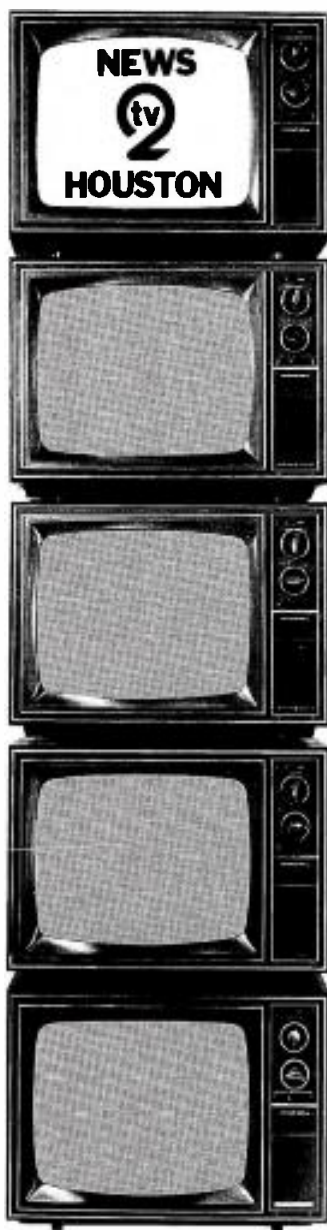


Adding up the impact in the wake of Watergate
The big duel at dawn in network news

Broadcasting Aug 13

The newsworthy of broadcasting and allied arts

Our 42d Year 1973



KPRCTV NEWS HAS WON MORE AWARDS THAN ALL THE OTHER HOUSTON STATIONS COMBINED.

Needless to say, this pleases us.

It means our peers think we're doing a superior job. And, of course, this is what we try to do.

Ours is the largest electronic news department in Houston. Operating from one of the most advanced facilities in the country.

Our news people are the best. Their job is to bring to the people of Houston news that's complete, accurate, up-to-the-minute, and objective.

They get the job done. And that's really the important thing.

But, if they pick up a gang of awards along the way, that's just icing on the cake.

KPRCTV HOUSTON 
PETRY TELEVISION, INC., NATIONAL
REPRESENTATIVES/NBC AFFILIATE

NEWSPAPER



One time cancer didn't win.

Getting to cancer early is often the only chance a person has to stop it. A public service telecast on the Fetzer station in Lincoln sought to make women aware of the need for frequent self-examination for possible breast cancer.

Luckily a woman who just happened to be watching the program decided to try the preliminary examination. Because of what she had learned from the broadcast, she recognized she needed medical attention.

Within one week she received the necessary help and was on her way to recovery.

Helping people to understand potential health problems, so they can take the steps necessary to prevent them, is all part of Fetzer total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WWTV Cadillac
WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac	KMEG-TV Sioux City

Broadcasting **Aug 13**

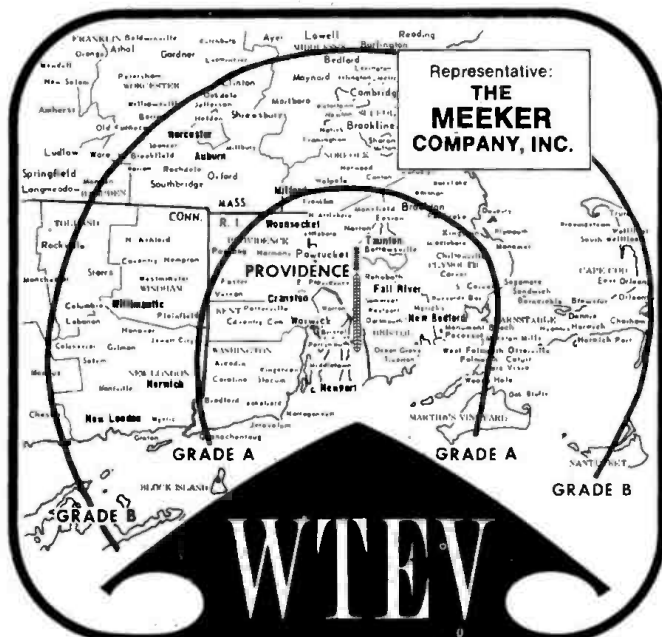
Vol. 85 No. 7

	CLOSED CIRCUIT	5
Heat put on <i>Maunder</i> abortion rerun.	AT DEADLINE	6
	DATEBOOK	10
	OPEN MIKE	11
An agency tries to unsell a product—illegal drugs.	MONDAY MEMO	12
As first round of Watergate hearings draws to a close, broadcasters are experiencing an ironic twist of fate. After 300 hours of coverage, commercial networks are \$7-\$10 million in the hole. But public broadcasters collect 'well in excess' of \$1 million in contributions.	LEAD STORY	15
	BROADCAST ADVERTISING	18
FCC again rejects buyer-citizen pact in approving WROR (FM) transfer.	MEDIA	21
Johnson goes up to Buffalo in defense of 'ratings.'		22
Nixon signs CPB money bill, but funding woes continue.		23
	CHANGING HANDS	24
Getting down to business on a Louisville cable franchise.	CABLECASTING	26
ARB to take on Nielsen in N.Y., L.A. overnights.	PROGRAMING	28
CBS's initial attempt to do battle with NBC's <i>Today</i> could not be characterized as an unqualified success. There's room for improvement with Rudd-Quinn, say network officials, who remain optimistic.	BROADCAST JOURNALISM	34
NBC relents somewhat on <i>What Price Health?</i> AMA will get its say.		36
FCC whittles away at re-regulation of technical rules.	EQUIPMENT AND ENGINEERING	37
	MUSIC	38
	PLAYLIST	38
Cable Funding wins first round of securities battle.	FINANCE	42
	FATES & FORTUNES	44
	FOR THE RECORD	47
George Akerson: WHDH comes up smelling like roses.	PROFILE	59
	EDITORIALS	60

WTEV delivers the land of booming retail sales



Two mammoth shopping malls in the Providence area, straddling Interstate 95, offer shopping in more than 120 different stores.



The Channel 6 coverage area had a hefty annual volume of retail sales - almost three billion dollars in 1971, and growing. Present your product where there are fine retail outlets to enhance it and plenty of prosperous shoppers to buy it. WTEV, the "total" station, with full-market reach and penetration.

WTEV

**Providence—New Bedford—Fall River
Rhode Island—Massachusetts**

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel



STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Closed Circuit.

Almost official

Senate Commerce Committee, which has legislative jurisdiction over FCC, has been advised informally through White House that President Nixon plans to nominate James H. Quello, former manager of WJR-AM-FM Detroit for FCC when Congress reconvenes after Labor Day. Democrat Quello will be nominated for seven-year term (from June 30, 1973) to succeed Nicholas Johnson, who had been named to post by Lyndon B. Johnson, who later said he had made mistake in appointment.

Missing women

There have been some strange downs and ups and now downs again in TV viewing levels of women 18-49, as shown in Nielsen demographic reports, that apparently nobody has yet been able to account for. Report for February, for example, indicated total TV usage by women 18-49 was off 6% from February 1972 in both daytime and prime time, and off 4% in early fringe. Next demographic report, for May, showed viewing recovered to year-earlier levels and, in prime time, up by 5%. But early returns on July point downward again. For first two weeks of July, average network daytime rating, women 18-49, reportedly dropped about 25% below year-ago levels. So further analysis and data on last two July weeks are awaited with more than usual interest to see if they confirm, contain or reverse trend.

Idea that Watergate TV coverage may have been big factor in daytime dropoff in first two weeks of July seems negated by several factors: There were no Watergate sessions during first week, Watergate coverage as whole has been getting unexpectedly strong ratings, and dropoffs were first noted in pre-Watergate February. ABC has long contended Nielsen sample isn't sensitive enough to provide demographics. Nielsen claims it is, and also denies fluctuations result from diary-editing errors. One network sales official says he isn't worried about July—but would be worried if declines were shown in upcoming fourth quarter. On optimistic side, both national and local-market reports are said to show no decline in total TV viewing this season.

FCC's upped budget

FCC's budget request for fiscal 1975, which would begin July 1, 1974, will be for \$44.2 million, including rent of \$1.5 million, payroll increases and new computer. This compares to \$36.8 (exclusive of rent) for fiscal 1974, current budget which hasn't yet been approved by Congress. (FCC and other independent agencies are now deficit spending "by resolution"). Original department heads' re-

quests for 1975 funds totaled \$50.6 million, but were cut to \$44.2 million. Cable Bureau wanted 40 bodies in addition to 98 authorized, which was increase of 52 from 1973 personnel, but was turned down by FCC at budget meeting held Aug. 3.

More from markets

Irrespective of skyrocketing food prices, supermarket chains are turning increasingly to television to attract customers. Special report in preparation by Television Bureau of Advertising shows that in first half of 1973, four large chains (A&P, Grand Union, Pathmark and Shop-Rite) spent \$2.5 million in TV, dwarfing \$344,000 in 1972 corresponding period. Nationally, TV estimates that food-chain expenditures in first quarter of 1973 jumped by 50%—from \$10.5 million to \$15.7 million this year.

Canadian caper

Tender offer of Canadian Bronfman-distillery investment group and Loeb, Rhoades & Co. to increase holdings in Signal Cos., California conglomerate (see page 42), may collide with greater resistance than meets eye. Signal in 1968 acquired 49% of Golden West Broadcasting for about \$25 million, along with option to purchase 51% held by Gene Autry, GW founder-chairman, upon his death for additional \$21 million. Bronfman group now has nearly one million Signal shares (4.2%) and wants to increase holdings sufficiently to "influence" Signal board.

Communications Act specifies that foreign nationals may not hold more than 20% interest in or have more than one-fifth of directors of U.S. licensees. While Canadian investment group which aspires to become largest single Signal stockholder probably wouldn't be affected if its tender offer prevailed, terms of Signal-GW option would intrigue FCC lawyers. Signal last week urged stockholders to reject Canadian offer, favoring instead proposed merger with United Aircraft Corp.

Branching out

SFM Media Service Corp., New York, long-established and among leading media buying-planning services, is reported to be moving on large scale into TV program syndication. SFM, headed by former Ted Bates media executive, Walter Staab, intends to develop its own syndicated series and acquire packages from other distributors for its clients and for direct station sale.

Motorman

Bill Kennedy, senior vice president and media director of Campbell-Ewald, De-

troit, has been chosen as new Detroit sales vice president of Radio Advertising Bureau as part of RAB's sales-force expansion (BROADCASTING, July 9). Mr. Kennedy will move into new post after Labor Day, succeeding Allen Hundley, who will be reassigned to work with other advertisers and with RAB members in midwestern states. In another RAB expansion phase, Jerry Glynn, former president of Major Market Radio, went to work last week as vice president and national sales director (BROADCASTING, July 30).

Fiscal '72

FCC phones have been ringing off hooks past few weeks with inquiries as to when commission intends to release 1972 television-broadcasting financial figures. Standard reply for more than month has been: "Two weeks." Now, however, staffers at research branch, office charged with compiling TV data, are giving that same answer to inquiries originating inside commission itself. It's relatively safe bet that report will be available for release by end of month.

Dangler

Proposed \$9-million sale of Lyndon B. Johnson family's KTBC-TV Austin, Tex., to Times-Mirror Co., Los Angeles, has run into last-minute delay at FCC. Transfer was expected to be approved last week ("Closed Circuit," Aug. 6). But questions raised by staff about pending antitrust suit against Times-Mirror, coupled with presence of mere quorum of commissioners (Charlotte Reid, H. Rex Lee and Benjamin L. Hooks were elsewhere), prompted decision to hold off consideration of case until Sept. 5, when commission will be back to full strength. Hitch is that KTBC-TV sale contract runs out Sept. 1, and parties will have to decide whether to extend agreement.

FCC staff says antitrust proceeding raises policy questions for which no clear-cut precedent exists. West Coast jury has entered decision against Times-Mirror in civil suit, brought by private aircraft contractor in response to firm's purchase of aviation-supply company several years ago. Commission approval of KTBC-TV sale is nevertheless still expected without hearing. Parties are expected to wait.

Whose health?

Predictions that ban on broadcast advertising of cigarettes would cut consumption are turning out. Late reports show R. J. Reynolds with tobacco sales of \$1.1 billion in first six months of year—up 7.6% over same period last year. Philip Morris is reporting huge, if coincidental, increase of 19.3% in gross and profit.

At Deadline

Affiliates and advertisers dropping out of rerun of 'Maude' abortion episodes

Repeats of CBS-TV's controversial two-part abortion episode of *Maude* situation comedy series, scheduled tomorrow (Aug. 14) and next Tuesday (Aug. 21) at 8 p.m. NYT, appeared Friday (Aug. 10) to be under pressures affecting both station clearances and advertising support.

Twenty-one CBS affiliates do not plan to carry sequence, according to various industry sources, who identified them as following stations: WNBC-TV Boston; WISN-TV Milwaukee; WISH-TV Indianapolis; WWL-TV New Orleans; WTEN Albany, N.Y.; WMBD-TV Peoria, Ill.; WBAY-TV Green Bay, Wis.; WCIA Champagne-Urbana, Ill.; WSBT-TV South Bend, Ind.; KXJB-TV Fargo, N.D.; WAFB-TV Baton Rouge, La.; WEHT Evansville, Ind.; KHQA Quincy, Mass.; WHC-TV Rochester, N.Y.; WSEE Erie, Pa.; KSL-TV Salt Lake City, Utah; KDIX-TV Dickinson, S.D.; KXMB-TV Bismarck, N.D.; KXMC-TV Minot, N.D.; KXMD-TV Williston, N.D.; and KIRO-TV Seattle.

Reports also circulated Friday (Aug. 10) that most or all of total of 12 30-second spots on two telecasts would go begging. Show's executive producer Norman Lear said that J. B. Williams Co. had dropped out, and spokesman for Pepsi-Cola said it also would not be represented on either telecast. C. O. Gale, vice president of marketing for Pharmacrast, said, "We have a spot scheduled for Aug. 14, but we're getting so much heat from various pressure groups that we may be forced to reconsider."

Main spearhead of pressure is U.S. Catholic Conference, which, according to Robert B. Beusse, communications secretary for organization, is asking 160 Catholic dioceses throughout U.S. to talk to local broadcasters about not running *Maude* episodes.

Richardson reins in investigations of newsmen

Attorney General Elliot Richardson said last week that, in response to growing distrust in government by public and press, Justice Department was considering implementation of new guidelines that would make it virtually impossible for newsmen to be legally investigated by department without his personal approval.

Mr. Richardson, who replaced Richard Kleindienst as Justice head after latter resigned in heat of Watergate scandal, asserted that one of best ways to restore confidence in government was to ensure freedom of press. He told delegates of American Bar Association convention in Washington that proposed guidelines being considered would re-

Sticking out. Among 79 affiliates that as of last Friday (Aug. 10) had announced they would not carry CBS's rescheduled Aug. 17 broadcast of *Sticks and Bones*: CBS-owned KMOX-TV St. Louis. Among stations that have announced they will carry program: NBC affiliates KSD-TV St. Louis and WJAR-TV Providence, R.I. Several other non-CBS affiliates reportedly have expressed interest in markets where CBS affiliate has backed down. Drama will be "strictly sustaining," according to CBS sources.

quire his approval before journalists could be questioned, served with subpoena or made defendant in any federal court proceeding. Proposal would amend mandate set in 1970 by former Attorney General John Mitchell requiring his approval before subpoenas could be issued newsmen.

"The prosecutorial power of the department," Mr. Richardson told ABA delegates, "should never be used—not even by indirection or innuendo—in a way that could weaken the exercise of First Amendment rights."

Parties on interest meet with FTC and agree there's room to talk over kid's ads

In response to Chairman Lewis Engman's call for "action" in area of children's advertising in speech last Monday before American Bar Association (BROADCASTING, Aug. 6), Federal Trade Commission last Friday (Aug. 10) held first in series of meetings with broadcasting, advertising and consumer representatives to explore feasibility of "developing practical solutions on a voluntary basis" to problems in field of children's advertising.

While Mr. Engman had used codes established by Canadian and Australian broadcasting authorities as "working papers" in group's discussion of regulation mechanisms, FTC does not look on these as "answers," according to Joan Bernstein, acting director of FTC's Bureau of Consumer Protection.

Those assembled did not feel that NAB code or that of Association of National Advertisers was inadequate, she said. However, she added, meeting had produced general agreement that there were issues that warranted further exploration.

It is too early for specifics on what regulatory mechanism will come out of FTC meetings, she said, but subgroups have been formed to study current voluntary mechanisms and alternatives; development and evaluation of voluntary code; methods of implementation and enforcement, and evaluation of state of past research and need for additional research

on children. While initial session was restricted to various association and group leaders, she said, smaller working units will provide opportunity for input from other sources such as networks, individual broadcasters and advertisers. Next meeting of all groups is expected in September.

Groups represented at meeting included NAB, FCC, Association of National Advertisers, American Association of Advertising Agencies, Council of Better Business Bureaus, Action for Children's Television, Consumer Federation of America, and American Advertising Federation.

Stockton Helffrich, director of NAB Code Authority, said during meeting that there is paucity of research on how children perceive television and now that NAB has done content analysis of children's TV commercials, that research should be next step. He also pointed out that some two-thirds of points in FTC's working draft of code are already covered by Code Authority's newly adopted statement of principles on children's television advertising (BROADCASTING, June 11). Those guidelines are scheduled to become effective Jan. 1. Extent of NAB's participation, he said, will be determined as FTC meetings proceed. He emphasized that none of problems "will be solved overnight" but said "in my view on some of these things accord can be reached."

In address to Arkansas Broadcasters Association Friday, NAB President Vincent Wasilewski called FTC Chairman Engman's speech last week "eminently reasonable." But, noting that Mr. Engman has called for children's advertising code similar to one operating in Canada, Mr. Wasilewski said FTC chairman "seems not totally aware that there is also a strong, operative and enforced code in American broadcasting."

FCB sets tough stance on clearing up Phase Four effect on network sales

Foote, Cone & Belding said Friday (Aug. 10) it has directed its attorneys to "vigorously pursue" with Cost of Living Council a clarification of TV and other media pricing in connection with Phase Four price regulations. FCB vice president Ed Stern, in charge of media and programming/Chicago, said "The new season is just about ready to start and nothing is known as to the effect of Phase Four on network rates. All the networks are telling us, 'Phase Four doesn't apply to us.' Well we say nuts to that."

Mr. Stern said that in *Amana vs. CBS* the court ruled that advertising is service, not product. Since broadcasters are selling advertising time, Mr. Stern said, they would fall under Phase Four regulations for service industries. Those regulations include base period for price increases

and cost justification of networks' fourth quarter of 1972. FCB believes that media prices should be frozen at base prices or their clients may have to cut back on their advertising. "I don't think we're hurting anybody by letting them [networks] have their highest-priced quarter as a base period," Mr. Stern said.

NAD gives up Schick ads to NARB for review

Schick Inc.'s controversial ads that name competitors to its Flexamatic shavers have stumped National Advertising Division of Better Business Bureaus and have been bucked up to National Advertising Review Board. NARB, reporting last Friday (Aug. 10) on its activity in July, said Schick case had been referred to it because NAD could not resolve the case "satisfactorily through negotiations with the advertiser."

NARB report also said NAD had dismissed complaints against radio and TV advertising of Miracle White Co., Kimberly-Clark Corp., Scott Paper Co. and Ashland Oil Co.

Storer redoes command chain

Storer Broadcasting has dissolved its radio division and local management will now report directly to Miami headquarters. Storer said move is to strengthen local authority. James Storer, currently head of division, will reassume VP-general manager post at WJW(AM) Cleveland. Bill Kelley, however, will remain in post of national sales coordinator for all Storer radios. Charles Renwick, VP and general manager of WHN(AM) New York, will assume full decision-making authority and management responsibility for that property. In announcing move, Storer referred to rumors of potential sale of Storer radio properties and said to contrary, company has decided to increase commitment to local properties, stepping up local promotional, sales and programing activities.

Harris-Triangle deal unravels

Harris Cable Corp., Los Angeles, agreement to purchase cable assets of Triangle Publications, Philadelphia, for reported \$10 million (BROADCASTING, June 4) "has been terminated by mutual agreement," according to Peter Abel, associate counsel for Triangle Publications. No reasons were given for unannounced July 31 decision. Triangle cable systems serve 28,000 subscribers with another 174,000 potential in undeveloped franchises. Mr. Abel said Triangle would continue to operate the systems but did not rule out possibility of future sale.

TCI buys into Athena

Gulf & Western Industries Inc., New York, has agreed to sell to Tele-Communications Inc., Denver, its entire interest in Athena Communications, which consists of all preferred stock, warrants and 17% of common stock. In exchange, G&W will receive about \$4.8 million of TCI stock, \$4 million in notes (payable either in cash or TCI common stock)

and 300,000 warrants to purchase TCI common stock at \$15, exercisable within six years.

Athena currently has 80,000 subscribers and is building systems in Schenectady, N.Y., Bedford, Mass., and suburbs of Columbia, S.C. TCI is one of nation's largest cable operators with 400,000 subscribers.

NBC has its say with copyright committee; NCTA has few more words

Copyright bill should incorporate higher fees for CATV systems but should not create copyright for sound recordings or charge separate performance fee for them, NBC told Senate Copyright Subcommittee Friday (Aug. 10) in statement submitted for record of copyright hearings held two weeks ago (BROADCASTING, Aug. 6).

NBC said bill should make distinction between copyright fees for carriage of local and distant signals. "Cable systems that import distant signals," it said, "interfere unreasonably with local broadcasters, television networks and other exhibitors of copyrighted material by interjecting programing that dilutes their audience. . . . They should, therefore, pay for the properties they use."

NBC recommended proposed copyright fee schedule (fees ranging from 1% to 5% of subscriber revenues) for local signals. For distant-signal importation, it recommended 7.5% for systems with up to 3,500 subscribers; 10% for those with 3,500 to 10,000 subscribers, and 12.5% for systems with over 10,000 subscribers.

Establishment of this "realistic" fee schedule, it said, "will encourage cable to develop new programing and programing services and not rely exclusively on its right to appropriate programing from free television at nominal costs."

NBC also urged elimination of performance fee section of copyright bill. "We oppose the imposition of additional charges for the right to play records on the air that will merely benefit manufacturers and performers, as opposed to the creators of copyrighted works," NBC said. (Under provision stations would have to pay 2% of gross receipts or prorated fee based on proportion of programing occuned by records.)

Also filed with subcommittee on Friday were supplemental comments of National Cable Television Association, answering number of questions that arose during hearings.

Fee schedule would have "adverse impact" on earnings of nation's largest cable systems and others proposed for major markets, NCTA contended. It said Teleprompter, which has quarterly revenues of \$911,909, would pay \$41,595 (4.56% rate) under current bill—double that if fee were doubled. Mission Cable TV, with \$937,497 in quarterly revenues, would pay \$42,875 (4.57%), it said, and Sterling Manhattan, with revenues of \$1,040,000, would pay \$48,000 (9.23%).

NCTA also provided data supporting its contention that doubling fee schedule

would reduce rate of return for large systems on edge of major markets from 10-13% to 7.5-11%. Financial viability of intermediate-size systems on edge of major markets would be "severely threatened," it said, and doubling fee schedule would actually preclude development and continue nonprofitability of systems inside major markets.

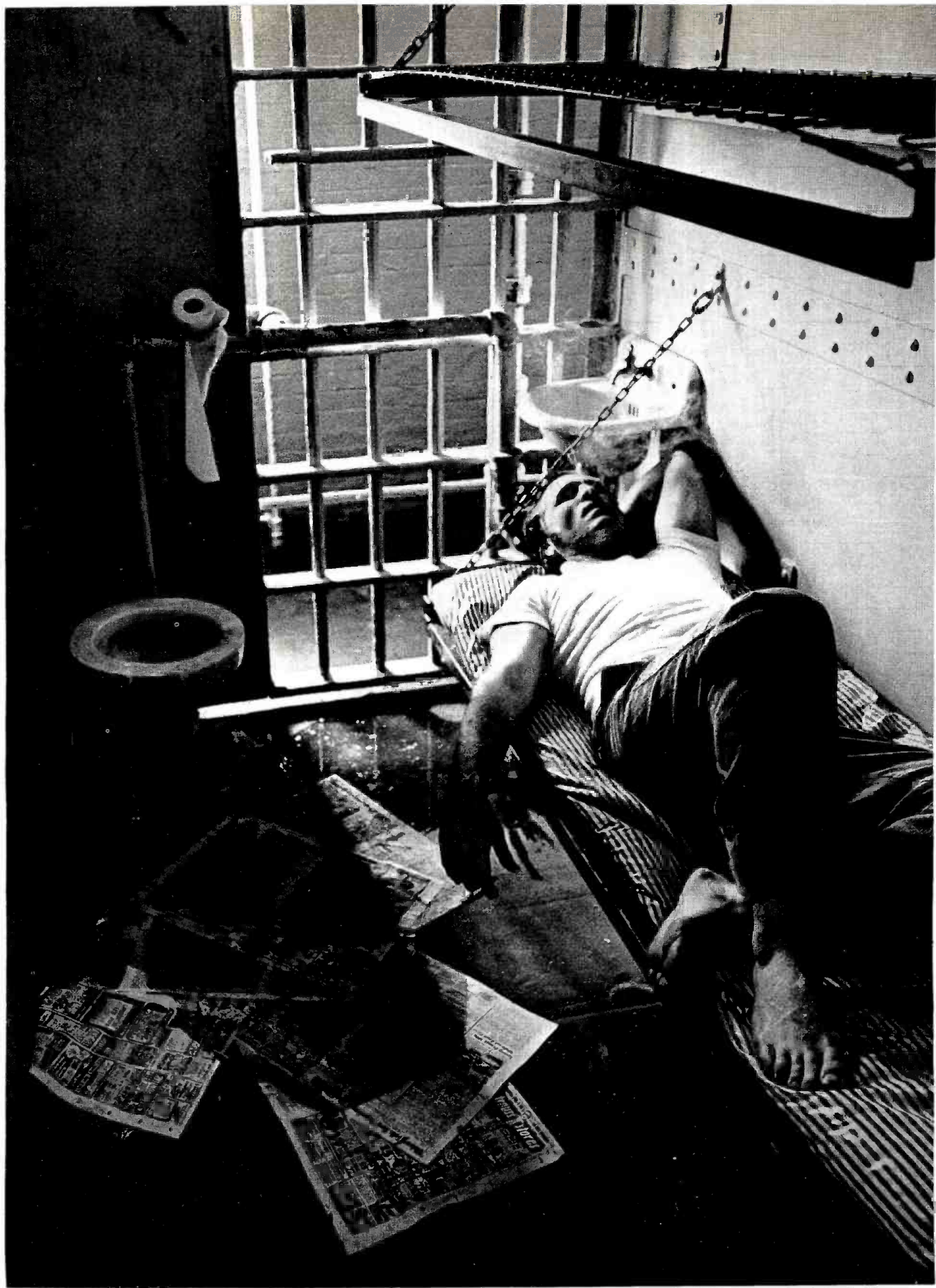
On effect of doubling fee schedule on pretax income of other major cable companies, NCTA said, income before taxes of eight major systems would be reduced from 15% to 64%, with average of 40%. After-tax rate, it added, could be reduced as much as 80% for some systems.

On amount of copyright fees paid by TV stations for use of copyrighted materials: Owners of syndicated programs had 1971 profits of about \$50 million, profit margin of over 25%, NCTA said.

On profitability of TV networks and TV stations vs. that of CATV systems: NCTA pointed out that combined 1972 pretax profits of networks and their owned stations (\$213.4 million) and 1971 pretax profits of 673 TV stations (\$244.3 million) exceeded 1971 pretax revenues of 2,900 cable systems (\$438.1 million).

In Brief

Lee's question. "Where do we stop?" asked FCC Commissioner Robert E. Lee last week in dissent to commission decision to get into pole-attachment regulation if phone and cable companies can not come to agreement in 90 days (BROADCASTING, Aug. 6). FCC ruling, he said, invites "further involvement which is neither required nor desirable." ■ **Green light for telethon.** FCC has waived prime-time-access rule to permit NBC to do four hours of prime time Sept. 15 with telethon for Democratic National Committee. Informal objections of Hughes Sports Network were denied. ■ **Rules help.** Randolph Collier, chairman of California Senate Finance Committee, failed in attempt to eject TV cameraman from hearing late last week. Otis Turner of KCRA-TV Sacramento objected to order, pointing out that new state senate rules allow filming of senate proceedings and permit exclusion of newsmen only by majority vote of committee. Committee then unanimously approved motion to permit filming of hearing. ■ **Back on board.** J. Leonard Reinsch, president of Cox Broadcasting Corp., has been appointed to three-year term on U.S. Advisory Commission on Information ("Closed Circuit," May 21). Appointment was made by President Nixon and confirmed by Senate. Mr. Reinsch served as chairman of commission during Kennedy and Johnson administrations. ■ **Backed out.** John W. Snow, assistant general counsel for legislation, Department of Transportation, whose appointment as director, Office of Policy Planning and Evaluation, Federal Trade Commission, was announced last month, has withdrawn, citing commitments to secretary of Transportation. No replacement has been announced.



WHAT'S HAPPENING IN OUR JAILS IS CRIMINAL.

Storer stations are concerned and are doing something about it.

Today more than a half-million people are behind bars in over 200 federal and state prisons. And there are thousands more in county and city jails across the country.

The hope is that after these men and women "do time" in our penitentiaries, they'll become penitent.

Unfortunately, too often this is not the case. Conditions in our jails are so dehumanizing, many prisoners turn into hardened criminals.

In spite of some billion dollars a year spent on our penal system, two out of three ex-convicts return to prison!

Storer television and radio stations feel if we are to fight our rising crime rate, we must

rehabilitate prisoners so they can lead useful lives. To this end, Storer stations devote an important part of their programming to fighting conditions in our jails.

In recent editorials, for example, WAGA-TV in Atlanta pointed out that 60% of those sent to Georgia prisons were young men under 25. That rehabilitation had to be the answer or send lives and tax dollars down the drain.

And when the State Department of Health's survey team reported on the condition of Georgia's jails, WAGA-TV publicized the report. They sent a camera crew to tour some of the jails, then televised a series that vividly portrayed their deplorable state. One immediate result was the proposed setting of minimum standards for Georgia jails (something they never had before) and mandatory training

for corrections officers.

WAGA-TV is no exception among Storer stations. Similar editorials and programs have been broadcast by Storer stations in Detroit, Milwaukee, Toledo and other cities.

It's one more way Storer stations get involved in the vital affairs of the communities they serve.

The benefits go to all. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

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

■ Indicates new or revised listing.

This week

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.

Also in August

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. 27**—Deadline for applications, public television promotion awards, sponsored by Corporation for Public Broadcasting.

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 1, sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

■ **Sept. 4-7**—National Conference on Public Relations in Public Television, Copley Plaza hotel, Boston. Scheduled events include presentation of Corporation for Public Broadcasting's annual promotion awards.

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 broadcasters 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**—Radio Advertising Bureau sales clinic. Sheraton Inn Towne motor inn, Albany, N.Y.

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

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

■ **Sept. 14-16**—AWRT Northeast area conference. Marriott hotel, Boston.

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**—Radio Advertising Bureau sales clinic. Colonnade Boston.

■ **Sept. 18**—Radio Advertising Bureau sales clinic. Prom-Sheraton motor inn, Kansas City, Mo.

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**—Radio Advertising Bureau sales clinic. Sheraton Cadillac, Detroit.

■ **Sept. 19**—Radio Advertising Bureau sales clinic. Sheraton Oak Brook, Chicago.

■ **Sept. 19-21**—Video Publishing Year IV, conference in conjunction with Video Expo IV. 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. 20**—Radio Advertising Bureau sales clinic. Sheraton motor inn Bloomington, Minneapolis.

■ **Sept. 20**—Radio Advertising Bureau sales clinic. Steraton Valley Forge, Philadelphia.

■ **Sept. 21-23**—AWRT Southern area conference. Holiday inn, Rivermont, Memphis.

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. 28-30**—AWRT West Central area conference. Eddie Webster's inn, Des Moines, Iowa.

■ **Sept. 25**—Radio Advertising Bureau sales clinic. Sheraton Jet Port inn, Orlando, Fla.

■ **Sept. 26**—Radio Advertising Bureau sales clinic. Sheraton Biltmore, Atlanta.

■ **Sept. 27**—Radio Advertising Bureau sales clinic. Sheraton motor inn, Greensboro, N.C.

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

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.

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. 2**—Radio Advertising Bureau sales clinic. Sheraton Inn Airport, Pittsburgh.

■ **Oct. 3**—Radio Advertising Bureau sales clinic. Sheraton Gibson, Cincinnati.

■ **Oct. 4**—Radio Advertising Bureau sales clinic. Sheraton International conference center, Reston, Va.

■ **Oct. 4**—Association of National Advertisers workshop on TV advertising: "Is Television at the Crossroads?" Speakers include network, agency and advertiser executives and FCC Commissioner Richard Wiley. Plaza hotel, New York.

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. 5-7**—AWRT East Central area conference. Inn of the Fourwinds, Lake Monroe, Ind.

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. 9**—Radio Advertising Bureau sales clinic. Hilton inn, Dallas.

■ **Oct. 10**—Radio Advertising Bureau sales clinic. Sheraton Inn Airport, Denver.

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

■ **Oct. 11**—Radio Advertising Bureau sales clinic. Benson hotel, Portland, Ore.

■ **Oct. 12-14**—AWRT Mideast area conference. Key Bridge Marriott, Roslyn, Va.

■ **Oct. 12-14**—AWRT Southwest area conference. Sheraton Crest hotel, Austin, Tex.

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. 14-19—Society of Motion Picture & Television Engineers technical conference. Americana hotel, New York.

Oct. 15-18—Fall conference, National Association of Broadcasters. Hilton hotel, Hartford, Conn.

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

■ **Oct. 16**—Radio Advertising Bureau sales clinic. Sheraton Renton Inn Airport, Seattle.

■ **Oct. 17**—Radio Advertising Bureau sales clinic. Burlingame Hyatt house, San Francisco.

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

■ **Oct. 18**—Radio Advertising Bureau sales clinic. Sheraton Inn Airport, Los Angeles.

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

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

Oct. 19—Regional convention, Society of Broadcast Engineers. Owego Treadway inn, Owego, N.Y.

■ **Oct. 19-21**—AWRT Western area conference. Hotel Olympic, Seattle.

■ **Oct. 19-21**—Annual meeting, Massachusetts Broadcasters Association. Sheraton Islander hotel, Goat Island, Newport, R.I.

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

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

■ Oct. 21-23—Annual convention, North Carolina Association of Broadcasters. Downtown East, Charlotte, N.C.

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

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

■ Oct. 23—Radio Advertising Bureau sales clinic. Ramada inn, New Orleans.

■ Oct. 24—Radio Advertising Bureau sales clinic. Sheraton Peabody, Memphis.

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

■ Oct. 24-27—Annual meeting, Tennessee Association of Broadcasters. Mountain View hotel, Gatlinburg.

■ Oct. 25—Radio Advertising Bureau sales clinic. Sheraton Oak Brook, Chicago.

■ Oct. 25-27—International conference on electrophotography, Society of Photographic Scientists and Engineers. Marriott Twin Bridges hotel, Washington.

Open Mike®

The most first

EDITOR: I followed with interest your June 25 issue about the "first" domestic-satellite transmission, followed by the July 30 letter of Mr. L. S. Golding of Comsat that said the National Association of Broadcasters convention demonstration last April was the "first" domestic-satellite transmission. Actually, the "first" domestic-satellite transmission was in Alaska—and there were six such transmissions in May, June and July 1972.

The transmissions were from Anchorage—two from KTVA, two from KENI-TV and two from KIMO—via an RCA microwave link to Talkeetna, where the Comsat Bartlett earth station transmitted three hours of programming via the Pacific Intelsat IV spot beam to each of the six target communities in Alaska. Programming was received on a 16-foot dish, portable earth station set up in each of the communities.

I think I can say without fear of contradiction that this was truly the "first" domestic-satellite demonstration. What made it more unique was that it was all within one state of the U.S. That isn't too unusual, because Alaska is one-fifth the area of the U.S.—A. G. Hiebert, president, Northern Television Inc., Anchorage.

The whole thing

EDITOR: In your July 30 issue, you had an article about S. 2197, the automatic transmitter bill that Senator Dick Clark (D-Iowa) recently introduced in the Senate.

Your article indicated that S. 2197 would amend Section 318 of the Communications Act to allow the FCC to permit unattended (automatic) transmitter operation of AM stations with transmitter power not in excess of 10 kw. It failed to mention that the proposed legislation also would cover all FM radio stations, regardless of power, including FM translators. It also failed to mention that an identical bill was introduced Feb. 28 in the House as H.R. 4989 by William Scherle (R-Iowa).

I hope that AM and FM broadcasters will realize the potential significance of S. 2197 and H.R. 4989 and push for their adoption.—Paul D. Lunde, president, KLFM(FM) Ames, Iowa.

Notes of thanks

EDITOR: Thank you very much for your great assistance to our program by print-

ing my commentary ["Monday Memo"] in the Aug. 6 issue. Knowing the vast circulation of your publication and the respect not only broadcasters but others have for it, I know this coverage will prove most valuable in the success of this important program.—J. M. Roche, national chairman, National Committee for Employer Support of the Guard and Reserve, Washington.

EDITOR: Thank you very much for publishing my "Monday Memo" [July 23], which has drawn considerable reaction from the New York radio and advertising community as well as some business possibilities from a few universities. People seem to be impressed with the common-sense approach we used in reaching teenagers.—Walter Sabo Jr., president, Creative University Relations, Maplewood, N.J.

Op ed

EDITOR: In reading your Aug. 6 editorial about the prime-time access rule, I find myself for one of those rare moments somewhat apart from your point of view.

If, as you suggest, the FCC sets a date three years hence for cancellation of the prime-time rule, then most stations will find themselves in limbo for that time period, and with considerable disadvantage in the meantime. You never have acknowledged the terrible dislocation caused by cable nor the fact that cable will be able to import the shows which we can't touch in the meantime. Thus one station continues to gain a disadvantage over another because some stations can buy and others cannot buy certain competitive programs.

Cable will also change the viewing habits, and, in our case, can cause the loss of several counties in our ADI. This loss would drop us from the top-50 markets, where we would again be able to program outside the control of the rule, but at the loss of several year's initiative and, of course, money.

It is true that we may be an unusual case because of the cable penetration from Philadelphia and New York, but it is a severe case and one which checks our growth more effectively than other economic controls. We have never reached the pro rata share of growth and income, and we do want to be a part of it as any red-blooded American capitalist would like to.—David M. Baltimore, vice president, WBRE-TV Wilkes Barre, Pa.

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Maury Long, vice president.
Edwin H. James, vice president.
Joanne T. Cowan, secretary.
Irving C. Miller, treasurer.

Broadcasting® TELEVISION®

Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone: 202-638-1022.

Sol Taishoff, editor.

Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Alan Steele Jarvis, Don Richard, assistant editors.
Ann Cottrell, Carol Dana, Peter Robinson, staff writers.
Thomas Hundley, Patricia Thach, editorial assistants.
Lucille DiMauro, secretary to the editor.

SPECIAL PUBLICATIONS

Art King, director; Joseph A. Esser, associate editor; Gerald Lichtman, Howard Moss.

ADVERTISING

Maury Long, general sales manager.
David N. Whitcombe, director of marketing.
John Andre, sales manager—equipment and engineering.
David Berlyn, Eastern sales manager (New York).
Bill Merritt, Western sales manager (Hollywood).
Stan Soifer, sales manager—programming (New York).
Susan Kwash, classified advertising.
Doris Kelly, secretary to the general sales manager.

CIRCULATION

Bill Criger, circulation manager.
Kwentin Keenan, subscription manager.
Laurie Endter, Michael Kelly, Patricia Johnson, Jean Powers, Odell Jackson.

PRODUCTION

Harry Stevens, production manager.
Bob Sandor, production assistant.

ADMINISTRATION

Irving C. Miller, business manager.
Lynda Dorman, secretary to the publisher.

BUREAUS

New York: 7 West 51st Street, 10019.
Phone: 212-757-3260.
Rufus Crater, chief correspondent.
Rocco Famighetti, senior editor.
Lauralyn Bellamy, John M. Dempsey, Michael Shain, assistant editors.

David Berlyn, Eastern sales manager.
Stan Soifer, sales manager—programming.
Susan Yang, Harriette Weinberg, advertising assistants.

HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, senior editor.
Bill Merritt, Western sales manager.
Sandra Klausner, assistant.

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

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



* Reg. U.S. Patent Office.

© 1973 by Broadcasting Publications Inc.

