

Off and running with the new TV network season
McIntire turning radio pirate to defy license lifting

Broadcasting Sep 10

The newsweekly of broadcasting and allied arts

Our 42d Year 1973

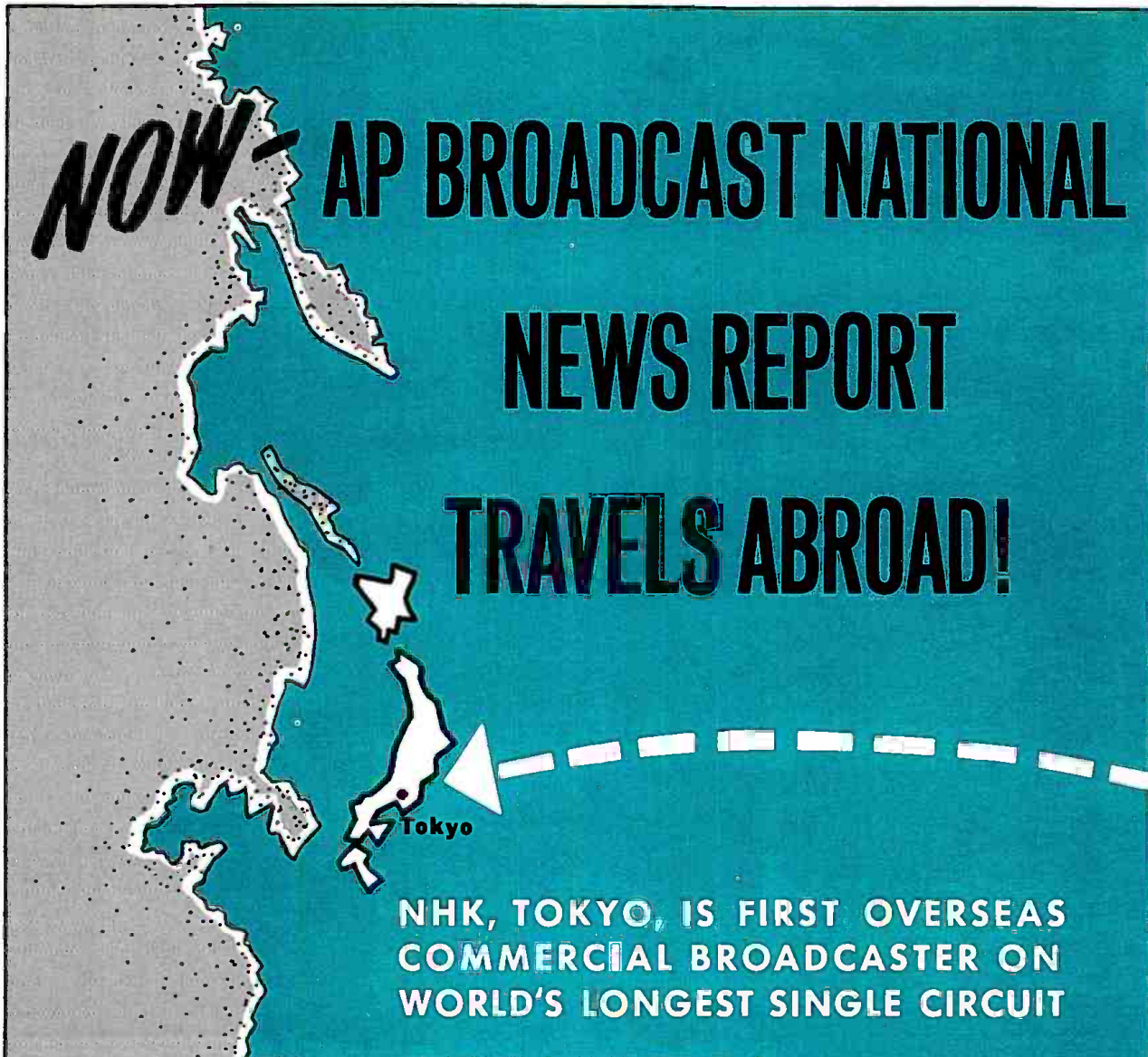
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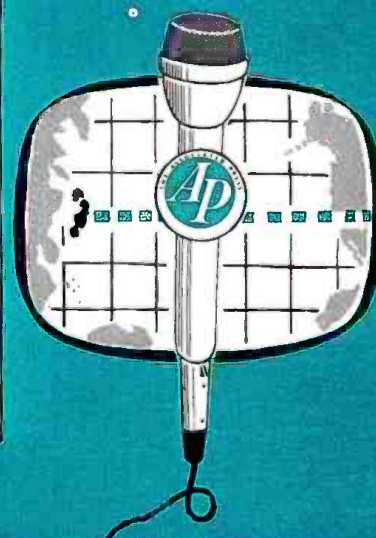
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The Associated Press Broadcast News Wire recently added a big 11,000-mile step to its 190,000-mile domestic circuit in providing the Japan Broadcasting Corporation, NHK, the full 24-hour, year-round news report.

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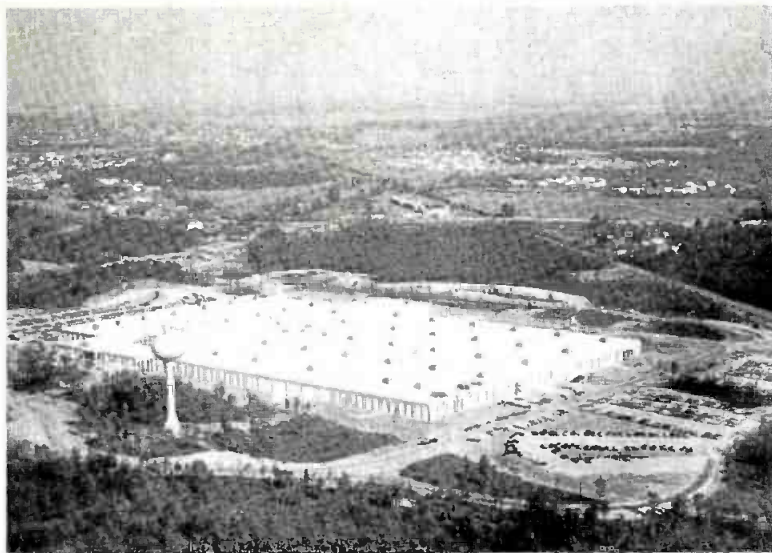


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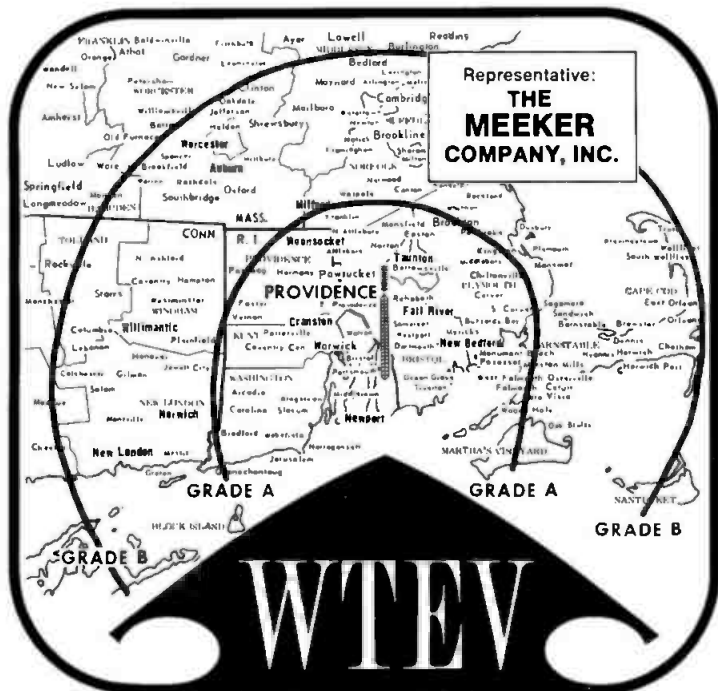
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Pay warfare

Massive campaign that National Association of Broadcasters will mount against siphoning of broadcast programs to pay television (page 36) may cost \$600,000 or more. Exact budget can't be set until public-relations firm is hired and media plan devised and accepted, but figures well above half-million mark were freely discussed last week by NAB Special Committee on Pay Television. Committee also decided to accept challenge by David Foster, president of National Cable Television Association, to debate issue of pay cable. Committee Chairman Willard Walbridge is expected to announce forum and spokesman this week.

For its part, NCTA is considering counterattacks that include fairness complaints to FCC if broadcasters put antipay messages on air, antitrust complaint to Justice Department on ground NAB is attempting to stifle competition, civil antitrust suit, complaint to Federal Trade Commission over false and misleading advertising. Advisory on situation and association's strategy is expected to go to NCTA members this week.

The drill

FCC Chairman Dean Burch will hold commissioners to three-meetings-per-week schedule "for foreseeable future" in effort to make dent in backlog of important items. Special meetings will generally be held Tuesdays and Thursdays, regular meetings on Wednesdays. Among key dates—Sept. 20 and 27, for prime-time-access rule; Oct. 2 and continuing over period of three weeks, various cable-television items (pay-cable rules, sports carriage and relay of radio signals, action on requests for waivers of cable-system and television-station crossownership rule, definition of cable system and completion of multipoint-distribution system inquiry, consideration of advisory committee reports on federal/state-local jurisdiction and technical standards); Oct. 23 and 25, number of items including children's television programming and report on fairness-doctrine inquiry.

Disposal of at least most of those items in line with that schedule would presumably make it easier for Chairman Burch to leave commission on or about Nov. 1, which is date on which most speculation about his plans has fixed.

Tape pinch

Warning flag is up for TV and radio on impending shortage of magnetic tape, both video and audio. Audio Magnetics Corp., Gardena, Calif., major tape manufacturer, has put its customers on allocation—latest level is 75% of 1972 orders. Limitations stem from shortages of petrochemical and other raw materials used in making tapes, as well as tremendous de-

mand from overseas markets, due to dollar devaluations. Audio Magnetics is subsidiary of Mattel Inc., Hawthorne, Calif.

Near miss

Proposal by noncommercial WETA-TV Washington for drop-in of channel 12, which had been thought to have little chance of acceptance, was very close to passage at FCC meeting last week. Only three commissioners, Robert E. Lee, Richard E. Wiley and Charlotte Reid, appeared to agree with staff's recommendation of rejection of request for one-year "experimental" operation. Their view was that if WETA-TV, which is on channel 26, can't reach big enough audience, it should seek increase in its UHF power.

Chairman Dean Burch, however, appeared anxious to find way to accommodate WETA-TV. Also sympathetic to drop-in were Nicholas Johnson, H. Rex Lee and Benjamin Hooks. Principal problem they face is loss of service number of eastern VHF stations would suffer. Mr. Burch shelved issue for further study, but said it would be raised again before Robert E. Lee, most vehement opponent, returns from International Telecommunications Union meeting in Torremolinos, Spain, on Oct. 26.

The inevitable

Cox Broadcasting Co., which bought Henry I. Christal Co. two months ago (BROADCASTING, July 9), has notified CBS Radio Spot Sales that Jan. 1 is date that representation of four Cox AM's moves to Christal. Stations are WSB Atlanta; WHIO Dayton, Ohio; WIOD Miami and WSOC Charlotte, N.C. Cox's recently acquired KFI(AM) Los Angeles has been represented by Christal for years. CBS Radio Spot Sales is expected to announce at least one Cox replacement in next few weeks.

Waiter

Nomination of James H. Quello, retired manager of WJR-AM-FM Detroit, to FCC was deferred last week, but, according to White House insiders, isn't sidetracked. Press of other business—including preparation of President's message to Congress this week on legislative program—was said to be cause of Quello delay. Meanwhile, White House was reported to have been sent endorsements of Mr. Quello by prominent Detroit blacks, including president of Detroit Common Council and executive director of Detroit Urban League. Letters were sent after publication of news reports that Andrew E. Jackson, black executive of Capital Cities Communications Corp., owner of WJR stations, had been critical of Mr. Quello (BROADCASTING, Aug. 27).

With formality of Quello nomination

delayed, Clay T. Whitehead, director of Office of Telecommunications Policy, was reported to have revived campaign for appointment of his candidate, Glen O. Robinson of University of Minnesota, also favorite of FCC Chairman Dean Burch.

Field trip

Some 25 FCC staff members, perhaps accompanied by commissioner or two, will spend Thursday, Sept. 13, learning firsthand how small-market radio operates. They'll take chartered bus to visit WFLS-AM-FM and WFVA-AM-FM Fredericksburg, Va., and WJMA-AM-FM in nearby Orange, Va. Inspection tour was arranged by Charles Jones, director of National Association of Broadcasters' Radio Information Office, who has escorted several FCC members and high-ranking staffers on earlier tours of small stations in effort to point out that broadcasting has more to it than Hollywood studios and New York headquarters.

Next act

There has been series of unpublicized meetings involving FCC Commissioner Nicholas Johnson and representatives of citizen-group movement who, like him, are on verge of changing scenes or jobs. Participants have included Albert H. Kramer, who is to cut ties with Citizens Communications Center of Washington; Tracy Westen, who is moving his Stern Community Law Firm from Washington to Los Angeles, and William Wright, who is leaving Black Efforts for Soul in Television to move to San Francisco. Another at same meetings has been Phil Watson, former general manager of Howard University's WHUR(FM) Washington. Talk is of "communications coalition," though nothing has materialized.

Mixed bag

Interesting voting line-up among FCC commissioners developed last week on question of whether WLS-TV Chicago should be fined for violating political-editorial rule. Chief of complaints and compliance division, William Ray, said yes; General Counsel John Pettit said no. General counsel's position prevailed; but supporting Mr. Ray was unlikely combination of Chairman Dean Burch and Commissioner Nicholas Johnson, along with H. Rex Lee.

New entry

Britain's Thames Television, seeking to expand its representation in U.S. market, is reported ready to offer hour action series, *Special Branch*, for syndication early next year. Series has been distributed in foreign markets for past three years, will be syndicated through Thames's U.S. sales agent, Gottlieb-Taffner Programs, New York.

At Deadline

In Brief

Football on their minds. Professional-quarterback-turned-congressman told House Communications Subcommittee Friday (Sept. 7) that antiblackout bills (see story page 46) are "misguided" and that National Football League's TV policies have in large measure helped sport's growth. Representative Jack Kemp (R-N.Y.), 13-year veteran of American Football League, said stadium attendance is vital, questioned "whether Congress has the right to tell someone how to merchandise his product." ■ **11th hour out.** Meanwhile, Kaiser Broadcasting's Richard Block offered suggestion to NFL Commissioner Pete Rozelle: that league make tapes of Sunday games available to TV stations for airing day later, suggesting move might avoid congressional steamroller that threatens to lift blackouts. ■ **Moderate month.** FCC received 2,313 complaints from public during July, down 598 from June total. ■ **Wearn for Weber.** Vacancy on National Association of Broadcasters' Special Committee on Pay TV, created by death week earlier of Fred Weber, Rust Craft Stations ("At Deadline," Sept. 3) will be filled by Wilson Wearn, president of Multimedia Inc. ■ **Challenge in Baltimore.** Citizens Planning and Housing Association, nonprofit Baltimore-area public-interest group, has asked FCC to deny certificate of compliance to Calvert Telecommunications Corp., firm which has been awarded franchise to serve suburban Baltimore county, Md. ■ **Getting closer.** Senate Friday approved conference on bill containing FCC's fiscal 1974 budget, but measure has for time being run into roadblock over provision to prohibit federal officials from using large automobiles at taxpayer expense. At stake for commission: \$39,860,000. It is now up to House to decide whether to appoint conferees to help Senate representatives resolve issue. ■ **Extemporaneous.** FCC has ordered virtually impromptu oral argument on issues involving applications of GTE Satellite Corp. and AT&T for domestic communications satellite authorizations—for Tuesday (Sept. 11). It said that discussion would enable it to resolve issues in various pleadings and that final decision would be issued "immediately following." ■ **Reprive.** National Association of Broadcast Employees and Technicians postponed threatened strike against NBC set for last Wednesday (Sept. 5) and resumed negotiations with network in Washington.

RKO, Heftel abandon plans to transfer WROR(FM) Boston; citizen-protest delay cited as culprit

Citizen-group opposition to RKO General's sale of WROR(FM) Boston to Cecil and Joyce Heftel has resulted in death of that transaction. RKO and Heftel Broadcasting Co. last week jointly notified FCC of their agreement to terminate WROR venture, which would have been worth \$2 million.

Although commission approved sale last month (BROADCASTING, Aug. 13), that action had been subject to challenge. Two Boston citizen groups had pending request for stay of FCC decision. One, Boston Community Media Committee Minority Caucus, objected to

commission's disapproval of programming-employment agreement it had reached with Heftel. Another, Committee for Community Access, took issue with sale grant itself; it had earlier filed petition to deny transaction, which commission had dismissed.

In letter to commission, RKO and Heftel stated that "the underlying reason for this action has been the desire of both parties to avoid the uncertainty which would surround this transaction during the pendency of the litigation and its adverse impact upon the station's staff and operations." WROR sale contract expired two weeks ago.

Letter also stated that RKO will "continue to pursue its policy of disposing of co-located facilities in those markets where it is now operating." There was no word last week, however, as to whether RKO would try to find new buyer for WROR.

Dustup over Puyallup

It still goes on; oral argument hears contention that counsel Cottone should be barred from case; preacher-radio pirate McIntire leads a cheering section

FCC heard hour and 45 minutes of oral argument Friday (Sept. 7) on fate of KAYE(AM) Puyallup, Wash.—that is, whether administrative law judge's order dismissing station's license-renewal application should be affirmed. But most of time was spent discussing hearing-room conduct of station's counsel, which had led Judge Ernest Nash to dismiss application on ground station had failed to prosecute it, and on whether counsel should be permitted to continue if case is remanded for further hearing.

Station counsel, Benedict Cottone, said it would be unfair to "stigmatize" him by remanding case on condition station acquires another lawyer. He said he should not be required to step aside unless he is given opportunity to rebut charges leveled at him by Judge Nash.

Hearing ended dramatically in Puyallup in September, when Judge Nash, in unprecedented move, ejected Mr. Cottone. Action came as climax to increasingly rancorous proceeding in which Mr. Cottone and Judge Nash exchanged epithets and charges. And when station president John Nicholls failed, in weekend given him, to find new counsel, Judge Nash closed record and said he would dismiss application. Formal order was issued in December (BROADCASTING, Dec. 11, 1972).

Commission's Broadcast Bureau supports Judge Nash's order excluding Mr. Cottone. Bureau Counsel Joseph Chachkin said it is essential for commission to support unprecedented ruling if proper conduct on part of attorneys in hearing is

to be assured. But he also said that Judge Nash erred when he failed to give KAYE more than weekend to obtain new counsel.

Questions from bench indicated that commissioners were not disposed to permit Mr. Cottone to continue in case if they decide to remand it (which seemed likely), either to Judge Nash or, as some officials indicated was possible, another judge. At one point, Chairman Dean Burch asked Mr. Cottone, "Is there any question that if you had carried on in a court of general jurisdiction the way you did in Puyallup you would have gone directly to jail?" He noted at one point Mr. Cottone had said Judge Nash's mind was "a cesspool of filth."

Repeatedly, Mr. Cottone said that although he might have made mistakes of temper, they were triggered by Judge Nash's own conduct. He said Judge Nash had called him "antisemitic" and "a shy-ster."

Commissioner Richard E. Wiley sought to focus discussion on merits of KAYE's case apart from question of Mr. Cottone's representation. But counsel turned question back to one of his fitness, saying as-

They stay. FCC rejected proposal by Consumer Electronics Group of Electronics Industry Association to eliminate channels 70-83 on UHF tuners. Association contended that future land mobile expansion in 806-890 mhz band will replace all except most remote translators presently operating on channels 70-83; and technical improvements and cost savings would result from change. FCC, however, considered benefits "insignificant" and noted that since most translators are nonprofit and community-supported endeavors, switch-over present unnecessary financial burden for licensees.

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Radio — ARB estimates, April-May 1973.
TV — ARB estimates, January/February,
February/March and May 1973 average.
Total survey areas.
All data subject to qualifications which
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RADIO

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Persons 12+ AQH 6 am-Midnight, M-S

WCCO Radio	124,500
Best TV Station	106,350

Adults 18+ AQH 6 am-6 pm M-F

WCCO Radio	161,300
Best TV Station	60,500

Men 18+ AQH Prime Time, M-F

WCCO Radio (6-10 am)	107,100
Best TV Station (6:30-10:30 pm)	91,800

Actually, though, we'd rather have you check our figures yourself. All 16 points of comparison are available through your WCCO Radio or CBS Spot Sales representative. And the figures add up to one thing. Results for your clients in the Minneapolis/St. Paul market.



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MINNEAPOLIS/ST. PAUL

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sumption that he would not participate could not be made without determination of Judge Nash's charges.

Hearing broken off in September 1972 was second in proceeding which grew out of complaints of citizen groups and B'nai B'rith that conservatively oriented station had violated commission's fairness doctrine and personal-attack rules.

First hearing, also conducted by Judge Nash, was also heated, and resulted in initial decision in June 1971 recommending denial of station's license. However, commission sent case back to Judge Nash after KAYE contended he had failed to permit station to make rebuttal showing.

Among those who crowded commission's meeting room for oral argument was fundamentalist preacher Dr. Carl McIntire, whose seminary in July lost its licenses to operate WXUR-AM-FM Media, Pa., and who now says he will operate unlicensed station on ship anchored outside three-mile limit (see page 30). He arrived in Washington with busload of followers, and said he had plans to confer with members of Congress on private bill that was introduced to reinstate stations' licenses.

WJIM-TV comes to terms on programing, hiring

Gross Telecasting Inc. has reached agreements with two citizen groups—one of them concerned specifically with children's programing—which commits licensee to number of actions in employment and programing at its WJIM-TV Lansing, Mich. Agreements—with Citizens United for Better Broadcasting and Lansing Committee for Children's Television—were to be made part of station's file at FCC. Michigan stations are due for renewal Oct. 1.

Under CUBB agreement, WJIM-TV will produce 30-minute prime-time local public affairs programing and number of other programs dealing with community problems specified in renewal application, hire full-time racial minority on-camera news reporter, add to staff either experienced TV commentator/analyst or "corps" of part-time commentator/analysts. In addition, station will boost by 50 minutes per week amount of time devoted to local news and devote 50% of all public service announcements to promotion of area nonprofit organizations. Total time devoted to public service announcements will average at least 100 minutes weekly.

Under agreement with LCCT, WJIM-TV agrees to consult with members of organization on selection of syndicated programing for afternoon hours and on local production of children's programing. Station will present monthly children's special featuring children from area. Agreement also provides for experiment of "commercial cluster" concept on daily local children's program station will produce.

WJIM-TV, in addition, agrees to abandon program that has come under fire from some groups as too violent for children—*Wild, Wild West*.

KTBC-TV sale approved—conditioned on unsnarling a passel of legal strings

FCC has approved Times Mirror Co.'s purchase of KTBC-TV Austin from Texas Broadcasting Co., owned by family of late President Lyndon B. Johnson. Purchase price was \$9 million.

Commission conditioned grant on outcome of number of legal actions in which Times Mirror is involved. These include petition to deny renewal of Times Mirror's KDFW-TV Dallas-Fort Worth, filed by Civic Telecasting Corp., whose principals have also brought antitrust suits against Times Mirror and other licensees in Dallas-Fort Worth. Civic contends that licensees conspired to monopolize broadcasting in that market.

Commission also conditioned grant on outcome of action it takes on request by Aetna Life and Casualty Co., minority stockholders in Times Mirror, for modification of multiple-ownership rules that would enable it to continue its Times Mirror ownership.

Commission, in addition, noted that Otis Chandler, vice chairman of Times Mirror board, has agreed not to participate in operation of KTBC-TV unless Securities and Exchange Commission suit in which he is involved is resolved in his favor, or unless commission approves his participation.

Commission vote was 4-to-1, with Chairman Dean Burch abstaining and Commissioner Nicholas Johnson not participating. Commissioners Robert E. Lee and Benjamin L. Hooks voted for the commission order, and Commissioners Charlotte Reid and Richard E. Wiley concurred in result.

Commissioner H. Rex Lee dissented because of what he saw as serious legal questions facing Times Mirror. He said consideration of assignment application should be deferred until commission disposes of petition to deny against KDFW-TV. He also expressed concern about antitrust suit in which federal district court jury in California voted against Times Mirror subsidiary in field of aviation educational material, and awarded plaintiff \$2 million damages. SEC suit and problem involving Aetna were further reasons for not granting assignment, Commissioner Lee said.

Sale deadline initially was Sept. 1, but was extended to Oct. 1 when FCC failed to act in August.

FCC repeats its 'no' to KDOV

FCC has reaffirmed its decision of May 1969 denying license renewal of KDOV (AM) Medford, Ore. and dismissing application of Medford Broadcasters Inc. for sale of station to W. H. Hansen. Commission originally dismissed KDOV renewal and transfer applications, as well as renewal application of KCNO (AM) Alturas, Calif. (licensed to Mr. Hansen), on issues that included character qualifications of both Medford and Mr. Hansen, hidden ownership, unauthorized

transfer of control and various other misrepresentations. Review board later added issue of stations' lack of meritorious public-service programing.

Headliners



Mr. Rosch



Ms. Bernstein

J. Thomas Rosch, 33, attorney with San Francisco law firm of McCutchen, Doyle, Brown and Enersen, named director of Federal Trade Commission's Bureau of Consumer Protection. He succeeds Robert Pitofsky, who resigned in March. Post had been held in interim by Joan Z. Bernstein, who now becomes deputy director. Mr. Rosch characterizes himself as "vigorous enforcer" and says he hopes to "follow in the wake" of Mr. Pitofsky, who garnered reputation as active enforcement official.



