

The real-world consequences of home-game telecasts
Johnson friends rally to shoot Quello down

Broadcasting Sep 3

The newswEEKly of broadcasting and allied arts

Our 42d Year 1973

"HELLO MOMMA, I KILLED DEAN."



At six, Houston viewers got the first break on one of the biggest mass murder stories in history.

Jack Cato, KPRC TV's police reporter, was the only news man on the scene.

The young man in police custody used the mobile phone in the Big Two News car to call his mother. And KPRC TV viewers saw it on the ten o'clock news.

We're not happy covering stories like this, but we've got an obligation to report all the news

fully and factually.

And for the past 24½ years, we've done our best. A lot of people think it's pretty good.

Because in addition to the biggest news audience in our history, we've also won more news awards than all other Houston stations combined.

No matter what happens in Houston, we'll be there reporting it.

KPRC TV HOUSTON 
PETRY TELEVISION, INC. NATIONAL
REPRESENTATIVES, NBC AFFILIATE

36112 LIBRARY
A II LIBRARY
US AIR FORCE
SERIAL ACN SECTION
MONTGOMERY AL 36112
NEWSPAPER 5

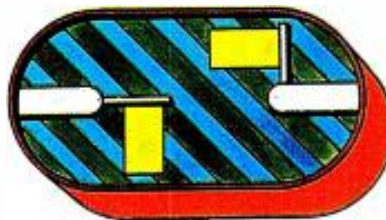
Here are five good reasons to buy IVC's fully-automatic broadcast 240 Film Chain Camera and 4000A Multiplexer. We have dozens more.



Money. We put the latest solid-state circuitry and some clever design techniques into the IVC-240 and the 4000A—not just to make them more reliable, but to give them the industry's finest price/performance ratio. Example: we use costly precision fixtures, like other manufacturers, to align the 240's dichroic mirrors. Unlike other manufacturers, however, we set the mirrors permanently in optical epoxy. The expensive fixtures stay here—but the precise optical alignment stays with the 240—permanently. Features like this hold the price of the 240/4000A combination to less than \$30,000.



A free-standing camera cabinet. Ordinarily, if you accidentally bumped into a film-chain camera, you'd disturb the picture. But when the IVC-240's cabinet is accidentally bumped or nudged, picture positional stability, as viewed on a picture monitor, is virtually unaffected. The reason: the optical system and Vidicon/yoke assemblies are mounted on a separate rigid backbone that is lagged directly into the floor through the sheet metal of the cabinet. The effect is the mechanical isolation of optics and cabinet.



A better mirror system. The IVC-4000A's mirrors swing vertically, like the flag on a taxi meter. This approach makes it difficult for dust to settle on the reflective surfaces and provides a smooth on-air transition; the special tapered mirrors are positioned by self-braking motors in just one fifth of a second. Audio-follow logic is built into the system.

It makes your studio look nicer. But we can't tell you all about the 240 and the 4000A here—there isn't room to talk about their minimal maintenance requirements, their exceptional stability, their hands-off operation, their automatic features. We suggest you write to Camera Product Manager at the address below.

We'll be glad to give you all the reasons why choosing IVC is a good move.



Money again: Having a single neutral-density filter wheel inside the camera for automatic white level is a special cost-saving bonus from the IVC-240. This unique arrangement can save you up to \$4200 by eliminating the usual separate disc for each projector. The lightweight disc and high-torque motor, which are built into the camera enclosure, respond to light level changes up to 100 to 1 in 0.6 second (maximum). And typical changes are compensated for much faster.

An automatic black level circuit complements the automatic white level control. Result: hands-off operation—all day.



International Video Corporation

International Video Corporation
990 Almanor Avenue
Sunnyvale, California 94086
Telephone: (408) 738-3900

Broadcasting **Sep 3**

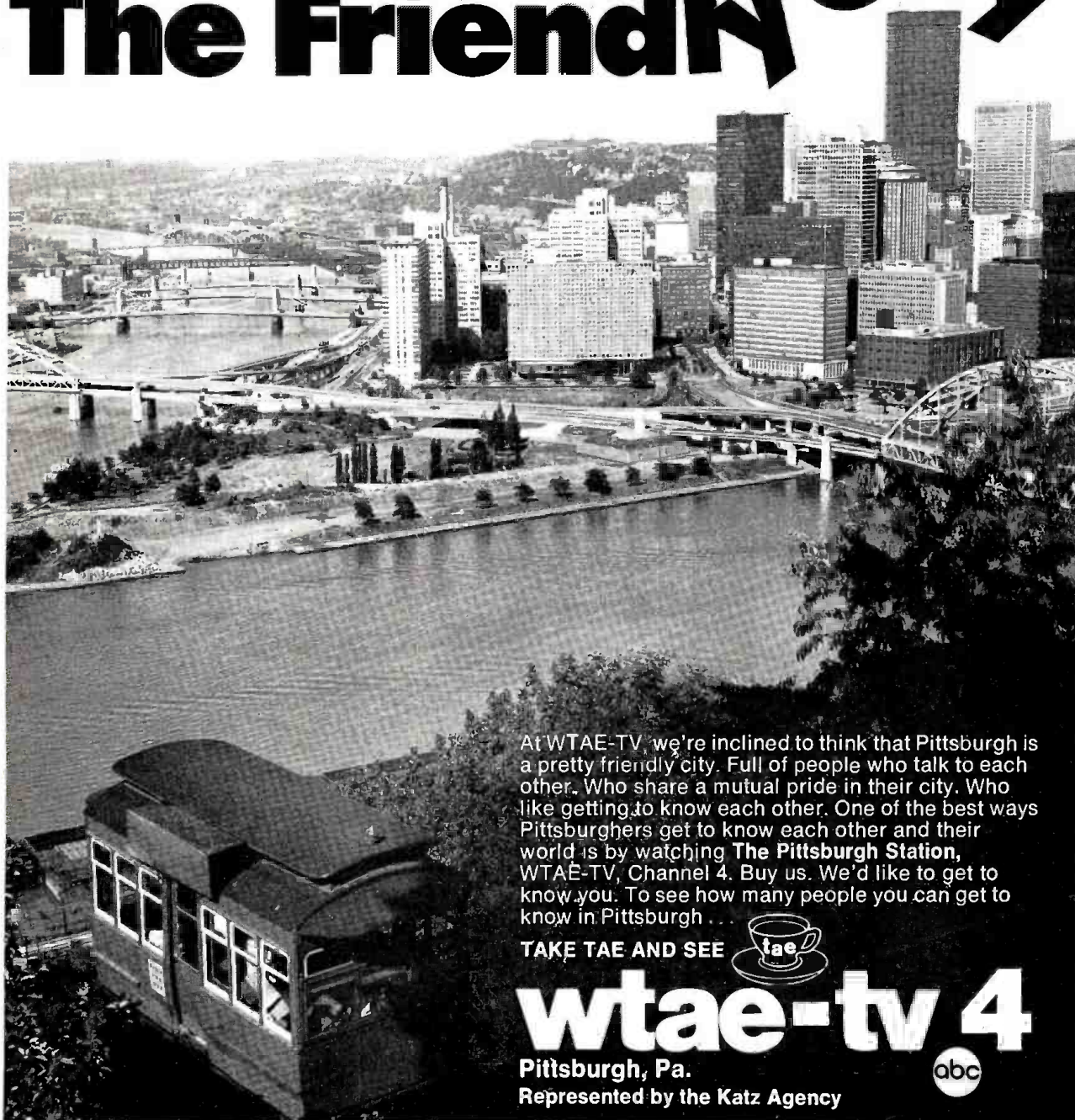
Vol. 85 No. 10

	CLOSED CIRCUIT	5
NBC, NABET deadlocked with strike deadline Wednesday.	AT DEADLINE	6
	DATEBOOK	10
	OPEN MIKE	11
A chicken-and-egg approach to advertising.	MONDAY MEMO	12
Prospects are that Congress will soon lift the blackout curtain on home-game sports broadcasts. <i>Broadcasting</i> takes a look at who will be affected in what way if that day comes.	LEAD STORY	15
The FCC gets back in the swing of things this week with a packed agenda: prime time, fairness, satellites, children's TV.	MEDIA	17
The friends of Nicholas Johnson step up campaign to queer the appointment of Jim Quello.		18
ABC, CBS want to rewrite the ascertainment primer.		19
	CHANGING HANDS	22
Milam-Lansman: paving the way for community radio.		24
A two-sided approach to cable regulation from FCC advisory committee.	CABLECASTING	26
Cable-satellite consortium gets off the ground.		27
	BROADCAST ADVERTISING	29
ABC and CBS get into the act on copyright.	PROGRAMING	34
	MUSIC	37
	PLAYLIST	38
Congress gets in on the AT&T rate case.	EQUIPMENT & ENGINEERING	40
	FINANCE	41
	FATES AND FORTUNES	44
	FOR THE RECORD	46
NAB's Burns Nugent: the resume speaks for itself	PROFILE	57
	EDITORIALS	58

Published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington 20036. Second-class postage paid at Washington. Single issues \$1. Subscriptions: one year \$20, two years \$37.50, three years \$50. Add \$52 yearly for special delivery. \$65 for air mail, \$4 for Canada, \$6 for all other countries. Subscriber's occupation required. Annually: *Broadcasting Yearbook* \$17.50, *Cable Sourcebook* \$10.

PITTSBURGH:

The Friendly City



At WTAE-TV, we're inclined to think that Pittsburgh is a pretty friendly city. Full of people who talk to each other. Who share a mutual pride in their city. Who like getting to know each other. One of the best ways Pittsburghers get to know each other and their world is by watching **The Pittsburgh Station**, WTAE-TV, Channel 4. Buy us. We'd like to get to know you. To see how many people you can get to know in Pittsburgh...

TAKE TAE AND SEE



wtae-tv 4

Pittsburgh, Pa.

Represented by the Katz Agency



Closed Circuit®

Last act

After three years as first director of Office of Telecommunications Policy, Clay T. Whitehead is said to feel time has come to reappraise OTP's structure. He's wondering whether basic organization is at fault in friction that has developed when OTP does what it considers its job in speaking for President on matters of particular sensitivity to Congress—public broadcasting, for instance. Relations with powerful Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee, have deteriorated. Indication of Mr. Whitehead's troubles on Hill is seen in Senate move to gut OTP's budget (BROADCASTING, Aug. 13).

Mr. Whitehead, who as White House aide played leading role in designing OTP, is represented now as questioning whether it is feasible for office that is part of White House to speak out on delicate issues. Yet he is said to remain convinced that mission for which OTP was created is essential. He's expected to recommend changes, perhaps even relocation of OTP in some executive department, before end of year. As for himself, he's expected to leave government at about same time ("Closed Circuit," July 9).

Test cases

FCC is expected to consider this week first batch of cases involving renewal applicants whose employment records, commission felt, raised questions about their commitment to equal-employment-opportunity programs. Commission staff is recommending all applicants be renewed—but in some cases with conditions designed to induce more effort to recruit minority-group members or women. Involved are 48 stations in Maryland, Virginia, West Virginia and District of Columbia.

Commission last October asked stations to explain how their employment practices were consistent with commission's antidiscrimination rules. Stations had been picked for queries because their records showed either no women or minority-member employment, or declines in employment in those categories. Commission action on these cases will presumably set pattern for disposition of all EEO cases that have accumulated since October.

Shoved up

Record books may never reveal it, but President Nixon's stormy news conference at San Clemente Aug. 22 came off well ahead of plan. President had made television speech from Oval Office on Watergate on Aug. 15. Then came Cambodian address before Veterans of Foreign Wars in New Orleans on Aug. 20,

clouded by on-camera shoving of his press secretary, Ronald Ziegler, triggered by President's anger over rerouting of his entourage by Secret Service for security reasons.

Insiders agree prudent scheduling would have allowed lapse of perhaps 10 days before holding of press conference—first in five months. But it came suddenly, on less than 12 hours notice. It's speculated that speed-up was to prevent Ziegler-shoving incident from festering.

Toigo's new thing

Adolph Toigo, who has been maintaining low profile since Lennen & Newell, New York, of which he had been board chairman, filed for bankruptcy about 18 months ago, is understood to have formed management consultancy for advertisers. Mr. Toigo has set up headquarters in Waldorf-Astoria hotel in New York and is said to be counseling top management of several packaged-goods firms on product and market planning.

Tax-break protest

FCC may soon be faced with legal challenge to its practice of issuing tax certificates to multiple-station owners who voluntarily divest one of co-located properties although sale is not required by rules. Tax Analysts and Advocates, Washington public-interest law and research firm, which two weeks ago criticized commission in this area (BROADCASTING, Aug. 27), says it is pursuing "further research."

If research proves productive, firm will ask commission to reconsider policy. Challenge would come either in party-of-interest brief filed in connection with WROR(FM) Boston transfer case, in which FCC award of tax certificate to RKO General Inc. is one of contested issues, or in independent pleading requesting reconsideration of present policy. There's possibility that Citizens Communications Center, which is more familiar with FCC matters, would join in challenge.

Headed for cable?

Don't write off possibility that Charles W. Lichenstein will leave FCC to join National Cable Television Association. Now special assistant to Chairman Dean Burch with emphasis on special projects and speech-writing, Mr. Lichenstein has been discussed in NCTA executive councils as latent prospect, presumably as right-hand bower to President David Foster. Mr. Lichenstein's "discovery," David Kinley, 32, formerly of FBI, is now deputy chief of FCC's Cable Television Bureau (BROADCASTING, June 30). Chairman

Burch is expected to leave FCC before year's end to return to private law practice.

More hardware

Television Bureau of Advertising is reported to be setting up awards to honor television personalities who have contributed to medium's growth in set circulation and advertising over past 25 years. Members will be asked to select five personalities for election to "Hall of Fame," and one of five winners will be adjudged "Man of the Year" by TVB board of directors. Suggested names will include Jerry Lewis, Milton Berle, Edward R. Murrow, David Garroway, Dr. Frances Horwich, Bob Hope and Arthur Godfrey; write-ins will be invited. Awards will be made at TVB's annual meeting in Houston on Nov. 27.

The lieutenants

Now that FCC has formally adopted new organization structure for its Cable Television Bureau (BROADCASTING, June 18), names are being put into boxes denoting bureau's new divisions. Although commission is yet to give formal approval, Jerry Jacobs is running certificates-of-compliance division; Jack Mayer, special relief (which deals with broadcasters' complaints about cable systems); William J. Johnson, policy (analogous to Broadcast Bureau's rules-and-standards division), and Edward J. Brown, research and analysis.

No No. 2

August oddities: This is first year FCC hasn't worked on "acting chairman" basis when chairman is away. In past senior commissioner (currently Robert E. Lee) has served as unofficial vice chairman and therefore acting chairman. But Chairman Dean Burch lets his office perform as if he were present with Charles M. Lichenstein unofficially in charge.

Commissioner Lee leaves late this week for International Telecommunications Conference in Torremolinos, Spain, which runs officially from Sept. 12-29. He is vice chairman of U.S. delegation.

Antitelethon

Democratic National Committee, which hopes to replenish depleted coffers with hoped-for \$8 million via its telethon on NBC-TV Sept. 15, is concerned over station line-up. Affiliates in Philadelphia (KYW-TV) and Boston (WBZ-TV) have rejected seven-hour event as contrary to Westinghouse Broadcasting Co. policy. Year ago, when Democrats used ABC-TV, Westinghouse's WJZ-TV Baltimore rejected program (which raised \$4 million). Several other NBC-TV affiliates in small markets in Texas, Arkansas and California haven't cleared, so far.

At Deadline

Strike looms at NBC as NABET talks stall

Wednesday deadline is set; union also at impasse with ABC, but no walkout there set yet

National Association of Broadcast Employees and Technicians has set 6 p.m. Wednesday (Sept. 5) as deadline for calling strike against NBC unless settlement is reached on contract dispute.

Three-year pact with NBC, covering engineers, technicians, teletype operators, news writers in some cities and other employees, expired last March 31. Union spokesman said about 1,400 workers are involved in New York, Chicago, Los Angeles, San Francisco, Cleveland and Washington. Main issues, he said, are wages, pension provisions, jurisdiction over new equipment, and grievances and arbitration procedures in cities beyond New York.

NBC official said company has "made substantial offer," and will continue broadcast operations with use of supervisory and non-union personnel, if necessary. He said efforts will continue to resolve dispute. Federal Mediation and Conciliation Service was attempting to hold sessions before strike deadline.

ABC has been holding negotiations with NABET on similar contract and talks have broken down. But NABET has not specified strike date at ABC.

CBS maintained broadcast operations uninterrupted last winter after eight-week strike by International Brotherhood of Electrical Workers (BROADCASTING, Jan. 8).

TV renewal form changes near top of FCC agenda

FCC is expected to consider this week number of modifications in its proposed television license-renewal form. Changes are being proposed by Dr. Barry Cole, commission's consultant on renewal procedures. These follow suggestions by Office of Management and Budget, which must clear form. Under proposed modifications:

- "Local" public service announcements would be defined as those broadcast in behalf of local organization, rather than those involving local organizations.

- Two questions that applicants now have option to answer would be made mandatory. One deals with listing of problems or needs in community that applicants expect to add to their next annual list of problems or needs. Other involves procedures applicant has for disposing of complaints or suggestions from public.

- Form would require applicants to "represent" rather than "certify" that they have placed various materials in their public files and have made "good-faith

efforts" to ascertain community problems and needs. Broadcast industry representatives asked for change because of legal implication of "certify" and possible disagreement on what constitutes compliance with commission's ascertainment requirements.

- Limitations on number of pages that commission would accept for answers to some questions would be raised—from two to five, on one dealing with children's programming; from five to 10, on one giving applicants opportunity to expand on report on their program service.

In addition, Dr. Cole is suggesting language changes to clarify meaning of some questions. He is also proposing change in proposed annual report on programming. Form, which now contains two time segments—6 a.m. to midnight and 6 p.m. to midnight—would include third—midnight to 6 a.m.

Record industry probing now focuses on Los Angeles

Recording industry drug and payola scandal hit West Coast Friday (Aug. 31) with announcement that federal grand jury in Los Angeles will begin looking into allegations of drug, payola and organized crime involvement in record business.

Among facets of probe are charges that

More darts at Quello. Professor John F. Banzhaf III, consumer activist, and Committee for Open Media, based in San Jose, Calif., have added their voices to those of citizen groups and public-interest law firms who are opposing expected nomination of broadcaster James H. Quello of Detroit to FCC (see page 18). They expressed views in letters to Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee. Professor Banzhaf, who teaches law at George Washington University Law School, said Mr. Quello's background as broadcaster should disqualify him from consideration. "If we have learned nothing else from past experience, it should be the need for a clear separation between regulatee and regulator," he said.

He also cited as reason for opposing Mr. Quello comments of Capitol Cities Communications Corp. executive concerning Mr. Quello's alleged lack of sensitivity to needs of minority groups. Comments were made in connection with Mr. Quello's performance as manager of Capacities' WJR-AM-FM Detroit. Phil Jacklin, director of COM, opposed expected nomination of any broadcaster to FCC. He said Mr. Quello's nomination would show "same Watergate mentality that saw John Mitchell appointed attorney general."

some record companies paid disc jockeys of radio stations to play their records with cash and/or drugs.

Involved are FBI and Internal Revenue Service. Late in July, local district attorney, Los Angeles police and Los Angeles county sheriff were reported looking into situation.

One investigator reportedly said: "You can bet it'll be a helluva lot bigger than the payola scandal of the 1960's."

Move in Los Angeles follows investigation by Newark, N.J., grand jury that began last February. Scandal also has prompted Senator James L. Buckley (R-Conservative-N.Y.) to start his own investigation.

Dole seeks TV shutdown to end overplay of Watergate

Senator Robert Dole (R-Kan.), former chairman of Republican National Committee, has announced he will introduce resolution this week to cut off television coverage of Senate Watergate hearings.

Spokeswoman for senator said Friday (Aug. 31) that basis for resolution, which is expected to be offered Wednesday (Sept. 5) when Congress returns from month-long recess, is senator's belief that his constituents are "sick and tired" of watching Watergate hearings on TV.

Preliminary draft of resolution points out need for Congress to turn its attention to other problems (such as economy, energy conservation, agriculture prices, foreign-trade policy and environment) and ends with provision that Watergate committee "shall not conduct any hearing or receive any testimony or evidence . . . except in executive session. . . ."

Although language of resolution also would presumably preclude hearing coverage by print media, spokeswoman said this was not senator's intent. She added that Senator Dole is in process of revising draft and speculated that this point would be included in any changes made.

Fred Weber dies at 67

Memorial service is scheduled for Wednesday (Sept. 5) at Trinity United Methodist Church, Ventnor, N.J., for veteran broadcaster Fred Weber, 67, who died of heart attack Aug. 30 at his home in Margate, N.J., where he was recuperating from heart attack he suffered five days earlier.

At time of his death Mr. Weber was executive vice president of Rust Craft Broadcasting Stations, post he had held since 1949.

After serving as rate engineer for long lines department of AT&T, he joined NBC in 1928 and served as its first station-relations executive. In 1936 he joined Mutual Radio as vice president and general manager and helped build that network by concentrating on sports programming. He left Mutual in 1942 and



Now hear this! WKSS Hartford has appointed Blair Radio.



If you want to woo Connecticut, kiss Connecticut.

WKSS went on the air in 1971, and is already Connecticut's Number One FM station (and the number two adult station AM or FM!), according to results of the April through May ARB.

That's an impressive accomplishment in an area as vital as Connecticut. WKSS provides a city grade signal in a market which ranks 17th and is also #1 in per capita income. And it was a sound success. Stereo music with live announcers, programming a gentle Beautiful Music format in uninterrupted quarter-hour sweeps.

We welcome WKSS to the nationwide group of stations represented by Blair Radio.



BLAIR  RADIO



until 1949 was associated with WDSU-AM-FM-TV New Orleans.

Mr. Weber was also veteran board member of National Association of Broadcasters and was elected to television board at NAB convention last March.

He is survived by his wife, Shirley, and one son.

Challenger rakes WJBK-TV over coals

First shot in latest round of renewal challenges, affecting stations in Michigan and Ohio, has fallen against Storer Broadcasting's WJBK-TV (ch. 2) Detroit. Petitioner, which submitted pleading in advance of commission's Sept. 4 filing deadline, is Inter-Faith Center for Racial Justice—same group which unsuccessfully challenged WJBK-TV renewal in 1970.

Among accusations contained in latest pleading was charge that programing broadcast by WJBK-TV during FCC-determined composite reporting week was not typical of station's usual fare. During those seven randomly-chosen days, WJBK-TV broadcast nine and one-half hours of specials. Petitioners also contended that WJBK-TV's community-needs ascertainment was deficient, and that station had violated fairness doctrine at least twice—in programing dealing with Michigan busing controversy, and in its handling of dispute over Detroit police undercover operation. In both cases, group claimed WJBK-TV gave inadequate treatment to minority viewpoints.

Set makers may be affected by probe of N.J. probe

New Jersey fire that took seven lives and may have started in defective television set has prompted investigation of safety of TV sets by Federal Consumer Product Safety Commission. Ron Eisenberg, CPSC's director of public affairs, said commission will start by examining two different brands involved in three different fires. Whether or not investigation will take in entire TV-set manufacturing industry will depend on results of early investigations, he said. Field personnel from CPSC's New York office began last Thursday by examining set in North Caldwell, N.J. home of Frederick Stock, former vice president of New York Stock Exchange, where Aug. 25 fire claimed lives of seven members of family. Investigation will also look at technical data supplied by two manufacturers in question, Mr. Eisenberg said. Should pattern of defective sets or parts develop, CPSC has power to ban sale of products, issue standards or order recall of sets, he said.

'Firing Line', 'Advocates' due for help from Ford

Ford Foundation will soon announce awards totaling \$700,000 for three public-television series, two of which are controversial public-affairs efforts presently experiencing substantial financial problems.

Grant of \$400,000 will go to Southern

Educational Communications Association, Columbia, S.C., for production of William F. Buckley Jr.'s *Firing Line*. Another \$200,000 is earmarked for non-commercial WGBH-TV Boston for *The Advocates*. Remaining \$100,000 is for Maryland Public Television-produced *Wall Street Week*.

According to Corporation for Public Broadcasting spokesman, grant to *Firing Line*, while less than program's budget last year, could suffice to get it through Public Broadcasting Service season starting this January, if corners are cut. Situation is not as optimistic for *The Advocates*, which even with latest grant will still be \$404,000 short of amount it needs to assure production through entire spring season. It now has \$733,000. (Both *Firing Line* and *The Advocates* have been funded through full PBS season, which starts Oct. 1.) WGBH-TV and CPB will be looking to private corporations for remainder of funds for *Advocate*. *Wall Street Week* does not face any immediate problems.

FCC judge's decision puts Georgia AM in jeopardy

FCC Administrative Law Judge David I. Kraushaar has recommended that renewal of WMRE(AM) Monroe, Ga., be denied based on findings that indicate station's former president had been guilty of "chicanery and deception."

Commission in 1971 granted involuntary transfer of WMRE from Walton Broadcasting Co. to Henry P. Austin Jr., receiver. Takeover became necessary after Walton president and owner, Warren G. Gilpin, became mentally ill and was declared incapable of handling own affairs. But basis for denial of renewal, Judge Kraushaar concluded last week, was Mr. Gilpin's conduct prior to this development. (Commission previously had refused to drop renewal hearing, which had been ordered before Mr. Gilpin became ill, so that Mr. Austin could sell WMRE to three Monroe residents.)

Among Judge Kraushaar's findings was

Headliner



Mr. Cronkite

Walter Cronkite, CBS News correspondent, selected by board of governors of National Press Club as first recipient of NPC's Fourth Estate Award for distinguished service to journalism. Mr. Cronkite will accept plaque and address dinner at Washington club Oct. 19.

determination that Mr. Gilpin had encouraged and aided filing of strike application for another AM in Monroe in order to thwart attempt by discharged WMRE manager to build competing outlet. Judge Kraushaar also concluded that Mr. Gilpin had fostered unauthorized transfer of control of WMRE by failing to report to FCC until 1969 fact that he had bought out former partner's 50% interest in station back in 1956. He also found that Mr. Gilpin had filed false or misleading information with commission in response to inquiries by agency.

CPB's money frustrations cited by Rogers at Iowa meet

Public Broadcasting Service Chairman Ralph B. Rogers forecast last week that President Nixon will veto \$33-billion HEW-Labor appropriation bill, thus plunging public broadcasting into another financial crisis. Situation, he told Iowa State Educational Radio and Television Facility Board in Des Moines Aug. 30, underscores need for grass-roots support for increased funding for medium.

"There is no question that there will be greater funding for public broadcasting," Mr. Rogers said, but "how much and when is a very big question." He recounted frustration of public-broadcasting officials in recognizing that, although President Nixon has signed bill authorizing \$120 million for CPB in next two years, that money will not be available if President vetoes HEW-Labor, to which CPB funds are attached. CPB authorization, Mr. Rogers complained, is no more than "flyspeck" of total HEW-Labor allocation, and public broadcasting would be mere victim of circumstance if larger bill is shot down.

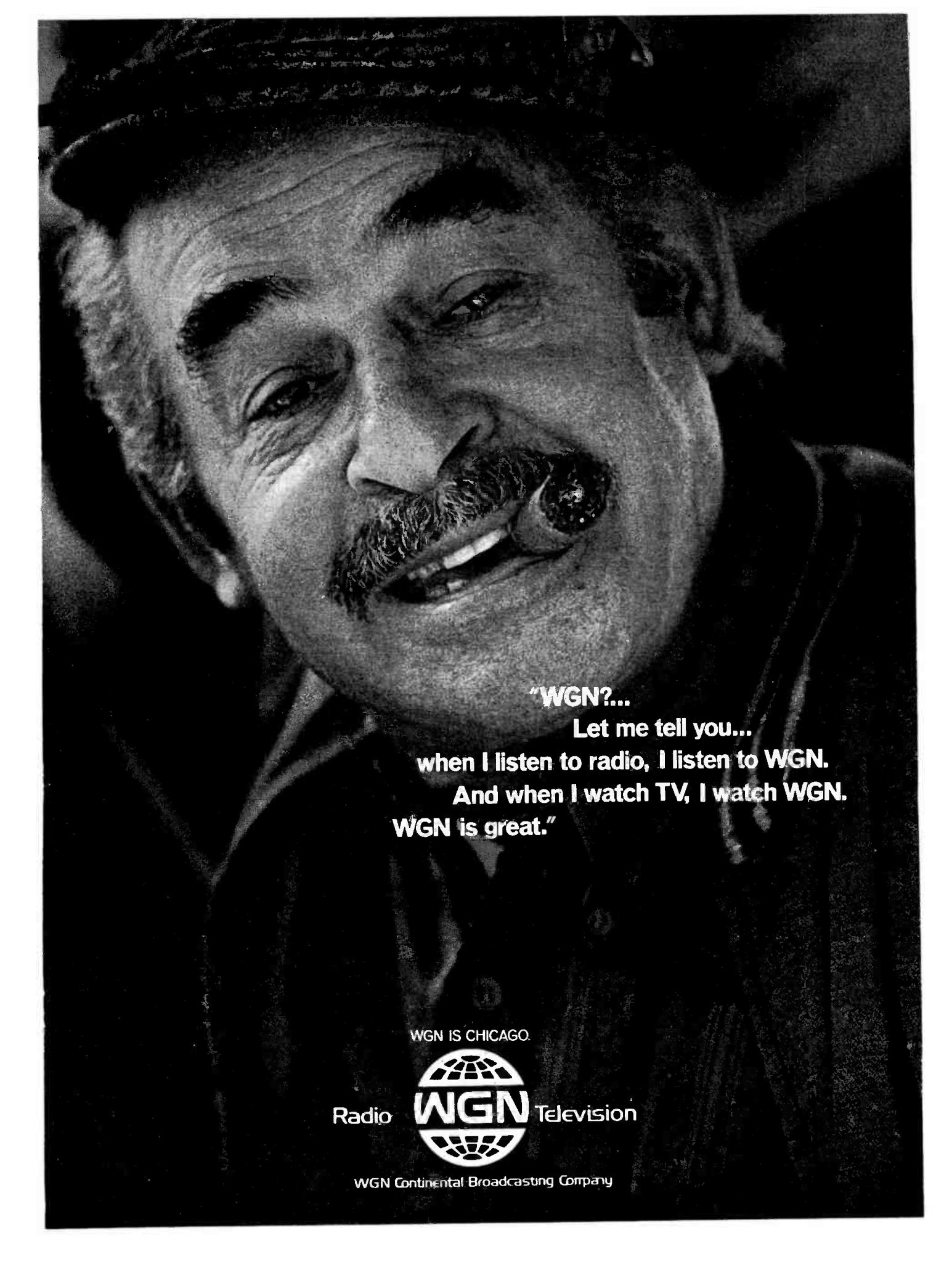
Ruiz says FCC overlooks Latinos in EEO hiring

National Latino Media Coalition, organized in Washington in May to speak for Latinos in communications matters (BROADCASTING, May 28), has expressed its dissatisfaction to FCC for its failure to hire Latinos for full-time service in either its internal or external Equal Employment Opportunity Offices.

Anthony Ruiz, secretary of coalition, wrote FCC Chairman Dean Burch last week, suggested that commission hire Spanish-surnamed coordinator in both EEO offices—one that checks on commission employment, one on employment of industries commission regulates.

External office is directed by two blacks. Internal office is headed by black woman who is assisted part-time by Latino who works in cable television bureau, Charles Hernandez.

Mr. Ruiz said coalition applauds commission for its plans to establish EEO guidelines for itself and for communications industries. But he said it is concerned because of lack of input from Latinos. He said that there are only 13 Latinos among commission's 1,300 employees.



"WGN?..."

Let me tell you...

when I listen to radio, I listen to WGN.

And when I watch TV, I watch WGN.

WGN is great."

WGN IS CHICAGO.



WGN Continental Broadcasting Company

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[®]

The newsworthy of broadcasting and allied arts

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, Susan Woolhiser,
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)*.
Lynda Dorman, *classified advertising*.
Doris Kelly, *secretary to the general sales manager*.

CIRCULATION

Bill Criger, *circulation manager*.
Kwentin Keenan, *subscription manager*.
Patricia Johnson, Jean Powers, Odell Jackson.

PRODUCTION

Harry Stevens, *production manager*.
Bob Sander, *production assistant*.
Laurie Ender

ADMINISTRATION

Irving C. Miller, *business manager*.
Lynda Dorman, *secretary to the publisher*.
Philippe E. Boucher, Brenda Oley.

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.

Datebook[®]

■ Indicates new or revised listing.

This week

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. 5—Resumption of hearings on sports blackouts by House Subcommittee on Communications, Washington (also see page 15).

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 promotion awards.

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

Sept. 7-9—New York State AP Broadcasters Association meeting, Otsego hotel, Cooperstown.

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. Stouffers Atlanta Inn and Fox Theater, Atlanta.

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

Also in September

Sept. 11—Newsmaker luncheon, Hollywood Radio and Television Society, Herbert S. Schlosser, NBC-TV president, speaker, Beverly Wilshire hotel, Beverly Hills, Calif.

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

Sept. 12—Meeting, Small Market Radio committee of NAB, NAB headquarters, Washington.

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. 13-14—Annual meeting, Ohio Association of Broadcasters. Speakers include Representative Samuel Devine (R-Ohio), ranking minority member of House Commerce Committee, and Herb Jacobs, board chairman, Telcom Associates, Neil House, Scioto Downs.

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

Sept. 14-16—American Women in Radio and Television Northeast area conference, Marriott motel, Boston.

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

Sept. 15—Deadline for entries in 1974 Ohio State Awards contest, sponsored by Institute for Education by Radio-Television, Columbus, Ohio.

Sept. 16-18—Nebraska Broadcasters Association annual convention. Speakers include: FCC Commissioner Benjamin Hooks, FCC General Counsel John W. Pettit and Washington communications attorney Erwin Krasnow, 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. 17-19—Electronics and Aerospace Systems Conference, sponsored by Institute of Electrical and Electronics Engineers, Marriott Twin Bridges Motor hotel, Washington.

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. Speakers

include: Clay T. Whitehead, Office of Telecommunications Policy; William Arthur, National News Council, among others, Watergate hotel, Washington.

Sept. 17-20—85th annual convention, National Association of Regulatory Utility Commissioners. Speakers include FCC Commissioner Benjamin L. Hooks, Olympic hotel, Seattle.

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—Meeting, Secondary Market TV committee of NAB, NAB headquarters, Washington.

Sept. 18—Seminar, "CATV tax shelters" at Essex House, New York. Sponsored by Paul Kagan Associates. Luncheon speaker: Sol Schildhouse, chief, Cable Television Bureau, FCC.

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—Annual stockholders meeting, MCI Communications Corp., New York Hilton 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—Cable television seminar, sponsored by Ohio Council of Churches and National Council of Churches, Sheraton Inn-Downtown, Cleveland.

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, Sheraton Valley Forge, Philadelphia.

Sept. 20-21—1973 broadcast symposium, Institute of Electrical and Electronics Engineers, Washington hotel, Washington.

Sept. 21-23—American Women in Radio and Television Southern area conference, Holiday Inn, Rivermont, Memphis.

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

Sept. 23-25—Annual meeting, Louisiana Association of Broadcasters, Marriot hotel, New Orleans.

Sept. 25—Radio Advertising Bureau sales clinic, Sheraton Jet Port Inn, Orlando, Fla.

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

Major meeting dates in 1973-74

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

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

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

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

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

Nov. 28-29—Annual meeting, Television Bureau of Advertising, Hyatt Regency hotel, Houston.

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

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

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

Sept. 27—Radio Advertising Bureau sales clinic. Sheraton motor Inn, Greensboro, N.C.

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

Sept. 28-30—American Women in Radio and Television West Central area conference. Eddie Webster's Inn, Des Moines, Iowa.

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

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

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—Deadline for entries in U.S. Television Commercials Festival. Contact: 4415 West Harrison Street, Suite 230B, Hillside, Ill. 60162.

■ Oct. 1—Deadline for entries in Morgan O'Leary award for political reporting, sponsored by University of Michigan department of journalism. Contest is open to Michigan members of public print or broadcast media. Contact: department of journalism, University of Michigan, Ann Arbor 48104.

■ Oct. 2—Fall conference, *Premium Advertising Association of America*. Speaker: Victor G. Bloede, chairman, American Association of Advertising Agencies. McCormick Place, Chicago.

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

Oct. 2-3—Beginning television production seminar, sponsored by *Telemation Inc.* Dayton, Ohio.

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. 4-5—Advanced television production seminar, sponsored by *Telemation Inc.* Dayton, Ohio.

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—American Women in Radio and Television East Central area conference. Inn of the Four Winds, Lake Monroe, Ind.

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—American Women in Radio and Television Midwest area conference. Key Bridge Marriott, Rosslyn, Va.

Oct. 12-14—American Women in Radio and Television Southwest area conference. Sheraton Crest hotel, Austin, Tex.

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. 15-16—Fall conference, *National Association of Broadcasters*. Hilton hotel, Hartford, Conn.

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

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

Oct. 16-17—Beginning television production seminar, sponsored by *Telemation Inc.* Minneapolis.

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. 17-18—Sixth AM Directional Antenna Seminar of National Association of Broadcasters. Cleveland Engineering and Scientific center, Cleveland.

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

Oct. 18-19—Advanced television production seminar, sponsored by *Telemation Inc.* Minneapolis.

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

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—American Women in Radio and Television Western area conference. Hotel Olympic, Seattle.

Open Mike®

The words from the Hill

EDITOR: Your lead story on television news in the Aug. 20 issue was both informative and well-written. In short, it continued the exceptional choice of subject matter and thoroughness of presentation that has distinguished BROADCASTING during its many years of publication.—*Bill Gunter (D-Fla.), House of Representatives, Washington.*

EDITOR: I enjoyed your special report and continue to appreciate the ingenuity of America's broadcasters in meeting the challenges of presenting the news and, in some cases, creating the environment wherein needed social change can be accomplished.—*Carl T. Curtis (R-Neb.), U.S. Senate, Washington.*

EDITOR: I consider broadcast journalism to be a vital aspect of a well-informed society. It is also a highly complex profession which takes skillful and dedicated personnel to report the news. I found the article on news reporting very informative.

I subscribe to the magazine in an effort to keep abreast of the broadcasting medium.—*Strom Thurmond (R-S.C.), U.S. Senate, Washington.*

EDITOR: The article on how news is collected, assembled and presented is both interesting and informative.—*Barbara Jordan (D-Tex.), House of Representatives, Washington.*

EDITOR: The special report on television journalism contained in the Aug. 20 issue

of BROADCASTING represents a tremendous undertaking by your staff, and I am sure will be useful to those in the journalism field as well as those watching the newsman's product. The report also helps draw a national baseline for TV news by which stations and viewers can make comparisons. The expanded news effort seems to be the national norm, much to the credit of television station management. Both stations and the public are better served.—*G. William Whitehurst (R-Va.), House of Representatives, Washington.*

No answer

EDITOR: Read your Aug. 20 issue with interest, curiosity and chagrin. While the many, many paragraphs concerning local news efforts were mostly fascinating, KRON-TV was conspicuous by its absence. So how come we weren't included?—*A. Richard Robertson, publicity director, KRON-TV San Francisco.*

(In preparation of the special report on television journalism, BROADCASTING sent letters to general managers and news editors of all commercial television stations. The letters explained the project and requested submissions of appropriate reports. KRON-TV was among the stations that failed to respond.)

No time limit on MCA reruns

EDITOR: A serious error was made in the Aug. 13 article regarding MCA TV's delivery of episodes from *Adam-12*, *Ironside* and *Marcus Welby, M.D.* The story contains the erroneous statement that the episodes of these series in syndication would have to be "three years old" before they could be telecast by local stations. This contradicts the basis on which these series are being sold by MCA.

MCA has guaranteed the delivery dates

for each of the three series whether or not they appear on networks after these dates. That guaranteed delivery goes for all episodes, regardless of when they were last on the networks.

