayette

Inc., extended through Aug. 15 time to file replies in matter of amendment of FM table of assignments. Action June 28.

■ **Wellsboro, Pa.—FCC** amended FM table of assignments to assign ch. 283 in place of ch. 249A at Wellsboro. (Doc. 19587). Action June 27.

Call letter application

■ **South Carolina Educational Television Commission, Sumter, S.C.—Seeks *WMPR(FM).**

Call letter actions

■ **Wade B. Sullivan, Ozark, Ala.—Granted WAYD-FM.**

■ **Abraham Baldwin Agricultural College, Tifton, Ga.—Granted *WABR-FM.**

■ **West Virginia Board of Regents, Fairmont, W. Va.—Granted *WWFC(FM).**

Existing FM stations

Final action

■ **WLYF(FM)** Miami—FCC denied application by Sudbrink Broadcasting Inc. of Florida, licensee, for rule waiver to permit identification of WLYF as Miami-Fort Lauderdale station. Action June 27.

Fine

■ **KUPK-FM** Garden City, Kan.—Broadcast Bureau notified licensee that it has incurred apparent liability of \$200 for four violations of rules, including failure to make equipment performance measurements. Action June 18.

Rulemaking action

■ **FCC** adopted rules to permit noncommercial FM's to accept payment of fees for educational courses and other appropriate material transmitted on subcarrier. (Doc. 19078). Action June 27.

Call letter applications

■ **WENU-FM** Waterbury, Conn.—Seeks WWYZ(FM).

■ **WPRS-FM** Paris, Ill.—Seeks WACF-FM.

■ ***WQHV(FM)** Worton, Md.—Seeks *WKHS(FM).

■ **KGRV(FM)** St. Louis—Seeks KKSS(FM).

■ **WKJF(FM)** Pittsburgh—Seeks WJOI(FM).

Call letter action

■ **WSLC-FM** Roanoke, Va.—Granted WSLQ(FM).

Renewal of licenses, all stations

■ **Broadcast Bureau** granted renewal of licenses for following stations and co-pending aux., and SCA when appropriate: KNWA(FM) Fayetteville, Ark.; WAVC Warner Robins, Ga.; WBLE Batesville, Miss.; WHMA Anniston, Ala.; WKOZ-AM-FM Kosciusko and WQMV(FM) Vicksburg, both Mississippi; WROS Scottsboro, Ala. Action June 28.

■ **Broadcast Bureau** granted renewal of licenses for following stations and their co-pending aux., and SCA when appropriate: KAGH-AM-FM Crossett, KHOG Fayetteville, and KJWH Camden, all Arkansas; KPFL Lafayette, La.; WBTE Windsor, N.C.; WDMS(FM) and WGVW both Greenville, Miss.; WJCM Sebring, Fla.; WONA Winona and WSEL-AM-FM Pontotoc, both Mississippi; WSFB Quitman and WTGA Thomaston, both Georgia. Action June 22.

■ **WJBK-TV** Detroit—FCC denied petition by Inter-Faith Centers for Racial Justice Inc. for reconsideration of action by chief, Broadcast Bureau, dismissing IFC's informal complaint against WJBK-TV and granting application by Storer Broadcasting Co. for renewal of station license. Action June 27.

Other action, all services

■ **FCC** granted request by Harness Tracks of America for clarification of April 3 ruling on broadcast of horseracing information. Commission ruled that in situations where state has established betting operation to raise revenues and combat illegal gambling, broadcast licensees may air appropriate advertisements including those which encourage patronage of state-operated off-track operations or explain how to use New York Off-Track Betting Corporation. Action June 27.

■ **FCC** amended rules to permit any SH station operating on local channel (except stations sharing time) to operate beyond hours indicated in license. Notification to commission and engineer in charge of radio district will not be required. New rules also clarify such matters as type of programming that may be carried when station operates beyond hours specified in license, and fact that nighttime operation by such stations

must be with station's authorized nighttime facilities. Action June 27.

Ownership changes

Actions

■ **KICO(AM)** Calexico, Calif.—Broadcast Bureau granted assignment of license from Charles R. Love to KICO Inc. for \$31,751. Buyers: Willard L. and Mary F. Gleeson (together 97.5%). Mr. Love retains 2.5% interest. Mr. Gleeson is general manager of KICO. He also has interests in advertising agency. Mrs. Gleeson is nurse. Action June 15.

■ **KFKA(AM)** Boulder, Colo.—Broadcast Bureau granted transfer of control of RG Inc. dba Colorado RG Inc. from Harris Enterprises Inc. (51% before, 48% after) to Joseph J. Tennessen, Peter M. Macdonald, David H. Steinle, William W. Hansen and Robert Wells (as group, 48% before, 51% after). Consideration: \$9,275. Action June 15.

■ **WLBE-AM-FM** Leesburg-Eustis, Fla.—Broadcast Bureau granted transfer of control of Heard Broadcasting Inc. from Edwin Mead, H. James Sharp, D. Richard Mead Jr., et al (100% before, none after) to Miami Mission Association Inc. (none before, 100% after). Consideration: \$506,000. Principals: Miami Mission is non-profit corporation. Donald G. Manuel, president and director, et al. Mr. Manuel is pastor of Allapattah Baptist church, Miami. Action June 21.

■ **WEZX(FM)** Tampa, Fla.—Broadcast Bureau granted assignment of CP from Tecnico Leasing Inc. to Southern Broadcasting Co. for \$500,000. Sellers: Tecnico owns WMEZ(FM) Pensacola, Fla. Buyers: Southern is group station owner. Action June 14.

■ **WFMK(FM)** East Lansing, Mich.—Broadcast Bureau granted acquisition of positive control of MegaMedia Inc. by Robert G. Liggett Jr. (47.9% before, 50.6% after) by purchase of stock of Peter J. Shagena (5.3% before, none after) by licensee. Consideration: \$5,250. Principal: Mr. Liggett is president of firm. Action June 15.

■ **KZYM(AM)** Cape Girardeau, Mo.—Broadcast Bureau granted transfer of control of Missouri-Illinois Broadcasting Inc. from Lionel D. and Edna A. Speidel (together 50% before, none after) to Jerome B. Zimmer (50% before, 100% after). Consideration \$134,968. Principal: Mr. Zimmer is general manager of KZYM. Action June 15.

■ **KBSN(AM)** Crane, Tex.—Broadcast Bureau granted assignment of license from partnership of Richard A. Peterson and Gary L. Miller to Albert L. Crain for cancellation of note owed to Mr. Crain plus \$1,200. Sellers: Messrs. Peterson and Miller own KACT(AM) Andrews, Tex. Buyer: Mr. Crain owns WMSO(AM) Collierville, Tenn. Action June 18.