Monday Memo®

A broadcast advertising commentary from Matthew Mansfield, vice president and management supervisor, Wells, Rich, Greene, New York

WRG gets serious in its campaign on new N.Y. drug laws

When we undertook a paid campaign for the New York State Drug Abuse Program, there were two prime factors that made it both difficult and challenging from an agency point of view: We had to make sure we got across a relatively clear campaign message out of detailed laws and we had a relatively short period of time, without the conventional benefits of research, in which to accomplish it.

Basically, we are trying to discourage the use of a product: illicit drugs. We are working against a Sept. 1 deadline, the day New York state's new drug-abuse laws go into effect. In our campaign strategy we want to alert drug-dependent persons and the general public to changes in the laws and to motivate these people to seek help or more information. It's a campaign in which we're making a direct approach to citizens and not talking about the advantages or disadvantages of a product. The timetable is unique since we only have eight weeks, at midsummer, in which to create positive reaction to the laws.

We've also attempted to clarify some grave misunderstandings relative to the New York State Drug Abuse Law. The new laws involve major changes. The scale of penalties for illegally selling or possessing narcotics or certain other drugs has been greatly increased, while the quantity of drugs found on a person necessary to bring charges against him has been decreased. For example, the current law says anyone caught illegally selling 16 ounces of a narcotic drug is subject to imprisonment or fine. However, the new law says anyone caught selling one ounce of a narcotic drug is subject to a mandatory life-imprisonment sentence with a minimum term of 15 years before consideration for parole.

The advertising effort has been directed to two major target groups: (1) drug-dependent people, including addicts, and drug abusers in general, especially those under 25 and including Spanish as well as English-speaking groups, and (2) the adult public, including those who may be legally responsible for drug offenders.

For the abuser-directed advertising, the message is short, simple and very frank: If you are caught with illicit drugs after Sept. 1, you can go to jail for a long time. Don't get caught, get help now. The key points we have covered are: (a) what the potential consequences of breaking the law mean, (b) the seriousness of the intent to enforce the laws and (c) how to get treatment. The tone isn't "preachy," but a simple presentation of the facts. We inform them that they can get into a drug treatment program within 48 hours, without a hassle, by calling the New York



Matthew Mansfield joined Wells, Rich, Greene Inc. in 1969 as account supervisor for Midas Muffler. He was promoted to vice president in 1972 and earlier this year was appointed management supervisor for the Miles Laboratories account. Before joining Wells, Rich, Greene, Mr. Mansfield was an account supervisor with Norman, Craig & Kummel Inc. He is a graduate of Harvard and the Columbia Graduate School of Business.

State Drug Abuse Program. The theme we are running throughout the campaign is "Don't Get Caught Holding the Bag."

This abuser-directed advertising campaign is running on statewide radio, with 30 and 60-second spots, selected New York City English, Spanish and black newspapers, subway posters and cards. We deliberately avoided television in this particular segment because we found that radio maximizes reach and frequency in this group (under-25 age group). Only a small percentage probably would respond to television, while most of them listen to radio. This advertising has been the major spending effort and the most pressing to get on the air.

Our general-public-directed advertising takes a broader approach and encourages interest in the program. The message again is direct and candid: as of Sept. 1, new drug-abuse laws go into effect. It is tough on drug abusers (addicts) but everyone could be affected. The tone here is adult, serious and informative without being a "pitch." The appeal covers three main areas: (a) what the laws mean and the different types of drugs they cover, (b) the responsibilities essential to use drugs legally and (c) how to get information.

In the campaign directed toward the

general public, we want to achieve a significant point, namely that the public must not be led to feel they are being classified as drug abusers.

Our strategy is simply to make the public aware that the program is sound and that it is in their interest to understand it. Our effort here involves statewide schedules on television and in newspapers, with the television (30-second commercial) running only in August.

Advanswers/Media Programmers Inc., a subsidiary of Wells, Rich, Greene, has been responsible for planning and placing the media for both parts of the campaign.

The phase-two aspect of the New York State Drug Abuse Program at WRG is to capitalize on the advertising by development of program support through appeals to the media, to union, corporate and government groups, including local drug-guidance councils. We request their assistance—in whatever way they can—whether it is space in media inventories, ad budgets, house organs, or even placing posters within their store or building so employees are aware of the laws and the program.

To help promote this program through these other sources, we are sending the campaign materials in promotion packages to these groups. In addition to the ad mats and posters, information leaflets highlighting the laws have been prepared to answer individual and group write-in requests.

This advertising program is different from most product campaigns in terms of the sensitivity and immediacy of public response. You have to check it daily to gauge its effectiveness in motivating people. You have to monitor it carefully to see that you are not getting off the track or putting too much emphasis in the wrong area. For instance, to counter misleading news references, we altered print copy to indicate that drugs *other than* narcotics are covered in these laws. At the same time we included a discussion of medical prescriptions to assure people that drugs could be legitimately used after Sept. 1.

The number of telephone calls that have been received on the state "hot line" numbers from drug-dependent people and the general public indicates that the program is working. People are becoming aware and responsive. We've gone from 20 calls a week in late June (pre-campaign) to 300 to more than 1,100 weekly by late July.

Contrary to Wells, Rich, Greene's reputation for humor in advertising, we have taken a serious approach in this entire campaign. A misunderstanding of the law now could lead to severe results after Sept. 1. We firmly hope this campaign will jolt public awareness of these new drug laws, because we don't want anyone to get "caught holding the bag."

There are people who think cleaner air is nothing to sneeze at.

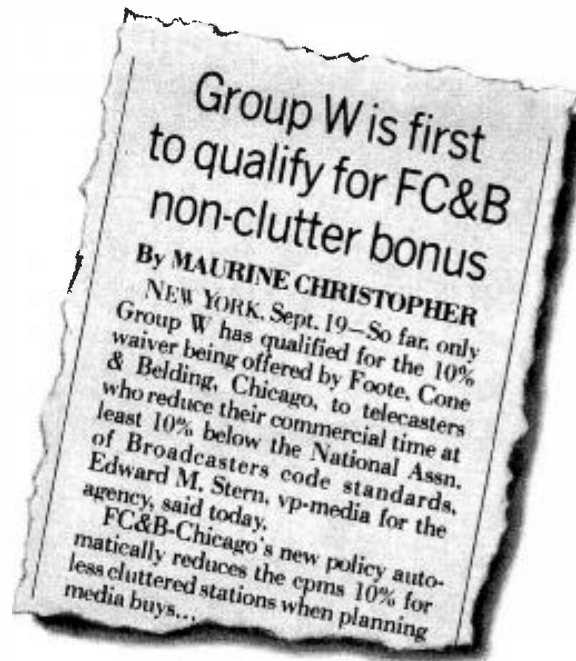
At least one major agency is convinced that cleaner air is a better buy.

And as you can see, they're doing something about it.

At Group W we've been sold on cleaner air for years.

We set stringent limits on the amount of commercial time we carry. These are well below the NAB Code and lower than those of any of our competitors.*

So if you're planning a buy in one of our markets, why not buy cleaner air? You'll breathe easier.



Reprinted with permission from the September 25, 1972 issue of Advertising Age. Copyright 1972 by Crain Communications, Inc.



BOSTON WBZ-TV
PHILADELPHIA KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA-TV
SAN FRANCISCO KPIX

WESTINGHOUSE BROADCASTING COMPANY

Where cleaner air gives you a better sales environment.

*Based on entire broadcast day.

Represented by

TvAR

Jimmy is back!

the new
JIMMY DEAN SHOW
is available
NOW!

call:

David Hunt
*General Sales
Manager*

Frank Vicari
*Sales Supervisor
Agency Coordinator*



JIMMY DEAN PRODUCTIONS, INC.

Suite 1600 • 1 Union National Plaza
Little Rock, Arkansas • 501 376-9191



Lead Story

300-plus hours of Watergate cost networks up to \$10 million

As first flight of hearings ends—broadcasters count their losses—but public system comes out ahead

The first round of the Senate Watergate hearings ended last Tuesday afternoon (Aug. 7), giving broadcasters a breather from marathon coverage that had totaled 319 hours 20 minutes and 20 seconds of air time on the commercial TV networks since the hearings started May 17.

The best available estimates put the combined coverage costs to ABC-TV, CBS-TV and NBC-TV—in terms of reduction of profits—at no less than \$7 million and possibly as much as \$10 million.

While the commercial networks have been losing money in their Watergate coverage, the noncommercial system, in a perverse exchange of roles, has been coining it. In response to its nightly replays of the hearings in full text, the system has picked up an estimated \$1 million or more in contributions (see story below).

Just what the Watergate committee's next step will be was not clear, although there was a presumption that the commercial networks would resume their daily rotation when the hearings pick up again after Labor Day—assuming the sessions seem likely to justify full coverage from a news standpoint. However, the rotation agreement was said to apply only to the first phase of the hearings, which at least technically ended Tuesday, although committee sources said seven witnesses left over from the first phase would be called during the second.

Some network news executives said they had given no thought to what they might do about coverage of phase two, which will investigate campaign "dirty tricks." The current recess, they noted, removes any urgency for an immediate decision. They also noted that there was talk about the committee's possibly dividing into two subcommittees that would conduct hearings simultaneously.

An ABC source, however, anticipated resumption of rotation, asserting that "the first day will be ours when they come back."

What day that will be was another question-mark. There were published re-

ports that the sessions would resume Sept. 10, but a committee source said no firm date had been set. When hearings do start, he said, they will continue to be public.

Sessions in September and October could prove increasingly troublesome for stations because sales in all day-parts tend to increase as a new network prime-time season gets under way. Thus stations could have more difficulty in finding acceptable make-good positions for national, regional and local spots preempted by Watergate coverage. Some were having trouble even during recent months, especially in weeks when their network covered more than one day. The new prime-time season starts Sept. 10.

By Washington count, the first phase totaled approximately 181 hours of hearings spread over 37 days. By the networks' own counts, ABC-TV covered 21 days and 110 hours 30 minutes 20 seconds; CBS-TV and NBC-TV covered 19 days each, with NBC's coming to 104 hours 34 minutes and CBS's to 104 hours 16 minutes. ABC had extra days and extra time because it covered most of two days of John D. Ehrlichman testimony when the other networks had primary responsibility for coverage.

The rotation plan, first in network history and widely regarded as setting the pattern for sharing future coverage of

important but long-term events, went into effect June 5. Up to then, all three networks had covered all sessions live and in full. The rotation agreement allowed any network to cover as much as it wanted, whether it had primary responsibility or not, and on one subsequent occasion—the five days of testimony by John W. Dean 3d, former White House counsel, during the week of June 25—all three again provided full live coverage, totaling more than 30 hours each in that week alone.

Watergate on public TV: how the money rolls in

Officials at the National Public Affairs Center for Television estimate that the 238 noncommercial stations have received or been promised "well in excess" of \$1 million in listener contributions that can be attributed to their carriage of NPACT's gavel-to-gavel coverage of the Watergate hearings. The NPACT coverage has been fed nightly on the Public Broadcasting Service interconnection on a delayed basis, starting at 8 p.m. and running until conclusion of the day's proceedings.

An NPACT poll of 12 major-market PTV stations alone found the monetary value of contributions and pledges in response to the Watergate coverage totaling \$842,050.

The story at noncommercial WNET(TV) New York is particularly impressive. After 34 NPACT broadcasts, that station reports the receipt of \$200,000 in pledges. Another \$110,000 in contributions was received at a special address set up by WNET as a clearinghouse for donations intended specifically to support the station's continued carriage of the PBS Watergate feeds. On Aug. 1, WNET's Watergate presentation received a 7.6 in the New York Nielsen overnight ratings—the highest rating for a public-affairs program ever garnered by the outlet, and second only to *Elizabeth R.* in general programming.

WNET's Watergate coverage has also been a welcome catalyst in the station's drive for new subscribers. It reports 10,000 new members since mid-June. Some of the audience responses have been as colorful as they have been lucrative. One woman's check was accompanied by a note explaining that the enclosed donation was twice as much as she had offered to the Committee to Re-Elect the President. She added that she now considers the latter contribution a bad investment.

Elsewhere among the major-market PTV stations surveyed, the following re-

Text continued on page 18.

Overleaf: the gallery of witnesses.



Instant stardom. The key figures on the Senate Select Committee on Presidential Campaign Activities have become national figures through television coverage of the Watergate hearings. Chairman Sam Ervin Jr. (D-N.C.) (center in photo) got his picture on sweatshirts—the ultimate pop recognition. Vice Chairman Howard Baker Jr. (R-Tenn.) (l with hand over microphone), received several marriage proposals (he is married to the daughter of the late Senator Everett Dirksen [R-Ill.]). The majority counsel is Samuel Dash (r), and other members are Democrats Herman Talmadge (Ga.), Daniel Inouye (Hawaii) and Joseph Montoya (N.M.) and Republicans Edward Gurney (Fla.) and Lowell Weicker (Conn.).

Watergate log. These 25 faces—among them the famous, the infamous and the previously obscure—became familiar to millions during the 37 television days of the Senate Select Committee's first phase. (Note: This photo review is not all-inclusive.

There were 33 principal Watergate witnesses, along with their counsel and families, plus committee aides, who occupied the cameras' attentions during that time.) In top row: the other five principals on that committee (Senators Ervin and Baker are pictured on page 15): Republicans Lowell Weicker of Connecticut and Edward Gurney of Florida, Democrats Herman Talmadge of Georgia, Daniel Inouye of Hawaii and Joseph Montoya of New Mexico. The first witness was Robert C. Odle Jr., of the Committee to Re-Elect the President, who was one of four who appeared on May 17, the opening day. That seemingly slow start was belied the next day when James W. McCord Jr., one of the seven convicted Watergate burglars, began naming administration names in his recitation of how the break-in took place and the alleged conspiracy evolved. His testimony was particularly instructive: It included a demonstration of how to bug a telephone. He was followed on May 22 by John J. Caulfield, ex-cop and the White House's in-house detective, and, on May 23, by Anthony Ulasewicz, the White House's outside agent who provided the hearings' highest comic moments. Sally Harmony, on June 5, was the only woman witness. Hugh W. Sloan Jr. appeared on June 6 and 7, and Maurice Stans on June 12 and 13.

Mr. Stans was followed by Jeb Stuart Magruder on the 14th, and he in turn by the star "prosecution" witness, ex-White House counsel John W. Dean III. Mr. Dean had a week to himself, from the 25th through the 29th. (His wife, Maureen, silent witness to his testimony, added glamour to the occasion.) Then came John Mitchell—for three days, July 10, 11 and 12—and then ex-broadcaster, present White House aide Richard Moore, late on the 12th and again on the 13th and 16th. Mr. Moore was followed that Monday by the hearing's "surprise" witness, Alexander P. Butterfield (not pictured), who testified to existence of tape recordings of presidential conversations. Later that same day, the President's lawyer, Herbert Kalmbach, began his day-and-a-half of testimony. Robert C. Mardian appeared on July 19 and 20. Gordon Strachan (not pictured) appeared on the 20th and 23d; his emotional response to Senator Montoya's question—that he would advise young people to stay away from politics—was rebutted by John Ehrlichman.

Mr. Ehrlichman, the first of the two key ex-presidential assistants, was on the stand for four-and-a-half days of testimony, July 24, 25, 26, 27 and 30. H. R. (Bob) Haldeman followed on the 30th, appearing again on the 31st and Aug. 1. The wrap-up included ex-Acting Director of the FBI L. Patrick Gray, Aug. 3 and 6, and, on the last day, Aug. 7, former Attorney General Richard Kleindienst and Assistant Attorney General Henry E. Petersen, who is still in office.

(All photos CBS News except those of Messrs. Ehrlichman, Haldeman and Gray; those three courtesy NBC News.)



Senator Weicker



Senator Gurney



Mr. Odle



Mr. McCord



Miss Harmony



Mr. Sloan



Mrs. Dean



Mr. Mitchell



Mr. Ehrlichman



Mr. Haldeman



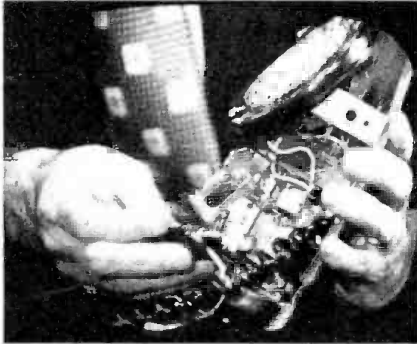
Senator Talmadge



Senator Inouye



Senator Montoya



Bugging demonstration



Mr. Caulfield



Mr. Ulasewicz



Mr. Stans



Mr. Magruder



Mr. Dean



Mr. Moore



Mr. Kalmbach



Mr. Mardian



Mr. Gray



Mr. Kleindeinst



Mr. Petersen

from page 15

sponses were reported:

- KQED(TV) San Francisco: 3,959 contributions that can be attributed to Watergate. Pledges totaled \$75,000.

- WTTW(TV) Chicago says it has received \$7,000 in cash and another \$66,378 in pledges.

- WPBT(TV) Miami has recorded pledges totaling \$95,528. The number of responses now stands at 4,428.

- KERA-TV Dallas-Ft. Worth has garnered an additional 637 pledges with a total value of \$34,546.

- WGBH-TV Boston, in a month of solicitation during the Watergate coverage, claimed 2,009 new memberships. Pledge money totaled \$34,546.

- WTVS(TV) Detroit has seen its membership roster increased by 2,800.

- WETA-TV Washington has taken in \$35,277 during the Watergate coverage. That windfall has emanated from 1,981 separate contributions—70% of them from new members.

- WQED(TV) Pittsburgh has seen its coffers swollen by \$12,000, which came from 789 contributors.

- WHYY-TV Philadelphia reports 2,040 pledges totaling \$31,500.

- WVIZ-TV Cleveland-Akron, during a two-night pledge campaign, solicited \$9,100 from 450 contributors.

NPACT has been able to keep its production costs down. It pays only half as much as the commercial networks to take part in the pool coverage of the Watergate proceedings. The center estimates its daily costs to be \$10,000-\$12,000, for a total expenditure of \$340,000-\$360,000. It was not possible to determine last week how much the individual stations were paying to participate in the PBS feed.

The reaction from public-broadcasting officials to the bountiful legacy Watergate has bestowed upon the medium has been universally enthusiastic. But the situation was put in the most ironic perspective last week by outgoing FCC Commissioner Nicholas Johnson. In an appearance Tuesday (Aug. 7) on WTTG(TV) Washington's *Panorama* series, Mr. Johnson quipped: "Somebody said that Nixon was going to come up with a new plan of financing for public broadcasting. But I don't think anybody ever dreamed that this was what he had in mind."

Why Dean drew most live coverage

The three television-network news organizations have defended as a journalistic judgment their simultaneous coverage of the testimony of John Dean 3d, former special counsel to the President, in the Watergate hearings.

They were responding to a letter from Representative Edwin D. Eshleman (R-Pa.), who asked why all three networks provided live coverage of Mr. Dean though they had rotated coverage among them before his testimony and afterward. Mr. Eshleman pointed out that coverage of former Attorney General John Mitchell was rotated, though Mr. Mitchell ranked higher than Mr. Dean.

"The decision in question was based simply on the importance of the anticipated testimony. It had nothing to do

with the relative position of either individual in the administration," CBS/Broadcast Group President John Schneider wrote the congressman.

That was also essentially the response of ABC News Vice President William Sheehan and NBC News President Richard C. Wald.

Mr. Wald said that Mr. Dean "appeared to be the first witness capable of speaking directly to the key question of the President's knowledge of the Watergate affair." That plus the decision of the other two networks to resume daily coverage of the hearing prompted NBC's decision, he said.

Cavett in the caucus room draws fire from Burgener

The use of the Senate Watergate Committee's hearing room as the scene for the Dick Cavett Show last Tuesday (Aug. 7) has aroused the ire of freshman Representative Clair W. Burgener (R-Calif.).

In a statement inserted into the *Congressional Record*, the congressman noted an advance newspaper story on the program, which featured Mr. Cavett interviewing several members of the Watergate Committee.

He questioned the propriety of the committee members appearing on the program and wanted to know whether the government would "receive any of the revenues developed from the sale of commercials during the public showing." He also wondered why the video taping session was billed as open to the public when priority was given to staffs of the senators who appeared on the show and hundreds of people were turned away. "I deeply resent these important hearings being taken in such a light vein," he said.

ABC-commissioned survey shows only 15% of the country has not tuned in televised Watergate hearings

Most Americans have seen the Senate Watergate Committee hearings on television, although the extent of their interest is varied. That was one of the conclusions drawn in a survey contracted by ABC News and aired by the network last Thursday (Aug. 9) as part of a special entitled *Watergate: The Impact*.

According to the ABC poll, which was conducted by Chilton Research Associates, Radnor, Pa., an overwhelming majority of the American public has tuned in the special Watergate coverage at least once. Of the 529 U.S. households contacted by Chilton by phone between Aug. 2 and Aug. 5, 36% said they watched the hearings from one to four days. Fifteen percent indicated that they had watched between six and 10 days. Another 34% reported that they had tuned in on more than 10 occasions. Only 15% said they had never watched at all.

The survey also indicated, however, that many Americans are becoming bored with the hearings. These surveys were about equally divided on this issue, with 47% claiming that they were "fed up" with the proceedings and wished they would end. Forty-eight percent said the hearings should continue.

Broadcast Advertising

Bic's bulge for back to school

Pen company will spend over \$2 million this month on TV

The Bic Pen Corp. will launch a \$2.3-million back-to-school TV campaign on Aug. 17. Four commercials have been prepared for the heavy network push: one for the Bic ball-point pen, by N. W. Ayer & Son, New York; two for Banana pens and one for Ink Crayon, created by Wells, Rich, Greene, New York.

Ball-pen advertising will run through Oct. 14 in daytime and prime-time shows. The spot shows father and son about to drive out of the woods. Son has a frog in a glass jar and father points out he'd better put some holes in the lid so the pet can breathe. They rummage through the car for something to poke a hole with and settle on mom's Bic pen. Pen punctures lid and still writes.

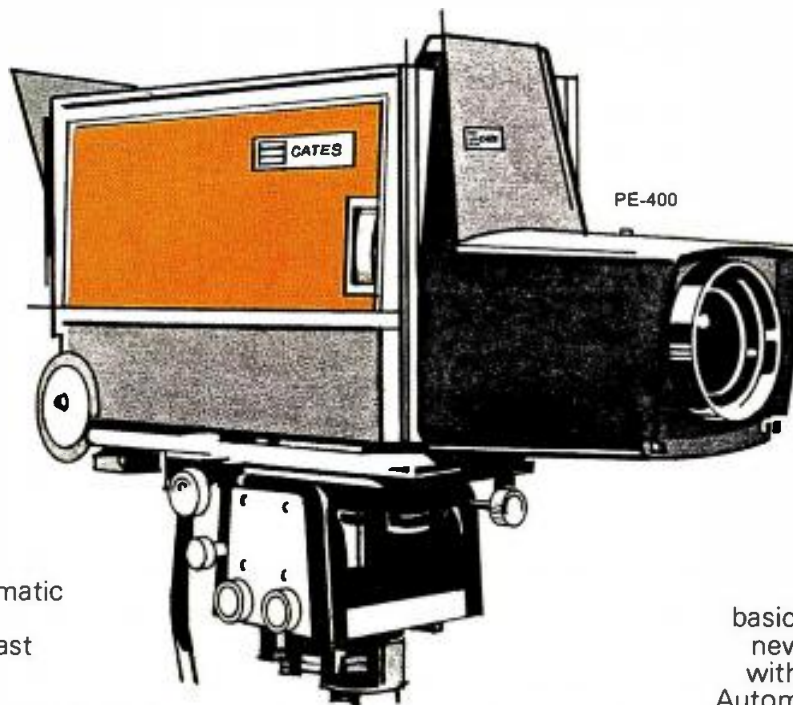
Wells, Rich, Greene and Mel Brooks have teamed up once again to create two new Bic Banana spots. In "Dear Shirley," young executive on park bench begins writing a love letter which turns into a love song when he uses the felt-tipped Banana. In "Shakespeare" the bard is shown delivering his "To be or not to be" monologue to a bewildered court. The scene switches to a modern bohemian coffee-house setting and, with Banana in hand, Shakespeare now says, "I am. Take it or leave it," to finger-snapping approval. These spots will run in network day and prime time and late-night fringe.

In the new commercial for the Bic Banana Ink Crayon, comedian Charles Nelson Reilly is dressed in a giant banana costume and so are a classroom of little bananas. The big banana shows the bunch the joys of drawing with a Bic Banana. This spot will run Aug. 25 through Sept. 23 in weekend morning children's shows and on CBS-TV and ABC-TV family-oriented prime-time shows such as *Sonny and Cher*; *Partridge Family*; *Temperature's Rising*; *Roll-Out* and *Calucci's Department*.

Order effective on 'Punch'

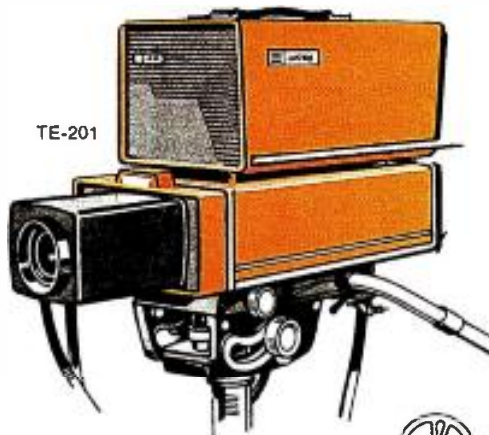
The Federal Trade Commission last week announced that it had finalized a consent order, previously issued on a provisional basis, with RJR Foods, New York, maker of Hawaiian Punch, and its advertising agency, William Esty Co. (BROADCASTING, May 28). The order requires the firm and the agency to disclose in advertising the exact percentage of fruit juices in the drink. The commission had charged the firm with misrepresenting Hawaiian Punch as being predominantly made of natural fruit juices. The order also calls for a consumer-survey technique that will provide for ending the affirmative disclosures if it can be shown that two-thirds of the public is aware that the product contains no more than 20% natural fruit juice.

Color TV cameras from Gates



PE-400 live color TV camera.
Outstanding color fidelity. Excellent pick-up tube life. Automatic contrast gain control reproduces high contrast areas. Simplified setup and registration.

TE-201 live color TV camera.
Economical long-term operating stability and excellent color fidelity in an extremely versatile, lightweight (40 lb.) camera. Superior low-light-level lag performance. Operating controls located at camera control unit. Simple setup.



PE-245 color TV film camera.
Praised for excellent performance and reliability. Proven basic design enhanced by new solid-state preamps with S/N ratio of 50 db. Automatic contrast control compensates for film variations.

TE-202 color TV film island.
Integrated film island offering highly stable, reliable performance at low cost. Easy setup, hands-off operation.

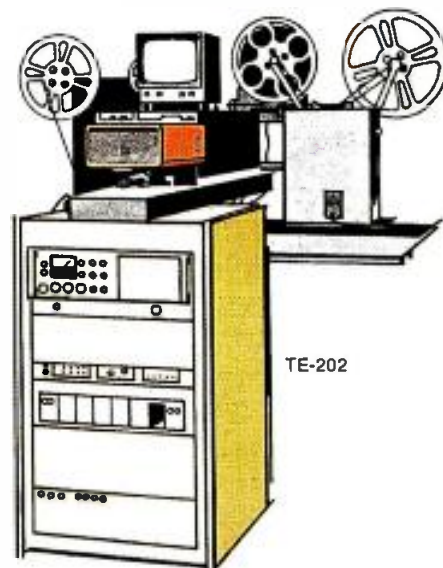
HARRIS
GATES DIVISION
Quincy, Illinois 62301, U.S.A.



Slide Projector



PE-245



TE-202

Books for Broadcasters

201. **BROADCASTING YEARBOOK**, the one-book library of radio and TV facts—the practically indispensable reference work of the broadcast business world. 1973 Edition. \$13.50
202. **1972-73 BROADCASTING CABLE SOURCEBOOK**, the most complete and comprehensive listing for every operating system in the U.S. and Canada. \$7.50
203. **THE LIGHTER SIDE OF BROADCASTING**, a selection of 124 Sid Mix cartoons reprinted from *BROADCASTING Magazine*. An excellent gift item. \$5.50
204. **AUDIO CONTROL HANDBOOK**, For Radio and Television Broadcasting. 4th Edition, Revised and Reset by Robert S. Oringel, Voice of America. In steady demand since its publication 16 years ago, this is a standard handbook for audio control operations. 200 pages, 6 1/8" x 9 1/4", 105 photos, 60 diagrams. \$10.00
205. **BROADCAST JOURNALISM**, An Introduction to News Writing by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". \$6.95
206. **BROADCAST MANAGEMENT**, Radio and Television by Ward L. Quaal and Leo Martin. A comprehensive exploration of all of the management aspects of U.S. broadcast stations. 272 pages, 6 1/8" x 9 1/4", charts, index. \$8.95
207. **CLASSROOM TELEVISION**: New Frontiers in ITV by George N. Gordon. When to use instructional television, when not to use it, how to use it, and how not to use it. 320 pages, 6" x 9", 133 ill. \$8.95
208. **COLOR FILM FOR COLOR TELEVISION** by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 6 1/2" x 9 1/2", 75 diagrams, 7 photos. \$10.00
209. **COLOR TELEVISION**: The Business of Colorcasting edited by Howard W. Coleman, A. C. Nielsen Co. Seventeen experts in the field give a thorough appraisal of this important medium emphasizing the business angle. 288 pages, 6" x 9", 2 color pages, illus., diagrams, charts. \$8.95
210. **DOCUMENTARY FILM** by Paul Rotha, S. Road and R. Griffith. This reprint of the third (revised) edition again makes available the classic book on the world documentary film movement. 476 pages, 5 1/2" x 8 1/2", with 64 pages of photos. \$10.00
211. **DOCUMENTARY IN AMERICAN TELEVISION**: Form-Function-Method by A. William Bluem. A critical examination of the documentary movement in American television. 312 pages, 6 1/8" x 9 1/4", illustrated, appendices, notes. \$8.95
212. **FACTUAL TELEVISION** by Norman Swallow. The role of television in public affairs, the arts, education, examined by a distinguished British producer. 216 pages, 5 1/2" x 8 1/4", index. \$7.50
213. **THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION**: Techniques edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 3/4" x 9 1/2", 1,000 diagrams, index. \$37.50
214. **THE PROFESSIONAL 16mm/35mm CAMERAMAN'S HANDBOOK** by Verne and Sylvia Carlson. A concise but comprehensive guide for the professional as well as amateur, organized so that it can be used right on the job. 384 pages, 5" x 8", 132 halftones and line drawings. \$15.00
215. **RADIO BROADCASTING: An Introduction to the Sound Medium** edited by Robert L. Hilliard. The basic principles of modern broadcasting, from programming to performing, presented by five distinguished broadcast educators. 192 pages, 6 1/8" x 9 1/4", illus., sample scripts, notes, bibliography, index. \$6.95
216. **RADIO PROGRAMING IN ACTION: Realities and Opportunities** edited by Sherril W. Taylor. A thought-provoking examination of current radio programming—including news, public service, music, FM and sports—by 27 broadcasters from all over the country. 192 pages, 6 1/8" x 9 1/4", index. \$6.50
217. **RELIGIOUS TELEVISION PROGRAMS: A Study of Relevance** by A. William Bluem. This study was commissioned by the Television Information Office and concentrates on the local level. 232 pages, 5 3/8" x 8", eight pages of illus. \$4.95
218. **THE ANATOMY OF A TELEVISION COMMERCIAL** by Lincoln Diamant, F.R.S.A. Behind-the-scenes report on making a TV spot that won 13 international awards. "Real resource book for me"—Marshall McLuhan. "Excellent"—TIO. "More complete book on the subject will be tough to find"—New York Times. 192 pages, 8 1/2" x 10", 138 illustrations, diagrams, glossary, index. \$12.50
219. **TELEVISION COMMERCIALS: How to Create Successful TV Advertising** by Charles Anthony Wainwright. The first comprehensive, down-to-earth book to give insight into the creative aspects of creating commercials. 320 pages, 6 1/8" x 9 1/4", 100 illustrations, index. \$8.95
220. **TELEVISION: THE CREATIVE EXPERIENCE** edited by A. William Bluem and Roger Manvell. Provocative essays and dialogues by leading writers, producers, directors, performers and technicians. 320 pages, 6" x 9", index. \$7.95
221. **THE TELEVISION DILEMMA: Search for a Solution** by Yale Roe. This forthright book examines the realities of broadcasting, both commercial and educational, and the influences that motivate it. 176 pages, 5 3/8" x 8", bibliography, index. \$4.50
222. **THE TELEVISION DIRECTOR/INTERPRETER** by Colby Lewis. This book describes how the director is the interpreter of the program action to his audience. 256 pages, 6 1/8" x 9 1/4", illus., index. \$8.95
223. **TELEVISION IN THE PUBLIC INTEREST: Planning, Production, Performance** by A. William Bluem, John F. Cox and Gene McPherson. Practical information and advice on a neglected area—how the layman may make better use of TV for public service causes and projects. 192 pages, 6 5/8" x 9 3/4", 88 illustrations, glossary, index. \$6.95
224. **TELEVISION NEWS**, 2nd Edition, Revised and Enlarged by Irving E. Fang. Revised throughout and reset, including many new illustrations, expanded treatment of radio news, updated discussions on First Amendment problems related to electronic journalism. 384 pages, 6 1/8" x 9 1/4", about 100 illustrations. \$12.95
225. **UNDERSTANDING TELEVISION: An Introduction to Broadcasting** edited by Robert L. Hilliard. Provides a basic understanding of the major areas of television broadcasting. Each of the 6 chapters is written by a well-known educator. 256 pages, 6 1/8" x 9 1/4", 75 illustrations, notes, bibliographies, index. \$6.95
226. **THE WORK OF THE FILM DIRECTOR** by A. J. Reynertson. Gives the beginning film-maker the creative and technical knowledge and understanding he needs to carry out the director's function. Covers basics of editing, screenwriting, music, sound, camera movement and on-the-set and location techniques. 256 pages, 6" x 9", over 100 illustrations, diagrams, bibliography, index. \$13.50
227. **THE WORK OF THE TELEVISION JOURNALIST** by R. W. Tyrell. Describes every job from writer and producer to that of cameraman, recordist, film editor and newscaster. Invaluable as a basic primer for all newcomers to television—student and professional. 176 pages, illustrated, glossary. \$11.50
228. **WRITING FOR TELEVISION AND RADIO**, 2nd Edition by Robert L. Hilliard. Emphasizing the "bread-and-butter" aspects of the writer's craft in the mass media, this is also practical for home study. 320 pages, 6 3/8" x 9 3/4", with sample scripts and applications, index. \$7.95
229. **THE TECHNIQUE OF DOCUMENTARY FILM PRODUCTION**, Rev. Ed. by W. Hugh Baddeley. Covers all aspects of the production of the factual film. 268 pages, 5 1/2" x 8 1/2", 75 diagrammatic illustrations, glossary. \$10.00
230. **THE TECHNIQUE OF FILM AND TELEVISION MAKE-UP: For Color and Black & White—Revised Edition** by Vincent J.-R. Kehoe. "First in its field—a thorough-going study of actual techniques for both color and b/w."—Art Direction. 288 pages, 5 1/2" x 8 1/2", over 200 illustrations, appendices, bibliography, index. \$16.50
231. **THE TECHNIQUE OF LIGHTING FOR TELEVISION AND MOTION PICTURES** by Gerald Millerson. Explains how to display subjects persuasively, how to set about lighting in all its artistic applications. 376 pages, 5 1/2" x 8 1/2", 106 diagrams, 8 color plates, 200 black-and-white photographs. \$17.95
232. **THE TECHNIQUE OF THE SOUND STUDIO**, Radio, Television, Recording, 3rd Revised Edition by Alec Nisbett. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages, 5 1/2" x 8 1/2", 234 diagrams, glossary. \$14.50
233. **THE TECHNIQUE OF SPECIAL EFFECTS IN TELEVISION** by Bernard Wilkie. A unique, pioneering and astonishingly comprehensive book that covers everything one needs to know about "special effects" from popping champagne cork to bullet and bomb effects. 400 pages, 5 1/2" x 8 3/4", 200 halftones, 40 diagrams, appendix, index. \$16.50
234. **THE TECHNIQUE OF TELEVISION ANNOUNCING** by Bruce Lewis. A manual for all who appear or aspire to appear on camera. 288 pages, 5 1/2" x 8 1/2", illus. \$10.00
235. **THE TECHNIQUE OF THE TELEVISION CAMERAMAN**, Revised Edition by Peter Jones. Deals at length with composition, movement, the essentials of good camera technique, lighting, special problems of remotes, etc. 256 pages, 5 1/2" x 8 1/2", 79 diagrams, glossary, index. \$14.50
236. **THE TECHNIQUE OF TELEVISION PRODUCTION**, Revised Edition by Gerald Millerson. The latest techniques, including color TV, are included in this encyclopedic handbook. 440 pages, 5 1/2" x 8 1/2", 1160 diagrams. \$14.50

ORDER FORM

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D.C. 20036

BOOK NO.	PRICE
_____	\$_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
TOTAL	\$_____

Send me the books whose numbers I've indicated at left. Payment for the full amount is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____

Zenith spreads out. Walter C. Fisher, president of Zenith Sales Co., announced that Zenith Radio Corp's fall advertising campaign will make expanded use of network television. Advertising of color TV and black-and-white TV has "substantially increased" and budget for audio line has more than doubled, he said.

Charlie Brown is back. Charlie Brown and Peanuts gang return to CBS-TV this fall with three new specials—a mystery, and Thanksgiving and Easter programs—among six-program line-up. Coca-Cola (through McCann-Erickson) and Interstate Brands Corp. (through Dancer-Fitzgerald-Sample) will sponsor series.

Who did it. Advertising Council and McCann-Erickson, volunteer agency, have unveiled multimedia campaign for National Commission on Production. Theme of campaign is "America. It only works as well as you do." The 30- and 60-second TV commercials ask: "How would you like to sign the work you do?" They show various examples of workers with their works, including the art director, producer and writer of the spots themselves, the point being that all might work better and harder if responsibility for the product were assigned. Original music was prepared and recorded by Johnny Mann singers and country-western artist Merle Haggard.

Pop for FM. Pioneer Electronics of America Inc., Los Angeles-based car stereo manufacturer, plans \$100,000 advertising campaign on FM stations in top-40 markets beginning this fall. Hour-long program will feature top groups, excerpted from live concerts. Agency is Boylhart, Lovett & Dean, Los Angeles.

Ad competition set. Retail Advertising Conference has announced its retail awards contest open to agencies, broadcasters, production houses and retail stores. Entry categories include radio and TV, newspaper and direct response and

must have appeared between Dec. 1, 1972 and Nov. 30, 1973. Deadline for submissions is Dec. 5, 1973, with winners to be announced at RAC convention, Feb. 9-10, at the Drake hotel, Chicago. *Retail Advertising Conference, 32 West Randolph Street, Chicago 60601.*

Concert money makers. "100 Classic Success Stories," research study on direct advertising results from classical music radio stations, was released last week at annual Concert Music Broadcasters Association meeting in Glens Falls, N.Y. Case studies in report were selected from 13 of country's 43 commercial concert music stations, representing variety of markets. Study reports more than one million dollars in sales resulting from two automotive campaigns alone—Mazda on WMT-(FM) New York and Mercedes-Benz on WQXR(FM) there. Study was conducted by Ray Nordstrand, president, WMT-(FM) Chicago.

Rep appointments. WTVC(TV) Chattanooga, Tenn.: H-R Television, New York. ■ WBEE(AM) Harvey, Ill.: Devney Organization, New York. ■ Kius(AM) Los Angeles: Robert E. Eastman & Co., New York. ■ WHRB-FM Cambridge, Mass.: Herbert Groskin & Co., Boston. ■ Wkss-(FM) Hartford, Conn.: Blair Radio, New York. ■ WLRS(FM) Louisville, Ky.: ABC-FM Spot Sales, New York. ■ KJAC-TV Port Arthur, Tex.: Peters, Griffin, Woodward, New York.

Agency appointment. Miller-Morton, Co., Richmond, Va., has appointed Dancer-Fitzgerald-Sample, New York.

Opening shop. J. R. Kimberly Inc., firm specializing in placement of direct response advertising on radio, television and cable has opened at 663 Fifth Avenue, New York 10022. Phone: (212) 753-3875. President of new company is Sheldon Hechtman, formerly director of station relations for B. Jay Reiner Co.

Pulling up stakes. The St. Louis office of Peters, Griffin, Woodward has moved to: 10 Broadway, suite 440, St. Louis 63102. Phone remains: (314) 241-3171.