Every episode will definitely be made available for local telecast starting with the guaranteed delivery date for each series: *Adam-12* in the fall of 1975, *Ironside* in fall 1974 and *Marcus Welby* in fall 1975 or possibly sooner.—*Lou Friedland, president, MCA TV, New York.*

A matter of timing

EDITOR: Your otherwise excellent story about the KSAY assignment (Aug. 27) has an error. We did not say that "... the ex parte rules do not come into play merely because a petition to deny has been filed" and that is not the case. These rules do come into play when a petition to deny has been filed, but not before—and that is what we said.—*Lester W. Spillane, Farrand, Malii, Spillane & Walsh, attorney for KSAY Broadcasting Co. and San Francisco Wireless Talking Machine Co.*

To spread the word

EDITOR: I am taking this means of requesting permission to reproduce [the article on "Jesus rock"] in the Aug. 20 issue. The copies will not be used as a tool for fund raising. I am financed by The Good Shepherd Mission and personal Christian friends who firmly believe in this type of broadcasting of the gospel. This article needs to be seen by people other than broadcasters.—*Leo F. Heller*

Jr., director, *Starlight Chapel Broadcast*, Paterson, N.J.

All in the family

EDITOR: Let's see if someone in our profession can top this one. Both the writer and Mrs. Griffith are in the employ of WPFA(AM) Pensacola, Fla. Both are licensed broadcasters.

All four sons, all licensed, are employ-

ed in the radio broadcasting business: John, WXIT(AM) Charleston, W. Va.; Steve, WGRA(AM) Cairo, Ga.; Scott, WGAF(AM) Valdosta, Ga., and Dave, WHKY-AM-FM Hickory, N.C.

Only Steve (at last report) is married, and his wife is presently boning up to take the exam, so she too can boast of being licensed.—Don Griffith, general manager, WPFA.

Fixes on TV finances

EDITOR: Going over [the FCC TV revenue figures] I notice that 1971 revenues and expenses are the same for 21 cities. This appeared in the Aug. 27 issue.—Mignon Copeland, Columbia School of Broadcasting, Jacksonville, Fla.

(Corrections for the market-by-market breakdown appear on page 47 of this issue.)

Monday Memo®

A broadcast advertising commentary from Bob Guckenberger, vice president/creative director, Vladimir & Evans, Miami

The horse and the cart in an ad campaign

Which comes first—the medium or the message?

I've always thought the answer was rather evident. Determine *what* you are going to say and then figure out *how* you say it.

To reduce that belief to its simplest form, let's say you have information you want to convey to one other individual in your city. Considering media first, efficiencies would dictate a toss-up between a phone call (10¢) and a letter (8¢ stamp, plus stationery costs). Both are simple and direct, and offer a high likelihood that you will reach your intended audience.

But let's take some examples of different messages and see if that media selection holds up:

- You want to tell someone he owes you money. If you're built like a full-back, a personal visit may be most effective. If you are less than 6 feet 6 inches tall and weigh under 250 pounds, you might hire someone who is to deliver the message for you.

- You want to express your affections. For sheer impact, it would be hard to beat a skywriting team spelling out "PAMELA FARBSTEN, I LOVE YOU" over her apartment. On a less grand scale a Candygram could be effective. Or a "sensitivity" card. Or maybe even a poem delivered with two dozen roses.

As obvious as it appears, it's astonishing how often an agency's creative department is told to "do a TV campaign for Frammis." Or, "We're going into consumer magazines with that new account. Four color, of course. If you think it should be bled—well that's up to you." Ridiculous? Of course. But it happens every day.

The importance of considering the message first becomes all the more important when you look at some success stories.

For years, Sears was primarily a print advertiser. When it marketed a new lawnmower that had a rather pleasant habit of starting on the first pull, it could have been done through newspapers or magazines—the traditional media.

But think of the message for a moment. How do you best convey the message that a lawnmower starts easily? Sears



Bob Guckenberger began his career as a research manager for McGraw-Hill, New York. After a two-year stint at what was then G. M. Basford Advertising, he moved over to Ogilvy & Mather. At O & M, he was a research group head, account executive and copy supervisor on the IBM and Mercedes-Benz accounts. Early in 1972, he joined Vladimir & Evans, Miami, where he is now vice president and creative director.

did it with television. And not just television—live television. The announcer would come on and say something like, "With the score UCLA 98 and North Platt A & M 16, let's take time out to see if the Eager 1 mower from Sears starts on the first pull." A masterstroke. Repeating the score established that it was being done live. And the few times it didn't start just enhanced the credibility of the commercial.

Happily, the message is given pre-eminent consideration at our agency. For Chris-Craft, our strategy called for a detailed rationale of a very substantial purchase. The solution—long copy spreads in the boating-buff books. If, however, we were to introduce a new boat with unique performance capabilities, television in selected markets could well be a possibility.

On the other hand, we probably would never use television for Leg-A-Likes, a Genesco pantyhose brand we introduced. The reason is simply because the concept of Leg-A-Likes (17 different sizes to fit an almost infinite variety of legs) and the method of ordering (four different measurements plus skin tone) lends itself best to print.

The message for Burdine's, a large department-store chain in Florida, often relates to a sale or special event at the stores. Hence the immediacy of radio is employed often.

For Royal Castle, a chain of 153 "mini-restaurants," the problem was somewhat different. We wanted to convey two basic messages:

First, the fact that the stores had all been remodeled, and they were now bright, cheerful places that had something on the menu for everyone.

And second, the idea that Royal Castle still makes a great little hamburger—the kind that people used to buy by the sack. The burger that in effect built the Royal Castle business in the late thirties and forties. Our message was to get people who remembered that hamburger, but had drifted away, to go back to Royal Castle.

The messages obviously dictated television. To meet the first objective, we created a commercial that shows a family of 12 emerging from an eight-door Pontiac and entering a Royal Castle. Quick cuts of dozens of different items being served to them demonstrate the variety of the menu. Original music to the theme "Any time's a good time at Royal Castle" underscored the point.

To win back former customers, we picked up the old Movietone News opening, then cut to a recreated 1938 Royal Castle. (Among the props: "Bahama" fans, a mahogany juke box and a cradle phone.) It was covered as a news story. "1938. Royal Castle introduces a revolutionary new hamburger—the Castleburger." We employed a matched dissolve from this black-and-white footage to a color shot of an updated store with the same actors in modern dress enjoying the same hamburger. The announcer continued—"Today we still make them like we used to. Choice lean beef. A juicy pickle."

Apparently we had hit upon the right message, and because of it, the right media. Sales in Royal Castle stores were up significantly the first month after the campaign broke.

Obviously you can't do a kamikaze into the numbers of the media department. Efficiencies are important. But I've toiled in media, research, account work and creative. And everything I've seen points to one conclusion—the message comes first.

it's about people

RKO RADIO PEOPLE



WOR New York
WXLO New York
WRKO Boston
WROR Boston
WFYR Chicago
WHBQ Memphis

KHJ Los Angeles
KRTH Los Angeles
KFRC San Francisco
KKEE San Francisco
WAXY Ft. Lauderdale
WGMS AM & FM
Washington, D.C.

Behind the microphone, which is the final in-station link of communication between RKO Radio Stations and RKO Radio listeners, there exists a myriad of unseen, unsung and unheralded professionals.

Each of these dedicated pros, whether secretary or station manager, disc jockey or music director or traffic worker, sales person or promotion manager, switchboard operator or controller — each one is proud to be known as one of the best . . . RKO Radio people.

It takes prodigious effort to maintain the excellence of *true* professionalism . . . to maintain a position of *the best* . . . to be RKO Radio people. But when we, RKO Radio people, realize the enormous responsibilities of day-to-day, hour by hour communication with the millions of RKO Radio listeners all over the United States — we know that our efforts, even though our names or faces may never be exposed except right here — are justified by the responsiveness of our listeners.

RKO Radio listeners — on your side of the microphone — are what make it worth while. And RKO Radio people — on our side of the microphone — are proud to communicate the sounds of RKO Radio stations throughout the United States.

RIKO RADIO
a division of RKO General, Inc.

REPRESENTED NATIONALLY BY

RIKO RADIO REPRESENTATIVES



Bowman's Working Again!

Not that he's been out of circulation, exactly. Don Bowman has had record and concert audiences yucking it up since Chet Atkins told him to hit the road back in '63.

But now, Bowman's going back on the radio as host of an exciting, new audio soundtrack for **Billboard's** "Hot Country Singles" chart.

Unlike Watermark's "American Top 40," which is locked up in 225 markets around the world, Bowman's new show "**American Country Countdown**" is available almost everywhere. The first show hits the air on the weekend of this October 6-7, and if you make your move right now, you can own this fast-paced, information packed and fun filled radio program *exclusively* in your market.

To back up "**American Country Countdown**" as a super audience builder for your weekends, you can put Watermark's time-tested formula to work for quick-to-get, long-to-last advertiser support.

Right now, we've got stacks of presentation packages ready to be mailed. They include a high-quality demo tape of Bowman in action and our nifty 8-page color brochure "Our Kind of Country, Our Kind of Music." We think it will convince you and anybody who sees it that "**American Country Countdown**" is your kind of program. If you want the whole package, license fee and availability for your market, send in the coupon.

Bowman's working again . . . for **YOU!**



MAIL TO: WATERMARK—**AMERICAN COUNTRY COUNTDOWN**

10700 Ventura Blvd.
No. Hollywood, Calif. 91604
(213) 980-9490

Dear Don Bowman:

Rush to me your complete, free, presentational package on "**American Country Countdown**." Your three-hour weekly review of the 40 hottest hits in the country could be just what our weekends need. I also understand "**American Country Countdown**" will be produced in full, compatible stereo.

NAME _____ TITLE _____

STATION _____ ADDRESS _____

CITY _____ STATE _____ ZIP _____

Lead Story

What happens if home games are put up for local grabs?

Lumps in the gravy for broadcasters: radio fears audience loss to local TV; TV home shows could outrate imports, but ABC-TV may fatten Monday nights

The freedom of professional football to enforce television blackouts may be withdrawn in a matter of days. Poised to deliver the blow is a Congress that seems determined to alter, perhaps outlaw, the National Football League's TV blackout policy.

The repercussions will be felt by many associated with play-for-pay football. High on that list is radio, the medium much overlooked in the prolonged hassle over the rights of the NFL, the fans, the television interests, the stadium landlords, the concessionaires, the communities, ad infinitum.

Holders of local radio rights to professional football are not deluding themselves. They expect telecasts of home games to deplete their audiences and, in turn, dilute the salability of time to advertisers.

For television, the black-out proposal poses no major problems. Ratings within certain cities would shift, according to whether it was a city with a National Football Conference team or an American Football Conference club. The advantage would slide to the network for the hometown club, but over-all it would be a put-and-take situation within each market. From a production standpoint, there would be just as many games as before originated by the TV networks. The network sales position could be strengthened by the additional viewers gained by blackout lifting.

Elimination of local-TV restrictions would also put free television in a better position to cope with pay-TV interests with an eye on pro football. At the present time, live sporting events cannot be presented on pay cable if they have been on free television within the past two years or on pay broadcasting if on the free air in the past five.

In BROADCASTING's random sampling of radio broadcasters involved with pro football, it was found that the enthusiasm for



Sold out or not sold out? Kansas City in 1972 opened this new 78,000-seat Arrowhead Stadium. And even though the Chiefs' attendance last year topped the National Football League, increasing from 332,683 in 1971 to 546,124 in 1972, the NFL maintained that none of the Chiefs' seven home games was a sell-out. Not so, countered the Staggers subcommittee, which came up with its own claim that all the Chiefs' games were sell-outs. In doing so, the subcommittee threw into the teeth of the NFL an earlier statement by the Chiefs' president, Lamar Hunt, that the new stadium was oversubscribed a year in advance of opening, and that there was a waiting list of 10,000 fans for tickets. For a look at all the NFL stadiums and attendances plus a rundown on where the league and the subcommittee agreed or disagreed on sell-outs, see table, page 16.

the NFL regular-season opener just 13 days away (Sept. 16) is being dampened by apprehension about congressional sessions that get under way next Wednesday (Sept. 5). That is when House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) will resume hearings on TV blackouts of home professional sporting events (BROADCASTING, Aug. 27).

And Hill sources expect that, barring unforeseen circumstances, the path will be cleared for quick enactment of some form of antiblackout legislation. Several bills are pending:

- H.R. 9553 by Mr. Macdonald would add a new section to the Communications Act providing that, for one year from the date of the bill's enactment, if any professional football, baseball, basketball or hockey game is broadcast under a league television contract and tickets are sold out 48 hours or more in advance, the rights to home games are to be made available for television broadcasting. This bill is similar to one already reported out by the Senate Commerce Committee.

- H.R. 9644 by House Commerce Committee Chairman Harley O. Staggers (D-W.Va.), would apply only to professional football. It would amend the Communications Act to provide that postseason games could not be locally blacked out if available tickets were sold out 48 hours before game time. Regular-season games could not be blacked out if tickets were sold out before the beginning of the

season. The bill does not cover exhibitions, and the blackout area for those football clubs permitted to have their home games blacked out would be limited to the local area of penetration by a TV station or cable system. There is no one-year-trial provision.

- H.R. 9536 by Mr. Staggers would amend the act to direct the FCC, within 90 days after enactment of the bill, to prohibit by rule anyone from entering into any agreement providing for the broadcasting of any collegiate or pro football, baseball, basketball or hockey game unless the agreement permitted the broadcasting of home games when those games were sold out. A game would be considered sold out if all tickets available to the public at a reasonable price were sold out 48 hours before game time. "Reasonable price" would be defined in the FCC's blackout rules, which would be effective for one year.

- S. 1841 by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.). This measure, which passed the parent Commerce Committee on July 18, (BROADCASTING, July 23), would amend the act to prohibit a TV station, TV network or cable-TV system from carrying out any agreement under which it is prevented from carrying home games of the four sports when tickets are no longer generally available for sale 48 hours in advance. The blackout ban would be effective for one year. Identical bills introduced in the House include H.R. 9420

by Representative Stan Parris (R-Va.) and over 60 co-sponsors.

Setting the stage for the blackout show-down was the release two weeks ago by Chairman Staggers' House Investigations Subcommittee of an exhaustive report based on its poll of 8,000 NFL ticket holders and containing the subcommittee's rebuttal of NFL contentions.

As to the effects of such legislation, the TV networks see no great additional mechanical problems. At present NBC-TV (for the American Football Conference) and CBS-TV (for the National Football Conference) cover all games, except for the Monday-night schedule on ABC-TV. Contracts between the first-mentioned networks and the NFL stipulate that all road games be fed back to the home city, regardless of whether the particular game is on the national or regional network schedule. (When an AFC plays an NFL team, the network of the visiting team originates the telecast.)

It is conceded that TV ratings within

individual cities would fluctuate radically with telecasts of home games. Examples: In Chicago, much larger audiences could be expected for the hometown NFC Bears coverage on CBS-TV than for telecasts of outside-Chicago AFC teams on NBC-TV; in Miami, the TV audience would build for the NBC-TV coverage of the AFC Dolphins against CBS-TV importation of other teams' games.

The lifting of the blackout on Monday nights would enhance the attractiveness of ABC-TV's 13-game package by the inclusion of one more major market for each game. It may be noted that no Monday-night pro telecast has ever originated from New York, thus keeping the number-one market in the network line-up.

On the radio side, the NFL has already recited its misgivings about the detrimental effects of home telecasts on radio. A check in selected cities by BROADCASTING underscored those feelings:

In Miami, which theoretically could have had six of its seven home games

telecast in 1972, Philip D. Costin, general manager of WIOD(AM), which holds radio rights to the world-champion Dolphins, said his concern was shared by Joe Robbie, managing partner of the Dolphins. He said the question was mostly over WIOD's ratings and advertising salability. He anticipated less effect on the other 24 Dolphins Network stations which are already outside the blackout area and competing with TV.

One "plus factor" in Miami, however, is that it is a warm-weather city. "Since the climate year around is so conducive to outside activity, many Dolphins fans not going to the Orange Bowl follow the game on out-of-home radio," Mr. Costin noted.

Tom McCarthy, director of the Atlanta Falcons Radio Network, was particularly upset. His concern was not as much with the ratings of the 50-60 stations "up the line" on the network, already outside the blackout area, but with those of WQXI(AM) Atlanta, the originating outlet. "Not only is a solid line-up of five regular in-game sponsors [at \$40,000 each] jeopardized," he said, "but there is also a threat to the fully sponsored pregame, post-game and other related shows."

Andrew M. Ockershausen, vice president of the Washington Star Station Group, said that there is no doubt that WMAL(AM) Washington would have to renegotiate with the Washington Redskins for "a drastically reduced rights fee." The Redskins, probably more than any other team in professional football, would be assured of a complete lifting of the blackout regardless of which bill Congress passes. Both the NFL and the Staggers subcommittee agree that the Redskins home games have been sellouts for at least the last three seasons.

Mr. Ockershausen emphasized that he spoke in this instance as an official of the radio station. He is also chairman of the board of the National Association of Broadcasters which has taken a stand in favor of legislation to lift blackouts.

Heber Smith, general manager of KNBR(AM) San Francisco, predicted radio audiences for that station's coverage of the Oakland Raiders home games would be diminished, in turn lessening the value of the commercials and necessitating an adjustment in rights payments to the club.

One Southwest radio-rights holder conjectured that football might find itself in the position of professional baseball in Chicago in 1972 when large number of telecasts of White Sox home games was said to have created problems in getting an AM station to bid for rights.

A Midwest football rights holder emphasized that at present its radio broadcasts of road games that are being telecast are practically throw-aways in value.

The NFL reported other radio rights holders having similar views and claiming audience ratings would be cut as much as 80% if home telecasts are permitted. Practically all say that such altered conditions would necessitate renegotiations on the broadcast rights.

One rights holder, Twin City Federal Savings & Loan Association, made the specific point in its radio contract with the Minnesota Vikings. The pact stipu-

Big stadiums tend to preserve blackouts. Though among the leaders in attendance last season, such teams as the Los Angeles Rams and the New Orleans Saints have stadiums of such huge capacities that none of their seven home games would have met the criterion proposed for lifting of the local TV blackout. According to the NFL, Kansas City Chiefs were tops in total attendance but had no sell-outs in their 78,000-seat stadium. The Staggers subcommittee disagreed sharply, saying it considered all seven games of the Chiefs as sell-outs. Conversely, the smaller stadiums of such divisional and conference champions as the Washington Redskins, the Oakland Raiders and Pittsburgh Steelers would have made them susceptible to lifting of the TV blackout. The following figures are for the seven home games of each club which, with seven away games, make up a team's normal 14-game schedule.

Attendance rank in '72	Team	Total '72 home attendance	Home stadium capacity in '72	'72 home games considered sell-outs ³	
				by National Football League	by Staggers subcom- mittee
1.	Kansas City Chiefs	546,124	78,000	0	7
2.	Miami Dolphins	544,162	75,385 ¹	6	6
3.	Cleveland Browns	505,360	79,282	0	2
4.	Los Angeles Rams	473,914	78,000	0	0
5.	Philadelphia Eagles	455,013	65,000	5	7
6.	New Orleans Saints	444,075	80,997	0	0
7.	New York Giants	438,669	62,892	6	7
8.	Dallas Cowboys	431,751	65,000	0	0
9.	New York Jets	430,442	60,000	4	7
10.	New England Patriots	421,243	61,043 ¹	7	7
11.	San Francisco 49ers	410,811	61,000	4	4
12.	Cincinnati Bengals	403,616	56,200	5	7
13.	Atlanta Falcons	403,518	58,850	7	7
14.	Baltimore Colts	392,320	60,238 ¹	2	2
15.	Chicago Bears	385,906	55,049 ¹	7	7
16.	Detroit Lions	374,053	54,418	7	7
17.	Oakland Raiders	367,078	54,041	7	7
18.	Washington Redskins	365,346	53,041	7	7
19.	Green Bay Packers	361,473	{ 56,263 ² 47,823 ²	2 2	4 3
20.	Denver Broncos	355,693	51,500 ¹	7	7
21.	San Diego Chargers	347,349	54,000 ¹	1	3
22.	St. Louis Cardinals	337,545	50,492	0	0
23.	Pittsburgh Steelers	335,335	50,000	5	5
24.	Minnesota Vikings	329,037	49,784	6	7
25.	Buffalo Bills	309,814	46,206 ¹	3	3
26.	Houston Oilers	276,291	50,000	0	1
Totals		10,445,827		100	124

¹ Home stadium capacities that will change in 1973, according to the NFL, include Baltimore, 60,000; Buffalo, 80,020; Denver, 51,856; Miami, 80,010; New England, 60,999; San Diego, 53,222; Chicago, 55,701; Dallas, 65,111; Los Angeles, 76,000; Philadelphia, 65,358; St. Louis, 51,184.

² Packers played four home games at Lambeau Field, Green Bay (capacity 56,263), and three home games at Milwaukee County Stadium (capacity 47,823).

³ Difference in number of sell-outs due to varying criteria applied. Staggers subcommittee took into account waiting lists for season tickets as acknowledged by clubs; also, it concerned itself with seats sold, disregarding standing-room availabilities.

lates that if closed-circuit TV or regular television enters the picture, "this contract can be renegotiated to the extent TCF can determine any lessening of the value of Vikings rights."

The importance of radio as a vital link between the local professional teams and the community was cited by the NFL in its testimony earlier this year on Capitol Hill.

Metromedia Radio, rights holder for four NFL teams, said that, "aside from other factors, the community would lose the opportunity to truly participate in the games as a local feature." The sponsorship of football clinics and other local services would probably be lost if network telecasts supplanted local radio broadcasts, it was contended. Metromedia Radio outlets involved with professional football are WNEW(AM) New York (Giants), WHK(AM) Cleveland (Browns), WCBM(AM) Baltimore (Colts) and WIP(AM) Philadelphia (Eagles).

The community-involvement factor was stressed in a letter to the Kansas City Chiefs by Lynn Higbee, general manager of KCMO(AM) in that city. Mr. Higbee said that KCMO(AM)'s "involvement with the Chiefs goes far beyond the obvious. We have invested our talent, our local image, our community involvement, our public-relations effort and our on-the-air character with the Chiefs." Mr. Higbee cited, among other things, station-backed football clinics, trips to training camps for underprivileged children, programs to help schools and other projects. All this would be jeopardized if local and regional radio were forced out of the professional picture. Also, he added, should the radio network be discontinued, there would be "a large number of fans within our coverage area that would not have access to TV coverage from Kansas City and would lose their opportunity to hear the games."

Bert West, president of Golden West Radio, said its long-term contracts (KMPC-AM) Los Angeles with the Rams; KSFO-AM) San Francisco with the 49ers) were negotiated on the basis of exclusivity to radio on home-broadcast coverage. Fans have come to accept the sports image of KMPC and KSFO, a feeling that creates audience holdover for other programs of the stations, he noted.

Individual NFL clubs tended to restrict their comments to the party-line espoused by League Commissioner Pete Rozelle.

Don Klosterman, executive vice president and general manager of the Los Angeles Rams, said it was "unrealistic" to expect professional football to give away its product while other enterprises, such as sold-out movies, continue to operate without such a restriction. He claimed season-ticket sales would be particularly hurt since some fans would delay their ticket-buying decisions until the TV status of the home games was resolved.

Mr. Klosterman noted that last January's Super Bowl VII was sold out and the blackout was lifted on a trial basis. "Yet there were 8,300 no-shows [tickets bought, but not used] out of a capacity of 90,000 at the stadium, and it was a beautiful, clear day."

Lou Spadia, assistant to the president

of the San Francisco 49ers, claimed lifting the blackout would create problems with the city which is intent on paying off \$26 million it spent to build Candlestick Park. The 49ers' lease contains a clause prohibiting telecasts of their home contests, he said. Mr. Spadia also pointed out that a provision in the radio contract invalidates that agreement should home games somehow be telecast.

Irv Kaze, assistant to the president of the San Diego Chargers, said that in the last seven years only three home games had been completely sold out. However, he opposed the basic idea of home-game telecasts as adversely affecting radio rights, payments to the city for stadium use and parking and concession receipts.

A spokesman for the New York Giants said that lifting of the blackout would have an over-all detrimental effect on professional football. He added that experience had shown that even persons who bought tickets sometimes do not show up if the game is eventually telecast.

In Buffalo, N.Y., the Bills last year in a losing season had four of their home games classified as sell-outs in a 46,206-seat stadium. However, this season the team will be playing in a new 80,020-seat plant, one of the biggest in the National Football League. Observers feel that last year's divisional cellar dwellers will have minimum worries about sell-outs that would pave the way for home-game telecasts.

While the stadium landlords are unanimous in their opposition to lifting of the TV blackout, three pro football clubs in addition to the San Francisco 49ers, have contracts with local authorities that specifically forbid home-game telecasts. They are the Chicago Bears, the Oakland Raiders and the Washington Redskins.

And the idea persists in some quarters that the NFL has its eye on pay-TV. William T. Guthrie, testifying last month before the Macdonald subcommittee, supported the move to lift the blackout. However, Mr. Guthrie, sports editor of the *New Haven* (Conn.) *Register & Journal Courier*, claimed that putting the lifting of the blackout on only a one-year test basis "would be playing into the pay-TV game plan of the NFL." He told the congressmen they could not give home TV to the fans in 1973 and then take it away in 1974.

At the end of two years, Mr. Guthrie charged, "the NFL could blame the definite drop in attendance on free home TV and ask for pay TV to save the game for the fans."

Practically ignored by both sides in evaluating new legislation are inequities that might arise from variations in stadium sizes.

As shown in the table based on statistics from the NFL and the Staggers report of two weeks ago (see page 16), the teams with the higher yearly attendance do not necessarily face the greater risks of having home-game TV. Seven clubs were considered as having sell-outs for all seven home games last season, according to both the NFL and the Staggers subcommittee. The stadium sizes for these

seven teams ranged from 53,000 to 61,000 seats. Conversely, the Los Angeles Rams and the New Orleans Saints, which ranked among the leaders in 1972 attendance, had no sell-outs due to stadiums with seatings in the 80,000 range.

The witnesses at the Macdonald hearings Tuesday will include NFL Commissioner Rozelle, Baseball Commissioner Bowie Kuhn and Assistant Attorney General Thomas E. Kauper, head of the Justice Department's antitrust division, and Washington Redskins President Edward Bennett Williams.

Mr. Rozelle's statisticians list the first professional game as having been played 78 years ago last Friday (Aug. 31). In that one the sponsoring YMCA was not unduly worried about the gate, the fans probably toted their own refreshments without depending on concessions, and the hometown Latrobe, Pa., club was too elated by its 12-0 victory over Jeannette, Pa., to be concerned about such future things as broadcast rights.

But things have changed. How much will be known very shortly.

Media

Back to work this week at the FCC

Commissioners and staff are expected to tackle prime-time rule, satellites, fairness and children's TV—all before anticipated Nov. 1 departure of Burch

After slogging through August at a pace appropriate to the hot, humid Washington weather, the FCC this week is scheduled to pick up the tempo and attack a number of long-pending items of major importance to the industries it regulates.

But one question to be considered is how many items, and which ones, the commission can dispose of before Chairman Dean Burch leaves the commission. The latest speculation is that he will depart by Nov. 1, the fourth anniversary of his joining the commission ("Closed Circuit," Nov. 1).

And during the early-fall push, the commission will be at less than full strength. Commissioner Robert E. Lee is leaving on Sept. 14 for Torremolinos, Spain, where he will serve as vice chairman of the U.S. delegation to the International Telecommunication Union plenipotentiary convention. He is not due to return until Oct. 26.

Indications are that the items Chairman Burch has marked for action include various applications for authorizations to build domestic communications-satellite systems or the ground stations to support them, proposals to modify or eliminate the prime-time-access rule, the question of whether to take action in the area of children's television, and the proposed overhaul of the fairness doctrine.

Excluded by some staff members from the list of possible actions are the proposed rule to break up multimedia holdings—newspapers and television and radio

stations within individual markets—and a number of proposals affecting cable television—those dealing with television-program siphoning, sports blackouts, technical standards and radio-signal carriage, among them. The staffers expressed doubt that the commission could resolve the complex and controversial issues involved by Nov. 1.

The first major matter the commission will confront involves domestic satellites. The commission staff has prepared agenda items dealing with a number of applications by companies to provide domestic communications-satellite service, and will present them to the commission at a special meeting Wednesday (Sept. 5).

One involves the joint undertaking of Communications Satellite Corp. and AT&T for a space system which Comsat would build and operate and in which AT&T would lease channel capacity; another, AT&T's application for authority to build stations for use in the system.

Ready for consideration also is the joint application of a Hughes Aircraft Corp. subsidiary, National Satellite Services, and General Telephone & Electronics. Hughes plans to provide program-distribution service to cable-television systems, as well as free interconnection service to public broadcasting. But most of the channel capacity would be leased to GT&E for long-distance telephone service.

Two other applications on the ready list were filed by Amsat Corp. (of which Fairchild Industries owns about 80%, Western Union International about 20%) and RCA Global Communications. Both are seeking to use the Canadian communications satellite temporarily until they build their own systems. Amsat also wants authority to build four earth stations.

The prime-time-access rule is likely to be the first major broadcasting item with which the commission will be asked to grapple. The staff will brief the commission on the issue on a date this month still to be selected, summarizing the voluminous arguments that have been made on the question of whether the rule should be retained, modified or repealed, and making recommendations. Officials are predicting that the rule will survive pretty much intact.

The question of what, if anything, to do about children's television programming—an issue in which Chairman Burch has expressed particular interest—is expected to hit the commission agenda late this month or early in October. The staff is currently grinding out drafts of actions the commission could consider for the wind-up to the inquiry and rulemaking proceeding that was begun in February 1970, when members of Action for Children's Television presented a number of recommendations to the commission—including one calling for the elimination of advertising on children's programming. The commission is not expected to go that far, but there is sentiment within the staff for requiring broadcasters to reduce commercial time in children's programming; perhaps eliminating it in programs directed at preschoolers.

Officials expect the commission to take

on the fairness doctrine once the children's programming matter is resolved. The commission undertook its massive review of the doctrine two years ago, largely as a result of demands on the part of citizen groups—often backed up by the courts—for access to broadcast facilities, sometimes to rebut commercials. Since then, the doctrine has come under increasing criticism by liberals, who once were the doctrine's staunchest supporters, as a possible infringement of broadcasters' First Amendment rights. Officials doubt, however, that major changes will be made in the doctrine as a result of the commission's review.

The absence of Commissioner Lee is not the only handicap likely to face the commissioners in dealing with those matters. It is expected that some or all of them will confront a new commissioner. The term of Commissioner Nicholas Johnson expired June 30, but he is serving until his successor is appointed and confirmed. Ex-broadcaster James H. Quello of Detroit is expected to be nominated by President Nixon this week as Commissioner Johnson's successor (see story below).

Quello nomination: the kitchen is heating up

Johnson advocates mount drive to oppose ex-broadcaster, who defends record against memo of Capcities minority monitor downgrading sensitivity to blacks

The controversy over the expected nomination of James Quello, who retired last year as manager of WJR-AM-FM Detroit and vice president of the parent Capital Cities Communications Corp., continued last week to occupy center stage in Washington as far as those interested in communications matters were concerned. But with Congress in recess until this week and the audience against which the controversy is intended to play—the Senate and particularly the members of the Senate Commerce Committee—out of town, the impact of the controversy was difficult to gauge.

The opposition is centered in the ranks of consumer groups and public-interest law firms that are expressing concern over the expected appointment of an ex-broadcaster to the agency that regulates the broadcasting industry. Compounding their concern is the fact that Mr. Quello would be named to the seat occupied by Commissioner Nicholas Johnson, considered by some citizen groups an effective spokesman for their interests on the commission.

But the major development last week was the surfacing of a memorandum written by a Capcities executive, Andrew E. Jackson (BROADCASTING, Aug. 27), and the release of a statement by Mr. Jackson concerning the memorandum. The documents, which reflect Mr. Jackson's view that Mr. Quello is insensitive

to the needs of minority groups, will be submitted to the Senate, like the letters of consumer groups that base their opposition almost solely on the fact of Mr. Quello's 28-year background in broadcasting.

The letters last week were from the Consumers Union, Peggy Charren of Action for Children's Television, the Center for Law and Social Policy, and Tracy Westen, director of the Stern Community Law Firm. Mr. Westen a week earlier had initiated the stop-Quello movement with a letter to Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee, who would hold the confirmation hearing on the nomination.

Others who had written Senator Pastore earlier were Commissioner Johnson, Ralph Nader, and Robert Choate, chairman of the Council on Children, Media and Merchandising. Most sounded the same general themes. Peter Schuck, director of Consumer Union's Washington office, said the union felt that there is "no room on the present commission for one who has spent an entire career in the broadcasting industry," and added that the commission should have "at least one member who is by background, by commitment, or by inclination skeptical of and resistant to the special pleadings of the communications industry." But Mr. Westen in his second letter used the Capcities memorandum that was attracting attention last week as the basis for a further argument in urging the senator to oppose the Quello nomination.

The memorandum was unearthed by a citizen group that is maintaining its anonymity until it turns the document over to Senator Pastore. It was made available to the news media through the Citizens Communications Center, counsel to the unnamed group.

Mr. Jackson, a black, wrote the memorandum in March 1971, shortly after he was hired by Capcities as a vice president and director of community relations. It was addressed to Joseph Dougherty and Robert King, Capcities executives concerned with the company's broadcasting operations. It contained an evaluation of the attitudes of top WJR personnel to minority employment at the station. Most of the executives were given fairly good marks by Mr. Jackson.

But the paragraph on Mr. Quello said: "In my judgment, [he] is unfortunately out of contact with minority problems and possesses little, if any, perception of the problem. He regards his fine record in community involvement over the years as proof of his social responsibility. Perhaps it is this very thing that has blinded him to the desperate plight of the black and the poor people that make up almost 40% of his city. Although Mr. Quello will comply with EEOP [Equal Employment Opportunity Programs], it is not likely that he will be the source of an affirmative movement within the operation."

Later in the memorandum, in discussing WJR minority-oriented programming, Mr. Jackson suggested that Mr. Quello



Mr. Johnson



Mr. Westen



Mr. Choate



Mrs. Charren



Mr. Quello

was reluctant to present Representative John Conyers (D-Mich.), a black, on a weekly program on the ground that he was too militant. "Quello indicated that he would much prefer giving time" to Representative Charles C. Diggs Jr. (D-Mich.) "who is less controversial."

Mr. Jackson's statement last week on the memorandum was issued through the office of Capacities' Washington communications counsel, Wilmer, Cutler & Pickering, but was, Mr. Jackson said later, his statement, not the company's. It expressed regret that the memorandum had leaked, a condition that "totally distorts [the memorandum's] original purpose." Mr. Jackson also said that he does not share the view that appointing ex-broadcasters to the commission is like putting "the cats in charge of the cream," and that he regards Mr. Quello as "a man of integrity."

But, the statement added, "having said that, I must also say that I could not enthusiastically support Mr. Quello for the FCC because of my long-held conviction that the FCC, as well as the industry, has a deep need for increased sensitivity to racial and ethnic problems as they affect employment and programing and all other aspects of operation by stations, networks and other elements of the broadcasting medium."

"I certainly do not consider Mr. Quello to be a racist. At the same time, I cannot in good conscience say that I think his presence on the FCC would increase the sensitivity of the body in the areas of my particular concern."

Mr. Quello was reluctant to be drawn into a discussion of Mr. Jackson's memorandum and subsequent statement. But he said that, if he is nominated, he would be prepared to rebut, in the Senate confirmation hearing, the contentions that he is not sensitive to minority needs. "I will receive substantial minority support from Detroit, from black leaders, people who know me best and with whom I've worked over a period of time," he said.

But Mr. Quello seemed to have been stung. He said that although Mr. Jackson's statement last week appeared to be intended to soften the harshness of the judgment expressed in the memorandum, "it appears that Mr. Jackson does not want to settle for anything less than another black commissioner." Commissioner Benjamin L. Hooks, appointed last year, was the first.

Mr. Quello also took a swipe at Commissioner Johnson, accusing him of leading the effort to block the nomination. He said he thought Mr. Johnson was attempting to make it appear that Mr. Quello's

nomination would be too controversial for the Senate to accept.

But Mr. Quello also suggested one of the approaches he might take in presenting himself to the Senate Commerce Committee: At 59, he would consider appointment to the FCC "the topping point" of his career. He does not regard the commission as a "stepping stone" to a position in the broadcasting industry, he said. Nor is he, he said, a lawyer, who would seek to build a practice on the basis of past membership on the commission.

One question that could cause Mr. Quello difficulty at his confirmation hearing is whether he is a Democrat. The seat cannot go to a Republican since Republicans now occupy four seats, the maximum the law allows one party on the seven-member commission. So while the White House could, legally, appoint an independent, the Democrats on the Commerce Committee are expected to insist on a Democratic nominee. And voters do not register by party in Michigan.

However, Mr. Quello last week said he considers himself a Democrat and that he has voted in Democratic primaries for the last 16 years.

With senators and most of their aides having fled Washington for the month of August, there was no way of determining whether the still-young stop-Quello movement was having any effect. The controversy is likely to begin heating up on Tuesday, when Congress returns, particularly if, as expected, President Nixon sends the Quello nomination to the Senate before the end of the week.

Observers, including some on Capitol Hill and in the administration, note that the White House, by its handling of the nomination, has already endangered it. President Nixon made his decision late in July—too late for the necessary FBI check to be made and the nomination to be sent to the Senate before the August recess (BROADCASTING, July 30). But it was not too late for opponents, once alerted by the press, to begin to mount a drive to block the nomination or to defeat it in the Senate.

Women broadcasters to look at their rights

Area conferences of American Women in Radio and Television this fall will feature assessment of the status of women in broadcasting—with emphasis on the progress of programs and resolu-

tions adopted by the national organization at its annual convention last May (BROADCASTING, May 28) and a look at issues with a regional or local impact.

The seven meetings, to be held in September and October, will hear reports on a recently completed survey of job profiles submitted by members; the AWRT recommendation to the FCC clarifying the language in its annual employment report (form 395, section 5) to make job categories relate specifically to the broadcasting industry, and efforts to assist in passage of the Equal Rights Amendment. The College Women in Broadcasting program will introduce a proposal offering provisional membership to women between college years and qualification for professional AWRT membership.

Conference locations and dates are: Boston, Sept. 14-16; Memphis, Sept. 21-23; Des Moines, Iowa, Sept. 28-30; Lake Monroe, Ind., Oct. 5-7; Washington, Oct. 12-14; Austin, Tex., also Oct. 12-14, and Seattle, Oct. 19-21.

ABC and CBS knock ascertainment primer as outmoded, outdated

Comments filed with commission favor continuing dialogue rather than one-shot community-leader interviews

According to ABC and CBS, the FCC's community-needs ascertainment procedure is in a bad state of disrepair and requires some simplifying renovations.

The two networks gave their separate interpretations on how the process's shortcomings could be rectified in comments submitted to the agency last week. The comments were filed in response to a notice of inquiry looking toward possible modifications of the ascertainment process, which was issued last spring (BROADCASTING, April 2).

In ABC's opinion, the commission's primer on ascertainment ought to be rewritten, utilizing a greatly simplified approach. At present, the network said, the process is "unduly burdensome, premised on confusing standards and ill-suited to the purpose [it is] intended to serve." The increasing commission focus on the methodology employed by licensees within the ascertainment process has resulted in the process becoming "nearly as important as the program service rendered by the station," ABC asserted. A reciprocal effect of this emphasis has been

the emergence of citizen groups who use alleged ascertainment deficiencies as grounds for challenging a station's license renewal. Thus, ABC said, "the ultimate irony of this scheme of subjective and indefinite ascertainment criteria is that the remedy for a 'deficiency' can be a renewal hearing or, potentially, loss of license." A more logical remedy, ABC contended, would be to correct the process itself. It proposed that the commission do so in this manner:

Instead of the present requirement that broadcasters conduct community surveys six months prior to expiration of the license, a "continuing dialogue" ascertainment approach should be adopted, whereby stations would be encouraged to consult with community leaders on an ongoing basis. A specified number of community representatives (determined according to population of the station's service area) should be contacted within the three-year license period. The presently required random survey of the general public would be eliminated.