Cable

Final actions

■ **CATV** Bureau granted following operators of cable television systems certificates of compliance: Community Communications Co., Monticello, Ark.; American Cablevision Co., Escanaba, Escanaba township, Gladstone, Wells township, Ford River, Brampton township and Iron Mountain, all Michigan; Aurora, Wis.; Quinnesec, Breitung township, Kingsford and East Kingsford, all Michigan. Action June 22, 25 and 26.

■ **CATV** Bureau granted following operators of cable television systems certificates of compliance: Multi-Pix of Idaho Inc. Burley, Paul, Rupert and Heyburn, all Idaho. Action June 27.

Action on motion

■ **Administrative Law Judge Herbert Sharfman** in Meadville, Penn. (Meadville Master Antenna Inc.) cable TV proceeding, extended to July 31 time for filing reply findings and conclusions (Doc. 19479). Action June 22.

Cable

The following are activities in community-antenna television reported to BROADCASTING through July 3. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ **Dade City, Fla.**—City commissioners granted franchise to Ultra Com Corp.

■ **Davenport, Iowa**—Davenport-Bettendorf Cable Co. has applied for franchise.

■ **Wells, Minn.**—City council has awarded franchise to Winnebago Cable TV Corp.

■ **Durham, N.C.**—City council awarded franchise to Cablevision of Durham Inc., owned by American Television & Communications, Denver.

■ **Elizabeth City, N.C.**—City council granted franchise to Outer Banks Video Inc.

■ **Reedsburg, Wis.**—City commissioners granted franchise to Vacationland Cablevision Inc.

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Good guarantee plus commission for salesman or program man wanting to learn sales. Continuous professional sales training. Dale Low, KLSS/KSMN, Mason City, Iowa.

Active account list—Prime Territory. Metro Trenton #1 ARB and #1 Pulse rated station in 300,000 market offers superior earning potential with generous salary/commission plan to an aggressive experienced salesperson. Send resume to Lewis Edge, WHWH, Princeton, N.J. 08540. No phone calls, please.

Maryland FM south of Washington seeking salesman. Inexperienced considered. Beautiful Music format. Mel Gollub, WMUS, Box 547, Prince Frederick, Md. 20678.

Spanish-American sales representative to accept unusual responsibility and opportunity in Chicago. Please send all details as to background and requirements in the first letter. It will be answered promptly. Reply to: WOJO, 2008 State Bank Plaza, Evanston, Ill. 60204.

Ready to move into a larger market? Saginaw, Michigan needs you in sales. AM #1 Contemporary. FM #1 Country. NBC. Immediate opening due to power increase. Send resume to WSAM, Box 1776, Saginaw, Mich.

Strong, solid radio salesman wanted in one of the best medium radio markets in the country. Superior ratings and programming to sell. Excellent working conditions and fringe benefits. Ready made account list with unlimited potential. Excellent guarantee/commission arrangement. Send complete information to WSOY Radio, Box 2250, Decatur, Ill. 62526.

Salesman. Outside crew sold \$12,000 in six weeks. 25% commission. 805-725-2599.

Kentucky, Top 40 man with ideas and a self starter. Sales, also play-by-play. Immediate opening. Call 606-248-5842.

Help Wanted Announcers

Seeking country jock who can hold established evening audience. Reply to Box G-16, BROADCASTING.

10,000 watt Southern market needs 1st Ticket Top 40 announcers. Send air check and resume. Box G-39, BROADCASTING.

Maryland station: opening for announcer with first phone. Must be willing to do some engineering. Will train beginner. Box G-68, BROADCASTING.

Sign-on and afternoon man for Modern Country station in South. Must have experience and good voice. Send resume, tape and picture to Box G-72, BROADCASTING.

Immediate opening for professional staff announcer in colorful Colorado. Group owned with benefits. Air check must include news. Quality production and dj show. Box G-73, BROADCASTING.

Rock jock, tapes and resume to WBUD, Trenton, N.J. Contemporary pd wanted by Jersey station. Reply Box G-78, BROADCASTING.

Bright morning man for major market East Coast Country station. Send tape, resume and salary requirements. Box G-91, BROADCASTING.

Top 25 market formatted Progressive FM looking for professional announcers. Send tape and resume immediately to Box G-116, BROADCASTING.

Announcer with excellent news delivery, commercial sell, for network middle music station in beautiful Gulf Coast city. Box G-118, BROADCASTING.

Major top rated Midwest MOR station looking for experienced air personality; also newsmen who can handle weekend air shift. Salary, working conditions and living conditions all excellent. If you are eager and ready to move up to either position send tape and resume to Box G-120, BROADCASTING.

Opening for evening FM Stereo MOR in metro area in Midwest. Good voice, experienced, knowledge of dance music. Send tape, picture and resume to Box G-121, BROADCASTING.

Help Wanted Announcers Continued

Minnesota FM network seeks proven candidates for classical music announcer-producer and announcer-librarian positions. Third phone required. Send salary requirements, resume, and air checks to: Employment, KSJN, 400 Sibley Street, St. Paul, Minnesota 55101.

Five kilowatt fulltimer needs announcer with 3rd endorsed for top 100 format. Send tape and resume to KWEW, Box 777, Hobbs, New Mexico 88240.

Medium market Adult MOR station needs full timer for news and an airshift. Send resume, tape and pic to George Taylor, WALE, 18 N Main, Fall River, Mass. 02722.

WFMB, Springfield, Ill. needs experienced C&W jock. Contact Manager, 217-528-3033.

Spanish-American background for unusual opportunity in Chicago area. Prefer first class, but will consider third class. Immediate opening. Please send all details in first letter. It will be answered promptly. Reply to: WOJO, 2008 State Bank Plaza, Evanston, Ill. 60204.

Michigan MOR CBS affiliate has an immediate opening Drive time announcer. No floaters or beginners. Salary negotiable, many extra benefits. Excellent working conditions in Michigan's newest broadcasting facilities. Equal Opportunity Employer. Rush photo, tape and resume to Jerry Schroeder, Program Director, WSGW, 400 Mason Bldg., Saginaw, Mich. 48607 or call 517-753-4456.

Wanted experienced announcer for MOR-up station. TV affiliation, afford opportunity to work into television. And EOE. Send air check, resume, and pic to Alan Strike, WTRC, Elkhart, Indiana 46514.

Mississippi Gulf Coast top rocker needs pros. DJ/Prod. Tape and resume is the first step. Send immediately. Bob Lima, WVMI, FM-94, Biloxi, Miss.

Interesting opportunity for bright creative morning man to also assume duties of program director and supervisory part time help. Easy Listening format. Good production. Tape, photo, resume to Russ Frederick, WFLM FM, Box 9705, Savannah, Ga. 31402.

