

**FCC hears a massive outpouring about prime-time access
from an industry that's learning to live with it**

Broadcasting Aug 6

The newswweekly of broadcasting and allied arts

Our 42d Year 1973

The Dick Van Dyke Show



The Andy Griffith Show



The Beverly Hillbillies



Petticoat
Junction



I Love Lucy



Hogan's Heroes



Gomer Pyle

Women's home companions.

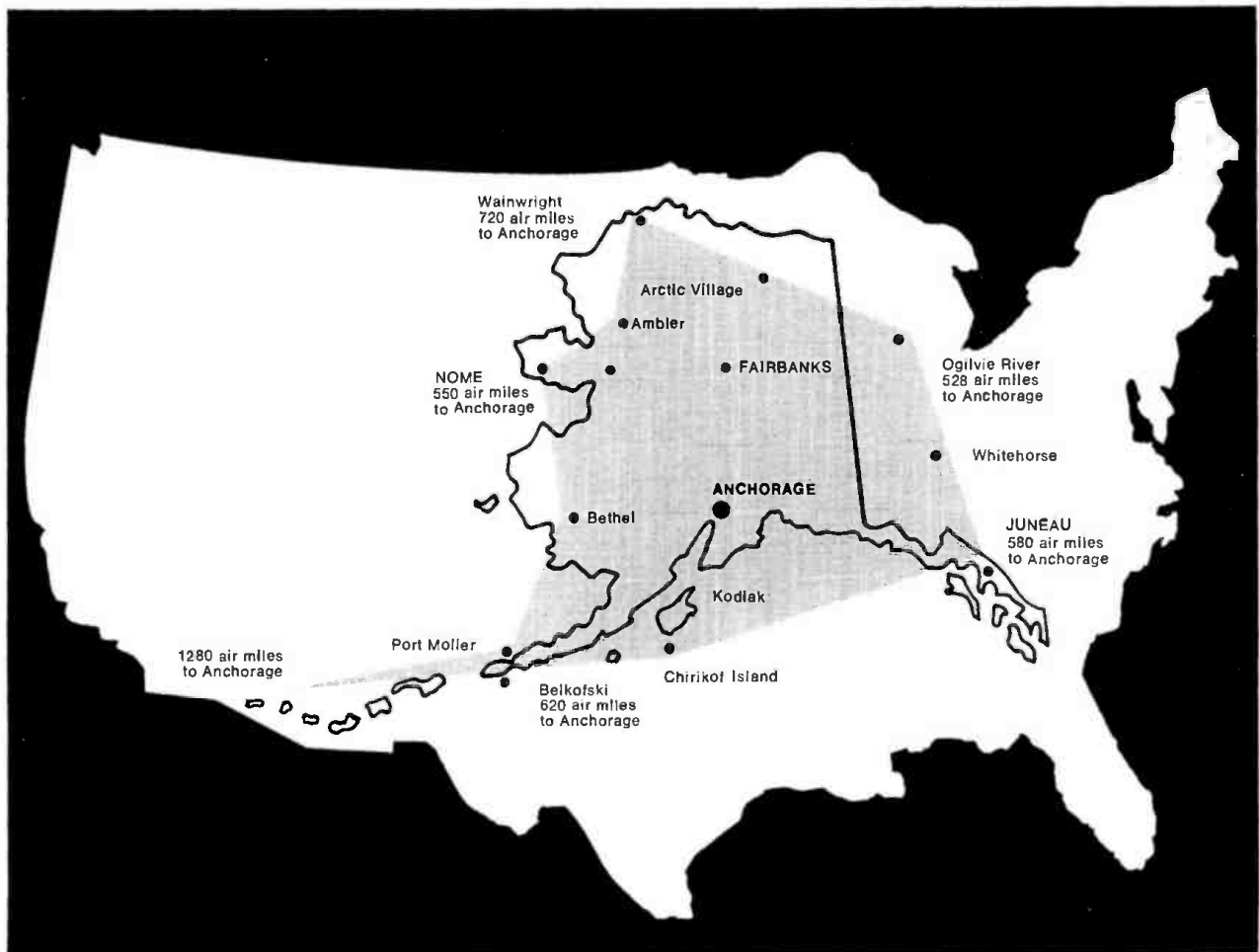
By late afternoon the lady of the house is ready for a good laugh. That's why smart stations give her 3 good sitcoms back-to-back in fringe time. The payoff: an average 84% buildup in women 18-49 over the 90-minute span. Viacom can cite 22 happy stations doing it right now.

Viacom

Source: NSI, Feb.-Mar. 1973. Audience estimates are subject to qualifications available on request.

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A U LITRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112
NEWSPAPER

KFQD, Anchorage Blankets Alaska with 50,000 Watts of Hi-Fi Sound



Covering a state that's one-fifth the size of the continental United States with AM radio is a powerful big job.

But KFQD does it, beaming 50,000 non-directional watts on 750 KHz to reach 89% of the state's population—"Reaching more Alaskans than any other advertising medium,"

KFQD's transmitter—a new 50 kW RCA Ampliphase radiates high quality sound to the vast reaches of Alaska. Letters from daytime listeners range from Wainwright (720 miles north) to Nome (550 miles Northwest) to the Ogilvie River (528 miles Northeast) to Juneau (580 miles Southeast) and Belkofski

(620 miles Southwest). That's coverage with a capital "C"!

Coverage isn't the whole KFQD story by a long shot. Quality programming has a lot to do with our growing popularity. And the quality sound from our new RCA Ampliphase transmitter enhances the programming in building listener preference.

We may be Alaska's oldest radio station, but we've got a lot of new ideas to help you sell our burgeoning, high income market. Ask us for all the facts: KFQD, P. O. Box 1040, Anchorage. Or talk to our National Representatives, Alan Torbet Associates, Inc.—or our Seattle and Portland Representatives, Art Moore & Associates.



Gale Allred, Chief Engineer, with KFQD's powerful 50 kW AM transmitter notes: "It has by far the best overall frequency response I have ever seen, including distortion." Translated, this means better quality sound that encourages listeners to keep their radio dials set at 750.

**KFQD 750 RADIO
ANCHORAGE**

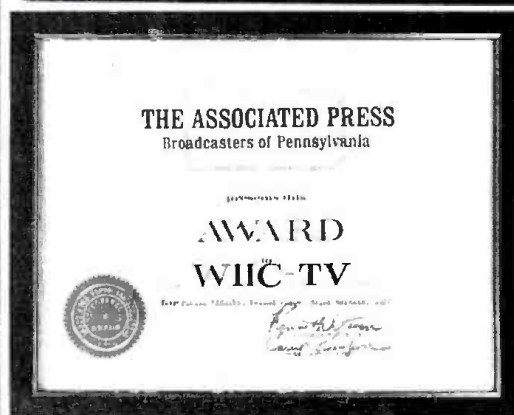
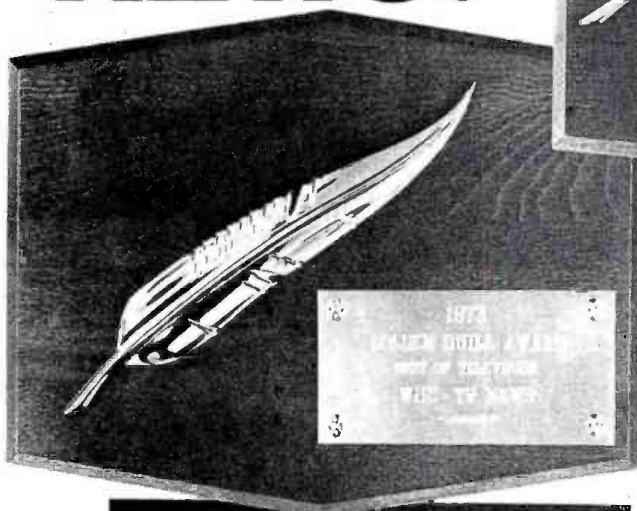
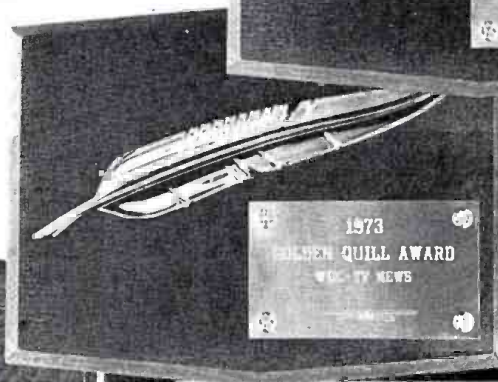
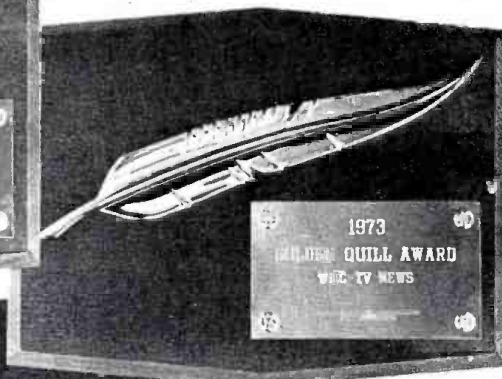
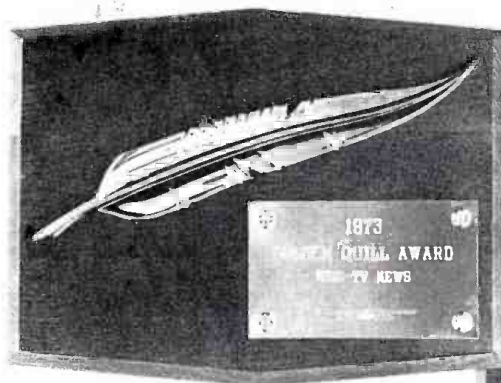
"Reaching More Alaskans Than Any Other Advertising Medium"

Broadcasting Aug 6

Vol. 85 No. 6

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GOOD! NEWS!



NEWS|WATCH 
WIIC-TV/PITTSBURGH

 A Communications Service of Cox Broadcasting Corporation, COX BROADCASTING STATIONS: WIIC-TV, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD-AM, WAIA-FM, Miami; KTVU, San Francisco-Oakland; KFI-AM, Los Angeles

Closed Circuit®

Next Month

James H. Quello, former Detroit broadcaster, will be nominated for Democratic vacancy on FCC when Congress reconvenes after Labor Day recess. With FCC in "hiatus" during rest of August, complications of recess appointment will be avoided by waiting until Senate is back in session and when prompt hearing on confirmation hopefully can be set (see page 28).

All but done

Transfer of KTBC-TV Austin, Tex., from Lyndon B. Johnson family (Texas Broadcasting Co.) to Los Angeles-based Times Mirror Co. for \$9-million cash will be approved by FCC, probably this week. Transfer was on commission's agenda last Thursday but held up for more routine information on recent antitrust judgment against Times-Mirror subsidiary unrelated to communications. Since transfer has cut-off date of Sept. 1, approval by circularization was authorized, if FCC doesn't hold full meeting this week. Johnson family retains Austin radio stations, to which calls KLBJ-AM-FM have been assigned (BROADCASTING, July 2).

Though FCC will take no formal recess, only emergency matters are to be considered until after Labor Day (Sept. 3). Anything approved by committee (fewer than quorum of four members) will be subject to ratification when full FCC reconvenes.

Early suitor

Sources at ABC-TV say William MacPhail, vice president of sports for CBS-TV, is already in negotiation with Walter Byers, executive director of National Collegiate Athletic Association, to get college football away from ABC beginning in 1974. CBS is so confident of its ability to outbid ABC, these sources say, that it has escape clause in its recently negotiated three-year National Basketball Association contract (story page 23) allowing it to pull out of its 1974 and 1975 commitment of seven Saturday-afternoon NBA games in fourth quarter—which would conflict with NCAA schedule. Current season is second on NCAA's two-year, \$13.5-million contract with ABC. CBS's desire to get NCAA games in 1974 was acknowledged by network spokesmen, but they declined to say whether CBS had escape clause in new contract with NBA.

The chill

Noncommercial WETA-TV Washington's proposal that FCC drop channel 12 into Washington for WETA's "experimental" use got generally frosty reception when presented last week to members of commission for formal consideration. FCC staff opposes drop-in on engineering

grounds; station on channel 12 in Washington would be short-spaced to four stations in other markets. There is concern that approval of plan, under which WETA would move from its present channel 26 to 12, if directional-antenna experiment worked, would set precedent hard to ignore if other UHF's wanted drop-ins.

Reception was not, however, unanimously negative. Commissioner Benjamin L. Hooks, reportedly impressed by argument VHF would reach more inner-city dwellers than WETA's UHF signal, asked for more time to study matter—though staff argued answer to penetration problem was increase in WETA's UHF power. With Commissioner Charlotte Reid and H. Rex Lee absent on vacation, FCC decided to postpone decision.

Miffed

Was Roger Rice, vice president-general manager of Cox-owned KTVU(TV) Oakland-San Francisco, who spearheaded organization of Association of Independent Television Stations (INTV), slighted in naming of 12-man Special Committee on Pay TV of National Association of Broadcasters? Mr. Rice had been "nominated" but wasn't picked. Cox Broadcasting Co. officials felt company's identity with cable through Cox Cable Corp. would have provided know-how not available to noncable members.

Members of committee, headed by Willard Walbridge, Capital Cities Communications, were selected by Robert F. Wright, WTKR-TV Meridian, Miss., NAB television board chairman, and include three TV network and seven TV-network affiliate members, plus Ward L. Quaal, WGN Continental, representing TV independents, and Richard Chapin, Stuart Stations, Lincoln, Neb., representing radio.

Picking at a jam

One of first projects FCC will undertake after August slowdown will be attack on backlog of some 140 license renewals that have been deferred as result of questions about equal-employment-opportunity policies and practices. Deferrals have been piling up since last August, when commission began seeking additional information from stations that report no women or minority employment, or declines in employment in those categories. Staff, now in process of analyzing responses, will begin early in September to bring batches of renewal applications to commission with recommendations either for renewal or possibly further inquiry. First batch will include District of Columbia, Maryland, Virginia and West Virginia.

New unit created by commission to help it develop equal-employment-opportunity policies for industries it regulates is working with renewal staff in analyz-

ing responses. But it also hopes to have policy recommendations in September.

Two out of three

Color TV is edging toward two-thirds mark in U.S. TV-homes penetration and will reach approximately 70% by end of 1973 if sales keep pace with those of past 12 months—18% higher than record set year before. That is nub of quarterly estimate to be issued by NBC this week. It puts number of color-equipped TV homes at 42.4 million or 63.1% of all TV homes as of July 1, for gain of 6.6 million since July 1972. NBC says color sales in calendar 1973 could total close to 10-million new homes, as against 7.5-million color homes added in calendar 1972, 7.3 million in 1971 and 6.1 million in 1970.

Chairman to chairman

National Association of Broadcasters officials may be on sound ground in predicting movement on license-renewal legislation in House Communications Subcommittee next month (see page 25), but it's hard to predict what direction movement may take. Before subcommittee starts work on legislative drafting it wants to hear testimony from FCC Chairman Dean Burch, and questioning may run afield of license-renewal relief. Chairman Torbert H. Macdonald (D-Mass.) is expected to ask what FCC is doing to simplify reporting forms and ascertainment-of-needs procedures. That's Macdonald pet, and he's concerned that trend is away from simplification and toward more paperwork, as exemplified by criticisms of FCC's proposed new reporting forms for television stations (BROADCASTING, July 16).

Breath of life

National Association of Educational Broadcasters' reorganizational efforts (BROADCASTING, July 16) are expected to get healthy push this week with announcement from Ford Foundation of grant to association—estimated to be in area of \$175,000. Figure is not as much as NAEB had sought, but is regarded as enough to accelerate number of new programs established after association ended station-representation function.

From the attic

Underlining growing interest of radio stations in drama series, NBC is reported to have signed agreement calling for Charles Michelson Inc., New York, to distribute four vintage series, starting in September. These series were syndicated between 1948 and 1955 by RCA Recorded Program Sales: *The Weird Circle*, *The Haunting Hour*, *The Playhouse of Favorites* and *Five-Minute Mysteries*. Michelson will distribute 52 episodes of three half-hour series and 260 of *Five-Minute Mysteries*.

At Deadline

In Brief

High cost of doing business at the FCC.

Commission collected \$24,564,403 in fees during fiscal 1973, with broadcasters contributing more than \$10 million. Total was almost \$600,000 above that collected in previous year. Breakdown by bureau: Broadcast Bureau, \$10,275,180; Safety and Special Radio Services Bureau, \$7,384,123; Common Carrier, \$4,548,746; Field Engineering, \$1,473,407; Cable TV Bureau, \$485,344; Chief Engineer, \$397,309; miscellaneous, \$294. ■ **Maybe.** Willard

Walbridge, chairman of National Association of Broadcasters' Special Committee on Pay TV, told National Cable Television Association President David Foster in letter Friday (Aug. 3) that committee will consider NCTA's offer to debate pay-TV issue at next meeting, in September. NCTA issued challenge two days earlier (see page 22). ■ **Rejected.** Richard Eaton has been turned down in latest bid to retain licenses for WFAN-TV Washington and WMET(TV) Baltimore while keeping UHF stations dark. Commission is expected to announce this week it has rejected Mr. Eaton's petition for reconsideration of order to put stations back on air or turn in his licenses (*Broadcasting*, May 21). Mr. Eaton had asked to be permitted to retain licenses until he could complete sales of both stations. ■ **On Leave.** Lawrence Webb, for nine years executive VP and general manager, KRLA(AM) Pasadena, Calif. (Los Angeles), has taken leave of absence "for reasons of health." Harold Mathews, station manager, takes over. For 10 years KRLA has been under interim operation pending outcome of comparative hearings for permanent assignment. Nine applicants survive out of 20 originals.

■ **Feminine first.** Charlotte Beers, vice president and management supervisor of J. Walter Thompson Co., Chicago, elected senior vice president, first woman in agency's 109 years to hold that title. ■ **Goes with the territory.** WTOP-TV Washington news team assigned to cover famine in Africa (picture page 30) was arrested Wednesday in Bamako, Mali, and held for two hours. They were released upon convincing officials their filming had official sanction.

■ **Another iron for Wiley's fire.** FCC Commissioner Richard E. Wiley is one of three presidential appointees to Council of the Administrative Conference of the U.S. Council, comprising 10 members with three-year terms, is executive board of conference, which was established by Congress to develop and recommend to federal agencies improvements in their procedures which affect rights and obligations of private citizens and businesses.

FCC out to force hands on pole-attachment issue, will assert jurisdiction if parties don't reach agreement

FCC has decided to assert jurisdiction over pole-attachment and conduit agreements between cable television systems and utility companies. But it will not exercise that jurisdiction if affected parties can reach agreement within 90 days on use of those utilities' facilities by cable systems.

Commission on Friday (Aug. 3), in announcing it had instructed staff to draft documents asserting jurisdiction, also said jurisdiction would not be used in those areas where "adequate provisions" for supervision of agreements have been made by state and local governments.

Commission's action is designed to force parties to resolve dilemma they posed in failing in earlier attempt to reach agreement on pole-attachment and conduit agreements.

Commissioners, in oral argument on matter two weeks ago (*BROADCASTING*, July 30), indicated they shared cable systems' concerns about escalating costs for use of utilities' facilities. But commissioners appeared reluctant to involve agency in morass of problems assertion of jurisdiction would involve.

Commission said that if agreement is not reached within 90 days from July 31, it plans to enter into formal rulemaking proceedings to implement all aspects of its jurisdiction.

Meanwhile, it asked for retention of status quo by all parties. Commission also noted that General Telephone Company of California Inc. had agreed voluntarily to withhold its proposed increase of pole-attachment fees—from \$3 per pole per year to \$6—during 90-day negotiating period. It was General Telephone of California's intention to boost prices, in May, that led commission effort to resolve to hold oral argument on question of its jurisdiction.

Nixon makes it official, names Eger No. 2 at OTP

John Eger, 33-year-old legal assistant to FCC Chairman Dean Burch, has been nominated by President Nixon to be deputy director of Office of Telecommunications Policy. Announcement had been expected for weeks. Nomination, announced Friday (Aug. 3), is not expected to be considered by Senate Commerce Committee until Congress returns from August recess.

In meantime, Mr. Eger will move over to OTP on acting basis. Deputy's job has been vacant for more than year, since resignation of George Mansur on April 1, 1972.

Mr. Eger, who moved to Washington from Dupage County, Ill., where he was active in Republican party affairs, joined commission staff in January 1971 as special assistant and attorney-adviser to then General Counsel Richard E. Wiley, who is now commissioner. Mr. Eger joined Chairman Burch's staff in June 1971, has handled congressional liaison for commission. His appointment also is seen as prompted in part by desire to improve OTP's relations both with Congress and with commission.

Mr. Eger is not expected to be replaced in chairman's office. Many of his duties will be transferred to Tony Thompson, now chairman's special assistant. Much of administrative work is now shared by Mr. Thompson and Charles Lichenstein, special assistant to chairman.

FCC also was making things official Friday. Agency formally announced appointment of David D. Kinley as deputy chief of Cable Television Bureau (BROADCASTING, July 16, et seq.), and naming Allen Cordon, former deputy, to new post of assistant bureau chief for management.

FTC's Engman, in policy debut, sets out to effect voluntary codes for children's advertising—but keeps club in reserve

Federal Trade Commission Chairman Lewis Engman will make his first major pronouncement on advertising this week, singling out regulation of children's TV ads as high-priority item. In speech today (Aug. 6), before young lawyers section of American Bar Assn. in Washington, Mr. Engman will ask advertising and broadcasting industries to band together with consumer groups and government in developing voluntary guidelines for advertising directed at children.

And the FTC, he will warn, has legal clout to challenge unfair and deceptive trade practices if voluntary action is not forthcoming.

Among advertising practices Mr. Engman would like to see addressed by code are: use of children's program personalities to sell products; presentation of nutritional information and explanation of relation of product to balanced diet; exaggeration of product through visual means; attempts to use child as "middleman" inducing parents to purchase products; portrayal of mood-altering properties of product, and portrayal of violent or unsafe behavior.

Speech will urge concerted action in examination of impact on young viewer, both of ads aimed specifically at children and those aimed at general public.

Broadcast Bureau favors lifting of WPIX(TV) license as case proceeds toward administrative law judge

FCC's Broadcast Bureau has recommended denial of renewal of WPIX(TV) New York, which is locked in comparative hearing contest for channel 11 with Forum Communications Inc. Bureau, in proposed findings and conclusions filed on Friday (Aug. 3) argued that WPIX, part of Tribune Co. communications complex, lacks basic qualifications to be licensee.

Conclusion results principally from what bureau says were WPIX's deceptive news practices that misled public, and management's alleged lack of supervision of news department. Bureau does not make recommendation on comparative basis. But it said only issue in Forum's case—its financial qualifications—should be resolved in Forum's favor.

Case now goes to administrative law judge, James Tierney, who can either reject or accept bureau's proposed findings and conclusions. And after him, commission will review case. WPIX and Forum also filed proposed findings and conclusions on Friday.

Bureau listed catalogue of what it said were deceptive news practices of which station was guilty between August and December 1968. Included was alleged mislabeling of news film as to location of event involved or on-camera correspondent—UPI correspondent in Vienna during Czechoslovakian crisis was said to be reporting from Prague, for instance, or super "via satellite" was said to have been used on film at time when no satellite-transmitted film was available to station.

Bureau said during this period ostensible head of news department, Walter Engels, had abandoned control to Edward Kamp, producer. And, bureau added, he was responsible for alleged mislabeling and misidentification.

CBS-TV goes to court in protest of ABC-TV's deal on Riggs-King tennis

CBS-TV reported Friday (Aug. 3) it had filed complaint in Superior Court of Los Angeles "to commence action seeking an injunction" against playing and ABC-TV's broadcasting of Bobby Riggs-Billy Jean King tennis match scheduled for Houston's Astrodome on Sept. 20 (see page 18). Named in complaint are: ABC Inc.; Tandem Productions; Jerry Perenchio, president of Tandem; Jay-Bar Industries; Jackie Barnett, head of Jay-Bar; Bobby Riggs, and Creative Management Associates, which represents Mr. Riggs. Complaint charges breach of Jay-Bar contract giving CBS first refusal on match and "wrongful interference" in CBS's contractual relations with Jay-Bar.

Mr. Riggs and Ms. King stand to pocket \$100,000 each as percentage of Astrodome gate and of deal with ABC. Winner will get additional \$100,000.

Headliners



Mr. Kizer



Mr. Knodel

Robert J. Kizer, administrative VP, Avery-Knodel Inc., named president, effective Aug. 1. He succeeds **J. W. Knodel**, who becomes chairman and chief executive officer. Mr. Kizer joined Avery-Knodel in 1956 and has held several top executive posts. Mr. Knodel was co-founder of station representative firm with late Lewis H. Avery in 1945.

James D. Boaz, VP and general manager of Metromedia's WXIX-TV Cincinnati, elected president of Metro Radio Sales, New York, succeeding **Robert Williamson**, who is returning to Chicago as regional VP of Metro Radio Sales.

Philip D. Marella, vice president-TV, LIN Broadcasting Corp., and president-general manager of WAVY-TV Portsmouth-Norfolk-Newport News, Va., named VP-operations for LIN in New York. **Ralph W. Beaudin**, vice president-radio, has resigned to pursue other business interests in Scottsdale, Ariz.; his duties have been reassigned. **Dickie Rosenfeld**, president and general manager, KILT-AM-FM Houston, named VP of LIN and assumes additional responsibilities for WIL-AM-FM St. Louis, KEEL-AM-FM Shreveport, La., and KAAV(AM) Little Rock, Ark. **Donald W. Meyers**, president and general manager, WAKY(AM) Louisville, appointed VP of LIN and adds responsibility for WBBF(AM) and WBFB(FM) Rochester, N.Y. **James De Caro**, president and general manager, WFIL(AM) Philadelphia, named VP of LIN.

At it again in Sylvania

Transfer dispute involving citizen objections to format change at WXEZ(FM) Sylvania, Ohio, became wide-open again last week after FCC refused to approve settlement between station and group which challenged WXEZ sale. Agreement (BROADCASTING, July 9) would have obligated Midwestern Broadcasting Co., firm seeking to purchase WXEZ, to conduct listener survey in event that WLOT-FM in nearby Toledo, Ohio, dropped its progressive-rock format (Midwestern's abandonment of progressive format at WXEZ in favor of MOR programming was object of protest), and to resume progressive programming on WXEZ if 20% of those responding indicated desire for that format. Commission, however, found that agreement has potential of impeding Midwestern's licensee responsibility over programming, since it could obligate firm to change format whether it wanted to or not.

Whitehead puts Nixon on side of lifting sports blackouts, and OTP in corner of federal backup for cable's public services

The Nixon administration "wholeheartedly favors" legislation to prohibit sports leagues from blacking out sold-out home games, Office of Telecommunications Policy Director Clay T. Whitehead told Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) late last week (see also page 20). Responding to letter from Senator Pastore last month, asking OTP's view on application of copyright bill to cable retransmissions of pro sports broadcasts, Mr. Whitehead supported FCC's contention that CATV should not be allowed to circumvent national policy on blackouts. He said bill should be "more narrowly drawn so as to remove from compulsory licensing only those professional sporting events whose retransmission by cable systems would result in a departure from legally sanctioned sports broadcast practices."

In another appearance on Capitol Hill last week, Mr. Whitehead said federal programs are needed to develop cable television's full potential for providing public services.

OTP spokesman later said Mr. Whitehead was referring to need for federal assistance in one- or two-market test of cable's capacity for providing educational and social services. Feasibility study of such program has already been completed, and OTP spokesman said long-awaited high-level administration committee report on long-range cable policy will recommend such test.

Mr. Whitehead, who was appearing before House Subcommittee on Foreign Operations and Government Information, also expressed concern about federal agencies' use of broadcasting stations to air public service announcements. Noting that broadcasters "are strongly encouraged" by FCC to carry public service announcements, Mr. Whitehead said care should be taken that federal agencies do not abuse opening they thus are given to offer announcements regarding their activities. "The number and type of such messages produced and distributed by the government must not constitute an unwarranted intrusion into the public mind," he said.

KBLU-AM-TV sale approved

FCC has waived its one-to-a-market rules and approved sale of KBLU-AM-TV Yuma, Ariz., from group owner Combined Communications Corp. to KBLU Broadcasting Co. for \$550,000. Sale leaves Phoenix-based CCC with six television stations. KBLU-AM-TV are first stations to be acquired by KBLU Broadcasting, new firm headed by Robert Crites. KBLU-TV (ch. 13) is NBC affiliate, KBLU(AM) is full time on 560 khz with 1 kw directional at night.

Open Mike®

Short form

EDITOR: Just to set the record straight [see editorial, July 23], I didn't coin the name of our committee [the National Association of Broadcasters' Committee to Protect the Public from Paying for What It Now Gets Free on TV]. We knew that your journal would come up with a name for us anyway, so we floated this jaw-breaker out to give you something to work on.

We are the Special Committee on Pay TV from now on. And we are addressing ourselves to protecting the public, believing over the years as we have served the public interest that anything short of this would be a betrayal of our continuing responsibility to them.

It is true that the National Cable Television Association convention spokesmen gave pay TV a salient priority, and they also made no bones about where they intended to find the program content to build their service. And they can never "come home free as the air" if their stated intent is to remove the present program entities of free broadcasting and force the public to pay into a home box office if they want to see them in the future.—*Willard Walbridge, senior vice president, corporate affairs, Capital Cities Communications Corp., Houston.*

International respect

EDITOR: The National Association of Broadcasters has recommended that the Dec. 2, 1963, BROADCASTING has an article entitled "A world listened and watched"

(dealing with radio-TV coverage of the assassination of President Kennedy and swearing-in of President Johnson). As a student of radio I would be grateful if you could let me have a copy of this work.

My own thanks to you and your staff for producing the finest broadcasting newspaper there is. I am afraid it puts our home journal to shame.—*Adrian Proctor, Richmond, Surrey, England.* (Reprints dispatched.)

Late starter

EDITOR: In the special report on football coverage in the July 30 issue one WIC-TV show was omitted. In the AFC Central Division, we will have *The Year of the Steelers*, with Chuck Noll, coach of the team, as host, Wednesdays at 7:30-8 p.m., from Sept. 12 through Dec. 12. Sponsors include Pittsburgh National Bank, Koehler beer and the American Motors Dealers' Association. This program was lined up just after the deadline for the story.—*Amy Morgan, publicity director, WIC-TV Pittsburgh.*

Recall letters

EDITOR: Here's another method of selecting call letters [see "Open Mike," July 23]. I was born and spent five years of early life in Chicago, but listened to all of the seven or eight Chicago stations in existence between 1922 and 1927. So, when it came time to apply for our call letters I put WBBM and WMAQ together and came up with WBBQ.—*George G. Weiss, president, WBBQ-AM-FM Augusta, Ga.*

Numbers please

EDITOR: Since I have been for many years a contributor to the learned journal in the field of copyright and broadcasting, the *Archiv für Urheber-, Film-, Funk- und Theaterrecht*, Munich, Germany, I asked my friend, Professor John Malcolm, who is in charge of theory and technique of broadcasting at North Carolina State University, to recommend a paper that brings regular reports concerning the legal situation in that field in the U.S. Upon his advice I became a subscriber of your weekly, and I am not disappointed.

Yet you could help me and other readers: Whenever your journal carries a report concerning the decision of any court of law or of any agency, it should quote the file number of the case.—*Robert Rie, Fredonia, N.Y.*

(Beginning in this issue, Mr. Rie's suggestion is adopted.)

Speaking up for Johnson

EDITOR: Nicholas Johnson can take pride in his record as an FCC commissioner. Mr. Johnson knows that the public interest is all too easily forgotten by well-paid members of regulatory agencies, when industry and political pressures befall them; so, the public interest gets sold out in "executive session" or "closed-door session" because the public interest is not properly represented at these agencies.

Commissioner Johnson knows that there is always room for improvement, but Chairman Dean Burch apparently gives a wide berth to the status quo.—*John E. Bowles, Louisville, Ky.*

Datebook®

■ Indicates new or revised listing.

This week

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. 11**—Board of directors meeting, *Michigan News Broadcasters Association*. WXYZ(AM) studios, 20777 West Ten Mile Road, Southfield, Mich.

Also in August

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. 25-26**—Annual fall meeting, *West Virginia Broadcasters Association*. Featured speakers include: Robert E. Lee, FCC commissioner; Richard J. Shiben, chief, renewal branch, FCC, Greenbrier, White Sulphur, W. Va.

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

September

Sept. 4—Extended deadline for filing comments with FCC on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast applicants, part I, sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

■ **Sept. 7-8**—Regional Radio Television News Directors Association seminar. University of Michigan, Ann Arbor.

Sept. 7-9—Southeastern regional conference, boards of directors from Alabama, Georgia, South Carolina, Florida and Mississippi broadcast associations. Special guest: Vincent Wasilewski, president, National Association of Broadcasters. Point Clear, Ala.

Sept. 7-9—Fall conference, *Florida Association of Broadcasters*, in conjunction with Southeastern regional broadcasters conference. Grand hotel, Point Clear, Ala.

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

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

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

Sept. 12-15—Silver anniversary convention, *Michigan Association of Broadcasters*. Hidden Valley resort, Mich.

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

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

Sept. 16-18—Nebraska Broadcasters Association annual convention. Speakers include: FCC Commissioner Benjamin Hooks, FCC General Counsel John W. Pettit and Washington communications attorney Edwin G. Krasow. Holiday inn, Kearney, Neb.

Sept. 17—Extended date for filing comments with FCC in matter of practices of licensees and networks in connection with broadcasts of sports events (Doc. 19773).

Sept. 17—New deadline for entries in *Broadcasters*

Promotion Association/Television Information Office promo spot awards competition.

■ Sept. 17-18—Annual meeting, Oregon Association of Broadcasters. Pendleton.

■ Sept. 17-20—Washington Journalism Center conference, "The Media: Mirror or Torch?" dealing with role of the press in Watergate, First Amendment rights of newsmen, shield laws, news councils, government secrecy and broadcast regulation. Watergate hotel, Washington.

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

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

■ Sept. 19-21—Annual meeting, Minnesota Broadcasters Association. Kahler hotel, Rochester.

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

■ Sept. 21-23—Annual meeting, Maine Association of Broadcasters. Sebasco Estates, Sebasco.

Sept. 27-30—Joint fall meeting, Missouri and Illinois Broadcasters Associations. Speaker: Benjamin Hooks, FCC Commissioner. Stoufflers Inn, St. Louis.

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

■ Sept. 30-Oct. 2—Annual convention, Nevada Broadcasters Association. Kings Castle, Lake Tahoe, Nev.

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

October

Oct. 1—Extended deadline for filing reply comments with FCC in matter of ascertainment of community problems (Doc. 19715).

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

Oct. 4-7—Annual national meeting, Women in Communications Inc. Benson hotel, Portland, Ore.

Oct. 5-7—Annual fall convention, Illinois News Broadcasters Association. Keynote speaker: Elmer Lower, president, ABC News. Holiday Inn, Decatur, Ill.

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

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

Oct. 8-13—Annual International conference, Radio Television News Directors Association. Keynote Speaker: Bill Small, VP, CBS News, Washington. Olympic hotel, Seattle.

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

Oct. 10-12—Annual conference, Western Educational Society for Telecommunications. Snowbird resort, Utah.

Oct. 14-17—Western region convention, American Association of Advertising Agencies. Santa Barbara Biltmore, Santa Barbara, Calif.

Oct. 14-18—Society of Motion Picture & Television Engineers technical conference. Americana hotel, New York.

Major meeting dates in 1973-74

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

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

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

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

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

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

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

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

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

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Monday Memo®

A public-service commentary from James M. Roche, chairman, National Committee for Employer Support of the Guard and Reserve

A pitch for pitching in: How the broadcaster can help back up Guard and Reserve

One might comfortably say that the automotive field and radio broadcasting are linked by a common bond—the individual in the car. Where automobile radios were once a luxury, today they are almost as much a part of the car as a steering wheel. There is an additional link between broadcasting and autos that takes place in the home, where television joins forces with radio to reach people.

I don't believe I have to extol the importance of broadcasting in the selling of automobiles. The evidence is quite clear when one considers the sizable budgets we all direct annually toward radio and television advertising. General Motors, a long-time user of broadcasting, has always recognized the importance of the medium. And I'm sure it will continue to do so.

My purpose in writing this commentary, however, is not to discuss the virtues of radio and television with respect to the cars we drive. This time, I have something else to sell. Something that is even more important to each of us and impacts on everyone in the nation in one way or another. My purpose now is the security of our nation, security based on the uncertainties of the world in which we live and the importance of deterrent capability. Particularly, the capability now being forwarded in the Department of Defense through a smaller, active military force supported by a viable National Guard and Reserve.

It may seem strange to some that a former chairman of General Motors, a leading manufacturer of consumer products, should be espousing a military program. But perhaps after you have read this, you will begin to understand why I have found this program so challenging and worthwhile.

First of all, let me make clear that I am seeking your assistance. There is something that you as broadcasters can do to help and, once you have considered the fact, I hope you will. Because the broadcast media reach millions of people daily, a message from broadcasters concerning this specific program will probably do more good than anything else to succeed in the undertaking.

Last June, President Nixon asked me to be chairman of a special committee that would take on the task of seeking the understanding and support of American employers in relation to employee participation in the Guard and Reserve. In the President's strategy for peace, our military capability would be made up of a smaller active force augmented by a strong, well equipped, highly trained Guard and Reserve. This plan contemplates the merger of the two forces to



J. M. Roche is former chairman and chief executive of General Motors Corp. He remains as a director of the company and a member of its finance committee. He is also a member of the boards of directors of PepsiCo Inc., the Chicago Board of Trade and the New York Stock Exchange. In June 1972, he was named by President Nixon to be chairman of the National Committee for Employer Support of the Guard and Reserve.

meet emergencies. Through this, the Guard and Reserve will give our nation the security we need in the years ahead and would represent an integral part of the total force.