FCC turns down another agreement involving sale of station and outside group

Commission approves Heftel's buy of WROR, but rejects deal struck with local 'consultancy' on programs, saying that's licensee's job

For the second time in two weeks, the FCC has disallowed an agreement between the proposed buyer of a broadcast property and a local citizen group. The commission said the agreement would result in unwarranted abrogation of licensee responsibility.

The commission granted a \$2-million sale of WROR(FM) Boston by RKO General Inc. to Heftel Broadcasting Inc. The rejected agreement, between the Heftel organization and the Boston Community Media Committee, called for the buyer to make programming and minority-employment commitments, and would have also obligated Heftel to pay BCMC \$1,000 a year or 1% of WROR's before-tax profits, whichever was greater.

Two weeks ago, the commission refused to allow an agreement between Midwestern Broadcasting Co., which is seeking to buy WXEZ(FM) Sylvania, Ohio, and the Citizens Committee to Keep Progressive Rock, a group objecting to the sale because of Midwestern's proposal to abandon a progressive-rock format on WXEZ (BROADCASTING, Aug. 6). The commission's rejection of that pact was due to a provision that called for Midwestern to conduct a listener poll which, if 20% of those responding indicated a desire to see a progressive format maintained in the area, would have obligated WXEZ to alter its programming accordingly. The firm would have had to do the survey if another station in nearby Toledo, Ohio, WIOT-FM, which is currently programming progressive rock, abandoned that format.

The action taken in the Boston case, while responsive to a different type of broadcaster-citizen agreement, was nevertheless indicative of growing disfavor at the commission toward licensee commitments that may take programming decisions away from the broadcaster.

BCMC, however, is not the type of citizen organization with which the commission has dealt in these situations in the past. It provides a consultancy service to many stations in the Boston market and three of its officers are representatives of Boston media. Its co-chairman, John F. Crohan, is general manager of WCOP-AM-FM. Vice-Chairman Winthrop Baker is vice president-general manager of WBZ-TV. And John Brooks, its treasurer, is executive city editor of the *Boston Herald-American*. All of the stations contracting with BCMC pay an

BAR reports television-network sales as of July 22

CBS \$372,144,100 (35.0%), NBS \$364,271,500 (34.2%), ABC \$327,245,400 (30.8%)

Day parts	Total minutes week ended July 22	Total dollars week ended July 22	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday					
Sign-on-10 a.m.	63	\$ 422,200	2,092	\$ 13,574,900	\$ 13,255,700
Monday-Friday					
10 a.m.-6 p.m.	770	5,363,600	26,814	218,823,200	201,467,700
Saturday-Sunday					
Sign-on-6 p.m.	237	2,284,900	8,069	104,533,900	104,611,700
Monday-Saturday					
6 p.m.-7:30 p.m.	93	1,327,500	2,746	54,586,300	50,895,400
Sunday					
6 p.m.-7:30 p.m.	10	121,700	404	9,339,100	8,404,500
Monday-Sunday					
7:30 p.m.-11 p.m.	391	14,686,100	11,396	594,461,200	529,513,000
Monday-Sunday					
11 p.m.-Sign-off	172	2,594,100	4,622	68,342,400	55,581,500
Total	1,736	\$26,800,100	56,143	\$1,063,661,000	\$963,729,500

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

annual consulting fee and, according to a Heftel spokesman, the fee that would have been required of WROR was substantially less than that presently being paid by other outlets.

Nevertheless, two of the seven FCC commissioners—Chairman Dean Burch and Commissioner Richard Wiley—felt so strongly about the Heftel-BCMC pact and similar agreements in other cases that they issued a joint concurring statement in the WROR action emphasizing their concern. Mr. Wiley (in whose statement Chairman Burch joined) said, "I am sufficiently concerned by these few instances, isolated though they may be, to note my individual intention not to countenance agreements that may result in an abandonment of public obligations to private interests." Mr. Wiley said he recognized "that it is inherent in the process of negotiation that any accord attained between the parties may reflect their individual, private objectives. Nevertheless, the broadcast community at large . . . retains its own interest in such agreements and my abiding responsibility—as I see it—is to insure that the public interest not be sacrificed for personal gain."

Commissioner Benjamin L. Hooks also concurred in the decision and dissented in part with a statement to be issued later. A Hooks spokesman declined to discuss the nature of the commissioner's concern prior to the issuance of the statement.

In addition to the \$1,000 commitment, the Heftel-BCMC agreement called for the former to hire at least three minority-group members within six months of the date it takes over operation of WROR. It also set standards for WROR public-affairs programming. For instance, the station would have been obligated to broadcast at least one message each morning between 6 and 7 a.m. relating "to areas of education and controversy which BCMC feels should be broadcast to our audience." It also called for WROR to implement a "community access hour" segment, the content of which would be unregulated by the station other than to insure conformity with FCC regulations and "the recognized law of libel and slander."

The agreement, the commission concluded last week, "so curtails the licensee's responsibility in programming and employment areas that [it] would appear to be contrary to the public interest." The agency stipulated that it has no objection to licensees seeking input from citizen groups, or to compensation being paid for services rendered. But, it said, this agreement "in no way appears to relate to services rendered nor does it bind BCMC to do anything."

BCMC had not disputed the WROR sale at the commission. Another group had, however, and the commission looked no more favorably toward its objections than it had toward BCMC's demands. The second group, Committee for Community Access, had filed a petition to deny the sale 17 weeks past deadline, and the challenge was treated as an informal objection. CAA had objected to Heftel's community-ascertainment procedure, its

proposed reduction of news and public affairs programs, and to the prospect that Heftel's proposed contemporary format for WROR would duplicate that of several other Boston stations.

The commission found none of the CCA objections valid. It said Heftel made a reasonable effort to consult with a cross-section of the area population. It refused to pass judgment on the desirability of the proposed format. And it noted, in defense of Heftel's news and public-affairs proposals, that WROR would be operated as an independent FM after the sale. Under RKO ownership, it was part of a combination unit that included WRKO(AM) and WNAC-TV, both Boston.

Heftel Broadcasting is owned by Hawaiian communications entrepreneur Cecil Heftel and his wife Joyce. Its other broadcast interests include WJAS-AM-FM Pittsburgh; KDNA(FM) St. Louis; WMJR (FM) Ft. Lauderdale, Fla.; and KQMB-AM-FM-TV Honolulu and KPUA-AM-TV Hilo, both Hawaii. The firm has acquired controlling interest in all those stations within the past year.

In approving the sale, the commission also awarded RKO a tax certificate in recognition of the fact that the transaction of the firms announced goal of diluting its concentrations of broadcast ownership within the same markets.

In a related action last week, the commission dismissed a petition for reconsideration of its earlier grant of the sale of KBTR(AM) Denver. The petition, by the Colorado Citizens Committee for Broadcasting, disputed a plan by buyer Mission Denver Corp. to change KBTR's format from all-news to country and western. The U.S. Court of Appeals in Washington affirmed the FCC grant last June. The commission last week said the court's ruling is final, and that it has no cause to revisit the matter.

Johnson gets chance to defend 'rating' stations

FCC commissioner takes advantage of WGR-TV's offer of time to reply to its editorial that had criticized his grading of network affiliates

Outgoing FCC Commissioner Nicholas Johnson, who during his seven-year stay at the agency has found frequent opportunity to extol the virtues of the fairness doctrine, has suddenly become a beneficiary of that principle. He is making the most of the opportunity.

Mr. Johnson found the fairness doors open to him following a July 19 editorial on WGR-TV Buffalo, N.Y. The broadcast was critical of the commissioner's celebrated "Johnson ratings," in which he ranked 144 network affiliates on the basis of performance in public-service, employment and commercialism (BROADCASTING, July 9).

The WGR-TV editorial characterized Mr. Johnson's report as "more of a blast at the American people than it was at TV alone." It claimed that his conclusion that most stations are not operating in the public interest amounted to "a serious

misdirection of rationale." To "dishonor" the stations operating within the framework of FCC rules, WGR-TV proclaimed, "is an insult to that agency, to the Congress from which it stems, and all Americans who use, watch and enjoy television."

WGR-TV had a particular reason to be upset with Mr. Johnson's efforts. In the "ratings" report, the commissioner had ranked that station 123d out of 144 in terms of over-all service to the public. It placed 109th in the area of news and public affairs and 143d in local programming. Furthermore, its licensee, Taft Broadcasting Co., was given a worse mark in the report than any other American group-station owner.

Whether WGR-TV's remarks invoked the fairness doctrine in Mr. Johnson's favor depends on who is supplying the legal interpretation. But the station is taking no chances. It contacted the commissioner's office soon after the editorial aired with an invitation to respond over its facilities. Mr. Johnson accepted, and his reply will be broadcast a total of four times Aug. 13-14 on WGR-TV as well as on WGR-AM-FM. Mr. Johnson will receive two minutes of reply time—the same length of time devoted to the original editorial.

Mr. Johnson's reply opens by noting that WGR-TV ranked next-to-last in terms of local programming in the ratings. Taking this into consideration, he states, "I decided I'd better record it [the reply] here, in Washington . . . I thought the odds rather slim that anything originating in Buffalo would be televised."

From there, Mr. Johnson takes the offensive. "You, and the other citizens of Buffalo, are the owners of this television station. The communications law makes that clear." Taft Broadcasting, he continues, "ranked worst of all multiple owners." And the Ohio-based company, he reminds his audience, "takes a great deal of money out of Buffalo."

But, Mr. Johnson adds, Taft is a licensee of the FCC, and its Buffalo renewals are due in June 1975. "It's up to you to make channel 2 what you want it to be. But to do that, you need the facts."

The commissioner then goes on into details on the various ways he ranked the station in his report. He also notes that of the 225 "high paying" jobs among the three Buffalo network affiliates, only seven (3%) are filled by women. That showing, he states, stacks up negatively in comparison with other television markets (New York, 10%; Washington, 23%; Philadelphia, 25%). "Why only 3% in Buffalo?"

He further contends that "it's ridiculous for channel 2 to give no more than two minutes to something this important and involved." If the audience desires further information "about your legal rights in broadcasting," he instructs them to "just write me," and gives his address—his FCC address.

Commissioner Johnson's term at the FCC expired June 30. He remains at the agency pending nomination and Senate confirmation of his successor.

CPB money OK'd, but it may be dragged down by Labor-HEW bill

Public-broadcasting authorization signed by Nixon, but actual funding may get lost in appropriations bill that by all indications is to be vetoed

President Nixon last week signed legislation authorizing two-year, \$175-million federal funding for public broadcasting in fiscal years 1974 and 1975. Indications are, however, that Mr. Nixon's action in the long run will be meaningless.

Behind that assertion is the prospect—a prospect growing stronger every day—that the President will veto a blanket appropriation for the Departments of Labor and Health, Education and Welfare, of which the broadcasting money is a part. The administration's Labor-HEW proposal stands at \$31.6 billion (BROADCASTING, July 23) and appropriations committees in both the House and Senate have already endorsed funding that exceed that figure by at least \$1.3 billion. White House sources say Mr. Nixon will not go along with a congressional measure that exceeds his own proposal by such a sum.

"Unless a drastic change in the level of funding [for Labor-HEW currently under consideration in Congress] is made," one administration spokesman said last week, "you can almost guarantee a veto." The spokesman also asserted that the prospects of Congress overriding such a veto are practically nil, pointing out that the House has yet to reverse a Nixon rejection this year.

A Labor-HEW veto would not be an unprecedented action on the President's part. A similar congressionally approved appropriation was rejected last year because it exceeded the administration's fiscal 1973 budget proposal. The action forced the Corporation for Public Broadcasting, whose allocation is attached to the Labor-HEW measure, to operate under a continuing resolution authorizing it \$35 million in federal funding—the same amount it had received the year before.

CPB would receive \$120 million in the next two years under the authorization bill signed last week. The legislation calls for it to be given \$50 million in fiscal 1974 and \$60 million in fiscal 1975, with additional matching-fund grants of \$5 million each in both years. The authorization also provides for \$55 million in facilities grants to local stations over the two-year period—\$25 million in 1974 and \$30 million in 1975.

The probability of another year of funding at the \$35-million level is something that few public broadcasting officials are prepared to concede as yet. One Public Broadcasting Service source, when reminded that the fall PBS schedule announced two weeks ago (which is geared to the \$35-million level) includes a number of reruns (BROADCASTING, Aug. 6), curtly replied, "Who knows?" as to

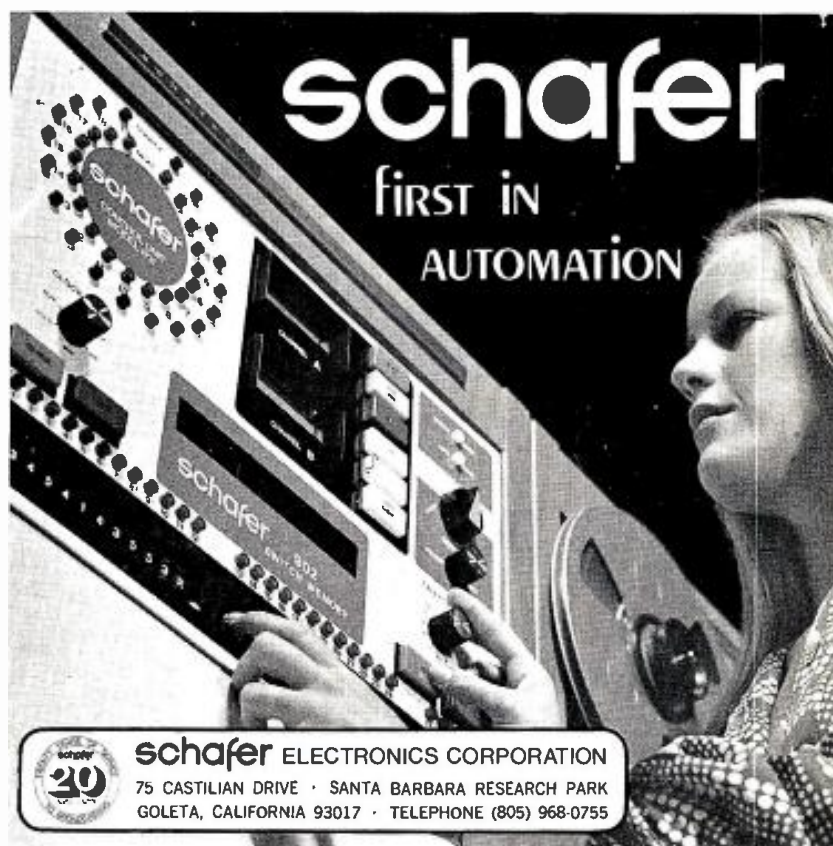
whether the PBS line-up planned for January would be equally limited in the event of a veto. It is obvious that, barring a sudden windfall from private sources, several existing PTV programs—particularly *Firing Line* and *The Advocates*—would be in serious economic trouble under such conditions.

If, however, the President does veto the blanket appropriation, it will not be because he is dissatisfied with the way the public broadcasting system is being administered at present. Although the administration had originally proposed to give CPB only \$45 million in a one-year grant during fiscal 1974, Mr. Nixon's feelings toward CPB funding have obviously softened as a result of compromises that took place in both houses of Congress. CPB funding proposals written up by the House and Senate Communications Subcommittees had been watered down by \$10 million each at the urging of Republican legislators and, in the case of the House, by Office of Telecommunications Policy Director Clay T. Whitehead as well. It became known last week that Mr. Whitehead had met with House Communications Subcommittee Chairman Torbert H. Macdonald (D.-Mass.) while the House version of the CPB bill (H.R. 8538) was still under negotiation, over the possibility of decreasing the final funding proposal to a level more acceptable to the President. "The word for this year," an OTP spokesman said, "was compromise. We had made our point last year." (Mr. Nixon vetoed a CPB authorization bill as well in

1972.) The President's primary concern last year was over allegations that public broadcasting was centralizing its forces and that the individuality of local stations was not being recognized on a national level.

The President's signing of the CPB authorization last week indicated that the Chief Executive has been at least partially appeased by the CPB-PBS partnership now in effect. "The bill that the President signed yesterday," said White House Assistant Press Secretary Gerald Warren on Tuesday (Aug. 7), will further the goal of "achieving this principle of localism, and represents the administration's continued support." But, Mr. Warren continued, there are other "significant questions as yet to be resolved" in the President's mind. These, he said, include "the proper relationship of local educational radio and television to the Corporation for Public Broadcasting and other national public broadcast entities." Mr. Nixon was also concerned, Mr. Warren said, over "the proper allocation of funds among the national entities and the local stations" and "the role of public broadcast in the nation's life." He said Congress and the administration can still "provide the necessary budgetary oversight and review of the system" under the bill signed last week.

Mr. Warren also said the signing reflected the President's view that "public broadcasting has much to offer the American people in educational programming and cultural programs of distinction." The omission of news and public affairs



schafer
first in
AUTOMATION

schafer ELECTRONICS CORPORATION
75 CASTILIAN DRIVE • SANTA BARBARA RESEARCH PARK
GOLETA, CALIFORNIA 93017 • TELEPHONE (805) 968-0755

in the reference to the President's thinking was regarded as significant. Administration figures were openly critical of political coverage and commentary on the noncommercial system before the CPB-PBS compromise was reached.

Reaction from public broadcasting leaders to Mr. Nixon's approval was immediate and jubilant last week. CPB Chairman Dr. James R. Killian called the action "a vote of confidence in public broadcasting" and "an important step toward stable long-range funding" of the system. CPB President Henry Loomis expressed the corporation's gratitude and noted that if CPB obtains the commensurate appropriation "it will permit a significant advance and end the doldrums we have been confined to the last year."

On a more philosophical note, PBS Chairman Ralph B. Rogers claimed that the President's move "may someday be appreciated as a far more important event" than any of the other issues dominating the news media at present. PBS President Hartford Gunn added that, barring problems with the appropriation, "the ability of each of the stations to improve and expand its service to its viewers will be substantial and most welcome."

Nevertheless, at present the only apparent hope of preventing a presidential veto of the blanket appropriation would be severance of the CPB allocation from the Labor-HEW measure. And the chances of that happening, according to every congressional and administration source contacted by BROADCASTING last week, are practically nonexistent.

Senate unit follows House in halving OTP '74 budget

\$1.5-million appropriation, which will mean staff and research cutbacks, is moved out of committee to floor

The Senate Appropriations Committee has voted to slash by more than 50% the fiscal 1974 budget request of the Office of Telecommunications Policy.

The committee, meeting in executive session Aug. 3, approved and ordered reported to the floor the House-passed, \$4.8-billion appropriations bill (H.R. 9590) for the Treasury Department, Postal Service and other agencies. Under the bill, OTP is allocated \$1.5 million, less than half the \$3,270,000 it told the committee it needed (BROADCASTING, June 18).

A spokesman for the committee said last week that the cut was made because OTP also receives support (about \$5-million worth) from the Office of Telecommunications in the Department of Commerce.

According to an OTP spokesman, if the \$1.5-million figure prevails, all of OTP's research projects would be eliminated and there would be "substantial" staff cutbacks. OTP had already planned to cut its staff by 20%, to 52, by next June.

But the OTP spokesman indicated that under the \$1.5-million appropriation the cutback would by far exceed 20%.

The Senate is scheduled to vote on the over-all bill on Sept. 5, the committee spokesman said.

The House two days earlier had approved H.R. 9590, but had set OTP's appropriation at \$2,070,000. William Lehman (D-Fla.) offered an amendment to cut the figure to \$1,552,000, charging OTP "has become a costly and powerfully partisan antimedia post within the executive office of the President." In support of that amendment, Sidney Yates (D-Ill.) accused OTP of trying to influence the FCC and "threatening to impose a system of censorship on all broadcasting."

But Clarence Brown (R-Ohio) warned that a further cutback (the Appropriations Committee had sliced off the \$1,270,000 that OTP had sought for research) would be "extremely damaging" to the functioning of the White House office and the amendment was defeated 217-to-190. A point of order was sustained against a Brown amendment that sought to add \$675,000 to OTP's budget for research.

Changing Hands

Announced

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

■ **KKAR(AM)** Pomona, Calif.: Sold by KKAR Inc. to Joseph Bassett for \$250,000. Principals of selling firm include Elizabeth M. Shirmer and Duane Shirmer. Mr. Bassett was formerly national sales manager of Dynamic Broadcasting Corp., licensee of WAMO-AM-FM Pittsburgh, WILD(AM) Boston, and WUFO(AM) Buffalo-Amherst, N.Y. Those stations are being sold to black-owned Sheraton Broadcasting Co. KKAR is Mr. Bassett's first station purchase. KKAR is daytimer on 1220 khz with 250 w directional. Broker: Arthur Holt, Bethlehem, Pa.

■ **WSTK(FM)** Woodstock, Ill.: Sold by A. Joseph Salvi to Lake Valley Broadcasters Inc. for \$95,000. Mal Bellairs is president of buying firm, which also owns WIVS(AM) Crystal Lake, Ill. WSTK operates on 105.5 mhz with 3 kw and antenna 215 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ **KPOR(AM)** Quincy, Wash.: Sold by Robert and Shirley Larmore to Ray E. and Elena Russell for \$87,000. Mr. Russell has been associated with KHLO(AM) Hilo, Hawaii. Mrs. Russell is educator there. KPOR operates daytime on 1370 khz with 1 kw daytime. Broker: Hamilton-Landis & Associates.

■ **KGRI-AM-FM** Henderson, Tex.: Sold by Henderson Broadcasting Corp. to George Freeman for \$86,000. Principals of Henderson Broadcasting are Mary Reeves Davis and Tom Perryman. Mr. Freeman owns WGON(AM)-WQXO(FM) Munising, Mich. KGRI(AM) is daytimer on 1000 khz with 250 w. KGRI-FM operates on 100.1 mhz with 3 kw and antenna 200 feet



**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

**EASTERN MIDWEST
\$550,000**

Daytimer with good signal on low frequency in diversified market with over 350,000 metro population. Presently profitable but needs additional promotion and sales effort to get fair share of market. Present owner lacks capital. Price is less than 2½ times gross and includes valuable real estate. Can work out terms for a qualified buyer that should permit amortization from cash flow.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30309
1655 Peachtree
Road, N.E.
(404) 873-5626

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

73-35

above average terrain. Broker: Sovran Associates, Dallas.

Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see "For the Record," page 47):

▪ WROR(FM) Boston: Sold by RKO General Inc. to Heftel Broadcasting Inc. for \$2 million (see page 21).

▪ KDFM(FM) Walnut Creek, Calif.: Sold by Stereophonic Broadcasters Inc. to Schofield Broadcasting Co. for \$207,250. Alfred M. Pettler is president of Stereophonic. Buyer is owned by Dick Schofield and Wayne Hoffman. They also own KKIS(AM) Pittsburg, Calif. Licensee of KWUN(AM) Concord, Calif., objected to sale, claiming that KKIS and KDFM are only full-time stations in Contra Costa county (Calif.), and that joint ownership would give Schofield monopoly over media. FCC failed to find KWUN's charges valid justification for disallowing sale. KDFM operates on 92.1 mhz with 3 kw and antenna 89 feet above average terrain.

Murphy has to sell KVAN in six months

KVAN(AM) Vancouver, Wash., last week received renewal of its license from the FCC, but only on condition that the station be sold within six months.

The station's renewal application was designated for hearing four years ago on issues including ascertainment of community needs; failure of the licensee, Cathryn C. Murphy, to file reports and applications on time; facts surrounding the relocation of KVAN, and whether Mrs. Murphy's conduct was such that the commission could no longer rely on her as licensee of the station (Doc. 18672). Subsequently the review board added a misrepresentation issue against Mrs. Murphy.

Last September, in an initial decision, Administrative Law Judge Millard F. French proposed denial of the KVAN renewal application on all the issues except the ascertainment question.

In renewing KVAN's license, the commission noted that last November, in keeping with an Oregon court order, it assigned KVAN's license to Ada C. Brown, Mrs. Murphy's mother, due to Mrs. Murphy's illness.

Color penetration heads toward 70%

The number of color-equipped TV homes in the U.S. reached 42.4 million as of July 1, 63.1% of all TV households, according to NBC quarterly estimates released last week ("Closed Circuit," Aug. 6). Alfred J. Ordovery, NBC vice president, corporate planning, noted that during the past year, sales of color sets were 18% over the level of the 12 months ended in July 1972. He added that if this pace continues, color receiver sales will approach 10 million in 1973 and color penetration will be about 70% by the end of this year.

United to go to court over WFAN-WMET

Counsel for United Broadcasting Co. last week vowed to seek review in the U.S. Court of Appeals in Washington of an FCC decision in which United was denied permission to keep WFAN-TV (ch. 14) Washington and WMET(TV) (ch. 24) Baltimore off the air ("At Deadline," Aug. 6). The commission has ordered the two stations, which have been dark for economic reasons for over a year, to return to the air by Dec. 1.

United attorney Vincent Pepper called the FCC decision "arbitrary" and claimed that it was tantamount to a commission

mandate that "we're going to punish you before we find out whether you're guilty."

He said the decision would force United to place the two stations on the air with signals that are so inferior that they cannot be viewed in much of their markets. The commission, he noted, has refused to permit United to improve WFAN-TV's signal because of the overlap that would ensue between it and WMET. And it has refused to let the firm sell WMET because its character qualifications to remain a licensee are at issue in several separate FCC proceedings. Nevertheless, Mr. Pepper noted, United has yet to be judged guilty of any wrongdoing by the FCC.

UPPER MIDWEST

Small market daytimer.

Perfect opportunity for owner-operator.

1973 fiscal year gross in excess of \$140,000 with cash flow over \$30,000.

Realistically priced at \$240,000

on 10 year terms. 29% down payment.

Chicago Office

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1100 Connecticut Ave., N.W., 20036 (202) 393-3456

CHICAGO: 1429 Tribune Tower 60611 (312) 337-2754

DALLAS: 1511 Bryan Street, 75201 (214) 748-0345

SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

Single station market

fulltimer in heart of midwest,

priced at \$400,000 on convenient

terms with 29% down payment.

Some real estate goes with the sale.

Contact: Richard A. Shaheen

Chicago Office

PUBLIC NOTICE

Please take notice that the Town of Davenport invites interested persons to apply for a Community Television Franchise.

1. Area to be served. In the Town of Davenport, Delaware County, New York, from its westerly boundary on Rt. 23 along New York State Route #23 in an easterly direction to its point of intersection with County Rt. #9. The system must include the unincorporated villages of West Davenport, Davenport Center and Davenport.

2. Type of System. A "One Way" CATV system providing at least twelve channels including one educational channel, one NBC channel, one ABC channel, one CBS channel and one independent channel and shall deliver at least ten FM channels.

3. Submission date. All applications shall be submitted in writing on or before September 20, 1973. All applications received will be available for public inspection during normal business hours at the Town Clerk's Office.

4. Additional Information. Additional information may be obtained from Bernice E. Rathbun, Town Clerk of the Town of Davenport, R.D. #2, Oneonta, New York 13820 at her office located on Rt. 23 in the Town of Davenport, Tel. No. 607-278-5855. All applications shall be notarized and shall contain the information contained in the rules of the Commission on Cable Television of the State of New York, Part E, paragraph E-3.

5. Branch lines. Any proposed system and franchise will provide for a program and method of extending branch lines from the main line running along New York State Route #23 including cost sharing by applicants and the proposed rules and regulations therefor.

6. Fees. The successful applicant will be required to pay an initial contract fee of \$150.00 or the cost of publications of this and all other required notices, whichever is the greater.

7. Construction. Each applicant shall provide a full description of the system proposed for construction showing that significant construction will be accomplished within one year after applicant's receipt of final operating authority; that energized trunk cable will be extended throughout the authorized area within 3 years after receipt of final operating authority.

All applications shall be submitted to Bernice E. Rathbun, Town Clerk of the Town of Davenport, R.D. #2, Oneonta, New York 13820. Dated July 30, 1973—Bernice E. Rathbun, Town Clerk, Town of Davenport.

Cablecasting

Louisville gets it all together to set franchise

Applicants for system, the public, city government and consultancy will have marathon meeting this month

On Aug. 20, in one of the last proceedings before a cable franchise is granted in Louisville, Ky., the city will hold a public hearing in which cable applicants, city officials, a consultant firm and the public will have a chance to meet face-to-face. The Louisville board of aldermen president, Carrol L. Witten, predicted that the board would grant a cable franchise within a month after the hearing.

Twelve bids have been received by the city (population 360,000) and reviewed by the city's hired consulting firm, Malarkey, Taylor & Associates, Washington. The firm evaluated each bid's proposals in the areas of finance, technical standards and local origination and has reported its findings to the city.

Dr. Witten pledged that "a great deal of weight" will be given to the hearings in the subsequent franchise decision. During the public proceeding a number of questions and positions are expected to be aired. The cable applicants will be able to question Malarkey, Taylor about its evaluations; the bidders will be given a chance to query one another; the public will be given a chance to question both bidders and the consultant. The bidders and the public will be able to ask the board of aldermen how it plans to make its final decision. Each cable applicant will also be given the opportunity to make a one-hour presentation concerning its bid.

The hearing will last "as many hours or days as necessary to hear everyone who wants to speak," according to Dr. Witten.

Competitors for the franchise are: Athena Communications, Coaxial Systems (70% owned by American Television & Communications), Community Cablevision (local), Cox Cable Communications, LVO Cable, Louisville Cable (80% owned by Sammons Communications), River City Cable (80% owned by Communications Properties), Riverity Cablevision (if awarded the franchise, Teleprompter would require 80% of common stock), Tele-Communications (80% owned by Community Tele-Communications), Time-Life, Warner Cable and Community Service Cable (local).

TPT sweetens the pot for apartment buildings

In crime-conscious Manhattan, cable firm offers as service a channel that shows visitors

Teleprompter Corp., New York, has come up with a new weapon in its marketing arsenal that will serve the dual purpose of providing a community service and making cable service a more attractive offering for apartment owners.

The "guard channel system" utilizes a television camera and the cable subscriber's television set. The camera is focused on the apartment lobby and the pictures of people entering the building are fed throughout the building's cable system. A cable subscriber in such a building can see who is buzzing him for admittance by switching to a specified channel on his television set.

The service now will be offered to all apartment buildings in Teleprompter's Manhattan franchise area. In the 20 apartment buildings where the service has been in use for the last two years, the residents have been highly enthusiastic about the added security the system provides, according to TPT Chairman Raymond Shafer. One agent for an apartment house believes that the service is "better than a doorman. We've had it for two years and we haven't had a single problem with crime."

Teleprompter estimates that the cost of providing the service is between \$1,000 and \$2,000. The system is installed at no extra charge to the apartment owners or the cable subscribers. Company hopes are that the added security feature will be an inducement for the owners of the 400,000 apartment units in their franchise area to wire their buildings for cable.

Ron Simon, engineer for TPT, reports that 50-60 apartment buildings are currently being wired for service and since announcement of the security feature, about 60 more inquiries for service have been received.

Lease-back study abandoned by FCC

Commission puts end to inquiry that would have examined phone-company-owned cable systems

The FCC has terminated a six-and-one-half-year-old inquiry that was to explore the commission's administrative relationship to the tariffs charged cable systems by telephone companies for cable "lease-back" services.

Lease-back operations involve cable systems constructed and maintained by phone companies, but rented to CATV operations for standard CATV services. The commission instituted the inquiry in October 1966.

Last May, the chiefs of the FCC Cable Television and Common Carrier Bureaus jointly asked all parties in the proceeding to comment on whether the proceeding should be continued. They pointed out that many things have changed since the inquiry commenced, including the nature of CATV regulation itself. All responding parties except for the California Community Television Association, concluded that the inquiry had become dated and should be terminated. CCTA expressed no opinion on whether the proceeding should continue, but stated that it would be prudent to wait until the commission concluded a separate inquiry on whether the agency has jurisdiction over CATV pole attach-

ments. The FCC issued a decision in the latter area two weeks ago, stating that it will assert such jurisdiction within two months unless cable and utility-pole owners could come to an outside, mutual agreement on standards for pole rental (BROADCASTING, Aug. 6).

But last week, the commission said that it could not see any relationship between the lease-back matter and the pole-attachment issue, and claimed that it would not be in the public interest to continue the former inquiry. It noted that there are existing suitable procedures for handling any complaints that might arise out of lease-back arrangements.

NCTA committee choices

The National Cable Television Association has nine new committee chairmen for the 1973-1974 fiscal year, as appointed by NCTA Chairman Amos Hostetter last week. Two new special committees, financial affairs and bicentennial, were also announced.

The new chairmen: Ray Joslin, Continental Cablevision, Stockton, Calif., community services; James Goetz, General Television Inc., Minneapolis, convention; Charlotte S. Jones, Teleprompter Corp., New York, educational CATV; F. Gordon Fuqua, Electra Communications Inc., Charlotte, N.C., elections; Charles Henry, Badger CATV, Iron Mountain, Mich., engineering; William J. Bresnan, Teleprompter Corp., New York, bicentennial; John McDonough, American Television & Communications, Denver, financial affairs; Graham Moore, Telecommunications Inc., Denver, INTV liaison, and Lawrence W. Kliever, Peninsula Broadcasting Co., Hampton, Va., music negotiating.

The newly created bicentennial committee was created to examine ways for cable television to contribute to the nation's 200th anniversary. The financial-affairs committee will investigate uniform accounting systems and other financial issues that affect the cable-television industry.

Time finalizes ATC deal

Time Inc. last week closed the previously announced sale of eight operating CATV systems and three CATV franchises to American Television & Communications Corp. for 260,000 shares of ATC stock and the assumption of certain debts by ATC (BROADCASTING, May 21). Value of transaction was reported to be about \$11 million.

The eight systems add about 36,000 subscribers to ATC's total of approximately 310,000. They are located in Rancho Bernardo and San Diego, both California; Terre Haute and Marion in Indiana; West Pittsburgh and Bucks county in Pennsylvania, and Battle Creek, Mich. The franchises are in Fresno/Tulare/Visalia in California and High Point, N.C.

In New York Time is enlarging its television interests. It now owns 70% of Sterling Communications Inc. and is buying out all of its assets. When this is

completed, Time Inc. will dissolve Sterling Communications and will own 100% of Sterling Manhattan Cable Television; Home Box Office, a pay-cable-TV programming company, and franchises on Long Island.

ECATV?

Systems in Ohio and Indiana explore the possibilities of college credit courses via cable

A consortium of colleges in Ohio has been awarded a grant of \$255,548 by the Department of Health, Education and Welfare for transmission of college-level courses via two cable systems.

The project will provide courses for credit for the cablevision viewers who for various reasons (job hours, physical disability, lack of transportation) cannot attend a college facility. Initial testing of the program will be conducted in Xenia and Wilmington, on the Continental Cablevision of Ohio and Clinton County Cable Corp. systems, respectively. Official recipient of the government grant was the Dayton-Miami Valley Consortium. Participating institutions include Antioch College, Central State University, Clark Technical College, Dayton Art Institute, Wilberforce University, Urbana College, Wilmington College and Wright State University.

The consortium's first-year efforts will center on preparation of lesson plans and pilot programs. Ultimate goal of the program, expected to begin in January, is to develop a complete college curriculum for cablecast.

After the one-year grant expires, the consortium plans to ask for \$166,637 to cover expenses in 1974-1975 and \$117,107 for the following year. After the third year the consortium expects the program to be self-sustaining.

In an unrelated but similar development, residents of Richmond and Centerville, both Indiana, will also be offered cable courses for credit. Indiana University East and Clearview Cable Television will join forces to bring college education into cable homes by cablecasting two I.U. East courses.

The courses, in American history and English, will begin on Aug. 27 and continue for 15 weeks. Each course will be shown twice a week at 12:30 and 8:00 p.m. Both the courses are available to high-school graduates within the cable viewing areas and admission at I.U. East is not a prerequisite.

I.U. East officials point out that the three hours of credit for each course can be used towards graduation at the university if subsequent admission registration for the courses is made through the mail. After receipt of the fees, which are the same as those charged students at the university, the cable students are sent their course outlines and a list of needed books and materials. George Blakely, teacher of the course in American history, sees the service as a "way to serve the community by going beyond the traditional campus concept of education." He also believes that cable will

Please take notice, that the

TOWN BOARD OF THE TOWN OF STOCKHOLM

St. Lawrence County, New York, hereby solicits and invites all interested persons to apply for a franchise to provide Cable Television Service to the residents of the Town of Stockholm, St. Lawrence County, New York.

(a) The area for which a franchise is proposed to be awarded is the Town of Stockholm, St. Lawrence County, New York.

(b) The type of system desired is as follows: A 12 channel system with possible increase capacity to 20, providing viewers with the following channels: Channel 5 WNEW New York Independent; Channel 3 WCAX Burlington CBS; Channel 4 CBOT Ottawa CBS; Channel 5 WPTZ Plattsburgh ABC/NBC; Channel 6 CBMT Montreal; Channel 7 WNNY Watertown, CBS/NBC; Weather Scan 24 hours per day; Channel 9 WOR New York Independent; Channel 10 CJOH Ottawa CTV; Channel 11 WPIX New York Independent; Channel 12 WNPI Norwood (education), and Channel 13 WNYN Syracuse ABC.

(c) Applications for the franchise shall be submitted in writing to the Town Clerk of the Town of Stockholm on or before the 31st day of October, 1973. All applications shall be notarized and shall contain, with respect to technical ability, financial condition and character of applicant, at least all items specified in the Rules of the Commission on Cable Television Part E, Franchising Procedure, Paragraph E.3. Applications when received, will be available for public inspection during normal business hours at the Town Clerk's Office.

(d) All persons interested in additional information concerning the proposed award may contact Edward W. Tanner, Town Supervisor, Winthrop, New York, Telephone Winthrop 315-389-4568—Jacqueline White, Town Clerk.

Please take notice, that the

TOWN BOARD OF THE TOWN OF BRASHER

St. Lawrence County, New York, hereby solicits and invites all interested persons to apply for a franchise to provide Cable Television Service to the residents of the Town of Brasher, St. Lawrence County, New York.

(a) The area for which a franchise is proposed to be awarded is the Town of Brasher, St. Lawrence County, New York.

(b) The type of system desired is as follows: A 12 channel system with possible increase capacity to 20, providing viewers with the following channels: Channel 5 WNEW New York Independent; Channel 3 WCAX Burlington CBS; Channel 4 CBOT Ottawa CBS; Channel 5 WPTZ Plattsburgh ABC/NBC; Channel 6 CBMT Montreal; Channel 7 WNNY Watertown CBS/NBC; Weather Scan 24 hours per day; Channel 9 WOR New York Independent; Channel 10 CJOH Ottawa CTV; Channel 11 WPIX New York Independent; Channel 12 WNPI Norwood (education), and Channel 13 WNYN Syracuse ABC.

(c) Applications for the franchise shall be submitted in writing to the Town Clerk of the Town of Brasher on or before the 31st day of October, 1973. All applications shall be notarized and shall contain, with respect to technical ability, financial condition and character of applicant, at least all items specified in the Rules of the Commission on Cable Television Part E, Franchising Procedure, Paragraph E.3. Applications when received, will be available for public inspection during normal business hours at the Town Clerk's Office.

(d) All persons interested in additional information concerning the proposed award may contact William D. Demo, Town Councilman, Brasher Falls, N.Y., Telephone Winthrop 315-389-3125.—Kathryn Kennedy, Town Clerk.

make available new teaching techniques for a wider audience in a flexible format. "If nothing else, it proves that college education is easily accessible and not confined to a classroom."

Cablecom plans another sale

Cablecom-General, Inc., has completed its second agreement within the last month (BROADCASTING, July 9) to sell certain of its cable systems. A Denver group headed by Bill Daniels, CATV broker, consultant and system owner, has agreed to a \$9-million purchase price for Cablecom systems serving Colorado Springs, Manitou Springs and the unincorporated El Paso county area, all Colorado. The systems' 630 miles of cable serve 22,000 subscribers with a potential of 50,000.

A company spokesman cited long turnaround time for the system's profitability and a high ratio of expenses to revenues as reasons for the sale. Approval from the cities' franchising authorities and Cablecom-General's noteholders is needed before consummation of the sale.

Cablecom currently has 42 systems serving 180,000 subscribers.

Cable Briefs

Contact. Sealectro Corp., Mamaroneck, N.Y., has announced availability of Fischer connectors for application in electronic instrumentation. New line of connectors is available in single-pin, coaxial, multi-pin, high-voltage, high-current and thermocouple styles in variety of configurations and body sizes. Units feature patented locate-latch-lock arrangement that prevents misorientation and accidental disengagement. All units incorporate Teflon Insulation and contacts are gold-plated for low contact resistance.