Michigan Rocker needs pro now. You must sound excited, have 3rd and not be a beginner! Send non-returnable tape, resume and pic to Larry Knight, WYYV, 2315 Schippers Lane, Kalamazoo, Mich. 49001 now or call 616-381-1470 (no collect calls). The Big Y wants to join you, now! EOE.

Christian block format station in Northwest needs first phone announcer. Shift includes three evenings and two all nighters per week. Salary commensurate with experience. Equal Opportunity Employer. Tape and resume to Scott Campbell, Box X, Blaine, Wash. 98230.

Announcers! We have a \$65,000 contract for recording that will be farmed out to independent announcers. If you own or have access to professional recording equipment contact Mr. Kilgore, ETC Advertising, 980 Main Street, Waltham, Ma. 02154 (617-891-5050) for details. All or any portion of \$65,000 could be yours.

A pool of on-the-air talent that helps make finding a job easier. Broadcasters helping broadcaster. 814-734-5418.

Roger Minnick, wherever you are, call Bob Phillips collect, 517-753-4456.

Help Wanted Technical

Immediate opening for a chief engineer. Send detailed resume to Edward Allen, Jr., President, WDOR AM-FM, 800 S. 15th Ave., Sturgeon Bay, Wisc. 54235. 414-743-4411.

Class B FM, Stereo, automated needs chief who can do an occasional commercial. Excellent benefits, salary. Send resume to Box G-96, BROADCASTING.

Good, dependable chief engineer knowledgeable in all phases of engineering. AM, FM, automation, Stereo. Send resume, salary requirement and references to Box G-105, BROADCASTING.

First class ticket willing to learn engineering position with WGFA AM-FM, Watseka, Ill. Immediate opening. Call 815-432-4955.

Needed Immediately: Systems and operating technicians for Chicago with an independent production house. Experience in maintaining and operating AVR-1's, VR3000's, 1200-B's, and C's. HS-200, Color cameras, switchers and all associated equipment. Salary commensurate with experience. Resumes should be sent to the operations manager, Editel Productions Inc., 1920 N. Lincoln Ave., Chicago, Illinois 60614.

Help Wanted Technical Continued

First phone to read transmitter meters. Age no barrier. Will train beginner. WAMD, Aberdeen, Md. 21001.

Chief Engineer or assistant with some announcing ability to work at automated AM station. Will train 1st ticket man with some experience. Lou Neale, WFGN Radio, Box 47, Gaffney, S.C.

Chief for AM/FM operation. No announce shift. Must be able to assume complete technical responsibility. Contact Ed Marzoo, WJWL, Georgetown, Del. 19947. 302-856-2567.

Chief for Midwest AM/FM station. Some announcing. Send resume and minimum salary to Box 167, Jasper, Ind. 46546. Call 812-482-2131.

Help Wanted News

AM-FM radio station in Cleveland, Ohio needs a first phone morning newsmen. Send tape and resume to Box G-2, BROADCASTING.

Sports Director major market group owner, play-by-play, originate state wide university football and basketball. Network plus daily sports show. Excellent opportunity for year 'round, take charge professional broadcaster. Box G-77, BROADCASTING.

News Director. Number 1 station in Georgia's second largest city offers challenging position for a top man who can smell, dig, research, write and deliver news and direct a three man news operation for a contemporary station. Send tape, photo and resume to WDAK, Box 1640, Columbus, Ga. 31902. An Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Program Director for new R&B format. Rush resume to Box F-224, BROADCASTING.

Program Director—suburban Country Music station serving market of quarter million needs experienced Modern Country Music PD. Must be proven morning man, creative production expert, be able to take charge of programing department and staff. Send resume, salary requirements, tape, ARB or Pule. Equal Opportunity Employer. Box G-47, BROADCASTING.

Program director/announcer—immediate opening at major market Soul station. Must have strong background and ability to move station to top ratings. Must be creative and good thinker. Rush resume and references to Box G-95, BROADCASTING.

Creative and aggressive pr/press agent writer with a degree in English. Prefer one to two years of experience in the pr field. Excellent opportunity with top broadcasting firm in Midwest. Please send resume, objectives, etc. Write to Box G-97, BROADCASTING.

Individual to write advertising copy for AM and FM. \$110/wk to start. Must have experience. Job starts Aug. 6. Write or call H. M. Thayer, WGHQ, Kingston, NY 12401. Personal interview will be necessary.

WOBM Radio, Toms River, N.J. is looking for a good experienced copy writer. Equal Opportunity Employer. Reply quickly.

Have immediate opening at one of our radio stations for experienced, creative, commercial director. Top salary. Send tape, copy samples, picture and resume. Box 551, Huntsville, Ala. 35804.

Situations Wanted Management

Interested in a proven sales conscious GM who has increased sales more than 120% in his current position? I am looking for an AM-FM Stereo combination with good facilities in a city size of 25 to 150 thousand people. Station must be grossing a minimum of 175 thousand with much greater potential. Prefer the Southeast or southern New England. Box F-204, BROADCASTING.

Outstanding, young VP, GM, with unsurpassed track record and reputation, currently responsible for three stations in major markets, seeks new and rewarding position with expanding or established chain. Will consider group vice presidency or management in top ten market. Box G-27, BROADCASTING.

Community minded, solid citizen with 16 years experience in all phases is seeking to manage station in small-medium market. Highly professional, hard working and with excellent references. Box G-38, BROADCASTING.

Very successful medium market manager wants a more difficult challenge. Top 50 market. Result oriented. Age 30. Box G-58, BROADCASTING.

Situations Wanted Management Continued

General Manager—over 12 years experience. Philosophy: provide best possible service to community, provide ownership fair profits, operate with dignity and integrity. Goal: ownership with challenging management. Previous owners are references. Current station sold. Investors looking for right man welcome. Have key staff people available including programing, engineering, sales management and sales. All markets considered, medium-major preferred. 35, family. Box G-59, BROADCASTING.

Mature professional account executive with sales management and station management experience desires same opportunity in small to medium market. Prefer southern mid-west, New Mexico or central Florida. Excellent references. Jerry Peterson, 1440 Charities St., La Salle, Illinois 61301. 815-224-1457.

Situations Wanted Sales

Experienced radio time salesman. Eleven years experience, station sales, rep. and general manager. Family man, working now but opportunities limited. Am hungry and aggressive individual, looking for opportunity where it's up to the individual how much he can make. If you are looking for such a person, write me today. Will reply to all inquiries. Box G-81, BROADCASTING.

Attention Michigan! This twenty percenter wants a sales managership. If you have the product, I have the know-how. Let's talk. Box G-84, BROADCASTING.