Mr. Leahy



Mr. Hosking



Mr. French

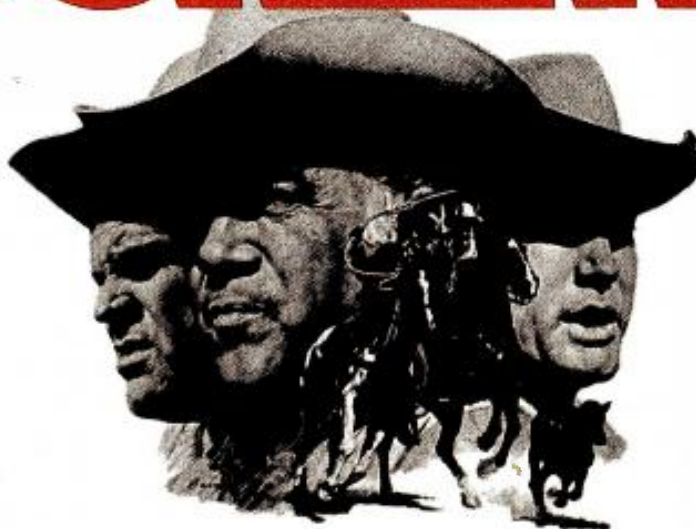


Mr. Jankowski

Thomas F. Leahy, vice president for sales, CBS Television Stations Division, named VP-general manager of WCBS-TV New York. He succeeds Robert L. Hosking, who takes over as VP-GM of WCAU-TV Philadelphia, in turn succeeding Gordon L. French, named to new post of VP-production, CBS Television Stations, Los Angeles. Gene Jankowski, director of sales, WCBS-TV, succeeds Mr. Leahy.

JOIN THE
WORLD-WIDE

BONANZA*



United States

WAST Albany, N.Y.
WTAJ-TV Altoona/
Johnstown, Pa.
KGGM-TV Albuquerque, N.M.
KVII-TV Amarillo, Tex.
WQXI-TV Atlanta, Ga.
WRDW-TV Augusta, Ga.
KTVV Austin, Tex.
WLBZ-TV Bangor, Maine
WCVB-TV Boston, Mass.
WBNG-TV Binghamton, N.Y.
WCAX-TV Burlington, Vt.
WBRC-TV Birmingham, Ala.
WAFB-TV Baton Rouge, La.
KBMT-TV Beaumont, Tex.
KBOI-TV Boise, Idaho
KTVQ-TV Billings, Mont.
WMAR-TV Baltimore, Md.
WHIS-TV Bluefield, W. Va.
WCYB-TV Bristol/
Johnson City
WTVC Chattanooga, Tenn.
KRDO-TV Colorado Springs/
Pueblo, Colo.
WGN-TV Chicago, Ill.
WLWT Cincinnati, Ohio
WEWS Cleveland, Ohio
WLWC Columbus, Ohio
WTVM Columbus, Ga.
WBTB Charlotte, N.C.
WCIV Charleston, S.C.
WBOY-TV Clarkesburg, W. Va.
KDTV-TV Dallas/
Ft. Worth, Tex.
WJW-TV Detroit, Mich.
KWGN Denver
WESH-TV Daytona Beach, Fla.
WSEE-TV Erie, Pa.
WEAU-TV Eau Claire, Wisc.
WSJV-TV Elkhart/
South Bend, Ind.
WTVW Evansville, Ind.
KROD-TV El Paso, Tex.
KJEO-TV Fresno, Cal.
WKJG-TV Ft. Wayne, Ind.
WBBH-TV Ft. Myers, Fla.
WBTW Florence, S.C.
WDAY-TV Fargo, N.D.
WJRT-TV Flint, Mich.
WBAV-TV Green Bay, Wisc.
WXII-TV Greensboro/
Winston Salem,
N.C.
WFBC-TV Greenville, S.C.
WZZM-TV Grand Rapids, Mich.
KHOU-TV Houston, Tex.
KHAS-TV Hastings, Nebr.
WSAZ-TV Huntington, W. Va.
WHNT-TV Huntsville, Ala.
WVEC-TV Hampton, Va.
KHQA-TV Hannibal, Mo.
WLWI Indianapolis, Ind.
WLBT Jackson, Miss.
KODE-TV Joplin, Mo.
WTLV Jacksonville, Fla.

WDAF-TV Kansas City, Mo.
WATE-TV Knoxville, Tenn.
KARK-TV Little Rock, Ark.
KLBK-TV Lubbock, Texas
KTLL-TV Los Angeles, Cal.
KORK-TV Las Vegas, Nev.
WLEX-TV Lexington, Ky.
WLYH-TV Lancaster/
Lebanon, Pa.
KNOE-TV Monroe, Ark.
WTOX-TV Meridian, Miss.
WHBQ-TV Memphis, Tenn.
KEYC-TV Mankato, Minn.
WVTV Milwaukee, Wisc.
WLTW Miami/
Ft. Lauderdale, Fla.
WMAZ-TV Macon, Ga.
WPIX New York, N.Y.
WWL-TV New Orleans, La.
WKY-TV Oklahoma City, Okla.
KETV Omaha, Nebr.
WCSSH-TV Portland, Me.
WPHL-TV Philadelphia, Pa.
WTAE Pittsburgh, Pa.
WTEV Providence, R.I.
KGW-TV Portland, Ore.
WEEK-TV Peoria, Ill.
WPSD-TV Paducah, Ky.
WEAR-TV Pensacola, Fla.
KBIM-TV Roswell, N.M.
WHEC-TV Rochester, N.Y.
WRAL-TV Raleigh/
Durham, N.C.
WDBJ-TV Roanoke, Va.
KTVN-TV Reno, Nev.
KROC-TV Rochester, Minn.
WHEN-TV Syracuse, N.Y.
WBRE-TV Scranton/
Wilkes Barre, Pa.
WOAI-TV San Antonio, Tex.
KTV Sioux City, Iowa
KOLR Springfield, Mo.
KOVR-TV Stockton, Cal.
KNTV San Jose, Cal.
XETV San Diego/
Tijuana, Cal.
KSL-TV Salt Lake City, Utah
KOMO-TV Seattle, Wash.
KHQ-TV Spokane, Wash.
WSAV-TV Savannah, Ga.
KTAL-TV Shreveport, La.
KOTV Tulsa, Okla.
WCTV Tallahassee/
Thomasville, Fla.
WTVT Tampa, Fla.
WECT Wilmington, N.C.
KWWL-TV Waterloo, Iowa

WITN-TV Washington, N.C.
WYTV Youngstown, Ohio
KNDO-TV Yakima, Wash.

Canada

CBC Network
CTV Network — selected stations
Many independent stations

International

Abu Dhabi (Trucial States)
Aden
Afars (French Somaliland)
Albania
Algeria
Antigua
Argentina
Australia
Austria
Bahamas
Barbados
Belgium
Bermuda
Bolivia
Brazil
Bulgaria
Cambodia
Canary Islands
Central African Republic
Chile
Colombia
Congo, Republic of the Congo
Costa Rica
Cuba
Cyprus
Czechoslovakia
Denmark
Dominican Republic
Ecuador
Egypt
El Salvador
Equatorial Guinea
Ethiopia
Finland
France
French Guiana
French Polynesia
Gabon
German Democratic Republic
German Federal Republic
Ghana
Gibraltar
Greece
Guadeloupe
Guatemala

Sudan
Surinam
Sweden
Switzerland
Syria
Taiwan
Thailand
Trinidad
Tobago
Tunisia
Turkey
Uganda
United Kingdom
Upper Volta
Uruguay
U.S.S.R.
Venezuela
Vietnam
Yemen
Yugoslavia
Zaire Republic
Zambia
U.S. Military (overseas)

nta
National Telefilm Associates

New York, N.Y. 10017
50 East 42 Street
(212) 972-0056

Los Angeles, Cal. 90066
12636 Beatrice Street
(213) 380-3663

Chicago, Ill.
(312) 693-3880

Toronto, Canada
175 Bloor St. East
(416) 962-4061

• Tokyo
• London
• Paris
• Mexico City
• Buenos Aires
• Athens
• Sydney
• Rio de Janeiro

* A Burt Rosenburgh advertising idea.



AMERICAN CITIES ARE SUFFERING FROM HARDENING OF THE ARTERIES.

Storer stations are concerned and are doing something about it.

In 1945 there were 31 million cars on American roads, and public transportation carried 19 billion passengers. Today there are over 112 million cars and only 5½ billion passengers a year use mass transit systems.

Result? Wall-to-wall traffic jams in and around cities. Eye-searing pollution. Frazzled nerves. And, on top of it, we're facing gasoline shortages of serious proportions.

Urgently needed are improved traffic arteries and more attractive mass transit to entice drivers from the highways. To that end, Storer stations are lending editorial and programming support to upgrading transportation systems for their communities.

For instance, WJW-TV has pushed to regionalize the

Cleveland Transit System which has lost riders through higher fares and reduced service. WJW-TV points out that regionalization and a tax subsidy would qualify the system for federal aid—and revitalization. WJW-TV programs on transportation also include "The Perfect People Mover." It deals with transit in the inner city, and from the suburbs by exclusive bus lines. Filmed in places like Washington, Pittsburgh and Atlanta, it has been chosen for seminars on mass transportation in a number of states.

WITI-TV's documentary on mass transit showed what cities are doing and where Milwaukee stands. Another program brought Milwaukee supervisors together to discuss timing and feasibility of public ownership of the transit system. WITI-TV editorials also pointed up foot-dragging on completion of the city's freeway system, and suggested allowing legal

right turns on red lights to keep traffic moving.

Storer stations in Atlanta, Detroit, Miami, Toledo and other cities have aired similar messages. Subjects range from the use of highway funds for mass transit to building an elevated expressway over existing roads.

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

For we strongly believe that the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

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

The Mike Douglas Show is doing a number in Indianapolis. Number 1.



When it comes to young women (18-49), The Mike Douglas Show is #1 in Indianapolis. It's also #1 in many other markets, both large and small—Jacksonville, New York, Spokane, Grand Rapids, Philadelphia, Pittsburgh, and the list goes on and on.

To reach the ladies, The Mike Douglas Show is your answer. Group W Productions, 90 Park Avenue, New York, N.Y. 10016, (212) 983-5081.

GROUP W PRODUCTIONS INC.
WESTINGHOUSE BROADCASTING COMPANY

We've produced more first-run shows than anyone else in syndication.

Source: ARB May 1973. Audience estimates are subject to qualifications available on request.

Open Mike®

Meal ticket

EDITOR: Howard Eaton Jr. of Ogilvy & Mather is obviously someone whom I've missed during my recent rounds of New York agencies. His bearishness about UHF ("Monday Memo," Aug. 27) isn't borne out by the facts.

Such items as the number of profitable independent U's increasing 83% while their network counterparts displayed a creditable 49% increase are only part of the story (1972 FCC figures). Kaiser Broadcasting just racked up its 14th consecutive quarterly increase (profitable, at that), and we are growing at a faster rate than the industry as a whole.

One of the key reasons for ABC's parity is that it now has clearance in markets where, before the All Channel Bill (enacted in 1962 but not effective until 1964), it was either cherry-picked or ignored. That long-awaited fourth commercial network is now possible with a mixture of U's and V's. I'm going to take Howard to lunch to bring him up to date.—*Richard C. Block, vice president and general manager, Kaiser Broadcasting, Oakland, Calif.*

Within and without NAB

EDITOR: Let us hope that Donald Allen of KLYD-AM-FM Bakersfield, Calif., soon joins other critics of the actions of the National Association of Broadcasters by working "within" the organization.

Mr. Allen criticized a plan of action which finds the NAB advertising in the papers most read by politically conscious Washington ["Open Mike," Aug. 27]. Members of Congress read the *Post* and the *Star-News*, make no mistake about it. Two congressmen I know well have told me that every ad published thus far has given them "valuable information."

Broadcaster Allen should realize that newspaper ads are just one part of the process of spreading the word about radio and TV problems. Best of all, of course, is the individual contact of a

broadcaster with his senator and congressman. However, there are plenty of congressmen (and their aides) who get very few phone calls, almost no mail and practically no personal contact from their broadcaster-constituents. There is no question but what money invested in "think ads" aimed specifically at busy public officials in Washington is money well spent.

Pot-shooting the NAB is easy. It makes a good target, trying to be all things to all broadcasters. The pity of it all is that too many broadcasters find picky reasons for not putting in their dough to finance the NAB's efforts. More than half of the broadcasters of America are getting a free ride on the efforts of the stations that pay the bills—and fight the good fight.

—*George L. Brooks, owner, KCUE-AM-FM Redwing, Minn.*

WIC on phony newswoman

EDITOR: Women in Communications Inc. deplores the action of self-styled journalist Lucianne Cummings Goldberg in accepting an assignment last fall to "ride along" on the McGovern campaign plane and report on "daily activities which were not always available through normal news channels." This acceptance reflects on the integrity and professionalism of all people in the fields of communications and on women practitioners in particular.—*Fran Harris (WWJ Stations, Detroit), president, Women in Communications Inc.*

Dilemma of 'Maude'

EDITOR: In your Aug. 27 story on the *Maude* controversy, you report that one CBS affiliate, WJBK-TV Detroit, offered free time to opponents of abortion. For the record, WDAU-TV Scranton, Pa., while declining the demand of Bishop J. Carroll McCormick that the programs be deleted, invited the bishop to air his view of the segments. He did not accept.—*Tom Powell, news director, WDAU-TV.*

Datebook®

■ Indicates new or revised listing.

This week

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

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 Televi-*

sion 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.

Also in September

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. Kehler 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—Annual joint meeting, Association of Federal Communications Consulting Engineers and Institute of Electrical and Electronics Engineers. Luncheon speaker: Henry Goldberg, general counsel, Office of Telecommunications Policy, speaking on "Future Directions of Government Communications Policy." Hotel Washington, Washington.

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. Marriott hotel, New Orleans.

Sept. 25—Annual stockholders meeting, Rollins Inc., Atlanta.

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

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

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

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

May 8-12, 1974—Annual convention, American Women in Radio and Television. New York Hilton, New York.

NAB fall conference schedule:
Oct. 15-16, Hartford, Conn.; Oct. 17-18, Chicago; Oct. 22-23, New Orleans; Oct. 24-25, Atlanta; Oct. 29-30, Denver; Oct. 31-Nov. 1, San Francisco.

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 Fourwinds, 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

The Mike Douglas Show is doing a number in New York. Number 1.



When it comes to young women (18-49), The Mike Douglas Show is #1 in New York. It's also #1 in many other markets, both large and small—Sacramento, Indianapolis, Spokane, Grand Rapids, Philadelphia, Pittsburgh and the list goes on and on.

To reach the ladies, The Mike Douglas Show is your answer. Group W Productions, 90 Park Avenue, New York, N.Y. 10016. (212) 983-5081.

GROUP W PRODUCTIONS INC.
WESTINGHOUSE BROADCASTING COMPANY

We've produced more first-run shows than anyone else in syndication.

Source: ARB May 1973. Audience estimates are subject to qualifications available on request.

9 delivers more than 5 or 4...

Unduplicated county coverage: almost 3 million people!

Every TV station in the Twin Cities is now reaching a larger Grade "B" coverage area (and delivering better pictures in the areas now covered), from the new tower farm in Shoreview.

With this extended Grade "B" coverage, each station will have a chance to reach almost a quarter of a million new viewers; a potential coverage of about 3 million in its total viewing area.

But in some of the outlying areas, stronger signals from stations carrying the same network programs precludes reaching all of the households.

As shown in the accompanying maps and charts, KMSP-9 is less affected by competition from other stations than will either of the other network stations in the Twin Cities. Additionally, KMSP-9 transmissions to outlying CATV stations also is greater in number than either of the other Minneapolis-St. Paul network stations.

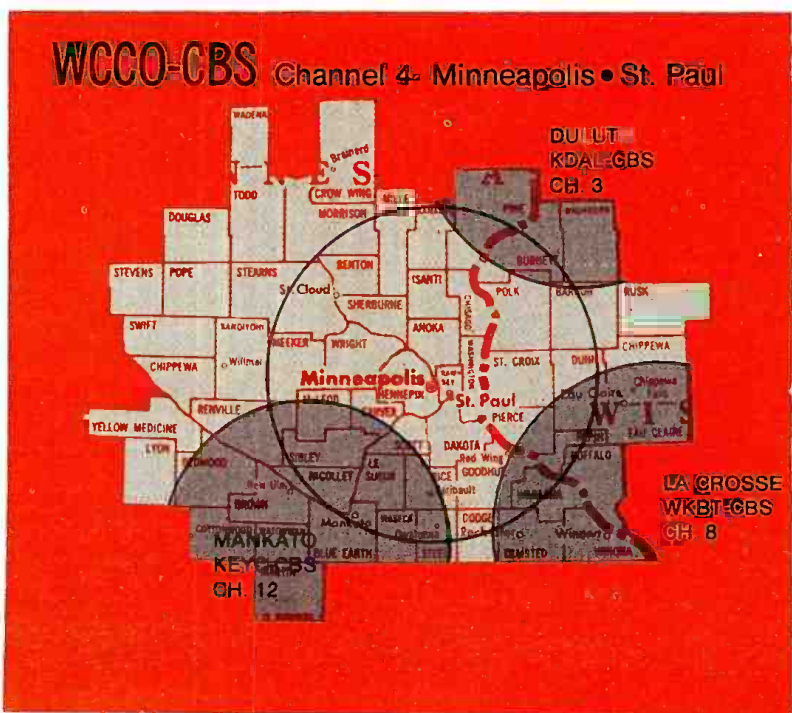
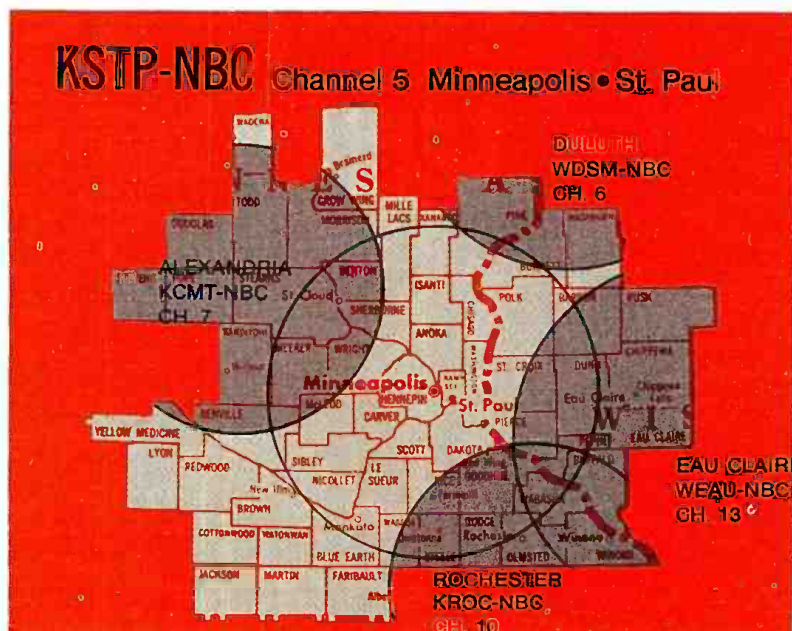
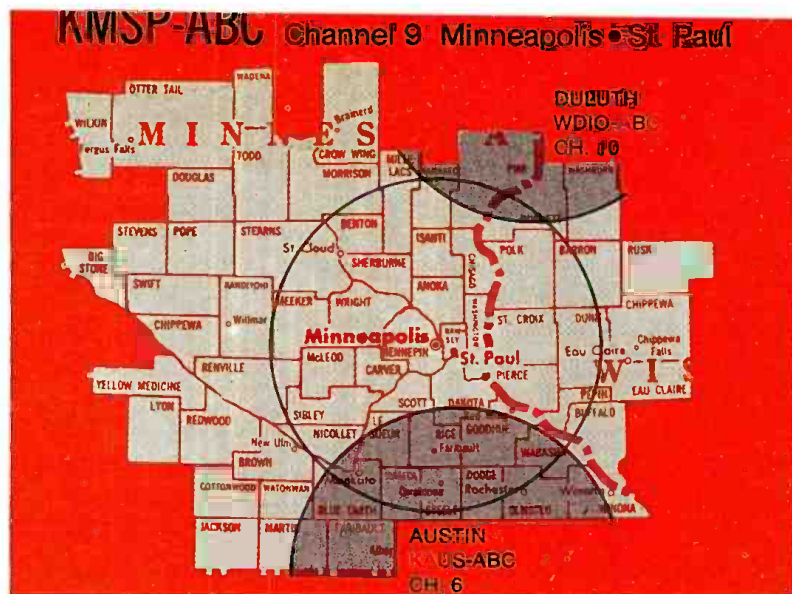
Because of these factors, KMSP-9's unduplicated area of coverage is over 2.7 million people. Greater than either of the other network stations!

Compare.

You'll see 9 delivers more than 5 or 4.



Represented by Blair Television



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 Crast hotel, Austin, Tex.

Oct. 14-17—Western region convention, American Association of Advertising Agencies. Santa Barbara Billmore, 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. Granit 2 hotel, Kerhonkson, 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, Frankfurt.

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.

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

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

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

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

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

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

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

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

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

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

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

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

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

Oct. 28—Second annual meeting, Michigan News Broadcasters Association. Kellogg center, Michigan State University, Lansing.

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

■ Oct. 29—Pay TV forum, sponsored by Paul Kagan Associates. Century Plaza hotel, Beverly Hills, Calif.

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

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

Oct. 30-31—Beginning television production seminar, sponsored by Telemation Inc. Seattle.

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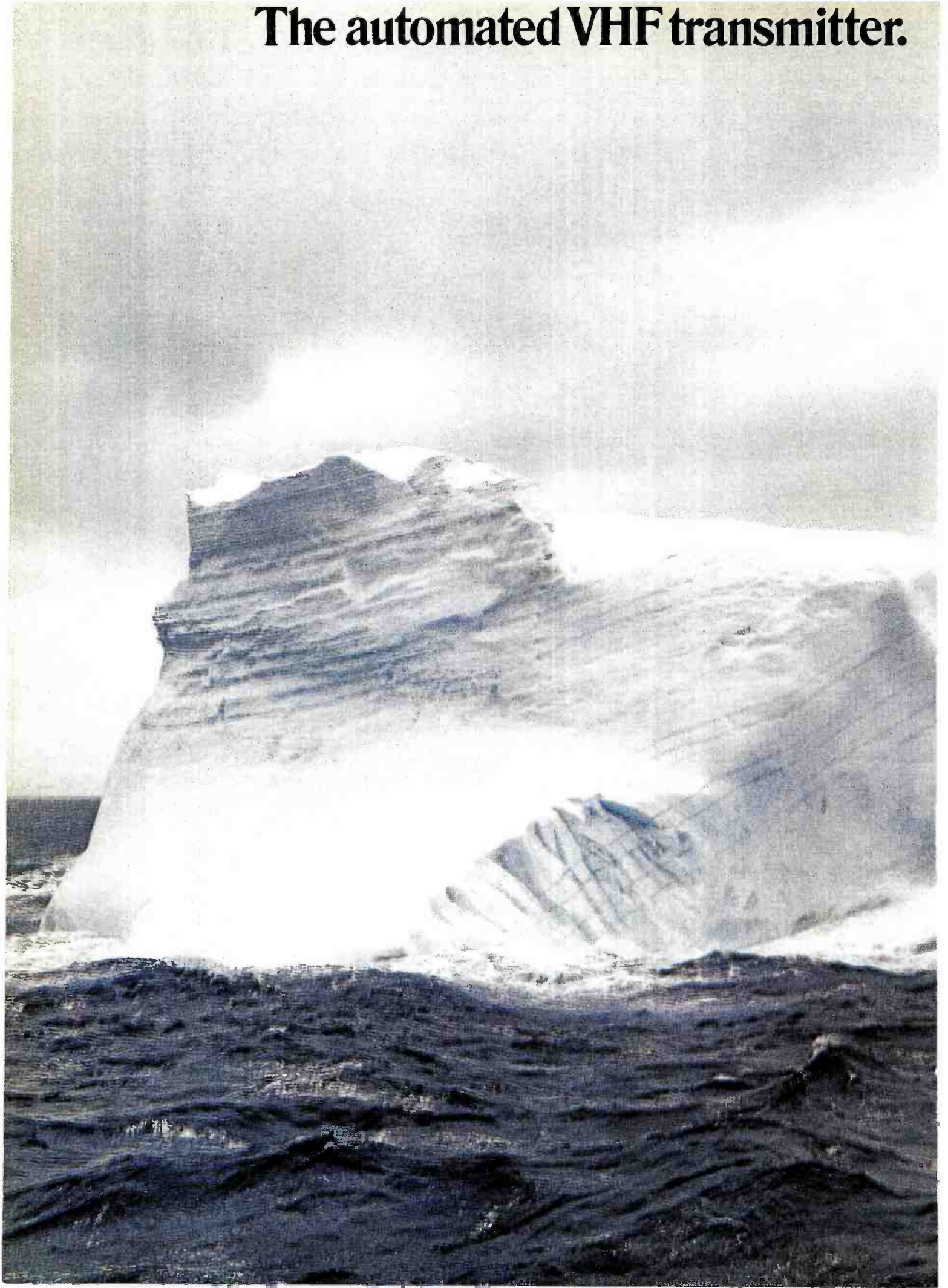
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RCA



Monday Memo®

A broadcast advertising commentary from Maurice B. Mitchell, chancellor, University of Denver

Second time around: Words about radio still ring true

How can you use radio more effectively? What are the things you can do to get greater results from radio? I would tell you five simple things—the five points into which all our study and all our research can be boiled down.