Sells out. Owensboro on the Air Inc., Owensboro, Ky., (owner of WVJS[AM] and WSTO[FM] there) has agreed to purchase physical assets of Top Vision Cable Co., Owensboro. Top Vision serves 1,400 subscribers.

Union seminar. AFL-CIO Labor Studies Center, Washington, has scheduled workshop on cable television for Feb. 6-8, 1974. Entitled "Union Strategies for Cable TV," three-day session is designed for union staff members who are in public relations or publications. Topics will include: technology for cable TV, licensing and politics of cable TV.

Last chance. The second meeting to implement a study group for a Cable Satellite Access Entity has been scheduled for Aug. 28 at the Hyatt Regency O'Hare hotel in Chicago. The meeting will be closed to all who have not made an initial contribution of \$5,000 by Aug. 27. Purpose of the meeting is to elect an executive committee and it is expected that bylaws will be proposed and adopted.

Computer helper. Jerrold Electronics Corp., Horsham, Pa., has signed contract for computer-aided system designs with Network Analysis Corp., Glen Cove, N.Y. Under terms of contract NAC will provide Jerrold with computer-generated layouts for modern CATV distribution systems. After computer has been fed specs and other pertinent data it is programmed to select best combination of components and system design based on accepted construction practices.

Foolproof. New line of heat-shrinkable tubing with color-change feature to aid in product's installation is now available to CATV industry through Anixter-Pruzan. Visual heat control consists of blue strip on sleeve that turns brown when proper amount of heat has been applied, assuring no internal damage will occur to superfoam or dynaflex types of cable. Tubing will accommodate all connector/cable sizes up to 2.75 inches. Raychem Corp. developed the sleeves.

Automated programing. Alma Engineering Inc., San Diego, has announced introduction of DAC-100 digital automation controller for automated control and sequencing of full-function remotable video and audio tape recorders. Unit incorporates 24-hour real-time digital clock that permits preset program start and stop times for unattended operation. Automation unit will accept up to 10 VTR sources and will re-cue all program sources for repeat sequence when commanded to shut down. Base price for DAC-100 is \$2,695 and machine control modules for each source are \$180 apiece.

Chance of rain? Modification kit that company claims can improve AVQ-10 weather radar performance for radio and television stations, is now available from Technology Service Corp., Santa Monica, Calif. TSC improvement kit reduces antenna rotation and results in an echo signal almost 3 db stronger than standard. Performance improvement will result in increase of up to 35% in detection range with maximum detectable rainfall improved by a like amount, according to manufacturer. Price of AVQ-10 improvement kit is \$325.

Expanded product line. Telemation Inc., Salt Lake City, has introduced two new products for use in cable television. Model TCG-1432 television character generator with built-in broadcast sync generator and plug-in options for system expansion has been placed on market. Character generator provides 14 lines of 32 characters each and 15th line for preview. Two basic configurations are available—single, self-contained unit or rack-mount electronics with separate keyboard. Telemation has also entered three-quarter-inch videocassette market with machine that has full bearing on guide rather than conventional drawing across top of guide. Three models of videocassette are available: TVP 1010 videocassette player; TVR-1550 videocassette recorder, and TVR-1660 videocassette recorder/tuner.

Programing

ARB will go head-to-head with Nielsen on overnights

Former will try again with meters in New York and Los Angeles

The American Research Bureau is going into competition with the A. C. Nielsen Co. in metered overnight TV ratings in New York and Los Angeles, with September 1974 as the target date.

ARB, which provided a metered overnight service in New York from 1958 to 1972, said it is in the final stages of evaluating proposals for a new Arbitron meter service and will designate a company this month to manufacture the equipment.

ARB said the new equipment will record tuning on all sets in each of 500 homes in New York and 500 in Los Angeles, identifying the station or TV channels tuned and providing data for audience-flow and duplication studies. The specifications call for meters that require no internal connection to TV sets, record the exact moment that channel switching occurs, record any power failures and permit the sets to be moved at will.

The specifications also call for the meters to operate on standard rather than leased telephone lines. They will be tied full-time, ARB said, into a computer that will "digest, question, interpret and process the data collected."

Officials said the sample design should be ready this fall, and enumeration—surveying to establish required demographic characteristics—would be conducted in January, when the sample also will be drawn. Installation is set to start in March and testing in April, with commencement of regular service targeted for September.

ARB discontinued its New York metered service in May 1972 when it initiated weekly diary measurements there and in Los Angeles (BROADCASTING, Feb. 21, 1972). ARB sources said discontinuance was decided on at least partly because the meters were "very out of date" and there was frequent trouble with the leased telephone lines then used to tie them together.

The new meter service will cover the New York and Los Angeles areas of dominant influence (ADI), as do the current ARB diary services in those markets. ARB sources said they knew of no plans to put meters elsewhere.

Nielsen provides metered overnight ratings in New York and Los Angeles using a sample of about 300 homes in each market, but says it plans to increase that number to 400 in each case by September 1974 and to 500 by September 1975. It also plans to put its national rating service on an overnight basis this fall.

RGB PRIME-TIME

The automatic TK-45 Color Camera. Why we made the best even better.

Probably the question we're asked most often about our new TK-45 Color Camera in relation to the TK-44 is "Why tamper with a good thing?"

This usually comes from people who have worked with one or more of the approximately 700 44's over the years and have come to rely on their proven performance and stability.

Our answer is "To make it better." Since the TK-44A was introduced in 1969, it has undergone a continuing evolution, with new features and design improvements incorporated each year.

So, in coming up with the TK-45, we had our work cut out for us:

Add more automatic features without compromising the well-known stability and performance capability of the TK-44.

What happened is that the new features actually contribute to the operational simplicity of the camera while enhancing the quality of the pictures produced.

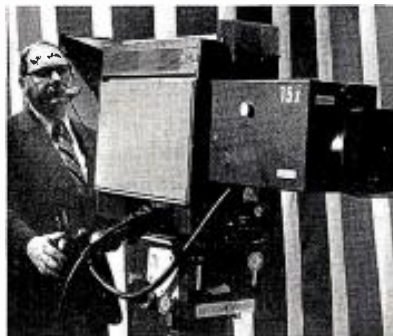
In effect, we designed *in* the new features, while designing *out* complexity—by utilizing new techniques, more solid state devices, improved modular packaging concepts.

Take a look inside the TK-45's camera control unit and you'll see a big difference: fewer interconnecting cables; far fewer set-up controls, and not nearly as many modules. But, in

this case, much less adds up to *much more*...in convenience, operational simplicity, and performance.

In essence, the TK-45's stability results from basic design simplicity, like our use of the RGB system. Simple to understand, operate and maintain.

As an example of what this new configuration can do, imagine a ball



The TK-45 made its first public appearance at the 1973 NAB Convention.

game that runs from the afternoon into the evening. And the wide variety of lighting conditions and color temperatures encountered.

Now suppose the sun is setting and the lights come on. Instantly, the color temperature of the scene is radically changed.

And instantly is how the TK-45 responds. The cameraman zeroes in on any white portion of the scene, presses a button, and white balance

is automatically restored. Picture quality remains excellent. And true to life.

Black balance is set even more easily—just cap the lens.

All the while, the automatic iris is responding to the changing light levels—such as when a cloud obscures the sun or in panning from the field to the dugout.

And, thanks to automatic centering, the picture comes into precise registration at the touch of a button. So you're ready for instant action, even during the normal camera warm-up time, when the pickup tubes are varying.

And of course, the 45 has all the advanced features the TK-44 has, including Scene Contrast Compression to bring out shadow details in high-contrast scenes (another natural for baseball, by the way). And all of the 44's low-light capability.

In sports or commercial or program production, both camera stability and operational simplicity can now almost be taken for granted, so production people can pay attention to the more creative aspects of their work: shooting angles, precise focus, composition, intercutting, etc.

And when less time has to be devoted to the camera, more time can be devoted to turning out a quality product.

It's that simple. To see for yourself, see your RCA representative.

Broadcasters discover extra values with a TCR-100/TR-60 package.

When purchasing a TCR-100 Cart Machine, many broadcasters take advantage of our extra-value package. Instead of the separate, self-contained Signal Processing Unit, they order a TR-60 reel-to-reel recorder. With the TR-60 as "master" and the Cart Machine as "slave", they get a combination that can do a lot more than the two machines can do separately.

The TCR-100 can time-share the signal processing circuitry of the TR-60, and the station gets an additional reel-to-reel VTR for its work force.

In addition to a "station-break machine", stations are using the Combo as a side-by-side, miniature tape-processing center for production and delayed broadcast purposes.

Automatic cueing and switching are possible between the two machines without adding switching equipment, resulting in a clean vertical interval switch from one ma-

chine to the other. Separate, individual operation is possible too, of course.

So for a station that programs a lot of syndicated material, automatic on-air playback is easy. Properly cued program material goes on the TR-60, commercials on the Cart. From then on, everything happens automatically.

The TR-60 is placed in the "Auto Start" mode, and the machines are then able to cue one another for playback. For example, ten seconds before the end of the last event of a cart sequence, a warning signal is sent to the TR-60, which puts it in the "Play" mode. It automatically goes on air at the end of the cart sequence, provided it has been cued up at ten seconds prior to the switch and placed in "Standby".

The master TR-60 cues the Cart Machine in a similar manner. A cue mark prerecorded at two seconds before the end of play on the reel ma-

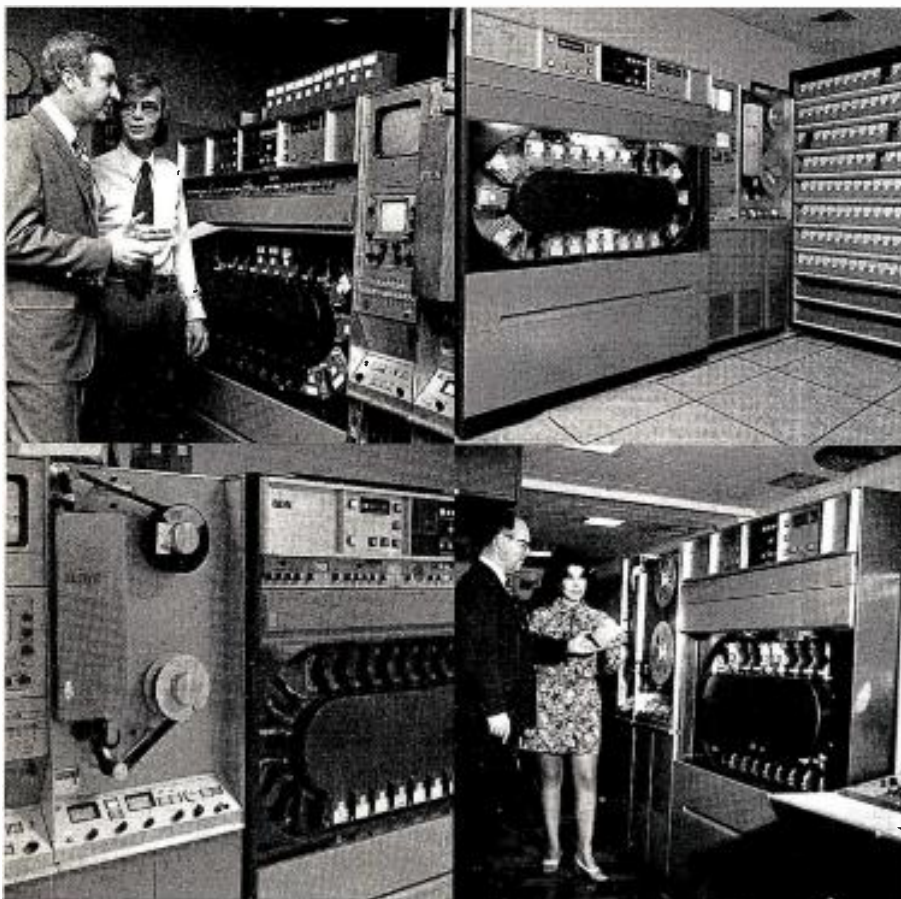
chine cues the Cart to go on air two seconds later. The master recorder may then stop or continue to play, at the option of the user.

The Combo also permits A-to-B dubs on the Cart Machine with external editing of the signal. Start and end timing of the dubbed tape are the same as the cartridge being copied.

The Cart Machine has built a reputation on releasing reel-to-reel recorders for production work, but in combination with the TR-60, it really hits new heights.

In delayed broadcast, production, or news segment dubbing—from network, from the studio, from film, from reel-to-reel to Cart or vice versa—the "Combo" is totally flexible.

Ask your RCA representative to explain the details of this extra-flexible, extra-value package...the TCR-100 and the TR-60.



A gallery of TCR-100/TR-60 owners.

Making events flow smoothly at the station break and during dubbing sessions are TCR-100/TR-60 VTR systems at these stations (clockwise from upper left): KIRO-TV, Seattle, Wash.; KVRL-TV, Houston, Tex.; KTSM-TV, El Paso, Tex.; and WUTV, Buffalo, N. Y.

TCR-100 Box Score

Number delivered	121
Number of commercials broadcast	3,749,000*
Present rate (commercials/day)	15,750*
Man hours saved	155,167*
*Estimate	

Recent Deliveries

ABC, Network, New York, N.Y.
KATC-TV, Lafayette, La.
KOAA-TV, Pueblo, Colo.
WBOC-TV, Salisbury, Md.
NBC, Network, Burbank, Calif.
NBC, Network, New York, N.Y.

WECT-TV, Wilmington, N. C.
WJAC-TV, Johnstown, Pa.
WKYC-TV, Cleveland, O.
WLS-TV, Chicago, Ill.
WMAR-TV, Baltimore, Md.
WTEV-TV, New Bedford, Mass.
WTOG-TV, St. Petersburg, Fla. (2)

Our Pressurized Traveling Wave Antenna. The pollution/corrosion solution.

If you're in an area where natural or industrial corrosion is a problem and you're considering a new antenna, you might like to know about one station's experience.

San Diego's salty air and nightly fogs gave KFMB-TV's Superturbo-stile Antenna a daily corrosive bath for 18 years. The antenna performed well, but the hostile environment took its toll. The moist salt air had an electrolytic effect on the antenna's bronze and aluminum fittings.

To make preventive maintenance easier, the antenna was split so that six of its twelve bays would be operational at all times. And to fight off corrosion, KFMB-TV engineers had settled on a pliable vinyl plastic compound and taping.

But after 18 years of continuous operation, antenna components were deteriorating and a new antenna was needed.

The antenna choice was narrowed to either a radome-covered antenna, or the new RCA Pressurized Traveling Wave Antenna.

A radome antenna with increased windloading would have required a new tower. So KFMB Manager of Engineering Charlie Abel took a closer look at the Traveling Wave. In addition to a proven, high performance antenna, he saw some obvious design and construction advantages to solve his environmental problems:

A corrosion-resistant hot-dip galvanized outer tube surrounding a copper inner conductor with irradiated

aluminum coupling probes and stainless steel hardware.

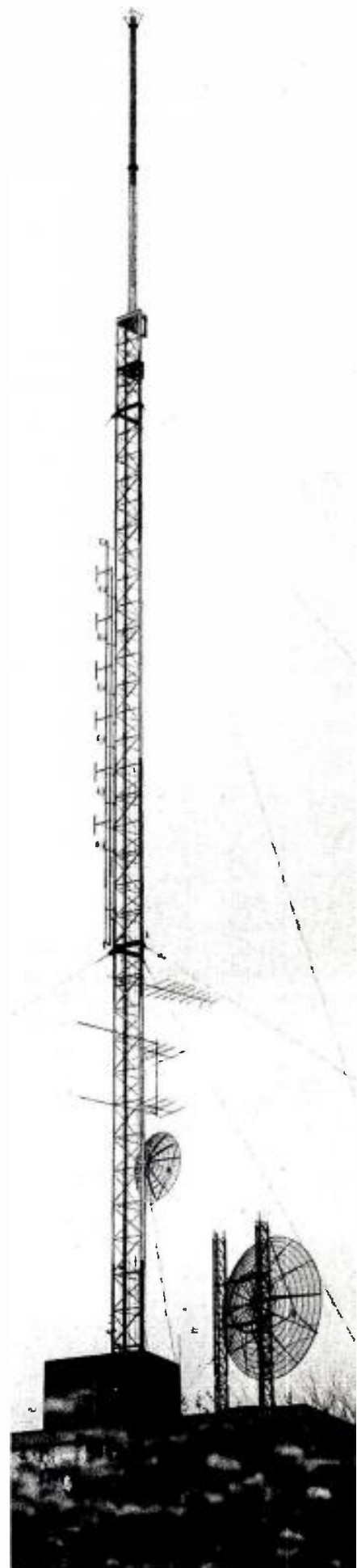
The antenna is fitted with eight "slot covers", four on the upper half and four on the lower half, that extend over the radiating slots of the antenna. The slot covers are fabricated from a heavy-duty polyethylene material that is resistant to the ultraviolet rays of the sun. The antenna is kept internally pressurized with dehydrated air at 3-4 PSI. So there's no moisture to promote electrolytic action.

Along with the pressurized TW Antenna, KFMB updated their entire transmitting facility, adding a TT-50FH parallel 50 kW Transmitter and an Opto-Switcher. With system optimization, a lower VSWR is achieved and with it, better color transmission.

Mr. Abel notes that although no specific measurements have been made, the new transmitter/antenna plant has resulted in a noticeably improved signal, with outlying areas reporting a stronger, sharper picture.

KFMB-TV has the first pressurized Traveling Wave antenna in the U.S. Since this antenna is well prepared to resist the attack of both natural and industrial corrodents, we expect that other broadcasters will be utilizing pressurized antennas soon.

If you have a similar problem, your RCA representative will be happy to consult with you.





Sprucing up for a date with Emmy. Technicians help ready Pacific Video Industries' new van for duty at the Academy of Television Arts and Sciences' Emmy Awards telecast—one of the many assignments being handled by this fully equipped mobile unit.

The 40-foot van carries three RCA TK-44B color cameras, two TR-70C highband video tape recorders, a complete video tape editing system, and a 16-track mastering quad mix-down audio system.

It is designed and equipped for electronic production of feature films. A major advantage of this technique is the ability to play back a scene immediately so it can be re-shot if necessary. This results in a significant saving in time and expense over conventional film-making methods. Still in its early stages, electronic moviemaking is expected to mushroom in the next few years.

When not in use for producing video/film features, the Pacific Video van keeps busy with on-location taping of sports events, commercials and broadcast programming.

WTVS Mark X Headwheel joins RCA 1000 hour club.

After registering 1,150 hours, an RCA reworked Ampex Mark X headwheel panel at WTVS, Detroit has recently joined the 1,000 hour club. It was installed June, 1972.

Director of Engineering Ed Hendry notes that two of his three Ampex VTR's are now equipped with RCA rebuilt headwheel panels with Alfecon II material. The second headwheel is also approaching the 1,000 hour mark and will be joining the "club" soon. Ch. 56 also operates two TR-70C tape machines and has previously qualified for the 1,000 hour club with an RCA headwheel panel.



Products in the news.

RCA space research has resulted in the new **Type TPR-10 Portable Video Recorder**. It records color, studio-quality two-inch quad video tapes using two units—transport and electronics—which together fit into a space only about 11" high by 24" wide by 13" deep. This and the recorder's ruggedness make it ideal for almost any location assignment.



The TPR-10 can play back its 20-minute tapes in monochrome for immediate verification. Retakes are possible because full erase facilities are included. Tapes are also playable in full NTSC color on any quad recorder/reproducer meeting SMPTE standards.

Announcing the **TG-6 Color Sync Generator**. This self-contained, modular unit is designed primarily as a signal source sync generator, but also has the stability to operate as the primary timing standard for complex video installations.

The generator produces sync, blanking, H&V drive, burst flag and color subcarrier. Options include a line amplifier that duplicates each of these functions; a grating dot generator module; and a black burst module.



Control track phasing is the process of moving the relative position of the tape with respect to the video head to assure the passage of the head precisely over the prerecorded track.

This function has now been automated by the **Automatic Control Track Phasing Accessory (MI-591713)** which can be added to any TR-70C. The key feature of this accessory is the incorporation of a memory which stores the correct playback phase for the particular tape loaded on the machine.

The "cued" tape memory provides for complete lockup within the normal time specified, and additionally permits a "Time Lapse" check/reset capability which eliminates the degradation in system performance which would occur in a continuously operating mode.

For complete specifications and product details, check your RCA representative.

Fifteen-fold increase in obscenity complaints to FCC in fiscal '73

Stop Immorality on TV campaign balloons number of citizen gripes; next biggest category: equal time

The FCC has released its annual accounting of complaints it receives against broadcasters and the tabulation shows that citizen objections to "obscene" broadcast material increased 15 times during fiscal 1973 (ended June 30) over the corresponding year-before figure. Such complaints totaled 2,141 in fiscal 1972; 32,438 in fiscal 1973.

The next largest volume of complaints involved the equal-time provision of the Communications Act: 4,243 in the latest account, 2,141 the year before.

The total number of broadcast complaints reaching the commission in the past fiscal year was 61,322—nearly three times as many as in year before (22,038). Other categories receiving attention included the fairness doctrine (2,406 this year compared with 1,617 in 1972), advertising (2,739 against 1,954), and miscellaneous programming complaints (9,917 against 7,739).

The obscenity figure might not have been as impressive had it not been for the efforts of a Warrenton, Va., group calling itself Stop Immorality on Television (BROADCASTING, Dec. 18, 1972, et seq.). Earlier this year, the group mounted a mail-in campaign using post cards carrying a pre-printed message critical of broadcast content. Some 18,000 of those cards found their way to the commission, and FCC officials estimate another 4,000 letters carrying the same message that appeared on the cards were also sent in. All were counted as official complaints, although the FCC did not acknowledge receipt of any of them.

Lt. Sulu discharged on a Section 315

George Takei, who portrayed Lt. Sulu on the *Star Trek* series, is involved in a more mundane problem than those he encountered as helmsman of the starship Enterprise—the equal-time provisions of the Communications Act. He is a candidate for a Los Angeles city council seat, and two television stations there carry different versions of the NBC series.

Reruns of the original are stripped on KCOB and a new animated version of the science-fiction program, with Mr. Takei's voice as Lt. Sulu, is to begin Sept. 8 over NBC on its owned KNBC.

Unwilling to become entangled in Section 315, KCOB has delayed broadcast of 34 episodes in which Mr. Takei appears—at an estimated cost of 100 man-hours in tracing episodes and in checking scheduled broadcasts to insure the absence of Mr. Takei for the next seven weeks of broadcast.

KNBC has arranged to substitute the first episode of the network feed of the

Encore exit? Reports circulated last week that Jack Paar had said he'll quit his one-week-a-month late-night talk show on ABC-TV as of Nov. 16. According to these reports, Mr. Paar said the option clause in his ABC contract gives him an out at the end of 1973, and that since he did two weeks' of shows (on location in Hollywood) during June, he'll be able to bow out in November instead of December. Because the announcement was put out by Mr. Paar's representatives, an ABC spokesman said the network would have no immediate comment on the matter. The Nielsen ratings have consistently shown Mr. Paar's program to be the weakest of the ABC late-night *Wide World of Entertainment* elements. His season-to-date national Nielsens (as of the second week of June, on the basis of 33 shows) added up to a 4.2 rating.

animated *Star Trek* series, in which the voice of Mr. Takei is heard, with the second episode, when he is not, to fill the second week's segment with a special and then resume the regular schedule in the third week, which will be after the Sept. 18 election.

MCA strikes gold with three-year-old series

A key factor in the new peaks that MCA's syndication has reached is the bold move taken by MCA program sellers beginning earlier this year that has resulted in revenues totaling a record \$55 million in six months in the sale of just three programs (also see page 42).

The innovation is the pre-sale of *Ironside*, *Marcus Welby, M.D.* and *Adam 12* while the series are still running on networks (NBC, ABC and NBC, respectively). All have been on the networks for three years or more. Delivery dates for the off-network syndications begin in the fall of 1974 for *Ironside*, and the fall of 1975 for *Marcus Welby* and *Adam-12*.

If the programs are still being aired by the networks at the time the syndication series begin, their titles have to be changed. But, it was noted, as soon as the programs have run their network course, stations may resume using the original titles.

The three programs that have energized MCA syndication sales all are produced by Universal TV, the MCA production studio. Because the programs are still running on networks, purchase prices of each episode on a national basis are running more than twice what they would bring if they were sold after being dropped by the networks, it was asserted. ped by the networks, it was stressed.

Networks are protected from having episodes of prime-time shows broadcast in a syndicated series or a three-year term. The MCA sales, therefore, are premised on the use of episodes that ran on the networks more than three years ago.

Minorities and women press demands with production studios

The push for the use of more minorities and less stereotyped portrayals in TV programs continued last week when the special minorities committee of the Screen Actors Guild met with network executives in Los Angeles.

The meeting was the sixth in a campaign that began a year ago and that has seen the SAG group discuss minority problems with studio and production chiefs.

Robert Doqui, chairman of the SAG committee, noted that his group had been told by studio and production executives that they are amenable to providing proper participation and more realistic portrayals in their product but that, according to these sources, the networks are not interested. No one network should be asked to take a risky first step by itself, Mr. Doqui remarked; all the networks must make the moves together.

During last week's meeting, comments were made by various members of the SAG committee: George American Horse said that not once in his 50 years of acting has he or any other American Indian been cast as a lawyer or a doctor. "It is," he said, "as if we are invisible without our war bonnets."

Carmen Zapata emphasized her concern with children "and how these distorted images affect them. We plead with you to show us as we are in society."

Ron Pinkard, a black actor, expressed dismay at what he said was a "new bias" against light-skinned blacks.

The most vigorous attack on TV stereotypes came from Kathleen Nolan, a SAG vice president and chairman of the union's women's committee. She cited a study of 1,830 portrayals in TV programs that showed 87.1% were male and only 18.3% female. The study was made early this year by Professor John F. Seegar of Brigham Young University, Provo, Utah.

Miss Nolan also noted that during the week of March 11, in 31 dramatic shows, only two had female leads. And, she added, in the 36 comedy and variety shows that same week, 20 had male leads and 16 female leads, but half of those women were in "appendage roles."

Ann Doran, another member of the SAG committee, protested the lack of visibility on TV of women over 50. And she added, "Old maids are not flat-chested frumps."

The broadcasters' response was voiced by Thomas W. Sarnoff, NBC staff executive vice president, West Coast, and chairman of the National Academy of TV Arts and Sciences, who promised to deal positively with the problems but warned that progress will not come quickly and in such large measure as desired. "No matter what we do," he said, "there's no way that we can do it fast enough to satisfy all of you. That doesn't mean we're not trying or that we don't care."

The SAG committee members met with representatives of the three networks at a 90-minute luncheon meeting.



Reigning. NBC took the high road last week as its *Today* show came into a new challenge to its long-established dominance with the toast-and-coffee crowd. Stuart Schulberg (at left), executive producer of the show, maintained that it would not be affected by the new *CBS Morning News*. (Last Monday, however, premiere day for *Morning News*, the *Today* set was moved outside to Rockefeller Plaza for a fashion show.) Although the networks see it as program competition, much of the media attention on CBS's hiring of Sally Quinn as opposite number of *Today*'s Barbara Walters (below with co-host Frank McGee) has made it a personality battle.

A long row to hoe for Quinn and Rudd

CBS's newest challenge to NBC's formidable 'Today' show gets off to a rocky but hopeful start

Despite all the recent publicity to the contrary, when they speak about network television on weekday mornings they're talking about NBC's *Today* show.

Today funnels \$23 million in revenue to the network every year (making it more profitable than any other program on NBC except the *Tonight* show) and is watched for at least a part of its two-hour running time (7-9 a.m. NYT) by more than seven million people a day. It recently celebrated its 22d birthday (only *Meet the Press* can match it for longevity) and the show's audience continues to build despite periodic changes among the cast of characters.

Dave Garroway was the host throughout the fifties. John Chancellor took over briefly in 1961 and Hugh Downs started his 10-year reign in 1962. The current occupant of the host's chair, Frank McGee, went aboard in September 1971. Before Barbara Walters became a permanent fixture 10 years ago, women on the show seemed to be as expendable as Kleenex.

CBS-TV, which has been beating its head against *Today*'s stone wall since August 1965 (mostly with 60 minutes of hard news, soberly reported), has come up with another game plan, which involves an attractive blonde sharing the anchor spot and a looser, faster-paced format that puts a premium on spontaneity and (CBS hopes) wit. (The unevenness of the competition is underscored by the rate-card prices: sponsors have to pony up \$10,900 a minute to get their message on the *Today* show and only \$2,000 for a minute on the *CBS Morning News*.)

In announcing their new morning plans, CBS executives admit they were taken by surprise when show-business reporters, scratching around for things to write about during the July-August doldrums, seized upon the Sally-Quinn-as-CBS's-answer-to-Barbara-Walters publicity gimmick and milked it for all it was worth.

"I'm still amazed at the flood of publicity," say Lee Townsend, the executive producer of the *CBS Morning News* (his previous post in CBS News was national assignment editor). "Sally Quinn is now known to the world as a sex symbol instead of a good reporter, and I think that's somewhat unfair."

Miss Quinn, however, felt like anything but a sex symbol at 7 a.m. on the opening show last Monday (Aug. 6) because two hours earlier she had been rushed to the hospital with a case of flu so severe it was first diagnosed as pneumonia. But



The challengers. Lee Townsend (at right), executive producer of the revamped *CBS Morning News*, hopes to take his team of broadcast-journalism veteran Hughes Rudd and neophyte TV newswoman and ex-*Washington Post* staffer Sally Quinn to the top of the early-morning ratings. Doing so will be difficult: *Morning News* is up against a true television establishment, NBC's long-running *Today* show. The new *Morning News* is attempting to blend its old standby, hard news, with informal comment and patter in contrast to *Today*'s opposite formula of a lot of talk and features, and less emphasis on hard news. The show got off to a rough start last week (see story).



medication brought her around a bit: she was driven back to the studio, and insisted on going on as billed, holding up her end well enough to get the following notice in the *New York Times*: "Miss Quinn possesses a natural poise and can deliver a humorous line coolly, although she was obviously nervous and ill at ease."

Miss Quinn was still somewhat groggy on Tuesday's (Aug. 7) show, and, as if that weren't enough, Hughes Rudd, the veteran CBS News correspondent who serves as co-anchor, was informed after the show that his mother had died during the night at her home in Overland Park, Kan., after a long illness.

As for the show itself, Stuart Schulberg, the executive producer of *Today*, said, "Considering all the advance publicity, I was surprised at how little innovation there actually was. You got the same hard-news reporting, the long film stories, the same sequential presentation of the news, which can be watched the way a newspaper is read, that is, from front to back, with no reappearing."

"The satirical bit with Marshall Efron was embarrassing, and I predict that that kind of feature won't last long—satire just doesn't play early in the morning. Sally Quinn was jittery and probably below par because of her fever—from the look of it, though, she could very well become a competent straight news reporter. Certainly the ad-libbing she and Rudd did was hardly innovative. I guess I just expected a more basic alteration of their previous format."

CBS's Lee Townsend readily admits that his focus is still hard news. "But that doesn't rule out a more conversational, informal style," he says. "We have no intention of copying the *Today* show, which is so structured that you don't even have to watch it—you get the illusion you're being informed of the day's events without having to even pay attention."

Mr. Schulberg counters this argument by saying, "We just don't think audiences are ready for an hour of hard news in the morning. The average viewer is only around long enough at that time in the morning to pick up about 20 minutes of that day's show, so we've got to keep coming back to scratch, which means repeating the news at least every half hour. In other words, you don't program for shut-ins at that hour of the day."

The thing that bothers Hughes Rudd about the *Today* show is that "it's divorced from reality. On our opening day, for instance, they were doing an outdoor fashion show in Rockefeller Center."

The two shows have similar personnel structures. Over-all, the *Today* show has 70 or so staff members, compared to 45 on the *CBS Morning News*. Each show has a Washington correspondent assigned to it (Bill Monroe for *Today* and Barry Serafin on CBS) and each has a roving reporter-at-large to do film pieces (Paul Cunningham with NBC and Charles Osgood, CBS). *Today* has a Midwest editor and staff based in Chicago (Bill Hale is the on-air man) and the *CBS Morning News* keeps a full-time producer in Chicago and Los Angeles. For coverage of art and architecture, *Today* regularly

draws on the services of Brian O'Doherty, the author and critic, and the show frequently calls on Lew Young, the editor of *Business Week*, for analysis of economic trends. *Today* dropped Judith Crist as its biweekly movie and theater critic shortly after Gene Shalit became a regular panelist on the show (replacing Joe Garagiola in January 1973). Mr. Shalit, an experienced reviewer (*Look* magazine, WNBC-TV New York), does a weekly critic's corner in which he discusses everything from ballet to the Ringling Bros. circus.

CBS has not yet built up a stable of outside experts. Marshall Efron (the satirical performer who got some national recognition for his set pieces on PBS's *The Great American Dream Machine*) has been signed for five *CBS Morning News* spots, and Mr. Rudd would like to see Hunter S. Thompson (the political editor of *Rolling Stone*) do political and cultural commentary for the show.

Steve Mills, one of ABC's West Coast vice presidents, is watching this new phase of the NBC-CBS competition very carefully, because ABC is planning on making it a three-network horse race by January of 1975, and Mr. Mills is in charge of that planning. But, as of now, the *Today* show seems to regard itself with all the security and satisfaction of a businessman who's cornered the market.

Journalism Briefs

TVN: new clients. Television News Inc., New York, has added WOR-TV New York and WMSH-TV South Bend, Ind., as subscribers to its Monday-Friday electronic newsfilm service, raising station clients to nine. WOR-TV will use TVN's service to help produce its new evening news program, *First News* (5:30-6 NYT).

Against guild ties. Tenth Circuit Court of Appeals in Denver has ruled that editorial writers should not be members of Newspaper Guild. In case involving *Wichita* (Kan.) *Eagle and Beacon*, National Labor Relations Board had ruled that newspaper transferred Dorothy Wood from editorial page to Sunday magazine because of her union activities. Board ordered her reinstated. However, appeals court agreed with newspaper's contention that editorial writers should not be guild members because they are too closely aligned with management.

New source. Unicorn News Service, nonprofit organization developing youth-oriented radio network in San Francisco, has begun serving FM stations with information and actualities on broad range of what it calls "alternative" news stories. Offerings consist of five-minute feeds three times a week, sent to stations over telephone lines. 720 Clementina Street San Francisco 94103. (415) 863-3005.

Bilingual newscast. Two Chicago-area stations, WBBM-TV Chicago and WOJO (FM) Evanston, Ill., will team up later this month to begin major nightly newscast aimed at city's half-million Spanish-speaking residents. Beginning Aug. 27, WOJO will simulcast in Spanish WBBM-TV's 6-to-7 p.m. news program.

Linn leaves WFAA-TV; RTNDA without a VP

Travis Linn, executive news director of WFAA-TV Dallas and vice president-elect of the Radio Television News Directors Association, has resigned from the station to take a post in a TV-oriented community college system.

Martin Haag, assistant news director of WCBS-TV New York, has been chosen to succeed him as WFAA-TV executive news director.

The changes mean that Mr. Linn cannot take office as RTNDA president, since he is leaving the ranks of news directors. A new election will be held at the RTNDA's annual international conference Oct. 8-13 in Seattle. Mr. Linn won election as vice president and president-elect by a 77-70 vote over Bos Johnson of WSJZ-TV Huntington-Charlottesville, W. Va., at last year's convention.

Mr. Linn, 34, executive news director of WFAA-TV since 1966, said last week he would have had to give up his RTNDA posts even if he had remained at the station because management had decided to bring in a new news director and had offered him the post of director of special projects. He attributed the changes partly to what he called his failure to "mesh" fully with Ward Huey Jr., the station's new vice president and general manager, and partly to demands of RTNDA activities on his time and management's belief that the news director was needed full time. His departure, he said, was amicable. It's officially effective Aug. 31.

Mr. Linn's new post is assistant chancellor of the Dallas County Community College District, a system of four—soon to be seven—public junior colleges that he, says is active in the use of TV in education and intends to become more active. He expects to have a hand in that and said he's delighted with the change. He also plans to attend the RTNDA's Aug. 25 board meeting before taking on his new job Sept. 1.

RTNDA President Charles Harrison will assume the additional duties of vice president until a new president and vice president are elected.

Nominated for president of the organization are Richard E. Gottschald, WDBJ-TV Duluth, Minn., and Mr. Johnson.

On the ballot for vice president are Thomas J. Frawley, Cox Broadcasting, Washington, and Wayne R. Vriesman, KWGN-TV Denver.

In addition, two directors-at-large will be selected (for two-year terms) from the following slate: Ed DeForest, KWKW (AM) Shreveport, La.; Edward M. Kennedy, WWLP-TV Springfield, Mass.; Larry E. Maisel, WDBJ-TV Roanoke, Va. and Mike McGee, KCMO (AM)-KFUM (FM) Kansas City, Mo.

New news writer salaries

Members of the Writers Guild of America have ratified a four-year contract covering staff news writers and editors,

If you're growing into an MSO, here's why you should finance acquisitions through Cable Funding Corp.

You're planning on enlarging your cable operations by acquiring additional systems, but your supply of capital is limited. That's exactly why you should borrow from Cable Funding Corp. Among our advantages over commercial lending institutions, we offer you more leverage. And sensible repayment terms.

- **Leverage.**

With Cable Funding Corp., you get *maximum* borrowing power with a *minimum* capital investment on your part, more than any conventional lender is willing to give you.

- **Our flexible repayment policy.**

We understand the cable business. We're familiar with the way the money comes in. So our repayment terms are geared to your projected cash flows. That's another advantage most commercial institutions won't give you.

- **We make loan decisions quickly.**

We're structured to provide you with immediate service. And prompt decisions.

- **We provide unique professional expertise.**

Unlike any other lender, we provide more than money. Malarkey, Taylor and Associates are affiliated with Cable Funding Corp. and are available to help you with all aspects of cable operations, including engineering, marketing, administrative and personnel problems.

- **We'll finance all facets of cable operations.**

We've got the expertise to tailor a loan to anybody's needs, regardless of size. In addition to acquisitions, we'll lend you money for new system builds, rebuilds or refinancing. And that includes tax-sheltered investment partnerships and off-balance sheet financing, too.

If you need money to diversify, call our president, Harold Ewen, at (212) 371-3700 for more information. You might be able to acquire more than you think.



Cable Funding Corp.

375 Park Avenue, New York, New York 10022

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

—*—

CINCINNATI—

Richard C. Crisler, Ted Hepburn, Alex Howard
36 East Fourth Street, 45202, phone (513) 381-7775

TUCSON—

Edwin G. Richter Jr., Frank Kalil
POB 50544, 85703, phone (602) 622-3336

continuity and promotion writers at CBS and ABC, and promotion writers at NBC. The contract calls for a 5.5% pay rise in each of the first two years and re-opening of money items on Feb. 14, 1975. The new pact expires on March 1, 1977, but its provisions are retroactive to Feb. 14, 1973. Staff news writers' salaries jump from \$287 under the old pact to \$303 on Aug. 1 and to \$320 on Feb. 1, 1974. In addition writers receive commercial and experience fees.

AMA gets chance to talk back on 'Health'

Fairness dispute over NBC News documentary seen at end with Roth set for 'Today' interview

The dispute between the American Medical Association and NBC over the NBC News documentary *What Price Health?* (BROADCASTING, Feb. 12, et seq.) appeared at an end last week as NBC announced the president of AMA would appear in a quarter-hour segment of *Today* on Aug. 20.

The announcement said Dr. Russell B. Roth, AMA president, would discuss his organization's views on current legislative proposals for the delivery of medical care, and that he is also expected to comment on problems surrounding health services and the way those problems were discussed on *What Price Health?*

In addition, NBC said it had agreed to make available to AMA a film version of the Roth *Today* interview—a question-and-answer session will follow his comments—and to identify for AMA the nonbroadcast organizations that have bought or leased prints of *What Price Health?* AMA plans to distribute the *Today* film to those organizations.

After failing to get NBC to provide free time for AMA to reply to the one-hour documentary, broadcast last December, the medical association asked the FCC to investigate "distortion and slanting of news" in the program and to require NBC to grant reply time (BROADCASTING, May 7).

But all sides sounded amicable enough in last week's announcement, and sources close to the case said AMA had agreed not to pursue its FCC complaints.

Dr. Ernest B. Howard, AMA executive vice president, said that "while we still have differences of opinion over *What Price Health?* the main point is that both the AMA and NBC wish to serve the interests of an informed public. This involves full and fair discussion of the whole range of health-care issues. . ."

Richard C. Wald, president of NBC News, said "we have had several candid discussions with the AMA. We have always recognized that a subject as complex as health care cannot be adequately covered in one hour. We have covered it in programming preceding *What Price Health?* and we intend to continue cov-

ering developments in that field. For instance, in August, we will do a documentary on hospital costs and malpractice, in which the AMA has been invited to participate."