Christian announcer desires employment at fundamental Christian station. Recently born again. First phone. No maintenance. Twelve years experience in commercial radio. Now employed in state Civil Service position. Living in Harrisburg, Pennsylvania area. Will not consider commercial radio because of commercial and program content. Any area considered. Write or phone: Bill Love, RD 2, Hummelstown, Pa. 17036. Phone 717-566-3337.

Situations Wanted Announcers

Soul dj with first ticket. Experienced, dynamic, tight board, a master at his trade. Sincere, creative, flamboyant, family, relocate immediately. Box G-31, BROADCASTING.

Greetings, 1st phone, 3 years Top 40, MOR. Looking for station to grow with. 813-936-8283.

1st phone announcer, 6 months experience. Prefer night or all night shift. Write, phone or telegram John Cook, 663 - 25th, Ogden, Utah 84401. 801-393-2379.

First ticket, experienced PD seeks job with young growing company. Box G-102, BROADCASTING.

Ten years experience professional with first. Current medium market pd and station manager want MOR slot with voice and production best of area. Serious replies only. Married veteran. Box G-107, BROADCASTING.

Announcer/engineer. First class license, experienced desires position any format except Rock. Reply Box G-117, BROADCASTING.

Happily married 31 year old professional, first phone combo man. Strong air personality, production work, and news delivery, seeks Up-Tempo Country or Contemporary format. 6 years experience in southern California markets. Free to relocate for right position. For resume, tape and references call 419-352-4314.

N.Y., Pa. First phone seeks position in announcing or engineering. 2 years experience, personable and dedicated. Available now. Call Dick McCarthy, 716-649-4292 or write 25 Dudley St., Hamburg, N.Y. 14075.

Need Help? Look to the west. First phone, Top 40 rock with 3 years in radio. 7 in rock music. Married, stable. Mike West, Box 1064, Richmond, Indiana 47374. 317-966-6202.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Beginner, but mature and creative. Black. 3rd endorsed, well trained. Tight board. Good on news and commercials. Box G-19, BROADCASTING.

Country dj looking for permanent position in South. 3 1/2 years experience. 3rd endorsed. Married, 3 children. Sam Bass, 211 Scott, Rocky Mount, Va. 703-483-0864.

Enthusiastic third endorsed beginner needs start in Fla. preferably. Have talent. Write Mike Hon, 373 Williams Ave., Daytona Beach, Fla. 904-255-6950.

Simmer to MOR/Top 40 college grad who wants air shift and news. College, pd, all bpb. 2 years experience, 3rd. Small market. Likes Southwest or West, will go anywhere. Gordon Pirie, 1437 Sheridan Rd., Wilmette, Ill. 312-251-5954.

Beginner announcer needs start, 3rd endorsed, will relocate. Al Linscott, 143 King Hill Rd., Braintree, Mass. 02184.

Situations Wanted Announcers Continued

Life cycle theory operated radio station needed for announcer with 3rd and endorsement. Grad of Indiana Univ., AB in Radio-TV, Career Academy. One year experience at Contemporary MOR. Sales and news part time considered. Will relocate. Box G-111, BROADCASTING.

Jackie Soul. One of the big daddies of it all is available. If it's soul you're looking for in a disc-jockey, I'm your man. Previous experience with WWRL, New York and WTLC, Indianapolis, Ind. Box G-79, BROADCASTING.

Major market talk man with television interview experience wishes Radio/TV combo. Box G-86, BROADCASTING.

All points bulletin: Available soon for suburban or small market anywhere. Two years experience divided between on and off air duties. Contemporary or Sensible Top 40 preferred. Also news background. I seek a permanent position in a vital, growing, stable organization. Box G-93, BROADCASTING.

Disc Jockey, Contemporary MOR or Top 40, medium market or college town. Permanent. Also sports. Experienced, college, 25, married. Max Hoelzl, 9724 W. Melvina, Milwaukee, Wisc. or 1-414-462-9536.

Experienced announcer, tight board, creative production, good ideas, 3rd phone endorsed. Specs Howard Broadcasting School graduate. Willing to relocate anywhere immediately. Contact Tim Gwozdz, 13517 Gallagher, Detroit, Mich. 313-892-4480.

Good sounding announcer, 7 months experience and broadcast school. Prefer Southeast. Doug Galliher, 3901 Angol Place, Jacksonville, Fla. 32210. 904-771-7386.

Sports director all play-by-play 4 years experience news, disc jockey, will relocate. Call: 305-279-6768.

Dedicated, hard working, intelligent announcer for dj, production, news. B.A., Broadcasting, Penn State. Four years experience. 3rd endorsed. Will relocate. Tapes, resume available. Jack Dibrell, 412-531-2843. 314 Penna Blvd., Pittsburgh, Pa. 15228.

Are you looking for a hard working, draft exempt young black announcer with 3 years experience in R&B or Top 40. With refreshing voice and good knowledge of music. Seeking a change and will relocate if "price is right". Available Sept. 1st. But let's talk now. For more info write Box G-4, BROADCASTING.

Human, relevant personality seeks quality operation desiring to communicate. Solid credentials include television. Replies answered in confidence. Box G-5, BROADCASTING.

Professional Contemporary morning man plus personality. A real waker-upper, a communicator, gets involved. 4 years experience, every show prepared. Medium majors only. Box G-30, BROADCASTING.

Morning man, pd now gm w/experience, pro production. Young, stable, ready to move up. Need Top 40, Easy Listening or Rock shift or pd work. Call Alan, 301-535-2230/336-0665.

Two years radio sales experience and radio school graduate would like announcing position. 24 years old would like to grow with station. Contact: Stanley Stryker, 1603 French St., Santa Ana, Calif. 92701. Phone 714-543-3215.

Beginners but not rookies. Announcers, newsmen, dj's TV studio personnel available now. Have had "live" trainings. Write: Austin Vocational School, Austin, Minn. 55912.

CW Dj/Pd. Professional attitude and performance. 10 years experience. Last 2 as manager of operations. Need \$700. Mountain time zone only. Now in SD. Box G-108, BROADCASTING.

DJ newscaster, experienced, capable maintaining tight board. Creative personality, versatile background. Authoritative news, aggressive sales if necessary. Dependable. Don Ransom, 127 E. 106th St., NYC 10029. 212-876-1374.

Experienced announcer looking for a change. Five years experience at all formats and some in sales. Prefer Modern Country or MOR format. Salary negotiable, call John Winterbottom, 151/2 N. Vandalia, Brazil, Ind. 47834. 812-442-1961.

Contemporary, Tite, brite, conversational personality. I don't sound like anyone you've heard. Sherman, 12 Steven, W. Orange, NJ.