A standardized reporting technique, in which a maximum of 10 community problems and a corresponding list of program services initiated by the station to combat the problems, would be filed with the commission. Television stations would be required to make such a submission annually. Radio licensees would be obligated to do the same once every license term.

The license-renewal application would also be revised to include a list of essential community elements with which contact should be maintained, and a list of various contact procedures which, if followed by the licensee, would be presumed acceptable.

Commission policy in this area must also be re-defined, ABC stressed. Basic to this requirement would be the elimination of any possibility that a deficiency in a station's ascertainment procedure would be grounds for a renewal challenge. In the alternative, ABC submitted, licensees should be permitted to rectify these deficiencies on a voluntary basis, without any penalty being imposed.

In its comments CBS said it shared the FCC's view that a continuing dialogue between broadcasters and community leaders is beneficial, but disagreed with some aspects of the primer.

CBS challenged the primer on two main points: It said the primer is grounded on the assumption that a licensee is incapable of understanding the area's problems unless it conducts formal interviews with community leaders in a specified six-month period, and the primer assumes that broadcasters would not discuss community problems with civic leaders unless commission requirements were in effect.

CBS pointed out that ascertainment could be achieved and has been achieved at CBS-owned stations by a variety of routes: through frequent meetings with community leaders over the entire license period; consultation with many outside groups in the normal course of preparing news, informational and feature broadcasts; through contact with organizations



Four-ball Lubin. Making a pitch for a local baseball team was a project KDON(AM) Salinas, Calif., took literally when it put its general manager, Ed Lubin, on the mound as starting pitcher for the Class A Salinas Packers in their game against the league-leading Bakersfield, Calif., team. Mr. Lubin, who had a 21-1 pitching record as a student at the University of Michigan, was signed to a one-day, \$1 contract by the Packers as part of an audience-promotion stunt that offered a color-TV set to the fan who could guess how many pitches the broadcaster would make before being relieved by a pro. Four turned out to be the winning number as Mr. Lubin sent the first batter on an instant walk to first base and was himself waved to the dugout. The Packers' contract with Mr. Lubin wasn't a total loss. Attendance at the game was 1,400, biggest in August.

in the preparation of public service projects; through participation by station personnel in community activities.

CBS asserted that the six-month limitation under the primer creates "an unnecessary burden on community leaders." It said leaders are "inundated with requests" from various licensees during this limited period, and a longer span of time for interviews would be helpful.

CBS also urged that the FCC ought to state clearly that station personnel not on the top management level, such as editorial researchers, program producers, reporters and public-service announcements/community calendar coordinators, should be considered "management-level employees" within the meaning of the primer. CBS pointed out that these employees often consult with community leaders to gather information and determine the station's programming on various aspects of current events.

Broadcast Bureau says WLBT should go to hearing

The FCC's Broadcast Bureau has recommended that the comparative hearing on applications for Jackson, Miss., channel 3 be reopened to explore issues raised by parties to the proceeding subsequent to the issuance of an initial decision in the case. In that decision, FCC Administra-

tive Law Judge Lenore Ehrig had recommended that the channel be given to Dixie National Broadcasting Co. (BROADCASTING, April 23).

In a pleading to the commission's review board, in which it recommended that the deadline for filing exceptions to the initial decision be stayed, the bureau noted two recent petitions which asked that the case be remanded to Judge Ehrig for further consideration. One was filed by Civic Communications Corp., another applicant for channel 3. The other was filed by the Office of Communication of the United Church of Christ, which had challenged the license renewal of WLBT(TV) (ch. 3) Jackson in 1966—an action which ultimately led to the commission's denying renewal to Lamar Life Broadcasting Co. WLBT is now being run by an interim operator pending selection of a new permittee for the channel.

The Broadcast Bureau indicated that two issues need further exploration. One, which was cited in both the Civic and Church of Christ pleadings, pertains to the candor of Rubel Phillips, a Dixie stockholder, in reporting his past connection with Stirling Homex Corp., a now-bankrupt firm under federal investigation. Mr. Phillips's alleged failure to report fully the extent of his affiliation with Stirling Homex was presented as reason for Dixie's disqualification by Civic and the church group (BROADCASTING, July 30, et seq.). The second issue was raised in the Civic pleading and pertains to Judge Ehrig's finding that Weyman H. D. Walker, Civic's president, was unqualified to be a principal of a broadcast licensee in view of his "questionable" past stewardship of WHTV(TV) Meridian, Miss. Civic had contended that Judge Ehrig did not have all the facts in passing judgment on Mr. Walker.

In both cases, the bureau, while not condoning either group's position, indicated that the charges deserve further exploration in hearing.

WESH-TV fares poorly in bureau's findings

If Cowles Communications Inc.'s WESH-TV (ch. 2) Daytona Beach, Fla., eventually wins over a competing applicant for the channel, it should be given a short-term license renewal, according to a recommendation of the FCC's Broadcast Bureau. A probationary renewal period, the bureau claimed, is necessary in light of findings that WESH-TV allegedly has relocated its main studio site from Daytona Beach to the Orlando-Winter Park, Fla., area, without FCC permission.

In its proposed findings of fact and conclusions of law, the bureau took no position as to whether Cowles or Central Florida Enterprises Inc., the competitor, should be preferred. It did recommend that WESH-TV's application for a significant facilities improvement should be denied, citing engineering studies that show that while some Florida residents would benefit from the change, others would

lose television service. In light of its conclusion that WESH-TV has undergone a de facto transfer of studio location (based, in part, on the fact that the station now derives 80% of its revenues from the Orlando-Winter Park area), the bureau said, Cowles should be closely policed by the commission to insure future compliance with the FCC rules.

In a related action, the commission granted the license-renewal application of WREC-TV Memphis, a station that was formerly owned by Cowles before being transferred last year to the *New York Times*. The commission conditioned the grant on the outcome of the WESH-TV proceeding as well as two civil suits in which the *Times* is currently a defendant.

KTLK recommended for renewal, despite rule violations

Administrative law judge favors past performance over promotions that evidently were outside FCC rules

KTLK(AM) Denver has been known for energetic promotions, perhaps too energetic. Two years ago the FCC designated KTLK's license-renewal application for hearing on issues that included whether the station broadcast contests that violated the agency's rules. Administrative Law Judge Forest L. McClenning concluded last week that some of KTLK's promotional activities had indeed raised questions of impropriety—but not enough to warrant sanctions.

Judge McClenning recommended that KTLK's renewal application be granted and that no fine be imposed on the licensee, Action Radio Inc.

Judge McClenning found that KTLK could "reasonably be expected" to operate in the public interest in the next license term. He based this finding on a determination that the station's programming had been meritorious in the past. However, he also concluded that KTLK had been guilty of some violations of the commission's rules.

Judge McClenning found that a "Turkey Shoot" contest run by KTLK in November 1970 had not, as had been charged, been arranged to determine winners in advance. He concluded, however, that the licensee erred in failing to log certain broadcasts associated with the contest as commercial matter. He also concluded that a "Midnight Insomnia" contest, conducted at a Denver theater the following month, showed essential elements of an illegal lottery—prize, consideration and chance—but that Action had no prior knowledge or intention to conduct itself in an unorthodox manner. Another game, the "Miniskirt Contest," held in July 1970 on top of the marquee of another Denver theater, had the effect of disrupting traffic and raised "serious questions as to the sense of responsibility of the broadcast licensee involved," Judge McClenning said. But another contest, the June 20, 1970, "Lakeside Dollar Day," resulted in "public benefit" rather than

financial benefit to the station. The promotion enabled listeners to purchase an unlimited number of ride tickets at a Denver amusement park for one dollar by mentioning the KTLK call letters.

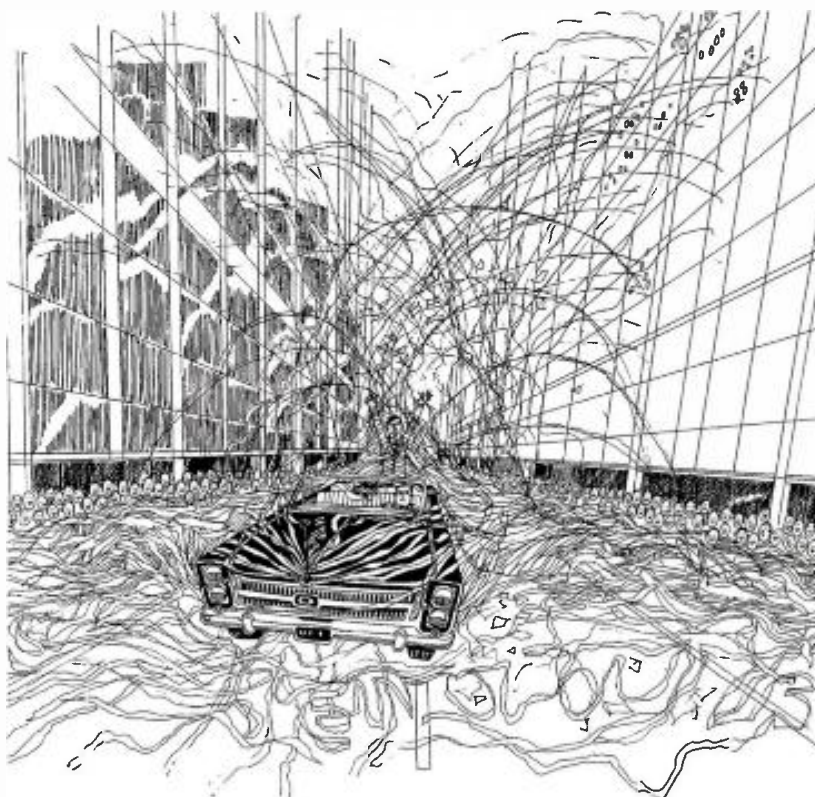
Judge McClenning found two other violations. He said that KTLK's former practice of estimating suburban temperature readings when, in fact, no substantiation of those figures was available, could be considered as falsified news content.

But, when KTLK's past programming is considered, Judge McClenning concluded that denial of the station's renewal would "clearly not serve the public interest, convenience and necessity," and that a fine would amount to "nothing more than punishment for past misdeeds."

FCC has the stick, but can it use it on mutual funds?

Commissioner H. Rex Lee and others raise question about funds that do not get under 3% benchmark

What does the FCC do about enforcing its multiple-ownership rules when it is a mutual fund that is in violation? This is one of the questions that prompted Commissioner H. Rex Lee's memorandum to FCC General Counsel John Pettit two weeks ago (BROADCASTING, Aug. 27). It is also a question that troubles publicly



You may never see the world's greatest ticker tape parade.*

But...you can be the center of attention in the 36th market with WKZO-TV.

It may only be good for a pat on the back, but you'll be way ahead when you add WKZO-TV to your schedule. It's the country's 32nd retail market with a whopping \$4.4 billion in spendable consumer

income. And WKZO-TV delivers a 41% prime-time share of it at one of the lowest CPM's among the top 50 markets.

Ask your Avery-Knodel representative about it. Tell him you'd

like to call attention to yourself in lower Michigan.

*New York officials estimated that about 3,374 tons of paper were thrown from windows in a 1962 ticker-tape parade honoring Colonel John Glenn, Jr.



The Folger Nations

WREB Kalamazoo-Battle Green
WREB Grand Rapids-Kalamazoo
WREB Port Huron-Casselle
TELEVISION
WKZO-TV Grand Rapids-Kalamazoo
WKZO-TV Casselle-Township City
WKZO-TV Battle Green-Mason
WKZO-TV Lincoln, Nebraska
WKZO-TV Grand Rapids, Mich.
WKZO-TV Battle Green, Ohio

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
for Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

traded broadcast companies and their attorneys, particularly in view of the realization that rule or no rule, no one likes to buy stocks when the market is high and sell them when it is low.

The commissioner's memorandum involved two mutual funds, Keystone Custodian Funds Inc., of Boston, and College Retirement Equities Fund, N.Y., and their holdings in Metromedia Inc. After Metromedia last year acquired WTCN-TV Minneapolis, the commission asked the funds to divest themselves within 60 days of Metromedia stock to come within the 3% benchmark for mutual funds. Commissioner Lee asked the general counsel for a status report on the requested divestitures.

Last week, counsel for Metromedia, Thomas Dougherty, wrote Pettit, noting that material already on file with the FCC shows that both mutual funds had sold off enough of their holdings in Metromedia to come into compliance.

Commission officials acknowledged that CREF is in compliance. However, they said that Keystone is not, because of holdings of more than 3% in other companies whose total broadcast interests exceeded the multiple-ownership limits.

Keystone had asked the commission for a waiver of the limit, but the commission withheld action on it, officials said last week, because of pending negotiations between Downe Communications Inc. and Bartell Media of which Downe already owned about 40%, looking to a merger. If the merger were consummated,

a commission staffer said, Keystone's holdings in Downe would have been reduced below 3%, and the company would have been in compliance. However, the talks were broken off in June. As a result the staff is "reactivating" the waiver request.

But the main question, one that was put to Mr. Pettit, an aide to Commissioner Lee said last week, is how the commission can force a mutual fund or an investor like it to come into compliance. "We don't have control over mutual funds."

A broadcast attorney put the question from the point of view of a publicly traded broadcast company in which mutual funds in violation of the multiple ownership rules own shares. "What can we do? We have publicly traded stock. The FCC has jurisdiction over us, not the funds. We can't do anything about the funds."

On the other hand, funds have their own problems. Many bought shares when the stock market was high, and are reluctant to sell at a time when the market is low. As one attorney noted, funds have a fiduciary obligation to their shareholders to make "prudent investments."

WGST sale under more fire

Local opposition to the Georgia Board of Regents' decision to sell WGST(AM) Atlanta (BROADCASTING, Aug. 20) continued to mount last week.

The sale, which the regents had justi-

fied as promising more revenue for the state's educational system than could be expected from continued operation of the station (which is licensed to the Georgia Institute of Technology), has been attacked by local officials, the press and area legislators. One of those voicing opposition is Edward Mullinax, president and general manager of WLAG-AM-FM LaGrange, Ga., and a member of the state legislature. In a letter addressed jointly to the regents and Georgia Governor Jimmy Carter, Mr. Mullinax stated: "I would hope the Board of Regents would explore every avenue to retain the facility under state ownership before entering into any tentative agreement."

Governor Carter two weeks ago stated that, based on his present understanding of the situation, he would be inclined to exercise his authority to disapprove the sale (BROADCASTING, Aug. 27). Governor Carter has since met with David Tisinger, who heads the regents' committee on WGST, and was reported to have expressed concern over the matter.

Several potential buyers have notified the regents of an interest in purchasing WGST. Offers have ranged as high as \$9 million. Most, however, have been in the \$3-\$5 million range, according to the *Atlanta Journal and Constitution*. Those reported to have contacted the regents in response to advertised solicitations of bids include Taft Broadcasting Co., the Mutual Broadcasting System, and Sis Radio Inc. (WAYS-AM) Charlotte, N.C.). Globetrotter Communications is also said to be interested.

If the reported price offers prove correct, the regents' position that a sale would bring in more money than continued operation of WGST might prove justified. The station showed a profit of just under \$100,000 last year.

Changing Hands

Announced

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

■ **WBIS(AM)** Bristol, Conn.: Sold by Bristol Broadcasting Corp. to Dayton Cornish and others \$425,000. E. Constance Hatch, wife of late author Eric Hatch, is president of Bristol Broadcasting. Mr. Cornish is president of 2001 Corp., Westport, Conn.-based manufacturer of recreational equipment and modular shelters. 2001 Corp. will be acquiring station; it has no other broadcast interests. WBIS is daytime on 1440 khz with 500 w. Broker: Keith W. Horton Co., Elmira, N.Y.

■ **WYDK(AM)** Yadkinville, N.C.: Sold by Harry Dunnagan, H. Smith Williams and Dr. C. B. Hughes to Donald E. Bilger and Forbes Blair for \$223,250. Messrs. Bilger and Blair are partners in Washington communications law firm of Bilger & Blair. WYDK operates daytime on 1480 khz with 1 kw. Broker: Hamilton-Landis & Associates.

Approved

The following transfers of station owner-



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

SOUTHEAST AM

\$200,000

Daytimer with powerful signal is the only station licensed to dynamic growth county of over 100,000 population. Adjacent to major market.

Down payment of \$50,000 and liberal terms to qualified buyer. Real estate can be purchased for an additional \$50,000.

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
--	---	---	--

73-50

ship have been approved by the FCC (for other FCC activities see "For the Record," page 46):

■ **WTOB(AM)** Winston-Salem, N.C.: Sold by Southern Broadcasting Co. to Woods Communications Corp. for \$1.25 million. John Woods is largest stockholder (28%) in Oriskany, N.Y.-based Woods Communications. Firm also owns **WSSB(AM)** Durham, N.C., and **WRUN-AM-FM** Utica, N.Y. Fred German, minority stockholder in Woods, has interest in **KLIV(AM)-KARA(FM)** San Jose, Calif. **WTOB** is full time on 1380 khz with 5 kw day and 1 kw-directional night.

■ **KHWG(FM)** Lincoln, Neb.: Sold by Capitol Broadcasting Inc. to Stuart Enterprises for \$175,000. Principals of buyer include James and Helen Stuart and Richard W. Chapin. Company owns through various subsidiaries **KFOR(AM)** Lincoln, and **KRGI(AM)** Grand Island, both Nebraska; **KSAL(AM)** Salina, Kan.; **KMNS(AM)** Sioux City, Iowa; **WMAY(AM)** Springfield, Ill., and **KOEL-AM-FM** Oelwein, Iowa. **KHWG** operates on 102.7 mhz with 25 kw and antenna 125 feet above average terrain.

■ **WATH-AM-FM** Athens, Ohio: Sold by **WATH Inc.** to Fred Palmer, Miriam Palmer and Ruth Potter for \$316,500. Mr. Palmer owns broadcast sales consultancy, and has satisfied commission that he will not use his present occupation in any conflict-of-interest situation. **WATH** operates on 970 khz with 5 kw daytime. **WATH-FM** is on 105.5 mhz with 5 kw and antenna 290 feet above average terrain.

Staggers' detectives give low marks to FCC's newly hired lawyers

The practices followed by the FCC in hiring new lawyers became a matter of interest and speculation last week with the report that nine of the 34 law-school graduates it hired last year failed to pass their bar examinations on the first try.

The approximately one-in-four record compares poorly with the performance of 1972 law-school graduates hired by other agencies, on the basis of records submitted to the House Commerce Committee's Investigations Subcommittee.

A Capitol Hill investigator was quoted in a report by the Bureau of National Affairs as saying that the statistics show that the commission hires lawyers "on the basis of political reliability" rather than legal ability.

But that suggestion was denounced by FCC Executive Director John Torbet as "a goddam lie." The commission, he said, recruits on the basis of geography. Five of those who failed on their first attempt were from the East, he said, two from the Midwest and two from the West.

Furthermore, he said, he had gone into the records of each of the nine and found them "outstanding." He said they include members of their law school's law review and others who had achieved high academic honors.

Under commission procedures, Gen-

eral Counsel John Pettit, whose job falls outside the Civil Service, is responsible for recruiting law students, through a program of interviews on campuses and at the commission. The main responsibility for hiring the young lawyers is given to heads of bureaus and offices.

Chairman Dean Burch, in a letter to Representative Staggers, outlining the commission's hiring procedures, indicated that the agency has no dearth of candidates; about 1,400 applied to the commission last year.

All government lawyers hired out of law school are given 14 months to pass a bar exam. And three of the nine commission lawyers who failed on the first try succeeded on the second. (One is a young woman who failed on her first attempt in Massachusetts but passed on

her first try at the D.C. bar—then went back and passed the Massachusetts bar.) A fourth has left the commission, and the results of the second examinations taken by the others are not yet known.

Representative Harley O. Staggers (D-W. Va.), chairman of the Commerce Committee and Investigations Subcommittee, requested the information on new government lawyers in connection with a wide-ranging survey of employment practices of federal agencies aimed at determining "the extent of executive branch control over the regulatory activities of the federal government."

Investigations Subcommittee staff members last week said no decision had been made as to whether the matter will be presented to the subcommittee for further action.

Exclusive — First Offering SOUTHWESTERN HISTORICAL CITY

AM/FM in growing tourist and industrial area.
AM Daytimer with pre-sunrise authority,
non-directional. Class C FM, equipped to
broadcast in quad. Long term lease on studio
and transmitter sites. Good cash flow.

Price for combination: \$575,000

Contact: Dan Hayslett, Dallas 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

MAJOR MARKET SOUTHEAST

Fulltime AM available at a price of twice
gross revenue, including real estate.

Price: \$780,000 Cash.

**Contact: Cecil L. Richards,
Washington, D.C. Office**

Milam and Lansman: Johnny Appleseeds of home-grown radio

Two free-form and footloose broadcasters will take most of \$1,100,000 they made in selling KDNA and fund establishment of noncommercial community-operated FM's and an uninhibited UHF

Lorenzo W. Milam and Jeremy D. Lansman are the somewhat improbable names of two somewhat improbable broadcasters—counterculture broadcasters, they might be called, or gentle revolutionaries who use the tools and techniques of the establishment in trying to put broadcasting in the hands of the people.

Their bag is community noncommercial broadcasting. But they are not interested in attempting to knock off existing licensees, either through a petition to deny renewal or a competing application, to free up a frequency. They prefer to help community groups set up their own FM stations on noncommercial channels.

And with the \$1,100,000 that they made in July on the sale of KDNA(FM) (now KEZK) St. Louis, which they had put on the air in 1969, to group broadcasters Cecil and Joyce Heftel, they figure they can seed as many as 20 stations that would be run by and for minority groups—American Indians on their reservations, blacks in the inner city, chicanos in their barrios. They have even established funds—the Reginald A. Fessenden Educational Fund (named after the man who some think may have been the first broadcaster) by Mr. Milam, and the Tom Payne Fund, by Mr. Lansman—to seek out and aid groups in establishing such stations.

The stations, moreover, would not follow any format familiar to most broadcasters. They would provide access to almost anyone who wished to be a programmer.

"When you let people program who are not professionals you get a wide range of beauty," says Mr. Lansman. "Sometimes a 5-year-old ghetto child can tell you more about poverty than an adult or an expert on a panel show. But sometimes you get pure crap. That's the experiment."

For Mr. Milam, "free-form noninstitutional" radio as he calls it, is what radio should have been for the last 25 years. In the early twenties, he says, "radio was an exciting art form which permitted anyone who wanted to go on the air to do so." He feels it's critical for community stations to be free of ties with institutions such as schools. They tend to make such stations cautious, he says.

Messrs. Milam and Lansman have been devoting much of their time and all of Mr. Milam's money to spreading their gospel over the past 12 years.

Mr. Lansman was an 18-year-old San Francisco high school drop-out who had experience as a radio engineer, when he met Mr. Milam through an ad Mr. Milam

had placed in BROADCASTING, seeking someone to help him put KRAB(FM) Seattle on the air. Mr. Lansman said he was searching for an honest broadcaster to work for; it's obvious he did not find one who would make him rich. While running KDNA as a noncommercial outlet, Mr. Lansman took in too little in contributions to pay his living expenses, even though he lived at the station as a bachelor.

As for 40-year-old Lorenzo Milam, 12 years ago he had a \$450,000 inheritance and, he says, "endless enthusiasm for free-form radio and millions of ideas." By time of the KDNA sale, he was \$175,000 in debt, but still in love with free-form radio. (Indeed, \$100,000 of the debt was owed to his family, and it was the need to repay it that played a large part in the decision to sell KDNA.) "I have impoverished myself for a handful of superb radio stations," he said in an exhibit accompanying the application filed with the FCC in connection with the proposed sale of KDNA.

Besides KRAB, where he developed his ideas for free-form radio and which Mr. Milam turned over to a community group in 1964, and KDNA, his ownership has included, and still does, KTAO(FM) Los Gatos, Calif. He bought it in 1969, and operates it as a noncommercial station.

But in the meantime he and Mr. Lansman were providing technical and some financial aid to individuals—in some cases friends or former associates inspired by their example; in others, strangers who sought them out—in establishing their own stations on noncommercial channels. These include KBOO(FM) Portland, Ore. (which was established with the organization now running KRAB, but which will be turned over to a local group next year); KPOO(FM) San Francisco; KUSP(FM) Santa Cruz, Calif.; KOPN(FM) Columbia, Mo.; WYEP(FM) Pittsburgh. In addition, Mr. Milam is aiding a group in Denver and has pledged \$35,000 to one in Dallas, which was granted a permit last week, while Mr. Lansman is aiding groups in Atlanta (WRFQ(FM)) and St. Louis (KLPH(FM)) prepare applications for increases in power, and has pledged



Bankrolled. The larger than life-size check for \$900,000 will help start a number of community noncommercial FM stations around the country. Group owner Cecil Heftel (r) presented it to Jeremy Lansman (l) and Lorenzo W. Milam in payment for KDNA(FM) (now KEZK) St. Louis. Messrs. Milam and Lansman, whose passion is noncommercial radio, will also devote to that cause much of the \$200,000 they will receive from Mr. Heftel under a consultancy agreement.

\$45,000 to a group setting up a station in Miami and a satellite in West Palm Beach.

One group of particular interest to Messrs. Milam and Lansman is Double Helix, in St. Louis. It is composed of KDNA listeners and employees, and was organized in an effort to raise funds to save the station, if possible, and if not, to establish a new one. It pledged \$35,000, and Mr. Lansman says that helping Double Helix is his first commitment.

Messrs. Milam and Lansman who have become convinced that radio stations can be put on the air for relatively modest amounts of money, say the same is true of television. And Mr. Milam will attempt to prove it. He intends to apply to the FCC this month for a permit to build a station on channel 48 in San Jose, eight miles from Los Gatos, and says the station can be put on the air for about \$25,000.

The station's format would be similar to that followed by the radio stations with which he has been associated—loose. It will be all live, Mr. Milam says, with the camera in the large warehouse that will serve as a studio turned on constantly, transmitting whatever there is of interest to whatever audience the station has.

"There will be no video tape," Mr. Milam says. But there will be film. "We'll invite the people to come in and show their home movies."

Media Briefs

Award winner. Gary Owens, on-air personality at KMPC(AM) Los Angeles, has been chosen by All City Employee Association of that city to receive Los Angeles "outstanding citizen award." Mr. Owens was honored for his efforts in fund-raising drive which raised \$75,000; enabling Tarzana, Calif., parents to buy kidney machine for their daughter.

BAS belief. Broadcast Accounting Service, station bookkeeping firm, announced last month that subscribers to service had climbed to eight throughout Southeast. BAS, partnership of two women, Barbara Bane and Agnes Hunt, provides regulatory and tax information to clients in addition to accounting services. 2400 Decker Boulevard, Columbia, S.C. (803) 787-6495.

New TV rating service. Dimensions Unlimited, Los Angeles media and market research firm, announced first issue of new, semiannual radio audience-measurement service for Los Angeles and Orange County. It consists of 3,100 diaries plus personal interviews in February and March. Report, called "The Source," includes demographics for six marketing areas there including average quarter-hour and some data by income, occupation, size of family, presence of children, and home ownership. Principals of Dimensions Unlimited, Terry D'Angona and Deborah Gonderil, say they intend to put second Los Angeles-Orange County report out in fall; then cover all of Southern California plus San Francisco, by the winter of 1974.

FM!

A special report in *Broadcasting* Sep 24

It's the new frontier in radio. The first by whom the new is tried. The first to put the old aside. A medium that took three decades to come to flower, but that—for the last eight years or so—has more than made up for lost time.

The ratings are going through the roof. The prices—if you want to buy time—are respectable. The prices—if you want to buy a station—are formidable. The prestige is enormous, with every age segment of the audience. The competition with older sister AM ranges from brisk to fierce. Many FM's are first in their markets in various day parts—and with key audience demographics. Those that are No. 2 are trying harder, and they're gaining.

Broadcasting will make FM its business on Sept. 24. If FM is your business, too, you'll want to be there.

You belong in *Broadcasting* Sep 24

Two ways to cut up cable's regulatory pie

FCC's own advisory group reports on federal-state-local problems; majority opts for the FCC to share authority with local government; minority endorses local options

For nearly a year, the FCC-appointed advisory committee on federal-state-local CATV regulatory matters has been delving into the volatile question of who should have administrative authority over the medium, and how that authority should be delegated. A majority of the committee now thinks it has an answer.

The solution is called "dualism," a regulatory concept in which the administration of cable would be shared between the FCC and "local authorities." Which local authority? The committee majority's answer, under utopian conditions, would be the "most local" franchising body. But in deference to those on the committee who felt that this concept raises constitutional questions, the majority opted instead for a procedure in which that decision would be "subject to appropriate laws on a state-by-state basis." In other words, state and local authorities would be left to fight it out among themselves as to who gets to share the cable regulatory pie with the FCC.

That recommendation is contained in the final report of the advisory body's 20-member steering committee, which is scheduled to be submitted to FCC Chairman Dean Burch this week. No date has been set for general public distribution of the report.

There is, however, a separate recommendation in the report on how the regulatory problem should be resolved. It reflects the view of a minority of the committee's members, chiefly those representing state and city governments. That proposal calls for a system of cable regulation in which the FCC, states and local franchising authorities would each have an opportunity to participate in the entire process. Among those on the committee adhering to this position are Frank Young of the National League of Cities, and John Summers, general counsel of the National Association of Broadcasters.

In a straw poll conducted by the commission's Cable Television Bureau, which has assumed the executive director role for the committee since its inception, the "dualism" concept was favored by a two-to-one margin. Of 18 members contacted, 12 showed a preference for the two-tiered system of regulation; six opted for the potentially three-way role. Advocates of the former include Amos Hostetter, chairman of the National Cable Television Association.

The report of the "dualism" camp contended that the commission's present

policy of showing "considerable respect for local option" in cable regulation could ultimately lead to the destruction of "national communications objectives" and should be ended. The commission's "nondirective posture," the report said, "is promoting a regulatory free-for-all rather than the natural and unstructured dualism which the commission sought." This, it claimed, is inviting a "multi-level scramble for control of cable [which] is producing policies and regulations which duplicate, and thereby burden, or directly conflict with the federal objectives."

The most logical process by which this situation can be rectified, the report asserted, would be for the commission to pre-empt all authority over cable regulation. The aspects of regulation that should be conducted at a local level then would be delegated to the proper authorities by the commission. The report expressed the opinion that constitutional arguments against total FCC assertion of authority over cable are invalid. There is ample court precedent, based on the presumption that cable is interstate commerce, to justify such a move, the report stated.

The minority report, however, vehemently disagreed with this argument. "There is simply no hard evidence on which to base a claim of impairment of national communications objectives," it contended. "The status quo in state-local regulation is not static but dynamic. It is searching for ways in which the relevant interests at the state and local level can be accommodated without unnecessary duplication or delay—indeed, for ways in which over-all current regulatory uncertainties, including those occurring at the FCC, might be reduced."

Essential to the success of the minority concept is a belief that FCC pre-emption of cable is unwarranted and probably illegal. Rather than mandating that there must be only one cable regulator at the local level, the minority report states that the decision as to how local authority should be delegated should be made on a state-by-state basis. Under this concept, several alternatives could emerge. The state could defer all cable regulation to the local franchising authority, reserving for itself such functions as funding and research. Or, the states could pre-empt all local regulatory authority through the creation of state cable commissions, such as those already in operation in Massachusetts, New York, New Jersey and Minnesota. The state commissions could subsequently farm out certain functions to local governments, or they could elect to reserve all regulation of cable for themselves. In any case, the most important increment of the scheme is that an element of choice be preserved.

The minority report presented one hypothetical example of how this system could work. Under this prototype, the regulatory process would involve the assertion of franchising responsibility by local governments, in conformance with state and federal guidelines. The states would have the authority to certify and give final approval to the franchise agree-

ment. The sole criterion for this approval or disapproval would be state law. The states would not be permitted to rule on the merits of the agreement itself. The FCC's role would be primarily in the area of issuing certificates of compliance to cable systems in connection with their carriage of broadcast signals.

(While the majority report clearly displayed a preference for the "most local" authority as the FCC's "partner" in cable regulation, it did not exclude the possibility of individual states assuming this role, nor the potential for dual state-local participation. The majority report, however, stressed that there should be only one local regulator, in whatever form. It submits that state governments which fail, or choose not, to conform to this principle should have their regulatory functions pre-empted by the FCC.)

While the two factions within the committee were at odds over how regulatory authority should be delegated, there was substantial agreement over what functions should be reserved for the FCC, and which should be assumed by the local body ("Closed Circuit," Aug. 20). The committee's recommendations in this area, which were included in a separate report, specified 29 issues.

Among those functions recommended to be delegated solely to the FCC are: jurisdiction for pole and duct arrangements; the swift promulgation of standards for system interconnection; promulgation, after a rulemaking proceeding, of rigid corrupt-practices standards, with enforcement based on the grant or non-grant of compliance certificates; continuance of the present commission rules pertaining to channel access; exclusive jurisdiction over signal carriage; jurisdiction over local origination; regulations related to antisiphoning problems; retention, at least for the time being, of authority over pay cable.

Functions that would be delegated to the local authority include: franchising authority; transfers of system ownership; determinations of duration, review and renewal of franchises; procedures to be employed following franchise expiration or cancellation; review of subscriber rates; establishment of system construction schedules; determination of the franchise area; any necessary governmental actions on extensions of CATV service; review of franchise applicant qualifications.

Functions that should be shared by all levels of government include: due-process requirements (decided by the FCC, implemented by state or local law); technical performance and capacity standards (minimums should be set by the commission, with allowance for more rigid requirements at the local level); joint execution of jurisdiction on cross-ownership prohibitions, with minimum standards set by the commission; customer-service complaints should be handled by the franchising authority, with provision for appeal to the FCC; co-operation among all levels of government in expediting the franchising and compliance-certificate process; joint coopera-

tion on issues involving minority ownership, employment and programming.

What effect 'the committee's report will have on the commission's future regulatory scheme for cable is not presently known. What is known is that Chairman Burch has expressed a strong desire to have the report in his hands as soon as possible, and appropriate pressure has been exerted on Cable Bureau staffers to make this possible. As one bureau source put it: "They put a lot of heat under our pants to get this up to him [Mr. Burch]. I do not know what they want to do with this thing. I do know that they were pushing hard to get it."

But whatever the commission elects to do in response to the report (which was initiated at Chairman Burch's request), it is apparent that the dispute between local and state interests as to where the cable-regulatory power lies will not be quelled as a result of it. "It's going to be a dog fight between the cities and states," one commission spokesman observed. "But then, it always has been."

Cable-satellite group is off the launch pad

40 firms kick in a total of \$140,000 to fund study

A consortium of cable systems established to study the feasibility of a cable satellite-access entity is off the ground and going. Membership was finalized at the consortium's Aug. 28 meeting in Chicago, and \$140,000 is now in the group's treasury.

Articles of the association were drafted at the meeting, and officers and the executive committee were elected. Officers are: chairman, Rex Bradley, Telecable; vice chairman, Carter Page, Community Telecommunications Inc.; secretary, Ed Taylor, United Video; treasurer, Doug Dittrick, Viacom. Executive committee members are: John Gwin, Cox Cable; Bruce Lovett, American Television & Communications; Robert Button, Teleprompter; Carl Williams, Wyoming Televents; Don Levenson, Wheeling Antenna Co.

The 40 cable companies that have made either \$1,000 or \$5,000 commitments to the study are: Wheeling Antenna Co., Wheeling, W. Va.; Telecable Corp., Norfolk, Va.; American Television & Communications, Denver; American Cable Television Co., Phoenix; Time Inc., New York; Teleprompter, New York; Cox Cable Communications, Atlanta; Viacom, New York; Telesis Corp., Evansville, Ind.; Western Communications, Walnut Creek, Calif.; Warner Cable, New York; South Florida Cable TV, Bonita Springs, Fla.; Buckeye Cablevision, Toledo, Ohio; Communications Properties, Austin, Tex.; Twin County Trans Video, Allentown, Pa.; United Video, Tulsa, Okla.; Community Telecommunications, Denver; Comax Telecom Corp., Buffalo, N.Y.

Daniels Properties Inc., Denver; Sam-

mons Communications, Dallas; Heritage Communications, Des Moines, Iowa; Continental Cablevision, Boston; CATV of Rockford Inc., Rockford, Ill.; Carl Williams, Denver; Sweetwater TV Co., Rock Springs, Wyo.; Cable Color Vision, Cheyenne, Wyo.; Pine Bluffs Community Television Systems, Pine Bluffs, Wyo.; Community Services, Junction City, Kan.; W. M. Taylor, Lake Havasu City, Ariz.; Mahoning Valley Cablevision, Warren, Ohio; Hays Cable TV, Hays, Kan.; Columbus TV Cable, Columbus, Miss.; Armstrong Utilities, Butler, Pa.; National Cable TV Corp., Butler, Pa.; Meadville Master Antenna, Meadville, Pa.; Cable TV Inc., Hazelton, Pa.; Moscow TV Cable Co., Moscow, Idaho; Pullman TV

Cable Co., Pullman, Wash.; Service Electric Co., Allentown, Pa.

Different cable rates for income groups under scrutiny in Ann Arbor

Despite opposition from local system, city CATV commission draws up plans for sliding rate-structure plan

A unique cable situation is evolving in Ann Arbor, Mich., with battle lines already drawn between the community's cable system and the city's cablecasting commission. A Sept. 12 meeting of the

\$20,000,000.

AVAILABLE NOW!

We've got money available for radio or television station financing—in amounts of \$100,000 or more. And we're flexible.

You can choose the plan that suits your company best. Fixed rates or floating rates tied to prime.

You have a choice of plans to choose from, including the popular 10-year extended term ... and remember:

NO EQUITY KICKER

Phone us to put our 14 years of expertise in broadcast facility financing to work for you. Call collect: (317) 638-1331.

Firstmark Financial

Firstmark Financial Corporation
Communications Finance Division
110 E. Washington St.
Indianapolis, In. 46204

two is expected to determine whether the cablecasting commission will go ahead with its scheduled plan for implementation of a differentiated rate structure for cable subscribers—to provide lower monthly fees for lower-income groups.

The plan, which has been in the works for the last eight months, calls for a \$5 monthly cable fee for all homes assessed over \$7,000 and \$2 per month for all homes valued under the \$7,000 figure. The Ann Arbor cable system, Michigan Cable TV, has been in operation since last fall and has charged a flat \$5 monthly fee since its inception.

The city's cablecasting commission

uses a public-utility-type rationale for its action. According to one member of the five-man committee, cable has the potential to "instill a sense of community" in the city inhabitants and the best way to bring this about is to "make access to the cable as broad as possible." The way to insure that all members of the community benefit from the technology is to make certain that all segments of the community can afford this vital service, he said.

Michigan Cable Television Manager, Robert Shaw, claims that implementation of the proposed rate structure would be grossly inequitable. He stated that the

rate structure has evolved at the whim of the cablecasting commission and that the figures were highly arbitrary and without statistical support. Cable television should not be considered a social necessity, he said.

Hardware pinch slows expansion of cable systems

One big cause: Dollar devaluation removes Japan as fast, cheap source

Cable operators who are accustomed to little delay between ordering and receiving equipment may be in for a rude awakening. Gone are the days of the stockpiled warehouse; material shortages, increased demand and limited expansion of plant capacity have depleted industry reserves. According to one manufacturer, cable operators are going to have to sit down and forecast their needs, place long-term orders and accept price escalation.

Without the strand—the steel messenger wire that holds up the cable and is fastened to the telephone poles—there is no way to expand above-ground systems. But strand, along with associated hardware, is in short supply, according to most suppliers. A shortage of carbon steel has developed. "Six months ago an order could have been delivered in two weeks," according to one manufacturer. Now it can take two months. Not only that, in the past six months the price of strand and associated hardware has risen 25%.