No. 1. Before you can use radio for maximum effectiveness, you have got to understand your objectives.

Before an advertiser, before a retailer, sets up his radio advertising budget or buys any time, he should know what he expects to advertise and to whom he expects to address his advertising message. What do you want from radio and whom do you want to talk to? It's just that simple. None of this, "I want to advertise every department." We just don't think that works. We think a retailer who has intelligent objectives will want to advertise his strong departments and his best lines, play the winners in his store, and identify himself on the air with the best-liked, in-demand, fastest-moving merchandise—the kind of goods that create traffic and a good reputation for the store.

You know, it's been said of retailing that 70% of the business the average retailer does is done on about 30% of his stock. Yet, many times, I have seen the retailer consistently pound away on that aspect of his business that was least likely to attract anyone to his store. Any advertising man in any retail medium will tell you of the many times he's dealt with a retailer who hides his advertised merchandise under the counter, doesn't even tell the clerks, dares the customer to find it—and then says advertising doesn't work.

The retailer who consistently uses his advertising to associate himself in public with his dogs and white elephants and turkeys is doing nothing more than paying for an announcement of the fact that he has been a bad buyer or a poor businessman. We don't think that a retail advertiser should buy a lot of advertising to say a lot of things about nothing at the expense of saying some very important things about some very important and specific merchandise.

No. 2. The retailer should take advantage of a technique we have found to be overwhelmingly successful—the beamed program technique. If you know what you want to say and you know whom you want to say it to, you can buy a vehicle that will, without waste, talk directly to the people you want to address. It's a rifle shot at a target, not a buck-shot at a barn door. We use the beamed program technique to get away from a lot of radio timebuying vices.



Maurice B. Mitchell presently is chancellor of the University of Denver. He was named to that post in 1967. He began in broadcasting after WW II with WTOP(AM) Washington, eventually becoming general manager of the station. He joined the NAB in 1948 as director of broadcast advertising, in which capacity he delivered the talk from which this "Monday Memo" is adapted. In 1951, Mr. Mitchell joined Muzak Corp., then an affiliate of Encyclopaedia Britannica. He later moved over to Encyclopaedia Britannica Films as president and in 1962 was named president of Encyclopaedia Britannica.

Using it will keep you from buying time you "just happen to like." Make a regular date with the people who are listening to your program, deliver a service to them in return for their attention to your advertising, and deliver it to these same people on a regular basis.

No. 3. We think the retailer who wants maximum success from advertising should advertise his strong departments and his strong lines, advertise his in-demand merchandise and advertise it on the radio regularly. We're no overnight, hot-shot advertising medium for a retailer, even though we have done dramatic, overnight, hot-shot jobs. Many times I have seen a single radio announcement tie up an entire department-store switchboard—or seen an announcement about a cooking school and ration coupons tie up a government bureau switchboard. Sure, you can do that with radio. But it's foolish to expect or look for that kind of result from advertising, unless you regularly get it in the course of your everyday retail operation. When you buy radio to advertise your strong departments, your in-demand merchandise, your brand lines, you're following the precepts of some pretty good retailers.

The Allied Purchasing Corp., which runs what is considered to be a pretty fine group of retail stores around the country, insists that its stores advertise strong merchandise. It insists in many cases that the important brands in one

department be featured for a full year on one program, and the only change it will allow in this commercial policy is the inclusion of a new item in that brand line from week to week. No item is ever featured for less than a solid week. And Allied people report genuine success from the use of this technique in radio. They measure their results, not just in sales of merchandise from day to day, but on two bases: one, how the department does on a year-round basis, and second, how the advertised items within the department do week to week.

No. 4. You've got to have the kind of copy that will do the selling job right. Not just "copy"—not just the stuff you poke out with one finger on the typewriter for your newspaper and your radio advertising . . . sometimes. One of the things we've never been able to understand is why an advertiser will put phrases in his advertising copy that people would never say aloud. Did you ever hear of a woman who called her husband on the phone and said to him, "Would you mind stopping in at Jones's Department Store today and buying me a pair of slippers because, there, quality and variety go hand in hand?" A lot of advertisers are saying that sort of thing every single day of the week. Don't you think perhaps she might actually say, "I wish you'd buy me a pair of slippers at Jones's" because their sale ends today and I can't get downtown?" She is telling her husband specifically what she wants, specifically why she wants it, and she makes a decision to buy for a specific reason.

One of the best examples I've seen is the copy of an advertiser who used the radio recently to advertise purses. In his early advertising, he was using this kind of copy: "Stop in here for a purse because we have purses that will help complete a smart costume ensemble at budget prices." Now, nobody buys "a smart costume ensemble at budget prices." But when he later began to say, "Here's where the working girl will always find a purse at \$8.98," or "Here's where you'll find plastic bags that wash as easily as your face," or "Here's where you'll find plastic bags and purses in bright colors that will go with your dark suit," he was talking to people in the terms in which they thought of his merchandise. He was talking specifically to the listeners about the specific things his merchandise could do for them, and he wasn't being vague and saying, "This merchandise which we have to sell has this attribute." He was saying "You ought to buy this because this will do this for you."

We also think the kind of copy that produces the maximum results for a retailer is truthful, believable copy. If you will sit down and take the trouble to find out those things that you can say about your goods that are truthful and that are

believable, then you have taken a step towards greater success in radio. That kind of copy sticks in a person's mind for a long time. It doesn't always produce results *today*, but continual repetition will cause people to remember the store that uses that kind of advertising. Joske's (of San Antonio) continual repetition of "the largest store in the largest state," and similar slogans used by other great stores, stay in the minds of many people who aren't planning a purchase the first time they hear it. The fact that when they do get around to buying they'll remember that here's where they've wanted to shop—that's the real effect of that kind of copy. Truthful copy, like truthful clerks, is a lot more convincing. Very few retailers would instruct their clerks to deliberately lie to a potential buyer. Yet many retailers don't deliberately lie but—let me say—deviate somewhat from the bare facts in their advertising.

Most important of all, invite your customer to take direct action. Don't say: "You should buy a pair of slippers because they're wonderful," but say: "Come on down to our store tomorrow morning at 10 o'clock and go into the entrance just off Main Street. You don't even have to go upstairs—the slippers are right near the door. You can buy them and be out in five minutes." You've given a direct invitation to take direct action.

I've heard some taxi-cab advertising recently that impressed me. Typical was a line of taxi cabs that said, "Here's where you can have dependable, clean, efficient taxi service." Now I don't particularly care if the taxi cab company is run efficiently. If it isn't, I assume they'll go bankrupt and somebody else will come around when I call. Dependability is certainly not the key customer advantage for a taxi-cab company to promote as a basic reason for calling a cab. On the other hand, I have heard another taxi company say, "It's raining out today! Don't get wet! Call a taxi. Call this number. Be sure you call this number if you need a taxi. And if you need a taxi, call this number." They're talking to me about a service I'm liable to need right then in terms of why I might need it, and they make sure I can find it if I do.

One of the things I get a big kick out of, and I'm sure many other advertising men do, is the Christmas approach—"Be sure you bring something home to your wife that will put the lovelight in her eyes." I can put the lovelight in my wife's eyes without the help of any advertising. But there are some other reasons why I might buy her a Christmas present. Some pretty good, sound selling reasons. "Put the old lovelight in your wife's eyes" looks wonderful on a typewriter, but it sounds silly in advertising and doesn't persuade anybody. The direct-action copy approach, talking to people in terms that they understand, in the terms in which they think of the use of the merchandise themselves, will sell.

No. 5. Coordinate your advertising. It gives you that extra mile from every advertising dollar you spend.

How do you coordinate your adver-

tising? It's very simple. You display radio-advertised merchandise at the place where you said it could be bought. You put it up where the customer who's been reminded and invited to buy it can take advantage of the invitation. You use point-of-sale signs that say, "This is the radio-advertised merchandise." Brag about the fact that these are the goods you advertised on the radio. If you think it's worth buying, it's certainly worth bragging about. Tell your clerks about it. Don't come in at midnight and poke it under the counter. That kind of trick isn't very good for your clerks' morale, for your advertising department's morale, or for the advertising medium's morale. Make sure your clerks know about the goods, why you advertise them, and why you want people to come in and buy. Maybe there's a tie-in sales possibility. Or maybe a clerk who's a little smarter than you has a tie-in idea of his own.

Make sure you promote your radio programs in all of your other advertising media—in your newspapers, in your direct mail, in your billboards, in whatever else you do. Make all of these other media work to make your radio more successful.

Conversely, use radio to make your other media work better. Make sure you say on your radio programs, "Today we are mailing a very wonderful catalogue" . . . "When you get your bill this month, don't throw away the order for such and such a reason" . . . "Be sure to buy this Sunday's copy of the paper because there we are making the very first announcement of such and such a sales event."

Let radio give emphasis and increased publicity to all of your other advertising purchases. Use it to call attention to your windows. You'd be surprised at the results we have heard reported by retailers who picked a window or two and decided how much more they could do with that store window by not promoting the merchandise in any other medium but by using just the radio medium to call

attention to that one display window.

You can increase the readership of your newspaper advertising, you can get a great deal of very fast word-of-mouth publicity about any special event in your store, if you coordinate that event with radio and promote it on your radio.

You can personalize your store with the interests of your community in the right kind of radio—and there you are using radio to coordinate your store's public-service activity.

You can certainly strengthen your employee relations and morale with radio. Some stores advertise early in the morning, not only to talk to customers, but to talk to their own help—to make the people who stand behind the counter come to work with a little bit more of a lift because the store has sounded important to them and they've been caught up in the enthusiasm of the store's own advertising and selling message.

You won't do yourself any harm with your resources—with the manufacturers of your goods—because most of them prefer radio. Many of them have based their success on radio. They appreciate the kind of strong support they get from your radio advertising. One objective for Joske's use of radio was its desire to get some of the big brand lines it didn't have, and when it had finished giving radio advertising support to the ones it had, it couldn't buy enough advertising in some cases to satisfy all their resources.

Radio, of course, adds believability to all of your other advertising. There's something about having heard it said that makes a thing seem true. You can read about a sale, but if somebody stops and tells you about it, that rings the bell.

There are the five points. Know your objective. Beam your program. Promote your strong departments, your in-demand merchandise, regularly. Make sure you use the right kind of copy. Coordinate your advertising. It's a pretty simple platform.



First time around. Maurice Mitchell was NAB's director of broadcast advertising when he made "Mitch's pitch" about radio to the Jamestown Advertising and Sales Club, Jamestown, N.Y. Listening on that occasion: John Henzel of WHDL-AM-FM Olean, N.Y., and Simon Goldman of WJTN-AM-FM Jamestown. This picture appeared with *Broadcasting's* account of that speech in its Jan. 31, 1949, issue. Mr. Mitchell ran across the speech several months ago, and sent it to the editors with the comment: "Glancing at it, I'm afraid that if I could take a blue pencil to it today as I should have then, I'd dump some of the adjectives and clean up the text. Otherwise, most of the advice is about as good today as it was then." The editors agreed, and took their own blue pencils to his text, condensing it into the version that is republished here.



"THE FLINTSTONES"

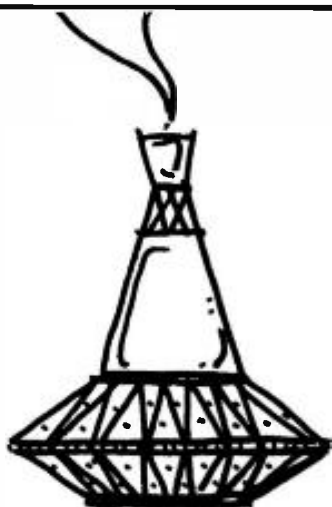
4 PM, Monday through Friday



"BONANZA"

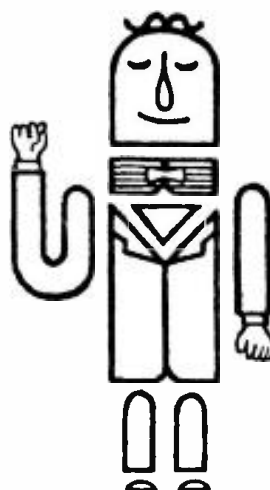
4:30 PM, Monday through Friday

It's a great fall for you on TV 2, Baltimore!



"I DREAM OF JEANNIE"

5:30 PM, Monday through Friday



"To Tell The Truth"

7:30 PM, Monday through Friday

In Maryland Most People Watch

WMAR-TV 

TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by KATZ TELEVISION

Agency row sees few challengers in new season

Only 'Kojak' and 'Hawkins' strike responsive chord with top executives who expect closer spreads between networks in ratings race

The fall TV season is here once more (official starting date: tonight, Sept. 10) and, if the programing experts in a few of the top ad agencies are to be believed, the new wrinkles include: lousier scripts (courtesy of the writers' strike, which delayed production of most series and caused a headlong rush to get episodes in the can when a settlement was reached), a shying away from controversy (due, in part, to the flap over *Sticks and Bones*), and more realism in the new situation comedies (thanks to the runaway success of *Archie Bunker*).

But the focus of the ad men's educated guessing centered on the following conclusions:

▪ *All in the Family*, *Sanford and Son*, *Hawaii Five-O* and *Maude* are odds-on favorites to repeat as the four top-rated (according to Nielsen) shows on the networks' schedules again this year.

▪ *Kojak*, a police series produced by Universal for CBS (Wednesdays, 10-11 p.m., NYT), is the only new show that figures to get the kind of mass audience

that means a mid-30s share and domination of its time period (and possibly even a berth in the top 10).

▪ This year's three-network race for over-all ratings supremacy may be even tighter than the figures for 1972-73, which showed CBS first with a 19.8 rating (Nielsen NTI numbers, covering the period from Sept. 11, 1972, to April 22, 1973), NBC second with a 19.1, and ABC last with a 17.5.

All in the Family (CBS, Saturday, 8-8:30 p.m.) has the inside track on the number-one spot for the third year in a row, according to the agency executives who feel ABC is taking a dive in the time period by moving *The Partridge Family* situation comedy from Friday night to do battle with *Archie Bunker*. "Putting *Partridge* opposite *All in the Family* is a big mistake because it'll probably only get a miserable 20 share, and it won't provide any audience flow to the new *Suspense Movie* at 8:30," says Don Mohr, a vice president at Needham, Harper & Steers. "ABC could end up a poor third for the entire night." NBC's competition, the hour-long action-adventure series *Emergency*, poses no serious threat to *All in the Family* or to *M*A*S*H* (CBS, 8:30-9 p.m.), the agency men contend.

"Last year's most sadly neglected show was *M*A*S*H*, says Werner Michel, vice president and director of broadcast operations for SSC&B. Mr. Michel calls it "an excellent comedy series" and adds that *M*A*S*H* didn't make any ratings noise last season because CBS put it in the Sunday-at-8 time slot, where it ran smack up against the second half of *Walt Disney* on NBC

and the first half of ABC's long-running series, *The FBI*. "With the lead-in of *All in the Family*," says Robert Liddell, senior vice president and media director, Compton Advertising, "*M*A*S*H* will now get the audience it deserves."

Sanford and Son's hold on the number-two position is not quite as certain as *All in the Family*'s grip on number-one, only because CBS's new situation comedy *Calucci's Dept.* (opposite *Sanford* on Friday, 8-8:30 p.m.) is an unknown quantity. ABC's competition in that time period, *The Brady Bunch*, a veteran situation comedy, is a marginal show, which some agency people think may not last out the season.

Lewis Wechsler, vice president and director of TV-network operations at Wells, Rich, Greene, thinks *Calucci's Dept.* is a funny show, but most of the other agency men would probably line up on the side of Mr. Michel, who says: "With a seedy unemployment office as a setting, *Calucci's Dept.* is too sweaty and depressing for my taste."

As the agencies see it, NBC's confidence in *Sanford and Son* is such that the network hopes to elbow aside ABC (the traditional Friday winner) and pick up the Nielsen marbles for the entire night. NBC is taking the risk of slotting two new situation comedies—*The Girl With Something Extra* at 8:30 and *Needles and Pins* at 9—back-to-back after *Sanford*, moving *The Brian Keith Show* (formerly *Little People*) from 8:30 to 9:30, and rounding out the evening with *The Dean Martin Show* at 10 (a shift from Thursday last season).

Richard Pinkham, senior vice president for media and programing at Ted



All in the Family



Hawaii Five-O



Maude



Sanford and Son

The kings and queen of the hill. The newcomers in the fall lineup (see page 26) will face this formidable array that held the top-four ratings slots last season. The agency executives feel the

incumbent champions are odds-on favorites to stave off the challengers. One big reason, they say, is that with a few exceptions, the new crop is below par.

The new crop on ABC



Bob & Carol & Ted & Alice



Toma



Adam's Rib



Suspense Movie



Cyborg



Griff

The new crop on CBS



Shaft



Kojak



Calucci's Dept.



Roll Out



New Perry Mason



Hawkins

The new crop on NBC



Lotsa Luck



Diana



Chase



The Magician



Love Story (Schaefer)



NBC Follies



Girl With Something Extra



Needles and Pins



The Snoop Sisters

Bates, thinks that *Girl With Something Extra* might very well succeed by "feeding off" *Sanford's* audience, but the agency experts were just about unanimous in their dislike of the show. As Mr. Michel put it, *Girl With Something Extra* is "a throwback to those dreadful old-fashioned situation comedies where the girl ends up being the constant winner and the guy always looks like a first-class idiot. And the acting by Sally Field and John Davidson is deplorable."

He thinks audiences may tune out on the show, which "would be a shame because *Needles and Pins* is a fine comedy, with Norman Fell, a beautiful actor, in the lead. But sandwiched between *Girl With Something Extra* and *Little People*—and why NBC is bringing back Brian Keith is completely beyond me—it probably won't stand a chance." (Almost unanimous, too, was the agencies' belief that *The Dean Martin Show* is on its last legs, however shapely.)

CBS's *Maude* (Tuesday at 8 p.m.) and *Hawaii Five-O* (also Tuesday, 8:30-9:30 p.m.) appear strong again this year because the agency people are not at all high on NBC's new competition, a police show called *Chase* (8-9) and an action-adventure series, *The Magician* (9-10). The only change ABC is making in its Tuesday line-up is a character transplant: Paul Lynde (whose own situation comedy was canceled last spring due to sluggish ratings) will take over as the star of *Temperature's Rising* (8-8:30).

Kojak is near the top of every agency man's list of promising new shows mainly because of its provenance last winter as a critically acclaimed three-hour made-for-TV movie called "The Marcus-Nelson Murders." Telly Savalas, in particular, made such a forceful impact on audiences as the detective that the production company (Universal) wasted no time in putting him under series contract. "Telly Savalas is a very strong actor, and he's got a strong character to work with," says Henry Siegel, vice president and associate media director, Grey Advertising. "And the time period is a good one, considering that *Owen Marshall* has been dropping off and NBC's George Schaefer-produced *Love Story* doesn't figure to give it much competition." Mr. Mohr adds: "The lead-in from *Cannon* gives *Kojak* a good audience flow. And with the excellent production values, the show gives off a definite smell of success."

Another new show most of the agency experts like for its production values and star quality is James Stewart's *Hawkins* (CBS, Tuesday, 9:30-11 p.m.), about a homespun defense attorney specializing in murder cases. Its problem in building an audience, as the agencies see it, may be aggravated by the fact that it will only turn up on the schedule once a month or so—it rotates in its time period with the black-private-eye series, *Shaft*, and a new batch of made-for-TV movies. "And frankly, I wouldn't like to have a new show up against *Marcus Welby*," says Mr. Liddell. *Marcus Welby*,

ONE NAME THAT GIVES YOU TWO ADVANTAGES IN CATV FINANCING

TAKE **Walter E. Heller International Corporation.**

One of the world's largest business finance companies experienced in all sizes and types of lending and leasing with annual advances exceeding \$5 billion.

ADD **Oak Industries Inc.**

A leading producer of CATV equipment with design, manufacturing, and research expertise serving the television industry for a quarter of a century.

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A very special finance company that has *confidence in cable* with funds and expertise to develop an individual financing program for any size cable need including systems, equipment, and expansion of services.

Ask for our "Confidence In Cable" brochure or for one of our representatives to call on you.



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CABLE FINANCE CORP.

Samuel L. Eichenfield, Vice President
105 West Adams Street
Chicago, Illinois 60690
(312) 346-2300

OR

Loren N. Young,
Vice President
Crystal Lake, Illinois 60014
(815) 459-5000

M.D. (Tuesday, 10-11 p.m.) was ABC's most popular show last year and the seventh most popular show in the country, according to Nielsen. "Don't expect *Welby's* rating to diminish," cautions Mr. Pinkham. "By now, that show is a dyed-in-the-wool piece of Americana."

The continuing success of *Welby* is one of the factors that may pull ABC closer to NBC in the over-all ratings of the entire prime-time schedule. Louis Dorkin, senior vice president and director of network planning for Dancer-Fitzgerald-Sample, says he thinks ABC will actually knock off NBC and finish second behind CBS. Peter Bardach, vice president and director of broadcasting at Foote, Cone & Belding, adds: "There may be no more than a single rating point separating all three networks."

"ABC's strength this year," Mr. Bardach points out, "is not only due to its better programs but also to the improved clearances for its shows. ABC's affiliate line-up is just about fully competitive with CBS's and NBC's. For example, our client [Western Electric] has moved the National Geographic specials from CBS to ABC this year, and it looks as though we're going clear 206 stations, compared to only 196 in our last year at CBS."

Misgivings about the quality of individual episodes on series (covering all three networks), whose production dates were delayed by the Writers' Guild of America strike, are widespread, according to Mr. Pinkham. "When the struck shows finally got off the ground," he says, "they had to speed up production and force-feed scripts through the hopper. Quality is bound to suffer under these circumstances."

The pressures of haste, coupled with the furor created by CBS's airing of the antibourgeois drama, *Sticks and Bones*, and of the two *Maude* episodes on abortion, could persuade the networks to follow the safe course and steer clear of shows dealing with controversial subjects. "I know a few advertisers that are upset over a forthcoming *Medical Center* hour on lesbianism," says Mr. Siegel. He adds that the Supreme Court's anti-obscenity decision may cause the networks to bear down even harder in their scissoring of GP- and R-rated movies. Mr. Bardach also sees "a slight softening of hot issues and controversial topics," mainly because CBS dropped a bundle when every sponsor bailed out of *Maude* and *Sticks and Bones*. "CBS found out the hard way that it doesn't pay to be a hero," he says. And Mr. Pinkham adds: "I'm afraid we're going to have to leave drama to public television."

Longer-form series do seem a little less prevalent this year than last, particularly at NBC, with its four new half-hour situation comedies, and Mr. Pinkham likes this trend "because it gives a sponsor better protection for his spots, and hence better product identification." The agency men say that one of the problems of being a participating sponsor in a 90-minute or two-hour

show is that it's very hard for an individual 30-second spot to stand out from the "wallpaper" of four and sometimes six 30-second messages in each break.

Many of the new half-hour situation comedies are "overusing the trend toward natural, realistic comedy that started with *Archie Bunker*," according to Mr. Liddell. "I'm down on this trend because the networks are trying to stretch it too far. *Lotsa Luck* [NBC, Monday, 8-8:30] is in this vein and so is *Calucci's Dept.* and both of these program concepts are weak. *Needles and Pins* will be ethnic, garment-center humor, which will use our hang-ups as sources of comedy. And *Roll Out* [CBS, Friday, 8:30-9] is not World War II comedy in the tradition of *McHale's Navy* or *Hogan's Heroes* but is more concerned with racial prejudice. And all I can say is: Who needs it?"

As far as long-range trends go, Mr. Bardach and the people at McCann-Erickson are touting the western to bounce back stronger than ever in two or three years. (The only weekly western series now on the air is *Gunsmoke*, CBS, Monday, 8-9.) "We're getting a surfeit of police shows, crime shows, action-adventure shows," says Mr. Bardach. "The format is simply becoming exhausted. People are beginning to crave the past again, and what satisfies that need better than the western?"

The New Perry Mason (CBS, Sunday, 7:30-8:30 p.m.) has not stirred much enthusiasm among the agency men. "The public is used to Raymond Burr, a powerful, forceful star, and a man of commanding physical presence," says Mr. Michel. "Monte Markham is a quiet actor and has a slender physique—I'm not sure viewers will buy him as Perry Mason." One actor that most of the agency men are bullish on is Tony Musante, the star of a new police show called *Toma* (ABC, Thursday, 8-9 p.m.), but the competition of *The Waltons* on CBS and *Flip Wilson* on NBC may pose problems for the new series.

Still another police show, an anthology series called *Police Story* (NBC, Tuesday, 10-11 p.m.), is deprecated by the agency men because it has no continuing characters the audience can identify with and because it's competing with *Welby*.

Three new comedy series that aren't likely to last beyond this season, according to the agencies, are: *Diana* (NBC, Monday, 8:30-9 p.m.), starring Diana Rigg as an unmarried career woman, which, says Mr. Michel, is "a blatant copy of Mary Tyler Moore"; *Bob & Carol & Ted & Alice* (ABC, Wednesday, 8-8:30 p.m.), which, again according to Mr. Michel, "will never make it because it's throwing out the wit and sophistication and fine satirical edge of the movie"; and *Adam's Rib* (ABC, Friday, 9:30-10 p.m.), based on the Spencer Tracy-Katharine Hepburn movie, which some agency men said had a weak pilot.

This year's one new variety show is *NBC Follies* (Thursday, 10-11 p.m.), whose main problem is expected to be competition from *The CBS Thursday Night Movies*.

