

Broadcasters gang up on Phase Four's rate rules
It looks like FCC may take on CATV pole jurisdiction

Broadcasting Jul 30

The newswweekly of broadcasting and allied arts

Our 42d Year 1973

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16 Straight.



While the Miami Dolphins were racking up their 17 straight wins, "The NFL Game of the Week" was compiling another great season with the most outstanding game for "16 straight" weeks.

And again this season, whether it's a crucial division lead

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And on December 30th, we'll be capping the season with that great football classic — The East-West Shrine Game.

No matter who comes out on top this year, we can promise a season that's *second to none*.

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And — The East-West Shrine Game.

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Broadcasting Jul 30

Vol. 85 No. 5

	CLOSED CIRCUIT	5
Quello emerges as choice for Johnson seat.	AT DEADLINE	9
	OPEN MIKE	12
	DATEBOOK	12
Stretching the advertising dollar with the synergistic effect.	MONDAY MEMO	15
Broadcasters, finding the Phase Four pill somewhat less than palatable, begin to mount counteroffensive. NAB is first with request for clarification.		
Fight to sever industry from price controls anticipated.	BROADCAST ADVERTISING	16
Seventeen stations get a taste of FCC power on combination rates.		16
The November Group in July: a sweet-and-sour retrospective.		17
Johnson, in <i>Yale Law Journal</i> , analyzes FCC, finds it wanting.	MEDIA	20
Jackson also-ran wants the book reopened on WLBT.		20
	CHANGING HANDS	22
<i>Broadcasting's</i> annual survey of football rights finds the medium paying more than ever—\$69.9 million—in a season categorized by increased monetary demands from professional and collegiate interests alike.	SPECIAL REPORT	24
Watergate bait: Ehrlichman inspires expanded network coverage.	BROADCAST JOURNALISM	37
Rudd-Quinn ushers in the 'anchorpersion' era at CBS News.		38
FCC gets it from all sides on pole attachments, may assert jurisdiction.	CABLECASTING	40
Whitehead finds specialization a key word in cable development.		42
RIAA takes the offensive against payola.	MUSIC	42
	PLAYLIST	44
Scouting around on 1614 khz.	EQUIPMENT AND ENGINEERING	48
Two good quarters make for a great six months at ABC.	FINANCE	49
	FATES & FORTUNES	51
	FOR THE RECORD	54
Charles Steinberg: navigating Ampex's road to recovery.	PROFILE	65
	EDITORIALS	66



This imposing statue of William Penn, founder of Pennsylvania, stands in the main rotunda of the William Penn Museum in Harrisburg.

*No other quite like it/***WGAL-TV**

No other station in its area provides advertisers with its unique benefits. WGAL-TV has the distinction of providing reach and penetration of the entire market. No other station is quite like it when you want to sell effectively in this great multi-city plus-market Lancaster-Harrisburg-York-Lebanon.

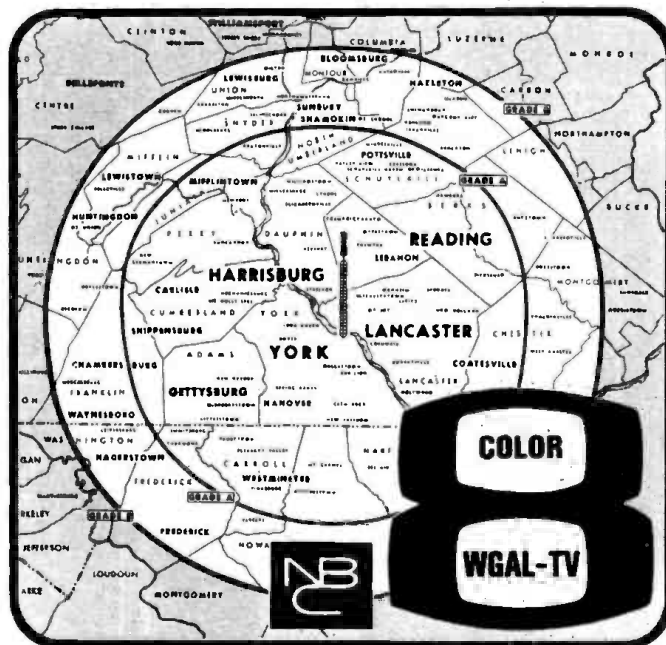
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Closed Circuit®

Half-siphon?

Although there's been no nose count, inside observers believe if FCC were to vote now on pay cable antisiphoning (instead of after Labor Day) restrictions on motion pictures would be relaxed, but live football and other major-league sports events would be denied subscription operations. Movie relaxation would be based on depression in Hollywood and contention that pay-cable market would provide new jobs. Reason for sports attitude: Free-TV broadcasts are so ingrained a public habit they need protection.

Parting shots

Opening gun of National Association of Broadcasters' new campaign against pay-television siphoning of broadcast programming will sound Wednesday (Aug. 1) when NAB's antipay-TV committee runs full-page ads in *Washington Post* and *Washington Star-News* with theme that public should not be charged for what it now receives free on television. Ads are timed to reach Congress before it begins month-long recess Aug. 3.

National Cable Television Association's executive committee has decided to mount counterattack against proposed antipay campaign of NAB. Details are to be worked out by NCTA's Subscription Programming Committee and Public Relations Committee, headed by Burt Harris and Barry Zorthian, respectively.

Upbeat

Trend toward rock music in television syndication is underscored by report that Viacom Enterprises plans to distribute 90-minute, biweekly series, *Rock Concert*, to be produced by Don Kirschner's Kirschner Entertainment Corp. for fall start with four national advertisers signed. Other rock shows in syndication include *Super Stars of Rock* (Kip Walton Productions), *Flip Side* (Mizlou Productions) and *Soul Train* (Bozell & Jacobs).

Renewal renewal

All-out revival of campaign for license-renewal legislation at this session will be mandate to broadcasters from this Wednesday's executive-committee meeting of National Association of Broadcasters. That's pronouncement of NAB's newly elected joint board chairman, Andrew M. Ockershausen, who will preside for first time at sessions at Washington headquarters. Meeting also will mark return of NAB's senior executive vice president, Grover C. Cobb, who suffered heart seizure May 14. He has seen half-dozen candidates for government-affairs staff which he heads in quest for person with legal background to supplement present cadre.

New item on agenda for executive-

committee meeting is strong pitch by Chicago, through Mayor Richard Daley and convention bureau, for association's 1977 national convention. Chicago had been traditional convention city for three out of every four years until 1972. Scene shifted to Washington this year, along with scheduling of next four: Houston, 1974; Las Vegas, 1975, and New Orleans, 1976.

Nothing sacred

Some of Nicholas Johnson's FCC colleagues are enraged by his latest production, lead article in July issue of *Yale Law Journal* (see page 20). It's not only because article disparages commission's work but also because it betrays what some members regard as confidences. In discussing details of agenda and actions during one commission meeting—which as is customary was closed to public—Johnson piece is taken as invasion of privacy. One commissioner said it was as though Mr. Johnson, unknown to others, had bugged meeting room.

Chairman Dean Burch was still so angry at commission meeting last Thursday, day after he had read article, that he refused to let Mr. Johnson vote on item that had been disposed of while Mr. Johnson was out of room. At Mr. Johnson's insistence, question of letting him vote was put to six members present, and chairman was upheld, 4-to-2. Benjamin Hooks joined Mr. Johnson in minority.

Rescue medium

Makers of regular and larger-model cars are turning to radio to help get their sales back in high gear at time when consumers, fearful of gasoline shortage, appear to be turning more and more to small cars. Buick, Pontiac, Chrysler reportedly are using radio to promote regular lines, while Chevrolet is making similar shift in its radio copy. To help accelerate trend, Radio Advertising Bureau has offered its cooperation—and that of radio broadcasters generally—to major auto divisions. Most of buying thus far is said to be in spot, but some network is included.

Magic circle

FCC last week completed action on rule that will limit territorial exclusivity television stations can be given in contracts for nonnetwork programming. Rule, which will reportedly set 25-mile limit on exclusivity ("Closed Circuit," July 23), is designed to give stations in communities outside major cities crack at programming now denied them. Commission order incorporating rule is expected to be issued this week; it was adopted unanimously, although with five concurring votes and only Commissioners Robert E. Lee and Benjamin L. Hooks voting for order as written.

Hooks holds key

FCC Commissioner Benjamin L. Hooks may hold swing vote on question of whether FCC should assert jurisdiction over pole-attachment and conduit agreements between cable-television systems and utility companies (see page 40). FCC Chairman Dean Burch is expected to opt for assertion and to carry with him support of Commissioners Charlotte Reid and Richard E. Wiley. Commissioners Robert E. Lee, H. Rex Lee and Nicholas Johnson are expected to go other way. That would leave issue up to Commissioner Hooks when commission acts, probably this week.

Life ends

Re-makes of long-running network series have been abundant and popular as prime-time access syndicated shows, and goodly number of them will be back next fall—but not *This Is Your Life*, barter-sponsored by Lever Bros. since winter of 1971 and carried on about 130 stations. Lever is understood to have dropped its sponsorship for 1973-74, and series producer, Ralph Edwards Productions, is said to be seeking advertiser support for start late next year.

Blast from Buckley

Senator James Buckley (Conservative-Republican-N.Y.) will make public at Los Angeles news conference today (July 30) preliminary payola report his staff has been compiling for past five weeks. Report will make specific allegations—without naming names—of multimillion-dollar fraud on nationwide scale in recording industry. Senator will be accompanied by John Phillips, former leader of Mamas & Papas singing group, who is said to have supplied sworn depositions and other information involving payola practices. Senator will turn his information, including confidential names, over to Justice Department and to Senator John McClellan's (D-Ark.) Copyright Subcommittee, which is also investigating payola.

Quandary

Public Broadcasting Service staffers were reaching for tranquilizer bottle last week as their preparation of new fall schedule, probably to be released this week, reached home stretch. Reason for distress: Watergate, if it goes into fall. Question is whether PBS should continue delayed coverage of Ervin committee from 8 p.m. on, as is present practice, or whether abridged version of day's events, running from 10 p.m. to 1 a.m., should be substituted. Decision won't be made until Senate Watergate Committee announces further plans. In meantime, regular schedule is being prepared under assumption all, or part of it, will be subject to pre-emption.



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**is now America's #1
in Every**

#

1

**...in total viewers
...in households
...in adults
...in women
...in men
...in adults 18-49
...in women 18-49
...in men 18-49
compared to any
talk-variety show
in syndication
on a national basis***

**Sold in over 100 markets
Telecast 5 Days a week**

Source: * NSI, May 3-30, 197

** ARB, May 2-29, 197

Subject to qualifications available on request

GRIFFIN SHOW

Syndicated Talk-Variety Show Significant Category:

#1 in Prime-time, Daytime...Anytime!

NEW YORK*

WNEW-TV, 8:30-10:00 P. M.

#1 among independent stations, in households, total viewers, adults and women compared to regular programming.

LOS ANGELES*

KTTV, 8:30-10:00 P. M.

#1 among independent stations, reaching 88% more women than closest independent, #1 in households, total viewers, adults, women 18-49 compared to regular programming.

CLEVELAND*

WJW, 4:30-6:00 P. M.

#1 with 42 Metro share, reaches more adults in total than programs on four opposing stations combined.

TAMPA-ST. PETERSBURG*

WFLA, 4:30-6:00 P. M.

#1 with 47 Metro share, #1 in total women, #1 in women 18-49.

SAN FRANCISCO-OAKLAND*

KRON, 4:00-5:30 P. M.

#1 in DMA rating, with 50% advantage over nearest competition. #1 in women 18-49, reaching two-and-a-half times number of women 18-49 as lead-in.

ALBANY-SCHENECTADY-TROY*

WRGB, 5:00-6:00 P. M.

#1 with 46 Metro share, more than doubling lead-in of women 18-49.

LANCASTER-HARRISBURG-

LEBANON-YORK*

WGAL, 4:30-6:00 P. M.

#1 with 42 DMA share, reaching more viewers, more adults, more young adults, 18-49 than combined programs on four opposing stations.

WILKES BARRE-SCRANTON*

WDAU, 5:00-6:30 P. M.

#1 with 37 Metro share, #1 in women 18-49 by a 50% advantage over nearest competition.

ORLANDO-DAYTONA BEACH*

WDBO, 4:00-5:30 P. M.

#1 with 39 Metro share, 53% more adults and 50% more women than closest competition.

DENVER*

KBTU, 3:30-5:00 P. M.

#1 with 34 DMA share, more than tripling lead-in of women 18-49.

PROVIDENCE*

WPRI, 4:30-6:00 P. M.

#1 with 55 Metro share, boosts share of network lead-in more than seven times.

NORFOLK-PORTSMOUTH- NEWPORT NEWS-HAMPTON*

WTAR, 5:00-6:00 P. M.

#1 with 38 Metro and DMA share, #1 among women 18-49, more than double nearest competition in number of women 18-49.

SACRAMENTO-STOCKTON*

KOVR, 9:00-10:30 A. M.

#1 with 34 Metro share, with 78% of show's adult audience under 50.

ROCHESTER*

WOKR, 4:00-5:30 P. M.

#1 with 34 Metro share, attracting 70% more total adults than closest competition.

HOUSTON*

KPRC, 3:30-5:00 P. M.

#1 rated, #1 in women, boosting network lead-in of women 56%.

BOSTON**

WNAC, 4:30-6:00 P. M.

#1 in Metro rating, reaching twice the number of women 18-49 as opposing talk-variety show.

BUFFALO**

WBEN, 4:30-6:00 P. M.

#1 in ADI rating, attracting 68% more young women 18-49 than opposing talk-variety show.

DALLAS-FT. WORTH*

KDFW, 3:30-5:00 P. M.

#1 in total adults, #1 in total women, reaching six times the number of young adults 18-49 than opposing talk-variety show, on another VHF station.

BIRMINGHAM*

WBRC, 8:30-9:30 A. M.

#1 with 40 Metro share, attracting more adults 18-49 than combined programming of two competing stations.

HARTFORD-NEW HAVEN**

WTIC, 4:30-6:00 P. M.

#1 with 40 ADI share, boosts lead-in of women 18-49 by 142%.

MIAMI-FT. LAUDERDALE**

WTVJ, 4:30-6:00 P. M.

#1 with 35 ADI share, reaching twice the number of young adults and young women 18-49 than competing talk-variety show.

JACKSONVILLE**

WJXT, 9:00-10:00 A. M.

#1 with 50 Metro share, reaching more households than other two stations combined.

SAN DIEGO*

KGTV, 6:30-7:30 P. M.

#1 in total women, #1 in women 18-49.

NEW ORLEANS*

WVUE, 9:00-10:30 A. M.

#1 with 32 Metro share, #1 among women 18-49 against two opposing network shows.

BALTIMORE*

WBAL, 4:00-5:30 P. M.

#1 in adults, #1 in women 18-49, in initial survey. (Premiered March 26, 1973)

PORTLAND, ORE.*

KOIN, 4:00-5:30 P. M.

#1 in total adults, outperforming competing talk-variety show in total households, in women 18-49, in initial survey. (KOIN premiere March 19, 1973)

MILWAUKEE*

WTMJ, 3:30-5:00 P. M.

#1 rated, more than twice rating of lead-in, #1 in total women, #1 women 18-49.

FRESNO*

KFSN, 4:30-6:00 P. M.

#1 with 47 Metro share, increases lead-in of women 18-49 by 150%.



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back the next day . . . and each week's mystery story climaxes on Friday.* Top Hollywood stars like Patty Duke, John Astin, Howard Duff, and scores more will be featured in leading roles weekly. Brand new scripts . . . original theme music as played by Ferrante and Teicher.

Radio *IS* back and to date over one hundred fifty stations have already signed for the spectacular nationwide kickoff: Monday, September 3, 1973. You too can get in on the broadcasting story of the decade . . . just like these major market stations have . . .

WQBK-AM Albany	WRVR-FM New York City
WBZ-AM Boston	KOOL-AM Phoenix
WYSL-AM Buffalo	KDKA-AM Pittsburgh
WJW-AM Cleveland	KEX-AM Portland, Oregon
WWJ-AM Detroit	KSL-AM Salt Lake City
KTRH-AM Houston	KSDO-AM San Diego
KGIL-AM Los Angeles	KSFO-AM San Francisco
WISN-AM Milwaukee	KVI-AM Seattle
WGSO-AM New Orleans	KMOX-AM/FM St. Louis

Call collect today to Mark Fields, Sales Director, Hollywood Radio Theatre, for all the low cost, exciting details at (213) 981-1651 or (213) 981-3951, or fill out the coupon below. But hurry to insure exclusivity in your market.

Hollywood Radio Theatre is a Jay M. Kholos Enterprise Company. Phone (213) 981-1651, Suite 110, 16055 Ventura Boulevard, Encino, California 91316.

*Also available, two hour edited versions for one day per week block time airing.

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THEATRE**

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Yes! I'd like additional information on Hollywood Radio Theatre. Please send me Promo Tape and Press Kit.

☐ Stereo ☐ Mono

Name

Title Station

Address Phone

City State Zip

At Deadline

Quello is slated for FCC nomination

Broadcaster and civic activist is picked to replace Nick Johnson

James H. Quello, 58, retired vice president and manager of WJR-AM-FM Detroit and now broadcast consultant and teacher, is President Nixon's choice to succeed Nicholas Johnson as member of FCC. President reportedly made selection late last week, setting in motion final Federal Bureau of Investigation check of Mr. Quello's background, last step before transmitting nomination to Senate for confirmation.

President may be able to make recess appointment of Mr. Quello by mid-August, after Congress has begun its month's vacation. That would put end to tenure of Commissioner Johnson, who has been serving beyond expiration of his term, which ended June 30, because of failure of White House to name successor. Mr. Quello's nomination would then be submitted to Senate after Congress returns, on Sept. 4, and while Mr. Quello was serving as commissioner.

However, administration sources cautioned that Quello nomination, which would end extraordinary contest which involved dozens of would-be commissioners, is not certainty. They said decision will not be final until nomination or recess appointment is made.

Mr. Quello, who was first to declare his candidacy for non-Republican vacancy, in January (BROADCASTING, Jan. 8), comes from state in which voters do not register according to party. But he said he votes more often in Democratic than in Republican primaries.

In his bid, Mr. Quello had strong support from members of Michigan congressional delegation, particularly Representative Gerald Ford (R-Mich.), House minority leader, who is said to have applied intense pressure on White House in recent weeks. Mel Laird, former secretary of defense who is now top White House aide, is also said to have provided support.

However, one question is whether Mr. Quello's long association with industry which he would regulate as commissioner will hurt his chances. Administration and congressional sources who were not backers of Mr. Quello suggest that public-interest groups may raise sufficient hue and cry to persuade President to change his mind about Mr. Quello or, failing that, to generate opposition in Senate to deny Mr. Quello confirmation. They point to Senate's rejection of nomination of Robert H. Morris, California attorney, as member of Federal Power Commission, largely on basis of his past association with California oil company.

It is assumed that broadcasters would be pleased by nomination of Mr. Quello,



Mr. Quello

who has been active in broadcast-organization affairs. But cable-TV operators may see nomination as threat to their industry.

David Foster, president of National Cable Television Association, was high in his praise of Mr. Quello—"he has good credentials and is very knowledgeable and has integrity." But he said Mr. Quello's connection with broadcasting "is point of concern," though he did not think anyone "is going to try to shoot him down."

Mr. Quello does not believe his background should adversely affect his chances of confirmation. "It would be useful to have someone on the commission with practical broadcast experience to serve the public interest, not the broadcaster's private interest," he said. And as for cable television, he said, "There has to be peaceful coexistence" between broadcasting and cable TV. "Something has to be worked out. I'm very open-minded on cable."

Mr. Quello, who entered broadcasting in 1945 with WXYZ(AM) Detroit, moved over, in 1947, to WJR(AM) as publicity and sales promotion manager, and remained with station until retiring in September 1972. He later did consulting work for WJR's owner, Capcities, and for Storer Broadcasting, but dropped those consultancies last April. He has also been drawing on his professional experience as a teacher at University of Detroit, where for past three years he has conducted courses in broadcast management and in government regulation.

Mr. Quello would be second commissioner drawn from ranks of broadcasting in five years. Robert Wells, of Kansas-based Harris Enterprises stations, served from December 1969 to November 1971.

Mr. Quello's name was on list of four submitted to President four weeks ago (BROADCASTING, July 9). But final selection was said to have been made from list that had ballooned to 22 names of "viable" candidates.

One other on list of four is also broad-

caster—Herbert B. Cahan, Group W area vice president for Baltimore. He and another on list, Luther Holcomb, of Dallas, vice chairman of U.S. Equal Employment Opportunity Commission, had strong political support.

Fourth name is that of Glen O. Robinson, University of Minnesota law professor. His support reportedly came from FCC Chairman Dean Burch and Clay T. Whitehead, director of Office of Telecommunications Policy, although spokesman for Mr. Whitehead said he considered several candidates acceptable.

There was no doubt that Mr. Whitehead, who had been disappointed earlier when candidacy of his former deputy, George Mansur, collapsed, opposed Mr. Quello and other broadcasters in race. "Tom doesn't want a special-interest" candidate, spokesman said, indicating that would apply to representative of any industry that commission regulates. And Chairman Burch had gone on record months ago in opposition to selection of broadcaster.

There were reports that Mr. Whitehead and Chairman Burch had attempted to make a last-minute approach to White House to head off Quello appointment. However, Whitehead spokesman said OTP director had not expressed views to White House on matter for several weeks. Chairman Burch could not be reached for comment.

President's choice indicates that ABC bet on right candidate. Its representatives were said to have lobbied strongly against Mr. Robinson and in favor of Mr. Quello. Opposition to Mr. Robinson apparently was based on belief his backer was Mr. Whitehead and on fear and mistrust OTP director has inspired in some elements of broadcast industry with his speeches indicating support for cable TV and expressing strong criticism of networks. However, CBS and NBC, according to OTP, indicated they had no opposition to Mr. Robinson.

Mr. Quello, who was born in Laurium, in Upper Michigan Peninsula, on April 21, 1915, has been extremely active in civic and broadcasting matters all his adult life. He has served as president of Michigan Association of Broadcasters, and was its legislative chairman. He also served on National Association of Broadcasters radio code board, 1965-67, and 1967-69.

His civic works include 21 years of service as member of Detroit Housing and Urban Renewal Commission; he was its president four times. He now helps administer Michigan Veterans Trust Fund in post to which four different governors have appointed him.

House heats up on blackouts

House Communications Subcommittee Chairman Torbert H. Macdonald (D-

Mass.) said he is fed up with "public-bemadned attitude" of National Football League and last week introduced and scheduled hearings on legislation that would prohibit for one year TV blackouts of major sports events. H.R. 9553 would ban blackouts of games sold out 48 hours in advance. Hearings are scheduled for this Tuesday (July 31) and will continue to Aug. 2. Senate Commerce Committee two weeks ago approved legislation similar to Macdonald measure, and Stanford Parris (R-Va.) introduced that bill in the House (BROADCASTING, July 23) adding over 50 cosponsors to bill. House Commerce Committee Chairman Harley Staggers (D-W. Va.) late last week also introduced blackout legislation that applies only to football and would use 48-hour standard for postseason playoff games. Regular-season games would not be blacked out if sold out before start of season.

Prime-time scorecard: who's arguing at FCC

Oral argument to be held by FCC this week on prime-time access rule looks to be major confrontation. According to FCC staff compilations, proceeding will see appearances by at least 13 advocates of rule, nine by avowed opponents and 10 by interests whose position is either neutral or unknown.

Those scheduled to appear at two-day session (July 30-31), including spokesmen, follow:

In favor of rule (in order of appearance): National Association of Independent Television Producers, attorney Katrina Renout; NAITP members Joseph Cates, Gregg Garrison, Burt Rosen, Gerard Chester, Burt Sugarman and Nick Vanoff; Viacom International Inc., Ralph Baruch, president; Worldvision Enterprises Inc., attorney E. William Henry and Kevin Sullivan, president; Metromedia Producers Corp., A. Frank Reel, president; ABC, attorney James McKenna; Association of Independent Television Stations, Herman Land, executive director, plus five station managers; Westinghouse Broadcasting Co., Donald McHannon, president, and attorney John Lane; WCVB-TV Boston, attorney Donald Ward; Post-Newsweek Stations Inc., Joel Chessman, president; WBRE-TV Wilkes-Barre, Pa., David Baltimore, president; Adam Young Inc., Adam Young, president; Robert R. Nathan Associates Inc., Robert R. Nathan, president.

Against rule: National Committee of Independent Television Producers, attorney Robert Cahill plus certain members; group of major Hollywood producers including MCA Inc., Paramount Pictures Corp., Screen Gems, Warner Bros. Inc. and 20th Century Fox, attorney Arthur Scheiner plus executives Ed Blyer and Jerry Leitter of Warner Bros.; MCA-TV president Louis Friedland, and economist Paul Klein; MGM Television, Harris Kattelman, president; group of unions including Screen Actors Guild, Film and Television Coordinating Committee, Hollywood AFL-CIO Film Council, Chester Migden, executive secretary from group; National Conference of Motion Picture and Television Unions, Sam Robert, coordinator; American Federation of Television and Radio Artists, Bill Baldwin, president, or Sanford Wolff, secretary; CBS, attorney Timothy Dyck; NBC, Jerome Shestack; CBS Television Network Affiliates Association, attorney Charles Miller.

Those appearing whose positions are either unknown or neutral: Hughes Sports Network, Richard Bailey, president, or Roylance Sharp, executive vice president; Tomorrow Entertainment Inc., Thomas Moore, president; Action for Children's Television, Nancy Codispoti, membership director; The Wolper Organization, attorney Joel Levy; American Civil Liberties Union, attorney Thomas Asher; National Citizens Committee for Broadcasting, attorney Tracy Westen; Outlet Co., David Henderson, president;

Wometco Enterprises Inc., attorney Marcus Cohn; New York City-Rand Institute, Dr. Bernard Gifford, president; TV critic Cleveland Amory.

CBS sues Wynshaw, Rubino

CBS filed suit against ousted CBS/Records Group executives David Wynshaw and Anthony Rubino last Friday (July 27) asking for return of more than \$300,000 two allegedly received from CBS via bogus expense-account reports and invoices. Four weeks ago, CBS spokesman denied reports that corporation had intentions of filing such suit (BROADCASTING, June 25). CBS filed similar suit against former Records Group president, Clive J. Davis, asking for accounting of monies received by Mr. Davis and return of more than \$94,000 former president allegedly bilked from company (BROADCASTING, June 4). Messrs. Wynshaw and Rubino were named in May 30 Davis suit as conduits in embezzlement scheme.

On their own

As of Friday (July 27), over 200 systems had joined newly organized association for small cable-system operators that would not be affiliated with National Cable Television Association. Temporary president of Community Antenna Television Association is Kyle Moore, Cordell, Okla.

Headliners



Mr. McGannon



Mr. Irwin

Donald H. McGannon, president of Westinghouse Electric Corp.'s broadcasting, learning and leisure time group, assumed office last Wednesday (July 25) as president of National Urban League, civil rights organization. He succeeds James A. Linen, long-time Time Inc. executive.

William W. Irwin, general sales manager, Taft Broadcasting's WGR(AM) Buffalo, named general manager of WGR and Taft's WGRQ(FM) there. He succeeds Leon Lowenthal, transferred to Taft's WKRC(AM)-WKRC(FM) Cincinnati as general manager of those stations.

Alan J. Hirschfield, VP and director of American Diversified Enterprises Inc., New York, private investment company, named president and chief executive officer of Columbia Pictures Industries, parent company of Screen Gems. He succeeds Leo Jaffe, who assumes post of chairman. Mr. Jaffe succeeds Abraham Schneider, who has been named honorary chairman.

In Brief

Detente. ABC and Central Broadcasting Bureau of the People's Republic of China agreed last week on broad exchange of TV news, documentary and sports programs and personnel. Deal was arranged by Leonard Goldenson, ABC Inc. chairman, and Elmer Lower, president of ABC News, now in PRC on a three-week visit. ■ **News-making.** *Kup's Show*, Irving Kupcnet's talk show on WMAQ-TV Chicago, was credited with breaking story that President Nixon once credited insurance executive—and \$2.8 million campaign contributor—Clement Stone with credit for his election. "You know and I know," Mr. Stone said President told him, "that I wouldn't be here if it weren't for you." ■ **Skeleton crew.** Count of stations that had advised CBS-TV they will not carry controversial *Sticks and Bones* drama in its rescheduled Aug. 17 presentation had reached 84 by Friday (June 27). That was five short of number that had rejected original March 9 telecast that was postponed. Show will go on, says CBS. ■ **Round one.** U.S. Court of Appeals in New Orleans last week reversed, pending argument on case, orders of federal district judge in Florida banning sketching in his courtroom and prohibiting broadcast of courtroom sketches, even if from memory (Broadcasting, July 16). CBS had defied ban and was fined \$500. ■ **On the rise.** Cox Cable Communications, Atlanta, reports income gain of 16% in income and 13% in revenues for first-half 1973. ■ **Also nabbed.** KLVJ(AM) Beaumont, Tex., faces \$2,000, FCC-imposed fine for allegedly broadcasting telephone conversations simultaneously with their occurrence without notifying persons on other end of line. ■ **Farewell.** Herbert D. Maneloveg, vice president and director of media services at McCann-Erickson, New York, will join *Playboy* magazine as VP and associate advertising director. ■ **Settling in.** Frank Stanton, who has occupied temporary quarters in New York's Dorset hotel since retirement as CBS vice chairman March 31, will move into permanent offices at 10 East 56 Street, New York, today (July 30). ■ **Litigating.** U.S. Southern District Court of New York has set hearing today in suit brought by Viacom Enterprises, New York, against Tandem Productions, Los Angeles, regarding syndication rights to Tandem's *All in the Family* (also see page 46). ■ **Out of S. 372.** Senate late last week, by vote of 50 to 43, rejected Senator John Pastore's (D-R.I.) amendment to campaign-spending bill that would have restricted repeal of equal-time provision of Communications Act to presidential and vice-presidential candidates. As bill (S. 372) now stands, repeal is for all federal-office candidates. Bill was still being debated in Senate as of late Friday (July 27). ■ **Over at KYW.** Striking members of International Alliance of Theatrical and Stage Employees ended walkout at Westinghouse's KYW-TV last Thursday (July 26) and signed new three-year contract.

WOR is in the middle of the Action!



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REFLECTIONS

As we start our 11th year in business, it's difficult not to reflect on a lot of things. We have many new competitors in our field. When we started we were alone and the concept of studying anything but a rating book was new. The idea that you could find out *why* the ratings come out the way they do was startling. It was a hard sale then, but now our success has inspired many others to try their hand at it. They each go at it in their own way. By now, occasionally as many as three stations in a given market are all doing studies at the same time. Still nobody approaches the problem in quite the same way we do and very few with the same rewarding results.

News has expanded and become a key to station imagery and ratings. Almost every move to improve a newscast that looks good and can be copied, is on the air on competitive stations in the same market in a few days and in other markets in a few weeks. The real key to success, however, is still to knowing *why* you're doing what you're doing and not relying on being only a mirror of your competitor.

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First first

EDITOR: In your June 25 issue you had an article on the National Cable Television Association convention in Anaheim, Calif., and specifically on the satellite transmission carried out by Teleprompter in conjunction with that convention. Your article indicated that was the first domestic-satellite television transmission in the U.S. This is incorrect. At the National Association of Broadcasters convention in Washington in March 1973, which you covered, the Communications Satellite Corp. carried out a domestic-satellite television transmission from Andover, Me., to Washington, receiving the television signal at the convention site with a 15-foot receiver station and using a new digital television transmission system. That was the first domestic-satellite television transmission in the U.S.—*L. S. Golding, manager, image processing department, Comsat Laboratories, Clarksburg, Md.*

With KDKA in the beginning?

EDITOR: A KDKA reunion for those who worked or performed at the station between 1920 and 1956 (when we moved from the Grant building location to join our sister station, KDKA-TV) will be held at the Lodge at Boyce Park on Saturday, Sept. 8.

As you can understand, we are having difficulty reaching many of our former KDKA-ers and would appreciate hearing from them or anyone who might know their address.—*Gundla Johnson, promotion, KDKA(AM) Pittsburgh.*

After the elephants and the canoes

EDITOR: It was good to see the broadcasting industry is getting close to being saluted by the four stamps shown in the July 16 issue. The National Association

of Broadcasters 50th anniversary (1970) committee, of which I was chairman, was baffled by the attitude of the Postal Service's Stamp Selection Committee. We had a most successful anniversary without a stamp, but I've never figured out what it takes to be recognized by our Postal Service friends. Among the stamps that were issued in 1970 were ones on the African elephant and a Haida ceremonial canoe.—*Don C. Dailey, vice president, KGBX(AM) Springfield and KHMO(AM) Hannibal, both Missouri.*

Missing persons

EDITOR: I wanted to point out an error in your July 16 article [on the cable franchise situation in Grand Rapids, Mich.]. Grand Rapids has a population of 202,000 with a metro-area population of 550,600. General Electric Cablevision was also granted the franchise for Wyoming, Grand Rapids' largest suburb, with a population of 59,000.—*Alexis Kiyak, media director, Johnson & Dean Inc., Grand Rapids.*

(The 60,000 figure cited should have indicated homes, not people.)

Black angle on the news

EDITOR: I'd like to expand the number of black programs cited in "Closed Circuit" in the July 16 BROADCASTING by at least one series currently being produced for national distribution on PBS by WHYY-TV. It's a half-hour, once-a-week news analysis series called *Black Perspective on the News*, and, while it's produced by blacks, we've discovered that the show's viewers know no racial confines. The series aired locally from April 23 until July 5, when PBS picked it up for national distribution for 13 weeks.—*Shellie Burns Karabell, director of public services, WHYY-TV Philadelphia.*

Datebook®

■ Indicates new or revised listing.

This week

Aug. 1—Senate Copyright Subcommittee hearing on aspects of S. 1361, proposed copyright revision bill (CATV fee schedule, carriage of sporting events by cable, exemption for religious broadcasters). 10 a.m., Room 1114, Dirksen Senate Office building, Washington.

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

Also in August

Aug. 8-12—1973 convention, National Association of Television and Radio Announcers. Marriott hotel, New Orleans.

Aug. 9-10—Annual summer convention, Arkansas Broadcasters Association. Featured speakers: Vincent T. Wasilewski, president, National Association of Broadcasters; and FCC Commissioner Richard Wiley. 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 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 Streeter, 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



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Paul started his career flying a 21-passenger DC-3. Now he's captain of a 370-passenger 747, the world's largest jetliner. After 30 years with Delta, he has 26,000 hours and 8 million miles under his seat belt.

When you're flying, it's nice to know there's a Paul Bennett up front. Delta is ready when you are.



Delta's Wide-Ride™ \$25 million 747. Seats 370 in a cabin built for 490. Upper deck lounge area and private penthouse. More than a dozen stewardesses

Engineers technical conference. Americana hotel, New York.

Oct. 15-18—Fall conference, *National Association of Broadcasters*. Marriott hotel, Philadelphia.

Oct. 15-18—Northeast regional expo, *National Cable Television Association*. Granit 2 hotel, Kerhonkson, N.Y.

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

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

Oct. 18-19—Fall convention, *Kentucky Broadcasters Association*. Holiday inn, Frankfort, Ky.

Oct. 18-20—*American Advertising Federation* 10th district meeting. Fairmont Mayo hotel, Tulsa, Okla.

■ Oct. 19—Regional convention, *Society of Broadcast Engineers*. Oswego Treadway inn, Oswego, N.Y.

Oct. 19-21—*American Advertising Federation* 2d district meeting. Pocono Manor inn, Mt. Pocono, Pa.

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 Billmore hotel, Atlanta.

Oct. 25-26—Annual Western region conference, *American Advertising Federation*. Town and Country hotel, San Diego.

Oct. 28-31—Annual meeting, *Association of National Advertisers*. The Homestead, Hot Springs, Va.

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

■ Oct. 29-Nov. 1—North central regional expo, *National Cable Television Association*. Arlington Park Towers, Arlington Heights, Ill.

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

Oct. 31-Nov. 1—Central region annual meeting, *American Association of Advertising Agencies*. Ambassador hotel, Chicago.

November

■ Nov. 1—Deadline for filing comments with FCC in matter of inquiry and proposed rulemaking on combination advertising rates and other joint sales practices between cable TV systems and broadcast stations and between commonly-owned stations in separate markets.

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. 12-18—Media Fair '73, sponsored by department of radio-TV-film, University of Wisconsin, Oshkosh.

Nov. 14-15—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.

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. 28-29—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—23d annual convention, *National Cable Television Association*. Conrad Hilton hotel, Chicago.

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



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Monday Memo®

A broadcast advertising commentary from Bill D'Elia, broadcast director, Allied Stores Marketing Corp., New York

Some bad arithmetic adds up to good numbers for Allied Stores

A long time ago, an advertising professor taught me about the synergistic effect. He said in advertising two plus two equals five. That is, by adding different media together the effect of the advertising is greater than the sum of those different media used separately. Put simply, two billboards may reach 1,000 people twice in one week. And a series of radio commercials may reach 1,000 people twice in one week. (This is hypothetical, all you billboard and radio fans.) But if these two media are utilized at the same time for the same campaign, then the advertiser theoretically can reach (no, not 2,000 people four times, you're not paying attention) 3,000 people five times in one week.

But of course that's a theory, and I'm a meat-and-potatoes man myself. Theories are for philosophers but we are going to be talking about retailers here.

The simple truth, however, is that the synergistic effect is for real. It works. Two plus two do equal five in advertising.

Allied Stores likes to call it the multimedia approach, and it makes so much sense it is almost too good to be true. Retailers, because of the nature of their business, have the unique opportunity to find out which media mix is best for their market. What the retailer sells tomorrow is based on what and how he is promoting today.

And, by utilizing different media mixes we can not only determine which is best for our market (or store), but also which mix is best for each department, each event and even specific items in the store.

This year Allied has jumped on the multimedia bandwagon. It seems a little silly to be talking this way in 1973, but retailers across the country are waking up to find that the newspapers alone just don't do it any more. Costs are going up and circulation is going down. It's a fact that we need other advertising avenues. Television and radio, as we all know, are the most inexpensive in cost-per-thousands. The long-awaited marriage is finally at the altar.

At Allied, our multimedia approach is simple. The event is there to be promoted via direct mail, newspaper, TV and radio. A central theme is determined; whether it stems from the direct-mail layout or the TV storyboard doesn't matter. It has happened both ways. (A sign of the changing times: It used to be the mailer that influenced the TV concept. The last several ideas have stemmed from TV and radio.) The idea is then interpreted in the various ways for each medium and offered to the stores as a package. This is a new idea for us, and we know it's the right way to go. So far



Bill D'Elia is broadcast director of Allied Stores Marketing Corp. and is responsible for Allied's central broadcast operation serving its 150-plus department stores. He heads the broadcast arm of Allied's house agency, Alcom Advertising. A graduate of Ithaca College's School of Communications, he began his professional career writing and producing television commercials for local retailers in upstate New York. After that and before joining Allied in 1971, he served as a television production specialist for the U.S. Army and a director of local productions for several network-affiliated television stations.

we've promoted Father's Day and back-to-school via multimedia promotions. We are currently working on Christmas, the January white sale, and a special spring event.

The next inevitable step is to devise a program whereby these multimedia promotions will be supported cooperatively, with vendor money in broadcast. Thus far we've produced commercials for several vendors and run these with support in newspaper and direct mail, but to date we haven't tied any vendors into a central co-op promotion for a specific Allied event. We are hoping at this point to interest enough vendors in a co-op plan to tie in with the Allied Stores on TV and radio to further reinforce their direct-mail efforts with our stores this Christmas. In this way, by producing the Christmas commercials centrally in New York and buying the time in each of the Allied markets desired by the vendor, we've come up with a solution that benefits both the stores and the vendor. (The

money we saved one vendor was two-thirds off his lowest agency bid to produce the TV commercial and run it in three Allied markets.)

It used to be that vendors could interest a store in co-op if they had a 30-second spot with 10 seconds of dead air at the close of the commercial. We all know that one—chopped supers and sentences, or tags that run at the beginning of the next commercial. If we're lucky enough to get a smooth spot that runs properly, it really doesn't matter because every other major store in town is running *their* tag at the end of the same spot in another half hour. Clutter city. Retailers are not exactly jumping at the chance to use somebody else's commercial any more.

As I have said, what the retailer does today is a direct result of what and how he promoted yesterday. We now recognize the need for continuity. And we have to watch our step or we wind up at the other end of the spectrum.

Before, using anybody's commercials, we had no continuity, no balance. We had clutter. Now, in some cases we're approaching "sameness" in TV advertising. "Sameness" is what happens when we strive too hard for continuity. The store decides that it needs to establish continuity on TV and radio. Good. The store decides that all broadcast ads will be of the same or similar quality in appeal. Good. Therefore, the store decides that all commercials will begin and end the same and the middles will all be structured in a similar fashion. Bad. We've passed continuity and we're approaching sameness. If all our ads look and sound alike everytime, no one is going to pay any attention to the vendor's message.

Each commercial has to be structured according to what, who, and why, incorporating the store's image each time into the vendor's message.

At Allied we're trying to establish the balance between co-op clutter and sameness. Clutter and sameness are easy and it's comfortable to fall into the pattern. Continuity is difficult but more rewarding. We're striving for those rewards by using the multimedia approach, by providing our stores with television and radio *campaigns* rather than commercials, and by striving for an honest, balanced, co-op plan that keeps everybody happy.

Broadcaster-retailer-resource. The economies are there. The support is there. Everybody works toward the same end. The vendor tells us why to buy, the retailer tells where to buy. And as direct mail reaches our charge customers and the newspaper reaches our established customers the dynamic duo of TV and radio reach our new, young and ever-increasing customers. It's the only way.