Today the Guard and Reserve components are becoming better equipped, better trained and more responsive. The infusion of new equipment and new missions which complement those of the active forces assure an effective force. But what still remains is the great need for employer understanding and appreciation so that we will be able to retain and recruit the individuals necessary to man these Guard and Reserve units.

I accepted this assignment, confident that once the need was seen American employers would give their support to the implementation of personnel policies which would encourage employee participation in these important Guard and Reserve programs. I am happy to report that my faith in the American business community has not been misplaced. I have been greatly encouraged by the response received thus far from thousands of employers representing millions of employees.

To assist me in this program, I have secured the help of some outstanding Americans from various walks of life—business and industry, labor, associations and the media. Among those leaders who serve on a 21-member executive committee are Vincent T. Wasilewski,

president of the National Association of Broadcasters; W. Stanford Smith, president of the American Newspaper Publishers Association, and Richard C. Block, vice president of Kaiser Broadcasting Corp. Each has contributed time and talent to assure our success in this endeavor.

Application of this new plan will require the Guard and Reserve to satisfy about 30% of the nation's military manpower needs; however, this will be accomplished at a cost of less than 5% of the defense budget. In my estimation, this is quite a bargain in national security.

At the same time, the men and women of our Guard and Reserve enjoy specialized training which often increases their value to the civilian employer. They learn leadership as well as discipline—both of which are important to employers. They enjoy part-time earnings from the one-weekend-a-month training and from their annual two-week training tours, as well as the great personal satisfaction of serving their country.

To assure that employees are permitted to participate in the Guard and Reserve without impediment or penalty, we are asking employers to sign a statement of support that outlines the purpose for the Guard and Reserve and sets forth the basic support essential if employees are to feel free to participate. Those basics are:

- No limitation of job or career opportunities because of service in the Guard or Reserve.

- Leaves of absence for military training in the Guard or Reserve without sacrifice of vacation time.

- The agreement and resultant policies to be made known throughout the organization.

Now for the role I am asking broadcasters to assume. Editorially, they can be of inestimable value. A word from them suggesting that those employers who have not yet signed a statement of support should do so will encourage many employers to join our team. The Advertising Council has accepted our program as a public service, and when it has prepared radio announcements and television spots, we hope they will be used regularly. Finally, we would like each broadcaster who is an owner or manager to sign a statement of support for his or her station. We are most pleased that ABC, CBS, and NBC, as well as the NAB and many radio and television stations, have already signed the statement of support.

I don't think this is asking for too much in terms of national security, which I know all of us seek and are willing to support. With the broadcasters' help and cooperation, we will successfully conclude our program and continue to enjoy the benefits of the freedoms which are a part of our heritage.

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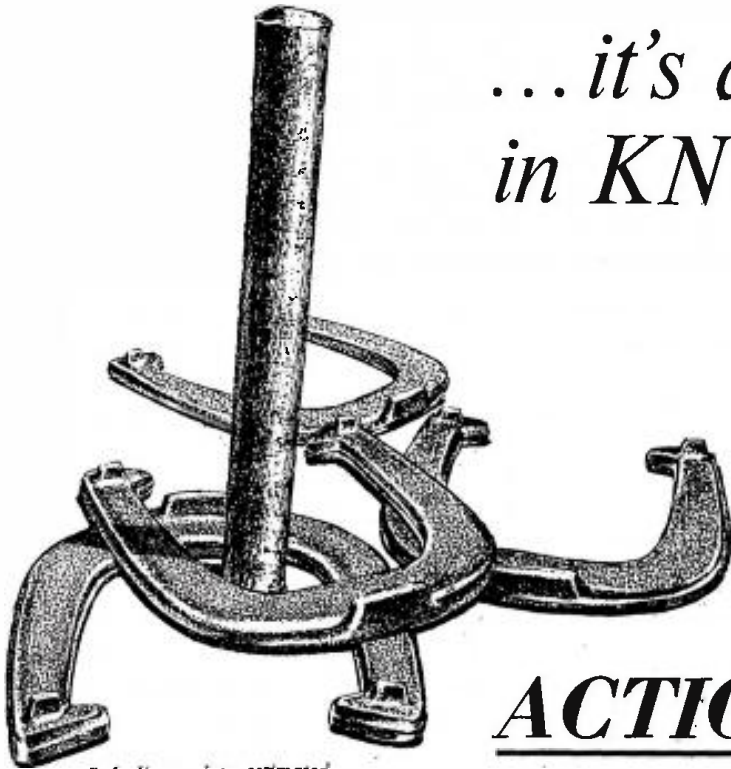
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Programing

The biggest access show to date: oral arguments at the FCC

Fifty witnesses in two days give the commissioners plenty to chew on in deciding just what to do with a rule that is praised, damned or lived with

The FCC last week got down to basics in the oral argument it heard in its re-examination of the controversial prime-time-access rule (Docket No. 19622). The basics are the economics involved—and not merely the abstract economic determinism of the marketplace but the economics of profitability and survivability of those elements of the television industry affected by the rule.

And those basics appear to have weakened the opposition to the rule. NBC, which had vigorously opposed its adoption, said through its counsel, Jerome Shestack, that currents set in motion by the rule are difficult to reverse, and added, "We're not as offended by the rule as we used to be."

CBS said it is, however. But John Schneider, president of the CBS/Broadcast Group, said the effective date of the rule's repeal should not be prior to September 1975 because of the lead time required to develop the programing inventory the networks would need. (A CBS spokesman, in response to speculation that the statement really was a signal the network is not interested in repeal, made a special point of telling reporters CBS remains unequivocal in its opposition to the rule.)

The comments of the representatives of the two networks were not cast in self-interest terms. But with program producers, syndicators, station managers and owners, studio representatives and labor-union officials generously sprinkled among the 60-odd witnesses who appeared during the two-day session, many of the arguments were cast in those terms, sometimes unabashedly so.

Successful producers such as Bud Yorkin and Lee Rich, and representatives of major Hollywood studios that provide

a substantial portion of the networks' programing, urged repeal of the rule, contending they wanted an opportunity to sell programs for the nightly half-hour of prime time the rule denies the networks.

On the other hand, ABC, which had split from the other networks four years ago to support adoption of the rule, hailed it last week as a major factor in the emergence of the ABC-TV network as a profit-making organization. Adoption of the rule, ABC's counsel, James McKenna, said, was the most important regulatory action the commission has taken in 15 years "to make ABC competitive." He called it an "unforeseen" consequence of the rule.

The commission was also told on several occasions that, since the rule was adopted, "typical" UHF stations were moving across the line from red- to black-link operations. And a delegation of five representatives of the Association of Independent Television Stations Inc. pleaded for the rule's continuation. They all recounted an upswing in their stations' fortunes since the rule was adopted two years ago. They said more first-run syndication programing was available and more stations are doing local programing. But some also reflected the pleasure of independents around the country carrying in the prime-time-access period the off-network programing that the rule denies the network affiliates with which they compete. Jack Petrick, of KDNL-TV (ch. 30) St. Louis, said that, with the *Beverly Hillbillies*, the station's rating for the access period has tripled.

Commissioner Richard E. Wiley, after listening to independent operators, commented, "Maybe we ought to keep the rule and rewrite the objectives."

The rule, which was adopted in 1970 and which became effective for the 1971-

72 season, prohibits top-50-market network affiliates from taking more than three hours of prime-time network programing. It also bars the use in the freed time of off-network programing and feature films previously seen in the market. The rule was intended to develop diverse independent sources of programing, to provide greater competitive opportunities for independent producers and to lessen network dominance. The economic fortunes of networks and stations were not cited as matters of concern to the commission.

The current proceeding, which involved the filing of written comments as well as the oral argument, was initiated by the commission in response to continuing complaints about the rule and the unhappiness with it of several members of the commission. Chairman Dean Burch, who had voted against its adoption, is the commissioner most hostile to the rule.

And his attitude came through in several snappish questions last week. When ABC's Mr. McKenna was recounting the original programing ABC's owned-and-operated stations were doing in the access period, Chairman Burch asked why those ABC stations could not have done that programing before the rule was adopted. "Because the rule turned ABC into a profitable organization for the first time in 10 years," Mr. McKenna answered. (He said the network had lost \$33 million in 1970-71 while CBS and NBC were earning total profits of \$136 million. But last year, he said, ABC made "a substantial profit," and expects a "big profit in 1973 also.")

At another point, Chairman Burch put the matter bluntly: "Why is the rule good? Because it helps ABC?"

"Exactly," Mr. McKenna replied. But it has also produced some public-interest



Cram course. For two days last week, six members of the FCC (H. Rex Lee was absent) heard some 60 witnesses testify about the prime-time-access rule. At one point, pictured here, they were shown film clips of programs presented by major market stations before and after the rule's adoption. Object of it all: to determine whether the rule should be kept, repealed or modified.



Mr. McGannon



Mr. Lane



Mr. McKenna



Mr. Baruch



Mr. Pease



Mr. Rice



Ms. Renouf



Mr. Vanoff



Mr. Young



Mr. Bennett



Mr. Chaseman



Mr. Henderson

Two-dozen voices for the rule. Donald McGannon, Westinghouse Broadcasting Co.; John Lane, counsel to Westinghouse; James A. McKenna, Wilkinson and Kittner, counsel to ABC; Ralph Baruch, Viacom International; Herman Land, Association of Independent Television Stations; Milton Grant, WDCA(TV) Wash-

ington; James P. Terrell, KTVT(TV) Fort Worth; Jack Petrick, KDNL-TV St. Louis; Herman Pease, WUTV(TV) Buffalo, N.Y.; Roger Rice, KTVU(TV) San Francisco; Katrina Renouf of Renouf, McKenna and Polivy, counsel to the Association of Independent Television Producers; Nick Vanoff, Yongestreet Productions;

benefits, he added, "in spurring the other networks."

ABC has been aided by the rule in that it has less program-production cost and is better able to sell the advertising time in the programs it does distribute. Expectation of those advantages led ABC to support the rule when the commission was considering proposals for limiting network control of programing. Those factors are also helping CBS and NBC and, possibly, draining off some of their previous opposition.

The position of the affiliates was somewhat ambiguous. The only affiliate group represented at the oral argument was CBS's, which opposed the rule, although ABC's had filed written comments urging repeal of the rule. And Charles Miller, counsel for the CBS group, said that the 194 member stations had been polled on

whether they supported a position in opposition to the rule; those that did not were asked to say so.

Representatives of five affiliates affected by the rule appeared in support of its retention—Joel Chaseman, of Post-Newsweek Stations (WTOP-TV Washington and WJXT(TV) Jacksonville, Fla., both CBS affiliates, and WPLG-TV Miami, an ABC affiliate), Richard Holland, of WTVJ(TV) Miami (a CBS affiliate), and Robert Bennett, of WCVB-TV Boston (ABC).

Messrs. Chaseman and Bennett particularly stressed the local programing their stations have been doing in access time. Mr. Bennett said WCVB-TV will be carrying eight half-hours weekly in the seven hours from which the rule bars network programing (except news programing, which has been granted a waiver).

But while supporting the rule, Mr.

Chaseman raised an objection many affiliates share: to the ban on their presentation of off-network programing and feature films in the access period. "All local stations should be allowed to exercise their licensee discretion about what product best meets the needs and interests of their viewers in prime-access time," he said.

David Baltimore, of WBRE-TV (ch. 28) Wilkes-Barre, Pa., felt strongly about the off-network ban. He suggested retaining the rule but lifting that restriction.

Observers have noted that although network affiliates may miss the quality programing that networks can provide, many are doing well financially under the present arrangement. They have substantially more prime-time spots they can sell than they had when the network could program the half-hour.

However, CBS's counsel, Timothy



Mr. Land



Mr. Grant



Mr. Terrell



Mr. Petrick



Mr. Chester



Mr. Cates



Mr. O'Sullivan



Mr. Reel



Mr. Holland



Mr. Firestone



Mr. Asher



Ms. Codispoti

Giraud Chester, Goodson-Todman Productions; Joseph Cates, Cates Enterprises; Kevin O'Sullivan, Worldvision Enterprises; A. Frank Reel, Metromedia Producers Corp.; Adam Young, Adam Young Inc.; Robert Bennett, WCVB-TV Boston; Joel Chase-man, Post-Newsweek Stations; David Henderson, Outlet Co.;

Richard Holland, WTVJ-TV Miami; Charles Firestone of Citizens Communications Center, counsel to the National Citizens Committee for Broadcasting; Thomas Asher of the Media Access Project, counsel to the American Civil Liberties Union, and Nancy Codispoti, Action for Children's Television.

Dyck, insisted CBS's opposition to the rule has not "fluctuated," and made the argument the network has repeatedly made—that the rule has failed—that the kind of first-run syndication it was intended to produce has not materialized—and that it has involved the commission in the impermissible area of program content. "We are opposed to the rule and any variance of it," he said.

But Mr. Shestack, while rejecting Chairman Burch's suggestion that NBC's position had changed "180 degrees," did contend that the rule had "changed the industry"—that there is "new vigor" on the part of independent producers, that some affiliates like the rule—and that it would be difficult now to turn the clock back. NBC's position was simply to suggest ways the rule could be made "more livable"—by building into it exemptions

designed to eliminate the need for at least some of the waivers that have caused the commission so much trouble in the past. Mr. Shestack mentioned major sports events and news and public-affairs programs.

One striking aspect of the two days of argument was the time devoted not only to the question of the diversity of program sources produced by the rule but the quality of that programing. Opponents of the rule repeatedly denigrated the "game shows" they said the rule had spawned. And Edward Bleier, Warner Brothers vice president for network sales and programing, referred to the product now showing up in access time as "garbage."

Members of the National Association of Independent Producers, who vigorously support the rule and who are scram-

bling to produce programs to fill the access time, made their own comment on the programing with which network affiliates filled the access period before and after the rule was adopted. They ran, on monitors in the commission meeting room, a string of clips from the access-time programing on 30 major-market network stations in 1971 and in 1973. (Mr. Dyck, in making his argument that the rule involved the commission in the question of program quality, cited as evidence "the spectacle" of the commission being shown the clips.)

The question of whether the rule was working as it was intended to produced endless debate, with each side interpreting the same figures differently. Paul Klein, of Computer Television, who appeared in the company of representatives of the major Hollywood studios, presented a



Mr. Schneider



Mr. Blank



Mr. Dyck



Mr. Miller



Mr. Yorkin



Mr. Rich



Mr. Klein



Mr. Morton



Miss Nolan



Mr. Doqui



Mr. Migden



Mr. Howard

Two-dozen voices against the rule. John A. Schneider and David Blank, CBS/Broadcast Group; Timothy Dyck of Wilmer, Cutler and Pickering, counsel to CBS; Charles Miller of Covington and Burling, counsel to the CBS-TV Affiliates Association;

Lew Friedland, MCA; Gerald Leider and Edward Bleier, Warner Bros. Television; John Mitchell, Screen Gems; Bud Yorkin, Tandem Productions; Lee Rich, Lorimar Productions; Paul Klein, Computer Television; Maurice Morton, 20th-Century Fox; William

chart-illustrated lecture on the economics of the issue that, he suggested, demonstrate the inevitability of low-quality programming in access time. He said a supplier could net only \$45,000 if a program is sold in all 50 markets—\$29,000 if sold in 25, which he said was a more realistic estimate. For that reason, he added, game shows now occupy more than 32% of access time, whereas they used to occupy 8% of it, while drama and comedy occupy about 12% of it instead of the almost 50% they did formerly. Furthermore, he said, much of the production of comedy and drama shown in access time is now being done abroad—73% of it; virtually all of it had been done in the U.S. before the rule was adopted.

A. Frank Reel, of Metromedia Producers Corp., which produces programs for the networks as well as for syndication but which supports the rule, said

that the charts were "misleading," that Mr. Klein was "spinning a web about something he knows little about." He said that a Metromedia Production, *Dusty's Trail*, has grossed \$62,000 thus far in 86 U.S. markets and is expected to do as well abroad; it cost \$80,000 to produce.

And John Lane, counsel for Westinghouse Broadcasting Co., which had originally proposed the three-hour rule, said that if the entire prime-time period is considered, which he said was a more realistic base than the access period, the number of half-hours allotted to game shows has increased from 2.6% to 8% while the number allotted to dramatic entertainment has risen slightly, from 32.3% to 34.9%. He also produced charts to indicate that four major Hollywood producers who banded together to urge the rule's repeal—MCA, Warner Brothers, Paramount, and Screen Gems—are pro-

ducing more half-hours of network programming now (48) than they did before the rule was adopted, in 1970 (40).

Representatives of unions representing the talent and craftsmen who work in television urged repeal of the rule, contending it was a factor in the soaring unemployment rate among the union members. Chester L. Migden, national executive secretary of the Screen Actors Guild and president of the Film and Television Coordinating Committee, said the elimination of 21 periods of 30 minutes each results in an employment loss of 16,128 jobs per year and a potential payroll loss of \$53.5 million—though perhaps \$23 million of that would be replaced in the production of access shows.

Backers of the rule, however, contend that access product will provide new employment opportunities. And Ralph Baruch, president of Viacom International



Mr. Friedland



Mr. Leider



Mr. Bleier



Mr. Mitchell



Mr. Durka



Mr. Jones



Mr. Gifford



Mr. Gavin



Mr. Robert



Mr. Hardy



Mr. Hall



Mr. Wilson

J. Durka, Tomorrow Entertainment; Clarence Jones, *Amsterdam News*; Bernard Gifford, New York City Rand Institute; John Gavin, Kathleen Nolan, Robert Doqui and Chester Migden, Screen Actors Guild; William Howard, Hollywood AFL Film Council; Sam Robert,

National Conference of Motion Picture and TV Unions; Albert Hardy, International Brotherhood of Electrical Workers; John Hall, International Alliance of Theatrical Stage Employees; Dorr Wilson, National Association of Broadcast Employees and Technicians.

Inc., in urging retention of the rule, said there is no guarantee that, if the half-hour is returned to the networks, the programs they air will not be produced abroad—a major complaint of the unions.

There was disagreement, too, on whether the number of producers selling programs had increased or decreased. Warner Brothers' Mr. Bleier said the number had dropped from 54 to 43. But Mr. Lane said that was true only with respect to access time; over-all in prime time, the number is about the same, 65.

Donald McGannon, president of Group W, conceded that his company would not be producing syndicated programs for the access periods next season, although the five Group W stations would produce local programs for the access period. He said that Group W had made an ambitious effort to produce first-term syndicated programming after the rule was

adopted—and lost \$5 million on five projects.

Most of those defending retention of the rule urged the commission to give it a longer chance to prove itself; they said two years were not enough, especially since the off-network rule did not become effective until the second season. They also said uncertainty that clouds the rule's future has made it difficult for stations and producers to plan ahead.

Kevin O'Sullivan, of Worldvision Enterprises Inc., a syndicator that was created as a result of the rule, noted that broadcasters are asking Congress to extend their license period from three years to five. That, he said, would be a proper period in which the rule could be tested.

For Mr. McGannon, it would not be enough for the commission simply to permit the rule to remain in effect. He said the commission should provide some lead-

ership—"establish policy on the interaction between national programming and local service." He noted that commission policy calls for broadcasters to provide local service, and said the commission ought to indicate what it expects broadcasters to do in the half-hour of access time—"not by proscribing or prescribing but what you expect."

Questions of quality and diversity aside, the rule, according to Mr. Lane, has had "a beneficial effect" in that it has fostered local decision-making in the access period. "That's the important thing, making programming decisions at the local level."

The major studios were not against local decision-making. They said they wanted an opportunity to compete for the time.

One argument made in opposition to the rule and in favor of returning the half-hour to the networks is one that has



Mr. Shestack



Mr. Russell



Mr. Bailey



Mr. Diamond



Mr. Baltimore



Mr. Amory

And half a dozen otherwise. Jerome Shestack of Schnader, Harrison, Segal and Lewis, counsel to NBC, said that network no longer finds the rule offensive. Irwin Russell of the Wolper Organization said that if the rule is retained, it should exempt "educational value programming" or, if not, require the networks to provide one hour a week of such fare. Richard E. Bailey Sr., of the Hughes Sports Network, proposed that affiliates be required to pre-empt 5% of prime-time network programming each quarter. Marvin Diamond, counsel for Hughes, said that "Any rule that does not require pre-emption will permit networks to determine when the access period will be." David Baltimore, WBRE-TV Wilkes-Barre, Pa., an NBC-affiliated UHF, urged removal of the off-network-program restriction, and noted that he faces competition from cable systems that import shows he can't touch. Cleveland Amory, critic for *TV Guide*, said the rule hasn't worked but that it is essential that its intended goal be achieved.

not often been made before: the networks have the "courage" to do off-beat and controversial-issue programming that stations might lack. Usually networks are accused of lack of courage.

The praise came from Mr. Yorkin, who with his partner, Norman Lear, have three successful comedies on the networks—*All in the Family* and *Maude* on CBS, and *Sanford and Son* on NBC—and Mr. Rich, executive producer of *The Waltons*, on CBS. Mr. Yorkin said the networks have made it possible for him and his partner to "make a strong move to help man understand his fellow man." And Mr. Rich said only a network would have the "courage" to do "a soft show," like *The Waltons*. Both said they were not dominated by the networks; that they used them only as the most efficient conduit available for their programming.

The commission has said its review could result in retention of the rule (perhaps with modifications to eliminate some of the problems that have developed in connection with it), in repeal, or in a compromise in the form of a major revision of the rule.

And the last possibility seemed the most likely after the oral argument, according to some commission sources. The staff has prepared a number of options for the commission's consideration; one that would be an almost classic compromise would return to the networks two or three of the half-hours now denied them (BROADCASTING, June 18).

The commission is expected to act by late September. And that schedule could have effect on the outcome of the proceeding. Commissioner Nicholas Johnson, who is believed to support the rule, will have probably left the commission by that time. He has been serving beyond the

June 30 expiration of his term because the President has yet to appoint a successor. But James H. Quello, the former Detroit broadcaster who is said to be the President's choice to replace Mr. Johnson (BROADCASTING, July 30), could be serving before the end of September.

The weight Lear swings at CBS

Nobody pushes Tandem Productions around, says Jack Schneider in response to a charge that CBS requires its producers to use the network's video-tape facilities

To John Schneider, president of the CBS/Broadcast Group, Norman Lear is a 2,000-pound gorilla. You know, the one in the joke that can sleep anywhere he darn pleases.

Mr. Schneider offered the estimate in the FCC's oral argument on the prime-time-access rule last week, when a question was raised as to whether Mr. Lear's Tandem Productions and other producers providing programming for CBS are obliged to use CBS's taping facilities.

It so happens that all producers for CBS using tape do use the network's facilities. (That is not true of shows done on film.) But, Mr. Schneider said, in response to Commissioner Nicholas Johnson's feigned amazement at the "coincidence," that condition comes about only because CBS's facilities are the "best" and are offered at competitive prices.

The question had been raised as a result of an allegation by Katrina Renouf, counsel for the National Association of Independent Television Producers, which favors retention of the rule, that inde-

pendent producers providing network programming are "locked into contracts that require use of network facilities."

"Norman Lear," the writing half of the Tandem Productions team of Bud Yorkin and Norman Lear that is producing the very successful *All in the Family* and *Maude* for CBS, "is a 2,000-pound gorilla," Mr. Schneider said. "We can't push Norman Lear around. We have firm contracts with him, and every year he comes in and tears them up. Each year his salary goes up 20 to 25%."

The counsel for NBC, Jerome Shestack, said it is not true that independent producers must use NBC facilities for producing their programs. ABC's counsel, James McKenna, was asked by the commission to provide information regarding that network's practices.

ABC picks up Riggs-King match for \$700,000

Network already has sold out game and will put it on in prime time

ABC-TV has bought the rights for a two-hour prime-time telecast of the Billie Jean King-Bobby Riggs tennis match. The event will be aired live from the Houston Astrodome on Thursday, Sept. 20, at 8 p.m. NYT, with the winner picking up \$100,000, the loser nothing.

The network paid an estimated \$700,000 for the rights, and the 15 commercial minutes were priced at \$90,000 per minute (although each of the nine sponsors was accorded at least a nominal discount on that figure, according to an

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Source: Pulse, Chicago, Mar/Apr '73, Mon-Sun 24-hour metro cume, adults 18+. Data subject to qualifications listed in the report.

ABC sales executive). The show is already sold out, to the following sponsors: Cadillac (through D'Arcy, MacManus & Intermarco), Rockwell International (Campbell-Ewald), Aetna Insurance (D'Arcy, MacManus & Intermarco), Sunbeam (J. Walter Thompson), Wilson (Leo Burnett), Anderson Windshields (Aitken-Kynett), Equitable Life (Foote, Cone & Belding), Monroe Auto Equipment (Aitken-Kynett) and the Savings & Loan Foundation (McCann-Erickson).

Sources at CBS-TV said that the network was not ruling out the possibility of a lawsuit against ABC and against Tandem Productions, whose president, Jerry Perenchio, is the promoter of the match. CBS may base its claim on a first-refusal clause it says was part of the contract the network signed for its telecast last spring of the Bobby Riggs-Margaret Court match. But that contract, according to other sources, was with Jackie Barnett, a Hollywood promoter, and Mr. Barnett reportedly sold his interest in the upcoming Riggs-King match to Mr. Perenchio for \$100,000.

The fors have their say on blackout bill

Broadcasters support measure that would lift, for one-year trial, ban on locally televised home games

The three networks and the National Association of Broadcasters last week enthusiastically supported legislation to ban home blackouts of professional sporting events. In particular, they endorsed House Communications Subcommittee Chairman Torbert H. Macdonald's (D-Mass.) version because they said it would prevent pay television from siphoning sports contests from free television.

Mr. Macdonald's H.R. 9553 did in fact receive the most attention at three days of hearings last week. The measure, introduced two weeks ago (BROADCASTING, July 30), specifies that if professional football, baseball, basketball and hockey games are broadcast under league television contracts and tickets are sold out 48 hours in advance, "then television broadcast rights shall be made available for television broadcasting" of the home game. The blackout ban would be in effect for one year.

"I am delighted that under the language of [the Macdonald] bill the sold-out, blacked-out game under a league contract must appear on free television," CBS/Broadcast Group President John Schneider told the Macdonald subcommittee. "Thus, the game removed from league-imposed blackouts cannot be drawn off to cable or pay cable."

Mr. Schneider suggested that the Macdonald bill be modified to prohibit a cable or pay-cable system from originating non-sold-out, blacked-out home games.

"If this loophole is not closed," he

warned, "it will inexorably lead to the substitution of pay television for free television in the showing of major sports events to the public, first for the home games now blacked out and eventually to all games being shown free."

Mr. Schneider pointed out that, in its contract negotiations with CBS, the NFL insisted for the first time that it be given the right to take blacked-out games to pay cable.

When Mr. Macdonald pointed out that there is no such provision in CBS's contract, Mr. Schneider said it was part of the negotiations. According to NFL Commissioner Pete Rozelle, Mr. Schneider said, the NFL is under pressure from team owners who want to take the games to cable.

Everett Erlick, senior vice president and general counsel for ABC, also favored the Macdonald measure. But he suggested a modification to make it crystal clear that only free television could carry local sold-out games.

Carl Lindemann Jr., vice president, sports, of NBC, said H.R. 9553 "has substantial merit in following an across-the-board approach to eliminating blackouts." He said NBC "would strongly oppose any continuation of blackout policy that would permit home games to be siphoned away from free television." Siphoning, he said, could destroy the financial ability of free TV to carry sports events. And, he added, "pay cable could reach a point where it might outbid free television for sports rights."

From NAB President Vincent Wasilewski also came support for the Macdonald bill. "We vigorously oppose pay TV which will require the public to pay for what it now sees without charge on free television," he said. "While previously blacked-out home professional sports contests have not been seen on local free TV, it is obvious that except for the present blackout provisions they would have appeared on free TV."

FCC Chairman Dean Burch expressed the opinion that neither Congress nor the commission "should tell a private entrepreneur how to package and market his product—should tell him, in this instance, that he must telecast or cablecast certain games—unless that entrepreneur is the recipient of a tangible benefit conferred by Congress." That is the rationale underlying the Macdonald bill, he pointed out. But he also noted that antiblackout legislation that amends the Communications Act could lead to problems of implementation and enforcement.

The Senate Commerce Committee on June 18 approved antiblackout legislation that would amend the Communications Act to prohibit TV stations, networks, or cable-TV systems from entering into agreements to prohibit home telecasts of the four major professional sports when tickets are sold out 48 hours in advance. That bill also would be in effect for one year (BROADCASTING, July 23). Similar bills have been introduced in the House.

Donald V. Ruck, vice president of the National Hockey League, told the Macdonald subcommittee that the NHL has for the past four seasons experimented

with lifting blackouts for most home games. The results, he said, indicate a general pattern of loss of gate receipts. The NHL, he said, is opposed in principle to blackout legislation. But he said if Congress decides to adopt legislation it should be H.R. 9553, which he called "a more reasonable and realistic approach" because it applies only to sold-out games under authority of a league television contract. In answer to a question from Mr. Macdonald he said the NHL has "no intention of pulling games off free TV and putting them on pay cable."

Also opposed to blackout legislation in principle—but in favor of the Macdonald measure if a bill is inevitable—were William Alverson, president of the Milwaukee Bucks basketball team, and Alan Rothenberg, representing the Los Angeles Lakers.

A firmer stand was taken by National Basketball Association Commissioner Walter Kennedy. "The NBA and its member teams oppose all of the proposed legislation, which we believe will have a serious financial impact on our member teams," he said. He called the bills "a frontal attack on a team's ability to sell tickets to its presentations, which is the single most important source of a team's revenues, and thus the lifeblood of professional sports." Mr. Kennedy condemned the legislation would have an adverse impact on ticket sales to individual games because of the unpredictability of whether the game was to be blacked out. The effect on season-ticket sales, he said, is potentially greater.

NFL Commissioner Pete Rozelle will testify when the hearing resumes—after Congress's recess, which ends Sept. 5.

But Bob Cochran, NFL's broadcast coordinator, last week denied published reports that the NFL plans to acquiesce to a one-year trial ban on blackouts in the hope that gate receipts will decline and prove the blackout ban harmful to pro football. "There's not one [of the bills] we would favor," he told BROADCASTING. He said it would be unfair to institute a blackout prohibition this September or October, when all the tickets are already sold out. He suggested that any ban be put into effect next year, when season-ticket holders could be warned in their ticket renewal notices that some of the games may be televised.

Mr. Cochran also denied that blackouts are the NFL's decision. It is strictly a matter between the home and visiting teams, he said, adding that the NFL's job is to enforce the blackouts.

PTV studies super 8

The Corporation for Public Broadcasting and the National Endowment for the Arts have announced jointly an experimental program to explore uses of relatively inexpensive super 8 film in local PTV production. The two institutions said they will provide a total of \$136,000 to finance filmmaker-in-residence projects at KCTS-TV Seattle, KERA-TV Dallas, WQED-TV Pittsburgh and the South Carolina Educational Television Commission.

PBS takes wraps off fall line-up

Funding difficulties apparent as black series are dropped

The Public Broadcasting Service last week unveiled its new schedule for the fall season beginning Oct. 1. The schedule includes several new programs, including a new interview series produced by the National Public Affairs Center for Television and a nine-week British Broadcasting Corp. adaptation of Leo Tolstoy's *War and Peace*. It does not include *Black Journal*, a black-affairs program produced at WNET-TV New York, which has run into funding problems.

PBS noted that the schedule announced last week is subject to modification if the Senate Select Committee on Watergate continues its hearings into the fall. PBS has been running Watergate sessions on a delayed basis in prime time. If the Watergate hearings continue into the fall, PBS is understood to be prepared to carry abridged coverage in prime time from 10 p.m. to 1 a.m. ("Closed Circuit," July 30).

Black Journal was lifted from the interconnection for the fall after it became apparent that the series would not receive sufficient funding to carry it through the entire 1973-74 season, including the winter months. The Corporation for Public Broadcasting has partially funded the show, but hoped for private underwriting has not been forthcoming. The *Black Journal* production staff is being retained, however, and the program is being completely revamped for re-introduction on the interconnection next January under a new format.

Another WNET-produced black series, *Soul!*, was dropped from the fall line-up earlier. CPB has awarded the show's producers \$175,000 to prepare two specials under the *Soul!* format to be presented in the fall, but no further funding for the series itself will come from CPB in the immediate future. The absence of *Black Journal* and *Soul!* leaves PBS's new schedule with only one black-oriented series, and that one—tentatively titled *Black Performance Series*—is only a five-part affair. *Black Perspective on the News*, a 13-week effort by WHYY-TV Philadelphia, runs out before the Oct. 1 startup date.

Also new to the schedule this fall will be *Hollywood Television Theater*, a series of dramas produced for television by KCET-TV Los Angeles; a five-part series on the five leading causes of death in America, and *The Chinese Way*, a series blending lessons in Chinese culture and Oriental cookery hosted by master chef Titus Chan. PBS will also transmit reruns of Julia Child's *French Chef* series. Among those series returning are *The Advocates* and *Firing Line*, two public-affairs series that have been plagued by financial difficulties and are funded only through January ("Closed Circuit," July 23).

The full PBS schedule follows:
Monday: 8-9:30—*Special of the Week*; 9:30-10—*Book Beat*; 10-10:30—*NACP Interview Series* (start-

ing in November).

Tuesday: 7:30-8—*The Chinese Way*; 8-9:30 (until Nov. 6)—*Black Performance Series*; 8-9:30 (after Nov. 6)—*War and Peace*; 9:30-10 untitled series of 30-minute musical programs supplied by local stations.

Wednesday: 7:30-8—*French Chef* (rerun); 8-8:30—*Wiseman Film Festival* (until Nov. 7); 8-8:30 (after Nov. 7)—*Bill Moyers' Journal*; 8:30-9:30—*Hollywood Television Theater*; 9:30-10 to be announced.

Thursday: 8-9—*The Advocates* (three times monthly); 8-9—*Behind the Lines* (once a month); 9-10—*Vintage Rock Music* (rerun from Sunday); 9-10 (after Nov. 4)—*The Men Who Made the Movies*.

Friday: 7-8—*Wall Street Week*; 8-8:30—*Washington Week in Review*; 8:30-9—rerun of Tuesday musical program; 9-10—*Masterpiece Theater* (repeat from previous Sunday); 10-11—*Washington Week* (second feed).

Saturday: (all rebroadcasts from previous week for optional station use): 7:30-8—*Zoom*; 8-8:30—station-supplied musical series (rerun from Sunday); 8:30-10—*Black Performance/War and Peace*; 10-11:30—*Special of the Week*.

Sunday: 7-7:30—*Zoom*; 7:30-8—various musical programs; 8-9 (until Nov. 4)—*Vintage Rock Music*; 8-9 (after Nov. 4)—*The Men Who Made the Movies*; 9-10—*Masterpiece Theater*; 10-11—*Firing Line*.

Senate gets bill to protect TV from pay, cable

Beall enters scheme of regulation to preserve free broadcast service

Senator J. Glenn Beall Jr. (R-Md.) last week introduced legislation designed to prevent pay television from siphoning programming from free television.

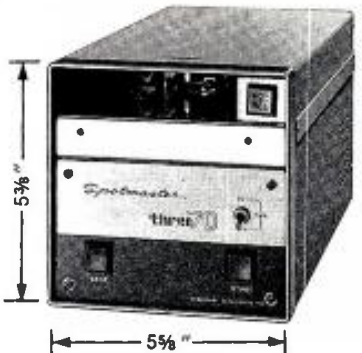
The bill (S. 2283) would add two new sections to the Communications Act to set congressional guidelines on the regulation of cable and pay television.

One section specifies: "It is the intent




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of the Congress to assure [that] the quality and quantity of free, over-the-air broadcasting service that is now available to the public shall not be reduced or impaired by the operations of CATV systems or by pay television."

Another section directs the FCC to regulate pay TV so that its development will be consistent with the free-TV system; pay origins will be "innovative" and will supplement those of free television, and "the public will not have to subscribe to or otherwise purchase pay television for reception of programs that otherwise are or would be available without charge from free over-the-air television."

Senator Beall, a member of the Senate Communications Subcommittee, said the measure is designed to protect programming now offered on free television and at the same time "provide for the orderly development of pay television and allow pay systems to create new programming that will be available to those who want to pay for it." It will also confirm cable TV's place in the present system and allow it to expand in conjunction with pay TV, he added.

FCC reduces exclusivity area for syndicated, nonnetwork fare

Limit is now 25 miles from city of license; public interest is cited over major-market objections

The FCC has moved for the first time into the area of regulating the terms of contracts between television licensees and program suppliers. Under a new rule adopted by the commission July 26 ("Closed Circuit," July 30), TV licensees now may be afforded exclusivity on syndicated nonnetwork programs only within an area 25 miles beyond the city of license.

The obvious intent and apparent effect of the new rule will be to permit stations located in fringe areas of large geographic markets to obtain nonnetwork programming previously denied them because exclusivity had already been given to a station situated in the market's primary city. The commission said that "by having a specific mileage criterion, excess geographic exclusivity cannot be secured by contract."

The action was the result of an inquiry (Docket 18179) initiated in 1968 at the request of UHF's. In its latest ruling, the commission made a particular effort to lay to rest the arguments of several major-market broadcasters that the action is illegal under the Communications Act. The act limits the agency in the extent to which it can attempt to supervise broadcast programming. But the commission, in rejecting that position, noted that the same legislation charges it with the responsibility of regulating broadcasting in the public interest. Since licensees' ability

to secure programming is an integral consideration in the station's over-all service to the public, the commission said, the new rule is not only justified; it is necessary.

The commission indicated that it does not feel the new rule will work much of a hardship for major-market stations that had the benefits of exclusivity under old FCC regulations. It noted that the 25-mile standard gives stations in large cities a protected area of approximately 1,900 square miles, and that the standard would give the major-market station continued exclusivity over nearby communities where the market's largest centers of population (other than the primary city) are located. The beneficiaries of the new rule, it said, are the "overshadowed" stations whose cities of license had been engulfed by larger markets.