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NOVEMBER 1972

VS. NOVEMBER 1971

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HOMES UP 30%

VIEWERS UP 38%

ADULTS UP 32%

WOMEN UP 29%

WOMEN UP 88%

(18-34)

WOMEN UP 36%

(18-49)

MEN UP 38%

MEN UP 64%

(18-34)

MEN UP 40%

(18-49)

* Subject to inherent limitations
as stated in applicable reports.

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Media

High hopes on the high seas: McIntire sets up his pirate radio station

Technical problems hamper start-up, but fundamentalist preacher and deposed broadcaster intends to force the issue with the FCC; he also has private bill introduced in Congress that would give him back his former stations in Media, Pa.

The Rev. Carl McIntire, the fundamentalist radio preacher, lost his first major engagement with the FCC, and it cost him WXUR-AM-FM Media, Pa., which had been licensed to the seminary he heads. But he is determined to have another go at the commission, even if it means, he says, going to jail for being the captain of a pirate radio ship. What he would hope to gain from a second encounter is nothing less than the destruction of the present system of broadcast licensing.

Being the captain of a pirate radio ship is an unlikely role for a man—a fundamentalist in politics as well as religion—who has never shown much sympathy for those who practiced civil disobedience. And jail may be the inevitable consequence of the course on which he is embarked.

But there he was last week, the master

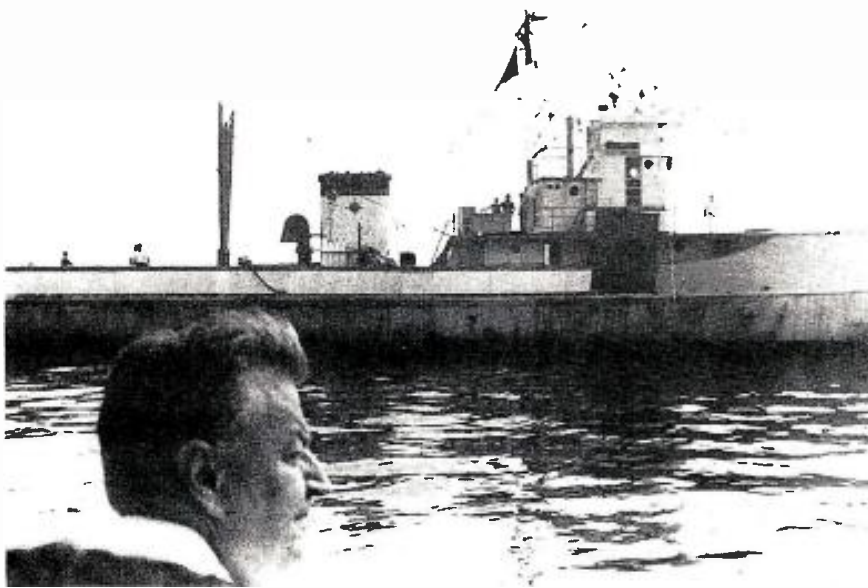
of a 140-foot, converted World War II minesweeper, which he has had fitted out as a floating broadcast station and which was standing just outside the three-mile limit off Cape May, N.J., where the Christian Beacon Press, which he heads, owns a hotel. Although he declined to divulge many of the details, he said he acquired the ship under a lease-purchase agreement in Cape Canaveral, Fla., after a two-month worldwide search for a suitable ship. He was, it seemed, about to make good on what seemed like sheer braggadocio, when, with his court appeals exhausted and WXUR-AM-FM about to go off the air on July 5, he said he would get a ship and broadcast from it (BROADCASTING, July 2).

On Labor Day, the ship—its name changed from the Oceanic to the Columbus—was dedicated. During the ceremony, Dr. McIntire said, "a manifesto of freedom" was read.

"We have the ship," he said, with gusto, to reporters who were visiting and telephoning him in increasing numbers. "We're working frantically to get the station on the air." Technical difficulties, however, were proving too difficult for his technicians to solve quickly. Last week there was no firm date as to when broadcasting would begin.

But there was no doubting the zeal and desire necessary to begin a pirate station that, with 10 kw power, would cover much of the Eastern section of the U.S., were present in abundance. "I'm ready to go to jail and serve my time," he said. "My wife and my church are ready to have me go. I'm not burning draft cards. I'm just preaching the message God wants me to preach."

Part of that message—which Radio Free America will broadcast 24 hours daily—is that the commission's fairness



Avast. Dr. Carl McIntire had himself, some of his followers and newsmen ferried out to his pirate radio ship, the Columbus, last week—only to be told by the captain of the boat that carried them out that it was against maritime regulations for him to allow passengers off his boat at sea. The Columbus is a converted WW II minesweeper that Dr. McIntire has outfitted with a 10 kw transmitter and anchored three miles off Cape May, N.J., from which, he'll broadcast "the message God wants me to preach."

HIGH.....73

LOW.....55

PRESENT.....72

HUMIDITY.....62%

BAROMETER.....

WINDS..... AT --

A
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DISNEY WORLD OPEN

Nicklaus - 10 17TH Hole
Palmer - 9 17TH Hole
Jirevino - 8 14TH Hole

(JIREVINO EAGLED 13TH HOLE)

300YD /

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LARGE 37-41
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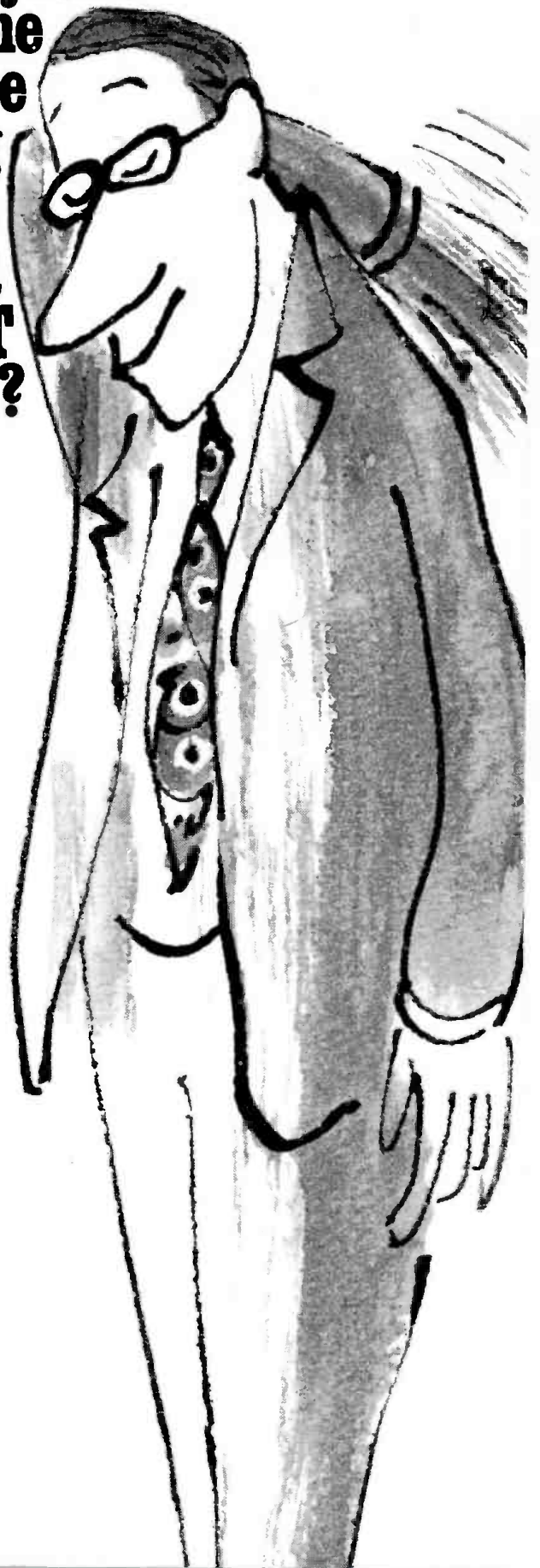
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we just bragging
when we say:
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HERE ON CBS”?**



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...MORE BLOCK-BUSTER MOVIES THAN EVER BEFORE

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...SIX PROMISING NEW NIGHTTIME SERIES

(Featuring James Stewart, Telly Savalas, Richard Roundtree, James Coco, new Perry Mason adventures and a World War II comedy from the creators of M*A*S*H.)

...SIXTEEN RETURNING FAVORITES

(Including "All in the Family," regularly seen last season by *9 million* more people than any other series.)

...65 SPECIALS FOR EVERY AGE AND TASTE

(From Gleason & Carney to Gilbert & Sullivan. Significant dramas, animated fantasies, and stars galore.)

...A NEW CBS SPORTS FEATURE, NBA BASKETBALL

(Joining NFL football, golf, tennis, hockey, racing and all the rest. This year, too, the Super Bowl.)

...CBS NEWS IN ITS 7TH TOP-RATED YEAR

(With Walter Cronkite, "the most trusted man in America," and his distinguished colleagues in more than 20 broadcasts a week.)

You may think this is bragging. But the truth is we've still failed to mention most of the stars in the CBS schedule. Beginning this week you will find them displayed in the television section of your daily paper.

Household names, every one, these stars helped us win 36 Emmy Awards last spring. And extended our lead in primetime audiences to 17 years in a row.



Sources for audience estimates: "More of the time": home hours based on Nielsen Television Index AA Households, October 1972-April 1973 all commercial network programs. "All in the Family": Nielsen Audience Composition, October 1972-February 1973. CBS News: Nielsen Television Index AA Households for each June-May year starting June 1967. Comparison is with competing network news series. Seventeen straight years: Nielsen Television Index AA Households for every calendar year since 1956, 7:30 p.m.-11:00 p.m. Comparison is with competing networks. Additional survey information on request.

doctrine violates the First Amendment and that broadcasters should be free of it. Violations of the doctrine and its personal-attack rules were the principal allegations involved in the hearing which led to the commission's decision to strip WXUR-AM-FM—stations he wanted as outlets for his *20th Century Reformation Hour*—of their licenses.

Dr. McIntire says his advisers have informed him that his planned operation is legal. But he believes the government will attempt to stop him. He talks of the Coast Guard's close scrutiny of his ship on the evening of Aug. 31, two days after it arrived off Cape May. He said two guardsmen boarded the ship to investigate the possible source of an oil slick that had been spotted from a helicopter. "The men wanted to see the registry," Dr. McIntire said. "They copied everything. They examined the whole ship, and studied the radio."

It appears likely, however, that the first move to stop Dr. McIntire will be initiated by his old nemesis, the FCC. A commission lawyer last week pointed to Section 301 of the Communications Act, which bans the use of radio by anyone "upon any vessel or aircraft of the United States" who does not have a license issued under the act. (The ship, Dr. McIntire reports, is a U.S. vessel.) And, one commission lawyer said, the commission would probably ask the Department of Justice to seek a court injunction to close down the off-shore station as soon as it begins operating. But the Communications Act does pro-

vide for penalties for violations of its provisions—up to one year in prison and a \$10,000 fine.

Dr. McIntire said he would welcome a confrontation as the basis for a new legal battle with the commission. It would, he said, give him an opportunity to "challenge the entire licensing system as a violation of the First Amendment. We'll say we don't need a license. It will give us the chance for a frontal attack that we didn't have before [in the WXUR case]."

Dr. McIntire said his technical advisers say they have taken pains to avoid interference to mainland radio stations. Radio Free America will begin operating on 1160 khz, which is a clear channel on which WJJD(AM) Chicago and KSL(AM) Salt Lake City broadcast. But he said the station can shift back and forth among several other frequencies if interference does result—to 692 khz, 1613 khz and 535 khz. No stations are licensed on those frequencies; the commission assigns stations to frequencies 10 khz apart, beginning with 540 khz. The pirate radio ship is not Dr. McIntire's only answer to the commission's denial of renewal of the Media stations. Last week, Representative John Rarick (D-La.) introduced a private bill (HR-10076) that would direct the reinstatement of the WXUR-AM-FM licenses through Aug. 1, 1975, when the current license period for stations in Pennsylvania ends. The bill was referred to the House Judiciary Committee.

The measure was drafted shortly before the August recess by the staff of

the House Commerce Committee at the direction of Committee Chairman Harley O. Staggers (D-W.Va.). The congressman acted after Dr. McIntire visited him and "laid out my story." Representative Staggers said that he had the bill drafted as a courtesy to Dr. McIntire but that he has taken no position on the issues involved since he is not familiar with the facts. "But," he said, "I intend to get the facts." He will direct the staff of the Investigations Subcommittee to check with the commission on the matter.

The bill's chances of passage appear slim. Representative Lawrence G. Williams (R-Pa.), whose district includes Media, demurred last month when Dr. McIntire asked him to introduce the private bill. The congressman said he felt its introduction would be "a futile gesture." He also has doubts about the bill's constitutionality—doubts which are shared by the Commerce Committee staffer principally responsible for the draft bill, Robert F. Guthrie. Dr. McIntire is anxious for a hearing on the matter. "I've got to get some forum to air these things," he said. And Representative Rarick indicated that was a major consideration in his introducing the bill. It will "give the station an opportunity for hearings before elected members of Congress rather than merely be forced to abide by the rulings of the unelected bureaucrats of the FCC," he said.

However, Dr. McIntire is not waiting for either the start-up of the shipboard radio station or a congressional hearing to attempt to drum up support for his position. He said "a half million petitions are circulating"—placed in circulation by the *Christian Beacon*, which he publishes—urging four actions: reinstatement of WXUR-AM-FM by act of Congress, investigation of the FCC in connection with the "repression of free speech," and abandonment of the fairness doctrine, and the assignment of permanent licenses to all broadcast stations.

"When we get 1½ million signatures, we'll present them to Speaker Carl Albert," he said. He indicated he did not think that would take very long.

Print, air media vow hemispheric solidarity

The Inter American Association of Broadcasters and the Inter American Press Association have passed a resolution reaffirming an earlier agreement under which any attack on one organization is considered an attack on the other.

The new "Caracas Agreement" is a restatement of the Panama Doctrine on Freedom of Expression the two organizations adopted in 1952. The Caracas agreement also establishes a joint council to coordinate the efforts of the two organizations in preserving the free flow of information.

The IAPA comprises newspapers and magazines in the Western hemisphere; the IAAB is made up of chapters representing TV and radio broadcasters. Chairman of the U.S. chapter of IAAB is Arch Madsen, president of Bonneville International Corp., Salt Lake City.

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Mich. and Ohio stations come through deadline for challenges mostly unscathed

Two TV's in Detroit are hit by petitions to deny on racial charges; other contentions are over business and technical-violation allegations

The Sept. 4 deadline for challenges to renewal applications for stations in Michigan and Ohio passed in relative quiet—for stations outside Detroit.

Storer Broadcasting's WJBK-TV Detroit was the target of two petitions to deny its renewal application, both filed by citizen groups; the Evening News Association's WWJ-TV Detroit, was hit by one such petition, submitted by one of the groups filing against WJBK-TV.

WCAR-AM-FM Detroit were the only stations against which conventional competing applications were filed by the deadline. But stations in Adrian and Battle Creek, both Michigan, found themselves challenged by present or prospective competitors.

And two filings last week indicated that citizen groups are not the only ones using the petition to deny as a means of enforcement. The mayor of Marquette, Mich., and a former secretary of the FCC, Mary Jane Morris, filed petitions to deny against stations with which they are engaged in disputes.

The citizen group opposing the renewal of both WJBK-TV and WWJ-TV is the Inter-Faith Centers for Racial Justice, which unsuccessfully opposed the renewals of both stations in 1970. IFC's petition against the renewal of the Storer station, filed two weeks ago (BROADCASTING, Sept. 3), was based largely on allegations of inadequate program service and of violations of the fairness doctrine.

In opposing the renewal application for WWJ-TV, IFC said the station's programming "contains an invidious racial bias and is prime facie inconsistent with the public interest." The allegation was based largely on the results of monitoring of the station's programming by "members and friends" of the Grosse Pointe Center for Racial Justice during the weeks of May 27 and June 10. IFC said most of the programs were virtually all-white in terms of the personalities involved, while some, including programs aimed at children, contained an element of racism.

The second petition opposing the renewal of WJBK-TV was filed by the Detroit Media Coalition. It said the station is guilty of discriminatory practices in employment that leave it "unequipped to relate to significant portions of its community." It also said the station has violated the commission's fairness doctrine and personal-attack rules in connection with issues regarding women and

racial minorities, that its programming policies "reflect this insensitivity" and that "it has ignored its obligations to ascertain community problems." The coalition also charged that the station failed to comply with commission rules to make its 1973 application available for inspection as soon as it was filed.

The competing applications confronting WCAR-AM-FM were filed by the Hall Broadcasting Co. Hall is 100% owned by Clyde W. Hall, a black, who is president and sole owner of a Detroit public-relations firm and who is active in real estate and property development.

In Adrian, Gerity Broadcasting Co.'s applications for renewal of WABJ(AM) and for a permit for an FM are being opposed by Lenawee Broadcasting Co., licensee of WLEN(FM) Adrian. Lenawee expressed concern about the impact of a new FM station on broadcast revenues in the community, and asked that Gerity's two applications and its application for renewal be consolidated in a hearing. Some of the issues would be directed against the procedures Gerity followed in determining community needs in connection with its FM application.

But Lenawee would also want issues added to assess the economic impact of another station in Adrian. One would concern an "independent FM protection policy," to determine whether the proposed FM station would impair the ability of an independent FM to compete effectively. The second would be to determine whether the community could support three stations and, if not, which of the applications should be granted.

The other dispute among broadcasters involves the petition filed by the Jackson Television Corp., permittee of WWLD(TV) (ch. 18) Jackson, Mich., and Television Associates Inc., the proposed assignee of that permit. They want their application consolidated with the renewal application of WUHQ-TV (ch. 41) Battle Creek for a hearing—to determine which should be granted.

The petitioners, whose application was filed in July 1970, blame the commission's delay in granting it on oppositions raised by WUHQ-TV. Since Jackson and Battle Creek are 40 miles distant and the predicted coverage maps filed by each station show a substantial overlap of the grade A and grade B contours, the petitioners said, WUHQ-TV's actions lead to the conclusion that WWLD-TV's operation would be mutually exclusive with that of the Battle Creek station.

The mayor of Marquette, William J. Malandrone, filed his petition—in his own behalf and as mayor—against the renewal of WLUC-TV Marquette because of what he feels is the deterioration of its service to the city, technically and otherwise. Mayor Malandrone said that as a result of the relocation of its transmitter last year, the station does not put a signal over its city of license that is better than a grade B. He also said that the station moved its studio to a point eight miles outside of Marquette, without commission approval. And the out-

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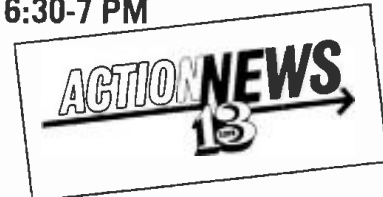
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Broadcasting will make FM its business on September 24. If FM is your business, too, you'll want to be with us.

You belong in Broadcasting September 24.

of-town location makes coverage of local events on a live basis "impossible," he said, as well as removing the station from community involvement and the local tax rolls.

The mayor said that if the commission chooses not to designate the renewal application for hearing, it should grant the station a one-year license and direct it to improve its signal and move the studio back into Marquette.

Miss Morris's petition is aimed at the renewal of Western Michigan Telecasters Inc.'s WZZM-TV Grand Rapids, Mich. The petition is based principally on Miss Morris's allegation that Western Michigan failed to keep a commitment made to her in a settlement of an earlier dispute involving an application for a television frequency with which she was associated about five years ago—for ch. 41 Battle Creek. She said she was to have been put on Western Michigan's payroll at \$10,000 a year for six years, but that the payments stopped in 1971, after the death of William Dempsey, who had been president and general manager of the station. Miss Morris said that Western Michigan "intimidated" an applicant by threatening it with a \$3-million law suit, then negotiated a settlement to avoid a hearing on its conduct, and then failed to keep the commitments it made in connection with these matters.

In a related matter last week, a citizen group in Columbus, Ohio, that had opposed the renewal of RadiOhio's WBNS-TV there three years ago, asked the commission to defer consideration of the application seeking renewal of the station for the 1973-76 period. The Columbus Broadcasting Coalition noted that it has appealed the commission's action granting the station's 1970 renewal and said it would be improper to grant the newest application before judicial review of that action is completed.

Media Briefs

Topping 600. Mutual Broadcasting System affiliates now total 617, according to Mutual President C. Edward Little. New affiliates are: WZNG(AM) Winter Haven, Fla.; WRNZ-FM Ann Arbor, Mich.; WYAM(AM) Birmingham, Ala.; WNRs(AM) Saline, Mich.; KPBM-FM and KWOC(AM), both Poplar Bluff, Mo.; WCUZ(AM) Grand Rapids, Mich.; KBIS(AM) Bakersfield, Calif.; WITO(AM) Ironton, Ohio; KTEO(AM) San Angelo, Tex.; KBBY(AM) Ventura, Calif.; KATZ(AM) St. Louis; KNEW(AM) San Francisco-Oakland; KONO(AM) San Antonio, Tex.; WAME(AM) Charlotte, N.C.; WIBC(AM) Indianapolis; WKOX-AM-FM Boston and WWOK(AM) Miami.

Treasury won't take checks. Broadcasters paying FCC fines will now make out forfeiture checks directly to commission. In response to request by Treasury Department, commission amended rules to substitute FCC instead of Treasury as payee. Checks for application fees, which are already required to be paid directly to FCC, remain unaffected by new rule.

Antipay campaign shifts into high gear at NAB

**Special committee lays it out:
a campaign director to be hired,
outside PR firm to be retained,
public figures to be recruited**

The National Association of Broadcasters' campaign against pay television is becoming an issue of such magnitude at the association that some observers believe it is surpassed only by NAB's continuing drive for renewal reform on the priority scale. The movement took more cohesive form last week at the second meeting of NAB's Special Committee on Pay Television, at which basic issues regarding the committee's internal structure were resolved.

"The critical nature of this situation is calling for a separate, single-purpose department within the NAB," Willard Walbridge of Capital Cities Communications, chairman of the pay-TV committee, told newsmen last week. "We're determined to join this battle on all fronts."

It is clear that NAB does not regard the campaign as a short-term situation. The committee, as it was structured at last week's meeting, will include:

- A public advisory board consisting, according to Mr. Walbridge, of "people of stature representing broadly based public groups." The board would be called on to provide input on attitudes with respect to the pay issue from a large spectrum of the public.

- An executive director, who is still being sought, will be responsible for the over-all coordination of the antipay campaign. The director would be "guided in principle" by the pay-TV committee. He would, however, be an NAB employee and would be directly responsible to NAB President Vincent Wasilewski. A special committee has been appointed to fill the post.

- A private public-relations/consulting firm will be employed to prepare and execute the campaign's future public exposure. Previously, newspaper ads placed by the association had been prepared under the direction of James Hulbert, NAB's executive vice president for public relations. But to continue to lay that job on the NAB staff, Mr. Walbridge said, would be "deleterious to them and the job that needs to be done."

- Five subcommittees have been formed to delve into the campaign's diverse specifics. Their respective functions will be public relations, government relations, information/research, media relations and funding. Chairmen of the subcommittees are expected to be announced this week.

Mr. Walbridge acknowledged that the pay committee's principal target is pay cable. He expressed the belief that over-the-air STV does not pose an immediate threat to free broadcasting, although he said the committee would take a similar position with respect to STV if that threat

materialized in the future. He also downplayed the issue that cablecasters are not presently in a position to outbid broadcasters for programming, stating that that situation—particularly in light of the possibilities for cable-satellite interconnection—could change overnight.

"Our committee wasn't set up to stifle pay TV in its cradle," Mr. Walbridge said. "Our continuing concern is that it indeed be a supplemental service that is additive and contributive [to free television], but will not be a force that will take away from the public what it is getting free now."

Mr. Walbridge did not disclose any specifics as to how much money will be spent on the campaign. He said the committee will draw its funds from various segments of the broadcast community as well as from the NAB. He said "tentative pledges out of various entities" have already been forthcoming.

Although no details were disclosed on future publicity efforts, it is apparent that the pay committee does not intend to discontinue the practice of purchasing newspaper space to foster the antipay campaign. There has been some dissent from broadcasters on this practice. It is less certain as to whether a similar drive will be mounted on the airways. Mr. Walbridge said NAB has no plans to purchase broadcast time on its own, but indicated that the question of whether independent drives will be mounted by association members, with or without NAB's encouragement, is still an open issue. One essential consideration here is the fairness doctrine. "We recognized the fairness doctrine would be involved [in any broadcast campaign] from the beginning," an association spokesman said.

One of those keeping a particularly watchful eye on any broadcast-campaign developments is the National Cable Television Association. NCTA President David Foster formally challenged NAB to a debate on the pay issue several weeks ago. It was learned last week that the NAB pay-TV committee has reached a decision on the NCTA challenge. NAB sources, however, declined to disclose the nature of that decision, which is expected to be made public this week.

Meanwhile, NCTA is continuing to research the issue. It is presently keeping a low profile on the subject, electing to wait for more specific information from NAB before it takes any retaliatory steps. An NCTA spokesman last week disclosed that the association had earlier contemplated requesting an interpretation from the FCC as to whether an NAB-inspired antipay campaign on broadcast facilities would invoke fairness obligations. That plan was scrapped, the spokesman said, when it was subsequently determined that fairness would indeed come into play.