Mr. Programmer! If you need help finding help, let us help. 814-734-5418.

Situations Wanted Technical

Experienced chief eng. and announcer seeks a position in northern states. H. Roedel, RR #1, Whites-town, Ind. 46075.

Chief Engineer with strong track record in engineering and management in top 4 markets, 12 years experience. Excellent references, currently \$21K, minority. Box G-109, BROADCASTING.

Situations Wanted News

Veteran sportscaster wishing radio bbp, television combination. Presently in television, but no radio. Box G-7, BROADCASTING.

College grad seeks permanent news slot. 3rd endorsed. Four years experience. All phases. Box G-15, BROADCASTING.

Experienced major market radio & TV personality (who happens to be black) desires change. Excellent voice, university instructor, married, programming, news and sales experience. An articulate professional. 314-761-1737 or Box G-44, BROADCASTING.

Experienced commercial dj and major college sports director is looking for play-by-play. Box G-75, BROADCASTING.

Radio newsmen experienced in public affairs and reporting seeks position with going Southeast radio and/or TV operation. Currently in top 100 market. Box G-90, BROADCASTING.

Need first break. Third phone, hard worker, good news and sports, tight board. Will go anywhere. Rod Morrison, 23 Harriet Ave., Belmont, Mass. 02179. 617-484-2069.

Nine years broadcast experience. First class license and recent J school grad. Excellent references. Been with present employer for the past six. Seeking a position with a station that is serious about the quality of news it presents. Contact Mike Corcoran, 1521 N. Countyline St., Fostoria, Ohio 44830.

Stop! Need newswoman? Have experience + BA, Broadcast journalism + ambitious creative personality. Need break. Will go anywhere. 312-478-4391.

Michigan. Spartan supporter needs to relocate before fall. Sales experience. Desire growing station seeking professionalism. 7 years experience. Write 319 5th St., Elyria, Ohio 44035.

News director McLendon trained, 15 year broadcast professional with proven track record. First phone, will consider talk show. Charles Beach, 7271 Ferguson Rd., Apt. 1086, Dallas, Texas. 1-214-321-0001.

Situations Wanted Programing, Production, Others

Public Relations-Promotion Director. Former news director, public information officer prefers Central Plains. Resume, writing samples, excellent references. Box G-11, BROADCASTING.

Program director for Contemporary station. First phone, married, no major markets. Minimum salary \$175 weekly. Will consider music or production director positions. Box G-51, BROADCASTING.

Hockey bbp announcer seeks pro job. Currently sports director 5KW doing minor league hockey. Experience includes major college network football, basketball, baseball, sports talk, PD, sales, investigative reporting, some TV. Top references. Box G-45, BROADCASTING.

Program Operations manager: Experienced all phases, including FCC rules, license renewal and automation. Degree, family. Box G-83, BROADCASTING.

Help! Talented continuity director held captive by humdrum job. You give job with a future—I'll produce imaginative copy that sells, versatile voicings. Box G-94, BROADCASTING.

If you are looking for a new idea in programing. Check me out. I have the ideas and facts. Box G-103, BROADCASTING.

Our solid program director available. We're a new station and hired him to handle programing and public affairs when we went on the air. Billing hasn't met our expectations and he must be one of many cutbacks. Excellent interviewer, talk show host. Creative copy, production. All-around radio-TV pro and responsible young man who we'd like to help place. Box G-113, BROADCASTING.

Production man wants secure position. 8 years broadcasting AM formats, stations on top 10 mks. Good references. 1st only reputable stations, please. Salary \$12,000. For tape and resume, Box G-122, BROADCASTING.

Promotion, public service director and morning show host seeking larger market. College grad, experienced announcer and photographer. Wants to settle down. Call 601-795-4336.

Recent graduate with college and professional experience in production and management, 1st phone, seeking position in public affairs or news production. Robert Muller, 1423 Parkside Dr. N., Wyomissing, Pa. 19610.

TELEVISION

Help Wanted Management

Communications Analyst: For this you'll need a TV news background, an MA, a creative imagination, the ability to think and write clearly. You should be personable, responsible, persuasive, flexible. Ambition comes in handy. So does a way with people and a flair for management. Write Box G-28, BROADCASTING.

Help Wanted Sales

Sales TV/Radio. National company looking for person to sell computerized traffic/accounting system to television and radio stations throughout country. Need person willing to travel and with knowledge of sales and broadcast sales procedures. Previous experience in traffic, operations, accounting or with reps or agencies preferred but not necessary. Good base, commissions, and travel allowance. Send resume to B.C.S., c/o Jack Finlayson, Box 7463, Colorado Springs, Colo. 80933. An Equal Opportunity Employer, Male/Female.

Help Wanted Announcer

Weatherman-announcer. Opening for professional to perform nightly weather and night booth announcing. Send tape, resume. WSAV-TV, Savannah, Georgia.

Help Wanted Technical

Chief engineer for VHF, Mid Atlantic states requires good organizer with positive attitude. Box G-3, BROADCASTING.

Chief Engineer with initiative plus proven administrative capabilities and technical skills for northern major market group owned television only. Box G-8, BROADCASTING.

An opening exists for a highly qualified maintenance technician. Must be strong in the areas of video tape and automation maintenance. Top union scale paid for the man with the right experience. 35 hour week with all benefits. Top independent in the number seven market. Send resume to: WTTG-TV, Eng. Dept., 5151 Wisconsin Ave., N.W., Washington, D.C. 20016.

TV studio engineer with experience in color cameras, Helical scan video recorders. New studio plant. Contact Quane Fletcher, Radio-TV Centre, Naples, Fla. 33940. 813-649-7621.

TV maintenance technician for new public station. First phone. Relocation allowance. Write Box 5077, St. Thomas, US Virgin Islands, 00801, or call Mr. Calvin F. Bastian, General Manager, 809-774-6255.

CATV chief technician. Immediate opening. Responsibilities include administration and supervision of technical departments in several large CATV systems in same northern Indiana area. FCC license required. An Equal Opportunity Employer. Contact: R. A. Holmes, 219-234-5043.

Help Wanted News

Wanted: weathercaster for medium Midwest TV station. Applicants must have thorough knowledge of meteorology. Also needed a reporter-photographer. Box G-14, BROADCASTING. Equal Opportunity Employer.

Southeast network affiliate needs news reporter who will also anchor Saturday-Sunday early evening news. Need versatile worker who will film, write, and edit. Send tape resume, references, salary requirements to Box G-104, BROADCASTING. Equal Opportunity Employer.

TV anchorman. Top 30 Midwest market. If you're ready to move up send picture and resume to Box G-106, BROADCASTING. Equal Opportunity Employer.