And Newton N. Minow, former FCC chairman who was retained by AMA to represent it in the NBC dispute, said "the initiative which NBC has taken represents a statesmanlike response to the need for balanced discussion of important public issues."

ATLA awards go to four

Two TV outlets and two radio stations have won Association of Trial Lawyers news media awards. ATLA awards of merit are presented for outstanding journalistic accomplishments in furthering the cause of equal justice and bettering community welfare.

KING-TV Seattle was selected for its documentary series, *The Second Mile*, which covered various aspects of the criminal justice system. WJCT-TV Jacksonville, Fla., received an award for its documentary, *I've Got My Rights*, which explained the rights of citizens in confrontation with the law. WJR(AM) Detroit was honored for its continuing series on the Michigan judicial system and the necessity of reform within the system. WHWH(AM) Princeton, N.J., was presented an award for its coverage of the Trenton state prison's Inmates Legal Associates program.

Equipment & Engineering

Another small step for re-regulation

Radio stations relieved of need to operate around-the-clock frequency-monitoring devices

The FCC has abandoned its rules that require AM and FM stations to be equipped with continuously operating frequency monitors. It has also eliminated requirements for logging frequency-monitor readings every three hours and making daily frequency checks for FM subcarrier frequencies, stereo-pilot subcarrier frequencies and television-station carrier frequencies. Under the revised rules, carrier and subcarrier frequencies must be checked at least once a month.

The commission feels that frequency instability is no longer a significant problem and "certainly not one which warrants requiring that frequency be continuously monitored." The commission explained that automatic frequency control of transmitters had provided an "inherent stability" that substantially exceeded the requirements, and this capability, coupled with the actual performance of modern transmitters, should be reflected in the rules. The new amendment is a product of the FCC's continuing study of broadcast re-regulation. The study is attempting to define which technical rules have become outdated.

Technical Briefs

Model changes. Marconi Mark VIII color camera has been modified in new version, Mark VIIIB, as announced by Marconi Communication Systems Ltd., England. New techniques used in manufacture of pick-up tube yokes have resulted in improved assemblies which provide Mark VIIIB with registration performance above its predecessor, according to company. PAL encoder has been modified to provide interval color bars to enable its performance to be monitored at all times. First deliveries of Mark VIIIB will be made to Yugoslavia where 29 cameras have been ordered.

All-purpose VTR. Sanyo Electric Inc., Compton, Calif., has introduced half-inch videocassette recorder for business and educational use. Sanyo VTC7100 weighs 14 pounds and 20-minute cassette can be sent airmail for \$1 compared to \$2.54 for conventional three-quarter-inch cassette, according to Sanyo. Unit can be operated on AC or batteries and features stop motion, slow motion and operation with standard video camera and associated equipment.

Color constant. Cohu Inc., San Diego, had announced modifications of Model 1500 color film camera that include provision for remote control adjustments for poor film or source color, as well as revision in image enhancement system. Model 1500 is now priced at \$31,000.

The composite of all features most asked for in the Broadcast Industry

langevin series 10 Audio Control Center

- 26 Stereo Inputs
- 10 Stereo Mixing Channels
- 10 Stereo Remote Inputs
- Stereo/Mono Input Select Keys
- Digital Time Clock
- Solid State Modular Circuitry
- Conductive Plastic Stepless Faders
- Redundant Fail Safe Power Supplies
- Conjunctional Microphone Foot Switch
- Two 10 Watt Monitor Amplifiers
- Separate Program and Audition Outputs
- Separate Cue Amplifier
- Optional Equalization Controls

\$5365.00 (User's Net)



Cetec INC.
a subsidiary of Computer Equipment Corp.

MAIN OFFICE: 13035 Salicoy St. • North Hollywood, California 91605 • Phone (213) 875-1900 • TWX: 9104992689

NASHVILLE OFFICE: Route 4 • Devens Drive • Brentwood, Tennessee 37027 • Phone (615) 794-0155

EUROPEAN OFFICE: Cetec, U.K. • Shaftesbury St. • High Wycombe, Bucks, England • Phone High Wycombe 37326 • Telex: 837329

John Phillips sues for royalty recovery

Writer-performer says ABC/Dunhill cut him out of discount sales

John Phillips, leader of the now disbanded pop group, the Mamas and Papas, has filed a \$9-million damage suit charging ABC/Dunhill Records with fraud and breach of contract. The complaint, prepared by Mr. Phillips himself, was filed in Los Angeles Superior Court.

Mr. Phillips had stated his intention to file the suit at a news conference called by Senator James L. Buckley (R-C-N.Y.) (BROADCASTING, Aug. 6). The suit seeks recovery of \$3 million in royalties allegedly owed him and \$6 million in damages. The suit names ABC/Dunhill Records, Trousdale Music Publishers Inc., Wingate Music Corp. and ABC Inc. as defendants. It alleges that the record company debited him for royalties on returned records but then re-sold the records to other outlets at a discount.

ABC officials said last week that Mr. Phillips had filed earlier suits, similar in nature, and that settlements had been made in several. A spokesman also voiced objections to Senator Buckley's role, saying: "We don't know why [the senator] would involve himself in a bookkeeping dispute."

Mr. Phillips was with ABC/Dunhill Records from 1965 through 1972 when he signed a solo contract with Columbia Records. He wrote, and performed such hits as "California Dreamin'" and "Monday, Monday" for the Mamas and Papas.

Tracking the Playlist. The chart this week is peppered with 17 bullets. The big jumps were not confined to any particular area of the chart, but affect all levels. Diana Ross's "Touch Me in the Morning" is the new number-one record replacing "Bad, Bad, Leroy Brown" (5). Chicago's "Feelin' Stronger Every Day" (10) is new to the top 10 this week. And Johnnie Taylor's "I Believe in You" (14), Marvin Gaye's "Let's Get It On" (16) and War's "Gypsy Man"—all are R&B crossover records and mark the return of black crossovers after several weeks' lull—are bulleted this week in the top-20 positions. Four records break into top-40 positions for the first time this week: "We're An American Band" by Grand Funk (26) ("Breaking In," Aug. 6), "Here I Am" by Al Green (27), "My Maria" by B. W. Stevenson (34), ("Breaking In," July 23) and "The Hurt" by Cat Stevens (39) ("Breaking In," July 9). New and bulleted in their first week on the chart are the Edgar Winter Group's "Free Ride" (56), Cross Country's much-slowed rendition of Wilson Pickett's "In the Midnight Hour" (60), Bobby Goldsboro's country hit "Summer (the First Time)" (64) and the Doobie Brothers' "China Grove" (65). Also new this week for the first time are America's "Muskrate Love" (69), Rod Stewart's "Twistin' the Night Away" (70), the Isleys' "That Lady" (71) and Johnnie Rivers's newest oldie, "Searchin'" (72).

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
2	1	Touch Me in the Morning (3:51) Diana Ross—Motown	1	1	1	3
8	2	The Morning After (2:14) Maureen McGovern—20th Century	2	2	3	4
4	3	Yesterday Once More (3:50) Carpenters—A & M	4	5	2	9
3	4	Live and Let Die (3:10) Paul McCartney and Wings—Apple	5	3	6	1
1	5	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	3	6	4	6
5	6	Get Down (2:38) Gilbert O'Sullivan—Mam	6	4	6	5
6	7	Shambala (3:27) Three Dog Night—ABC/Dunhill	7	8	7	12
10	8	Brother Louie (3:55) Stories—Kama Sutra	12	7	11	2
9	9	Diamond Girl (3:29) Seals and Crofts—Warner Brothers	8	9	10	10
12	10	Feelin' Stronger Every Day (4:13) Chicago—Columbia	9	10	9	7
7	11	Smoke on the Water (3:48) Deep Purple—Warner Brothers	10	11	8	8
15	12	Delta Dawn (3:08) Helen Reddy—Capitol	11	12	12	11
19	13	My Sweet Gypsy Rose (2:51) Dawn—Bell	15	15	13	13
29 •	14	I Believe in You (3:58) Johnnie Taylor—Stax	13	14	14	15
13	15	Boogie Woogie Bugle Boy (2:32) Bette Midler—Atlantic	14	16	18	21
38 •	16	Let's Get It On (3:58) Marvin Gaye—Tamla	21	17	15	16
24	17	Loves Me Like a Rock (3:32) Paul Simon—Columbia	16	18	17	17
11	18	Playground in My Mind (2:55) Clint Holmes—Epic	17	13	20	20
18	19	Monster Mash (3:00) Bobby Boris Pickett—Parrot	20	21	16	14
33 •	20	Gypsy Man (5:22) War—United Artists	22	25	21	18
20	21	Will It Go Round in Circles? (3:42) Billy Preston—A & M	19	20	22	26
16	22	Long Train Runnin' (3:25) Doobie Brothers—Warner Brothers	18	19	24	24
28	23	Are You Man Enough? (3:24) Four Tops—Dunhill	26	23	19	19
30	24	How Can I Tell Her? (3:59) Lobo—Big Tree	24	24	25	25
14	25	Kodachrome (3:24) Paul Simon—Columbia	23	22	30	28
44 •	26	We're an American Band (3:25) Grand Funk—Capitol	31	26	26	23
41 •	27	Here I Am (4:10) Al Green—Hi	29	33	23	27
34	28	If You Want Me to Stay (2:58) Sly and the Family Stone—Epic	35	27	27	29
21	29	Uneasy Rider (3:53) Charlie Daniels—Kama Sutra	32	28	28	31
40 •	30	Saturday Night's Alright for Fighting (4:55) Elton John—MCA	39	29	29	22
23	31	Natural High (4:02) Bloodstone—London	28	31	33	32

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
25	32	So Very Hard To Go (3:37) Tower of Power—Warner Brothers	25	34	35	34
37	33	Believe in Humanity (3:22) Carole King—Ode	34	32	31	33
46 •	34	My Maria (2:32) B. W. Stevenson—RCA	27	36	32	36
17	35	Give Me Love (Give Me Peace on Earth) (3:32) George Harrison—Apple	30	35	34	35
22	36	Money (3:59) Pink Floyd—Harvest	36	30	36	30
39	37	Young Love (2:18) Donny Osmond—MGM	37	38	37	42
35	38	Clouds (2:45) David Gates—Elektra	33	37	40	41
42	39	The Hurt (4:16) Cat Stevens—A & M	40	39	38	38
36	40	Bongo Rock (2:36) Incredible Bongo Band—Pride	43	41	39	37
48	41	Everyone's Agreed (3:12) Stealers Wheel—A & M	41	40	41	39
26	42	Behind Closed Doors (2:55) Charlie Rich—Epic	38	42	42	47
47	43	Angel (3:34) Aretha Franklin—Atlantic	45	44	43	44
32	44	Misdemeanor (2:36) Foster Sylvers—Pride	44	48	45	46
45	45	Where Peaceful Waters Flow (4:22) Gladys Knight and the Pips—Buddah	47	43	46	43
56 •	46	A Million to One (2:38) Donny Osmond—MGM	42	49	49	51
61 •	47	Half Breed (2:42) Cher—MCA	49	45	44	48
49	48	Jimmy Loves Maryann (3:25) Looking Glass—Epic	53	46	47	45
27	49	Soul Makossa (4:30) Manu Dibango—Fiesta	51	47	48	50
51	50	I'll Always Love My Mama (3:04) Intruders—Gamble	55	51	51	49
68 •	51	Freedom For The Stallion (3:45) Hues Corp.—RCA	50	50	53	55
59	52	Roll Over Beethoven (4:30) Electric Light Orchestra—United Artists	66	67	50	40
70 •	53	Sweet Charlie Babe (2:38) Jackie Moore—Atlantic	48	54	52	56
43	54	My Love (4:08) Paul McCartney and Wings—Apple	60	52	55	59
57	55	Let's Pretend (2:51) Raspberries—Capitol	46	61	*	53
— •	56	Free Ride (3:05) Edgar Winter Group—Epic	65	62	64	54
31	57	Right Place Wrong Time (2:50) Dr. John—Atco	*	53	56	52
67	58	Why Me? (3:25) Kris Kristofferson—Monument	52	57	58	62
62	59	L.A. Freeway (3:20) Jerry Jeff Walker—MCA	56	55	59	58
— •	60	In The Midnight Hour (3:14) Cross Country—Atco	54	63	60	64
72 •	61	Loving Arms (2:50) Dobie Gray—MCA	57	58	61	61
75 •	62	Sunshine (3:43) Mickey Newberry—Elektra	61	56	64	66
53	63	There's No Me Without You (3:28) The Manhattans—Columbia	58	64	63	60
— •	64	Summer (The First Time) (4:37) Bobby Goldsboro—United Artists	63	65	65	71
— •	65	China Grove (3:14) Doobie Brothers—Warner Brothers	75	72	57	63
54	66	Tequila Sunrise (2:52) Eagles—Asylum	59	60	*	*
65	67	What About Me (2:40) Anne Murray—Capitol	72	59	72	74
55	68	You Light Up My Life (3:12) Carole King—Ode	67	69	68	73

Continues on next page

How to ship small packages in a big hurry.

DELTA'S DASH

DELTA AIRLINES SPECIAL HANDLING

Delta guarantees delivery on the flight or routing you specify between most Delta cities.

Packages accepted up to 50 lbs. with length plus width plus height not to exceed 90" total, with only one dimension exceeding 30"

Delivery to Delta's passenger counter or air freight terminal at the airport at least 30 minutes prior to scheduled departure time.

Pick-up at DASH Claim Area next to airport baggage claim area 30 minutes after flight arrival at destination.

Charges for DASH shipments are nominal. Delta reservations will be pleased to quote actual charges between specific points.

Payments accepted in cash, by company check, most general-purpose credit cards, special credit arrangements or on government shipments by GBL. **DELTA** The airline run by professionals

Rate examples (Tax included)

Atlanta-Washington	\$21.00
Boston-Miami	\$26.25
Cincinnati-Louisville	\$21.00
Cleveland-Phoenix	\$26.25
Los Angeles-New Orleans	\$31.50
Dallas-Los Angeles	\$26.25
San Francisco-Atlanta	\$31.50
Philadelphia-Houston	\$26.25
New York-Tampa	\$26.25

For full details, call Delta reservations.



Delta is ready when you are!

The Broadcasting Playlist continued from preceding page

Breaking In

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
—	69		Muskrat Love (3:03) America—Warner Brothers	68	74	67	68
—	70		Twistin' The Night Away (3:15) Rod Stewart—Mercury	64	*	62	70
—	71		That Lady (3:09) Isley Brothers—T-Neck	62	76	70	69
—	72		Searchin' (3:15) Johnny Rivers—United Artists	*	66	*	67
63	73		He Did With Me (2:27) Vicki Lawrence—Bell	73	73	75	*
—	74		Lord, Mr. Ford (3:25) Jerry Reed—RCA	70	*	76	*
—	75		Doin' It To Death (5:05) Fred Wesley and the JB's—Polydor	71	*	71	*

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

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

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

"Rocky Mountain Way"—Joe Walsh (ABC/Dunhill) ■ Hard-rock bands that have never seen the light of day on top-40 radio are suddenly breaking through on singles charts with amazing strength. Among such groups are Grand Funk, Deep Purple, Edgar Winter and Pink Floyd. And now there is no reason why the former lead guitarist of the successful James Gang, Joe Walsh, does not have a good chance of getting a hit out of his first solo effort. A raucous blues number, filled to the brim with uncommon electronic gimmickry and a wicked slide guitar, "Rocky Mountain Way" is showing acceptable progress on playlists in the South and West. ABC/Dunhill reports excellent sales on the LP, *The Smoker You Drink the Player You Get* coming mainly from the reputation gained with the James Gang. The record is produced by Bill Saymozyk (producer of the J. Geils Band, among others). "Rocky Mountain Way" needs a few breaks to attain hit status. It needs a couple of big-market stations adding the record within the next four weeks or so and it wouldn't hurt if those stations were on the East Coast. Stations playing Joe Walsh's first solo record last week included: KLP(AM) El Paso, KOL(AM) Seattle, KILT(AM) Houston, KJR(AM) Seattle, KTIX(AM) Denver and WIXY(AM) Cleveland.

"Free Ride" — Edgar Winter Group (Epic) ■ Edgar Winter can sing too. His last single, "Frankenstein," was rich with synthesizer and guitar background, but it was an instrumental. On "Free Ride," Edgar Winter opens his mouth and the success of that effort can be seen on this week's "Playlist," where the record is number 56 in its first week.

"Free Ride" is quite similar to the sound of the Doobie Brothers in their hits "Listen to the Music" and "Long Train Runnin'." The vocals are fresh, a cut-time beat is provided by a rhythm guitar and spiced with Mr. Winter's electronic keyboard.

Airplay on "Free Ride" is just beginning (it's about three weeks old) and is coming through strongly in this initial phase. The great bulk of play is on number-two rated rockers in major markets. If the record shows success where it is being played now, the big top-40's will not hesitate long to go on it.

Stations on the new Edgar Winter Group record last week included KOL(AM) Seattle, KYA(AM) San Francisco, WPIX(FM) New York, WMYQ(FM) Miami, WFIL(AM) Philadelphia, WIXY(AM) Cleveland, WQXI(AM) Atlanta and WCAO(AM) Baltimore.

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

- ASHES TO ASHES, Fifth Dimension (Bell).
- BEST OF FRIENDS, Joan Baez (A&M).
- BILLION DOLLAR BABIES, Alice Cooper (Warner Brothers).

Don't sell in-depth financial planning short

Successful CATV systems demand expertise in every field—franchising . . . operations . . . finance. At BCA we know the important effect on profitability that positive financial planning can have. We've made that our specialty.

Let us assist you in:

- Arranging your long term debt financing
- Securing short term financing
- Assembling detailed data for profitable funding

Call Jim Ackerman (317 / 923-2353) for more information.



Becker Communications Associates

1800 North Meridian Street, Suite 410, Indianapolis 46202 • 317/923-2353
Chicago: 312/786-6093 • New York: 212/747-4440 • Los Angeles: 213/553-6231

- BIRDMAN, Rare Bird (MCA).
- BLOCKBUSTER, Sweet (Bell).
- 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).
- FUTURE SHOCK, Curtis Mayfield (Curtom).
- GHETTO CHILD, Spinners (Atlantic).
- GLAMOUR BOY, Guess Who (RCA).
- GONNA HUSTLE YOU, Legendary Masked Surfers (United Artists).
- I WAS CHECKING OUT, Don Covay (Mercury).
- I'VE GOT SO MUCH TO GIVE, Barry White (20th Century).
- JUST DON'T WANT TO BE LONELY, Ronnie Dyson (Columbia).
- THE KING OF ROCK AND ROLL, Cashman and West (ABC/Dunhill).
- THE LAST THING ON MY MIND, Neil Diamond (MCA).
- LEAVING YOU, Sourdough (Metromedia).
- LET'S SPEND THE NIGHT TOGETHER, David Bowie (RCA).
- LONG WAY HOME, Neil Diamond (MCA).
- LOVE, LOVE, LOVE, Donnie Hathaway (Atco).
- MAKE UP YOUR MIND, J. Geils Band (Atlantic).
- MAYBE BABY, Gallery (Sussex).
- MR. SKIN, Spirit (Epic).
- THE PEACEMAKER, Albert Hammond (Mums).
- RHAPSODY IN BLUE, Deodato (CTI).
- ROCKY MOUNTAIN WAY, Joe Walsh (ABC/Dunhill).
- SEND A LITTLE LOVE MY WAY, Anne Murray (Capitol).
- SHORT STOPPING, Vida Brown (Stax).
- SHOW BIZ KIDS, Steely Dan (ABC/Dunhill).
- SIXTY-MINUTE MAN, Clarence Carter (Fame).
- SMALL, SMALL WORLD, Mike Curb Congregation (MGM).
- SUNSHINE SHIP, Arthur, Hunley, Gottlieb (Columbia).
- SYLVIA, Focus (Sire).
- THEY'RE COMING TO TAKE ME AWAY, Napoleon IV (Warner Brothers).
- TOP OF THE WORLD, Lynn Anderson (Columbia).
- TOUCH OF MAGIC, James Leroy (Janus).
- WHERE IS THE LOVE, Sergio Mendes and Brazil '77 (Bell).
- WIPE OUT, Surfari (Dot).
- WOULDN'T I BE SOMEONE, Bee Gees (RSO).
- YES WE CAN CAN, Pointer Sisters (Blue Thumb).
- YES WE FINALLY MADE IT, Love Unlimited (20th Century).
- YOU GOT ME ANYWAY, Sutherland Brothers and Quiver (Capitol).
- YOU WERE ALWAYS THERE, Donna Fargo (Dot).

**We plan
man
truck
track
slate
shoot
cut
can
clear
copy
ship
store
and
sweat.
Just for you.**

In other words, the most complete package of video tape services in the industry. All you have to do is call us!

Total tape technology in production, post production, distribution — syndication, and videocassettes.

T&V 

TRANS-AMERICAN VIDEO, INC.

1541 N. Vine St., Hollywood, Calif. 90028 (213) 466-2141

Broadcasting with other major interests

	Stock symbol	Exch.	Closing Wed. Aug. 8	Closing Wed. Aug. 1	Net change in week	% change in week	High	1973 Low	Approx. Shares out (000)	Total market capitali- zation (000)
AVCO	AV	N	9 7/8	10 1/8	- 1/4	- 2.46	16	8	11,478	113,345
BARTELL 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	4 1/8	- 1/8	- 3.03	6 5/8	3 5/8	4,161	16,644
COMBINED COMM.	CCA	A	26	26 5/8	- 5/8	- 2.34	44	15	3,230	83,980
COWLES	CWL	N	6 5/8	6 1/2	+ 1/8	+ 1.92	9 5/8	4 3/4	3,969	26,294
DUN & BRADSTREET	DNB	N	38 3/4	38 1/8	+ 5/8	+ 1.63	39 3/8	32 3/4	26,042	1,009,127
FAIRCHILD INDUSTRIES	FEN	N	6 1/8	6 1/4	- 1/8	- 2.00	13 3/8	5 1/4	4,550	27,868
FUQUA	FQA	N	11 3/4	10 7/8	+ 7/8	+ 8.04	20 3/8	9 1/2	9,741	114,456
GABLE INDUSTRIES	GBI	N	21 1/2	20 3/4	+ 3/4	+ 3.61	25	15	2,605	56,007
GENERAL TIRE	GY	N	19 3/8	20 3/8	- 1	- 4.90	28 3/4	17 3/8	20,652	400,132
GLOBETROTTER	GLBTA	O	5 1/8	5 1/4	- 1/8	- 2.38	8 1/8	4 3/4	2,820	14,452
GRAY COMMUNICATIONS		O	10 1/2	10	+ 1/2	+ 5.00	12 7/8	9	475	4,987
HARTE-HANKS	HHN	N	11 1/8	12 1/8	- 1	- 8.24	29 1/4	8	4,335	48,226
KAISER INDUSTRIES	KI	A	6 3/4	6 1/2	+ 1/4	+ 3.84	7 3/8	4	27,487	185,537
KANSAS STATE NETWORK	KSN	O	4 7/8	4 7/8		.00	6 1/8	4 7/8	1,741	8,487
KINGSTIP	KTP	A	8 5/8	9 1/8	- 1/2	- 5.47	14 1/4	6 1/2	1,155	9,961
LAMB COMMUNICATIONS	P	2	1 7/8	1 7/8	+ 1/8	+ 6.66	2 5/8	1 3/4	475	950
LEE ENTERPRISES	LNT	A	14 1/2	15 1/8	- 5/8	- 4.13	25	12 5/8	3,366	48,807
LIBERTY	LC	N	17 3/4	17 1/4	+ 1/2	+ 2.89	23 7/8	15 3/4	6,760	119,990
MCGRAW-HILL	MHP	N	9 1/8	9 1/8		.00	16 7/8	7 1/2	23,525	214,665
MEDIA GENERAL	MEG	A	36 1/2	37	- 1/2	- 1.35	43 1/2	31 3/4	3,546	129,429
MEREDITH	MDP	N	11 3/4	12 3/4	- 1	- 7.84	20 1/2	11 3/4	2,827	33,217
METROMEDIA	MET	N	11 3/4	12 1/2	- 3/4	- 6.00	32 1/4	11 3/4	6,483	76,175
MULTIMEDIA	O	20	19 1/4	19 1/4	+ 3/4	+ 3.89	30 1/4	18	4,388	87,760
OUTLET CO.	OTU	N	11 5/8	11 7/8	- 1/4	- 2.10	17 5/8	10 3/8	1,379	16,030
POST CORP.	POST	O	12	13 1/2	- 1 1/2	- 11.11	17	10 1/4	893	10,716
PSA	PSA	N	14 1/4	12 7/8	+ 1 3/8	+ 10.67	21 7/8	10 3/8	3,779	53,850
PUBLISHERS BCSTG.	PUBB	O				.00	2	7/8	919	804
REEVES TELECOM	RBT	A	1 5/8	1 5/8		.00	3 1/4	1 1/2	2,376	3,861
RIDDER PUBLICATIONS	RPI	N	18 1/2	18 3/4	- 1/4	- 1.33	29 7/8	12 1/2	8,312	153,772
ROLLINS	ROL	N	20 3/4	22 3/8	- 1 5/8	- 7.26	36 1/2	14 1/4	13,372	277,469
RUST CRAFT	RUS	A	14 5/8	15 3/8	- 3/4	- 4.87	33 3/4	13 3/4	2,366	34,602
SAN JUAN RACING	SJR	N	15 1/8	15 1/8		.00	23 3/4	14	2,153	32,564
SCHERING-PLOUGH	SGP	N	85 1/4	85 1/4		.00	87 5/8	71 3/4	52,590	4,483,297
SONDERLING	SDB	A	11	11		.00	16 3/8	7 5/8	1,006	11,066
TECHNICAL OPERATIONS	TO	A	7 7/8	7 1/2	+ 3/8	+ 5.00	13 1/2	5 1/8	1,386	10,914
TIMES MIRROR CO.	TMC	N	18 7/8	19 1/2	- 5/8	- 3.20	25 7/8	16 1/2	31,145	587,861
TURNER COMM.	O	4 1/2	4 3/8	4 3/8	+ 1/8	+ 2.85	6	4 3/8	1,486	6,687
WASHINGTON POST CO.	WPO	A	21 1/4	21	+ 1/4	+ 1.19	37	18 5/8	4,746	100,852
WOMETCO	WOM	N	12 3/4	14 1/2	- 1 3/4	- 12.06	19 3/8	11 1/4	6,098	77,749

Cablecasting

AMECO	ACO	O	5/8	5/8		.00	3	5/8	1,200	750
AMERICAN ELECT. LABS	AELBA	O	2 3/8	2 3/8		.00	3 5/8	1 3/8	1,673	3,973
AMERICAN TV & COMM.	AMTV	O	25 1/2	24 1/2	+ 1	+ 4.08	39	21	2,859	72,904
ATHENA COMM.		O	1 1/2	2 3/8	- 7/8	- 36.84	5 1/2	1	2,126	3,189
BURNUP & SIMS	BSIM	O	24 1/8	22 5/8	+ 1 1/2	+ 6.62	31 3/4	20 3/8	7,510	181,178
CABLECOM-GENERAL	CCG	A	4	4 1/8	- 1/8	- 3.03	8 7/8	3 3/4	2,489	9,956
CABLE FUNDING CORP.	CFUN	O	9 3/4	8 1/2	+ 1 1/4	+ 14.70	9 3/4	4 1/2	1,233	12,021
CABLE INFO. SYSTEMS		O				.00	2 1/2	1	663	663
CITIZENS FINANCIAL	CPN	A	4 1/4	4	+ 1/4	+ 6.25	9 1/2	4	2,676	11,373
COMCAST		O	3 3/8	3 1/4	+ 1/8	+ 3.84	5 3/8	3 1/8	1,280	4,320
COMMUNICATIONS PROP.	COMU	O	5 5/8	5	+ 5/8	+ 12.50	9 3/4	3 5/8	4,435	24,946
COX CABLE	CXC	A	18 3/4	18 1/2	+ 1/4	+ 1.35	31 3/4	18	3,560	66,750
ENTRON	ENT	O	1/2	5/8	- 1/8	- 20.00	9 1/4	1/4	1,358	679
GENERAL INSTRUMENT	GRL	N	20 3/8	18 3/8	+ 2	+ 10.88	29 1/2	13 1/4	6,790	138,346
GENERAL TELEVISION		O	3	2 3/4	+ 1/4	+ 9.09	4 1/2	2 1/2	1,000	3,000
HERITAGE COMM.		O	8	8		.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 1/8	9 1/2	- 3/8	- 3.94	15 3/8	6 1/4	917	8,367
STERLING	STER	D	2 1/4	2 1/4		.00	4 1/4	1 1/4	2,162	4,864
TELE-COMMUNICATIONS	TCOM	O	10 3/8	10 3/8		.00	21	7 1/8	4,616	47,891
TELEPROMPTER	TP	N	13 1/2	15 5/8	- 2 1/8	- 13.60	34 1/2	12 5/8	15,999	215,986
TIME INC.	TL	N	33 3/4	33 7/8	- 1/8	- .36	63 1/4	29 1/2	7,286	245,902
TOCOM	TOCM	O	6 1/8	6	+ 1/8	+ 2.08	12 1/8	5 3/8	596	3,650
UA-COLUMBIA CABLE	UACC	O	8	8 1/2	- 1/2	- 5.88	15	7 3/4	1,832	14,656
VIACOM	VIA	N	11 1/2	12 1/4	- 3/4	- 6.12	20	9	3,851	44,286
VIKOA	VIK	A	6 1/8	5 1/2	+ 5/8	+ 11.36	9 1/8	4	2,562	15,692

TOTAL 82,579 1,145,907

Programming

COLUMBIA PICTURES	CPS	N	5 1/8	5 1/8		.00	9 7/8	4 1/2	6,335	32,466
DISNEY	DIS	N	86 1/4	87	- 3/4	- .86	123 7/8	70 1/8	28,552	2,462,610
FILMWAYS	FWY	A	3 3/8	3 1/4	+ 1/8	+ 3.84	5 3/8	2 1/8	1,877	6,334
GULF + WESTERN	GW	N	25 1/4	25 1/2	- 1/4	- .98	35 3/4	21 3/8	16,387	413,771
MCA	MCA	N	25	23 3/8	+ 1 5/8	+ 6.95	34 1/4	18 1/2	8,367	209,175
MGM	MGM	N	18 7/8	18	+ 7/8	+ 4.86	24	13 5/8	5,958	112,457
MUSIC MAKERS	MUSC	O				.00	2 5/8	1 5/8	534	1,401
TELE-TAPE		O	7/8	7/8		.00	1 3/4	3/4	2,190	1,916
TELETRONICS INTL.		O	4 1/4	4 1/2	- 1/4	- 5.55	10 1/2	4 1/4	724	3,077
TRANSAMERICA	TA	N	12 1/4	12 5/8	- 3/8	- 2.97	17 5/8	10 3/4	66,449	814,000
20TH CENTURY-FOX	TF	N	8 5/8	8	+ 5/8	+ 7.81	12 3/8	6 1/2	8,562	73,847
WALTER READE	WALT	O				.00	1 3/8	7/8	2,203	1,927
WARNER	WCI	N	12 5/8	12 5/8		.00	39 1/8	12 1/2	18,864	238,158
WRATHER	WCO	A	9 5/8	8 1/2	+ 1 1/8	+ 13.23	16 5/8	7	2,229	21,454

TOTAL 169,231 4,392,593

Service

JOHN BLAR	BJ	N	7	7 1/8	- 1/8	- 1.75	13	6 3/8	2,494	17,458
COMSAT	CQ	N	52 1/4	50 3/4	+ 1 1/2	+ 2.95	64 1/2	42 1/4	10,000	522,500
CREATIVE MANAGEMENT	CMA	A	5 3/4	5 1/2	+ 1/4	+ 4.54	9 1/2	4	1,056	6,072
DOYLE DANE BERNBACH	DOYL	O	13 1/2	15 1/4	- 1 3/4	- 11.47	23 1/2	12	1,884	25,434
ELKINS INSTITUTE	ELKN	O	3/4	3/4		.00	1 1/4	1/2	1,664	1,248
FOOTE COME & BELDING	FCB	N	9 1/2	9 1/4	+ 1/4	+ 2.70	13 3/8	8 1/8	2,129	20,225

	Stock symbol	Exch.	Closing Wed. Aug. 8	Closing Wed. Aug. 1	Net change in week	% c in
CLINTON E. FRANK		D	9 3/8	9 1/4	+	1/8 + 1.
GREY ADVERTISING	GREY	D	10	9 1/2	+	1/2 + 5.
INTERPUBLIC GROUP	IPG	N	14 1/2	15	-	1/2 - 3.
MARVIN JOSEPHSON	MRVN	D	9	9		
MCCAFFREY & MCCALL		O	7 3/4	8	-	1/4 - 3.
MCI COMMUNICATIONS	MCIC	O	5 5/8	5 1/2	+	1/8 + 2.
MOVIELAB	MOV	A	1 1/4	1 1/2	-	1/4 - 16.
MPO VIDEOTRONICS	MPO	A	2 5/8	2 1/2	+	1/8 + 5.
NEEDHAM, HARPER	NDHMA	D	11 1/2	11 1/2		
A. C. NIELSEN	NIELB	D	32 1/8	32 1/4	-	1/8 - .
OGILVY & MATHER	OGIL	D	19 1/2	19	+	1/2 + 2.
PKL CO.	PKL	O	7/8	3/4	+	1/8 + 16.
J. WALTER THOMPSON	JWT	N	14 1/2	14 1/2		
UNIVERSAL COMM.		D				
WELLS, RICH, GREENE	WRG	N	13	13 1/2	-	1/2 - 3.

Electronics

ADMIRAL	ADL	N	11 7/8	11 3/8	+	1/2 + 4.
AMPEX	APX	N	4 5/8	4 7/8	-	1/4 - 5.
CARTRIDGE TV+		D				
CCA ELECTRONICS	CCAE	O	1 3/8	1 1/4	+	1/8 + 10.
COLLINS RADIO	CRI	N	20 3/8	19 3/4	+	5/8 + 3.
COMPUTER EQUIPMENT	CEC	A	2 1/4	2 1/8	+	1/8 + 5.
CONRAC	CAX	N	17 5/8	17 7/8	-	1/4 - 1.
GENERAL ELECTRIC	GE	N	60 1/8	61 3/4	-	1 5/8 - 2.
HARRIS-INTERTYPE	HT	N	29	29 7/8	-	7/8 - 2.
INTERNATIONAL VIDEO	IVCP	O	8 3/4	9 1/4	-	1/2 - 5.
MAGNAVOX	MAG	N	12 1/4	9 3/4	+	2 1/2 + 25.
3M	MMM	N	86 1/2	85 3/4	+	3/4 + .
MOTOROLA	MOT	N	53 1/8	53 1/4	-	1/8 - .
OAK INDUSTRIES	OEN	N	13 3/4	14	-	1/4 - 1.
RCA	RCA	N	24 5/8	25 1/4	-	5/8 - 2.
RSC INDUSTRIES	RSC	A	1 3/4	1 3/4		
SONY CORP	SNE	N	48	45 3/4	+	2 1/4 + 4.
TEKTRONIX	TEK	N	40 5/8	40	+	5/8 + 1
TELEMATION	TMT	O	2 3/4	2 3/4		
TELEPRO INDUSTRIES		O	1	1		
WESTINGHOUSE	WX	N	34 5/8	36	-	1 3/8 - 3.
ZENITH	ZE	N	35 3/4	37 3/4	-	2 - 5

Standard & Poor's Industrial Average

118.77

120.12

-1.35

A-American Stock Exchange
M-Midwest Stock Exchange
† In bankruptcy proceeding

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

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

Fates & Fortune

Media



Mr. Protter

Harold E. Protter, VP and general sales manager, WXIX-TV Cincinnati, named general manager. He succeeds **James D. Boaz**, appointed president, Metro Radio Sales, New York (BROADCASTING, Aug. 6).

Jeff Evans, VP and general manager, WLCY-TV Tampa-St. Petersburg, Fla., elected executive VP.

Bill Thomas, general manager, WHER (AM) Memphis, named VP and general manager, WNOE-AM-FM New Orleans.

Jerry Schafer, general sales manager, KONE (AM) Reno, appointed general manager, KWRL (AM) there.

Clarence A. Eblen, program production manager, noncommercial KHET (TV) Honolulu, appointed interim director.



Mr. Hobbs

John F. Hobb manager, Philadelphia office of RK Radio Representatives, named general manager, RKC WRKO (AM) Boston.

Ben Falber Jr., V WTHI-AM-FM-TV Terre Haute, Ind., appointed VP-general manager, WILL there.

Bernie Kvale, Eastern sales manager, Avco Radio Sales, named assistant general manager, Avco Broadcasting's WL (AM) Cincinnati.

Michael M. Schwartz, station manager, KTSM-AM-FM El Paso, elected VP.

Robert Bishop, program director, noncommercial KCSV (FM) (formerly KEI FM) Northridge, Calif., appointed general manager.

Shirley Frederick, with WAGA-TV Atlanta named to newly created post, director

Broadcast Advertising



Mr. Nugent

Paul M. Nugent, local sales manager, WXIX-TV Cincinnati, appointed general sales manager.

Melvin A. Karmazin, local sales manager, WNEW(AM) New York, appointed general sales manager.

Frank Donino, Stephen M. Leff, Vincent J. Rafti and Jay

B. Schoenfeld, VP's, McCann-Erickson, New York, elected senior VP's. They will assume responsibilities in media services department formerly held by **Herb Maneloveg** who resigned to join *Playboy* (BROADCASTING, Aug. 6).



Ms. Schwartz

Dorothy Schwartz, manager, sales planning, NBC Radio, appointed manager, sales, Eastern office. She succeeds **Alan H. Steinberg**, who resigns.

Justin Paltrow, assistant sales manager, New York office, Avco Radio Sales, named Eastern sales manager.

Harry Appel, sales promotion manager, Avery-Knodel Inc., New York, appointed director of marketing.

Ed O'Donnell, former general sales manager, KNX-AM-FM Los Angeles, named VP-marketing, Media Buying Services International there.

Jerry Atchley, sales manager, PAMS Inc., Dallas, joins TM Productions Inc. there, station ID and commercial-jingle production firm, as manager, commercial services division. **Tony Armstrong**, VP and sales manager, Pepper-Tanner, Memphis, joins TM as Southeastern manager with headquarters in Atlanta. **Jim West**, VP at TM, elected senior VP. Following are with TM and have been appointed to new jobs: **Howard Gordon**, named coordinator, commercial services division; **Roland Woodall**, head, Midwestern sales manager with offices in Chicago; **Bob Piper**, executive producer; **Ken Justiss**, producer, and **Bob Beigler**, production coordinator.

Barbara Pesin, with Dreher Advertising, New York, joins Grey Advertising there as VP-group creative supervisor on Revlon account.

Jim Brown, John Caggiano and Charles Gennarelli, all art directors with Doyle, Dane, Bernbach, New York, elected VP's.

Margaret McNamara, assistant to president, and **Barry Siegel**, manager, marketing services group, Sudler & Hennessy, New York, elected VP's. **Michael Lyon**, with S&H, named senior art director, creative services.

Joseph Brouillard, director of corporate

communications group, J. Walter Thompson, New York, elected senior VP.

Anthony C. Miller, account supervisor, Dancer-Fitzgerald-Sample, New York, named VP.

Paul Raikes, with Caldwell-Van Riper, Indianapolis-based advertising and public-relations firm, named VP.

Charles Wiedman, account executive, WBMG(TV) Birmingham, Ala., appointed general sales manager.

William Sommers, account executive, KLOS(FM) Los Angeles, named general sales manager.

Dan Casey, with sales staff, WJW(AM) Cleveland, appointed local sales manager.

William E. Czarnik, account executive, WKBD-TV Detroit, joins WAAM(AM) Ann Arbor, Mich., as sales manager.

Walter Stare, sales manager, WZBN(AM) Zion, Ill., joins WVVX-AM-FM Highland Park, Ill., in similar capacity.

John Calene, VP, Cunningham & Walsh, New York, named associate creative director. **Diana Zgonc**, media supervisor, Ted Bates & Co., New York, joins C&W in same capacity. **Robert Adamec**, art director, Green Dolmatch, New York, appointed art director, C&W.

James W. Gustafson, with media department, D'Arcy, MacManus & Masius, Chicago, named associate media director. **JoAnne R. Francis and Marilyn D. Hoarty**, with D'Arcy, appointed spot broadcast supervisor and media supervisor, respectively.