Commenting on the latest NAB activity in this area, Mr. Foster stated last week: "It's no surprise to us that the NAB is attempting to pull together its considerable resources for this campaign. We intend to present the issues before the public clearly and dispassionately and we hope NAB does too—although so far

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WTIC, Hartford, CT
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KHJ, Los Angeles, CA
KTTV, Los Angeles, CA
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WDSU, New Orleans, LA
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WNEW, New York, NY
KTVU, Oakland, CA
WKY, Oklahoma City, OK (2)
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KDKA, Pittsburgh, PA
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KTVI-TV, St. Louis, MO
KENS, San Antonio, TX
KCST, San Diego, CA
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WTTG, Washington, DC
WXII, Winston-Salem, NC

Great Britain

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Thames Television, Ltd., London (2)
Granada Television, Ltd., Manchester (2)
Rank Video Labs, London
Harlech Television, Ltd., Wales (2)

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CFCF, Montreal
CKCO, Kitchener
CHCH, Hamilton
CBC, Canada (3)

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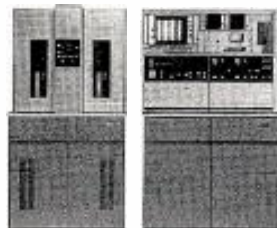
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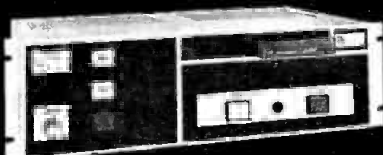
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there's little evidence of that. We also hope that NAB is ready to enter into a serious debate of the matter soon."

Citizen groups and broadcasters take sides on ascertainment

In comments filed with FCC last week, broadcasters opt for more latitude in determining and dealing with local needs; citizen groups see primer as aid in their efforts to watchdog station performance

Broadcasters and citizen groups have never seen eye to eye on the question of whether the FCC's present community-needs-ascertainment procedure is worth all the effort with which it is customarily associated. Never were those differences more evident than in comments filed by both sides at the commission last week. The response was predictable.

For broadcasters, the commission's primer on ascertainment procedures has become such an exercise in verbosity and attention to detail that it now amounts to nothing more than a "regulatory malignancy." That phrase was coined by the Washington law firm of McKenna, Wilkinson & Kittner and appeared on two separate briefs the firm filed on behalf of several broadcast clients. But the attitude it reflected was universal among those industry representatives filing. Broadcasters clearly want to be emancipated from the allegedly burdensome and unproductive requirements contained in the primer. They want a return to quieter times, specifically to 1960. That was the year in which the commission issued a policy statement on the efforts it expected of its licensees in ascertaining local needs and problems and proposing remedies for them. The requirements reflected in that policy, which was superseded by the ascertainment primer in 1971, were minimal. They allowed for wide licensee discretion with respect to the survey method to be employed. In fact, the policy was essentially an exercise in self-regulation, in which the licensee was required to do little more than list, in narrative form, several relevant community problems, how those problems had been determined, and what the station intended to do about them.

For citizen groups, as was evident in comments submitted last week by such organizations as Black Efforts for Soul in Television, the United Church of Christ's Office of Communications, and the National Organization for Women, the primer was a godsend. It represented an FCC mandate that broadcasters no longer had the freedom to decide for themselves how to go about ascertaining the needs of their audiences; the commission was doing it for them. What is needed now, the groups stated, is more detailed scrutiny of those surveys at the FCC. Rather than lessen, or abandon, the

requirements set forth in the primer, citizen groups feel the process should be strengthened. The beneficiary of that process would be the public, the groups stated. But, they added, there would be a fringe benefit as well: Tougher ascertainment requirements would make their jobs easier when renewal time approaches; it would give their petitions to deny more legal clout. Or, in some cases, more stringent ascertainment procedures could eliminate the necessity for filing challenges entirely.

BEST, for one, acknowledged that it was skeptical when the commission first initiated the primer. But since its adoption, it noted, citizen groups "have found it a valuable tool in performing their proper role as 'private regulators' of the broadcast industry." It has been found to provide "information needed to perform a basic examination of their local broadcaster's commitment and performance," BEST said. And it would be even more effective if certain modifications were made, such as requiring ascertainment procedures of public broadcasters, requiring that the needs of women and young people be dealt with specifically, banning amendments to original ascertainment surveys, and making more raw data available to the public.

NOW proposed several other alterations to the status quo. It told the commission that all stations should be required to form community liaison groups (at their own expense), perform random surveys of public needs throughout the license period, be barred from interviewing large groups of community leaders in the same room at the same time, and consult with those leaders on a continuous basis, rather than toward the end of the license term.

The primer also received high marks from the Church of Christ, but with qualification. With the FCC's failure to adequately scrutinize each ascertainment report, its consistent practice of modifying the primer, and its indications that the primer might someday become inoperative, "it is not surprising that ascertainment surveys tend to be perfunctory," the church group said. But the primer, the group added, can be a viable commodity if it is used correctly. "What is lacking is an affirmative effort by broadcasters to use ascertainment for positive purposes and the will of the commission to see that it is done." Absent these goals, it contended, the primer is not "regulatory malignancy," as the McKenna firm asserts; but it is "regulatory mush."

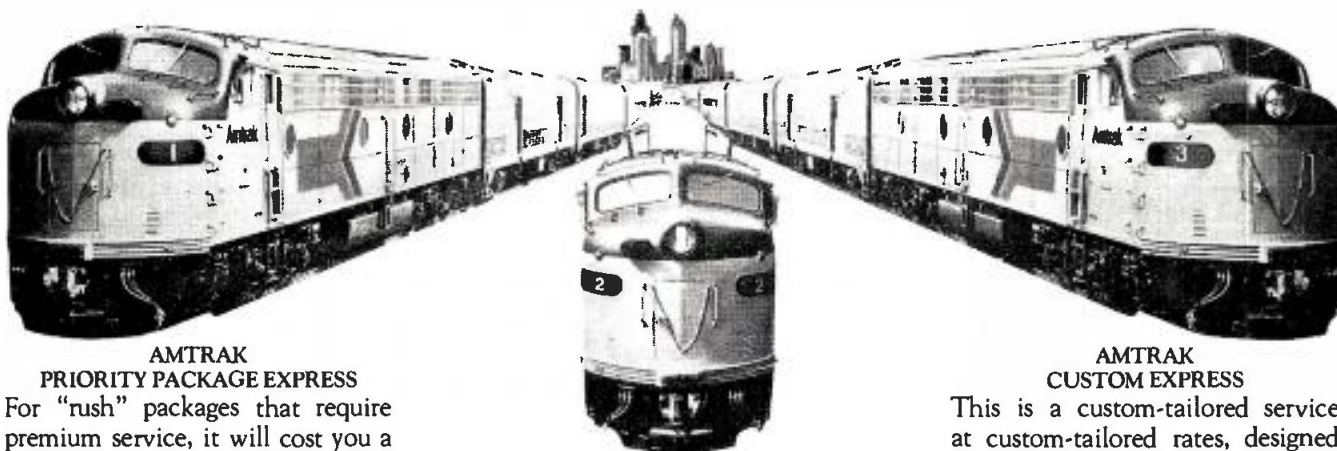
The National Association of Broadcasters said it has no qualms about the "theory and purpose" behind the primer. But the creature itself is another story. NAB's assessment of the present requirements were similar to those voiced earlier by such broadcast interests as ABC and CBS (BROADCASTING, Sept. 3). The commission, citizen groups and broadcasters themselves have become so engrossed with the methodology of the ascertainment process, NAB claimed, that sometimes the real purpose of the exercise—"overseeing licensees to determine whether program service is reasonably respon-

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sive to the problems and needs of the community served"—is forgotten. Despite the commission's efforts to clarify the requirements, NAB said, an "aura of confusion" still exists as to precisely what those requirements are. In order to ward off prospective renewal challenges, the association asserted, licensees too often abandon the standard of good-faith performance in completing ascertainment surveys and opt instead for the concept of "overkill"—in which the station so deluges the commission with facts and statistics that there can be little doubt that a concerted effort has been made to satisfy the commission's directive.

NAB was not without support. According to the McKenna, Wilkinson & Kittner briefs, the ascertainment process has "dramatically mushroomed from a relatively simple statement of overall policy into an extremely complex and often confusing set of regulations." The National Association of FM Broadcasters echoed that the requirements "impose needless and unproductive responsibilities on broadcast licensees."

And according to NBC, "the diverse and dynamic nature of the broadcast media do not permit the establishment of rigid and inflexible standards for the interaction of stations and the public." The commission, NBC stated, "must give its licensees broader latitude to use their own individual initiatives, energies and judgments."

While the broadcasters filing varied somewhat as to how, exactly, that freedom should be delegated, the consensus

was in accord with a proposal—and a relatively simple one at that—offered by NAB. The procedure involves a re-issuance of the 1960 policy statement to supplant the primer. Under those minimum standards, stations would be required to submit a list of about 10 community problems. A narrative about five pages long would explain how the licensee determined those problems, what programming it has offered in the past that dealt with them, and what would be done in the future to solve them.

Church groups assess Cleveland radio-TV

It looks like mini-version of report by Johnson, but authors say it is only to help residents, stations

Cleveland-area residents who take their listening and viewing seriously now have available to them a report on the performance of radio and television stations in the area. The report was produced by the Catholic Diocese and the Council of Churches in Cleveland.

It provides a ranking of the AM, FM and TV stations in the area, based on their performance in terms of news, public affairs, "other" (exclusive of sports and entertainment), community-service and public-affairs programming (local programming, too, in the TV ranking), commercials and public service announcements.

Thus it appears to be a cut-down ver-

sion of the report Commissioner Nicholas Johnson prepared for all on major-market network television stations. However, the authors—J. Jerome Lackamp, executive producer of the Cleveland Diocese's Department of Radio-TV, and the Rev. Donald Stockford, director of the Public Witness Commission of the Council of Churches of Greater Cleveland, are not following in anyone's footsteps. They prepared a similar report three years ago.

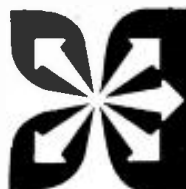
In addition, their 1973 report contains an admittedly "subjective" analysis of the stations' performance, based on monitoring conducted by the authors and by members of the Radio-TV Council of Greater Cleveland.

The ranking of AM stations by composite of all program factors follows: WERE, WJW, WGAR, WELW, WHK, WCUE, WLRO, WWWF, WBKC, WEOL, WABQ, WLXY and WPVL.

The ranking of FM stations: WWWW, WELW-FM, WCLV, WNCR, WZAK, WDOK, WBEA, WMMS, WGCL, WXEN, WDBN and WQAL.

The ranking of TV stations: WJW-TV, WKYC-TV, WEWS, WUAB(TV), WKBF-TV.

The report was completed in August, early enough to be of use to groups interested in petitioning the FCC to deny the renewal applications of Cleveland stations. The stations' renewals are due Oct. 1. And that was one use the authors said could be made of the report. But their only recommendation, they said, was that citizens use it to inform themselves of the service of their stations and that the stations use it to make themselves "more responsive to their licensed rights and responsibilities." No petitions were filed against Cleveland stations last week, when the deadline for such filings passed (see page 40).



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73-46

Pacifica's own people turn against it

Licensee of free-form FM's is hit by racial charges from third-world groups

The Pacifica Foundation, licensee of four free-wheeling noncommercial radio stations, last week came under attack by minority groups in Berkeley, Calif.

The Community Coalition for Media Change and Third World Communications, claiming to speak for the Asian, black and brown citizens in Berkeley, where Pacifica's KPFA(FM) and KPFB(FM) operate, accused Pacifica of racial discrimination in employment at KPFA and of thwarting efforts of nonwhites there to produce ethnic-cultural programming.

The petitioners' criticism was contained in a petition in which the citizen groups ask permission to intervene in the proceeding in which Pacifica is seeking a construction permit to build an FM station on channel 207 in Washington. The groups also ask the commission to deny the application.

Most of the groups' criticism focuses on KPFA. They said it has no brown, Spanish-speaking, Spanish-surnamed, Asian or

black full-time employees, and added, "KPFA presents itself as being a 'right-on' organization, but close examination would show that KPFA has done an excellent 'write off' job on minority people and others in the community." Besides the Berkeley stations, Pacifica operates KPFA (FM) Los Angeles and WBAI (FM) New York.

Pacifica's application for a new FM in Washington has been in hearing status for four years. At one time, it faced competition for the channel from the National Education Foundation, which later dropped out of the contest.

Actually, only several days have been taken up in hearing. And Pacifica is now petitioning the commission to grant the application without hearing or to clarify the issues.

The one major issue involved represents the kind of trouble that is more familiar to Pacifica than criticism from a citizen group. It seeks to determine whether Pacifica is qualified to operate on a channel reserved for educational purposes, but is so broadly framed that, Pacifica complains, the commission's Broadcast Bureau is using it as authority to check into Pacifica's stations' use of four-letter words.

Senate pulls rug half way out from under OTP

It unanimously adopts appropriation cutting offices' budget by 50%

The fiscal future of the White House Office of Telecommunications Policy looked bleak last week. By a vote of 87-to-0 the Senate voted to uphold the substantial cuts the Senate Appropriations Committee had made in OTP's 1974 budget request.

Approved by the Senate last Wednesday (Sept. 5) was H.R. 9590, the multi-billion-dollar appropriations bill for the Treasury Department, Postal Service, and other federal agencies. Contained in the bill is the \$1.5 million for OTP that the Senate Appropriations Committee had recommended (BROADCASTING, Aug. 13). The amount is less than half the \$3,270,000 OTP had requested.

OTP has said that if it receives only \$1.5 million, all of its research projects would have to be eliminated and there would be substantial staff cut-backs—beyond the 20% staff reduction it had planned to effect by next June.

The Senate bill will go to conference with the House-passed version of H.R. 9590, which contains \$2,070,000 for OTP in fiscal 1974.

Changing Hands

Approved

The following transfer of station ownership has been approved by the FCC (for other FCC activities see "For the Record," page 63):

■ KTBC-TV Austin, Tex.: Sold by family of late President Lyndon B. Johnson to Times-Mirror Co., Los Angeles, for \$9 million (see details, page 12).

Putting broadcast money behind broadcast words

Industry's political-action and political-education committee gets added heft with addition of first full-time executive director

Political fund raising, despite Watergate, is still going on, and functioning in that area for the broadcasting industry is the National Committee for the Support of Free Broadcasting, which last week got its first full-time executive secretary.

Established in August 1972 by the National Association of Broadcasters, the NCSFB has its headquarters at the NAB building in Washington, but it is not part of that organization. Basically, NCSFB

serves a dual function: to raise money to contribute to congressional campaigns through one of its divisions, the Television and Radio Political Action Committee (TARPAC), and to raise funds to inform broadcasters and legislators on what is happening on major broadcast issues through the other division, the Television and Radio Political Educational Committee (TARPEC).

Douglas Manship, president of the Manship stations and chairman of both NCSFB and TARPEC (Jack Rosenthal of Harriscop Broadcasting Corp. is chairman of TARPAC), claims that the Watergate stigma has not hurt the com-

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mittee's activities. "All we are doing is following the mandate of Congress," which has authorized business interests to set up and operate political-action and education committees, says Mr. Manship.

Spearheading the committee's operation in Washington is Spencer Denison, who has just resigned his position in NAB's station-relations department to become the executive secretary and only full-time employe of the NCSFB ("Closed Circuit," Aug. 27).

Mr. Denison agrees that the tentacles of Watergate have not strangled the committee and do not threaten to do so. He points out that fund-raising solicitations make it clear that the political-action committee can by law accept only individual contributions, while the political education unit, which is just starting up this year, may also accept corporate money. (Operating expenses for the Washington office come from the funds of both committees.)

Then, too, he says, the committees have separate bank accounts, engage a Washington law firm (Webster & Kilkullan) as consultants in dealing with the campaign-spending law, and periodically file reports of receipts and expenditures with the secretary of the Senate and the clerk of the House. "We operate in a fishbowl," Mr. Denison says.

He also points out that last year TARPAC did not contribute over \$2,000 to any single congressional candidate. "Obviously you can't buy anyone for



Mr. Denison

\$2,000," he points out. "Our aim is just to get the congressman's ear."

Mr. Manship says that the \$2,000 figure is what TARPAC considers "a limit of good taste" in political contributing, but he said that amount could be exceeded in some circumstances.

TARPAC contributed only to incumbents last year because of its limited funds, according to Mr. Manship. The committee's first priority, he says, involves races of senators and congressmen on key committees (primarily Commerce, Judiciary and Rules).

The political-action committee collected \$41,736.65 from 513 broadcasters last year, Mr. Denison says, and spent \$28,609.88 on 40 candidates (only two of whom lost their bid for re-election.) The \$13,000-plus carryover will go to 1974 congressional races, he adds.

found nothing in any of the eight petitions it was opposing to recommend them. The petitions involved:

■ The ownership interests of KUTV(TV) and KSAL-TV, both Salt Lake City, in Community Television of Utah, Inc., one of two cable systems with franchises in the city (file nos. CSR-387[X] and CSR-404[X]). Because of interests of the stations not only in the cable system but in other media in the city—newspapers and broadcast—"this case falls squarely within the intended coverage of the rule," the department said.

■ The *San Francisco Chronicle's* interest in KRON-FM-TV San Francisco and three cable systems in the Bay area (file no. CSR-409[X]). These other media interests, particularly that involving the newspaper, "so significantly aggravate media concentration in the San Francisco-Oakland areas as to make divestiture" of the cable system "essential," the department said.

■ Newhouse Broadcasting Corporation's ownership of WSYE-TV Elmira-Corning, N.Y., and cable system in Corning (file no. CSR-415[X]). The department concluded that breakup of that crossownership "will promote local diversity and competition and will remove Newhouse's economic incentive not to develop to their fullest potential either the cable system or, "as is more likely in this case, WSYE-TV." The station is a satellite of WSYR-TV Syracuse, N.Y.

■ KID-AM-FM-TV and KIFI-TV, both Idaho Falls, Idaho, whose licensees each own 25% of the cable system there (file nos. CSR-401[X] and CSR-425[X]). KIFI-TV is owned by the publisher of the only daily newspaper in the city. "Petitioners' CATV-TV-AM-FM newspaper interests in Idaho Falls makes this a virtually irresistible case for application of the divestiture requirement," the department said.

■ KSBW(TV) Salinas-Monterey, Calif., and its satellite KSBY(TV) San Luis Obispo, Calif., and 14 cable systems in the area with which they are commonly owned by Central California Communications Corp. (file no. CSR-400[X]). "Central California," the department said, "has failed to show that divestiture would not increase diversity and competition."

■ WTHI-AM-FM-TV Terre Haute, Ind., and the cable system there (file no. CSR-394[X]). The principal owners of the stations and the cable system are also principal owners of the only daily newspapers in the city. Considering the local dominance of the CATV-TV-FM-AM-newspaper aggregate that petitioners' ownership interests bind together, the depart-

Justice frowns on eight more crossownership waiver requests

FCC also hears oppositions from two citizen groups

The Department of Justice is proving to be a prolific producer of oppositions to petitions for waiver of the FCC rule barring crossownership of cable television systems and television stations in the same market. The department has been grinding out such oppositions since May (BROADCASTING, May 21), and in July it said there were more than 60 waiver petitions in all that it had its eye on (BROADCASTING, July 16). Last week, it produced oppositions to eight more.

What's more, citizen groups, normally associated with petitions aimed at broadcast station operations, last week began participating in proceedings involving petitions for waiver of the rule—urging the commission to break up the crossownerships involved.

Two filed petitions last week. Citizens United for Better Broadcasting, of Lansing, Mich., requested the commission to deny the petition of Gross Telecasting Inc., licensee of WJIM-TV Lansing (file no. CSR-409 [X]). And the Committee for Open Media, based in San Jose, Calif., said the commission should deny the petition filed by Gill Cable Co., which is affiliated with KNTV(TV) San Jose (file no. CSR-395[X]).

The Justice Department, which has made it clear it feels the commission should measure the waiver petitions against a standard designed to assure diversity of ownership of mass media,

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Money maker. The National Association of Broadcasters cleared \$252,000 at its 1973 convention last spring in Washington, the association's executive committee was told last week at its regular monthly meeting. The income was derived from rental of exhibition space after payment of all convention-associated expenses, except staff overhead. Income for 1973 was about the same as that for 1972.

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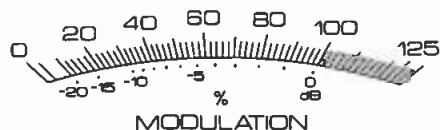
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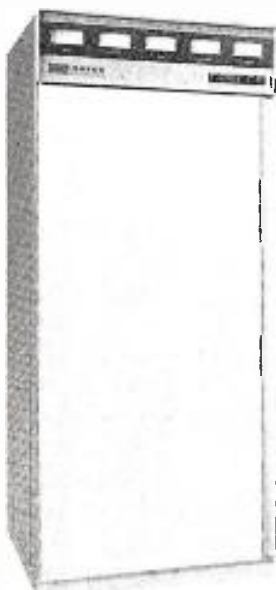
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ment said, no showing could be made that retention of the CATV-TV cross-ownership would foster diversification of control of the media in Terre Haute.

California-Oregon Radio Co.'s KIEM-TV and KRED(AM), both Eureka, Calif., and Humboldt Bay Video Company's cable system there (file nos. CSR-366[X] and CSR-422[X]). The majority of the board of each company is composed of shareholders in the other, the department noted. In addition, the publisher of the county's only daily newspaper owns 10% of the cable company. "The crossownership between Eureka's CATV system and KIEM-TV and the entire nexus of media interrelationships in Eureka present the type of situation for which the divestiture remedy . . . is particularly appropriate," the department said.

KORK-TV Las Vegas and Nevada Cablevision Co., owner of a cable system there (file no. CSR-407[X]). The owner of both, Donald W. Reynolds, also owns the *Las Vegas Review-Journal* and KORK-AM-FM Las Vegas. The requested divestiture is not justified under the facts, the department said, adding: "Indeed, the situation is on so clearly within the ambit of the policy considerations underlying [the divestiture rule] that this petition should be denied."

Almost every day he's in town, FCC Commissioner Robert E. Lee finds time to go to the Office Health Club.



Small FCC Commissioner Robert E. Lee in his office. If you'd guess that the nation's Communications Commission is a busy man, you'd be right. But four, five, six times a week—virtually every day he's working in town. Robert Lee takes the time after hours to keep fit at the Office Health Club.

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Testimonial. FCC Commissioner Robert E. Lee was never thought of as the commission jock. But there he was, last week, staring out from a flyer distributed by the Office Health Club as a means of promoting business. The club, located directly across the street from the commission offices, on M Street, in Washington, has become something of a restful, reinvigorating haven for the commissioner. He works out there frequently, and credits the exercise and therapy he received at the club in the past year with curing an ailing knee. So when the club's management asked if it might use his picture in a flyer, he agreed. No payment was involved; he is simply a satisfied customer letting the world know how he feels about the Office Health Club.

Programming

Almost done: end of blackouts this season

Senate passes its version of trial antiblackout bill; House holds hearings to give Rozelle his last words

The Senate last week approved legislation to lift television blackouts of home professional sports events, and it became clear that the House intends to follow suit this week. Those developments, coupled with the Nixon administration's support of the concept, made it appear virtually certain that an antiblackout law will be on the books shortly after the regular football season begins on Sept. 16.

The bill that passed the Senate last Thursday (Sept. 6) by a thumping 76-to-6 vote is a very slightly modified version of S. 1841, introduced by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) and approved by the parent Commerce Committee on July 18 (BROADCASTING, July 23).

The Senate-passed measure provides, through an amendment to the Communications Act, that for a period of one year no TV station, TV network or CATV system may carry out any agreement under which it is prevented from broadcasting home games of any pro football, baseball, basketball or hockey team when tickets are no longer available for purchase by the general public 72 hours in advance. (The original bill had stipulated 48 hours. The 72-hour provision was the result of an amendment offered by Commerce Committee Chairman Warren Magnuson [D-Wash.] and approved by voice vote.)

On the House side, where Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) was winding down hearings on his H.R. 9553 and other antiblackout bills, National Football League Commissioner Pete Rozelle charged that the proposals are aimed at determining when, where and how NFL games are to be telecast. "These proposals are entirely unprecedented," he said. "I'm not aware that Congress has ever before in the history of the United States attempted to determine by amendment to the communications laws how the producer of one form of commercial television programming shall present its programming to the public—particularly when the primary impact of the bills will be on the producer's interests in areas having no relationship to television. That the proposed bills will be damaging to professional football is, we think, beyond question. The only realistic issue is *how* damaging they will be and *how soon* these damaging effects will be felt."

In attempting to dispel what he called some common misconceptions about pro football, Mr. Rozelle pointed out that the sport's economic base still rests with game attendance. "The NFL would pre-



Lost cause? Pete Rozelle (r), commissioner of the National Football League, reiterated the NFL's opposition to antiblackout legislation to House Communications Subcommittee Chairman



Torbert Macdonald (D-Mass.) (l) last week, but it may have been in vain: The Senate has passed its version of such a bill and all indications point to the House doing the same.

fer to greatly modify its television practices—or abandon television in its entirety—rather than experience the results of a significant conflict between television programming and gate attendance," he said.

If NFL was not bound by a long-term network contract, he added, the league would, because of the pending antiblackout bills, "be giving serious consideration to adopting the television practices of other sports—to limiting our Sunday afternoon telecasts to selected national game-of-the-week telecasts." Then, he said, NFL member clubs would be left to arrange their own game telecasts.

One damaging effect of the legislation, Mr. Rozelle said, is that fans will delay purchasing their tickets. But because most fans have already purchased tickets, he said, the most immediate impact will be to increase "no shows"—those who purchase tickets but do not appear at games.