Need experienced TV or radio newsmen for small market UHF. We want a man who can report and anchor. Send pic, resume and salary requirements to News Director, WLIO-TV, 1424 Rice Ave., Lima, Ohio 45805.

Help Wanted Programing, Production, Others

Experienced, mature program operations manager for group owned television and radio stations in medium to small Michigan market. Sound administrative background as well as expertise in creative programing is a prerequisite for this unusual and exceptional opportunity. We desire the right person who is looking for the right company and the last move. An Equal Opportunity Employer. Box G-66, BROADCASTING.

Director. Top station seeks director with minimum 3 years television experience. Excellent opportunity for energetic director ready to advance to a position that offers every programing challenge. Send resume and picture immediately. An equal opportunity employer. Box G-85, BROADCASTING.

Public Affairs producer with extensive major market experience for Southwest PTV station. Writing and on-air talent highly desirable. BA essential, MA preferred. Resume, references. Salary negotiable. Box G-110, BROADCASTING.

Experienced continuity acceptance editor. Chicago TV station seeks person of good judgment with knowledge of FCC and FTC rules to assume responsibility for approving material submitted to station. Write Box G-114, BROADCASTING, including salary requirements.

Producer-Director for public and instructional film and television. Minimum of two years producer/director experience; BA required. Minimum \$9,000 depending on qualifications. Open now. Send resume, 3 letters of recommendation and complete college transcripts. Equal Opportunity Employer. Box G-119, BROADCASTING.

Help Wanted, Programing, Production, Others, Continued

Promotion Manager: Extensive work in overall operation of the station. Must have thorough knowledge of production and total promotion of station. Salary open. In resort area. KIII-TV, Box 6669, Corpus Christi, Texas.

Midwest network affiliate seeks experienced, mature continuity and promotion director. Will be responsible for two person continuity and promotion department. In charge of all on-air promotion. On-air experience helpful but not necessary. Immediate opening. Send replies to: James Underwood, Operations Manager, WTWQ, Terre Haute, Ind. 47808. Telephone 812-232-9504. An Equal Opportunity Employer.

Situations Wanted Management

Sales Manager, small to med. size market. 15 year broadcasting veteran, AM and TV, seeks new challenge. Experience all areas sales and management at station; national rep too. For resume, please write to Box G-46, BROADCASTING.

Situations Wanted Announcers

Children's communicator can produce/host quality program for older youngsters. Announcer, sales, PR experience. West or South. Box F-26, BROADCASTING.

Talk man with extensive major market TV/radio interview background wishes TV or radio/TV combo. Box G-92, BROADCASTING.

Situations Wanted Technical

Director of engineering, Chief Engineer/Operations Manager. 12 years, professional TV broadcasting, construction, maintenance, operation, personnel and training. Fully capable to meet any challenge, thorough knowledge of commercial production and techniques. Experienced with all latest equipment, AVR-1, time code editing, HS-200, cameras (studios and telecine), etc. Comprehensive VHF and UHF and AM-DA experience. Consider only stable, permanent situation. Will relocate, resume available. Phone collect 312-289-7917, Abram B. Steggs, III, 808 Sunset Circle, Streamwood, Ill. 60103.

Situations Wanted News

Experienced, professional broadcaster, 2 years radio, dj, news, 2 years television switcher, director, AA degree, 1st phone, 29 stable. Desires position in television news. Box F-222, BROADCASTING.

Experienced, responsible R/TV newsmen, seeks Midwest market, 27, degree, married. Box G-21, BROADCASTING.

Anchorman, Chicago radio major, seeks transfer to TV. Strong writer, reporter and interviewer. Background includes news director, legislative correspondent, overseas reporter, newspaper deskman. 312-475-4311 or Box G-112, BROADCASTING.

Strong anchor potential. Recent telecommunications grad. 1st phone, 10 year performing arts background. Intelligent personable and ready to get the job done. Excellent ref's. Want to increase your ratings? I'm your man, let's talk. Michael Banton, 455 N. Normandie Ave., Los Angeles, Calif. 90004. 213-661-2437.

Situations Wanted Programing, Production, Others

Children's communicator can produce/host quality program for older youngsters. Announcer, sales, PR experience. West or South, Box F-26, BROADCASTING.

Producer-director (DGA and IATSE) of documentaries, Docu-dramas, cultural music, film and video tape for network telecast seeks long term situation. Box G-50, BROADCASTING.

Experienced television-radio broadcaster desires commercial work outside of regular employment in central and/or south Florida. Box G-82, BROADCASTING.

I would like to do television production work preferably in public affairs for either a public station or a cable operation. Have some experience and an M.A. in broadcasting. Am most interested in Western offers, but can do a good job in any locality. Available Sept. 10. Box G-123, BROADCASTING.

Need work badly, recent graduate, BS, AS degree color television production. Will relocate anywhere and work camera, audio, anything! Resumes. Tom Ottavi, 5 Merrow Lane, Stoneham, Mass. 02180.

Do you own an unprofitable TV station. I'm looking for another building or rebuilding job. Write and I'll return a plan of how it can be done. General Manager, 629 McClellan St., Wausau, Wisc. 54401.

WANTED TO BUY EQUIPMENT

We need used 250, 50, 1 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irbubide St., Laredo, Texas 78040.

Masley LPE 10 FM exciter. Late model, good condition. John Groom, KSMA, Santa Maria, Calif. 805-925-2582.

Tubes wanted-sold. CeCo, 2115 Avenue X, Brooklyn, N.Y. 11235. 212-646-6300.

Wanted: Low Channel BW4 Demod and a BW5 Side Band Analyzer. KDCD-TV, 3201 West Wall Street, Midland, Texas 79701.

FOR SALE EQUIPMENT

Completely operational broadcast mobile unit. 2 TK30 cameras, zoom lens, 2 sync. gen., audio, directors console, etc. Price open. Must sacrifice. 312-738-1022.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESSCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

Complete UHF 12KW TV transmitter and supporting great for sale. RCA TTU 128, 760' of 6 1/8 transmission line, CH 18 TFU24DL antenna, 600' tower, misc and other equipment. Call 317-463-3516, Bob Hardie, Chief Engineer or write Box 18, Lafayette, Ind. 47902.

Save \$1000. Replace two carousels with one IGM Instacart. We bought one this spring at IGM's retail price, \$5,900. Now the decision not to automate. Brand new, never used, sacrifice for \$4,900. Ten months warranty remaining. Box 248, Portage, Mich. 49081. 616-327-7051.

CBS Volumax 411 Stereo limiter, perfect. WWTO, Peoria, Ill. 309-674-2000.