The commission likened its latest action to an existing rule that permits fringe-area stations to secure network affiliations, despite the fact that they may be located in the same market as another station allied with the same network. Noting that distribution patterns for network and nonnetwork programs are different, the commission said that just as the existing rule permits outlying stations to secure network programming, the new rule will allow the same stations to contract for nonnetwork fare. It added that the new rule also should encourage competitive bargaining between stations and therefore inspire program suppliers to develop new material.

There is still one area of the exclusivity inquiry which the commission has yet to rule—time exclusivity. The propriety of the time duration of exclusivity on certain contracts for nonnetwork programming was a major part of the inquiry. In comments submitted to the agency on that topic last year, virtually every party participating expressed the feeling that the status quo should be maintained. However, the Justice Department took the opposite viewpoint, asserting that present time-exclusivity provisions might impede the entry of cable systems and UHF stations into many markets (BROADCASTING, June 26, 1972, et seq.). The commission said that matter is still under study.

The new rule takes effect Sept. 7.

Antipay-TV campaign begins to get response

NAB's newspaper ads said to have reached congressmen; NCTA throws down gauntlet

The National Association of Broadcasters, Washington, unleashed its antipay-cable campaign last week ("Closed Circuit," July 30) with a full-page ad in the Aug. 1 editions of *The Washington Post* and *The Washington-Star News*.

The acknowledged purpose of the ad, which showed a man holding a monthly pay-television bill for \$41.47, was to reach Congress before it recessed for the summer.

A source at the NAB believed that every congressman had probably been



Family spend too much on TV last month?



NAB's ad

exposed to the ad. Torbert Macdonald (D-Mass.) was one of them. Following the testimony of NAB President Vincent Wasilewski at congressional hearings on sports blackouts (page 20), Mr. Macdonald said he thought the ad was "very effective" although he questioned whether the text might not be construed as a scare tactic. Mr. Wasilewski replied that the ad portrayed a situation which could well exist in the future.

The National Cable Television Association was not caught unprepared for the campaign and has questioned the validity of the advertisement. In a letter dated Aug. 1 from David Foster, president of the NCTA, to Willard Walbridge, chairman of the NAB's Special Committee on Pay TV, Mr. Foster issued a challenge for a series of debates between the two parties on pay-cable issues. Such debates "would be a thorough airing of the issues" and, in an oblique reference to the newspaper ads, would "be free from emotional appeals."

Program Briefs

Round two. Another fairness-doctrine case involving broadcast commercials has been taken to court. Wilderness Society, Natural Resources Defense Council, and Public Action to Protect Environmental Resources have petitioned U.S. Court of Appeals in Washington to review FCC decision on May 9 that rejected their fairness complaint against commercials on forestry "clearcutting" on WABC-TV New York and WMAL-TV Washington. Commercials had been presented during ABC's coverage of 1972 Summer Olympics.

And the beat goes on. Viacom Enterprises will be offering for first-run syndication this fall series of 90-minute bi-weekly music specials titled *Rock Concert*. Programs will be produced in Hollywood before live audience by Kirshner

Entertainment Corp. and are intended for scheduling in late fringe and prime week-end time periods ("Closed Circuit," July 30).

Man vs. machine. Vidistrib Inc., Los Angeles, has announced syndication of TV game show, *Showdown*, that has husband-wife teams vying for dollars with which to challenge computer for more valuable prizes. Show is produced by John Harris Sheridan and Don Baile.

Garry Moore talks. Horizon Communications Corp., New York, syndicating Chet Huntley, Arthur Godfrey and Tom Haggai, has added TV personality Garry Moore to its roster. He will do five five-minute commentaries per week. Horizon also owns and operates eight radio and TV stations in New York, Wisconsin and California.

Desi on deck. Universal Television, Los Angeles production firm, announces production agreement with Desi Arnaz for the development of TV and feature-film projects. Mr. Arnaz, who co-starred in *I Love Lucy* series with his then wife, Lucille Ball, and who founded Desilu studios with Miss Ball, was producer of *The Mothers-in-Law* series that aired for two seasons on NBC-TV.

Capricorn catches. Capricorn Syndication Sales Inc. has been named distributor by NFL Films Inc. of weekly, one-hour *This Week In Pro Football*. Series has been placed in 45 markets in first week of syndication. Series, consisting of highlights of games from previous week; has been placed on stations including KING-TV Seattle, KTVU(TV) San Francisco, KPRC-TV Houston, KGW-TV Portland, Ore., and WMAQ-TV Chicago.

Three for Glen. Independent Television Corp. reports it is producing three one-hour Glen Campbell specials, the first of which will be telecast on NBC-TV Sept. 16 (8:30-9:30 p.m.). Sponsorship for specials is by Chevrolet motor division, General Motors Corp., through Campbell-Ewald, both Detroit.

Eleven added. Sales on *Department S*, one-hour adventure series produced and distributed by Independent Television Corp., have been made in 11 additional markets, increasing total to 35. Recent buyers include WOR-TV New York; WTAJ-TV Philadelphia, KRNT-TV Des Moines, Iowa, and WJIM-TV Lansing, Mich.

100 strong. Metromedia Producers Corp. reports that sales on its half-hour prime access series, *Dusty's Trail*, have reached 100-market mark, including 42 of top 50. Latest sales were to WMAQ-TV Chicago, KPRC-TV Houston, WVUE(TV) New Orleans and KVFD-TV Fort Dodge, Iowa.

For family fare. FCB Productions, De Faria Productions and Charles M. Schulz Creative Associates have formed POD III Productions to create family entertainment for TV and films. Duane C. Bogie, president of FCB Productions, is executive producer for new company. Address: c/o FCB Productions, 401 North Michigan Avenue, Chicago 60611; (312) 467-9200.

Mysteries sold. Twentieth Century-Fox,

Los Angeles, announces sale in 25 markets of new, 26-episode, half-hour TV series of Orson Welles's *Great Mysteries*, produced by Anglia Television, London.

Tops. National Committee on Films for Safety has selected public service announcement produced by Highway Users Federation, Washington, as outstanding TV spot on safety released in 1972.

Waving the flag. Veterans of Foreign Wars is offering scholarships totaling \$22,500 in 27th annual "Voice of Democracy" broadcast-scriptwriting contest. High-school students are invited to submit tapes, three to five minutes in length, on theme "My Responsibility as a Citizen." Entries should be sent to local VFW posts; deadline is Dec. 10.

Financing 'Pops.' Martin Marietta Corp., Baltimore, will provide \$500,000 grant to noncommercial WGBH-TV Boston to underwrite production this summer of *Evening at Pops*, TV series featuring concerts by Arthur Fiedler and Boston Pops Orchestra. Grant will enable program to return to Public Broadcasting Service interconnection for fourth year.

ABC loses basketball suit

CBS's right to carry NBA games upheld by local court

A New York county Supreme Court justice last week dismissed a suit filed by ABC against CBS, two National Basketball Association officials and four NBA owners to prevent carriage of NBA games by CBS. ABC-TV says it may appeal the decision.

The suit claimed that the NBA had acted in bad faith by presenting ABC, which has televised the league's games for the past nine years, with a final contract specifying game broadcasts at times that would have conflicted with the network's coverage of NCAA football. The NBA wanted seven Saturday-afternoon games in the October-December period. CBS said it would meet this demand, whereas ABC, according to Justice Hyman Korn in his decision (Index No. 4231/73), "at best made some vague offer of fourth-quarter coverage, leaving the time and dates to be agreed upon." The judge added that although ABC claimed the NBA selected Saturday "solely to cause a conflict with ABC's scheduling," the NBA "reasons otherwise and with at least some justification, and certainly the court cannot and should not substitute its business judgment for that of each contending party."

So as of now, the NBA's three-year, \$27-million contract with CBS (its last three-year contract was for \$17,550,000) gets under way Saturday, Oct. 20, with a minimum of 38 games to be televised during the 1973-74 season, including at least six in prime time.

James Spence, VP, program planning, said ABC Sports originally offered the NBA \$35 million for four years, with a stipulation of 12 prime-time games and a regional schedule that would have called for two or more games to be aired simultaneously on eight selected Sundays.

"But the NBA kicked away this super TV deal because of a band of renegades led by Franklin Meuli [the owner of the Golden State Warriors, who was named in the suit] and Allen Rothenberg [of California Sports Inc., the owner of the Los Angeles Lakers, also named in the suit]," the ABC official said. "These guys went to CBS and rigged the final offer to ABC giving the NBA complete control of which games are to be blacked out in which cities."

"The Lakers, for instance, have such a lucrative deal with KTLA(TV) and with theatre TV that they'd prefer it if every nationally televised game were blacked out in their area. The same goes for the Knicks and their deal with WOR-TV in New York." The Knicks' owner, Ned Irish, and his Madison Square Garden Corp. were also named in the suit.

In his decision, however, Justice Korn said, "The provisions for greater NBA control . . . though unfavorable from a network's standpoint are certainly beneficial to the teams. Surely, a party may not be faulted for obtaining for itself every contractual advantage it can."

ABC's additional charge that CBS has also signed away control over the naming of announcers for the games was denied by a spokesman for CBS, who said, "That's our decision, not the NBA's." (The only announcer set so far is former Lakers' star Elgin Baylor, who'll provide analysis.)

UCC eyes formal charges over 'Life Line' attack

United Church of Christ said last week it may file complaints against about 15 radio stations that have not broadcast a reply to an attack made on the church on Jan. 27, 1972, segment of the syndicated *Life Line* program.

The Rev. Everett C. Parker, director of the Office of Communications of the church, said the program attacked the United Church of Christ as "part of a radical conspiracy" to foment prison unrest and to finance "violent and/or subversive antiwhite groups." Of the 242 stations carrying the *Life Line* program, 195 stations promptly requested the United Church's reply, according to Dr. Parker.

Except for the 15 stations that have not carried the reply, all others have presented the church's rejoinder in the interim period. The FCC's complaints and compliances division ruled last June that the church's honesty, character and integrity had been attacked and stations carrying the program had an obligation to carry the response.

WGCB(AM) Red Lion, Pa., is appealing the FCC ruling, according to Dr. Parker. The Office of Communication has filed a complaint against KAWT(AM) Douglas, Ariz., which is asking for payment as a condition for carrying the reply. Dr. Parker said it might be necessary to file complaints against stations from which no response has been received.

Quid pro quo in Senate's new spending bill

Equal time and six-cents limit would go, but a requirement to give minor-party candidates free time would be instituted; lowest unit rate still would apply

The Senate last week approved a political-spending bill that includes repeal of the equal-time provision of the Communications Act for all federal-office candidates.

But the measure (S. 372), passed by a vote of 82 to 6 last Monday (July 30), contains an amendment that predicates the Section-315 repeal on broadcasters granting free time to all House and Senate candidates.

The amendment, offered by Senator Walter Huddleston (D-Ky.) (who is part owner of WLBK[AM] Lebanon, Ky.), requires broadcasters to give minor-party candidates 15 minutes of free time during the election period if they allow Senate and House candidates to use their facilities free of charge.

Left intact in the 1971 law are provisions requiring broadcasters to charge candidates the lowest unit charge "for the same class and amount of time for the same period" and empowering the FCC to revoke the licenses of stations who fail to provide "reasonable access" to candidates.

Other provisions of the bill that passed last week would eliminate the 10-cents-per-eligible-voter media spending limit (only six cents of which can be spent on broadcast media) and replace it with one over-all ceiling for all spending—10 cents in primaries and 15 cents in general elections. The minimum for Senate races would be \$175,000; \$90,000 for House races.

The measure would also create an independent Federal Elections Commission to oversee receipts and expenditures and would establish limits on contributions (\$25,000 per person for all candidates in any election) and strengthen penalties for violations.

The measure now goes to the House, where House Administration Committee Chairman Wayne Hays (D-Ohio) said the Elections Subcommittee will probably have hearings on it in September.

Broadcaster urges use of recruitment PSA's

Assistance in military effort could redound to stations' favor, TSN official suggests

A Texas broadcaster has come up with a plan that hopefully would soften the hearts of those on Capitol Hill who feel that broadcasters should not be compensated for running military-recruitment spots, and, at the same time, enable

the medium to chalk up some public-service points.

The idea, a "compromise," was proposed by Texas State Network President Stan Wilson. He envisions broadcasters throughout the nation voluntarily running a series of PSA's carrying the theme, "Volunteer for America." The messages, which TSN has already taped and is making available to member stations, remind young people that, in the absence of a military draft, the armed services are in need of volunteers. The spots point out the fringe benefits of a military career ("there's good pay, travel and, most of all, real opportunity").

In a letter to TSN member stations, Mr. Wilson echoed the complaints of many industry leaders that Congress's prohibition of recruitment-advertising expenditures in broadcasting is discriminatory. But, Mr. Wilson asserted, "We can cry discrimination until hell freezes over—we would be right but maybe *dead* right." A more logical approach, he submitted, would be in effect, to show Congress that broadcasting cares about the military, in hopes that Congress would begin to care about broadcasting in this area.

Mr. Wilson's efforts have already received support on a local level. The TSN solicitations to its members have resulted in a commitment by virtually all of the network's 130 stations to carry a total of 455 30-second spots over a 13-week period. They also attracted the admiration of at least one member of Congress. Senator Lloyd Bentsen (D-Tex.) told his peers July 11 that the TSN campaign represents "a significant new contribution to the recruitment effort" in Texas and "a major public service on the part of Texas broadcasters." Mr. Bentsen added his feeling that the present prohibition has "little logic."

The Texas Association of Broadcasters also endorsed the effort.

And Mr. Wilson's idea might also mushroom into a national campaign, with the help of the National Association of Broadcasters. The NAB's executive com-

mittee now has a resolution before it that would make the same radio campaign available to all of that association's member stations.

Nader group won't believe whole thing

It charges that Alka-Seltzer should be off market since Miles withheld information indicating product causes internal bleeding; Miles calls charge 'outrageous'

The Ralph Nader-backed Health Research Group has called on the Food and Drug Administration to remove Alka-Seltzer, Miles Laboratories' heavily advertised over-the-counter medication, from the market. The HRG said in a July 27 letter to FDA Administrator Alexander Schmidt that Miles failed to report adverse data on the product that linked Alka-Seltzer with gastrointestinal bleeding.

HRG director Sidney Wolfe said in the letter that Miles "deliberately withheld" a 1968 study it sponsored from the FDA Antacid Advisory Committee until after the committee's examination of the safety and efficacy of over-the-counter antacids had been completed.

Dr. Wolfe, contends that had the committee been aware of this data the product may have been removed from the market.

Dr. Wolfe said the committee was involved in "considerable debate" because the product contains large amounts of aspirin "known to cause bleeding in susceptible individuals, many of whom have the very symptoms of 'acid indigestion' or 'upset stomach' which are exploited by Miles Laboratories in its multimillion-dollar Alka-Seltzer advertising campaign."

HRG analysis of the Miles study's data "shows that Alka-Seltzer causes significant bleeding in normal individuals," Dr. Wolfe said, with data demonstrating that Alka-Seltzer users demonstrated "more than twice as much bleed-

BAR reports television-network sales as of July 15

CBS \$362,668,900 (35.0%), NBC \$355,659,500 (34.3%), ABC 318,532,500 (30.7%)

Day parts	Total minutes week ended July 15	Total dollars week ended July 15	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday					
Sign-on-10 a.m.	67	\$ 429,300	2,029	\$ 13,152,700	\$ 12,452,600
Monday-Friday					
10 a.m.-6 p.m.	836	5,803,500	26,043	213,459,600	188,943,600
Saturday-Sunday					
Sign-on-6 p.m.	239	2,023,900	7,831	102,249,000	100,290,900
Monday-Saturday					
6 p.m.-7:30 p.m.	94	1,398,200	2,653	53,258,800	48,240,300
Sunday					
6 p.m.-7:30 p.m.	10	122,000	394	9,217,400	8,151,100
Monday-Sunday					
7:30 p.m.-11 p.m.	395	14,834,500	11,005	579,775,100	500,345,800
Monday-Sunday					
11 p.m.-Sign-off	165	2,098,200	4,450	65,748,300	51,661,300
Total	1,806	\$26,709,600	54,405	\$1,036,860,900	\$910,091,600

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

ing" as those who did not use the product.

The HRG results conflict with the conclusions of the Australian expert who conducted the study for Miles. He found the "ingestion of Alka-Seltzer produced no significant increase in gastrointestinal blood loss." Dr. Wolfe claims that this conclusion was reached because the authors "omitted the results of the three subjects who bled most profusely."

Miles responded to Dr. Wolfe's attack by releasing testimony made before the FDA panel in which Miles said it was prepared to start warning consumers that the product should not be taken simply to provide relief of stomach upset. It also released a statement calling HRG's allegations "outrageous" and "unjustified" and pointed to the fact that the Australian study, which utilized "recognized scientific methods," concluded that use of the product produced no significant blood loss.

FDA officials said that they were currently considering reconvening the Anti-acid Advisory Committee.

Alka-Seltzer's 1972 advertising expenditures included \$11,560,300 in network TV, \$6,843,800 in spot TV and \$1,966,800 in network radio.

Fattening Selcom's portfolio

Selcom Inc., Los Angeles-based station representative (successor to All West Broadcast Representatives) announced last week the addition of seven radio stations to its list. The stations: KDKB-AM-FM Phoenix; KRSP-AM-FM Salt Lake City; WVNJ-AM-FM Newark, N.J.; WFSO-AM Pinellas Park (Tampa) Fla.; KIOO-AM Los Angeles; WYDD-AM Pittsburgh, and KDI-AM St. Louis. This brings the number of stations represented by Selcom to 17. Selcom is the U.S. arm of All Canada Radio and Television, which in turn is a member of the Selkirk holdings that include TV and radio stations and CATV in Canada. Hugh Wallace is president of Selcom. The firm also has offices in New York, Chicago, Detroit and San Francisco.

Business Briefs

Rep appointments. WSMW-TV Worcester, Mass.: Eckels & Queens, Boston (New England). ■ WEZG-AM Syracuse, N.Y.: Katz Radio, New York. ■ WKSS-FM Hartford, Conn.: Blair Radio, New York. ■ WOLD-FM Oak Park, Ill.: PRO Time Sales, New York.

Double deal. I.B.M. (through Conahay & Lyon) has purchased full sponsorship of "A Man for All Seasons" on NBC-TV twice. Academy Award-winning film will be premiered on TV Wednesday, Sept. 5 (8:30-11 p.m. NYT) and repeated Sunday afternoon, Sept. 9 (1:30-4 p.m. NYT). I.B.M. has almost doubled its TV advertising in 1973, spending \$2,807,800 in network for first five months of this year as compared to \$1,538,900 in network for entire year of 1972 (BROADCASTING, July 9).

Media

NAB committed to action on the Hill

Policy group orders more manpower, sees chance of renewal relief, goes to help of others in courts

The National Association of Broadcasters is stepping up its legislative activity in Washington and hopes to get license-renewal relief out of the House Communications Subcommittee in September.

The plans were outlined last Wednesday (Aug. 1) at a meeting of the association's executive committee, the first since membership changed with election of chairmen and vice chairmen of the NAB boards (BROADCASTING, June 25). The executive committee comprises those officials plus the immediate past chairman of the joint board, a network official and Vincent Wasilewski, NAB president.

Andrew Ockershausen, of the Washington-based Evening Star Stations, chairman of the joint board, said a priority search was on for two legislative-liaison officials, one an addition to the government-relations staff and the other a replacement for R. William Hable who left last April.

Grover Cobb, executive vice president, government relations, met with the executive committee during his first half-day back on the job since suffering a heart attack last May 14.

It was on the strength of reports from Mr. Cobb and his deputy, Roy Elson, vice president, government affairs, that the executive committee predicted action in the House subcommittee, which has only to hear from FCC Chairman Dean Burch to wrap up extensive hearings on bills to give deserving incumbents added protection against competing applications

for their facilities. "Our best information indicates we will get a bill after the August recess," said Mr. Ockershausen, "probably by the middle of September." committee (BROADCASTING, June 18). The bill would confer immunity from enforced disclosure of sources or confidential information before all govern-

The committee also agreed to intensify its support of newsmen's-privilege legislation approved by a House Judiciary subcommittee bodies except state or federal courts, where immunity would be qualified.

On other fronts, the committee instructed the NAB staff to file a supporting brief in the *Miami Herald's* Supreme Court appeal of a Florida State Supreme Court affirmation of a Florida law requiring newspapers to give free space to candidates who are the subjects of attacks (BROADCASTING, July 23).

It chose Washington as the site of the NAB's 1977 annual convention, to be held the week of March 27 at the Sheraton-Park and newly renamed Shoreham Americana hotels. Chicago is under consideration for the 1978 convention, Mr. Ockershausen said.

James Hulbert, NAB executive vice president, public relations, told the committee he and Roy Danish, director of the Television Information Office, were at work on a long-range plan of action for the recently formed NAB Special Committee on Pay TV. The plan, intended to obtain protection for broadcasters against the siphoning of their programs by subscription services, will be presented to the pay-TV committee on Sept. 5 and to the executive committee the next day. (The first advertisements in the anti-siphoning campaign appeared last week, see page 22.)

The executive committee also instructed the staff to file a petition with the FCC in support of NBC's defense of its documentary, *Pensions: the Broken Promise*, against fairness-doctrine charges. A week earlier CBS had interceded in sup-



New regime. Andrew Ockershausen (Evening Star Stations), as new chairman of the National Association of Broadcasters joint board of directors, presided over his first meeting of the revamped NAB executive committee last week. From left to right: NAB President Vincent Wasilewski; Peter Kenney, NBC Washington vice president (who substituted for CBS Washington Vice President Richard Jencks); Wilson Wearn (Multimedia Broadcasting Co.), new vice chairman of the television board; Mr. Ockershausen; Clint Formby (KPAN-AM-FM Hereford, Tex.), new chairman of the radio board; Robert Wright (WTOK-TV Meridian, Miss.), new chairman of the TV board; Harold Kreistein (Plough Broadcasting Co.), new vice chairman of the radio board, and Richard Chapin (Stuart Enterprises), immediate past chairman of the joint board.

port of NBC's attempt to get a reversal of an FCC staff ruling that the program violated the fairness doctrine (BROADCASTING, July 30).

In still another authorization of intervention, the committee approved support of KRON-FM-TV San Francisco in an appeal against the FCC's renewal of the stations' licenses. The appeal has been filed by the two former employees who originally petitioned against renewal.

Bay Area group throws in ex-parte charges in challenging KSAY sale

CCMC says proposed buyer showed FCC commissioners an agreement made with the group; discrimination against minorities also alleged

The Community Coalition for Media Change, which has launched numerous license-renewal challenges against stations in the San Francisco Bay Area, has now turned its attentions to transfer proceedings. The group has asked the FCC to deny the proposed \$2.5-million sale of KSAY(AM) San Francisco to Pacific FM Inc. (BROADCASTING, April 9).

Among other accusations, CCMC claimed that James Gabbert, head of Pacific FM (also licensee of KIOI[FM] San Francisco), made illegal, ex-parte communications to all seven FCC commissioners. The group noted that Mr. Gabbert informed its members that, during a visit to Washington, he had shown

the commissioners a copy of an agreement between the company and CCMC. He claimed to have received negative feedback from all seven on the agreement, CCMC said.

With this disclosure, the group asserted, two possibilities emerge. If Mr. Gabbert had told CCMC the truth, it said, his communications with the FCC must be considered ex-parte and ground for dismissal of the sale application. But if Mr. Gabbert was not truthful with CCMC, the group maintained, the offense is equally serious.

CCMC also contended that both KSAY and KIOI perpetrate policies of discrimination against minorities in employment and programming. KSAY, it asserted, has only one minority employee on a staff of 11. It carries "very little" local news and has taken "only token action" over the air to help improve the lot of the minority population. KIOI, it added, has one black employee (clerical) "who sits at the front door as an attractive female minority statistic." That station, it said, has done nothing more than its prospective AM counterpart in the minority programming area and has conducted an insufficient community-needs survey.

The coalition also invited a question of whether it is attempting to procure a monetary settlement from Pacific FM—of the type the commission has expressed misgivings over. "The coalition views itself as a media consultant," it said, "and expects to be rightly compensated for such efforts." It estimated its expenses at \$10,000.

Principals in WTIC sale swat gadfly Trigona

Post-Newsweek and seller Travelers say Illinois attorney's protest is late, irrelevant and inaccurate

The FCC was told last week that the latest effort by Anthony R. Martin-Trigona to thwart a major broadcast-station sale was ill-conceived, ill-motivated and worthy of disregard.

Those contentions came from Post-Newsweek Stations Inc. and Broadcast Plaza Inc., principals in the proposed \$34-million sale of WTIC-TV Hartford, Conn. (BROADCASTING, Jan. 29). The former is a subsidiary of the Washington Post Co. which, through the proposed transaction, would be acquiring its fourth television station. The latter is licensee of WTIC-TV and a subsidiary of the Travelers Corp., a Hartford-based insurance firm. In a joint pleading to the commission, they claimed that Mr. Martin-Trigona's petition to deny the WTIC-TV sale, filed July 20, should be dismissed for three reasons.

First, they claimed, the challenge was untimely filed (the petition was submitted two days late) and is, therefore, in violation of the FCC's administrative procedures. Second, Mr. Martin-Trigona has failed to show that he had standing to make the challenge. The two firms noted that in an earlier case in which Mr. Martin-Trigona had objected to the license renewals of several New England television stations, the commission had ruled that since the petitioner is a resident of Illinois (he practices law in Urbana), he cannot be considered a party of interest. Third, they said, Mr. Martin-Trigona has given no evidence to support his claim that the sale should be disallowed. Indeed, they asserted, his petition "is nothing more than a brief list of conclusory statements."

Mr. Martin-Trigona had alleged that Post-Newsweek is attempting to procure a concentration of media control in the Hartford market, that the sale would foster a discontinuance of local station ownership, and that Travelers had failed to permit local interests to "bid competitively" for the facility.

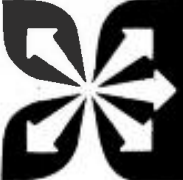
Changing Hands

Announced

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

■ **KMCO(AM)** Conroe, Tex.: 80% sold by J. Earle Fletcher Jr. and John Harrison Fletcher to Family Group Enterprises for \$420,000. Buying firm is principally controlled by Rigby Owen Jr., Steve Owen and others. Messrs. Owen own KRNO(FM) Conroe. KMCO is daytimer on 900 khz with 500 w.

■ **WRCX-AM-FM** Tuscumbia, Ala.: Sold by Robert Warren Kicker to Margaret L. Wein, Melvin G. Sathof, Stanley Hirsh, Irwin Friedlander and others. Mrs. Wein is majority owner of WDIG(AM) Dothan,



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73-26

Ala. Messrs. Sathof, Hirsh and Friedlander have interests in WPNX(AM) Phenix City, Ala. WRXC(AM) is daytime on 1410 khz with 500 w. WRXC-FM operates on 106.3 mhz with 3 kw and antenna 86 feet above average terrain.

Approved

The following transfer of station ownership has been approved by the FCC (for other FCC activities see "For the Record," page 45):

■ WPNH(AM) Plymouth, N.H.: 71% sold by J. Gordon Keyworth to Richard F. Morse for \$107,370. Mr. Morse was formerly national sales director for New York food-processing firm. WPNH operates daytime on 1300 khz with 1 kw.

Cable

■ Latrobe and Blairsville, both Pennsylvania: Two systems serving aggregate of 5,500 subscribers sold by Highland Video Inc. to Adelphia Communications, Coudersport, Pa. John Rigas is president of Adelphia which, with current transaction, assumes ownership of total of 11 cable systems in western Pennsylvania and New York state. Firm's total subscriber roster now stands at 22,000. Price was not disclosed. Broker: Blackburn & Co.

Media Briefs

Remembering. Charles Moss, president of Wells, Rich, Greene, New York, and other friends of late Bernard Ruttenberg have formed memorial scholarship at Ithaca College to assist students interested in radio-TV. Mr. Ruttenberg was operation manager of WNEW(AM) New York at time of his death in August 1972 and earlier was with CBS Radio and his own consulting firm. Contributions may be sent to Ithaca College, Ithaca, N.Y.

New home. Media Horizons Inc., broadcast group owner, has announced plans for construction of new headquarters for broadcast division at Eaton International Airhaven Industrial District, 3719 North 32d Avenue, Phoenix. Media's Phoenix stations, KMEQ-AM-FM, will be housed in new facility.

WJBK-TV renewal appealed

A Detroit citizen group has gone to court in its continuing opposition to the FCC's renewal of the license of Storer Broadcasting Co.'s WJBK-TV Detroit.

The Inter-Faith Centers for Racial Justice Inc. filed a notice in the U.S. Court of Appeals in Washington of appeal of the commission's action June 27 denying the group's long-pending petition for reconsideration of the agency's renewal of the license in 1970.

The citizen group, which opposed the station's renewal on a number of grounds, including alleged failure to meet and serve the needs of the community, said it will rely in its appeal on such alleged commission errors as assigning burden of proof to the petitioner and in failing to set hearing in disputed questions of fact.

AT&T says occasionals would not be affected in cost-cut program

Facilities for temporary networks are reduced, but service will stay on the same level, firm says

AT&T has undertaken a cost-reduction program that is resulting in a cutback in facilities used to transmit television programming for occasional users. However, the company says it has not eliminated occasional television program service to any point in the country.

J. Hugh Roff Jr., vice president and

general attorney of the AT&T Long Lines Department, provided that information to the FCC's Common Carrier Bureau, in response to an assertion during an oral argument before the commission on June 26. The argument involved the interrelationship between the facilities AT&T uses for occasional users and those for monthly contract users—the networks (BROADCASTING, July 2).

Mr. Roff said the cost-reduction program was begun in an effort to hold down the increase in rates "needed for the occasional service to come close enough to cover its costs so that the television transmission service as a whole will not require a subsidy" from other AT&T services. The proposed increase—it would

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amount to \$10 million annually—is being vigorously opposed by the company's customers using the service.

The money-saving program, Mr. Roff said, involves the reduction in size of the dedicated occasional television facility network from about 38,000 to about 20,000 miles and the cutback in television operating centers from 148 to 31. In addition, he said, the amount of local exchange facilities is being reduced.

Mr. Roff said that the company does not believe the cutbacks will cause "the discontinuance, reduction or impairment of service to any community." He said AT&T will use protection channels, other available broadband radio channels and special construction to provide occasional service to communities which do not have interexchange channel facilities dedicated to the occasional-use service. He noted that AT&T has used such facilities for that purpose in the past.

Money matters stick in two FCC cases

Review board refuses to drop financial issue against Wadeco; at same time it won't add one in Las Vegas Valley proceeding

The FCC's review board has refused requests by applicants in two separate comparative television proceedings to have financial hearing issues modified. The board, in separate actions, denied a petition by Wadeco Inc., competing applicant for Dallas channel 8, to have a question regarding its financial qualifications dropped; it also declined to add financial issues against Las Vegas Valley Broadcasting Co., competing applicant for Las Vegas channel 3.

Wadeco, which is trying to supplant the A. H. Belo Corp.'s WFAA-TV on Dallas channel 8, had claimed that in adding a financial issue against it, the commission had overlooked an amendment to its application for the channel. The amendment, Wadeco claimed, should put the commission's concerns at rest. The review board disagreed. It said the commission had examined the amendment and had found that it failed to "satisfactorily resolve" the hearing questions.

With respect to Las Vegas Valley, the board denied a petition by Western Communications Inc., licensee of KORK-TV Las Vegas, the occupant of the contested Las Vegas channel. Western had wanted an issue added against Valley (the hearing's bill of particulars already includes a question of Valley's proposed \$1-million line of credit with a Nevada bank) to determine whether several of the firm's stockholders are financially qualified. The review board said that it had already satisfied itself as to the Valley stockholders' ability to meet certain stock-subscription and bank-loan agreements, and added that Western's contentions did not "serve to alter this determination."

A comparative hearing was ordered in the Dallas case last May (BROADCASTING, May 28, et seq.). The Las Vegas proceeding has been in progress since last September.

Johnson vows to keep his seat from Quello

FCC Commissioner Nicholas Johnson expressed dismay last week at the reported choice of his successor. He indicated he would attempt to head off the expected nomination of James H. Quello, former manager of WJR-AM-FM Detroit.

He said he would take "whatever road" is open to oppose the Quello selection. "I will do everything in my power to see that a quality appointment is made."

He said it was "hard to imagine" that President Nixon would appoint an industry figure to the FCC. "It's as if the President never learns," he said.

Mr. Johnson, whose term expired June 30, is clearly intending to stay a while longer. He said he would not give up his seat until the new occupant was "qualified," meaning confirmed by the Senate. In his view a recess appointment would not dislodge him.

That opinion is disputed by knowledgeable sources on Capitol Hill who say Mr. Johnson's tenure would automatically be ended if the President named his successor while Congress was away.

Eisewhere there were no signs of serious opposition to Mr. Quello.

NAB says the FCC was out of bounds on fees

The FCC "clearly exceeded its authority" in adopting a new fee schedule designed to recoup 100% of its annual spending, the National Association of Broadcasters told the Supreme Court last week.

NAB pointed out in a friend-of-the-court brief that legislation authorizes federal agencies to levy fees but only "where there is an identifiable recipient who has received a measurable amount of government service from which he has obtained a special benefit." When the identity of the beneficiary is obscure, NAB said, the law specifies that the service performed is to be considered a public



Transition. The man in the middle, with the gavel, is California Lieutenant Governor Ed Reinecke, who presided over the transfer from Kenneth Croes (l), outgoing chairman of the California Broadcasters Association, to Don Curran (r), his successor. The action took place during the association's meeting in Monterey July 19 and 20. Mr. Croes is vice president and general manager of KERO-TV Bakersfield, Mr. Curran VP-GM of KABC-TV Los Angeles.

service and no fee can be attached to it.

NAB's brief argued that the Fifth Circuit Court of Appeals, in upholding the commission's fee schedule, erred in its broad interpretation of the "value-to-recipient" criterion.

The Supreme Court is reviewing the commission's proposed higher fees at the request of the National Cable Television Association (BROADCASTING, May 21). NAB also challenged the FCC's authority to levy fees, but dropped out of the case after the Fifth Circuit Court's decision.

Budget cut threatens Guam's one public TV

The only public television station on the U.S. territorial island of Guam will be forced to cease operation Sept. 30 unless it can come up with a lot of money soon. Officials of KGFT(TV) Agana predicted that fate after the Guam legislature last month voted to cut off all funds for the facility after the Sept. 30 deadline.

The legislature's action was the apparent result of a rift between that body and Guam Governor Carlos Camacho. It came in the form of a blanket appropriation which cut more than \$20 million from the Republican governor's proposed fiscal 1974 budget of \$119.8 million. With respect to KGTF itself, leaders of the Democratically controlled legislature had argued that the station, which was established by executive order three years ago, should not receive public funds since it was not created by law.

The station's opponents in the legislature, who had expressed reservations both publicly and privately over the prospect of Mr. Camacho's exerting improper influence through the use of KGTF, argued that the island's instructional and educational needs could be served by KUAM-TV Agana, Guam's only commercial station.

But a KGTF official, who learned of the station's imminent demise while on a trip to Washington two weeks ago, termed the legislature's position "ridiculous," and maintained that the noncommercial facility serves a distinct function that cannot be duplicated by KUAM-TV. The official said KGTF still held out a hope that private donations could carry the station through the crisis, but conceded that the chances of acquiring needed funds (at least \$250,000 would be necessary) from private sources are remote. He added that he was extending his visit in order to seek employment stateside.

NATRA meet set to go

The National Association of Television and Radio Announcers has decided not to tag its convention starting Wednesday (Aug. 8) in New Orleans with a theme this year, a spokesman said. Maybe that's because the thread that seems to be running through the four days of sessions is not a new one for the black broadcasters' organization: "opportunity."

Workshops on "leisure-time industry opportunities for blacks" and "management of artists" are geared toward providing

the NATRA membership with leads on career possibilities and tips on how to advance once a position is secured.

Stan Scott, President Nixon's special assistant on minority affairs, will be the main speaker of the event, keynoting the Thursday night dinner. Other scheduled activities include sessions on blacks in television, the future of gospel music and ratings.

The annual election of NATRA officers will also take place during the convention, to be held at the Hyatt House.

House told of effectiveness of propaganda operations

The State Department last week assured the House Foreign Relations Committee that Radio Free Europe and Radio Liberty have helped to reduce East-West tension and should be allowed to continue operating. Walter Stoessel, assistant secretary of state for European affairs, told the committee that the radio outlets' continued operation will keep that situation from becoming "a short-term phenomenon." His statement was endorsed by Dr. Milton Eisenhower, chairman of a presidential study commission that recommended continuation of the stations.

The committee was holding a hearing on legislation (H.R. 8144) to authorize \$50.3 million for the stations and create a seven-member board to oversee their operations. The Senate Foreign Relations Committee approved an identical bill last month.

AWRT: no license limit

American Women in Radio and Television has added its name to the list of organizations supporting specific license-renewal plans. AWRT's position favors granting licenses for indefinite periods, with licenses to be terminated only when successfully challenged, and assigning the burden of proof in a license challenge to the challenger.

The stand, taken by AWRT's national board of directors, did not back any current license-renewal bills because none embodied the "ideal position as AWRT saw it," an AWRT spokesman said, although with further study the organization may back a particular bill.

Fazed. The small-business exemption to Phase IV price controls should apply to all TV and radio stations with 60 or fewer employees, in line with previous exemptions, the National Association of Broadcasters told the Cost of Living Council last week. "We expect to file, as soon as procedural regulations are issued providing for exemption requests, a fully documented request for an industry-wide exemption," NAB said in comments filed last Monday (July 31). NAB asked that the 60-employee benchmark be applied in the meantime.

Broadcast Journalism

Watergate remains a good draw

Ratings rise with witness status; broadcasters relieved by prospect that this phase will end before new-season schedule is brought in

Rotating coverage of the Senate Watergate hearings resumed last week as the end of the first phase began to come into sight.