Ralph F. Murray, account executive, John Morrell & Co., Chicago, prepared meat and grocery company, joins Kenyon & Eckhardt there as account executive.

Dave Manders, formerly with Dallas Cowboys, football team, joins KTLN(FM) Dallas-Fort Worth as sales manager.

Rotha Maddox, formerly with Wells, Rich, Greene, New York, named to new post of sales marketing director, WPLJ(FM) New York. She will also assist other ABC-owned FM stations in similar capacity.

Vic Sabatini, director of merchandising, KFOX(AM) Long Beach, Calif.—KFOX-FM (now KIQQ(FM)) Los Angeles, named di-

rector of client services, KHJ-TV Los Angeles.

Betty Ballard, regional media buyer, McCann, Atlanta, joins Weltin Advertising there as media buyer.

Hugh Goodman, director of advertising services, Warner-Lambert Co.'s consumer products group, named chairman of advertising financial management committee, Association of National Advertisers, New York.

James J. Meloni, sales manager, Reed and Barton Corp., joins Target Communications Inc., Boston, promotion and TV commercial firm, as director of sales.

Programing



Mr. Easton

Jack Easton, private business consultant, named VP in charge of ABC Entertainment Center, Los Angeles. He succeeds **Paul Levin** who retires.

Alan Ludington, director of TV network film program production, A B C Entertainment, New

York, named director of post production, East Coast, ABC Entertainment. **James Chladek and Andre DeSzekely**, with post production unit, named manager, post production, East Coast, and manager, film post production, East Coast, respectively.

George Reeves, VP-business affairs, West Coast, ABC Entertainment, assumes additional responsibilities, in charge of business affairs, ABC's *Movie of the Week* and ABC Circle Films. **John L. Angier**, director of business affairs, ABC Circle Entertainment, named director of business affairs-movies for television, reporting to Mr. Reeves.

Julie Friedgen, assistant to producer of Quinn Martin Productions' *Streets of San Francisco* series, named program administrator, film productions, NBC-TV, West Coast.

Chris Russell, announcer, KTSM-AM-FM El Paso, appointed program manager. **Mel Snodgrass**, with stations, named program supervisor, KTSM-FM.

Books for Broadcasters

Audio Control Handbook

3rd Edition
by Robert S.
Oringel



110.

Now expanded and brought up to date, this standard text-handbook explains every phase of audio control in easy-to-understand, non-technical language.

171 pages, 145 photographs and diagrams, glossary, index. \$10.00

ORDER FROM

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D.C. 20036

Send me the books I've checked below. My payment for the full amount is enclosed.

☐ 110. Audio Control Handbook, \$10.00

☐ 104. 1972 Broadcasting Yearbook, \$14.50

Name _____

Address _____

City _____ State _____ Zip _____



Ben Grauer (r) has retired from NBC after 43 years as announcer for networks, having worked on assortment of programs and having covered numerous top events. Mr. Grauer stresses he is not retiring and is continuing his TV series for Voice of America, *New York, New York with Ben Grauer*. Shown with him at recent retirement party from NBC is **Guy Lombardo** with backdrop scene of Allied Chemical building at Times Square, scene of many New Year's Eve broadcasts featuring Mr. Lombardo and Mr. Grauer.

Ruth Ann Modesitt, executive administrator, WTHI-TV Terre Haute, Ind., assumes additional responsibility as program director.

Tom Sullivan, chief engineer, noncommercial KCSN(FM) (formerly KEDC-FM) Northridge, Calif., assumes additional duties as program director.

Joseph B. Irwin, attorney with Children's Television Workshop, New York, appointed assistant general counsel and director of business affairs.

Charles Fuller, freelance film writer/producer, joins WLW(AM) Cincinnati as creative services director.

Tom Sutton, sports director, KDUB-TV Dubuque, Iowa, joins WOW-TV Omaha in same capacity.

Broadcast Journalism

Robert W. McCall, NBC News assignment editor based in Chicago, named news director, WLWT(TV) Cincinnati.
Richard E. Reed, anchorman with sta-

tion, appointed assistant news director.

Terry Simerly, with KOA-TV Denver, named news director.

Howard Fox, program director, KTSM(AM) El Paso, named news director, KTSM-AM-FM.

Stan Bohrmann, host of KHJ-TV Los Angeles's public-affairs program, *Tempo*, joins KMOX-TV St. Louis as reporter. Other new reporters at KMOX-TV include **Penny Crone**, producer/writer, WJZ-TV Baltimore; **Sandy Gilmour**, reporter, KCPX-TV Salt Lake City, and **Jim Murphy**, former editorial director, KMOX-TV.

Joe Angel, news reporter, KYNO(AM)-KPHD(PM) Fresno, Calif., joins KCBS-AM-FM San Francisco as weekend sportscaster and general field reporter.

Jim Cavanaugh, former news director, KDES-AM-FM Palm Springs, Calif., and **Terry Murphy**, recent college graduate, join WKRC-TV Cincinnati as reporters.

Harry E. Horn, promotion assistant, WFTV(TV) Orlando, Fla., named reporter.



Miss Mackin

Catherine Mackin, news correspondent, NBC News's Washington bureau, joins NBC's Los Angeles bureau in similar capacity.

Charles B. Crawford, news correspondent, WCBS-TV New York, named Washington correspondent.

Walter Porges, European producer, ABC News London bureau, named senior producer, ABC-TV's evening news. **Stuart Schwartz**, producer, ABC-TV's weekend news, and **Jeff Gralnick**, associate producer, ABC-TV's evening news, appointed producers, evening news.

Marcie Udell, with NBC News, New York, joins WKBW-TV Buffalo, N.Y., as on-air reporter and news writer.

Connie Lockwood, reporter, WHIO-AM-FM-TV Dayton, Ohio, named news correspondent.

Dave Talbot, anchorman/reporter, noncommercial WILL-TV Urbana, Ill., joins WDWS-AM-FM Champaign, Ill., as reporter.

Newly elected regional directors of Radio Television News Directors Association are **John L. Hogan**, WZZM-TV Grand Rapids, Mich., region two; **C. Wayne Godsey**, wsoc-TV Charlotte, N.C., region four; and **Bruce Hogle**, CFRN-AM-TV Edmonton, Alberta, for Canada.

Cablecasting

John S. Scanlan, president, Communications Group, New York-based public affairs and communications consulting firm, joins Teleprompter Corp. there as director of corporate marketing.

Edward E. Worrell Jr., manager, Southern California system, Sammons Communications Inc., appointed district manager, with responsibility for both northern and southern California systems.

STE-100 STEREO PHASE ENHANCER

DOES YOUR MONO-SUM (L+R) SIGNAL
SUFFER FROM PHASE DISTORTION?



SEE WHAT THE STE-100
STEREO PHASE ENHANCER CAN
DO FOR YOUR STATION!



STE-100 INPUT (ACTUAL SCOPE PHOTOS OF L+R SIGNAL) STE-100 OUTPUT

- Enhances Discrete Stereo Signals
- Place Before Stereo Generator
- Affects Only Phase—No Signal Degradation
- Fail-Safe Bypass

■ \$795.00

GARRON ELECTRONICS INC.

1216 KIFER ROAD SUNNYVALE, CALIF. 94086 (408) 736-8737

Equipment & Engineering

Jack Butterfield, assistant chief engineer KTVU(TV) Oakland-San Francisco, named chief engineer effective Oct. 1. He succeeds **Robert Arne**, who retires.

Robert J. Atkins, assistant chief engineer, WJKS-TV Jacksonville, Fla., joins WRCB-TV Chattanooga, as chief engineer. Both are Rust Craft Broadcasting stations.

David Grover, assistant chief engineer, WNEM-TV Bay City-Saginaw-Flint, Mich., named chief engineer.

Ralph Beaver, chief engineer, WRVQ(FM) Richmond, Va., joins WEZX-FM Tampa, Fla., in same capacity. Both are Southern Broadcasting stations.

John R. Jackson, with WREC-TV Memphis, appointed assistant chief engineer.

Orville D. Page, general manager, CATV equipment and installation operation, GTE Sylvania Inc., El Paso, named to staff, GTE's electronic components group, Waltham, Mass. He is succeeded by **P. Kim Packard**, with GTE.

John H. Martin, manufacturing controller, Jerrold Electronics Corp., Horsham, Pa., named manager, product administration.

Tore B. Nordahl, with Complexicable Inc., Cleveland, joins Ameco Inc., Phoenix, as VP-marketing. **Robert H.**

Wilson, with Ameco, named engineering manager.

Don Harvey, with Burstein-Applebee Co., Kansas City, Mo., named manager, Kansas City, Kan., office, Telemation Inc.

Don G. Weller, with American Bankers Industries Association, Washington, joins Electronic Industries Association there as public relations director and conventions manager.

Allied Fields

Santiago Astrain, formerly with International Bank for Reconstruction and Development, named secretary general, International Telecommunications Satellite Association, (Intelsat), Washington.

Paul Fitzpatrick, assistant to Office of Telecommunications Policy Director Clay T. Whitehead, leaves to pursue masters degree in telecommunications at University of Colorado. No immediate successor is contemplated.

The Rev. James A. Brown, assistant professor, named interim chairman, Department of Telecommunications, University of Southern California, Los Angeles.

Charles E. Hinds, former assistant to VP and general manager, WBBM-TV Chicago, appointed executive director, Chicago Archdiocesan Multimedia Commu-

nications Center and Network, Chicago.

Larry C. Vanderveen, sales manager, KGIL(AM) San Fernando, Calif., named president, National Leukemia Broadcast Council, Sherman Oaks, Calif. Council is nonprofit group which produces annual leukemia radiothon.

Deaths

Arnold E. Johnson, 59, president, Arnold E. Johnson Associates, Chicago, died Aug. 3 of cancer. Mr. Johnson began his career in advertising in the Chicago sales office of NBC and later joined the then Needham, Louis & Broby agency in Chicago. In 1964, he and Grace Jordan formed their own agency. Mr. Johnson served at various times as director, Broadcast Club of Chicago, and as member, committee on broadcast media, American Association of Advertising Agencies. He is survived by his wife, June, two daughters, three grandchildren, and two brothers.

Walter Hart, 67, director-producer for television and stage, died July 31 at North Shore Hospital, Manhasset, N.Y. Mr. Hart produced and directed such series as *The Goldbergs* and *Ethel and Albert*, and many of the programs for *Studio One*. He is survived by his wife, Julie, and two sons.

For the Record®

As compiled by BROADCASTING Aug. 2 through Aug. 8, 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

Applications

■ **Rapid City, S.D.**—Western Television Co. Seeks interim operation of facilities of KRSD-TV Rapid City and seeks new VHF ch. 7 (174-180 mhz); ERP 207 kw vis. 20.7 kw aur. HAAT 623 ft; ant. height above ground 437 ft. P.O. address Box 360, Sturgis, S.D. 57785. Estimated construction cost \$670,407; first-year operating cost \$301,200; revenue \$150,000. Geographic coordinates 44° 02' 50.9" north lat.; 103° 14' 40.5" west long. Type trans. RCA TT25-CHLA. Type ant. RCA TF-12BH. Legal counsel Marmet Professional Corp., Washington; consulting engineer A. D. Ring & Associates, Washington. Principals: Leslie J. Klevin (37%) Morton H. Henkin (15%) Rawland F. Smith (15%) Maurice W. Clarkson (10%), et al. Mr. Klevin is 68% owner of KBHB Sturgis, S.D. He is also member of South Dakota House of Representatives. Mr. Henkin has 55% interest in KSOO-AM-FM Sioux Falls, S.D., and 15.5% interest in Viking Television, permittee of KTMA-TV Minneapolis. Mr. Smith has food franchise and land development interest in Rapid City. Mr. Clarkson has banking and real estate interests in South Dakota. Ann. July 18.

■ **Lead, S.D.**—Western Television Co. Seeks facilities of KDSJ-TV lead and seeks new VHF ch. 5 (76-82 mhz); ERP 100 kw vis. 10 kw aur. HAAT 1,897 ft; ant. height above ground 569 ft. Geo-

graphic coordinates 44° 19' 39.2" north lat.; 103° 50' 03.4" west long. Type trans. RCA TT25-CLLA. Type ant. RCA TF-6BM. Proposed as satellite of ch. 7 Rapid City. S.D. (see above).

Action on motion

■ **Administrative Law Judge Jay A. Kyle** in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co. et al.). TV proceeding, denied petition by Chapman Radio and Television to amend application (Docs. 15461, 16761, 16758). Action July 30.

Other actions

■ **Review board in Jackson, Miss.** TV proceeding, granted petition by Broadcast Bureau for extension of time within which to file responsive pleadings to petition to remand ch. 3 Jackson proceeding, filed by Civic Communications Corp., (Docs. 18845-9). Action Aug. 3.

■ **Review board in Red Lion, Pa.** TV proceeding, granted petition by Broadcast Bureau, for extension of time through Aug. 10 in which to file responsive

pleadings to appeal from presiding judge's ruling, filed July 25, by Red Lion Broadcasting Co. in proceeding involving application of Red Lion for new TV at Red Lion (Doc. 18136). Action July 31.

Existing TV stations

Application

■ **KEMO-TV San Francisco**—Seeks authority to install subscription television equipment. Ann Aug. 2.

Final actions

■ **KNTV(TV) San Jose, Calif.**—Broadcast Bureau granted license covering changes (BLCT-2221); granted license covering utilization of former main trans. as aux. trans. (BLCT-2224). Action July 31.

■ **Washington and Baltimore**—FCC denied petitions by United Television Co., licensee of WFAN-TV Washington, and United Television Co. of Eastern Maryland, licensee of WMET(TV) Baltimore, ask-

EDWIN TORNBURG & COMPANY, INC.

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

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

Summary of broadcasting

Compiled by FCC, 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.

ing for reconsideration of commission orders to resume broadcasting (Docs. 18559, 18561-63, 19336-38). Action Aug. 2.

■ WWL-TV New Orleans—Broadcast Bureau granted authority to operate trans. by remote control from 1024 North Rampart Street, New Orleans (BRCTV-155). Action July 30.

■ WOTV(TV) Grand Rapids, Mich.—Broadcast Bureau granted CP to make changes in trans. equipment (BPCT-4614). Action July 30.

■ WLUC-TV Marquette, Mich.—Broadcast Bureau granted CP to make changes in transmission line (BPCT-4619). Action July 30.

■ KSTP-TV St. Paul—Broadcast Bureau granted license covering permit for changes in main trans. and ant. (BLCT-2227). Action July 31.

■ WRGB(TV) Schenectady, N.Y.—Broadcast Bureau granted authorization to operate trans. by remote control from 1400 Balltown Road, Schenectady (BRCTV-161). Action July 26.

■ KTVV(TV) Austin, Tex.—Broadcast Bureau granted license covering utilization of former main trans. as aux. trans. (BLCT-2222). Action July 31.

■ KUTV(TV) Salt Lake City—Broadcast Bureau granted authority to operate trans. by remote control from 179 Social Hall Avenue, Salt Lake City (BRCTV-157). Action July 26.

■ WCAX-TV Burlington, Vt.—Broadcast Bureau granted license covering changes for main trans. and ant. (BLCT-2229). Action July 31.

■ FCC granted ABC Inc. waiver of prime time access rule to accommodate possible "runovers" after 7 p.m. NYT. of final round of golf tournament on Aug. 12 and professional football game on Sept. 15. Action Aug. 2.

Actions on motions

■ Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFAA-TV] and WADECO Inc.), TV proceeding, denied without prejudice petition by Gordon Dealey Jackson, Gilbert Stuart Jackson and Henry Allen Jackson to intervene; by separate action granted motion by Belo and ordered that specified documents be produced by WADECO Inc. and made available to WFAA-TV for inspection and copying at time and place to be mutually agreed upon by parties (Docs. 19744-5). Actions Aug. 1 and July 31.

■ Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFAA-TV] and WADECO Inc.), TV proceeding, denied petition by WADECO Inc. to amend application in certain financial respects (Docs. 19744-5). Action July 27.

■ Administrative Law Judge Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV] et al.), TV proceeding, on presiding judge's own motion closed record (Docs. 18759-61). Action July 30.

■ Administrative Law Judge Ernest Nash in Manchester, N.H., scheduled prehearing conference for Aug. 2 in matter concerning revocation of license of United Television Co. of New Hampshire, licensee of WMUR(TV) Manchester (Docs. 19336-8). Action July 30.

■ Chief, Office of Opinions and Review, in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Co. [KFPW-TV] and George T. Hernreich [KAIT-TV]), TV proceeding, granted request by Broadcast Bureau and extended to Aug. 24 time in which to study exceptions and prepare response (Docs. 10291-2). Action July 30.

■ Chief, Office of Opinions and Review, in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Co. [KFPW-TV] and George T. Hernreich [KAIT-TV]), TV proceeding, granted request by Broadcast Bureau and extended to Aug. 24 time in which to prepare response to motion to strike filed by George T. Hernreich (Docs. 19291-2). Action Aug. 1.

Other action

■ WJBK-TV Detroit—Inter-Faith Centers for Racial Justice Inc. has filed notice of appeal in U.S. Court

of Appeals for District of Columbia circuit, from commission order released July 6, which denied its petition for reconsideration of FCC's Jan. 20, 1971 grant of application of Storer Broadcasting Co. for renewal of license for WJBK-TV Detroit. Ann. Aug. 1.

Fines

■ WRBT-TV Baton Rouge—FCC notified Rush Broadcasting Corporation, licensee, of apparent liability for \$2,000 for logging violations in connection with broadcasts of "National Chinchilla," 29-minute program-length commercial. Action Aug. 2.

■ WBNB-TV Charlotte Amalie, V.I.—FCC notified Island Teleradio Radio Service Inc. of apparent liability for \$2,000 for violation of U.S. code by broadcasting lottery information. Action Aug. 2.

Rulemaking action

■ FCC adopted new rule that gives television stations exclusive rights to present non-network or syndicated programs only in its own community or in another community less than 25 miles away. New rule becomes effective Sept. 7 (Doc. 18179). Action July 26.

Call letter application

■ *WWWG-TV La Crosse, Wis.—Seeks *WHLA-TV.

New AM stations

Application

■ Anchorage, Alaska—Mt. Susitna Broadcasting Corp. Seeks 1080 khz, 10 kw. P.O. address 360 K Street, Anchorage 99501. Estimated construction cost \$22,020; first-year operating cost \$169,700; revenue \$200,000. Principals: George A. Dickson (33 1/3%), Joe L. Hayes (33 1/3%) and John R. Garland (33 1/3%). Mr. Dickson is Anchorage lawyer. Mr. Hayes is Anchorage engineer. Mr. Garland is announcer at KFQD(AM) Anchorage. He also has interests in KYAK(AM), KENI(AM), and KFQD(AM), all Anchorage, WKER(AM) Pompton Lakes, N.J.; WFEC(AM) Harrisburg, Pa. and WETT(AM) Ocean City, Md. Ann July 18.

Action on motion

■ Administrative Law Judge Herbert Sharfman in Wallingford and Ridgefield, both Connecticut (Quinnipiac Valley Service Inc. and Radio Ridgefield Inc.), AM proceeding, dismissed as moot petition by Quinnipiac for extension of time; and by separate action granted motion by Radio Ridgefield Inc. and canceled procedural dates, including hearing date, set in statement and order released March 14 subject to possible reestablishment after action on Ridgefield's petition requesting summary grant of CP (Docs. 19686-7). Action July 27.

Other action

■ Review board in Mount Dora, Fla., AM proceeding, granted motion by Lake Radio Inc. for extension of time through Aug. 16 within which to file reply to supplement to petition to add issues filed by Golden Triangle Broadcasting Co. (Docs. 19701-2). Proceeding involves competing applications of Lake Radio and Golden Triangle to operate former facilities of WYYD Mount Dora. Action Aug. 3.

Call letter action

■ Central Westmoreland Broadcasting Co., Jeanette, Pa.—Granted WBCW.

Existing AM stations

Applications

■ KAAT Denver—Seeks CP to make changes in the ant. system. Ann. Aug. 2.

■ WGTO Cypress Gardens, Fla.—Seeks CP to add 250 w power with DA during additional specified hours from 6 a.m. to local sunrise when local sunrise occurs after 6 a.m. Request waivers of rules. Ann. Aug. 2.

■ WDEA Ellsworth, Me.—Seeks CP to change frequency to 820 khz, increase power to 50 kw-U and change from DA-2 to DA-N. Request waivers of rules. Ann. Aug. 2.

■ WHOM New York—Seeks mod. of CP (BP-17,937 as mod.) to change MEOV's and ground system. Ann. Aug. 2.

■ KBOY Medford, Ore.—Seeks CP to change trans. site to North Phoenix and Coal Mine Roads, near Medford, and change studio and remote control site to 413 East Main Street, Medford. Tower will be shared by KSHA(AM) Medford and KBOY. Ann. Aug. 2.

■ KDUN Reedsport, Ore.—Seeks CP to change ant.-trans. site to Smith River Road, 2.5 miles from junction Highway 101, near Reedsport. Main studio location changed to trans. site. Ann. Aug. 2.

■ WBCW Jeanette, Pa.—Seeks CP to increase tower height to 160 ft. Ann. Aug. 2.

■ WLSD Big Stone Gap, Va.—Seeks CP to change ant.-trans. site to 3 miles southeast of Big Stone Gap on Powell Mountain, Big Stone Gap. Ann. Aug. 2.

■ WRIG Wausau, Wis.—Seeks CP to detune top R2 ft. of tower. Ann. Aug. 2.

Final actions

■ WKSJ Prichard, Ala.—Broadcast Bureau granted mod. of license covering change of main studio location outside corporate city limits of Prichard, to 3065 Dauphin Street, Midtown Mart, Mobile, Ala., and waived provisions of rules (BML-2470). Action July 27.

■ KVON Napa, Calif.—Broadcast Bureau granted CP to change daytime directional pattern parameters (BP-19451). Action July 31.

■ KEST San Francisco—Broadcast Bureau granted CP to change ant.-trans. site to China Basin and 3d Street, Building 46B, San Francisco; conditions (BP-19452). Action July 31.

■ WNYC New York-WCCO Minneapolis—FCC denied request by City of New York Municipal Broadcasting System, licensee of WNYC New York, for stay of review board action of July 2, pending disposition of application for review (Docs. 11227, 17588, 19403). Action Aug. 2.

■ KWHI Brenham, Tex.—Broadcast Bureau granted CP to increase ant. height and install limiting series resistor; ant. height 312 ft. (BP-19461). Action July 31.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Moundsville, W.Va. (Miracle Valley Broadcasting Co. [WEIF]), AM proceeding, designated Administrative Law Judge Reuben Lozner to serve as presiding judge; scheduled prehearing conference for Sept. 5 and hearing for Oct. 17 (Doc. 19794). Action Aug. 1.

■ Chief, Office of Opinions and Review, in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC] and Midwest Radio-Television Inc. [WCCO]), AM proceeding, granted request by WCCO and extended to Aug. 3 time in which to file opposition to WNYC's application for review (Docs. 11227, 17588, 19403). Action Aug. 2.

Other actions

■ WXUR-AM-FM Media, Pa.—Brandywine-Main Line Radio Inc. has filed notice of appeal in U.S. Court of Appeals for District of Columbia circuit, from commission orders of July 3, which denied its request for temporary authorization to continue to operate stations until such time as another applicant has been granted interim operation. Commission had denied renewal of stations' licenses on grounds that licensee had failed to comply with fairness doctrine and personal-attack rule. Supreme Court refused to review case after action was affirmed by U.S. Court of Appeals. Ann. July 27.

■ Garrett Broadcasting Service has filed notice of appeal in U.S. Court of Appeals for District of Columbia circuit, from commission order released July 3, denying review of decision of review board, released Nov. 27, 1972, which denied application of Garrett to change facilities of WEUP(AM) Huntsville, Ala. to unlimited operation, with 200 w directionalized at night, and granted competing application of WRBN Inc. for a similar change of facilities for WRBN(AM) Warner Robins, Ga. Ann. Aug. 2.

Fines

■ KAMI Cozad, Neb.—Broadcast Bureau notified licensee that it has incurred apparent liability for \$200 for willful or repeated violation of rules by failing to make equipment performance measurements during 14-month period. Action July 24.

■ WCDT Winchester, Tenn.—Broadcast Bureau notified licensee that it has incurred apparent liability for \$200 for willful or repeated violation of rules by failing to provide data concerning equipment performance measurements. Action July 27.

■ WSTA and WVWI, both Charlotte Amalie and WSTX Christiansted, both Virgin Islands—FCC notified V.I. Industries Inc., licensee of WSTA, and Thousand Island Corp., licensee of WVWI, of apparent liability for \$2,000 each; admonished Virgin Islands Broadcasting Corp., licensee of WSTX, each for violation of U.S. code by broadcasting lottery information. Action Aug. 2.

Call letter applications

■ KMCO Conroe, Tex.—Seeks KIKR.

■ KIZZ El Paso—Seeks KISO.

Call letter action

■ KILQ Grand Forks, N.D.—Granted KKXL.

Designated for hearing

■ WEIF Moundsville, W.Va.—FCC designated for hearing application by Miracle Broadcasting Co. to increase daytime power of WEIF Moundsville from 1 kw to 5 kw (BP-18338). Petition to deny application was filed by Publishers Broadcasting Corp. licensee of WKWK(AM) Wheeling, W.Va. Action July 26.

Presunrise service authority

■ Broadcast Bureau granted PSA for operation between 6 a.m. and sunrise times specified in basic instrument of authorization, with daytime ant. system and with power as shown:

KDDR Oakes, N.D. (250 w); WFSR Bath, N.Y. (106 w); WPDC Elizabethtown, Pa. (280 w); WPRJ Parsippany, N.J. (172 w); KHAK Cedar Rapids, Iowa (500 w); WGHC Clayton, Ga. (286 w); KUKA San Antonio, Tex. (422 w); WFMC Goldsboro, N.C. (360 w); KAWL York, Neb. (500 w); KBOP Pleasanton, Tex. (500 w); WRSW Warsaw, Ind. (500 w); KRMK Midwest City, Okla. (7 w); KFSC Denver, Colo. (17 w); KITI Chehalis-Centralia, Wash. (500 w); KDCE Espanola, N.M. (112 w); WJSB Crestview, Fla. (24 w); WDDT Greenville, Miss. (99 w); WCTN Potomac, Md. (500 w); KMAV Mayville, N.D. (250 w); WPUB Camden, S.C. (5.8 w); WKOK Sunbury, Pa. (500 w); and WMIX Mount Vernon, Ill. (110 w). Actions Jan. 11 through July 25. Ann. Aug. 6.

New FM stations

Applications

■ Lake Providence, La.—Lake Providence Broadcasting Service Inc. Seeks 92.7 mhz, 3 kw. HAAT 143 ft. P.O. address Box 170, Lexington, Tenn. 38351. Estimated construction cost \$8,450; first-year operating cost \$3,600; revenue \$15,000. Principal: Bendell L. Enoch president (100%). Mr. Enoch is owner of KLPL(AM) Lake Providence. He has interest in WDXL-AM-FM Lexington, Tenn. (14.6%); WBOL(AM) Bolivar, Tenn. (25%), and WACY(AM) Kissimmee, Fla. (15.5%). He also has 33 1/3% interest in pending application for assignment of license of WDAX(AM) McRae, Ga. Ann. July 17.

■ Shreveport, La.—Shreveport-Bassier Broadcasting Inc. Seeks 100.1 mhz, 3 kw. HAAT 282 ft. P.O. address Box 197, Shreveport 71161. Estimated construction cost \$33,975; first-year operating cost \$41,000; revenue \$36,000. Principals: Wilmer Hal Sell (10%), Brady L. Blade (10%), Ernest B. Miller (10%), Radiozark Broadcasting of Louisiana Inc. (65%) et al. John B. Mahaffey is president and 33 1/3% owner of Radiozark, licensee of KCIJ(AM) Shreveport. Mr. Mahaffey also has 33 1/3% interest KJPW(AM)-KYSD(FM) Waynesville, Mo. Messrs. Sell and Blade have interest in KCIJ(AM) Shreveport. Ann. July 17.

■ Presque Isle, Me.—Northern Broadcasting Co. Seeks 96.1 mhz, 100 kw. HAAT 718 ft. P.O. address Box 1405, Bangor, Me. Estimated construction cost \$84,700; first-year operating cost \$72,000; revenue \$75,000. Principals: R. Murray Briggs (37.5%), Allison J. Briggs (37.5%) and John M. Michaud (25%). Messrs. Briggs own WFST-AM-FM Caribou, Me. They also have CATV and real estate interests in Bangor, Me. Mr. Michaud is general manager of WFST-AM-FM Caribou. Ann. July 18.

■ Brandon, Miss.—Radio Station WRJH Inc. Seeks 97.7 mhz, 3 kw. HAAT 192 ft. P.O. address Box 145, Brandon 39042. Estimated construction cost \$41,500; first-year operating cost \$20,500; revenue \$41,000. Principals: David C. Blossman, Roy Harris, Carolyn June Harris and Dorothy Louise Blossman (each 25%). Mr. Blossman has interest in KWCL-AM-FM Oak Grove (50%), WARB(AM) Covington (50%), WTGI-FM Hammond (100%), all Louisiana; WWAB(AM) Lakeland, Fla. (50%) and WRKN(AM) Brandon, Miss. (25%). Mr. Harris also has 25% interest in WRKN(AM) Brandon. Ann. July 18.

■ Ogden, Utah—Group Communications Inc. Seeks 97.9 mhz, 13 kw. HAAT 3647 ft. P.O. address 5065 West 2100 South, Salt Lake City 84120. Estimated construction cost \$19,722; first-year operat-

ing cost \$32,900; revenue \$60,000. Principals: Sherwin Brotman (28%), Gene Guthrie (25%), Del Morton (28%) and Abe Brotman (19%). Group owns KRGO(AM) Salt Lake City and Messrs. Brotman and Morton have 66 2/3% interest in KTEO(AM) San Angelo, Tex. Mr. Morton also owns KCAD(AM) Abilene and 75% interest in KPNG(AM) Port Neches, both Texas. Ann. July 18.

Final actions

■ Washington—FCC granted stay of hearing until Oct. 1 or such later date as suits presiding judge in proceeding involving Pacifica Foundation's application for noncommercial FM station in Washington (Doc. 18634). Action Aug. 2.

■ Redwood Falls, Minn.—Redwood Broadcasting Co. FCC granted 97.7 mhz, 3 kw. HAAT 300 ft. P.O. address Highway 19 West, Redwood Falls 56283. Estimated construction cost \$35,015; first-year operating cost \$17,200; revenue \$36,600. Redwood Broadcasting is licensee of KLGR(AM) Redwood Falls. Principals: E. G. Randolph, Donald Schiel, et al. Mr. Randolph is president, news director and chief engineer of KLGR; Mr. Schiel is vice president and general manager of station. Both Mr. Randolph and Mr. Schiel have minority interests in KNIA(AM)-KRLS(FM) Knoxville, Iowa. Mr. Schiel is vice president and owns 8% of KCIJ(AM) Washington, Iowa. Mr. Randolph owns 8% of KOUR-AM-FM Independence, Iowa. Action Aug. 2.

■ O'Neill, Neb.—Ranchland Broadcasting Co. Broadcast Bureau granted 92.7 mhz, 3 kw. HAAT 225 ft. P.O. address: 251 North Jefferson St., O'Neill 68763. Estimated construction cost \$23,826; first-year operating cost \$7,400; revenue: \$15,000. Principals: Gilbert L. Poese, president (80%), et al. Mr. Poese is station manager and owns 80% of KBRX(AM) O'Neill. He also has interests in KNGI(AM) Norton, Kan., and KBRB(AM) Ainsworth, Neb. Action July 26.

■ Buie's Creek, N.C.—Campbell College Inc. Broadcast Bureau granted 90.1 mhz, 3 kw. HAAT 105 ft. P.O. address c/o Norman Wiggins, Buie's Creek 27506. Estimated construction cost \$28,221; first-year operating cost \$15,000; revenue none. Principals: Norman A. Wiggins, president, et al. Action July 30.

■ Keene, Tex.—Southwestern Union College. Broadcast Bureau granted 88.3 mhz, 1.85 kw. HAAT 235 ft. P.O. address Campus Drive, Keene 76059. Estimated construction cost \$16,531; first-year operating cost \$10,000; revenue none. Principals: LeRoy J. Leiske, president, et al. Action July 26.

■ Antigo, Wis.—Antigo Broadcasting Co. FCC granted 104.9 mhz, 3 kw. HAAT 280 ft. P.O. address Route 3, Antigo 54409. Estimated construction cost \$25,226; first-year operating cost \$2,596; revenue \$5,000. Principals: Mary Jo Ross (80%) and Frederick A. Berner (20%). Antigo Broadcasting is licensee of WATK(AM) Antigo. Mr. Berner and Mrs. Ross own newspaper interests in Antigo. Action July 18.

Actions on motions

■ Administrative Law Judge John H. Conlin in Irvine and Winchester, both Kentucky (Irvanna Broadcasting Co. et al.), FM proceeding, granted motion by Clark Communication Co. and dismissed with prejudice application of Irvanna Broadcasting Co. (Docs. 19747-9). Action Aug. 1.

■ Administrative Law Judge Basil P. Cooper in Cayce, S.C. (Lexington Country Broadcasters Inc. and William D. Hunt), FM proceeding, granted request of Broadcast Bureau and extended to Aug. 13 time in which to file proposed findings of fact and conclusions of law and to Sept. 6 time in which to file reply findings (Docs. 19568-9). Action July 31.

■ Chief Administrative Law Judge Arthur A. Gladstone in Carlisle, Pa. (WIGJ Inc. and Cumberland Broadcasting Co.), FM proceeding, granted motion by WIOO and extended to Sept. 4 time to file motions to correct, to Sept. 4 time to file proposed findings and to Sept. 21 time in which to file reply findings (Docs. 19468, 19471). Action July 31.

■ Administrative Law Judge Byron E. Harrison in Glenwood Springs, Colo. (Colorado West Broadcasting Inc. and Glenwood Broadcasting Inc.), FM proceeding, granted motion by Broadcast Bureau for extension of time and on judge's own motion continued to Aug. 3 time for all parties to file proposed findings of fact and conclusions of law (Docs. 19588-9). Action July 27.

■ Administrative Law Judge Jay A. Kyle in Duncan, Okla. (Duncan Broadcasting Co., and William S. Hagara), FM proceeding, granted request by Hagara and continued hearing now scheduled for July 31 to Aug. 14 (Docs. 19651-2). Action July 30.

■ Administrative Law Judge Jay A. Kyle in Duncan, Okla. (Duncan Broadcasting Co. and William S. Hagara), FM proceeding, scheduled conference for Aug. 13 and cancelled evidentiary hearing now scheduled for Aug. 14 (Docs. 19651-2). Action Aug. 1.

■ Administrative Law Judge James F. Tierney in Oklahoma City, Okla. (All American Broadcasting Corp.), FM proceeding, granted petition by All American to amend application to correct certain

deficiencies in prior amendment denied by order released April 30; scheduled further prehearing conference for Aug. 7 (Doc. 18954). Action July 27.

■ By Chief, Broadcast Bureau, in East Moline, Ill., on request of Upper Rock Island Holding Co., extended through Aug. 10 time in which to file reply comments in matter of amendment of FM table of assignments at East Moline (Doc. 19762, RM-1973). Action July 31.

Other action

■ Review board in Dinuba, Calif., FM proceeding, granted petition by Radio Dinuba Co. for extension of time through Aug. 17 in which to file exceptions and/or comments to initial decision released July 2 which proposed grant of application of Radio Dinuba for new FM in Dinuba and denial of competing application of Korus Corp. (Docs. 19566-7). Action Aug. 1.

Rulemaking petitions

■ Chandler Communications Co., Chandler, Ariz.—Seeks amendment of FM table of assignments by assigning ch. 300 to Chandler (RM-2230). Ann. July 31.

■ Joseph J. Tabback, Sedona, Ariz.—Seeks amendment of FM table of assignments by assigning ch. 261A to Sedona (RM-2231). Ann. July 31.

■ Preston Grace Jr., Batesville, Ark.—Seeks amendment of FM table of assignments to assign ch. 226 to Mountain View, Ark. (RM-2226). Ann. July 31.

■ Merced, Calif.—FCC, in response to petition by Radio One Inc., licensee of KYOS(AM) Merced, proposed assignment of FM ch. 248B at Merced. Assignment would give Merced its second class B FM channel (ch. 268B is already assigned to Merced). Action Aug. 2.

■ WAYK(AM) Lehigh Acres, Fla.—Seeks amendment of FM table of assignments by assigning ch. 257A to Lehigh Acres (RM-2232). Ann. July 31.

■ Arthur M. Padella Sr., Monmouth, Ill.—Seeks amendment of FM table of assignments by deleting ch. 272A from Galesburg, Ill. and assigning that channel to Aledo, Ill. (RM-2227). Ann. July 31.

■ KMAM(AM) Butler, Mo.—Seeks amendment of FM table of assignments by allocating ch. 288A to Butler (RM-2233). Ann. July 31.

■ WBAC(AM) Cleveland, Tenn.—Seeks amendment of FM table of assignments by assigning ch. 252A to Cleveland and substituting ch. 269A for ch. 252A at Athens, Tenn. (RM-2228). Ann. July 31.

Rulemaking actions

■ Ottawa and Crest Hill, both Illinois—FCC, in response to petition by Joliet Radio Corp., licensee of WJRC(AM) Joliet, Ill., amended FM table of assignments by reassignment of ch. 252A from Ottawa to Crest Hill, as first FM ch., and replacement of ch. 252A at Ottawa with ch. 237A (Doc. 19550). Action Aug. 2.

■ Oberlin, Kan.—FCC amended FM table of assignments with assignment of ch. 266 to Oberlin (Doc. 19738). Action Aug. 3.

■ Pocomoke City, Md.—FCC amended table of assignments with the assignment of class B ch. 273 in place of ch. 211A at Pocomoke City (Doc. 19537). Action Aug. 2.

■ Flint, Mich.—FCC, in response to petition by Flint Family Radio Inc., amended FM table of assignments with assignment of ch. 224A to Flint as fourth FM assignment (Doc. 19688). Action Aug. 2.

■ Yakima, Wash.—FCC amended FM table of assignments with assignment of ch. 252A at Yakima (Doc. 19717). Action Aug. 2.

Call letter applications

■ Jim and Tom Hassenger Broadcasting Co., Sioux City, Iowa—Seeks KMBC(FM).

■ Marywood College, Scranton, Pa.—Seeks WVMW-FM.

Call letter actions

■ Regents of the University of California, Santa Cruz—Granted *KZSC(FM).

■ Mississippi College, Clinton, Miss.—Granted *WHJT(FM).

■ Independent Residence Halls Association, Columbia, Mo.—Granted KCOU(FM).

■ West Virginia Educational Broadcasting Authority, Berkeley, W. Va.—Granted *WVPB(FM).

Existing FM stations

Final actions

■ KNOB(FM) Long Beach, Calif.—Broadcast Bureau granted license covering changes; ERP 79 w; ant. height 410 ft. (BLH-5868). Action Aug. 1.

■ KXFM(FM) Santa Maria, Calif.—Broadcast Bureau granted CP to change trans. location to

Tepusquet Peak, 15 miles east of Santa Maria; change studio and remote control location; install new trans. and ant.; make change in ant. system; ERP 1.80 kw; ant. height 1,900 ft. (BPH-8422). Action July 27.

■ **KGRE(FM)** Greeley, Colo.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1267). Action July 31.

■ **WFUL(FM)** Fulton, Ky.—Broadcast Bureau granted license covering changes; ERP 680 w; ant. height 150 ft. (BLH-5874). Action July 31.

■ **WBGW(FM)** Bangor, Me.—Broadcast Bureau granted license covering changes; ERP 5 kw; ant. height 1,230 ft. (BLH-5782). Action July 31.

■ **WCCM-FM** Lawrence, Mass.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 430 ft. (BLH-5865). Action July 31.

■ **WWWS(FM)** Saginaw, Mich.—Broadcast Bureau granted mod. of license to change studio and remote control locations outside city limits to 5624 Dixie Highway, Saginaw (BMLH-465). Action July 26.

■ **WXEZ(FM)** Sylvania, Ohio—FCC disapproved of agreement concerning program material between Midwestern Broadcasting Co., applicant for assignment of license of **WXEZ(FM)** (BLAH-1561), and Citizens Committee to Keep Progressive Rock. Action Aug. 2.

■ **WAYZ-FM** Waynesboro, Pa.—Broadcast Bureau granted license covering changes; ERP 3.2 kw; ant. height 21 ft. (BLH-5810). Action July 31.