Broadcast Advertising

Broadcasters to seek relief from Phase Four

Strategy is to get clarification now, ask for decontrol or exemptions later

The National Association of Broadcasters plans to file by tomorrow (July 31) the first of what almost certainly will be a series of broadcaster requests for clarifications of the government's complex Phase Four economic policy (BROADCASTING, July 23).

Later—"somewhere down the road," in the words of John B. Summers, NAB general counsel—the association also expects to try to get the entire broadcasting industry exempted from the Phase Four price controls. The government's Cost of Living Council has indicated it will consider such requests on an industry-by-industry basis.

Mr. Summers noted that Phase Four in effect reinstates much of Phases Two and Three, so that larger stations, groups and networks are the broadcasters affected. Those with no more than 60 employees are exempt, as before.

One clarification that NAB will seek, Mr. Summers said, is aimed at establishing that the 60-employee exemption applies to individual stations within a group. The opposite interpretation would mean that a group owner having a total

of more than 60 employees would be subject to controls even if none of his stations individually employed as many as 60.

In other requests, Mr. Summers indicated, the NAB hopes to obtain the pricing flexibility related to business seasonality and cost-per-thousand that broadcasters had in earlier phases.

The filing is planned by tomorrow because that is the date the government set for comments on the Phase Four regulations.

When it comes time to seek decontrol for all broadcasters, Mr. Summers said, the NAB's bid will probably be based mainly on First Amendment grounds. The rationale is that if broadcasters cannot raise rates on hit programs, they will lose money because rates on shows that lose audience will be driven down as a natural function of the marketplace; and if they lose money, their news and public-affairs operations will suffer and thus will have been inhibited by the freeze.

The NAB has retained Donald Zeifang of the Washington communications law firm of Dow, Lohnes & Albertson to represent it in Cost of Living Council matters.

It was not clear what other broadcast representatives or members would file comments or queries tomorrow. Some network sources said they themselves did not plan to, on the theory that, as one put it, "I don't think there's a possibility of changing the regulations." But they left no doubt they would be applying for exceptions or at least greater flexibility than they feel the regulations now permit.

One network source felt that "if we could file a well-reasoned, persuasive argument," exceptions might be allowed. But the argument, he felt, would have to make the point that money spent in broadcast advertising does not have an inflationary effect on the prices of consumer goods and services.

The same source was particularly concerned about Phase Four's changing the formula for determining base prices from "decile" to "average." Under the decile principle, the base price was the highest at which at least 10% of the commercial units were sold; now the base price is the average of all unit prices, which inevitably will be lower, "whether you're talking about local, spot or network rates," one specialist said.

The base period to be used is the last fiscal quarter ending before Jan. 11, 1973, subject to some cost-increase adjustments. "If the rules as written are applied without exception," one executive said, "even rate increases that were legal when they were made won't count. What broadcasters need is decontrol, exemption or special regulations applied to them."

Broadcasters' concern:

"If the rules as written are applied without exception, even rate increases that were legal when they were made won't count."

Stations called on the carpet for violations of combo-rate rules

FCC acts against cross-market combination prices and representation

The FCC last week identified 17 stations it had said earlier—in announcing an inquiry into combination advertising rates (BROADCASTING, July 23)—were to be subject to commission action because present or planned station policies violated existing rules in that area.

Combination rates between unaffiliated stations of any broadcast service located in the same geographic area are prevented under present rules. Commonly located stations in the same service are

also prohibited from being serviced by the same station representative if there are direct or indirect ownership ties between the rep and one of the stations. (The new inquiry will examine several possible expansions of those prohibitions.)

The individual actions taken by the commission fell into two categories: rulings against two stations planning or currently engaged in issuing combination rates, but with no station-rep crossownership, and action against common station representation of co-located stations of the same service where no combination-rate use was evident.

Thirteen stations were affected by rulings in the first category. The commission denied a proposal by KMEN(AM) and KOLA(FM), both San Bernardino, Calif., that would establish joint national advertising rates by the two independently owned stations. The commission said that even though the two would continue to issue separate local rate cards

and propose no other joint operations, existing policies preclude the plan. KMEN and KOLA would have given firms that advertise on both facilities a standard discount. A similar combination between KHIS(AM) and KWST(FM), both Los Angeles, which has been discontinued since, was also condemned. The commission concluded the stations failed to meet "the standards expected of all licensees" in neglecting to advise it of their then-existing combination-rate policy, even after they had requested FCC approval of such an arrangement. The commission said an entry to that effect would be made in both stations' permanent records. It took no further action.

A proposed joint-selling venture between KXOL(AM) Fort Worth and an undisclosed Dallas station was also disallowed. The KXOL licensee had requested approval of the plan in light of the fact that KLIF(AM) Dallas and KFJZ(AM) Fort Worth have maintained similar ties

since 1958. But in denying the KXOL request, the commission said that the KLIF-KFJZ agreement was itself in violation of the rules. It stated that those two stations have substantially overlapping signals and therefore can be judged to be operating in the same general area, although they are licensed to different cities. (The exact meaning of the term "substantially the same market or area" is one of several issues to be explored in the new inquiry.) KLIF and KFJZ maintain the same station rep, but neither facility has ownership interest in that firm, the commission noted.

Six other stations falling within the first category were involved in common sales representation, although there was no question of crossownership. In one action, the commission ordered the discontinuance of a combination rate between WPCH(FM) and WGST(AM), both Atlanta. The two unaffiliated stations are represented by John Blair & Co. The commission said that while no discounts are offered in the joint-selling effort, the practice is still illegal under existing rules. The four remaining affected stations are all represented by the Katz Radio rep firm. In one action, the commission ruled against Katz's practice of jointly selling, although on an undiscounted basis, WRNG(AM) and WKLS(FM), both Atlanta. A Katz policy giving advertisers an option to jointly purchase time on commonly-represented WNNH(AM) and WPLR(FM) New Haven, Conn., was also disallowed.

In the second category, the commission ruled that McGovern-Guild-PGW may not represent both KFAC(AM) Los Angeles and KROQ(AM) Burbank, Calif. That rep and KFAC-AM-FM are all owned by ASI Communications Inc. The commission did not rule on the joint McGovern representation of KFAC-FM and KROQ, noting that the new inquiry will deal with the prospect of co-located stations of different services employing the same rep.

In another ruling the commission found that the Bernard Howard rep firm may not serve both WWRL(AM) and WHOM(AM), both New York. It noted that WWRL and the Howard firm are both wholly owned by group broadcaster Sonderling Broadcasting Co. The commission rejected the stations' claim that joint representation (without any prospect of the use of combination rates) would be permissible under existing rules since the two facilities target different audiences and are considered by advertising-agency definition to be aiming their programming at different markets. WWRL is black oriented; WHOM, which has separate ownership, broadcasts in Spanish.

The commission's inquiry explores virtually every parameter of the combination-rate issue and seeks to determine whether the existing rules should be broadened in several respects. Included are the feasibility of a prohibition against the joint selling of broadcast and cable-TV media; preclusion of combination rates between commonly owned stations, regardless of location; similar bans covering simulcasting AM-FM combinations.

At that point in time: hindsight by the Nixon in-house agency

Watergate has made the men of The November Group a bit leary of the world of politics

Reminiscing about the campaign with members of The November Group is a bittersweet affair. They are all proud of the work they did for Richard Nixon but Watergate has soured the taste of victory they savored last fall. "We've managed to snatch defeat from the jaws of victory," Phil Joanou observed sadly.

Mr. Joanou had been executive vice president of The November Group, the advertising agency created to handle the President's re-election. "I'm very proud of the work The November Group did," he added. "The stuff we did was in good taste and highly effective. There's nothing we have to be ashamed of. And the fact that some other idiots were doing some damn foolish things shouldn't take away from it."

Would he get involved in another presidential campaign? There was a pause, a heavy sigh and then—"Maybe. Too much depends on the man. I'd want to talk to the man. It will be quite some time before one gets another incumbent Republican President."

Mr. Joanou, like most of The November Group, is a Republican. He said Watergate would hurt the party most "in the fund-raising area. A lot of people who gave money in good faith feel they got screwed. But I don't think a Senator would lose an election in his state because of Watergate. I have immense faith in the American people."

He felt strongly that President Nixon should release the tapes of conversations with his staff that deal with Watergate—"Certainly if he's going to continue to govern, he's going to have to make a clean breast of it. There's no basis for him not to give them to [Archibald] Cox, who is working in the executive branch [as special Watergate prosecutor]. That doesn't involve separation of powers."

Mr. Joanou, who had been a vice president with Doyle Dane Bernbach in Los Angeles prior to the campaign, joined Dailey & Associates, Los Angeles, as a senior vice president last December.

Moneymakers. American Association of Advertising Agencies is releasing a study today (July 30) showing that in 1972 net profit for incorporated agencies averaged 3.62% of gross income, up from 2.87% in 1971, and net profit as a percentage of billing averaged 0.75%, up from 0.56% in 1971. The association noted that in the past 10 years, profits as a percentage of gross income have been below 3% in one year; between 3% and 4% in five years; between 4% and 5% in three years and about 5% for one year. Total payroll as a percentage of gross income decreased more than 0.7%, slipping from 65.26% in 1971 to 64.53% in 1972, said to be lowest total payroll percentage since the first AAAA analysis of agency costs was compiled 43 years ago. The AAAA said costs for employee benefits, overhead items and taxes increased over 1971 and it attributed the rise in profit in 1972 "almost directly" to the decrease in payroll as a percentage of gross income.



Mr. Karalekas

Mr. Lesser

Peter Dailey, president, was president of The November Group.

Mr. Dailey said he would work on another presidential campaign if he supported the candidate. "All of us felt it was time well spent, a chance to touch history." Commenting on the Watergate hearings he said, "For years the advertising business has taken the knocks for a lot of things. Now it seems like lawyers are having trouble. There are about 30 of them up against the wall. I'm disappointed that the whole thing came about. In terms of who's responsible it's only fair to withhold judgment. He [Nixon] delegated an enormous amount of work to others so it's not inconceivable that he didn't know."

Mike Lesser, general manager of The November Group, returned to Marschalk after the elections as a senior vice president. He admitted he would be "chary" about working on another presidential campaign—although if Senator Ted Kennedy (D-Mass.) were to run, he definitely would work for the Republican candidate.

During the campaign it was reported that Mr. Lesser had political aspirations, notably to run for the Senate. He still thinks about it, though he doesn't know if he will ever act on it. "I still like politics," he said. "I didn't particularly like the Nixon White House. When asked if I wanted to come down there to work for four years I said no. We worked very closely with [Jeb] Magruder. He was a very poor administrator—impossible to make decisions, very polite and slippery. Ehrlichman I just saw once or twice in meetings. He has a perpetual sneer on his face. But just because I don't like them

doesn't mean I think they're capable of committing criminal acts." What will be the effect of Watergate? "I'd guess Nixon's going to remain President, but he's not going to be terribly effective," Mr. Lesser said sadly.

Bill Tayler, creative director of The November Group and senior vice president/creative director at Ogilvy & Mather, said he's become more interested in politics since working on the campaign. An independent, he said he didn't know whether he would work for Mr. Nixon if the President could run again, though he would work on another presidential campaign. "I'm very disappointed that the tapes weren't turned over," he said. "It's quite logical that he didn't know what was going on. He really did have some other things to do."

"If it were Spiro Agnew and he called me today, I'd be in Washington tomorrow," George Karalekas said, enthusiastically answering the question of whether he would work on another presidential campaign. The former media director of The November Group, now marketing director at Canada Dry, added, "It would depend on the candidate and how I felt about the man." Like Mr. Lesser, Mr. Karalekas had been offered a job in Washington, "and gave it very serious thought. I took about six weeks off [after the campaign] actively looking at the opportunities and decided that I didn't want to get involved in the whole Washington syndrome. Like the Department of Health, Education and Welfare—it just oozed bureaucracy. I knew as soon as I walked into the building it wouldn't offer me the creative license to do what I wanted. There are some agencies that are quite exciting—like Clay Whitehead's operation [Office of Telecommunications Policy] and the United States Information Agency—but it's another world."

Looking back on the campaign he said, "I really enjoyed it. But I was disappointed that people I knew so well [Mr. Magruder and Gordon Strachan] would get involved in something like this."

How will Watergate affect President Nixon? "My gut feeling is that he will come out OK and be able to pull things together. The remaining years will not be as productive as they could have been, though," he said.

DFS says make-goods cause slow payments

When an advertising agency spends about \$140 million a year in TV, it has a very strong desire to reduce the billings problem that plagues agency-station relationships. Last Tuesday (July 24) Dancer-Fitzgerald-Sample sent all TV stations a letter that attempts to clear up the problem.

Ave Butensky, DFS's director of media operations, explained that although billing discrepancies and late payments constitute only 3-4% of total billings, they add up to "several hundred" buys that have to be re-checked each month. Mr. Butensky said: "The bulk of our discrep-

Safety precautions. The panel studying advertising and unsafe practices for the National Advertising Review Board has defined three major areas in which it will develop guidelines. These are: advertising products that are potentially hazardous through misuse; situations depicted in advertising that may tend to encourage unsafe practices or behavior; executional devices, such as alarming sound effects, used primarily in TV commercials, that in themselves may be harmful to some people. Panel chairman John E. O'Toole, president of Foote, Cone & Belding, indicated that the study is being taken from the standpoint of advertising's possible impact on children and adults generally and, in particular, on that segment of the population predisposed toward risk-taking. The panel is expected to submit its study to the full NARB by September.

ancies comes from unauthorized make-goods."

In hopes that DFS's actions might help smooth out other station-agency relationships, DFS made a copy of the letter available to BROADCASTING. "Let's get billing discrepancies away from the accountants where they won't get solved and direct them to the buyer and the rep where they will get solved quickly," the letter urges. The problem of unauthorized make-goods arises when a pre-empted spot is not reported to the agency within seven days of occurrence. DFS counts that as an automatic credit.

The letter asks stations to do the following:

- 1) "Be sure your rep notifies us within seven days of any pre-emptions and make-goods."
- 2) "Be sure your financial people do not bill for a make-good unless your rep has notified us within seven days of occurrence."
- 3) "Remind your financial people that

discrepancies must be resolved by DFS buyers and, therefore, your financial people should send questions directly to the buyer via the station rep and not to the DFS financial people."

Business Briefs

CBBB recognition. Council of Better Business Bureaus Inc., New York, has awarded its ABBY ("Award for the Better Business of the Year") to American Motors, Detroit, and Major Appliance Consumer Action Panel, Chicago, for their consumer education activities—American Motors for its buyer protection plan and MACAP for its actions in investigating consumer complaints.

Sock it to them. Centsable Products Inc., Palatine, Ill., has announced \$750,000 network and local television promotion for this fall. Commercials for "Socker-Boppers," inflatable vinyl boxing gloves, will be seen on at least 450 stations in 288 markets. First ads on network programs will break Sept. 22 on CBS and NBC and will continue through Feb. 9.

Westward. Wylde Films, New York TV commercial producers, division of 20th Century Fox Film Corp., has opened Wylde West Films on West Coast. Executive producer Nicki Minter will head the firm. Address: 7557 Sunset Boulevard/Los Angeles. Phone: (213) 851-4800.

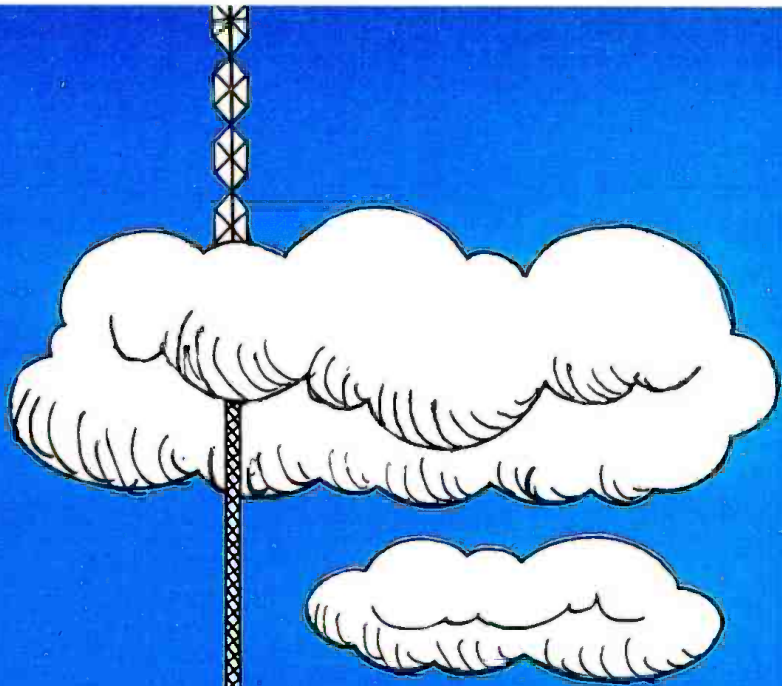
Philadelphia story. The Philadelphia Agency is going out of business July 31. Ralph N. Feaver, president, will become chairman and chief executive officer of Media PlanService, wholly owned subsidiary of The Philadelphia Agency. MPS is a media placement and counseling firm also located in Philadelphia. No explanation was given for agency's demise. It reportedly has billings of about \$4.3 million, over half in TV.

BAR reports television-network sales as of July 8

CBS \$353,075,300 (35.0%), NBC \$346,583,700 (34.3%), ABC \$310,491,300 (30.7%)

Day parts	Total minutes week ended July 8	Total dollars week ended July 8	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	65	\$ 426,000	1,962	\$ 12,723,400	\$ 11,735,500
Monday-Friday 10 a.m.-6 p.m.	978	6,874,200	25,206	207,662,600	168,119,500
Saturday-Sunday Sign-on-6 p.m.	244	2,078,600	7,591	100,225,100	80,021,900
Monday-Saturday 6 p.m.-7:30 p.m.	93	1,329,100	2,558	51,860,600	38,443,900
Sunday 6 p.m.-7:30 p.m.	10	122,100	384	9,095,400	12,218,100
Monday-Sunday 7:30 p.m.-11 p.m.	395	15,204,100	10,610	564,940,600	473,798,200
Monday-Sunday 11 p.m.-Sign-off	162	2,089,300	4,284	63,642,600	34,308,100
Total	1,947	\$28,123,400	52,595	\$1,010,150,300	\$818,645,200

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



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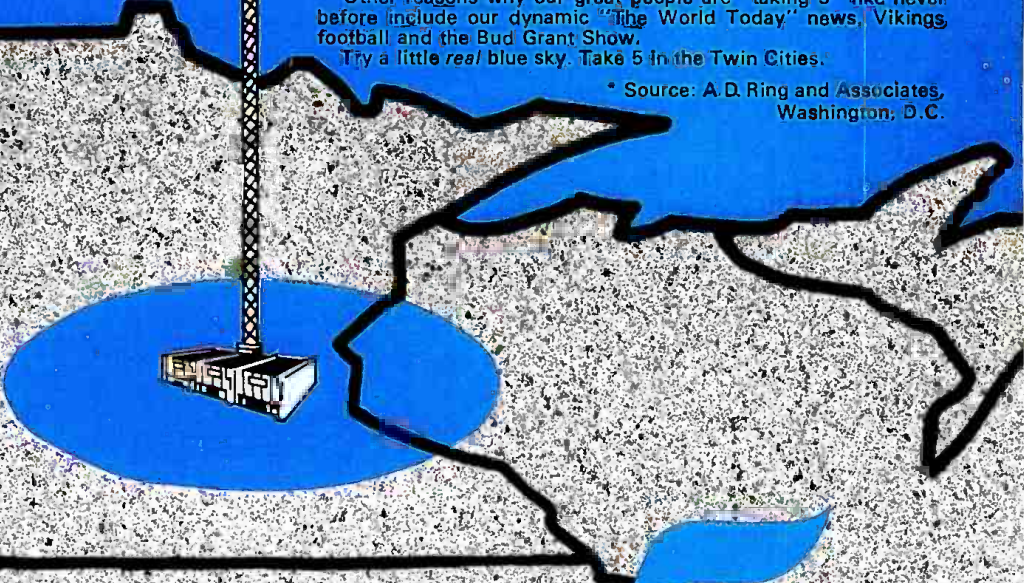
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* Source: A.D. Ring and Associates,
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FCC's the target for Johnson's latest blast

Commissioner analyzes agency's shortcomings for the 'Yale Law Journal,' concludes that reform can come only from the courts

Nicholas Johnson, who in his seven years on the FCC has been its severest critic, is letting those feelings hang out in a 60-page article that leads the July *Yale Law Journal*. The commission, as seen through his eyes, "acts in a consistently unprincipled manner," works through an agenda that "is the product of industry pressures, staff idiosyncrasies and political judgments," and often decides cases it does not understand, particularly those involving complex common-carrier issues.

What's more, the commission tends to overlook rule violations "so long as the public is the only victim." And, he says, the agency "lacks data, makes no independent analysis, relies heavily on information provided by interested parties, considers broad questions piece-meal, defers to industry interests, postpones difficult problems, hopes for compromises that the agency can ratify, and fails to anticipate major problems before they arise."

All that—according to the commissioner and John Jay Dystal, his former legal assistant and co-author of the article, can be discerned from an analysis of a single commission meeting—that of Dec. 13, 1972. (The article is titled "A Day in the Life: The Federal Communications Commission." It is borrowed from the Beatles' song, "A Day in the Life.") That meeting, the authors says, was neither better nor worse than others during the year; it was "typical." Among the conclusions they drew from it: that the commission is manipulated both by the industries it is supposed to serve and by the staff that is supposed to serve it.

In the latter regard, the article stresses the role of the Cable Television Bureau, whose independence, it says, is due in part to "the enormous complexity of the cable television rules." That bureau, in the authors' view, "has attempted to manipulate the FCC commissioners by building precedents which tend to lock the majority into certain results desired by the industry but not necessarily preferred by all, or even most, of the commissioners."

The article, which provides an unprecedented, first-hand account of a commission meeting, does not divulge any major secrets, but it does provide an unusual behind-the-scenes look at an adjudicatory proceeding, one involving RKO General's effort to retain its license for KHJ-TV Los Angeles against the challenge of Fidelity Television. The commissioners, in a meeting in October, the authors say, considered but did not act on the merits of the administrative law judge's findings in the case—that

KHJ-TV's license should not be renewed and that RKO and its parent, General Tire and Rubber Co., had engaged in antitrust activities. But, the authors add, the commission could not simply renew KHJ-TV's license since the proceeding had become entangled in the issues of another comparative hearing in which RKO's license for WNAC-TV Boston was under challenge.

While the commissioners decided to take no official action in the case, a majority agreed with the staff that the KHJ-TV license "could not be renewed until certain other issues were resolved" by the judge in the case. Under the circumstances, the authors say, the only reason for the commission's failure to overturn the judge and remand the case for resolution of the remaining issues was to deny "dissenting commissioners an opportunity to write opinions which might have been the basis for judicial reversal on appeal."

The authors recited that background in explaining the staff's recommendation, at the Dec. 13 meeting, that the commission "could not allow RKO to purchase still another broadcast station." (It was seeking to buy its seventh FM, WAXY-FM Fort Lauderdale, Fla.) Nevertheless, the article recounts, the majority "was so eager to let RKO continue building its broadcast empire" that it approved the sale a week later.

The account seems to confirm reports that the commission majority, when faced with a court order to conclude the case, tentatively decided to deny Fidelity's application and to grant RKO's, subject to the outcome of the Boston case ("Closed Circuit, July 9).

The authors, after cataloguing their list of administrative horrors, write off Congress as a possible instrument of FCC reform. "As a 'generalist' and political body subject to the same sorts of pressures that barrage the commission," they say, "Congress is not terribly competent to supervise." Their hope is in the judicial branch. A purpose of the article, the authors conclude, is to tell that branch "how bad things really are" and "how tenuous is the basis for the idea that judges should defer to the FCC's 'rational and orderly process.' Long-range reforms aside, if there is to be any immediate hope for the FCC, it lies with the courts."

If the conclusions of Mr. Johnson and his co-author were harsh, so was that of Dean Burch, who was given an advance copy. The chairman, who has tangled frequently with the commissioner in the past, called it "more of the same old crap," and added: "It is quite clear from my public utterances that I'll be pleased to get a member of the commission who is intellectually honest. He [Commissioner Johnson] is not." Mr. Johnson's term expired June 30, but he is remaining on the commission while the White House ponders the choice of his successor.

Publication of the *Yale Law Journal* article follows by three weeks another of Commissioner Johnson's last major contributions to the literature of communications regulation—his "Johnson ratings" on the performance of television network affiliates in the top 50 markets (BROADCASTING, July 9, 16).

WLBT contender seeks 2d look at initial decision

Civic Communications cites Dixie misrepresentation as basis for reopening hearings

Civic Communications Corp., one of five applicants for the Jackson, Miss., channel 3 facilities now occupied by WLBT(TV), has asked the FCC to hold further hearings in the case based on allegations of impropriety on the part of Dixie National Broadcasting Co. Dixie was recommended to be awarded the channel in an April initial decision by FCC Administrative Law Judge Lenore Ehrig (BROADCASTING, April 23).

Civic's argument was founded on a contention that Dixie and Rubel Phillips, a Dixie director and 6% stockholder, had made misrepresentations to the commission regarding Mr. Phillips's business activities. Civic noted that an issue in the channel-3 proceeding had sought to determine whether Dixie's failure to report to the commission the fact that Mr. Phillips had previously served as secretary of Dixie National Life Insurance Co., a major Dixie National Broadcasting stockholder, reflected negatively on the firm's qualifications to be a licensee. Judge Ehrig, however, had exonerated Dixie and Mr. Phillips of wrongdoing in that area.

But, Civic asserted last week, Judge Ehrig had failed to take adequate note of several pertinent factors. One, it said, was that Mr. Phillips's involvement in Dixie Insurance could have given that firm voting control over Dixie Broadcasting because Mr. Phillips's 6% interest in the latter firm, coupled with Dixie Insurance's 45% interest, would have indirectly assigned Dixie Insurance 51% control of the broadcast company.

But of greater significance, it indicated, is the existence of "newly discovered evidence of decisional significance" illustrating "a continuing and intentional pattern" of misrepresentation on the part of Dixie. The new evidence, Civic said, involves a disclosure that Mr. Phillips had served as a "key employee" of Stirling Homex Corp., an Avon, N.Y., firm now in bankruptcy and under investigation by the Securities and Exchange Commission. Civic noted that Mr. Phillips, within the course of the channel-3 hearing, had testified that he had never taken advantage of an offer to become a vice president of the Stirling Homex firm. However, it continued, corporate records of Stirling Homex indicate that shortly before Mr. Phillips gave testimony, he had been "actively engaged" in that firm's management. Civic asserted that Mr. Phillips had been given an option to purchase up to 40,000 shares of Stirling Homex stock and that he had been responsible for opening an office for the firm in Jackson. Civic also noted press reports implicating Stirling Homex and Mr. Phillips in an alleged offer of gratuities to a federal official in return for a "lucrative" government contract.

Taken together, Civic said, these inci-

dents necessitate the commission's holding further hearings on the Dixie misrepresentation issue. The firm also claimed that it should be afforded an opportunity to clear up character questions concerning Civic President Weyman H. D. Walker (whom Judge Ehrig had termed "not qualified to serve as a responsible principal" of a broadcast licensee in light of his "questionable" stewardship of WHTV-TV) Meridian, Miss., during a six-month stint as that station's general manager) as well as challenges to its financial qualifications.

Rand angels keep study of mass media going

Markle, Ford and the FCC pitch in total of over \$800,000 for communications policy program

Rand Corp., Santa Monica, Calif., last week announced grants totaling \$816,000 to explore the future of mass communications.

The grants are from the John and Mary R. Markle Foundation, New York, \$350,000; the Ford Foundation, New York, \$100,000; the FCC, \$220,000, and the National Science Foundation, Washington, \$146,000.

The Markle grant is a follow-up to an initial \$500,000 award three years ago that established a communications policy program at Rand, which has resulted in a series of studies on cable TV. The Ford grant, for one year, is to support work in Rand's Washington office on regulatory issues involving the electronic media, with Henry Geller, former FCC general counsel and assistant to FCC Chairman Dean Burch, in charge. The first study will be on the fairness doctrine. The FCC grant is a two-year contract to analyze spectrum requirements for TV over the next 15 years in the light of the emergence of such new technologies as cable TV, pay TV, satellite broadcasting and video cassettes. The NSF grant is for the purposes of collecting and analyzing information on ownership and control of TV, radio, CATV and newspapers.

Donald B. Rice, Rand president, said the organization will appoint an advisory committee to help Rand in these studies. Elie Abel, dean of the Columbia School of Journalism, is chairman of that committee.

Chief of Rand's communications policy studies is Leland L. Johnson, an economist.

Insurance interests again seek 5% ownership level

The FCC has again been petitioned to increase the permissible level of broadcast ownership for insurance companies from the present benchmark of 1% to 5%. The petitioner, the American Life Insurance Association, claimed that such a ruling is necessary to put insurance interests on an equal competitive standing with banking institutions, which now en-

joy a 5% benchmark. Mutual funds are now permitted a 3% benchmark.

The ALIA pleading was submitted independent of, but would have the same residual effect as, a petition filed last April by the Aetna Life and Casualty Co., requesting that it be permitted a 5% benchmark (BROADCASTING, April 9).

In attempting to justify its request, the ALIA employed the same argument that had been utilized by Aetna: that insurance companies are "passive investors" having no interest in influencing the affairs of broadcast companies in which they have ownership interests. It said that the present provision of the FCC's multiple-ownership rules applicable to insurance firms would cause a "continuing hardship" to investors in that industry and would deny the communications industry needed capital.

It claimed that, unless the rules are changed, insurance firms would have to divest of a total of \$158 million worth of broadcast stock. That conclusion, it said, was based on a survey of 46 insurance companies. The responding firms reported a total of 30 holdings in excess of the 1% benchmark in 23 broadcast companies.

Senate votes out bill to kill OMB powers over agency forms

Authority would be transferred to GAO, accounting arm of Congress

The Senate has approved legislation that would remove from federal regulatory agencies, including the FCC and Federal Trade Commission, the threat of veto that the Office of Management and Budget has over the forms they send to businesses to collect information.

Oversight of forms those agencies propose to use would be given to the General Accounting Office, which is an arm of Congress. But GAO's function would be limited to determining whether the information being sought was available from another federal source and whether the forms were designed to minimize the reporting burden.

The legislation would expressly leave to the regulatory agency involved the final determination as to whether the information it is seeking is necessary to its regulatory function.

Legislation transferring clearance authority from OMB to GAO and giving it oversight authority only was originally introduced by Senator Philip A. Hart (D-Mich.). He said it was needed to free the regulatory agencies of the veto wielded by OMB, often with the support and encouragement of business advisory groups functioning under the Business Advisory Council to OMB.

Senator Hart said the problem the legislation was designed to deal with was called to his attention by Chairman Lewis Engman of the FTC. Chairman Engman had related several instances when OMB had stymied FTC in its efforts to obtain information.

The legislation was attached as a rider

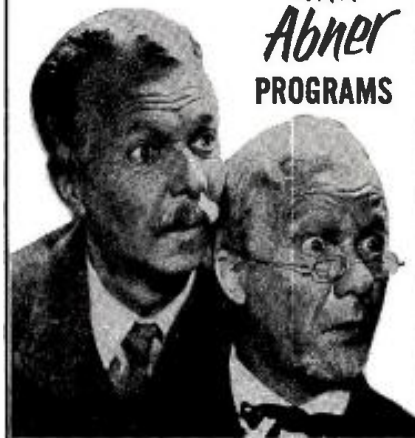
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to the Alaska pipeline bill and passed by the Senate. Later, however, it was modified by an amendment introduced by Lloyd M. Bentsen (D-Tex.). The amendment is designed to end duplication of effort by the regulatory agencies in acquiring information and minimizing the compliance burden on the affected businesses.

The legislation, which would replace a federal reporting act in force since 1942, has not yet passed the House. The House last week approved its version of the Alaska pipeline bill without the rider. The Senate and House versions of the bill, which differ in a number of respects, will have to be reconciled in a Senate-House conference.

Antiunion firings laid to Honolulu stations

The National Labor Relations Board ruled last week that the John Hutton Corp., licensee of KUMU-AM-FM Honolulu, unlawfully discharged two station employees because of their membership and activities in the American Federation of Television and Radio Artists. The board found that the resignation of Robert Hite, a part-time announcer, constituted a "constructive discharge," because station management knowingly scheduled Mr. Hite for a weekend slot he could not fill. Tom Carroll, an announcer-newsman, was discharged Sept. 19, 1972, ostensibly for having falsified his time card. Both men had acted as union negotiators.

The NLRB order requires John Hut-

ton Corp. to desist from refusing to bargain in good faith with AFTRA, discharging or otherwise discriminating against employees for engaging in union activities and requires the station to reinstate both men with back pay.

CPB funding bill heads for White House

Senate-approved measure provides two-year, \$175-million grants for operations and facilities

In what amounted to a formality, the Senate last week adopted legislation passed by the House July 20 which authorizes federal funding for the Corporation for Public Broadcasting at the \$175-million level over the next two fiscal years.

The Senate action, which passed on a voice vote, was taken at the recommendation of Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee which had been responsible for a two-year \$185-million CPB funding bill passed by the Senate last May. Through the vote, the Senate embraced as its own H.R. 8538, introduced in the House by Representative Torbert H. Macdonald (D-Mass.). The bill now awaits President Nixon's signature. It is not anticipated that he will veto the measure, as he did last year.

H.R. 8538, which passed the House by a vote of 363 to 14 (BROADCASTING, July 23), authorizes \$50 million for CPB op-

erations in fiscal 1974 and \$60 million in 1975, with matching-fund grants of \$5 million each in both years. It also provides for a total of \$55 million in facilities grants in the next two fiscal years, with \$25 million allocated for 1974 and \$30 million for 1975. The bill passed by the House allocated \$10 million less than legislation originally written up by Mr. Macdonald's House Communications Subcommittee. The bill was watered down in an apparent compromise between House Republicans and Democrats, at the urging of Representative Clarence J. Brown (R-Ohio).

CPB General Counsel Thomas Gherardi called the Senate action last week a "clear-cut vote of confidence" in CPB's and public broadcasting's internal stability. He noted, however, that regardless of whether Mr. Nixon approves H.R. 8538, the final verdict on CPB funding will rest with the President's action on a blanket appropriation for the Departments of Labor and Health, Education and Welfare, of which the CPB authorization is a part. Mr. Nixon vetoed the Labor-HEW measure last year, forcing the corporation to operate under a continuing resolution authorizing it \$35 million in federal funds. CPB officials are not as confident as to the success of the blanket appropriation as they are of the chances of Mr. Nixon approving H.R. 8538 (BROADCASTING, July 23).

Media Briefs

For sale. Board of regents of University System of Georgia will solicit bids for purchase of operating assets of WGST(AM) Atlanta, station which is currently owned by board and held in trust for Georgia Institute of Technology. Copies of bid documents may be obtained after Aug. 15, 1973, from Ewell Barnes, vice president of business and finance, GIT, 225 North Avenue, Atlanta 30332. Requests for bid documents must be accompanied by \$50. Tours of station property can be arranged by appointment with Jack Collins, WGST, 168 8th Avenue, N.W., Atlanta 30332.

Joins NBC-TV. WDTB(TV) Panama City, Fla., becomes full-time primary affiliate of NBC-TV on Aug. 7. Station is owned by Panhandle Broadcasting Co. and operates on channel 13.

Two for ABC. WGO(AM) New Orleans and WNB(AM) Binghamton, N.Y., have joined ABC's American Information Radio Network, and KQRS-AM-FM Minneapolis joins ABC's American Contemporary Radio Network.

Changing Hands

Announced

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

■ WTMC(AM) Ocala, Fla.: Sold by Osceola Broadcasting Co. to William A. Hunter and Vernon Arnette for \$500,000. Mr. Hunter has interests in WDOT-



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73-45

(AM) Burlington, Vt., and WWJB(AM) Brooksville, Fla. Mr. Arnette is general manager of WTMC. WTMC operates full time on 1290 khz with 5 kw day and 1 kw night. Broker: Keith W. Horton Co., Elmira, N.Y.

Approved

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

■ KWNT-FM Davenport, Iowa: Sold by Robert W. and Oneita G. Schmidt to Mid-America Audio-Video Inc. for \$200,000. Buying firm is subsidiary of Mid-America Media Inc., which also owns WKAN(AM) Kankakee, WIRL(AM)-WSWT(FM) Peoria and WQUA(AM) Moline, all Illinois; WIRE(AM)-WXTZ(FM) Indianapolis; WTRX(AM) Flint, Mich., and KIOA-AM-FM Des Moines, Iowa. Burrell L. Small is president of parent firm. KWNT-FM operates on 106.5 hz with 27 kw and antenna 135 feet above average terrain.

■ WFAD(AM) Middlebury, Vt.: Sold by Frank A. Delle Jr. and others to Timothy F. Buskey and Mark T. Brady for \$150,000. Mr. Buskey is general manager of WFAD. Mr. Brady is an announcer at station. WFAD is full time on 1490 khz with 1 kw day and 250 w night.

Justice continues crossownership fight

The Justice Department last week continued to make good on its avowed intention to fight requests for waiver of FCC rules barring crossownership of commonly located CATV systems and television stations. The department, which has said it will oppose 61 outstanding waiver requests at the FCC (BROADCASTING, July 16), filed pleadings objecting to one such request last week.

The application was by Midessa Television Co., licensee of KMID-TV Odessa, Tex., and 25% owner of Cablevision of Odessa, operator of a cable system serving that community. Midessa had claimed that the public interest would be served by a waiver. Justice disagreed. The crossownership situation in Odessa, it said, is "precisely the kind" the commission's rules are designed to preclude.

Justice noted that an additional 25% of Cablevision is owned by Doubleday Broadcasting Co., licensee of KOSA-TV Odessa, which effectively gives broadcasters in the city negative control of the cable system. Doubleday has not requested a waiver and is instead in the process of selling KOSA-TV, a fact that the Justice pleading did not mention. The department, however, maintained that Midessa has not shown the requisite qualifications necessary for a waiver grant.

The other Cablevision principals are Cablecom-General Inc. (26%) and businessman J. Howard Hodge and Hodge Enterprises (each 12%).

Parker group and branch of ACLU back up FCC in King's Garden case

The Office of Communication of the United Church of Christ is siding with the commission in its decision to prohibit broadcasters from discriminating in their hiring practices on the basis of religion.

The Office of Communication and the American Civil Liberties Union Foundation of Northern California have filed a friend-of-the-court brief supporting the FCC in an appeal brought by King's Garden Inc., a religious organization li-

censed to operate KGDN(AM)-KBIQ(FM) Edmonds, Wash.

Kings Garden has asked the U.S. Court of Appeals in San Francisco to reverse a Commission decision holding that King's Garden could not restrict employment in its organization to those who are in agreement with its religious beliefs.

In its brief, the Office of Communication did not question King's Garden's right to apply a religious test to prospective employees who would be engaged in religious work. But it challenged whether King's Garden could discriminate on the basis of religion in hiring all station personnel, including secretaries, clerks and announcers.

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Football: \$70 million rights tab for radio, TV

Total take of colleges and pros reaches another record, but prices of advertising rise too—to \$210,000 a minute in Super Bowl

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The cost of broadcast rights for professional and college football continued on an upward spiral in 1973. The networks and radio and television stations will shell out a total of \$69,903,342 this year, nearly \$1 million over last year's \$68,916,200.

Primarily responsible for the increase is the rise in prices for local TV-radio rights to the 26 National Football League clubs and escalating charges by major collegiate conferences.

This was the second consecutive year that U.S. football rights tab has gone up. Charges in 1971, for the first time in 25 years, dipped slightly from those of the previous year.

Here's the way the rights picture looks, piece by piece, according to results of a nationwide survey conducted annually by BROADCASTING:

- \$64,850,000 from the TV and radio networks for pro and college games, com-

pared to the \$64,650,000 figure in 1972.

- \$2,860,000 from local radio outlets for rights to pro games, a gain of over \$300,000 from last year's \$2,557,000.

- \$543,000 in local TV rights to pre-season pro games, a substantial increase over last year's \$389,500.

- \$1,650,342 in local radio and delayed TV rights to schools and colleges, compared to \$1,319,700 in 1972.

Here's what ABC-TV, CBS-TV and NBC-TV are doing with the share of the pie they've purchased:

ABC-TV continues its coverage of the National Collegiate Athletic Association games for the eighth straight year. The opening game—Saturday, Sept. 8—features UCLA against Nebraska from Lincoln, Neb. The network will televise a total of 37 NCAA games in all, 13 of them nationally. ABC will shell out \$13.5-million for the rights in the second year of a two-year contract.

Chris Schenkel (play-by-play) and Bud Wilkinson (analysis) make up the announcing team again this year, with former Michigan State coach, Duffy Daugherty, joining them as color man for the national games. ABC's rate-card price for the NCAA games is \$55,000 per minute.

Filmed highlights of the top games will be packaged in a weekly program called *NCAA Football Highlights*, which will be televised every Sunday on ABC from 12 noon to 1 p.m. NYT, between Sept. 9 and Dec. 2.

The college bowl games on ABC-TV this year (and their costs-per-minute) are: the Liberty Bowl from Memphis on Dec.

17, \$60,000; the Bluebonnet Bowl from Houston on Dec. 29, \$28,000; the Gator Bowl from Jacksonville, Fla., on Dec. 29, \$48,000; the Sugar Bowl from New Orleans Dec. 31, \$60,000; and the Hula Bowl from Hawaii Jan. 5, \$33,000.

The New York Jets-Green Bay Packers Sept. 17 game begins ABC's fourth year of *NFL Monday Night Football*, which last season chalked up a 20.7 Nielsen average rating for the 13 games, making it "one of the network's hottest prime-time buys," according to an ABC spokesman.