Suppliers are in agreement that a key cause of shortage in strand is a shift from Japanese to American manufacture. Many suppliers used to get their carbon-steel products in Japan, where it could be bought at lower prices. But with the devaluation of the dollar, these same suppliers have returned to the U.S. steel market which is already straining at near capacity. Other business applications of the same product are given priority by the American steel manufacturers. One supplier reports that when asking for a hurried delivery from one steel manufacturer, the reply was: "Where were you two years ago?"

The manufacturers of coaxial cable are experiencing problems of their own. J. R. Woods of Systems Wire & Cable Inc., Phoenix, sees a number of factors contributing to his industry's woes. The price of copper, from which the cable's center conductor is made, has risen since last December from some 45 cents a pound to about 75 cents. Many cable operators have been ordering a center conductor of aluminum coated with copper as an alternative. The problem with that, however, is limited manufacturing capacity, which coupled with increased demand, has led to long delays and short orders.

To compound the difficulties, a shortage of drop cable is becoming evident, and some authorities think it could become worse. The supply of drop cable, which connects the subscribers' television

**In Milwaukee
the big ones
are on
WISN-TV**

This fall and winter, the games they really care about in the Milwaukee area — the ones that the **GREEN BAY PACKERS** or the **MILWAUKEE BUCKS** play — are on **WISN-TV**. If you care about the huge, often hard to reach, male dominated audience these games deliver, better talk to us or your Blair representative about NFL Football, NBA Basketball or **WISN-TV's** local Bucks package.

THE HEARST CORPORATION
759 N. 19th St.,
Milwaukee, Wis. 53233
414-342-3000
Represented by Blair Television

WISN-TV
milwaukee

sets to the coaxial cable hung on the telephone poles, has been affected by a petroleum shortage. Polyvinyl chloride, a derivative of petroleum, is used to make the plastic sheathing that encircles and protects the coaxial cable. Mr. Woods says that his company is able to get only 80% of the raw material he could use for drop cable and he is aware of other concerns that are able to get only 50%. With the advent of the cable industry's fall push for subscribers, the demand could increase precipitously and the shortage could become a major concern.

Finally, the wooden reels on which the cable is shipped have increased 12% in price in recent months, and the delivery time to the manufacturers is eight weeks. Reels used to be available off the shelf.

A third area of growing concern is that of cable-line electronics. One manufacturer of cable amplifiers said it is a sellers' market at his company because of the shortage in inventories. The shortage in strand is almost a blessing because while the construction is slowed he is able to increase company inventories. Orders for diodes used to take six weeks for delivery. Now they take about six months.

CRTC keeps after imported commercials

Two more Canadian systems ordered to purge U.S. signals of advertising

The Canadian Radio and Television Commission has ruled that cable systems in two more franchise proceedings must delete commercials from any U.S. television stations that they carry.

In two decisions involving grants of cable franchises in Nova Scotia and New Brunswick (CRTC 73-395) and Montreal Island (CRTC 73-396) the commission has ruled that the cable systems must construct facilities at the head-end for "the deletion of commercial messages from television signals received from broadcasting stations not licensed to serve Canada."

Although the commercials will be deleted, the CRTC has taken a softer approach toward substitution of material. Instead of allowing the Canadian substitution of revenue-producing advertisements as it has done in Calgary (BROADCASTING, July 23), the CRTC has placed a limitation on the type of substitutions which should be aired.

The new restrictions have not eased tensions in the U.S. side of the border. One legal representative for a border station that prefers anonymity for the moment said he was considering taking his case to the U.S. State Department to protest the alleged piracy of program content stripped of supporting advertising. In addition, a Canadian legal firm is working on another plan of attack—to attach trademarks to television commercials and register them with the Canadian copyright office. Any deletion of such material might be construed as violation of copyright laws.

Broadcast Advertising

Performance comparisons, sprinkled with dash of humor, highlight AMC '74 ads

American Motors kicks off its 1974 national advertising campaign tomorrow (Sept. 4) in prime-time slots on NBC-TV and CBS-TV. The eight commercials created by Cunningham & Walsh, New York, show the completely redesigned Matador, Hornet Hatchback, Gremlin and Gremlin X and discuss the AMC buyer Protection Plan. The five car spots use humor to highlight the sales points. In one, a couple spends their wedding night in the back of a Hornet Hatchback to illustrate its roominess. In another, a neighbor spots a car wrapped in sheets in the next-door driveway and gets excited at his friend's new car. When the owner unveils it, the neighbor shouts "It's a—it's a—it's, magnificent. . . What is it?" He learns it's a Matador. The only 60-second car spot is a series of vignettes as people fail to recognize the Matador.

The three Buyer Protection Plan spots take direct aim at Ford, Chrysler and GM. In one, an electronic scoreboard lists all the parts and services covered in AMC's plan with the AMC column lit up with yesses. The camera goes down the columns for the other three car makers and the lists light up with red noes. In the only 60-second spot in this group, a red Pinto, Gremlin, Vega and Duster are shown on hydraulic lifts. As the voice-over ticks off the various things the BPP covers, the Gremlin and any other car that's similarly covered start to descend on the lift. However, Gremlin is the only car to reach ground and drive off—the rest are left high and dry.

Business Briefs

'Yearling' slated for MGM Network. MGM Television reported last week that its *MGM Family Network* will begin

Sept. 9 with presentation of feature film, "The Yearling," on 146 stations.

MGM TV created its *MGM Family Network* last February to present feature films with family appeal in early weekend time periods. Its next offering will be carried in early January, and among films under consideration for second national telecast are "National Velvet," "Knights of the Round Table" and "Tom Thumb."

MGM TV said national advertising has been sold out for "The Yearling." Clients include General Foods (Benton & Bowles); Contact Paper (SFM Media) and Bristol-Myers (direct) with stations selling eight minutes locally. Two-hour program, with Peter Graves as host, is slotted for 5-7 p.m., 5:30-7:30 p.m. and 6-8 p.m. periods.

From the women's angle. Two women have formed Boehning & Rutenberg, consulting firm, to assist companies, agencies and broadcasters with creative marketing techniques, with special emphasis on consumer and women-oriented approaches. President of Chicago-based firm is Karen Boehning, former president of Chicago chapter of National Organization for Women, and for past three years, chairwoman of NOW's Image of Women committee and FCC subcommittee. Nikki Rutenberg, partner in new company, has owned her own public relations firm, Roberts & Rutenberg, 75 East Wacker Drive, Chicago 60601. Phone: (312) 368-0262.

Designer discourse. Jim Weller & Partners, Milwaukee, has created series of four 60-second TV spots that drop some pretty heavy fashion names—Halston, Jeffrey Bean, Donald Brooks and Bill Blass, to be specific. Those designers were interviewed in their respective New York studios for Hixon's, exclusive Milwaukee boutique. Commercials are available for syndication to other interested designer boutiques.

No-show support. Hanes Alive Support pantyhose will be going to prime-time TV next Monday (Sept. 10) to show viewers that support hose doesn't have to be thick

BAR reports television-network sales as of Aug. 5

CBS \$389,806,200 (34.9%), NBC \$383,235,000 (34.3%), ABC \$343,266,000 (30.8%)

Day parts	Total minutes week ended Aug. 5	Total dollars week ended Aug. 5	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	68	\$ 426,200	2,227	\$ 14,432,100	\$ 13,977,800
Monday-Friday 10 a.m.-6 p.m.	776	5,466,900	28,334	229,423,900	214,240,000
Saturday-Sunday Sign-on-6 p.m.	235	1,878,300	8,546	108,290,100	108,453,900
Monday-Saturday 6 p.m.-7:30 p.m.	92	1,317,400	2,934	57,300,900	53,787,700
Sunday 6 p.m.-7:30 p.m.	10	104,000	424	9,565,100	8,949,800
Monday-Sunday 7:30 p.m.-11 p.m.	377	13,887,300	12,165	624,083,400	555,766,200
Monday-Sunday 11 p.m.-Sign-off	158	2,088,400	4,951	73,211,900	58,722,400
Total	1,716	\$25,168,500	59,581	\$1,116,307,400	\$1,013,897,800

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



NATIONAL SALES THAT'S MIN

Think about this
MEREDITH
NATIONAL SALES HAVE
INCREASED 40% IN 6 MONTHS
WITH THE HELP OF
**MMT'S CONCENTRATED
SELLING APPROACH**

Join MMT, where the professionals are together,
and we'll show you how to grow. Meredith stations know!

when tv5
Syracuse

wow tv6
Omaha

kcmo tv5
Kansas City

wnem tv5
Flint/Saginaw
Bay City

kpho tv5
Phoenix

WHEN MMT CONCENTRATES ON YOU...Y

SALES UP 40% NO-BOGGGLING

Ask yourself why
WQXI-TV ATLANTA
IN THE SOUTH'S
FASTEST GROWING MARKET
HAS JUST APPOINTED
**MMT AS NATIONAL
SALES REPRESENTATIVES**

Because WQXI-TV believes that MMT'S concentrated selling approach is the proven way to grow.

If you want to beat the national average for increased sales, join us. Why settle for just a "good" year when MMT can make it superb.

wqxi tv 11
Atlanta

DO YOU REALLY GROW...ARE YOU READY?

MMT SALES INC. 850 THIRD AVENUE NEW YORK 10022 (212) 758-3838



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

Ralph Carmichael can be your new feature host!

FREE



**LIGHT
RADIO
DIVISION**

P.O. Box 298
Woodland Hills
CA 91364
A subsidiary of
Light Records, Inc.

Ralph Carmichael is America's leading trend-setter in the field of contemporary religious music. His name is known to millions of religious music enthusiasts from coast to coast—people who listen regularly to your station. Now you can feature Mr. Carmichael in a series of 30-minute weekly interview specials—or a weekly 2-hour DJ program—at absolutely no cost to you. To learn more about these **FREE PROGRAMMING SERVICES** send the coupon today. We'll send you a free audition tape plus complete details without obligation.

- ☐ **YES** MR. CARMICHAEL, I'd like to know more about your free 30-minute interview specials.
- ☐ **YES** I also want to know more about your 2-hour DJ programming service.

Name _____
Station _____
Address _____
City _____ State _____ Zip _____
Telephone _____ Position _____

LIGHT RADIO DIVISION

and unattractive. Spots, prepared by Dancer-Fitzgerald-Sample, New York, will run on CBS and ABC in prime time and on all three networks in daytime.

Presents by wire. In this age of dial-a-whatever you want, Western Union has added its own dial-a-gift service, called GiftAmerica. J. Walter Thompson has prepared TV and print campaign to introduce America to this newest convenience. Sixty and 30-second commercials will be seen beginning this month in 93 spot markets in early fringe, prime and late fringe time slots as well as sports programs. At this point, ad budget is equally divided between TV and print. By first of the year, national roll-out of service should be completed at which time GiftAmerica will shift from spot to network advertising.

Relocating. Brillig Productions has moved to 57 West 56th Street, New York 10019. Phone: (212) 541-6161.

Rep appointments ■ **WELV-AM-FM** Ellenville, N.Y.: Jack Masla Co., New York. ■ **wow!(FM)** Norfolk, Va. and **KLAZ-(FM)** Little Rock, Ark.: Century National Sales, New York. ■ **WBFF-TV** Baltimore: Evans Broadcasting Corp. Television Sales, St. Louis. ■ **WYAH-TV** Norfolk/Portsmouth, Va.; **WHAE-TV** Atlanta; **KXTX-TV** Dallas/Fort Worth: Adam Young, New York. ■ **WIL(AM)** and **KFMS-(FM)** St. Louis: Katz Radio, New York.



Battle of the shades. The World Series, to be telecast on NBC-TV, will be the setting for another contest this October when Foster Grant will be taking on American Optical's Cool-Ray brand. Cool-Ray has had up to now an exclusive stake on its Polaroid lenses for its advertising campaign, with Foster Grant positioning itself as the fashion-conscious sunglasses. But Foster Grant, which has had its own polarized lens in use for the past three years, will begin its "first all-out advertising push on them," according to Harry G. Richards, marketing vice president. Grieg, DuBois & Co., New York, has created a 60-second TV spot for Foster Grant that recreates the Cool-Ray commercial showing a motorist, who, blinded by the sun's glare, fails to see children run into the street—until he puts on his sunglasses. The commercial continues with a split-screen comparison of Cool-Ray with Foster Grant (shown in production stages above). The test produces identical results—the point being that Foster Grant gives polarized lenses and fashion styling.

Special: Fred Freed and the Television Documentary, David G. Yellin. Macmillan, 240 pp. \$7.95. The story of Fred Freed is the story of the television news documentary. It is told here with skill and affection by a man who not only knows Mr. Freed well but has spent the greater part of a lifetime as a professional in television, news, and the broadcasting medium. Mr. Freed has produced and directed several of the more distinguished television network documentaries. He was a pioneer of investigative journalism who left radio to find better ways to use television in its earlier days and was so successful that many of the patterns followed today were the result of his pioneering.

But "Special" is more than a biography. It uses Mr. Freed as a mirror to give the TV student a clear reflection of how the news documentary form developed and how today it is still used to give viewers a picture of current events.

Mr. Freed has received many honors, including seven Emmy awards and two George Foster Peabody awards. Mr. Yellin is today director of broadcasting and film at Memphis State.

"Special" is liberally illustrated. Many of the pictures come from BROADCASTING's files.

A City on the River. Roderick MacLeish. E. P. Dutton & Co., New York. \$10. Mr. MacLeish, chief commentator for Westinghouse Broadcasting Co., has authored an unusual book about the workings of the federal government. While each chapter dissects one aspect (foreign relations establishment, House, press, lobbyists, advisers to presidents, courts and the Senate), it also contains a fiction section as an illustration of the government in operation. But even the factual material is written with flair. For example, Mr. MacLeish's description of debate in the House: "If the controversial matter is of sufficient national symbolism or importance, the press and radio-TV galleries above the Speaker's dais are filled with reporters lured by the gusts of contention that awaken the House like gas pains bringing the invigoration of agony to a sluggish body."

Documents of American Broadcasting. Edited by Frank J. Kahn. Appleton-Century-Crofts, Educational Division, Meredith Corp., New York. \$11.95. The second edition of this compilation of major broadcast-related documents has been updated to include the text of papers on CATV and pay-TV public policy, creation of the Office of Telecommunications Policy, broadcast journalism and defamation, the FCC's ascertainment primer, citizens' rights in broadcasting and expanded application of the fairness doctrine. The documents fall under five major headings (development of broadcast regulation, regulation of programming, broadcast journalism, regulation of competition and the public's interest). Headnotes to each document provide brief background information and suggested readings for each section are supplied.

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

ABC and CBS take opposite views on copyright bill

ABC wants legislative action now to implement unfinished compromise; CBS wants delay until high court rules on existing liabilities

ABC last week followed the National Association of Broadcasters and the Association of Maximum Service Telecasters in telling the Senate Copyright Subcommittee that cable is not living up to its end of the broadcast-cable-copyright compromise.

In its comments on the copyright bill (S. 1361), ABC told the subcommittee it agreed with an earlier joint filing by the NAB and AMST (BROADCASTING, Aug. 20) that "an essential part of the [consensus] agreement consists of the imposition of copyright liability on cable television operations. . . . The failure to effect this aspect of the consensus agreement while the [FCC] continues to process and grant multiple certificates for cable operations is creating very substantial public-interest problems in terms of fairness and reasonableness. In effect, the consensus agreement is being implemented by broadcasters and ignored by the cable interests."

Absent an early resolution of copyright questions by the subcommittee, ABC said, "we believe that the [FCC] must reconsider the propriety of continuing to grant operational certificates which are not subject to this critical and integral aspect of the consensus agreement."

ABC said it supports the bill's provision that imposes copyright liability on cable re-transmission of professional sports events when they are imported into the local service area of one or more TV stations, none of which has been authorized to broadcast the sports events. ABC noted that the provision treats cable and free television alike and is consistent with an FCC ruling on the same subject.

On the schedule of copyright fees set out in the bill, ABC noted that "any specific fees which might be established in the legislation would contain a substantial element of the arbitrary." Arbitration by an independent agency would be the best course to follow, ABC suggested. "Only in this fashion can all relevant information be gathered in a systematic way and a rational and equitable decision reached," it said.

Imposition of a separate performance fee for the use of sound recordings is "unwise and unnecessary" and "will substantially increase operating expenses [of broadcasters] for no valid purpose," ABC asserted. Such fees should remain "a function of private negotiation and should not be embodied as a part of legislative policy," it said.

In another filing with the McClellan



Let's do it again. General managers of 16 FM rock stations represented by ABC-FM Spot Sales met last week for the first time in New York and liked the idea so much they decided to form an ad hoc organization for the exchange of programing and marketing information. The group will meet again, in January, in San Diego. Pictured at last week's gathering are (l-r) Martin H. Percival, vice president, ABC-FM Spot Sales; Carl Brenner, general manager, WKTK(FM) Catonsville, Md., and co-chairman of the meeting; Larry Levite, general manager, WPHD(FM) Buffalo, N.Y., and co-chairman; Harold L. Neal Jr., president, ABC Radio.

subcommittee, CBS urged that the subcommittee hold up action on the CATV section of the bill until the Supreme Court resolves CBS's suit against Teleprompter Corp. Depending on the outcome of that case, Congress may find action on the CATV section unnecessary, CBS said.

The high court is reviewing an appeals court decision that cable systems are liable for copyright payments on programs they import from distant stations. "After all," CBS said, "we are not without a copyright law: the only questions are what it means and whether that is unjust."

CBS proposed that cable systems not be given compulsory licenses, but be required to "secure licenses from copyright proprietors just as do the broadcasters with whom they compete."

CBS also questioned the ability of the Copyright Royalty Tribunal proposed in the bill to set "reasonable" rates. "There is no adequate substitute for the operations of a normal marketplace in which prices are determined by supply and demand," it said.

CBS also suggested "that copyright proprietors of news and entertainment programs be treated no less favorably than the promoters of sporting events" in the bill.

FCC issues breather on program exclusivity

It stays effectiveness while studying problems posed in multicity markets

The FCC has stayed for two months the effective date of the rule it adopted on July 26 limiting to 25 miles the area in

which television stations can be given exclusive rights to present nonnetwork or syndicated programing. The new effective date is Nov. 12.

The commission said the additional time would enable it to consider material broadcasters are expected to file on a question involving multicity markets. The question was raised by the Association of Maximum Service Telecasters which, with Rust Craft Broadcasting and Broadcast-Plaza Inc., petitioned the commission for the stay.

The rule was adopted as a means of enabling stations in "overshadowed" markets to obtain programing now denied them by the exclusivity contracts suppliers negotiate with major-market stations.

But AMST contended that the effect of the rule in at least 35 markets is to prevent stations from obtaining exclusivity protection against direct competitors. AMST said most of the markets contain more than one city and have consistently been treated as single markets by the networks, rating services, stations and the commission.

AMST said stations would suffer irreparable damage if the rule were not stayed until the commission acts on AMST's petition for reconsideration. It said contracts entered into between Aug. 7 (contracts completed before that date would not be disturbed) and the date on which petitions for reconsideration are disposed of will be subject to the new rule even if it is modified on reconsideration.

The commission said that the two-month stay should minimize disruption of contract negotiations. But if the rule is not modified, the commission added, all contracts completed on or after Aug. 7 will be subject to the rule as adopted on July 26.

Pro-73 motion

**BPA SEMINAR NOVEMBER 14-16
CLEVELAND, OHIO**

BROADCASTERS PROMOTION ASSOCIATION 1973 Seminar Highlights

**Nine radio workshops • Nine TV workshops • Display of
award-winning campaigns and spots • A Forum for
promotion-related industry problems •
An expanded idea exchange.**

Promotion session topics include: sales promotion, on-air
promo production techniques, public service as a
promotion tool, promoting the independent, small market
radio tools, CATV promotion, merchandising, promoting
news and movies, and many others. A seminar dedicated
to promotion's contribution to a station's bottom line.
You're guaranteed to go home with audience-building,
community serving, money-making ideas.



**BROADCASTERS PROMOTION ASSOCIATION, INC.
18 South Michigan Avenue
Chicago, Illinois 60603
Phone 312 641-2079**

radio • television • catv • public relations/ contacts

Public Relations/Contacts is a regular feature of BROADCASTING, the newsweekly of broadcasting and allied arts, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

cable programing

All you need to know about Cable—in only four pages per month! "Generalist" newsletter covers franchising, community involvement, origination and access developments, digests cable news, reviews new publications. Subscribe now to CABLE INFORMATION. Cable Information Service, 475 Riverside Drive, NY, NY 10027. \$10.00 per year.

free film

FREE-FOR-ALL '73-'74 CATALOG OF AUDIENCE BUILDERS POWER-PACKED, PRIME TIME VISUALS
Write or Call for Your FREE Summer/Fall Catalog now and Start Planning Your Own Festival of Free Films—All Topics
ASSOCIATION-STERLING FILMS
866 Third Ave., N.Y. 10022 (212) 752-4431

FREE FILMS?

Modern has the most. Many subjects: Series programming. Call or write Modern TV, 2323 New Hyde Park Road, New Hyde Park, N.Y. 11040. (516) 437-6300.

**Ask
Modern**

Free loan films on a variety of educational, sports, and auto industry-related subjects. Many suitable for public service programming. 16mm. Color. Write for catalog. General Motors Film Library, 1-101 General Motors Bldg., Detroit, Mich. 48202.

free radio programs

FREE RADIO PROGRAMS (4 mins. 5 days, 13 week series)

Mostly on self-help, family affairs, inspirational, educational, etc.

NON-COMMERCIAL, NOT RELATED TO SPONSOR'S PRODUCTS, NO PITCHES.

Subjects are chosen to build big audiences of loyal listeners and sell easily to advertisers.

Send for list of availabilities.

TAYLOR, THOMAS & LORD Professional Programming

1200 Summer St. Stamford, Conn. 06905

jingles

CONTEMPORARY
ID's & Commercial Jingles
Demo Available

continental RECORDINGS, INC.

Twelve Irving Squares
Framingham, Mass., 01701
(617) 879-2430

programing

schafer tape
TOUCH OF VELVET
The Smoothest Sound In Town...

SCHAFFERTAPES
75 Castilian Drive
Goleta, California 93017
(805) 968-0755

radio drama

SHERLOCK HOLMES
Radio Mystery Series
**IS BACK
ON THE AIR!**

Now available for local purchase.
CHARLES MICHELSON, INC.
45 West 45th St., New York 36 • PLaza 7-0695

television drama


EARL STANLEY GARDNERS' "COURT OF LAST RESORT"
26 Episodes—Timely TV Series
Now Available For License Agreement In Your Market.
WALDEN PRODUCTIONS
1613 N. Mariposa Ave.
Hollywood, Calif. 90027
(213) 666-6516

To: BROADCASTING 7 W. 51st Street
New York, N.Y. 10019
(212) 757-3260

Please insert the following copy for us beginning next month on the Public Relations/Contacts page and invoice at the 1x, 6x, 12x rate.

Name _____
Company _____
Address _____

Prime-time waiver for one-shot news shows may become a fixture

Commission indicates as much in continuing to grant exemption

The FCC has ruled that the three television networks and their affiliates may continue to enjoy the waiver of the prime-time access rule that enables them to present "one time only" news and public-affairs programs in prime time without having the time thus consumed counted against the three-hour limit. In doing so, the commission indicated the waiver eventually might become a permanent part of the prime-time rule.

From examining the material filed in connection with its current inquiry on the desirability of the prime-time rule, the commission said last week that it has found no "reason to abandon speedily a policy designed to promote the presentation of such material by the networks, via waiver of the rule." It noted that the waiver has been in effect almost since the rule's inception, and maintained that the status quo is desirable now, and probably will continue to be in the immediate future.

The present waiver extension will run until 30 days after a decision based on the over-all prime-time inquiry is issued.

In another action, the commission granted waivers of the same rule to NBC-TV and CBS-TV covering possible run-overs into prime time of certain sports presentations. The current waivers cover NBC's presentation on Sept. 8 and 9 of the *World Series of Golf*, and CBS's coverage of three pre-season National Football League games on Aug. 31, Sept. 8 and Sept. 9.

Airing of 'Sticks' and 'Maude' applauded by five groups

In a formal policy statement issued last Thursday (Aug. 30), two anticensorship groups and three church-related organizations commended CBS-TV for sending out the two abortion episodes of *Maude* and the drama special *Sticks and Bones*.

The statement then went on to urge TV stations, TV advertisers and public-interest groups to "exert counterpressure against censorship of television dramatizations." (Ninety-three CBS affiliates refused to carry *Sticks and Bones* when it was offered on Friday, Aug. 17, and 39 CBS stations said no to the two *Maude* segments on Aug. 14 and Aug. 21.)

"In granting stations a license to use the public airwaves," the statement said, "federal communications law entrusts them with the responsibility . . . to make their own program decisions, including establishing standards for judging what is shown to audiences."

"But the public interest is not served when a station's program decision is made on the basis of fear of controversy,

or when an advertiser's sponsorship is determined by fear of economic reprisal."

The statement—put out under the aegis of the American Civil Liberties Union, the Freedom to Read Committee of the Association of American Publishers, the National Council of Churches, the Union of American Hebrew Congregations, and the Young Women's Christian Association—was sent, with covering letter, to all of the commercial TV stations, the top-100 advertisers, the top-50 ad agencies, some 100 trade and professional broadcast groups, 50 state associations of broadcasters and about 150 civic, religious, women's rights and other public-interest groups.

Program Briefs

Muscular dystrophy marathon. Fourth annual national telethon for Muscular Dystrophy Associations of America, was to begin its 20-hour run yesterday (Sept. 2) at 7:30 p.m. from Sahara hotel, Las Vegas, with Jerry Lewis as host. Network consists of 152 TV stations, each of which also participates with local segments. Labor Day weekend extravaganza, with roster of stars ranging from Don Adams to Ferrin Young, will also pick up some talent from New York with Nashville contingent to be broadcast on video tape. Entire show, including station time, is donated. Last year, with 150 stations in line-up, telethon raised over \$9.2 million. Producer for this year's telethon is Joel Rogosin.

Production partnership. MGM last week announced co-production arrangement with David Levy and his Wilshire Productions to develop programs for network TV. Mr. Levy, formerly an executive with Paramount TV, was with Young & Rubicam, New York, before becoming NBC-TV vice president for programs and talent. Most recently he developed and produced *Addams Family* series.

Fox-Rosemont deal. Twentieth Century-Fox announces exclusive arrangement with Norman Rosemont Productions in which Fox will handle entire entertainment output of Rosemont firm including TV specials and series. First TV special, that begins production Sept. 4 for CBS airing Dec. 14, is *Miracle on 34th Street*. Other: *A Tree Grows in Brooklyn*, and *Count of Monte Cristo*, both for NBC; still untitled script on Vietnam prisoners of war, for ABC.

New role for Johnny. Television personality Johnny Carson and Paramount Pictures Corp. have formed Carson-Paramount Productions, with headquarters at Paramount's Hollywood studio. New company will produce TV series and motion pictures. It has not been determined if Mr. Carson will appear in productions.

Video forum. Prominent speakers from around world will discuss consumer video markets for cassettes, disk, cable and pay TV at Video Expo IV. Conference will be held Sept. 19-21 in New York.

Music

Breaking In

"Basketball Jones"—Cheech and Chong (Ode) ■ For such a star-studded list of back-up credits, "Basketball Jones" doesn't sound as musically competent as it should. But it is obviously purposeful. Backing what has been billed as "rock and roll's first comedy team" are George Harrison, Carole King and Billy Preston.

"Basketball Jones" (Jones is a slang term meaning habit, usually referring to drugs) is a spoof on soul songs and the story of a black youth with an insatiable appetite for basketball. And its music is so awful it's funny—the desired reaction.

"I need someone to set a pick for me at the free-throw line of life" is the image and humor in the vehicle. As a comedy record, a rare occurrence to top-40 radio, its life on playlists will probably be short. But it looks as though that life will be a full one.

Stations playing "Basketball Jones" last week included: WBBM-FM Chicago, KOL(AM) Seattle, WSGA(AM) Savannah, Ga., KRIZ(AM) Phoenix, KELP(AM) El Paso, and KGW(AM) Portland, Ore.

"All I Know"—Art Garfunkel (Columbia) ■ Art Garfunkel's first solo effort since his split three years ago from Paul Simon is a love song by Jimmy Webb. "All I Know" fronts Art Garfunkel's solo album due out later this month.

In recent interviews, Paul Simon has said that it was Art Garfunkel and Roy Hale, Simon and Garfunkel's producer, who gave S&G its "sweet, big and lush" sounds. Nothing proves Mr. Simon more right than "All I Know." It's hard to listen to it and not think of "Bridge over Troubled Waters," one of S&G's biggest hits and about as lush a record as can be.

Station reports on the new Art Garfunkel were scarce after its first week of release. But those playing it last week included KOIL(AM) Omaha, KOL(AM) Seattle, WIXY(AM) Cleveland WBBM-FM Chicago, KYNO(AM) Fresno, Calif., KGB-AM-FM San Diego, KYA(AM) San Francisco, WPOP(AM) Hartford, Conn., KDWB(AM) Minneapolis and KILT(AM) Houston.

"Angie"—Rolling Stones (Rolling Stones Records) ■ The new Rolling Stones record is a dark, uncomfortable song. "Angie" is musically reminiscent of "Wild Horses," the single from *Sticky Fingers*. "Angie" fronts *Goat's Head Soup* the Stone's new album.

Slow and meandering, the song has a strident edge. One social scientist wrote recently on the human effects of the sexual revolution saying that sex has replaced intimacy, rather than serving as the certification of intimacy. "Angie" is about that phenomenon. Mick Jagger asks, "Is it great to be alive?" in this song. And the answer, couched in the circumstances this record provides, may well be "no."

Air play on this new Rolling Stones single, the first in a year, is expectedly automatic. Those stations playing it last week included: KFRC(AM) San Francisco,

KHJ(AM) Los Angeles, WLS(AM) and WCFL(AM) both Chicago, WTI(AM) New Orleans, WHBQ(AM) Memphis, WPGC(AM) Morningside, Md., WFIL(AM) Philadelphia, WKLO(FM) New York, WKBW(AM) Buffalo, WMAK(AM) Nashville, WSAI(AM) Cincinnati and WRKO(AM) Boston.

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

- AS TIME GOES BY, Nilsson (RCA).
- BASKETBALL JONES, Cheech & Chong (Ode).
- THE BED, Peter Cofield (Metromedia).
- BILLION DOLLAR BABIES, Alice Cooper (Warner Brothers).
- DON'T BUG ME, Cheech & Chong (Ode).
- DON'T LET ME WAIT TOO LONG, George Harrison (Apple).
- EVERYBODY BUT ME, G. W. Kenny (Kama Sutra).
- FAREWELL ANDROMEDA, John Denver (RCA).
- GET IT TOGETHER, Jackson Five (Motown).
- GREATEST SONG I'VE EVER HEARD, New Seekers (MGM).
- HEY GIRL, Temptations (Gordy).
- I'LL HAVE TO GO AWAY, Skylark (Capitol).
- I'M COMING HOME, Johnny Mathis (Columbia).

PUBLIC NOTICE

The Town of Carmel, New York is requesting proposals for cable communication franchise to be awarded. Public hearing for all interested parties will be held on September 12, 1973 at 7:30 in the evening at the Meeting Room, Mahopac Fire House, Rt. 6 & Croton Falls Road, Mahopac, New York.

Address all inquiries to:

**Albert Foshay, Supervisor
Town of Carmel
Town Hall
Mahopac, New York**

- LET THE GOOD TIMES ROLL, Slade (Polydor).
- MAKE ME TWICE THE MAN, New York City (Chelsea).
- MAKE MY LIFE A LITTLE BIT BRIGHTER, Chester (Bell).
- MIDNIGHT TRAIN TO GEORGIA, Gladys Knight and the Pips (Buddah).
- MR. SKIN, Spirit (Epic).
- NOBODY WANTS YOU, Bobby Womack (United Artists).
- NUTBUSH CITY LIMITS, Ike and Tina Turner (United Artists).
- OPEN UP YOUR HEART, Roger Miller (Mercury).
- THE PEACEMAKER, Albert Hammond (Mums).
- PURPLE PEOPLE EATER, Dickie Goodman (Rainy Wednesday).
- RUBBER BULLETS, 10 C.C. (U.K.).
- SEND A LITTLE LOVE MY WAY, Anne Murray (Capitol).
- SHADY LADY, Shepstone & Dibbens (Buddah).
- SMALL, SMALL WORLD, Mike Curb Congregation (MGM).
- STONED OUT OF MY MIND, Chi-Lites (Brunswick).
- THAT'S WHY YOU REMEMBER, Kenny/Karen (Big Tree).
- THEY'RE COMING TO TAKE ME AWAY, Napoleon IV (Warner Brothers).
- TOUCH OF MAGIC, James Leroy (Janus).
- WEST COAST WOMAN, Painter (Elektra).
- YOU'VE NEVER BEEN THIS FAR BEFORE, Conway Twitty (MCA).

Tracking the 'Playlist.' Two-year-old *Stories* earlier this year lost its original songwriter and keyboard player, Michael Brown, and its original manager in the space of several months. Soon after, the group found its first commercial success (the band's first two albums were very well received critically) with a cover of a British hit, "Brother Louie." This week, "Brother Louie" is number one on the "Playlist," replacing Diana Ross's "Touch Me in the Morning" (six). And Dawn's "My Sweet Gypsy Rose" (nine) enters the top 10 for the first time this week. Breaking into the top-40 positions this week are Jackie Moore's "Sweet Charlie Babe" (34), the Allman Brothers' "Ramblin' Man" (31) ("Breaking In," Aug. 20), Looking Glass's "Jimmy Loves Maryann" (37) and Cross Country's "In the Midnight Hour" (39) ("Breaking In," July 23). All sport bullets except for "Jimmy Loves Maryann." New and bulleted on the "Playlist" this week are the Osmonds' new single, "Let Me In" (47), The DeFranco Family's "Heartbeat, It's a Love Beat" (59), Rod Stewart's "Twistin' the Night Away" (62) and the Raspberries' latest, "Tonight" (63). Also new are the "Theme from Cleopatra Jones" by Joe Simon (68), "Knockin' On Heaven's Door" from the film "Pat Garret and Billy the Kid" by Bob Dylan (70), "I've Got So Much to Give" by Barry White (72) and "Baby, I've Been Missing You" by the Independents (74).

The Broadcasting Playlist

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of American Research Bureau audience ratings for the reporting station on which it is played and for the day part in which it appears. • Bullet indicates upward movement of 10 or more chart positions over previous week.

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
3	1	Brother Louie (3:55) Stories—Kama Sutra	1	1	1	1
6	2	Let's Get It On (3:58) Marvin Gaye—Tamla	3	4	2	2
4	3	The Morning After (2:14) Maureen McGovern—20th Century	2	3	3	6
5	4	Delta Dawn (3:08) Helen Reddy—Capitol	4	2	5	3
2	5	Live and Let Die (3:10) Paul McCartney and Wings—Apple	6	5	6	4
1	6	Touch Me in the Morning (3:51) Diana Ross—Motown	5	6	4	8
8	7	Feelin' Stronger Every Day (4:13) Chicago—Columbia	9	7	8	7
7	8	Get Down (2:38) Gilbert O'Sullivan—Mam	8	8	9	12
13	9	My Sweet Gypsy Rose (2:51) Dawn—Bell	7	9	10	11
10	10	We're an American Band (3:25) Grand Funk—Capitol	13	10	7	5
11	11	I Believe in You (3:58) Johnnie Taylor—Stax	10	11	12	13
16	12	Gypsy Man (5:22) War—United Artists	14	15	11	9
23 •	13	Are You Man Enough (3:24) Four Tops—ABC Dunhill	11	14	15	15
12	14	Saturday Night's Alright for Fighting (4:55) Elton John—MCA	19	16	17	10
9	15	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	16	12	13	19
27 •	16	Half Breed (2:42) Cher—MCA	20	13	16	14
18	17	Here I Am (4:10) Al Green—Hi	15	18	14	23
14	18	Loves Me Like a Rock (3:32) Paul Simon—Columbia	12	17	20	18
17	19	Monster Mash (3:00) Bobby Boris Pickett—Parrot	18	19	18	20
15	20	Smoke on the Water (3:48) Deep Purple—Warner Brothers	23	20	19	16
19	21	Yesterday Once More (3:50) Carpenters—A & M	17	21	24	30
21	22	Uneasy Rider (3:53) Charlie Daniels—Kama Sutra	22	23	21	25
24	23	My Maria (2:32) B. W. Stevenson—RCA	21	24	25	26
22	24	If You Want Me To Stay (2:58) Sly and the Family Stone—Epic	24	22	23	22
37 •	25	Free Ride (3:05) Edgar Winter Group—Epic	34	27	22	17
33	26	Higher Ground (3:10) Stevie Wonder—Tamla	35	25	26	24
31	27	China Grove (3:14) Doobie Brothers—Warner Brothers	31	33	27	21
30	28	The Hurt (4:16) Cat Stevens—A & M	25	28	28	28
28	29	Believe in Humanity (3:22) Carole King—Ode	28	26	31	31
20	30	Diamond Girl (3:29) Seals and Crofts—Warner Brothers	26	32	34	33
48 •	31	Ramblin' Man (3:36) Allman Brothers—Capricorn	38	29	30	27

Over-all rank

Last
weekThis
weekTitle (length)
Artist—label

Rank by day parts

6-
10a10a-
3p3-
7p7-
12p

36	32	Angel (3:34) Aretha Franklin—Atlantic	32	31	29	32
35	33	Young Love (2:18) Donny Osmond—MGM	30	35	32	34
44	• 34	Sweet Charlie Babe (2:38) Jackie Moore—Atlantic	27	36	35	36
29	35	How Can I Tell Her (3:59) Lobo—Big Tree	29	30	42	37
38	36	That Lady (3:09) Isley Brothers—T-Neck	46	41	33	29
46	37	Jimmy Loves Maryann (3:25) Looking Glass—Epic	37	34	38	35
26	38	Shambala (3:27) Three Dog Night—ABC/Dunhill	33	38	36	43
50	• 39	In the Midnight Hour (3:14) Cross Country—Alco	43	40	39	39
—	• 40	Behind Closed Doors (2:55) Charlie Rich—Epic	40	37	40	41
34	41	Natural High (4:02) Bloodstone—London	36	46	41	47
32	42	Clouds (2:45) David Gates—Elektra	45	42	45	42
39	43	A Million to One (2:38) Donny Osmond—MGM	42	39	46	52
47	44	Everyone's Agreed (3:12) Stealers Wheel—A & M	39	43	44	46
49	45	Roll Over Beethoven (4:30) Electric Light Orchestra—United Artists	*	49	37	38
45	46	Freedom for the Stallion (3:45) Hues Corp.—RCA	41	45	47	44
—	• 47	Let Me In (3:38) Osmonds—MGM	83	57	43	40
40	48	So Very Hard To Go (3:37) Tower of Power—Warner Brothers	49	47	48	60
25	49	Playground in My Mind (2:55) Clint Holmes—Epic	47	50	51	49
41	50	Money (3:59) Pink Floyd—Harvest	57	44	50	45
52	51	Summer (The First Time) (4:37) Bobby Goldsboro—United Artists	44	48	56	59
43	52	Bongo Rock (2:36) Incredible Bongo Band—Pride	50	54	49	50
53	53	Ghetto Child (3:47) Spinners—Atlantic	53	52	53	51
60	54	Why Me (3:25) Kris Kristofferson—Monument	48	53	55	56
55	55	Muskrat Love (3:03) America—Warner Brothers	52	55	52	55
75	• 56	Rhapsody in Blue (3:45) Deodato—CTI	63	51	58	54
59	57	Show Biz Kids (3:59) Steely Dan—ABC/Dunhill	55	59	62	48
65	58	Rocky Mountain Way (3:39) Joe Walsh—ABC/Dunhill	60	67	54	53
—	• 59	Heartbeat, Its a Love Beat (2:59) DeFranco Family—20th Century	51	61	59	63
61	60	Loving Arms (2:50) Dobie Gray—MCA	55	58	64	64
62	61	Yes We Can Can (3:55) Pointer Sisters—Blue Thumb	62	64	60	62
—	• 62	Twistin' the Night Away (3:15) Rod Stewart—Mercury	61	62	65	61
—	• 63	Tonight (3:25) Raspberries—Capitol	68	63	63	57
—	• 64	Future Shock (3:24) Curtis Mayfield—Curtom	67	65	68	57
71	65	The Last Thing on My Mind (3:31) Neil Diamond—MCA	54	71	57	*
64	66	Ashes to Ashes (3:30) Fifth Dimension—Bell	58	60	73	72
57	67	Where Peaceful Waters Flow (4:22) Gladys Knight and the Pips—Buddah	59	66	69	70
—	68	Theme from Cleopatra Jones (3:45) Joe Simon—Spring	64	72	61	67

continues on next page

NEED A VIDEO TAPE TO FILM TRANSFER?