Crowds are a major element in the atmosphere of games, he said, and are even a factor in the performance of the home team. No-shows also affect stadium authorities and others who have interest in parking and concessions, he said. "We are talking about parking and concession receipts totaling in excess of \$15 million annually."

Mr. Rozelle also contended that antiblackout legislation would substantially reduce radio audiences, and hence the financial base of the broadcasts.

Finally, Mr. Rozelle contended that "today's 'no-show' rapidly becomes tomorrow's non-ticket buyer," because fans will be guaranteed that they will see games on television. "Ultimately oversaturation and changed attendance habits will push football down the same path followed by professional boxing—which largely destroyed itself with TV oversaturation," he said.

The NFL commissioner also attempted to allay fears that the NFL was opposing the bills because it planned to switch from free television to pay TV or pay cable. In recent negotiations with CBS, he said, the network had sought to prohibit the NFL from using any other form of television through 1977, but the NFL resisted because it believed "some sort of minimal experiment might be neces-

sary if in the seasons after 1977 any member club might undertake to add to its schedule of telecasts in this fashion."

If Congress does decide to enact a bill on a one-year, experimental basis, he said, "we will not even wait for the presidential signature on the bill [before abiding by it]." But he expressed the hope that at the end of the trial the situation would be carefully reviewed.

"Nobody is trying to persecute you [the NFL]," Mr. Macdonald told Mr. Rozelle. "We are asking you to pay your dues for what Congress did for you," he said, referring to enactment of

the 1961 antitrust exemption which permits sports blackouts. "We never claimed it wouldn't hurt [football] financially," he said. "It's not a shot in the arm, but it's not a mortal wound either."

In his testimony, George H. Duncan, president of the Metromedia Radio Division, who was among those accompanying Mr. Rozelle, said that if blackouts are lifted on NFL home games "the economic feasibility of continuing to broadcast the games will be very seriously eroded if not completely out of the question. Our company, for one, would take a very hard look at the question of

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whether we want to continue to carry the games at all."

Another facet of the problem, he said, is whether radio stations could continue to maintain the regional networks they have established to carry games into remote areas.

NFL football is "prestigious programming" and usually profitable for a radio station, he said, and blacked-out home games are the most important element in the ability attracting sponsorship. "Indeed," he said, "without the element of exclusivity, there may be very little appeal to sponsor the game on radio, no matter how inexpensive."

Baseball Commissioner Bowie Kuhn opposed antiblackout legislation, contending that baseball is already making a large percentage of its home games available for telecasting in the teams' home city.

Regular-season telecasting of home games varies because broadcast rights are sold by individual clubs, he explained. Under baseball's contract with NBC, he added, the World Series, divisional playoffs and the All-Star games are not blacked out, although regular-season Saturday and Monday-night games under the network contract are blacked out in home cities.

"We have reasonably accommodated our mass audience, by our broadcasting practices and by our ticket-pricing practices," he said. "We believe that the television decisions should remain with professional sports." He added that if

Congress imposes an antiblackout requirement, it should not apply to baseball.

Antiblackout legislation, Mr. Kuhn charged, has the potential to undermine the baseball gate. "If the public knows a game is to be televised if sold out," he explained, "there is a tendency for the public to lay back and not to buy tickets."

Thomas E. Kauper, assistant attorney general in the Justice Department's anti-trust division, reiterated the administration's support for antiblackout legislation that he had voiced last October during Senate Communications Subcommittee hearings. But he expressed doubt about outlawing blackouts through legislative amendment to the Communications Act (which all the pending bills would do). "The major problem with seeking to require home telecasts through amendment to the [act] is that the act provides for regulation and enforcement mechanisms only vis a vis the communications media," Mr. Kauper said. "The [FCC] would appear to have no enforcement power over professional sports clubs. Any enforcement action would have to be taken against television stations or networks which have rights under contract to televise the sporting events in question."

An alternative approach, he said, would be legislation that could "simply assert the power of the Congress to regulate professional sports activity in interstate commerce," and require teams that market television rights by joint agreement among league members to

make the TV rights for home games available at reasonable rates whenever an advance sell-out occurs.

"Such a bill could provide for direct criminal or civil penalties for clubs which fail to comply," he said. "This approach would leave the leagues or the individual clubs maximum freedom to bargain for the contractual arrangement they found most desirable, and would likewise leave the television industry free to see whatever arrangement is preferred."

In a statement filed with the Macdonald subcommittee last week the Association of Maimum Service Telecasters said it does not take a position on any of the pending antiblackout bills. But it urged that if such a bill is adopted it include language "to make clear that formerly blacked-out home games will be made available on reasonable terms to a local, free television station before they may be carried as CATV pay television or over-the-air pay television originations."

But Amos B. Hostetter Jr., national chairman of the National Cable Television Association, told the subcommittee NCTA favors limiting legislation to what appears to be the chief concern—public access to sold-out pro football games.

Some professional sports clubs have contracts with cable operators, he pointed out, and the rights of those viewing pro sports via cable should be protected.

He also expressed the concern that one side effect of legislation would be to activate the FCC's antisiphoning rules, which provide that sports events cannot be cablecast if they have been carried by free television during the preceding two years.

If TV carriage of home sports contests were to have an adverse impact on stadium attendance and the blackout was reinstated "then the effect of the legislation would be to preclude alternative means of providing these games to the public," Mr. Hostetter said, urging clarification of this problem in the legislation.

He assured the subcommittee that the CATV industry wants only to broaden public viewing choice and "is not and does not wish to be a threat to advertiser supported television. We . . . have no intention of attempting to 'siphon' off sports and other popular programs now carried on so-called free television."

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Program Briefs

Telethon tops record. Twenty-hour Jerry Lewis Labor Day telethon in behalf of Muscular Dystrophy Associations of America raised almost \$12 million in pledges, third more than \$9.2 million raised in 1972, it was reported last week. Las Vegas-originated TV benefit had 152 stations in line-up, two more than last year. Telethon officials expect, based on previous years' experience, to collect 106% of actual amount pledged.

TV therapy. Brut Productions, New York, reports initial sales on the half-hour TV series, *Group Therapy with Dr. Irene Kassorla*, in 13 major markets. Stations which have acquired show as trade-out for two commercials promoting Dr. Kras-

soria's book on mental health include WTAJ-TV Philadelphia; WJAN(TV) Canton, Ohio; WPGH-TV Pittsburgh; KPTV-TV Portland, Ore., and WTCG(TV) Atlanta.

Another crown. PSS, new programming subsidiary of Dancer-Fitzgerald-Sample, is producing *Miss World-U.S.A.* beauty pageant. Ninety-minute special marks network television debut of the pageant, which will air Tuesday, Sept. 25 as late night presentation of ABC's *Wide World of Entertainment*.

'It Pays' . . . in 60 markets. Worldvision Enterprises reports that *It Pays To Be Ignorant*, half-hour comedy series, has been sold in 60 markets for fall start. Program will be carried in prime-time-access periods by 28 stations in top 50 markets, and in both network prime time and prime-access time in markets below top 50.

Daytime drama. ABC-TV will carry 10 original 90-minute drama presentations of original scripts under the title *ABC Afternoon Playbreaks*, expanding from three such specials telecast during the past season. They will be scheduled once a month from 1:30-3 p.m. and will encompass serious drama, comedy, mystery-adventure and romance.

'Dating Game' spree. Station Syndication Inc., New York, a Sandy Frank company, reports sales of its weekly prime-access series, *New Dating Game*, in 28 of top-30 markets in less than one month of selling. Buyers include WABC-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KRON-TV San Francisco and WJW-TV Cleveland.

Second round. Second annual leukemia radiothon is scheduled for Feb. 16-17, 1974, with show originating at Burbank Studios, Burbank, Calif., under direction of National Leukemia Broadcast Council, Sherman Oaks, Calif. Larry C. Vanderveen, sales manager, KGL(AM) Los Angeles, is president of council. Initial leukemia radiothon took place last February, raising \$120,000 from 36 participating stations in 30 markets. Aim this year is to enlist 100 stations in fund-raising event.

'Concentration' in 30. Jim Victory Television Inc., New York, reports that its weekday, half-hour game series, *Concentration*, has been bought by 30 stations in first month of sales. Syndicated series, produced by Goodson-Todman and with Jack Narz as host, has been sold in nine of top-10 markets, including WNBC-TV New York, KHJ-TV Los Angeles, WCAU-TV Philadelphia, WBZ-TV Boston, KPIX(TV) San Francisco, WWJ-TV Detroit, WEWS(TV) Cleveland, WTOP-TV Washington and WTAE(TV) Pittsburgh.

Togetherness. Beckwith Presentations, New York and Los Angeles, is developing half-hour syndicated series, *Mixed Doubles*, slanted toward women who want to share their husbands' interests. Series will feature Melinda Fee, daytime dramatic series actress, who is said to be expert scuba diver, skeet shooter, race-car driver, gourmet cook and health-food authority.

Broadcast Journalism

Dart game resumes in the East Room

Watergate gets lesser role at latest Nixon news conference; attempts at banter fail to camouflage tension between President and media

It was almost like a normal presidential news conference. Members of the White House press corps, packed into the East Room of the White House last Wednesday (Sept. 5), asked questions covering a wide range of subjects—the Middle East, the economy, the President's domestic program. There were questions, too, about Watergate, of course. But they did not blot out virtually everything else, as they did at San Clemente two weeks earlier, in the first news conference in five months.

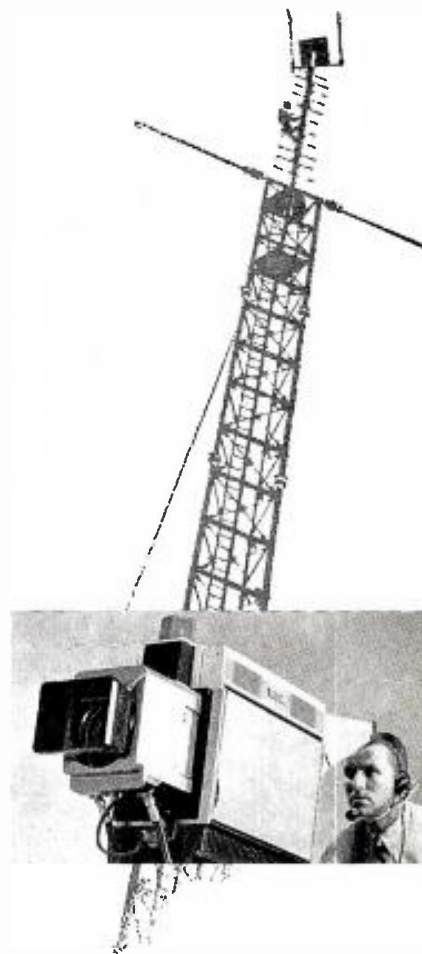
But, if the atmosphere was somewhat more relaxed, on both sides, things were not back to normal. Some of the reporters' questions still had rough edges to them. And if President Nixon had his feelings under better—that is, easier—control, his resentment of the news media was still discernible.

Again, CBS News's Dan Rather, whom the President in San Clemente had engaged in a volleying match on the question of the newsman's respect, or lack of same, for the presidency, was picked on for special attention. When Mr. Rather said he was following up a question of ABC's Tom Jarriel about the Watergate tapes, the President, wearing the tight smile he dons when sinking his own knives, remarked about the two networks "working together." Mr. Rather replied, "No, not always, Mr. President." And the understatement drew chuckles from some newsmen. But the President had the last word: "Thank heavens you are competitive."

But that may have been personal. Generally, he indicated his views about television in responding to a question on whether he was concerned about a need to rebuild confidence in his leadership. Yes, he agreed, winding up for a jab, that was a problem—what with four months of prime time in which the President was attacked "by innuendo, by leak, by, frankly, leers and sneers of commentators, which," he added, "is their perfect right."

The print media got theirs too. In discussing the controversy over his real estate, President Nixon said the audit he had done "gave the lie" to reports that were "carried, usually, in eight-column heads in most of the papers of this country." The retraction, he said, usually appeared back among the "corset ads."

But the second presidential news conference in three weeks demonstrated that, whatever he thinks of it, the news conference can be as useful to the President as to his inquisitors—if not more so. In answering the question about the need to restore confidence in his leadership, he



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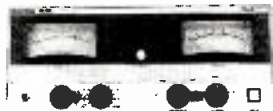
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WHITE HOUSE EAST ROOM

Q and A. President Nixon answers question from NBC's Richard Valeriani at last week's news conference. (NBC News photo)

said the first order of business on his part is not to allow his own confidence to be destroyed. Second, he said, confidence in his leadership is restored as a result of presidential action.

So there he was, bathed in television lights, demonstrating a reasonable amount of self-confidence to the nation via the three television networks. As for the second step, he led off the conference with an announcement that he would be sending Congress a second "State of the Union" message in which he would press for a number of pieces of legislation he said were urgently needed—in the areas of energy, housing, revenue sharing, among them. And he criticized Congress for "a very disappointing performance."

The telecast of the news conference got slightly lower ratings and shares for network-affiliated stations in New York and Los Angeles than regular programming usually carried in the same time period.

Based on Nielsen Overnights in those two cities, the three network TV stations had an average rating of 3.8 and a total share of 49 in New York and an average rating of 6.4 and a total share of 70 in Los Angeles.

In the week before the Nixon speech, the 3-3:45 p.m. period, filled with regular programming, had an average rating of 4.4 and a total share of 57 on the three network stations in New York and an average rating of 6.3 and a total share of 78 in Los Angeles.

Mr. Nixon's Aug. 22 news conference from San Clemente, Calif., captured an average rating of 5.5 and a total share of 63 on network affiliates in New York and an average rating of 6.5 and total share of 63 in Los Angeles.

Dole seeks to restrict Watergate coverage

He introduces resolution that would confine Ervin panel to executive sessions, which would effectively ban live reporting by the media

As he promised, Senator Robert Dole (R-Kan.) last week introduced a resolution aimed at halting television coverage of the Senate Watergate hearings (BROADCASTING, Sept. 3). But the senator's resolution would also bar coverage by the other media and exclude the public from the sessions.

The resolution introduced last Wednesday

day (Sept. 5), the first day Congress returned from its month-long vacation; says that the Watergate Committee "shall not conduct any hearing or receive any testimony or evidence . . . except in executive session . . ." That was the original version of the legislation, but it had been speculated that Senator Dole would change it to preclude only TV cameras.

In a floor statement, the former chairman of the Republican National Committee emphasized that the resolution is in no way intended to interfere with the committee's hearings or with the rights of the news media to report on them. He said the resolution is aimed at protecting the interests of the public and safeguarding the rights of innocent parties involved by "ending the sensational wave of publicity" generated by TV coverage of the hearings. He added that it was time Congress turned its attention away from Watergate to deal with other problems.

Two weeks ago, in announcing his intention to offer the resolution, Senator Dole claimed his Kansas constituency was "sick and tired" of watching the hearings on television.

Senate Democratic Whip Robert C. Byrd (D-W.Va.) last week also contended that the public is weary of the televised hearings.

In an interview on NBC-TV's *Today* show, the senator said that continued telecasting could "create a backlash" against the Watergate Committee. But he added that "I would be opposed to concluding the hearings. I don't think the people of the United States want the hearings ended until the work is done."

When asked whether Senator Byrd would support the Dole resolution, a spokesman said he would not and preferred to follow the lead of Watergate Committee Chairman Sam Ervin Jr. (D-N.C.).

A Watergate Committee spokesman said the members will meet this week to decide when to resume the hearings, and added that the committee has no current plans to bar television cameras. "Our feeling is that it's up to the networks," the spokesman said. "They are the ones paying for the coverage."

Journalism Briefs

Inside China. Seven ABC newsmen will enter People's Republic of China on Sept. 20 for six-week assignment shooting newsfilm for various ABC-TV news programs and one-hour documentary. Trip by the newsmen will implement agreements reached by Elmer W. Lower, president of ABC News, and Leonard H. Goldenson, chairman of American Broadcasting Companies Inc., with Central Broadcasting Bureau of People's Republic during recent three-week working visit there.

UPITN adds. UPITN reports that two additional stations have signed for its daily electronic news service, raising total number of subscribers to 14. New clients are KHJ-TV Los Angeles, effective today (Sept. 10), and WMSH-TV South Bend, Ind., starting Oct. 8.

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Y&R backs new agency

New York got another advertising agency when Ammirati Puris AvRutick opened its doors last week. One of the factors that distinguishes APA from other new agencies, however, is that Young & Rubicam owns 50% of the stock and occupies two of the five seats on the board of directors. APA can handle accounts that might prove to be product conflicts for Y&R and it can also take advantage of some of the depth of support services the second largest domestic ad agency can give it.

First client is Chrysler-Plymouth's Trailblazer, a four-wheel-drive wagon scheduled to be introduced next year. Such a vehicle would conflict with Y&R's International Harvester account.

Julian AvRutick, formerly a senior vice president at Y&R, is president of the new agency. Martin Puris and Ralph Ammirati, vice presidents and creative group heads, are the executive vice presidents.

Spot strong in second quarter. Investments in spot television by national and regional advertisers climbed by 10.3% to \$406.2 million in the second quarter of 1973, according to Broadcast Advertisers Reports figures released last week by the Television Bureau of Advertising. Product categories that showed significant gains were passenger cars, up 24% to \$34.6 million; records and tapes, up 85% to \$9.6 million; beer and wines, up 25% to \$26.3 million; airlines, up 28% to \$26.3 million, and apparel, footwear and accessories, up 49% to \$9.3 million.

Estimated expenditures of top-100 national and regional spot-television advertisers

1. Procter & Gamble	\$23,481,300	51. Westinghouse Electric	1,733,400
2. General Foods	13,835,400	52. Scott's Liquid Gold	1,725,400
3. Colgate-Palmolive	9,216,600	53. Mars	1,691,800
4. American Home Products	8,954,300	54. Standard Oil of Indiana	1,597,100
5. Lever Brothers	7,752,900	55. Philip Morris	1,555,300
6. Coca-Cola	6,899,600	56. American Dairy Association	1,550,700
7. General Motors	6,660,100	57. C. P. C. International	1,537,200
8. Bristol-Myers	6,224,400	58. Del Monte	1,534,400
9. Ford Motor	6,085,300	59. Popell Brothers	1,519,700
10. General Mills	5,765,900	60. F. W. Woolworth	1,471,400
11. Chrysler	5,531,800	61. Gulf & Western Industries	1,465,500
12. PepsiCo	5,263,700	62. Volkswagenwerk	1,461,600
13. Kraftco	4,453,500	63. Oldsmobile Auto Dealers Association	1,457,900
14. William Wrigley Jr.	4,085,900	64. Pillsbury	1,420,800
15. Jos. Schlitz Brewing	3,843,500	65. Atlantic-Richfield	1,419,900
16. ITT	3,595,500	66. Marshall Cavendish	1,390,100
17. AT&T	3,391,300	67. Schick	1,379,900
18. Gillette	3,121,200	68. Daimler-Benz	1,377,300
19. Seven-Up	2,985,400	69. Sperry Rand	1,374,300
20. Miles Laboratories	2,939,500	70. Rothmans of Pall Mall Canada	1,349,200
21. Kellogg	2,922,400	71. Standard Brands	1,347,100
22. American Motors	2,633,600	72. Campbell Soup	1,323,600
23. E. & J. Gallo Winery	2,577,300	73. Faberge	1,255,000
24. Dynamic House	2,500,200	74. G. Heileman Brewing	1,230,000
25. Heublein	2,485,500	75. Johnson & Johnson	1,221,200
26. Toyota Motor Distributors	2,459,600	76. Mutual of Omaha Insurance	1,192,300
27. Norton Simon	2,423,900	77. Goodyear Tire & Rubber	1,191,100
28. Nabisco	2,407,000	78. Nissan Motor USA	1,178,300
29. Anheuser-Busch	2,394,500	79. Block Drug	1,148,200
30. Trans World Airlines	2,384,600	80. Continental Air Lines	1,145,300
31. Noxell	2,325,300	81. Dr. Pepper	1,139,300
32. Alberto-Culver	2,261,500	82. Royal Crown Cola	1,110,700
33. Schering-Plough	2,242,300	83. Chesebrough Ponds	1,110,000
34. General Electric	2,165,700	84. Borden	1,087,700
35. Triangle Publications	2,163,800	85. Union Oil of Calif.	1,081,200
36. American Airlines	2,103,400	86. Ual	1,061,200
37. Quaker Oats	2,034,500	87. International Harvester	1,058,000
38. Morton-Norwich Products	2,030,000	88. Pan American World Airways	1,044,300
39. Sterling Drug	1,995,400	89. S. C. M.	1,020,000
40. Greyhound	1,954,200	90. GAF	1,001,800
41. Carnation	1,895,100	91. CBS	993,700
42. Kimberly-Clark	1,871,300	92. Hills Brothers Coffee	971,100
43. Nestle	1,866,000	93. Dark-Eyes	969,400
44. Shell Oil	1,837,600	94. Exxon	931,800
45. Beatrice Foods	1,824,800	95. Pabst Brewing	929,200
46. Toyo Kogyo	1,816,300	96. Squibb	925,900
47. S. C. Johnson & Son	1,811,800	97. Mattel	924,600
48. H. J. Heinz	1,774,000	98. Ford Auto Dealers Association	895,200
49. Warner-Lambert Pharmaceutical	1,752,800	99. K-Tel International	894,300
50. Hanes	1,747,700	100. American Express	890,300

The company will be temporarily located at the Delmonico Hotel, 502 Park Avenue, suite 1602, New York. Phone: (212) EL 5-2500.

Business Briefs

Rep appointments. WSTV(AM)-WECM-(FM) Claremont, N.H.: Grant Webb & Co., New York (national), and Harold H. Segal & Co., Boston (New England).

Olds back with Grambling. Oldsmobile Division of General Motors, Lansing, Mich., through Leo Burnett Co., Southfield, Mich., has renewed for fourth year partial sponsorship of *Grambling College Football TV Highlights*, commencing Sept. 23.

Plgskin spots. With football season getting under way, New York Life Insurance is ready to kick-off its second season of football-oriented commercials created by Compton Advertising. Beginning Sept. 15, pool of six 30-second spots will be seen on professional and college football games telecast by more than 600 stations, including NCAA games on ABC-TV.

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San Francisco-Atlanta	\$31.50
Philadelphia-Houston	\$26.25
New York-Tampa	\$26.25

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Delta is ready when you are!

Negotiations go on in AT&T tariff case

Compromise is hoped for with carrier either acceding to FCC proposal or developing its own rate schedule for occasional users of service

If AT&T can come up with a proposal for meeting the program-transmission needs of regular but part-time users of its service, the dispute over the carrier's planned hike in rates for occasional users will probably end in compromise. Otherwise, it may be up to the FCC to settle. And the answer should be known by Tuesday morning (Sept. 11).

That is when the parties involved in the AT&T program-transmission case are scheduled to meet at the commission's offices for a fourth time in an effort to reach a compromise.

The commission staff has proposed that AT&T lower its proposed charge of \$1 per hour (up from the present rate of 55 cents) to 65 cents for one year of a two-year experimental period and to 75 cents for the second year. In addition, occasional users who choose to do so would be permitted to use 10 hours of service each day at a cost of \$40 per mile each month, with customers permitted to share service.

Under the proposal as discussed at a meeting of the parties last week, AT&T would file its new tariffs providing for the 65 cent rate effective on Oct. 1, 1973, and the 75 cent rate effective on Oct. 1, 1974. The company would then be free on Sept. 1, 1975, to file whatever tariffs its experience proved necessary; the new rates become effective three months later.

AT&T's representatives at the meeting did not indicate the company's attitude, and there were mixed views among others present as to whether AT&T would accept the compromise.

Some thought the company would accept it. But others felt that the issue hung on whether AT&T could fashion a proposal for meeting the needs of UPITN which, in distributing news programs to clients, wants to use transmission service every day but for only a small portion of the day. E. William Henry, counsel

for UPITN, said that even the 65- and 75-cent formula would be unduly burdensome to UPITN. Baseball commissioner Bowie Kuhn was also said to be dissatisfied with the 65-75-cent proposal.

Representatives of various parties, including Thomas Dowd, counsel for INTV, a trade association of independent television stations, as well as Mr. Henry, urged AT&T to attempt to develop a monthly contract rate that would be limited to short periods of the day between certain hours.

But, although AT&T's representatives agreed to consider the proposal, one source noted, they "were not too enthusiastic." And the source, who said he was not optimistic about AT&T's chances of developing a proposal UPITN could accept, expressed doubt that AT&T would agree to the proposed compromise unless all other parties agreed to it.

The proposed increase in rates for occasional users, which would boost their costs some \$10 million annually, was designed to go along with a cut in charges for monthly contract users—the networks—which is expected to reduce their costs by some \$18 million. Those tariffs are now in effect.

The contract rates provide for a \$55 per month per mile charge, down from the previous charge of \$82.50 for an average of 17 hours daily. AT&T representatives last week were reported to have said that if the commission staff's 65-75-cent compromise were put into effect, the company would have to boost the \$55 charge for contact users to \$63 to recover losses. However, that is not part of the proposal. And AT&T officials were also quoted as saying that the \$55 figure could not be raised without risking the loss of network business to miscellaneous common carriers. It was to meet that competition that AT&T cut its monthly contract rates.

Unless the matter is settled this week, AT&T will be free to file its proposed tariffs for occasional users on Sept. 13. The commission made that commitment to AT&T in May, when the company was allowed to file its lower network rates but not its higher rates for occasional users.