The cost-per-minute price has been upped from last season's \$70,000 to \$80,000 this year. The rights figure is \$8.5-million (for the fourth year on a four-year contract).

This season's schedule again calls for 13 games, to conclude on Dec. 10 (New York Giants vs. Los Angeles Rams). Calling the games again this year are Howard Cosell, Frank Gifford and Don Meredith.

NBC-TV will again do 93 pro games this season, including the Pro Bowl game on Jan. 20. The schedule also encompasses three preseason night games in prime time, seven doubleheaders, two Saturday games, a Thanksgiving Day game and divisional playoffs. The season kicks off on Sept. 16. NBC's per-minute prices for pro games stack up as follows: preseason games, \$46,000; Sunday single games, \$46,000; Saturday singles, \$52,000; playoffs, \$64,000; Thanksgiving Day game (Miami at Dallas), \$70,000; Sunday doubleheaders, \$74,000, the Pro Bowl, (Jan. 20), \$80,000 and the National and American Football Conference championships, \$100,000. Prices for college games: the Senior Bowl (Jan. 1), \$32,000; the Orange Bowl (also Jan. 1), \$80,000, and the Rose Bowl, \$135,000.

Play-by-play announcers for the various games are Curt Gowdy, Jim Simpson, Charlie Jones, Bill Enis, Jay Randolph, Ross Porter and Ken Coleman. They'll pair off in various combinations with the following analysts: Al DeRogatis, Kyle Rote, Dave Kocourek, Willie Davis, Paul Maguire and Sam DeLuca. Tim Ryan will preside over the postgame scoreboard show.

CBS-TV begins its NFL coverage this year with three preseason prime-time exhibitions, kicking off with Miami at Minnesota on Aug. 31 at 9 p.m. NYT. (The other two are slated for Sept. 6 and Sept. 9.) The pre-minute asking price for these three games is \$50,000, the same as last year.

A Sept. 16 doubleheader launches 83 regular-season contests on the network, 65 of them National Conference games and 18 interconference matches between National and American Conference teams. CBS also has four postseason games on tap: the National Conference playoffs Saturday and Sunday, Dec. 22 and 23; the NFC championship on Sunday, Dec. 30, and the Super Bowl game in Houston Sunday, Jan. 13. The network has worked out a package deal encompassing regular and postseason games whereby sponsors who agree to buy at least 26 minutes over the course

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Games, AFL Playoff Games, the Super Bowl, Rose Bowl, Cotton
Bowl, Greater Milwaukee Open Golf Tournament, USAC Racing,
Monday Night NFL Football



*Source: ARB, April/May 1973, Total and Metro Survey Areas. Average Quarter and Cumulative
Listening Estimates, 6:00 AM-12 Midnight, Monday thru Sunday.

of a season pay \$75,000 a minute (or \$5,500 more than last year). A minute on the Super Bowl will cost a record \$210,000.

Play-by-play men on the CBS telecasts are Jack Buck, Don Criqui, Jack Drees, Frank Glier, Dan Kelly, Lindsey Nelson, Ray Scott and Jack Whitaker. The analysts are Tom Brookshier, Timmy Brown, Irv Cross, Tommy Mason, Pete Retzlaff, John Sauer, Bart Starr, Pat Summerall and Wayne Walker.

Preceding each NFL broadcast will be a 30-minute show called *NFL Today*, to be co-hosted by Mr. Summerall and Mr. Whitaker. The per-minute price for this pregame attraction is \$26,000 (up from last year's \$25,000). A 30-minute postgame *Pro Football Report* will be hosted by Frank Clarke, Brent Musburger, Andy Musser, Bruce Roberts, Dick Stockton and Gil Stratton. The cost-per-minute for *Pro Football Report* is \$40,000.

Mizlou Productions will again be sending out TV coverage of four collegiate bowl games. One hundred and thirty-one stations have signed up so far (Mizlou guarantees 85% coverage to sponsors and their agencies). The Blue-Grey Bowl, Dec. 18, from Montgomery, Ala., and the Peach Bowl, Dec. 28, from Atlanta, will be called by Jack Drees. Lindsey Nelson will do the Fiesta Bowl, from Phoenix, on Dec. 21 and Jack Brickhouse is play-by-play man on the American Bowl, Jan. 6, from Tampa, Fla. The color man on all four games will be the actor and ex-football player Sam Groom.

Major sponsors on the games are Colgate (Ted Bates), Canada Dry (Grey),

Best Western Motels (Admark), Armour Dial (Foote, Cone & Belding) and the State of Alabama Development Corp.

Mutual Radio has a total of 21 NFL games scheduled for this season: two regular-season doubleheaders on Dec. 8 and Dec. 15, 13 Monday-night games and two postseason NFL championship playoff doubleheaders on Dec. 22 and 23.

In addition, Mutual will broadcast 14 NCAA games, 10 of them involving Notre Dame, and the Sugar Bowl game on New Year's Eve. Play-by-play men as usual on both pro and college games are Van Patrick and Al Wester.

Prior to the Monday-night NFL games, Don Shula will preside over a 10-minute show. Notre Dame coach Ara Parsegian will host a Ford (JWT)-sponsored 15-minute program prior to the 10 Notre Dame games.

The NFL games have picked up two major sponsors so far: the Econo-Car Co. (direct) and La-Z-Boy chairs (Marvin Hahn). The Notre Dame games will be partially bankrolled by the Royal Globe Insurance Co. (direct) and the Red Ball Transit Co. (direct). So far, 230 or so stations have agreed to hook into the Mutual network.

Hughes Sports Network has the half-hour *NFL Game of the Week*, hosted by Ray Scott, set for a 16-week run on 122 stations. Hughes will also carry the East-West Shrine Game on Dec. 29.

Grambling College's 13 games this season will be fed to more than 100 television stations by Television Sports Network, New York. The games are taped by TVS and edited down to a one-hour

program, then fed the following day to subscribing stations.

Sponsors of the Grambling games this year are Oldsmobile (Leo Burnett), McDonald's drive-in restaurants (Needham, Harper & Steers), and Consolidated Cigars (Compton).

Another big one on the college circuit in 1973 is radio coverage of the Southwest Conference. This year marks the 40th consecutive year that Exxon Co. U.S.A. (formerly known as Humble Oil & Refining Co.) has sponsored the entire package. There will be 55 games on a network of 126 outlets in Texas and New Mexico. The regional network will again be set up by McCann-Erickson, Houston, agency for Exxon. The agency said it will maintain its policy of carrying only 10 commercials per game in order to avoid clutter.

Following is a breakdown of the local preseason and regular-season radio plans of the NFL teams, along with plans for local preseason TV.

AFC Eastern Division

Baltimore Colts

WCBM(AM) Baltimore will again originate the Colts' six preseason and 14 regular-season games, feeding a regional network of 30 to 35 stations.

Chuck Thompson will be on play-by-play, Ordell Braase on color.

A 15-minute pregame *Coach's Corner* with Howard Schnellenberger has been

The football price the networks pay

ABC-TV

	Rights	Date
Coaches All-America Game	unannounced	June 23
College All-Star Game	unannounced	July 27
NCAA College Games	\$13,500,000	Sept. 8
NFL Monday Night Football	\$8,500,000	Sept. 17
Liberty Bowl	\$200,000	Dec. 17
Blue Bonnet Bowl	unannounced	Dec. 29
Gator Bowl	unannounced	Dec. 29
Sugar Bowl	unannounced	Dec. 31
Hula Bowl	unannounced	Jan. 5
Total	\$22,200,000	

CBS-TV

	Rights	Date
NFC Preseason Games	(2)	Aug. 31
NFC Games	\$20,000,000	Sept. 18
Sun Bowl	unannounced	Dec. 29
NFC Division Playoff	(2)	Dec. 22
NFC Division Playoff	(2)	Dec. 23
Cotton Bowl	unannounced	Jan. 1
NFC Championship	(2)	Dec. 30
Super Bowl	\$2,500,000	Jan. 13
Total	\$22,500,000	

NBC-TV

	Rights	Date
AFC Preseason Games	(3)	Aug. 18
AFC Games	\$15,000,000	Sept. 16
AFC Division Playoffs	(3)	Dec. 22
AFC Championship	(3)	Dec. 30
Rose Bowl	1,400,000	Jan. 1
Orange Bowl	700,000	Jan. 1
Senior Bowl	50,000	Jan. 12
NFC-AFC Pro Bowl	1,000,000	Jan. 20
Total	\$18,150,000	

CBS Radio

	Rights	Date
Cotton Bowl	(1)	Jan. 1
NFC Championship	(1)	Dec. 30
Sun Bowl	(1)	Dec. 29
Super Bowl	(1)	Jan. 13

Mutual Radio

	Rights	Date
College All-Star Game	unannounced	July 27
NFL Monday Night Football	unannounced	Sept. 17
Notre Dame Football	unannounced	Sept. 15
NFC Division Playoff	unannounced	Dec. 22
NFC Division Playoff	unannounced	Dec. 23
NBC Radio		
AFC Championship	(1)	Dec. 30
Orange Bowl	(1)	Jan. 1
Rose Bowl	(1)	Jan. 1
NFC-AFC Pro Bowl	(1)	Jan. 20
All networks announced rights	\$62,850,000	
Estimate for unannounced games and series	\$2,000,000	
Grand total for networks	\$64,850,000	

(1) Radio rights included in TV contract.

(2) Rights included in NFL-National Football Conference package.

(3) Rights included in NFL-American Football Conference package.

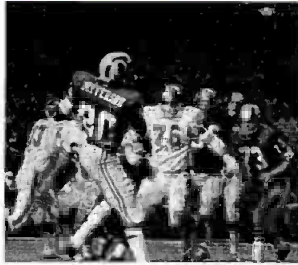
What major schools get from radio and local TV

Conference	Teams ¹	Radio stations	TV stations	Total rights
Atlantic Coast	7	262	17	\$ 129,600
Big Eight	8	291	20	116,293
Big Sky	7	35	2	5,950
Big 10	10	269	21	248,434
Ivy League	8	48	3	16,820
Mid-American	6	38	3	5,450
Missouri Valley	7	17	3	20,500
Pacific Eight	8	133	22	316,210
Southeastern	10	572	40	271,000
Southern	7	43	2	2,500
Southwest	10	126	0	110,000
Western Athletic	8	67	8	155,085
Others and Independents ²	29	526	28	252,500
Totals	125	2,427	169	\$1,650,342

¹ Does not include conference members not fielding football teams; in case of Southwest Conference, University of Houston does not compete for championship until 1975.

² Independent figures do not include Notre Dame.

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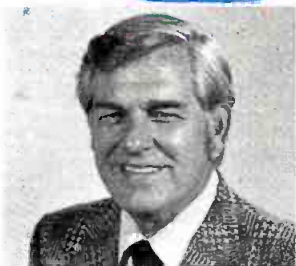


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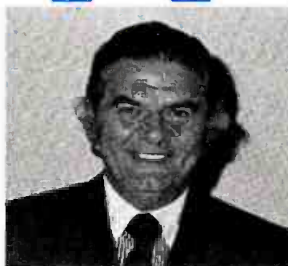
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half-purchased by International Harvester (direct). The other half remains to be sold. One half of *Colt Kickoff* with Mr. Thompson has been purchased by American National Bank (Howard Maeson Agency) with the remainder unsold.

After the games, there are the *News and Sports Scoreboard*, half sold to International Harvester (direct), and *Locker Room Report* with Mr. Braase, sold to Montgomery Ward (Greg Algean Agency) and Chrysler-Plymouth Dealers (Young & Rubicam).

In-game sponsors are Exxon (McCann-Erickson), Royal Crown Cola (Hal Fran Agency), National Beer (W. B. Doner), Oldsmobile Dealers Association (Wilhelm Associates) and Household Finance Corp. (direct).

Television coverage this year goes to WJZ-TV Baltimore, which will carry the full slate of six Colt exhibitions.

Dick Stockton will call the play-by-play and Art Donovan will be on color.

No pregame or postgame programs are planned.

One-quarter of the games has been sold to National Brewing Co., Equitable Trust Co., *Baltimore News-American*, Commercial Credit and Ourisman Chevrolet (all through W. B. Doner). The remainder is being sold on a spot basis.

Buffalo Bills

WKBW(AM) Buffalo, in the second year of a three-year contract, will be doing all 14 regular-season games and six exhibitions. As before, the games will be fed to a five-station network in upstate New York, and the announcers will be Al Meltzer (sports director of KYW-TV Philadelphia), Rick Azar and Eddie Rutkowski.

One-fifth shares in the play-by-play have been taken by M&T Bank (Comstock), Chevrolet (Campbell-Ewald) and Benetoveich Kosher Products (Lark and Norman). Participating advertisers lined up so far are Budweiser (D'Arcy McManus), Burnham's Appliances (BBM Advertising), Contractors Carpets (Gelia, Wells and Mohr), Tops Supermarkets (Weil, Levy & King), Stewart and Benson Travel (Ellis Advertising).

WKBW is planning an hour and a half's worth of pregame programming, beginning with a 30-minute recap of the previous week's game, to be sponsored by Maine Chrysler-Plymouth (direct). The next hour, which will consist of everything from helicopter reports of traffic tie-ups (expected to be severe because of limited access to the just-completed Rich Stadium at Orchard Park, a suburb of Buffalo) to phone-in comments from listeners, will be sponsored by Sommerfelt Realtors (Abby, Mecca) Keyser Cadillac (Weil, Levy & King), Turgeon Bros. Restaurants (Creative Express), Roger Lewis Men's Wear (Ellis, Singer & Webb) and A to Z Television (Creative Concepts). A five-minute postgame *Scoreboard* will be picked up by A M & A Department Stores (Comstock) and an open-ended postgame *Locker Room Report* is sponsored by Exchange Mutual Insurance (J. G. Kelly Advertising).



The ball game. BankAmericard, Rocky Mountain Region, has purchased the largest radio package in the 49-year history of KOA(AM) Denver. It includes sponsorship participation in Denver Bronco football, Denver Rocket basketball, Colorado University football and University of Denver hockey, among other sports events. On hand for the signing of the deal (top, l to r): Bill Reef, account executive, Campbell-Mithun Advertising; D. Dale Browning, senior vice president of Colorado National Bank and manager of BankAmericard, Rocky Mountain Region, and Dick Eicher, vice president-marketing, Colorado National Bank. Attending the signing of the pact under which KOA acquired exclusive rights to Colorado University football: (bottom, l to r): Larry Zimmer, voice of the Colorado U. Buffaloes; Mick Schafbuch, vice president and general manager, KOA-AM-FM, and Colorado University head football coach Eddie Crowder.

In addition to the Sunday coverage, a *Monday Quarterback* show is sponsored by Kleinhans Men's Wear (Bowman, Block, Fatin & Cook), a Wednesday *Scouting Report* by Tuxedo Junction Apparel (Mayport Advertising), and a Friday *Coach's Report* by Port of Sports sporting goods (direct).

Three Bills' exhibitions—Aug. 4 vs. the Eagles, Aug. 11 vs. the Packers and Aug. 31 vs. the Broncos—will be carried again this year by WKBW-TV Buffalo, with WOKR-TV Rochester and WNYS-TV Syracuse joining the hook-up. Play-by-play men will be Don Criqui and Paul Maguire. No pregame or postgame shows are scheduled. The only sponsor firmed up so far is Genesee Brewing (William Esty).

Miami Dolphins

WIOD(AM) Miami will again be principal radio outlet for the 1973 NFL champions, as it has been since the birth of the franchise in 1966. This year the Dolphins' regional network has expanded to 20 stations within the state and four

others in Philadelphia, Indianapolis, Honolulu and the Virgin Islands.

Rick Weaver will be back doing the play-by-play; Fred Woodson will be on color, and Henry Barrow, field analysis.

Pregame shows are the five-minute *Coach's Comment Show*, featuring Dolphins' coach Don Shula and sponsored by Lum's Restaurants (direct). That is followed by the *Orange Bowl Express*, with Messrs. Weaver, Woodson and Barrow, consisting of interviews and highlights of the previous game. *Express* sponsors are Abercrombie & Fitch (Kelly-Scott-Madison), Burdines (direct), Kentucky Fried Chicken (Marshall Simmons), Leon Ray Volkswagen (direct), Southeast Banks (Mike Sloan Advertising) and Robert Shane Jewelry (Ted Carlon Associates).

The postgame *Locker Room Show* has been taken by Baron's Men's Shops (Allan Kriess Associates), Hollywood Federal (Advertising & Marketing Associates), Trail Dodge (direct) and U-Haul (Marshall Simmons). The *Scoreboard Show* has been purchased by Hi-Fi Associates (Broadcast Print Media, formerly Time/Space Media Corp.), and Levitz (Mass Motivators).

The in-game line-up consists of Household Finance Corp. (direct), Citgo (Media Corp. of America), Hill York Air Conditioning (Saunders-Bell-Hicks), National Airlines (F. William Free), Eveready (William Esty & Co.), and GM Chevrolet Truck Division (Campbell-Ewald).

TV coverage of the Dolphins this year moves to WPLG-TV Miami, which will carry three Saturday preseason games (Aug. 4, 11 and 18) on a one-day delay basis, Sundays at 9 p.m.

Play-by-play man will be the station's sports director, Joe Croghan, with the color man to be announced. Jack Clancy, former Dolphin player, will handle color analysis.

One-eighth of the games has been sold to Southeast Bank (Mike Sloan) and another quarter has been purchased by Mainline Leasing (direct). The remainder is going on a spot basis and was 85% sold as of last week.

No pregame or postgame programs are scheduled.

New England Patriots

Three years into a five-year pact with the New England Patriots, WBZ(AM) Boston will cover all seven Patriot exhibition games, as well as the 14 regular-season contests from Fitchburg, Mass. Fifteen stations in the New England area are lined up to receive feeds on all the games from WBZ.

Pats coach Chuck Fairbanks will continue to host his own pregame show. And, in the planning stages there is a new one-hour postgame program from the stadium called *The Goal-Line Show* Gil Santos returns to handle play-by-play announcing duties, as does former field-goal specialist Gino Cappeletti to handle color.

Sponsors for the games include F&M Schaefer Brewing (through BBDO) and Chrysler-Plymouth Corp. (Young & Rub-

icam), each with one-quarter, plus Household Finance Corp. (Needham, Harper & Steers), Hill's Foods and Atlantic Telephone (both Dean Wolf Associates).

TV coverage of the Pats' exhibition games goes this year to WCVB(TV) Boston from WBZ-TV. The Patriot organization has been negotiating one-year deals only. Don Gillis will do play-by-play and former Patriot lineman Romy Loud will provide color. WCVB reports 17 participating advertisers for the exhibitions.

New York Jets

WOR(AM) New York goes into its last year of a three-year contract as originator of Jet games. The station does expect to sign another contract this winter. The station will carry six exhibition and 14 regular-season games. Thirty-four stations in New York, New Jersey, Pennsylvania and Rhode Island will take the station's feed. Marty Glickman will be doing play-by-play announcing and former Jet star Larry Ganham will supply color.

Both announcers will host the 25-minute pregame show and Mr. Ganham will do the 10-minute postgame show from the Jets' locker room.

Rotating sponsors for the season are: M&M/Mars (through Ted Bates), Manufacturer's Hanover Trust (Young & Rubicam), Tuborg Beer (Isidore Lefkowitz Elgort), Chrysler-Plymouth Dealers (Y&R) and a fifth sponsor to be announced.

WNEW-TV New York will carry Jets exhibition games for the second year in a row. Charley Jones and an announcer not yet named will cover the six games. There will be no pre- or postgame shows.

Sponsors are: Schweppes and Chase Manhattan Bank (both Ted Bates), Vitalis and Manufacturer's Hanover Trust (both Young & Rubicam), Miller Beer and Exxon (both McCann-Erickson), Midas Mufflers (Wells, Rich, Greene), Honda (Zucker Advertising), Qantas Airlines (Cunningham & Walsh), Toyota (Clinton E. Frank), Alberto-Culver (Arthur Wheeler), Head 'n' Shoulders (Tatham-Laird & Kudner), Firestone (Sweeney & James), SBLI (Lieberman-Katz), Rise (SSC&B), Carnation (Erwin Wasey), Dutch Boy Paints (Richard K. Manoff), National Airlines (F. William Free), Desenex (Rumrill-Hoyt), Royal Crown Cola (Joyce advertising) and Amphora (direct).

AFC Central Division

Cincinnati Bengals

The Cincinnati Bengals' radio coverage will again be provided by WLW(AM) Cincinnati as the station begins a new three-year agreement this fall for six exhibition and 14 regular-season games.

WLW's coverage of each game begins with *Coach's Corner* featuring Bengals' coach Paul Brown and sponsored by First National Bank of Cincinnati (through Northlich-Stoley). *Football Pre-*

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view will be next, sponsored by RCA XL100 color television (Progressive Advertising Agency Inc.).

One-quarter sponsorships have been purchased for each game by Hudepohl Brewing Co./Burger (Stockton West Burkhardt Inc.) and Chevrolet (Campbell-Ewald). One-eighths on a continuing basis go to Union Central Life Insurance (Adams, Gafney & Associates) and Marathon Oil Co. (Campbell-Ewald). The half-time offering is being picked up by Steinberg's Appliance (Hank Marowitz).

WLW will also broadcast two postgame shows, *Game Highlights* and *Star of the Game*, to be sponsored by West Shell Realtors (Midland Advertising) and Fifth Third Bank (Ralph Jones Agency), respectively. Thirty-two stations in Ohio, Indiana, Kentucky and West Virginia will be the Bengals' regional network.

Phil Samp will again be calling the plays for WLW and Jim Crum will supply color during the regular season, with Don Hine filling in for him during the exhibition season.

Before Jimmy Crum goes over to the radio side of the Bengals coverage, he will be providing play-by-play commentary for WLWT(TV) Cincinnati broadcasts of five exhibition games. Bill Brown will provide color. And the exhibition games will also be fed to another Avco Broadcasting outlet, WLWD(TV) Dayton, Ohio. Hudepohl Brewing Co./Burger (Stockton West Burkhardt Inc.) and Jake Sweeny Chevrolet (J. S. Freedman Advertising Agency) have each purchased one-eighth of each game. The Bengals-WLWT agreement is for one year.

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Cleveland Browns

WHK(AM) Cleveland is in the last year of its current three-year contract and will originate six exhibition and 14 regular-season Browns games. Over 40 stations in Ohio and Pennsylvania will pick up the feed.

Gib Shanley will host a 20-minute pregame show, as well as perform play-by-play duties. Jim Graner will supply color and host the postgame show, also 20 minutes long. Sponsors for these shows are: East Ohio Gas (through Fuller, Smith & Ross), Eveready (William Esty), and Volkswagen of Ohio (Knight, Cowan & Abrams).

Sponsor of the games are: Chrysler-Plymouth (Young & Rubicam), Blue Cross (Carr-Liggett), Household Finance (direct) and Stroh's Beer (Doyle Dane Bernbach).

WEWS(TV) Cleveland will carry three exhibition games. Quarter sponsors are: Genesee Beer (William Esty), Dodge Dealers (BBDO) and Canada Dry (Norman Malone) with the rest to be spotted out.

Houston Oilers

KILT(AM) Houston for the tenth year is carrying the 14 regular-season games as well as six preseason games of the Houston Oilers. There is no network this year. Dan Lovett, sports director of KTRK-TV Houston, and Ron Franklin, sports director of KHOU-TV there, will continue to be the voices of the team.

Sponsors of the regular-season games, each one-fourth, are to be M&M/Mars Candy, State Farm Insurance and Wilkinson Sword Blades (all through Ted Bates). The remaining fourth of the sponsorship includes such participation advertisers as Union Carbide (William Esty), First City National Bank (Young & Rubicam) and Southwestern Bell.

Spring Branch Gulf Coast Honda (Calvin Jones Advertising) sponsors the pregame show; Ryder Truck Rentals, the wrap-up portion of the coverage.

KTRK-TV Houston is carrying three of the Oilers' away games; one live and two on a delayed basis. Mr. Lovett and Don Meredith are doing the coverage. The games will be sponsored by participating advertisers.

Pittsburgh Steelers

WTAE(AM) Pittsburgh, which has just signed a new three-year pact with the Steelers, will broadcast a total of six exhibitions and 14 regular-season contests, originating a regional network of over 35 stations in Pennsylvania, New York, eastern Ohio, West Virginia and Maryland.

Jack Fleming, the voice of the Steelers for the past 15 years, returns to do the play-by-play. Myron Cope returns to handle color.

Full quarter sponsors of the games are Pittsburgh Brewing Co. and Pittsburgh National Bank (both through Ketchum, MacLeod & Grove), Shop N Save

Markets (Cook Communications) and Chrysler Imperial Dealers Advertising Association-Plymouth Advertising Association (Young & Rubicam).

Before the games there's a program with WTAE's Tom Bender, sponsored by Power Inc. (Jack Klaus Associates). Following that is the *Chuck Noll Coach's Show*, featuring the Steelers' head coach and sponsored by Heritage Federal Savings (Gateway Marketing Service Inc.). The *Jack Fleming Pregame Show* has been taken by Ryan Homes (Alpha & Associates) and a half-time show with Mr. Bender has been purchased by Gulf Products (local direct).

The postgame *Tom Bender Pro Football Report* is sponsored by Admiral Products (Irwin Rosenberg Advertising and Sales Promotion) and *Myron Cope Locker Room Interviews* has been taken by Stop N Go Markets (Farnol Advertising).

Spot advertisers in the game and in the pre- and postgame programs include European Health Spa (Frederick E. Wallin), Union Carbide (William Esty) and Best Feeds and Farm Supply (Cook).

On the television side, WTIC-TV Pittsburgh will carry four of the Steelers' six preseason games. As an affiliate of NBC-TV the station also broadcasts the Steelers road games and the AFC regular-season schedule.

For the exhibitions Ray Scott will do the play-by-play and WTIC-TV sports director Sam Nover will be on color.

The games were 80% sold out as of last week, with sponsors lined up so far including Koehler Beer (through Lando Inc.), Chrysler-Plymouth Dealers (Young & Rubicam), U.S. Steel (Compton), Mellon Bank (McCann Erickson) and Rockwell Manufacturing Co. (Ketchum, MacLeod & Grove).

No pregame or postgame shows are planned.

AFC Western Division

Denver Broncos

KOA(AM) Denver plans to carry five preseason and 14 regular-season games of the Denver Broncos, with Bob Martin doing the play-by-play and Larry Zimmer the color.

Sponsors, all taking one-eighth, will be Olympia Beer (through Botsford-Ketchum), M&M/Mars Candy (Ted Bates), Public Service Co. of Colorado, Majestic Savings & Loan Association (Frye-Sills Advertising), Denver Ford Dealers (J. Walter Thompson), State Farm Insurance, Texaco (Benton & Bowles), BankAmericard (Campbell-Mithun).

Pre- and postgame games and sponsors: *NFL Today*, Benson-Shadford-Fletcher Optical (Blanchard & Associates), Gibraltar Savings & Loan (Jack Campbell & Co.), Johnny Haas Lincoln-Mercury (Boccard Advertising), each one-third; pregame show, Kaufman's Men's Store; *John Ralston Show*, O'Meara Ford; postgame show, Orbach's (Neuwirth-Koller Advertising), Sir Speedy (Garrett & Co.) and Homelight (Arch-

enbold, Mango & Friedman); *NFL Scoreboard*, Holly Inns (Neuwirth-Koller Advertising); *Bronco Talk*, Kentucky Fried Chicken (Campbell-Mithun) and Genuine Parts (Neuwirth-Killer); *Locker Room Report* (within *Bronco Talk*), Mr. G's Restaurant (Berstein, Rein & Boasburg); *John Ralston Show*, Ralph Schomp Oldsmobile (Lochrie Advertising).

KOA-TV Denver is carrying only the five preseason games, with two delayed for time-zone correction. Jim Wilkerson will do the announcing, and sponsors are participating.

Kansas City Chiefs

KCMO(AM) Kansas City has the Chiefs' six preseason and 14 regular-season games on its schedule. It will feed these 20 games to a regional network of 30 radio stations in Missouri, Iowa, Kansas and Oklahoma. Announcers will be Dick Carlson and Jerry Mays.

Sponsors, each taking one-fifth are: Schlitz Beer (through Mace Advertising); Chrysler-Plymouth Dealers and Armour Meat (both Young & Rubicam), and Interstate Securities Co. (Valentino & Radford). Still to be sold is the last fifth.

The pregame program, *Pro Football Report*, has participating sponsors and *Scouting the Chiefs*, is sponsored by United Missouri Banks (Oliver Advertising).

The postgame *Chiefs Wrap-Up* will be sponsored by AAMCO Transmissions (Sher & Jones Advertising); *Locker Room*, Chrysler-Plymouth Dealers (Young & Rubicam), and *Around the NFL*, participating.

KMBC-TV Kansas City, for the third year of a five-year contract, will broadcast the Chiefs' four preseason games, one live and the other three on a delayed basis. The games will be announced by John Sanders and will have participating sponsors.

Oakland Raiders

KNBR(AM) San Francisco, for the second year of its three-year contract, will carry the Oakland Raiders' 14-game series. The station originates the games to a northern California regional network of 10 stations, plus four other stations in Nevada, Washington and Hawaii. The NBC-owned station also will carry six preseason games. Play-by-play announcing will be Scotty Stirling.

Game sponsors (all one-fifth): Blue Shield of California (through Coleman Advertising), Pacific Telephone (BBDO), Northern California Toyota Dealers (Clinton E. Frank), United Delco (Campbell-Edward),

Pre- and postgame reports include *Raider Countdown*, a pregame show sponsored by Louis Stores (Bob Francis Advertising); a postgame analysis, not yet sponsored; *Locker Room Report* sponsored by Air California (Pereira Advertising); *Raider Report*, not sponsored; *Ask the Raiders*, not sponsored, and

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Raider Roundup, sponsored by Art Bridges Pontiac.

KTVU(TV) San Francisco is carrying only the opening preseason Raider game against the New England Patriots on Aug. 5. Don Klein and Gary Park are doing the coverage, which has participating sponsors.

San Diego Chargers

KDEO(AM) San Diego will be carrying the six preseason and 14 regular-season games of the San Diego Chargers, feeding them to 14 stations in California and Arizona. Stu Nahan and Ralph Lawler will be in the coverage booth.

Sponsors thus far for the games are Texaco (through Benton & Bowles), Toyota (Clinton E. Frank) and M&M/Mars candy (Ted Bates), each one-fifth, and Jack-in-the-Box, one-tenth.

Pre- and postgame sponsors will be Rebel Shops (clothing), Foto-Mat, and Century 21 (real estate) (Attall-Champion).

KCST(TV) San Diego will carry the six preseason games, with participating sponsors.

NFC Eastern Division

Dallas Cowboys

KRLD(AM) Dallas will be marking its second year as broadcast base for the Cowboys. The 20 games will be fed to some 170 stations through the Texas State Network. In addition to major cities in

Texas, the Cowboy broadcasts will be distributed to stations in Tennessee, Arkansas, Louisiana, New Mexico, Oklahoma, Arizona and Mississippi.

Handling the play-by-play will be KRLD sports director Frank Gliieber, who will share those duties with Verne Lundquist, sports director of WFAA-TV Dallas. KRLD's Al Wisk will do the color.

Two hours before each game there's a *Countdown to Cowboy Victory* show, with the *Locker Room Show* a half-hour after the final gun. In addition, KRLD will carry *The Monday Tom Landry Show*, a 15-minute program featuring the Dallas coach, followed by *Ask Tex Schramm* with the president and general manager of the Cowboys.

Sponsors of the pregame and postgame shows are Dallas County Chevrolet Dealers (through Rominger), Neuhoof Meats (Tracy-Locke), North Dallas Bank (Case), Invenco (direct), G.E. Dealers (John Burnett), Union Carbide (direct), Equitable Life Assurance (direct), Dallas Baptist Churches (Time Rite), Safeway Stores and A&A Liquors (both W. W. Sherrill), Cowboy Kitchen (Advantage), Valentine Marine (Hal Copeland), Parra Chevrolet (direct), Cullum & Boren (Crown) and Friendly Chevrolet (direct).

Game sponsorship on TSN has been purchased by Chevrolet Trucks (Campbell-Ewald) and Texaco (Benton & Bowles).

On KRLD, the in-game sponsors are Chevrolet Trucks (Campbell-Ewald), American Airlines and Jack-in-the-Box (both Doyle Dane Bernbach), M&M/Mars (Ted Bates), Schlitz (direct), A-1

Kotzin (Tempo-Dallas), Consolidated Cigars (Compton) and Household Finance Corp. (direct).

KDFW-TV Dallas will telecast five Cowboy preseason games, with Mr. Gliieber on play-by-play and Tom Hedrick on color. Tape delays will be aired by stations in El Paso, Lubbock, Houston, Odessa, Wichita Falls, San Antonio, Harlingen and Amarillo.

Game sponsorship is on a participating basis and was reported 60% sold out last week.

No pregame or postgame shows are planned.

New York Giants

WNEW(AM) New York is winding up a three-year contract this fall with the Giants but already has signed another three-year pact insuring broadcasts through 1976. WNEW has been carrying the broadcasts since 1962, and for 1973 has established a network of 28 stations in New York, New Jersey and Connecticut for the four preseason and 14 regular-season games.

Play-by-play will be provided by Marv Albert, Sam Huff and Chip Cipolla, WNEW sports director.

Coverage is again sold out and sponsors are Getty Oil (through DKG Inc.), Lancer Rose Wine (Marshall), Volkswagen of America (Doyle Dane Bernbach), F & M Schaefer Brewing (BBDO) and Manufacturer's Hanover Bank (Young & Rubicam).

Mr. Cipolla will conduct a 15-minute pregame and postgame show sponsored by American Airlines (DDB) and McDonald's (Elkman Advertising).

Television coverage on WCBS-TV New York will consist of six preseason contests, three live and three delayed. Play-by-play announcers will be Jack Drees and Don Criqui and color commentators will be Dave Marash and Wayne Walker.

Philadelphia Eagles

WIP(AM) Philadelphia will carry 14 regular-season and six exhibition games and expects to have 12 stations on a network in Pennsylvania, New Jersey and Delaware by the start of the season. Charley Swift and Al Pollard will return as the play-by-play and color commentators, respectively.

The game sponsors are MAB Paints (through T. L. Reimel Advertising), Girard Bank (Aitkin-Kynett); McDonald's Restaurants (Elkman Advertising); Chevrolet (Campbell-Ewald); Philadelphia/Camden Metro Chevrolet Dealers (Berger, Stone & Partners).

Pregame and postgame shows amounting to 25 minutes each will be conducted by Merrill Reese. Sponsors are Llanarch Gun Shop (Barsel Advertising), Eveready Batteries (William Esty Co.), Household Finance Corp. (direct), Cottman Transmissions (Ross Advertising) and Melchiorre & Delviscio Real Estate (Barsel Advertising).

For the 13th year WCAU-TV Philadelphia will be telecasting the Eagles' preseason games, with two carried live and

A.C. Sparkplug (Burnett): CBS-TV, NFC games, division playoffs.
American Express (Ogilvy & Mather): CBS-TV, NFC games, division playoff, division championship, Super Bowl.
Arrow Shirts (Y&R): ABC-TV, NFL Monday night games.
Aurora Products (Grey): ABC-TV, NFL Monday night games.
Brunswick (Garfield Linn): CBS-TV, NFC games.
Burlington Northern (BBDO): CBS-TV, NFC games, division playoffs, division championship, Super Bowl.
Chevrolet (Campbell-Ewald): ABC-TV, NCAA games. Chrysler (BBDO): NBC-TV, AFC games.
Colgate (Bates): NBC-TV, AFC games, division playoffs, division championship, Pro Bowl.
Cott 45 (W. B. Doner): CBS-TV, NFC games.
Consolidated Cigar (David, Oksner & Mitcheck): CBS-TV, NFC games.
Faberger (Nadler & Larimer): ABC-TV, NFL Monday night games, NCAA games.
Firestone (Sweeney & James): CBS-TV, NFC games; NBC-TV, AFC games, division playoffs, division championship, Pro Bowl.
Ford, Lincoln-Mercury Division (K&E): ABC-TV, NFL Monday night games.
Ford, Ford Motor Division (JWT): CBS-TV, NFC games, division playoffs, division championship, Super Bowl.
Foundation for Full Service Banks (D-F-S): NBC-TV, AFC games, division playoffs, division championship, Pro Bowl.
General Cigar (Y&R): ABC-TV, NFL Monday night games.
General Electric (Grey): ABC-TV, NFL Monday night games, NCAA games.
General Motors (D'Arcy, McManus): ABC-TV, NCAA games.
Gilllette (BBDO): ABC-TV, NFL Monday night games.
Goodyear (Y&R): ABC-TV, NFL Monday night games, NCAA games; CBS-TV, NFC games, division playoffs, division championship, Super Bowl.
Hagger Slacks (Tracy Locke): NBC-TV, AFC games, division playoffs, division championship, Pro Bowl.
Hertz (Ailly): CBS-TV, NFC games.
Holiday Inn (JWT): ABC-TV, NCAA games.
IBM (Ailly): CBS-TV, NFC games, division playoffs, division championship, Super Bowl.

ITT Sheraton Corp. (BBDO): ABC-TV, NFL Monday night games.
Mattel (Ogilvy & Mather): CBS-TV, NFC games.
Mennen (Grey): NBC-TV, AFC games, division playoffs.
Metropolitan Life (Y&R): ABC-TV, NFL Monday night games, NCAA games.
Miller Brawling (McCann-Erickson): ABC-TV, NCAA games.
Mobil Oil (DOB): ABC-TV, AFC games, division playoffs, division championship, Pro Bowl.
Motorcraft (K&E): CBS-TV, NFC games.
Mutual of New York (Vernet-Hayden): CBS-TV, NFC games.
New York Life Insurance (Compton): CBS-TV, NFC games, division playoffs, division championship, Super Bowl.
New York Stock Exchange (Compton): CBS-TV, NFC games.
Phillip Morris (Burnett): CBS-TV, NFC games.
R. J. Reynolds (D-F-S): CBS-TV, NFC games.
Ryder Systems (Mike Sloan): ABC-TV, NCAA games.
Savings & Loan Foundation (McCann-Erickson): ABC-TV, NFL Monday night games.
Schick (D-F-S): CBS-TV, NFC games.
Saars (various): ABC-TV, NFL Monday night games; CBS-TV, NFC games, division playoffs, division championship, Super Bowl; NBC-TV, AFC games, division playoffs, division championship, Pro Bowl.
State Farm Insurance (NH&S): CBS-TV, NFC games; NBC-TV, AFC games, division playoffs, division championship, Pro Bowl.
STP (Media Buyers): CBS-TV, NFC games, division playoffs, division championship, Super Bowl.
Sun Oil (Wells, Rich, Greene): ABC-TV, NFL Monday night games.
Texaco (Benton & Bowles): ABC-TV, NCAA games.
3 M Co. (BBDO): CBS-TV, NFC games.
Union Carbide (Esty): CBS-TV, NFC games, division championship, Super Bowl; NBC-TV, AFC games, division playoffs, division championship, Pro Bowl.
U.S. Tobacco (Warwick, Welsh & Miller): ABC-TV, NFL Monday night games.
Warner-Lambert (JWT): ABC-TV, NCAA games; NBC-TV, AFC games, division playoffs, division championship.
Weyerhaeuser (Cole & Weber): ABC-TV, NCAA games.
Zenith (FC&B): ABC-TV, NFL Monday night games.

four on delay. Hugh Gannon will provide the play-by-play and Tom Brookshier the color commentary.

Participating sponsors in the coverage are Getty Oil (DKG Inc.), First Pennsylvania Bank (Spiro & Associates), Toyota Mid-Atlantic Dealers (Clinton E. Frank), Sears Automotive Products (Lane-Golden-Phillips) and Schmidt's Beer (Rosenfeld, Sirowitz & Lawson).

St. Louis Cardinals

CBS-owned KMOX(AM) St. Louis again has on tap five preseason and 14 regular-season Cardinal games. A regional network was in the planning stage as of last week. The announcing team will consist of Bob Starr, Joe Pollack and Bill Wilkerson.

There are two 10-minute pregame shows, *Meet the Cardinals*, with sponsor to be announced, and *Coach's Corner*, bought by St. Louis County National Bank (through Winfield Advertising). Sponsor of *From the Locker Room*, a 10-minute postgame show, is to be announced.

One-quarter in-game buys have been made by Anheuser-Busch and Household Finance Corp., and one-eighths have been bought by St. Louis Datsun Dealers and Eveready Batteries. A one-quarter sponsor is to be announced shortly.

The preseason contests will be aired by KMOX-TV St. Louis. Bob Buck will handle play-by-play and the colorman to be selected.

There are no plans for pregame or postgame programs.

In-game sponsors are Frontier Airlines (Frye-Sills), Budweiser Beer (D'Arcy-MacManus) and Illini Federal Savings and Loan (Winius-Brandon), which have each purchased one quarter. The remaining quarter has been sold on a participating basis.

Washington Redskins

For the tenth year WMAL-AM-FM Washington will broadcast the full schedule (six preseason games and 14 regular-season games) of the Redskins. The regional network for the NFC champions has been increased to 35 stations this year.

Steve Gilmartin will return to do the play-by-play and Mal Campbell will be back on color.

In-game sponsors are McDonald's and Household Finance Corp. (both through Needham, Harper & Steers), Chevrolet (Campbell-Ewald) and B. F. Goodrich (Ed Bartlett Advertising).

Mr. Campbell will do a 10-minute pregame show, purchased by Union Carbide (William Esty) and will also conduct a postgame program, as yet unsponsored.

The Locker Room Report, an interview program with the Redskins' Chris Hanberger, has been taken by Koons Ford (Kal-Merrick & Salen).

WMAL-TV Washington will telecast five exhibitions, with Don Criqui and Irv Cross, announcers for the NFL on CBS-

TV, handling play-by-play and analysis, respectively.