The Senate Watergate committee lengthened the daily sessions, opening at 9:30 a.m. NYT instead of 10 and extending them to 6 p.m. or later, in an effort to complete the current phase as soon as possible, perhaps this week.

The committee's determination to push on as long as necessary during the August congressional recess allayed broadcasters' fears that the current round might not be wound up before the new television season opens Sept. 10. Higher sales levels then would make it harder for broadcasters to find suitable make-goods for commercials pre-empted by Watergate coverage, and thus would make their coverage more costly. Even so, the hearings are due to move into other phases later on.

As last week's sessions got under way, Watergate coverage led in the overnight Nielsen ratings in both New York and Los Angeles. In the past, since rotating coverage was started on June 5, Watergate has consistently led in Los Angeles but has usually ranked second in New York.

In the three weeks of rotating coverage for which national Nielsens are available, an analysis by NBC indicated that the hearings, on average, have drawn audiences of respectable size even by game-show and soap-opera standards.

For the June 5-7 sessions, for example, Watergate had an average 7.9 national rating and 33 share when it was on NBC, 6.7 and 26 when on CBS, 6.1 and 24 when on ABC. During the next round, June 12-14, the average ratings were a little higher: 8.0 and 31 on NBC, 6.8 and 28 on CBS, 7.6 and 30 on ABC. And for the July 10-13 period—when former Attorney General John Mitchell was in the witness chair most of the week, followed by Richard Moore, White House aide and former broadcaster—both ratings and shares were up: On NBC, 10.7 and 37, CBS 9.1 and 34 and ABC 9.6 and 33.

Last week, H. R. Haldeman, former White House chief of staff, took over as the central figure, following John Ehrlichman into the witness seat on Monday afternoon (July 30). ABC-TV, which had covered Mr. Ehrlichman's earlier testimony even on days when other networks had primary coverage responsibility, had planned to do the same for at least the first day of Haldeman testimony. But it decided not to join CBS—which had primary responsibility on Monday—for the reading of Mr. Haldeman's opening statement Monday afternoon. Tuesday was ABC's day in the rotation any-



NBC News photo

way, and it let NBC go it alone on Wednesday. ABC sources said they had, however, scheduled a Watergate special for Aug. 9 at 10-11 p.m.

CBS's coverage of the Monday session had an average 6.7 rating and 28 share in New York and 11.2 and 42 in Los Angeles, leading its combined network opposition in Los Angeles and running 11 share points ahead of either of the others in New York.

ABC's coverage on Tuesday scored a 6.1 and 26 in New York and a 10.6 and 45 in Los Angeles, more than twice its combined network opposition in Los Angeles and eight share points ahead of its nearest network competitor in New York.

These may be the last overnight Nielsens for a while. Nielsen was to begin moving its Instant Audimeter equipment about Aug. 1, a process expected to take until about Sept. 5. During that period data is still being collected but is to be delivered to clients at two-week intervals.

NBC's Wednesday coverage drew a 5.3 and 22 in New York, two share points ahead of its nearest rival, and easily outdistanced the competition in Los Angeles with a 10.0 and 43, 17 share points more than ABC and CBS combined.

Seminars will look at media and Watergate

Journalism center also announces annual fellowship program

The Washington Journalism Center has announced its fall schedule of conferences, which will be led off by a look at the role of the press in Watergate. Titled "The Media: Mirror or Torch," the Sept. 17-20 conference will explore the public's right to know in reference to Watergate, examining such First Amendment issues as broadcast regulation, shield laws, news councils and government secrecy.

Although the speaker list is not yet complete, those already committed include Ben Bradley, executive editor of the *Washington Post*; Ronald Goldfarb, Washington attorney, and Charles Morgan Jr., with the Washington office of the American Civil Liberties Union. Clay T. Whitehead, director of the White House Office of Telecommunications

Policy, is also expected to address the group.

This first symposium kicks off a series of 10 conferences sponsored by the Journalism Center to provide editors and reporters from across the country with an in-depth look at key issues in the news. In addition to two other conferences on Watergate, the schedule includes examination of consumer protection, school desegregation, budget and economy, the fuel shortage, urban growth, mass transit and women's liberation.

In addition to its conference program, the Journalism Center has announced plans for its fellowship program for young journalists. Geared toward professional journalists with at least two years of professional experience in radio-TV news, with wire services or publications, the fellowships carry a \$4,200 stipend for a five-month stay in Washington, January 15-June 15, 1974. During that time fellows will attend approximately 85 seminars with members of Congress, cabinet officers, agency heads and leading Washington journalists. Additional information may be obtained from the Journalism Center, 2401 Virginia Avenue, N.W., Washington, D.C. 20037.

Post pressured with loss of stations, Graham says

Newspaper's investigations of Watergate and Pentagon Papers produced threats of prosecution and license challenges, publisher says on 'Today'

Katharine Graham, publisher of the *Washington Post*, says the newspaper was once threatened with a criminal prosecution and the possible loss of its broadcasting properties if it did not return certain "sensitive" portions of the Pentagon papers.

Mrs. Graham, in an interview with Barbara Walters on NBC's *Today* show last week, said that after the Supreme Court rejected the government's effort to bar publication of the papers in 1971, then-Attorney General Richard Kleindienst sent word that the paper faced criminal prosecution if it did not return the requested papers.

The message, she said, "went on to point out that papers with criminal decisions against them obviously could not own television stations."

The *Post* owns WTOP-AM-TV Washington, WPLG-TV Miami, WJXT(TV) Jacksonville, Fla., and WCKY(AM) Cincinnati. It also proposes to purchase WTIC-TV Hartford, Conn. (see page 26).

Mrs. Graham also charged in the interview that the licenses for the Florida stations were challenged because of the *Post's* role in investigating the Watergate affair. Three competing applications were filed against WJXT, one against WPLG-TV. One of the applications for the WJXT facility (ch. 4) was organized by a former counsel to the Committee to Re-Elect the President and the chief fund raiser for President Nixon in Florida is involved in another (BROADCASTING, Jan. 8).

Mrs. Graham's report of the Klein-

dienst matter earned the publisher a rebuke from a former employee now a member of the Nixon administration—Kenneth Clawson, deputy director of communications for the White House. Mrs. Graham had said the Kleindienst "threat" was transmitted through Mr. Clawson, then a member of the *Post's* national bureau.

Mr. Clawson saw the disclosure as a breach of professional newsmen's ethics, requiring confidentiality of sources. "I will neither confirm nor deny" the report, he said, adding, "As a newspaperman I have higher ethics than Katharine Graham."

RTNDA supports CBS in sketch-ban case

Association cites the uniqueness of broadcast news in arguing for need for drawings in reporting

In a friend-of-the-court brief filed with the U.S. Court of Appeals in New Orleans in the CBS appeal of a federal judge's ban on sketching in his courtroom (BROADCASTING, July 16, 30), the Radio Television News Directors Association argued that efforts of television journalists to portray courtroom events would be "substantially limited" if sketches are prohibited from being broadcast.

The RTNDA brief attempted to "point up the journalistic nature of courtroom sketching and its importance to television news."

RTNDA argued that, unlike newspaper reporters who can use several hundred words to describe a news scene, time limitations on news broadcasts cause television news organizations to communicate in as "concise and richly informative a manner" as possible through the "simultaneous conveyance of an abundance of information through both sound and picture."

Since both film and direct telecast are largely prohibited by court rules, "sketching is especially important for the visual part of news stories of courtroom proceedings," RTNDA said. This situation requires court vigilance "in preventing further restrictions from being unnecessarily and destructively imposed upon the news media" as they cover public trials, the brief concluded.

Vt. newsman fights disclosure

A reporter with WCAX-TV Burlington, Vt., has filed with the Vermont Supreme Court an appeal of a contempt order issued after he refused to name the source of a tip about an impending drug raid. The reporter, John Gladding, cited the First Amendment in his refusal to disclose the information. Sentencing of Mr. Gladding has been deferred until the appeal is acted on, probably in October, according to a station spokesman.

Mr. Gladding was one of four reporters on the scene of a drug raid by Rutland police last February, but the only one from

whom a deposition was sought revealing the source of the tip—reportedly because an earlier witness had testified that Mr. Gladding had prior knowledge of the raid.

CBS's Kalb reports his papers rifled

Marvin Kalb, CBS News diplomatic correspondent, walked into the small office provided him in the State Department to find it in disarray—papers strewn about and broadcast instruments on the floor. But nothing was missing.

He reported the matter to State's press office, but was not too concerned. He said last week he thought it might have been cleaning people doing a sloppy job.

But then, two weeks later, on July 23, he again found his office a mess. Again, nothing appeared to be missing. But this time he was more concerned. And so was the State Department; its security people put a new lock on his office door.

Since then, he reported, Secretary of State William Rogers called him to apologize and to express his concern. That was reassuring.

Not so reassuring was the information he received that, a few days after the second apparent entry of his office, two men were seen "going through" papers in the *Boston Globe's* State Department office. They slammed the door when they saw they were being observed, Mr. Kalb said.

He said the department informed him that it is "looking into all of these things" but had nothing to report.

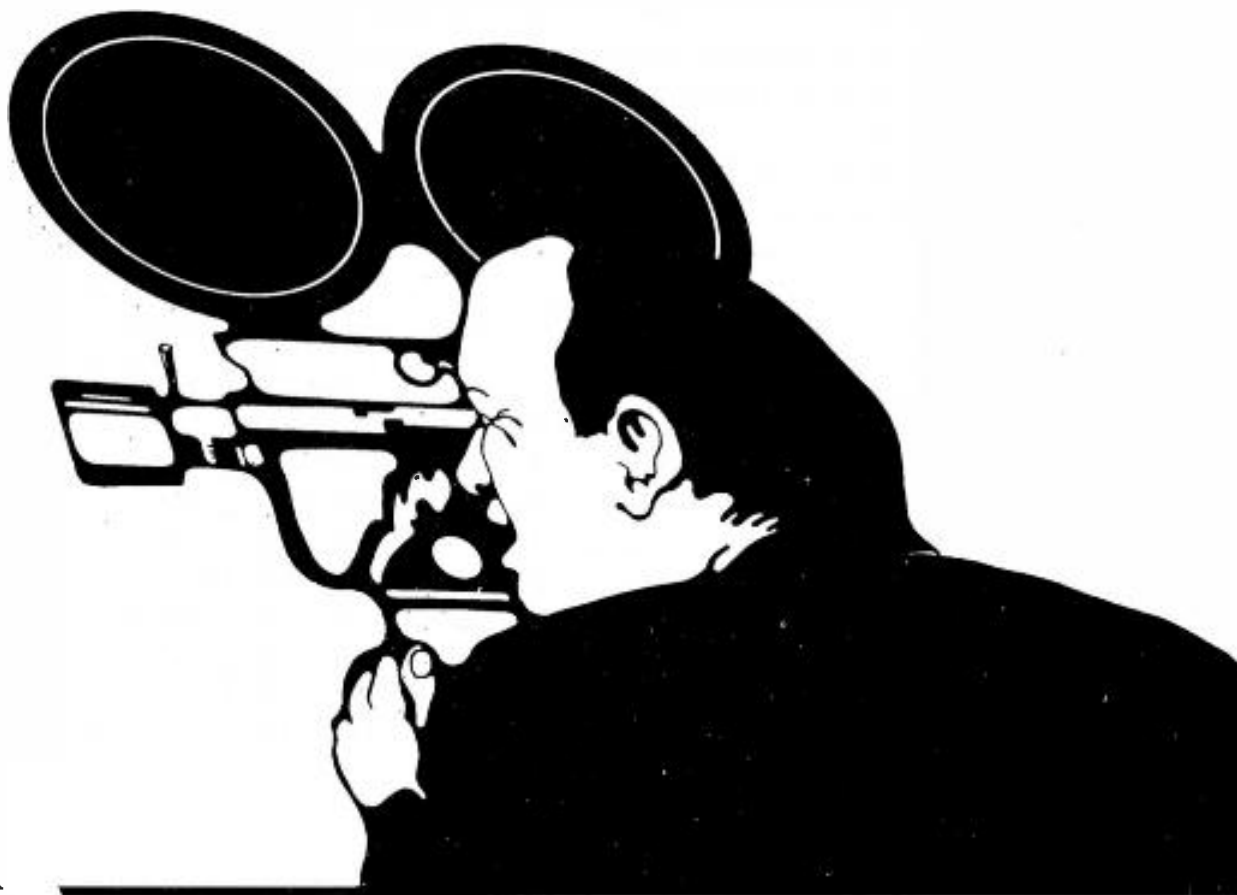
Mr. Kalb would probably be justified in feeling spooked. His home telephone and, possibly, his phone at State were reportedly bugged as part of the Nixon administration's effort to plug leaks to newsmen.

And his name was among those on the



Over there. This black news team from WTOP-AM-TV Washington set out last week for the drought-ridden areas of west Africa. The crew will file daily reports on the story there, and, late this month, a documentary on the crisis will be broadcast. Heading the team will be syndicated columnist and WTOP commentator Carl Rowan (third from left). He will be assisted by (l-r) Michael Murphy, audio technician; J. C. Hayward, co-anchor on WTOP-TV's evening news show, and Britton Arrington Jr., cameraman. Their reports will also go to other Post-Newsweek stations in Miami and Jacksonville, Fla., and WCKY(AM) Cincinnati.

Why Television Is the Number-One News Medium



Mass media, television is now regarded as the most interesting and most complete. That was a conclusion of a massive survey just reported by the Bureau of Social Science Research, of which confirms other studies of public attitudes toward television, which year after year has been holding a position of primacy as

achieve that rank; why does it? The answers will be found in the editors of *Broadcasting* for publication in the Aug. 20

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.

Long in Broadcasting Aug 20

so-called White House enemies list, allegedly prepared by Charles Colson when he was a presidential aide, that former White House counsel John W. Dean III turned over to the Senate Watergate committee (BROADCASTING, July 2).

UCC backs newsmen, fairness

The 724 delegates to the Ninth General Synod of the United Church of Christ, the UCC's national representative body, voted unanimously to adopt a resolution affirming the rights of newsmen to keep their sources confidential and supporting the fairness doctrine in broadcasting. The Synod, meeting in St. Louis, called upon Congress and the FCC to "protect the integrity of the fairness doctrine and to interpret it broadly," and to "prohibit excessive concentration of ownership of mass media in a single community." It urged UCC churches, ministers and members to "work for free access to the media by persons of all points of view."

Documentation

Senator Charles Percy (R-Ill.) last week gave what he called "equal time" in the *Congressional Record* for CBS Washington Vice President Richard Jencks to disagree with a columnist's views on the extent of consumer news carried by broadcasters.

Last month Senator Percy had inserted into the *Record* a speech by columnist Arthur Rowse, who contended that broadcasters, especially the networks, fail to

report consumer news because of advertiser pressure, internal conflicts of interest and fear of displeasing the administration.

In the Aug. 1 issue of the *Record*, Senator Percy printed a letter he received from Mr. Jencks, who called Mr. Rowse's charges "unfair and unfounded." Also printed were selections from a compendium Mr. Jencks had sent Senator Percy. The 131-page document, "CBS/Broadcast Group Coverage of Consumerism" contained examples of consumer news carried by the network and its owned stations.

Early-morning battle begins this week

NBC's 'Today' to be tested by CBS's Quinn-Rudd entry

Barbara Walters and Sally Quinn were due to square off in earnest this morning (Aug. 6) as the new CBS-TV *Morning News* made its highly publicized debut against the 22-year-old *Today* show on NBC-TV.

"I'm stimulated by the new competition from Hughes Rudd and Sally Quinn," said Stuart Shulberg, the executive producer of *Today*. "Although I could've done without CBS's publicity tactics. In attempting to create a lot of controversy and excitement about their new show, they've set up a make-believe rivalry between Walters and Quinn."

NBC refuses to admit that it's being affected in any way by the new competition, but Barbara Walters has just signed a new three-year contract with the network, and this morning's *Today* show was to feature an elaborate outdoor fashion show in Rockefeller Plaza, with a special appearance by Duke Ellington and his orchestra.

CBS has so far cleared 160 stations for the 7-8 a.m. time period (compared to the *Today* show's 216 affiliate average). The defunct *CBS Morning News with John Hart* was clearing 175 or so stations, but as many as 70 of these only carried a half-hour of it, so its season-to-date Nielsen was a dismal 1.6 rating and 18 share (as opposed to *Today*'s 5.6 and 36).

Journalism Briefs

Teaming up. Black-owned WLIB(AM) New York and WNJR(AM) Newark joined National Black Network last week, bringing number of affiliates of recently-launched news operation to 43 (BROADCASTING, July 9).

Joining UPITN. Eight additional stations have signed for UPITN's nightly news feed, raising total subscribers to 12, UPITN said last week.

Additions are: WPTX(TV) New York, WGN-TV Chicago, KTLA-TV Los Angeles, WTOP-TV Washington, WTTV(TV) Indianapolis, KMEX-TV Los Angeles, KPHO-TV Phoenix, Ariz., and KMPH-TV Visalia, Calif. The nightly news transmission will be moved from 6:30-7:30 p.m. to 4:30-5:30 p.m., starting Aug. 13.

Cablecasting

No compromises on cable parts of copyright bill

In day of hearings before McClellan broadcasters, cable operators and copyright owners don't budge

Cable advocates and adversaries lined up last week to present their rival cases as Senator John McClellan (D-Ark.) held long-awaited hearings on general revision of the copyright law. Arguments on a religious-broadcasting exemption included in the bill (S. 1361) were also heard.

Big guns were trained on the cable-television royalty schedule in the bill. Although cable operators and copyright owners were in agreement that copyright payments should be made by cable systems for carriage of broadcast signals, the amounts of the payments and means of determining them were strongly contested.

Jack Valenti, president of the Motion Picture Association of America, argued that the fee schedule—put in the bill at 1% to 5% of CATV gross receipts, depending on the size of the system (BROADCASTING, July 16)—should be established by an arbitration tribunal rather than by Congress. He considered the bill's current fee proposal neither adequate nor appropriate because it cannot be calculated whether or not these fee "would reasonably compensate copyright owners for expected loss of value in the programs" and "the determination of fair fee schedule demands the full-time scrutiny of a body of experts" who would be able to give more time to it than the subcommittee can give.

Mr. Valenti said the subcommittee "not equipped to deal with the arduous task of setting fair rate would need to give careful scrutiny number of variables such as the age, signal carriage and penetrate many cable systems. Even if schedule were higher, the MPA would conclude that any fixed would now be "artificial" and solid base of facts to reach a

Vincent Wasilewski, president of National Association of Broadcasters, also in this presentation speaking for Association of Maximum S. casters, concurred with Mr. Valenti's call for copyright fees "terminated by 'an independent tribunal and not statutory' rent FCC rules for cable," were established with the that the copyright fees by arbitration if the parties to an agreement.

The NAB/AMST says that the cable industry operate under the new agreement over a year now as NCTA" to back away agreement for a new copyright among the

To counter those

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Three voices, one ear.
The pleadings of (l to r) David Foster, for the National Cable Television Association, Jack Valentl, for the Motion Picture Association of America, and Vincent Wasilewski, for the National Association of Broadcasters, were directed last week at the Congress's most formidable figure in the cable copyright arena: Senator John McClellan of Arkansas.



Foster, president of the National Cable Television Association, said negotiations had been taking place over the last year with the copyright owners, to no avail. George Barco, president of the Pennsylvania Cable Television Association, said the copyright owners in the negotiations were uninformed about cable operations and had insisted on making exorbitant demands. Mr. Foster said no copyright agreement could be reached by negotiation.

He then agreed that the current fee provisions were acceptable but it would be "prudent" to reduce such fees by 50%. Bridger Mitchell, economist, projected an average drop in profit from 11% to 9.9% under the 1%-to-5% fee schedule for cable systems in the top-50 markets with 10,000 subscribers. Such a return might discourage investment for systems in the top-100 markets, concluded Mr. Foster.

Despite this point, the NCTA president urged adoption of S. 1361—with an added provision to exempt cable systems of under 3,500 subscribers from copyright. With the bill becoming law, Mr. Foster stated, the industry could remove "its parasite label" and move on to other matters. In addition, empirical data could be gathered under the bill and at the end of three years the copyright owners and cable operators could take such statistics to an arbitration tribunal to reset the fees if such a need existed.

During Wednesday-morning hearings both Senators Quentin Burdick (D-N.D.) and McClellan said they wanted more data before they could decide on the proper fee schedule. Later the subcommittee's chief counsel, Thomas Brennan, predicted the fee schedule would "survive in some form and the movie association's endeavor for higher fees would be considered."

The Wednesday-afternoon session centered on a sports provision that would expose cable systems to special copyright liability if they imported distant-station broadcasts of games that television stations in the cable systems' own communities were unauthorized to carry. The provision would be an enlargement of the principles embodied in the present blackout practices that keep home games off broadcast television (and that are now under legislative attack [see page 20]).

Sports representatives argued in favor of the copyright provision. John Higgins, chairman of the National Collegiate Ath-

letic Association's subcommittee on CATV, saw a threat to college football admissions in unrestricted cable carriage. Mr. Higgins said the football gate supported other sports. Bowie Kuhn, commissioner of baseball, saw a depreciation of values of local baseball-broadcast rights if cable importation were uncontrolled. Mr. Kuhn conjectured that, for example, the Milwaukee Brewers would command less for their own broadcast rights if Milwaukee cable systems imported the games of the Chicago Cubs and White Sox.

Amos Hostetter Jr., of Continental Cablevision, chairman of the NCTA, objected to the special copyright liability for sports transmissions. He argued for the inclusion of all sports in the compulsory licensing system that would apply, under the bill, to other forms of broadcast programing. And beyond that he wanted the blackout provision confined to professional football, baseball, basketball or hockey home games that were expressly denied local television-broadcast exposure.

Sandwiched into the cable testimony were the arguments on the copyright provision that would allow nonprofit organizations to mechanically record material of a religious nature for transmission on a broadcast station without being liable for copyright. Albert F. Ciancimino, attorney for SESAC, argued that the creator of a religious work is entitled to the same benefits received by creators of other copyrighted works. The representative of the National Religious Broadcasters Association, the Rev. Dr. William Nelson, countered that a copyright fee for nonprofit religious programing could substantially reduce the amount of religious programing offered free to broadcasters from the association's 425 organizations.

Cable-satellite study looks to be bankrolled

Gwin says \$100,000 is in hand

Cable operators interested in participating in a study for creation of a Community Satellite Access Entity met in Chicago last Thursday (Aug. 2). And, according to John Gwin, of Cox Cable Communications and chairman of the meeting, "there will be no problem" raising the necessary \$100,000 needed to get the study off the ground.

Over 17 definite commitments of \$5,-

000 have now been made. With the large list of small systems willing to contribute \$1,000 towards the necessary \$5,000 membership fee for participation in the study's steering committee, Mr. Gwin believes that the monetary goal has already been met. These figures also do not include a number of the 38 individuals who attended the meeting and were undecided. Mr. Gwin expects many of these people will eventually contribute.

During the afternoon meeting the group heard Delmar Ports, National Cable Television Association, Peter Goldmark, Goldmark Communications and Hubert Schlafly, Teleprompter, describe the technology of satellites. The rest of the meeting was spent discussing the applications of a satellite system in regards to cable television and preliminary operating procedures for a study committee.

REQUEST FOR CATV PROPOSAL

Interested companies are invited to submit proposals for plans to provide a cable communication system to serve collectively or singly the Cities of Centerville, Kettering, Miamisburg, Moraine, Oakwood, and West Carrollton, Ohio. Request for Proposal (RFP) material may be obtained from the office of

Mayor Charles F. Horn
Kettering Government
Center

3600 Shroyer Road
Kettering, Ohio 45429

and should be obtained
before August 30, 1973.

A cable-broadcasting detente in Naples, Florida

A CATV system and AM-FM there are co-owned, and an unusual arrangement for production has cut the costs of local origination

Cablecasting and broadcasting have been brought to harmonious terms in Naples, Fla., to cut the costs of locally originated cable programming. Palmer Broadcasting, owner of Gulf Coast Cablevision and WNOG(AM)-WNFM(FM) there, has consolidated the physical operations of the radio stations and the cable system under the one roof of its newly constructed radio-television center. The result is an interchangeable production staff and lower expenses for the cable system's local origination department.

When the FCC ruled in 1972 that all cable systems with over 3,500 subscribers were responsible for locally originating programming, the unusual relationship between Gulf Coast, which serves 15,000 homes, and WNOG began (WNFM uses automated programming). William Ryan, manager of the center, concluded that hiring separate personnel for the cable-

casting channel would be inefficient because advertising dollars in the Naples area would not support that much overhead. Management decided to draw on the existing radio staff instead.

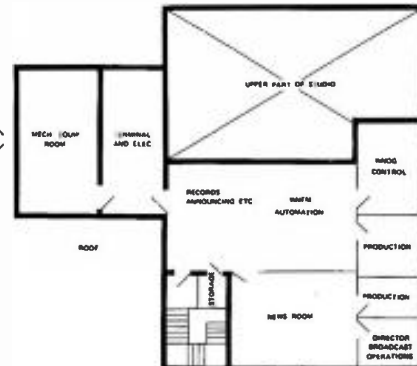
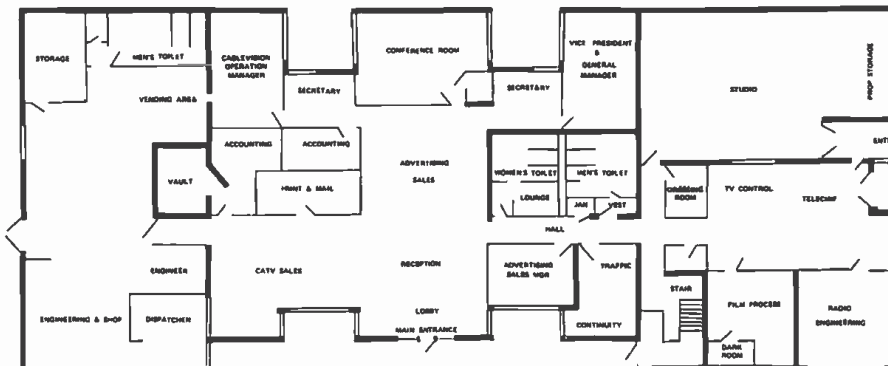
The result is a local-origination cost that is now at the point where Mr. Ryan says the local-origination department came through the year with total losses of only \$2,000. He agreed that few cable systems that originate substantial programming can make that kind of statement about what is generally regarded a heavy-expense, low-return activity.

Cable productions at Gulf Coast's studio make use of equipment that includes a Norelco LDH-1 studio camera and similar film-chain camera, three IVC one-inch VTR's, two back pack VTR's, two Telemation black-and-white cameras and a remote van. Costs for this type of equipment, added to a 20-hour-per-week programming schedule would make most profit-conscious managers cringe.

But Mr. Ryan says he has spared himself much of the worry through efficient use of production personnel. Every cable

production is staffed to varying degrees by the 13 individuals who work in both radio and cable production. For a cablecasting program such as the one hour of news and information presented on weekday afternoons, any number of the four newsmen might gather the information and with the help of the copywriter write the show. At the same time the seven production assistants can run camera, direct, switch or light, all while away from their various radio duties. Further cost savings accrue when a public-affairs program is recorded on audio tape and video tape in the afternoon and played back later in the day on both the cable system and WNOG.

Other mutual support includes a bookkeeper, who keeps separate books for each operation, and a sales force of five. During the last year, the all-purpose salesmen brought in an average of \$5,000 a month for the cable system, \$23,000 per month for WNOG, and another \$5,000 each month for WNFM. "Financial institutions, nurseries and retail establishments have come to see the benefits of advertising on cable," says Mr. Ryan. Rates for comparable one-minute spots run \$15 on the cable, \$5.90 on the AM and \$5.00 on the FM.



On the drawing board. Above, at left, is the first-floor plan of the Radio-Television Center; at right, the second floor of the two-story wing. The center houses the studio, offices and control rooms of radio stations WNOG(AM) and WNFM(FM) as well as the office, service and production facilities of Gulf Coast Cablevision.

On the inside. The first floor reception area connects the two wings of the Television Center. The CATV sales area is in the background. Television monitors in the foreground are used to monitor each television station carried on the cable system.



On the outside. At left is the exterior of the \$500,000 Naples Radio-Television Center.

Ivory towers meet cable's blue sky

**Campus of U. of Illinois is wired
for two-way dormitory system
with capability of 90 channels**

Two-way cable television is coming to the dormitory rooms of the students at the University of Illinois in Urbana. But this in-dorm service "is only at the tip of the iceberg" in relation to the benefits expected from the university's use of cable television, according to Donald Mullalley, director of broadcasting there.

A contract for cable service within the next 18-24 months has been signed by the University of Illinois board of trustees and the recently selected cable franchisee for Champaign and nearby Urbana. The university's agreement with Champaign-Urbana Communications Inc. calls for the cable company to wire the 5,400 dormitory rooms and interconnect them with specified buildings and classrooms across campus. The entire system will also be connected with the cable system serving the two local communities. The proposed 15 miles of campus cable plant will carry 24 channels with a capability of 90. Three channels will also be turned over to the university for use in the Champaign and Urbana communities to reach the 20,000 students who live off campus.

CUCI has also agreed to provide a local-origination studio and production

equipment which includes two color cameras, video switcher, lighting system, two portapaks, and one-inch VTR's. Cost to the university for the construction and maintenance of both the plant and the local-origination facilities is \$100,000 per year for a 15-year period.

Dr. Mullalley, who has spearheaded the movement to bring cable to the university, says a charge of \$1 per dormitory student per month could evolve to help defray the costs.

But what really excites Dr. Mullalley are the educational possibilities. Lectures, laboratories and other forms of instruction can be viewed from the dormitory rooms or other cable-viewing facilities on campus. Recorded on video tape and re-cablecast periodically, classroom information could be received by students at times most convenient for themselves. Lectures that are repeated year after year could also be recorded on video tape and replayed when needed. Such a system would not replace professors; rather, Dr. Mullalley believes, "It will leave more time for interaction between faculty and students to discuss not the facts but the implications of the facts, which are really the important things."

Dr. Mullalley also envisions a two-way cable system that would relay computer data upon request, transmit fire and burglar alarms, allow students to order material from the library and view it over their television sets and perhaps allow students to take tests through an interactive terminal.

Music

Buckley is disputed on payola reports

**McClellan aide downgrades evidence
that New York senator presents
to support proposals for deep probe**

Attempts by Senator James Buckley (R, C-N.Y.) to prod Senator John McClellan (D-Ark.) and the latter's Copyright Subcommittee into a full-scale investigation of the recording industry are getting a cool reception. Tom Brennan, counsel for the McClellan subcommittee, last week characterized Buckley staffers who have been looking into charges of illegalities in the record business as "neophyte investigators" who are "talking before they have all the evidence."

Mr. Brennan added: "I know there is objection also to the fact that Senator Buckley is not a member of a committee which has jurisdiction in this matter."

Leonard Saffir, press secretary to the New York senator, said that Senator Buckley had met with Senator McClellan two weeks ago and that he (Mr. Saffir) was scheduled to meet with Mr. Brennan on Thursday, the day after the Brennan denunciation. Mr. Brennan could not confirm the McClellan-Buckley meeting but said that if Senator Buckley had discussed a formal probe "Senator McClellan probably would have mentioned it to me, which he did not." He also stated that the

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Thursday Saffir-Brennan meeting was the "first contact that has been made" between the subcommittee staff and Senator Buckley's staff, conflicting with earlier statements by Mr. Saffir.

In response to Mr. Brennan's charges, Mr. Saffir stated that "a good bit of the information that has come into [U.S. Attorney] Herb Stern's office [which is also investigating the charges of illegal acts in the music industry] has come from our investigation, if Mr. Brennan believes we are neophytes."

To help orchestrate his calls for a formal investigation, Senator Buckley held a news conference in Los Angeles last week to say he was "convinced" that "some of the charges that have been made have a basis in fact." The senator announced he had information about three types of illegal or unethical activity. He cited testimony that on "at least one occasion" a recording executive authorized crime-figure shake-downs in which "up to 25%" of artist's box office receipts were paid for "protection" and of the victimization of "young artists and groups" by means of "fraudulent" contract practices.

The senator also shared the platform with John Phillips, former member of the Mamas and Papas, who has turned over information to the Buckley investigation connected to a suit Mr. Phillips said he was about to file against an as yet unnamed record company for avoiding the payment of performance royalties due

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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
1	1	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	1	1	1	3
7	2	Touch Me in the Morning (3:51) Diana Ross—Motown	4	4	3	4
10	3	Live and Let Die (3:10) Paul McCartney and Wings—Apple	7	3	4	2
3	4	Yesterday Once More (3:50) Carpenters—A & M	2	5	5	7
5	5	Get Down (2:38) Gilbert O'Sullivan—Mam	5	2	8	1
2	6	Shambala (3:27) Three Dog Night—ABC/Dunhill	3	8	6	8
13	7	Smoke on the Water (3:48) Deep Purple—Warner Brothers	10	7	2	5
9	8	The Morning After (2:14) Maureen McGovern—20th Century	8	6	7	9
6	9	Diamond Girl (3:29) Seals and Crofts—Warner Brothers	6	10	9	11
18	10	Brother Louie (3:55) Stories—Kama Sutra	11	11	11	6
8	11	Playground in My Mind (2:55) Clint Holmes—Epic	9	9	12	14
14	12	Feelin' Stronger Every Day (4:13) Chicago—Columbia	14	14	10	10
15	13	Boogie Woogie Bugle Boy (2:32) Bette Midler—Atlantic	12	12	15	13
4	14	Kodachrome (3:24) Paul Simon—Columbia	13	13	13	15
21	15	Delta Dawn (3:08) Helen Reddy—Capitol	15	15	17	19
17	16	Long Train Runnin' (3:25) Doobie Brothers—Warner Brothers	19	16	18	16
12	17	Give Me Love (Give Me Peace on Earth) (3:32) George Harrison—Apple	18	17	16	17
20	18	Monster Mash (3:00) Bobby Boris Pickett—Parrot	20	20	14	12
27	19	My Sweet Gypsy Rose (2:51) Dawn—Bell	16	19	19	20
11	20	Will It Go Round in Circles? (3:42) Billy Preston—A & M	17	18	20	21
24	21	Uneasy Rider (3:53) Charlie Daniels—Kama Sutra	21	21	21	22
28	22	Money (3:59) Pink Floyd—Harvest	25	27	22	18
16	23	Natural High (4:02) Bloodstone—London	24	22	23	23
35 •	24	Loves Me Like a Rock (3:32) Paul Simon—Columbia	23	28	28	26
26	25	So Very Hard To Go (3:37) Tower of Power—Warner Brothers	26	25	30	24
25	26	Behind Closed Doors (2:55) Charlie Rich—Epic	22	29	24	35
23	27	Soul Makossa (4:30) Manu Dibango—Fiesta	28	24	26	29
33	28	Are You Man Enough? (3:24) Four Tops—Dunhill	31	23	25	25
31	29	I Believe in You (3:58) Johnnie Taylor—Stax	29	26	27	27
29	30	How Can I Tell Her? (3:59) Lobo—Big Tree	27	31	29	33
34	31	Right Place Wrong Time (2:50) Dr. John—Atco	37	30	31	31

Tracking the Playlist. This week's *Broadcasting* "Playlist" indicates that station playlists are beginning to stabilize.

The chart had been showing increasing record activity over the last three weeks with unusually high numbers of new records coming on to the "Playlist" and very swift upward movement of records. Although there is still room for movement into the top positions, the "Playlist" can be expected to remain more stable for the next three to four weeks. One new record breaks into the top-10 positions this week, Stories' "Brother Louie" (10), while Deep Purple's "Smoke on the Water" (7) reclaims a top-10 spot after dropping out last week. Three records are new to the top 40: "Believe in Humanity" by Carole King (37), "Let's Get It On" by Marvin Gaye (38) (Breaking In, July 16) and Elton John's "Saturday Night's Alright for Fighting" (40) ("Breaking In," July 30).

Also showing strong movement and sporting bullets were Grand Funk's "We're An American Band" (44), B.W. Stevenson's "My Maria" (46) and Looking Glass's "Jimmy Loves Maryann" (49). New and bulleted this week are Cher's "Half Breed" (61), the Raspberries' "Let's Pretend" (57) and John Denver's "I'd Rather Be A Cowboy" (63) which were on the chart in previous weeks and jumped back on this week. Four records are also new, but without bullets: "Walking on Back" by Edward Bear (66), "Freedom for the Stallion" by the Hues Corporation (68), "Sweet Charlie Babe" by Jackie Moore (70), "Loving Arms" by Doble Gray (72).