We're a young energetic company with all the right equipment to produce quality video tape to film transfers in color or black and white.

The right price, excellent quality, fast service aren't just promises, they're the things we're building our reputation on.

Find out about us. Others have. They're our customers.

Send in our coupon or call

312/693-8366

Mediatech

824 Busse Highway, Park Ridge, Ill. 60068

Name

Company

Address

City

State Zip

Telephone No.

LEGAL

NOTICE

The Town of Little Valley, New York and the Village of Little Valley, New York is applying for a special franchise for a cable television system in said Town and Village. Any cable television system interested in bidding on this franchise must send its bid by registered mail postmarked by September 17, 1973 to Mr. Albert H. Andrew, Village Clerk, Municipal Building, Little Valley, New York 14755. Telephone (716) 938-2051.

A public hearing will be held 90 days after first notice at the Municipal Building, Little Valley, New York.

The Broadcasting Playlist continued from preceding page

Over-all rank

Last week This week

Title (length)
Artist—label

Rank by day parts

6-10a 10a-3p 3-7p 7-12p

72	69	You Got Me Anyway (2:53) Sutherland Brothers and Quiver—Capitol	66	73	71	66
—	70	Knockin' on Heaven's Door (2:28) Bob Dylan—Columbia	65	76	67	*
51	71	Just Don't Want To Be Lonely (2:55) Ronnie Dyson—Columbia	70	74	66	75
—	72	I've Got So Much To Give (3:27) Barry White—20th Century	69	*	*	71
—	73	He (2:58) Today's People—20th Century	74	70	*	69
—	74	Baby, I've Been Missing You (3:44) Independents—Wand	*	68	75	65
—	75	Evil (3:09) Earth, Wind & Fire—Columbia	75	*	*	74

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

Angel (32), Are You Man Enough (13), Ashes To Ashes (66), Baby, I've Been Missing You (74), Bad Bad Leroy Brown (15), Behind Closed Doors (40), Believe in Humanity (29), Bongo Rock (52), Brother Louie (1), China Grove (27), Clouds (42), Delta Dawn (4), Diamond Girl (30), Everyone's Agreed (44), Evil (75), Feelin' Stronger Every Day (7), Free Ride (25), Freedom for the Stallion (46), Future Shock (64), Get Down (8), Ghetto Child (53), Gypsy Man (12), Half Breed (16), He (73), Heartbeat, It's a Love Beat (59), Here I Am (17), Higher Ground (26), How Can I Tell Her (35), The Hurt (28), I Believe in You (11), If You Want Me To Stay (24), In the Midnight Hour (39), I've Got So Much To Give (72), Jimmy Loves Maryann (37), Just Don't Want To Be Lonely (71), Knockin' on Heaven's Door (70), The Last Thing on My Mind (65), Let Me In (47), Let's Get It On (2), Live and Let Die (5), Loves Me Like a Rock (18), Loving Arms (60), A Million to One (43), Money (50), Monster Mash (19), The Morning After (3), Muskrat Love (55), My Maria (23), My Sweet Gypsy Rose (9), Natural High (41), Playground in My Mind (49), Ramblin' Man (31), Rhapsody in Blue (56), Rocky Mountain Way (58), Roll Over Beethoven (45), Saturday Night's Alright for Fighting (14), Shambala (38), Show Biz Kids (57), Smoke on the Water (20), So Very Hard To Go (48), Summer (The First Time) (51), Sweet Charlie Babe (34), That Lady (36), Theme From Cleopatra Jones (68), Tonight (63), Touch Me in the Morning (6), Twistin' the Night Away (62), Uneasy Rider (22), We're an American Band (10), Where Peaceful Waters Flow (67), Why Me (54), Yes We Can Can (61), Yesterday Once More (21), You Got Me Anyway (69), Young Love (33).

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

McCormick Communications, Inc.



has acquired the assets
and license of Radio Station WEZE,
Boston from

Easy Industries, Inc.

The undersigned acted as agent
for Easy Industries, Inc.
in negotiations leading to this transaction

R. C. Crisler & Co., Inc.

Cincinnati, Ohio

Mail from Hill seeks to queer AT&T rate rise

It takes occasional users' side, but rules exclude its consideration

Occasional users of AT&T's program-transmission services have generated a substantial letter-writing campaign aimed at persuading the FCC to reject AT&T's plans to increase their charges. Much of the mail has come from members of Congress. None of it, according to FCC rules, is supposed to influence the commission's decision.

The commission has received about 150 pieces of mail on the subject since AT&T in October disclosed its proposal to boost rates for occasional users by some \$18 million annually while reducing them for monthly contract users—the networks—by some \$10 million.

About 50 letters have been received from Capitol Hill. In some cases, the congressmen or senators simply referred letters from constituents who would be adversely affected by the proposed increase. In others they have advanced arguments in behalf of specific constituents. Officials of the Muscular Dystrophy Associations, which uses AT&T's occasional-use service in nationwide appeals for funds, were named in a number of letters, as were professional sports teams. A few congressional letters simply urged the commission to block the proposed increase.

One in the last category was written last month by eight senators—Charles H. Percy (R-Ill.), Marlow S. Cook (R-Ky.), Joseph R. Biden Jr. (D-Del.), Carl T. Curtis (R-Neb.), Clifford P. Hansen (R-Wyo.), Alan Bible (D-Nev.), Peter Dominick (R-Colo.) and Lee Metcalf (D-Mont.). Their letter focused on what they said would be the harmful effect on companies that are beginning to provide sports and news programming in competition with the major networks. UPITN, Television Sports (TVS), the Hughes Sports Network and Television News Inc. were specifically mentioned.

FCC Executive Director John Torbet said last week all letters on the issue, which involves a rate-making case, are being considered as ex-parte communications and will have no effect on the decision.

However, the responses sent to the members of Congress do not sound like a brush-off. Mr. Torbet, who handles ex-parte communications for the commission, told the eight senators that the agency is aware of the need to make available the services the senators mentioned at the lowest possible rate, and that "it is pursuing the courses available to it in insuring that no undue burden is placed on the independent programmers."

The commission has permitted AT&T to put the lower rates for contract users into effect. AT&T cut the price to meet

competition. But the question of whether the commission will permit the company to file its proposed tariff for occasional users remains to be resolved.

The commission staff is attempting to persuade the parties involved to accept a compromise (BROADCASTING, Aug. 27). The proposed charge of \$1 per hour would be reduced to 65 cents for the first year of a two-year period, and to 75 cents for the second year. The present rate is 55 cents. In addition, occasional users who elected to do so could get 10 hours of service each day at a cost of \$40 per mile each month, with sharing by customers permitted. This option is not contemplated under AT&T's proposal.

The parties are to meet Tuesday (Sept. 5) to determine whether they can reach an agreement that would enable the commission to close out the proceeding without an order resolving the issues that have been raised.

Motorola paddles against the stream

It makes a deal to market color sets—in Japan

Motorola Inc., Franklin Park, Ill. has announced an agreement with Aiwa Ltd. to distribute large-screen color-television sets in Japan. Motorola will be the first U.S. television manufacturer to do so.

Edward P. Reavey Jr., vice president and general manager of Motorola's consumer-products division, said Japanese deliveries will begin this fall and include 21-inch and 25-inch color sets. Twelve models will be marketed by Aiwa, one a 21-inch model and the rest 25-inch. All are solid state.

Mr. Reavey said that a model selling for \$700 in the U.S. would sell for a little over \$1,000 in Japan. He added that such a price would be competitive with that of similar sets now being made and marketed in Japan. Motorola's goal is to achieve 1% of the Japanese market by the end of the third year. That would represent sales of 60,000 sets per year and bring to Motorola a sales volume of \$40 million.

Japan is the second largest market for television sets in the world. More than 6 million sets were sold there in 1972 in comparison to 8.6 million units sold in the United States.



Visual hearing aid. For the next 15 months, the Public Broadcasting Service will be conducting an experiment that could pave the way for extensive use of a new system designed to enable viewers with hearing impediments to "hear" a television program by reading encoded subtitles. The system, developed by the National Bureau of Standards, will be tested at PBS-member stations under a \$215,000 contract with the Department of Health, Education and Welfare. The process, demonstrated on the two monitors pictured above, involves the encoding of a special visual subtitle at the transmission point, which is included in the standard TV signal but can only be picked up by special receivers (1) equipped with a decoder. During the PBS experiment, member stations will invite people with impaired hearing to visit their studios where they will view PBS programs in which the special signal is included. Their reactions will be recorded and evaluated, as will be the technical performance of the system itself. The experiment is made possible by a special FCC authorization.

NABET out at WCPO-TV, but station operates

Negotiations last week between engineering and prop-department employees at WCPO-TV Cincinnati and station management failed to produce a settlement of a two-week-old strike begun Aug. 15 by Local 44 of the National Association of Broadcast Employees and Technicians.

The strike, which involves 40 NABET employees, centers primarily on economic issues. NABET claims its members are making \$40 to \$42 a week less than employees of three other local stations. But, according to WCPO-TV's general manager, Robert Gordon, the NABET wage demands "far exceed" those allowed under federal guidelines, and station management has offered increases that would be within those bounds.

Several jurisdictional issues are also in dispute, the primary one over back-pack portable VTR units. NABET is also

claiming that the station wishes to phase out one section of the local's bargaining unit, WCPO-TV's prop department. Mr. Gordon said strikers' posts were being filled by nonunion staff members and management.

RCA gears up for domsat

RCA Global Communications Inc. and RCA Alaska Communications Inc. said last week they have awarded \$4.6 million in contracts to two suppliers for the manufacture and installation of three earth stations for RCA companies' domestic communications-satellite systems. The RCA firms gave a \$2.2-million contract to Comtech Laboratories Inc. for earth stations at or near New York, San Francisco and Los Angeles and a \$2.4 million order to General Electric Co., Space Division, for single-channel-per-carrier equipment which will be incorporated into the earth stations. Launch of the first RCA satellite is planned for mid-1975.

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period	CURRENT AND CHANGE					YEAR EARLIER		
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Avco Corp.	6 mo. 5/31	573,731,000	+14.2%	17,773,000 ¹	*	(2.27)	502,298,000	19,276,000	.95
Burnup & Sims Inc.	3 mo. 7/31	28,375,800	+45.8%	1,687,900	(+75.3%)	.20	19,464,100	963,100	.12
Harris Intertype Corp.	year 6/30	447,469,000	+20.6%	16,363,000	(+18.7%)	2.60	370,908,000	13,788,000	2.17
Kaiser Industries Corp. ²	6 mo. 6/30	100,523,000	- 7.3%	29,278,000	*	1.06	136,726,000	2,229,000	.06
Meredith Corp.	year 6/30	140,573,000	+ 6.6%	5,298,000 ³	+53.3%	1.87	131,801,000	3,455,000	1.24
Post Corp.	6 mo. 6/30	8,708,746	+ 5.8%	802,679	+14.4%	.88	8,231,052	701,481	.74
Rahall Communications Corp.	year 6/30	9,324,000	+47.0%	950,000	+13.8%	.73	6,343,000	835,000	.64
RSC Industries Inc.	6 mo. 6/30	5,618,000	+23.7%	382,000	+276.8%	.11	4,542,000	138,000	.04
Sonderling Broadcasting Corp.	6 mo. 6/30	12,199,000	+ 6.8%	794,000 ⁴	+57.0%	.79	11,416,000	506,000	.50

continues on next page

Company	Period	CURRENT AND CHANGE					YEAR EARLIER		
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Trans-Lux Corp.	6 mo. 6/30	5,349,531	- 8.5%	175,717	-44.2%	.09	6,289,624	397,073	.20
Wrather Corp.	6 mo. 6/30	10,440,026	+21.7%	(23,984)	-	(.01)	8,577,045	23,588	.01

* Percentage change is too great to provide a meaningful figure.

1 Includes extraordinary charge of \$41 million after tax, reflecting write-off of investments and costs applicable to Cartridge Television Inc. Avco's net income before extraordinary charge was \$23,227,000.

2 Kaiser's broadcasting division contributed \$9,229,000 in revenues in 1973 period, \$8,468,000 in 1972. Division had operating loss of \$392,000 for 1973 period and loss of \$946,000 for 1972. Kaiser Industries' 1972 figures have been restated to reflect year-end adjustment by Kaiser Steel and its Kaiser Resources subsidiary.

3 Before special charge of \$13,825,000.

4 Before extraordinary gain of \$1,148,000.

Broadcasting's index of 143 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Aug. 29	Closing Wed. Aug. 22	Net change in week	% change in week	High	1973 Low	Approx. Shares out (000)	Total market capital- ization (000)
Broadcasting										
ABC	ABC	N	28 3/4	25 1/8	+ 3 5/8	+ 14.42	31 1/2	21	17,029	489,583
ASI COMMUNICATIONS						.00	1 1/2	1	1,815	1,815
CAPITAL CITIES COMM.	CCB	N	47 1/4	46	+ 1 1/4	+ 2.71	62 1/2	35	7,074	334,246
CBS	CBS	N	31 3/8	30 5/8	+ 3/4	+ 2.44	52	30 1/2	28,315	888,383
CONCERT NETWORK	O		3/8	1/4	+ 1/8	+ 50.00	5/8	1/4	2,200	825
COX	CDX	N	24 5/8	23	+ 1 5/8	+ 7.06	40 1/4	21 1/4	5,850	144,056
FEDERATED MEDIA	O		5	3	+ 2	+ 66.66	5	2	820	4,100
GROSS TELECASTING	GGG	A	13 3/8	13	+ 3/8	+ 2.88	18 3/8	12 1/2	800	10,700
LIN	LINB	O	6 1/2	5 3/8	+ 1 1/8	+ 20.93	14 3/4	5 3/8	2,296	14,924
MOONEY	MOON	O	5 1/4	5 1/8	+ 1/8	+ 2.43	10 1/4	4 7/8	385	2,021
PACIFIC & SOUTHERN	PSOU	O	8 3/4	7 1/4	+ 1 1/2	+ 20.68	13 3/4	7	1,930	16,887
RAHALL	RAHL	O	5	4 1/4	+ 3/4	+ 17.64	12 1/4	4 1/4	1,297	6,485
SCRIPPS-HOWARD*	SCRP	O	17 1/2	17 1/2		.00	21 1/4	17 1/2	2,589	45,307
STARR	SBG	M	12 3/4	12 1/2	+ 1/4	+ 2.00	24 1/2	9	1,166	14,866
STORER	SBK	N	20	17 1/8	+ 2 7/8	+ 16.78	44	15 7/8	4,391	87,820
TAFT	TFB	N	29	27 1/2	+ 1 1/2	+ 5.45	58 5/8	22	4,096	118,784
WHDH CORP.*	O		21	21		.00	24	14	589	12,369
WOODS COMM.*	O		3/4	3/4		.00	1 5/8	3/4	292	219
TOTAL								82,934	2,193,390	
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A	3	3		.00	5 3/8	2 5/8	1,259	3,777
AVCO	AV	N	9 1/2	9	+ 1/2	+ 5.55	16	8	11,478	109,041
BARTLETT MEDIA	BMC	A	1 1/2	1 1/2		.00	3 1/2	1 3/8	2,257	3,385
CHRIS-CRAFT	CCN	N	3 7/8	3 5/8	+ 1/4	+ 6.89	6 5/8	3 5/8	4,161	16,123
COMBINED COMM.	CCA	A	22 3/4	21 3/4	+ 1	+ 4.59	44	15	3,230	73,482
COWLES	CWL	N	6 5/8	6 3/4	- 1/8	- 1.85	9 5/8	4 3/4	3,969	26,294
DUN & BRADSTREET	DNB	N	41 1/4	37 5/8	+ 3 5/8	+ 9.63	41 1/4	32 3/4	26,042	1,074,232
FAIRCHILD INDUSTRIES	FEN	N	5 3/4	5 3/4		.00	13 3/8	5 1/4	4,550	26,162
FUQUA	FQA	N	12	12		.00	20 3/8	9 1/2	9,741	116,892
GABLE INDUSTRIES	GBI	N	20 3/8	20	+ 3/8	+ 1.87	25	15	2,605	53,076
GENERAL TIRE	GY	N	18 1/4	18	+ 1/4	+ 1.38	28 3/4	17 3/8	20,652	376,899
GLOBETROTTER	GLBTA	O	5 1/8	5 1/8		.00	8 1/8	4 3/4	2,820	14,452
GRAY COMMUNICATIONS	O		10 1/2	10 1/2		.00	12 7/8	9	475	4,987
HARTE-HANKS	HMN	N	10 1/2	10 1/2		.00	29 1/4	8	4,335	45,517
JEFFERSON-PILOT	JP	N	33	31 5/8	+ 1 3/8	+ 4.34	34 7/8	27	24,068	794,244
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 5/8	4 5/8		.00	6 1/8	4 5/8	1,741	8,052
KINGSTIP	KTP	A	6 3/4	7	- 1/4	- 3.57	14 1/4	6 1/2	1,155	7,796
LAMB COMMUNICATIONS*	P			1 3/4		.00	2 5/8	1 3/4	475	831
LEE ENTERPRISES	LNT	A	12 1/2	12 3/4	- 1/4	- 1.96	25	12 1/2	3,366	42,075
LIBERTY	LC	N	17	17		.00	23 7/8	15 3/4	6,760	114,920
MCGRAW-HILL	MHP	N	8 5/8	9 1/4	- 5/8	- 6.75	16 7/8	7 1/2	23,525	202,903
MEDIA GENERAL	MEG	A	34 3/4	35 3/4	- 1	- 2.79	43 1/2	31 3/4	3,546	123,223
MEROITH	MDP	N	11 3/4	11 3/4		.00	20 1/2	11 3/8	2,827	33,717
METROMEDIA	MET	N	12 1/2	11 1/2	+ 1	+ 8.69	32 1/4	11 1/8	6,483	81,037
MULTIMEDIA	O		20	19 3/4	+ 1/4	+ 1.26	30 1/4	18	4,388	87,760
OUTLET CO.	OTU	N	10 3/4	11 1/4	- 1/2	- 4.44	17 5/8	10 3/8	1,379	14,824
POST CORP.	POST	O	10 1/2	10 1/2		.00	17	10 1/4	893	9,376
PSA	PSA	N	12 1/2	13 1/8	- 5/8	- 4.76	21 7/8	10 3/8	3,779	47,237
PUBLISHERS RCSTG.	PUBB	O				.00	2	7/8	919	804
REEVES TELECOM	RBT	A	1 7/8	1 5/8	+ 1/4	+ 15.38	3 1/4	1 1/2	2,376	4,455
RIDDER PUBLICATIONS	RPI	N	16 5/8	16 1/4	+ 3/8	+ 2.30	29 7/8	12 1/2	8,312	138,187
ROLLINS	ROL	N	22 3/4	19 7/8	+ 2 7/8	+ 14.46	36 1/2	14 1/4	13,372	304,213
RUST CRAFT	RUS	A	14	13 7/8	+ 1/8	+ .90	33 3/4	13 3/4	2,366	33,124
SAN JUAN RACING	SJR	N	14 7/8	14 3/4	+ 1/8	+ .84	23 3/4	14	2,153	32,025
SCHERING-PLOUGH	SGP	N	78 1/4	74 3/4	+ 3 1/2	+ 4.68	87 5/8	71 3/4	52,590	4,115,167
SONDERLING	SOB	A	10 3/4	10	+ 3/4	+ 7.50	16 3/8	7 5/8	1,006	10,814
TECHNICAL OPERATIONS	TD	A	6 7/8	7 5/8	- 3/4	- 9.83	13 1/2	5 1/8	1,386	9,528
TIMES MIRROR CO.	TMC	N	17 3/4	17 3/8	+ 3/8	+ 2.15	25 7/8	16 1/2	31,145	552,823
TURNER COMM.*	O		4 1/4	4 1/4		.00	6	4 1/4	1,486	6,315
WASHINGTON POST CO.	WPO	A	20	20 3/8	- 3/8	- 1.84	37	18 5/8	4,746	94,920
WOMETCO	WOM	N	11 3/4	12	- 1/4	- 2.08	19 3/8	11 1/4	6,098	71,651
TOTAL								337,401	9,071,377	
Cablecasting										
AMECO	ACO	O	5/8	5/8		.00	3	5/8	1,200	750
AMERICAN ELECT. LABS	AELBA	O	2	1 7/8	+ 1/8	+ 6.66	3 5/8	1 3/8	1,673	3,346
AMERICAN TV & COMM.	AMTV	O	25	26	- 1	- 3.84	39	21	2,859	71,475
ATHENA COMM.*	O					.00	5 1/2	1	2,126	3,189
BURNUP & SIMS	BSIM	O	26 7/8	23 3/4	+ 3 1/8	+ 13.15	31 3/4	20 3/8	7,510	201,831
CABLECOM-GENERAL	CCG	A	3 1/2	3 1/2		.00	8 7/8	3 1/2	2,489	8,711
CABLE FUNDING CORP.	CFUN	O	7 1/4	6 1/2	+ 3/4	+ 11.53	9 3/4	4 1/2	1,233	8,939
CABLE INFO. SYSTEMS*	O					.00	2 1/2	1	663	663

	Stock symbol	Exch.	Closing Wed. Aug. 29	Closing Wed. Aug. 22	Net change in week	% change in week	High	1973 Low	Approx. Shares out (000)	Total market capitali- zation (000)		
CITIZENS FINANCIAL	CPN	A	4 3/8	4 1/8	+	1/4	+	6.06	9 1/2	3 7/8	2,676	11,707
COMCAST	D		3 1/4	3 3/8	-	1/8	-	3.70	5 3/8	3 1/8	1,280	4,160
COMMUNICATIONS PROP.	COMU	O	4 5/8	4 5/8				.00	9 3/4	3 5/8	4,435	20,511
COX CABLE	CXC	A	18 3/4	18 7/8	-	1/8	-	.66	31 3/4	18	3,560	66,750
ENTRON*	ENT	O	1	7/8	+	1/8	+	14.28	9 1/4	1/4	1,358	1,358
GENERAL INSTRUMENT	GRL	N	20	18 1/4	+	1 3/4	+	9.58	29 1/2	13 1/4	6,790	135,800
GENERAL TELEVISION*	O		3	3				.00	4 1/2	2 1/2	1,000	3,000
HERITAGE COMM.	O		8	8				.00	17 1/2	7	345	2,760
LVD CABLE	LVOC	O	4	4 3/8	-	3/8	-	8.57	11 1/4	4	1,561	6,244
SCIENTIFIC-ATLANTA	SFA	A	8 1/4	8 1/4				.00	15 3/8	6 1/4	917	7,565
STERLING	STER	O	2 1/4	2 1/4				.00	4 1/4	1 1/4	2,162	4,864
TELE-COMMUNICATIONS	TCOM	Q	8 1/2	8	+	1/2	+	6.25	21	7 1/8	4,616	39,236
TELEPROMPTER	TP	N	10 3/8	11 3/4	-	1 3/8	-	11.70	34 1/2	9 3/4	15,999	165,989
TIME INC.	TL	N	30 7/8	30 7/8				.00	63 1/4	29 1/2	7,286	224,955
TOCOM	TOCM	O	5 3/4	5 3/4				.00	12 1/8	5 3/8	596	3,427
UA-COLUMBIA CABLE	UACC	O	7	8	-	1	-	12.50	15	7	1,832	12,824
VIACOM	VIA	N	9 3/8	10	-	5/8	-	6.25	20	9	3,851	36,103
VIKOA	VIK	A	4 1/4	4 5/8	-	3/8	-	8.10	9 1/8	4	2,562	10,888
Programing									TOTAL		82,579	1,057,045
COLUMBIA PICTURES	CPS	N	4 3/8	4 1/2	-	1/8	-	2.77	9 7/8	4 3/8	6,335	27,715
DISNEY	OIS	N	87 3/8	80	+	7 3/8	+	9.21	123 7/8	70 1/8	28,552	2,494,731
FILMWAYS	FWY	A	2 7/8	3	-	1/8	-	4.16	5 3/8	2 1/8	1,877	5,396
GULF + WESTERN	GW	N	24 1/4	23	+	1 1/4	+	5.43	35 3/4	21 3/8	16,387	397,384
MCA	MCA	N	25 5/8	25 1/8	+	1/2	+	1.99	34 1/4	18 1/2	8,367	214,404
MGM	MGM	N	17 1/8	17	+	1/8	+	.73	24	13 5/8	5,958	102,030
MUSIC MAKERS	MUSC	O						.00	2 5/8	1 5/8	534	1,401
TELE-TAPE*	O		3/4	3/4				.00	1 3/4	5/8	2,190	1,642
TELETRONICS INTL.	O		4 1/4	4 1/2	-	1/4	-	5.55	10 1/2	3 3/4	724	3,077
TRANSAMERICA	TA	N	11 1/2	11 1/8	+	3/8	+	3.37	17 5/8	10 3/4	66,449	764,163
20TH CENTURY-FOX	TF	N	7 5/8	7 1/4	+	3/8	+	5.17	12 3/8	6 1/2	8,562	65,285
WALTER READE	WALT	O						.00	1 3/8	3/4	2,203	1,652
WARNER	WCI	N	11 1/8	11 1/2	-	3/8	-	3.26	39 1/8	11	18,864	209,862
WRATHER	WCO	A	9 1/8	9	+	1/8	+	1.38	16 5/8	7	2,229	20,339
Service									TOTAL		169,231	4,309,081
JOHN BLAIR	BJ	N	6 7/8	6 5/8	+	1/4	+	3.77	13	6 3/8	2,494	17,146
COMSAT	CQ	N	49 7/8	50 1/2	-	5/8	-	1.23	64 1/2	42 1/4	10,000	498,750
CREATIVE MANAGEMENT	CMA	A	6	6				.00	9 1/2	4	1,056	6,336
DOYLE DANE BERNBACH	DOYL	O	12 1/4	12	+	1/4	+	2.08	23 1/2	12	1,884	23,079
ELKINS INSTITUTE*	ELKN	O	5/8	3/4	-	1/8	-	16.66	1 1/4	1/2	1,664	1,040
FOOTE CONE & BELDING	FCB	N	10	9 7/8	+	1/8	+	1.26	13 3/8	8 1/8	2,129	21,290
CLINTON E. FRANK	O		10	10				.00	11 1/2	5	720	7,200
GREY ADVERTISING	GREY	O	9	9				.00	17 1/4	8 1/4	1,263	11,367
INTERPUBLIC GROUP	IPG	N	14 3/4	14 1/2	+	1/4	+	1.72	25 3/8	12 1/8	2,464	36,344
MARVIN JOSEPHSON	MRVN	O	9	8 3/4	+	1/4	+	2.85	18 1/2	8	1,085	9,765
MCCAFFREY & MCCALL	O		7 1/4	7 1/4				.00	10 3/4	7 1/4	585	4,241
MCI COMMUNICATIONS	MCIC	O	5 1/4	5 1/4				.00	8 3/4	4 5/8	11,810	62,002
MOVIELAB	MOV	A	1 1/4	1 1/4				.00	1 7/8	1 1/8	1,407	1,758
MPO VIDEOTRONICS	MPO	A	2 3/4	2 1/2	+	1/4	+	10.00	4 7/8	2	540	1,485
NEEDHAM, HARPER	NDHMA	O	9	9 1/2	-	1/2	-	5.26	26 1/4	9	916	8,244
A. C. NIELSEN	NIELS	O	33 3/4	30 3/8	+	3 3/8	+	11.11	40 1/2	29 1/2	10,598	357,682
OGILVY & MATHER	OGIL	O	19 1/2	18	+	1 1/2	+	8.33	32 1/2	14 1/2	1,777	34,651
PKL CO.*	PKL	O	7/8	7/8				.00	2 5/8	3/4	778	680
J. WALTER THOMPSON	JWT	N	13 7/8	12 3/4	+	1 1/8	+	8.82	24 3/4	12 3/4	2,659	36,893
UNIVERSAL COMM.*	O			2				.00	12 1/4	2	715	1,430
WELLS, RICH, GREENE	WRG	N	11 3/4	12 1/4	-	1/2	-	4.08	21 1/8	9 1/2	1,568	18,424
Electronics									TOTAL		58,112	1,159,807
ADMIRAL	ADL	N	10 3/4	10 3/4				.00	18	7 1/4	5,813	62,489
AMPEX	APX	N	4 5/8	4 3/4	-	1/8	-	2.63	6 7/8	3 1/4	10,875	50,296
CARTIDGE TV+	O							.00	16 1/2	1 3/4	2,083	5,207
CCA ELECTRONICS	CCAE	O	1 1/4	1 1/4				.00	3	1 1/8	881	1,101
COLLINS RADIO	CRI	N	25	24 3/4	+	1/4	+	1.01	25 7/8	15 1/4	2,968	74,200
COMPUTER EQUIPMENT	CEC	A	1 7/8	2	-	1/8	-	6.25	2 7/8	1 7/8	2,366	4,436
CONRAC	CAX	N	15 3/4	16 1/8	-	3/8	-	2.32	31 7/8	14 1/4	1,261	19,860
GENERAL ELECTRIC	GE	N	58 1/8	59 1/2	-	1 3/8	-	2.31	75 7/8	55	182,348	10,598,977
HARRIS-INTERTYPE	HI	N	27 3/8	29 1/4	-	1 7/8	-	6.41	49 1/4	24 1/2	6,308	172,681
INTERNATIONAL VIDEO	IVCP	O	7 1/4	8 1/2	-	1 1/4	-	14.70	14 3/4	6	2,745	19,901
MAGNAVOX	MAG	N	10 1/2	11 3/8	-	7/8	-	7.69	29 5/8	8 5/8	17,806	186,963
3M	MMM	N	85 5/8	83 5/8	+	2	+	2.39	88 7/8	76 1/4	113,051	9,679,991
MOTOROLA	MOT	N	52 1/2	49 7/8	+	2 5/8	+	5.26	59	41 1/4	27,570	1,447,425
OAK INDUSTRIES	OEN	N	13	12 1/8	+	7/8	+	7.21	20 1/2	10 3/4	1,639	21,307
RCA	RCA	N	23 3/8	22 7/8	+	1/2	+	2.18	39 1/8	22 1/8	74,525	1,742,021
RSC INDUSTRIES	RSC	A	1 7/8	1 5/8	+	1/4	+	15.38	2 1/4	1 3/8	3,458	6,483
SONY CORP	SNE	N	45 3/4	43 5/8	+	2 1/8	+	4.87	57 1/4	38 3/4	66,250	3,030,937
TEKTRONIX	TEK	N	38 7/8	38	+	7/8	+	2.30	53 7/8	29 7/8	8,162	317,297
TELEMATION	TIMT	O	2 3/4	2 3/4				.00	4 3/4	2 3/4	1,050	2,887
TELEPRO INDUSTRIES*	O		7/8	7/8				.00	2 1/2	7/8	1,717	1,502
WESTINGHOUSE	WX	N	34 3/8	33 7/8	+	1/2	+	1.47	47 3/8	31 1/8	88,595	3,045,453
ZENITH	ZE	N	36 1/8	35 1/8	+	1	+	2.84	56	33 3/4	19,043	687,928
TOTAL											640,514	31,179,342
GRAND TOTAL											1,370,771	48,970,042

Standard & Poor's Industrial Average

117.07

112.97

+4.10

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 columns
Indicates no trading in stock.
* Tuesday prices indicated

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

Fates & Fortunes®

Media

Roy L. Lemons, VP and general manager, KJET(AM)-KWIC(FM) Beaumont, Tex., named to same post, WBOK(AM) New Orleans.

Frank R. Lee, with sales staff, WIRE(AM) Indianapolis, named general manager, WTRX(AM) Flint, Mich. Both stations are owned by Mid-America Radio Inc.

Gary Voss, manager, WGNT(AM) Huntington, W. Va., and **Larry LaVerne**, manager, KSO(AM)-KFMG(FM) Des Moines, Iowa, named VP's, Stoner Broadcasting System Inc., Des Moines, licensee of stations.

James Shaheen, manager, WBNF(AM)-WQYT(FM) Binghamton, N.Y., named VP of licensee, Stoner Broadcasting System of New York Inc., subsidiary of Stoner Broadcasting.

Dale Ciciarelli, with WHEN-TV Syracuse, N.Y., named operations director.

Ray Wettstain, assistant general manager, WVJS(AM)-WSTO(FM) Owensboro, Ky., appointed station manager.

Robert N. Eastman, manager, programming and news, noncommercial KWMU(FM) St. Louis, named assistant general manager.

Thomas D. Edelen, controller, Reeves Telecom Corp., Charleston, S.C., group station owner, named VP-treasurer.

Bernard J. Weber, manager of audience promotion, WCAU-TV Philadelphia, appointed manager of research and sales promotion.

Charles E. Pride, graduate of Wayne State University, Detroit, appointed publicity manager, WWJ-AM-FM-TV there.

Charlotte O'Brien, with WGN-AM-TV Chicago, named director of community services.

Jim Rouse, controller, WQXI-TV Atlanta, joins WSB-AM-FM-TV there in similar post.

Jim Zrake, with KTLA(TV) Los Angeles, named manager of advertising and promotion.

Leslie A. Lillien, with Maryland Association for Retarded Citizens, joins WJZ-TV Baltimore as publicity director.

Rejoining the ranks. Outgoing Secretary of State William P. Rogers has been appointed to the board of directors of the Gannett Co., Rochester, N.Y., a position he held prior to joining the Nixon Administration. The Gannett Co., owner of the largest chain of daily newspapers in the country is licensee of WHEC-TV Rochester, and is currently seeking to expand its broadcast properties.

Cristina Parham, formerly with news staff, KHJ-TV Los Angeles, joins WSNL-TV Patchogue, N.Y., as promotion manager.

Albert L. Hulsen, VP and general manager, Minnesota Educational Radio Inc., St. Paul, appointed VP, National Public Radio, Washington. Mr. Hulsen has served on NPR board for several years.

Ed Fleming, with WUAB(TV) Lorain, Ohio, named controller.

Broadcast Advertising



Mr. Wade

appointed associate creative directors.

Kent Fredericks, Eastern sales manager, ABC-TV Spot Sales, New York, named general sales manager there. He is succeeded by **Stephen Mathis**, Midwest sales manager, Spot Sales. Assuming Mr. Mathis's former position is **Richard B. Taylor**, Detroit sales manager, Spot Sales. He is succeeded by **Michael Berman**, account executive, Spot Sales, New York.

W. James Wade, VP, J. Walter Thompson, New York, elected senior VP. **George Rosenkranc**, associate media director, J. Walter Thompson, New York, elected VP.

Ramon Bimonte and **Kurt R. Willinger**, senior VP's, Compton Advertising, New York.

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

Hal Bedsole, with sales staff, KNXT(TV) Los Angeles, joins KNX-FM there as general sales manager.

William S. Wheeler, director of advertising and sales promotion, American Dairy Association, joins D'Arcy-MacManus & Masius as VP and manager, Atlanta office.

Richard Olsen, VP, Vitt Media International Inc., New York, named senior VP.

John Miley, with Kenyon & Eckhardt, Detroit, named account executive, Mercury account. **Charles Valentine**, assistant account executive, K&E, Mercury account, named account executive, Lincoln Continental-Continental Mark IV and Ford Motor Credit Co. accounts.

Lynn B. Upshaw, account executive, Benton & Bowles, and **Jeffrey Manning**, with Grey Advertising, both New York, join Botsford Ketchum, San Francisco, as account executives.

Robert P. Rimes, manager, creative services, KPXX(TV) San Francisco, named director of advertising and sales promotion, McGraw-Hill Broadcasting Co., with headquarters at that group's KGTV(TV) San Diego.

Jim Ferris, sales development manager, WPIX(TV) New York, joins WNEW-TV there as director of creative services. **Gilda Brown**, account executive, Softness Group, New York public relations firm, joins WNEW-TV as associate director of creative services.

Greg Seibold, formerly with WWDC-AM-FM Washington, joins WAYE(AM) Baltimore as sales manager.

Edward H. Forester, sales manager, RKO Representatives, Detroit, named sales manager, WRVR(FM) New York.

Thomas L. Harris, executive VP, Daniel J. Edelman, Chicago, joins Foote, Cone & Belding there as VP-director of public relations.

Dennis P. Collins, account executive, WHIO-AM-FM Dayton, Ohio, appointed national sales manager.

Robert C. Connelly, formerly with WCHS-TV Charleston, W. Va., and WPTZ(TV) Plattsburgh, N.Y., joins WVMY-TV Burlington, Vt., as regional sales manager.

Charles B. McCaskill III, account executive, Benton & Bowles, New York, joins Nolan Marketing Group, Tampa, Fla., as director of client services.

Harry M. Dorsey, marketing specialist, Council for Equal Business Opportunity, joins W. B. Doner & Co., Baltimore, as account executive.

George R. Fischer, VP and general manager, Media Partners Inc., Philadelphia, media buying service, joins Kalish &

Please send

Broadcasting

The newswEEKly of broadcasting and allied arts

Name _____ Position _____

Company _____

☐ Business Address

☐ Home Address

City _____ State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

SUBSCRIBER SERVICE

☐ 1 year \$20

☐ 2 years \$37.50

☐ 3 years \$50

Canada Add \$4 Per Year

Foreign Add \$6 Per Year

☐ 1974 Cable Sourcebook \$10.00 (If payment with order: \$8.50)

☐ 1974 Yearbook \$17.50 (If payment with order: \$15.00)

☐ Payment enclosed

☐ Bill me

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

Rice, Philadelphia-based agency, as media director.

Roy M. Starks, news director, WAST(TV) Albany, N.Y., named corporate radio and TV consultant, public affairs department, du Pont Co., Wilmington, Del.

Patricia Turner, assistant broadcast business affairs manager, Grey Advertising, Detroit, named broadcast business manager there.

Marvin Weisberg, with Asher/Gould Advertising, Los Angeles, elected VP.

W. Richard Bleichner, account executive, W. S. Hill Co., Pittsburgh-based agency, elected VP.

Fred C. Bartholomew, producer of *As the World Turns* for Benton & Bowles, New York, appointed manager of daytime programming in charge of that program as well as *Edge of Night*. **Joseph X. Willmore**, associate producer of *As the World Turns*, succeeds him as producer.

Programing

George Cooper, program director, WOAI(AM) San Antonio, Tex., named to same position, WLW(AM) Cincinnati. Both are Avco Broadcasting stations.

Malcolm Stuart, VP-development, Lorimar Productions, Hollywood, joins Metromedia Producers Corp. there as VP-program development. **Willis Grant**, creative affairs executive, Metromedia Producers, named VP-creative affairs. **Murray Horowitz**, director of advertising, publicity and promotion, East Coast, Metromedia Producers, named VP.

Howard Golden, formerly with own talent agency, Conway and Golden, Hollywood, joins ABC Entertainment there as director of talent.