There will be no pregame or postgame programs.

The line-up of participating sponsors includes Ourisman Chevrolet and Potomac Electric Power Co. (both through W. B. Doner), Pyles Pontiac, Herby's Ford and Templeton Olds (all Morrison, Williams & Demaine), Brown Pontiac and Page Pontiac (both Denniberg), Ventuno 21 (Metropolitan Associates), Rosenthal Chevrolet (N.B.J. Advertising), Peck Chevrolet (B.G.A.), Koons Ford, Pepsi Cola, and Perpetual Building Association (all Kal-Merrick & Salen), East-West Lincoln/Mercury (D.L.C. Advertising), Bogley Lincoln/Mercury (G.M. A. Advertising), Trailways (Ad P.R.), *Washington Post* (Earle Palmer Brown), Citizens' Bank of Maryland (Ernie Johnson), *Washington Star-News* (Ehrlich, Harris, Manes), First Federal Savings & Loan (Harry I. Clarkson), Shell (Ogilvy & Mather), American Federal Savings and Loan (Reid Wallace), and Paxton Van Lines, Metro Masons, Columbia Federal Savings & Loan, Lin's Karate School, Aquia Harbour and Webster's Men's Clothes (all direct).

NFC Central Division

Chicago Bears

WGN(AM) Chicago will telecast three Bears' exhibitions and 14 regular-season games, with Jack Brickhouse on play-by-play and Irv Kupcinet doing color.

Returning as in-game sponsors are Standard Oil Co., Division of American Oil Co. (through D'Arcy, MacManus & Masius), G. Heileman Brewing Co. (Campbell-Mithun), and Household Finance Corp. (Needham, Harper & Steers).

The pregame *Warm-Up Show* has been purchased by Robert Hall Clothes (Jack Byrne) and *The Half-Time Show* with Mr. Kupcinet has been taken by Eveready Batteries (William Esty). The postgame *Scoreboard Show* is sponsored by Chicagoland Oldsmobile Dealers (Stern, Walters & Simmons).

In addition, there is the *Mike Pyle Show*, featuring the former Bear player, which precedes the pregame program and follows the postgame show. The show before the game is sponsored by Chicagoland Oldsmobile Dealers and the program after the game is a spot carrier.

Television for the Bears will be handled again by WBBM-TV Chicago, which has penciled in Brent Musburger for the play-by-play and Mr. Pyle for color. No pregame or postgame broadcasts are scheduled.

Taking one-quarter each of the game sponsorship are Tru Value Hardware (direct) and Chicago Mazda Dealers (Foote, Cone & Belding). Participations include Santa Fe Railroad (direct), Chicagoland Datsun Dealers (Parker Advertising), Old Chicago Beer and Chicagoland Buick Dealers (both Post-Keyes-Gardner), Northern Trust Bank and Mid-Southern Toyota (both Clinton

Frank), Kentucky Fried Chicken and Commonwealth Edison (both Leo Burnett), Hamm's Beer (Dancer-Fitzgerald-Sample), American National Bank (Lee King & Associates), Yellow Pages (Earl Ludgin), Qantas Airlines (Cunningham & Walsh), M. Hyman & Sons (Haddon, Burns & Cohen), Shell Oil (Ogilvy & Mather) and Honda Dealers (Chiat/Day).

Detroit Lions

WJR(AM) Detroit will broadcast 11 of the Lions' 12 regular-season games but only two of the team's six exhibitions because of conflict with late-season baseball games of the Detroit Tigers. WWJ(AM) Detroit will handle the games WJR can't.

WJR, in the third year of a three-year contract with the Lions, is the linchpin of a 48-station network blanketing Michigan and Indiana. Van Patrick will again be doing the play-by-play, with Bob Reynolds on color.

Sponsors lined up so far are Ford Motors (J. Walter Thompson), Detroit Bank and Trust Co. (Ross Roy), Marathon Oil (Campbell-Ewald), Stroh Brewery (Doyle Dane Bernbach) and Elias Brothers Restaurants (Ross Roy). The station programs two 10-minute pregame shows, *The Don McCafferty Show* (Mr. McCafferty is the Lions' coach) and *Pro Football Today*, and two 10-minute postgame shows, *Scores and Highlights* with Paul Carey, and *From the Locker Room*, with Mr. Reynolds. The sponsors of these sidebars are Union Carbide (William Esty), Sears Roebuck (Werner Advertising) and Michigan Mutual Liability Co. (Gray & Kilgore).

WJBK-TV Detroit will televise three Lions' exhibitions: Aug. 3, vs. the Redskins; Aug. 13, vs. the Chiefs; and Aug. 18, vs. the Colts. Van Patrick and Ray Lane will again do the play-by-play. Advertising minutes will be sold only on a participating basis.

Green Bay Packers

WTMJ(AM) Milwaukee, the traditional radio outlet of the Packers, will again be doing six preseason and the 14 regular-season games. The Packers' network has been expanded to 50 stations in Wisconsin, Michigan and Minnesota. Announcers again this year are Jim Irwin, the station's sports director, on play-by-play, and Gary Bender (sports director of WKOW-TV and WTSO[AM], both Madison, Wis.) on color.

The game sponsors are Pabst Brewing (Kenyon & Eckhardt), M&M/Mars candy (Bates), John Deere Snowmobiles (Gardner Advertising), Chevrolet (Campbell-Ewald), National Savings & Loan (John Crowley and Associates), and True-Value Hardware of Milwaukee (direct).

Untitled pregame and postgame shows hosted by Mr. Irwin and Mr. Bender (with Packers' coach Dan Devine joining them on the pregame) are sponsored by Household Finance (Needham, Harp-

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er & Steers) and Milwaukee's Dale Chevrolet (Victor Maier & Associates).

WLUX-TV Green Bay will again originate five Packers' exhibitions (joined by WSAU-TV Wausau, Wis., and WITI-TV Milwaukee), three of them live and two on delay. Bob Schulz will again handle play-by-play and Chuck Lane, the Packers' publicity director, will do the color. The national sponsors are Schick Electric (direct) and Pabst Brewing (Kenyon & Eckhardt).

Minnesota Vikings

The Vikings broadcasts will again originate from KSTP(AM) St. Paul, which will feed the five preseason and 14 regular-season games to a regional network of over 70 stations. Play-by-play man is Joe McConnell, with former Green Bay Packers player Paul Hornung on color.

One quarter of the in-game sponsorship has been sold to Chrysler Plymouth Dealers (through Young & Rubicam), with another quarter going to Hamm's Beer (Dancer-Fitzgerald-Sample). Twin City Federal Savings and Loan (Colle McVoy Advertising) has picked up one-half.

Three hours prior to kickoff there's a two-and-a-half-hour tailgate show with participating sponsorship, followed by the *Grandstand Quarterback Show*, sponsored by Neighborhood First Banks (The Haworth Group Agency), and *Coach's Corner With Bud Grant*, sponsored by Jacob Reis Bottling Co. (Ray C. Jenkins Advertising). Five minutes before kickoff there's the *Countdown to Kickoff Show*, which has been bought by Bombardier Ski Doo (Sielaff, Herder, Grauert).

Paul Hornung's Half-Time Huddle has been taken by Red Owl-Synder Drug (Howard Cox Advertising).

Postgame programs are the half-hour *Point After Show*, cosponsored by Union Carbide (William Esty) and The Forester Co. (Mark Zelenovich Inc.), and a one-and-a-half-hour tailgate show sponsored on a participating basis.

Three of the five preseason games will be telecast by KSTP-TV St. Paul, with Tom Ryther doing the play-by-play and Johnny Sauer on color.

One-third each has been purchased by Twin City Federal (Colle & McVoy) and Hamm's Beer (Dancer-Fitzgerald-Sample). The remainder is being sold on a spot basis.

No pregame or postgame programs are scheduled, but KSTP-TV will telecast four half-hour *Vikings Countdown* shows prior to the start of the regular season. The programs, the first of which was aired July 25, feature Tom Ryther and the KSTP-TV sports staff and are sponsored by Twin City Federal.

NFC Western Division

Atlanta Falcons

WQXI(AM) Atlanta, for the eighth consecutive year, will carry the full Falcons schedule of five preseason and 14 regular-



Yoo-hoo. The white-hanky-waving phenomenon, which has become the symbol of the 1973 Super Bowl champion Miami Dolphins, was started two years ago by WIOD(AM) Sports Director and Dolphins announcer Rick Weaver (r). In November 1971, while the Dolphins were playing the Pittsburgh Steelers, Mr. Weaver wondered how many fans in the stands would be listening on transistor radios to the Dolphins-Colts game the next weekend. So he asked the fans to bring a white handkerchief with them to the game. On Sunday, Nov. 21, just before the kickoff, Mr. Weaver invited his listeners at the game to stand and wave their handkerchiefs whenever the Dolphins scored (picture at left). They've been doing it ever since.

season games. The station, currently in the first year of a new three-year contract, will originate a 50- to 60-station network in the Southeast.

Jack Hurst will call the play-by-play, as he has since 1966, and former Baltimore Colt player Jimmy Orr will do color for the third year.

Play-by-play sponsors will be First National Bank of Atlanta (through Cargill, Wilson & Acree), Standard Oil of Kentucky, Delta Air Lines and Atlanta Dodge Dealers (all BBDO) and M&M/Mars (Ted Bates).

The Coach's Show, a 15-minute pregame interview of coach Norm Van Brocklin by Mr. Hurst, will be sponsored by Gordon Foods (Liller Neal Battle & Lindsey).

The Pregame Show, a 10-minute program with Messrs. Hurst and Orr, is sponsored by Union Carbide (William Esty) and Ellman's of Atlanta (McDonald & Little).

Immediately after the game there's the 10-minute *The Post-Game Show* with Mr. Hurst. Again, sponsors are Ellman's and Union Carbide.

The Locker Room Show, with Mr. Orr interviewing members of the Falcons, has been taken by Custom Music Corp. (Allen Advertising).

Additional sponsors involved in the Falcons broadcasts are The Ambassador Restaurant (Sam Eckstein Advertising), Equitable Life Insurance (Foote, Cone & Belding), Rollins Protective Service (Powell & Associates) and Southern Bell (Tucker Wayne & Co.).

On the day after each regular-season game there's a 15-minute show, *The Coach's Corner*, with Messrs. Hurst and Van Brocklin. Sponsor is Chris Motors of Atlanta (direct).

WQXI-TV Atlanta, which has signed a new three-year contract with the Falcons, will carry the five preseason games, three of which will be aired twice.

Bob Neal, WQXI-TV sports director, will do play-by-play; Alex Hawkins will handle color.

Sponsors are Atlanta Gas (through Tucker Wayne) and World of Sleep (A&T Advertising). Spot participations have been purchased by Cotton States In-

surance (McRae & Bealer), Atlanta Regional Dodge (BDA/BBDO), Southern Bell and Trust Company of Georgia (both Tucker Wayne), Hamm's Beer (DFS Inc.), Miller's Beer (Media Investment Service) and International Dairy Queen (Campbell-Mithun). No pregame or postgame shows are planned.

WQXI-TV's new contract calls for broadcast of *The Norm Van Brocklin Show*, a weekly half-hour program which premieres Monday, Sept. 17.

Los Angeles Rams

KMPC(AM) Los Angeles again covers the regular-season as well as preseason games of the Los Angeles Rams, and in addition continues to feed a network of 21 stations in four states (California, Nevada, Arizona, and Hawaii).

Dick Enberg, Dave Niehaus and Steve Bailey are the sportscasters for the Rams' games.

Five sponsors have signed for the play-by-play, each buying one-fifth. They are: Chevrolet (through Campbell-Ewald), Anheuser-Busch for Budweiser (Gardner and D'Arcy, MacManus & Masius), Continental Airlines (Needham, Harper & Steers), Standard Oil of California (BBDO), and Household Finance Corp. (Needham, Harper & Steers). Pre- and postgame shows, *Ram Warm-Up* and *Ram Report*, are being sponsored again by Kentucky Fried Chicken (Kauffman & Associates) and Sears (Star Advertising). The *Chuck Knox Show* has Eveready Batteries (William Esty Co.) as the sponsor. The postgame summary has Harris & Frank men's clothing (Mark IV Advertising) as the sponsor.

KNXT(TV) Los Angeles is carrying the five preseason games, all but one on taped delays. The station's Gil Stratton and Don Paul will handle the announcing. KNXT declined to identify its sponsors.

New Orleans Saints

In the second year of a three-year pact with the Saints, WWL(AM) New Orleans will carry six preseason and 14 regular-

season games. The regional network will consist of 40 to 45 outlets.

Play-by-play announcing will be done by John Ferguson; Steve Stonebreaker will handle the color.

A 15-minute pregame show has been purchased for the third year by Berner's Air Conditioning and Heating (through Bill Elliott Advertising) and Union Carbide (William Esty) will sponsor a 15-minute postgame wrapup with Messrs. Ferguson and Stonebreaker.

As of last week one-half of the in-game sponsorship was open, with Burger King (BBDO) and M&M/Mars (Ted Bates) each taking one quarter.

WWL-TV New Orleans will carry the six preseason contests, with Messrs. Ferguson and Stonebreaker handling the announcing chores.

The games have been purchased by McDonald's (Fitzgerald), Old Milwaukee Beer (Cunningham & Walsh), Shell (Ogilvy & Mather), Gatorade (Clinton Frank), Bank of New Orleans (Swigert), and McKinnon Chevrolet (Media Production Consultants).

No pre- or postgame programs are contemplated.

San Francisco 49'ers

KSFO(AM) San Francisco, for the 17th consecutive year, will carry the seven preseason and 14 regular-season games of the San Francisco 49'ers, feeding the coverage to a regional network of 13 stations—12 in California and one in Nevada. Play-by-play again is by Lon Simmons.

Sponsors for the play-by-play, each holding one-fifth, are Metropolitan Life (through Young & Rubicam), Standard Oil (BBDO), Chevrolet (Campbell-Ewald), Roos/Atkins clothing store (Argonaut Advertising) and Western Airlines (BBDO). Commercial time for the pre- and postgame shows is to be divided between American Bakeries (A. Media) and Household Finance (Needham, Harper & Steers). The *Locker Room Show* is being sponsored by Dahnen of San Carlos.

KBHK-TV San Francisco is to carry the five preseason games of the 49'ers, with two live and two delayed. Whether the fifth will be live or delayed was uncertain last week.

Bob Murphy and Leo Nomellin are doing the announcing.

Sponsors are Olympia Beer (Botsford-Ketchum), Western Airlines (BBDO) and Chevrolet (Campbell-Ewald) plus participating sponsors. The Saturday night *49'ers Huddle* show is being sponsored by Wells Fargo Bank (McCann-Erickson) and participating sponsors.

A busy season ahead for Wold

Specialist in football on radio will be all over the dial

Robert Wold Co., Los Angeles, providing technical services to broadcasters for sports events, has added the Philadelphia

Eagles (WIP(AM)) to its list of NFL teams in the forthcoming season. It is also handling the Minnesota Vikings (KSTP(AM)), the San Francisco 49'ers (KSFO(AM)), the Los Angeles Rams (KMPC(AM)), Denver Broncos (KOA(AM)), the Oakland Raiders (KNBR(AM)), the Washington Redskins (WMAL-AM), the Buffalo Bills (WKBW(AM)) and all 22 games broadcast by the Mutual Broadcasting System. It is negotiating 12 other contracts.

In college football, Wold will handle UCLA (KMPC(AM)), Stanford (KSFO(AM)), Colorado (KOA(AM)) and Notre Dame (MBS), among others.

The firm owns the radio-broadcast rights to the Washington State University Cougars and has established a 20-station network in Washington and Idaho, with the key station KVI(AM) Seattle. Announcers are Bob Robertson and Mark Kaufman. Sponsor is Ford Dealers of the Northwest (J. Walter Thompson).

Wold produces and distributes a syndicated football feature for radio, *Computer Kickoff*, with Ray Scott. The computer, the firm says, has a five-year track record of 80% accuracy in selecting winners of college and pro games each weekend. This feature is distributed for 18 consecutive weeks, starting the week of Sept. 10. Wold anticipates selling the weekly series to from 200 to 225 stations this year.

(This "Special Report" was written principally by Alan Jarvis, assistant editor, Washington, with assistance from our bureau staffs.)

Broadcast Journalism®

More network coverage as Watergate heats up

ABC stays with it despite rotation; others schedule prime-time reports

The rotating system of commercial TV network coverage of the Senate Watergate hearings was supplemented last week when ABC-TV provided live coverage of John D. Ehrlichman's testimony even on days when coverage was another network's primary responsibility.

ABC, which had primary responsibility for the Monday (July 23) coverage, was back again on Tuesday when Mr. Ehrlichman, former White House aide, took the stand, even though Tuesday was NBC's day in the rotation. ABC covered all but about 45 minutes of the Tuesday sessions, which ran from 10 a.m. to 12:15 p.m. and from 2 to 5:15 p.m. And ABC was back on Wednesday—CBS's day in the rotation—for more live Ehrlichman coverage.

ABC spokesmen explained that they had decided to cover the first day of Ehrlichman testimony regardless of the rotation schedule, and were deciding at the end of each day whether to do so the next day. They said they would follow the same procedure when H. R. Haldeman, former White House chief of staff, takes the witness chair.

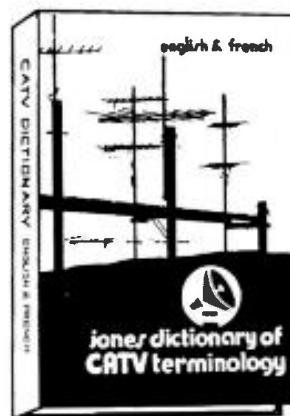
The rotation plan provides that the

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NBC News photo

commercial networks will rotate live coverage daily but also permits them to provide any additional coverage they wish on other days. CBS and NBC were sticking to the rotation plan but both had scheduled special prime-time reports and summaries.

In early overnight Nielsen ratings in New York and Los Angeles, the Watergate coverage was running about as it has most of the time—in second place in New York but clearly first in Los Angeles. Thus on Monday ABC's Watergate coverage drew a 4.7 average rating and 19 share in New York (behind 5.4 and 22 for CBS entertainment but ahead of the 3.8 and 16 for entertainment on NBC), while in Los Angeles ABC scored an average 10.2 and 41—better than entertainment on CBS and NBC combined.

On Tuesday NBC's Watergate sessions drew a 3.9 and 17 in New York, behind CBS's 5.4 and 24, but ABC's 3.2 and 14 for its own Watergate coverage the same day lifted the New York Watergate audience to a 7.1 and 31. In Los Angeles, NBC had a commanding 10.5 and 43, far ahead of CBS's 3.5 and 14, and ABC's Watergate addition of 2.5 and 11 raised the hearing's Los Angeles figures to 13.0 and 54.

On Wednesday, CBS's Watergate day, CBS led in New York as well as Los Angeles. In New York CBS had a 4.7 and 24, and ABC supplementary Watergate coverage during most of that time—three hours 30 minutes out of four hours 45 minutes of sessions—added 2.6 and 13, while entertainment on NBC was averaging 3.2 and 16. In Los Angeles, CBS's Watergate coverage scored a 7.9 and 33 and ABC's a 3.0 and 14, with NBC entertainment getting a 4.6 and 19.

Thursday was ABC's day and it was alone in coverage among the commercial networks.

CBS goes to bat for NBC over 'Pensions'

CBS has gone to the support of NBC in its effort to have the FCC overrule a staff ruling that NBC had not complied with the fairness doctrine in its one-hour documentary, *Pensions: The Broken Promise*, broadcast on Sept. 12, 1972.

CBS, in a letter to the commission, said it is backing NBC's request for reconsideration—presented in a letter last month (BROADCASTING, June 25)—be-

cause of its "grave concern that the [staff] decision may have a significant adverse impact on the continuation and development of investigative journalism in the broadcast media."

The staff, which acted on a complaint filed by Accuracy in Media, had held that NBC appeared to have violated the doctrine because it had not balanced criticism of private pension systems with material on successful systems or other favorable reports.

But, CBS noted, the ruling did not hold that NBC had not presented the view that there are many good, private pension plans. Rather, "it is based on the staff belief that not enough time was devoted to those spokesmen." Such a ruling, CBS added, "is inconsistent with commission and judicial precedents concerning the rights of broadcast journalists and illustrates the dangers involved in attempting to measure fairness on a line-by-line basis."

CBS also cited experiences of its own to support the view that the commission has not in the past followed AIM's "crabbed view of 'balance.'" It noted that although its series, *Justice in America*, dwelled on the failures of the criminal justice system, it did not feel obliged to devote additional time to the strength of that system. Nor did CBS believe it necessary to do a story on luxury housing in Chicago after presenting a documentary, *The Tenement*, on the problems of a dilapidated ghetto apartment building in that city.

ABC Rome reporter reported missing

Begon vanishes under circumstances network officials can't explain

ABC News last week asked the FBI and Italian police to investigate the mysterious disappearance of Jack Begon, ABC News correspondent/producer in Rome.

Reports of abduction, a burglary of ABC News's Rome offices and an unexplained airline ticket to Palermo figured in developments surrounding the disappearance of the 62-year-old newsman.

ABC sources in New York said their information was that Mr. Begon left home Sunday (June 22), telling his wife he was going to cover an Elizabeth Taylor-Richard Burton story. But he had not been assigned a Taylor-Burton story, according to ABC News.

The Reuters news agency subsequently reported speculation that he had been abducted because he was working on a story on the Mafia. But he had not been assigned a story on the Mafia, either, according to ABC.

ABC's Rome news bureau was broken into at about the time Mr. Begon disappeared, ABC sources reported. No money was taken but papers were strewn about. Later Mr. Begon's car was found at an airport near Rome, and airline officials were quoted as saying a ticket issued in his name had been used—whether by him or someone else was

not immediately clear—on a flight to Palermo.

Mr. Begon, a newsman for more than 30 years, has been with ABC News since 1960 and a correspondent/producer in Rome since 1970. He also has been a Paris correspondent and European TV and radio news producer and was weekend news manager in New York before taking the Rome assignment. He also served in Rome with NBC News from 1946 to 1951.

Rudd and Quinn talk themselves up

CBS's new morning-TV anchorteam says its show will be informal in style but formal in content

"We're going to cover hard news," said CBS correspondent Hughes Rudd last week, "but instead of running to a government official to explain, dully, what, for example, the dollar is doing in world markets, we're going to try to get some expert, like Professor Samuelson, who can make the news interesting."

That, in substance, is the foundation of the restructured CBS-TV *Morning News* that begins Aug. 6 with Mr. Rudd and ex-*Washington Post* staffer Sally Quinn as anchormen—er, anchorpersons.

Mr. Rudd and Ms. Quinn met the press last week in Los Angeles, the third visit on their round of appearances since the announcement that they were to co-anchor the network's morning news hour. They had already visited Chicago and Cleveland.

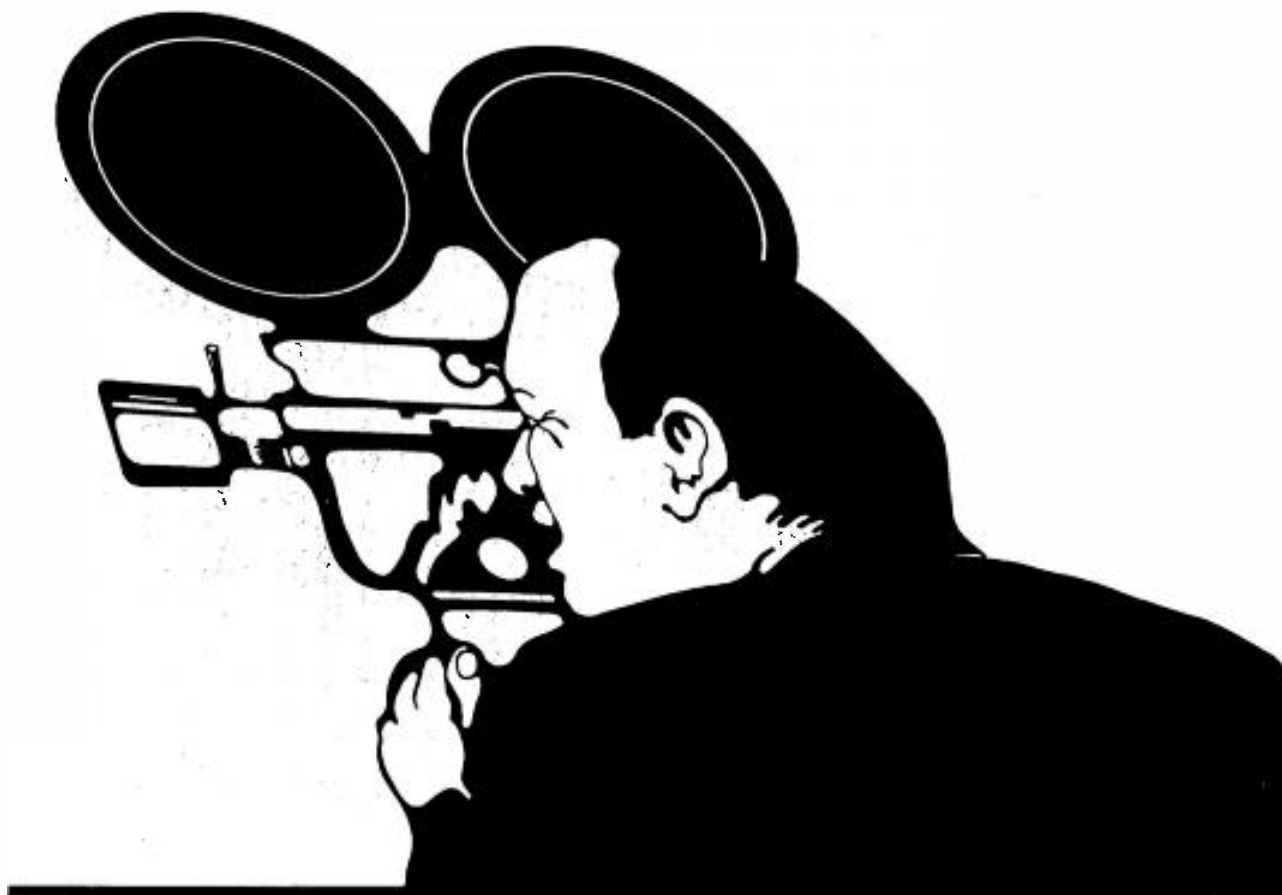
Mr. Rudd explained further that the broadcasts, expected to be CBS-TV's man-woman competition to NBC-TV's *Today* show, will emanate from the CBS newsroom in New York, lending a city-desk tone to the programs. Ms. Quinn stressed that the broadcasts will be presented "in an atmosphere of informality."

By that, she said, she meant that she and Mr. Rudd would not only report the news but would also discuss it informally. She noted that she and Mr. Rudd had many years of travel and work that



Ms. Quinn and Mr. Rudd

Why Television Is the Number-One News Medium



Among all mass media, television is now regarded as the fastest, fairest and most complete. That was a central finding in a massive survey just reported by the respected Bureau of Social Science Research, of Washington. It confirms other studies of public attitudes by the Roper organization, which year after year has found television holding a position of primacy as a journalistic force.

How did television achieve that rank; why does it keep gaining in stature? The answers will be found in a comprehensive article that the editors of *Broadcasting* have been preparing for publication in the Aug. 20 issue.

All the elements in the intricate system of television news collection and presentation will be examined: the networks, news services, the stations. All of the marvelous range of stories—from Watergate hearings in Washington to a fire in a New Orleans saloon to the election of a black mayor in Los Angeles to the size of the corn crop in Cedar Rapids—will be explored in

their mechanics, purpose and cost. The case studies of news programs and documentaries will be extensive and profusely illustrated.

Augmenting its regular circulation of 36,563, which includes the cream of broadcast-oriented marketing and advertising executives, all members and key staffers of the FCC and officials of other governmental bodies involved in broadcast regulation or legislation, *Broadcasting* will deliver copies of its Aug. 20 issue to every member of the United States Senate and House of Representatives and to the governors of all states.

If you count your news department to be a factor in television journalism—or if you are a network, a wire service, a programmer, or anyone else supplying to the business of television news, you'll want to tell about it in the Aug. 20 issue of *Broadcasting*. Closing data for your advertising is Aug. 13. For details and space availabilities, contact your nearest *Broadcasting* representative.

You belong in Broadcasting Aug 20

make them familiar with many places and people. Mr. Rudd, who has been a CBS correspondent for 14 years (he has been a resident newsmen in Moscow, Bonn, Berlin and has reported from Africa, the Middle East, Vietnam and the Caribbean), is an alumnus of newspapers in Iowa, Missouri, Minnesota and Wyoming. Ms. Quinn was for four years a staffer on the *Washington Post*, where her tart and penetrating interviews won her national recognition.

NBC beefs up regional news

NBC News announced last week it had set up a Northeast bureau to broaden its coverage of news in the six New England states and New Jersey, Delaware, most of New York and eastern Pennsylvania. Officials said the move was part of a new emphasis on regional offices as reflected earlier in expansion of the Atlanta bureau (BROADCASTING, June 18).

Geoffrey Pond is manager of the Northeast bureau, with Betty Rollin and Robert Hager as correspondents and a third to be added soon. Karl Hoffenberg, Michael Silver and Robert Toombs are field producers. There are three camera crews who operate out of New York and additional cameramen are based in Boston and Philadelphia.

The Northeast unit, based at NBC News headquarters in New York, also keeps in daily contact with the news departments at all NBC-TV affiliates in the region.

Cablecasting

FCC seen leaning toward assertion of authority over pole deals

After day of wide-ranging argument agency is reported eager to act fast

The FCC was pushed and pulled every which way last week in a full day's oral argument on whether it has jurisdiction over pole-attachment arrangements and conduit agreements between cable television operators and utility companies, and if so, whether it should exercise that jurisdiction.

Cable television operators, worried over the possibility of runaway prices for the privilege of stringing their wires, want the commission to act. Utility companies—telephone and electric-power companies—say it cannot and should not. State regulatory authorities seemed not so sure, but wanted assurances that, ultimately, at least, their regulatory authority in the area would not be preempted.

And broadcasters, concerned that commission action would represent what they consider a new and, to them, dangerous departure in the regulation of cable television—one aimed at further-

ing cable's growth—say the commission would be on shaky legal ground if it sought to expand its authority to cover the arrangements cable systems make with utility companies.

The arguments were a reprise of those the parties had filed with the commission earlier (BROADCASTING, July 16). And it was not clear whether the face-to-face confrontation helped to sharpen the issues for the commissioners. But, although the case is being described by officials as a close one that could go either way, there were indications that the FCC would assert jurisdiction, possibly this week. Observers feel that Chairman Dean Burch, given his past record of support for cable television, would want to afford it some protection against what cable operators say has been the utilities' "abuse" of monopoly control.

Mr. Burch's question at the oral arguments seemed to support that conjecture. At one point, in a discussion of cable operators' opportunity to gain relief from alleged abuses, he said it seemed odd that cable would be obliged to bring a court action when both the cable and telephone industries are regulated by the FCC.

However, it was evident that the questions involved were giving the commission trouble. Commissioner Richard E. Wiley several times raised the question as to whether the commission should not seek clarifying legislation before moving into a new area. He cited particularly the statement of Chief Justice Warren E. Burger, in a concurring opinion in the case in which the Supreme Court upheld the commission's rule requiring cable systems to originate programming, that the commission's position in that proceeding "strains the outer limits of even the open-ended and pervasive jurisdiction that has evolved by decisions of the commission and the courts."

The suggestion that the commission assert authority over arrangements involving electric power companies, over which the commission now has no jurisdiction, seemed particularly troubling. A bill that would specifically authorize FCC jurisdiction over cable television and spell out the commission's authority over pole-attachment arrangements and conduit agreements is now pending in the Senate. The measure (S-2015) was introduced by Frank Moss (D-Utah) and Vance Hartke (D-Ind.), both members of the Senate Commerce Committee.

At last week's argument, the counsel for the National Cable Television Association, Jay Ricks, said the commission's authority is clear in the Communications Act and, in fact, that the commission has in the past used "some authority" over pole-attachment agreements. If the commission "were to declare itself uncertain and go to Congress now," he said, "it would create a vacuum it has been filling."

Commissioner Nicholas Johnson seemed less than sympathetic to cable's arguments. Would the industry, he wondered, expect the commission to take action if a cable system were renting space in a telephone-company building

advertisement

Legal Notice

The Village of Hagaman is now accepting bids for a Cable T.V. System in said Village. Any interested parties should send a \$25.00 non-refundable fee in the form of a certified check made payable to Village Clerk, Hagaman, New York. A public hearing will be held to determine who will be awarded said franchise, 7 days prior, applicants will be notified as to date, time and place.

The following are specifications and location of said franchise to be awarded:

(A) Hagaman is located in the County of Montgomery. Bordered on the South, West and East by Town of Amsterdam and bordered on the North by Fulton County.

(B) Description of Type of System Desired:

- (1) Twenty Channel Capacity
- (2) Two way capability
- (3) Public access including local origination

(C) Applications will be accepted till 12 o'clock noon E.D.T. September 5, 1973 at Village Clerk's Office. Any application received by the Municipality will be available for public inspection during normal business hours at the Village Clerk's Office, 74 Pawling Street, Hagaman, New York 12086.

(D) Any further information may be obtained by contacting Mayor Philip Kriger, 12 Northern Blvd., Hagaman, New York. Phone 842-4405.

Dated July 10, 1973

Philip Kriger, Mayor

and the telephone company raised the rent?

Cable-industry lawyers said no, because there were alternative sources of space. The telephone and power companies, they said, have a "monopoly" control of the poles and, according to Mr. Ricks, are using that control. Mr. Johnson was not so sure cable operators could not find substitutes for the telephone poles they use.

And Commissioner Charlotte Reid, in that connection, wondered why the cable industry does not simply buy a share on the telephone poles. Thomas Eichenberger, who represented the Bell System and who made the major legal argument in behalf of the utility companies' position that the commission lacks authority to supervise pole-attachment arrangements, said Bell is "willing to negotiate" with cable operators their purchase of a portion of the poles they use. But he said it would be "expensive." And Harold Farrow, counsel for the California Community Television Association, conceded the association lost its "enthusiasm" for "buying in" because of the cost and the fact that there would be no government regulation of the negotiations.

The money involved at present is not great. According to Mr. Eichenberger, 4% of the cable industry's \$418-million revenues last year was paid to the utility companies, with Bell receiving about \$8 million. Mr. Farrow said the money involved is a "negligible" factor to the telephone companies whose concern, he claimed, is in keeping cable systems out of fields of activity they want to enter.

The question of pole-attachment arrangements and conduit agreements has been before the commission for seven years. However, the commission last May decided to break it out of the bureaucratic quicksand in which it had sunk and attempt to reach a prompt resolution after receiving a plea from the California cable association, which had been notified by the General Telephone Co. of California that it was raising pole-attachment fees for cable from \$3 per pole per year to \$6. The telephone company, which has delayed its imposition of the rates at the commission's request, is now scheduled to put them into effect by Aug. 12.

The legal arguments aside, one commission official suggested privately that the matter was reduced to its essentials in the comments of a counsel for a number of cable companies. John Matthews said: "On the question of jurisdiction, if you want jurisdiction, you've got it." He made that remark, he said, as one who has battled "zero" over the years in arguments that the commission lacked authority in the area of cable television.

Cable Briefs

Deal completed. Adams-Russell Co., Waltham, Mass., announced it had completed acquisition of Cable Vision Inc., owner of cable-TV systems in Lewiston and Auburn, both Maine, for more than \$2 million in cash and term payments (BROADCASTING, July 9). Acquisition



Back in the saddle. Nine weeks after suffering a mild heart attack, Sol Schildhouse (l.) returned last week to his job as chief of the FCC's Cable Television Bureau, looking tanned and fit, ebullient as ever and full of nice things to say about his new deputy chief, David Kinley—who is reported to have been picked with his succession to the chief's job very much in mind (BROADCASTING, July 18; "Closed Circuit," July 23). The reports that he was being ticketed out of his post appeared to concern Mr. Schildhouse not at all. "If they want my job, they can have it."

But he seemed confident "they" did not, and that he would be in his post for the indefinite future. He said he had talked to some commissioners, including Chairman Dean Burch, since his return, and said, "There's not a scintilla of heat on me to leave. Nobody's being groomed to succeed me," he said. "But if I leave, he's the guy," he said, referring to Mr. Kinley, who, at 32, has held a number of top-level jobs since joining the Nixon administration in 1969. "He's pretty good," Mr. Schildhouse said of Mr. Kinley, "good credentials, Harvard Law, politically wired, poised, a bear for work—works all hours, like me—decent, square shooting."

Mr. Kinley moved over to the commission three weeks ago from the Federal Bureau of Investigation, where he had been executive assistant to former Acting Director L. Patrick Gray III. Whether he crowds Mr. Schildhouse or not, his appointment has squeezed Allen Cordon out of his job as deputy chief of the bureau; a new title is being developed for him. Speculation about Mr. Schildhouse's departure is based in part on the fact that, at age 55, he has suffered two heart attacks; the first was eight years ago. But he was coming on strong last week. "I haven't been hurt badly," he said. "I'm still interested in cable. I intend to do something about it. The troops [the cable bureau staff] are intact, and we'll go forward."

raises subscriber count of Adams-Russell's CATV subsidiary, Aurovideo-CATV, to about 20,000 in five states.

Sells systems. Tocom Inc., Dallas, has consummated sale of its four cable systems in Franklin, Friday, Baldwin and Jonesville, all Louisiana, for over \$1 million. Purchaser of the systems is limited partnership headed by Ben Campbell, formerly with Tocom.

System sold. Yreka TV Company Inc., Yreka, Calif., has been sold to Nor-Cal Cablevision, Sacramento, Calif. Yreka system has 1,600 subscribers with potential of 2,500 homes. Transaction was handled by Daniels & Associates, Denver.

New cable study. National Science Foundation, Washington, has awarded \$73,000 for cable-television study to group of faculty members at Lehigh University, Bethlehem, Pa. General goal of group of electrical engineering, economics, political science and law professors

is to study formulation of public policy and its impact on development of CATV. Arthur I. Larky, professor of electrical engineering, will head study.

Counterclaim. Cox Cable Communications Inc., Atlanta, has announced that its San Diego cable system, Mission Cable, closed first half of 1973 with 60,330 subscribers, keeping it in "unchallenged position of being the largest in the United States." Sterling Manhattan cable system had claimed number-one position (BROADCASTING, July 2) with its 57,282 subscribers.

Beat the heat. New series of irradiated shrinkable sleeves to protect outdoor connectors on CATV cables has been designed by Alpha Wire Corp., Elizabeth, N.J. Available in 11 diameters, FIT-700 cable and connector sleeves have dielectric strength of 300 volts mil and tensile strength of 2,400 psi. Sleeves can withstand temperatures from -40 to 275 degrees Fahrenheit.

Whitehead sees cable serving special interests

He sees combined revenues from advertising, subscriber fees for special-interest programs

Clay T. Whitehead, director of the Office of Telecommunications Policy, sees cable television developing as a mixed-funding system, supported both by advertising and by subscriber revenues, as are most newspapers and magazines.

Furthermore, he sees the system providing programming for the same kinds of specialized audiences that magazines have sprung up to serve in the past decade—audiences of skiers, opera lovers, coin collectors and the like.

How would such systems offering specialized programming serve audiences large enough to make them viable? They would be linked up by microwave or domestic satellites. And advertisers who now forgo network advertising because their interest is in only a small portion of the mass audience would have a new vehicle for their message.

Mr. Whitehead, who expressed his views in the July issue of *Madison Avenue*, magazine for the advertising industry, is in a position to do something about bringing those visions to fruition. He is chairman of a high-level admin-

istration committee that for the past two years has been working on long-range legislative and regulatory proposals for shaping the growth of cable television. The committee report is expected to be submitted to the President later this summer.

Mr. Whitehead says in the article that since broadband technology does not fit into any existing regulatory categories, "a new public policy will have to be formulated." And he adds that, in view of cable TV's large channel capacity, it is important that the policy "foster the proper economic incentives necessary to bring a variety of programming."

Mr. Whitehead, who sees specialized cable programming as catering to that portion of the television audience looking for something "in addition" to what is available on over-the-air television, does not expect significant "siphoning" of audiences and economic support away from mass-appeal programming, "with some probably temporary exceptions."

However, he says siphoning may be a problem in "such special areas as sports and movies programming." So some anti-siphoning rules may be necessary to "preserve the over-all stability of the television industry" until cable television develops its own particular audiences and programs. But his view of government's role in shaping the future he sees possible is not to give cable special economic advantages or erect any regulatory barriers to protect broadcasting from fair competition. "The public's interest can best be served," he says, "by properly structuring the cable industry in the free-enterprise mold."

Cable 'expo' dates set

Four nuts-and-bolts conventions expected to bring out exhibitors

The second annual series of regional cable "Expos" has been scheduled by the National Cable Television Association in conjunction with state and regional cable associations. The mini-convention panels cover day-to-day operating problems. Panel topics last year included community relations, local taxes, pole-attachment problems and federal safety requirements. A full complement of exhibitors is expected at each of the regional conventions.

Dates and locations for the meetings are: New England CATV Expo, Oct. 15-18, Kerhonkson, N.Y.; North Central CATV Expo, Oct. 29-Nov. 1, Arlington Heights, Ill.; Mid-American CATV Expo, Nov. 15-17, Kansas City, Kan., and the California State Association meeting, Nov. 28-Dec. 1, Las Vegas.

Cable systems seek accounting standards

Finance officers from 16 cable organizations assembled in Washington last week to discuss the creation of a model accounting system for cable operators.

A number of considerations were up for discussion, but foremost in the mind

of Jim Marlowe, chairman of both the meeting and the National Cable Television Association's Utilities Relations Committee, was to solicit ideas for a system that "would be an alternative to those already adopted [Vermont and Connecticut] or being considered [Massachusetts] by the states' public-utilities commissions."