Over-all rank			Rank by day parts			
Last week	This week	Title (length) Artist—label	6-10a	10a-3p	3-7p	7-12p
22	32	Misdemeanor (2:36) Foster Sylvers—Pride	36	34	32	32
32	33	Gypsy Man (5:22) War—United Artists	40	32	37	28
30	34	If You Want Me To Stay (2:58) Sly and the Family Stone—Epic	38	33	35	30
40	35	Clouds (2:45) David Gates—Elektra	30	35	36	41
39	36	Bongo Rock (2:36) Incredible Bongo Band—Pride	34	36	34	36
45	37	Believe in Humanity (3:22) Carole King—Ode	32	39	33	44
49 • 38		Let's Get It On (3:58) Marvin Gaye—Tamla	35	37	38	38
38	39	Young Love (2:18) Donny Osmond—MGM	39	38	39	39
60 • 40		Saturday Night's Alright for Fighting (4:55) Elton John—MCA	44	40	41	37
42	41	Here I Am (4:10) Al Green—Hi	43	41	40	40
51	42	The Hurt (4:16) Cat Stevens—A & M	41	43	42	43
19	43	My Love (4:08) Paul McCartney and Wings—Apple	33	46	45	49
56 • 44		We're an American Band (3:25) Grand Funk—Capitol	50	45	44	34
52	45	Where Peaceful Waters Flow (4:22) Gladys Knight and the Pips—Buddah	45	42	43	47
59 • 46		My Maria (2:32) B. W. Stevenson—RCA	42	48	46	50
53	47	Angel (3:34) Aretha Franklin—Atlantic	49	44	47	48
48	48	Everyone's Agreed (3:12) Stealers Wheel—A & M	47	47	48	45
64 • 49		Jimmy Loves Maryann (3:25) Looking Glass—Epic	53	52	52	42
43	50	Swamp Witch (3:47) Jim Stafford—MGM	46	55	50	56
47	51	I'll Always Love My Mama (3:04) Intruders—Gamble	70	49	49	51
50	52	Over the Hills and Far Away (4:42) Led Zeppelin—Atlantic	71	50	54	46
61	53	There's No Me Without You (3:28) The Manhattans—Columbia	52	52	51	53
70 • 54		Tequila Sunrise (2:52) Eagles—Asylum	48	54	56	58
57	55	You Light Up My Life (3:12) Carole King—Ode	51	59	54	60
54	56	A Million to One (2:38) Donny Osmond—MGM	56	58	63	54
— • 57		Let's Pretend (2:51) Raspberries—Capitol	57	57	62	55
45	58	One of a Kind (Love Affair) (3:31) Spinners—Atlantic	63	56	57	61
72 • 59		Roll Over, Beethoven (4:30) Electric Light Orchestra—United Artists	66	65	58	57
— • 60		I'd Rather Be a Cowboy (4:10) John Denver—RCA	60	62	59	63
— • 61		Half-Breed (2:42) Cher—MCA	*	51	61	59
68	62	L. A. Freeway (3:20) Jerry Jeff Walker—MCA	58	66	65	66
58	63	He Did With Me (2:27) Vicki Lawrence—Bell	55	67	64	68
36	64	I'm Gonna Love You (3:58) Barry White—20th Century	65	63	69	62
74	65	What About Me? (2:40) Anne Murray—Capitol	62	60	68	67
—	66	Walking on Back (3:00) Edward Bear—Capitol	*	64	53	65
—	67	Why Me? (3:25) Kris Kristofferson—Monument	54	61	72	75
—	68	Freedom for the Stallion (3:45) Hues Corp.—RCA	61	74	66	69

continues on next page



#2974

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ATLANTIC **45** RECORDS

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		Give It to Me (3:07) J. Geils Band—Atlantic	74	*	70	52
—	70		Sweet Charlie Babe (2:38) Jackie Moore—Atlantic	67	75	60	71
37	71		And I Love You So (3:14) Perry Como—RCA	59	68	67	*
—	72		Loving Arms (2:50) Dobie Gray—MCA	64	72	74	72
71	73		Sylvia (3:32) Focus—Sire	*	70	73	64
75	74		Time To Get Down (2:53) O'Jays—Philadelphia International	69	73	75	*
73	75		Sunshine (3:43) Mickey Newberry—Elektra	75	69	*	73

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

A Million to One (56), And I Love You So (71), Angel (47), Are You Man Enough? (28), Bad Boy Leroy Brown (1), Behind Closed Doors (26), Believe in Humanity (37), Bongo Rock (36), Boogie Woogie Bugle Boy (13), Brother Louie (10), Clouds (35), Delta Dawn (15), Diamond Girl (9), Everyone's Agreed (48), Feelin' Stronger Every Day (12), Freedom For the Stallion (68), Get Down (5), Give It to Me (69), Give Me Love (Give Me Peace on Earth) (17), Gypsy Man (33), Half Breed (61), He Did with Me (63), Here I Am (41), How Can I Tell Her? (30), The Hurt (42), I Believe in You (29), I'd Rather Be a Cowboy (60), If You Want Me to Stay (34), I'll Always Love My Mama (51), I'm Gonna Love You (64), Jimmy Loves Maryann (49), Kodachrome (14), L.A. Freeway (62), Let's Get It On (38), Let's Pretend (57), Live and Let Die (3), Long Train Runnin' (16), Loves Me Like a Rock (24), Loving Arms (72), Misdemeanor (32), Money (22), Monster Mash (18), The Morning After (8), My Love (43), My Mario (46), My Sweet Gypsy Rose (19), Natural High (23), One of a Kind (Love Affair) (58), Over the Hills and Far Away (52), Playground in My Mind (11), Right Place Wrong Time (31), Roll Over, Beethoven (59), Saturday Night's Alright for Fighting (40), Shambala (6), Smoke on the Water (7), So Very Hard to Go (25), Soul Makossa (27), Sunshine (75), Swamp Witch (50), Sweet Charlie Babe (70), Sylvia (73), Tequila Sunrise (54), There's No Me Without You (53), Time to Get Down (74), Touch Me in the Morning (2), Uneasy Rider (21), Walking on Back (66), We're an American Band (44), What About Me? (65), Where Peaceful Waters Flow (45), Why Me? (67), Will It Go Round in Circles? (20), Yesterday Once More (4), You Light Up My Life (55), Young Love (39).

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

from page 36

him, asking \$20 million in damages. The only company for which Mr. Phillips has recorded is ABC/Dunhill Records. Mr. Phillips claimed that record companies debited royalties on records returned from distributors against payments to artists, but that the companies discounted and resold the same records to other outlets, thereby defrauding the musicians of about \$60 million a year.

Breaking In

We're an American Band—Grand Funk (Capitol) ■ Lynn Goldsmith, who is credited not only with designing the album but with putting the group together with its new producer, Todd Rundgren, explains it this way: "Grand Funk is a middle-American band and what they want is what middle America wants. They just want to boogie. They don't want to think about it."

The notices on this new Funk are the band's best ever—not that it has ever needed press or play to sell records. One of Funk's claims to fame is that it's (1) been largely ignored on the air, (2) been on the losing end of most media criticism and (3) now has eight gold albums.

It may be different this time, at least in the first two of those respects. Reaction to "We're an American Band" has been both immediate and nationwide. It came on *BROADCASTING's* "Playlist" at 56, was at 44 in its second chart week (see page 36). Much of the credit is being given to Mr. Rundgren, known as a "wizard of the recording studio" who plays every instrument in sight. He has beefed up the

Grand Funk sound, given it a greater variety in texture and accorded the vocals almost equal weight with the thunderous guitar sound for which the group is known.

This is one of those records that no one station "broke." Rather, it's one that programers are trying to catch up to. Those on it last week included WRKO(AM) Boston, KLIF(AM) Dallas, WIXY(AM) Cleveland, WFIL(AM) Philadelphia and WCFL(AM) Chicago.

Half-Breed—Cher (MCA) ■ All the elements of a "popified" Indian song are present in Cher's latest—her first in many a moon. Mrs. Bono's last hit—"Gypsies, Tramps and Thieves"—fed off the *Sonny and Cher* television show then riding high in CBS-TV's ratings. This one goes it alone.

The song is about a woman stuck between two cultures, neither willing to claim her ("The Indians said that I was white by law, but the white man always called me an Indian squaw"). It ends unresolved. The subject is neither new nor intriguing, but the artist manages to make maximum emotional advantage of it.

Although the pattern of airplay has not yet emerged, these stations were on "Half-Breed" last week: KEWI(AM) Topeka, Kan.; KPUR(AM) Amarillo, Tex.; WPIX-(FM) New York; WTI(AM) New Orleans; WIIN(AM) Atlanta; WCAO(AM) Baltimore, and KHJ(AM) Los Angeles.

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

■ ALL OVER THE WORLD, Bo Donaldson

and the Heywoods (Family).

- ASHES TO ASHES, Fifth Dimension (Bell).
- BARROOM SWEEPER, Mose Jones (MCA).
- BILLION DOLLAR BABIES, Alice Cooper (Warner Brothers).
- BONDI JUNCTION, Pete Foldy (Playboy).
- EASY EVIL, John Kay (ABC/Dunhill).
- EVERYBODY BUT ME, G. W. Kenny (Kama Sutra).
- EVIL, Earth, Wind and Fire (Columbia).
- FREE RIDE, Edgar Winter Group (Epic).
- GLAMOUR BOY, Guess Who (RCA).
- I WAS CHECKING OUT, Don Covay (Mercury).
- IN THE MIDNIGHT HOUR, Cross Country (Atco).
- JUST DON'T WANT TO BE LONELY, Ronnie Dyson (Columbia).
- JUST YOU 'N' ME, Chicago (Columbia).
- THE KING OF ROCK AND ROLL, Cashman and West (ABC/Dunhill).
- LONELINESS, Brown Sugar (Chelsea).
- MAKE UP YOUR MIND, J. Geils Band (Atlantic).
- 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).
- SEARCHIN', Johnny Rivers (United Artists).
- SEND A LITTLE LOVE MY WAY, Anne Murray (Capitol).
- SHORT STOPPING, Vida Brown (Stax).
- SHOW BIZ KIDS, Steely Dan (ABC/Dunhill).
- SMALL, SMALL WORLD, Mike Curb Congregation (MGM).
- THEY'RE COMING TO TAKE ME AWAY, Napoleon IV (Warner Brothers).
- TOP OF THE WORLD, Lynn Anderson (Columbia).
- TOUCH OF MAGIC, James Leroy (Janus).
- TWISTIN' THE NIGHT AWAY, Rod Stewart (Mercury).
- WOULDN'T I BE SOMEONE, Bee Gees (RSO).
- YOU GOT ME ANYWAY, Sutherland Brothers and Quiver (Capitol).

Western probe. Joseph P. Busch, Los Angeles county district attorney, announced he is investigating the recording industry for "possible violations of local laws." Mr. Busch said he had agreed with Sheriff Peter J. Pitchess to share information that may be unearthed by that department's narcotics bureau. Neither Mr. Busch nor Sheriff Pitchess would amplify that statement, although there were some indications that the subject of drugs and disk jockeys at radio stations might play a part. It is understood, however, that this is secondary to the D.A.'s main pursuit of reports of record companies' making drugs available to their artists.

Breaking the ice

Two Washington TV's sharing common tower work to solve interference caused by freezing

WTOP-TV and WMAL-TV, both Washington, are in the process of developing a device to prevent antenna-tower icing, which hampers signal quality.

Ben Wolfe, vice president-engineering for WTOP-TV, said the project is "still in the embryonic stage" but will eventually involve the tower that the two stations share.

The proposed device, he said, is an electric heating system using resistance wire. As the outside humidity rises and the temperature falls, he explained, the device will turn on automatically and heat the tower. Present plans, he said, call for heating a small portion of the joint tower at first and the entire tower if the experiment is successful.

The National Association of Broadcasters' executive committee, at its meeting last week, voted to contribute \$1,000 toward the project (see also page 25).

Technical Briefs

Broadcast switcher. American Data Corp., Huntsville, Ala., has introduced new production switching system, model 556. It features 10 composite or non-composite inputs, 12 wipe patterns and "joystick" positioner with spotlight effects. Keying is designed so that special effects can be done behind any key including a chroma key. Keyer also includes both "wipe" and "blink" features and color matting of monochrome keys.

Updates facilities. WJAC-TV, Johnstown, Pa., has purchased TCR-100 videotape cartridge recorder and TT-30FL 30-kw transmitter from RCA. Price of the package is approximately \$425,000.

Security switchers. Video switchers for military or educational applications are available from Dage Television, Michigan City, Ind. Model 101580 video switcher is designed to select any one of six video inputs for presentation on one monitor line, or to present picture from one video source into any one of six monitors. Front panel buttons are interlocked to prevent presentation of more than one picture source on monitor.

RCA on scene in Mid East. Israel Motion Picture Studios in Tel Aviv has begun to use RCA-equipped color TV mobile unit for its television news and feature program assignments for clients in other countries. Unit is capable of operating at NTSC standard used in the U.S., Canada and Japan or at PAL standard adopted by countries in Europe and elsewhere. Switch-over from one standard to another requires minor adjustments of equipment. While unit covers assignments that will be viewed in other countries, Israel itself has not authorized color broadcasting, but has chosen the PAL standard for eventual color TV there. Unit consists

of air conditioned van with three-tube TK-44 color TV cameras and TR-70 videotape recorder.

Hand me down. KGNC-FM Amarillo, Tex., which recently replaced its transmitting equipment, has given its old FM transmitter to Amarillo College's radio-television department. College plans to file for FM allocation to provide educational programming to Panhandle area.

NAB asks FCC to rule on FM translator incursions

The National Association of Broadcasters, claiming that an influx of FM translators in markets already served by commercial FM stations could create "ominous competition," has petitioned the FCC to promulgate rules to prevent such an occurrence.

Under a rule proposed by the NAB last week, the construction of any FM translator would be prohibited if the facility would extend a signal into areas already served by at least one FM.

"Contrary to the needs and welfare of the existing station," NAB told the commission, "the invasion of a second commercial station via the FM translator" would bring about an "ominous competition for scarce FM advertising revenues."

The association stipulated that translators can and should be permitted to bring FM signals into remote areas where no such signal can penetrate by conventional means. However, it said, the translator should not be permitted to be used as an indirect means of creating competition in areas where the FCC's table of frequency allocations could preclude the creation of an additional FM facility.

Last week's action marked the second time that the NAB has expressed reservations over the administration and effects of FM translators, which have been in existence since late 1971. Last August, the association cited the potentially harmful effects of a proposal by a private group to construct such a facility in Brainerd, Minn. The translator, which would carry the signal of KEZZ(FM) Aitken, Minn., was proposed to serve an area already covered by KLIZ-FM Brainerd.

Cable Funding fights takeover

Outsiders are eying money-rich, customer-poor lending operation; CF files suit against one hopeful

Cable Funding Corp., New York, which has a plethora of dollars to lend (\$11-\$12-million in cash plus a \$25-million line of credit) and a paucity of willing and qualified borrowers, was the unwilling target last week of a second tender offer.

Less than two weeks ago, Coaxial Communications Inc., Sarasota, Fla., cable-TV operator, reported it was making a tender offer for Cable Funding's common stock at \$8.50 a share (BROADCASTING, July 1). And last week the Geneve Corp., a New York investment holding company, said it was offering to buy at least 300,000 but no more than 400,000 shares of Cable Funding common at \$10 per share.

Cable Funding reacted to Coaxial Communication's offer by filing suit in the U.S. District Court at Wilmington, Del., to restrain Coaxial's action. Cable Funding asserted that the net worth of its stock is \$12.03 per share and further claimed that Coaxial Communications has suffered "substantial losses"; has failed to meet some of the conditions it agreed to upon acquiring various cable-TV systems, and had applied to Cable Funding for a loan and was turned down.

Cable Funding was deliberating late last week whether it would take court action against Geneve.

Cable Funding raised \$15 million (less \$1.3 million in underwriter commissions) when it went public last August (BROADCASTING, Aug. 28, 1972). It lends money to companies in cable television, and as a condition, takes an equity position in those enterprises.

During the past year, Cable Funding has made loans totaling only about \$2-million to three cable-TV companies. It charges interest of 4% above the prime rate; its three loans were made at 12%.

Sources close to the company said there were various reasons for the paucity of loans made: its equity-position requirement has restrained some potential

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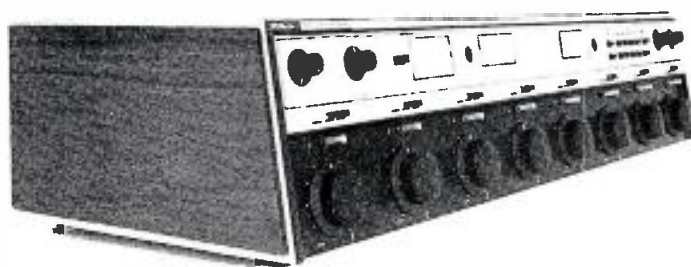
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The company has fewer than 900,000 shares outstanding. Its stock was quoted last Wednesday (Aug. 1) at 8½.

Fox's fortunes improve

Twentieth Century-Fox, Los Angeles, reported higher earnings and net income for the first six months of 1973 than for the comparable period of 1972. Fox officials, at the same time, reported favorable results in the second quarter reflected principally by earning gains by the company's TV station (KMSP-TV Minneapolis-St. Paul) as well as its film laboratory, foreign theaters, and the strong business produced by its joint-venture feature-film production, "The Poseidon Adventure."

Fox also announced that it has reached an agreement with the Aluminum Co. of America to purchase 76 acres of land now occupied under lease by the company's headquarters and TV and film studio in the Century City area of Los Angeles. Fox is paying \$21 million for the land, with Alcoa retaining a 10-year option to repurchase 17.5 acres along the primary Century City street (Avenue of the Stars). Fox originally sold 280 acres, which it had owned since 1925, in 1961 for \$43 million to Alcoa, which developed part of the area with luxury offices, hotels, apartment houses and shopping centers.

In its half-year report, Fox showed revenues from TV programs amounting to \$10,032,000, down from the \$12,214,000 for the same 1972 period. Earlier figures have been restated in line with the new accounting policies adopted for the motion-picture industry by the accounting profession.

For the six months ended June 30:

	1973	1972
Earned per share*	\$ 0.99	\$ 0.62
Revenues	126,094,000	94,698,000
Net income*	8,493,000	5,343,000

* Includes extraordinary gains of \$3,423,000 (40 cents a share) for 1973 period and \$1,398,000 (16 cents a share) for the 1972 period from the sale of New York office property and Australian real estate.

Financial Briefs

John Blair & Co., New York reported dip in earnings and revenues for first half of 1973. Jack W. Fritz, company's president, attributed lowered figures to "increased expenditures associated with management's decision to further improve services to clients." For six months ended June 30:

	1973	1972
Earned per share	\$ 0.56	\$ 0.54
Revenues	34,087,000	34,594,000
Net income	1,374,000	1,405,000

Mooney Broadcasting Corp., Birmingham, Ala., reported an increase in revenue and a slight net loss in the first six months of its fiscal year. Company attributed its loss position to strike by en-

gineers' union, which Mooney said now has been settled in its favor. For the first six months ended June 30:

	1973	1972
Earned (loss) per share	\$ (0.02)	\$ 0.48
Revenues	2,096,180	1,995,866
Net income (loss)	(9,235)	147,727

Adams-Russell Co., Waltham, Mass., reported gains in sales and income for first three quarters of fiscal 1972-73. For nine months ended July 1:

	1973	1972
Earned per share	\$ 0.28	\$ 0.16
Revenues	10,066,000	7,122,000
Net income	349,000	200,000

Interpublic Group of Companies showed billings increases of 6.1% for first six months of this year and 7.1% for second quarter over same periods in 1972. Figures for six months ended June 30:

	1973	1972
Earned per share	1.66	0.99
Billings	\$453,940,000	\$426,026,000
Net income	4,232,000	2,587,000
Shares outstanding	2,550,521	2,543,057

PSA Inc., San Diego-based airline that also owns four FM stations in California, reported increases in revenues

but sharp drop in earnings for six months ended June 30. Broadcast operations, report said, incurred loss of \$272,000 in first half of this year, compared to loss of \$164,000 for same period in 1972.

	1973	1972
Earned per share*	\$ 0.20	\$ 0.85
Revenues	60,233,000	53,041,000
Net income*	747,000	3,454,000

* Includes gain from sale of aircraft in 1972 of \$737,000 (17 cents a share).

Gross Telecasting Inc., Lansing, Mich., reported 11% increase in net income and 9% gain in revenues for first half of 1973:

	1973	1972
Earned per share	\$ 0.75	\$ 0.67
Revenues	3,063,357	2,796,863
Net income	602,021	542,189

Admiral Corp., Chicago, reported increases in sales and income for first half of 1973. Company also reported gains in first-half sales and income for Admiral International Enterprises Corp., Rosemont, Ill., and announced merger plan under which shareholders of Admiral International would receive cash payment of \$18.50 per share. Merger is subject to "completion of legal documents" and ap-

proval by Admiral International's shareholders.

Admiral Corp.: for six months ended July 1:

	1973	1972
Earned per share	\$ 1.20	\$ 1.04
Revenues	253,528,000	225,420,000
Net income	7,013,000	5,377,000

Admiral International Enterprises Corp.: for six months ended June 27:

	1973	1972
Earned per share	\$ 1.09	\$ 0.93
Revenues	86,970,000	73,613,000
Net income	3,516,000	3,001,000

A. C. Nielsen Co., New York, reports sales for first nine months increased 15.8% over comparable year-ago period. Per-share earnings were up 22.5%. For nine months ended May 31:

	1973	1972
Earned per share	.83	.68
Revenues	\$109,150,625	\$94,256,407
Income	8,791,833	7,175,082

Sonderling Broadcasting, New York, will purchase 190,000 shares of its common stock which were tendered by its shareholders. Price of the tender offer by the company was \$11 per share.

Broadcasting Stock Index

Weekly market summary of 142 stocks allied with broadcasting

Stock symbol	Exch.	Closing Wed. Aug. 1	Closing Wed. July 25	Net change in week	% change in week	High 1973	Low	Approx. Shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	ABC	N 26 1/2	26 3/4	- 1/4	-.93	31 1/2	21	17,029	451,268
ASI COMMUNICATIONS									
CAPITAL CITIES COMM.	CCB	N 50	48 3/4	+ 1 1/4	+ 2.56	62 1/2	35	1,815	2,250
CBS	CBS	N 33 1/2	33 5/8	- 1/8	-.37	52	30 1/2	7,074	353,700
CONCERT NETWORK*		O 1 1/4	1 1/4		.00	5/8	1/4	28,315	948,552
COX	COX	N 25 1/8	24 3/4	+ 3/8	+ 1.51	40 1/4	21 1/4	2,200	550
FEDERATED MEDIA		O 3	2 3/4	+ 1/4	+ 9.09	3 1/2	2	5,850	146,981
GROSS TELECASTING	GGG	A 13 3/4	14	- 1/4	- 1.78	18 3/8	12 7/8	820	2,460
LIN	LINB	O 6 5/8	7 1/8	- 1/2	- 7.01	14 3/4	5 5/8	800	11,000
MOONEY	MOON	O 5	5 1/4	- 1/4	- 4.76	10 1/4	5	2,296	15,211
PACIFIC & SOUTHERN	PSOU	O 8 1/4	8 1/4		.00	13 3/4	7	385	1,925
RAHALL	RAHL	O 6	6 1/4	- 1/4	- 4.00	12 1/4	4 1/4	1,930	15,922
SCRIPPS-HOWARD*	SCRP	O 19 1/4	19 1/4		.00	21 1/4	19	1,297	7,782
STARR	SBC	M 12 7/8	12	+ 7/8	+ 7.29	24 1/2	9	2,589	49,838
STORER	SBK	N 19	22 1/8	- 3 1/8	- 14.12	44	15 7/8	1,166	15,012
TAFT	TFB	N 32	30 1/2	+ 1 1/2	+ 4.91	58 5/8	22	4,391	83,429
WHDH CORP.*	O 23	23			.00	24	14	4,096	131,072
WOODS COMM.*	O 3/4	3/4			.00	1 5/8	3/4	589	13,547
								292	219
TOTAL								82,934	2,250,718
Broadcasting with other major interests									
ADAMS-RUSSELL	AAR	A 3 1/8	3 3/8	- 1/4	- 7.40	5 3/8	2 5/8	1,259	3,934
AVCO	AV	N 10 1/8	11 1/2	- 1 3/8	- 11.95	16	8	11,478	116,214
BARTLETT 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 1/8	4 1/4	- 1/8	- 2.94	6 5/8	3 5/8	4,161	17,164
COMBINED COMM.	CCA	A 26 5/8	27	- 3/8	- 1.38	44	15	3,230	85,998
COWLES	CWL	N 6 1/2	6 3/4	- 1/4	- 3.70	9 5/8	4 3/4	3,969	25,798
DUN & BROADSTREET	DNB	N 38 1/8	38 1/4	- 1/8	-.32	39 3/8	32 3/4	26,042	992,851
FAIRCHILD INDUSTRIES	FEN	N 6 1/4	6 1/4		.00	13 3/8	5 1/4	4,550	28,437
FUQUA	FQA	N 10 7/8	11 5/8	- 3/4	- 6.45	20 3/8	9 1/2	9,741	105,933
GABLE INDUSTRIES	GBI	N 20 3/4	19 1/8	+ 1 5/8	+ 8.49	25	15	2,605	54,053
GENERAL TIRE	GY	N 20 3/8	21	- 5/8	- 2.97	28 3/4	17 3/8	20,652	420,784
GLOBETROTTER	GLBTA	O 5 1/4	5 1/8	+ 1/8	+ 2.43	8 1/8	4 3/4	2,820	14,805
GRAY COMMUNICATIONS		O 10	10		.00	12 7/8	9	475	4,750
HARTE-HANKS	HHN	N 12 1/8	13 3/8	- 1 1/4	- 9.34	29 1/4	8	4,335	52,561
KAISER INDUSTRIES	KI	A 6 1/2	6 1/8	+ 3/8	+ 6.12	6 3/4	4	27,487	178,665
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 9 1/8	8 1/4	+ 7/8	+ 10.60	14 1/4	6 1/2	1,155	10,539
LAMB COMMUNICATIONS*	P 1 7/8	1 3/4			+ 7.14	2 5/8	1 3/4	475	890
LEE ENTERPRISES	LNT	A 15 1/8	15 1/2	- 3/8	- 2.41	25	12 5/8	3,366	50,910
LIBERTY	LC	N 17 1/4	17 7/8	- 5/8	- 3.49	23 7/8	15 3/4	6,760	116,610
MCGRAW-HILL	MHP	N 9 1/8	9 1/2	- 3/8	- 3.94	16 7/8	7 1/2	23,525	214,665
MEDIA GENERAL	MEG	A 37	39 1/8	- 2 1/8	- 5.43	43 1/2	31 3/4	3,546	131,202
MEREDITH	MOP	N 12 3/4	13 1/8	- 3/8	- 2.85	20 1/2	12 1/4	2,827	36,044
METROMEDIA	MET	N 12 1/2	13 1/2	- 1	- 7.40	32 1/4	12	6,483	81,037
MULTIMEDIA	O 19 1/4	18 3/4			+ 2.66	30 1/4	18	4,388	84,469
OUTLET CO.	OTU	N 11 7/8	11 7/8		.00	17 5/8	10 3/8	1,379	16,375
POST CORP.	POST	O 13 1/2	13 1/4	+ 1/4	+ 1.88	17	10 1/4	893	12,055
PSA	PSA	N 12 7/8	13	- 1/8	- .96	21 7/8	10 3/8	3,779	48,654
PUBLISHERS BCSTG.	PUBB	O			.00	2	7/8	919	804
REEVES TELECOM	RBT	A 1 5/8	1 1/2	+ 1/8	+ 8.33	3 1/4	1 1/2	2,376	3,861
RIODER PUBLICATIONS	RPI	N 18 3/4	17 3/4	+ 1	+ 5.63	29 7/8	12 1/2	8,312	155,850
ROLLINS	RDL	N 22 3/8	24	- 1 5/8	- 6.77	36 1/2	14 1/4	13,372	299,198
RUST CRAFT	RUS	A 15 3/8	16 1/8	- 3/4	- 4.65	33 3/4	13 3/4	2,366	36,377

	Stock symbol	Exch.	Closing Wed. Aug. 1	Closing Wed. July 25	Net change in week	% change in week	High	1973	Low	Approx. Shares out (000)	Total market capitali- zation (000)	
SAN JUAN RACING	SJR	N	15 1/8	15	+	1/8	+	.83	23 3/4	14	2,153	32,564
SCHERING-PLOUGH	SGP	N	85 1/4	86 1/4	-	1	-	1.15	87 5/8	71 3/4	52,590	4,483,297
SONDERLING	SDB	A	11	11 1/8	-	1/8	-	1.12	16 3/8	7 5/8	1,006	11,066
TECHNICAL OPERATIONS	TO	A	.7 1/2	8 3/8	-	7/8	-	10.44	13 1/2	5 1/8	1,386	10,395
TIMES MIRROR CO.	TMC	N	19 1/2	20 1/2	-	1	-	4.87	25 7/8	16 1/2	31,145	607,327
TURNER COMM.*	O			4 3/8				.00	6	4 3/8	1,486	6,501
WASHINGTON POST CO.	WPD	A	21	21 1/2	-	1/2	-	2.32	37	18 5/8	4,746	99,666
WOMETCO	WOM	N	14 1/2	15	-	1/2	-	3.33	19 3/8	11 1/4	6,098	88,421
Cablecasting									TOTAL	313,333	8,752,878	
AMECO	ACO	O	5/8	5/8				.00	3	5/8	1,200	750
AMERICAN ELECT. LABS	AELBA	O	2 3/8	2 1/4	+	1/8	+	5.55	3 5/8	1 3/8	1,673	3,973
AMERICAN TV & COMM.	AMTV	O	24 1/2	21	+	3 1/2	+	16.66	39	21	2,859	70,045
ATHENA COMM.*	O		2 3/8	2 1/2	-	1/8	-	5.00	5 1/2	1	2,126	5,049
BURNUP & SIMS	BSIM	O	22 5/8	23 3/4	-	1 1/8	-	4.73	31 3/4	20 3/8	7,510	169,913
CABLECOM-GENERAL	CCG	A	4 1/8	4 1/8				.00	8 7/8	3 3/4	2,489	10,267
CABLE FUNDING CORP.*	CFUN	O	8 1/2	7 5/8	+	7/8	+	11.47	8 1/2	4 1/2	1,233	10,480
CABLE INFO. SYSTEMS*	O							.00	2 1/2	1	663	663
CITIZENS FINANCIAL	CPN	A	4	4 3/8	-	3/8	-	8.57	9 1/2	4	2,676	10,704
COMCAST	O		3 1/4	3 1/4				.00	5 3/8	3 1/8	1,280	4,160
COMMUNICATIONS PROP.	COMU	O	5	4 3/4	+	1/4	+	5.26	9 3/4	3 5/8	4,435	22,175
COX CABLE	CXC	A	18 1/2	18 5/8	-	1/8	-	.67	31 3/4	18	3,560	65,860
ENTRON	ENT	O	5/8	1/2	+	1/8	+	25.00	9 1/4	1/4	1,358	848
GENERAL INSTRUMENT	GRL	N	18 3/8	18 3/8				.00	29 1/2	13 1/4	6,790	124,766
GENERAL TELEVISION*	O		2 3/4	3	-	1/4	-	8.33	4 1/2	2 1/2	1,000	2,750
HERITAGE COMM.	O		8	10	-	2	-	20.00	17 1/2	7	345	2,760
LVO CABLE	LVOC	O	5	5				.00	11 1/4	4 1/4	1,561	7,805
SCIENTIFIC-ATLANTA	SFA	A	9 1/2	9 1/8	+	3/8	+	4.10	15 3/8	6 1/4	917	8,711
STERLING	STER	O	2 1/4	2 1/4				.00	4 1/4	1 1/4	2,162	4,864
TELE-COMMUNICATIONS	TCOM	O	10 3/8	11	-	5/8	-	5.68	21	7 1/8	4,616	47,891
TELEPROMPTER	TP	N	15 5/8	16 1/2	-	7/8	-	5.30	34 1/2	12 5/8	15,999	249,984
TIME INC.	TL	N	33 7/8	34 1/2	-	5/8	-	1.81	63 1/4	29 1/2	7,286	246,813
TOCOM	TOCM	O	6	5 7/8	+	1/8	+	2.12	12 1/8	5 3/8	596	3,576
UA-COLUMBIA CABLE	UACC	O	8 1/2	8 1/4	+	1/4	+	3.03	15	7 3/4	1,832	15,572
VIACOM	VIA	N	12 1/4	13	-	3/4	-	5.76	20	9	3,851	47,174
VIKOA	VIK	A	5 1/2	4 3/4	+	3/4	+	15.78	9 1/8	4	2,562	14,091
Programing									TOTAL	82,579	1,151,644	
COLUMBIA PICTURES	CPS	N	5 1/8	5 7/8	-	3/4	-	12.76	9 7/8	4 1/2	6,335	32,466
DISNEY	DIS	N	87	92 1/2	-	5 1/2	-	5.94	123 7/8	70 1/8	28,552	2,484,024
FILMWAYS	FWY	A	3 1/4	3	+	1/4	+	8.33	5 3/8	2 1/8	1,877	6,100
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 3/8	23 1/2	-	1/8	-	.53	34 1/4	18 1/2	8,367	195,578
MGM	MGM	N	18	19	-	1	-	5.26	24	13 5/8	5,958	107,244
MUSIC MAKERS	MUSC	O						.00	2 5/8	1 5/8	534	1,401
TELE-TAPE*	O		7/8	3/4	+	1/8	+	16.66	1 3/4	3/4	2,190	1,916
TELETRONICS INTL.*	O		4 1/2	5	-	1/2	-	10.00	10 1/2	4 1/2	724	3,258
TRANSAMERICA	TA	N	12 5/8	12 5/8				.00	17 5/8	10 3/4	66,449	838,918
20TH CENTURY-FOX	TF	N	8	8 7/8	-	7/8	-	9.85	12 3/8	6 1/2	8,562	68,496
WALTER READE	WALT	O						.00	1 3/8	7/8	2,203	1,927
WARNER	WCI	N	12 5/8	15 1/2	-	2 7/8	-	18.54	39 1/8	12 5/8	18,864	238,158
WRATHER	WCO	A	8 1/2	9	-	1/2	-	5.55	16 5/8	7	2,229	18,946
Service									TOTAL	169,231	4,416,300	
JOHN BLAIR	BJ	N	7 1/8	7 1/4	-	1/8	-	1.72	13	6 3/8	2,494	17,769
COMSAT	CQ	N	50 3/4	53 3/4	-	3	-	5.58	64 1/2	42 1/4	10,000	507,500
CREATIVE MANAGEMENT	CMA	A	5 1/2	6	-	1/2	-	8.33	9 1/2	4	1,056	5,808
DOYLE DANE BERNBACH	DOYL	O	15 1/4	14 1/4	+	1	+	7.01	23 1/2	12	1,884	28,731
ELKINS INSTITUTE	ELKN	O	3/4	1/2	+	1/4	+	50.00	1 1/4	1/2	1,664	1,248
FOOTE CONE & BELDING	FCB	N	9 1/4	9 1/2	-	1/4	-	2.63	13 3/8	8 1/8	2,129	19,693
CLINTON E. FRANK	O		9 1/4	9 1/8	+	1/8	+	1.36	11 1/2	5	720	6,660
GREY ADVERTISING	GREY	O	9 1/2	9 3/4	-	1/4	-	2.56	17 1/4	8 1/4	1,263	11,998
INTERPUBLIC GROUP	IPG	N	15	14 1/4	+	3/4	+	5.26	25 3/8	12 1/8	2,464	36,960
MARVIN JOSEPHSON	MRVN	O	9	8 3/4	+	1/4	+	2.85	18 1/2	8	1,085	9,765
MCCAFFREY & MCCALL*	O		8	8 1/2	-	1/2	-	5.88	10 3/4	8	585	4,680
MCI COMMUNICATIONS	MCIC	O	5 1/2	5 5/8	-	1/8	-	2.22	8 3/4	4 5/8	11,810	64,955
MOVIELAB	MOV	A	1 1/2	1 1/2				.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	11 1/2	9 3/4	+	1 3/4	+	17.94	26 1/4	9 1/2	916	10,534
A. C. NIELSEN	NIELB	O	32 1/4	31	+	1 1/4	+	4.03	40 1/2	29 1/2	10,598	341,785
OGILVY & MATHER	OGIL	O	19	18 1/2	+	1/2	+	2.70	32 1/2	14 1/2	1,777	33,763
PKL CO.*	PKL	O	3/4	3/4				.00	2 5/8	3/4	778	583
J. WALTER THOMPSON	JWT	N	14 1/2	14 5/8	-	1/8	-	.85	24 3/4	14	2,659	38,555
UNIVERSAL COMM.*	O							.00	12 1/4	4 1/2	715	3,217
WELLS, RICH, GREENE	WRG	N	13 1/2	13 1/2				.00	21 1/8	9 1/2	1,568	21,168
Electronics									TOTAL	58,112	1,168,832	
ADMIRAL	ADL	N	11 3/8	11 1/8	+	1/4	+	2.24	18	7 1/4	5,813	66,122
AMPEX	APX	N	4 7/8	5 1/8	-	1/4	-	4.87	6 7/8	3 1/4	10,875	53,015
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	CR1	N	19 3/4	20 5/8	-	7/8	-	4.24	25 7/8	15 1/4	2,968	58,618
COMPUTER EQUIPMENT	CEC	A	2 1/8	2 1/8				.00	2 7/8	2	2,366	5,027
CONRAC	CAX	N	17 7/8	18 3/8	-	1/2	-	2.72	31 7/8	14 1/4	1,261	22,540
GENERAL ELECTRIC	GE	N	61 3/4	63 5/8	-	1 7/8	-	2.94	75 7/8	55	182,348	11,259,989
HARRIS-INTERTYPE	HI	N	29 7/8	32 1/8	-	2 1/4	-	7.00	49 1/4	24 1/2	6,308	188,451
INTERNATIONAL VIDEO*	IVCP	O	9 1/4	8 1/2	+	3/4	+	8.82	14 3/4	6	2,745	25,391
MAGNAVOX	MAG	N	9 3/4	10 1/2	-	3/4	-	7.14	29 5/8	8 5/8	17,806	173,608
3M	MMM	N	85 3/4	85 1/4	+	1/2	+	.58	88 7/8	76 1/4	113,051	9,694,123
MOTOROLA	MOT	N	53 1/4	55 7/8	-	2 5/8	-	4.69	59	41 1/4	27,570	1,468,102

	Stock symbol	Exch.	Closing Wed. Aug. 1	Closing Wed. July 25	Net change in week	% change in week	1973 High	1973 Low	Approx. Shares out (000)	Total market capitaliza- tion (000)		
OAK INDUSTRIES	OEN	N	14	14 1/8	-	1/8	-	.88	20 1/2	10 3/4	1,639	22,946
RCA	RCA	N	25 1/4	25 1/8	+	1/8	+	.49	39 1/8	22 1/8	74,525	1,881,756
RSC INDUSTRIES	RSC	A	1 3/4	1 7/8	-	1/8	-	6.66	2 1/4	1 3/8	3,458	6,051
SONY CORP	SNE	N	45 3/4	50	-	4 1/4	-	8.50	57 1/4	38 3/4	66,250	3,030,937
TEKTRONIX	TEK	N	40	39 3/8	+	5/8	+	1.58	53 7/8	29 7/8	8,162	326,480
TELEVISION	TIMT	O	2 3/4	3	-	1/4	-	8.33	4 3/4	2 3/4	1,050	2,887
TELEPRO INDUSTRIES	O		1	1				.00	2 1/2	7/8	1,717	1,717
WESTINGHOUSE	WX	N	36	38 3/8	-	2 3/8	-	6.18	47 3/8	31 1/8	88,595	3,189,420
ZENITH	ZE	N	37 3/4	37 1/8	+	5/8	+	1.68	56	33 3/4	19,043	718,873
TOTAL									640,514	32,202,361		
GRAND TOTAL									1,346,703	49,942,733		

Standard & Poor's Industrial Average

120.12

123.24

- 3.12

A-American Stock Exchange
M-Midwest Stock Exchange
* Last week's closing prices are
for Tuesday

N-New York Stock Exchange
O-Over the counter (bid price shown)
P-Pacific Coast Stock Exchange
† In bankruptcy proceeding

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

Over-the-counter bid prices supplied by Hornblower
& Weeks, Hemphill-Noyes Inc., Washington.