Brian O'Daly, VP-syndicated sales, Tomorrow Syndication, joins Allied Artists Television, New York, as Eastern division sales manager.

Ray Anderson, Los Angeles field promotion representative, RCA, named West Coast regional promotion manager, RCA Records, with headquarters in Hollywood.

Marcianne Miller, freelance writer/producer, joins KTTV(TV) Los Angeles as staff producer.

Barry Korbin, director of development, Kirshner Entertainment Corp., named to same post, Norman Rosemont Productions, Hollywood.

John Gavin, president, Screen Actors Guild, has been nominated for another term as president. Other nominations (all Hollywood unless noted): **Ed Nelson**, first VP; **Robert Doqui**, second VP; **Joyce Gordon** (N.Y.), third VP; **Kathleen Freeman**, fourth VP; **Karl Weber** (N.Y.), fifth VP; **Robert Easton**, recording secretary; **Gilbert Perkins**, treasurer. Terms are for two years. Ballots are scheduled to be mailed on or before Oct. 15; must be returned not later than Nov. 6.

John Price, director of operations, Programming db, named director of broadcast services, Alto Fonic Programming, Hollywood.

Don Rauch, media director, Bainbridge, N.Y., schools, appointed producer/director

and program consultant, Ashton Communications Systems Inc., Binghamton, N.Y.-based programming firm.

Jackie Fisher, manager, music and promotion, noncommercial KWMU(FM) St. Louis, named manager, fine arts programming.

Broadcast Journalism

Jim Reiman, news director, KOA-TV Denver, joins KRON-TV San Francisco in same capacity.



Mr. Rohrbach

News, London, and Paramount Pictures Corp.

Trish Reilly, reporter, *Newsweek Magazine*, and movie reviewer, *Newsweek Broadcasting Service*, joins WCBS-TV New York as news correspondent. **Eric Ober**, executive producer, *Six O'Clock Report*, WCBS-TV, appointed assistant news director.

John Goldsmith, special assignment correspondent, WTTG(TV) Washington, named anchorman, evening news.

Joe Glover, with news staff, KPIX(TV) San Francisco, named anchorman, KOVR(TV) Stockton-Sacramento, Calif. **Steve Somers**, with KPIX, joins KOVR as sports editor. **Fred Zender**, formerly assignment editor, KPIX, named senior news producer, and **Jean Harper**, with KABC-TV Los Angeles, named producer, evening news. **KOVR**. **John Iander**, with news staff, KXTV(TV) Sacramento, joins KOVR as assignment editor. **Chet Hancock**, on-air reporter, noncommercial KQED(TV) San Francisco, named reporter, KOVR.

Robb Mahr, news director, KSTP-AM-FM Minneapolis-St. Paul, joins news staff, WWJ-AM-FM-TV Detroit.

Tom Brown, formerly with KGIL(AM) San Fernando, Calif., joins KNX(AM) Los Angeles as on-air reporter.

Michael C. Sinclair, with Associated Press, Hartford, Conn., joins news staff, WCAX-TV Burlington, Vt.

Robert F. Kelly, a Brooklyn, N.Y., assemblyman, was named last week as chairman of the New York State Commission on Cable Television, created by the state legislature last year to regulate the granting and operation of cable TV franchises in New York (*Broadcasting*, Aug. 27). Mr. Kelly succeeds C. Lynn Wickwire, who has been acting chairman as well as executive director. Mr. Kelly will resign from the New York state assembly to take his new post, which pays \$44,175 annually. Mr. Wickwire will continue as executive director.

Tam Henry, program/music director, KYAC-AM-FM Seattle, joins news staff, KVI(AM) Seattle.

Lawrence H. Webb, news director, WDEE(AM) Detroit, named managing news editor, WXYZ(AM) there.

Mort Beach, news and public-affairs director, University of Arizona's noncommercial KUAT-AM-TV Tucson, Ariz., named assistant director, university's news bureau.

Roy F. Heatly, former news director, KRON-TV San Francisco, joins Gordon Newsfilms and Audio Visual Productions Inc. there as TV news consultant and director.

Barry R. Waters, with United Press International, named manager, UPI's Belgrade bureau.

Cablecasting

Caywood C. Cooley Jr., former VP, Magnavox Co., Fort Wayne, Ind., joins cable division, Comcast Corp., Bala Cynwyd, Pa., as VP.

Ted Blum, formerly with Jerrold Electronics Corp., Philadelphia, joins Tocom Inc., Dallas, as director of cable engineering.

Timothy J. Sullivan, formerly with Teleprompter Corp., New York, joins Warner Cable Corp. there as field representative-corporate development, with responsibilities for franchising activities in East. **Leonard M. Butkus**, graduate of Southern Illinois University, named program director for eight systems in Ohio and Indiana, Warner Cable.

George McDougall, news director, WBMJ(AM) San Juan, Puerto Rico, joins cable TV Puerto Rico, Santurce, as news director and anchorman.

J. Robert Bird, director of engineering, Cable Media Corp., Los Angeles, named VP-engineering.

Glendora Folsom, with Maine Cable Television, joins Valley Cable Vision Inc., Naugatuck, Conn., as manager of community programs.

Doug Fuller, graduate of University of South Dakota, Vermillion, named north central area sales manager, cable division, Cerro Wire & Cable Co., Freehold, N.J.

Equipment & Engineering

Andrew R. McMaster, former manager of engineering, WSIX-AM-FM-TV Nashville, appointed director of engineering, non-commercial KETC(TV) St. Louis.

J. Bryan Sullivan Jr., acting president, American Videonetics Corp., Sunnyvale, Calif., named president, chief executive officer and treasurer. **John R. Beckwith**, with Omron R & D Inc., Mountain View, Calif., named VP, AVC.

William Amos, with Sony Corp. of America, New York, named assistant VP-video products division.

Kenneth R. Schwenk, director of marketing, Spectral Data Corp., named to same position, Telemet, division of Geotell Co., Amityville, N.Y. **William G. Robinson**,

formerly with Jerrold Electronics Corp. Philadelphia, named Southeastern regional sales manager, Telemet.

Bob R. Boatman, area sales manager based in Dallas, Mincom division, 3M Co., St. Paul, appointed national sales manager of division.

Greg J. Ehalt, VP-director of precision head operations, Nortronics Co., Minneapolis-based manufacturer of magnetic tape heads for sound recording, videotape and data processing equipment, assumes responsibility for new products development. **Matthias J. Grundtner**, engineering manager, Nortronics, named director of engineering for line of magnetic heads.

Allied Fields

John M. Power, Eastern sales manager, Arbitron agency and advertiser television services, New York, named national sales manager, Arbitron local brand ratings.

Deaths

Clinton H. Churchill, 85, pioneer religious broadcaster, died Aug. 26 in Miami Beach, Fla., after lengthy illness. As evangelist in Methodist Episcopal Church, Dr. Churchill founded WKBW(AM) Buffalo, N.Y., and aired services of Churchill Tabernacle on station for over 30 years. In 1958 he founded WKBW-TV in Buffalo. Both stations were acquired by Capital

Off the air. The *Dolly Holiday Show*, the midnight-to-dawn radio show that was short on talk and long on nostalgic, romantic music, was heard for the last time last Thursday . . . at least for the present. Holiday Inns will no longer sponsor the program. According to Dotty Abbott, the 'Dolly' of the series, the show had simply "run its course." At one point in its seven-and-a-half year run, the show was aired on 63 stations across the country.

Cities Communications Corp. in 1961. Dr. Churchill also served as chairman of KYA-AM-FM San Francisco until those stations were sold in 1966. One of organizers of National Religious Broadcasters, Madison, N.J., Dr. Churchill subsequently served as president of that group. He is survived by his wife, Frances, and a son.

Albert M. Wharfield, 65, who retired last May from A. C. Nielsen Co. as national sales manager, Nielsen Television Index, died Aug. 26 in Oneonta, N.Y. He was VP with C. E. Hooper Co. Inc. in 1950 when that firm's radio-television network-rating services were acquired by Nielsen. Mr. Wharfield began with Hooper in 1939 and left in 1942 for U.S. Army service and was later chief of radio branch of Army's Bureau of Public Relations. He was retired colonel in re-

serves. He had no immediate survivors.

Robert E. Philpot, 48, director of sales coordination, CBS-TV Network sales, New York, died Aug. 28 when he fell from Scarsdale, N.Y., station platform and was hit by oncoming train. Mr. Philpot had been with CBS since 1951. He is survived by his wife, Marian, a daughter and son.

Howard William Calkins, 71, former chairman of Albert Frank-Guenther Law Inc., New York-based agency, died Aug. 26, in his home in Crestwood, N.Y. Early in his career, Mr. Calkins was on financial news staff of *New York Times*. In 1945, he was elected VP of Frank-Law and later served as president and then chairman until retiring in 1970. He is survived by his wife, Mary Ellen, and a daughter and son.

Frederick Treesh, 38, executive with New York public relations firm of Carl Byoir Associates, died Aug. 26, in automobile crash in Darien, Conn., that killed two others and injured six. Prior to joining Carl Byoir Associates, where he handled Eastman Kodak account, Mr. Treesh served as senior editor, United Press International, New York.

Ron Cohen, 26, of Boston Catholic Television Center, died May 22 in automobile accident. Mr. Cohen was formerly assistant to program director and later music director, WBOS(FM) Brookline, Mass. He is survived by his parents.

For the Record®

As compiled by BROADCASTING Aug. 22 through Aug. 28, 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

Actions on motions

■ Acting Chief, Broadcast Bureau, in Fowler, Ind., and Danville, Ill., in response to request by Vermilion Broadcasting Co., extended through Sept. 26 time in which to file replies to responses to Vermilion's petition for rulemaking (RM-2203), to amend rules so as to substitute ch. 252A for ch. 240A at Fowler, Ind., and add ch. 241 to Danville, Ill. Action Aug. 23.

■ Acting Chief, Broadcast Bureau, on request of Wyneco Communications Inc., licensee of KSTF-TV Scottsbluff, Neb., extended through Sept. 10 time for filing responses to petition for rulemaking filed by Duhamel Broadcasting Enterprises, proposing to reassign ch. 4 from Hay Springs to Hay Springs-Scottsbluff, Neb. (RM-2224). Action Aug. 21.

Other action

■ Review board in Jackson, Miss., TV proceeding granted motion by Civic Communications Corp. for temporary stay of filing of exceptions to initial decisions and extend time in which to file exceptions to 30 days after board acts on request by Civic for postponement of filing of exceptions contained in Civic's petition for remand. Initial decision proposed grant of application of Dixie National Broadcasting Corp. for CP for new VHF at Jackson, and denial of competing applications by Lamar Life Broadcasting Co., Civic Communications, Jackson Television Inc. and Channel 3 Inc. for same facilities (Docs. 18845-9). In separate action, board granted request by Dixie National for extension of time through Sept. 25 in which to file responsive pleadings to petition to reopen hearing to receive additional evidence of decisional significance filed by Office of Communication of United Church of Christ. Action Aug. 23.

Existing TV stations

Final actions

■ KWHY-TV Los Angeles—Broadcast Bureau granted CP to make changes in transmitting equipment (BPCT-4643). Action Aug. 16.

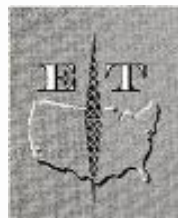
■ *WEDH(TV) Hartford, Conn.—Broadcast Bureau granted authority to operate trans. by remote control from 24 Summit Street, Hartford (BRCETV-51). Action Aug. 16.

■ WFLA-TV Tampa, Fla.—Broadcast Bureau granted authority to operate trans. by remote con-

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, California 93924
408-375-3164



trol from 905 Jackson Street, Tampa (BRCTV-162). Action Aug. 16.

■ **KDUB-TV** Dubuque, Iowa—Broadcast Bureau granted authority to operate trans. by remote control from U.S. Highway 151, 3.5 miles south of Dubuque (BRCTV-163). Action Aug. 17.

■ **KATCTV** Lafayette, La.—Broadcast Bureau granted license covering main trans. and ant., for changes; granted license to utilize former main trans. as aux. trans. (BLCT-2234, BLCT-2235). Action Aug. 20.

■ **KTCM(TV)** Helena, Mont.—Broadcast Bureau granted mod. of license covering change of studio location to 2301 Colonial Drive, Helena (BMLCT-766). Action Aug. 16.

■ **WRGB(TV)** Schenectady, N.Y.—Broadcast Bureau granted CP to make change in type trans. (BPCT-4621). Action Aug. 16.

■ ***WCNY-TV** Syracuse, N.Y.—Broadcast Bureau granted mod. of license covering educational TV to change name to Public Television Corp. of Central New York Inc. (BMLET-123). Action Aug. 16.

■ **WDAZ-TV** Devils Lake, N.D.—Broadcast Bureau granted authority to operate trans. by remote control from 620 Demers Avenue, Grand Forks, N.D. (BRCTV-140). Action Aug. 16.

■ **KUMV-TV** Williston, N.D.—Broadcast Bureau granted CP to change ERP to vis. 166 kw., aur. 33.1 kw, and change type trans. (BPCT-4622). Action Aug. 16.

■ ***WOUC-TV** Cambridge, Ohio—Broadcast Bureau granted license covering new station (BLET-338). Action Aug. 16.

■ **KTEW(TV)** Tulsa, Okla.—Broadcast Bureau granted CP to change type trans. (BPCT-4630). Action Aug. 20.

■ **WFRV-TV** Green Bay, Wis.—Broadcast Bureau granted CP to install new alt. main trans. (BPCT-4623). Action Aug. 17.

■ Chief, Complaints and Compliance Division, in Baton Rouge, informed Mrs. Babs Minihnette, that there was no indication that WBRZ-TV Baton Rouge, had violated fairness doctrine or acted unreasonably with its denial of her July 1 request for equal time to respond to broadcast of *Helen Reddy Show* related to feminist movement. Action Aug. 24.

■ Acting Chief, Complaints and Compliance Division, informed Henry M. Buchanan that no further action by commission would be warranted on complaint that CBS-TV violated fairness doctrine in news item related to Watergate scandal broadcast on *CBS Evening News* on May 8, in which it was reported that Buchanan's Bethesda, Md., accounting firm was used for illegal practices during Nixon campaign. Action Aug. 22.

Other actions

■ Review board in Charlotte, N.C., TV proceeding granted motion by Jefferson-Pilot Broadcasting Co., licensee of WBT(TV), Charlotte, to correct transcript of oral argument held on July 26 in proceeding involving application of Jefferson-Pilot for CP to change station's facilities (Doc. 18880). Action Aug. 23.

■ Review board in Dallas, Tex. proceeding, denied petition by WADECO Inc. to add issues against A. H. Belo Corp., licensee of WFAA-TV Dallas, in proceeding involving mutually exclusive applications of Belo for renewal of license of WFAA-TV and WADECO Inc., for authority to construct new VHF on same channel (Docs. 19744-5). Action Aug. 23.

Fine

■ **KLAS-TV** Las Vegas—FCC notified Hughes Tool Co., licensee, that it has incurred apparent liability for \$1,000 for violation of Communications Act, by failing to provide legally qualified candidate for Nevada congressional seat, with broadcast time equal to that provided to opposing candidate. Action Aug. 21.

New AM stations

Initial decisions

■ **Wagoner, Okla.**—Administrative Law Judge John H. Conlin, in initial decision, proposed grant of application of NEO Broadcasting Co. for 1530 khz, 250 w. P.O. address Route 3, Box 277 Pittsburg, Kan. 66767. Estimated construction cost \$15,000; first-year operating cost \$35,580; revenue \$60,000. Principals: Charles Ingram (51%) and Robert R. Toon (49%). Mr. Ingram is general manager of KSEK(AM) Pittsburg, Kan. and Mr. Toon is sales representative for Kansas City, Kans. chemical firm. Competing application of William H. Payne was dismissed by agreement of parties (Doc. 19713). Ann. Aug. 15.

■ **Plainview, Tex.**—Administrative Law Judge Lenore G. Ehrig, in initial decision, proposed grant of application of Panhandle Broadcasting Co. for 1090 khz, 1 kw. P.O. address 2304 West Fifth Street, Plainview 79072. Estimated construction cost \$30,249; first-year operating cost \$53,700; revenue \$68,000. Principals: Ralph E. Wayne (60%), William W. Rives (35%) and Billy W. Clayton (5%) Messrs. Wayne and Clayton are representa-

tives in Texas State legislature. Mr. Rives owns apartments, farms and ranches in Texas and New Mexico. Competing application of Caprock Radio Inc. would be denied (Docs. 19455-56). Ann. Aug. 14.

Other action

■ Review board in Cleveland, Tex., granted Jessie C. Howard 1410 khz, 500 w. P.O. address Route 1, Box 431, Shepherd, Tex. 77371. Estimated construction cost \$14,676; first-year operating cost \$52,204; revenue \$62,000. Principal: Jessie C. Howard (100%). Mr. Howard is boat and motor retailer in Shepherd. Competing application of Billy Pirtle was denied. (Docs. 19577, 19579). Action Aug. 13.

Call letter action

■ **Carroll R. Hauser, Eureka, Calif.**—Granted **KHUM**.

Existing AM stations

Applications

■ **KQIL** Grand Junction, Colo.—Seeks CP to increase ant. height to 440 ft. Ann. Aug. 21.

■ **KRIO** McAllen, Tex.—Seeks CP to increase nighttime power to 5 kw. Ann. Aug. 21.

Final actions

■ **KAAY** Little Rock, Ark.—Broadcast Bureau granted CP to install new aux. trans. (BP-19479). Action Aug. 22.

■ **KAAT** Denver—Broadcast Bureau granted license covering aux. trans.; studio location at Penthouse 5, Radisson Hotel, 18th and Grant Streets. Denver (BL-13,418). Action July 19.

■ **KCOL** Fort Collins, Colo.—Broadcast Bureau granted authority to operate trans. by remote control from 1612 La Porte Avenue, Fort Collins, during non-directional daytime hours only (BRC-3658). Action Aug. 3.

■ **WNHC** New Haven, Conn.—Broadcast Bureau granted license covering use of former aux. trans. for alt. trans. only (BL-13489). Action Aug. 16.

■ **KOHO** Honolulu—Broadcast Bureau granted CP to install new trans. (BP-19,469). Action Aug. 16.

■ **WAIT** Chicago—Broadcast Bureau granted mod. of license covering change of licensee name to Maurice Rosenfield and Milton Shadur, as co-trustees, Howard A. Weiss, Robert G. Weiss and

Devoc, Shadur & Krupp, a co-partnership doing business as WAIT Radio (BML-2473). Action Aug. 22.

■ **WMCL** McLeansboro, Ill.—Broadcast Bureau granted mod. of license covering change of corporate name to Community Service Broadcasting Inc. (BML-2475). Action Aug. 22.

■ **WNKY** Neon, Ky.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to 2 miles southeast of Neon (BP-19441). Action Aug. 17.

■ **WBET** Brockton, Mass.—Broadcast Bureau granted CP to make changes in DA pattern and add MEOVs (BP-19,466). Action Aug. 16.

■ **WCCM** Lawrence, Mass.—Broadcast Bureau granted license covering CP for changes to main and aux. trans. (BL-13470). Action Aug. 20.

■ **KBOA** Kennett, Mo.—Broadcast Bureau granted CP to increase ant. height to 394 ft. (BP-19477). Action Aug. 22.

■ **KXXI** Bozeman, Mont.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to southwest of Bozeman, south end of South 15th Avenue, Bozeman (BP-19,475). Action Aug. 16.

■ **WTNJ** Trenton, N.J.—Broadcast Bureau granted mod. of license covering change of corporate name to Progressive Communications Inc. (BML-2474). Action Aug. 22.

■ **WBUD** Trenton, N.J.—Broadcast Bureau granted CP to change ant.-trans. site to east side of Ewingville Road at Shabakunk Creek, near Trenton; change studio location to trans. site (BP-19,468). Action Aug. 16.

■ **KOB** Albuquerque, N.M.—Broadcast Bureau granted authority to operate trans. by remote control from main studio; main studio location changed to 77 Broadway Plaza, SW, Albuquerque (BRC-3660). Action Aug. 9.

■ **KWYK** Farmington, N.M.—Broadcast Bureau granted license covering changes for trans. (BL-13466); granted license covering aux. trans. (BL-13495). Actions Aug. 21.

■ **WGY** Schenectady, N.Y.—FCC informed Robert C. Greene that no further action was warranted on fairness complaint against WGY Schenectady. Greene alleged that during March 13 program, WGY encouraged listeners to write legislators if they wanted to overturn recent FCC ruling prohibiting cable TV in Schenectady area, while at same time WGY(AM) suppressed information on alternative TV translators. Action Aug. 24.

■ **WKBO** Garner, N.C.—Broadcast Bureau granted authority to operate trans. by remote control from main studio; main studio location changed to 700 Umstead Lane, Garner (BRC-3661). Action Aug. 9.

■ **KTOW** Sand Springs, Okla.—Broadcast Bureau granted CP to move ant.-trans. site to .15 miles south of Morrow Street, section 13, Sand Springs; change type trans. (BP-19,467). Action Aug. 16.

■ **KDUN** Reedsport, Ore.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to Smith River Road, 2.5 miles from junction of Highway 101, 3.1 miles northeast of Reedsport, Ore. (BP-19474). Action Aug. 17.

■ **WVGM** Nashville—Broadcast Bureau granted mod. of license covering operation of main and aux. trans. by remote control from main studio, 2003 Blair Boulevard, Nashville, conditions (BRC-3649). Action Aug. 22.

■ **KJET** Beaumont, Tex.—Broadcast Bureau granted CP for new aux. trans., with 1 kw D, and to be operated by remote control (BP-19478). Action Aug. 22.

■ **KHYM** Gilmer, Tex.—Broadcast Bureau granted license covering new station; change trans. and redesign studio and trans. location as Route 4, Gilmer (BL-13461). Action Aug. 21.

■ **KTRH** Houston—Broadcast Bureau granted CP to make changes in radiation values of the nighttime directive pattern (BP-19,470). Action Aug. 16.

■ **WHLF** South Boston, Va.—Broadcast Bureau granted CP to increase tower height to 303 ft. and install folded unipole (BP-19389). Action Aug. 17.

■ Chief, Complaints and Compliance Division, informed Accuracy in Media Inc., Washington, that no further action appears warranted on its complaint alleging that WNBC(AM) New York violated requirements of fairness doctrine in its presentation of interview with Alger Hiss on Dec. 13, 1972. Action Aug. 22.

Initial decision

■ **WCAW(AM)** Charleston, W. Va.—Administrative Law Judge Chester F. Naumowicz Jr., in initial decision, proposed grant of application by Capitol Broadcasting Corp. to modify facilities of WCAW (680 khz, 250 w, 10 kw-L.S. DA-N, U), Charleston, to 680 khz, 250 w, 50 kw-L.S. DA-2, U. Ann. Aug. 24.

Other action

■ Review board in Miami, AM License Renewal Proceeding, denied petition by Broadcast Bureau for deletion of meritorious programing issue from proceeding involving application of United Broad-

Errata. In the rush to produce the FCC's voluminous data on 1972 TV revenues for the Aug. 27 issue, several errors crept into the market-by-market figures: Springfield, Mo., was improperly labeled Springfield, Mass. The 1971 total broadcast income figure for Charleston, S.C. should be 184, (000), not 1,843, (000), and the 1971 total broadcast income figure for Roanoke-Lynchburg, Va., should be -338, (000), not an increase as indicated. Also, the following 1971 total broadcast revenues figures should be substituted for the following cities:

Lubbock, Tex.	\$ 3,731
Madison, Wis.	3,539
Memphis	10,383
Miami	23,223
Milwaukee	16,081
Minneapolis-St. Paul	24,442
Mobile, Ala.-Pensacola, Fla.	5,120
Monroe, La.-El Dorado, Ark.	**
Montgomery, Ala.	3,171
Nashville	9,639
New Orleans	13,773
New York	140,159
Norfolk, Portsmouth-Newport News-Hampton, Va.	8,235
Odessa-Midland-Monahans, Tex.	1,466
Oklahoma City-Enid	9,534
Omaha	7,239
Orlando-Daytona Beach, Fla.	7,443
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	3,606
Pasco, Wash.	**
Peoria, Ill.	4,241
Philadelphia	57,353
Phoenix-Mesa	14,037
Pittsburgh	25,751

Summary of broadcasting

Compiled by FCC, July 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,366	4	20	4,390	44	4,434
Commercial FM	2,414	0	36	2,450	124	2,574
Commercial TV-VHF	505	1	6	512	7	520
Commercial TV-UHF	190	0	3	193	52	245
Total commercial TV	695	1	9	705	59	765
Educational FM	583	0	22	605	84	689
Educational TV-VHF	87	0	4	91	2	94
Educational TV-UHF	123	0	14	137	5	143
Total educational TV	210	0	18	228	7	237

* Special temporary authorization.

casting Co. of Florida Inc. for renewal of license of WFAB Miami (Doc. 19664). Action Aug. 20.

Fines

■ WBNP Lynn, Mass.—Broadcast Bureau notified Tri City Broadcasting Co., licensee, that it has incurred apparent liability for \$250 for violation of rules by failing to make inspection of all transmitting equipment by operator holding valid first class license. Action Aug. 13.

■ KPNG Port Neches, Tex.—Broadcast Bureau notified Coastal Broadcasting Corp., licensee, that it had incurred apparent liability for \$200 for violation of rules by failing to have in evidence data concerning equipment performance measurements. Action Aug. 8.

Call letter applications

■ WHJJ Elmhurst, Ill.—Seeks WKDC.

■ KHRB Lockhart, Tex.—Seeks KCLT.

Call letter action

■ WEKY Richmond, Ky.—Granted WRKY.

New FM stations

Applications

■ *River Grove, Ill.—Triton College. Seeks 88.3 mhz, 10 w. HAAT 150 ft. P.O. address 2000 Fifth Avenue, River Grove 60171. Estimated construction cost \$29,225; first-year operating cost \$3,740; revenue none. Principals: Elmore Boeger is chairman of board of trustees at Triton College. Ann. Aug. 16.

■ *Langston, Okla.—Langston University. Seeks 90.7 mhz, 10 w. HAAT 77 ft. P.O. address Box 907, Langston, 73050. Estimated construction cost \$9,607; first-year operating cost \$19,464; revenue none. Principals: William E. Sims is president of Langston University. Ann. Aug. 16.

Start authorized

■ *WVWR(FM) Roanoke, Va.—Authorized program operation on 90.1 mhz, ERP 4.1 kw, HAAT —86 ft. Action July 30.

Other action

■ Review board in Sacramento, Calif. FM proceeding, granted motion by Interact Inc., applicant for new FM on ch. 293 (106.5 mhz) of Sacramento, for further extension of time through Aug. 27 within which to file oppositions to second petition to add issues filed by competing applicant, Royce International Broadcasting (Docs. 19516, 19611). Action Aug. 21.

Call letter applications

■ Communications Properties Inc., Albert Lea, Minn.—Seeks KCPI-FM.

■ Southwestern Union College, Keene, Tex.—Seeks *KSUC(FM).

■ Green River Community College, Auburn, Wash.—Seeks *KGRG(FM).

Call letter actions

■ Willard Shoecraft, Globe, Ariz.—Granted KIKO-FM.

■ Heidelberg College, Tiffin, Ohio—Granted *WHEI(FM).

■ Erwin Gladenbegk, Shell Lake, Wis.—Granted WKCF(FM).

Existing FM stations

Final actions

■ *WVUH(FM) West Hartford, Conn.—Broadcast Bureau granted CP to change trans. location to 375 Deercliff Road, Avon, Conn.; install new ant.; make change in ant. system (decrease height); ERP 1 kw; ant. height 520 ft. (BPED-1,639). Action Aug. 14.

■ WBJW-FM, Orlando, Fla.—Broadcast Bureau granted mod. of license covering change in studio location to outside city limits to 222 Hazard Street, Orlando and operate by remote control from proposed studio site (BMLH-466). Action Aug. 16.

■ WFDK-FM Manchester, Ga.—Broadcast Bureau granted license covering changes for trans. and ant.; ERP 61 kw; ant. height 460 ft. (BLH-5735). Action Aug. 17.

■ WFLM(FM) Crown Point, Ind.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. (BLH-5664). Action Aug. 20.

■ KLFM(FM) Ames, Iowa—Broadcast Bureau granted CP to install new alt. main trans. (BPH-8511). Action Aug. 21.

■ *KHKE(FM) Cedar Falls, Iowa—Broadcast Bureau granted SCA on sub-carrier frequency of 67 khz (BSCA-1,272). Action Aug. 16.

■ WLLS-FM Hartford, Ky.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 280 ft. (BLH-5485). Action Aug. 20.

■ WLIF(FM) Baltimore—Broadcast Bureau granted CP to install new alt. main trans. (BPH-8514). Action Aug. 16.

■ WJMD(FM) Bethesda, Md.—Broadcast Bureau granted CP to change trans. location to 5202 River Road, Bethesda; install new trans.; install new ant.; make change in ant. system (increase height); ERP 24 kw; ant. height 670 ft.; remote control permitted (BPH-8516). Action Aug. 16.

■ WMJS(FM) Prince Frederick, Md.—Broadcast Bureau granted CP to install new trans. and install new ant.; condition (BPH-8508). Action Aug. 16.

■ WBCM-FM Bay City, Mich.—Broadcast Bureau granted request to identify as Bay City-Saginaw, Mich. Action Aug. 9.

■ WANG(FM) Coldwater, Mich.—Broadcast Bureau granted CP to replace expired permit (BPH-8525). Action Aug. 21.

■ WSAM-FM Saginaw, Mich.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 50 kw; ant. height 340 ft.; condition (BPH-8308). Action Aug. 20.

■ WQHY(FM) Amory, Miss.—Broadcast Bureau granted CP to replace expired permit (BPH-8513). Action Aug. 16.

■ KRST(FM) Albuquerque, N.M.—Broadcast Bureau granted mod. of SCA to make changes in programming (BMSCA-339). Action Aug. 16.

■ WBNY(FM) Buffalo, N.Y.—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system (increase height); change TPO and ant. height; ERP 50 kw; HAAT 480 ft.; remote control from main studio in Rand Building, 14 Lafayette Square, Buffalo (BPH-8495). Action Aug. 17.

■ WMBL-FM Morehead City, N.C.—Broadcast Bureau granted SCA on subcarrier frequency of 67 khz (BSCA-1,270). Action Aug. 16.

■ WWEZ(FM) Cincinnati—Broadcast Bureau granted CP to install new alt. main trans. (BPH-8515). Action Aug. 16.

■ *WTGP(FM) Greenville, Pa.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (BPED-1,669). Action Aug. 16.

■ WKBI-FM Ridgway, Pa.—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. and studio location and operate by remote control from first remote control point at Main and Broad Streets, Ridgway, and second remote control point at 10 Railroad Street, St. Marys, Pa. on ch. 232 (94.3 mhz); ERP 200 w.; ant. height 530 ft. (BPH-8517). Action Aug. 16.

■ WTVR-FM Richmond, Va.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 khz (BSCA-1,273). Action Aug. 16.

Fine

■ WTXK-FM New Richmond, Wis.—Broadcast Bureau notified Smith Broadcasting Co., licensee, that it had incurred apparent liability for \$250 for violation of rules by failing to have maintenance log available. Action Aug. 8.

Call letter applications

■ *WJJE(FM) Lafayette, Ind.—Seeks *WJEF(FM).

■ WFLW-FM Monticello, Ky.—Seeks WKYM (FM).

■ KWHG(FM) Lincoln, Neb.—Seeks KHKS(FM).

■ KFMX(FM) Omaha—Seeks KEZO(FM).

■ WVQM(FM) Huntington, W.Va.—Seeks WHEZ (FM).

Call letter actions

■ WKOP-FM Binghamton, N.Y.—Granted WAAL (FM).

■ WPIC-FM Sharon, Pa.—Granted WYFM(FM).

Renewal of licenses, all stations

■ WREC-AM-FM Memphis—Broadcast Bureau granted renewal of license to Cowles Tennessee Radio Properties Inc., licensee, conditioned on result of final action in proceedings involving renewal of WESH-TV Daytona Beach, Fla. (Doc. 19198), to which Cowles Florida Broadcasting Inc. and Cowles Communications Inc. are parties. Action Aug. 16.

■ WREC-TV Memphis—Broadcast Bureau granted renewal of license to New York Times Broadcasting Service Inc., licensee, conditioned on final result of certain court proceedings involving New York Times Co. Action Aug. 16.

Modification of CP's, all stations

■ Juneau, Alaska. Capital Community Broadcasting Inc.—Broadcast Bureau granted mod. of CP to change trans. and change ant. of educational FM (BMPED-1,013). Action Aug. 16.

■ KUPD-FM Tempe, Ariz.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 26 for changes (BMPH-13832). Action Aug. 22.

■ *KOHL(FM) Fremont, Calif.—Broadcast Bureau granted mod. of CP to change trans. and studio location to 43600 Mission Boulevard, Fremont; change ant. (BMPED-1015). Action Aug. 21.

■ KQLH(FM) San Bernardino, Calif.—Broadcast Bureau granted mod. of CP for new FM to extend completion date to Feb. 6, 1974 (BMPH-13834). Action Aug. 21.

■ WIGL(FM) Miami—Broadcast Bureau granted mod. of CP to change ant. and mount FM ant. on no. 3 tower instead of no. 4 tower of WWOK(AM) Miami ant. system (BMPH-13828). Action Aug. 21.

■ WSWB-TV Orlando, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 16 (BMPCT-7486). Action Aug. 17.

■ WMTM-FM Moultrie, Ga.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 10 for changes (BMPH-13836). Action Aug. 21.

■ KUAM-FM Agana, Guam—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1 for changes (BMPH-13835). Action Aug. 21.

■ WLHN(FM) Anderson, Ind.—Broadcast Bureau granted mod. of CP to change trans.; change ant., and transmission line; studio site at northeast corner of Route 9 and Route 67, Anderson; remote control authorization no longer applies (BMPH-13840). Action Aug. 20.

■ WHDG(FM) Havre de Grace, Md.—Broadcast Bureau granted mod. of CP to increase ERP to 17.5 kw (BMPH-13,826). Action Aug. 16.

■ WJPD-FM Ishpeming, Mich.—Broadcast Bureau granted mod. of CP to change trans. location to 5 miles east of Negaunee, 2 miles south of U.S. 41 Negaunee, Mich.; change trans.; make change in ant. system (decrease height); ERP 100 kw; ant. height 470 ft.; remote control permitted (BMPH-13,749). Action Aug. 14.

■ KOZY-FM Grand Rapids, Minn.—Broadcast Bureau granted mod. of CP for extension of completion date of new FM to Feb. 1, 1974 (BMPH-13831). Action Aug. 22.

■ WRPM(AM) Poplarville, Miss.—Broadcast Bureau granted mod. of CP for extension of completion date to Dec. 1, for changes (BMP-13666). Action Aug. 22.

■ WRPM-FM Poplarville, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 1 (BMPH-13838). Action Aug. 21.

■ KMMS(FM) Billings, Mont.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 1 (BMPH-13,782). Action Aug. 16.

■ K121X Austin, Nev.—Broadcast Bureau granted mod. of CP for VHF translator to change type of trans., make changes in ant. system (BMPITT-784). Action Aug. 22.

■ K06HS Austin, Nev.—Broadcast Bureau granted mod. of CP for VHF translator to change type of trans., make changes in ant. system, and change

Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member AFCCE

—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 AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

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 Telestar 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 AFCCE

ROBERT E. L. KENNEDY
1302 18th St., N.W., 785-2200
WASHINGTON, D.C. 20036
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

**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. Hiland 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 AFCCE

**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 AFCCE

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

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

**RALPH E. EVANS
ASSOCIATES**
Consulting Radio Engineers
AM - FM - TV - CATV - ITFS
3500 North Sherman Blvd.
MILWAUKEE, WISCONSIN 53216
Phone: 414-442-4210

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.

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

input via KQZ-33, Prospect Peak, Nev. (BMPTTV-781). Action Aug. 22.

■ K57AD Eureka, Nev.—Broadcast Bureau granted mod. of CP for UHF translator to change type of trans., make changes in ant. system, and to change input, via WQZ-32 Cave Mountain, Nev. (BMPTT-756). Action Aug. 22.

■ K121Y Wells, Nev.—Broadcast Bureau granted mod. of CP for VHF translator to change type of trans. to 10 w; make changes in ant. system and change input, via WQZ-38, Ruby Mountains, Nev. (BMPTTV-785). Action Aug. 22.

■ K06HR Wells, Nev.—Broadcast Bureau granted mod. of CP for VHF translator to change type of trans. to 10 w; make changes in ant. system and change input, via WQZ-34, Ruby Mountains, Nev. (BMPTTV-780). Action Aug. 22.

■ K06HJ Zephyr Cove, Nev. Broadcast Bureau granted mod. of CP for VHF translator to extend completion date to Feb. 16, 1974 (BMPTTV-786). Action Aug. 16.

■ WGRF(FM) Pleasantville, N.J.—Broadcast Bureau granted mod. of CP for new FM to extend completion date to Dec. 26 (BMPT-13833). Action Aug. 22.

■ WCHR(FM) Trenton, N.J.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 24 for changes (BMPT-13829). Action Aug. 22.

■ *WVHC(FM) Hempstead, N.Y.—Broadcast Bureau granted mod. of CP to change ant. system (increase height); change ERP 470 w horizontal, 110 w vertical; ant. height 180 ft.; change trans. location; remote control from main studio at 400B Mason Hall, Hofstra University, 1000 Fulton Avenue, Hempstead, (BMPED-1014). Action Aug. 20.

■ *WKWZ(FM) Syosset, N.Y.—Broadcast Bureau granted mod. of CP to change permittee name to Syosset Central School District (BMPED-1012). Action Aug. 16.

■ WCBT(AM) Roanoke Rapids, N.C.—Broadcast Bureau granted mod. of CP for extension of completion date to Sept. 6 for changes (BMP-13661). Action Aug. 22.

■ *WKSU-FM Kent, Ohio—Broadcast Bureau granted mod. of CP to change trans.; change ant. (BMPED-1016). Action Aug. 16.

■ W47AA Altoona, Pa.—Broadcast Bureau granted mod. of CP for UHF translator to extend completion date to Feb. 22, 1974 (BMPTT-758). Action Aug. 22.

■ WJET-TV Erie, Pa.—Broadcast Bureau granted mod. of CP to change ERP vis. 589 kw, aur. 58.9 kw, and change trans.; condition (BMPCT-7478). Action Aug. 16.

■ WBCW Jeannette, Pa.—Broadcast Bureau granted mod. of CP to increase tower height to 160 ft. and change studio and remote control site (BMP-13,662). Action Aug. 16.

■ WGAL-FM Lancaster, Pa.—Broadcast Bureau granted mod. of CP to change trans. location; change ant.; make change in ant. system (increase height); ERP 4.6 kw; ant. height 1,290 ft.; remote control permitted (BMPH-13,827). Action Aug. 16.

■ WKVM(AM) San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP for extension of completion date to Jan. 1, 1974 (BMP-13660). Action Aug. 22.

■ WMP(AM) Memphis—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 14 for changes (BMP-13663). Action Aug. 22.

■ KEZT(FM) Dallas, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 28, 1974 for changes (BMPH-13830). Action Aug. 22.

■ KYOK(AM) Houston—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 25 for changes (BMP-13665). Action Aug. 22.

■ KIKN(AM) Sinton, Tex.—Broadcast Bureau granted mod. of CP for extension of completion date to Dec. 31 for changes (BMP-13664). Action Aug. 22.

Translator action

■ K09LO Cascade, Idaho — Broadcast Bureau granted CP for new VHF translator to operate on ch. 9, by rebroadcasting programs of KAID(TV) Boise, Idaho (BPTTV-4810). Action Aug. 15.