Stuart Feldstein, general counsel for the NCTA, considers the existing PUC accounting methods for cable television to be grossly unfair. He cites inequities that do not allow the cable systems to amortize their franchise costs—travel, salary, promotion.

Comments from the meeting plus additional industry suggestions will provide the basis for the model accounting system to eventually come before the NCTA board of directors.

Music

RIAA proposes joint action against payola

It sets conferences with NAB, wants members to tighten own controls

The Recording Industry Association of America took steps last week to fill the breach created by major record companies that are refusing to comment publicly on allegations about payola and other illicit activities in the music industry. RIAA issued an eight-page "action program for the recording industry" last Monday (July 22) outlining steps that music concerns should take to "insure that the business practices within the industry are based on sound legal and moral principles." Among the proposals offered by the "action program" was a call to Congress to "consider the necessity of enacting stronger legislation against this odious and illegal practice," payola.

RIAA, whose member companies represent about 85% of the record production in the U.S., according to the association, also made an appeal to the public and the media "to exercise caution before judging an entire industry on the basis of the broad-brush media reports concerning the activities of a few."

The RIAA program includes the following points:

- "Thorough intracompany investigations" and the strengthening of internal procedures and controls by record companies to insure against illegal practices.

- "Require employees who maintain contact with broadcasting stations and personnel" to sign "no-payola affidavits" and to seek similar statements from independent concerns with contractual agreements with record companies (i.e. independent producers, promotion men and distributors).

- Strong suggestion that interests that are "closely inter-related with the recording industry" (i.e. music publishers, performers, talent managers and bookers,

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RIAA's sample affidavit

I,, hereby swear that I have read Sections 317 and 508 of the Federal Communications Act of 1934, as amended, and the rules and regulations promulgated thereunder. I further swear that I will not engage in payola practices of any kind contrary to law, and I fully understand that should I do so I am subject to the legal penalties set forth in 47 United States Code § 508 of a fine up to \$10,000 and imprisonment up to one year or both.

record distributors and merchandisers, broadcasters, radio program services and trade media) establish "special ad hoc constituency conferences" to develop "parallel programs."

▪ Joint action, by the RIAA and the National Association of Broadcasters, "to develop a program to help eliminate the periodic recurrence of payola practices."

▪ Action by "industry trade media to consider development of standards for compilation of 'popularity' charts to insure their authenticity" and to insure that advertising purchases do not "artificially influence charts, reviews and editorial coverage."

A spokesman for the NAB said that a meeting with the RIAA president, Stanley Gortikov, will "probably take place in the next couple weeks." The NAB also informed its members of the RIAA program, and the imminent participation of the NAB, in its weekly publication *Highlights* out today (July 30). Included with the report is a revised version of a statement that the NAB general counsel, John B. Summers, issued a year ago outlining some examples of payola practices and reminding licensees of the legal consequences of those practices.

and serious. Its incessant beat is only vaguely reminiscent of the contrapuntal sound that characterizes those earlier hits. This one—a song about Los Angeles, according to the liner notes, and full of references to decadence and moral bankruptcy—comes under the heading of a "statement." That's always risky in top-40 radio but among those taking the chance last week were WBBM(FM) Chicago, KOL(AM) Seattle, WIIN(AM) Atlanta, WCAR(AM) Detroit and KELP(AM) El Paso.

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

- ASHES TO ASHES, Fifth Dimension (Bell).
- BILLION DOLLAR BABIES, Alice Cooper (Warner Brothers).
- BLOCKBUSTER, Sweet (Bell).
- EVERYBODY BUT ME, G. W. Kenny (Kama Sutra).
- EVIL, Earth, Wind and Fire (Columbia).
- FREE RIDE, Edgar Winter Group (Epic).

- FREEDOM FOR THE STALLION, Hues Corp. (RCA).
- FUTURE SHOCK, Curtis Mayfield (Curtom).
- GLAMOUR BOY, Guess Who (RCA).
- HALF BREED, Cher (MCA).
- IN THE MIDNIGHT HOUR, Cross Country (Atlantic).
- THE KING OF ROCK AND ROLL, Cashman and West (ABC/Dunhill).
- LONELINESS, Brown Subar (Chelsea).
- LOVING ARMS, Dobie Gray (MCA).
- MAYBE BABY, Gallery (Sussex).
- MR. SKIN, Spirit (Epic).
- MUSKRAT LOVE, America (Warner Brothers).
- ONE TIN SOLDIER, Coven (MGM).
- ROCKY MOUNTAIN WAY, Joe Walsh (ABC/Dunhill).
- SHORT STOPPING, Vida Brown (Stax).
- SHOW BIZ KIDS, Steely Dan (ABC/Dunhill).
- SIXTY MINUTE MAN, Clarence Carter (Fame).
- SUMMER (THE FIRST TIME), Bobby Goldsboro (United Artists).
- SUNSHINE SHIP, Arthur, Hunley, Gottlieb (Columbia).
- SWEET CHARLIE BABE, Jackie Moore (Atlantic).
- TOP OF THE WORLD, Lynn Anderson (Columbia).
- TOUCH OF MAGIC, James Leroy (Janus).
- YOU GOT ME ANYWAY, Sutherland Brothers and Quiver (Capitol).
- YOU WERE ALWAYS THERE, Donna Fargo (Dot).

Breaking In

Saturday Night's Alright for Fighting—Elton John (Rocket) ▪ These days, an Elton John record is what they call an "automatic"—as demonstrated by that artist's latest single coming on the "Playlist" at 60 less than two weeks after release. Loud, driving and at times laborious, this new John is a celebration of teen-age violence, albeit sometimes tongue in cheek ("I'm a juvenile product of the working class, whose best friend floats in the bottom of a glass"). The record invites comparison to the Rolling Stones' "Street Fighting Man." Even Davey Johnston's guitar line on "Saturday Night" is similar to Keith Richard's on the now-famous Stones number.

Airplay has been both active and national. Its flip side ("Whenever You're Ready," a song not on the upcoming album) also is expected to make a mark; WFIL(AM) Philadelphia is on it now. Among those playlisting the A-side last week were CKLW(AM) Windsor, Ont.; WAYS(AM) Charlotte, N.C.; KILT(AM) Houston; WMAK(AM) Nashville; WCOL(AM) Columbus, Ohio; WXLO(FM) New York; WIXY(AM) Cleveland and WCFL(AM) Chicago.

Show Biz Kids—Steely Dan (ABC/Dunhill) ▪ Steely Dan has taken a radical departure from the melodious, free-minded style that characterized "Do It Again" and "Reelin' In the Years," its first two gold singles. "Show Biz" is dark, strong

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Tracking the Playlist. Eight artists this week have two entries on either the "Playlist" or "extras." Because of the concentration of summertime, top-40 listening and corresponding record activity, programmers, who would normally wait for an artist's old record to drop off before adding his new one, are finding it necessary to give audiences more than one offering by performers who are hot. Paul Simon has two records in the top 30. Paul McCartney and Wings have two records in the top. Gladys Knight and the Pips' older Motown single dropped below the group's rising newer Buddah record this week.

Donny Osmond and Carole King both have two-sided hits, giving them two entries each on this week's chart. And Elton John's new single, "Saturday Night's Alright for Fighting" (60), comes on for the first time while "Daniel" holds steady at number 44. Edgar Winter's "Frankenstien" (41) and Alice Cooper's "No More Mr. Nice Guy" (65), both of which peaked several weeks ago, still cling to positions on the chart while new songs by both groups appear for the first week in the "extras." Records bearing the ABC/Dunhill label occupy the first two positions this week—"Bad, Bad Leroy Brown" (one) by Jim Croce and "Shambala" (two) by Three Dog Night. And four new singles enter the top 10, during a week of considerable activity: "Get Down" (five) by Gilbert O'Sullivan, "Touch Me In The Morning" (seven) by Diana Ross, "The Morning After" (nine) by Maureen McGovern and "Live and Let Die" (10) by Paul McCartney. Four songs are new to top-40 positions this week, all with bullets. They are Sly and the Family Stones' "If You Want Me To Stay" (30) ("Breaking In," July 9), War's "Gypsy Man" (32) ("Breaking In," July 16), "Loves Me Like A Rock" (which attains one of the highest first-week positions ever on this chart at number 35) (BROADCASTING, May 21) and Donny Osmond's "Young Love" (38). New and bulletted with week are Aretha Franklin's "Angel" (53), Grand Funk's new single produced by Todd Runegren, "We're an American Band" (56), the flip-side of "Believe in Humanity" (45) by Carole King, "You Light Up My Life" (57) and Elton John's "Saturday Night's Alright for Fighting" (60). Also new is "Sylvia" (71) by Focus.



Got what he wanted. Mick Jagger (l) of the Rolling Stones has just put the finishing touches to an agreement with London Wavelength, New York, a subsidiary of ASI Communications, for the American acquisition of the BBC-produced *Rolling Stones Story*. Mike Vaughn (r) represented London Wavelength in the signing for this six-part radio series, to be syndicated to U.S. stations in the fall.

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		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
3	1	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	2	1	1	1
1	2	Shambala (3:27) Three Dog Night—ABC/Dunhill	1	2	2	2
5	3	Yesterday Once More (3:50) Carpenters—A & M	3	3	3	7
4	4	Kodachrome (3:24) Paul Simon—Columbia	7	4	4	9
15 •	5	Get Down (2:38) Gilbert O'Sullivan	6	5	6	6
6	6	Diamond Girl (3:29) Seals and Crofts—Warner Brothers	5	7	5	11
14	7	Touch Me in the Morning (3:51) Diana Ross—Motown	10	6	14	3
8	8	Playground in My Mind (2:55) Clint Holmes—Epic	4	11	10	10
13	9	The Morning After (2:14) Maureen McGovern—20th Century	9	9	8	12
17	10	Live and Let Die (3:10) Paul McCartney and Wings—Apple	12	14	9	5
11	11	Will It Go Round in Circles? (3:42) Billy Preston—A & M	11	8	7	13
2	12	Give Me Love (Give Me Peace on Earth) (3:32) George Harrison—Apple	8	13	12	15
10	13	Smoke on the Water (3:48) Deep Purple—Warner Brothers	16	12	11	4
18	14	Feelin' Stronger Every Day (4:13) Chicago—Columbia	15	15	13	8
7	15	Boogie Woogie Bugle Boy (2:32) Bette Midler—Atlantic	14	10	16	17
9	16	Natural High (4:02) Bloodstone—London	13	17	21	20
16	17	Long Train Runnin' (3:25) Doobie Brothers	17	16	17	19
21	18	Brother Louie (3:55) Stories—Kama Sutra	20	21	19	14
12	19	My Love (4:08) Paul McCartney and Wings—Apple	19	18	18	23
29	20	Monster Mash (3:00) Bobby Boris Pickett—Parrot	21	24	15	18
28	21	Delta Dawn (3:08) Helen Reddy—Capitol	18	20	20	22
24	22	Misdemeanor (2:36) Foster Sylvers—Pride	25	19	22	16
22	23	Soul Makossa (4:30) Manu Dibango—Fiesta	26	22	23	21
25	24	Uneasy Rider (3:53) Charlie Daniels—Kama Sutra	22	26	24	24
27	25	Behind Closed Doors (2:55) Charlie Rich—Epic	24	23	25	28
23	26	So Very Hard To Go (3:37) Tower of Power—Warner Brothers	23	25	27	26
30	27	My Sweet Gypsy Rose (2:51) Dawn—Bell	27	27	26	27
33	28	Money (3:59) Pink Floyd—Harvest	29	30	28	29
31	29	How Can I Tell Her? (3:59) Lobo—Big Tree	28	28	31	36
42 •	30	If You Want Me To Stay (2:58) Sly and the Family Stone—Epic	33	29	29	30
38	31	I Believe in You (3:58) Johnnie Taylor—Stax	39	34	30	25

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
45	• 32	Gypsy Man (5:22) War—United Artists	35	33	33	31
32	33	Are You Man Enough? (3:24) Four Tops—Dunhill	37	32	35	33
20	34	Right Place Wrong Time (2:50) Dr. John—Atco	44	31	32	32
—	• 35	Loves Me Like a Rock (3:32) Paul Simon—Columbia	30	36	36	37
19	36	I'm Gonna Love You (3:58) Barry White—20th Century	34	37	34	34
36	37	And I Love You So (3:14) Perry Como—RCA	31	35	42	39
55	• 38	Young Love (2:18) Donny Osmond—MGM	36	43	40	42
40	39	Bongo Rock (2:36) Incredible Bongo Band—Pride	40	38	39	40
35	40	Clouds (2:45) David Gates—Elektra	32	39	47	47
58	• 41	Frankenstein (3:28) Edgar Winter Group—Columbia	53	44	38	35
71	• 42	Here I Am (4:10) Al Green—Hi	43	42	41	43
37	43	Swamp Witch (3:47) Jim Stafford—MGM	38	46	44	45
44	44	Daniel (3:52) Elton John—MCA	42	41	37	53
49	45	Believe in Humanity (3:22) Carole King—Ode	50	48	43	41
26	46	One of a Kind (Love Affair) (3:31) Spinners—Atlantic	41	45	45	49
34	47	I'll Always Love My Mama (3:04) Intruders—Gamble	57	40	48	44
57	48	Everyone's Agreed (3:12) Stealers Wheel—A & M	49	47	50	46
75	• 49	Let's Get It On (3:58) Marvin Gaye—Tamla	45	52	49	52
41	50	Over the Hills and Far Away (4:42) Led Zeppelin—Atlantic	*	67	46	38
51	51	The Hurt (4:16) Cat Stevens—A & M	51	51	52	51
47	52	Where Peaceful Waters Flow (4:22) Gladys Knight and the Pips—Buddah	46	54	51	54
—	• 53	Angel (3:34) Aretha Franklin—Atlantic	58	49	54	48
72	• 54	A Million to One (2:38) Donny Osmond—MGM	47	53	55	55
48	55	You'll Never Get to Heaven (3:38) Stylistics—Avco	48	50	53	61
—	• 56	We're an American Band (3:25) Grand Funk—Capitol	73	63	56	50
—	• 57	You Light Up My Life (3:12) Carole King—Ode	54	58	59	60
54	58	He Did With Me (2:27) Vicki Lawrence—Bell	55	55	57	69
73	• 59	My Maria (2:32) B. W. Stevenson—RCA	56	56	61	70
—	• 60	Saturday Night's Alright for Fighting (4:55) Elton John—MCA	71	72	58	56
39	61	There's No Me Without You (3:28) The Manhattans—Columbia	59	60	63	63
52	62	Pillow Talk (3:41) Sylvia—Vibration	52	61	71	*
46	63	Daddy Could Swear, I Declare (3:42) Gladys Knight and the Pips—Soul	72	57	62	67
68	64	Jimmy Loves Maryann (3:25) Looking Glass—Epic	68	75	60	64
70	65	No More Mr. Nice Guy (3:05) Alice Cooper—Warner Brothers	*	59	69	58
—	66	Doin' It to Death (5:05) Fred Wesley and the JB's—Polydor	60	*	65	66
59	67	Goin' Home (2:10) Osmonds—MGM	64	*	64	65
65	68	L. A. Freeway (3:20) Jerry Jeff Walker—MCA	62	68	72	68

Continues on next page.

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The Broadcasting Playlist continued from preceding page

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
69	69		Roland the Roadie (3:03) Dr. Hook—Columbia	*	66	66	62
53	70		Tequila Sunrise (2:52) Eagles—Asylum	66	69	68	75
—	71		Sylvia (3:32) Focus—Sire	*	62	73	57
43	72		Roll Over, Beethoven (4:30) Electric Light Orchestra—United Artists	*	64	67	59
—	73		Sunshine (3:43) Mickey Newberry—Elektra	67	71	70	72
50	74		What About Me? (2:40) Anne Murray—Capitol	61	70	75	*
62	75		Time To Get Down (2:53) O'Jays—Philadelphia International	69	65	74	*

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

A Million to One (54), And I Love You So (37), Angel (53), Are You Man Enough? (33), Bad Bad Leroy Brown (1), Behind Closed Doors (25), Believe in Humanity (45), Bongo Rock (39), Boogie Woogie Bugle Boy (15), Brother Louie (18), Clouds (40), Daddy Could Swear, I Declare (63), Daniel (44), Delta Dawn (21), Diamond Girl (6), Doin' It to Death (66), Everyone's Agreed (48), Feelin' Stronger Every Day (14), Frankenstein (41), Get Down (5), Give Me Love (Give Me Peace on Earth) (12), Goin' Home (67), Gypsy Man (32), He Did with Me (58), Here I Am (42), How Can I Tell Her? (29), The Hurt (51), I Believe in You (31), If You Want Me To Stay (30), I'll Always Love My Mama (47), I'm Gonna Love You (36), Jimmy Loves Maryann (64), Kodachrome (4), L. A. Freeway (68), Let's Get It On (49), Live and Let Die (10), Long Train Runnin' (17), Loves Me Like a Rock (35), Misdemeanor (22), Money (28), Monster Mash (20), The Morning After (9), My Love (19), My Maria (59), My Sweet Gypsy Rose (27), Natural High (18), No More Mr. Nice Guy (65), One of a Kind (Love Affairs) (46), Over the Hills and Far Away (50), Pillow Talk (62), Playground in My Mind (8), Right Place Wrong Time (34), Roland the Roadie (69), Roll Over, Beethoven (72), Saturday Night's Alright for Fighting (60), Shambala (2), Smoke on the Water (13), So Very Hard to Go (26), Soul Makossa (23), Sunshine (73), Swamp Witch (43), Sylvia (71), Tequila Sunrise (70), There's No Me Without You (61), Time To Get Down (75), Touch Me in the Morning (7), Uneasy Rider (24), We're an American Band (56), What About Me? (74), Where Peaceful Waters Flow (52), Will It Go Round in Circles? (11), Yesterday Once More (3), You Light Up My Life (57), You'll Never Get to Heaven (55), Young Love (38).

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

Programing

In the scramble of TV production, smalls may get midseason breaks

At major studios heat's on to meet fall network starts—to exclusion of work on January replacements

A potential windfall for independent TV program producers may be in the making as major production firms churn out the programs that will be appearing on networks this fall—weeks behind schedule because of the 16-week writers' strike that ended June 24.

The prospective break for the smaller producers could come next January when midseason replacements will be needed for fall starters that fail. Executives of the major studios, who would ordinarily be thinking now of new midseason programs to present to the networks, are instead preoccupied with catch-up production of programs that are scheduled for the new season, officially set to start the week of Sept. 10. Bill Self, president of 20th Century-Fox Television, explained the problem: "My feeling is," he said, "that the major producing companies are trying desperately to get the fall season set without diverting themselves to midseason possibilities. We will not be as

ready as we have been in the past to replace our shows—or someone else's."

Mr. Self, who has been president of Fox TV since 1968, said he thinks the usual midseason juggling of programs this year will involve fewer programs than in the past. Routinely, the networks each have averaged two hours of program replacement for prime time in January. Mr. Self agreed that most of the replacements needed next January will probably come from the independents, the production firms that are not allied with the major movie and TV program studios. Or, he added, from some majors that may not be as heavily involved in the fall season as Fox is. In this he may have a point. Last week, Warner Bros. Television, not a minor studio by any means, announced that it had received a commitment from CBS for six one-hour scripts for the *Genesis 2* science-fiction feature that ran as a pilot on the network last season.

"Our main thrust now," Mr. Self observed, "is obviously to get the existing shows going." He noted that when the strike ended, there was not a single script on hand for *M*A*S*H* or for *Rollout*.

"I think most production companies have the same problem," he said, "so that where normally we would have solved the script problem, we have to solve it now because of the 16 weeks we lost." The result, he commented, "is that we just don't have the creative resources to tackle January." Fox has two other prime-time shows in production—*New Perry Mason* and *Room 222*. Last year,

Mr. Self explained, Fox made seven pilots and sold two. That is pretty normal, he said, although he recalled, somewhat nostalgically, 1964 when Fox made seven pilots and sold five. "A very, very successful year," he murmured.

Industrywide, 116 pilots were made for submission to the networks this year, but only 16 were taken.

Independent producers, many of whom are also hard at work with programs under way for the new season, nevertheless are aware of their potentially fortunate state for January and have been "brainstorming like mad," as one remarked the other day. At the moment, it was pointed out, network officials also are immersed in the initiation of the new fall season and thus, like the producers, aren't ready to think about January, let alone talk about it, according to several independent producers. But, they note, that situation should change in about 30 days.

The spirit of 1976

The upcoming bicentennial celebration will not go unnoticed on television. CBS and ABC have both announced commitments for specials series to commemorate the occasion.

CBS-TV will carry 13 one-hour specials on various facets of American history, starting in early 1974 and continuing into the bicentennial celebration in 1976. The program series, *The American Parade*, will be telecast in early prime time, beginning next February. Three specials will be presented the first season, four during 1974-75, and six in the 1975-76 season. Burton Benjamin, CBS News senior executive producer, will be executive-in-charge. Henry G. Graff, professor of history at Columbia University, will work with CBS as a special consultant.

And Texaco is bankrolling a series of 10 hour-long dramas dealing with American history to be broadcast over ABC-TV. *The Texaco American Heritage Series* will run for three years, averaging three shows per year. The first program will air Nov. 12 and focuses on the Revolutionary War conflict between Generals Washington and Cornwallis. The Wolper Organization is producing the series and has begun filming the first segment in Valley Forge and Yorktown. Benton & Bowles is agency for Texaco.

Viacom fights for 'Family'

Viacom International Inc. has filed a "quiet title" suit in U.S. Southern District Court in New York against Tandem Productions, Hollywood, seeking clarification of Viacom's syndication rights to *All in the Family*. Viacom stated that it acquired domestic and overseas syndication rights to *All in the Family* several years ago when the company was formed in a spin-off from CBS and already has distributed *All in the Family* abroad. Viacom filed suit when it learned that Tandem, producer of *Family*, planned to assign domestic syndication rights to another distributor.

Changing Formats

■ **WCTN(AM)** Potomac, Md., has gone on air with "contemporary Christian" format targeted at 18-35 age group. Keith Jollay, station manager, says WCTN is believed to be only station in country playing top-40 secular music back-to-back with "top-40 gospel," the hit releases of leading gospel companies featuring artists such as Andrae Crouch and the Disciples, Ron Salsbury, Danny Lee and the Children of Truth and Pat Boone. In addition to its regular musical programming, station offers short religious public-service messages during day and full-length contemporary religious musical each Saturday morning. Sundays WCTN places greater emphasis on traditional religious music and carries nationally syndicated religious shows.

■ **WJR-FM** Detroit, which had been programming Bill Drake's "solid-gold" rock and roll for 27 months, has returned to automated "easy-listening" format.

■ **KFFM(FM)** Yakima, Wash., has switched from MOR to soft-rock music.

Program Briefs

'**Ozzie**' is selling. Viacom Enterprises reports that *Ozzie's Girls*, half-hour situation comedy series, has been sold in 71 markets for fall start. Latest sales have been to WABI-TV Bangor, Me.; WDSU-TV New Orleans; WCEE-TV Freeport, Ill.; WGAN-TV Portland, Me. and WMAL-TV Washington.

Inside China. In its first week of syndication, Time-Life Films reports sale of seven episodes of half-hour *One Man's China* series to WPVI-TV Philadelphia; KREM-TV Spokane, Wash.; WISH-TV Indianapolis; KING-TV Seattle; KRON-TV San Francisco; WCCO-TV Minneapolis; WMAL-TV Washington; WCHS-TV Portland, Me.; WLBZ-TV Bangor, Me.; KDIN-TV Des Moines; WKRG-TV Mobile, Ala. and WSB-TV Atlanta. Programs were filmed by Felix Greene during five months of 1972.

'**Lassie**' in 150. Starting its third year in access time, Wrather-produced *Lassie*, half-hour series, already has been cleared in more than 150 markets by Ogilvy & Mather, New York, for sponsor, Campbell Soup Co. Ogilvy also will take on responsibility this year for promotion and publicity for *Lassie*, to be handled by Isobel Silden of agency's Hollywood office.

Ready for Ruth's record. NBC cameras will be poised to record both the 714th and 715th home runs of Hank Aaron of the Atlanta Braves. NBC said last week a special crew will cover the events—whenever they happen—and regular TV network programming will be interrupted to air them as soon as possible. Babe Ruth's home-run record stands at 714. Mr. Aaron had 700 homers as of last week.

Second bounce. Rhodes Productions, Los Angeles, announces exclusive syndication rights to off-network, daytime series, *Dating Game*, now finishing its eighth year on ABC-TV. Series was to have been syndicated by Worldvision Enterprises (BROADCASTING, July 23). Available for fall season is initial package of 260 half-hour segments. Prime-time-access version of *New Dating Game*, is being syndicated by Station Syndication Inc., a Sandy Frank company. Both dating game shows are produced by Chuck Barris Productions.

Pulling up stakes. Warner Bros. Inc., has moved from 666 Fifth Avenue, New York, to new offices at 75 Rockefeller Plaza, New York 10019. New phone number is (212) 484-8933.

Such carrying on. Independent Television Corp. reports it will produce *Carry on Laughing*, a half-hour television series based on *Carry On . . .* feature films. Peter Rogers, creator of original feature films, has been signed as executive producer for TV series.

And they're off. All-American Network, Topeka, Kan., has announced signing of 128 stations in 39 states to carry All American Futurity, horse race to be televised Labor Day, Sept. 3, from Ruidoso Downs, N.M. Picking up sponsorship are Faberge and Sheraton hotels. Running of Rainbow Futurity on Aug. 5 will be carried by 47 stations in 13 states.

On the road. Larry Kane Productions, Houston, reports sales of its weekly half-hour TV series, *Kane & Kompany*, in 50 markets. Program, which features recording artists as guests, is being taped on locations that include Florida beaches, Grand Canyon, and Yellowstone National Park.

TV flight. In its first program sponsorship in U.S., British Caledonian Airways, London, has bought from Thames Television a series of 13 half-hour episodes on stately homes in Britain for showing in 11 major cities starting in fall. Titled *A Place in the Country*, series is offered to stations on barter basis, with placement handled by Gottlieb/Taffner Programs Inc., New York. Agency is Caldwell/Compton Advertising, New York.

In business. Television Program Services, New York, has been formed by Richard H. Depew, formerly vice president, media and programming, Fuller & Smith & Ross, New York, to develop TV and radio programming for advertiser sponsorship and to provide program merchandising, evaluation and purchasing. 666 Fifth Avenue, New York 10019. (212) JU 2-9000.

Teaming up. KHOU-TV Houston has signed contract with Houston Rockets giving station exclusive Houston television rights to 15 games with opener set for Oct. 13. Rockets are in central division of National Basketball Association.

One for the money. David Susskind's Talent Associates Ltd. has purchased TV-documentary rights to "Marilyn," Norman Mailer's book on the late Marilyn Monroe, published this month by Grossett & Dunlap. Talent Associate sources said the firm has made no decision on the length or format of the show.

Presto. Qualis Productions, Los Angeles, announces acquisition of worldwide TV rights to International Congress of Magic convention to be held in Paris July 4-9. Qualis will videotape all acts, and is formulating one-hour special, tentatively entitled *Gran Prix of Magic* for network broadcast. Also under consideration is series for network or syndication. Sales agent is William Morris Agency, Los Angeles.

200 years. Series of 10 one-hour dramatic TV specials aimed at U.S. bicentennial celebration and based on Bill of Rights is being co-produced by Potterton Productions Inc., Montreal, and Concepts Unlimited, New York, in association with *Reader's Digest*. Programs are designed for network presentation with starting date of either January or September 1974. Five will be available in 1974; five in 1975.

Fun for sale. Independent Television Corp., New York, reports sale of *The Kopykats*, series of seven one-hour comedy specials, in 50 markets. Latest sales were to stations including WBNS-TV Columbus, Ohio; WAVE-TV Louisville, Ky.; WSYR-TV Syracuse, N.Y., and WTUV-TV Tupelo, Miss.

Family Night. MGM-TV's "Family Network" package of feature films begins Sept. 9 on more than 140 TV stations with "The Yearling." Plan is to present three features yearly. Two others for package's first year are "Knights of the Round Table" and "Tom Thumb." Stations are slotting showings Sunday evenings between 5 and 8:30 p.m. MGM-TV has reserved eight of 16 commercial minutes in each two-hour film, with major sponsor General Foods. Remaining eight minutes of each show is for station to sell. Stations are all network affiliates, most of them ABC-TV outlets, according to Jack Doff, president of Jack Doff Associates, Los Angeles, who is handling distribution and sales for MGM-TV.

What's up, doc? University of Illinois Medical Center has available half-hour televised health series, *Consultation*. Programs, offered free of charge, feature interview-discussion format with medical or dental experts on topics ranging from diabetes and sickle-cell anemia to nail-biting and application of sunburn ointments. Series is available in color on both 2-inch quadruplex and 1-inch IVC tape for October distribution. Contact: Jack Righimer, Office of Public Information, University of Illinois Medical Center, P.O. Box 6998, Chicago 60680.

Loyal, trustworthy, kind low-power broadcasters

Boy Scouts will test at jamboree radio equipment designed to operate on 1614 khz, just outside AM band

An experiment of possible future uses of spectrum space adjacent to the AM band by low-power radio stations is being conducted this week within the unlikely forum of a Boy Scout jamboree.

The experiment has been made possible by a July 18 temporary authorization from the FCC. The commission's action authorizes the scouting organization to set up two 25-w radio stations operating on 1614 khz, which will be used to provide information to some 80,000 scouts congregated at the jamboree sites at Moraine State Park, Pa., and Farragut State Park, Idaho.

The two outlets have been furnished by a donation of necessary equipment by a Pennsylvania firm, Low Power Broadcasting Inc. LPB is engaged in studies of the feasibility of utilizing spectrum space immediately above and below the AM band for limited-transmission broadcasts by specialized radio services. The firm is responsible for the development of an experimental radio service on 530 khz which is designed to provide traffic and schedule information to motorists on approaches to the Los Angeles airport.

The LPB gift, coupled with engineering services volunteered the scouts by Richard W. Barton & Associates, Canoga Park, Calif., has a total value of \$12,000 to \$14,000, according to Les Coleman, national director of broadcast relations for the Boy Scouts of America.

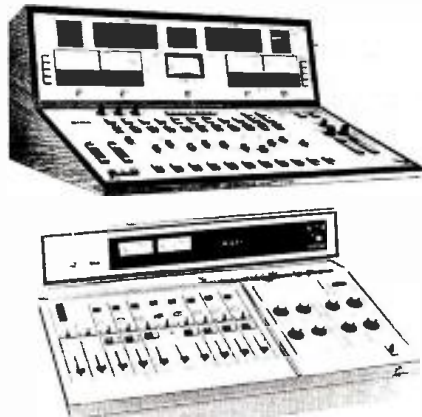
The Pennsylvania unit will be manned by Explorers from Post 324, sponsored by WSBT-TV South Bend, Ind.; the Idaho facility by a post sponsored by KTLA-TV Los Angeles. Portions of the Pennsylvania transmission will also be carried by six radio stations in that state on a network originated by WISR(AM) Butler.

Daily worker

The Peking communications-satellite earth station supplied by RCA Global

Communications to the People's Republic of China is now in commercial operation, handling telephone, teleprinter and other communications between China and the U.S., RCA has announced. The station is also capable of handling live television between China and the U.S. and other Pacific locations. Built under a \$5.7-million contract (BROADCASTING, Aug. 21, 1972) that also called for expansion of the existing earth station that RCA installed at Shanghai in preparation for President Nixon's visit early last year, the Peking station works through the Intelsat IV international communications satellite over the Pacific.

Technical Briefs



One for four, one for all. Two new audio boards hit market last week. Dyma Engineering, Taos, N.M., has introduced quadraphonic console (top) with mixing capabilities for conventional stereo signals plus pan control for mono signals on many of channels. Peak flasher units for each of four channels plus digital clocks and timers are included. Cetec Inc., North Hollywood, Calif., calls its Langevin 10 series (bottom) "the composite of all features most asked for in the broadcast industry." It features 10 stereo inputs, 10 stereo remote line inputs and straight-line faders with cue positions. Other highlights include cue speaker, dual 10-w monitor amplifier and stop-start switches for auxiliary sound sources. Options include quadraphonic output and equalization. Price for the Cetec Inc. unit is \$5,365.

Spectators' joy. Conrac Corp., New York, has announced contract for construction of video sport system to be installed in Washington's Capital Center arena. Price of total project is \$1,125,000 and Conrac will manufacture 60% of the electronic equipment. Projection television system will provide audiences in arena with statistical data and instant replays.

Remote monitor. Delta Electronics Inc., Springfield, Va., has introduced a combination remote unit that provides for control and digital remote readout of Delta's DAM-1 antenna monitor. The remote unit is capable of 15 transmitter readings and has eight alarm indicators. Digital data and control signals are handled by single voice grade telephone line with digital readout provided for through analogue to digital conversion.

WLS will test RCA's new television antenna

Testing will begin later this year at WLS-TV Chicago, an ABC-owned station, on an RCA-developed circularly polarized broadcast antenna designed to improve TV reception.

RCA, which pioneered in introducing circularly polarized antennas for FM broadcasting, has a \$315,000 turnkey contract for the experiment in Chicago, officials said. The tests are expected to determine whether the new technique provides significantly better reception by TV sets with single-pole or rabbit-ears receiving antennas, as well as by receivers in problem reception areas.

RCA also will furnish ABC with an antenna radiating the horizontally polarized type signal now used in broadcasting to provide a standard reference for testing the new concept.

Senate asked to OK unattended operations

Senator Dick Clark (D-Iowa) introduced a bill in the Senate last week which would authorize the FCC to permit unattended operation of specified radio transmitters.

S. 2197 would amend Section 318 of the Communications Act to allow the FCC to waive or modify transmitter attendance requirements for stations involved in radio broadcasting on frequencies below 1610 khz with transmitter power not in excess of 10 kw.

Suggestion for the bill came from Paul Lunde, station manager for KLFM-FM Ames, Iowa. Mr. Lunde said the passage of the bill would remove "the current legal roadblocks in front of the FCC to issue permits for unattended operation of transmitters." He added that this could be a boon for those manufacturers that have been experimenting with completely automated transmitters and could save stations using the equipment the cost of a person to monitor the transmitter and compile transmitter logs.

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ABC record 2d quarter combines with record 1st to make it a record half

Operating income at ABC Inc. for the second quarter and first half of 1973 were the highest for any quarter and any six-month period in the company's history.

This glowing report was issued last week by Leonard H. Goldenson, chairman, and Elton H. Rule, president, who said that the second quarter marked the seventh consecutive quarter in which earnings reached record levels compared with prior-year quarters. They said the results reflected advancements in both broadcasting and nonbroadcasting operations and they particularly cited improvements in the television network and the ABC-owned television stations.

ABC second-quarter earnings from operations rose by 46% over the comparative 1972 period to \$14,880,000 on revenues of \$216,301,000, up from \$206,164,000 last year.

For the six months ended June 30:

	1973	1972
Earned per share	\$ 1.45	\$ 1.02
Revenues	452,317,000	413,489,000
Net income (operations)	27,408,000	16,681,000

MGM in red third quarter

MGM has reported a net loss of \$2,316,000 on gross revenues of \$45,132,000 for the third quarter and attributed the loss to large write-offs based on re-evaluation of inventory, as well as new accounting practices. For the nine months ended June 9, the firm reported a decline in per-sharing earnings—from \$1.06 last year to 45 cents this year. Net income for the 1973 period was \$8,132,000 (\$1.37 per share) on gross revenues of \$124,055,000, but \$5,476,000 (92 cents per share) of this was due to extraordinary gain from the sale of Affiliated Music Publishers Ltd. and certain properties in

Australia and Culver City, Calif. Comparable 1972 nine-month figures were \$8,098,000 (\$1.37 per share) on grosses of \$117,559,000, which included extraordinary gain of \$1,842,000 (31 cents per share). For nine months ended June 9:

	1973	1972
Earned per share	\$ 1.37	\$ 1.37
Gross revenues	124,055,000	117,559,000
Net income	8,132,000	8,098,000

After Cable Funding stock

Coaxial Communications Inc., Sarasota, Fla., cable-TV systems owner, reported last week it is making a tender offer for at least 325,000 shares of common stock of Cable Funding Corp., New York, at \$8.50 a share.

A spokesman for Coaxial Communications said it will buy all shares tendered if at least 325,000 shares are offered by Aug. 10. He said that if fewer than 325,000 shares are tendered, the company would either buy all offered or none at all.

Cable Funding has less than 900,000 shares outstanding. The company, which provides financing in the cable-TV field, was quoted last Tuesday (July 24) over the counter at 7½ bid, up ¼.

Financial Briefs

Taft Broadcasting Co. reported gains in revenues and net income for first quarter of the current fiscal year and said that television sales and earnings were up but radio was down. For first quarter ended June 30:

	1973	1972
Earned per share	\$ 0.64	\$ 0.62
Revenues	19,737,538	16,191,160
Net income	2,652,145	2,395,702

Warner Communications Inc., New York, reported increases in revenues and earnings for six months ended June 30:

	1973	1972
Earned per share	\$ 1.21	\$ 1.09
Revenues	279,073,000	242,860,000
Net income	27,185,000	24,593,000

Storer Broadcasting Corp., Miami Beach, Fla., reported increase in revenues but dip in net income for first six months of 1973 as sales in its radio division showed "disappointing results." For six months ended June 30:

	1973	1972
Earned per share	\$ 1.00	\$ 1.04
Revenues	42,593,000	40,937,000
Net income	4,385,000	4,567,000

Schering Plough Corp., Bloomfield, N.J., reported record sales and earnings for first half of 1973. For six months ended June 30:

	1973	1972
Earned per share	\$ 1.03	\$ 0.70
Revenues	318,727,000	260,299,000
Net income	55,307,000	37,289,000

Capital Cities Communications Inc. reports 18% increase in earnings for first six months ended June 30:

	1973	1972
Earned per share	\$ 1.32	\$ 1.17
Revenues	63,930,000	58,567,000
Net income	10,156,000	8,758,000

Cox Broadcasting Corp., Atlanta, reported record revenues and earnings for both second quarter and first half of year. Company said broadcast revenues were up 8% for second quarter and business placed for third quarter is about 10% ahead of last year. For first six months ended June 30:

	1973	1972
Earned per share	\$ 0.98	\$ 0.89
Revenues	43,391,000	39,042,000
Net income	5,748,000	5,227,000

Lin Broadcasting Corp., New York, registered gains in revenues and income for six months ended June 30:

	1973	1972
Earned Per Share*	\$ 0.83	\$ 0.80
Revenues	10,781,647	10,042,838
Net Income*	1,915,511	1,863,339

*Includes extraordinary gains in 1973 and 1972.

Time Inc. announced substantial increase in revenues and earnings for first six months ended June 30:

	1973	1972
Earned Per Share	\$ 2.35	\$ 1.68
Revenues	278,972,000	244,652,000
*Net income	17,172,000	12,204,000

* Before extraordinary items in both years.