However, under the commission's order, the occasional user rates would not become effective for 60 days. And at the end of that time the commission could suspend them for up to three

Unwanted UHF reception. One Milwaukee resident has the dubious—and dangerous—distinction of being "turned off" by television. But it was neither a program nor a commercial that was the basis for Hyman Lerner's complaint. Mr. Lerner for some time baffled scientists and cardiologists alike with an inexplicable eccentricity of his pacemaker; the heart-beat-regulating device would stop whenever he was near a rear parking lot of the downtown Randolph hotel. With his pacemaker inactive, Mr. Lerner fell unconscious for a few seconds before the pacemaker resumed. Doctors at Milwaukee's Deaconess, on learning that the parking lot was the only area where the problem occurred, pinpointed the WMTV-TV transmitter on top of the hotel as the culprit. Electromagnetic waves have been known to cause interference with pacemakers, but Mr. Lerner's was the first documented instance of a UHF television signal adversely affecting the device, according to Dr. George F. D'Cunha, director of the hospital's cardiographic lab. Mr. Lerner's pacemaker has since been shielded with a titanium steel case which acts as a barrier to UHF waves.

months. During that time, the commission would be confronted with the knotty problem of deciding the case—the propriety of the contract rates now in effect as well as the proposed occasional user rates—on the basis of the record. That is a task the commission hopes the parties will spare it by agreeing to a compromise.

Technical Briefs

High atop Sears. WTTW-TV Chicago, public TV station, has ordered butterfly-type antenna from RCA Broadcast Systems for installation on new 110-story Sears tower in that city. ABC-owned WLS-TV Chicago previously had purchased this type of RCA antenna, which will be used to test new concept for improving TV reception.

Going it alone. Memorex Corp., Santa Clara, Calif., which had earlier announced its objective of selling equity interest or seeking business combination with another company, has announced it has entered into negotiations to continue operations as independent business. Memorex and ILC (Memorex's wholly-owned leasing subsidiary), are seeking agreement from Bank of America and lenders to ILC with view to restructuring debt payments of Memorex and ILC to amounts which are projected to be available for debt service in order to permit firm's continued operation on independent basis.

Trio of tubes. RCA Electronic Components, Harrison, N.J., is marketing three new one-inch vidicon TV camera tubes. RCA 4809 and 4809/B are designed for color film TV pickup and are priced at \$350 each. RCA 4588 is designed for low light levels in applications where there is limited amount of motion in scene. It is priced at \$400.

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A test of country on Saturday nights

NBC-TV to try the Nashville sound in two New York-made pilots

The recent news about music on television has been about late-night rock. But NBC-TV is planning to devote some of that late-night time to country music. The network has commissioned two 90-minute pilots to be aired Saturday nights at 11:30 p.m. NYT in hopes of opening that time slot to country performers permanently. The pilots are scheduled for November and February and will be produced by Joe Cates for Phillip Productions.

Two weeks ago, sources in the NBC programming department leaked word that the network was pleased with the rating performance of *Music Country* (Thursday, 10-11 p.m. NYT), the summer replacement for the *Dean Martin Show*. *Music Country* topped all other programs in the Nielsen ratings for the first two weeks of August (an average 45 share, 22.65 rating). At that time, the NBC sources said, there were no concrete plans for a continuation of *Music Country*, though it was under serious consideration for future use.

Mac Davis is slated to be the host of the first country-music pilot, as yet untitled, with guests Charlie Rich, Ann Murray, Tom T. Hall, Patti Page and Kris Kristofferson. The second show will

be hosted by Johnny Cash. Both pilots will be produced in New York.

In the meantime, Mr. Cates and Phillip will be responsible for two other prime-time country specials this fall. CBS-TV will air the *Country Music Awards Show* from Nashville, sponsored by Kraft Foods, on Oct. 15 (10-11 p.m. NYT) hosted by Eddy Arnold. NBC-TV has not scheduled the 60-minute *Country Music Hit Parade* with Johnny Cash yet. The NBC special will be sponsored by the American Gas Association, a perennial country-music sponsor. It will be produced in Nashville as well.

Breaking In

"That's Why You Remember"—Kenny Karen (*Big Tree*) ■ The people speak again. This record started out as a commercial for Faygo root beer. The first station Faygo bought in its ad campaign, WIXY(AM) Cleveland, was reportedly deluged with 12,000 requests for copies of the spot. It was a quick step from ad to record for Kenny Karen on Big Tree Records and "That's Why You Remember" is taking off quickly.

This is an all-demographic record, replacing "Playground in My Mind" by Clint Holmes on playlists. Unlike "Playground," which took the better part of four months to break, "Remember"—a ditty of a song about nostalgia—is happening very fast. In its two weeks of release, the record is on playlists at many major-market stations.

Stations playing "That's Why You Remember" last week included: WIXY(AM) Cleveland, KOL(AM) Seattle, KQV(AM) Pittsburgh, KJR(AM) Seattle and WHYY(AM) Montgomery, Ala.

"Such A Night"—Dr. John (*Atco*) ■ Now that audiences are accustomed to Dr. John's gravel-pit voice by virtue of his hit, "Right Place Wrong Time," it appears he will have little trouble finding acceptance for a smooth, honky-tonk ballad, "Such A Night." Crooning effortlessly, Mac Rebennack (the doctor's given name) serves up New Orleans night-music, made lean and clean by producer Allan Toussaint.

Black and white audiences alike will probably appreciate this uncommonly (for Dr. John that is) pretty song. And it is so much without offensive qualities, that adults also may enjoy it.

Airplay is scattered at this point, with no discernable pattern emerging. Programers surveyed last Wednesday (Sept. 5) seemed to like the sound of the record, but are waiting for stronger sales reports from secondary markets before going on it.

Stations playing the new Dr. John single last week included: WEAM(AM) Arlington, Va., KLIF(AM) Dallas, KUPD(AM) Tempe, Ariz., KPUR(AM) Amarillo, Tex., and KROQ(AM) Burbank, Calif.

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

■ ALL I NEED IS TIME, Gladys Knight & the Pips (Soul).



The beat goes on and on and on . . . Jerry Nitzberg is on his way to setting a new world record for the longest continuous drum solo, in a promotion sponsored by WAYE(AM) Baltimore. Mr. Nitzberg continued drumming for 20 hours, three minutes and 25 seconds during the rock station's contest two weeks ago. He prepared himself for the ordeal by practicing with heavy hammers, punching a speed bag, consulting a psychiatrist and fasting for 24 hours before the event.

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- AS TIME GOES BY, Nillson (RCA).
- BABY, I'VE BEEN MISSING YOU, Independents (Wand).
- BASKETBALL JONES, Cheech & Chong (Ode).
- THE BED, Peter Cofield (Metromedia).
- DON'T LET ME WAIT TOO LONG, George Harrison (Apple).
- EVERYBODY BUT ME, G. W. Kenny (Kama Sutra).
- FAREWELL ANDROMEDA, John Denver (RCA).
- FUTURE SHOCK, Curtis Mayfield (Kurtom).
- HE, Today's People (20th Century).
- HURTS SO GOOD, Millie Jackson (Spring).
- KEEP ON TRUCKIN', Eddie Kendricks (Tamla).
- MAKE MY LIFE A LITTLE BIT BRIGHTER, Chester (Bell).
- MIDNIGHT TRAIN TO GEORGIA, Gladys Knight & the Pips (Buddah).
- MR. SKIN, Spirit (Epic).
- NOBODY WANTS YOU, Bobby Womack (United Artists).
- OUTLAW MAN, Eagles (Asylum).
- 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).
- SUCH A NIGHT, Dr. John (Atco).
- THEY'RE COMING TO TAKE ME AWAY, Napoleon IV (Warner Brothers).
- TOUCH OF MAGIC, James Leroy (Janus).
- TWISTIN' THE NIGHT AWAY, Rod Stewart (Mercury).
- WOMAN FROM TOKYO, Deep Purple (Warner Brothers).

Tracking the 'Playlist.' Two new songs break into the top-10 positions of the "Playlist" this week—Paul Simon's "Loves Me Like A Rock" (five and bulleted) and Cher's "Half-Breed" (nine). Accelerated movement returned to the charts this week as well, highlighted by 14 bulleted records. Most of the activity, however, was confined to mid-chart positions. Only two records break into the top 40 for the first time, the late-starting Spinners single, "Ghetto Child" (40), and the Rolling Stones' "Angle" (35) ("Breaking In," Sept. 3), which is in its first week. Both are bulleted. And there are five bulleted records in the 40's. New to the chart are "That's Why You Remember" by Kenny Karen (53 and bulleted) (see "Breaking In," page 53), "Hey Girl" by the Temptations (66), "Sister James" by Nino Tempo & the 5th Avenue Sax (68), "You've Never Been This Far Before" by Conway Twitty (69), "Get It Together" by the Jackson Five (70), "Nut Bush City Limits" by Ike and Tina Turner (73) and "All I Know" by Art Garfunkel (75).

The Broadcasting Playlist

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

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	Brother Louie (3:55) Stories—Kama Sutra	1	3	2	2
5	2	Live and Let Die (3:10) Paul McCartney and Wings—Apple	2	2	1	4
2	3	Let's Get It On (3:58) Marvin Gaye—Tamla	6	1	3	1
4	4	Delta Dawn (3:08) Helen Reddy—Capitol	3	4	4	5
18 •	5	Loves Me Like a Rock (3:32) Paul Simon—Columbia	5	5	5	3
6	6	Touch Me in the Morning (3:51) Diana Ross—Motown	4	7	6	10
9	7	My Sweet Gypsy Rose (2:51) Dawn—Bell	8	6	7	7
3	8	The Morning After (2:14) Maureen McGovern—20th Century	7	8	8	15
16	9	Half Breed (2:42) Cher—MCA	11	11	10	9
8	10	Get Down (2:38) Gilbert O'Sullivan—Mam	9	9	11	12
14	11	Saturday Night's Alright for Fighting (4:55) Elton John—MCA	13	12	9	6
11	12	I Believe in You (3:58) Johnnie Taylor—Stax	10	13	13	17
7	13	Feelin' Stronger Every Day (4:13) Chicago—Columbia	12	10	14	16
10	14	We're an American Band (3:25) Grand Funk—Capitol	19	14	12	8
12	15	Gypsy Man (5:22) War—United Artists	14	16	15	13
23	16	My Maria (2:32) B. W. Stevenson—RCA	17	15	16	19
31 •	17	Ramblin' Man (3:36) Allman Brothers—Capricorn	20	20	22	18
15	18	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	15	17	24	25
26	19	Higher Ground (3:10) Stevie Wonder—Tamla	25	23	20	14
19	20	Monster Mash (3:00) Bobby Boris Pickett—Parrot	16	22	19	26
13	21	Are You Man Enough (3:24) Four Tops—ABC/Dunhill	21	21	21	22
24	22	If You Want Me to Stay (2:58) Sly and the Family Stone—Epic	22	18	23	23
22	23	Uneasy Rider (3:53) Charlie Daniels—Kama Sutra	18	19	26	24
25	24	Free Ride (3:05) Edgar Winter Group—Epic	33	25	18	11
27	25	China Grove (3:14) Doobie Brothers—Warner Brothers	29	28	17	21
36 •	26	That Lady (3:09) Isley Brothers—T-Neck	31	24	28	20
28	27	The Hurt (4:16) Cat Stevens—A & M	23	30	27	30
20	28	Smoke on the Water (3:48) Deep Purple—Warner Brothers	26	33	25	31
17	29	Here I Am (4:10) Al Green—HI	24	29	29	32
37	30	Jimmy Loves Maryann (3:25) Looking Glass—Epic	35	26	30	28
29	31	Believe in Humanity (3:22) Carole King—Ode	32	27	32	33

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
34	32	Sweet Charlie Babe (2:38) Jackie Moore—Atlantic	34	31	31	27
43	• 33	A Million to One (2:38) Donny Osmond—MGM	27	32	34	36
35	34	How Can I Tell Her (3:59) Lobo—Big Tree	30	34	35	41
—	• 35	Angie (4:30) Rolling Stones—(Rolling Stones)	44	35	33	29
30	36	Diamond Girl (3:29) Seals and Crofts—Warner Brothers	28	41	37	38
39	37	In the Midnight Hour (3:14) Cross Country—Atco	36	37	36	39
32	38	Angel (3:34) Aretha Franklin—Atlantic	40	36	39	34
33	39	Young Love (2:18) Donny Osmond—MGM	39	38	42	35
53	• 40	Ghetto Child (3:47) Spinners—Atlantic	46	39	38	37
59	• 41	Heartbeat, It's a Love Beat (2:59) DeFranco Family—20th Century	38	42	45	46
56	• 42	Rhapsody in Blue (3:45) Deodato—CTI	48	40	41	43
63	• 43	Tonight (3:25) Raspberries—Capitol	53	44	44	42
68	• 44	Theme from Cleopatra Jones (3:45) Joe Simon—Spring	54	43	46	44
46	45	Freedom for the Stallion (3:45) Hues Corp.—RCA	42	45	50	48
21	46	Yesterday Once More (3:50) Carpenters—A & M	37	58	53	50
61	• 47	Yes We Can Can (3:55) Pointer Sisters—Blue Thumb	49	46	48	45
38	48	Shambala (3:27) Three Dog Night—ABC/Dunhill	41	51	43	56
42	49	Clouds (2:45) David Gates—Elektra	43	48	47	55
55	50	Muskrat Love (3:03) America—Warner Brothers	45	52	49	49
45	51	Roll Over Beethoven (4:30) Electric Light Orchestra—United Artists	*	60	40	40
51	52	Summer (The First Time) (4:37) Bobby Goldsboro—United Artists	47	47	55	62
—	• 53	That's Why You Remember (2:12) Kenny Karen—Big Tree	50	50	51	60
52	54	Bongo Rock (2:36) Incredible Bongo Band—Pride	51	53	56	53
44	55	Everyone's Agreed (3:12) Stealers Wheel—A & M	52	55	52	54
69	• 56	You Got Me Anyway (2:53) Sutherland Brothers and Quiver—Capitol	61	49	64	47
54	57	Why Me (3:25) Kris Kristofferson—Monument	55	54	58	59
70	• 58	Knockin' on Heaven's Door (2:28) Bob Dylan—Columbia	57	57	57	58
60	59	Loving Arms (2:50) Dobie Gray—MCA	56	56	59	64
58	60	Rocky Mountain Way (3:39) Joe Walsh—ABC/Dunhill	65	65	54	51
47	61	Let Me In (3:38) Osmonds—MGM	60	59	61	57
57	62	Show Biz Kids (3:59) Steely Dan—ABC/Dunhill	64	61	63	52
65	63	The Last Thing on My Mind (3:31) Neil Diamond—MCA	58	72	62	74
66	64	Ashes to Ashes (3:30) Fifth Dimension—Bell	63	62	71	65
48	65	So Very Hard to Go (3:37) Tower of Power—Warner Brothers	59	63	72	*
—	66	Hey Girl (I Like Your Style) (3:29) Temptations—Gordy	*	64	60	66
75	67	Evil (3:09) Earth, Wind & Fire—Columbia	68	66	69	71
—	68	Sister James (2:53) Nino Tempo & the 5th Ave Sax—A & M	72	69	68	68



Dr. John's hit single, "Such A Night"

#6937

from his album,
"In The Right Place"



SD 7018

On Atlantic Records

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
—	69	You've Never Been This Far Before (2:56) Conway Twitty—MCA	62	73	66	85
—	70	Get It Together (2:47) Jackson Five—Motown	79	77	73	63
72	71	I've Got So Much To Give (3:27) Barry White—20th Century	66	79	74	72
71	72	Just Don't Want To Be Lonely (2:55) Ronnie Dyson—Columbia	69	80	67	75
—	73	Nutbush City Limits (2:57) Ike and Tina Turner—United Artists	70	75	76	73
50	74	Money (3:59) Pink Floyd—Harvest	83	67	90	60
—	75	All I Know (3:48) Art Garfunkel—Columbia	71	76	75	77

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

All I Know (75), Angel (38), Angie (35), Are You Man Enough (21), Ashes to Ashes (64), Bad Bad Leroy Brown (18), Believe in Humanity (31), Bongo Rock (54), Brother Louie (1), China Grove (25), Clouds (49), Delta Dawn (4), Diamond Girl (36), Everyone's Agreed (55), Evil (67), Feelin' Stronger Every Day (13), Free Ride (24), Freedom for the Stallion (45), Get Down (10), Get It Together (70), Ghetto Child (40), Gypsy Man (15), Half Breed (9), Heartbeat, It's a Love Beat (41), Here I Am (29), Hey Girl (66), Higher Ground (19), How Can I Tell Her (34), The Hurt (27), I Believe in You (12), If You want Me To Stay (22), I've Got So Much To Give (71), In the Midnight Hour (37), Jimmy Loves Maryann (30), Just Don't Want To Be Lonely (72), Knockin on Heaven's Door (58), The Last Thing on My Mind (63), Let Me In (61), Let's Get It On (3), Live and Let Die (2), Loves Me Like a Rock (5), Loving Arms (59), A Million to One (33), Money (74), Monster Mash (20), The Morning After (8), Muskrat Love (50), My Maria (16), My Sweet Gypsy Rose (7), Nutbush City Limits (73), Ramblin' Man (17), Rhapsody in Blue (42), Rocky Mountain Way (60), Roll Over Beethoven (51), Saturday Night's Alright for Fighting (11), Shambala (48), Show Biz Kids (62), Sister James (68), Smoke on the Water (28), So Very Hard To Go (65), Summer (The First Time) (52), Sweet Charlie Babe (32), That Lady (26), That's Why You Remember (53), Theme from Cleopatra Jones (44), Tonight (43), Touch Me in the Morning (6), Uneasy Rider (23), We're an American Band (14), Why Me (57), Yes We Can Can (47), Yesterday Once More (46), You Got Me Anyway (56), You've Never Been This Far (69), Young Love (39).

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

Cablecasting

Blacks get a foot in cable business

Gary system opens as the first as others vie for franchises in cities all over the nation

Some time today, a technician in Gary, Ind., will throw a switch, and a new cable system will be energized. The technician who will throw that switch is black. The men who have financed and who control the system are black, and an overwhelming majority of the system's initial subscribers will be black. Nobody else in cable can make that claim. But it won't be unique very long. Blacks are beginning to stake positions in the cable business.

The Gary system is owned and operated by Gary Communications Group, comprising 20 blacks whose backgrounds range from steel mills to professional football. Its president is Dr. A. William Douglas, a metallurgical engineer who until a few months ago was devoting the bulk of his technical expertise to Gary's Inland Steel Corp., where he was an electronics technician. Dr. Douglas parted company with Inland when it became likely that the FCC would grant GCG's application for a certificate of compliance, the last governmental approval necessary before a cable system can become operational. The commission granted that certificate last Thursday (Sept. 6).

GCG's is not the only story in the neophyte world of black cable. According to the Cablecommunications Resource Center, a Washington-based subsidiary of the Booker T. Washington Foundation working to foster cable development among minorities, some 50 black-owned firms are either actively seeking or already hold cable franchises. Within the past few months, black firms have received franchises in Seattle and Atlanta. Similar negotiations are under way in New Orleans and Dayton, Ohio.

GCG was born two years ago, when Dr. Douglas and nine associates combined their resources and came up with \$150,000. "A lot of people didn't want to believe this was possible," Dr. Douglas says now. Indeed, the initial 10 investors included four skeptics who pulled out of the venture within months of its inception. "But each time we lost a few, we picked up a few more," Dr. Douglas recalls. GCG's founders had a hard selling point. "We told them: 'We not only want your money; we want your body.'" Most of those who joined went to work. Like Rayfield and Lloyd Fisher, brothers who recently passed their bar examinations and now do GCG's legal work, Messrs. Fisher are vice president and secretary of the firm.

There are two other brother teams in the enterprise. Earmon Iroms, also an Inland Steel alumnus, is GCG's treasurer. Gerald Iroms, a veteran with the Oakland Raiders of the National Football League, is a stockholder. Another sports figure who has joined in the venture is

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LIGHT RADIO DIVISION

Dick Barnett of the New York Knicks professional basketball team. Harry Douglas, brother of the GCG president, helps with the engineering work.

GCG was incorporated under Indiana law on June 28, 1972, after a year of organizing. It was granted a nonexclusive franchise for city-wide operations three months later. Almost immediately it became involved in a legal dispute—with none other than Teleprompter Corp., the nation's largest multiple-system owner. The problem started when GCG learned that Teleprompter (which has held a franchise in Gary for some time, although it is just now on the verge of turning on its system) was planning to lay the bulk of its cable in Gary's predominantly black west side. It had thought that the larger firm would concentrate its initial efforts in the eastern half of the city, where most of Gary's 50% white population resides. Since Teleprompter had secured pole space long before GCG came into being, it had first option as to where its cable would be laid. Teleprompter chose to put its lines smack in the middle of the two feet of pole space available to cable, which left GCG with inadequate territory. The situation was resolved after GCG filed a complaint with the FCC; Teleprompter elected to make room for the newcomer.

GCG finds itself competing head on for subscribers with Teleprompter in the same territory. But Dr. Douglas feels that the support it will receive from residents of the area by virtue of its black ownership will be a decisive factor in its favor. "If they want to go in the west side of town, that's their problem," he says. "They're a big company. They can afford to lose money. We can't."

At present, GCG has laid about 30 miles of cable. (Teleprompter's plant is more extensive.) The system currently passes 6,000 homes. Subscriber signings started last week with the issuance of the FCC's certificate of compliance. "Our key is to broaden the base of community participation in cable," Dr. Douglas says. Toward this end, GCG is keeping 40% of its stock in reserve for sale to investors from the community at large. GCG was instrumental in the creation of a non-profit production facility, Community Television Co., to which it is leasing one channel at \$1 a year. The center is expected to fill the channel with material that is purely community-oriented, with an emphasis on the inner city.

But GCG's plan of development does not end with Gary's black population. "For us to say that we're only programming to the black market leaves half the city uncovered," Dr. Douglas notes. "We see Gary as a whole city. We intend to serve it."

That "whole city" has a subscriber potential of 60,000 homes. It will take 400 miles of cable to cover it.

While Gary is the birthplace of black cable, it will not be alone for long. In Atlanta, Inner City Communications of Atlanta Inc. was granted a nonexclusive citywide franchise on Aug. 6. It is anticipated that the black-owned system will cost \$15 million to build and will have

1,400 miles of cable plant. Thirty-five channels, with two-way capability, will be offered. Inner City's principals include Herman Russell, an Atlanta businessman and its president; Jesse Hill Jr., board chairman and secretary; Clayton Sinclair Jr., treasurer and general counsel, and Kevin A. Wall, vice president. Theodore S. Ledbetter, director of Washington's Urban Communications Group, is also a vice president.

Like the Gary system, Inner City will begin construction in the black section of town. Like the Gary system, it will operate in the same city with a major MSO—Georgia Cablevision Corp., which is 80% owned by Cox Cable Communications. Unlike the situation in Gary, however, there appears to be no friction between the two firms. Under a tentative agreement, when the Inner City and Georgia Cablevision systems meet, they will form a joint venture. The projected new firm, Atlanta Cable TV, was conceived after the city government instructed the two systems to develop the entire city within five years, with no competitive overlap for at least one year.

In Seattle, Vanhu Cablevision Inc. was awarded a franchise to serve the central portion of the city three months ago. Although Seattle already has four cable systems, two of which are controlled by MSO's (Teleprompter and Viacom), Vanhu President Leonard Berry claims that the minority neighborhoods of the city have not been wired. Those areas will be the firm's major target, at least initially. Construction of the system is expected to begin by the end of this month. Initial costs, including the first year of operation, have been set at \$450,000. A major portion of that amount has come from outside grants, including \$200,000 from the Campaign for Human Development of the U.S. Catholic Conference and \$13,060 from the Black Enablement Committee of the regional United Church of Christ.

A joint venture between a black firm and a major MSO could eventually spawn a cable system serving southwest Dayton, Ohio. Parties to the agreement are Cypress Communications Corp. (which has since merged with Warner Communications) and Citizens Cable Corp. Citizens, which is entirely black owned, would pay \$500,000 for a 50% interest in the projected system, for which a franchise is being sought. Four-fifths of that amount would be loaned by Cypress on a long-term, low interest basis. Cypress would pay \$1.9 million in equity and loans for its one-half participation. Citizens officers include Richard Austin, president; Reginald Dunn, vice president, Floyd B. Johnson, secretary, and Taylor Jones Jr., treasurer. Southwest Cable Corp., the firm formed under the joint venture, was the only franchise applicant seeking to serve Dayton's black community to meet the city's July 19 deadline for submission of bids.

In New Orleans, principals of Community Cablevision of Louisiana are awaiting an Oct. 4 city council meeting, at which the future of cable in that city is to be decided. The city government is as yet undecided as to whether to adopt



Hookup. For a cable-television entrepreneur, witnessing the installation of trunk lines is a climactic event. For Dr. A. William Douglas (l, on truck), president of Gary Communications Group, it represents a vision come to life—a cable system completely owned and operated by blacks. The GCG operation, which turns on today, is such a system—the only one of its kind. The 30 miles of cable that have already been laid have a potential to serve 6,000 subscribers, 80% of whom are black. The system is offering 15 broadcast signals, six origination channels and two-way capability. Sharing in the moment is lineman Vincent Carey and GCG System Manager Bill Benford.

a multiple-system approach or an exclusive-franchise concept. Cablevision, which was incorporated only last May, is resting its hopes on the former. Its president is Dan P. Young, a professor in political science at Xavier University. Principals include William Dilday, general manager of WLBT(TV) Jackson, Miss. If Cablevision is eventually awarded a franchise in New Orleans, which has a 270,000 subscriber potential, it estimates that construction and first-year-operating costs will run to \$3.5 million.

Black groups have also been reported to be pursuing franchises in such major cable markets as Jacksonville, Fla., Phoenix and the Watts section of Los Angeles.