Ownership changes

Applications

■ WSDL(AM) Slidell, La.—Seeks assignment of license from Mid South Broadcasters Corp. to Inter-American Broadcasters Inc. for \$310,000. Sellers: Thomas V. Garraway, president, et al (100%). Mid South is licensee of WVSL-FM Slidell. Buyers: George A. Mayoral (73%) and Richard L. Voelker Jr. (27%). Messrs. Mayoral and Voelker own WJMR-TV New Orleans. They also have 50% interest in KRZ(AM)-KLJT-FM Brazosport, Tex. and 49% interest in WBOX(AM) Bogalusa, La. Ann. Aug. 16.

■ WCAS(AM) Cambridge, Mass.—Seeks assignment of license from Kaiser Broadcasting Corp. to Family Stations Inc. for \$225,000. Sellers: Richard C. Block, vice president and general manager, et al (100%). Kaiser Broadcasting Corp. is licensee of KFOG(FM) San Francisco and KBSC-TV Corona, both California. Kaiser Broadcasting Corp. has 77.5% interest in Kaiser Broadcasting Co., licensee of KBHK-TV San Francisco, WFLD-TV Chicago, WKBD-TV Detroit, WKBF-TV Cleveland and WKBS-TV Burlington, N.J. Kaiser Broadcasting Corp. also own 90% interest in Kaiser Globe Broadcasting Corp., licensee of WKBG-TV Cambridge. Buyers: Harold Camping, Scott L. Smith and Richard Van Dyk. Family Stations Inc., non-profit corporation, is licensee of KEAR(FM) San Francisco, KEBR(FM) Sacramento, KECR(FM) El Cajon, all California; WFSI(FM) Annapolis, Md.; and WKDN-FM Camden and WFME(FM) Newark, both New Jersey. Scott L. Smith is 33 1/3% owner of KEWQ(AM) Paradise and KCEM(FM) Chico, both California. Ann. Aug. 16.

■ WSEN-AM-FM Baldwinville, N.Y.—Seeks assignment of license from Century Radio Corp. to Sentry Communications Inc. for \$300,000. Sellers: Donald C. Menapace, Robert L. Stockdale, James A. Lowery Jr. and Edward J. Poitras (together 100%). Buyers: Robert A. Orenbach (27.8%), Roger A. O'Connor (21.6%), Joseph J. Madden and Norman Goldring (each 12.3%). Mr. Orenbach is sales manager at WVNJ-AM-FM Newark, N.J. Mr. O'Connor is vice president and sales manager for Canadian Standard Broadcast Sales Inc. Mr. Goldring owns advertising agency and Mr. Madden owns broadcast consulting service. Ann. Aug. 16.

■ WBRJ(AM) Marietta and WWMW(AM) Wilmington, both Ohio—Seek transfer of control of 5KW Inc. from Times Co., William E. and Betty McKinney, Daniel E. and Jane Burton and Ruth Haupt (100% before, none after) to Gannett Co. (none before, 100% after). Consideration: estimated \$500,000. Sellers: Burtons, McKinneys and Ms. Haupt are sole owners of Times Co. They own 5KW Inc. through Times Co. and as individuals. 5KW Inc. is applicant for new FM at Wilmington pending before review board. Buyers: Allen H. Neuhauser, president; Paul Miller, board chairman; et al (100%). Gannett Co. owns national newspaper chain. Gannett also owns WHEC-TV Rochester. Ann. Aug. 16.

Action

■ KMC(AM) Conroe, Tex.—Broadcast Bureau granted transfer of control of Montgomery County Broadcasting Co. from J. Earle Fletcher Jr. and John Harrison Fletcher (together 80% before, none after) to Family Group Enterprises (none before, 80% after). Consideration: \$420,000, and additional \$60,000 for noncompletion agreement (BTC-7197). Principals: Rigby Owen Jr. and Steve Owen (each 33 1/3%). Messrs. Owen own KNRO-FM Conroe. They also have newspaper interests in Conroe. Action Aug. 20.

Cable

Applications

■ The following operators of cable television systems have requested certificates of compliance, FCC announced Aug. 24 (stations listed are TV signals proposed for carriage):

■ Community Tele-Communications Inc., 54 Denver Technological Center, Box 10727, University Park Station, Denver 80210 proposes for Lakewood, Colo. (CAC-2952), to add KKTU and KRDO-TV, both Colorado Springs, Colo.

■ Eastern Connecticut Cable Television Inc., 176 Bridge Street, Groton, Conn. 06340 proposes for New London (CAC-2909), East Lyme (CAC-2910), Montville (CAC-2911) and Waterford (CAC-2912), all Connecticut, to add WGBH-TV, WBZ-TV and WCVB-TV, all Boston.

■ Florida Gold Coast Cable TV Inc., 3071 Northwest 28th Street, Lauderdale Lakes, Fla. 33311 proposes for Dania, Fla. (CAC-2955), WKID Fort Lauderdale, WCIX-TV, WCKT, WLTV, WPLG-TV, WTVJ, WSEC-TV, WPBT, WTHS-TV and WFCB-TV, all Miami, WPTV Palm Beach and WEAT-TV West Palm Beach, all Florida.

■ Telecab of Bloomington-Normal Corp., Box 720, Norfolk, Va. 23510 proposes for Bloomington (CAC-2953) and Normal (CAC-2954), both Illinois, to delete WFLD-TV Chicago, and add WSNS-TV Chicago.

■ Henderson All-Channel Cablevision Inc., 1253 Diamond Avenue, Evansville, Ind. 47727 proposes for Henderson, Ky. (CAC-2907), to add WKMA Madisonville, Ky.

■ St. Landry Cable TV Inc., Box 1907, Alexandria, La. 71301 proposes for Opelousas, La. (CAC-2908), to add KPLC-TV Lake Charles and WLPB-TV Baton Rouge, both Louisiana.

■ Caltec, 6505 York Road, Baltimore 21212 proposes for Baltimore county, Md. (CAC-2521), to add WOR-TV and WPIX-TV, both New York, to serve areas of Baltimore county inside Washington 35 mile zone and WPHL-TV Philadelphia, to serve areas of Baltimore county outside Washington 35 mile zone.

■ Gerity Broadcasting Co., Wenonah Park Building, Bay City, Mich. 48106 proposes for Auburn (CAC-2950) and Williams township (CAC-2951), both Michigan, WUCM-TV and WNEM-TV, both Bay City, WEYI-TV Saginaw, WJRT-TV Flint, WCMU-TV Mt. Pleasant, WWTW Cadillac and WKBD-TV Detroit, all Michigan and CKLW-TV Windsor, Ont.

■ Cable TV Co., 1031 West Patterson Street, Kalamazoo, Mich. 49007 proposes for Benton township, Mich. (CAC-2913), WNDU-TV and WSBT-TV, South Bend and WSJV-TV Elkhart, both Indiana; WBBM-TV, WMAQ-TV, WLS-TV, WGN-TV, WSNS-TV and WTTW-TV, all Chicago, WVTW, WMVS-TV and WMVT, all Milwaukee.

■ Alden CATV Inc., Room 7 State Bank Building, Hillsdale, Mich. 49424 proposes for Dowagiac, Mich. (CAC-2956), WUHQ-TV Battle Creek WOTV and WGVC, both Grand Rapids and WKZO-TV Kalamazoo, all Michigan; WNDU-TV WSBT-TV, WSJV, WNIT and WMSH, all South Bend, Ind.; WGN-TV, WSNS-TV, WTTW and WFLD-TV, all Chicago.

■ Northeast Minnesota Cable TV Inc., 25 West First Street, Duluth, Minn. 55802 proposes for Duluth, Minn. (CAC-2536) and Superior, Wis. (CAC-2537), to add CBWCT Fort Frances, Man., and delete WVTW Milwaukee.

■ Hamburg TV Cable Inc., 208 Fort Clinton Avenue, Hamburg, Pa. 19526 proposes for Leesport borough, Pa. (CAC-2958), KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV and WTAF-TV, all Philadelphia; WKBS-TV Burlington, N.J.; WGAL-TV Lancaster and WLYH-TV Lebanon, both Pennsylvania and WHYY-TV Wilmington, Del.

■ Danville CATV, Milton CATV and Lewisburg CATV, all 115 Mill Street, Danville, Pa. 17821 propose for Danville (CAC-2914), White Deer township (CAC-2915), West Chillisquaque township (CAC-2916), East Chillisquaque township (CAC-2917), Turbot township (CAC-2918), Lewisburg borough (CAC-2919), East Buffalo township (CAC-2920), Kelly township (CAC-2921), Union township (CAC-2922), Buffalo township (CAC-2923), Liberty township (CAC-2927), Montour township (CAC-2928), Cooper township (CAC-2929), Valley township (CAC-2930), Limestone township (CAC-2931), Point township (CAC-2932), Mahoning township (CAC-2933), Derry township (CAC-2934), Riverside boro (CAC-2924), Washingtonville boro (CAC-2925) and Milton borough (CAC-2926), all Pennsylvania, to add WGAL-TV Lancaster, Pa.

■ Mitchell Cable Television Inc., Box 999, Aberdeen, S.D. 57401 proposes for Mitchell S.D. (CAC-2957), KELO-TV and KSOO-TV, both Sioux Falls, KORN-TV Mitchell, KESD-TV Brookings and KUSD-TV Vermillion S.D.; WTCN-TV Minneapolis and KWGN-TV Denver.

■ Vernon CATV Inc., *Vernon Record*, Vernon, Tex. 76384 proposes for Vernon (CAC-2953), KSWO-TV Lawton, Okla.; KFDX-TV and KAUX-TV, both Wichita Falls, KERA-TV and KDTV-TV both Dallas and KTVT-TV Fort Worth, all Texas.

■ Community Television of Utah Inc., 1251 Wilmington Avenue, Salt Lake City 84106 proposes for Orem, Utah (CAC-2936), KUTV, KSL-TV, KCPX-TV and KUED-TV, all Salt Lake City, KBYU-TV Provo, Utah; KWGN-TV Denver; KTXL-TV and KMUV-TV, both Sacramento, Calif.

■ Community Television of Utah Inc., 1251 Wilmington Avenue, Salt Lake City 84106 proposes for Springville (CAC-2937) and Provo (CAC-2938), both Utah, KTVU, Oakland, KBHK-TV San Francisco, KMUV-TV and KTXL, both Sacramento, California; KWGN-TV Denver; KUTV, KSL-TV, KCPX-TV, KUED-TV, all Salt Lake City and KBYU-TV Provo, Utah.

■ Tappahannock Cable TV Inc., Regional Cable Corp., 2661 Garfield Avenue, Silver Spring, Md. 20910 proposes for Tappahannock, Va. (CAC-2959), to add NVNT Goldvein and WHFV Fredericksburg, both Virginia.

Actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Teleprompter Florida CATV Corp., South Palm Beach, Fla. (CAC-1372); Seven Valleys Cable TV, Seven Valleys, Pa. (CAC-1540); Nettleton TV Cable Co., Nettleton, Miss. (CAC-1577); California Antenna T-V Inc., Dixon, Calif. (CAC-1627); Blacksburg Cable TV Co., Blacksburg, Va. (CAC-1628); Burlington TV Cable System, Burlington, Colo. (CAC-1632); Continental Cablevision of New Hampshire Inc., South Berwick, Me. (CAC-1662); Teleprompter of Florida Inc., Lake Hamilton (CAC-1715) and Davenport (CAC-1716), both Florida and Tele-Media Company of Lake Erie, village of Geneva-on-the-Lake, Ohio (CAC-1791), Actions Aug. 21.

Initial decision

■ Meadville, Pa.—Administrative Law Judge G. Herbert Shorman, in initial decision, proposed denial of petition by Meadville Master Antenna Inc. for waiver of non-duplication rule to permit it to carry NBC programming of WFMY-TV Youngstown, Ohio, instead of that offered by WICU-TV Erie, Pa., on MMA's cable television system at Meadville (Doc. 19479). Ann. Aug. 21.

Classified Advertising

RADIO

Help Wanted Management

Wanted: Intelligent, creative, ambitious radio analyst who knows a great deal about what makes a radio station a success and is willing to learn more. Aptitudes required: imagination, skill to communicate effectively, attractive personality. Offered: growth, financial and professional; autonomy; creative expression; excellent working and living environment. Box H-250, BROADCASTING.

Sales manager, mid-west powerhouse. Recent promotion creates position. Top-money for top-person. Strictest confidence. E.O.E. Write Box H-279, BROADCASTING.

Manager-Sales Manager for Regional New England facilities in medium-size market. High earnings potential, quality living condition, multiple owner, Equal Opportunity Employer. Box J-3, BROADCASTING.

Excellent future for a bright, creative, production-talented individual who knows station operation, modern-day programming techniques, how to direct people, and who sincerely expects to eventually earn a top management opportunity. Send tape and resume R-U-S-H. Equal Opportunity Employer. Box J-17, BROADCASTING.

Sales oriented GM needed for WDXI, Jackson TN. Must have good overall knowledge of programming, FCC rules. Ability to manage a must. \$20,000, profit share, fringe benefits. Write: Community Service Broadcasting, Inc. Box 1209, Mt. Vernon, IL 62864.

Number one Southern Illinois station needs experienced, management-oriented GM. Will be responsible for sales, programming, personnel, etc. \$20,000, profit share, fringe benefits. Write WMCL. Box 1209, Mt. Vernon, IL 62864.

Leading industry trade association needs a person with solid background in broadcast advertising administration, especially talent union affairs. Talent union, production house or related advertising agency experience a must. Salary commensurate with experience and future potential. Equal Opportunity Employer. Call: Bob Purcell, 4A, 212-682-2500.

Help Wanted Sales

Experienced. Immediate opening Top 50 market. Send complete details. Box H-86, BROADCASTING.

Exceptional Opportunity for experienced radio salesman. Unlimited opportunity to advance into management. We have two stations now and only need good people to expand. Midwest location. Send complete info. Box H-248, BROADCASTING.

New England top-rated contemporary MOR needs success oriented individual. If now, or think you can, lead and motivate 3 or 4 person team and handle agency work, this is your chance to make money, work with an outstanding radio team and be part of a delightful, growing shoreline community. Age, sex, race secondary to ability. Sales department knows of ad and is waiting for you. Send photo, detailed resume, salary to Box H-252, BROADCASTING.

Deejay/salesman with experience needed by number one midwest AM station. Salary commensurate with ability plus commission, fringe benefits. Great opportunity for talented individual. No amateurs please! Write Box H-270, BROADCASTING.

Salesman for New England Station. Good incentives, great living conditions, must have sound experience and excellent character references. Management opportunities with multiple owner. Equal Opportunity Employer. Box J-4, BROADCASTING.

AM-FM beautiful music stations in major market wants to add to sales department. No active accounts but a good list of potentials. If you're in a small or medium market and want to grow, this is for you. An Equal Opportunity Employer. Send resume, photo and references to Box J-21, BROADCASTING.

Radio sales opportunity in medium market. Must be aggressive self starter with proven sales record. Salary and commission depending on qualifications. Local sales management a possibility. Box J-46, BROADCASTING.

Experienced salesman needed immediately to step right in. Big account list. Excellent draw. High growth market. Must be go-getter. WBNR, Beacon, N.Y. 12508. 914-831-1260. E.O.E.

I'll pay you 20% commission, you can become sales manager, you must believe in FM radio, my FM was survey rated #1 in the fifteen county trade area. You will be the only salesman selling the FM, I do have other salesmen selling my AM, send resumes and references to: Herschel Rivers, Radio Station WDOL-FM, Box 1607 Athens, GA. 30601.

Help Wanted Sales Continued

Looking for the right place at the right time? Think you have a career in broadcast sales leading to a management future? Tell us—then sell us. Major Market group operator has immediate opening for the right salesperson. Apply in writing to George Stone, General Manager, WEFM, 120 West Madison Street, Suite 1310, Chicago, Ill. 60602. A GCC Communications Station. An Equal Opportunity Employer.

Madison Wisconsin. Excellent career opportunity for bright problem solving Salesman on the way up. Strong on creativity and ability to build campaign. Six station group seeks man with management potential to handle top Accounts. Our people earn far more. City offers super living. You'll have opportunity for management and equity. WISM, Madison, WI. A Midwest family station.

Top-40/oldies/progressive Stereo-FM in college community has experienced, talented staff . . . needs dedicated, experienced salesman to handle sales mgr. position. \$150/wk. plus. Resume to Rick Sellers, WOXR, Oxford, O. 45056.

Immediate opening for radio salesman in South Bend, Indiana. Call Bob Kriehoff, Manager WJVA-AM, WRBR-FM, 219-234-1111, or write Box 179 South Bend, Indiana 46624.

Salesman. We have 10,000 watts covering one million plus people and thousands of prospects (as well as some of the finest beaches in the world). We've just gone country and we need a sales pro who isn't afraid of retailers. Guarantee to start, then commission. Contact G. M., WSUF, Patchogue, New York.

Wanted Immediately: Experienced Radio Sales Manager for one of the fastest growing radio organizations in the Rocky Mountains. Will accept young aggressive salesman wanting to move up. Contact: Gary Petersen, Bozeman, Montana, 1-406-587-1622.

Help Wanted Announcers

Drive personality for adult contemporary, growing N.E. market. Top rated station. 3 years experience. Tape, resume, current salary. Equal Opportunity Employer. Box H-253, BROADCASTING.

Professional broadcaster with at least 2 years experience in announcing and production wanted to enjoy the good life with other professionals. BC/Blue Shield, insurance, good pay, and regular advances—Rush resume and air check with news and production to Box H-256, BROADCASTING.

Announcer, good morning man for adult oriented MOR AM and FM stations in South Carolina; near major university. Good pay, working conditions and fringe benefits. Send audition tape, snapshot and complete resume. Box H-267, BROADCASTING.

Deejay/salesman with experience needed by number one midwest AM station. Salary commensurate with ability plus commission, fringe benefits. Great opportunity for talented individual. No amateurs please! Write Box H-271, BROADCASTING.

AM-FM MOR midwest needs personable announcer and production. Fine facilities in attractive, growing area. Have ambition, potential, and third endorsed—will train. Box H-275, BROADCASTING.

Attention: If you are on the way up, we have an opening for you. The hottest secondary market station in the Middle Atlantic States. Openings for Top 40 jocks with production ability; newsmen who can read, write and gather. Talented girl jock. And good MOR Talent for our FM. Tape with resumes only. Good pay plus fringe benefits. Box J-7, BROADCASTING.

Medium Market contemporary East Coast Country looking for First Phone announcer. Young, solid part of growing chain. Send tape, resume in first letter to Box J-20, BROADCASTING.

New York State. Experience Essential. Resume and Tape. Equal Opportunity Employer. Box J-22, BROADCASTING.

Penna. AM has opening for announcer who can handle board shift and play-by-play. Must have commercial experience. Seeking mature bright sounding person who reads like pro. Not for beginners. Good weekly salary and company benefits. Box J-27, BROADCASTING.

Newsman, Sportscaster for Penna. station. Must have experience digging, writing, and airing local news. Heavy schedule of play-by-play football and basketball. Box J-28, BROADCASTING.

5kw contemporary MOR in beautiful Virginia university city needs stable, personable First Phone Announcer. Excellent opportunity for one looking for a start. Send tape, resume, requirements and recent photo. Box J-38, BROADCASTING.

Help Wanted Announcers Continued

Medium Market 5 kw Contemporary/Top 40 needs first phone announcer for evening shift. Some experience necessary. Send tape, resume, photo, and salary requirements in first letter. Box J-44, BROADCASTING.

Southeastern medium market, NBC affiliate with MOR up-tempo format seeks black announcer to handle late afternoon traffic MOR format. Excellent salary for right man. All tapes and resumes returned. Box J-48, BROADCASTING.

If you are a radio pro, would like to work with a top flight growing Midwest chain, contemporary, MOR or rock, sports possible. First, great opportunity for right man. Equal Opportunity Employer. Rush tape, resume and salary to Box J-57, BROADCASTING.

Wanted: An interesting human being with a pleasant voice who is highly desirous of communicating via radio. Salary open. Opportunity equal. Applicants should send audio tape of their best work plus brief resume and statement of objectives and goals. Phone calls and interviews are not initially required. Mail to: Johnny Hyde, Program Director, KCRA-Radio, 310 10th Street, Sacramento, CA. 95814.

#1 Rated modern country KUCB, Tucson, Arizona, needs air personality. Send resume, air check, to Mike Mitchell, Box 2308, Tucson, Arizona 85702.

Wanted: Jock. WAYS, Charlotte, N.C. Contact Jay Thomas, 704-392-6191.

First Phone Announcer for night shift. Start \$145. No maintenance. Send tape. Ed K. Smith, WCMB, Box 3433, Harrisburg, PA 17105.

50,000 watts and two hour air shift for creative morning personality. Personal interview required. No beginners. WDDD, Marion, IL. 618-997-2341.

Two of our alumni are programming WOKY in Milwaukee and San Diego's KCBG. Others have graduated to similar successful situations. We're good. And we're looking for someone who's as good to fill our afternoon drive slot. Good voice, good pace, strong production. Top pay. We'll underwrite your health care. And we'll share the profits with you. If you're on the way to the top, make your next stop with us. Only professionals need apply. Tape, picture, resume to: Tedd O'Connell, WDUZ, Box 36, Green Bay, WI 54305.

FM Announcer wanted for night shift. Monday thru Saturday. Good music station. Three weeks vacation. Other benefits. Salary negotiable. Starts Sunday, September 23. Apply H. M. Thayer, WGHQ, 82 John Street, Kingston, N.Y. 12401

Announcer, MOR strong personality with production skills. Greater Hartford. Career opportunity with full fringe benefits. Community-oriented CBS Network Station in Top 50 market. Send aircheck and resume. WINF Radio, Manchester, CN. 06040. An Equal Opportunity Employer.

Florida Coastal Station has opening for operations director. Must be good announcer and administrator. Typing essential. Delightful, living by the sea. Opportunity for advancement. Send tape, resume, starting salary: Hudson Millar, WIRA, Fort Pierce, Florida. Equal Opportunity Employer.

Well established AM/FM seeking sportscaster who's a pro. Extensive local high school plus some college play-by-play. Salary open. Send tape and resume to Joe Hogan, WLPO, La Salle, IL. 815-223-3100.

Modern Country jock needed. Tight board, production ability a must. Rush tape and resume to Mark McGeehe—P.D., WOKC/WLMC-FM, Box 1247, Okeechobee, FL 32960.

Central PA Collegiate station needs excellent morning man/prod. mgr. Must replace area's #1 jock. Good voice, creativity are the key. Begin Sept. 15—RUSH tape, resume, salary requirements to Jim Kurtiss, WUDO Lewisburg, PA. 17837.

Wanted: Two announcers with 1st phone, two years experience minimum, must be able to handle news, copy, air shift. Country music format. Western PA. 5 kw, directional. Salary commensurate to ability. Full details, tape and resume first letter. P.O. Box 430, Department G, Frostburg, Md. 21532.

Hockey play-by-play—Public Rel. Jacksonville's Barons of American Hockey League needs experienced play-by-play announcer and public relations person. Great personality a must; you will become the image of the Barons. Full-time, year-round position. Must have great knowledge of hockey. Send tape, resume, recent picture, and references to: Ted S. Johnson, 5500 Phillips Hwy, Jacksonville, FL 32207.

Immediate opening for announcer with 1 year's news and dj experience minimum. 5-day-40 hr. week. Include tape, references and salary requirements. Reply William Winn, P.D. 43 Main Street, Bradford, PA. 16701.

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 (617) 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.

Group owner wants technical director for AM-FM stations located in Eastern and Southern U.S. Must be qualified in all aspects of maintenance and operation. Send summary and references to Box H-166, BROADCASTING.

Tired of being the "chief" engineer at a small, under equipped station? A rare opportunity exists for the enterprising engineer who wants to grow at a top-notch station. Working conditions and facilities are excellent. Require at least four years engineering experience and the ability to assume responsibility as chief engineer of a class IV AM. Send resume to Box H-269, BROADCASTING. All inquiries answered.

Wanted: technician for Hollywood mobile unit. Latest equipment, limited travel. Send resumes to Box J-45, BROADCASTING.

Chief Engineer for 5kw directional in border Mid-Atlantic State. Good equipment. Good salary and working conditions. E.O.E. Send resume and references. Box J-61, BROADCASTING.

Wanted in one month chief engineer well qualified for 5000 watt AM and automated FM separate station. Salary depends on experience and qualifications. Six day week. Three weeks vacation, hospitalization and other benefits. Interview can be held in Washington, D.C. Box J-63, BROADCASTING.

Chief Engineer. Full time AM, Full time automated FM. Single station market. Well-equipped. Plus 15-20 hours per week board shift. Contact General Manager, WCBY, Cheboygan, Michigan 616-627-2341. No collect calls.

Consulting firm is looking for junior engineer with some broadcast experience; good fundamental knowledge, good character, and willingness to learn is necessary. Send resume, reference, salary requirements. Edward F. Lorentz & Associates, Suite 500, 1334 G Street, N.W., Washington, D.C. 20005.

Help Wanted News

NYC suburban news leader seeks experienced, dedicated broadcast journalist. Top pay in market for digger/writer/announcer. Box H-221, BROADCASTING.

Newsman with good head and strong delivery. Adult contemporary with heavy information content. Top rated. Growing north-east market of 200,000. Tape, resume, salary. Equal opportunity Employer. Box H-254, BROADCASTING.

Major market group owned station seeks experienced newsmen or woman with heavy emphasis on street-casting. Send tape and resume to Box H-259, BROADCASTING.

#1 Rated modern country KCUB, Tucson, AZ, needs news man for day shift. Send resume, air check, to Mike Mitchell, Box 2308, Tucson, AZ, 85702.

New FM, 100,000 watts on tall tower with CW format needs a real, real good newsmen. Duties will include local news as well as total public service programming. We wish that a family man who wanted to settle permanently in the nation's nicest city would apply. We'll pay. Write and send resume and tape to Jim & Tom Hassenger BC 1400 Pierce St., Sioux City, Iowa 51105. 712-277-1230.

We're looking for a dynamic, experienced, News Director, Anchorman, Administrator, to head up our five man news department serving the Mason City-Austin-Rochester, Minnesota market. An Equal Opportunity Employer. All replies confidential. Send resume and VTR to Dick Taber, P.O. Box 577, Austin, Minnesota 55912.

We have an opening for a news pro. Must collect, write, and air news. College degree desirable. Can be five-day work week. Starting salary \$160.00. Contact Ken Patch at 617-874-5610.

Help Wanted Production

5th Major Market, Group-owned, oldies-powerhouse, needs a #1 production voice. Detroit. E.O.E. Send tape, resume: Tom Miles, WHFI, 1120 Rankin, Troy, MI 48064.

Producer-Director, experience necessary. Contact: Jack Costello, WIVS, 7441 Second, Detroit. Phone: 313-875-7200.

Help Wanted Production Continued

My production director may be leaving for another job. If he stops playing golf in the halls he may even have the chance to leave on his own. In the meantime, I can't stand the job and need a guy who can knock 'em dead. Only award winners need apply. Resumes, tapes, funny saying and sincere letters to: Jeff Kaye, WKBW Radio, 1430 Main Street, Buffalo, New York 14209.

Situations Wanted Management

Very successful manager looking for bigger challenge in Top 25 market. Must have good corporate structure. Only GM position considered. Box G-275, BROADCASTING.

Looking for management with group ownership, experienced in all phases. Former owner of Broadcast properties. Box H-87, BROADCASTING.

Experienced major market—General Manager available. Excellent track record, finest references. Also interested in equity position for cash. Will consider forming group association for acquisition of radio facilities. Box H-170, BROADCASTING.

Unusual opportunity. Man-wife combination. 29 years experience in all phases of broadcasting. Desire 2-3 station market. Box H-197, BROADCASTING.

Wanted, general manager position, over 20 years experience, all facets, good working knowledge of FCC. Past owner-operator of FM operation. Past experience in country-MOR-talk formats. Sales oriented. Box H-239, BROADCASTING.

15 years experience . . . 6 years sales and management . . . looking for larger challenge and option to buy in . . . salary and/or percentage must top \$20,000. Box J-2, BROADCASTING.

Now serving as GM of small network affiliated VHF; desire same position in radio or cable. Station I am with has been sold. Contact John Taylor, B09-773-4355 anytime or Box J-6, BROADCASTING.

Major Market Sales Oriented General Manager can make automation work for you. AM & FM stations increase profit 20%. Marketing, Promotion, F.C.C. all phases management experience. Box J-15, BROADCASTING.

Twenty years all phases of broadcasting. Interested now in part ownership-management of small market station. Will consider all areas. Let's talk. Box J-50, BROADCASTING.

Looking for GM position in small-medium market. Twenty years all phases radio-TV including announcing, sales, management, research, rep and national sales development. Will consider all areas. Box J-51, BROADCASTING.

Dear Broadcaster: Can you use me? 1962-64 WABB (Mobile, AL.), 1964-71 WSGN (Bham, AL.), 1971-72 WAPE (Jax., FL) 1972-Aug. '73 WVOL (Nville, TN). Positions: "Acting-Acting" General Manager, General Sales Manager, Sales Promotion Manager, Senior Account Executive, 100% Responsibilities have included: "Training" General Manager, National Sales, Local Sales, Station and Commercial Promotions, Coordinating License Renewal and FCC Rules. Administrative, Traffic and Copy Depts. Payroll and Expenses. FIRED by ROUNSAVILLE RADIO after being, QUOTE: Dedicated, Loyal, Creative, a Hard Worker, Outstanding, and Ambitious. Proven track record. Chuck Ashworth 615-259-3128 or 615-242-1601, 1150 Vulture Blvd/F-104, Nashville, TN., 37217.

G.M./S.M. Presently Top 15 Markets, solid record. B.S. and M.B.A.: Management, 3828 Legation St., N.W., Washington, D.C.

Situations Wanted Sales

Sales Professional. 13 years experience, radio, newspapers, yellow pages, radio-TV degree, 42. Prefer commission. Midwest, Rockies. Box J-8, BROADCASTING.

Announcer. Salesman. First phone. Wants morning show, will sell rest of day, five-days a week. Seeks stable MOR station. Require personal interview. Middle age. Single. Box J-12, BROADCASTING.

Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Personnel Director with ten years top business background and prior Broadcast experience wishes to return to the field. Let's talk. Box H-187, BROADCASTING.

Looking for good sport who knows sports? I'm looking for a station who needs a go-getter for play-by-play and/or sports. Experienced in football and hockey, also good DJ. Available Oct. 15, 1973. Box H-224, BROADCASTING.

Situations Wanted Announcers Continued

Modern country jock wants AFTRA market. In last ARB was rated #1 afternoon drive, can handle rock, MOR. Box H-237, BROADCASTING.

DJ, announcer, 6 years experience, college graduate, excellent production, looking for position in top 40 or MOR operation. 22, married. Box H-244, BROADCASTING.

Experienced Reporter and writer. Hard working, ambitious, creative young newsmen serious about news looking for small to medium market position. Box H-245, BROADCASTING.

Competent, black dj, with dynamic personality . . . will bring more dollars to your stations. Non-screamer, clean appearance, indeed a mature, professional 1 year experience, first phone, family, relocate, immediately. Box J-1, BROADCASTING.

Morning Pro seeks new challenge. Lively personality, great voice, Eight years experience, Top-notch production and dependable. Prefer Northeastern Medium & Major markets, but will consider all. Box J-11, BROADCASTING.

Would you like to have a talented professionally trained black female broadcaster with a sensuous delivery working for your success? Try me! Box J-13, BROADCASTING.

Six years experience, currently #1 in three station market. College, married, stable, talented. Looking for move up. Will move anywhere for right opening. Box J-16, BROADCASTING.

1st Phone, MOR personality, 6 years radio-TV, creative commercials, college grad., 26, \$700. Box J-33, BROADCASTING.

First phone, 4 years experience. Warm radio voice. 30, TV, acting experience, interested in news, Northeast preferred. Box J-54, BROADCASTING.

Professional personality Top-40 cooker. Four years, voice, talent, creative production. Can follow directions. Every show pre-prepared. Box J-56, BROADCASTING.

Telephone Talk Show Host/DJ seeks responsible position in exchange for personality and \$. Let's talk! Box J-62, BROADCASTING.

DJ, tight board, good news, commercials, dependable, versatile. 3rd phone can follow directions. Willing to go anywhere. Write Gloria Brewer, 173-08 116# Ave., Queens, N.Y. 11434. Phone 212-978-8280.

Crazy jock looking for station unafraid of outrageousness weirdness, and fun. Call Jack Daniels, 717-249-1717.

1st phone: experienced; warm, personal, tight board—happy sound. Phone Sunny Stevens, 513-825-2430.

Experienced Free-form announcer, into Rock, Blues, and Jazz. Male. Will relocate. For tapes and resume, call 517-782-9857 or write to 4788 Woodland, Jackson, MI 49203.

Public notice: Air personality desires return to radio after a years absence. Touch that dial 512-GR 2-6124, Ext. 316.

Top Ten Pro wants out of rat race. Background mostly TV staff but have radio newscasting and M.R. music experience. Money secondary to security and benefits. Top industry references. All eastern and southern markets considered. News and commercial tape. John Douglas, 5603 Lamar Rd., Washington, D.C. 20016, 301-320-4664.

Young, mature, country DJ, 8 yrs.—last 5 years—metro area—highest ratings. Seeking permanent position with future. Will relocate. Tapes, pics, resume, references—816-781-3176.

Beginner, 3rd endorsement, Spec Howards Broadcast grad. Looking for first chance. Do any format: news, sports, play-by-play. Interested area NY, NJ. Consider all others. Call, write, Rod Spearman, 2117 Annabelle, Detroit, MI. 313-386-9504.

DJ, Third Phone Endorsed, Broadcasting School Training, College Radio experience, Looking for first break, Call Gary: 607-724-7687.

Permanent job with friendly CW or MOR. First phone. Fifteen year general radio experience. Small family, middle aged, versatile, dependable. Excellent references. Moderate salary. Available immediately. Smith, 305-886-4869.

Ready now! 1st phone with 3 years experience. Searching for Top 40 Contemporary jock opening in small to medium market anywhere. Good rock music background. Mike West—317-966-6202. Urgent need.

Situations Wanted Announcers Continued

Young soul jock major market experience, looking. 6813 Lindbergh Blvd. Philadelphia, PA. 19142, 215-365-8573.

Presently employed top-rated sports, PD, talkmaster seeks move for increased income. George Taylor, WALE, 617-674-3535.

I'm an American jock. 317-529-4145. Jamestown Village Apartments, 219 West Colonial Drive, New Castle, Indiana 47362.

First class announcer with experience seeks job within hundred miles of Twin Cities. 612-822-2530. (2736 13th Minneapolis).

Professionally trained beginner, some experience, twenty-one, single, will take direction, will relocate. Mike Badders, 101 Cove Road, Broomall, PA., 19008. 215-EL6-2954.

Talented beginner, young single, ambitious, eager to learn. 1st class ticket. Ready to go! Let's talk! Willing to go anywhere. Mike Pahl, 11000 Gettysburg Ave. N., Champlin, Minnesota 55316, 612-427-4215.

Young, versatile DJ with some experience seeks permanent start. Good news, commercials, tight board, interested in sales. Creative, dependable, college grad., third endorsed. Ready now. Wm. P. Borst, 302 Manor Road, Douglaston, NY 11363. 212-229-6732.

Man with part-time experience and a 3rd phone looking for full-time announcer's job on Top 40, MOR, or underground station—in the state of Wisconsin or the surrounding area, or a newsmen's job in the same area. Desire at least a \$70.00 a week salary. Dale Schaltz, 419 Lincoln Drive, Sun Prairie, Wisconsin 53590. 608-837-5266.

D.J., tight board, good news, commercials, looking for first break, willing to go anywhere, ready now. Jim Scheren, 10 Cliff Street, Haledon, NJ.

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, Ohio 44847 or call 419-465-2951.

Situations Wanted Technical

Radio Station Chief. All phases, keeps station on the Economy conscious. Mid-Atlantic state. Box J-41, BROADCASTING.

Chief maintenance only engineer-handyman-lawn caretaker seeks well organized daytime; low pressure, permanent, five days, \$200. Box J-52, BROADCASTING.

Chief Engineer, 25 years experience. AM, DA, FM stereo, proofs, construction, Sca, own test equipment. South or West. 303-591-0074, A-27, 3770 E. Vintah St., Colorado Springs, CO. 80909.

13 years in radio. 2 years college. CIE, staff position or Chief. Steve Burgess, 913-537-1966, 1415 Colorado, Manhattan, KS 66502.

Situations Wanted News

Experienced Sportscaster. College basketball and football play-by-play. Reporting sports and news. First Class license. Will re-locate. Box H-165, BROADCASTING.

Knowledgeable sportscaster-newsmen available now. Three years pbp baseball, basketball, football. Broadcast degree. Resume and tape available. Box H-231 BROADCASTING.

Available January 1. News director-radio. PBP-TV. Midwest medium market. BS Degree. Want news and/or sports plus five figure salary. Locale secondary to station professionalism. Box H-273, BROADCASTING.

Newswoman. Brains, personality, looks and education (studied journalism and Broadcast Communication Arts, BA in English). Seeks position writing/reporting. Box J-25, BROADCASTING.

100% Pro, outstanding news. Gather, write, deliver. Exceptional sports, programs and PBP. Experienced and competent in all facets of radio. Medium or Major market. Box J-26, BROADCASTING.

I dig, write interest copy and can relate to contemporary listeners with voices and up delivery. Box J-58, BROADCASTING.

15 year broadcasting pro seeks News Director-Operations Manager position in major-medium market. 1st phone, McLendon trained. Considered Canada-Mexico. Charles Beach, 4020 Holland Ave., Apt. 212, Dallas, TX, 214-521-7877.

Situation Wanted News Continued

D.C. metro area. Evenings and weekends. Young pro, seven years in radio, now AFRTS producer, news analyst for Navy Secretary. Seeking news work with station that cares. Missouri. B.J. Third phone. Please call Mark Walton, OX 5-6180 days, 524-5664 evenings.

News, weather, heavy pro sports. 2 years experience. Write, production, P.R., 32, married. Rt. 1 Box 64, Parkton, Md. 21120.

Situations Wanted Programing, Production, Others

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.

Are you looking for a soul program manager: Community relations director: experienced, FCC rules and license renewal: News: 13 years musical DJ and programming experience in soul, jazz, spirituals, some rock. Box H-260, BROADCASTING.

Experience, responsible, down to earth broadcaster seeks PD, production or announcer position with growth company. Worked hard to get to present position in metro NYC but wish to return to Midwest MOR. First, B.A. Box J-30, BROADCASTING.

Experienced jock, first phone, college grad, Assistant PD, and Music Director, wants to run show. Has ability and track record, needs chance. West preferred but will go anywhere. Box J-55, BROADCASTING.

Programmer with country background, strong production, talent, ability. Desires larger market and more money. 3rd. If you need help call 805-489-0273.

TELEVISION

Help Wanted Management

Communications Analyst: For this you'll need a TV news background, an M.A., a creative imagination, the ability to think and write clearly. You should be personable, responsible, persuasive, flexible. Ambition comes in handy. So does a way with people and a flair for management. Write H-229 BROADCASTING.

Local sales manager needed for group owned station. Upper Midwest. Top 100 market. ABC network. Must have great sales record as salesman or sales manager. Prefer TVB trained. Great benefits. This is a young growing company. Right man could go all the way up. If you have the balls send all goodies first letter. No drifters. \$15,000 to \$20,000 first year for right man. Box J-39, BROADCASTING.

Help Wanted Technical

Chief Engineer needed to maintain and operate remote color broadcast van as well as design of additional units with future consideration given to design of studio facility. Must be highly motivated and well organized. Should be able to accept complete responsibility for technical operations for our mid-west located independent production company. Our employees are aware of this ad. Submit resume. Box H-195, BROADCASTING.

TV Maintenance Engineer needed by VHF network station in southern Nevada. Working knowledge of electronics required along with ability to learn our operation. Equal Opportunity Employer. Reply with resume to Box H-196, BROADCASTING.