Broadcasting Stock Index

Weekly market summary of 142 stocks allied with broadcasting

Stock symbol	Exch.	Closing Wed. July 25	Closing Wed. July 18	Net change in week	% change in week	High	1973 Low	Approx. Shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	N	26 3/4	25 1/2	+ 1 1/4	+ 4.90	31 1/2	21	17,029	455,525
ASI COMMUNICATIONS					.00	1 1/2	1	1,815	2,268
CAPITAL CITIES COMM.	CCB	48 3/4	46 3/4	+ 2	+ 4.27	62 1/2	35	7,074	344,857
CBS	N	33 5/8	31 1/2	+ 2 1/8	+ 6.74	52	30 1/2	28,315	952,091
CONCERT NETWORK*	D	1 1/4	1 1/4		.00	5/8	1/4	2,200	550
COX	N	24 3/4	22	+ 2 3/4	+ 12.50	40 1/4	21 1/4	5,850	144,787
FEDERATED MEDIA	D	2 3/4	2 1/2	+ 1/4	+ 10.00	3 1/2	2	820	2,255
GROSS TELECASTING	GGG	14	14 1/4	- 1/4	- 1.75	18 3/8	12 7/8	800	11,200
LIN	LINB	7 1/8	7 1/2	- 3/8	- 5.00	14 3/4	5 5/8	2,296	16,359
MOONEY	O	5 1/4	5 1/8	+ 1/8	+ 2.43	10 1/4	5	385	2,021
PACIFIC & SOUTHERN	PSOU	8 1/4	8 3/4	- 1/2	- 5.71	13 3/4	7	1,930	15,922
RAHALL	RAHL	6 1/4	5 1/2	+ 3/4	+ 13.63	12 1/4	4 1/4	1,297	8,106
SCRIPPS-HOWARD*	SCRP	D			.00	21 1/4	19	2,589	49,838
STARR	SBG	12	9	+ 3	+ 33.33	24 1/2	9	1,166	13,992
STORER	SBK	22 1/8	20	+ 2 1/8	+ 10.62	44	15 7/8	4,391	97,150
TAFT	TFB	30 1/2	29 1/8	+ 1 3/8	+ 4.72	58 5/8	22	4,096	124,928
WHDH CORP.*	O	23	21	+ 2	+ 9.52	24	14	589	13,547
WOODS COMM.*	O	3/4	3/4		.00	1 5/8	3/4	292	219
TOTAL								82,934	2,255,615

	Stock symbol	Exch.	Closing Wed. July 25	Closing Wed. July 18	Net change in week	% change in week	High	1973 Low	Approx. Shares out (000)	Total market capitali- zation (000)
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A	3 3/8	3 1/4	+ 1/8	+ 3.84	5 3/8	2 5/8	1,259	4,249
AVCO	AV	N	11 1/2	10 1/4	+ 1 1/4	+ 12.19	16	8	11,478	131,997
BARTLE MEDIA	BMC	A	1 5/8	1 5/8		.00	3 1/2	1 3/8	2,257	3,667
CHRIS-CRAFT	CCN	N	4 1/4	4 1/8	+ 1/8	+ 3.03	6 5/8	3 5/8	4,161	17,684
COMBINED COMM.	CCA	A	27	26 1/2	+ 1/2	+ 1.88	44	15	3,230	87,210
COWLES	CWL	N	6 3/4	5 3/4	+ 1	+ 17.39	9 5/8	4 3/4	3,969	26,790
DUN & BRADSTREET	DNB	N	38 1/4	36	+ 2 1/4	+ 6.25	39	32 3/4	26,042	996,106
FAIRCHILD INDUSTRIES	FEN	N	6 1/4	5 7/8	+ 3/8	+ 6.38	13 3/8	5 1/4	4,550	28,437
FUQUA	FQA	N	11 5/8	11 1/4	+ 3/8	+ 3.33	20 3/8	9 1/2	9,741	113,239
GABLE INDUSTRIES	GBI	N	19 1/8	18 1/4	+ 7/8	+ 4.79	25	15	2,605	49,820
GENERAL TIRE	GY	N	21	19 3/8	+ 1 5/8	+ 8.38	28 3/4	17 3/8	20,652	433,692
GLOBETROTTER	GLBTA	O	5 1/8	5 1/8		.00	8 1/8	4 3/4	2,820	14,452
GRAY COMMUNICATIONS		O	10	10 1/2	- 1/2	- 4.76	12 7/8	9	475	4,750
HARTE-HANKS	HHN	N	13 3/8	11	+ 2 3/8	+ 21.59	29 1/4	8	4,335	57,980
KAISER INDUSTRIES	KI	A	6 1/8	5 1/2	+ 5/8	+ 11.36	6 5/8	4	27,487	168,357
KANSAS STATE NETWORK	KSN	O	4 7/8	4 7/8		.00	6 1/8	4 7/8	1,741	8,487
KINGSTIP	KTP	A	8 1/4	6 1/2	+ 1 3/4	+ 26.92	14 1/4	6 1/4	1,155	9,528
LAMB COMMUNICATIONS*		O				.00	2 5/8	1 3/4	475	831
LEE ENTERPRISES	LNT	A	15 1/2	14 3/4	+ 3/4	+ 5.08	25	12 5/8	3,366	52,173
LIBERTY	LC	N	17 7/8	16 7/8	+ 1	+ 5.92	23 7/8	15 3/4	6,760	120,835
MCGRAW-HILL	MHP	N	9 1/2	8 1/4	+ 1 1/4	+ 15.15	16 7/8	7 1/2	23,525	223,487
MEDIA GENERAL	MEG	A	39 1/8	34 7/8	+ 4 1/4	+ 12.18	43 1/2	31 3/4	3,546	138,737
MEREDITH	MDP	N	13 1/8	12 7/8	+ 1/4	+ 1.94	20 1/2	12 1/4	2,827	37,104
METROMEDIA	MET	N	13 1/2	12 3/4	+ 3/4	+ 5.88	32 1/4	12	6,483	87,520
MULTIMEDIA		O	18 3/4	18 1/4	+ 1/2	+ 2.73	30 1/4	18	4,388	82,275
OUTLET CO.	OTU	N	11 7/8	11 3/8	+ 1/2	+ 4.39	17 5/8	10 3/8	1,379	16,375
POST CORP.	POST	D	13 1/4	11 1/4	+ 2	+ 17.77	17	10 1/4	893	11,832
PSA	PSA	N	13	13 1/4	- 1/4	- 1.88	21 7/8	10 3/8	3,779	49,127
PUBLISHERS BCSTG.	PUBB	O				.00	2	7/8	919	804
REEVES TELECOM	RBT	A	1 1/2	1 1/2		.00	3 1/4	1 1/2	2,376	3,564
RIDDER PUBLICATIONS	RPI	N	17 3/4	16 1/8	+ 1 5/8	+ 10.07	29 7/8	12 1/2	8,312	147,538
ROLLINS	ROL	N	24	19 3/8	+ 4 5/8	+ 23.87	36 1/2	14 1/4	13,372	320,928
RUST CRAFT	RUS	A	16 1/8	16 3/8	- 1/4	- 1.52	33 3/4	13 3/4	2,366	38,151
SAN JUAN RACING	SJR	N	15	15 1/8	- 1/8	- .82	23 3/4	14	2,153	32,295
SCHERING-PLOUGH	SGP	N	86 1/4	78 1/4	+ 8	+ 10.22	86 1/4	71 3/4	52,590	4,535,887
SONDERLING	SDB	A	11 1/8	11 1/8		.00	16 3/8	7 5/8	1,006	11,191
TECHNICAL OPERATIONS	TO	A	8 3/8	7 1/8	+ 1 1/4	+ 17.54	13 1/2	5 1/8	1,386	11,607
TIMES MIRROR CO.	TMC	N	20 1/2	18 5/8	+ 1 7/8	+ 10.06	25 7/8	16 1/2	31,145	638,472
TURNER COMM.*		O				.00	6	4 1/2	1,486	6,687
WASHINGTON POST CO.	WPO	A	21 1/2	19 3/4	+ 1 3/4	+ 8.86	37	18 5/8	4,746	102,039
WOMETCO	WOM	N	15	12 5/8	+ 2 3/8	+ 18.81	19 3/8	11 1/4	6,098	91,470
Cablecasting									TOTAL	313,333
AMECO	ACO	O	5/8	5/8		.00	3	5/8	1,200	750
AMERICAN ELECT. LABS	AELBA	O	2 1/4	2 1/8	+ 1/8	+ 5.88	3 5/8	1 3/8	1,673	3,764
AMERICAN TV & COMM.	AMTV	O	21	25 1/2	- 4 1/2	- 17.64	39	21	2,859	60,039
ATHENA COMM.*		O	2 5/8	2 1/4	+ 3/8	+ 16.66	5 1/2	1	2,126	5,580
BURNUP & SIMS	BSIM	O	23 3/4	23 3/8	+ 3/8	+ 1.60	31 3/4	20 3/8	7,510	178,362
CABLECOM-GENERAL	CCG	A	4 1/8	4 3/8	- 1/4	- 5.71	8 7/8	3 3/4	2,489	10,267
CABLE FUNDING CORP.*	CFUN	O	4 7/8	5	- 1/8	- 2.50	8 1/8	4 1/2	1,233	6,010
CABLE INFO. SYSTEMS*		O				.00	2 1/2	1	663	663
CITIZENS FINANCIAL	CPN	A	4 3/8	4 1/2	- 1/8	- 2.77	9 1/2	4 3/8	2,676	11,707
COMCAST		O	3 1/4	3 1/8	+ 1/8	+ 4.00	5 3/8	3 1/8	1,280	4,160
COMMUNICATIONS PROP.	COMU	O	4 3/4	4	+ 3/4	+ 18.75	9 3/4	3 5/8	4,435	21,066
COX CABLE	CXC	A	18 5/8	19 3/4	- 1 1/8	- 5.69	31 3/4	18 1/4	3,560	.66,305
ENTROM	ENT	O	3/8	3/4	- 3/8	- 50.00	9 1/4	1/4	1,358	509
GENERAL INSTRUMENT	GRL	N	18 3/8	17 7/8	+ 1/2	+ 2.79	29 1/2	13 1/4	6,790	124,766
GENERAL TELEVISION*		O				.00	4 1/2	2 1/2	1,000	3,000
HERITAGE COMM.		O	10	10		.00	17 1/2	7	345	3,450
LVO-CABLE	LVOC	O	5	5		.00	11 1/4	4 1/4	1,561	7,805
SCIENTIFIC-ATLANTA	SFA	A	9 1/8	9 3/4	- 5/8	- 6.41	15 3/8	6 1/4	917	8,367
STERLING	STER	O	2 1/4	1 3/4	+ 1/2	+ 28.57	4 1/4	1 1/4	2,162	4,864
TELE-COMMUNICATIONS	TCOM	O	11	9 1/4	+ 1 3/4	+ 18.91	21	7 1/8	4,616	50,776
TELEPROMPTER	TP	N	16 1/2	13 5/8	+ 2 7/8	+ 21.10	34 1/2	12 5/8	15,999	263,983
TIME INC.	TL	N	34 1/2	34 3/4	- 1/4	- .71	63 1/4	29 1/2	7,286	251,367
TOCOM	TOCM	O	5 7/8	6	- 1/8	- 2.08	12 1/8	5 3/8	596	3,501
UA-COLUMBIA CABLE	UACC	O	8 1/4	8	+ 1/4	+ 3.12	15	7 3/4	1,832	15,114
VIACOM	VIA	N	13	9 7/8	+ 3 1/8	+ 31.64	20	9	3,851	50,063
VIKOA	VIK	A	4 3/4	4 3/8	+ 3/8	+ 8.57	9 1/8	4	2,562	12,169
Programming									TOTAL	82,579
COLUMBIA PICTURES	CPS	N	5 7/8	5 7/8		.00	9 7/8	4 1/2	6,335	37,218
DISNEY	DIS	N	92 1/2	89	+ 3 1/2	+ 3.93	123 7/8	70 1/8	28,552	2,641,060
FILMWAYS	FWY	A	3	2 3/8	+ 5/8	+ 26.31	5 3/8	2 1/8	1,877	5,631
GULF + WESTERN	GW	N	25 1/2	25 1/2		.00	35 3/4	21 3/8	16,387	417,868
MCA	MCA	N	23 1/2	23	+ 1/2	+ 2.17	34 1/4	18 1/2	8,367	196,624
MGM	MGM	N	19	16 1/2	+ 2 1/2	+ 15.15	24	13 5/8	5,958	113,202
MUSIC MAKERS	MUSC	O				.00	2 5/8	1 5/8	534	1,401
TELE-TAPE*		O	3/4	7/8	- 1/8	- 14.28	1 3/4	3/4	2,190	1,642
TELETRONICS INTL.*		O	5	5 1/4	- 1/4	- 4.76	10 1/2	4 1/2	724	3,620
TRANSAMERICA	TA	N	12 5/8	12 7/8	- 1/4	- 1.94	17 5/8	10 3/4	66,449	838,918
20TH CENTURY-FOX	TF	N	8 7/8	8 3/8	+ 1/2	+ 5.97	12 3/8	6 1/2	8,562	75,987
WALTER READE	WALT	D				.00	1 3/8	7/8	2,203	1,927
WARNER	WCI	N	15 1/2	15 3/4	- 1/4	- 1.58	39 1/8	13 1/8	18,864	292,392
WRATHER	WCO	A	9	8	+ 1	+ 12.50	16 5/8	7	2,229	20,061
Service									TOTAL	169,231
JOHN BLAIR	BJ	N	7 1/4	7	+ 1/4	+ 3.57	13	6 3/8	2,494	18,081
COMSAT	CQ	N	53 3/4	50 7/8	+ 2 7/8	+ 5.65	64 1/2	42 1/4	10,000	537,500

	Stock symbol	Exch.	Closing Wed. July 25	Closing Wed. July 18	Net change in week	% change in week	1973		Approx. Shares out (000)	Total market capital- ization (000)
							High	Low		
CREATIVE MANAGEMENT	CMA	A	6	6		.00	9 1/2	4	1,056	6,336
DOYLE DANE BERNBACH	DOYL	D	14 1/4	13 1/4	+ 1	+ 7.54	23 1/2	12	1,884	26,847
ELKINS INSTITUTE	ELKM	O	1/2	1	- 1/2	- 50.00	1 1/4	1/2	1,664	832
FOOTE CONE & BELDING	FCB	N	9 1/2	9 5/8	- 1/8	- 1.29	13 3/8	8 1/8	2,129	20,225
CLINTON E. FRANK*	O	5 3/4	5 1/4	+ 1/2	+ 9.52	11 1/2	5		720	4,140
GREY ADVERTISING	GREY	O	9 3/4	10	- 1/4	- 2.50	17 1/4	8 1/4	1,263	12,314
INTERPUBLIC GROUP	IPG	N	14 1/4	14	+ 1/4	+ 1.78	25 3/8	12 1/8	2,464	35,112
MARVIN JOSEPHSON	MRVN	O	8 3/4	8 1/2	+ 1/4	+ 2.94	18 1/2	8	1,085	9,493
MCCAFFREY & MCCALL*	O					.00	10 3/4	8 1/2	585	4,972
MCJ COMMUNICATIONS	MCIC	O	5 5/8	5 7/8	- 1/4	- 4.25	8 3/4	4 5/8	11,810	66,431
MOVIELAB	MOV	A	1 1/2	1 1/4	+ 1/4	+ 20.00	1 7/8	1 1/8	1,407	2,110
MPO VIDEOTRONICS	MPO	A	2 1/2	2 1/2		.00	4 7/8	2	540	1,350
NEEDHAM, HARPER*	NDHMA	O	9 3/4	9 1/2	+ 1/4	+ 2.63	26 1/4	9 1/2	916	8,931
A. C. NIELSEN	NIELB	O	31	29 1/2	+ 1 1/2	+ 5.08	40 1/2	29 1/2	10,598	328,538
OGILVY & MATHER	OGIL	O	18 1/2	17	+ 1 1/2	+ 8.82	32 1/2	14 1/2	1,777	32,874
PKL CO.*	PKL	O	7/8			.00	2 5/8	3/4	778	680
J. WALTER THOMPSON	JWT	N	14 5/8	15	- 3/8	- 2.50	24 3/4	14	2,659	38,887
UNIVERSAL COMM.*	O					.00	12 1/4	4 1/2	715	3,217
WELLS, RICH, GREENE	WRG	N	13 1/2	11 7/8	+ 1 5/8	+ 13.68	21 1/8	9 1/2	1,568	21,168
Electronics								TOTAL	58,112	1,180,038
ADMIRAL	ADL	N	11 1/8	11 1/4	- 1/8	- 1.11	18	7 1/4	5,813	64,669
AMPEX	APX	N	5 1/8	5 1/8		.00	6 7/8	3 1/4	10,875	55,734
CARTRIDGE TV+	O					.00	16 1/2	1 3/4	2,083	5,207
CCA ELECTRONICS	CCAE	O	1 1/4	1 1/4		.00	3	1 1/8	881	1,101
COLLINS RADIO	CRI	N	20 5/8	19	+ 1 5/8	+ 8.55	25 7/8	15 1/4	2,968	61,215
COMPUTER EQUIPMENT	CEC	A	2 1/8	2 1/8		.00	2 7/8	2	2,366	5,027
CONRAC	CAX	N	18 3/8	18	+ 3/8	+ 2.08	31 7/8	14 1/4	1,261	23,170
GENERAL ELECTRIC	GE	N	63 5/8	61	+ 2 5/8	+ 4.30	75 7/8	55	182,348	11,601,891
HARRIS-INTERTYPE	HI	N	32 1/8	30	+ 2 1/8	+ 7.08	49 1/4	24 1/2	6,308	202,644
INTERNATIONAL VIDEO*	IVCP	O	8 1/2	7	+ 1 1/2	+ 21.42	14 3/4	6	2,745	23,332
MAGNAVOX	MAG	N	10 1/2	10	+ 1/2	+ 5.00	29 5/8	8 5/8	17,806	186,963
3M	MMM	N	85 1/4	84	+ 1 1/4	+ 1.48	88 7/8	76 1/4	113,051	9,637,597
MOTOROLA	MOT	N	55 7/8	49 1/8	+ 6 3/4	+ 13.74	55 7/8	41 1/4	27,570	1,540,473
OAK INDUSTRIES	OEN	N	14 1/8	14 1/2	- 3/8	- 2.58	20 1/2	10 3/4	1,639	23,150
RCA	RCA	N	25 1/8	25 7/8	- 3/4	- 2.89	39 1/8	22 1/8	74,525	1,872,440
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8		.00	2 1/4	1 3/8	3,458	6,483
SONY CORP	SNE	N	50	46 3/4	+ 3 1/4	+ 6.95	57 1/4	38 3/4	66,250	3,312,500
TEKTRONIX	TEK	N	39 3/8	38 1/8	+ 1 1/4	+ 3.27	53 7/8	29 7/8	8,162	321,378
TELEVISION	TIMT	O	3	3		.00	4 3/4	2 7/8	1,050	3,150
TELEPRO INDUSTRIES	O	1	7/8		+ 1/8	+ 14.28	2 1/2	7/8	1,717	1,717
WESTINGHOUSE	WX	N	38 3/8	37	+ 1 3/8	+ 3.71	47 3/8	31 1/8	88,595	3,399,833
ZENITH	ZE	N	37 1/8	36 1/2	+ 5/8	+ 1.71	56	33 3/4	19,043	706,971
								TOTAL	640,514	33,056,645
								GRAND TOTAL	1,346,703	51,225,630

Standard & Poor's Industrial Average

123.24

119.23

+4.01

A-American Stock Exchange

N-New York Stock Exchange

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.

M-Midwest Stock Exchange
* Closing prices are for Tuesday

O-Over the counter (bid price shown)
† In bankruptcy proceeding

Fates & Fortunes®

Media

Harold J. Davis, general manager, KITE-AM) San Antonio, Tex, elected corporate VP, Doubleday Broadcasting Co. In addition to KITE, Doubleday owns KEXI(FM) San Antonio; KHOW-AM-FM Denver; KRIZ-AM) Phoenix; KDWB(AM) St. Paul-Minneapolis; KDBC(TV) El Paso; KOSA(TV) Odessa-Midland, Tex., and KDTV(TV) Dallas (latter two stations are being sold, pending FCC approval).

Tim Sullivan, station manager, KHJ(AM) Los Angeles, named VP and general manager.

Mike Schwartz, manager of KTSM-AM-FM El Paso, named VP of Tri-State Broadcasting, licensee of KSTM-AM-FM-TV.

Sherwood R. Gordon, with KOZN(FM) San Diego, named president and general manager. **Curt Hanson**, station manager,

noncommercial KPSE(FM) San Diego, joins KOZN in same capacity.

Thomas F. Kenney, assistant program manager, WJZ-TV Baltimore, joins KFMB-TV San Diego as assistant to general manager.

Al Crounse, sales manager, KLNG(AM) Omaha, joins KRCB-AM-FM Council Bluffs, Iowa, as assistant general manager/general sales manager.

Lon G. Hurwitz, director of advertising and promotion for ABC-owned WABC(AM) New York, appointed to similar post for all seven ABC-owned AM stations, with planning and executive responsibilities at local level as well as in New York headquarters.

George F. Hoover, director of information services, Westinghouse Broadcasting Co., New York, appointed director of CBS News information services, New York, replacing James Byrne, who was

recently appointed assistant postmaster general, Washington.

Dick Newton, manager-station promotion, Group W, named director of creative services, West Coast, with responsibility for creative services at Group W's KPIX(TV) San Francisco and KFVB(AM) Los Angeles.

Clifford S. Pine, acting program director WFTV(TV) Orlando, Fla., appointed operations manager.

Bryan McIntyre, program director, WCOL(AM) Columbus, Ohio, named operations director.

Sophie Lewkewich, with WTIC-TV Hartford, Conn., named manager of program practices.

Joe Dine, director of media relations, Corporation for Public Broadcasting, New York, appointed director of public information, CPB, Washington. He replaces **Warren Schwed**, who has been acting in

latter post on consultancy basis.

Warl L. Quaal, president, WGN Continental Broadcasting Co., Chicago, and **Richard W. Chapin**, president, Stuart Enterprises, Lincoln, Neb., appointed to National Association of Broadcasters' Special Committee on Pay TV.

Don B. Curran, KABC-TV Los Angeles, elected chairman of California Broadcasters Association. Other officers elected: **William Shaw**, KSFO(AM) San Francisco, vice chairman; **Frank McLaurin**, KSRO(AM) Santa Rosa, vice chairman-radio; **Robert Howard**, KNBC(TV) Los Angeles, vice chairman-TV; **Joseph Lake**, KXTV(TV) Sacramento, secretary-treasurer.

Ira Laufer, president and general manager, KVEN-AM-FM Ventura and VP, KPRO(AM) Riverside, both California, named chairman, Southern California Broadcasters Association.

Betty Ann Kram, assistant promotion director, WHEN-TV Syracuse, N.Y., named promotion director.

Eleanor Whitelaw, managing editor, news, WRBL-AM-FM-TV Columbus, Ga., named director of promotion and publicity.

Elizabeth W. Stilz, public relations director, Cincinnati Symphony, named community services director, WLW(AM)-WLWT(TV) Cincinnati.

Bill Hahn, director of community relations, WNAC-TV Boston, elected VP.

Betty Randolph, with NBC, New York, named to newly created post, coordinator of public service.

Edward T. Campbell, reporter, WPRJ(AM) Parsippany-Troy Hills, N.J., appointed public affairs director.

Nehemiah Flowers Jr., director of promotion and public affairs, WLBT(TV) Jackson, Miss., joins staff of Representative Thad Cochran (R-Miss.) as public relations secretary. **Rae Dillon**, with station, assumes promotion post.

John R. Gambling, graduate of Boston University's school of public communications, joins RKO Radio's WROR(FM) Boston as research and promotion director. Both his father, **John A. Gambling**, and his grandfather, **John B. Gambling**, have been associated with RKO Radio in positions with WOR(AM) New York.

Broadcast Advertising



Mr. McCall

James J. McCaffrey, chairman of board, McCaffrey & McCall, New York, retires as was announced last year. **David B. McCall** assumes post of chairman of board and chief executive officer as well as retaining position of president.

Alan Judelson, VP-creative supervisor, Ted Bates & Co., New York, named senior creative supervisor. **Carol Oelbaum**, creative supervisor there, elected VP.

James K. Agnew, management supervisor; **Frank L. Mingo**, account supervisor, and **Kenneth A. Thoren**, creative director, McCann-Erickson, New York, elected VP's.

Michael T. Dorsey, local sales manager, WTOP-TV Washington, appointed national sales manager. He is succeeded by **Joseph A. Charles**, with sales staff.

Bill White, national and regional sales manager, WCIV(TV) Charleston, S.C., joins WLVA-TV Lynchburg, Va., as general sales manager.

Jerry Glynn, former president, Major Market Radio, New York, named VP-national sales director, Radio Advertising Bureau, New York.

Daniel Seslar, with Buckley Radio Sales, New York, named Eastern sales manager.

Joseph Carobene, **Thomas Ferguson** and **Robert Ross**, account supervisors, Sudler & Hennessey, New York, division of Young & Rubicam International, elected VP's.

Marci Weiner, manager, radio-TV business affairs department, and **Philip Naquin**, account supervisor, both with Norman, Craig & Kummel, New York, elected VP's.

Richard Victor, with Doyle Dane Bernbach, New York, named VP-corporate development.

James R. O'Mahoney, manager of corporate planning, H. K. Porter Co., named VP and associate director of planning center, Ketchum, MacLeod & Grove, Pittsburgh.

Bernard Eckstein, creative supervisor, Foote, Cone & Belding, New York, joins Green Dolmatch, New York-based agency, as VP-executive art director. **Peggy Courtney**, with Green, named VP.

Ander Anderson, associate research director, Benton & Bowles, New York, elected VP.

John R. Trumbore, director of research, Aitkin-Kynett, Philadelphia-based agency, elected VP.

Paul Porvaznik, account executive, KHJ(AM) Los Angeles, named national sales manager, WFYR(FM) (formerly WKFM-FM) Chicago. Both stations are owned by RKO General.

Ted W. Winter, account executive, WPRJ(AM) Parsippany-Troy Hills, N.J., named sales manager.

Diana Visek, with sales and promotion staff, KFMX(AM) Omaha, named sales manager.

Dick Warner, with sales staff, KOZN(FM) San Diego, named local sales manager.

Rollie Williams, with sales staff, WCCO-AM-FM Minneapolis, named national sales coordinator.

Lee Weston, general manager, Newsweek Broadcasting Service, joins IDC Services Inc., Chicago-based commercials monitoring service, as VP and director of marketing.

Donald J. Quinn, manager, news sales, ABC-TV, New York, named supervisor, special marketing projects, ABC Inc.

Nancy Stevens, copy supervisor, Dancer-

Fitzgerald-Sample, New York, named creative group head.

Robert L. Wilkinson, group creative supervisor, W. B. Doner & Co., Detroit, joins Grey Advertising there as creative director, general accounts.

Bert Markland, with Ted Bates & Co., New York, appointed senior creative art director, Geer, DuBois Advertising there.

Lawrence E. Terrell, with Dad's Products Co., Meadville, Pa., named merchandising director, WBNG(TV) Binghamton, N.Y.

Joe Pedri, with Media Payment Corp., New York, named billing department manager. **Jen Ryan**, office administrator, Paul H. Raymer, New York, appointed to similar post, Media Payment.

Michael R. Miller, account executive, WDAI(FM) Chicago, joins Greene Communications Corp., Chicago media buying firm, as general sales manager.

Programing

Bob Shanks, VP-program development, East Coast, ABC Entertainment, named VP-late night programs, with responsibility for *Jack Paar Show*, *Dick Cavett Show*, and dramatic variety and events programs. **James Hay**, director, nighttime program production, East Coast, named director of special programs, ABC Entertainment.

Herbert Jellinek, VP-production coordination and administration, ABC Circle Entertainment, named VP of newly created production and financial administration unit, ABC Entertainment, Los Angeles. **Martin Katz**, production executive, and **Dale Leeson**, chief accountant, ABC Circle Entertainment, named director of production and operations/film and director, budgets and productions accounting, respectively, with new unit. **Morton N. Goldstein**, director of production control and assistant business manager, West Coast, ABC Entertainment, appointed director of production administration and operations/tape.



Mr. Antonowsky

Martin Antonowsky, VP, associate director, planning, marketing development and research services, ABC-TV, joins NBC-TV, New York, as VP-program development.

Richard Berger, director of program development, 20th Century-Fox Television, Beverly Hills, Calif., named VP-programing.

Sean Conrad, program director, WDAI(FM) Chicago, joins KHJ(AM) Los Angeles in same capacity.

Bill Stewart, national program director, Fairchild Industries' KLIF(AM) Dallas and WYOO(AM)-WRAH(FM) Richfield, Minn., resigns to join Pams, Dallas-based music-logo firm, as Midwest sales representative. **Michael O'Shea**, on-air personality with WYOO, named program director there. **Bill Lake**, air personality, WRAH-

(FM), appointed program director.

Chris Russel, announcer with KTSM(AM) El Paso, appointed program director, KTSM-AM-FM.

Jack Pinto and **Steve Raleigh**, with WTTM(AM) Trenton, N.J., appointed program director and production director, respectively.

Joe Kelly, general manager, WQFM(FM) Milwaukee, resigns to form new company, Joe Kelly Creative Programing & Commercial Services Inc. there. **Gerald Bryant**, with WQFM(FM); **Steve Ewing**, president, T & T Advertising, Milwaukee, and **Philip Shaw**, media research consultant, join Joe Kelly firm.

Jim Russell, program director, WQFM(FM) Milwaukee, resigns.

Ron Oberman, assistant director, press and informations services, CBS/Records Group, New York, named director. He is succeeded by **Judy Paynter**, publicity manager, West Coast. **Ed Naha**, publicity representative, Columbia Records, appointed publicity manager, Columbia Records.

Joseph A. Badamo, formerly of CBS/Records, named comptroller, Ringling Bros. and Barnum & Bailey music/records complex, which includes Wheel, Ringling Bros. and Barnum & Bailey and Sweet Fortune records companies, as well as music publishing and talent management concerns.

Bill Leonard, executive producer, WRC-TV Washington, joins Airlic Productions, Airlie, Va., as producer/writer.

Herb Epstein, assistant controller, Cannon Group, New York, named controller.

Broadcast Journalism



Mr. McMullin

Don McMullin, news director, WLW(AM)-WLWT(TV) Cincinnati, joins KTVI(TV) St. Louis in same capacity.

Ian Pearson, acting news director, KDAL-AM-TV Duluth, Minn., named news director.

Robert E. Walker, with WRVQ(FM) Richmond, Va., joins WJKS-TV Jacksonville, Fla., as news director.

Lou Cioffi, ABC News bureau chief in Bonn, appointed chief, ABC News bureau, Paris, succeeding **John Rolfson** who died recently (BROADCASTING, July 23). Replacing Mr. Cioffi in Bonn is **Don Farmer**, ABC News correspondent in London. **Peter Hively**, director of television news for ABC News's Washington bureau, named manager of ABC News Services, Asia, based in Hong Kong. Mr. Hively is succeeded by **Kevin Delany**, ABC News's Saigon bureau chief since 1971.

Mark Richards, radio operations manager, ABC Radio News, and news manager, American FM Network, named manager, radio news programing, ABC Radio News. **Michael H. Stein**, manager

of news, American Entertainment Network, appointed manager, radio news programing, ABC Radio News. **Charles P. Arnot**, weekend news manager, ABC Radio, named manager of news, American FM Radio Network. **Peter M. Flannery**, charge editor, ABC Radio News, appointed manager of news, American Entertainment Network.

Kent Waterman, with KRE-AM-FM Berkeley, Calif., named news director.

Sam Lee, former news editor, KLIF(AM) Dallas and reporter, *Dallas Morning Times Herald*, joins WTNJ(AM) Trenton, N.J., as news director.

Lawrence C. Matthews Jr., news director, WWDC-AM-FM Washington, joins WRVA(AM) Richmond, Va., in same capacity.

William H. Eames, reporter, WPRJ(AM) Parsippany-Troy Hills, N.J., appointed news director.

Kyle Hill, with WKRC-TV Cincinnati, named assistant news director.

Peter C. Vesey, reporter, KTVI(TV) St. Louis, joins news staff, KSD-TV there.

Bill Balleza, with news staff, KRON-TV San Francisco, named special assignment reporter, KHOU-TV Houston.

Peter Lewine, news editor, KCBS(AM) San Francisco, named executive producer, news. He is succeeded by **Richard Labunski**, assistant news editor, WTOP(AM) Washington.

Hal Boykin, with news staff, WIS-TV Columbia, S.C., joins WCBD-TV Charleston, S.C., as anchorman/reporter.

Scott Siegler, with news staff, WAVE-TV Louisville, Ky., joins WKYC-TV Cleveland as associate producer, documentary unit.

Stephan M. Mazure, formerly announcer with WWVA-AM-FM Wheeling and WMMN(AM) Fairmont, both West Virginia, joins news staff, WTRF-TV Wheeling.

Cablecasting

William R. Sinkunas, director of corporate development, Warner Cable Corp., New York-based subsidiary of Warner Communications, elected VP-corporate development.

Bill Riley, general manager, Hawkeye Cablevision Inc., subsidiary of Heritage Communications Inc., Des Moines, Iowa, named VP.

John Dempsey, former governor of Connecticut, joins Coastal Cable TV Co., Westport, Conn., as community affairs advisor.

Equipment & Engineering

James P. Ackerman, with Raytheon, Co., Lexington, Mass., named technical director, terminal products and services division, Jerrold Electronics Corp., Horsham, Pa.

Peck Prior, president, Peck Prior Associates, Los Angeles, TV distribution and production company, named president and chief operating officer of Vidtronics Co., Los Angeles, video-tape manufacturing and distribution firm.



Mr. Into

base correction equipment for video-tape recorders.

G. Mark Durenberger, chief engineer, WLOL-M-FM Minneapolis, joins WCCO-FM there in same capacity.

Robert W. McAll, with Tektronix Inc., Beaverton, Ore., joins professional products marketing staff, CBS Laboratories, Stamford, Conn., as product manager.

Donald Demangate, executive assistant to president, DeLuxe General Inc., Los Angeles, named VP-planning and development.

Donald T. Dolan, senior engineer, Graphic Sciences Inc., named senior project engineer, Goldmark Communications Corp., Stamford, Conn.

Allied Fields

Pieter E. van Beek, president and chief executive officer, Pay Television Corp., New York, resigns. He is succeeded by **George F. Wiemann**, executive VP.

Mike Walker, faculty member, Ohio University school of communications, joins Ron Curtis & Co., Chicago, management consultants specializing in executive search, as consultant (corrects July 23 item).

Curtestine M. Boardley, employe counselor, FCC, named internal equal employment opportunity officer, with responsibility for administering equal-employment rules within FCC.

Deaths

Jay S. Gilfillan, 81, early radio and electronics manufacturer, died July 18 after lengthy illness at home in Los Angeles. Mr. Gilfillan and his brother founded Gilfillan Bros. Inc. in 1912, which manufactured among other things, radio sets. Firm was sold to International Telephone & Telegraph Co. in 1964. Survivors include his wife, Ina; son, Jay S. Jr.; daughter, Mrs. Mary Anne Taylor, and five grandchildren.

Bruce Lee, 32, star of kung fu movies, died July 21 in Hong Kong of undisclosed illness. Mr. Lee appeared in television series, *The Green Hornet*, *Batman* and *Longstreet*, before starring in *Fists of Fury*, Hong Kong-produced movie, first of his series of kung fu films. Mr. Lee is survived by wife, Linda, a daughter and a son.

Gunnar A. Olsen Sr., founder and president of Gunnar A. Olsen Corp., Port Washington, N.Y.-based antenna tower company, died July 2. He is survived by his mother, three brothers, one sister, and a daughter and son.

For the Record®

As compiled by BROADCASTING July 19 through July 26, 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

Action on motion

■ Administrative Law Judge Forest L. McClenning in Red Lion, Pa. (Red Lion Broadcasting Co.), TV proceeding, formalized ruling made at July 17 prehearing conference that evidence under Issues 1 and 2 shall be limited to incorporation by reference, evidence adduced in Doc. 17141 (WXUR-AM-FM Media, Pa.); and affirmed permission to file appeal of interlocutory ruling (Doc. 18136). Action July 17.

Rulemaking petition

■ KOTA-TV Rapid City, S.D.—Seeks amendment of TV table of assignments by reassigning ch. 4 from Hay Springs, Neb. to Scottsbluff-Hay Springs, Neb. Ann. July 20.

Call letter action

■ WGPR Inc., Detroit—Granted WRIH-TV.

Existing TV stations

Application

■ KIVA-TV Farmington, N.M.—Seeks CP to change ERP to 230 kw, vis. 23 kw aur. and make changes in transmitting equipment. Ann. July 19.

Final actions

■ WCAE(TV) St. John, Ind.—Broadcast Bureau granted authority to operate trans. by remote control from 123 Sesame Street, St. John. Action July 19.

■ KSTP-TV Minneapolis—Chief, complaints and compliance division, notified Jack Baker of Minneapolis that no further action was warranted on his fairness complaint against KSTP-TV local news segment of "Today Show" in which commentator stated that arson had increased in Minneapolis, and most arsonists were "angry homosexuals and frustrated married partners." Action July 18.

■ KSOO-TV Sioux Falls, S.D.—Broadcast Bureau

granted authority to operate trans. by remote control from Sixth Street and Dakota Avenue, Sioux Falls. Action July 19.

■ WBAP-TV Fort Worth—FCC affirmed commission staff denial of fairness doctrine complaint by Texas Committee on Natural Resources, Dallas, against news coverage by WBAP-TV of Trinity River Barge Canal Project. Action July 18.

■ WTOP-TV Washington—Chief, complaints and compliance division notified Joseph Mauro that no FCC action was warranted on complaint that WTOP-TV violated fairness doctrine in March 11 broadcast of "Everywoman," which consisted of panel discussion of abortion issue. Action July 18.

■ WFRV-TV Green Bay, Wis.—Broadcast Bureau granted authority to operate trans. by remote control from 1181 East Mason Street Green Bay. Action July 19.

■ KPOL Los Angeles; WJR Detroit; WPAT Paterson, N.J.; WROW Albany, N.Y.; WPRO Providence, R.I.; WKBW Buffalo, N.Y.; WJR-FM Detroit; WPAT-FM Paterson, N.J.; WROW-FM Albany, N.Y.; KPOL-FM Los Angeles; WPRO-FM Providence, R.I.; KFSN-TV Fresno, Calif.; KTRK-TV Houston; WKBW-TV Buffalo, N.Y.; WPVI-TV Philadelphia; WTNH-TV New Haven, Conn.; WTVD(TV) Durham, N.C.; remotes and TV translators—Broadcast Bureau granted mod. of licenses covering change of corporate name from Capital Cities Broadcasting Corp. to Capital Cities Communications Inc. Action July 12.

Actions on motions

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. (WLCY-TV)), TV proceeding, granted motion by WLCY-TV Inc. and continued hearing scheduled for July 16 to July 18 in Washington (Doc. 19627). Action July 16.

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. (WLCY-TV)), TV proceeding, affirmed order made on hearing record granting Hubbard Broadcasting Inc.'s motion for protective order sealing portion of transcript, and made two conditions set forth in WLCY-TV's response to Hubbard's motion applicable to this and all previous protective orders issued in proceeding (Doc. 19627). Action July 19.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. (KORK-TV) and Las Vegas Valley Broadcasting Co.), TV proceeding, granted petition by Western to amend application to show certain changes in officers and media associations (Docs. 19519, 19581). Action July 18.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. (WESH-TV) and Central Florida Enterprises Inc.), TV proceeding, granted motion by Cowles, and ordered testimony of Emily Cisenhut, Ruth Leppert, Helen O'Hara, Mildred Benak, and Ann Lindenberg stricken (Docs. 19168-70). Action July 18.

Other action

■ Chief, Broadcast Bureau, in response to requests by CBS Inc., National Hockey League, and Commissioner of Baseball, extended through Sept. 17 date for filing comments in matter of practices of licensees and networks in connection

with broadcasts of sports events (Doc. 19773). Action July 19.

Call letter application

■ KTNT-TV Tacoma, Wash.—Seeks KSTW-TV.

New AM stations

Initial decision

■ Dermott, Ark.—Administrative Law Judge Jay A. Kyle proposed, in initial decision, grant of application of Southeast Arkansas Radio Inc. for new AM at Dermott (Doc. 19474). Competing applications were filed by Patrick H. Robinson for Monroe, La., and Robert C. Wagner for Pineville, La. Judge Kyle dismissed Robinson application, and Southeast filed petition asking for approval of agreement under which it would reimburse Wagner for withdrawing its application. Southeast would operate on 1110 khz, 10 kw. P.O. address Box 390 Monticello, Ark. 71655. Estimated construction cost \$72,649; first-year operating cost \$65,000; revenue \$65,000. Principals: Bennie F. Ryburn (25%), president, et al. Mr. Ryburn has automobile dealership in Monticello and Jonesboro, both Arkansas. He also has banking & insurance interests in Monticello. Ann. June 27.

Actions on motions

■ Administrative Law Judge John H. Conlin in Clinton, Mass. (Radio Clinton Inc.), AM proceeding, scheduled further conference for Sept. 12 (Doc. 19731). Action July 18.

■ Chief Administrative Law Judge Arthur A. Gladstone in Banning and Yucaipa, both Calif. (Amos Joseph Mathewson tr/as Bud's Broadcasting Co., Dale A. Owens, Frederick R. Cote and Milton Charles Holden, Bette H. Holden, William R. Bailer, Mary Estella Bailer and Adam John Mugni dba H&B Broadcasting Co.), AM proceeding, designated Administrative Law Judge John H. Conlin to serve as presiding judge; scheduled prehearing conference for Aug. 6 and hearing for Sept. 17 (Docs. 19778-81). Action July 5.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla. (Northeast Oklahoma Broadcasting Inc. and P B L Broadcasting Co.), AM proceeding, dismissed petition by Northeast to amend application (Docs. 19639-40). Action July 18.

Other actions

■ Review board in Wallingford and Ridgefield, both Connecticut, AM proceeding, denied motion by Westport Broadcasting Co., Westport, Conn. for additional issues against Radio Ridgefield Inc., applicant for new AM in Ridgefield (Docs. 19686-7). Westport is one of parties to hearing on competing applications of Quinnipiac Valley Service Inc., Wallingford and Radio Ridgefield. Action July 17.

■ Review board in Mount Dora, Fla., AM proceeding, granted petition by Golden Triangle Broadcasting Co., applicant for new AM in Mount Dora, for extension of time through July 25 within which to file reply to oppositions to appeal from order of administrative law judge, and to file supplement to opposition to petition to add issues. Proceeding involves competing applications of Golden Triangle and Lake Radio Inc. (Docs. 19701-2). Action July 20.

■ Review board in Shreveport, Vivian and Bossier City, all Louisiana, AM proceeding, granted petition by James E. Reese for extension of time through July 23 within which to file reply to exceptions and briefs filed by Broadcast Bureau and Ruby Jane Stinnett Dowd (Docs. 19507-9). Initial decision released April 20 granted Reese's application for new AM at Shreveport and denied competing applications by Ruby Dowd for Vivian and Bossier Broadcasting Company for Bossier City. Action July 17.

■ Review board in Charlevoix, Mich., AM proceeding, granted motion by New Broadcasting Corp. for extension of time through July 17 within which to file reply brief to exceptions and supporting brief of Harrington Broadcasting Corp. to summary decision proposing grant of New Broadcasting's application for new AM at Charlevoix. (Doc. 19610). Action July 17.

Existing AM stations

Applications

■ KSDO San Diego—Seeks mod. of CP to change MEOV's of nighttime DA. Ann. July 20.

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- **WDCL** Dunedin, Fla.—Seeks CP to make changes in ant. system. Ann. July 17.
- **WKCB** Hindman, Ky.—Seeks CP to change frequency to 1460 khz. Ann. July 18.
- **KBOA** Kenneth, Mo.—Seeks CP to increase ant. height. Ann. July 17.
- **KXXL** Bozeman, Mont.—Seeks CP to change trans. studio location to southwest Bozeman end of South 15th Avenue, Bozeman. Ann. July 17.
- **KTOW** Sand Springs, Okla.—Seeks CP to change ant.-trans. site to 0.15 mile South of Morrow Street, Sand Springs. Ann. July 17.
- **WJCW** Johnson City, Tenn.—Seeks CP to move main studio location and trans. site to Gray Station Road, 7 miles northwest of Johnson City. Ann. July 17.
- **KWHI** Brenham, Tex.—Seeks CP to increase ant. height and install limiting series resistor. Ann. July 17.