■ **KSFA-FM** Nacogdoches, Tex.—Broadcast Bureau granted CP to redescribe trans. location as 3007 Martinsville Street, Nacogdoches; install new trans. and ant.; ERP 1.90 kw; ant. height 370 ft.; remote control permitted (BPH-8494). Action Aug. 6.

■ **WOWI(FM)** Norfolk, Va.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 470 ft. (BLH-5869). Action July 31.

■ **WDLB-FM** Marshfield, Wis.—Broadcast Bureau granted CP to change trans. location to studio site at 1710 North Central Avenue, Marshfield; install new trans. and ant.; make change in ant. system; ERP 59 kw; ant. height 400 ft.; remote control permitted (BPH-8356). Action July 27.

■ **WDOR-FM** Sturgeon Bay, Wis.—Broadcast Bureau granted license covering changes; redescribe trans. location as county HH and White Fish Bay Road, Sevastopol township, Wis.; studio and remote control as 800 South 15th Avenue, Sturgeon Bay; ERP 39 kw; ant. height 640 ft. (BLH-5872). Action July 31.

Fine

■ **WIVI-FM** Christiansted, V.I.—FCC notified H.R.H. Inc., licensee, of apparent liability for \$1,000 for violation if U.S. code by broadcasting lottery information. Action Aug. 2.

Call letter applications

■ **WHFI(FM)** Birmingham, Mich.—Seeks **WHNE(FM)**.

■ **KXOL-FM** Fort Worth—Seeks **KPLX(FM)**.

Call letter actions

■ **WPSB(FM)** Bridgeport, Conn.—Granted **WEZN(FM)**.

■ **WMJR(FM)** Fort Lauderdale, Fla.—Granted **WLQY(FM)**.

■ **KQHV(FM)** Bend, Ore.—Granted **KICE(FM)**.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for the following translators, all New Mexico: K69AC Alamogordo, K73AL Truth or Consequences, K74DX and K69AF, both Shiprock, K70AZ, K78AV and K83AG, all Gallup, K70AE, K76BE and K80AC, all Truth or Consequences, K71CH Alamogordo and Holloman Air Force Base, K68AC Indian Village, Ft. Wingate and Thoreau, K74AZ Gallup, K74DJ Zuni and Ramah, K59AB Alamogordo, K55AC Capitan and Ruidoso, K81BM Carrizozo, K73CG Alamogordo and Holloman AFB, K74CY Horse Springs, K74DO Forrest-McAllister, K83BK Carrizozo, Tularosa and La Luz, K83BL Montoya and Newkirk, K72CN, K76CB and K80CA, all Indian Village and Fort Wingate, K75AC and K80BH, both Farmington, K77BH and K83AT, both Farmington-Bloomfield Highway and Huerfano Bloomfield Highway area, K70BT, K78AS, K83AB and K74BO, all Santa Rosa, K75CQ Alamogordo and Holloman Air Force Base, K72AX, K76AS and K80AB, all Tucumcari, K02EW, K06EV and K11IE, all Mescalero, K07AS, K09IG and K11FD all Cliff and Gila, K03CZ, K06FZ and K08ES, all Red River, K09IA and K11JD, both Conchas Dam and Garita area, K07IS Las Cruces (northwest section) and Organ, K07IS Las Cruces and K11AM, all Eagle Nest and rural area, K11GL Farley and Farley rural area, K03CU Folsom, K13IL Fort Sumner, K111I Crownpoint, K06HQ Gila Center Federal Housing area and Gila Hot Springs,

K02DE and K08GC, both Alma, Pleasanton, Glenwood and Mule Creek area, K06DX and K11HB, both Hillsboro, K09KC Santa Rosa Heights, K06ED Las Vegas, K02GB Quemado, K06CU, K09EP and K11EV, all Grants and Milan, K05ER Kingston, K06EH Silver City, K11LH Tierra Amarilla, K09AI and K11AL, both Las Vegas, K06GF Clovis, K07FH San Lorenzo, K06AW and K11HK, both San Lorenzo and Mimbres Valley, K11IK Mora, K02ED Sheep Springs, Maschitti Schools, Coyote Canyon School, Tohatchi, Mexican Springs and area west of Dezza Bluff, K04DV and K07GR, both Navajo, K09GU Tohatchi area, K11GV Sheep Springs, Maschitti Schools, Coyote Canyon School, Tohatchi, Mexican Springs and area west of Dezza Bluff, K13GX Navajo, K06EF Organ, K02FP, K06FT, K09IU and K11IZ, all Penasco, K02ES, K11DU and K07EB, both Altos, Fort Bayard, Santa Rita, Arenas Hurley and Silver City, K07JQ Ramah, K09KB El Morro, K11JF Ramah, K06DB, K08EA and K10BG, all Raton, Springer and Maxwell, K07CW and K11FT, both Rodeo, K06FM, K09AW and K11AW, all Roy, K09JJ and K11JO, both Bloomfield and Blanco, K08BH Des Moines, K03BP and K08BC, both Springer and rural area, K02BM, K06BN and K09CR, all Wagon Mound, K06FV, K09IY and K11JB, all Vermejo Park. Action July 30.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's when appropriate: **WAMX(FM)** Ashland, Ky.; **WAZI(FM)** Morristown, Tenn.; **WGOH-AM-FM** Grayson, Ky.; **WHER(AM)** Memphis, **WHLF(AM)** Centerville, Tenn.; **WKVB-AM-FM** Richmond, Ind.; **WVCB(AM)** Hindman, Ky.; **WKVI-AM-FM** Knox, Ind.; **WLOK-AM-FM** Memphis; **WMJL(AM)** Marion and **WMMG(FM)** Brandenburg, both Kentucky; **WMTN(AM)** Morristown, **KNOX(AM)** Knoxville and **WOFE(AM)** Rockwood, all Tennessee; **WPKY-AM-FM** Princeton, Ky.; **WSKT(AM)** Knoxville, Tenn.; **WTCA-AM-FM** Plymouth, Ind.; **WTRO-AM-FM** Dyersburg, Tenn.; **WWXL-AM-FM** Manchester, Ky.; **WCDF(AM)** Winchester and **WMC-TV** Memphis, both Tennessee; **KJEF-AM-FM** Jennings, La.; **KPOC-AM-FM** Pocaahontas, Ark.; **KTOC-AM-FM** Jonesboro, La.; **KVOM(AM)** Morrilton, Ark.; **WACR(AM)** Columbus, Miss.; **WCKW(FM)** La Place, La.; **WELZ(AM)** Belzoni and **WJPR(AM)** Greenville, both Mississippi; **WKQT(AM)** Grayville, La.; **WMPA(AM)** Aberdeen and **WNAG(AM)** Grenada, both Mississippi; **KWAM-AM-FM** Memphis and **WAAN(AM)** Waynesboro, both Tennessee; **WAAW(FM)** Murray and **WABD-AM-FM** Fort Campbell, both Kentucky; **WADM-AM-FM** Decatur, Ind.; **WAEW-AM-FM** Crossville and **WAGG(AM)** Franklin, both Tennessee; **WAIN-AM-FM** Columbia, Ky.; **WAJCFM** Indianapolis; **WAKI(AM)** McMinnville and **WAMG(AM)** Galatin, both Tennessee; **WANO(AM)** Pineville, Ky.; **WARU-AM-FM** Peru, **WASK-AM-FM** Lafayette and **WATI(AM)** Indianapolis, all Indiana; **WAVE(AM)** Louisville, Ky.; **WAWK-AM-FM** Kendallville, Ind.; **WAXU(AM)** Georgetown, Ky.; **WAZY-AM-FM** Lafayette and **WBAA(AM)** West Lafayette, both Indiana; **WBAC(AM)** Cleveland, **WBEJ(AM)** Elizabethtown and **WBHT-AM-FM** Brownsville, all Tennessee; **WBIW(AM)** Bedford, Ind.; **WBLG(AM)** Lexington, Ky.; **WBMP(FM)** Elwood and **WBNI-AM-FM** Boonville, both Indiana; **WBNT-AM-FM** Oneida, Tenn.; **WBOW-AM-FM** Terra Haute and **WBR(AM)** Indianapolis, both Indiana; **WBRV(AM)** Woodbury, Tenn.; **WCAK(FM)** Catlettsburg, Ky.; **WCBK-AM-FM** Martinsville, Ind.; **WCLB-AM-FM** Benton, Ky.; **WCFA(FM)** Clinton, **WCLC(AM)** Jamestown and **WCLE-AM-FM** Cleveland, all Tennessee; **WCMI(AM)** Ashland, Ky.; **WCMT-AM-FM** Martin, Tenn.; **WCMX-FM** Fort Wayne and **WCNB-AM-FM** Connersville, both Indiana; **WCOR-AM-FM** Lebanon and **WCPH(AM)** Etowah, both Tennessee; **WCRD(FM)** Bluffton, Ind.; **WCRK(AM)** Morristown, Tenn.; **WCSI-AM-FM** Columbus, Ind.; **WCTT-AM-FM** Corbin and **WCYN-AM-FM** Cynthiana, both Kentucky; **WDBL-AM-FM** Springfield, **WDEF-AM-FM** Chattanooga, **WDEH-AM-FM** Sweetwater and **WDXN-AM-FM** Jackson, all Tennessee; **WDOC-AM-FM** Prestonburg, Ky.; **WDOD-AM-FM** Chattanooga, **WDSG(AM)** Dyersburg, **WDTM(AM)** Selmer, **WDXE-AM-FM** Lawrenceburg, **WDXI(AM)** Jackson, **WDXL-AM-FM** Lexington, **WDXN(AM)** Clarksville, **WEAG(AM)** Alcoa, **WECO(AM)** Wartburg, **WEDG(AM)** Soddy-Daisy, **WEEN(AM)** Lafayette, **WEKR(AM)** Fayetteville, **WEMB(AM)** Erwin, **WENK(AM)** Union City, **WENR(AM)** Englewood and **WEPG(AM)** South Pittsburg, all Tennessee; **WERK(AM)** Muncie, Ind.; **WETE(AM)** Knoxville, Tenn.; **WEZJ(AM)** Williamsburg, Ky.; **WEZK(FM)** Knoxville, Tenn.; **WFDT(FM)** Columbia City, Ind.; **WFTA(AM)** Louisville, Ky.; **WTFM(FM)** Elkhart and **WTFU(FM)** Bloomington, both Indiana; **WFKN(AM)** Franklin, Ky.; **WFLI(AM)** Lookout Mountain, Tenn.; **WFLW(AM)** Monticello and **WFUL-AM-FM** Fulton, both Kentucky; **WFWR(AM)** Fort Wayne, **WGBF(AM)** Evansville and **WGLM(FM)** Richmond, all Indiana; **WGOC(AM)** Kingsport, Tenn.; **WGRK(AM)** Greensburg and **WHAS-AM-FM** Louisville, both Kentucky; **WHBU(AM)** Anderson and **WHEL(AM)** New Albany, both Indiana; **WHHM(AM)** Henderson and **WHIN-AM-FM** Gallatin, both Tennessee; **WHIR(AM)** Danville and **WHKK-FM** Erlanger, both Kentucky; **WHLT-FM** Huntington and **WHON(AM)** Centre-

ville, both Indiana; **WHOP-AM-FM** Hopkinsville, Ky.; **WHUB-AM-FM** Cookeville, Tenn.; **WIBC(AM)** Indianapolis, **WIFF-FM** Auburn and **WILC-AM-FM** Frankfort, all Indiana; **WIRI-AM-FM** Humboldt, Tenn.; **WIUC(FM)** Winchester, Ind.; **WIXI(AM)** Lancaster, Ky.; **WJFC(AM)** Jefferson City and **WJKM(AM)** Hartsville, both Tennessee; **WJKY(AM)** Jamestown, Ky.; **WJLE-AM-FM** Smithville, Tenn.; **WJMK(FM)** Plainfield and **WJPS(AM)** Evansville, both Indiana; **WJRS-FM** Jamestown, Ky.; **WJSO(AM)** Jonesboro, Tenn.; **WKAM(AM)** Goshen, Ind.; **WKBL-AM-FM** Covington and **WKDA-AM-FM** Nashville, both Tennessee; **WKDO(AM)** Liberty, **WKDQ(FM)** Henderson and **WKDZ-AM-FM** Cadiz, all Kentucky; **WKIN(AM)** Kingsport, Tenn.; **WKKS(AM)** Vanceburg and **WKLO-AM-FM** Louisville, both Kentucky; **WKOM(FM)** Columbia and **WKPT-AM-FM** Kingsport, both Tennessee; **WKRX(FM)** Louisville, Ky.; **WKT(AM)** McKenzie, Tenn.; **WKYX-AM-FM** Paducah, Ky.; **WLAC-AM-FM** Nashville; **WLAP-FM** Lexington, **WLBJ-AM-FM** Bowling Green, **WLB(AM)** Lebanon and **WLCK-AM-FM** Scottsville, all Kentucky; **WLCL-FM** Lowell, Ind.; **WLEX(FM)** Lexington, Ky.; **WLIV-AM-FM** Livingston, Tenn.; **WLJC(FM)** Beattyville, **WLKS(AM)** West Liberty and **WLOC-AM-FM** Munfordville, all Kentucky; **WLOI-AM-FM** LaPorte, Ind.; **WLRS(FM)** Louisville and **WLSI(AM)** Pikeville, both Kentucky; **WLYV(AM)** Fort Wayne, Ind.; **WMAK(AM)** Nashville, **WMCH(AM)** Church Hill, **WMCP(AM)** Columbia and **WMCT(AM)** Mountain City, all Tennessee; **WMDH(FM)** New Castle, Ind.; **WMGE(FM)** Danville, Ky.; **WMGL(FM)** Pulaski, Tenn.; **WMOR-AM-FM** Morehead, Ky.; **WMPF-FM** Memphis and **WMSO(AM)** Collierville, both Tennessee; **WMTC(AM)** Vancleve, Ky.; **WNAH(AM)** Nashville, Tenn.; **WNAP(FM)** Indianapolis, Ind.; **WNBS(AM)** Murray and **WNGO-AM-FM** Mayfield, both Kentucky; **WNIR(AM)** Indianapolis and **WHON(FM)** Lebanon, both Indiana; **WNOP(AM)** Newport, Ky.; **WNTT(AM)** Tazewell, Tenn.; **WNWI(AM)** Valparaiso and **WOCH(AM)** North Vernon, both Indiana; **WOPI(AM)** Bristol and **WORM-AM-FM** Savannah, both Tennessee; **WPAD-AM-FM** Paducah, Ky.; **WPRF(FM)** Terre Haute and **WPGW(AM)** Portland, both Indiana; **WPHC(AM)** Waverly and **WPJD(AM)** Daisy, both Tennessee; **WPRT-AM-FM** Prestonsburg, Ky.; **WPTH(FM)** Fort Wayne, Ind.; **WREM(AM)** Jenkins, Ky.; **WRGS(AM)** Rogersville and **WRKM(AM)** Carthage, both Tennessee; **WRSI-AM-FM** Stanford, Ky.; **WRSW-FM** Warsaw, Ind.; **WRUS-AM-FM** Russellville, Ky.; **WSAL-AM-FM** Logansport, **WSBT-FM** South Bend and **WSCH-FM** Aurora, all Indiana; **WSEV-AM-FM** Sevierville, Tenn.; **WSIP-AM-FM** Paintsville, Ky.; **WSMG(AM)** Greeneville, Tenn.; **KSON(AM)** Henderson and **WSTO(FM)** Owensboro, both Kentucky; **WTBP(AM)** Parsons, Tenn.; **WTCI(AM)** Tell City Ind.; **WTCO-AM-FM** Campbellsville, **WTCR(AM)** Ashland and **WTKY-AM-FM** Tompkinsville, all Kentucky; **WTLC(FM)** Indianapolis; **WTNE(AM)** Trenton, **WEZI(FM)** Memphis, **WTNN(AM)** Millington, **WTPR-AM-FM** Paris and **WTRB(AM)** Ripley, all Tennessee; **WTRC(AM)** Elkhart, **WTRF-FM** Greensburg and **WTTIS(AM)** Bloomington, all Indiana; **WUCR(AM)** Sparta and **WVRY(FM)** Waverly, both Tennessee; **WVTS(FM)** Terre Haute and **WWCA(AM)** Gary, both Indiana; **WWGM(AM)** Nashville, Tenn.; **WWKY(AM)** Winchester and **WMM(FM)** Versailles, both Kentucky; **WWVR(FM)** West Terre Haute and **WXAX(FM)** Elkhart, both Indiana; **WXIS(FM)** Erwin, Tenn.; **WXTA(FM)** Greencastle, Ind.; **WYSH(AM)** Clinton, Tenn.; ***WBDG(FM)** Indianapolis and ***WBKE-FM** North Manchester, both Indiana; ***WBKY(FM)** Lexington, Ky.; ***WBST(FM)** Muncie and ***WDHS(FM)** Gaston, both Indiana; ***WDYN(FM)** Chattanooga; ***WECI(FM)** Richmond, ***WEDM(FM)** Indianapolis and ***WEEM(FM)** Pendleton, all Indiana; ***WEKU-FM** Richmond, Ky.; ***WETI(FM)** South Bend, ***WEVC(FM)** Evansville and ***WFCI(FM)** Franklin, all Indiana; ***WFPK(FM)** and ***WFLP(FM)**, both Louisville, Ky.; ***WCCS(FM)** Goshen, ***WGRE(FM)** Greencastle, ***WGVG(FM)** Gary, ***WHJE(FM)** Carmel, ***WHWE(FM)** Howe, ***WTAN(FM)** and ***WICR(FM)**, both Indianapolis, ***WISU(FM)** Terre Haute and ***WJJE(FM)** Lafayette, all Indiana; ***WKCS(FM)** Knoxville, Tenn.; ***WKMS-FM** Murray, Ky.; ***WKNO-FM** Memphis and ***WLCH(FM)** Lebanon, ***WLYX(FM)** Memphis and ***WMBW(FM)** Chattanooga, all Tennessee; ***WMKY(FM)** Moorehead, Ky.; ***WMOT(FM)** Murfreesboro, Tenn.; ***WNAS(FM)** New Albany, Ind.; ***WPLN(FM)** Nashville, Tenn.; ***WPRS(FM)** Evansville, Ind.; ***WRVU(FM)** Nashville and ***WSMC-FM** Collegedale, both Tennessee; ***WSND-FM** Notre Dame, Ind.; ***WTTU(FM)** Cookeville, Tenn.; ***WUKP(FM)** Prestonsburg, Ky.; ***WUTM(FM)** Martin and ***WUTS(FM)** Sewanee, both Tennessee; ***WVPE(FM)** Elkhart, ***WVSH(FM)** Huntington, ***WVUB(FM)** Vincennes, ***WVUR-FM** Valparaiso and ***WWHI(FM)** Muncie, all Indiana; **WAVE-TV** Louisville, Ky.; **WBBJ-TV** Jackson, Tenn.; **WBLG-TV** Lexington, Ky.; **WEHT(TV)** Evansville, **WHMB-TV** Indianapolis and **WIPB(TV)** Muncie, all Indiana; **WJHL-TV** Johnson City, **WKPT-TV** Kingsport and **WLAC-TV** Nashville, all Tennessee; **WLKY-TV** Louisville and **WPSD-TV** Paducah, both Kentucky; **WPTA(TV)** Roanoke, Ind.; **WRCB-TV** and **WRIP-TV**,

Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member AFCEE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCEE

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCEE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCEE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCEE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Teleslar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCEE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCEE

ROBERT E. I. KENNEDY
1302 18th St., N.W., 785-2200
WASHINGTON, D.C. 20036
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCEE

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCEE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member AFCEE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFCEE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCEE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCEE

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER LAMB, INC.
Communications Consulting
and Engineering
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCEE

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

CHU ASSOCIATES, INC.
Telecommunications Division
AM—FM—TV—CATV
Applications—Facilities Planning
Field Surveys and Proofs
Appraisals
800 Fesler St., El Cajon, Ca. 92020
(714) 442-9459
TWX 910 331 1178

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

**APPLIED VIDEO
ELECTRONICS, INC.**
Box 25, Brunswick, Ohio 44212
(216) 225-4443
SYSTEMS DESIGN—INSTALLATION
SERVICING—EQUIPMENT BROKERAGE

both Chattanooga; WRTV(TV) Indianapolis, WSBT-TV South Bend, WTHI-TV Terre Haute and WTTV(TV) Bloomington, all Indiana; WTVK(TV) Knoxville, Tenn.; WTVW(TV) Evansville, Ind.; WXIX-TV Newport, Ky.; *WCAE(TV) St. John, Ind.; *WCVN(TV) Covington, Ky.; *WDCN-TV Nashville, Tenn.; *WFYI(TV) Indianapolis, Ind.; *WKAS(TV) Ashland, *WKGB(TV) Bowling Green, *WKHA(TV) Hazard, *WKLE(TV) Lexington, *WKMA(TV) Madisonville, *WKMJ(TV) Louisville, *WKMR(TV) Morehead and *WKMU(TV) Murray, all Kentucky; *WKNO-TV Memphis; *WKON(TV) Oventon, *WKPC-TV Louisville, *WHPI(TV) Pikeville, *WKSO(TV) Somerset and *WKZT(TV) Elizabethtown, all Kentucky; *WLJT-TV Lexington and *WTCT(TV) Chattanooga, both Tennessee and WVUT(TV) Vincennes, Ind. Action July 31.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's when appropriate (conditioned on outcome of various court proceedings): WFSF(FM) Indianapolis and WOWO(AM) Fort Wayne, both Indiana; WSIX-AM-FM Nashville. Actions July 31.

Modification of CP's, all stations

■ KITC(TV) Nampa, Idaho—Broadcast Bureau granted mod. of CP to change type trans. and ant.; specify studio location as Upper Industrial Park, East Chisolm Drive, Nampa (BMPCT-7448); granted mod. of CP to extend completion date to Feb. 2, 1974 (BMPCT-7437). Action Aug. 2.

■ WCMR(AM) Elkhart, Ind.—Broadcast Bureau granted mod. of CP for extension of completion date to Nov. 5 for changes (BMP-13656). Action July 26.

■ KJIN(AM) Houma, La.—Broadcast Bureau granted mod. of CP for extension of completion date to Oct. 12 for changes (BMP-13655). Action July 26.

■ WMAG(AM) Forest, Miss.—Broadcast Bureau granted mod. of CP for extension of completion date to Feb. 15, 1974 for changes (BMP-13658). Action July 26.

■ K06HK Crystal Bay, Nev.—Broadcast Bureau granted mod. of CP to extend time to Nov. 4 make changes in ant. system for VHF translator (BMPPTV-779). Action July 30.

■ KVSF(AM) Santa Fe, N.M.—Broadcast Bureau granted mod. of CP for extension of completion date to Nov. 7 for changes (BMP-13653). Action July 26.

■ *WVIA-FM Scranton, Pa.—Broadcast Bureau granted mod. of CP to extend time to Nov. 4 (BMPED-1010). Action Aug. 1.

■ WOKI(AM) Oak Ridge, Tenn.—Broadcast Bureau granted mod. of CP to change to non-directional ant. (BMP-13657). Action July 26.

■ Broadcast Bureau granted mod. of CP's for extension of time for following stations: KRHM(FM) Lake Havasu City, Ariz. to Dec. 4 (BMPH-13812); WGNB(FM) St. Petersburg, Fla. to Dec. 28 (BMPH-13816); KCIL(FM) Houma, La. to Oct. 30 (BMPH-13811); WABK-FM Gardiner, Me. to Feb. 4, 1974 (BMPH-13810); WJMS-FM Ironwood, Mich. to Jan. 1, 1974 (BMPH-13813); and WFXM(FM) Jackson, Miss. to Jan. 17, 1974 (BMPH-13814). Action July 30.

Translators

Application

■ National Association of Broadcasters, Washington—Seeks amendment of rules and regulations to standardize eligibility and licensing requirement for commercial FM translators (RM-2235). Ann. Aug. 3.

Final actions

■ W58AC Jackson, Ala.—Broadcast Bureau granted CP for new UHF translator to serve Jackson, operating on ch. 58 by rebroadcasting programs of WIIQ(TV) Demopolis, Ala. (BPTT-2471). Action July 26.

■ W56AA Orocovis, P.R.—Broadcast Bureau granted license covering new UHF translator, specify type trans. (BLTT-1583). Action July 30.

Other action, all services

■ American Life Insurance Association, Washington—Seeks amendment of multiple ownership rules to provide benchmark of at least 5% applicable to outstanding voting stock of certain corporations having communications media interests held by life insurance companies (RM-2234). Ann. July 31.

Ownership changes

Applications

■ KATO(AM) Safford, Ariz.—Seeks assignment of license from Al G. Stanley to KSIL Inc. for

\$160,000. Seller: Al G. Stanley (100%). Buyers: Dennis Behan, Marvin Strait, Harlan Johnson (each 30%) and Harry S. McMurray (10%). Group owns KSIL(AM) Silver City, N.M. Mr. Behan has interest in KLMR(AM) Lamar, Colo. and also has CATV interests there. Ann. July 16.

■ KNWA(FM) Fayetteville, Ark.—Seeks transfer of control of Kessler Mountain Broadcasting Co., wholly owned subsidiary of Federated Media Inc., from Paul E. Van Hook, president of Federated Media, et al (100% before, none after) to Paul E. Van Hook, Harold R. Lindsey and E. H. Froning (none before, 100% after). Consideration: \$140,000. Principals: Mr. Van Hook has 6% interest in Federated Media, licensee of KNWA(FM) Fayetteville and WKJG-TV Fort Wayne, Ind. He also owns WBNB-TV Charlotte Amalie, St. Thomas, V.I. Mr. Froning is general manager of KNWA(FM) and Mr. Lindsey is president of KNWA(FM). Neither have previous ownership interests in station. Ann. July 20.

■ WLVI-FM Hartford, Conn.—Seeks acquisition of negative control of WLVI Inc. from Thomas Dolan (20% before, none after) to Alton J. Lenoe and Jose Grimalt (together 80% before, 100% after). Consideration: \$25,000. Principals: Messrs. Lenoe and Grimalt are managers of WLVI-TV. They have contemporaneously filed application for transfer of 100% of stock of WLVI Inc. to Cinnamon Broadcasting Co. continuing upon grant of this application (see below). Ann. July 16.

■ WLVI-TV Hartford, Conn.—Seeks transfer of control of WLVI-TV Inc. from Alton J. Lenoe and Jose Grimalt (80% before, none after) to Cinnamon Broadcasting Co. (none before, 100% after). Consideration: \$600,000. Principals: Joseph C. Amatore (25%) and Henry A. Loeb, Carl M. Loeb Jr. and Margret L. Kempner (75% as trustees under will of Carl M. Loeb, deceased, for benefit of children of Henry A. Loeb and Mrs. Kempner). Mr. Amatore and Loeb family trusts have interest in WFTL(AM)-WGLO(FM) Fort Lauderdale, Fla. and WESO-AM-FM Southbridge, Mass. They also have interest in proposed assignee of KQTV(TV) St. Joseph, Mo., KGRV(FM) St. Louis and KLYX(FM) Clear Lake City, Tex. Ann. July 16.

■ WIBR(AM) Baton Rouge, La.—Seeks transfer of control of Community Broadcasting Co. from G. T. Owen III (60% before, none after) to Robert Earle (40% before, 100% after). Consideration: \$339,910. Principal: Mr. Earle is president and general manager of Community Broadcasting Co., licensee of WIBR(AM) Baton Rouge. Ann. July 16.

■ WNIO(AM) Niles, Ohio—Seeks assignment of license from Niles Broadcasting Co. to P. S. Broadcasting Corp. for \$215,000. Seller: Frank J. Bevilacqua (100%). Buyers: James D. Psihoulis (50%), Howard T. Shapiro (17%), Jason H. Shapiro (17%) and Samuel Shapiro (16%). Group owns P. S. Broadcasting, licensee of WZUM(AM) Carnegie and WVIZ(FM) Mercer, both Pennsylvania. Ann. July 16.

■ WQTW(AM) Latrobe, Pa.—Seeks assignment of license from Westmoreland Broadcasting Corp. to Regency Broadcasting Corp. for \$200,000. Seller: Fred Grewe (100%). Mr. Grewe is president of Grewe Radio Inc., licensee of WEIF(AM) Moundsville and WPAR(AM) Parkersburg, both West Virginia; WSTL(AM) Eminence, Ky.; WXLW(AM) Indianapolis and WGOE(AM) Richmond, Va. Buyers: Anthony J. Corvello (51%) and Ronald M. Urgitis (49%). Mr. Corvello is sales manager for WHJB(AM) Greensburg, Pa. Mr. Urgitis is airline pilot. Ann. July 16.

■ WTJS-AM-FM Jackson, Tenn.—Seeks transfer of control of WTJS Inc. from Albert A. Stone, George Harvey Jr. and Frank S. Proctor voting trustees of subsidiary wholly owned by Sun Publishing Co. (100% before, none after) to Kirk Broadcasting Co. (none before, 100% after). Consideration: \$525,000. Principals: James L. Kirk II (80.5%) et al. Mr. Kirk has 80% interest in KVOL(AM) Lafayette, La. and WGIG-AM-FM Brunswick, La. He also owns 83.33% interest in WGGa(AM) Gainesville, Ga. Ann. July 20.

Actions

■ KBLU-AM-TV Yuma, Ariz.—FCC granted assignment of licenses from Eller Telecasting Co. (licensee of TV) and KTAR Broadcasting Co. (licensee of AM) to KBLU Broadcasting Co. for \$550,000. Also seeks waiver of one-station-per-market ownership rule. Sellers: Eller Telecasting and KTAR are both wholly owned subsidiaries of Combined Communications Corp., broadcast group owner. Buyers: Robert William Crites, president (20%), Horace G. Murfin (26%), et al. Mr. Crites is general manager of KBLU. Mr. Murfin owns Country Club Oil Co., Excelsior, Minn. Action Aug. 2.

■ WSEB-AM-FM Sebring, Fla.—Broadcast Bureau granted assignment of license from Sebring Broadcasting Corp. to Harry J. Morgan trading as Morgan Broadcasting Co. for \$60,000. Sellers: Francis J. Matrangola, president, et al. Buyer: Mr. Morgan (100%). Mr. Morgan owns WSKT(AM) Knoxville, Tenn. Action July 31.

■ KSML-FM Donaldville, La.—Broadcast Bureau granted transfer of control of permittee, LaFourche Valley Enterprises Inc., from Warren L. Authement, Vernon E. Troups, Donald L. Peltier and Joseph R. Brock (as group, 50% before, none after) to Michael P., Percy H. and M. Paul Le Blanc (as group, 40% before, 90% after). Consideration: \$25,000. Action July 31.

■ WROR(FM) Boston—FCC granted assignment of license from RKO General Inc. to Cecil and Joyce Heftel for \$2 million. Sellers: RKO General Inc., group broadcaster, is division of General Tire and Rubber Co. Buyers: Mr. and Mrs. Heftel have interest in Pacific Broadcasting Co., Hawaiian station group, and are applying to purchase WJAS-AM-FM Pittsburgh. Action Aug. 2.

■ KZFM(FM) Corpus Christi, Tex.—Broadcast Bureau granted assignment of license from Walter Media Group Inc. to Texas Media Group Inc. for \$36,519. Sellers: Wm. Dudley Waller, president, et al. Mr. Waller owns 99% of KEBE(AM)-KOOI(FM) Jacksonville, Tex. Buyers: Frank J. Gerow, Page W. Nelson (each 37½%), et al. Dr. Gerow is professor of plastic surgery at Baylor College of Medicine, Houston. Dr. Nelson has private practice in Houston. Action July 31.

■ WABH(AM) Deerfield, Va.—Broadcast Bureau granted transfer of control of Deerfield Broadcasting Co. from Ralph O. Hamilton (100% before, none after) to Vincent D. O'Connell and Robert L. Dean (each none before, 50% after). Consideration: \$75,000. Principals: Mr. O'Connell is director of engineering of WSWA-AM-FM-TV Harrisonburg, Va. Mr. Dean is engineer with *WVPT-TV Staunton, Va. Action July 31.

Cable

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Brazos Valley Cablevision Inc., Groesbeck, Tex. (CAC-1013); Community TCI of Kansas, De Soto (CAC-1464); Gardner (CAC-1465); Fairway (CAC-1466) and Bonner Springs (CAC-1467), all Kansas; AMCOMM-Minnesota Inc., Canby, Minn. (CAC-1485); Fayetteville Cablevision, Town of Hope Mills, N.C. (CAC-1530); Ladera Cablevision Inc., Ladera Heights, Calif. (CAC-1546); Tele-Media Co. of Lake Erie, Village of Madison, Ohio (CAC-1553); Telesystems Corp., Springfield township (CAC-1588) and Conshohocken (CAC-1589), both Pennsylvania; Bowling Green Cable TV, Bowling Green, Va. (CAC-1592) and Akron Telerama Inc., Fairlawn, Ohio (CAC-1682). Action July 30.

■ Modesto, Calif.—FCC authorized Cablecom-General of Modesto to add to its system either signal of KBHK-TV San Francisco or KGSC-TV San Jose Calif. (CAC-213). Cablecom presently carries signals of KCRA-TV, KVIE, KXTX(TV), KXTV-TV and KOVR(TV), all Sacramento; KLOC-TV Modesto and KTVU(TV) Oakland, all California. Petition by Great Western Broadcasting Corp., licensee of KXTV (supported by Kelly Broadcasting, licensee of KCRA), for order to show cause, was denied. Action Aug. 2.

■ Ontario, Upland and Montclair, all California—FCC authorized Theta Cable of California to carry signals of KNXT, KNBC, KTLA, KABC-TV, KHJ-TV, KTTV, KCOP, KWHY-TV, *KCET and KMEX-TV, all Los Angeles, KHOF-TV and *KVCR-TV, both San Bernardino. KLXA-TV Fontana and KBSC-TV Corona, all California, on its systems in Ontario, Upland, portions of San Bernardino county, and Montclair (CAC-727-730). Action Aug. 2.

■ Dixon, Ill.—FCC granted STA to Dixon Cable TV Inc., to replace signal of WFLD-TV Chicago with WSNB-TV Chicago, so that WSNB-TV broadcasts of Chicago White Sox baseball games may be carried during 1973 season. Broadcast of games has been shifted from WFLD-TV to WSNB-TV. Action Aug. 2.

■ Muskegon, Mich.—FCC authorized Muskegon Cable TV Co. to add signals of WGN-TV and WFLD-TV, both Chicago; WKBD-TV Detroit and WGVG-TV Grand Rapids, Mich. (CAC-1443-1444). Systems presently carry following signals: WZZM-TV and WOOD-TV, both Grand Rapids; WKZO-TV Kalamazoo, WWTW Cadillac, all Michigan; WMVS(TV) Milwaukee and WUHQ-TV Battle Creek, Mich. Opposition by West Michigan Telecasters Inc., licensee of WZZM-TV Grand Rapids, was denied. Action Aug. 2.

■ Warminster township, Pa.—FCC authorized A. N. Cable TV Co. to carry following signals: KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV and WTAJ-TV, all Philadelphia; WKBS-TV Burlington, N.J.; WOR-TV and WPXI-TV, both New York; *WHYY-TV Wilmington, Del. and *WLVT-TV Allentown, Pa. (CAC-2270). Action Aug. 2.

Action on motion

■ Administrative Law Judge Ernest Nash in Allentown and Bethlehem, both Pennsylvania (Service Electric Cable TV Inc.), CATV proceeding, scheduled hearing conference for Aug. 9 (Doc. 19321). Action July 31.

Classified Advertising

RADIO

Help Wanted Management

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.

General Manager in established Northern Illinois AM-FM. #1 in four counties. MOR format. You must be strong on sales and sound administration. Fringe benefits plus eventual stock ownership. Send complete resume to Box H-89, BROADCASTING.

New Midwestern state University has fall opening for Director of FM. BA required, MA preferred. Five years experience in radio, preferably public radio required. Experience in news, public affairs, documentaries, administration, and community programs desired. Excellent fringe benefits and working conditions in a state capital. Salary commensurate with experience and potential. Minority and female applicants sought. An equal opportunity employer. Box H-102, BROADCASTING.

Immediate opening for aggressive, self-starting, experienced Account Executive in major Midwest market soul station. Excellent account list to start. Send complete personal and work experience resume to Box H-137, BROADCASTING. EOE.

Sales Manager and experienced salesmen, established MOR AM and 100-kw FM in ideal community. Send resume, WBRD, Bradenton, FLA. Call Manager 813-922-0777.

Help Wanted Sales

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.

Sales Managers and Salesmen for training with Broadcast Sales Consultant. Must have documentable track records. Send resume and references to Box H-73, BROADCASTING.

Experienced. Immediate opening Top 50 market. Send complete details. Box H-86, BROADCASTING.

Salesman-Announcer, quality medium market MOR AM-FM radio stations in SC. Two and a half hour announcing shift mornings; rest of day selling and servicing. Good pay, good stations, good fringe benefits. Send resume, photo, audition tape; will return, Box H-90, BROADCASTING.

Salesman—24 hour Stereo FM in Metro Market adjoining Lake Michigan has opening for enterprising radio salesperson to take over solid active account list and build volume. Excellent earnings situation with company benefits. Resume, recent photo and sales record to Box H-104, BROADCASTING.

Top pay and working conditions for an experienced Sales Manager for Midwestern top 40 AM, in top 25 market. Send resume and earnings records. Box H-111, BROADCASTING.

Salesmanager for Midwestern top 40 AM in major market. Must have excellent sales record and be able to manage our sales department. Resume and earnings in confidence to Box H-112, BROADCASTING.

Salesman for Midwest Farm Station. Guarantee with great future. Need at least 18 months experience. Send resume to Box H-117, BROADCASTING.

Help Wanted Sales Continued

Sales Manager for AM/FM. Second fastest growing area in Tennessee. Draw plus Commission. Experience necessary. Send resume to Box H-124, BROADCASTING.

Opportunity—established station. Salary, commission. Send resume, sales record. KFRO, Longview, Texas 75601.

A great opportunity with the Hudson Valley's leading 50,000 Watt station for the right person who wants to sell. Good starting salary plus commission. WSPK, Box 1703, Poughkeepsie, NY 12601.

Immediate Opening. Salesman for #1 AM/FM in fast growing Midwestern area. Must be promotional, creative, and self starter. Announcer/Salesman acceptable. Great opportunity for honest, sincere individual. Chance to move into Salesmanagers position. Contact Jim Feather 815-562-7001.

Help Wanted Announcers

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.

Opening for announcer. Full time. Sales possible. Southern territory. Good pay. Plenty of recreation. Send tape, picture, resume, etc. Box H-136, BROADCASTING.

Need a good afternoon disc jockey with first phone. Must be able to compile and deliver news also. Professional operation with good pay and benefits. Call Manager, KOKX, Keokuk, IA, or send resume and tape.

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: Todd O'Connell, WDUZ, Box 36, Green Bay, WI 54305.

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.

Announcer. 50,000 watt Stereo FM. Only 24 hour in market. Starting position open on 12M-6AM shift. Ticket required. Contact Bill Winchell, WQMQ, 1877 Peck St., Muskegon, MI. 616-722-1681.

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.

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.

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 Announcers Continued

Experienced announcer wanted immediately for Massachusetts city of 20,000. Air shift 1-6pm, production 8:30-noon. Must be super good on commercials. 5 day work week, Mon-Fri. Start at \$160.00 with fringe benefits. Call now at 613-874-5610. Ask for Ken Patch.

Help Wanted Technical

Radio Chief Engineer AM-FM. Experienced in AM Directionals, maintenance, AM-FM profs-station construction. Excellent salary and growth potential. Equal Opportunity Employer M/F. Reply to Box H-91, BROADCASTING.

New Midwestern state university has fall opening for a Director of Engineering. EE and first ticket required along with a minimum of five years of radio and television engineering experience. Desire an aggressive manager with experience. Duties will include final planning, installation, operation, and maintenance of public FM stereo facility with SCA. Additional duties will include planning, preparing specs, supervising installation, operation, and maintenance of high-powered public UHF television facility during second year. Excellent salary, fringe benefits, and working conditions. Applications from minorities and women solicited. An equal opportunity employer. Box H-103, BROADCASTING.

Chief Engineer for Major Market group operation East Coast AM-FM. Send resume and salary requirement to Box H-109, BROADCASTING.

Chief Engineer for 5 KW directional and FM stereo in Mid-Atlantic state, strong on maintenance. Send resume to Box H-116, BROADCASTING.

Chief Engineer for major Midwest FM. Must be strong on construction and maintenance. Resume and salary history requirement to Box H-138, BROADCASTING.

Pacific Northwest medium market AM-FM is looking for an Announcer Engineer combo with the emphasis on engineering. We are part of a growing company with your future controlled by your attitude and ambition. Salary 500 to 700 per month depending on qualifications. Send tape and resumes to Box H-139, BROADCASTING. An Equal Opportunity Employer.