Sparta/Bauer Model 660 solid state 10W exciter/transmitter equipped with Stereo generator. Available in 60 days tuned and tested on your frequency. KZST-FM, Box 2755, Santa Rosa, Calif. 707-528-4434.

Heliast-styloflex. Large stock-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94628.

Quality Audio Consoles are our specialty. Modern styling with slide potentiometers and "soft" audio switching. We manufacture B standard consoles at very competitive prices. However we'll manufacture a custom system to your specifications if you prefer. Also plug-in audio modules including distribution amplifiers, preamplifiers, monitor amplifiers, etc. Write or phone for pricing, and specifications. Systems Engineering Company, P.O. Box 49224, Atlanta, Ga. 30329. 404-482-2446.

3 Cartridge playback units RT-7A plus 1 record unit. 3 spare cue cards. 1 spare playback card, 2 extender cards. As is. Best offer. Write manager, WRYM, Newington, Conn.

Special Sale: Rebuilt cartridge tape playback machines: Teacaster 600P's & Spotmaster 505's, \$195 ea.; Teacaster 700P's, \$250 ea.; Teacaster 700PS's (Stereo), \$350; Sparta 600P (Stereo), \$300; Spotmaster 5-spot's, \$1,175 ea.; Carousels, \$970 ea.; Sparta "4-deck," reconditioned, \$770. Also: Ampex 602 reconditioned, \$495; Gates Level Devil, reconditioned, \$225; Kahn Symmetra-peak, like new, \$225; Teacaster 700RPS (Stereo), rebuilt, \$595. 90 day warranty. Terms: Check with order, FOB Rockville, Maryland. Sale ends July 15, 1973. Autodyne, Box 1004, Rockville, Md. 20850. 301-762-7626.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

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— NEXT PAGE —**

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Profile

Wes Gallagher of AP: an extensive newsmen

Wes Gallagher and the AP, which he heads as president and general manager, broke into broadcasting at about the same time. In the mid-1930's, when the AP was moving actively into the service of radio stations despite the objections of many of its newspaper members, Wes Gallagher was doing double duty as a newspaperman and newscaster at Baton Rouge. He was a student at Louisiana State University there at the time—this was 1935—and working parttime as telegraph editor of the *Baton Rouge Advocate and State Times*. A noon newscast on the paper's WJBO(AM) went with the job. Going through the wire copy each morning, he would put aside items for the newscast. Unfortunately, he recalls, (1) the Chinese civil war was in progress, and (2) he had no time to brush up on pronunciations before airtime each day. "Listeners," he says, "must have got some weird ideas about the names of some of those Chinese towns."

Wes Gallagher has worked in a lot of foreign towns since then, having served as an AP correspondent in 26 countries during World War II alone. The AP has come a long way, too. It still gets most of its revenue from newspapers—about two-thirds, domestically. But broadcast members now outnumber newspaper members by almost two to one: some 3,000 broadcasters as against 1,750 newspapers domestically, and about 3,500 to 1,900 overseas.

The man who has headed "the world's largest newsgathering organization" since 1962 was born Oct. 6, 1911, in San Francisco and grew up in Santa Cruz, Calif. He attended the University of San Francisco (then called St. Ignatius College) for a couple of years on a football scholarship, playing end after a high-school career as quarterback, but after breaking his sixth bone in as many years he decided enough was plenty.

He stayed out of college the next two years, 1932-33, working for the Watsonville, Calif., *Register* and, on the side, for the depression-born federal Public Works Administration.

When in 1934 he enrolled at LSU to study journalism, the choice of school was not dictated by conventional reasons. LSU was at the state capital, and Senator and former Governor Huey Long "was making a big uproar at the time and it seemed a good place to go if you were going to be a newspaperman."

Mr. Gallagher was on hand, representing the local paper and as a stringer for International News Service, when Huey Long was fatally shot in the capitol in the summer of 1935. But he scored no beat on that occasion because, as he explains with more pride than you would expect from a man beaten on a big story, the AP



James Wes Gallagher—president and general manager, AP; b. San Francisco, Oct. 6, 1911; University of San Francisco, 1929, 1931; BA, Louisiana State University, 1935; reporter, *Baton Rouge Advocate and State Times*, 1935; *Rochester (N.Y.) Democrat and Chronicle*, 1935-37; with AP since 1937: editor, Buffalo, N.Y., 1937-39; Albany, N.Y., and New York City, 1939; became foreign correspondent, 1940; chief of AP staff for invasion of Europe, 1944; acting chief of Paris bureau, 1945-46; chief of bureau in Germany, 1946-51; general executive, New York, 1951-54; assistant general manager, 1954-62; general manager since 1962; president and general manager since 1972; m. Betty Kelley, 1946; children—Brian, Jane, Christine.

so completely out-staffed the other services that the others never had a chance.

From Baton Rouge Mr. Gallagher moved to the Gannett newspapers' *Rochester (N.Y.) Democrat and Chronicle*, and, two years later, to the AP in its Buffalo, N.Y., bureau. There he learned, among other things, about AP's fetish—subsequently much relaxed—about attribution to sources: When the famed Honey-moon bridge finally fell under the weight of snow and ice, and a reporter called in to report the fact, the bureau manager demanded to know: "Jackson, who said the bridge fell?"

From Buffalo he moved to the Albany, N.Y., bureau for a few months, then volunteered as a war correspondent and worked in New York before heading overseas in 1940. He was en route to Finland but the Nazi army got there before he did. He went on to Copenhagen but the Nazis followed in a couple of months, took the city and "shut us down before we could get the news out."

From Denmark he went to Stockholm and then, in the summer of 1940, to the Balkans, covering Rumania, Bulgaria and Yugoslavia. He was on vacation in Yugoslavia when the Italians invaded Greece, and promptly got himself across the bor-

der to Salonica. Later he was in Athens when the Germans came, and this time he did get the news out, having made it a priority order of business to "go to the post office and bribe someone."

Getting Wes Gallagher out took much longer, because the Germans refused to give him a visa. When they finally did, it was on the day the Germans attacked Russia, and Mr. Gallagher and those with him found themselves flying the last lap to Vienna in a one-motor Gestapo plane, then interned briefly, flown on to Berlin and finally more or less smuggled out to Switzerland and, ultimately, to Portugal.

In 1942, in London, he was named chief of the AP staff for the African invasion. He covered General Eisenhower's headquarters on Gibraltar and later, in Africa, wound up with a broken back when a Jeep overturned and pinned him. The accident gave him a lasting news source: the unit that unpinned him was led by General William Westmoreland, later chief of staff and commander of U.S. Forces in Vietnam.

The back break also got him several weeks of recuperation time in New York, which he turned to good advantage by meeting his future wife, Betty Kelley, an actress, on a blind date. Back in London, he was named in 1944 to head the AP staff for the invasion of Europe, and remained with General Eisenhower until the war ended.