Final actions

- **KREX** Grand Junction, Colo.—Broadcast Bureau granted license covering changes. Action July 19.
- **WQSA(AM)** and **WQSR(FM)**, both Sarasota, Fla.—FCC affirmed assignment of license and denied petition by Charles A. Stewart asking reconsideration of grant of applications for assignment of licenses of **WQSA(AM)** and **WQSR(FM)** (formerly **WSAF-AM-FM**) Sarasota, from H. Edward Dillion, receiver, to Sarasota Radio Company. Action July 13.
- **WHHH** Warren, Ohio—Broadcast Bureau granted mod. of license covering change in main studio location to 108 Main Street, Warren; operate trans. by remote control from studio location. Action July 16.
- **KBEL** Idabel, Okla.—Broadcast Bureau granted CP to replace expired permit. Action July 16.
- **WRAW** Reading, Pa.—Broadcast Bureau granted CP to move ant.-trans. site to within Reading city limits adjacent to Neversink Reservoir, Reading. Action July 16.
- **KZEE** Weatherford, Tex.—Broadcast Bureau granted CP to increase power and install new trans. Action July 18.

Actions on motions

- Administrative Law Judge Byron E. Harrison in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan, Inc. [WHLN]), AM proceeding, affirmed judge's order made on hearing record of July 12, granting Broadcast Bureau petition to take official notice of certain statistics filed June 21 (Docs. 19614-5). Action July 17.
- Acting Chief, Office of Opinions and Review, in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC], and Midwest Radio-Television Inc. [WCCO]), AM proceeding, granted request by WNYC, and extended to July 23 time within which to file application for review of Memorandum Opinion and Order released by review board on July 9 (Docs. 11227, 17588, 19403). Action July 17.

Other actions

- Review board in Jackson, Ala., AM proceeding, granted application of Vogel-Ellington Corp. to change facilities of **WHOD** Jackson from 1290 khz., 1 kw., D, to 1230 khz., 250 w N and 1 kw D, (Doc. 18897). Action July 11.
- Acting Chief, Office of Opinions and Review, in matter of applications for transfer of control of D. H. Overmyer Communications Co. and D. H. Overmyer Broadcasting Co. from D. H. Overmyer to U. S. Communications Corp., granted petition by Broadcast Bureau, and extended through July 24 time in which to file responsive pleadings to petition for special relief filed by Overmyer (Doc. 18950). Action July 17.

Call letter application

- **WFBM** Indianapolis—Seeks **WNDE**.

New FM stations

Applications

- **Springfield**, Ill.—Sangamon State University. Seeks 91.9 mhz, 50 kw, HAAT 500 ft. P.O. address South Shepherd Road, Springfield 62703. Estimated construction cost \$261,569; first-year operating cost \$91,420; revenue none. Principals: Dr. Robert C. Spencer is president of Sangamon State University. Ann. July 3.
- **Lake Charles**, La.—Dixie Broadcasters Inc. Seeks 103.7 mhz, 100 kw, HAAT 540 ft. P.O. address Box 1725, Harless Street, Lake Charles 70601. Estimated construction cost \$108,188; first-year operating cost \$33,008; revenue \$48,000. Principals: Albert D. Johnson (91.78%). Mr. Johnson owns **KLOU(AM)** Lake Charles. Ann. July 3.

- **Coleman**, Tex.—Coleman County Broadcasters dba **KSTA** Radio. Seeks 107.1 mhz, 3 kw, HAAT 195 ft. P.O. address Box 432, Coleman 76834. Estimated construction cost \$22,232; first-year operating cost \$14,000; revenue \$38,500. Principals: Robert L. Griffiths and Theo M. Griffiths (each 50%) Messrs. Griffiths own **KSTA(AM)** Coleman. Action June 29.
- **Bellingham**, Wash.—Western Washington State College. Seeks 89.3 mhz, 10 w, HAAT 62 ft. P.O. address 516 High Street, Bellingham 98225. Estimated construction cost \$3,736; first-year operating cost \$1,248; revenue none. Principals: Charles J. Flora is president of Western Washington State College. Ann. July 3.
- **Waupun**, Wis.—Collins Broadcasting Corp. Seeks 99.3 mhz, 2.8 kw, HAAT 300 ft. P.O. address 609 Home Avenue, Waupun 53983. Estimated construction cost \$42,851; first-year operating cost \$6,000; revenue \$25,000. Principals: Jerry J. and Catherine Collins (97%). Collins Broadcasting is licensee of **WLKE(AM)** Waupun. Ann. July 28.

Final actions

- **Key West**, Fla.—Brannen and Brannen. FCC granted 95.5 mhz, 100 kw, HAAT 255 ft. P.O. Box 519, Panama City, Fla. 32401. Estimated construction cost \$74,250; first-year operating cost \$24,000; revenue \$48,000. Principals: Denver T. Brannen (60%), Joel T. Brannen (30%), Eugenia S. Brannen (10%). Denver T. Brannen is 85% owner of **KJM(AM)-KCIL(FM)** Houma, La. He also owns **WPAP-FM** Panama City, Fla. and has 40% interest in Panhandle Broadcasting Co., permittee of ch. 13 Panama City. Action July 3.
- **Waterville**, Me.—Mayflower Hill. Broadcasting Bureau granted 91.5 mhz, 10 kw, HAAT 73 ft. P.O. address Roberts Union, Colby College, Waterville 04901. Estimated construction cost \$2,364; first-year operating cost \$2,250; revenue none. Principals: Matthew L. Powell is president of nonprofit educational organization affiliated with Colby College. Action July 5.
- **Tawas City**, Mich.—Lawrence Norman DeBeau. Broadcast Bureau granted 101.7 mhz, 3 kw, HAAT 275 ft. P.O. address 1125 Bay Drive, Tawas City 48763. Estimated construction cost \$73,046.80; first-year operating cost \$30,768; revenue \$127,764. Principals: Lawrence Norman DeBeau (100%). Mr. DeBeau has retail hardware interests in Tawas City. Action June 29.
- **Columbus**, Neb.—T.L.C. Educational Corp. Broadcast Bureau granted 91.9 mhz, 10 kw, HAAT 78 ft. P.O. address 2171 31st Avenue, Columbus 68601. Estimated construction cost \$3,221; first-year operating cost \$400; revenue none. Principals: Walter Gengenbach is president of nonprofit, educational corporation. Action July 6.

Actions on motions

- Chief Administrative Law Judge Arthur A. Gladstone in Atlanta, Tex. (**KALT-FM** Inc. and Gloria D. Harrington and A. T. Moore dba Cass County Broadcasting Co.), FM proceeding, designated Administrative Law Judge Lenore G. Ehrig to serve as presiding judge; scheduled prehearing conference for Aug. 7 and hearing for Sept. 18. Action July 5.
- By Administrative Law Judge Jay A. Kyle in Geneva, N.Y. (Radio Geneva Inc. and Buccaneer Broadcasting Ltd.), FM proceeding, denied motion by Betty Jenkins, Jose Serna and David Honig, individually and in capacities as representatives of **COMAC** Inc. and Spanish Association of Finger Lakes for additional hearing sessions; and ordered evidentiary hearing to commence on Sept. 5 in Washington (Docs. 19709-10). Action July 17.
- Administrative Law Judge Jay A. Kyle in Geneva, N.Y. (Radio Geneva Inc. and Buccaneer Broadcasting Ltd.), FM proceeding, on administrative law judge's motion, rescheduled evidentiary hearing in proceeding for Sept. 5 (Docs. 19709-10). Action July 6.
- Administrative Law Judge James F. Tierney in Bisbee, Ariz. (Bisbee Broadcasters Inc. and Wrye Associates), FM proceeding, on request of William F. Wrye Associates, continued prehearing conference to July 24 (Docs. 19754-5). Action July 10.
- Acting Chief, office of opinions and review, in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, granted motion by First Security and Exchange Co. and extended to July 24 time for filing responsive pleadings to application for review (Docs. 18664, 18666). Action July 13.
- Acting Chief, Broadcast Bureau, in response to request by Ruston Broadcasting Co., extended through July 24 time within which to file reply comments in matter of amendment FM table of assignments in Wilmington, Ill.; Many, La.; Moyock, N.C.; Lake Providence, La.; Newton and Bay Springs, both Mississippi; York, Ala.; Rehoboth Beach, Del.; Canton, Tex.; Brandon, Miss.; Southport, N.C.; Harrison, Mich.; Greenfield, Mo.; Belhaven, N.C.; Ruston and Shreveport, both Louisiana and Bethany Beach, Del. (Doc. 19690, et al.). Action July 10.

- **Southold**, N.Y.—Acting Chief, Broadcast Bureau, on request of East Shore Broadcasting Corp., extended through July 30 time within which to file responses to petition for rulemaking filed by Peconic Bay Broadcasting in matter of amendment of table of FM assignments. Action July 13.

Other actions

- Review board in Sacramento, Calif., FM proceeding, granted petition by Edward Royce Stolz II, applicant for a new FM in Sacramento, for extension of time through July 27 within which to file reply to opposition to petition to add issues filed by Intercast, Inc. competing applicant (Docs. 19516, 19611). Action July 18.
- Review board in Geneva, N.Y., FM proceeding, in response to petition by Radio Geneva Inc., amended existing financial qualifications issue against Buccaneer Broadcasting Ltd. to include inquiry into Buccaneer's cost estimate on equipment payments, legal expenses, and certain pre-operation expenses. Its request for staff adequacy issue against Buccaneer was denied. Mutually exclusive applications of Radio Geneva and Buccaneer for new FM at Geneva were designated for hearing by commission order adopted Mar. 13 on issues including Buccaneer's financial qualifications (Docs. 19709-10). Action July 20.

Rulemaking petitions

- William D. Engelbrecht, Chicago—Seeks amendment of FM table of assignments to assign ch. 232A to Chillicothe, Ill. Interested persons may file statements opposing or supporting petition for rule making within 30 days. Ann. July 16.
- **KPCR(AM)** Bowling Green, Mo.—Seeks amendment of FM table of assignments by assigning ch. 256A to Bowling Green. Interested persons may file statements opposing or supporting petition for rule making within 30 days. Ann. July 16.

Call letter actions

- Glenn West, Portland, Ind.—Seeks **WPGW-FM**.
- Lawrence N. DeBeau, Tawas City, Mich.—Seeks **WDBI-FM**.
- South Jones Broadcasters Inc., Ellisville, Miss.—Seeks **WBSJ(FM)**.
- Cover Broadcasting Inc., Johnstown, Pa.—Seeks **WJNL-FM**.
- Lamar University, Beaumont, Tex. — Seeks ***KVLU(FM)**.

Call letter actions

- Sun Mountain Broadcasting, Kingman, Ariz.—Granted **KZZZ(FM)**.
- **KRLN** Inc., Canon City, Colo.—Granted **KSTX(FM)**.
- University of Missouri, Rolla—Granted ***KMNR(FM)**.

Existing FM stations

Final actions

- **KHOZ-FM** Harrison, Ark.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 12.5 kw; ant. height 630 ft.; remote control permitted. Action July 20.
- **KBCA(FM)** Los Angeles—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location—10880 Wilshire Boulevard, Los Angeles; operate by remote control from studio site; ERP 3 kw; ant. height 105 ft.; remote control permitted. Action July 20.
- **WSGC-FM** Elberton, Ga.—Broadcast Bureau granted SCA on subcarrier frequency of 67 khz. Action July 13.
- **KMOX-FM** St. Louis—Broadcast Bureau granted CP to use former main trans. as aux. trans. at main trans. location; ERP 26.5 kw; ant. height 920 ft.; remote control permitted. Action July 20.

Rulemaking actions

- **WIFF-AM-FM** Auburn, Ind.—FCC, in memorandum opinion and order, denied request to amend FM table of assignments to assign ch. 280A to Auburn and to issue order directing **WIFF(FM)** Auburn to show cause why its license should not be modified to specify operation on said channel. Action July 3.
- **WMOU-AM-FM** Berlin, N.H.—FCC, in memorandum opinion and order, denied request by White Mountain Broadcasting Co., licensee, to amend FM table of assignments to reassign ch. 246 Rutland to Woodstock, both Vermont. Action July 3.

Call letter applications

- **KERR(FM)** Salinas, Calif.—Seeks **KCTY-FM**.
- ***WGNB(FM)** St. Petersburg, Fla.—Seeks ***WKES(FM)**.
- **WNBH-FM** New Bedford, Mass.—Seeks **WMYS(FM)**.

Summary of broadcasting Compiled by FCC, June 30, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,367	5	20	4,392	42	4,434
Commercial FM	2,412	1	34	2,447	113	2,560
Commercial TV-VHF	505	1	8	512	9	521
Commercial TV-UHF	189	0	3	192	52	244
Total commercial TV	694	1	9	704	61	765
Educational FM	574	0	25	599	81	680
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.

- KLIQ(FM) Portland, Ore.—Seeks KGON(FM).
- WHVT(FM) Hendersonville, Tenn.—Seeks WBYQ(FM).

Call letter actions

- WQHQ(FM) Georgetown, Ky.—Granted WAXU-FM.
- WWLV(FM) Versailles, Ky.—Granted WJMM(FM).
- WOHT(FM) Olive Hill, Tenn.—Granted WDNX(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA when appropriate: KALO Little Rock, KAMS(FM) Mammoth Spring, KBBA Benton, KBOK Malvern, KCCB Corning, KDRS Paragould, KFFA Helena, and KGTO-TV Fayetteville, all Arkansas; KING Seattle, KISR(FM) Fort Smith, and KLAZ(FM) Little Rock, both Arkansas; KOL-FM Seattle, KSGI Crowley, KSLA-TV Shreveport, KSYL Alexandria, KVCL-AM-FM Winnfield, and KVPI-AM-FM Ville Platte, all Louisiana; KWAK Stuttgart, KWCK Searcy, and KZOT Marianna, all Arkansas; WARB Covington, La.; WATM-AM-FM Atmore, Ala.; WBMK and WJCM(FM) both West Point, Ga.; WCJU Columbia, and WCMA Corinth, both Mississippi; WGOV-FM Valdosta, Ga.; WJWF(FM) Columbus, Miss.; WKLF and WEZZ(FM) both Clanton, Ala.; WLOB Portland, Me.; WMBK Columbus, Miss.; WOHN Herndon, Va.; WOWL-TV Florence, Ala.; WRBE Lucedale, Miss.; WRIZ Coral Gables, Fla.; WTTI Dalton, Ga. and WWGP-AM-FM Sanford, N.C.

- Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA when appropriate: KDDA Dumas, Ark.; KEYZ Williston, N.D.; KWRF Warren, Ark.; WAMY Amory and WBAQ(FM) Greenville, both Mississippi; WCOH-AM-FM Newnan and WDECA-AM-FM Americus, both Georgia; WGCN-AM-FM Gulfport, Miss.; WLAQ Rome, Ga.; *WNJC-FM Senatobia, WRBC Jackson and WROB West Point, all Mississippi and WSDL-AM-FM Slidell, La. Action July 20.

Modification of CP's, all stations

- WYAZ Yazoo City, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 25, 1974. Action July 16.
- KJEL Lebanon, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 27. Action July 16.
- WNRE Circleville, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 20. Action July 16.
- WISN Milwaukee—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 11, 1974. Action July 16.
- Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WVLE(FM) Fayette, Ala. to Dec. 19; *WJMJ(FM) Hartford, Conn. to Jan. 10, 1974; WOZN Jacksonville, Fla. to Sept. 10; WPAP-FM Panama City, Fla. to Nov. 20; KGMB Honolulu to Dec. 6; WLHN(FM) Anderson, Ind. to Oct. 7; WSAC Fort Knox, Ky. to Sept. 1; KMRC-FM Morgan City, La. to Dec. 21; KTIS-FM Minneapolis to Jan. 1, 1974; *WSPS(FM) Concord, N.H. to Jan. 5, 1974; *KENW(TV) Portales, N.M. to Jan. 10, 1974; WHOM New York to Jan. 6, 1974; KPNW Eugene, Ore. to Dec. 6. Action July 10.
- Broadcast Bureau granted mod. of CP's for following stations to extend time: WBLX(FM) Mobile, Ala. to Dec. 7; KMET(FM) Los Angeles to Jan. 21, 1974; *KVCR(FM) San Bernardino,

Calif. to Feb. 25, 1974; WQUH(FM) De Funiak Springs, Fla. to Oct. 15; WIGL(FM) Miami to Oct. 12; KKEA(FM) Hilo, Hawaii to Dec. 26; KAI(FM) Kailua, Hawaii to Dec. 26; KJEL-FM Lebanon, Mo. to Oct. 27; *WCNE(FM) Batavia, Ohio to Dec. 23; WCLV(FM) Cleveland to Jan. 1, 1974; WOTB(FM) Middletown, R. I. to Jan. 23, 1974; WAMB-FM Nashville to Dec. 1 and WQFM(FM) Milwaukee to Dec. 6.

Other action, all services

- FCC in notice of inquiry and proposed rulemaking, has asked for comments on matters of combination advertising rates between cable TV systems and broadcast stations, and between commonly-owned stations in separate markets. Action July 18.
- Acting Chief, Broadcast Bureau granted petition by ABC Inc. and extended to Sept. 4, time in which to file comments and to Oct. 1, time in which to file reply comments in matter of ascertainment of community problems by broadcast applicants (Doc. 19715). Action July 19.

Ownership changes

Applications

- WTIC-AM-FM Hartford, Conn.—Seeks assignment of license from Broadcast Plaza Inc. to Ten Eighty Corp. for \$6 million. Sellers: Leonard J. Patricelli is president of Broadcast Plaza, wholly owned subsidiary of Travelers Corp. Broadcast Plaza is licensee of WTIC-TV Hartford (sale of WTIC-TV to Post-Newsweek Stations Inc. is pending before commission). Buyers: Leonard J. Patricelli and David T. Chase (each 50%). Mr. Chase has land development, retail food chain and other business interests in Hartford and elsewhere. Ann. July 3.
- KOSA-TV Odessa, Tex.—Seeks assignment of license from Doubleday Broadcasting Co. to Forward Communications of Texas Inc. for \$2.25 million. Sellers: David G. Scribner, president, et al. Doubleday Broadcasting is licensee of KHOU-AM-FM Denver; KITE (AM) Terrell Hills, KEXL (AM) San Antonio, KDBC-TV El Paso and KDTV (TV) Dallas, all Texas; KDWB(AM) St. Paul and KRIZ(AM) Phoenix. Doubleday Broadcasting is wholly owned subsidiary of Doubleday & Co., New York publisher. Buyers: Richard D. Dudley, president, et al. Forward Communications Corp. owns WRAU-TV Peoria, Ill.; KCAU-TV Sioux City, Iowa; KVGB(AM) Great Bend, Kan.; WTRF (FM) and WTRF-TV Wheeling, W. Va.; WKAU-AM-FM Kaukauna, WMTV(TV) Madison, WSAU-AM-TV and WIFC(FM) Wausau, all Wisconsin. Ann. June 29.

Actions

- KAH1(AM)-KAFI(FM) Auburn, Calif.—Broadcast Bureau granted transfer of control of Auburn Broadcasting Corp. from F. Robert Fenton (100% before, none after) to Donald J. Inglett (none before, 100% after). Consideration: \$310,000. Principal: Mr. Inglett owns apartments in Los Angeles. Action June 28.
- KFMI(FM) Eureka, Calif.—FCC granted transfer of control of Danmour Broadcasting Corp. from Seymour Sohn, Daniel T. Alvy and Ted Alvy (as group, 100% before, none after) to Eureka Broadcasting Co. (none before, 100% after). Consideration: \$26,000. Eureka Broadcasting, licensee of KINS(AM) Eureka, was licensee of KFMI until earlier this year. Principals: Wendall Adams, president, et al. Mr. Adams is general manager of KINS. FCC simultaneously granted assignment of license from Danmour Broadcasting Corp. to FGK Inc. for \$37,000. Buyers: Frank G. King, president (80%), et al. Mr. King owns 90% of KNCR(AM) Fortuna, Calif. Action June 27.
- KWNT-FM Davenport, Iowa—FCC granted assignment of license from Robert W. and Oneita G. Schmidt to Mid-America Audio Video for \$200,000. Sellers: Robert W. Schmidt, president, et al. Buyers: Burrell L. Small, president, et al. Mr. Small is principal of Mid-America Audio-Video Inc., licensee of

WKAN(AM) Kankakee, Ill., and owner, through subsidiaries, of WIRE(AM)-WXTZ(FM) Indianapolis, WSWT(FM) Peoria, Ill. and WTRX(AM) Flint, Mich. He also has interests in WQUA(AM) Moline and WURL(AM) Peoria, both Illinois, and in KIOA-AM-FM Des Moines, Iowa. Action July 3.

- WFAD(AM) Middlebury, Vt.—Broadcast Bureau granted assignment of license from Voice of Middlebury Inc. to Addison Broadcasting Inc. for \$150,000. Sellers: Frank A. Delle Jr., president, et al. Mr. Delle is general partner in WLKN(FM) Lincoln and WDME(AM) Dover-Foxcroft, both Maine. Buyers: Timothy F. Buskey and Mark T. Brady (each 49%), et al. Mr. Buskey is general manager of WFAD. Mr. Brady, formerly program director of WQCR(FM) Burlington, Vt. (then WJOY-AM), is announcer with WFAD. Action July 9.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced July 17 and 20 (stations in parentheses are TV signals proposed for carriage):

- Cablevision Co. of Anniston, 20 West 14th Street, Anniston, Ala. 36201 Fort McClellan, Ala. requests certification of existing system; add WJSP-TV, WTVM and WRBL-TV, all Columbus, Ga.; WMSL-TV Huntsville and WSFA-TV Montgomery, both Alabama).
- Western Arizona C.A.T.V., Box AQ, Parker, Ariz. 85344 proposes for Parker, Ariz. Add KAET and KTAR both Phoenix. KVOA-TV, KUAT-TV, KGUN-TV and KOLD-TV, all Tucson, both Arizona).
- Arizona Cable TV Inc., 14605 North Scottsdale Road, Scottsdale, Ariz. 85254 proposes for Maricopa county, (unincorporated areas) Ariz. add KTLA and KITT, both Los Angeles).
- Rosemead Cable TV, Box 10727, Denver 80210 proposes for Rosemead, Calif. (add KVST-TV Los Angeles).
- Coastal Cable TV Co., Box 5019, Westport, Conn. 06880 proposes for North Stonington and Voluntown, both Connecticut (WGBH-TV, WBZ-TV, WCVB-TV, WSBK-TV, WNACTV and WKBG-TV, all Boston; WTIC and WHCT, both Hartford, Conn.; WTEV New Bedford, Mass.; WTNH-TV New Haven and WHNB-TV New Britain, both Connecticut; WJAT-TV and WPRI-TV, both Providence, R.I.; WEDN Norwich, Conn.; WJLP and WHY-TV, both Springfield, Mass.; WNEW-TV, WOR-TV and WPX, all New York; WATR Waterbury, Conn.; WSMW-TV Worcester, Mass.).
- Camino CATV Inc., 2880 West Oakland Park Boulevard, Fort Lauderdale, Fla. 33313 proposes for Boca Del Mar, Fla. (WPTV and WEAT, both West Palm Beach. WTJW, WKCT, WPLG, WCIX, WLTV and WPBT, all Miami, and WKID Fort Lauderdale, all Florida).
- Pinellas Park Cablevision, c/o James A. Hudgens, 1111 Virginia Drive, Orlando, Fla. 32803 proposes for Pinellas Park, Fla. (WFLA-TV, WTVT, WEDU and WUSF-TV, all Tampa; WLCY-TV Largo, WTOG-TV St. Petersburg, WCIX and WLTV, both Miami and WKID Ft. Lauderdale, all Florida).
- Amelia Island Cablevision Co., Amelia Island Plantation, Amelia, Fla. 32034 proposes for Amelia Island, (unincorp. portions) (WJXT-TV, WTLV-TV, WJKS-TV and WJCT-TV, all Jacksonville, Fla.; WXGA-TV Waycross, Georgia).
- Flagler Cable Co., Box 87, Flagler Beach, Fla. 32036 proposes for Flagler Beach (add WTLV and WJKS-TV, both Jacksonville, Fla.).
- Community Telecable of Georgia Inc., Box 1245, Lagrange, Ga. 30240 proposes for Manchester, Ga. (WSB-TV, WAGA-TV, WOXL-TV, WTCG all KHAETV, all Atlanta, WRBL-TV, WTVM, WJSP-TV and WYEA-TV, all Columbus, both Georgia).
- Hutchinson Cablevision Inc., Box 275, 223 North State Street, Jola, Kan. 66749 proposes for South Hutchinson, Kan. (KARD-TV and KAKE-TV, both Wichita, KTVH and KPTS, both Hutchinson, both Kansas; KBMA-TV Kansas City, Mo. and KWGN-TV Denver).
- Discovery Cable TV Corp., c/o James Cafritz, Box 253, Rockville, Md. 20850 proposes for Walkersville and Frederick county, (unincorporated areas) Md. (WWPB and WHAG-TV, both Hagerstown, Md.; WETA-TV, WRC-TV, WTIG, WMAL-TV and WTOP-TV, all Washington; WMAR-TV, WBAL-TV, WJZ-TV and WMPB, all Baltimore).
- Cable TV Co., 1031 West Patterson Street, Kalamazoo, Mich. 49007 proposes for Oshtemo, Mich. (WKZO-TV Kalamazoo, WUHQ Battle Creek, WILX-TV Lansing and WKAR-TV East Lansing, all Michigan; WBSB-TV South Bend, Indiana; WOTV-TV, WZZM-TV and WGVC-TV all Grand Rapids, Mich.; WGN-TV, WSNS-TV and WTTW-TV, all Chicago; WKBD-TV and WTVS-TV, both Detroit and WMVW-TV Milwaukee).
- Cable TV of Mattawan, 1031 West Patterson Street, Kalamazoo, Mich. 49007 proposes for Mattawan, Mich. (WKZO-TV Kalamazoo, WUHQ-TV Battle Creek, WKAR-TV East Lansing, WOTV-TV,

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■ Cable Television Inc., 1031 West Patterson Street, Kalamazoo, Mich. 49007 proposes for Comstock and Galesburg, both Michigan (delete WSBT and WNDU-TV, both South Bend and WSJV-TV Elkhart, both Indiana; WJIM-TV Lansing, Mich.; add WZZM-TV and WGVC-TV, both Grand Rapids, Mich.; WSNS-TV and WTTW-TV, both Chicago; WMVS-TV Milwaukee; and WTVS-TV Detroit).

■ Clear Vision Cable Co. of Huntingdon, Box 3007, Meridian, Miss. 39301 proposes for Hollow Rock, Tenn. (WBBJ Jackson, Tenn.; KFVS Cape Girardeau, Mo.; WPSD Paducah, Ky.; WHBQ and WREC, both Memphis, WLAC, WSM and WSIX, all Nashville, and WLJT Lexington, all Tennessee).

■ Cablevision Service, Inc., Drawer 1098, Tupelo, Miss. 38801 proposes for Guntown, Miss. (WTVV Tupelo, WMAB State College, both Mississippi; WREC-TV and WHBQ-TV, both Memphis; WCBT-TV Columbus, Miss.).

■ Nettleton TV Cable, Route 2, Dennis, Miss. 38838 proposes for Nettleton, Miss. to (delete WABG Greenwood, Miss.).

■ Gallatin Cablevision Inc., Box 9493, Raytown, Mo. 64133 proposes for Galatin, Mo. (WDAF, KCMO, KMBC and KBMA, all Kansas City, KTVO Kirksville, and KQTV St. Joseph, all Missouri; WHO, KDTN and KRNT, all Des Moines, Iowa).

■ Helms-Tarbox Service Co., c/o Glen Tarbox, Box 1252, Missoula, Mont. proposes for Rattlesnake Valley area of Missoula county, Mont. (add CJOC-TV Lethbridge, Alberta).

■ American Cablevision Co., 51 Winter Street, Keene, N.H. Keene, Marlboro and Swanzey, all New Hampshire (requests certification of existing system).

■ Micro-Cable Communications Corp., 32 Spruce Street, Oakland, N.J. 07436 proposes for Bloomingdale, Butler, Oakland, Pompton Lakes, Ringwood Wanaque and Wayne all New Jersey (add WNJM Little Falls, N.Y.).

■ Windsor Cablevision, Inc., Box 490, Windsor, N.C. 27983 proposes for Plymouth N.C. (WUNC Columbia, N.C.; WTAR and WAVY, both Norfolk, Va.; WITN Washington, WNCN Greenville and WNCN New Bern all North Carolina; WVEC Hampton and WYAH Portsmouth, both Virginia).

■ Norseman Cable TV Inc., Box 7, 14 South Hanover Street, Minster, Ohio 45865 proposes for Bluffton, Ohio (add: WBGU-TV Bowling Green, Ohio).

■ SMS Cable Co., Box 255, Carnegie, Okla. 73015 proposes for (KFDD and KAUZ, both Wichita Falls, Tex.; WKY, KOCO, KWTW and KETA, all Oklahoma City; KSWO Lawton and KFDO Sayre, all Oklahoma; KTVT Fort Worth).

■ Delaware County Cable Television Co., 530 Stahr Road, Elkins Park, Pa. 19117 proposes for (KYW-TV, WPVI, WCAU, WPHL and WTAJ, all Philadelphia; WHYY-TV Wilmington, Del.; WKBS-TV

Burlington, N.J.; WOR and WPIX, both New York; WXTV Paterson and WNJS-TV, Camden, both New Jersey).

■ Cheltenham CATV Co., c/o Comcast Corp., 227 Barclay Building, Bala Cynwyd, Pa. 19004 proposes for (WPHL-TV, KYW-TV, WPVI-TV, WCAU-TV and WTAJ-TV, all Philadelphia; WKBS-TV Burlington, N.J.; WOR-TV and WPIX, both New York; WHYY Wilmington, Del.; WNJU Linden and WXTV Paterson, both New Jersey).

■ Abington CATV Co., c/o Comsat Corp., 227 Barclay Building, Bala Cynwyd, Pa. 19004 proposes for Abington twp., Pa. (WPHL-TV, KYW-TV, WPVI-TV, WCAU-TV and WTAJ-TV, all Philadelphia; WKBS-TV Burlington, N.J.; WOR-TV and WPIX-TV, both New York; WHYY Wilmington, Del.; WNJU Linden and WXTV Paterson, both New Jersey).

■ Johnstown Cable TV, 329 Main Street, Johnstown, Pa. 15901 Johnstown (requests certification of existing system).

■ Palace Trans Video Co., 309 East 12th Avenue, Mitchell, S.D. 57301. Mitchell (requests certification of existing system and add KWGN Denver and WTCN Minneapolis).

■ Red Bank-White Oak TV Cable Co., 859 McCallie Avenue, Chattanooga 37403 proposes for Red Bank-White Oak, Tenn. (add WCLP-TV Chatsworth, Ga.).

■ Chattanooga TV Cable Co., 859 McCallie Avenue, Chattanooga 37463 proposes for Chattanooga (add WCLP-TV Chatsworth, Ga.).

■ East Ridge TV Cable Co., 859 McCallie Avenue, Chattanooga 37403 proposes for East Ridge, Tenn. (add WCLP-TV Chatsworth, Ga.).

■ Telecab of Overland Park Inc., Box 720, 740 Duke Street, Norfolk, Va. 23510 proposes for Mission Hills, Kan. (KQTV St. Joseph, KCPT, WDAF, KCMO, KBMA and KMBC, all Kansas City, both Missouri; KTWU, KTSB and WIBW, all Topeka, Kan.; KPLR St. Louis and WGN Chicago).

■ La Crosse Westgate Inc., Box 932, 510 Hoeschler Building, La Crosse, Wis. 54601 proposes for Cambell, Medary and Onalaska, all Wisconsin (WKBT, WKOW-TV and WWWG, all La Crosse, WEAU-TV Eau Claire, both Wisconsin; WTCN-TV Minneapolis, KROC-TV Rochester and KTCA-TV St. Paul, all Minnesota).

■ Post Co. seeks waiver of cross-ownership rules requiring divestiture of its ownership interest in either KIFI-TV Idaho Falls, or operator of cable television systems at Idaho Falls, Ammon, and Bonneville county, all Idaho, operated by Upper Valley Telecab Co. Interested parties may file such comments and oppositions on or before Aug. 20. Ann. July 20.

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Television Enterprises Inc., Menard, Tex.; Teleprompter Florida CATV Corp., Lake Clarke Shores, Gulfview, Manalapan, Gulfstream, and

Atlantis, all Florida; Teleprompter of Florida Inc., Haines City, Fla.; Tai City TV Cable Co., Midland, Tex. and Viking Media Corp., Monona, Wis. Actions July 13 and 18.

■ Chief, Cable TV Bureau, at request of Department of Justice, extended time for filing comments and oppositions to requests for waiver of FCC cross-ownership rules. Time for filing comments and oppositions was extended in the following cases:

■ Lawton Cablevision Inc., Midwest Radio Television Inc., Susquehanna Broadcasting Co., Gross Telecasting Inc. and South Dakota Cable Inc. to July 27. Action July 19.

■ Range TV Cable Co., Northland Cable TV Inc., Midcontinent Broadcasting Co., Southern Oregon Cable TV., Wolverine Cablevision Inc., Herrington CATV Inc., Lyons CATV Inc., McPherson CATV Inc., Oberlin CATV Inc., Total Television of Amarillo, Quincey Cablevision Inc., Rock Island Broadcasting Co., Rust Craft Broadcasting Co., and Peninsula Broadcasting Co., to Aug. 3. Action July 19.

■ United Broadcasting Co., Community Television of Utah Inc., Broadcast Services Inc., Meyer Broadcasting Co., Mandan Cable TV Inc., King Broadcasting Co., Southern Communications Corp., Southern Cablevision Inc., Vincennes University Board of Trustees, Anton Hulman and Joseph Cloutier, Gill Industries, Gill Cable Inc., Rock River Television Corp., Quincey Cablevision Inc., Norton Cable TV Inc., Central California Communications Corp. to Aug. 17. Action July 19.

■ KID Broadcasting Corp., Broadcast Services Inc., North Platte Multi-Vue TV Systems, Inc., KUTZ Inc., Cablevision of Augusta Inc., Newchannels Corp., Southwestern Improvement & Investment Co., Hope Community TV Inc., Prescott Video Inc., Lone Star Services, Kilgore Video Inc., Concord TV Cable, Western TV Cable, Hays Cable TV Co., Goodland Cable TV Co., Humboldt Bay Video Co., and Ontario Cable Television Inc. to Aug. 17. Action July 19.

Other action

■ Review board in California, Pa., cable TV proceeding rescheduled oral argument for Sept. 20 on exceptions and briefs to initial decision, released Oct. 4, 1972, directing Southwest Pennsylvania Cable TV Inc., owner and operator of cable TV system at California, to cease from further violation of rules by providing WIIC-TV (NBC) Pittsburgh, program exclusivity protection against signals of NBC affiliated stations WTRF-TV Wheeling, W. Va., and WJAC-TV Johnstown, Pa. (Doc. 19464). Action July 20.

Rulemaking action

■ FCC has amended rules for cable TV systems to draw attention to report on equal employment opportunity complaints which cable TV systems must file by May 31 each year. Since new rule does not make any substantive or procedural change in rules but serves only as reference to existing requirement, usual requirements for notice of proposed rulemaking and 30-day waiting period do not apply. New rule becomes effective Aug. 1. Action July 18.

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Salesman-Announcer needed for south Central Florida MOR station. Must be mature, self starter and love radio. Salary to \$400.00 a month plus 15% commission earns better than average income in this Florida City. Box G-245, BROADCASTING.

Immediate opening for aggressive radio salesman. Must have experience and proven record of sales. Salary depending on qualifications. Must be competitive self-starter. Short air-shift required. Rush resume, Box G-308, BROADCASTING.

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Experienced announcer needed immediately for Northwestern Pa. MOR station. Must have minimum of a year's news and DJ experience. Send tape, references and salary requirements to Box G-144, BROADCASTING.

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Western NY full time radio station needs night announcer, third class ticket with endorsement required. Some experience necessary. Box G-226.

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Opening for news and DJ, full and part time. Alice Michels, WKMB, 1390 Valley Rd., Stirling, NJ 07980.

Announcer/salesman. Half board shift. Half sales. Selling inexperience considered. Mel Gollub, WMJS, Box 547, Prince Frederick, Md. 20678.

Modern Country WPUA in Historic Petersburg Virginia seeks experienced announcer. No floaters or beginners. Must be strong on production and news. Send resume and tape to: Manager P.O. Box 87, Petersburg, VA 23803.

Suburban New York City 10KW Contemporary/MOR has a rare opening for experienced 1st phone personality. Send complete presentation including salary desired to Art Lewis, PD, WRAN, Dover, NJ 07801.

7-Midnight Rock Jock for number 1 station in 13 station market. Send tape, resume, and picture to Jerry Rogers, WSGA, 409 E. Liberty Street, Savannah, GA 31401.

Gift of gab? Make money without moving. Easy listening automated FM needs chat tapes. Tape and resume to WTOS, Box 159, Skowhegan, Maine 04976.

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Help Wanted Technical

Tape charge experienced engineer for Texas AM & FM automated using preventive maintenance who like to work with great staff. Fishing. Hunting. Delightful climate. No beginners. \$900.00 month. Box G-137, BROADCASTING.

Chief engineer, strong on maintenance, R & B station, group operated, New Orleans. Salary commensurate with experience. Box G-143, BROADCASTING.

Are you ready to be chief engineer for an outstanding medium-market station in Southeast? Permanent position, responsible organization, growth oriented. Good starting salary, security, excellent benefits, great living conditions. Excellent opportunity for advancement. E.O.E. Must be fully qualified. Send complete resume to Box G-198, BROADCASTING.

Growing Philadelphia FM seeking first class engineer. Experience in stereo, SCA, automation and installation desirable. Solid organization, good pay and benefits. Send resume to Box G-260, BROADCASTING.

Engineer needed for large 110 Kw University Station. Must have at least three years experience and First Class license. Duties include studio and transmitter maintenance. Excellent stereo equipped facility. Send resume to: KANU/KFKU, Broadcasting Hall, University of Kansas. Lawrence, KS 66044.

KWIX & KRES—technically two of the finest equipped stations in the country, have an engineering opening. Good technical background a necessity, along with a knowledge of programming. Opportunity for advancement to Chief Engineer. All replies confidential. Send resume to Richard Womack, KWIX Radio, Moberly, MO 65270.

Help Wanted Technical Continued

Chief Engineer-Announcer. Must be good at both. Top Pay. WEWO, Laurinburg, NC.

Transmitter Supervisor—\$997-\$1205 Per Month. Supervises design, operation, installation, testing and maintenance of AM and FM radio equipment. Four years of technical training plus three years of responsible experience required. Additional responsible experience may substitute for training. Must have valid FCC First Class license. Apply Office of Staff Personnel, Room 134, French Administration Building, Washington State University, Pullman, WA 99163. Telephone 509-335-4521. An Equal Opportunity Employer.

First phone engineer to learn and eventually take over as Chief. If you have ability, that's all that counts. Learn AM-FM at group owned station near the shore. Phone 302-856-2567. Ask for Mr. Marzoo.

Help Wanted News

News Editor with possibility for news director, depending on experience. We need take charge person who knows how to run good 2 man news department. Prefer mature, seasoned pro. Results oriented. Market is Midwest medium. Great MOR, No. 1 operation. Good living in beautiful city. Salary adequate, but not lavish. Great opportunity with high class operation. If you're not certain of your qualifications to take charge, please don't reply. We need a leader. Box G-250, BROADCASTING.

Wanted New Director for powerful ABC station in Colorado. Salary commensurate with experience. Must collect, write, air news. College degree desirable. Equal Opportunity Employer. Box G-287, BROADCASTING.

Are you a small market newsman ready for a move? Do you have two years experience or equivalent? Opening here for a news pro. Send resume, tape, salary requirements, WCAP, 243 Central Street, Lowell, MA 01852.

All-American Doug Collins leaves our community to join the NBA, and our play by play man leaves to join the Chicago Bulls. So WJBC in Bloomington, Illinois is looking for a good, take-charge sports man. He'll travel coast to coast with Illinois State football and basketball teams, will take over several award-winning sportscasts daily, and will join a station that has produced play by play men currently doing the Chicago Bulls, St. Louis Football Cardinals, Chicago Cubs and Kansas City Royals. Our compensation is larger than our market size would indicate. But so are our requirements. Tape, references first letter to Don Munson, Program Director.

Local News Editor. Sole duties local news. WVOS, Liberty, NY. An Equal Opportunity Employer.

Maine's largest AM/FM will pay for News Director who can dig and deliver. Tape and resume to GM, Box 159, Skowhegan 04976.

Help Wanted Programming, Production, Others

Production individual for totally automated Michigan stereo FM station. Commercial voice needed. Station equipped with stereo single and multiple track equipment. Not a DJ job. Must be willing to take instruction. Excellent working conditions and benefits. Send tape, work resume and salary requirements. Interview at our expense. EOE. Box G-209, BROADCASTING.

Experienced person to work with Traffic, Continuity and Production. WEAM, Arlington, Va. Send resume and references. Box G-266, BROADCASTING.

Experienced announcer play by play Sports staffer needed Northern Great Lakes area. Extensive High School, College sports schedule includes hockey. Salary negotiable based on past experience. Resume, references, and aircheck needed. Box G-279, BROADCASTING.

Program Director—1st, strong on production and personnel management, may also have air shift responsibilities. Minority owned, soul programming. Box G-327, BROADCASTING.

Midwest AM and FM top 100 market is looking for an experienced Program Manager. Background in Rock format is desired. Excellent opportunity for Rock DJ who is ready to move up to Program Manager position. Equal Opportunity Employer. Box G-331, BROADCASTING.