Phoenix rocker needs young engineer who knows and loves: AM (non-directional), FM-MPX, STL, and everything necessary to maintain a large market radio station. Must have minimum 3 years experience. Will do 90% of all engineering under the periodic supervision of part-time Chief. \$800 mo. starting & hospitalization. No latent jocks. Send resume and references to Eric Hauenstein, GM, KDKB, Box 4227, Mesa, AZ 85201.

FM Public Radio Station with all new stereo equipment and new studios, needs Chief Engineer. Several years experience on FM stereo, solid state, automation, audio and production techniques required. Salary \$8,800. Send resume to KMWU-FM, 1751 N. Fairmount, Wichita, KS 67208.

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 60B, Benton Harbor, MI 49022. Equal Opportunity Employer.

Engineer, emphasis on maintenance and installation, AM, FM Stereo, SCA. Contact Bill Winters, WKAR Radio, Michigan State University, East Lansing, MI 48824.

Excellent opportunity for Chief Engineer at WTON station, Virginia. New owners expect to take over in September. Permanent position, responsible organization, growth oriented. Good starting salary, security, excellent benefits, great living conditions. Excellent opportunity for advancement. E.O.E. Must be fully qualified. Telephone 703-885-5188.

Help Wanted News

Experienced newsmen for Black programmed station in major New England market. Community involvement a must. Write Box H-17, BROADCASTING.

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.

Help Wanted Programing, Production, Others

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.

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-8, BROADCASTING.

Programing position available with outstanding opportunity for career building. Emphasis on production. The man we select will be capable of turning out many unique commercials daily, and add to creative thinking of staff. Administrative opportunity comes with ability to handle detail. If interested send resume along with taped samples of commercials etc. to S. King, Radio Station KVOC, Box 2090, Casper, WY 82601.

We want seasoned pro who's got it all together and tired of working in Mickey Mouse radio. We are major operation in Midwest medium market with showcase studios equipped to do job with flair. Our morning man has 30 years experience, our afternoon man, 20 years. The man we choose will be a production genius, a warm "on-the-air" personality who understands radio is a one-to-one medium; stable individual with no hang-ups, who knows music, and the people who make it. We want heavyweight who can do it all and do it with style. Play-by-play helpful. Let's talk! Call Chuck Marsh, AC 616-927-3581 8 AM to 3 PM, Monday thru Friday. No collect calls. Equal Opportunity Employer.

Situations Wanted Management

Looking for management with group ownership, experienced in all phases. Former owner of Broadcast properties. Box H-87, BROADCASTING.

Now serving as GM of small network affiliated VHF; desire similar position or position leading to same in Cable, radio or television. 30, degree, 1st FCC, station I am now with has been sold. John Taylor, 809-773-1899 or Box H-93, BROADCASTING.

Young, knowledgeable, general manager. Complete Radio credentials. 15 years experience, including programing and sales. Box H-143, BROADCASTING.

Sales and programing consultancy bread superb, but never home. Radio-TV major station responsibilities have included Group Director of Sales, Executive Vice President, General Manager. Know value of exciting off-air promotion, superb air sound and damned, damned good sales team! Documented, superior bottom line performance in Black radio, tightly formatted Contemporary, MOR, and Two Way All Talk. I'm damned good, and if you have a need we should talk now, now! William Gallagher, Junior, Broadcast Consultant, Four Ingress Way, Matawan, NJ. 201-566-7561.

Situations Wanted Sales

Young highly motivated radio A/E seeks Florida or Atlanta relocation. My potential is a definite plus to your organization. Box H-84, BROADCASTING.

Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, 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.

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.

Situations Wanted Announcers Continued

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.

First phone personality. 5 years experience. 3 years major market country. Interests: Country, Rock, Up MOR. Knowledge of music greatest asset. Qualified for Music Directorship. Will consider any major or good medium market. Box H-99, BROADCASTING.

Seeker of Progressive rock or innovative MOR DJ position. Broadcasting school graduate, University experience included PD position, but that's in the past. Like to show you what I can do now. Box H-100, BROADCASTING.

Have first phone, one year experience on board, selling, writing, and producing commercials. Good voice. Box H-105, BROADCASTING.

DJ, Announcer, hardworker. Relatively new to radio. Some experience, third endorsed. Prefer NJ, NY area. Box H-108, BROADCASTING.

Attention Major Market Beautiful Music, MOR stations: Professional broadcaster wants permanent position. Excellent voice, extensive music background, major market experience. Tape and resume, Box H-110, BROADCASTING.

Wanted. Major Market Talk Show with emphasis on entertainment and news. Broadcasting Pro looking for right spot on talk show format. Box H-114, BROADCASTING.

Would you like one of Chicago's best interviewers? Someone able to run a bright, tight, interesting, and intelligent jock show? Perhaps a good track record, someone who is truly interested in your audience? How about good production capabilities and a constant 200% output for your station? I'm your man. Markets 1-30 only. Please write BOX H-135, BROADCASTING.

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 Fertitta, 12 Lawrence Circle, Middletown, NJ 07748. 201-671-5741.

30 days free employment. Black broadcast trained, enthusiastic, responsible. 39, married, excellent references. 3rd. MOR, Easy Listening. Maryland or Southeast. 301-367-6396.

All warm weather markets considered. Rock Pro (WMYQ) with eight year track record, including experience in programing and sales, desires relocation. First phone. Good credentials. 809-725-2693.

Top 40 Solid Gold Contemporary, that's what I'm looking for. Can you use a 45% Mediastat rating? Tight board, good references, good wit, 3rd endorsed. Let's talk. Jim West, 516-746-4154. 190 Kilburn Rd., Garden City, NY 11530.

Three years experience, some college, third, speech and acting background. Room 25, Hotel Strasburg, Strasburg, VA.

DJ, young, ambitious, eager to learn. Have third class with endorsement. Can do production, news or anything available. Call 313-699-9351.

Versatile female seeks position as progressive disc jockey or newscaster. Hardworking, pleasant voice, good knowledge of music, commercials, tight board, 3rd phone. Tape resume. Laura Davis, 1322 Squirrel Hill Avenue, Pittsburgh, PA 15217.

Looking for full time job in PA, NJ, DEL. Currently employed part time. Professionally trained, 3rd endorsed. Tight board, all formats. Richard G. Keppler, 424 S. Cedar Lane, Upper Darby 19082.

Rock is name of game. If experienced teammate wanted, contact Bob Kelley, 513-385-2695, 3414 Amberway, Cincinnati 45239.

Mature experienced announcer, desires move to a larger market. Heavy on news, music, copy, and personality. MOR or contemporary. 21, single, can relocate. Write: Mayer Colony, Apt. #2, North Street, Monroeville, OH 44847 or call 216-465-2951.

Looking for Medium Market Jock position. Four years experience. One year in market of 200,000. Call collect 219-432-1062.

Talented beginner wants first break. 3rd phone, college radio experience. Tight board, good news. Can follow directions, will relocate. Stan Modjesky, 105 Shealey Avenue, Baltimore, Maryland 21204. 301-296-5746.

Have voice—will travel. Contact Bob Macioce, 16 Stoner Ave. 1-G, Great Neck, NY 11021.

Situations Wanted Announcers Continued

DJ, Top 40, Oldies. I'm ready! 2 yrs. experience, BA in Broadcasting. Will relocate now! Stereo aircheck and resume sent upon request. Try me. Call/write/wire. Tom Struher, 8646 N. Harding, Skokie, Ill. 60076, 312-677-5518.

I'm a Radio person, 4 years, 1st ticket, mostly C&W, some Top 40, News. Market and salary open. Evenings—Collect 512-828-2320.

Situations Wanted Technical

Experienced technical manager returning from overseas late August desires responsible position Midwest. Box H-58, BROADCASTING.

Contract Maintenance Engineers seeking stations in New York, New Jersey, and Connecticut. Construction, frequency checks, and proofs. Write Box H-74, BROADCASTING.

Many years general radio experience since 1948. 1st phone. Excellent references as versatile, dependable all around worker. Would like to learn Chief Engineering plus do more production, newscasts, etc., and less DJ work. Midwest or Florida. Smith, 305-886-4869.

Nineteen years experience, radio chief, AM-DA, FM, TV. Charles Simpson, 3407 W. 65th St., Cleveland, OH 44102, 216-961-7771.

Situations Wanted News

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.

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.

Anchorman presently employed. Ready to move up. 18-20K annually. Family, conscientious, reliable, BS. Box H-107, BROADCASTING.

Experienced, mature Newscaster seeking West Coast affiliation. Can take over entire new operation. Tape and resume Box H-131, BROADCASTING.

Radio newscaster. Presently in TV. Starting to feel EEC about it. Can cover beat, write and air it. Have been: News Director; Managing Editor, Assignment Editor. Air check available. Free. H-134, BROADCASTING.

Must have sports. Former major college Sports Director desires play by play and opportunity to make your sports program a success. Box H-141, 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.

"Happy Talk" former News Director, D.J. and Talk Show Host now employed in Major Market doing News and Talk, desires "All Night Tel. Talk Show," emphasizing entertainment, human interest conversation, plus informative material. Call 617-963-5981. Ready to travel anywhere, single, 30, six years experience.

I need you. Broke, busted and nearly disgusted. I am tired of promises. Total experience 21 months. Prefer Midwest. Doug, 313-534-0251.

Sedulous worker, excellent vocabulary. Trained, 3rd. Award-winning typist. I do the news. Wayne Blumberger, 5926 Roanoke St., San Diego, CA 92139, 714-479-4753.

Sports Director all play by play, 4 years experience news, disc jockey, will relocate. Call: 305-279-6768.

Situations Wanted Programing, Production, Others

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.

Idea Man! Program, production, news, announcer. You name it. I've done it all and can do it better for you. A.R.B. proven. Write program pro. Box H-85, BROADCASTING.

Available today. First ticket, highly experienced Program Director/Morning Man. Good voice. Extensive background, too, in news/production/copy. All areas considered. Prefer medium market with excellent opportunity. Only definite, immediate openings considered. No form letters answered. Prefer personal interview, audition first. Please state salary, first letter. Box H-97, BROADCASTING.

Top 10 Market Programmer, A to Z experience. Forget your market size, do you need help? Box H-122, BROADCASTING.

Our solid program director available. We're a new station and hired him to handle programming and public affairs when we signed on. Billing hasn't met expectations and he is one of many cutbacks. Excellent interviewer, talk show host, DJ. Creative copy, production. All-round radio-TV pro and responsible man who we'd like to help place. H-126, BROADCASTING.

Entire air staff on West Coast C&W station looking for a new position. Includes PD w/6 years experience, Morning Man with 2 years. And a 1st with 6 months. Box H-140, BROADCASTING.

Veteran announcer/Programmer. 9 years experience contemporary announcing, news, programming. 1st with Audio Engineering knowledge. All reasonable offers considered. Charlie Brown, 505-763-7062. 224 Torreón, Clovis, NM.

TELEVISION

Help Wanted Management

Sales Manager. Top 25 market. Local sales experience essential. \$30,000 plus override. Submit resume to Box H-45, BROADCASTING.

Help Wanted Sales

TV Sales development. Excellent opportunity for self-starter in Sales Development Department of ABC Television Network Central Division. Applicant should possess creativity, writing ability, sales sense, knowledge and analysis of research. Requires need to quickly absorb and communicate with others, both verbally and in writing. Media or other advertising background helpful. Attractive salary and other benefits. Affords valuable experience in network TV. Opportunity for advancement. Call Mr. Reilly at 312-263-0800 or write him at ABC Network Sales, 190 North State Street, Chicago, IL 60601 for an appointment. An Equal Opportunity Employer M/F.

Growing Television station needs sales personnel to handle national accounts and call on advertising agencies. Time buying experience or local station sales experience would be desirable. Salary and commission. 212-765-3043.

Help Wanted Announcers

Host for daytime show oriented to rural and urban viewers. Focus on community events and personalities. Major responsibility for producing. Provocative, enterprising. Midwest market. Box G-282, BROADCASTING.

AM-FM-TV operation, must pull radio board shift and do TV weather. Emphasis on appearance and sound and strong weather background. Medium three station market. An equal opportunity employer. Send resume, salary requirements, air check and TV tape. Box H-125, BROADCASTING.

Help Wanted Technical

Chief Engineer position open at expanding station in Midwest. All new RCA equipment. Box H-83, BROADCASTING.

Major market net affiliate looking for the Big Gun. We're looking for the most special anchorman in America to lead an up-and-coming news to Number One in the market. Send resume and VTR to Box H-118, BROADCASTING.

Are you a unique, hard-hitting Action Line Reporter? Major market, network VHF is looking for you. Send resume, photo and philosophy. Box H-119, BROADCASTING.

Experienced Maintenance Engineer for Gulf Coast major market, TT 530 transmitter, PE 240 and PE 400 cameras, 2000 VTR's. Air mail resume including salary requirement and availability to Box H-142, BROADCASTING.

Immediate opening experienced reporter/writer/camerman. Single station market East Texas area. Send resume, videotape of on-air work, writing samples and 16mm photography to Ralph Johnson, News Director, KLTU, Box 957, Tyler, TX 75701. An Equal Opportunity Employer.

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.

Need Maintenance and Operation First phone Technicians for WHFV-TV, Fredericksburg, VA UHF studio & transmitter; new equipment. 703-371-9660.

Michigan State University, Instructional Television Services. Must have at least three years experience in maintenance, operation and installation of broadcast level equipment. Color experience preferred. Reply to MSU Personnel Center, South Service Rd., East Lansing, MI or call 517-353-4334. No collect calls. MSU is an Equal Opportunity Employer.

TV maintenance technician—minimum of 3 years color TV studio, experience required. Call Kentucky Education Television, 606-233-0666.

Help Wanted News

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.

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.

Major market net affiliate looking for the Big Gun. We're looking for the most special anchorman in America to lead an up-and-coming news to Number One in the market. Send resume and VTR to Box H-118, BROADCASTING.

Are you a unique, hard-hitting Action Line Reporter? Major market, network VHF is looking for you. Send resume, photo and philosophy. Box H-119, BROADCASTING.

Immediate opening experienced reporter/writer/camera. Single station market east Texas area. Send resume, videotape of on-air work, writing samples and 16mm photography to Ralph Johnson, News Director, KLTU, Box 957, Tyler, TX 75701. 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.

Help Wanted Programing, Production, Others Continued

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.

Mature Creative TV director. We'd like to see your credits and your reel. We're looking for an enthusiastic, visual director to head up a new innovative program effort at a local station production center that has established itself among the best. Must be a top notch director of live and post produced video production and also expert in location shooting video and film techniques. Flexibility and young attitude essential, but age no barrier. Salary and benefits package will be attractive. This is a major position, don't apply unless your career and references can sustain a hard look. Rush your materials to: Pete Twaddle, Program Manager, WCYB-TV, 5 TV Place, Needham, MA 02192.

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.

Situations Wanted Management

Experienced documentary producer, seeking position as Public Affairs Director. Documentaries, features, photography, awards, 7 years experience. Box H-32, 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.

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.

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.

Public affairs producer, heavy on photography, editing. 7 years experience, documentaries. Many professional awards. Box H-31, 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.

Ambitious, dedicated, young, experienced Midwest radio newsmen seeks TV news. 16mm experience. BA. Box H-80, BROADCASTING.

Super successful Chicago Radio Personality desires television career as Host. Age 29, excellent appearance/voice. Charisma, creative, ambitious. Experienced actor, singer, communicator. Box H-94, BROADCASTING.

Top-rated anchorman seeks relocation to better market. Age 33, family, 15 years experience radio-TV news plus public relations. Delivery authoritative but bright. Helped form state ETV network. Top 50 markets. Box H-95, BROADCASTING.

Black TV Newsmen. BS, RMI, MA. Experienced in TV news gathering, writing, and reporting for small market. Seeking position in US or Canadian Market. Box H-98, BROADCASTING.

Top 100 market radio newsmen wants to switch to TV. Journalism degree. Prefer Southeast but will relocate. Box H-128, BROADCASTING.

Professional: Experienced, dedicated, educated. Interview, film, edit, anchor, administrate. Excellent producer, writer. Young ambitious, seek advancement. Write like people talk. Want resume? Box H-132, BROADCASTING.

Situations Wanted News Continued

Experience. Of Course. **Ability.** Naturally. **Modesty.** Well, it's a defect I'm trying to overcome. **Desperate.** No! **Employed.** Yes. **Write.** Shoot film, Anchor in a pinch. H-133, BROADCASTING.

Anchorman—one of the best in the nation, over 15 years as News Director Major/Minor markets. Now anchors #1 6 pm news in market. Consider relocating if price is right. Lee Phillips, WBBH-TV Fort Myers, Florida 33901.

Four years experience full or part time in radio news. Seeking television News position. VTR. Available. Call collect 219-432-1062.

Available immediately. Mature newsmen with Chicago, Houston, Philadelphia experience. Will consider news director, news production or other top-level position in major markets only. John Raymond Catiss, 5106 Queen Bess, San Antonio 78228, 512-732-6851.

Experience shows, energetic male on way up, 4 yrs. on 10th market radio and TV, Journ. degree, looking for TV news reporting or good radio news operation. Married will relocate. Let me perform for you. Call before 2 PM. 412-469-2759.

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.

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.

Production minded Broadcaster with over 20 years experience in all phases of radio and TV production-operations, including 17 years with major market TV pioneer, seeks move up to radio or TV Program, Production, or Operations Management. For resume and references Box H-82, BROADCASTING.

Experienced TV Director, BA Radio/TV, young but mature, ambitious, capable all aspects production including news, film, set design and construction, seeking at least a partial job as TV Director. Cable experience, excellent references, resume. Could be perfect number two man for station in medium to small market. You'll get your money's worth from me. Box H-88, BROADCASTING.

Our solid program director available. We're a new station and hired him to handle programming and public affairs when we signed on. Billing hasn't met expectations and he is one of many cutbacks. Excellent interviewer, talk show host, DJ. Creative copy, production. All-round radio-TV pro and responsible man who we'd like to help place. H-127, 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.

Young production manager/director seeks directorship with Midwest Major. Diverse Remote/Studio experience. Presently employed. Call 602-968-8072 mornings.

Grad, BA presently in mil. service, available 1 Oct. anywhere any job, damn good worker just give me chance. Tom Murphy, USS Lester (DE-1022) FPO NY 09501.

Experienced: Talented young man: BA degree in Television Management and Production, desire position as producer/director or cameraman. Can relocate. Resume available. 312-585-2752 call after 5 pm.

Desire position in ITV/ETV. M.A. ITV, experience hospital ITV. Will go anywhere, will do anything legal. Please contact: Bill Hendricson, 549 Sheridan Rd., Evanston, IL 60202. Phone 312-866-8308.

CABLE

Situation Wanted Sales

Now serving as GM of small network affiliated VHF; desire similar position or position leading to same in Cable, radio or television. 30, degree, 1st FCC, station I am now with has been sold. Box H-92, BROADCASTING.

Situation Wanted Management

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

Wanted any condition. Gates M-5534 or M-6095 FM excitors, HP 3358 FM monitors, Gates M-6507 SCA generators, Type approved SCA monitor. Box H-106, BROADCASTING.

Missionary organization wants used Broadcast Transmitter, other equipment. Box 638, Alamo, TX 78516. 615-877-9884.

UHF transmitter, 25 kw min. Remote controlled. Include cost of retune to Channel 34. Complete color studio equipment components. Box 34, South Bend, IN 46624.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

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. Mullan 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.

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. WDLC, Box 920, Port Jervis, NY, 914-856-5185.

For sale, best offer. RCA 50 D Class B-C transmitter, formerly at WWL and WHY2. Write or call WHY2, Box 4308, Greenville, SC. 803-246-1441.

RCA TS-40 Video Production switching and special effects system. System in excellent operating condition. Contact Ray Hernday, WTMJ, Inc., Milwaukee, Wisc., 414-332-9611.

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.

1/2" Video Tape—highest quality—U.S. made 2400 ft. reel, \$10.25; 1200 ft. reel, \$6.50; suitable for all 1/2" video recorders; money back guarantee. Order from: Media Associates, Box 5209, Stanford, CA 95305. Dept. 102.

Ampex Mark XI Head for VR3000. Also BC300 Hand Hold Monochrome camera for VR3000. Write Glenco, Box 57345, Los Angeles, CA 90057.

Hellax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94628.

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 Chesterdale 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.

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.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, IL 60634. 312-286-0210.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. 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.

Miscellaneous Continued

"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 chance: 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 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.

INTERNATIONAL MARKET MANAGEMENT

A key international staff position is now available with leading, commercial electronics manufacturer.

Candidates must have the ability to absorb technical material and interface with engineering and marketing personnel and buyers. A degree is required, preferably in marketing. International market research experience is a must.

Excellent salary and benefits.

Send your resume, including salary requirement, to:

Box H-123

An equal opportunity employer M/F

Help Wanted Sales

Young aggressive Sales Manager for small FM stereo station in growing middle eastern Penna. community of 20,000. No newspaper or other station in town. Terrific opportunity for real go-getter. Future possibility as GM. Benefits, Salary and commission.

Write Box H-121, BROADCASTING

Situation Wanted Announcer

NEW SOURCE OF STATION REVENUE

Semi-retired network announcer available as spokesman for selective clients in your market. Currently being used on major stations. Tapes and copy available. Box H-129, BROADCASTING or call Mr. Lane, 413-783-3234.

Situation Wanted News

I'm currently in minor league radio and want to make the majors. A dependable family man with ten years radio-TV sports background in all phases of play-by-play and sports talk. Desire quality radio or television operation in larger market. Built sports image which skyrocketed station ratings in a market of 500,000. Let me do the same for you.

H-113, BROADCASTING

Situation Wanted Program, Production, Other

AVAILABLE IMMEDIATELY

Family man, 34, 7 yrs. radio. PD, Music Director, AM-PM drive. 10 years TV, news, weather, sports. Prefer Texas or Florida majors, consider others. Call now. Serious inquiries only

Tom Allison, 614-888-5222 Anytime.

TELEVISION

Help Wanted Announcer

TV ANNOUNCER

Major Midwest TV station with network affiliation is looking for a top-flight announcer. Applicants should have at least 3 years' announcing experience, a good on-camera appearance, and the capability and versatility to handle news, weather and sports on-camera assignments. Please send video tape and a resume to

Box H-98, BROADCASTING
An Equal Opportunity Employer

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

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.

GROWTH OPPORTUNITIES IN TV & RADIO BROADCAST EQUIPMENT!
We are a leading producer of TV and Radio broadcast equipment with the following openings:

TV BROADCAST SALES ENGINEERS/QUINCY

Our TV Sales Department is seeking well trained and experienced sales engineers to handle product application engineering and preparation of bids and proposals. Experience in TV station operations, TV marketing, transmitter and antenna installations, and systems planning and video products, is essential.

TV & RADIO BROADCAST FIELD ENGINEERS/QUINCY

Our Service Department is seeking well trained and experienced TV and Radio Field Engineers. TV service should be in transmitters, antennas, or studio equipment. Extensive travel is required; expenses paid.

ASSISTANT MANAGER (Broadcast Engineering Exp'd) FOR OUR NYC MERCHANDISING CENTER

Your responsibilities will include broadcast equipment sales and retail operations. Formal technical training is desired. Experience in station operations and engineering required. Sales experience helpful.

Salaries commensurate with experience, full company benefits, including hospitalization, life insurance, profit sharing, plus paid relocation expenses. Send resume and salary history in confidence (indicate position desired) to: TOM BEDFORD, Employment Supervisor, or CALL 217-222-8200.

GATES DIVISION

An Equal Opportunity Employer M/F

HARRIS-INTERTYPE CORPORATION

123 HAMPSHIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.

Help Wanted Program, Production, Others

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

NETWORK AFFILIATED VHF STATION

in Top 50 Southern market wants experienced and aggressive manager. Splendid opportunity for television executive who has ability and drive to build upon successful operation and who wants to be part of a growing and fine area in which to live. Send full details to:

Box H-79, BROADCASTING

Help Wanted News

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,
808 1080, Louisville, Ky. 40202.
AN EQUAL OPPORTUNITY EMPLOYER

Situation Wanted Management

ASSISTANT PROGRAM MANAGER

Major Market Ass't PD, responsible for operational and program staff, content and style of all local news, PA, Sports, entertainment and other programs. READY for challenging position. Proven abilities in program/operations, license renewal, budgets and sales.

Write Box H-130, BROADCASTING

Situation Wanted News

ANCHORMAN

Youthful (50) business executive now returning to "first love", after a fifteen year hiatus. Recent "quickie" VTR news demo was mailed to four net outlets and elicited these judgments:

MIAMI—"Where the #@! have you been hiding?"

ATLANTA—"Mr., you are good."

WASH., D.C.—"You rate in top 20."

NEW YORK—"Truly profession . . . obvious talent."

Above Nws Drs were not hunting. . . IF YOU ARE, then KNDW THIS:

*Subject is not up for hi bid.

*He will sign first received 1 year (contract) offer at 20 k.

*Available NOW. (w/family, 9/10)

For return-mail VTR and details, phone now:

JACK HAWKINS 717-586-8421

Miscellaneous

MEMO TO ALL AM AND FM STATIONS

Your commercials delivered by one of the best AIR SALESMEN in the business—20 years selling every kind of product and service and still selling!! Will tape reels or carts. Nominal fee. For details, write:

Box H-115, BROADCASTING

EVERY RADIO STATION NEEDS A RELIABLE AUDIENCE MEASUREMENT SURVEY AT LEAST ONCE PER YEAR. IS YOUR STATION OVER-DUE? CONTACT US IMMEDIATELY. (SURVEYS FROM \$269)

National Radio Research

8585 N. Stemmons Freeway — Suite 922
DALLAS, TEXAS 75247 (214) 630-7221 (collect)

Miscellaneous Continued

REQUEST FOR BID

Design, furnish and install production facilities for Broadcast Color Television System. Includes live and film cameras, switching and distribution equipment.

Contact: Chief Engineer, CAMCAN, One North Wacker, Suite 1100, Chicago, IL, 60606. Telephone 312-332-3860.

Bid opening September 17th

FOR SALE Stations

FOR SALE

Exceptionally equipped and situated full facility monaural Class A FM in East Central Indiana single station market of approximately 10,000. 29,000 in county, 37,000 within 1 Millivolt and over 500,000 within 50 microvolt contour. \$90,000 cash required balance \$40,000 to assume mortgage etc.

Box H-15, BROADCASTING

EASTERN FM OPPORTUNITY

in market-sizes from small to major. Prices range from below \$200m to \$1 million.

Florida small market AM
\$225m

Coastal metro-AM \$425m

Box H-120, BROADCASTING

NEW YORK STATE

Profitable AM daytime facility. Original ownership. \$250,000 gross plus real estate makes this an excellent buy! Terms. Major discount for cash.

Reply to
Box H-81, BROADCASTING

RADIO STATION TO BE OFFERED FOR SALE

The Board of Regents of the University System of Georgia will solicit bids for the purchase of the operating assets of Radio Station WGST, located in Atlanta, Georgia. The sale of the Station will be subject to FCC approval. The purchase price must be paid in cash. Copies of the bid documents may be obtained after August 15, from Mr. Ewell Barnes, Vice President of Business and Finance, Georgia Institute of Technology, 225 North Avenue, Atlanta, Georgia. A fee of \$50 must accompany requests for bid documents. Contact:

Mr. Jack Collins, WGST Radio Station, 168 8th Avenue, N.W., Atlanta, Georgia 30332, for tours of station property by appointment only.

For Sale Stations Continued

CHATTANOOGA SUBURBAN 250 watt daytime Clear

Possible power increase. Class A FM Channel available. \$125,000 cash or \$150,000 terms 50% down. Call person to Robert Mayer or Bill Kitchen. Or write 3906 S. Mission Oaks Dr., Chattanooga TN 37412. Ph. 615-867-9292.

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1553



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138

"CALIFORNIA FULLTIMER.

Top rated, best facility in top 100 market. Good cash flow on \$500,000 billing level. Priced under twice gross. Super terms.

SINGLE STATION MARKET.

Fulltimer in central Texas. Cash flows 40% of collections! \$200,000. Terms.

BEST TERMS ANYWHERE.

Daytime AM/Class C FM in growing single station Oklahoma market. Excellent cash flow. 15 acres of land. \$300,000. 20% down and 20 years on balance!"

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS

SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545

CENTRAL AMERICA

AM Chain—exceptionally well established. Growing market—strong sales trend. Principals only.

Box 558, Coconut Grove, Fla. 33133

Plains	small	profitable	160M	terms	SE	small	daytime	90M	terms
S.W.	small	daytime	185M	cash	Gulf	medium	profitable	240M	29%
Gulf	medium	fulltime	650M	cash	South	metro	profitable	750M	30%
N.E.	metro	daytime	600M	nego	N.Y.	metro	daytime	280M	29%
M.W.	major	daytime	550M	cash	S.E.	major	daytime	395M	29%



CHAPMAN ASSOCIATES®

business brokerage service

Atlanta—Chicago—Detroit—New York

Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

Profile

George Akerson: riding the silver lining that was in WHDH's cloud

The people at WHDH Corp. in Boston, survivors of the only TV-station shut-down the FCC has ever imposed, have long since stopped talking about liquidation—and for good reason. The company is currently making more money out of radio alone than it was making two years ago when WHDH-TV was still viably in operation.

The main reason, of course, is that when WHDH-TV went—on March 19, 1972, when operation of channel 5 passed to WCVB-TV—the *Boston Herald-Traveler*, under the same ownership, had to go too. The WHDH stations, principally WHDH-TV, had carried the newspaper for years. So the newspaper was sold last summer (for \$8.64 million to the Hearst Corp., which merged it with its *Boston Record American*). The upshot: In the first half of this year the radio stations—WHDH(AM) and WCOZ(FM)—showed a net after-tax profit of \$300,000, where the newspaper, TV and radio stations combined had turned in a net loss of \$400,000 in the same period of 1971, the last year in which all operated throughout the half.

Though profit improvement might have been anticipated, George Akerson can testify that there was serious talk of liquidation in the wake of WHDH-TV's closing, even after the paper had been sold. He has—or had—the contract to prove it. When he was returned to the presidency in addition to the chairmanship on Aug. 2, 1972, his contract called for him to serve full time (at \$90,000 a year) until Aug. 1 of this year, then switch to a part-time basis (at \$45,000 a year) until Oct. 16, 1974. The reason for the part-time provision, he explains, was that "lawyers envisioned liquidation of the company and I wouldn't be needed full time when they were winding down."

Mr. Akerson accepted the contract but not the notion of liquidation. Others opposed it too, among them John Blair & Co., the station rep firm that owned 9%, now has 25% and recently moved to expand its holdings to 78% (subject to FCC approval) of the publicly owned company. Mr. Akerson's side won. Around the first of this year his contract was "revised back to the original [full-time] basis."

George Akerson has been at or near the helm of the WHDH Corp. and its predecessor companies—the *Boston Herald-Traveler* Corp. and WHDH Inc., a wholly owned subsidiary—for well over a decade.

He got his indoctrination in communications early and at home. His father, the late George E. Akerson, was President Hoover's first press secretary. His father left the White House in 1931, after three



George Edward Akerson—president and chairman, WHDH Corp., Boston; b. April 20, 1918, Minneapolis; attended Harvard University, 1936 through 1939; also with Boston Herald-Traveler Corp., 1936-40; U.S. Air Force, 1940-45, to rank of lieutenant-colonel, received Distinguished Flying Cross; assistant to publisher, Boston Herald-Traveler Corp., 1945-57; advertising director, 1957-60; assistant publisher, 1960-63; president and publisher and also president of WHDH Inc., wholly owned subsidiary, 1963-68; chairman, Herald-Traveler Corp. and WHDH Inc., 1968-72; president and chairman of WHDH Corp., successor to Herald-Traveler Corp. and WHDH Inc., since Aug. 2, 1972; m. Phyllis Chadwick, 1964; three children by former marriage—George, 31; Stuart, 26, and William, 22.

years there, to become a vice president of Paramount Pictures in New York.

From there he went to Harvard, but then his father died "and I needed a job to keep going." He turned to Robert B. Choate, then managing editor of the *Herald-Traveler*, whom he remembered from Mr. Choate's visits to the Akerson home as a Washington correspondent. Mr. Choate—whose two meetings with an FCC chairman some 20 years later, when he was publisher, triggered the chain of events that eventually led to WHDH-TV's undoing, though they were not a factor in the final FCC decision—gave Mr. Akerson a job as a copy boy.

He worked part-time at the newspaper from 1936 through the rest of his four years at Harvard, and in the process made his first contact with the working side of radio. WEEI(AM) had studios in the *Herald-Traveler* building and young Mr. Akerson did a 15-minute newscast on Saturdays.

From Harvard and the *Herald-Traveler* Mr. Akerson went into the Air Force in 1940 and, following U.S. entry into World War II, served as a pilot in the Pacific, rising to the rank of lieutenant-colonel. He subsequently was awarded the Distinguished Flying Cross for piloting, in November 1945, a B-29 nonstop from

Japan to Washington, at that time the longest nonstop flight on record.

Then it was back to the *Herald-Traveler* in late 1945 as assistant to Mr. Choate, by then the publisher. His first assignment was to negotiate the purchase of WHDH(AM). That mission was accomplished early in 1946, but he was to spend much time with the station over the next several years, first because, in his words, "it was a 5-kw operation that seemed to be off the air more than on, because of old equipment," and subsequently in locating a new transmitter site, helping to get the power authorization raised to 50 kw and, in the meantime, getting a permit for WHDH-FM and putting the station on the air in 1948.

The WHDH stations' TV application got caught in the freeze the FCC imposed in 1948, but WHDH-TV eventually went on the air in late 1957.

About the same time, Mr. Akerson became advertising director of the *Herald-Traveler*, a post he held until 1960. Then he was moved back to the front office as assistant publisher, "without the 'to.'" After Mr. Choate died in 1963, Mr. Akerson was named president and publisher and was elevated to the chairmanship in 1968, with Mr. Clancy then moving up from a vice presidency to succeed him as president. During the ensuing four years, as WHDH-TV fought to keep its license from a competing applicant, Mr. Akerson was overshadowed in the headlines by Mr. Clancy, but when it was all over last summer, major stockholders called upon Mr. Akerson to reassume the presidency as well as the chairmanship.

Mr. Akerson is obviously pleased that the radio stations are again operating profitably, although he adds a careful caveat that radio business in general right now is not the best it has even been. Nor does he attribute the turnaround solely to sale of the paper. TV, for all its profits, carries a big overhead itself: "In radio," he says, "you can take more down to the bottom line." Since WHDH-TV went dark, Mr. Akerson and his associates have also undertaken to create a new revenue source by renaming the FM station WCOZ and programming and selling it completely separately from WHDH.

Beyond that, WHDH Corp. has money to spend—about \$11 million, in fact—from sale of the newspaper and TV-related assets.

If it all seems a fortuitous turnaround to have come in a year's time, consider an additional fortuity: Mr. Akerson owns and lives on a farm. It is a working farm.

He raises beef—about 150 head of a French breed that he is trying to introduce in this country because, he says, it is bigger than the traditional Angus and Hereford and thrives on less acreage. Any fear of liquidation may now be reserved for the livestock.

Editorials

Trap play?

The antiblackout legislation that would require professional teams to release sold-out games to local television, during a year's experiment, has been endorsed by broadcasters as a device to protect themselves against the siphoning of sports to pay television. A one-year moratorium on blackouts would put that category of game under the FCC embargo against pay-TV use of sports that have recently been on free television.

We're not sure much protection is afforded by the one-year moratorium. In a year's antiblackout trial, many millions of viewers would become accustomed to see games formerly denied them on the air or in sold-out stadiums. In addition, ticket holders in some number could be expected to choose the comfort of television viewing over the rigors of personal attendance, especially in bad weather. A whole new mass of home-viewing fans would be created.

The implications here are not all favorable to broadcasters. To be sure, the fans would have been conditioned to free television reception of home games, but they would have been made aware that free reception was experimental and dependent on continued sell-outs at the fields. Would they not be susceptible to the suggestion that home reception was worth a token payment? Something modest in comparison with the expense of tickets, parking and sundries at the game itself?

A change in public attitudes toward the prospect of paying for sports reception could make a change in congressional attitudes toward restrictions on pay TV. That is the risk broadcasters run in supporting the current legislation, which would amend the Communications Act to make broadcast access mandatory. A better way has been suggested in the restoration of a free market in football rights through the repeal of anti-trust exemptions that make all those blackouts possible.

Back to basics

In the comparative quiet of a congressional recess, including the Watergate hearings, and an FCC hiatus there's the opportunity to review communications regulation at this point in time (if you will pardon the expression).

This administration, unlike its predecessors, has fielded two communications agencies, creating a miniature government in conflict. The FCC has been around since Congress gave it life in 1934 as the licensing authority responsible to the legislative branch. The Office of Telecommunications Policy, quartered in the White House, has wandered all over the regulatory landscape, doing just about everything except the spectrum allocations and housekeeping functions it was originally intended to do.

Until recently there was no love lost between Dean Burch, the sometimes abrasive and usually outspoken chairman of the FCC, and Clay T. Whitehead, the erudite young director of OTP who has been spokesman for the White House on all aspects of communications, often venturing into forbidden areas of broadcast journalism with not-too-veiled threats of retaliation against those who might offend the administration.

Lately, however, detente between Messrs. Burch and Whitehead has been detected. Each in his own time plans to leave government. Each, obviously, would like to be at peace with officialdom. John Eger, Chairman Burch's legal assistant, is to become deputy director of OTP, presumably to keep the ship afloat after Mr. Whitehead leaves.

Messrs. Burch and Whitehead have opposed a broadcaster

to replace the hostile hippie, Nicholas Johnson, on the FCC. Despite their fervent appeals, a broadcaster with good credentials—James H. Quello of Detroit—is expected to be nominated when Congress convenes.

With at least two new faces on the FCC and a new head of OTP by year's end, the opportunity arises to get back to fundamentals. OTP ought to be returned to its technical-allocations appraisals and become advisory only to the President and the executive branch. Its budget should be cut back from the \$3-plus million it wants to the petty cash provided by earlier administrations.

The FCC, which internally has become an agency in conflict, what with specialists at \$100 per diem masterminding department heads, should be returned to an efficient organization intent upon cleaning up backlogs, instead of running a speakers' bureau, police court and collection agency.

The story is told in the statistics, even allowing for the onset of cable, and inflation. Ten years ago, the FCC had an over-all budget of \$15.6 million. For fiscal 1974 it is seeking a budget of \$36.8 million, and it is further behind in its legitimate work now than it was then.

Late starter

As was expected (BROADCASTING, Aug. 6) the newly appointed chairman of the Federal Trade Commission made a maiden speech last week advocating self-restraint in television advertising directed to the young. Before going on with his external performances, Lewis A. Engman would be well advised to extend his homework.

A good many of the specific restraints that Mr. Engman suggested, in his speech to a section meeting of the American Bar Association, are already in application through the National Association of Broadcasters' code mechanism and guidelines issued by the Association of National Advertisers. Mr. Engman gave slight notice to the NAB but little indication he had any idea of what it or the ANA were really doing.

As reported elsewhere in this issue, a meeting has been held, and Mr. Engman has presumably had his vistas widened by those who have been dealing with the real world of children's television for years. Hopefully he has been persuaded there is less for the FTC to do in this field than he was originally led to believe.



Drawn for BROADCASTING by Sid Hix
"It's for housewives who missed all those episodes pre-empted by Watergate."

**WAKE UP TO
WHAT'S GOING ON
IN DES MOINES.**

**NOW No.1,
18-49 Year-Old Adults!**



Average Qtr. Hr. Listening Estimates – Metro Survey Area
Monday through Sunday, 6 AM-Midnight
American Research Bureau Audience Estimates, April/May 1973

WSB's Skycopter keeps Atlanta's traffic flowing



Atlantans win exciting prizes on WSB contests

The young generation sounds off on Radio 750



Coach Cotton Fitzsimmons talks Hawks strategy with Phil Schaefer



When news breaks in Atlanta, WSB's reporters are there



WSB RADIO 750

is Atlanta

Every hour of every day...

WSB Radio Atlanta AM 750/FM 98.5 
 NBC Affiliate. A Communications Service of Cox Broadcasting Corporation.
 Cox Broadcasting Stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami; WIIC-TV, Pittsburgh; KFI-AM, Los Angeles; KTVU, San Francisco-Oakland.

Happy music and personable announcers... a great WSB Radio combination



Show biz stars and top newsmakers ride the WSB Merry Go Round every morning



If Hammerin' Hank passes the Babe, it'll be on WSB Radio