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Media

Curt Hahn, program director, WPAT-AM-FM Paterson, N.J., joins WJR-AM-FM Detroit, as station manager.

John A. Kekalos, general manager, KCBS-FM San Francisco, appointed to same post, WAMS(AM) Wilmington, Del.

Paul J. Cassidy, general sales manager, KLOS-FM Los Angeles, appointed general manager, KSFX-FM San Francisco.

Paul Sidney, station manager, WLNG-AM-FM Sag Harbor, N.Y., named general manager.

Richard P. Gitter, director of legal affairs, WNET-TV New York, appointed director, broadcast standards and practices, East Coast, ABC, New York.

Kent W. Creswell, manager, noncommercial WOSU-AM-FM Columbus, Ohio, appointed general manager-broadcast services, WOSU-AM-FM-TV. **Merv A. Durea**, manager, WOSU-TV, named general manager-production services, WOSU-AM-FM-TV.

Stuart G. Zuckerman, former station manager, WCAS(AM) Cambridge, Mass., appointed promotion manager, KBHK-TV San Francisco. Both stations are owned by Kaiser Broadcasting.

Herb Levy, editorial director, KRON-TV San Francisco, named public affairs director.

Julia Hare, public information officer, National Committee Against Discrimination in Housing, appointed director of minority affairs, KSFO(AM) San Francisco.

William C. Thon, with California Institute of Arts, Los Angeles, named art director, KPIX(TV) San Francisco.

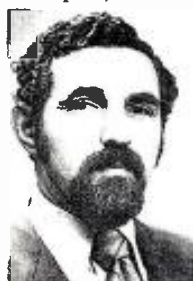
Broadcast Advertising

James P. McCann, director of television sales, Post-Newsweek stations, appointed director of television and radio sales. Post-Newsweek stations are: WTOP-AM-

Sick call. John M. Rivers, president, WCSC-TV Charleston, S.C., who suffered heart attack during CBS-TV affiliates meeting in Hollywood in May, is now back to work on limited but daily basis. Irving Waugh, president of WSM Inc., Nashville, who underwent cardiovascular surgery June 22, began limited return to work last week. And Catherine Wasilewski, 17-year-old daughter of Vincent Wasilewski, president of National Association of Broadcasters, is recovering from urologic surgery performed July 24 at Mayo clinic, Rochester, Minn.

TV Washington, WPLG-TV Miami, WCKY(AM) Cincinnati, WJXT(TV) Jacksonville, Fla., and, subject to FCC approval of purchase, WTIC-TV Hartford, Conn.

Marvin B. Shapiro, general sales manager, WCBS-TV New York, appointed to same post, KHOU-TV Houston.



Mr. Segal
elected VP.

Roy Lindau, general sales manager, WIND(AM) Chicago, resigns. He is succeeded by Neal Weed, sales manager there.

Robert O. Franklin, former VP and general manager, KFOX(AM) Long Beach, Calif.-KFOX-FM (now KIQQ(FM)) Los Angeles, named general sales manager, KPOK(AM)-KUPL(FM) Portland, Ore.

Joel M. Segal, VP-network TV and radio, Ted Bates & Co., New York, named senior VP. **James Feeney**, VP-account director, Bates, elected senior VP-management representative.

John Boyd, account supervisor, Benton & Bowles, New York,

Sherman Agins, VP-associate research director, Needham, Harper & Steers, New York, named director of research. **Mary Catherine Crowley**, assistant media supervisor, NH&S, Chicago office, named media supervisor.

Bill Brenneman, with J. Walter Thompson, Detroit, named media supervisor. **Ed Coosaia**, with Simons-Michelson Co., Detroit, joins JWT there as media planner.

Richard M. Harris and **Jeffrey L. Price**, copy supervisors, Leo Burnett, Chicago, appointed associate creative directors.

Gail R. Trell, account executive, WCBS-TV New York, appointed sales manager.

Rod Perth, account executive, CTS National Sales, New York, joins KMOX-TV St. Louis as Eastern sales manager.

Richard D. Whelan, with sales staff, WSYR-TV Syracuse, N.Y., appointed sales manager.

Ken Stanciel, sales executive, WNUS-AM-FM Chicago, joins WGLD(FM) Oak Park, Ill., as sales manager.

Randy Hefflin, with WNEM-TV Bay City-Saginaw-Flint, Mich., appointed local sales manager.

Bill Bacigalupi, with Cook-Harms & LeBaron, food brokerage firm, named merchandising director, KGO(AM) San Francisco.

Robert Meyerson, art director, WABC-TV New York, appointed art director, Foote, Cone & Belding, New York.

Dan Fox, manager, program merchandise, NBC, appointed director of department, succeeding **Paul Mosher**, who retires after 13 years in post. **Fred Cuneo**, manager, special sales administration, NBC-TV, named account executive, participating program sales, NBC-TV. Succeeding Mr. Cuneo is **Neil Turner**, manager, *Today-Tonight* administration.

Norman Levine, salesman with Katz Television in Los Angeles, appointed sales

manager of American division of representative firm there; **Raleigh Fitzpatrick**, salesman in Katz Television's Los Angeles office, named sales manager of firm's national division there.

George S. Lenox, manager of advertising, Goodyear Tire & Rubber Co., Akron, Ohio, appointed director of advertising.

Tom Camarda, account executive, RKO Television Representatives, New York, named affiliated sales manager.

Robert L. Miller, advertising manager, central region, Radio Shack, Fort Worth, named media director, central and north central region.

William A. Bannister, account executive, KDHL-TV St. Louis, appointed Midwest sales manager, Evans Broadcasting Television Sales, St. Louis.

Milton R. Hall, president, Cinira, San Diego-based TV and radio production company, joins Phillips-Ramsey, San Diego, advertising and public relations firm, as director of broadcast.

Kenneth E. Gard, acting treasurer, Bozell & Jacobs, New York-based advertising and public relations firm, named treasurer.

Programing



Mr. Horowitz

Seymour Horowitz, program director, WXYZ-TV Detroit, named to same post, WABC-TV New York. He is succeeded by **Larry O. Cazavan**, assistant program director, WLS-TV Chicago.

William W. Hillier, program manager, WJZ-TV Baltimore, named to same post, KPIX(TV) San Francisco. Both are Group W stations.

Art Roberts, with WCFL(AM) Chicago, joins WGLD(FM) Oak Park, Ill., as program director.

S. Arthur Schimmel, VP-business affairs, ABC Circle Entertainment, appointed VP-film and program marketing services, ABC Entertainment, Los Angeles. **Rosalyn M. Chapman**, faculty member, Uni-

versity of California at Los Angeles law school; **William L. Heyman**, attorney, Swerdlow, Glikbarg & Shimer, Beverly Hills, Calif.; and **Leonard M. Roos**, attorney, Thompson, Shankman & Bond, Los Angeles, all appointed contracts-department attorneys, ABC Entertainment.



Mr. Thomopoulos

Anthony D. Thomopoulos, VP, television marketing, Tomorrow Entertainment Inc., New York, named to new post of VP, prime-time programs, New York, ABC Entertainment.

Richard L. Clouser, executive VP, Television Production Center Inc., Pittsburgh, elected president and board chairman.

Johnny Mann, singer, named VP-creative director, Joseph P. Cuff & Co., Encino, Calif., radio production firm.

Mark Fields, account executive, KWST(FM) Los Angeles, named sales manager, Hollywood Radio Theater division of Jay M. Kohles Enterprises. HRT produces *Zero Hour*, radio mystery series.

Patricia Cater, program manager, non-commercial WOSU-TV Columbus, Ohio, appointed to similar post, WOSU-AM-FM-TV.

Herbert F. Young, program and operations director, WIBA-FM Madison, Wis., named producer, Earthwatch/Radio, at Institute of Environmental Studies, University of Wisconsin at Madison. Earthwatch produces daily environmental segments for distribution to Wisconsin stations.

Kenneth Harvey, New York, elected national president, American Federation of Television and Radio Artists. **Joe Slattery**, Chicago, and **Bill Baldwin**, Los Angeles, elected first and second VP, respectively. Others chosen as VP's: **Bill Cole** (Los Angeles); **George Herman** (Washington); **Bill Hillman** (San Francisco); **Grant Horton** (St. Louis); **Wayne Mack** (New Orleans); **Brad Phillips** (New York); **Rubin Weiss** (Detroit). **Mel Brandt** was elected treasurer and **Hugh William**, secretary.

Jules Henry, formerly with WJMD(FM) Bethesda, Md., joins Baltimore-Washington local of American Federation of Television and Radio Artists as administrative assistant.

Broadcast Journalism



Mr. Utley



Mr. Scherer

Garrick Utley, NBC News correspondent based in New York as anchorman for weekend editions of *NBC Nightly News*, assigned to NBC News's London bureau. **Ray Scherer**, in London bureau for past four years, named to NBC News's Washington bureau where he will cover House of Representatives.

Judlyne A. Lilly, graduate, Indiana State University, joins KHOU-TV Houston as general assignment reporter.

Ron Miller, news director/anchorman, KSBW-TV Salinas-Monterey, Calif., joins KHSL-AM-TV Chico, Calif., in same post.

S. Keever Berman, news director, WXLO(FM) New York, joins WTAE-AM-FM Pittsburgh as news and public affairs director.

Ira Apple, telephone talk-show host, WJAS(AM) Pittsburgh, appointed news director, KQV(AM) there.

Don Bradley, with news staff, KXEL-AM-FM Waterloo, Iowa, joins WNAB(AM) Bridgeport, Conn., as news director.

Bob Cain, sports director, WWVA-AM-FM Wheeling, W. Va., appointed news director.

Denise Sims, graduate of University of Tennessee, joins WREC-TV Memphis as assistant to news director, with responsibility as liaison with black community, and on-air reporter.

David L. Smith, graduate, University of Missouri at Columbia, joins KQTV(TV) St. Joseph, Mo., as reporter/photographer.

Elizabeth T. Solberg, general assignment reporter, *Kansas City (Mo.) Star*, joins WDAF-TV Kansas City, Mo., as special assignment reporter.

George F. Will, editor and columnist, *National Review*, and columnist *Washington Post*, joins Post-Newsweek Stations as commentator. Post-Newsweek stations include WTOP-AM-TV Washington, WPLG-TV Miami, WCKY(AM) Cincinnati, WJXT-TV Jacksonville, Fla., and, subject to FCC approval of purchase, WTIC-TV Hartford, Conn.

R. T. Eskew, Southern division manager, United Press International, joins Greenville (S.C.) *News and Piedmont* as general manager. He is succeeded by **Fred Parker**, mid-Atlantic region manager. Mr. Parker will be based in Atlanta.

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Cablecasting

Richard C. Hickman, VP-development division, Cox Cable Communications Inc., Atlanta, appointed director of engineering. **Edward W. Stark**, with Cox Cable, named chief engineer of Cox's cablevision and teletsystems divisions.

Charles K. Dargan, manager of advertising and public relations, Mission Viejo Co., Irvine, Calif.-based cable subsidiary of Foote, Cone & Belding Communications Inc., named director of advertising, public relations and community relations.

Norman Jackter, VP-domestic distribution, Columbia Pictures, appointed administrative executive/programer, TheatreVision Inc., Los Angeles-based pay-TV firm.

Nathan Mobley Jr., formerly with Harvard School, Los Angeles, appointed manager of marketing, Theta Cable Television, Santa Monica, Calif.

Equipment & Engineering

Charles V. Andersen, VP-general manager for Europe, Africa and Middle East, Ampex International, with headquarters in Reading, England, named VP-manufacturing, Ampex Corp., Redwood City, Calif.

Organization men. Plans are underway for the 1974 National Association of Broadcasters' convention in Houston next March. Last week NAB President Vincent Wasilewski and Board Chairman Andrew Ockershausen appointed members to the convention planning committee. Co-chairmen of the committee are Harold R. Krelstein, president of Plough Broadcasting Co., Memphis, and Wilson C. Wearn, president, Multimedia Broadcasting, Greenville, S.C. Other members: Thomas D. Harrell Jr., WSTP(AM)-WRDX(FM) Salisbury, N.C.; V. Kay Melia, KLOE(AM) Goodland, Kan.; Philip Spencer, WCSS(AM) Amsterdam, N.Y.; Stan Wilson, KFJZ(AM)-KWXI(FM) Fort Worth; Robert D. Gordon, WCPO-TV Cincinnati, and Ray Johnson, KMED-TV Medford, Ore.

Allied Fields

Walter K. Scott, executive director of Radio Liberty, Munich, retires. He is succeeded by **Francis S. Ronalds Jr.**, deputy executive director. Radio Liberty beams shortwave broadcasts in Russian and 17 other languages to Soviet Union.

Herbert D. Maneloveg, executive VP and

director of media services, McCann-Erickson, New York, named VP and associate advertising director, *Playboy* magazine.

Hap Trout, VP and general manager, KCBQ(AM) San Diego, joins William B. Tanner Co. in charge of West Coast organization, with headquarters in Beverly Hills, Calif.

Deaths

Roy Shuman, 48, actor in network daytime dramas, died July 30 of heart attack in New York's Roosevelt hospital. Mr. Shuman's most recent TV role was that of Sam Reynolds in CBS's *Search for Tomorrow*. Prior to that, he appeared in CBS's *As the World Turns* and NBC's *A World Apart*. He also appeared in Broadway and off-Broadway theater. He is survived by his wife, Alice, and his mother, Mrs. Anne Shuman.

William Willis, 61, retired general manager of WSVS-AM-FM Crewe, Va., died July 25 of apparent heart ailment. Mr. Willis, who at one time worked at WRVA(AM) Richmond, Va., later served as secretary-treasurer, Virginia Association of Broadcasters, and as member, Mutual Network's affiliates advisory committee. Mr. Willis was unmarried.

For the Record.

As compiled by BROADCASTING July 26 through Aug. 1, 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

Other action

■ Review board in Dallas, TV proceeding, denied petition by Wadeco Inc., competing applicant for new TV at Dallas, to delete financial issues (Docs. 19744-5). Action July 27.

Rulemaking action

■ Chief, Broadcast Bureau on request of Grayson Enterprises Inc., licensee of KMOM-TV Monahan, Tex., extended through Aug. 13 time in which to file replies to oppositions in matter of amendment of TV table of assignments (RM-2200). Action July 27.

Call letter application

■ Gulfshore Television Corp., Naples, Fla.—Seeks WEVU(TV).

Existing TV stations

Final actions

■ KERO-TV Bakersfield, Calif.—Broadcast Bureau granted authority to operate trans. by remote control from 321 Twenty-First Street, Bakersfield (BRCTV-158). Action July 26.

■ WLFI-TV Lafayette, Ind.—Broadcast Bureau granted authority to identify station as Lafayette-Kokomo, Ind. Action July 24.

■ WLCY-TV Largo, Fla.—FCC affirmed refusal by review board to add air hazard issue to hearing involving application of WLCY-TV Inc., licensee, for increase in ant. height (Doc. 19627). Action July 26.

■ WSTE-TV Fajardo, P.R.—FCC denied petition by WSTE-TV, permittee, asking reconsideration of commission action denying application for review of review board denial of WSTE's request for mod. of construction authority to change ant. site and increase power (Docs. 18048-9). Action July 26.

■ WISC-TV Madison, Wis.—FCC granted tax certificate to Television Wisconsin Inc., licensee, for transfer of its 50% interest in All Channel TV Inc., 75% owner of Complete Channel TV Inc., operator of cable TV system at Madison, and transfer of its 50% interest in Platteville TV Corp., operator of cable TV system at Platteville, Wis. Action July 26.

Actions on motions

■ Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFAA-TV] and Wadeco Inc.), TV proceeding, granted motion by Belo Broadcasting Corp. to amend application by substituting new exhibits and modifying exhibits to conform to changes incident to effectuation of approval granted by commission for assignment of WFAA-TV license to Beaumont Television Corp. and transfer of control of assignee corporation to Joseph M. Dealey, James M. Moroney, Jr. and Myron F. Shapiro as voting trustees (Docs. 19744-5). Action July 19.

■ Administrative Law Judge Frederick W. Denniston in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, granted petition by Furniture City to amend application to show resignation of J. H. Froelich, one of its stockholders, as director of Knob Creek of Morganton, Morganton, N.C. (Docs. 18906-7). Action July 23.

■ Acting Chief Administrative Law Judge Lenore G. Ehrig in Manchester, N.H., et al. (United Television Co. of New Hampshire [WMUR(TV)]),

EDWIN TORNBURG & COMPANY, INC.

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East Coast—1000 Chesapeake Drive, Havre de Grace, Md. 301-939-5555

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	6	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.

et al.), TV proceeding, granted request by Broadcast Bureau, and continued hearings presently scheduled for Aug. 1 and Aug. 7 until Aug. 21 (Docs. 19336-8). Action July 24.

■ Chief Administrative Law Judge Arthur A. Gladstone in Manchester, N.H. et al. (United Television Company of New Hampshire [WMUR-TV]), et al., TV proceeding, cancelled hearing presently scheduled for Aug. 21, subject to further order of Presiding Judge Ernest Nash (Docs. 19336-8). Action July 26.

■ Administrative Law Judge Forest L. McClenning, in Boston, (RKO General Inc. [WNAC-TV] et al.), TV proceeding, admitted into evidence list of cities in which Cablecom-General Inc., presently has pending cable TV applications and took official notice of amendments of RKO General's application; granted motion by Broadcast Bureau that time for filing proposed findings of fact and conclusions of law be extended to Sept. 10 and time for filing reply findings be extended to Oct. 8 (Docs. 18759-61). Action July 20.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, denied petition by Las Vegas Valley Broadcasting to amend application to modify expense and revenue estimates (Docs. 19519, 19581). Action July 26.

■ Chief, office of opinions and review, Fort Smith and Jonesboro, Ark. (KFPW Broadcasting Co. [KFPW-TV] and George T. Hemreich [KAIT-TV]), TV proceeding, granted petition by George T. Hemreich and extended to July 24 both time in which to file exceptions to initial decision and brief in support of such exceptions (Docs. 19291-2). Action July 24.

Other actions

■ Review board in High Point, N.C., TV proceeding, denied petition by Southern Broadcasting Co. to add alleged misrepresentation issues and to modify existing issue against Furniture City Television Co. In proceeding involving applications of Southern for renewal of license of WGII-TV High Point, and of Furniture City for new VHF at High Point (Docs. 18906-7). Action July 25.

■ Review board in Las Vegas, TV renewal proceeding, denied request by Western Communications Inc., licensee of KORK-TV Las Vegas, asking that issue be added on financial qualifications of certain Las Vegas Valley Broadcasting Co. (Valley) stock subscribers, Las Vegas Valley is competing applicant for Las Vegas facility (Docs. 19519, 19581). Action July 27.

■ Wilderness Society, Natural Resources Defense Council, and Public Action to Protect Environmental Resources, filed petition in United States Court of Appeals for District of Columbia Circuit, for review of commission action of May 9 denying review of Jan. 12 staff ruling rejecting complaint against commercials on forestry "clear-cutting" on WABC-TV New York, and WMAL-TV Washington, presented during ABC's coverage of 1972 Summer Olympics.

Fine

■ WRLP-TV Greenfield, Mass.—FCC ordered Springfield Television Broadcasting Corp., licensee, to forfeit \$1,000 for repeated violation of rules for failure to make and log daily frequency checks. Action July 26.

Call letter application

■ *KLGCTV Eagle Butte, S.D.—Seeks *KPSD-TV.

New AM stations

Actions on motions

■ Administrative Law Judge Forest L. McClenning in Tallahassee and Quincy, both Florida (Charles W. Holt, et al.), AM proceeding, on request of Talquin Broadcasting Co. and B. F. J.

Timm, scheduled further hearing conference for July 27 (Docs. 19445-7). Action July 25.

■ Administrative Law Judge Chester F. Naumowicz Jr., in Vinita, Okla. (Northeast Oklahoma Broadcasting Inc. and P B L Broadcasting Co.), AM proceeding, continued hearing now scheduled for Aug. 7, pending further order (Docs. 19639-40). Action July 25.

■ Administrative Law Judge Chester F. Naumowicz Jr., in Vinita, Okla. (Northeast Oklahoma Broadcasting Inc. and P B L Broadcasting Co.), AM proceeding, on request of Broadcast Bureau, scheduled conference for July 25 (Docs. 19636-40). Action July 23.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Blackstone, Va. (Blackstone Broadcasting Corp.), AM and FM proceeding, scheduled hearing for Sept. 5 in Petersburg, Va. (Docs. 19774-5). Action July 25.

■ Administrative Law Judge Herbert Sharfman in Wallingford and Ridgefield, both Conn. (Quinnipiac Valley Service Inc. and Radio Ridgefield Inc.), AM proceeding, granted request by Westport Broadcasting Co. and extended to Aug. 31 time in which to respond to Radio Ridgefield's petition for allowance (Docs. 19686-7). Action July 25.

■ Administrative Law Judge James F. Tierney in Yabucco, P.R., (Lucas Tomas Muniz and James Caidron), AM proceeding, granted motion by Lucas Tomas Muniz and reopened record; received in evidence joint exhibit covering agreed reconstruction of testimony inadvertently not recorded on reporter's voice machine; ordered that counsel may transmit it to reporting company; and closed record again (Docs. 19056-7). Action July 26.

■ Chief, office of opinions and review in Youngstown, Ohio and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, granted request by Broadcast Bureau, and extended through Aug. 10 time in which to file comments to application for review by Jud (Docs. 18768-9). Action July 23.

Other action

■ Review board in Hackettstown, N.J., AM proceeding, scheduled oral argument for Sept. 18 on exceptions and briefs to initial decision released Aug. 31, 1972, which proposed grant of application of Radio New Jersey for CP permit for new AM at Hackettstown (Doc. 18252). Action July 25.

Call letter applications

■ Collier Broadcasting Co., Marco Island, Fla.—Seeks WRGI.

■ Bay Broadcasting Corp., Bay St. Louis, Miss.—Seeks WPUP.

Existing AM stations

Application

■ WBUD Trenton, N.J.—Seeks CP to change trans. site to east side of Ewingville Road at Shabakun Creek, near Trenton. Studio location same as trans. Action July 20.

Final actions

■ WKJS Prichard, Ala.—Broadcast Bureau granted CP to increase tower height to support FM ant.; conditions (BP-19418). Action July 20.

■ WMAL Washington—Broadcast Bureau granted mod. of license covering change of main studio location to 4400 Jennifer Street, N.W., Washington, and operate trans. by remote control from studio location (main and alt.); conditions (BRC-3644). Action July 25.

■ WJSB Crestview, Fla.—Broadcast Bureau granted CP to install trans. for aux. purposes only (BP-19460). Action July 24.

■ WMPP Chicago Heights, Ill.—Broadcast Bureau granted CP to install new trans. with 250 w, DA-D, and to be operated by remote control for aux. purposes only (BP-19455). Action July 23.

■ KDTB Dubuque, Iowa—Broadcast Bureau granted mod. of license covering change of studio location to 346 West 8th Avenue, Dubuque, and to operate trans. by remote control from studio location; condition (BRC-3642). Action July 25.

■ WXOK Baton Rouge—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio, 6819 Cezanne Avenue, Baton Rouge, conditions (BRC-3648). Action July 24.

■ WSLG Donaldsonville, La.—FCC authorized Ascension Parish Broadcasting, licensee, to change trans. site and city of designation from Donaldsonville to Gonzales, both Louisiana. Action July 26.

■ KVRB Brainerd, Minn.—Broadcast Bureau granted CP to install new trans. with 250w-U, and operated by remote control for aux. purposes only (BP-19454). Action July 23.

■ WPRW Manassas, Va.—Broadcast Bureau granted CP to add MEOV's to nighttime pattern (BP-19453). Action July 20.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone, Milton, Fla. (Radio Milton Inc. [WSRA]), AM renewal proceeding, designated Chief Administrative Law Judge Arthur A. Gladstone to serve as presiding judge; scheduled prehearing conference for Aug. 13, and hearing for Oct. 15 in Pensacola, Fla. (Doc. 19788). Action July 13.

■ Chief Administrative Law Judge Arthur A. Gladstone in Cleveland Heights, Ohio (Friendly Broadcasting Co. [WJMO and WLYT(FM)]), AM and FM renewal proceeding, designated Administrative Law Judge John H. Conlin to preside in proceeding in place of retired presiding judge (Doc. 19412). Action July 20.

■ Chief Administrative Law Judge Arthur A. Gladstone in Portsmouth, Va. (Chesapeake-Portsmouth Broadcasting Corp. [WPMH]), AM proceeding, designated Law Judge Jay A. Kyle to serve as presiding judge; scheduled prehearing conference for Aug. 14, and hearing for Oct. 9 (Doc. 19787). Action July 13.

■ Chief, office of opinions and review, in Humble, Houston and Nassau Bay, all Tex. (Albert L. Crain, et al.), AM proceeding, dismissed as moot applications for review by Albert L. Crain and Space Broadcast Bureau, and request for withdrawal or dismissal of application for review by Space City Broadcasting Co., motion to dismiss by Chief, Broadcasting Co. (Docs. 19186-9). Action July 23.

Fines

■ KRZY Albuquerque, N.M.—Broadcast Bureau notified Burroughs Broadcasting Co., licensee, that it has incurred apparent liability for \$100 for violations of rules by failing to make entries of daily observation of tower lights. Action July 20.

■ KOTS Deming, N.M.—FCC ordered Luna County Broadcasting Co., licensee, to forfeit \$500 for repeated violations of rules for failure to have operator holding first-class radiotelephone operator's license employed full-time or under contract on part-time basis, and for failure to keep maintenance log for station. Action July 26.

■ KLVJ Beaumont, Tex.—FCC notified Radio Beaumont Inc., licensee, that it has incurred apparent liability for \$2000 for broadcasting telephone conversations simultaneously with their occurrence without giving notice required by rules. Action July 26.

■ KGVL Greenville, Tex.—FCC ordered Radio Station KGVL Inc., licensee, to forfeit \$2,000 for repeated violation of terms of station license and rules, by operating with power in excess of that authorized for presunrise and postsunset hours. Action July 26.

Call letter applications

■ WBYG Savannah, Ga.—Seeks WQQT.
 ■ WHIL Medford, Mass.—Seeks WWEL.
 ■ WJSW Maplewood, Minn.—Seeks WMIN.
 ■ WOKK Meridian, Miss.—Seeks WQIC.
 ■ WCOC Meridian, Miss.—Seeks WOKK.
 ■ WHER Memphis—Seeks WREE.

Call letter actions

■ WBZZ Kingston, N.Y.—Granted WKOT.
 ■ WXMT Merrill, Wis.—Granted WJMT.

New FM stations

Applications

■ Morro Bay, Calif.—R & L Broadcasters. Seeks 104.5 mhz, 3.656 kw. HAAT 1426 ft. P.O. address 782 Spencer Drive, Santa Maria, Calif. 93454. Estimated construction cost \$5,936; first-year operating cost \$25,731; revenue \$26,500. Principals: Rodney B. Funston (100%). Mr. Funston is employe at KCOY-TV Santa Maria. Ann. July 9.

■ Fort Wayne, Ind.—Weber Broadcasting Inc. Seeks 103.9 mhz, kw. HAAT 295 ft. P.O. address 1407

Three Rivers East, Fort Wayne 46802. Estimated construction cost: Equipment will be leased from Shepard Broadcasting of Ohio; first-year operating cost \$43,000; revenue \$100,000. Principals: Herbert J. Weber, president (60%), et al. Mr. Weber is president of Shepard Broadcasting Corp., licensee of WLAV-AM-FM Grand Rapids, Mich.; WTOO(AM) Toledo, Ohio; WLYV(AM) Fort Wayne and KITT(FM) San Diego. Ann. July 12.

■ West Long Branch, N.J.—Monmouth College. Seeks 88.1 mhz, 10 kw. HAAT 60 ft. P.O. address Cedar and Norwood Avenues, West Long Branch 07764. Estimated construction cost \$2,184; first-year operating cost \$3,000; revenue none. Principals: Richard J. Stoner is president of Monmouth College. Ann. July 12.

■ Miamisburg, Ohio—Miamisburg School District. Seeks 89.7 mhz, 10 kw. HAAT 65 ft. P.O. address Sixth Street and Park Avenue, Miamisburg 45342. Estimated construction cost \$3,200; first-year operating cost \$1,000; revenue none. Principals: Paul Fox is president of Miamisburg Board of Education. Ann. July 12.

■ Green Bay, Wis.—University of Wisconsin—Green Bay. Seeks 91.5 mhz, 3 kw. HAAT 114 ft. P.O. address 1866 Van Hise Hall, Madison, Wis. 53706. Estimated construction cost \$21,095; first-year operating cost \$25,500; revenue none. Principals: Board of Regents of the University of Wisconsin System. Reuben H. Lorenz is vice president and controller of University of Wisconsin System. W. Warner Prange is dean for instructional services, University of Wisconsin—Green Bay. Ann. July 12.

■ La Crosse, Wis.—La Crosse Radio Inc. Seeks 104.9 mhz, 1.33 kw. HAAT 426.4 ft. P.O. address Box 821, La Crosse 54601. Estimated construction cost \$39,675; first-year operating cost \$11,400; revenue not given. Principals: Joseph H. Rohrer, president, et al. Mr. Rohrer is licensee of WLCX-(AM) La Crosse. Ann. July 12.

Starts authorized

■ WYJC(FM) Mt. Carmel, Ill.—Authorized program operation on 89.1 mhz, TPO 10 w. Action July 30.

■ KTAV(FM) Knoxville, Iowa—Authorized program operation on 92.1 mhz; ERP 3 kw; HAAT 300 ft. Action July 16.

■ WCRM-FM Clare, Mich.—Authorized program operation on 95.3 mhz; ERP 3 kw; HAAT 160 ft. Action July 23.

■ WABO-FM Waynesboro, Miss.—Authorized program operation on 105.5 mhz; ERP 3 kw; HAAT 145 ft. Action June 11.

■ *WTGM(FM) Norfolk, Va.—Authorized program operation on 89.5 mhz; ERP 25 kw; HAAT 460 ft. Action July 16.

Final actions

■ Ishpeming, Mich.—Taconite Broadcasting Inc. FCC granted 107.1 mhz, 630 w. HAAT 630 ft. P.O. address 202 Main Street, Ishpeming 49849 (BPH-8227). Estimated construction cost \$18,250; first-year operating cost \$10,000; revenue \$22,000. Principals: William J. Blake, president, Robert T. Olson, vice president, and Jay W. Jennings, manager, et al. Action July 26.

■ *Orchard Lake, Mich.—Board of Education of the West Bloomfield School District. Broadcast Bureau granted 89.3 mhz, 10 w. HAAT 110 ft. P.O. address 3250 Commerce Road, Orchard Lake 48038. Estimated construction cost \$12,985; first-year operating cost \$3,950; revenue none. Principals: R. Garvelink, assistant superintendent, et al. (BPED-1605). Action July 25.

■ Albert Lea, Minn.—Communications Properties Inc. FCC granted 95.3 mhz, 3 kw. HAAT 346 ft. P.O. address 1170 Iowa Street, Dubuque, Iowa 52001 (BPH-7892). Estimated construction cost \$34,901; first-year operating cost \$12,000; revenue 18,000. Principals: Hart N. Cardozo is 89.9% owner of Communications Properties, licensee of WDBQ-AM-FM Dubuque and KHAK-AM-FM Cedar Rapids, both Iowa; KFGO(AM) Fargo, N.D.; WDBC(AM) Escanaba, Mich. and KATE(AM) Albert Lea. Competing Application by Lea Radio Co. was withdrawn. Action July 3.

■ *Auburn, Wash.—Green River Community College. Broadcast Bureau granted 89.9 mhz, 28 w. HAAT 570 ft. P.O. address 12401 S.E. 320th Street, Auburn 98002. Estimated construction cost \$14,760; first-year operating cost \$1,000; revenue none. Principals: Melvin Lindbloom, president, et al. (BPED-1602). Action July 25.

■ Fort Gay, W. Va.—Wayne county Board of Education. Broadcast Bureau granted 89.9 mhz, 10 w. HAAT 90 ft. P.O. address Fort Gay High School, Wayne 25514. Estimated construction cost \$8,928; first-year operating cost \$350; revenue none. Principals: Samuel D. Hubbard is superintendent of Wayne county Board of Education. (BPED-1120). Action July 11.

Initial decisions

■ Searcy, Ark.—Home Industries Inc. Administrative Law Judge James F. Tierney, in initial deci-

sion, (Docs. 18989-90), proposed grant of application of Horne for 99.3 mhz, 3 kw. HAAT 153 ft. P.O. address 100 East Arch Avenue, Searcy 72143. Estimated construction cost \$16,670; first-year operating cost \$6,000; revenue \$10,000. Principals: Michael Horne, president, et al. Mr. Horne is licensee of KWCB(AM) Searcy. Competing application of Tellum Broadcasting Co. of Searcy was denied Jan. 26. Action July 10.

■ Rochester, N.Y.—Monroe County Broadcasting Co. Administrative Law Judge Isadore A. Honig, in initial decision (Doc. 18676), proposed grant of application of Monroe for 103.9 mhz, 8 kw. HAAT 536 ft. P.O. address 330 South Avenue, Rochester 14620. Estimated construction cost \$62,536; first-year operating cost \$72,000; revenue \$50,000. Principals: Andrew A. Langston, Milton Moss, Gordon L. Kelso, Augustus Niles, Roy W. King, Kathryn Terrell, Theodore Jefferson and Fred A. German (each 12.5%). Mr. German owns WWOK(AM) Charlotte, N.C. Other principals have no broadcast interests. Competing applications of Rochester Radio Co., Auburn Publishing Co., Rochester, and What the Bible Says, Inc., Henrietta, N.Y. were withdrawn. Action July 3.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Cayce, S.C. (Lexington County Broadcasters Inc. and William D. Hunt), FM proceeding, in absence of presiding judge, denied request by Broadcast Bureau for indefinite postponement of dates, and ordered that proposed findings and conclusions, and replies be filed by Aug. 3 and Aug. 24, respectively (Docs. 19568-9). Action July 26.

■ Chief, office of opinions and review, in Cayce, S.C. (Lexington County Broadcasters Inc. and William D. Hunt), FM proceeding, granted petition by Lexington County Broadcasters and extended to July 25 time in which to file application for review (Docs. 19568-9). Action July 25.

■ Administrative Law Judge James F. Tierney in Bisbee, Ariz. (Bisbee Broadcasters Inc. and Wyre Associates), FM proceeding, set certain procedural dates and scheduled hearing for Oct. 9 (Docs. 19754-5). Action July 24.

■ Chief, office of opinions and review, in Leisure City and Goulds, both Florida (Resort Broadcasting Co. and Fine Arts Broadcasting Co.), FM proceeding, granted motion by Resort Broadcasting and extended through Aug. 3 time in which to file application for review (Docs. 18956, 18958). Action July 24.

Other actions

■ Review board in Bisbee, Ariz., FM proceeding, denied motion by Bisbee Broadcasters Inc., to defer further pleadings in proceeding involving mutually exclusive applications of Bisbee Broadcasters and Wyre Associates for new FM in Bisbee (Docs. 19754-5). Action July 25.

■ Review Board in Corpus Christi, Tex. and Colorado Springs, Colo. affirmed partial initial decision released July 11, 1972, granting application of A. V. Bamfort for new FM station in Corpus Christi, and AM station in Colorado Springs, Colo. (Docs. 19089, 19158-9). Action July 11.

Rulemaking petition

■ Rapid City, S.D.—FCC, on petition of James E. Taylor, licensee of KIMM(AM) Rapid City, proposed amendment of FM table of assignments by assignment of class C ch 262 to Rapid City. Action July 26.

Rulemaking actions

■ Chief, Broadcast Bureau, on request of Paul Knies, extended through Aug. 8 time in which to file reply comments in matter of amendment of FM table of assignments for Huntington, Ind. (Doc. 19763). Action July 24.

■ Ocala and Dunnellon, both Fla.—FCC reassigned ch. 272A from Ocala to Dunnellon, Fla., and substituted ch. 224A at Ocala (Doc. 19683). Action July 26.

■ Marion, Ill.—FCC, on petition of 3-D Communications Corp., licensee of WDDD(FM) Marion, amended FM table of assignments by substituting class B ch. 297 for ch. 296A at Marion, and class C ch. 238 for class C ch. 297 at Poplar Bluff, Mo. (Doc. 19732). Action July 26.

■ Lyons, Kan.—FCC, on petition of Rice County Broadcasting Co., licensee of KLOQ(FM) amended FM table of assignments with substitution of ch. 291C for ch. 288A, at Lyons (Doc. 19735). Action July 26.

■ Gregory, S.D.—FCC assigned class C FM ch. 268 to Gregory (Doc. 19653). Commission stipulated that any application for new FM to operate on ch. 268 must specify at least ERP of 75 kw and HAAT of 500 ft. Action July 3.