Situations Wanted Management

Community minded General Manager with 14 years in current operation. Looking for new opportunity. Offer management sales and engineering background to small or medium market. Married, 39, with outstanding references. Reply to Box G-231, BROADCASTING.

Situations Wanted Management Continued

General manager. Eighteen years all phases. Fourteen in management. Can make you money and an important part of the community. This is my last move! Box G-267, BROADCASTING.

Very successful manager looking for bigger challenge in Top 25 market. Must have good corporate structure. Only GM position considered. Box G-275, BROADCASTING.

GM, GSM, PD, corporate or single station, 35, experienced all phases, East, 9 years in general management, a pro who gets things done! Box G-276, BROADCASTING.

Aggressive, young, cost conscious, motivating Manager and/or Sales Manager with programming and production abilities looking for a move up to 50,000 or more market. Box G-280, BROADCASTING.

Sales oriented General Manager, 30, employed, experienced, prefer Midwest or South. Can hire, train, and motivate. \$20,000 minimum. Box G-312, BROADCASTING.

Manager market of 75,000 desires management or good sales position. 17 years midwest and south. Stable. Jerry Williams, 1715 Dianne Street, SW, Decatur, Alabama 35601. 205-355-0290.

25 years experience in all phases of Broadcasting. 15 years as Sales Manager of number one station in medium three station market. Due to sale of station, no further chance of advancement. Prefer Southeastern area. Have know how, experience and believe in working! Phone 919-455-2956.

Situations Wanted Sales

Solid sales background plus outstanding play by play. Would like to associate with station affording opportunity to combine sales/sports abilities. First phone. Box G-306, BROADCASTING.

Experienced Sales Manager, 30, can hire, train, and motivate. Sell with or without ratings. Prefer Midwest or South. \$20,000. minimum. Box G-313, BROADCASTING.

Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Top 5 market experienced pro! Currently operations/production/public service managers, air personality too! Seeks med-major uttempo M.O.R. Dynamic, creative, effective copy-production (expert blade). Authoritative news, detail-conscious, no mistakes! Masters Degree. Newspaper and ad agency experience. Married. An all-purpose pro! Box G-187, BROADCASTING.

DJ looking for opening in small market. Broadcast school graduate. Awards in copywriting, announcing, third endorsed. Box G-207, BROADCASTING.

PD, experienced 5 years Country MOR. Young, single, 3rd, college, desires to relocate. Announcing position. Any format. Box G-210, BROADCASTING.

Are you a major personality station in markets 1-30? I am a versatile young talent (25) doing magazine format in big 3, looking for a station like yours. Dynamic interviewer, strong production, clean, bright on-air sound. I'll work like crazy for your success. Write Box G-229, BROADCASTING.

First phone, present PD in suburban Top 45 market, creative, self-motivated, music expert, promotion and sales, very stable, 24, married. Send you a tape. Box G-285, BROADCASTING.

DJ, tight board, good news, commercials, looking for first break, willing to go anywhere. Ready now, Box G-288, BROADCASTING.

Experienced announcer, five years in com'l radio, desires announcer-PD job in Illinois. Prefers MOR. Disabled Vet (ulcers), no rat race please. If PD more than just title. AFRS trained. Unimpeachable references. Capable, reliable. Box G-289, BROADCASTING.

Experienced Radio-Television Announcer with excellent voice. All phases of radio and TV. Third class with endorsement. Box G-290, BROADCASTING.

5 year major market PRO. MOR personality Top 40, news. Have done it all. Great attitude; superb references. Looking for serious minded professionals with serious offers. Great one to one communicator with bright personality; want to let it show. Prefer solid MOR. Master markets. Box G-292, BROADCASTING or 313-889-0075.

Dynamite combo man looking for announcing and engineering position with a Top 40 station. Great personality jock, also former Chief Engineer. Box G-307, BROADCASTING.

Situation Wanted Announcers Cont'd

5½ years experience, 3 at same company. 1st phone, single, will relocate. Prefer medium or major market in Southwest but will consider all inquiries. Box G-309, BROADCASTING.

Are you looking for a hard working, Draft exempt young Black announcer with 3 years experience in R&B or TOP, with refreshing voice and good knowledge of music. Seeking a change and will relocate, if price is right because radio is my life. Available Sept. 1, but let's talk now. For more info: Box G-324, BROADCASTING.

Experienced, 1st phone, seeks permanent position in Minnesota. Interested in sales. Presently employed. Box G-329, BROADCASTING.

I'm not God's gift to radio but I am hard working and I know what to do and when to do it. First phone, four years experience. Prefer Louisiana area. Box G-337, BROADCASTING.

Young, talented, very attractive versatile, authoritative, dependable, experienced, tight board, and third endorsed. Exceptionally good sound. Box G-341, BROADCASTING.

Hard worker with 1st looking for start. Good broadcasting training. Will relocate and stick. I'm good. Bob George, 421 Spring Valley Dr., Bloomington, MN 55420.

Top 40, former Production Director, working 1st, news, BA, references. Left major market announcing compartmentalization: Boredom. Immediate combo desired. \$8000. John Carter, 315-866-6202.

Dependable announcer with 1st phone and approximately 2 years experience needs jock/production position. Prefer Top 40 but will accept up tempo MOR. Jack Brooks, Box 367, Castle Rock, CO 80104, 303-688-4784.

1st personality announcer, limited radio TV experience, Lomanian humorist, Calif. only, will use 1st to stay in state. 714-466-7339.

First phone, 8 years experience, 26, progressive FM preferred. No Top 40. Excellent board. Will consider Music Director and air-shift. \$15,000 minimum. Dave Fox 1709 Cloverleaf Street, Bethlehem, PA 18017.

Talented Top 40 jock. Bright & tight, will take direction. 1st phone, tape ready. Mike Allen, Box 1170, Bellingham, WA 98225. 206-734-3372.

Veteran Radio Man: Fifteen years varied radio experience. First phone. Middle aged but versatile, dependable, congenial. Employed, but prefer less air time and more production, newscasts, and assistant engineering duties. Good Anchor Man for successful, friendly operation. Midwest or Florida. Require \$600.00, five days. R. Smith, 2522 Votaw, Apopka, FL 32703.

20 years old, first phone, Disc Jockey, looking for first job. Tight board, concise humor, good production. Contact Greg Berberick for tape and resume at 157 Niagara Dr., Irwin, PA 412-751-9255.

Summertime is the best time to adjust to the climate in your city at your Progressive Rock, Oldie, or Top 40 station. Dial 702-673-9969 to hear Chris Kidd. 1st phone air personality-salesman. Box 170, Reno, NV 89504.

Beginner, 3rd phone, Columbia School of Broadcasting. Adaptable, reliable family man. Will relocate. Wants chance to grow with small town. Robert Burr, 7106 East 107th Place, Kansas City, MO 64134. 816-763-7976.

Broadcasting graduate, third phone endorsed, network quality voice and limited experience. Willing to work, if given opportunity, for peanuts not the shells. Contact: Ron Cupples, 316-524-7626.

30 days free employment. Black broadcast trained, enthusiastic, responsible. 39, married, excellent references. 3rd. MOR, Easy Listening. Maryland or Southeast. 301-367-6396.

Out of the army July 31, ready to settle down. Three years medium market MOR and Rock. One year AFRS. Third phone. Mature. 25. Enjoy any contemporary format. US or Canada. Resume, tape and references. John O'Connor, 935 S. 18th St., Manitowoc, Wisconsin 54220. Phone 414-684-6835.

Beginner, DJ/Announcer needs start. 28, married, 3rd endorsed. Bob Cooper, 1727 Atchinson, Whiting, IN 46394. 219-659-1582.

Park Seward is alive and well in Frankfurt, Germany. I am now working with the American Forces network Europe as an announcer-producer. I ETS in August, 1975. APO Frankfurt, APO NY 09757.

Best Combo: 8 yr. baritone metro-jock, instructor engineering to 10KW Stower and FM-stereo. I'll fix it or build it. 218 Southview Dr., Warner Robins, GA 31093.

Situations Wanted Announcers Continued

Bright, young, recent grad. of Specs Howard Broadcast School seeks position as on-the-air personality. Also, tight board, production, good news and creative writing. Tape and resume on request. Contact Bill Lozon, 6116 Beniteau, Detroit, MI 48213. 313-932-4176.

Beginner, writing, acting, teaching experience, and announcer training. Tom Eagan, 78-40 164 St., Flushing, NY 11366.

Eight years experience. Prefers small to medium market in the Southeast. Randy Galliher, 904-771-7386, 3907 Angol Place, Jacksonville, FL 32210.

Professionally trained, professional attitude, good work references, a beginner that is willing to work hard for experience in broadcasting. Fresh audition tape available, contact: Sam Wells, 1110 E. Main St., Annville, Pa. 17003. Phone 717-534-3971.

Situations Wanted Technical

First phone, AM/FM maintenance and proofs experience. Currently employed as chief of small station. Box G-139, BROADCASTING.

Former chief 5 kw DA presently employed microwave testing desires return broadcast AM or FM with heavy maintenance or construction responsibility. Have high power experience. Box G-172, BROADCASTING.

Desire facilities construction or maintenance domestic or overseas. Experienced planning, installation, testing, maintenance 50 to 500 kw both medium and shortwave, transmission lines, RF bridgework, audio distribution, tape and STL. Box G-173, BROADCASTING.

Florida Maintenance Chief awaiting good situation tropical daytimer around \$200. Construction proofs, lawns, plumbing. Box G-273, BROADCASTING.

Highly qualified, matured Chief Engineer (Texan) with years of commercial, US Gov't-VOA broadcast engineering and management experience desires Chief Engineer position in Texas-Southwest. Box G-295, BROADCASTING.

Working Chief, from the old school, with construction and management experience seeks to relocate where he can be an active member of the team. Prefer Southeast. Box G-310, BROADCASTING.

Engineer, first phone. 25 years experience. Prefer Midwest central area. Station gone remote. References. Box G-321.

Vacation Consulting/Rebuilding by major market AM/FM stereo CE. Studio redesign, air product improvement a specialty. Many references. 714-460-4643.

Situations Wanted News

15 years experience. Newscaster currently working Top 20 market. Looking for news directorship in medium to metro market. Box G-228, BROADCASTING.

Fastest mouth in the East. Sports Director wants play by play and opportunity to make your sports program a success. Box G-270, BROADCASTING.

Ready to move: Somewhere in the Western states, there's a station that wants and needs an award-winning radio news director and can pay what he's worth. Professional working conditions a must. Background includes degree, network correspondence, and experience in all-news operation. Now in medium market and has proven success record. Box G-298, BROADCASTING.

Experienced Sports Director seeking small or middle market radio or Commercial TV. Versatile Sports Pro with exceptional ability. Adept at commentary and talk shows. Currently General Manager CATV system. Thorough knowledge of advertising and marketing. Looking for play by play, or sports/sales combination. Reply Box G-322, BROADCASTING.

Big Ten Play by play Pro. Ready to do that first rate job, at the game and in the studio. I've got plenty of experience and a tape to prove it. Box G-325, BROADCASTING.

10 years experience; Vet; College graduate Aug. 8th; Newsmen-Announcer-Engineer (1st phone, moderate maintenance). Any location considered. Miles Cannon; WRF; Athens, GA 30601.

Newswoman. First love news. College grad. Willing to relocate. Tape, resume, writing samples available. Sharon Silverman, 625 Candellite Court, Fort Wayne, IN 46807.

Experienced staff announcer seeks radio news or TV reporting. University degree, personable, dependable. Call for tape. 309-673-6890.

Situations Wanted News Continued

News director McLendon trained, 15 years broadcasting professional with proven track record. First phone, will consider talk show. Charles Beech, 4020 Holland, Apt. 212, Dallas, Texas. 1-214-521-7877.

Northeast preferred. Young, aggressive sportscaster/DJ wants fulltime employment. Previous experience light, current enthusiasm heavy. Bruce Morton, 424 Woodland Hills Dr., Pittsburgh, PA 15235. 412-241-3518.

Experienced all phases broadcast journalism, especially interviewing and production. 22, college graduate, Ralph Bernstein, 16364 Harden Circle, Southfield, MI 48075.

Situations Wanted Programing, Production, Others

Experience first phone PD seeks Top-60 position with challenge and room to grow. Strong music, administrative, on-air. Interesting success story. Great ideas. Responsible team man. Looking for permanence. Box G-169, BROADCASTING.

Director/Producer Top 50 markets. Two years experience directing news, sports, and commercials, both videotape and film. Experience also in film documentaries and live remote pickups. Send inquiries to Box G-223, BROADCASTING.

TRF. Mgr. and Cont. Dir. seeks creative position. Experienced and degree. Commercial voicing and all around ability. Box G-240, BROADCASTING.

Music Director: Married vet with degree in communications seeks position with MOR, Easy Listening, Good Music station in the North East. Box G-244, BROADCASTING.

Help! Help for your Sales Manager, Program Director, your station's sound! Five years in radio production! Good references! Contact Box G-283, BROADCASTING.

Experienced Producer, Commentator/NY station Public Affairs/News/Casting and Jazz Host. Willing to relocate. (Young man of color). Box G-293, BROADCASTING.

Major market Contemporary personality, with Top level administration background, seeks Program Manager position. First, 13 years radio. Box G-304, BROADCASTING.

I can give you a winner in the book and in billing. Currently employed and winning. Making over 20K and I want more. Box G-311, BROADCASTING.

Married, young, Program Director at small station seeks new position. Production, 3rd, copy writing, veteran. Box G-332, BROADCASTING.

Mr. Programmer! If you need help finding help, let us help. 814-734-548.

TELEVISION

Help Wanted Management

Group broadcaster located in East needs key home office financial staffer. Functions include internal auditing, coordination of regular reports, statement analysis, budget preparation. Need sound accounting qualifications, willingness to travel as needed, plus a feel and appetite for sound business control. Opportunity for growth. Box G-200, BROADCASTING.

Midwest Television Station in 300,000 market needs Assistant General Sales Manager. Our General Sales Manager will be moving to General Manager with one of our stations in the next year. We need an enthusiastic replacement who can learn the job in short order. \$24,000+ to start. General Sales Manager position pays \$30,000+. Send resume to Box G-253, BROADCASTING.

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-303, BROADCASTING.

Help Wanted Sales

Growing Television station needs sales personnel to handle national accounts and call on advertising agencies. Time buying experience or local station sales experience would be desirable. Salary and commission. 217-765-3043.

Help Wanted Announcers

Host for daytime show oriented to rural and urban viewers. Focus on community events and personalities. Major responsibility for producing. Provocative, enterprising. Midwest market. Box G-282, BROADCASTING.

Help Wanted Technical

Experienced post production video tape editor and VTR maintenance person wanted for metropolitan north central production center. Ampex equipment background an asset. Should be strong technically. Reply stating salary expected and specific work and equipment experience to Box G-193, BROADCASTING.

Engineering Supervisor wanted to maintain color equipment. Supervise staff of technicians to assist in studio maintenance. Responsible for entire local origination studio facility. Box G-230, BROADCASTING.

Rocky Mountain public station seeks assistant chief with strong background in studio/VTR maintenance. An Equal Opportunity Employer. Send full resume to Box G-301, BROADCASTING.

Old established VHF located in fast growing area now involved in modernization program is seeking the right man as Chief Engineer. Successful applicant will be thoroughly qualified in all technical aspects and one who can assume complete responsibility for all engineering functions. Ability to motivate people is of prime importance. Southeast resort location. Salary negotiable. Send complete resume at once to Box G-315, BROADCASTING.

Successful VHF station in small Southwest market needs successful local TV salesman for sales manager position. This position considered proving ground for advancement into top management in expanding television group. Must have high performance background in sales and capabilities to manage small staff in continued growth. Excellent area, great climate, recreational opportunities for your family. Forward complete employment history and track record. Equal Opportunity Employer. Reply Box G-340, BROADCASTING.

Wanted: Television Transmitter Operator. Full time employment and no future automation. Mid-West location, excellent salary and fringe benefits with an Equal Opportunity Employer. Reply to KCND-TV, Box 191, Pembina, ND 58271.

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: WTIG-TV, Eng. Dept., 5151 Wisconsin Ave., N.W., Washington, D.C. 20016.

Broadcasting Engineer. A challenging opportunity to supervise and participate in the technical activities involved in the production, recording, distribution, and transmission of color television programs. Minimum of 3 yrs. experience in a TV broadcasting facility required. A minimum of 1 yr. of the required experience must have included the supervision and training of telecommunications personnel and technical crews. Must have a First-Class Radio-Telephone Operator's License issued by the FCC. The selection will be competitive by examination. Applications must be received by August 10, 1973. Call 213-749-6606 for application, or write: Classified Recruitment, Los Angeles Unified School District, Box 2298, Los Angeles 90051.

Television Engineer. Full responsibility for operating and servicing a variety of electronic and mechanical equipment used in the production, recording, editing, dubbing, and broadcasting of color television programs. Minimum of 2 yrs. experience operating electronic video and audio equipment required. The selection will be competitive by examination. Applications must be received by August 10, 1973. Call 213-749-6606 for application, or write: Classified Recruitment, Los Angeles Unified School District, Box 2298, Los Angeles 90051.

Chief Engineer. MSO, 90,000 subscribers, pioneer in two-way, dedicated to growth. BSEE minimum, CATV experience desired. Resume to D. A. Purcell, Vice President, TeleCable Corp. Box 720, Norfolk, Virginia 23501.

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

Experienced post production video tape editor and VTR maintenance person wanted for metropolitan north central production center. Ampex equipment background an asset. Should be strong technically. Reply stating salary expected and specific work and equipment experience to Box G-193, BROADCASTING.

Purdue University has an immediate position for an engineer to assume responsibility for closed circuit TV facility. Must have experience with color cameras, VTR, system design and maintenance. FCC first phone required. Send resume and salary requirements to: Bruce Bahlke, Life Science Building, Purdue University, West Lafayette, IN. 47907. An Equal Opportunity Employer.

Help Wanted News

Currently Program Director at number one medium size market looking for same or air shift in same size market. 26, eight years experience with proven Pulse record. Box G-146, BROADCASTING.

Top rated news operation in major market wants aggressive, creative film cameraman who loves to whip the competition. Send resume and film sample to Box G-345, BROADCASTING.

Anchorman with authoritative, mature presence sought for Intermountain TV station. General assignments and weekend work part of the job. Floyd Smith, News Director, KID-TV, Idaho Falls, ID 83401.

Weekend anchor position on number one rated station in southeast. Must be experienced on-air, field reporting, with working knowledge of film. Contact Jack Quick, Business Manager, WIS-TV, Columbia, SC. 803-253-6431. An Equal Opportunity Employer.

Wanted early and late evening News Producer for major Rocky Mountain market. Previous producing experience helpful. Send resume to: Terry Simerly, KOA TV, Box 5012 T.A., Denver, CO 80217.

Reporter. Aggressive, young reporter needed by KSTP-TV. Must have 1 year minimum TV experience. Send resume to Bill Tucker, 3415 University Ave., St. Paul, MN 55114. KSTP-TV. We are an EQUAL Opportunity Employer.

Expanding News Staff. Reporter-photographer, also radio and TV air duties. Degree required. Resume, references, photograph and audio tape or VTR and salary requirement with first letter to Phil Morgan, WOI-AM-FM-TV, Ames, IA 50010.

Net-affiliated VHF station in pleasant, medium-sized Midwest market seeks aggressive self-starting news-person who wants opportunity to create and grow with young, dynamic multi-station operation. Now number one in market and top state award winning news-department still wants to expand and improve. Person will fill all-around slot and must be able to write, dig, produce and deliver. Some anchor work. Plenty of out-of-town assignments so travel is part of job. Excellent fringe benefits, equal opportunity employer. Send current tape and resume to Dale Cerbin, News Director, KCAU-TV, Sioux City, IA 51101. No phone calls please.

Sports assistant TV. Back-up work for TV Sports Director. Film features. Radio sports, but no play-by-play. Send resume, picture, audio and videotape. WMT-TV, Box 2147, Cedar Rapids, Iowa 52406.

Sports Director, experienced, to anchor daily sports shows. Send VTR and resume to Personnel, WSOC-TV, Box 2536, Charlotte, NC. An Equal Opportunity Employer.

Looking for experienced on-air weather talent. Top 50 market. Good 4 station market. Send resume and/or tape to: Russell F. Vossen, Operations Manager, WZZM-TV Box Z, Grand Rapids, MI 49501.

Ambitious, hustling News Director, with ratings & visual orientation. Base \$120-130/wk. at new group owned UHF. Increase based on ratings improvement. Write: Broome, Box 20, Utica, NY 13503.

Help Wanted Programing, Production, Others

Experienced, mature public affairs producer with qualifications in film and video production for major market television station in Texas. Salary open. Need is immediate. Anyone with less than five years experience need not apply. Work on unusual news program. Heavy concentration on film documentaries. High level of management and creative skills required. Great opportunity. Box G-263, BROADCASTING.

Help Wanted Programing, Productions, Others Continued

Public Information: Experienced, persuasive writer with knowledge in advertising, print and information distribution for Southeast PTV and radio. Send resume and samples to Box G-330, BROADCASTING.

Wanted: Aggressive and creative line producer for new talk/variety show preparing for syndication. Send complete resume to: David Bieber, production manager, WCPO TV, 500 Central Ave., Cincinnati, OH 45202 or Roger Ailes, executive producer, Roger Ailes & Associates, 888 7th Ave., NY, NY 10019.

Television producer: Award winning national network TV series seeks Assistant Producer with strong economics-finance-business background and related degree. Minimum five years professional experience. Knowledge of TV production desirable. Send complete resume and salary history to: Wall Street Week, Owings Mills, MD 21117.

Situations Wanted Management

General sales manager, Top 50 market experience plus national rep and agency background. Solid in sales and administration. Box G-126, BROADCASTING.

Need a top administrator to lead staff, give station identity, creative programming, stature in community, and profits? 17 years O&O TV experience. Currently VP TV Productions Company. Box G-318.

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, WI 54401.

Situations Wanted Technical

Director of Engineering of broadcasting chain seeks position which offers advancement. Experienced in 50 KW, AM Directionals, FM stereo and television. Well versed in FCC and Administration. Box G-284, BROADCASTING.

Situations Wanted News

Sports Pro desires change. College or professional market. Knowledgeable, versatile. Will also accept assistant sports position. G-127, BROADCASTING.

Young, 25, extremely knowledgeable Sports Director of small UHF. Degree, major college experience. Desire challenge and move up. Tape and resume on request. Box G-254, BROADCASTING.

Newsman/Sportscaster. Young, 4 years Broadcast-Journalism, TV-radio experience. BA Communication. All markets considered. Box G-265, BROADCASTING.

Editorial Director and reporter for cable TV station, wants reporter co-anchor position on small-medium market station. Will relocate. Box G-271, BROADCASTING.

News, sports. Major market TV Sports Director seeks position in news or sports. Available immediately. Married, 30. Excellent references. Box G-274, BROADCASTING.

News Director-Anchorman. Administrator with successful track record and top-rated, mature delivery. Imaginative producer of public affairs and special events programming. Experienced news photographer. Available for Fall season. VTR, resume, and best references available. Box G-278, BROADCASTING.

Widely known and respected TV newsmen in the west's fastest growing market looking for news director/anchor role in medium size western market. I have the top ratings. Let me help make you number one. Box G-300, BROADCASTING.

Need young blood? Recent grad psyched up for big start in sports or news reporting. Relocate anywhere. Resumes. 201-627-8542 or Box G-302, BROADCASTING.

Award winning TV journalist (network reporter, O&O News Director, anchorman, Editorial Director, University-teacher) can boost your new image, ratings as an anchorman or News Director. Major markets only. Box G-317, BROADCASTING.

Seeking special, feature, and general reporting. BA journalism. R-TV film. Five years in commercial, ETV, and news. Good writing, photographic, technical and on-camera background. Box G-323, BROADCASTING.

Good, experienced radio reporter, wants television reporter position. College grad, 26 stable. Eastern half U.S. Box G-305, BROADCASTING.

Retread. Veteran newspaperman, sports editor, two years broadcast news street reporter job, anywhere. Can film. Journalism graduate. Single. Dan Ehrlich, 4334 Stern Ave., 2, Sherman Oaks, Calif. 91403.

Situations Wanted News Continued

Graduate Meteorologist. Enthusiastic young man with communications background seeks position with station. Tapes available. Preferably West. James Summers, 4066 Achilles Drive, Salt Lake City, UT 84117.

Situations Wanted Programing, Production, Others

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.

Director Top Ten, seven years experience. Desperately needs work as producer-director. Top refs. Bargain. Box G-160, BROADCASTING.

Cinematographer/Director. Commercial and documentary experience, ability to direct, film, and edit for multi-film chain/VTR production. Seeking advancement. Box G-257, BROADCASTING.

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Prove to me that it's what you know, not who you know. Sports Director of small TV Station, PB, will relocate anywhere, TV or Radio. Box G-299, BROADCASTING.

Seeking permanent position, presently employed in summer job, over 5 years commercial TV and Radio, large and small markets, experienced all phases production, BS Radio-TV film with Ed. Broadcasting, will relocate anywhere, especially to smaller market, married, stable. Write Box G-314, BROADCASTING.

TV station film editor with impressive experience in makeup/restoration, feature film editing, film buying, newsfilm editing, and shipping/receiving. Prefer major market in West. Box G-338 BROADCASTING.

Young director seeks medium market position with news producing and directing responsibilities. Seven years major market experience includes all production functions. Box G-339, BROADCASTING.

Experienced, flexible, problem solving Producer-Director of instructional video desires commercial, CATV, or CCTV position. Sales and PR considered. Married and will consider relocation. Box G-342, BROADCASTING.

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Teaching position at college or university in areas of television production, broadcasting or communications sought by capable professional. Solid academic background; MS in broadcasting from leading university. Creative, innovative, good rapport with students. 617-344-1327 after 6 p.m.

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Continued

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20 YEARS EXPERIENCE 10 as V.P. & G.M.

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PA announcer for two professional NY Sports clubs. Sports reporter for major NY station. Currently writer-Producer for Network flagship-TV station. Extensive background in film, video and audio tape production. Published sports writer. Seeking TV/R On-Air Sports-caster position. Will relocate. Color VTR, radio tapes and articles available upon request.

Box G-272, BROADCASTING

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Major market pro, with top PBP credentials in several sports, desires return to regular news block. I want a station that's looking for a strong 3 or 4 minutes in their 6 & 11 pm blocks. If you're looking for a reader of scores and winning pitchers, don't reply. Interested in combo with radio talk and/or PBP situation. Top references. Available September 5th.

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Profile

Charles Steinberg: Boon to the future for Ampex Corp.

Charlie Steinberg, Ampex Corp.'s audio-video chief, used to smoke 12 cigars a day—"those long black ones," one of the women in his office explained. But he decided to cut down and now he's only smoking three a day. He seems, one of his executives noted recently, more irascible these days.

He might be. The 39-year-old Ampex executive has a sensitive job at a company that rode high after it introduced in 1956 the first workable commercial video-tape recorder but suffered severe losses in fiscal 1971 and 1972—\$12 million and almost \$90 million respectively. So Mr. Steinberg's snappishness, if it can be called that, isn't related completely to cigar-smoking withdrawal symptoms.

Ampex has come back financially, however. In its fiscal year 1973, which ended April 30, it reported net income of \$3.65 million (34 cents a share) on sales of \$256.6 million. These figures include, however, an extraordinary gain of \$2.8 million (26 cents a share) on the sale of Mandrel Industries Inc., a subsidiary that manufactures geophysical products.

In the 1973 annual report, the audio-video division received a special commendation from Arthur H. Hausman, who took over as president of Ampex in late 1971 and who reorganized the firm and apparently succeeded in stanching the flow of red ink. Among Mr. Hausman's activities was melding 12 operating divisions into seven and choosing Mr. Steinberg to lead the resultant audio-video division, itself an amalgamation of five previous units.

Mr. Steinberg must have what it takes. As one of his colleagues said, he "survived" that drastic year when more than one-third of Ampex's executives were reassigned or were let go. Mr. Hausman recently noted that not only was Mr. Steinberg a technical expert—and that this was Ampex's strong suit—but he also described Mr. Steinberg as "a methodical, capable manager." One thing that Mr. Steinberg has done is stop the rush to market half-developed products. "We were rushing to market before the engineering was proven," he said recently. "This created tremendous problems in starting up new products; we had to make too many changes."

On first glance, Mr. Steinberg seems casual enough, but a perceptive observer soon finds lurking, not far from that surface, a self-driver (his hours, for example, are 8 a.m. to 8 p.m.). That below-the-surface man is underscored by the intensity of which he speaks of Ampex's position in the broadcast-equipment field.

The strength of the audio-video division, he said a few weeks ago, lies in the



Charles Allan Steinberg—vice president-general manager, audio-video systems division, Ampex Corp.; b. June 7, 1934, Brooklyn, N.Y.; BSEE, City College of New York (now City University of New York), 1955; MSEE, Massachusetts Institute of Technology, 1957; Airborne Instruments Laboratory, Deer Park, N.Y., 1958-63; Ampex Corp., product manager, medical-industrial-commercial products division; data processing and instrumentation division; vice president-general manager, videofile systems division; then audio-video systems division, 1963 to present; member, Institute of Electric and Electronic Engineers, American Management Association, Society of Information Display; m. Helen Greene, June 16, 1956; three children—Ruth, 16, Steven, 14, and Bruce, 9.

worldwide acceptance of Ampex products. That division, he added, is growing at a faster rate than any other division. But part of the growth comparison is explained by the company's disposal of some product lines. It has, in fact, dropped its consumer tape-recorder line, its music division and its transmitter line.

But Mr. Steinberg's enthusiasm comes to the fore when he notes that 76 out of the 90 video-tape recorders used by ABC and other foreign networks during the Olympic games last September were Ampex machines. And, he emphasizes, 42 of those 76 were the firm's AVR-1, "the Cadillac" of the Ampex VTR line.

He's also big on the company's other products—its line of TV cameras, its slow-motion, playback disk machine, its 55-pound, backpacked recorder and 15-pound portable camera, introduced two years ago. He sees this equipment as the coming thing in TV news. "Why cover news with film and have to wait for processing and transfer to tape, when you can put it on tape initially and it is immediately available for broadcast?" he asks.

Perhaps the biggest gleam in Mr.

Steinberg's eye these days is Ampex's ACR-25, the \$150,000-plus broadcast cartridge machine that also was unveiled two years ago. There are now 60 such machines in TV stations and networks in this country and abroad, he notes, and there is a backlog of orders that totals \$12 million (BROADCASTING, July 16).

And, he says, the market for broadcast equipment is wide open, pointing to the growth of TV worldwide. Some countries, he observes, are just beginning with TV (South Africa, for example); others are starting now to change from a black-and-white system to color (New Zealand), and many countries are beginning to add more transmitters to their national systems.

As to the cable-TV, pay-TV and consumer-tape-recorder markets, Mr. Steinberg turns careful again. There is, he says, a market for Ampex there, but research and development are primary.

Basic to the consideration of the new technologies, he says, is Ampex's reputation as the maker of "sophisticated, reliable, broadcast equipment." The company, he stresses, is studying the new technologies, with a heavy investment in research and development. "I cannot tell you how much [that investment is]," he says, "I can only tell you that today Ampex is spending more money on R&D than at any time in its history."

As for the consumer VTR market he sees Ampex providing the professional equipment to be used by the program production centers that will be required to turn out programs for in-home use. "Those machines [the portable, backpacked consumer VTR's] are going to require production, duplication and editing services and capabilities," he says. "A whole industry is going to be required to generate program material to support those machines. I think there's a very, very significant market for the kind of equipment we build . . . to serve those firms that will be providing the software for those tens of thousands of VTR's."

In the broadcast field, Mr. Steinberg sees Ampex's role as one of providing the broadcaster with better tools—with VTR's that require less maintenance, operate at lower costs, with more automation—"so that they [the equipment] do more for the user and hence enhance his profitability."

Withal, Charlie Steinberg is a disciplined man. Part of that discipline is in his private life. Asked for his hobbies, he replies, "work and swimming." For the latter, there is the daily quarter-mile swim in his pool at his relatively modest home in Los Altos, not many miles from Ampex's tree-shaded, green-lawned, water-fountained college-campus complex in Redwood City, Calif. That is the sole exercise he gets, he says, noting "there is so much to do here."

Editorials

Wrong way out

There may be good reason to legislate restrictions on television blackouts of professional sports, but the bill the Senate Commerce Committee has voted out is not the way to go about it. As reported in this publication a week ago, the bill would amend the Communications Act, during a year's trial, to prohibit television stations and networks and cable-television systems from executing contracts that prevent local broadcast or cable carriage of home games that have been sold out.

A dangerous precedent will be created if the Senate buys the committee bill and the House accepts the mate that has been introduced there. To insert in the basic law of broadcast regulation an explicit restriction on explicit types of programming is a deep intrusion into television's First Amendment rights. If the government can dictate the terms of contracts with football, baseball, basketball and hockey teams, cannot it also dictate terms of contracts with other program suppliers?

As everybody seems to have forgotten, football blackouts, which are the principal target of the antiblackout legislators and the fans, were made possible by an act of Congress exempting that sport from the antitrust laws. Blackouts are arranged and enforced by the football league, which, without the special exemption, would be illegally conspiring in restraint of trade by preventing teams from making individual decisions.

True, a removal of the antitrust exemption would not immediately assure the local carriage of sold-out home games that the Senate committee's bill provides. It would, however, leave matters up to individual broadcasters and team owners, as things ought to be.

There are those who favor the other approach, through the Communications Act amendment, for reasons other than the public clamor for home-game television coverage. They see it as an additional measure of protection against the siphoning of professional sports from free television by pay television.

Under present FCC rules, home games that have been kept off local television are ripe for plucking by pay-television operators. The blacked-out games don't count in the FCC's embargoes against pay broadcasts of sports that have been on free television in the previous five years and against payable distribution of sports that have been on free television in two years, which the FCC is proposing to extend to five.

Yet the attractions of the antiblackout amendment of the Communications Act as an antisiphoning device do not outweigh its unattractiveness as an excursion into program regulation. If the Congress wants to experiment with a lifting of blackouts, let it declare a year's moratorium on the antitrust exemption that is the root law.

Equal what?

A cardinal rule in the news media postulates that editorial and advertising content or people do not mix. It even decrees that no advertising salesmen may enter the newsroom.

We herewith deign to smash that ukase because the mix we shall cite makes news and because both news and advertising are this businessweekly's business.

In an ad on page four of last week's issue, WREC-TV used the title, "Memphis' Channel 3 Reports." It told of in-depth interviews on important issues in primetime each Sunday. The illustration showed a WREC-TV news panel—a black newsmen, a white newsmen and a white newswoman—interrogating a black state senator who also serves as a Memphis city councilman. This would appear to connote public affairs

at the local and state level at its best, especially in the South.

But just a minute. Turn to page eight where late-breaking headline news appears. A headline reads: "WREC-TV target of first equal-opportunity suit." The subhead reads: "EEOC says Memphis station discriminates against women, blacks in recruiting, firing; Brakefield calls suit 'outrage'."

Could this be a desperation effort by the U.S. Equal Employment Opportunity Commission to justify its existence? WREC-TV is owned by the New York Times Co., which by no stretch is identifiable with racial bias or male chauvinism. President of the WREC stations, and a vice president of the Times Co., is Charles W. Brakefield, a respected leader in broadcasting who grew up in Memphis.

Mr. Brakefield, in last week's issue, explained how he believed the suit evolved. Based on his observations, it is easy to understand why EEOC is caught up in controversy and perhaps why its not too distant relative, the Office of Economic Opportunity, is being "phased out."

Same soup

This page has from time to time remarked of newspaper editors, when they looked the other way while broadcast freedoms were eroded by government controls, that their own freedom was endangered in a crumbling of the First Amendment. The state supreme court of Florida has made our point.

The Florida court has upheld the constitutionality of a little used and less noticed state law that imposes a sort of fairness doctrine on newspapers. The law, adopted in 1913, requires that a newspaper that "assails" a political candidate or gives free space to attacks on him by others must give free space of equal prominence to his reply. The similarity between that concept and the political-broadcasting law adopted years later by the federal government is striking.

The Florida court's decision found the law to "encourage rather than impede the wide-open and robust dissemination of ideas and counterthought which the concept of free press both fosters and protects." That language could have been lifted almost verbatim from the U.S. Supreme Court's endorsement of the FCC's fairness doctrine in the Red Lion case. It will be interesting to see what that court does with this case.



Drawn for BROADCASTING by Jack Schmidt
"I'm going to have to cut you, Kalowoaski. The TV guys are having trouble with your name."

WFBC-TV

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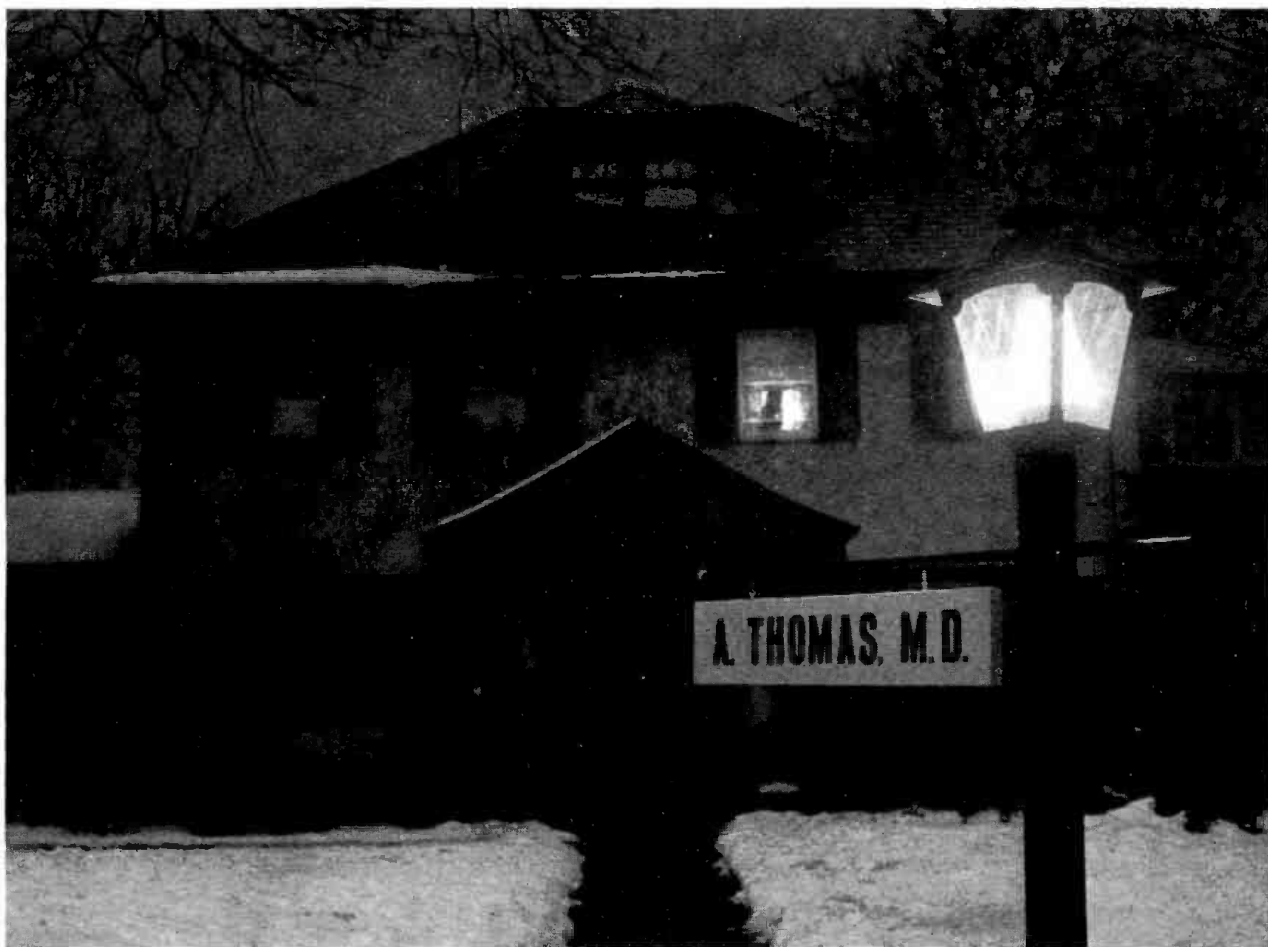


WFBC-AM-FM-TV, Greenville, S.C.; WBIR-AM-FM-TV, Knoxville, Tenn.; WMAZ-AM-FM-TV, Macon, Ga.; WXII-TV, Winston-Salem, N.C.

Represented by KATZ

*Based on the 1973 February/March ARB, total homes viewing audience share, total day, ADI and Metro shares, in top 100 markets where affiliates are all VHF or UHF. Estimates only and subject to qualifications in survey report.

OUR NIGHT EDITOR



Ten thousand West Coast military personnel in need of a new medicine.

A housewife in Atlanta suspected of having a rare fungus disease.

A truck driver from Phoenix with an overdose of a medicine intended to relieve his stomach complaints. These stories are typical of the problems our "night editor" has to deal with—and, typically, in each situation he was able to provide the answer.

Actually our "night editor" is a doctor—in all likelihood a specialist—who serves as a member of the Lederle Medical Advisory Staff. Telephoned, he or one of his colleagues is available on a 24-hour basis to handle emergency inquiries from physicians or pharmacists about therapeutic aspects of Lederle pharmaceuticals (for instance, botulism anti-toxin or an anti-cancer drug). At his disposal is the latest information selected by the Medical Advisory staff from the world's medical literature and the resources of the entire Lederle research team.

Handling emergency medical problems, whenever and wherever they break—that's the job of our "night editor."



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