From 1946 to 1951 he was chief of the AP bureau in Germany, covering most of the big four postwar foreign ministers meetings in Europe, the Nuremberg war crimes trials, the Berlin blockade and the gradual recovery of West Germany. Then it was back to New York, first as a general executive in charge of personnel, later in charge of AP Newsfeatures and Wide World Photos as well. In 1954 he became an assistant general manager and in 1962 succeeded to the top post.

News is a lot more complicated and harder to cover now than in the 1930's and 40's, and Mr. Gallagher has spent a lot of time making sure that the AP keeps up, both in the content of AP copy and in the physical flow of news and pictures. Among other innovations he created a special desk to plan and supervise stories involving background and interpretation, and an investigative unit in Washington to dig out "hidden" government news. He has enrolled top reporters in college courses to improve their knowledge and reporting of urban affairs, organized a specially trained task force to cover racial and related news, doubled the number of science news specialists, broadened and deepened sports and other coverage.

In 1972 the AP revised its officers' titles and Mr. Gallagher became AP's first "working" president. He says he appreciates the honor but had always thought "general manager" was a pretty good title in itself. He still uses it.

Editorials

In all fairness

There is a new tide rising as regards the fairness doctrine. Its swell has reached the highest courts in the land, and to those in positions to chart broadcast policy and to administer its application. Taken at the flood, this new tide could free broadcasting of its greatest restraint.

It is difficult to mark when the tide turned. The accepted wisdom of a generation of regulationists held that from fairness would burst broadcast greatness. For an age, it seemed, only broadcast diehards—this journal, proud to say, conspicuous among them—railed against it. "Doctrinairism," we would say of fairness. "Mossbackism," its advocates would say of us. And so it went until—as this issue's lead story attests—first one and then another involved in the watch over broadcasting began to voice their various misgivings. Bazelon, Burch, Douglas, Geller, Stewart, Whitehead, Wright. It is a list that could become a litany.

That the fairness doctrine will not be routed easily is evident. Even those most sanguine about the prospects talk only in terms of a tradeoff with public access—a choice evocative of frying pans and fires. But there is cause for cheer. And for those who may have wearied in the battle, there is reason for redoubling their effort to prevail. For us, there has never been an option. You can't have a First Amendment and a fairness doctrine too.

Byrd in hand

Broadcasters—free enterprisers, ETV operators and the new breed of cablecasters—should applaud the prerecess suggestion of Senator Robert C. Byrd (D-W.Va.) that the Senate sessions be made available live for television (and presumably radio).

The assistant Democratic leader asked the Rules Committee to consider the proposal, heretofore rejected out of hand because of what it might do to the decorum of the "greatest deliberative body in the world." But Senator Byrd points out that technological advances of the past decade seem to allay that complaint by virtue of "less cumbersome and bothersome" equipment. There was also the fear that senators, on camera, would ham it up.

We think that not only the Senate but the House and the courts all should be available for live broadcast, in keeping with the times. Actually, the broadcasts merely enlarge the public galleries of Congress and the courtrooms.

But we fear Senator Byrd, on one point, is overselling. Anticipating opposition to what TV producers and cameramen would focus upon—empty seats of absent senators and possibly "media-provoked theatrics"—he suggested that Senate employees could operate the equipment and the networks and other interested outlets could pick up the audio and visual feeds. That, senator, would not constitute uninhibited journalism; it would amount to electronic censorship.

Double standard?

Evidently the FCC is just as perplexed as we nonexperts about the kind of cost accounting used by AT&T in justifying a long overdue reduction in network interconnection rates (by about \$18 million annually) but at the same time saddling "occasional" users (Hughes Sports Network, et al) with an additional annual tab of about \$10 million.

At the oral arguments on the long-line tariffs before the FCC (BROADCASTING, July 2), AT&T hinted it was motivated by new competition in the microwave common-carrier field. The reasoning presumably is that the lower charges for established TV net-

works as monthly contract users would protect AT&T from the inroads of the new interconnectable microwave ventures.

FCC heard arguments from the occasional users—not only in sports, but also in the newly developing field of electronic distribution of news programs. The special-sports-hookup spokesmen generally described the proposed increased tariffs as prohibitive. (AT&T said they are realistic.) UPITN, a new competitor of the TV networks in news programing, said it could be viable under the old tariffs, but would be seriously threatened under the new.

The FCC's mandate is to provide for the larger and more effective use of the spectrum for all the people. It needs more precise answers than AT&T has provided so far to justify what appear to be discriminatory rates against smaller entities in an effort to stave off competition for the business of its larger customers, which heretofore had not been so favored.

Burch's bark

Now that statutory time has run out on the irrepressible Nicholas Johnson, the scene shifts not only to his successor but to speculation as to the intentions of Dean Burch, the FCC's bright, testy and sometimes unpredictable chairman.

Lately Mr. Burch, whose term runs until 1976, has become snappy about published reports that he will leave by Labor Day or thereabouts. He now wants it known that he has no timetable; that he may be around for quite a while.

If Mr. Burch is irritated he has only himself to blame. He is given to forthright comments. He has said that with a young, growing family, he can't afford to remain; that he's thinking about returning to private law practice, presumably since the opportunity to run for the Senate from his native Arizona does not appear imminent.

If the chairman wants to stop the speculation he has only to make a flat statement, one way or the other. No one in power is on his tail to leave. All things considered, he's a better than ordinary chairman who bats about .500—and that's good in the bureaucratic big leagues, whatever side you're on.



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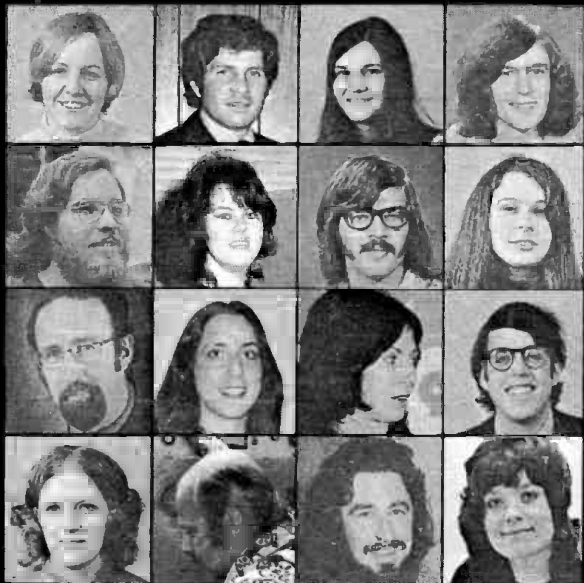
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