Chief engineer TV network affiliate group operator. Good technical experience necessary. Send resume to Box H-223, BROADCASTING.

Assistant chief engineer. Upper midwest. Must be strong on studio maintenance. \$15,000 starting salary. Send resume to Box H-266, BROADCASTING. All replies answered.

Technicians. 1st phone required with 2-3 years air switching experience. Equal opportunity employer. Box H-276, BROADCASTING.

Assn't chief. Live and work in beautiful Monterey Bay area of California. Must be experienced with RCA equipment TK-27, TR-50, TR-60, TVM-6 and TTU-30 transmitter. CBS network affiliate. Salary open. Send resume to: Ken Warren, KMST, Box 1271, Monterey, CA 93940.

Engineer with two to three yrs. maintenance experience. Chance to become asst. chief. Salary range \$140 to \$160 per week. Contact Chief eng., WRLH-TV, Lebanon, N.H. 03766. 603-448-4550.

Help Wanted Technical Continued

System Engineer and Technicians for operating CATV system in Long Island, NY. System Engineer 4 years CATV field experience or equivalent training and experience. Knowledge of microwave, CATV plant and color studio. Administrative experience to direct technical personnel. Engineering degree required. System Technicians (three)—minimum 2 years CATV experience or equivalent experience. Working knowledge of test equipment including spectrum analyzer, sweep generators and storage scope. Technical school graduate with or capable of obtaining first class phone license. Send complete resume including employment history and salary requirement: Huntington TV Cable Corporation, P.O. Box 454, Huntington, NY. 11743.

TV maintenance technician—minimum of 3 years color TV studio, experience required. Call Kentucky Education Television, 606-233-0666.

The University of Michigan has an opening for an experienced television studio engineer. Knowledge of audio, color video and color VTR operations, installation and maintenance required. New studio building to be completed Fall 1973. Good fringe benefits, working conditions. Salary commensurate with experience. Refer resumes to Mrs. Phyllis Kehoe, Employment Services, 2031 Administrative Services Building, The University of Michigan, Ann Arbor, Michigan, 48104. A Non-Discriminatory, Affirmative-Action Employer.

Opening for a studio engineer with first phone—Must be experienced with RCA Color equipment, camera, film, and VTR's. Equal Opportunity Employer. Submit resume and reference to P.O. Box 631, Decatur, IL.

Help Wanted News

Weekend anchorman/producer—I am looking for a young personable broadcast journalist looking for an on the air slot. Writing, telephone best work, production and anchor work for weekend newscasts required. Balance of week will be standup feature, sports and assignment work. Some film shooting required. If you don't know how, we'll train you. Pay is better than average for medium-sized Midwest market. Send to news director VTR sample of air work, picture, resume, writing samples and salary requirements first letter. Box H-242, BROADCASTING.

Hard news, with production know-how, documentary writer-researcher for Florida TV station. Experienced Only Need Apply. Full details first letter. Equal opportunity employer. Box H-261, BROADCASTING.

Combination reporter-photographer for Florida TV station. Journalism training. No on-camera work. Experienced only. Equal opportunity employer. Box H-262, BROADCASTING.

Experienced newscaster wanted for medium, Midwest radio and TV market. Prefer some TV experience, but will consider radio newsmen who is looking for a break in TV. Duties primarily in radio with some regularly scheduled TV air work. Send pictures and tapes. An Equal Opportunity Employer. Box J-5, BROADCASTING.

Major Northeastern top-rated station needs strong weekend anchorman who is also a top-shelf reporter. Salary commensurate with ability. An equal opportunity employer. Send vtr and complete resume to Box J-35, BROADCASTING.

ABC affiliate in Spokane, WA, seeking an experienced weathercaster. If you're in a small to medium market, ready to move, send your resume, audition tape and salary requirement to Thomas Long, Business Manager, KREM-TV, South 4103 Regal, Spokane, WA. 99203. Equal Opportunity Employer M/F.

Help Wanted Programing, Production, Others

Experienced Filmmaker, capable of producing/directing, cinematography, sound and editing needed by PTV station in Southeast. Send resume, salary requirement, and sample to Box H-205, BROADCASTING.

Situations Wanted Management

20 years as top salesman in top TV markets now wants management in small market TV or radio. Box H-280, BROADCASTING.

There is a TV station owner in the top 50 who can use this man as his GM. He is a 22 year broadcast pro with a documented track record as a top 30 GSM. He knows local and national sales, programming, news and operations. He is profit and community oriented, thrives on challenge and advocates management by objective and leadership. He is available now and will consider any locale although he prefers West Coast or Mountain states. Get his resume. Box J-14, BROADCASTING.

Situations Wanted Management Continued

TV Program Manager & Film Buyer available soon. Domestic and foreign experience in commercial television station programming and production. Box J-31, BROADCASTING.

Situation Wanted Sales

June grad—broadcast major. Seeking career opportunity in sales, programming, production, news, CATV-STV, etc. Many years experience in all phases of broadcasting. Age 23, willing to relocate. Martin Silverman, 625 Candelite Ct. Fort Wayne, Ind. 46807. 219-456-5704.

Situations Wanted, Announcers

1st Phone, 6 years radio-TV; booth, news, interviewing, creative commercials, college grad., 26, \$700. Box J-34, BROADCASTING.

I'm a young/mature, all-purpose announcer in a cushy spot in a 4-million market . . . but I want to work harder. I had one of the earliest talk shows, and had a sold-out weathershow when we were still teaching ourselves everything. Am a great anchorman. Knowledgeable PD's can hire me right out, knowing I wouldn't be where I am if I hadn't the skills. Write, I'll visit. Box J-60, BROADCASTING.

Weathercaster-Staff Announcer. Top Ten TV-AM Pro wants out of rat race. Excellent appearance. Money secondary to growing station with security and benefits. All markets considered. Top industry references. Color VTR, news audio tape. John Douglass, 5603 Lamar Rd., Washington, D.C. 20016, 301-320-4664.

Situations Wanted Technical

TV studio engineer, first phone, ten years broadcasting experience with professional workmanship and know how seeks permanence. Box J-10, BROADCASTING.

Ten years in Broadcasting, first ticket. Board engineer, (switcher) audio man or production engineer. Don Heumann, 213-627-8971. Write 939 South Figueroa Street, Los Angeles, CA. 90015. No maintenance.

Situations Wanted News

Seek news director's position. Excellent credentials. Valuable experience with recognized NBC-TV affiliate. H-211, BROADCASTING.

Young Woman Reporter. Television news reporting, producing, writing experience. Missouri Broadcast Journalism Degree. VTR/Film available. Will relocate. Box H-212, BROADCASTING.

Tired of pap in newscasts? So am I. Experienced producer seeks news operation with modern production ideas, but old fashioned ideals of responsible, no nonsense journalism. Box H-230 BROADCASTING.

Broadcast journalist, 24, BA, 6 years experience mostly radio. AFTS Europe correspondent, married. Seeking position in television news. Box H-234, BROADCASTING.

Seek challenge of major market. Ten years experience in broadcast journalism, six as Special Projects Director/News for Time, Inc. station. Box H-272, BROADCASTING.

Newscaster, reporter, writer. Major market and network experience. Available immediately. Also consider News Directorship. Box J-47, BROADCASTING.

Sportscaster-newscaster . . . Experienced and hard-hitting especially with sports commentary, desires to join an effective news team. Write Box J-53, BROADCASTING.

Former College radio news director desires career in broadcast news. Experience producing news for small public TV station. Phil Porter, 425 Mt. Vernon, Newark, Ohio, 43055, 614-345-7252.

Professional meteorologist with AMS seal and polish will consider offers within 300 miles of Norfolk. Recent top meteorologist Washington area. Five years Radio/TV, Charlie Gertz 919-543-2803.

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.

Situations Wanted Programing, Production Others Continued

Television Film Director seeks major market affiliation. Exceptional experience in film-room operations, feature film editing & scheduling, and news-film editing. Box J-32, BROADCASTING.

Experienced Production manager currently in medium market, desires move to larger market with potential for increased responsibility. Strong background in directing, administration, and supervision. Married—degree. Box J-36, BROADCASTING.

Art Director Director. Top 10 market for the past 10 years. Looking for new challenge. Box J-42, BROADCASTING.

June grad—broadcast major. Seeking career opportunity in sales, programming, production, news, CATV-STV, etc. Many years experience in all phases of broadcasting. Age 23, willing to relocate. Martin Silverman, 625 Candelite Ct. Fort Wayne, Ind. 46807. 219-456-5704.

19 years experience: 11 years network station Los Angeles. Producer/Director complete experience in all varieties of shows, comm., documentaries, live VTR, film. 208-376-1362 evenings.

Producer/Director who is creative, and has quickness of mind for news, seeks position in top ten. Five years experience . . . three in top ten. Top references. 301-460-1108.

CABLE

Help Wanted Sales

Could you sell the Brooklyn Bridge? Do you believe in local origination CATV programming? Want to be head of a 1 man sales department that's part of a small but dedicated origination team? Stable, easy to work with? Rush me your resume. Base plus commission. Mike Fisher, PD, Kingston Cablevision, Port Ewen, NY 12466.

Situations Wanted Sales

June grad—broadcast major. Seeking career opportunity in sales, programming, production, news, CATV-STV, etc. Many years experience in all phases of broadcasting. Age 23, willing to relocate. Martin Silverman, 625 Candelite Ct. Fort Wayne, Ind. 46807. 219-456-5704.

Situations Wanted Programing, Production, Others

Need a FM Station for your cable? You supply telephone line and modulator. Los Angeles Valley College will supply everything else. Write: Kevin Stern, 13111 Bassett St., North Hollywood, CA. 91605.

WANTED TO BUY EQUIPMENT

Remote unit complete. Color equipped four (4) cameras. Send information and best price to Box J-59, BROADCASTING.

Wanted: Ampex VR-1200 Video Tape recorder. Call 408-298-6676. Engineering KGSC-TV, San Jose, CA.

We are building an entire AM station from scratch. Need studio equipment. What do you have, how much, when and where? Box 4371, Inglewood, California 90309.

Need 3-340 feet guyed towers, ground wire, mesh, strap, etc. What do you have, how much, when and where? Box 4371, Inglewood, California 90309.

Need IGM model 48 PBS Stereo Instacart for IGM 500 system. Write or phone Murray Hill Associates, P.O. Box 1, Murray Hill, NJ 07974. 201-582-2106.

FOR SALE EQUIPMENT

Most all equipment for 5K-FM station \$2,750.00. KFLY, Corvallis, Oregon.

Collins 21E/M 10,000 watt AM transmitter, solid state rectifiers, good condition, excellent spare transmitter. \$2500. WNOX, Knoxville 615-523-3171. John Maples C.E.

For Sale: RCA, BTA-SF transmitter—good condition 2 newly rebuilt 892R spares. Solid State rectifiers. Modulation transformer in oil. \$4500. Call Cecil Smith, Siloam Springs, Ark. 501-524-3154.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

For Sale Equipment Continued

Marti & Sparta new/resale equipment. Remote pickup/STL/Remote Control. Consoles, Complete station packages. Financing. Holtzberg Associates, P.O. Box 322, Totow, NJ 07511, 201-256-0455.

300 ft. guy tower, galvanized angle steel. Perfect condition. Location Blue Anchor, N.J., \$3,500. M. A. Braunstein, 6549 Darlington Rd., Pittsburgh, PA. 15217. 412-521-5097.

Quality Audio Consoles are our specialty. Modern styling with slide potentiometers and "soft" audio switching. We manufacture 8 standard consoles at very competitive prices. However we'll manufacture a custom system to your specifications if you prefer. Also plug-in audio modules including distribution amplifiers, preamplifiers, monitor amplifiers, etc. Write or phone for pricing, and specifications. Systems Engineering Company, P.O. Box 49224, Atlanta, G. 30329. 404-482-2446.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer, Box 8507, Pensacola, Florida 32505.

107.1 MHz transmitter, 2 bay circular antenna, RF amplifier, Helix—year old—Stereo board, as new condition. WDDD 618-997-2341.

For Sale GPL, PA200 35MM Television Projector, excellent condition. WPX Engineering, 220 East 42nd, St., N.Y., N.Y. 10017.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESSCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

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.

COMEDY MATERIAL

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, Calif. 93705.

Sunday Funnies—As contemporary as your playlist—As topical as the headlines. Free sample write Box 11-510, Newington CT. 06111.

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 Travls.

Elkins in Memphis**, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A Bth 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.

Instruction Continued

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 11750 Cheslerdale 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)

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephoto license with broadcast endorsement training. Placement assistance. Small classes. Mondel! Certified by NM State Board of Education. Approved for Veterans. Classes year around; June 1st, Sept. 2nd, Jan. 2nd, April 1st. Enroll now! Write Dave Button, Mgr., School of Broadcast Training, 317 West Quay, Artesia, NM 88210. 505-746-2751.

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.

MISCELLANEOUS

Growing LA Market FM station seeks to change National Rep. Box H-241, BROADCASTING.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Calrock airchecks California's best stations! Send for July's issue . . . Charlie Tuna on KROQ, Rich Robin back on KCBQ, KHJ, KFRC, KYA, Gary Owens, even an Indian riding a Pinto named "Ford". Much more innovative, Tomorrow radio packed into a 60-minute cassette! \$8.50 from Calrock, 1415 Sixth Ave., Second Floor, San Diego, CA. 92101.

Original Christmas program for children. "The Merry Christmas Show" to be narrated by female announcer, "Miss Merry Christmas." 21 fifteen minute scripts. \$30 set. Arlene Shovald, 229 5th Avenue, Iron River, Michigan 49935.

Be exceptional. Develop: better speaking voice. Winning personality. Exceptional memory; also Practical Guide to Public Speaking and Increase Your Learning Power. Only \$2.25 each; All 5 books NOW \$9.95. Housoken, 789-B, Windermere, FL 32786.

"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.

RADIO

Help Wanted Management

General Manager Southwestern city.

Top 20 market AM-FM. Major group. Experienced country music background preferred—not required.

Send resume, picture to:
Box 1120
FDR Station
New York, NY 10022

Help Wanted Management Continued

PROMOTION/PUBLICITY DIRECTOR

Avco Broadcasting Corporation, WLWC, has immediate opening for a TV Promotion/Publicity Director.

Candidates must have station experience preferably at the department head level and should be qualified to effectively handle sales promotion, audience promotion, advertising, and public relations.

For the qualified candidate, Company is prepared to offer a good starting salary and benefit program. Please send resume, including present and past earnings, to:

Ben McKeel, General Manager, WLWC
3165 Olentangy River Road
Columbus, Ohio 43216
An Equal Opportunity Employer M/F

YOU BELONG IN

Broadcastings

The newsworthy of broadcasting and allied arts

Help Wanted Announcer

One of the Midwest's top rated Top 40 stations needs a Top-notch Production Director. Good bread for the right man.

Box H-249, BROADCASTING

AIR PERSONALITY

Immediate opening in Major Market for Mid-day Personality. Warm, sincere housewife approach!

Box J-24, BROADCASTING.

FLORIDA

Fulltime contemporary music Disc Jockey. Voice and Delivery important. Must have Radiotelephone First Class License. Write, include your resume listing references, experience and qualifications. Include tape first letter. Salary open.

Box J-29, BROADCASTING.

UP FRONT

You know we consult some of America's big stations. The kind of place you want to be. We're growing all the time and find good talent hard to find. You can be the solution! Join one of our "feeder" stations. If you're good, but need a little polish before you send that tape to NY, send your tape Air Mail today. We have five excellent openings. P.D.'s too.

THOMAS McMURRAY IDEAS
610 Shelton Street
Charlotte, N.C. 28211

Help Wanted Announcer Continued

Modern Country Personality

One of the top chains in the country is seeking a top professional personality. We are looking for a high caliber, stable personality to work in one of the top ten markets. Send tape and resume to:

Box H-281, BROADCASTING

NEW MEXICO IS A GOOD PLACE TO LIVE

Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements.

New Mexico Broadcasters Association, 709 Fruit Ave., NW, Albuquerque, N. Mex. 87106

Help Wanted News

Experienced newsperson of minority group for large market Texas radio station. Send Picture, resume and tape to:

Equal Opportunity Employer.
Box J-65, BROADCASTING

Midwest metro news operation looking. If you can write and talk to people on the air, send tape, resume and written newscasts to:

Box J-9, BROADCASTING.

Help Wanted Programing, Production

MUTUAL BROADCASTING SYSTEM

is expanding its Programming and Operations Department and needs highly qualified Program Managers in Washington, D.C. Must have extensive background in all facets of program administration with a minimum of five years major market radio experience as highly successful Program Director. Send photo & resume to Personnel Director, Mutual Broadcasting System, 918 16th St., N.W., Washington, D.C. 20006.

Group-owned Radio Station in top-ten market needs an experienced public affairs Director. Please send complete resume, samples of your editorials and special programming scripts. Include salary requirements.

Applications from all races and both sexes are encouraged.

An Equal Opportunity Employer
Box J-19, BROADCASTING

Situations Wanted Management

INDEPENDENT FM PROS!

Young, experienced (24 yrs. combined) team with mgt. skills seasoned in SW mkt. of 180M. Ready to make larger mkt. independent FM fully competitive. Our sales, programming, & engineering talents can't be matched at TWICE the budget. Complete presentation, resumes ready!
Box J-40, BROADCASTING.

Situation Wanted Announcer

#1 CONSERVATIVE Talk Show Host

Can't find a rational conservative? I've got the charisma and intellect plus a great track record. I'm a formal liberal, who grew weary of the tired radic-lib Troubadours.

Box H-33, BROADCASTING

WHEN HIRING, DON'T CONFUSE EXPERIENCE WITH ABILITY.

SPECS HOWARD SCHOOL GRADUATES HAVE ABILITY.

They are air personalities with voice training, and a 3rd endorsed . . . who run a tight board. They write and deliver news . . . Edit actualities . . . In addition, they have ability in sales traffic, and production.

For a professional audition tape, Contact

DICK KERNEN

Specs Howard School of
Broadcast Arts
16900 W. 8 Mile Rd. Suite 115
Southfield, Michigan 48075
1-313-354-6161

I'm damn good and need a chance to prove it. If you're looking for a solid MOR humorous communicator with 6 years exp. look no further. For tape and resume contact:

John Simmons
1168 Albany Street
Utica, New York 13502

Situation Wanted Program, Production, Other

MAJOR MARKET JOCK SEEKING P.D. JOB

Top 40 jock at Big station for several years, would like to return to programming. U.S. or Canada—Salary commensurate with market—Large or good Medium only—Prefer new FM just going rock in Top 10.—Have very good staff already if needed.

Box J-18, BROADCASTING.

TELEVISION

Help Wanted News

SOLID TV NEWS OPERATION

in top-50 SW market is expanding. Seeking top-quality applicants:

- Anchorman with solid news background, substantial on-camera experience.
- Meteorologist with strong TV record.

Positions in \$14,000-\$18,000 range. Send resume and tape now to:

Box J-23, BROADCASTING.

ASSIGNMENT EDITOR

WHAS-TV Louisville, a station with an excellent news reputation, is looking for a person with TV experience who really cares about journalism. A good job in an exciting news operation.

Write, do not call, Tom Dorsey,
Box 1080, Louisville, Ky. 40202.
AN EQUAL OPPORTUNITY EMPLOYER

Employment Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Wanted to Buy Stations

Experienced Broadcasting Group interested in purchasing fulltime AA or FM facilities in the Southeast. Strictly confidential.

Box J-43, BROADCASTING.

For Sale Stations

Full time 5kw AM in medium market—south studio—trans. combination new equipment. History of consistent earnings. \$400,000.

Box J-37, BROADCASTING.

Miscellaneous

AVAILABLE NOW

For stations in the midwest,

men and women with thorough and professional training in the fundamentals of Radio. For Auditions and resumes, write to: Announcers, 1726 South Seneca, Wichita, Kansas 67213.

KLUB KWIZ®

Now in its 20th year on television. Longest running local TV quiz program in the U.S. Now available for broadcast on local radio stations. Easy to produce and sell locally. We supply everything including interesting and authentic questions and answers. For free audition, mail us 30 minute reel of audio tape for an actual off-the-air presentation.

Hayden Huddleston
Productions, Inc.
305 Shenandoah Bldg.
Roanoke, Va. 24011

For Sale Stations Continued



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

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



ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

SE	small	daytime	95M	terms	NE	metro	profitable	280M	terms
SW	metro	FM	200M	29%	MW	Metro	AM&FM	595M	cash
MW	major	daytime	550M	cash	SE	major	daytime	395M	29%



CHAPMAN ASSOCIATES®

business brokerage service

Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

Profile

Burns Nugent: the proper amount of seasoning for working for the NAB

A seventeenth-century English clergyman, William Jenkin, put it this way: "The more you practice what you know, the more shall you know what to practice."

Perhaps that's what the National Association of Broadcasters had in mind when in May 1972 it tapped seasoned broadcaster Burns Nugent, as executive vice president for station relations, succeeding Grover C. Cobb, who became head of the government-relations department.

Mr. Nugent has a broad background of broadcasting and management experience, having served with the WMT-TV Inc. stations from 1953 until 1967, when they were sold to the Orion Broadcasting group, and with the Blackhawk stations for the next five years.

He started out with a law degree from the University of Iowa, but as he tells it, the legal profession was not among the most lucrative fields in the early 50's and he accepted an offer from his uncle, Bill Quarton, to join the WMT chain. "I never regretted that decision," he says. Bill Quarton, who managed the WMT operation and subsequently became part owner of it (and, incidentally, served as NAB's joint board chairman from 1963 to 1964, following Clair McCollough's tenure), "was an outstanding broadcaster," says Mr. Nugent. "He taught me everything I know about the broadcasting business and about management."

From listening to Mr. Nugent, it can be speculated that his employees at the WMT and Blackhawk stations enjoyed their associations with him. The 48-year-old decedent of sturdy Irish stock has a philosophy he calls "Nugent's four rules of management" which he says apply to the operation of any business—from a shoe store to a TV station. First, he says, "assemble the best damn team you can put together; then outline the goals you expect them to reach. This is a must." Rule 3: "If you've got anyone who is a dissident, who will be counterproductive you must remove him whether you want to or not."

The final rule is the hardest of all, says Mr. Nugent. "After you've done all that, then leave them the hell alone." If this prescription is followed, he promises, the work team will assume responsibility, be innovative and take an active interest in their jobs.

Burns Nugent leaves his team at NAB the hell alone. And he has nothing but praise for the five department heads who report to him. There are George Bartlett (engineering) John Dimling (research), Ron Irion (broadcast management), Alvin King (station relations) and Charles Stone (office of station services coordination).



Burns Quarton Nugent—executive vice president, station relations, National Association of Broadcasters; b. Algona, Iowa, March 6, 1925; BS in government, Harvard University, 1945; service in U.S. Navy, 1945-46; JD, University of Iowa Law School, 1948; legal assistant, Royal-Liverpool Group insurance firm, 1948-51; returned to military service as lieutenant in U.S. Naval Reserve, 1951-53; salesman, WMT-TV Cedar Rapids-Waterloo, Iowa, 1953-57; general manager, KWMT(AM) Fort Dodge, Iowa, 1957-61; general manager, WEBC(AM) Duluth, Minn., 1961-66; vice president, WMT-TV Inc., 1964-67; director, Channel 10 Inc. (licensee of WDIO-TV Duluth, Minn., 47%-owned by WMT-TV Inc.) and president and director of GBAZ TV Cable Co., Grand Rapids, Minn. (50%-owned by WMT-TV Inc.), 1966-67; vice president and general manager, Blackhawk Broadcasting Co. stations (KWWL-AM-FM Waterloo, KWWL-TV Waterloo-Grand Rapids, and KLWW-AM Cedar Rapids, both Iowa), 1967-72; executive vice president, station relations, NAB, May 1972 to present; m. Joan Foster, 1952; children: Lelia Ann, 20, and Peter Burns, 18.

In addition to setting priorities for and generally supervising the activities of those five departments, Mr. Nugent is responsible for seeing to it that the association pursues an aggressive campaign in seeking more NAB members and more subscribers to the television and radio codes. Membership recruiting is handled out of the station-relations department, with six regional managers providing the leg work.

Code-subscription recruitment is the responsibility of Richard Wartell, a former regional manager based in Shawnee Mission, Kan. Since the beginning of May when Mr. Wartell made the switch from membership to code subscription, Mr. Nugent notes, there has been a 125-station increase in code subscribers.

Revenues generated from NAB members provide most of the financial base for

NAB's station services, Mr. Nugent says, but he points out that TV and radio code memberships provide the real strength of the association, and hence its clout in Congress.

This leads him to a topic he obviously relishes: self-regulation. "If we don't regulate ourselves," he says, "Congress will do it for us. This is why the anticigarette advertising law was so damaging. For the first time Congress told us we couldn't advertise something that is legally sold." Unfortunately, he says, the industry's attempts to voluntarily ban cigarette ads came "too little and too late." He sees the almost imminent passage of legislation to prohibit broadcast advertising of little cigars as a further blow to free broadcasting.

"We're 10 times better off if we regulate ourselves," he says. And he ticked off two recent examples of the TV-radio code mechanism working to the benefit of broadcasters in staving off government regulation.

In response to concern in Congress over the advertising of proprietary drugs, NAB was "able to come up with guidelines and demonstrate that self-regulation can be effective," he says, and the association took similar action when the so-called topless-radio controversy arose.

Mr. Nugent is optimistic that license-renewal legislation will emerge from Congress. "Congress has to act," he says. "[FCC Chairman] Dean Burch himself has said that the commission needs legislative guidance in dealing with competing applications." However, he foresees "a major battle" on antisiphoning shaping up between broadcasters and cable forces. "Even though the FCC's rules are favorable [for broadcasters], they can be changed. And we are not about to let the public pay for what they now get free," he declares.

Mr. Nugent counts among his friends and social contacts a former broadcaster and publisher with whom he roomed back in his Navy days. Although that comrade happens to be Representative Clarence (Bud) Brown (R-Ohio), ranking minority member of the House Communications Subcommittee, Mr. Nugent says he studiously avoids any appearance of lobbying for NAB. That doesn't stop him from voicing his beliefs about broadcasting at other opportunities, however.

Burns Nugent points to the far wall of his office (within shouting distance of NAB President Vincent Wasilewski's) on the sixth floor of 1771 N Street in Washington. "See that poster?" he says. It's an original drawing his wife picked up in Paris depicting the French copy of the Statue of Liberty. But Miss Liberty's mouth is covered by a red, white and blue bandage. "That serves as a constant reminder to me that no one has greater broadcast freedom than we do and we should deplore any attempt to gag us."

Editorials

Which public's interest?

The Nicholas Johnson clique of foundation-supported activists is being rallied to oppose the expected nomination of James H. Quello to the FCC. Tracy Westen, Al Kramer, Robert Choate, Ralph Nader—the familiar names are at the bottoms of the letters of protest, and the familiar voices are on the telephone, recruiting those little bands of citizens to action.

It is all being done in the name of consumer representation, as though FCC seats were to be parceled out according to constituencies. Mr. Johnson, whose tenure would have ended with his term two months ago if the President had appointed a successor on schedule, is calling for a nominee of "independence and consumer orientation." Mr. Nader wants a "consumer spokesman." Mr. Westen has almost come right out to say he wants a perpetuation of his automatic vote from the seat now occupied by his tutor and former boss.

It is also being done for transparent purpose: to prolong Mr. Johnson's service. If the President is dissuaded from submitting the nomination that the White House has promised, or if the Senate is frightened into rejecting it if it goes up, a precedent of shattering consequence will be established. This matter is now larger than the rescue of an unwanted incumbent or the seating of a carefully chosen replacement. The nature of the FCC itself is at stake.

If the argument of the pro-Johnson gaggle is accepted, the FCC's dual role as both a legislature and a court will be compromised. In an agency that merely made the rules, with another body adjudicating disputes arising under them, there might be a point in selecting members to represent specific interests (though the membership would have to be enormously enlarged and probably elected in some form of plebiscite). But that sort of composition is unlikely to produce the detachment that is demanded of an agency that is also the "criminal" court before which alleged violators of its rules are tried and the "civil" court where rival applicants compete for rights to enter or remain in business.

It would be wrong for Mr. Quello to be nominated to the FCC with instructions to side always with the broadcasters who are his former colleagues, just as it would be wrong for Charlotte Reid to consider all questions from the viewpoint of girl singers or Dean Burch to vote only the way Arizona lawyers of conservative conviction would want him to vote. All are there to represent the public in general, and those who take narrower positions are underestimating their jobs.

Back in 1947 a commission nominee almost missed Senate confirmation because he indicated a special concern for one part of the FCC's domain. Edward M. Webster, who had formerly been chief communications officer of the Coast Guard, said, in response to a question about broadcast regulation, that his primary concern was for maritime radio. Senators held up his confirmation until he promised to extend his vistas.

The agency's basic functions haven't changed since that day. Neither should there be a change in the principles of membership selection.

Contending forces

Just for the hell of it we undertook a spot survey of associations, organizations and societies dedicated to the preservation or the harassment of the broadcast media. This in-depth survey was made without budging from our chair; we had only to dissect the listings in the 1973 BROADCASTING YEARBOOK, under the heading of "Associations."

The result, without taking into account government agencies

(for better or for worse), the 50 state associations of broadcasters or the technical societies, showed at least 50 organizations of all shades and descriptions whose missions seem to be the undoing of or getting something-for-nothing from licensees. Nearly as many organizations—about 45 by our count—are the white hats who profess dedication to the perpetuation of broadcasting by the American plan. At the top, of course, is the National Association of Broadcasters. Others have their own specialized roles in programing, news, music, talent, religion, records, education or welfare.

There isn't much broadcasters can do about the pressure groups except to resist where they seek to tear asunder, or condone when there is a semblance of logic on their side. As businessmen, broadcasters must make equitable judgments.

We do not know how much money is being spent for all these projects and movements underwritten by broadcasters. We would hazard an estimate of at least \$10 million a year. We do perceive that, once underwritten, they seem to take on permanent life. New ventures are simply added on.

It may be that broadcasters in all walks like to hold office, sit on boards, and meet from time to time at exotic places. Yet no one wants to curtail the activities of the revitalized NAB or of the code boards or the Association of Maximum Service Telecasters, which has been a stonewall of resistance to degraders of TV allocations and service.

We venture that considerable money is being wasted in these multifarious activities. But broadcasters will never know how much or where until an audit is made.

Time, gentlemen

The first appointment to the \$44,000-a-year job of director of the New York State Commission on Cable Television, which is to regulate franchising, was made last week. The attractions of creative bureaucracy can now be calculated with some precision and will undoubtedly be emulated in other states.

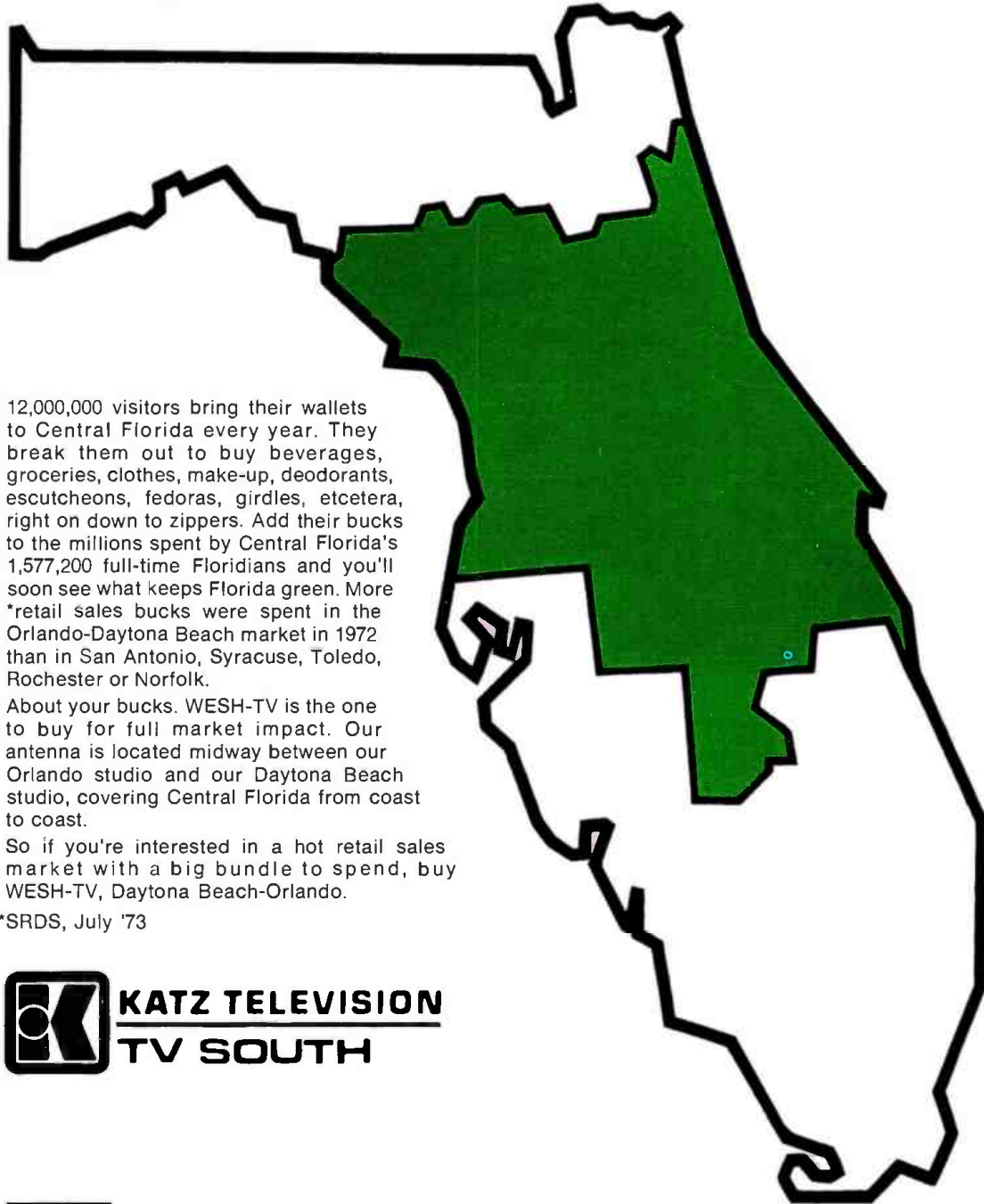
This suggests a need for clear national policy on cable regulation. So far it has all been up to the FCC. It ought to be a job for Congress. For starters, that cable-policy proposal that the White House has been hatching for two years or more ought to be brought out of the egg.



Drawn for BROADCASTING by Sid Hix

"Now don't forget our shop policy—no instant analysis."

THE BUCKS\$ STOP HERE



12,000,000 visitors bring their wallets to Central Florida every year. They break them out to buy beverages, groceries, clothes, make-up, deodorants, escutcheons, fedoras, girdles, etcetera, right on down to zippers. Add their bucks to the millions spent by Central Florida's 1,577,200 full-time Floridians and you'll soon see what keeps Florida green. More *retail sales bucks were spent in the Orlando-Daytona Beach market in 1972 than in San Antonio, Syracuse, Toledo, Rochester or Norfolk.

About your bucks. WESH-TV is the one to buy for full market impact. Our antenna is located midway between our Orlando studio and our Daytona Beach studio, covering Central Florida from coast to coast.

So if you're interested in a hot retail sales market with a big bundle to spend, buy WESH-TV, Daytona Beach-Orlando.

*SRDS, July '73



KATZ TELEVISION
TV SOUTH

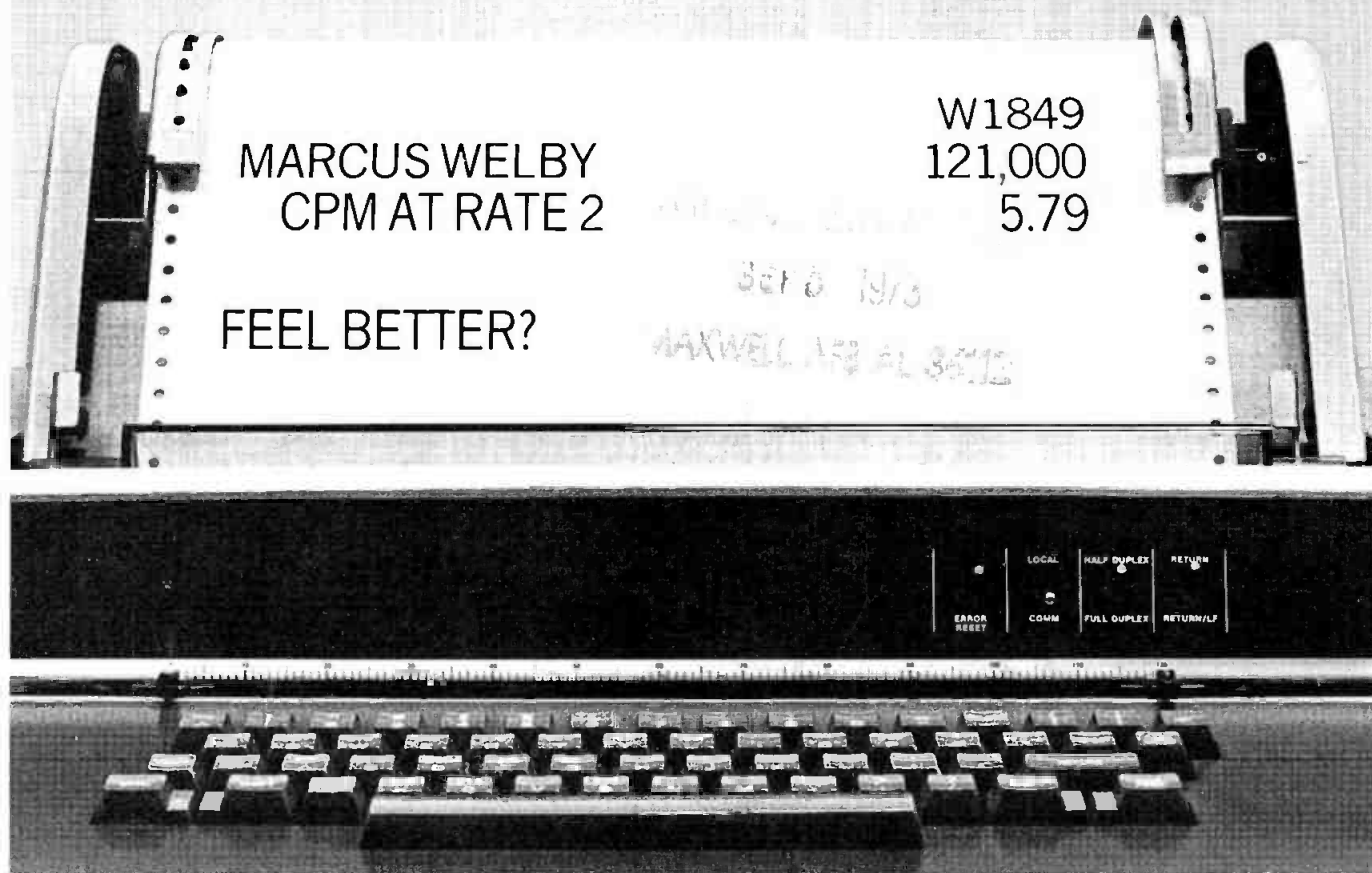


WESH-TV



DAYTONA BEACH • ORLANDO
A Cowles Communications Station

**You asked for women 18-49,
Marcus Welby.
Their computer said:
"I'm sick."
Ours said:**



And if you like, you can ask it for teens. Or men 18-49. Or any of thirteen rating and demographic categories. From up to eight rating books. With cpm and cost/rating point.

We handle traffic. And billing. And accounts receivable.

But more than anything else, we help you sell.

For more information, call Allan Sanders or Dan Roberson collect at (404) 892-3456.

**broadcasting
information
service**



COX DATA SYSTEMS

ATLANTA, GEORGIA 30309 (404) 892-3456

A BUSINESS SERVICE OF  COX BROADCASTING CORPORATION