Call letter applications

■ Capital Community Broadcasting Inc., Juneau, Alaska—Seeks *KTOO(FM).

■ Spokane Student Broadcast Enterprise, Spokane, Wash.—Seeks *KMSI-FM.

■ Four Star Broadcasters Inc., Keyser, W. Va.—Seeks WKLP-FM.

Call letter actions

■ Canandaigua Broadcasting Co., Canandaigua, N.Y.—Granted WCGR-FM.

■ Dixie College, St. George, Utah—Granted KRDC-FM.

■ J.C. Broadcasters, Rensselaer, Ind.—Granted WJCK(FM).

■ Iroquois County Broadcasting Co., Hartford, Wis.—Granted WTKM-FM.

Existing FM stations

Final actions

■ KPSE(FM) San Diego—FCC authorized PSA Broadcasting Inc., licensee, to change trans. site, change ERP to 1.95 kw, and ant. height to 1,840 ft. Action July 26.

■ KLOS(FM) Los Angeles—Broadcast Bureau granted license covering aux. trans.; ERP 21.5 kw; HAAT 2920 ft. (BLH-5793). Action July 20.

■ KVRH-FM Salida, Colo. and WFSC-FM Franklin, N.C.—FCC denied requests by William J. Murphy, licensee of KVRH-AM-FM Salida, and WFSC Inc., licensee of WFSC-AM-FM Franklin, for waiver of rules which require FM stations to provide at least eight hours of service between 6:00 a.m. and 6:00 p.m., and at least four hours of service between 6:00 p.m. and midnight, exclusive of Sunday. Action July 26.

■ WLAD-FM Danbury, Conn.—Broadcast Bureau granted CP to redescribe trans. location as 0.3 miles south of Danbury city limits on Brushy Hill Road, Danbury; install new trans.; install new ant.; change TPO; ERP 2.5 kw; ant. height 330 ft.; remake changes in ant. system (increase height); note control from main studio at 198 Main Street, Danbury; condition (BPH-8446). Action July 20.

■ WHUR-FM Washington—Broadcast Bureau granted license covering changes; ERP 24 kw; ant. height 670 ft. (BLH-5867). Action July 26.

■ WFUZ(FM) Ocala, Fla.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 190 ft. (BLH-5809). Action July 26.

■ WKZM(FM) Sarasota, Fla.—FCC waived mileage separation requirement of rules and authorized Christian Fellowship Mission Inc., permittee, to change trans. site 2.2 miles east of present site and ant. height to 180 ft. Action July 26.

■ WFTW-FM Fort Walton Beach, Fla.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 3 kw; ant. height 170 ft. (BLH-5866). Action July 26.

■ *WNIU-FM Decalb, Ill.—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in transmission line; change ERP 50 kw; change ant. height 250 ft. (BPED-1507). Action July 25.

■ WCLR(FM) Skokie, Ill.—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main studio location, 4849 Gold Road at Skokie Boulevard, Skokie; to be operated on ch. 270 (101.9 mhz); ERP 20 kw; ant. height 110 ft.; for aux. purposes only; remote control at studio-trans. site (BPH-8332). Action July 25.

■ *KLJC(FM) Kansas City, Mo.—Broadcast Bureau granted CP to operate by remote control from trans.-studio site; 1111 West 39th Street, Kansas City; install new trans.; ERP 10 kw; ant. height 175 ft. (BPED-1612). Action July 23.

■ KMOX-FM St. Louis—Broadcast Bureau granted CP to install new trans.; install new ant.; make change in ant. system; ERP 100 kw; ant. height 920 ft.; remote control permitted. Action July 20.

■ KFMX(FM) Omaha, Neb.—Broadcast Bureau granted license covering changes; studio and remote control to 3501 Farnam Street, Omaha; ERP 92 kw; ant. height 1210 ft. Action July 13.

■ KFMX(FM) Omaha, Neb.—Broadcast Bureau granted license covering use of former main trans. and ant. for aux. purposes only. Action July 13.

■ KGBI-FM Omaha—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. HAAT 470 ft. (BLH-5855). Action July 20.

■ *KUNR(FM) Reno—Broadcast Bureau granted license covering changes for noncommercial FM; ERP 2 kw; HAAT 450 ft. (BLED-1097). Action July 20.

■ KSNM(FM) Santa Fe, N.M.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 29.5 kw; ant. height 130 ft. Action July 20.

■ WRNW(FM) Briarcliff Manor, N.Y.—Broadcast Bureau granted license covering changes; ERP 2.45 kw; ant. height 330 ft. (BLH-5875). Action July 26.

■ WFUV(FM) New York—Broadcast Bureau granted CP to replace expired permit. Action July 13.

■ WHLD-FM Niagara Falls, N.Y.—Broadcast Bureau granted mod. of license covering change in studio location to trans. site—Staley Road, Grand Island, N.Y. Action July 20.

■ WHUD(FM) Peekskill, N.Y.—Broadcast Bureau granted license covering new aux. trans. and ant.; ERP 31 kw; ant. height 410 ft. (BLH-5863). Action July 26.

■ WEAV-FM Plattsburgh, N.Y.—Broadcast Bureau granted CP to change trans. location to Top Rand Hill, 1.4 miles north of intersection of Rand Hill Road and Jersey Swamp Road, Plattsburgh; change studio location and remote control to Route 9, 1/2 mile south of Bear Swamp Road, Peru, N.Y.; make change in ant. system (decrease height); change ERP 3.9 kw; ant. height 740 ft. (BPH-8310). Action July 20.

■ *KWGS(FM) Tulsa, Okla.—Broadcast Bureau granted license covering changes; trans. location redesignated 1.9 mile north of Osage county line on Highway 97, Osage, Okla.; ERP 4 kw; HAAT 360 ft. (BLED-1109). Action July 20.

■ *WCDF-FM Cedarville, Ohio—Broadcast Bureau granted license covering changes; trans.; ERP 3 kw; ant. height 370 ft. (BLED-1056). Action July 25.

■ WEBN(FM) Cincinnati—Broadcast Bureau granted CP to change trans. location to 2345 Symmes Street, Cincinnati; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP 31 kw; HAAT 610 ft.; remote control from main studio at 2724 Erie Avenue, Cincinnati, condition (BPH-8487). Action July 24.

■ *KWAX(FM) Eugene, Ore.—Broadcast Bureau granted CP to install new trans.; ERP 20 kw; ant. height —45 ft. (BPED-1611). Action July 23.

■ WGRP-FM Greenville, Pa.—Broadcast Bureau granted license covering changes; ERP 3 kw; HAAT 240 ft. (BLH-5859). Action July 20.

■ WPIT-FM Pittsburgh—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 29 kw; ant. height 520 ft.; condition. Action July 20.

■ WDEF-FM Chattanooga—Broadcast Bureau granted license covering changes; ERP 97 kw; ant. height 870 ft. (BLH-5864). Action July 26.

■ WSIX-FM Nashville—Broadcast Bureau granted CP to change trans. location (same site); ERP 100 kw; ant. height 1.14 ft. Action July 20.

■ WEZW(FM) Wauwatosa, Wis.—Broadcast Bureau granted mod. of license covering change of studio and remote control locations outside city limits to 1527 East Capitol Drive, Shorewood, Wis. (BMLH-463). Action July 25.

Other action

■ Review board in Newark, N.J., FM proceeding, in response to request by Broadcast Bureau, modified logging issue against Cosmopolitan Broadcasting Corp., applicant for renewal of license for WHBI(FM) Newark (Doc. 19657). Action July 24.

Call letter applications

- KVOY-FM Yuma, Ariz.—Seeks KJOK(FM).
- KLCN-FM Blytheville, Ark.—Seeks KHLS(FM).
- KKEE(FM) San Francisco—Seeks KFRC-FM.
- KGMB-FM Honolulu, Hawaii—Seeks KGMQ(FM).
- WNOW-FM York, Pa.—Seeks WQXA(FM).
- KBQC(FM) Ogden, Utah—Seeks KQPD(FM).
- WLRJ(FM) Roanoke, Va.—Seeks WLRG(FM).

Call letter actions

- WERQ(FM) Birmingham, Ala.—Granted WERC-FM.
- WWQS(FM) Orlando, Fla.—Granted WBJW-FM.
- WWEL(FM) Medford, Mass.—Granted WWEL-FM.
- *KQIR(FM) La Grande, Ore.—Granted *KEOL(FM).
- WXMT-FM Merrill, Wis.—Granted WJMT-FM.
- KSOO-FM Sioux Falls, S.D.—Granted KPAT-FM).

Modification of CP's, all stations

■ WWOK(AM) Miami—Broadcast Bureau granted mod. of CP for extension of completion date to Dec. 7 for changes (BMP-13652). Action July 24.

■ WMSH-TV South Bend, Ind.—Broadcast Bureau granted mod. of CP to change trans. location to intersection of Fern Road and Roosevelt Road, South Bend; ERP vis. 891 kw; aur 178 kw; conditions (BMPCT-7479). Action July 25.

■ KVDB-FM Sioux Center, Iowa—Broadcast Bureau granted mod. of CP for new station to extend completion date to Oct. 16 (BMPH-13808). Action July 26.

■ WAAM(AM) Ann Arbor, Mich.—Broadcast Bureau granted mod. of CP for extension of comple-

tion date to Oct. 20 for changes (BMP-13650). Action July 24.

■ KQYX(AM) Joplin, Mo.—Broadcast Bureau granted mod. of CP to modify radiation system at existing trans. site (BMP-13649). Action July 24.

■ WCTM(AM) Eaton, Ohio—Broadcast Bureau granted mod. of CP for extension of completion date to Feb. 1, 1974, for new station (BMP-13651). Action July 24.

■ W80AM Honesdale, Pa.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to Oct. 1 (BMPTT-753). Action July 19.

■ *WVIA-TV Scanton, Pa.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 24, 1974 (BMPET-791); granted mod. of CP to change ERP in vis. 912 kw; aur. 91.2 kw; trans. location to Penobscot Knot, 2.5 miles south of Wilkes-Barre, Pa.; studio location to Old Boston Road, Pittston, Pa.; type ant.; make changes in ant. structure; and HAAT 1670 ft.; condition (BMPET-783). Action July 24.

Translators

■ K12JD Seiad Valley, Calif.—Broadcast Bureau granted CP for new VHF translator to operate on ch. 12 by rebroadcasting programs of KMED-TV Medford, Ore. (BPTTV-4761). Action July 23.

■ K03DL, K08HL, K10IE, K12IV—unincorporated area southwest of Estes Park, Colo.—Broadcast Bureau granted licenses covering four new VHF translator stations (BLTTV-4002-5). Action July 19.

■ K13ML Hotchkiss and Crawford, both Colorado—Broadcast Bureau granted CP for new VHF translator to operate on ch. 13 by rebroadcasting programs of KREX-TV Grand Junction, Colo. (BPTTV-4752). Action July 23.

■ K13MK Big Elk Valley, Lebo Valley and Two Dot, all Montana—Broadcast Bureau granted CP for new VHF translator to operate on ch. 13 by rebroadcasting programs of KULR-TV Billings, Mont. (BPTTV-4530). Action July 19.

■ K12JC Sentinel Butte and Golva, both North Dakota—Broadcast Bureau granted CP for new VHF translator to operate on ch. 12 by rebroadcasting programs of KUMV-TV Williston, N.D. (BPTTV-4770). Action July 23.

■ K11LT rural area south of Prairie, Ore.—Broadcast Bureau granted CP for new VHF translator to operate on ch. 11 by rebroadcasting programs of KBOI-TV Boise, Idaho (BPTTV-4742). Action July 19.

■ K65AI Gold Beach and Wedderburn, both Ore.—Broadcast Bureau granted CP for new UHF translator to operate on ch. 65 by rebroadcasting programs of KMED-TV Medford, Ore. (MPTT-2464). Action July 23.

■ K03DU Leavenworth, Wash.—Broadcast Bureau granted CP for new VHF translator to serve Leavenworth, Peshastin and vicinity, all Washington, operating on ch. 3 by rebroadcasting programs of KHQ-TV Spokane, Wash. (BPTTV-4728). Action July 11.

■ K05FF and K07LA, both Leavenworth, Wash.—Broadcast Bureau granted CP for two new VHF translators to serve Leavenworth, Peshastin and vicinity, all Wash., by operating on ch. 5 by rebroadcasting programs of KXLY-TV Spokane, Wash., and operating on ch. 7, by rebroadcasting programs of KREM-TV Spokane (BPTTV-4729-30). Action July 11.

■ Jackson, Ala.—FCC granted application (BPTT-2471) of Alabama Educational Television Commission for new UHF translator to serve Jackson by operating on ch. 58 Alabama Educational Television's WIIQ(TV) Demopolis (BPTT-2471). Action July 26.

■ Bennington, Vt.—FCC granted application of Mt. Mansfield Television Inc., licensee of WCAX-TV Burlington, Vt., for construction authority for new 100 w UHF translator to serve Bennington by rebroadcasting WCAX-TV on ch. 69. Informal objections by Rollins Telecasting Inc., licensee of WPIZ Plattsburgh, N.Y., and Albany Television Inc., licensee of WTEN-TV Albany, N.Y., and satellite WCDC-TV, Adams, Mass., were denied. Action June 17.

Ownership changes

Applications

■ WRCK-AM-FM Tuscumbia Ala.—Seeks assignment of license from Radio Station WRCK to Wein Broadcasting Co. for \$170,000. Sellers: Robert Warren Kicker (100%). Mr. Kicker is construction contractor in Tuscumbia. Buyers: Margaret L. Wein (47%), Melvin G. Satlof (12.5%), Stanley Hirsch (12.5%), Herbert Fingerhut (12.5%), Irwin Friedlander (12.5%) et al. Mrs. Wein is 97% owner of WDIG(AM) Dothan, Ala. Messrs. Satlof, Hirsch and Friedlander have interest in WPNX(AM) Phenix City, Ala.-Columbus, Ga. Ann. July 10.

■ KLAM(AM) Cordova, Alaska—Seeks transfer of control of Northern Light Broadcasting Co.

from Charles L. Buck (89.4% before, none after) to William D. Bechtel (none before, 89.4% after). Consideration: \$30,000. Principal: Mr. Bechtel is officer in U.S. Coast Guard and former engineer at KLAM(AM) Cordova. Ann. July 10.

■ KARV(AM) Russellville and KWCK(AM) Searcy, both Arkansas—Seeks transfer of control of Horne Industries from C. R. Horne (51% before, none after) to Michael D. Horne (49% before, 100% after). Consideration: \$85,000. Principal: Michael D. Horne is president of Horne Industries. Horne Industries is owner of KARV(AM) Russellville, applicant for new FM at Searcy and 75% owner of KWCK(AM) Searcy. Mr. Horne is also 51% owner of KIKZ(AM) Seminole, Tex. Ann. July 13.

■ KHLO(AM) Hilo, Hawaii—Seeks assignment of license from Kerby Scott Productions Inc. to Escanaba Broadcasting Co. for \$190,000. Seller: Kerby Scott, president and principal stockholder. Buyers: Dean W. Manley, Donald A. Curran, Michael J. Nelson and LeRoy J. Nelson (each 25%). Messrs. Manley, Curran and Nelson own WBDN(AM) Escanaba, Mich. Ann. July 10.

■ WMAS(AM) and WHVY(FM), both Springfield, Mass.—Seeks assignment of license from Masscom Broadcasting Corp. to Valley Broadcasters for \$410,000. Sellers: Richard J. Miller, president, et al. Masscom is wholly owned subsidiary of Communications Fund, owner of KADI-FM St. Louis, KXLW(AM) St. Louis and KWKI-FM Kansas City, both Missouri. Sellers: Marvin I. Sameth, president (20%), et al. Mr. Sameth has insurance and computer interests in New York. Ann. July 13.

■ WGNR-FM Oneonta, N.Y.—Seeks assignment of license from Tryon Broadcasting Co. to Sea-Mount Radio Corp. for \$80,000. Seller: Melvin Farmer, president (100%), et al. Buyers: Al Sayers, president, et al. Sea-Mount is licensee of WDOS(AM) Oneonta; WOCC-AM-FM West Yarmouth, Mass., and WVPO-AM-FM Stroudsburg, Pa. Ann. July 13.

■ WKFD(AM) Wickford and WOTB(FM) Middletown, both Rhode Island—Seek transfer of control of Adman Radio Co. (WKFD) and Bay Broadcasters Inc. (WOTB) from Louis C. Adler (50% before, none after) to Ronald L. Hickman (50% before, 100% after). Consideration: \$70,000 and adjustments. Principal: Ronald L. Hickman is general manager of WKFD(AM) Middletown. Ann. July 10.

■ KMCO(AM) Conroe, Tex.—Seeks transfer of control of Montgomery County Broadcasting Co. from Fletcher, J. Earle Fletcher Jr. and John Harrison Fletcher (together 80% before, none after) to Family Group Enterprises (none before, 80% after). Consideration: \$420,000. Principals: Rigby Owen Jr. and Steve Owen (each 33 1/3%). Messrs. Owen own KNRO-FM Conroe. They also have newspaper interests in Conroe. Ann. July 3.

■ KHRB(AM) Lockhart, Tex.—Seeks assignment of license from Heath-Reasoner Broadcasters to Radio Caldwell County Inc. for \$73,000. Sellers: Dan Heath and Marion Reasoner (each 50%). Buyers: L. M. Preuss III (70%), William R. Buchanan (20%) and Franklin Kaspar (10%). Mr. Preuss has newspaper and other publishing interests in Texas. Mr. Buchanan is general manager of KGTV-AM-FM Georgetown, Tex. Ann. July 10.

■ WCHV-AM-FM Charlottesville, Va.—Seeks assignment of license from Evans Communication Systems Inc. to Clay Broadcasting of Virginia for \$556,000. Sellers: Edward S. Evans Jr., president (95%), et al. Buyers: Lyell B. Clay (100%). Mr. Clay owns WWAY-TV Wilmington, N.C.; KFDX-TV Wichita Falls and KJAC-TV Port Arthur, both Texas. Mr. Clay also has newspaper and real estate interests in Charleston W. Va. Ann. July 13.

Actions

■ KNDY(AM) Marysville, Kan.—Broadcasting Bureau granted transfer of control of Apollo Broadcasting Corp. from Charles G. Shada (70.79% before, none after) to Herbert R. and Ruby Hoefflicker (together 29.21% before, 100% after). Consideration: \$60,000. Principal: Mr. Hoefflicker is president of Apollo Broadcasting (BTC-7126). Action July 13.

■ WPNH(AM) Plymouth, N.H.—Broadcast Bureau granted transfer of control of Pemigewasset Broadcasters Inc. from J. Gordon Keyworth (70.58% before, none after) to Richard F. Morse (none before, 70.58% after). Consideration: \$107,370 (BTC-7045). Principal: Mr. Morse is former national sales director for New York food processor, Pemigewasset has application for new FM pending before commission. Action July 5.

■ KSYS(TV) Medford, Ore.—Broadcast Bureau granted assignment of CP from Liberty Television, joint venture comprised of Liberty Communications Inc. and Siskiyou Broadcasters Inc., to Southern Oregon Education Co. for \$48,000 (BAPCT-504). Sellers: Liberty Communications Inc. is licensee of KEZI-TV Eugene, Ore. It seeks, through subsidiary, assignment of license of KVDO-TV Salem, Ore. Buyers: W. Boyce Stanard, president, et al. Southern Oregon Education Co. is nonprofit corporation. Action July 20.

■ KWMC(AM) Del Rio, Tex.—Broadcast Bureau granted transfer of control of Amistad Broadcasting

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Co. from Andres Portales (50% before, 29% after) to Daniel R. McDuff (30% before, 51% after). Consideration: \$45,000 (BTC-7087). Principal: Mr. McDuff is vice president and general manager of KWMC. Action July 25.

■ KPXE(AM) Liberty, Tex.—Broadcast Bureau granted assignment of license from Liberty County Broadcasters Inc. to Dorsey Eugene Newman for \$94,319 (BAL-7860). Sellers: C. L. Wilson Jr., president, et al. Buyer: Mr. Newman, general manager of KPXE, owns WHRT(AM) Hartselle, Ala. He also owns Hartselle TV Cable Co. Action July 18.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced July 27 (stations in parentheses are TV signals proposed for carriage):

■ M & M Cable Co., 215 King Road, Roseville, Calif. 95678 Rocklin, Calif. (CAC-2409), to change community to Sunset-Whitney Ranch, Calif.

■ Riverside Cable TV Inc., 3600 Central Avenue, Riverside, Calif. 92502 proposes for Riverside (CAC-2810), to add KVST-TV Los Angeles and XEWT-TV Tijuana, Mex.

■ United Cablevision Inc., Box 10727, University Park Station, Denver 80210 proposes for Loma Linda, Calif. (CAC-2811), to add KTVU Oakland and KVST-TV Los Angeles both California; XEWT-TV Tijuana, Mex.

■ United Cablevision Inc., Box 10727, University Park Station, Denver 80210 proposes for Hesperia (CAC-2812) and Adelanto (CAC-2813), both California, to add KVST-TV Los Angeles.

■ Storer Cable TV Inc., 1177 Kane Concourse, Miami Beach 33154 proposes for Santa Paula (CAC-1700), Ventura county unincorporated areas (CAC-1701 and 1704), Fillmore (CAC-1703) and Laguna Beach (CAC-1707), all California, add KBA KBSA-TV Guasti, Calif.

■ Teleprompter of Liberal, 25 West Third Street, Liberal, Kan. 67901 proposes for Liberal, (CAC-2814), to add KERA-TV and KDTV, both Dallas and KTVT Fort Worth, both Texas.

■ International Telemeter of Bristol County, 189 Headley Street, New Bedford, Mass. 02740 proposes for Acushnet (CAC-2836) and Dartmouth (CAC-2837) both Massachusetts WJAR, WPR1 and WSBE, all Providence, R.I.; WTEV New Bedford, WBZ, WCVB, WNAC, WSBK, WGBH, WKBG and WGBX, all Boston, WSMW Worcester, all Massachusetts; WHCT Hartford, Conn.

■ Storer Cable Communications Inc., 1177 Kane Concourse, Miami Beach, 33154 proposes for Bainbridge, Md. (CAC-2835), to add WDTB-TV, Panama City, Fla.; WTCG Atlanta.

■ Potomac Valley Television Co., 100 South Liberty Street, Cumberland, Md. 21502 proposes for Mt. Savage, Md. (CAC-2823); Paw Paw, W. Va. (CAC-2824); La Vale, Md. (CAC-2825); Romney, W. Va. (CAC-2826); Eilerslie (CAC-2827), Cumberland (CAC-2828), and Bowling Green (CA-2829) all Maryland, to add WWVU Morgantown, W. Va.

■ Potomac Valley Television Co., 100 South Liberty Street, Cumberland, Md. 21502 proposes for Wiley Ford (CAC-2820), Fort Ashby (CAC-2821), Moorefield (CAC-2822), Ridgeley (CAC-2830), all West Virginia; Corriganville (CAC-2831), Rawlings (CAC-2832), Eckhart (CAC-2833) and Cresaptown (CAC-2834), all Maryland to add WWVU Morgantown, W. Va.

■ Clayton T.V. Cable System, 115 Main Street, Clayton, N.M. 88415 proposes for Clayton (CAC-2816), to add KOB-TV, KOAT-TV, KGGM-TV and KNME-TV, all Albuquerque, N.M.

■ Leacom Inc., Box 455, Dillon, Colo. 80435 proposes for Truth or Consequences, N.M. (CAC-2631), to add KRWG-TV Las Cruces, N.M.

■ Cablevision of Durham Inc. 360 South Monroe, Denver 80209 proposes for Durham, N.C. (CAC-2815), WRAL-TV Raleigh, WTVU and WRDU-TV, both Durham, WFMY-TV Greensboro, WUNC-TV Chapel Hill, WTVI-TV Charlotte, all North Carolina; WTTG, WDCA-TV and WETA-TV, all Washington.

■ Suburban Cable TV Co., 250 King of Prussia Road, Radnor, Pa. 19088 proposes for Haverford township, Pa. (CAC-2817), to add WNJS(TV), Camden, N.J.

■ Lebanon Valley Cable TV Co., 118 North Eighth Street, Lebanon, Pa. 17042 proposes for Myerstown

boro, Pa. (CAC-2818), WHP-TV and WTPA-TV, both Harrisburg, WLYH-TV and WGAL-TV, both Lancaster, WITF-TV Hershey, WCAU-TV, KYW-TV, WPVI-TV, WPHL-TV and WKBS, all Philadelphia and WSBA-TV York, all Pennsylvania.

■ Teleprompter of La Crosse Inc., 722 Main Street, La Crosse, Wis. 54601 Shelby, Wis. (CAC-2819), requests certification of existing system.

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Teleprompter of New Jersey Cable Network Inc. (CAC-665), Hamilton township, N.J.; Tuskegee Cablevision Co. (CAC-1548), Tuskegee, Ala.; Coburg Cable Co. (CAC-1617), Coburg, Ore. and Hawkeye Communications Inc. (CAC-1651), Red Oak, Iowa. Action July 24.

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Coastal Cable Co., North Myrtle Beach, S.C. (CAC-1174); Muskegon Cable TV Co., Muskegon township (CAC-1445), Muskegon Heights (CAC-1446) and Roosevelt Park (CAC-1447), all Mich.; Sharpsburg Cable TV, Sharpsburg, Md. (CAC-1480); Missouri Cable TV Inc., Florissant, Mo. (CAC-1625); Northeast Minnesota Cable TV Inc., Superior, Wis. (CAC-1810) and Duluth, Minn. (CAC-1811). Actions July 25 and 26.

■ Sikeston, Mo.—FCC granted certificate of compliance to See-Mor Cable TV of Sikeston Inc. to add distant signals of *KETC, KPLR-TV and KDNL-TV, all St. Louis, to Sikeston cable TV system in Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill., market (CAC-532), Action July 26.

Actions on motions

■ Administrative Law Judge Ernest Nash in Allentown and Bethlehem, both Pennsylvania (Service Electric Cable TV Inc.), cease and desist proceeding, in view of pendency of motion by WBRE-TV Inc., to cancel hearing and close record canceled hearing scheduled for July 23 (Doc. 19321). Action July 13.

■ Administrative Law Judge Herbert Sharfman in Meadville, Pa. (Meadville Master Antenna Inc., cable TV proceeding), granted motion by CATV Bureau, and corrected transcript (Doc. 19479). Action July 20.

Classified Advertising

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted by letter.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00)

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢ per word—\$5.00 weekly minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All others \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations,

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advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

RADIO

Help Wanted Management

General Manager. Northeast modern country FM. Three-station market of 100M. Ideal working and living conditions. \$14M salary plus incentives. Solid long-term opportunity. Write in confidence, Box G-215, BROADCASTING.

General Manager for full time KW central Pennsylvania AM & FM. Minor competition. Must have proven sales record. Sales managers and top salesmen will be considered. Number one in sales and ratings. Need live wire, young worker. Box G-291, 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 H-19, BROADCASTING.

Heavy Sales oriented GM needed for small market, fulltime, group owned Northern New England radio station. Expected first year earnings \$15,000 to \$17,000. Write Box H-20, BROADCASTING.

Vice President/General Manager. Exceptional opportunity for dynamic radio executive interested in top ten market. Highly profitable 5KW full time station with expanding group. Base salary of \$40,000 plus negotiable incentive. Send resume to Box H-43, BROADCASTING.

General Manager. Major market FM. Prefer candidate on the way up \$25,000 to \$30,000. Mail resume to Box H-44, BROADCASTING.

WROQ-FM, Charlotte, N.C. is looking for a take-charge operations manager. In its first ARB (with an automated top 40 format) station has gone from nowhere to third in market. Salary negotiable. Call Jay Thomas, WAYS, 704-392-6191 or send tape and resume to 400 Radio Road, Charlotte, NC 28216.

Media broker trainee. Must be self starter with good character and either sales or management experience. Chapman Company, 5 Dunwoody Park, Atlanta, GA 30341.

Help Wanted Sales

Good market in Southwest has opening for experienced radio advertising salesman. Our staff knows of this ad and will welcome you to our station. Plan to join us in September. Write Box G-213, 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.

Sales opportunity in New England medium market. A good salesman can become our top biller and assistant to the Vice President for sales. Guaranteed draw. Totally adult station with adult professional approach. Write Box G-320, BROADCASTING.

Combo Morning Man and sales. NE, nondirectional daytime 5000 AM, 600 KC FM, Market 92,000. Good Music, Country, Gold, Talk; 3rd. Production. If you're a PRO in noise, pollution, hunting, fishing, great for family. Sincere sales personality with cautious local folks secures market \$. Anncr. Salary NAB standards. Box H-23, BROADCASTING.

Top money for proven successful salesperson to manage and sell four man sales department at top 25 market contemporary AM. Send resume/earnings records to Box H-34, BROADCASTING.

Outstanding opportunity for experienced Radio Salesman. Chance to advance unlimited. We have two stations and looking at others. Midwest college town. The good life for self starter. All resumes kept confidential. Box H-64, BROADCASTING.

Sales Managers and Salesmen for training with Broadcast Sales Consultant. Must have documentable track records. Send resume and references to Box H-73, BROADCASTING.

Sales Manager, experienced, for Washington, DC area suburban station. If not experienced do not apply. Salary and override negotiable, for man with proven ability. Must know how local ad agencies function. A challenge for the right man. Give complete details first letter, particularly what you have done, and references. Box H-78, BROADCASTING.

Help Wanted Sales Continued

Opportunity—established station. Salary, commission. Send resume, sales record. KFRO, Longview, Texas 75601.

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

Salesman with one or more years experience in radio sales who wants to bring up family in beautiful vacation country where there are no big city problems. Ideal for man who wants to step up to slightly bigger market or to get away from big city. Contact Charlie Parsons, KVBR, Brainerd, MN 56401.

Midwest AM needs salesman for number one account list. Sales Manager moving to general manager. Need man to baby my list like I have. \$10,000 first year. You tell me about the second. Fringes. Send resume or call Ken McGeth—WERK Radio, Box 2465, Muncie, IN 47302.

Assistant Sales Manager with proven track record for contemporary AM and beautiful music FM. Salary \$16,000 plus incentives. Call Theresa Rose. 609-882-7193.

Help Wanted Announcers

Needed experienced extrovert: Replacement for number one afternoon drive personality. Good pay for big voiced Modern Country talent. Must do A-one production. Experienced pro's considered only. Resume, air/production check, picture first letter. We're one of the country's best, and a polishing ground stepping stone to the major markets. Box G-214, 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.

Needed now experienced, educated, community minded Talk Show host. Must be able to work with automation, willing to do news and other duties commensurate with abilities, production, etc. Long established network affiliate in most livable part of New York State. Reply Box G-334, BROADCASTING.

Penna. AM has opening for announcer who can handle board shift and play-by-play. Must have commercial experience. Seeking mature bright sounding person who reads like pro. Not for beginners. Good weekly salary and company benefits. Box H-14, BROADCASTING.

Afternoon Drive Personality for young adult MOR 5,000 watt Medium Market. Experienced PRO who can follow strict format. Tape, resume, and salary. Box H-24, BROADCASTING.

New England: Leading Adult Music station would like to hear audition tapes from staff announcers interested in filling future vacancies when they occur. Good wages, stability, brand new facilities, new equipment! Equal Opportunity Employer. H-51, BROADCASTING.

50,000 Watt stereo FM Rock needs 7-Midnight "cooker" who can follow our recipe in central Indiana. Immediate opening. All tapes and resume now to: Box H-60, BROADCASTING.

We're looking for a top quality person who can project warmth on our easy listening station. 5 figures, 4th market, 3rd ticket. Send tape and resume to Box H-66, BROADCASTING.

Announcer—News. Sports. Production. Send resume, tape. MOR Station. KFRO, Longview, Texas 75601.

Newsman-Announcer with ability and energy needed immediately. Heavy production. Experience desired but not necessary. Additional pay for first phone. A great opportunity for advancement with one of Oklahoma's most progressive radio groups. Resume, tape, picture to Bob Brewer, KOKL, Box 756, 918-756-3646, Okmulgee, OK 74447. An Equal Opportunity Employer.

Two of our alumni are programing WOKY in Milwaukee and San Diego's KCBG. Others have graduated to similar successful situations. We're good. And we're looking for someone who's as good to fill our afternoon drive slot. Good voice, good pace, strong production. Top pay. We'll underwrite your health care. And we'll share the profits with you. If you're on the way to the top, make your next stop with us. Only professionals need apply. Tape, picture, resume to: Tedd O'Connell, WDUZ, Box 36, Green Bay, WI 54305.

Help Wanted Announcers Continued

Wanted: An experienced announcer with a warm, believable commercial and news delivery. The rare bird is needed immediately for WGAY, a top rated easy listening station in Washington, D.C. Good starting salary plus liberal union benefits. Send tape and resume to John Dougan, WGAY AM & FM, World Building, Silver Spring, MD 20910.

Modern Country announcer needed immediately. Must be experienced pro, sharp air-man, production, commercials, Remotes. . . . Great opportunity in South Georgia's most progressive city. Send tape or contact Mr. Hill, WJAZ-Radio, Albany, Georgia.

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.

Top Morning Man—Leading radio operation has opening for pro who has proven record of adult morning audience appeal. Send tape, info to WSAV Radio and Television, Savannah, GA.

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.

Michigan MOR CBS affiliate has an immediate opening for an experienced, reliable drive time announcer. Many extra benefits. Excellent working conditions in Michigan's newest broadcasting facilities. Equal Opportunity Employer. Rush photo, tape, and resume to Jerry Schroeder, Program Director, WSGW, Box 1945, Saginaw, MI 48604, or call 517-753-4456.

Gift of gab? Make money without moving. Easy listening automated FM needs chat tapes. Tape and resume to WTOS, Box 159, Skowhegan, Maine 04976.

Announcers! We have a \$65,000 contract for recording that will be farmed out to independent announcers. If you own or have access to professional recording equipment contact Mr. Kilgore, ETC Advertising, 980 Main Street, Waltham, MA 02154 617-891-5050 for details. All or any portion of \$65,000 could be yours.

A pool of on-the-air talent helps make finding a job easier. Broadcasters helping broadcasters. 814-734-5418.

Kentucky, Top 40 man with ideas and a self starter. Sales, also play-by-play. Immediate opening. Call 606-248-5842.

Deluxe Hotel in Bangkok, Thailand, requires personable, experienced, MOR jock for Disco-club opening soon. Disco show broadcasted live nightly from club. Jock must also interview people in audience. Show will be built around Jock's personality. Hotel will pay travel to Bangkok, good salary, commissions on advertising and give Jock free room and meals. Send tape, picture and resume to Indra Regent Hotel, Rajprarob Road, Bangkok, Thailand.

Help Wanted Technical

Chief engineer, strong on maintenance, R & B station, group operated, New Orleans. Salary commensurate with experience. Box G-143, BROADCASTING.

Chief engineer take charge AM/FM stereo combination. Only experienced broadcast engineers need apply. Production abilities helpful. Send resume, reference, salary requirements to Jim Blake, WHFB, Box 608, Benton Harbor, MI 49022. Equal Opportunity Employer.

Small market radio station in the Midwest, needs Chief Engineer. Must be capable of handling full maintenance, and also do some announcing. Salary open. Write Box 282, Rensselaer, IN 47978.

Help Wanted News

Experienced newsmen for Black programmed station in major New England market. Community involvement a must. Write Box H-17, BROADCASTING.

One of the leading Black Stations in the country needs a News Director who can handle a heavy Public Affairs program plus develop and direct young talented personnel. Send complete resume and tape to Mr. Ed Howard, KYOK Radio, Box 8218, Houston, TX 77004.

WOBM: Toms River, New Jersey, needs a very capable news director to direct a three-man, locally oriented staff. We're looking for someone who knows us and what we do. Call Paul Most, 201-269-0927. 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.

Local News Editor. Sole duties local news. WVOS, Liberty, NY. An Equal Opportunity Employer.

Help Wanted Programing, 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.

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.

Program Director needed for Midwest Power daytime. Require capable PRO with thorough knowledge of adult contemporary format. Forward resume, photograph, and air check to Box H-7, BROADCASTING.

Situations Wanted Management

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.

Heavy radio and management background. Need a challenge. Sales and collection oriented. Stable, loyal, dedicated. Am seeking the impossible dream: General Manager where my 100% effort is simply rewarded. Box H-3, BROADCASTING.

University graduate with Communications degree, psychology, business minor. 25 years old. Seven years commercial experience. Two years as GM in 40,000 market. Sales, announcing, news and writing experience. Interested in an independent FM in market 20-60 thousand. Operations manager position considered. Married, stable, one child. Box H-B, BROADCASTING.

Working now as sales and program mgr., but would like final move up to station mgr. Highly qualified in all phases of radio, and billing very excellent. Community minded, family, mid-thirties, BA, want small market working job, not flowery. Best investment in this week's issue. Box H-30, BROADCASTING.

Experienced documentary producer, seeking position as Public Affairs Director. Documentaries, features, photography, awards, 7 years experience. Box H-32, BROADCASTING.

Bright magazine editor, 37, with specialty in broadcasting, seeks crossover into radio admin. Wants mgt. spot with station in small NE market. Box H-35, BROADCASTING.

Offers sixteen years of total radio experience for opportunity to manage small market station. Announcing, play-by-play, football plus emphasis on sales. Write my own copy and collect what I sell. MOR operation preferred. Desire job with chance towards advancement. Married. Settled. Excellent references. Box H-39, BROADCASTING.

Twelve years managing small to medium market sales, local, regional agency. Complete radio background. Southern exposure preferred. Box H-57, BROADCASTING.

Top 10 Market Local Salesman with outstanding local and regional track record seeks smaller market as Sales Manager. Box H-75, BROADCASTING.

Freel Manual, written by me, "Finding, Building, Training, and Keeping an Outstanding Sales Force." Former GSM, then GM of highly profitable Metro NYC giant. Documented community and sales performance. Currently consulting for several groups. Searching for opportunity to increase psychic and financial wealth of imaginative Licensee and self. If you are looking for creative, hardnosed, ethical professional. Bottom line oriented send for copy of what makes me tick. William Gallagher, Four Ingress Way, Matawan, NJ P.S. ZIV-T.V. Sales tool

Programing/Operations—7 years—degree. Profit oriented. On-Air Programmer. Strong on community involvement. Major or Medium Markets. 301-792-4806.

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.

Young degree holding NE radio A/E seeks southern relocation. Prefer Atlanta or Florida area. Desire sound earning potential. Box H-26, BROADCASTING.

Major market salesman, excellent experience, excellent track record. Ready to relocate as Salesman or Sales Manager with list. Box H-76, BROADCASTING.

Outstanding resume! Ten years all aspects radio, five years sales and management; 1st phone. Ready to prove myself again! Let's talk—815-626-2903.

Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, 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.

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.

3 1/2 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.

Announcer with first phone currently employed at suburban Washington Contemporary. Desires position with MOR station in Maryland or Virginia. Box H-1, BROADCASTING.

Medium Market talk show host ready for major market show. BA, ratings and great references. Reply to Box H-18, BROADCASTING.

Prefer Midwest. MOR, 1 1/2 years experience. Medium or small market with good future. Good voice reliable. Box H-28, BROADCASTING.

Black DJ soul format. Not screamer, can accumulate, entertain, and hold an audience simultaneously. First ticket, family, 1 year experience, relocate, ASAP, today. Box H-36, BROADCASTING.

DJ tight board, good news, commercials, 3rd phone, limited experience, willing to follow instructions, ready now. Box H-41, BROADCASTING.

Beginner will work free for three months for experience if a job is open for a year afterwards. Town must be big enough for me to get a paying job elsewhere. Will relocate. Family man, 3rd phone. Permanent position. Box H-55, BROADCASTING.

Experienced 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 H-59, BROADCASTING.

Jazz Jock seeks relaxed format. Versatile, knowledgeable, six years on air, good audience rapport, experienced in production and management. 617-254-6853, or Box H-70, BROADCASTING.

1st personality announcer, limited radio-TV experience, Lohmanian humorist, California only, will use 1st to stay in state. 714-466-7339.

DJ, 1st phone 3 years experience. Prefers work in Tenn., Va., N.C. area. Will consider any offer. Available Sept. 1. Call 615-456-2628.

Young DJ Third Phone with some experience is seeking permanent position. Tight board, good news, commercials, ready now. Larry Ferritta, 12 Lawrence Circle, Middletown, NJ 07748. 201-671-5741.

Situations Wanted Announcers Continued

Are you looking for something different in your programming? Why not consider a two man show. In addition to giving you an on-the-air team, which includes various characters and impressions, we can also give you tight production, creative writing, sales ability and straight forward newscasting. Graduates of Specs Howard School. For tape and resume contact: Tom Lunder 313-846-6724, 14725 Tireman, Dearborn, MI 48126.

3rd Phone Endorsed. Specs Howard Broadcasting School Grad—High on Ability—Ready to go anywhere NOW! Dan Jankowski—5166 Casmere. Detroit, MI 48212—313-981-7663.

Wisconsin: Prefer Contemporary—MOR. 5 yrs. exp. Tight board, very strong news and sports. Good references, 28, married. Harvey Paul, P.O. Box 102, Eagle River, Wis. 54521, 715-479-6138, after 5 p.m.

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.

30 days free employment. Black broadcast trained, enthusiastic, responsible. 39, married, excellent references, 3rd. MOR, Easy Listening. Maryland or Southeast. 301-367-6396.

Situations Wanted Technical

Chief class "C" FM Florida 2nd telegraph FCC license, ship radar endorsement, advance class "ham" seeks chief position. Prefer warm climate. 12K min. Non-drinker, 38, single. Box H-6, BROADCASTING.

Experienced technical manager returning from overseas late August desires responsible position Midwest. Box H-58, BROADCASTING.

Maintenance Engineer seeks challenging position. Experienced as chief of satellite TV station and 50K directional AM transmitter. Box H-63, BROADCASTING.

Veteran Radio Man: 1st phone. 15 years mostly air work. Want opportunity to more completely learn and do maintenance. Middle aged but versatile, energetic and dependable. Small family. Employed. Require \$600. Five days. Midwest or Florida. Smith. 305-886-4869.

10 years Broadcasting. First Ticket. Seeking position as Board Engineer, Audio Man or Production Engineer. No maintenance. Don Heumann, 213-627-8971, write, 639 South Figueroa Street, Los Angeles, CA 90015.

Situations Wanted News

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.

Experienced hard working PRO seeks responsible, demanding news position. 1st phone, PBP. Prefer Southwest. H-12, BROADCASTING.

Experienced: 8 years radio, 6 news, 4 as News Director. Top/10 experience. Currently head Midwest 3-man shop. Want News Director or news. Available for interviews late August. Box H-22, BROADCASTING.

Public affairs producer, heavy on photography, editing. 7 years experience, documentaries. Many professional awards. Box H-31, BROADCASTING.

Experienced major market newsmen. First phone. Prefer large market contemporary news operation. Box H-47, BROADCASTING.

Newsman/Sportscaster needs start. Can write, report, or investigate a story. Knowledgeable sports reporter. Box H-56, BROADCASTING.

Must have sports. Sports Director wants play by play and opportunity to make your sports program a success. Box H-71, BROADCASTING.

Contract Maintenance Engineers seeking stations in New York, New Jersey, and Connecticut. Construction, frequency checks, and proofs. Write Box H-74, BROADCASTING.

DJ, a mud kicker in reverse and will turn a trick. Experienced, dependable, creative tight board operator. News and sales naturally. Box H-77, BROADCASTING.

15 year broadcasting pro seeks News Director-Operations Manager position in major-medium market. 1st phone, McIndon trained. Consider Canada-Mexico. Charles Beach, 4020 Holland Ave., Apt. 212, Dallas, TX, 214-521-7877.

Play-by-play Sportscaster. Five years experience, including college play-by-play in major market. Also major market experience in news, jock, production. Love sports. Strong on interviews. Aggressive. Good references. 312-639-4393.

Situations Wanted News Continued

Former college Radio News Director desires career in Broadcast news. Experience producing news for small public TV station. Prefer Ohio-Michigan. Phil Porter, 425 Mt. Vernon, Newark, Ohio 43055.

I need you: Broke, busted and nearly disgusted. I am tired of promises. Total experience 21 months. Prefer Midwest. 1-313-534-0251.

Situations Wanted Programing, Production, Others

Experienced Producer. Commentator/NY station Public Affairs/Newscasting and Jazz Host. Willing to relocate. (Young man of color). Box G-293, BROADCASTING.

What you need is my nine years experience. All phases of programing. Currently operations manager, news director. Good track record. Will consider all offers, especially the good ones. H-16, BROADCASTING.

Experienced: eight years control rooms, production studios, and newsrooms small to major. Never programmed because I'm identified with good news department. Want decent paying job where ideas are listened to, not ignored and ridiculed. Programing, production, copy, news, sales—name it, put price on it, we'll talk. Married, 27. Available for interviews in late August. Box H-21, BROADCASTING.

Assistant PD. #1 station, Top 40 market. Ready to program your station. Research minded. College grad, married, 28, 11 years experience. H-61, BROADCASTING.

Top 25 market talent over ten years exp. All phases of radio, News, MOR, CW, RR. 1st. West area preferred. Let's get together. Box H-68, BROADCASTING.

9 years experience in contemporary programing, announcing and news. 1st phone, with good audio engineering knowledge. All reasonable responses considered. Charlie Brown, 505-763-7062, 224 Torreon, Clovis, NM.

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.

Sales Manager. Top 25 market. Local sales experience essential. \$30,000 plus override. Submit resume to Box H-45, BROADCASTING.

Help Wanted Sales

Immediate opening with the news leader. Must have media knowledge and experience. Locate in beautiful northern Minn. Send complete resume to Box G-138, BROADCASTING.

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.

Kentucky, Top 40 man with ideas and a self starter. Sales, also play-by-play. Immediate opening. Call 606-248-5842.

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.

Help Wanted Technical Continued

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.

Engineer, best technical qualifications, reliable character, for VHF Texas resort city. Box G-235, BROADCASTING.

Maintenance Chief for Texas station, superior technical qualifications. Box G-236, BROADCASTING.

New York-Binghamton. Dependable person with first class license, to handle UHF Transmitter and studio operations. Salary commensurate with experience. Call Chief Engineer, WBJA-TV Binghamton, NY. 607-798-7111.

Help Wanted News

Newsman-Announcer with mature voice and good on-camera delivery for Gulf Coast Texas VHF. Box G-237, BROADCASTING.

Newsman for south Texas television and radio stations. Must be able to gather, write, and deliver news. Box G-238, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas radio station. Box G-239, BROADCASTING.

Hard news/investigative documentary writer/researcher for Florida TV station. Experience only need apply. Full details first letter. Equal Opportunity Employer. Box H-4, BROADCASTING.

Combination reporter/photographer for Florida TV station. No on-camera work. Experienced only. Equal Opportunity Employer. Box H-5, BROADCASTING.

Weatherman: Experienced TV Meteorologist with warm, confident delivery, but must know weather. All charts, aids and live radar in use at station. Large Southeastern market. Open salary based on experience and ability. Send resume, photo and audio tape if available. Box H-42, BROADCASTING.

Reporter/Photographer. Ready to move up! Top rated TV station in Midwest has opening for experienced Reporter/Photographer capable of anchoring weekend newscasts. Send resume, picture, and audio tape to Box H-46, BROADCASTING. All replies confidential. Equal Opportunity Employer.

Top rated upstate New York news operation is looking for a very special person. We want someone who looks and sounds great to anchor our weekend news casts, and to do an aggressively creative job for us out in the field. It's an outstanding opportunity for an outstanding broadcaster. We are an Equal Opportunity Employer. Rush video tape, writing samples, resume and references to Box H-48, BROADCASTING.

Assignment Editor—WHAS-TV Louisville, a station with an excellent news reputation, is looking for a person with TV experience who really cares about journalism. A good job in an exciting news operation. Write, do not call, Tom Dorsey, Box 1080, Louisville, KY 40202. 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, Iowa 50010.

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.

Midwest Medium Market TV Station has two openings in production. We need an announcer who can also do some directing. If you have some radio experience on the air and some college training as a director, you are what we're looking for. Also need a director with some on the air training and experience who can do limited announcing. If you fit either category, send resume, audio tape, and indicate salary requirements. Box H-10, BROADCASTING.

Help Wanted, Programing, Production, Others, Continued

Development Director for Orlando, Florida PTV. Must be experienced in all areas of fund raising, including auction. Position available September 4. Call Stephen Steck, General Manager, WMFE-TV, 305-855-3691, to arrange interview. Equal Opportunity Employer.

Producer for Black TV Show. Creative individual with demonstrated administrative skills, demonstrated ability to communicate effectively with Black Community being sought for weekly Boston-based television program. Will be responsible for all aspects of the production and for the research, planning, training and other organizational activities necessary for such production. Media-related experience preferred but not essential. Minimum of three years background in community-based organization(s) preferred. Send resume and detailed letter to: Ms. Cassandra Pheeney, Circle Associates, 90 Warren Street, Roxbury, MA 02119.

Immediate Opening—Promotion Manager—Top 25 Market. Scripps Howard Broadcasting Flagship Station is looking for a Promotion Manager with a substantial emphasis on "On-Air Promotion." Must have a minimum of 1 year's experience in the Promotion Department of a commercial television station. Please send complete resume including any available non-returnable samples of your work to: Gus Bailey, Jr., Director Information Services, WCPO-TV, 500 Central Avenue, Cincinnati, Ohio 45202. An Equal Opportunity Employer—M/F.

Situation Wanted Announcer

Talk Host. Experienced with live daily show with studio audience. Have Yale BA and a law degree. Former TV news anchorman, yet demonstrated ability to smile. Steve Edelman, 614-236-0029. Box H-13, BROADCASTING.

Situations Wanted Technical

Engineer, prefer ETV or CCTV in West or Southwest. Many years construction, maintenance experience. Box H-69, BROADCASTING.

Situations Wanted News

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 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.

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.

Good, experienced radio reporter, wants television reporter position. College grad, 26 stable. Eastern half U.S. Box G-305, BROADCASTING.

Talented, experienced woman Reporter/Writer/Producer/Announcer wants to relocate to city of one million or over. Used to operating under pressure, looking for a challenge. Box H-2, BROADCASTING.

European-based correspondent interested in return to U.S. for news directorship or any responsible position to utilize and challenge 15 years journalistic experience, mostly in television. Emphasis on international news and politics. Box H-11, BROADCASTING.

Meteorologist: Professional certification by American Meteorological Society. AMS Radio Seal of Approval. Able to adapt to any news format. Seeks opportunity in television. 6'1", blond hair, 24 years old. Box H-40, BROADCASTING.

Versatile, experienced photographer, 26, with degree seeks TV job. Box H-49, BROADCASTING.

Experienced, responsible Broadcaster, 29. 2 years radio, 2 years TV news/production, 2 years college. New opportunity in TV news desired. Tape, resume on request. Box H-65, BROADCASTING.

Situations Wanted Programing, Production, Others

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.

Experienced TV Producer-Director, NBC affiliate, MA, Top 40 market, seeks move up to more responsible position or larger market. Box G-281, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Female first phone seeks production position with Chicago area TV or radio station. Dependable, adaptable, efficient. Available immediately. G-286, BROADCASTING.

Prove to me that it's what you know, not who you know. Sports Director of small TV Station, PBP, will relocate anywhere, TV or Radio. Box G-299, 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.

Young black freelancing producer/director. West Coast based. 5 years of experience with ABC network, film, and video tape. H-37, BROADCASTING.

Producer/Director/Cinematographer with three years experience in public TV desires secure position in new location. Box H-54, BROADCASTING.

My goal: Production of News, Public Affairs. Interested in digging for information, following through to presentation. TV, Film, Radio. MS TVR, ThM. Presently clergyman. Available now to shift careers. 29, creative, responsible, experienced. Bill Seiler, 315-336-9124.

Television Sportscaster/Newsman, Capitol City market, excellent credentials, #1 ARB/Nielsen, SEC skywriters, nominated best in state, 14 yrs. experience all facets sportscasting/news. Left TV 1971 for greener pastures, found none. Start immediately. John Lashlee, 5328 Eulalia Dr., Nashville, TN 37211. Phone 615-834-1852 or 615-259-2200.

Young production manager/director seeks directorship with Midwest Major. Diverse Remote/Studio experience. Presently employed. Call 602-968-8072 mornings.

Recent graduate, B.A. in TV and film some experience in both fields. Desires position in broadcasting industry, will relocate anywhere. Mutaz Chichakly, 2315 East Olive, Arlington Heights, IL 60004.

CABLE

Experienced Sales/Programing for Cable Local Origination. Solid background in Cable, Radio, TV. Strong personal sales at local and agency level. Knowledgeable all phases programing, production. Cost conscious administrator. Competent announcer, including play-by-play. Family man. Community active. Excellent references. Box H-29, BROADCASTING.

WANTED TO BUY EQUIPMENT

Missionary organization wants used Broadcast Transmitter, other equipment. Box 638, Alamo, TX 78516. 615-877-9884.

FOR SALE EQUIPMENT

G.R. 916 AL R.F. Bridge, like new condition. \$650. Box H-25, BROADCASTING.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESSCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

After a move to new studios, KTRH has several pieces of equipment for sale. There are turntables, tape machines, amplifiers, jack strips, etc. Also, there is a tube type "Gatesway" console, and a two year old Gates Executive stereo console. Contact Lester A. Mullin at KTRH, phone 713-526-4591 or P.O. Box 1520, Houston, TX 77001.

Continental Electronics model 317, 50 KW AM transmitter now in operation, best cash offer to WDIA, Memphis, TN. Available for inspection. Contact Charles Scruggs, General Manager, telephone: 901-278-4550.

Quality Audio Consoles are our specialty. Modern styling with slide potentiometers and "soft" audio switching. We manufacture 8 standard consoles at very competitive prices. However we'll manufacture a custom system to your specifications if you prefer. Also plug-in audio modules including distribution amplifiers, preamplifiers, monitor amplifiers, etc. Write or phone for pricing, and specifications. Systems Engineering Company, P.O. Box 49224, Atlanta, GA 30329. 404-482-2446.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne, Box 1004, Rockville, Maryland 20850, (301) 762-7626.

For Sale Equipment Continued

Bell & Howell Model 614, 16mm TV film Projectors, Mag./Opt. sound, suitable for color operation, complete package with spare parts, \$2,500. Arnold Monday, Chief Engineer, KORN-TV, Mitchell, SD 57301.

Rust remote control system RC-1000. Excellent condition with manuals. \$500.00. WDLG, Box 920, Port Jervis, NY, 914-856-5185.

For sale, best offer. RCA 50 D Class B-C transmitter, formerly at WWL and WHYZ. Write or call WHYZ, Box 4308, Greenville, SC. 803-246-1441.

Gates BC-50-C 50,000 watt AM Transmitter. Installed new in 1967, now on the air at WQIK in Jacksonville, Florida. This transmitter is in A-1 condition and has spare final tubes and other parts. I am asking \$25,000. Contact Marshall W. Rowland, 813-251-1861.

Used Recording Tape. 2500' Mylar, 10 1/2" reel. Bulk. \$1.25 each. WMDR, Box 461, Moline, IL 61265.

COMEDY MATERIAL

Funny! Professional comedy. 3 samples only \$2. Sunshine Comedy Service, Room 23, Box 4636, Jax, Fla. 32201.

Deejays: New, sure-fire comedy 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, Calif. 93705.

Wild Tracks. \$12.00 Impact Broadcast, Box 29533, Atlanta, Georgia 30329.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in New Orleans***, 2940 Canal.

Elkins in Oklahoma City, 501 N.E. 27th St.

Elkins in San Antonio**, 503 S. Main.

Since 1946, Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Retiring. Final class Oct. 3, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 11750 Chesapeake Rd., Cincinnati, Ohio 45246. 513-771-8580.

No: tuition, rent. Memorize, study—Command's "1973 Tests-Answers" for FCC first class license. —plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967)

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin July 16, August 27, October 1, November 12. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 809 Caroline St., Fredericksburg, Va. 22401; phone: 703-373-1441.

Instruction Continued

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, Calif. 91606. 213-980-5212.

San Francisco. FCC License, 6 weeks, September 10. Results guaranteed. VA approved. School of Communication Electronics, 150 Powell, 94102. 415-392-0194.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Humor commercials . . . book of 101 of them, all categories. Send \$10.00 to Brain Bag, P.O. Box 875, Lubbock, Texas 79408.

Need 1st phone fast? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best for Q&A courses? Our next intensive Theory Course will begin September 4, 1973. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, CA 90028, HO 2-3281.

RADIO

Help Wanted Sales

EXPERIENCE SALESMAN

for station in Texas with fantastic market growth. We'll give you piece of the action if you are good.

Box G-316, BROADCASTING

BROADCASTING PRODUCTION MANAGER

We are looking for a person with three years or more experience in production bidding, estimating, cost control and scheduling. The right person will work closely with Creative and Account Service and will have the opportunity to produce some of the work.

The position is in our headquarters office and offers competitive benefits, salary and growth potential.

Write or call: **R. J. Vogel**
Ketchum, MacLeod & Grove, Inc.
Four Gateway Center
Pittsburgh, Pa. 15222

Help Wanted Management

V-P GENERAL MANAGER

Leading radio station in top ten market. Rare opportunity for dynamic executive with medium or large market experience. Sales managers and program managers will be given consideration. Call Mike Walker, Management Consultant at 312-693-6171.

Help Wanted Announcers

MOR PERSONALITY

Middle Atlantic/New England 50,000 watt NE MOR powerhouse needs mature pro, to entertain, using warm, friendly projection. Send tape/resume to

Box G-335, BROADCASTING

Two Pros Needed:

- (1) Morning man—humorous, warm, friendly, creative personality.
- (2) Mid Day (1-4 pm) Personality—deep voice, hip, loaded with female. Super top-rated mid-west MOR of super national chain. If you're good, send tape, details. Equal Opportunity Employer.

Box H-52, BROADCASTING

Help Wanted

Programing, Production, Others

Need all around program director for modern country sound in Virginia. Strong on production . . . air shift. Send tape of your work.

SALARY OPEN

Box H-50, BROADCASTING

Situations Wanted Announcers

#1 CONSERVATIVE Talk Show Host

Can't find a rational conservative? I've got charisma and intellect plus a great track record. I'm a formal liberal, who grew weary of the tired radic-lib Troubadours.

Box H-33, BROADCASTING

Help Wanted Sales Continued

TELEVISION

Help Wanted Sales

LOCAL SALESMEN Phoenix, Arizona

KPHO-TV, one of the nation's highest rated VHF independents, is seeking experienced sales personnel for positions in one of America's most dynamic and rapidly growing markets. Salary plus commission. Please send detailed resume in first letter. All replies kept in confidence and will be acknowledged.

KPHO-TV, Meredith Broadcasting Division of Meredith Corporation, is an equal opportunity employer.

WRITE: Jack Donahue
Local Sales Manager
KPHO-TV
4016 N. Black Canyon
Phoenix, Arizona 85017
602-248-7474

SALES RESEARCH MANAGER

Leading Philadelphia Network-Owned TV Station

Challenging, creative position with highly promising future. Successful applicant will analyze demographic data, Nielsen and other rating surveys, and help translate this information into effective client presentations.

Will need at least 2 years radio or TV research experience and good writing skills.

Attractive starting salary and benefits. Send resume and salary history to:

Box H-72, BROADCASTING
An equal opportunity employer, m/f

BROADCASTING CATV PRESIDENT

Dynamic Executive—tremendous background in sales and programing + financial acumen. Proven leadership, strong motivator for profit and performance. \$70M+.

Box H-9, BROADCASTING

AUDIO SALES MANAGER

Rapidly expanding California subsidiary of listed U.S. company seeks outstanding marketeer as Regional Sales Manager. Successful sales experience with professional audio, or top quality "audio phile", products sold through dealers a must. Knowledge of electronics a plus. Position offers salary, commission, liberal benefits, plus promotion to either Product Manager or National Sales Manager within one year for a performer! Send resume with earnings history to:

Box G-336, BROADCASTING
1735 DeSales St., N.W.
Washington, D.C. 20036

Help Wanted Sales Continued

SALESMEN

Several of our clients are seeking television and radio time salesmen ready for greater challenge and an opportunity to move into management. All market sizes across the country. \$18,000 to \$30,000. Call Mike Walker, Management Consultant, at 312-693-6171.

Situations Wanted Management

20 YEARS EXPERIENCE

10 as V.P. & G.M.

Strong sales and programing.

Ind. & affiliates.

Young vigorous broadcaster ready to lead Communications Company into new competitive era.

Box G-248, BROADCASTING

Consultant

SMALL MARKET RADIO CONSULTANT

Get your billing up to where it should be, where it can be. We will visit your station—analyze programming, promotion, and will teach your salesman newly developed, proven sales concept custom tailored to your station and market.

Box G-319, BROADCASTING

Business Opportunity

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FM Radio station in major market in Iowa. Outstanding potential. Excellent equipment. Priced below market for immediate action. One of Iowa's Favorites.

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500 Watt Daytimer. Mid-south. Town of 4,000. Solid expanding economy. \$92,500, approximately one-half down. Includes valuable real estate. Quick deal with owner.

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SW	Metro	FM	\$200M	Cash	N.Y.	Metro	Profitable	\$280M	29%
MW	Metro	AM/FM	\$595M	Cash	South	Metro	Profitable	\$400M	29%
South	Major	Fulltime	\$2MM	Nego.	SE	Major	Daytime	\$395M	29%



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ZIP _____

Indicate desired category: ☐ Radio ☐ Television ☐ Cable

HELP WANTED

- ☐ Management
☐ Sales
☐ Announcers
☐ Technical
☐ News
☐ Programming
☐ Production, Others

SITUATIONS WANTED

- ☐ Management
☐ Sales
☐ Announcers
☐ Technical
☐ News
☐ Programming
☐ Production, Others

WANTED TO BUY

- ☐ Equipment
☐ Stations

FOR SALE

- ☐ Equipment
☐ Stations

ADDITIONAL CATEGORIES

- ☐ Instruction
☐ Comedy Material
☐ Miscellaneous

Insert _____ time(s). Starting date _____ . Box No. ☐ Yes ☐ No (\$1 Additional)

☐ Display Inches _____ ☐ Non-Display

COPY: _____

See first page of Classified Section for complete information on rates, closing dates, box numbers and other pertinent details.

Profile

A today-oriented chief for the communications bar

It was an opportune trip to Washington for Marcus Cohn. Fresh from a year-long Harvard graduate fellowship, from which he gained proficiency as a tax attorney, he had just landed a position on the Treasury Department's legal staff. The job paid \$2,800 a year—no small sum for a novice bureaucrat in 1940. But there was this friend of a friend at the FCC to whom he had to say hello. By late afternoon, Mr. Cohn was hired in the general counsel's office of the then six-year-old agency—at a yearly salary of \$3,200. Suddenly, taxes were the farthest thing from his mind.

Mr. Cohn's decision to alter course at the infancy of his legal career has garnered him a formidable legacy in the three decades hence. Now a senior partner in the Washington law firm of Cohn & Marks, one of the largest such organizations dealing almost exclusively in communications matters, Mr. Cohn has amassed rewards in both the material and esthetic senses. Cultured and eminently articulate, his approach to society and politics is influenced by a strong Democratic liberalism: the former Stevenson campaigner, the Watergate abhorrer. His ruddy complexion and long, bushy sideburns belie the fact that he is nearing his 60th birthday. His scholarly mien invites speculation that he would not be uncomfortable in the academic world.

Indeed, Mr. Cohn has made intellectual pursuits a vital part of his life. For the past seven years, he has taught a course in communications as a public-policy matter at the George Washington University Law School. He also travels extensively as a lecturer and participant in communications-oriented symposiums. This week, for instance, he is taking part in a seminar at Aspen, Colo., sponsored by the Institute for Humanistic Studies. "I enjoy that as kind of a mind-expanding experience," Mr. Cohn says. "And I'd like to believe that, somehow or other, it makes me a better lawyer."

Mr. Cohn's long-standing infatuation with the social sciences will serve him well as the new president of the Federal Communications Bar Association. "I think the time has come when you can no longer run a bar association in the old parochial sense—that it's interested only in its own welfare," he submits. "In these cataclysmic days of society coming apart at the seams, I think every responsible institution, and certainly a bar association, has to understand that it must be observant of the torrential rains of social upheaval that are going on . . . I'm not saying that we should be a social institution, but I do think that we must



Marcus Cohn—senior partner, Cohn & Marks, and president, Federal Communications Bar Association; b. Sept. 20, 1913, Omaha; University of Oklahoma, 1931-34, *Phi Beta Kappa*; A.B. University of Chicago, 1935; J.D. *cum laude*, University of Chicago Law School, 1938; LL.M. Harvard Law School (graduate fellowship), 1940; office of general counsel, FCC, 1940-44; partner, Cohn & Marks, 1944-present; professional lecturer in law, George Washington University, 1966-present; distinguished service citation, University of Oklahoma, 1973; FCBA president, 1973; m. Harryette Evelyn Nightingale, 1939; two children—Lawrence N., Barbara Gale.

have our eyes open to things other than the immediate benefit of our clients."

Mr. Cohn notes with delight FCBA's unprecedented decision this year to admit certain attorneys who, by virtue of their association with citizen groups, have come to be known as public-interest lawyers. "I think this is wonderful, because it's a fact of life that these public-interest firms are there. And, by gosh, we'd better listen to what they're saying—in areas outside of the two antagonists lining up against each other at the FCC. They are, in a sense, reflective of what's going on in society. And society as a whole has a particular stake in communications."

Mr. Cohn takes personal pleasure in the fact that he was responsible for implementing FCBA's seminar program, in which association members have the opportunity to confer on a broad scale of issues outside the Washington environment. "Out of all the things I've done in my life," he claims, "this certainly is one of the most important in terms of giving me a feeling of having created something of benefit—not only to FCBA but to our clients and society as a whole."

But if Mr. Cohn is an angel to the business of consciousness-raising, he maintains a reputation as a devil in the

courtroom. "If I had any forte in communications law," he recalls, "it was examining an adversary witness," and he recites with relish one instance of that ability. While still with the FCC, Mr. Cohn was assigned to represent the commission staff in a case in which former Florida Governor David Sholtz, who had been implicated in a 1930's Miami gambling scandal, was attempting to acquire construction permits for six AM stations. So merciless was Mr. Cohn's line of questioning that a harried Mr. Sholtz ultimately stormed out of the hearing room, never to return—but not before he had angrily thrown his chair at Mr. Cohn and had suggested what his tormentor could do with the six unissued construction permits.

It was with equal verve that Mr. Cohn opted to start his own law practice at the relatively tender age of 31, after only a four-year stay at the commission. Two years later, in 1946, Mr. Cohn had his first full partner (he now has 11), an even younger Leonard Marks.

"One of the wonderful things about the partnership with Leonard," Mr. Cohn says, "is that we each do our own thing outside the practice of law." Mr. Marks has always been the more political of the two, having campaigned vigorously for Lyndon Johnson and, subsequently, having been awarded the directorship of the United States Information Agency. Mr. Cohn's interests lie closer to home. "Leonard is quick, sharp. He frequently acts on impulse, and frequently he's right. I know I don't respond as rapidly, and I think longer about a judgment . . . In a very real sense, we complement each other."

Marcus Cohn is taking things slower at the office nowadays. He has given up working on Saturdays, although he still goes home for the weekend accompanied by a briefcase bulging with legal documents and lecture notes. But with a string of legal coups to his credit—including a victory in the benchmark *Lorain Journal* case, in which the Supreme Court ruled a newspaper cannot deny space to broadcast advertisers; a successful effort on behalf of theater owners to ward off the coming of pay TV in its early stages of development, and painstaking defenses of such controversial (Mr. Cohn prefers the word "innovative") broadcaster clients as Gordon McLendon and Don Burden, Mr. Cohn has yet to learn how to rest. For him, life is a continuous struggle for self-enlightenment. As an advocate of the same process for his peers in the FCBA, his goal is concrete: "If we can be the bridge between the chaos that's going on and the regulatory functions of the FCC, and if we understand both of those processes, I think we serve our clients well."

Editorials

Fair way out

From the time the FCC first began considering the imposition of restraints on the amount of television-network programming affiliates could carry in prime time, this publication has opposed such regulation. It was and is BROADCASTING's belief that the government makes an unwarranted intrusion into editorial control when it establishes quotas on the programming a station may take from a given source.

That opinion was in no way altered by the arguments the FCC heard last week on retention, repeal or modification of the prime-time-access rule that now confines nonnews network programming to three hours between 7 and 11 p.m. The longer the arguments went on, however, the more apparent it became that the FCC has at hand a rational way to end this venture.

Nobody in the television business has been severely damaged economically by the rule in the nearly two years of its existence. ABC-TV admits that the rule has enormously increased its profitability. NBC-TV's original opposition to the rule has turned to near neutrality. CBS-TV still talks of repeal, but not until it has plenty of time to tool up for it.

Though some affiliates still go through the motions of opposition, it is clear that those in major markets are probably making more money with the rule than they would make without it. Independents are profiting by the availability of off-network syndication product for use in access time against less popular material available to affiliates, which are denied the use of off-network series in those periods.

The program producers who specialize in turning out network shows may have a point in opposing a rule that has diminished that market by 21 half-hours a week, but other producers also have a point in supporting the rule as a device to open new markets. There is, however, no evidence that the troubles afflicting Hollywood can be traced to the FCC.

What everybody in the business needs is a clear and final decision. The FCC now has it in its power to carry out the original purpose of the rule, the creation of an opportunity for diverse sources of programming to compete for prime-time exposition, and at the same time fix the FCC's withdrawal from prime-time program control. It need only set a date, say three years hence, when the prime-time-access rule will self-destruct.

That would give nonnetwork producers a reasonable time to develop the syndication properties they say they can produce. It might induce stations to experiment with local programming. It would give networks time to plan their moves. And it would notify all participants of the restoration of a free market on a known date. Wouldn't that be in the public interest?

Friendship

Another rank example of legislative discrimination against broadcasters is contained in the campaign-reform bill passed last week by the Senate. The bill would require stations to give at least 15 minutes of time to all candidates for Senate and House as a trade-off for suspension of the equal-time provisions now embraced in Section 315 of the Communications Act.

That provision got into the bill by way of an amendment offered on the floor July 27 by, of all people, a former broadcaster, Walter D. Huddleston (D-Ky.), who retains an interest in WLBN(AM) Lebanon, Ky. Nothing like having one of your own in the Senate.

There are other features of the bill that repair earlier affronts to broadcasters. For example, the six-cents-per-voter limitation imposed by the campaign-reform act of 1971 on

broadcast spending by political candidates has been eliminated. In the new bill candidates can spend their campaign money any way they want. But the Huddleston amendment or something like it must be kept out of whatever legislation is to come from the House. It would accentuate the antibroadcasting trend that started with the cigarette ban, extended to little cigars, and was further applied in the prohibition against the armed forces' use of advertising on the air for recruiting.

TV on trial

The news media, with television in the forefront, find themselves on trial too because of Watergate.

Whether it is compassion for the underdog or the inverse psychology of blaming the purveyor, there is the notion that the media are piling on as the Senate hearings move from sensation to sensation. Witnesses refer to TV exposure, naming names of reporters. Tempers are shorter, the strain is showing on committee members, and counsel seem to play to the cameras.

Ordinary citizens do not understand the logic of committee procedures when witnesses are interviewed in closed sessions by committee counsel. And when public answers do not jibe with those provided in private, the interrogators promptly become "Mr. District Attorney."

If the advance interview is for the purpose of expediting proceedings, it is missing its target. The Senate committee proceeding may not be a trial in the strict sense, but we suspect that every witness thus far must feel he has been through the wringer.

However some may feel that the Watergate story is being overplayed, the ratings indicate a national interest in the proceeding. The public has been uncommonly served by commercial-network rotation of daytime coverage and selected special coverage in prime time, at minimum dislocation of regular programming, and by the PBS full-text replays at night.

When the record is closed, we venture that television coverage will be judged by the fair-minded majority as having been balanced and faithful to developing events. That should be so because every broadcast reporter knows he is interpreting events that already have been witnessed as they occurred by the television audience.



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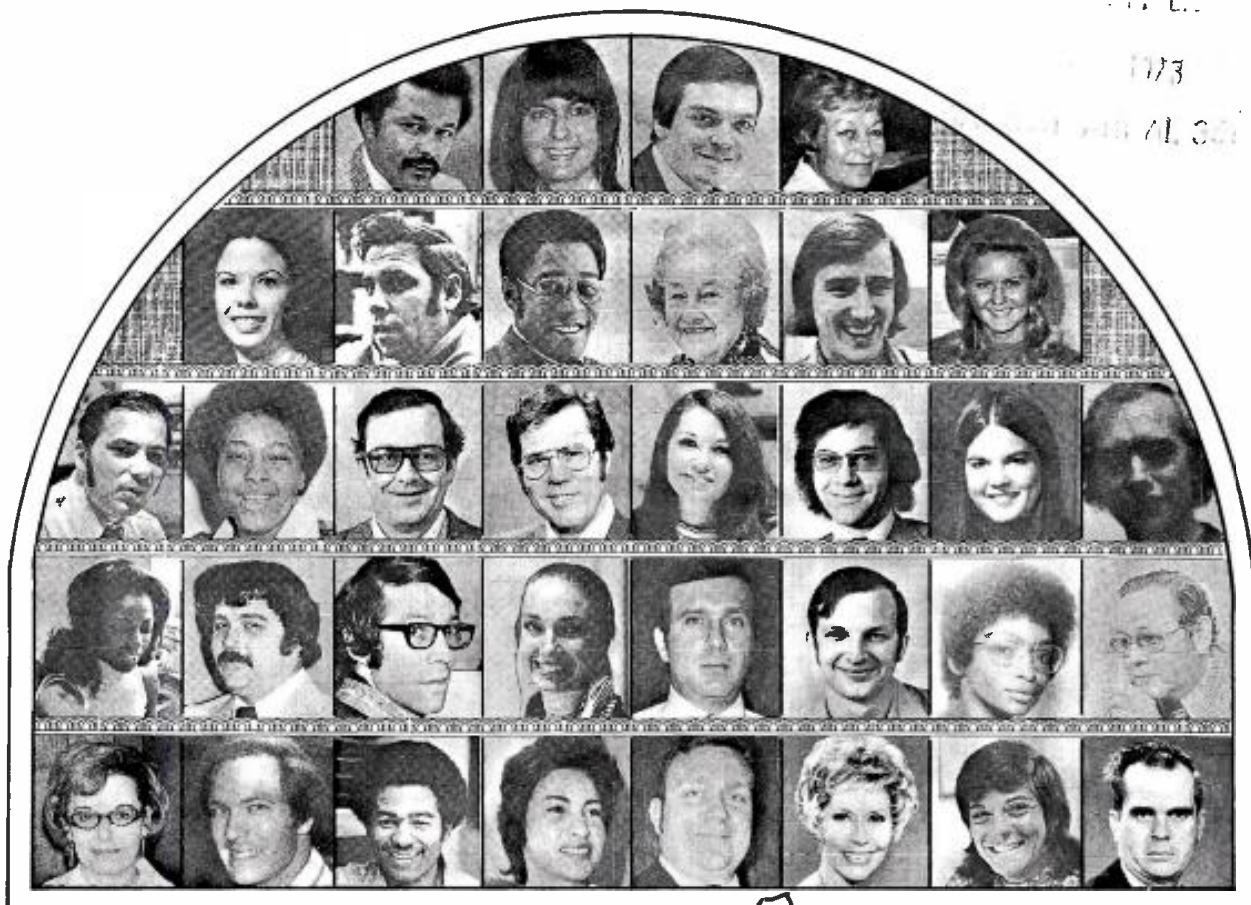


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