Meanwhile, the Gary group is looking toward a festive formal dedication of its system during the weekend of Oct. 5-7. Included in the plans are a black film festival, CATV equipment displays, seminars on cable development and "just plain partying." Gary Mayor Richard Hatcher, himself a black, has declared the period Gary Communications Group weekend. But to the GCG principals, and, indeed, for the entire fraternity of blacks who are seeking a place in cable's future, it's more than a party. It's the start of a new era.

Money squeeze hits Teleprompter expansion plans

High interest rates and slowdown in new subscriber sales prompts 20% cut in new construction

Teleprompter Corp., New York, announced last week it has suspended about 20% of its 1973 construction schedule, amounting to about \$15 million, and is reviewing its entire program of building CATV systems.

Raymond P. Shafer, chairman and chief executive officer, explained that record high interest costs and a lower rate of gaining new subscribers in relation to the growing number of homes behind cable had led management to the construction-cutting decision.

Mr. Shafer said he was issuing the announcement to "categorically deny there are any adverse developments concerning Teleprompter's business, assets or earnings." He added that the company had been in the midst of the largest construction program in its history.

"Teleprompter's current priority is to add new subscribers to existing systems where construction during the past year outpaced subscriber additions," Mr. Shafer said. "As a result of its expanded construction program, Teleprompter on Aug. 31, 1973, had cable behind approximately two-million homes in its franchised areas and had approximately 850,000 primary subscribers."

In early August, Teleprompter reported that net income dropped to \$977,000 in the second quarter of 1973 from \$3,247,000 in the comparable quarter of 1972. At that time Mr. Shafer attributed the decline in earnings to a substantial increase in depreciation and amortization because of accelerated construction of systems; increased local program origination; higher electronic data expenses, and higher costs as new CATV systems become operational.

For the first half of 1973, net income fell to \$4,758,000 from \$6,011,000 in the corresponding period of 1972.

Toledo slated for pay cable

Optical Systems plans expansion into 10 markets by end of year

Optical Systems Corp., Los Angeles, is implementing its second pay-cable service on a 25,000-subscriber system serving Toledo, Ohio. The company also reports that it will soon start pay cable on three more cable systems and by the end of the year will have leased channel space for pay transmissions in an estimated 10 cable markets.

Optical Systems, which already has 6,000 customers for its Channel 100 service on the 75,000-subscriber Cox Cable Communications system in San

Diego, is now offering the service to subscribers of Buckeye Cablevision in Toledo.

The Channel 100 service currently offers two current feature films weekly at a fee of \$6.50 per month. Optical Systems is preparing to initiate the second phase of its pay-cable operation, which it terms Service B Channel, on the San Diego system. The second service will provide a mixture of sports events, educational material and other forms of entertainment.

John R. Calvetti, Optical Systems vice president-director of operations, reports that the Channel 100 service will be placed on cable systems in Harrisburg and Easton, both Pennsylvania, by the end of this month. Service will also be initiated soon on another system in Wayne, N.J. Both Pennsylvania systems are owned by Sammons Communications, Dallas. The Harrisburg operation has 32,000 subscribers; the Easton system, 25,000. The Wayne operation, which is owned by UA-Columbia, has 10,000 subscribers.

In addition, Mr. Calvetti said, Optical Systems has agreements to initiate service on two other Cox Cable systems in California, one serving Santa Barbara and another in Bakersfield.

"We anticipate additional services on all the systems within six to nine months after installation," Mr. Calvetti said.

Generally, pay-cable operators pay 10-15% of their gross receipts to the system operator in return for the leased channel space.

Mr. Calvetti estimates that Optical Systems has expended some \$2.5 million in the past three years in the development of the Channel 100 service. Thus far, he asserted, the return on the investment is encouraging.

Theatrerevision, Storer make pay permanent

Theatrerevision Inc., New York, and the Storer Broadcasting Co. reported last week they had completed their joint test of pay-cable in Sarasota, Fla., and have agreed to continue the project there on a permanent basis.

The two companies also said that Theatrerevision will expand its operations at Storer's cable-TV system in Sarasota and they are negotiating to bring the Theatrerevision system to other Storer cable facilities.

A Theatrerevision spokesman said the eight-month test in Sarasota centered around 1,000 subscribers, intentionally limited in scope, so that the technical and marketing needs could be evaluated.

Subscribers paid \$2 for each performance of a feature film. Approximately 52 features were carried during the eight months. Films were cablecast four times a day.

The Theatrerevision official said subscribers paid an average of \$8 per month, bringing total receipts to about \$8,000 monthly. When the Foreman-Frazier bout was telecast, 700 of the 1,000 subscribers ordered it at a cost of \$3 each, he added.

The first priority of Theatrerevision will be the expansion of pay cable to other Storer subscribers in Sarasota, 19,000 of which are potentially new clients. The spokesman said an improved decoder will be installed, going initially to the current pay-cable subscribers.

585 systems turning out local fare

NCTA releases follow-up to '71 study; Foster notes 40% of those originating are not required by FCC to do so

The number of cable systems providing locally originated programming has more than doubled within the past two years and the amount of time per week devoted to those efforts was up by 25% on the average. These findings are contained in a directory of local origination released last week by the National Cable Television Association.

According to the NCTA study, 585 of the more than 3,000 cable systems in the country (20%) now originate programming. Two years ago, when the last NCTA survey of this nature was conducted, the number of originating systems stood at just 284.

The report also states that cable systems are programming an average of 21 hours per week, an increase of more than five hours over two years ago. The 585 originating systems cover 1,363 communities and reach a total of 3,778,692 subscribers.

A particularly relevant finding of the NCTA survey is that 40% of all the systems originating programming have fewer than 3,500 subscribers. That was the benchmark set by the FCC in ruling that systems with more than that number of subscribers must offer local origination. According to NCTA President David Foster, "this demonstrates the CATV industry's concern for serving the public interest through locally oriented programming in the communities served by cable."

Of the systems responding to the NCTA survey, 311 said they carried advertising on their local-origination channels. A total of 168 reported that they carried syndicated programming. In specific program categories, 226 systems said they offered news, 333 programed public affairs material, 311 carried sports, 286 offered entertainment, 218 showed educational material and 165 produced children's programming.

On the technical side, 340 systems reported that they utilize black-and-white cameras; 157 employed color. One-half-inch video tape equipment was in use at 257 systems; 202 cable operations utilized three-quarter inch VTR. International Video Corp. tape equipment was in use at 176 systems; 103 systems use Ampex hardware; 52 use Sony, and 56 used other makes.

In addition, the NCTA survey showed that 116 additional systems are planning to do origination in the future, of which 71 stated that they expect to move into

this area before the end of 1973. Another 21 systems said they have VTR and camera equipment, but are not doing any origination. A total of 284 systems reported that they do not presently originate and have no immediate plans to do so.

NCTA says FCC plan for program protection is unfair to cable

Six more broadcast firms disapprove of proposal

The FCC's July 26 ruling limiting the area in which television stations can be given exclusive rights to nonnetwork or syndicated programming within a radius of 25 miles is proving to be very unpopular indeed among broadcasters. Last week, 11 broadcast firms added their names to the list of those which have petitioned the agency for reconsideration of the ruling, bringing the total to 14.

A 15th voice also entered the picture last week—the National Cable Television Association. But contrary to the arguments of the broadcasters, which center around allegations that the new rule is beyond FCC jurisdiction and would deny stations exclusivity against direct competitors, NCTA's concern is merely that the rule not be permitted to deny cable systems access to programming that it would make available to other stations.

In illustrating its position, NCTA noted that the standard zone of protec-

tion within which television stations are afforded nonduplication privileges against cable systems comprises the area within a 35-mile radius around the city of license. Under the new exclusivity ruling, the association said, the area in which a TV station can obtain exclusivity against other broadcasters is 25 miles. This, NCTA said, raises the question of whether, under the rule, the protected station can continue to obtain exclusivity against cable duplication in the "doughnut" area lying between the 25-mile and 35-mile perimeters.

NCTA feels that the answer to that question is no. "If it is anti-competitive or violative of the antitrust laws to permit contractual exclusivity for over-the-air broadcasters further than 25 miles from the city of license," it said, "it follows that the same principles apply to CATV."

Unless that point is clarified, NCTA said, cable systems in the "doughnut" area will be precluded from obtaining programming that would be available to a television station situated in the same area. This, it asserted, would be anti-competitive and unfair.

NCTA would find no support from the 11 broadcasters which asked the commission to reconsider the rule last week. Their arguments were similar to those submitted earlier by three other broadcast interests—the Association of Maximum Service Telecasters, Broadcast Plaza Inc. and Rust Craft Broadcasting. The 11 new challengers included WGAL Television Inc., Newhouse

Broadcasting Corp., Multimedia Inc., Storer Broadcasting Co., Metromedia Inc. and Gateway Communications Inc. The remaining firms submitted their opposition jointly; they are RKO General Inc., Time-Life Broadcast Inc., Universal Communications Corp., Wky Television System Inc. and WUAB Inc.

AMST, in a petition it filed last week, put the argument for broadcaster opponents with some force. The rule as adopted "is far too broad and pervasive," it said. "It outlaws exclusivity within over 50 recognized television markets, in some of which the commission has explicitly recognized the propriety of exclusivity and in virtually all of which exclusivity is indisputably proper." AMST added that when the rule becomes effective—on Nov. 12—stations in many markets will not be permitted to bargain for exclusivity against stations "using a common tower or located at the same antenna farm."

Countdown in Louisville

Final selection from among 12 applicants for a cable-television franchise in Louisville, Ky., is now projected as being a month away. A public hearing before the city's board of aldermen was held Aug. 20. A transcript of that meeting is now in the final preparatory stages. The record will be studied by the director of public works, who will screen the applicants and submit a tentative recommendation to the board of aldermen.

Broadcasting's index of 143 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Sept. 5	Closing Wed. Aug. 29		Net change in week	% change in week	High	1973 Low	Approx. Shares out (000)	Total market capitaliza- tion (000)	
Broadcasting												
ABC	ABC	N	29 3/8	28 3/4	+	5/8	+	2.17	31 1/2	21	17,029	500,226
ASI COMMUNICATIONS								.00	1 1/2	1	1,815	1,815
CAPITAL CITIES COMM.	CCB	N	47 1/2	47 1/4	+	1/4	+	.52	62 1/2	35	7,074	336,015
CBS	CBS	N	30 1/2	31 3/8	-	7/8	-	2.78	52	30 1/2	28,315	863,607
CONCERT NETWORK		O	1/4	3/8	-	1/8	-	33.33	5/8	1/4	2,200	550
COX	COX	N	26 1/2	24 5/8	+	1 7/8	+	7.61	40 1/4	21 1/4	5,828	154,442
FEDERATED MEDIA		O	4 1/2	5	-	1/2	-	10.00	5	2	820	3,690
GROSS TELECASTING	GGG	A	13 3/8	13 3/8				.00	18 3/8	12 1/2	800	10,700
LIN	LINB	O	6 1/8	6 1/2	-	3/8	-	5.76	14 3/4	5 3/8	2,296	14,063
MOONEY	MOON	O	5 1/4	5 1/4				.00	10 1/4	4 7/8	385	2,021
PACIFIC & SOUTHERN	PSOU	O	8 3/4					.00	13 3/4	7	1,930	16,887
RAHALL	RAHL	O	5	5				.00	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 7/8	12 3/4	+	1/8	+	.98	24 1/2	9	1,166	15,012
STORER	SBK	N	22	20	+	2	+	10.00	44	15 7/8	4,391	96,602
TAFT	TFB	N	30 1/4		+	1 1/4	+	4.31	58 5/8	22	4,219	127,624
WHOH 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	83,035	2,207,634
Broadcasting with other major interests												
ADAMS-RUSSELL	AAR	A	2 3/4	3	-	1/4	-	8.33	5 3/8	2 5/8	1,259	3,462
AVCO	AV	N	9 1/2	9 1/2				.00	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	4	3 7/8	+	1/8	+	3.22	6 5/8	3 5/8	4,161	16,644
COMBINED COMM.	CCA	A	23	22 3/4	+	1/4	+	1.09	44	15	3,439	79,097
COWLES	CWL	N	6 1/2		-	1/8	-	1.88	9 5/8	4 3/4	3,969	25,798
DUN & BRADSTREET	DNB	N	39 1/2	41 1/4	-	1 3/4	-	4.24	41 1/4	32 3/4	26,042	1,028,659
FAIRCHILD INDUSTRIES	FEN	N	5 5/8	5 3/4	-	1/8	-	2.17	13 3/8	5 1/4	4,550	25,593
FUQUA	FOA	N	12 3/4	12	+	3/4	+	6.25	20 3/8	9 1/2	9,741	124,197
GABLE INDUSTRIES	GBI	N	18 1/4	20 3/8	-	2 1/8	-	10.42	25	15	2,605	47,541
GENERAL TIRE	GY	N	19 1/2	18 1/4	+	1 1/4	+	6.84	28 3/4	17 3/8	20,663	402,928
GLOBETROTTER	GLBTA	D	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	HHN	N	10 5/8	10 1/2	+	1/8	+	1.19	29 1/4	8	4,335	46,059
JEFFERSON-PILOT	JP	N	33 7/8	33	+	7/8	+	2.65	34 7/8	27	24,068	815,303
KAISER INDUSTRIES	KI	A	7 3/8	6 3/4	+	5/8	+	9.25	7 3/8	4	27,487	202,716
KANSAS STATE NETWORK	KSN	O	4 5/8	4 5/8				.00	6 1/8	4 5/8	1,741	8,052

	Stock symbol	Exch.	Closing Wed. Sept. 5	Closing Wed. Aug. 29	Net change In week	% change In week	1973 High	Low	Approx. Shares out (000)	Total market capitali- zation (000)	
KINGSTIP	KTP	A	6 1/2	6 3/4	- 1/4	- 3.70	14 1/4	6 3/8	1,155	7,507	
LAMB COMMUNICATIONS*	P			1 3/4		.00	2 5/8	1 3/4	475	831	
LEE ENTERPRISES	LNT	A	13	12 1/2	+ 1/2	+ 4.00	25	12 1/2	3,366	43,758	
LIBERTY	LC	N	17	17		.00	23 7/8	15 3/4	6,760	114,920	
MCGRAW-HILL	MHP	N	9 1/8	8 5/8	+ 1/2	+ 5.79	16 7/8	7 1/2	23,525	214,665	
MEDIA GENERAL	MEG	A	34 3/4	34 3/4		.00	43 1/2	31 3/4	3,546	123,223	
MEREDITH	MOP	N	12 3/8	11 3/4	+ 5/8	+ 5.31	20 1/2	11 3/8	2,827	34,984	
METROMEDIA	MET	N	13 1/8	12 1/2	+ 5/8	+ 5.00	32 1/4	11 1/8	6,517	85,535	
MULTIMEDIA	O		20 1/4	20	+ 1/4	+ 1.25	30 1/4	18	4,388	88,857	
OUTLET CO.	OTU	N	10 5/8	10 3/4	- 1/8	- 1.16	17 5/8	10 3/8	1,379	14,651	
POST CORP.	POST	O	10	10 1/2	- 1/2	- 4.76	17	10	893	8,930	
PSA	PSA	N	12 1/2	12 1/2		.00	21 7/8	10 3/8	3,768	47,100	
PUBCO CORP. ●	PBCO	O	1 3/4				2	7/8	1,771	3,099	
REEVES TELECOM	RBT	A	1 3/4	1 7/8	- 1/8	- 6.66	3 1/4	1 1/2	2,376	4,158	
RIODER PUBLICATIONS	RPI	N	17	16 5/8	+ 3/8	+ 2.25	29 7/8	12 1/2	8,312	141,304	
ROLLINS	ROL	N	24 1/4	22 3/4	+ 1 1/2	+ 6.59	36 1/2	14 1/4	13,372	324,271	
RUST CRAFT	RUS	A	14 1/4	14	+ 1/4	+ 1.78	33 3/4	13 3/8	2,366	33,715	
SAN JUAN RACING	SJR	N	15	14 7/8	+ 1/8	+ .84	23 3/4	14	2,153	32,295	
SCHERING-PLOUGH	SGP	N	74 3/4	78 1/4	- 3 1/2	- 4.47	87 5/8	71 3/4	52,590	3,931,102	
SONDERLING	SDB	A	11 1/4		+ 1/2	+ 4.65	16 3/8	7 5/8	1,006	11,317	
TECHNICAL OPERATIONS	TO	A	7 5/8	6 7/8	+ 3/4	+ 10.90	13 1/2	5 1/8	1,376	10,492	
TIMES MIRROR CO.	TMC	N	18	17 3/4	+ 1/4	+ 1.40	25 7/8	16 1/2	31,145	560,610	
TURNER COMM.*	O		4 1/4	4 1/4		.00	6	4 1/4	1,486	6,315	
WASHINGTON POST CO.	WPO	A	20 1/2	20	+ 1/2	+ 2.50	37	18 5/8	4,749	97,354	
WOMETCO	WOM	N	11 1/8	11 3/4	- 5/8	- 5.31	19 3/8	11	6,042	67,217	
Cablecasting									TOTAL	338,433	8,966,124
AMECO	ACD	O	5/8	5/8		.00	3	5/8	1,200	750	
AMERICAN ELECT. LABS	AELBA	O	1 3/4	2	- 1/4	- 12.50	3 5/8	1 3/8	1,673	2,927	
AMERICAN TV & COMM.	AMTV	O	26	25	+ 1	+ 4.00	39	21	2,859	74,334	
ATHENA COMM.*	O					.00	5 1/2	1	2,126	3,189	
BURNUP & SIMS	BSIM	O	26 1/2	26 7/8	- 3/8	- 1.39	31 3/4	20 3/8	7,510	199,015	
CABLECOM-GENERAL	CCG	A	3 3/8	3 1/2	- 1/8	- 3.57	8 7/8	3 1/4	2,498	8,430	
CABLE FUNDING CORP.	CFUN	O	7 1/2	7 1/4	+ 1/4	+ 3.44	9 3/4	4 1/2	1,233	9,247	
CABLE INFO. SYSTEMS*	O					.00	2 1/2	1	663	663	
CITIZENS FINANCIAL	CPN	A	4 3/8	4 3/8		.00	9 1/2	3 7/8	2,676	11,707	
COMCAST	O		3 1/4	3 1/4		.00	5 3/8	3 1/8	1,280	4,160	
COMMUNICATIONS PROP.	COMU	O	4 3/8	4 5/8	- 1/4	- 5.40	9 3/4	3 5/8	4,435	19,403	
COX CABLE	CXC	A	18 3/4	18 3/4		.00	31 3/4	18	3,560	66,750	
ENTRON*	ENT	O	1	1		.00	9 1/4	1/4	1,358	1,358	
GENERAL INSTRUMENT	GRL	N	21 1/8	20	+ 1 1/8	+ 5.62	29 1/2	13 1/4	6,790	143,438	
GENERAL TELEVISION*	O			3		.00	4 1/2	2 1/2	1,000	3,000	
HERITAGE COMM.	O		7	8	- 1	- 12.50	17 1/2	7	345	2,415	
LVO CABLE	LVOC	O	4 1/8	4	+ 1/8	+ 3.12	11 1/4	4	1,656	6,831	
SCIENTIFIC-ATLANTA	SFA	A	9	8 1/4	+ 3/4	+ 9.09	15 3/8	6 1/4	917	8,253	
STERLING	STER	O	2 3/8	2 1/4	+ 1/8	+ 5.55	4 1/4	1 1/4	2,162	5,134	
TELECOMMUNICATIONS	TCOM	O	9 1/8	8 1/2	+ 5/8	+ 7.35	21	7 1/8	4,616	42,121	
TELEPROMPTER	TP	N	9 1/8	10 3/8	- 1 1/4	- 12.04	34 1/2	8 3/4	16,482	150,398	
TIME INC.	TL	N	38	30 7/8	+ 7 1/8	+ 23.07	63 1/4	29 1/2	7,298	277,324	
TOCOM	TOCM	O	5 5/8	5 3/4	- 1/8	- 2.17	12 1/8	5 3/8	596	3,352	
UA-COLUMBIA CABLE	UACC	O	7	7		.00	15	7	1,832	12,824	
VIA COM	VIA	N	8	9 3/8	- 1 3/8	- 14.66	20	8	3,851	30,808	
VIAQ	VIA	A	4 3/8	4 1/4	+ 1/8	+ 2.94	9 1/8	4	2,591	11,335	
Programming									TOTAL	83,207	1,099,166
COLUMBIA PICTURES	CPS	N	4 3/8	4 3/8		.00	9 7/8	4 3/8	6,335	27,715	
DISNEY	DIS	N	83 1/2	87 3/8	- 3 7/8	- 4.43	123 7/8	70 1/8	28,552	2,384,092	
FILMWAYS	FWY	A	2 7/8	2 7/8		.00	5 3/8	2 1/8	1,832	5,267	
GULF + WESTERN	GW	N	24 3/8	24 1/4	+ 1/8	+ .51	35 3/4	21 3/8	16,385	399,384	
MCA	MCA	N	25 5/8	25 5/8		.00	34 1/4	18 1/2	8,367	214,404	
MGM	MGM	N	16 3/4	17 1/8	- 3/8	- 2.18	24	13 5/8	5,958	99,796	
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		5	4 1/4	+ 3/4	+ 17.64	10 1/2	3 3/4	724	3,620	
TRANSAMERICA	TA	N	11 7/8	11 1/2	+ 3/8	+ 3.26	17 5/8	10 3/4	66,449	789,081	
20TH CENTURY-FOX	TF	N	8 1/8	7 5/8	+ 1/2	+ 6.55	12 3/8	6 1/2	8,562	69,566	
WALTER READE*	WALT	O	7/8		+ 1/8	+ 16.66	1 3/8	3/4	2,203	1,927	
WARNER	WCI	N	12 1/8	11 1/8	+ 1	+ 8.98	39 1/8	10 3/4	17,064	206,901	
WRATHER	WCO	A	8 5/8	9 1/8	- 1/2	- 5.47	16 5/8	7	2,229	19,225	
Service									TOTAL	167,384	4,224,021
JOHN BLAIR	BJ	N	6 7/8	6 7/8		.00	13	6 3/8	2,411	16,575	
COMSAT	CO	N	52 1/8	49 7/8	+ 2 1/4	+ 4.51	64 1/2	42 1/4	10,000	521,250	
CREATIVE MANAGEMENT	CMA	A	6 7/8	6	+ 7/8	+ 14.58	9 1/2	4	1,056	7,260	
DOYLE DANE BERNBACH	DOYL	O	12 1/2	12 1/4	+ 1/4	+ 2.04	23 1/2	12	1,884	23,550	
ELKINS INSTITUTE*	ELKN	O	5/8	5/8		.00	1 1/4	1/2	1,664	1,040	
FOOTE CONE & BELOING	FCB	N	11 7/8	10	+ 1 7/8	+ 18.75	13 3/8	8 1/8	2,129	25,281	
CLINTON E. FRANK	O		10 3/8	10	+ 3/8	+ 3.75	11 1/2	5	720	7,470	
GREY ADVERTISING	GREY	O	9	9		.00	17 1/4	8 1/4	1,263	11,367	
INTERPUBLIC GROUP	IPG	N	14 3/8	14 3/4	- 3/8	- 2.54	25 3/8	12 1/8	2,464	35,420	
MARVIN JOSEPHSON	MRVN	O	10 1/2	9	+ 1 1/2	+ 16.66	18 1/2	8	1,085	11,392	
MCCAFFREY & MCCALL	O		7	7 1/4	- 1/4	- 3.44	10 3/4	7	585	4,095	
MCI COMMUNICATIONS	MCIC	O	5 3/8	5 1/4	+ 1/8	+ 2.38	8 3/4	4 5/8	12,825	68,934	
MOVELAB	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 3/4		.00	4 7/8	2	540	1,485	
NEEDHAM, HARPER	NOHMA	O	10 3/4	9	+ 1 3/4	+ 19.44	26 1/4	9	916	9,847	
A. C. NIELSEN	NIELR	O	35 1/4	33 3/4	+ 1 1/2	+ 4.44	40 1/2	29 1/2	10,598	373,579	
OGILVY & MATHER	OGIL	O	20 1/2	19 1/2	+ 1	+ 5.12	32 1/2	14 1/2	1,777	36,428	
PKL CO.*	PKL	O	7/8	7/8		.00	2 5/8	3/4	778	680	
J. WALTER THOMPSON	JWT	N	13 5/8	13 7/8	- 1/4	- 1.80	24 3/4	12 3/4	2,659	36,228	
UNIVERSAL COMM.*	O		2	2		.00	12 1/4	2	715	1,430	

	Stock symbol	Exch.	Closing Wed. Sept. 5	Closing Wed. Aug. 29		Net change in week	% change in week		1973 High	Low	Approx. Shares out (000)	Total market capitali- zation (000)
WELLS, RICH, GREENE	WRG	N	12	11 3/4	+	1/4	+	2.12	21 1/8	9 1/2	1,568	18,816
Electronics										TOTAL	59,044	1,213,885
ADMIRAL	ADL	N	10 5/8	10 3/4	-	1/8	-	1.16	18	7 1/4	5,817	61,805
AMPEX	APX	N	4 3/4	4 5/8	+	1/8	+	2.70	6 7/8	3 1/4	10,878	51,670
CARTRIDGE TV+	D							.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 1/8	25	+	1/8	+	.50	25 7/8	15 1/4	2,968	74,571
COMPUTER EQUIPMENT	CEC	A	1 7/8	1 7/8				.00	2 7/8	1 7/8	2,366	4,436
CONRAC	CAX	N	15 3/4	15 3/4				.00	31 7/8	14 1/4	1,261	19,860
GENERAL ELECTRIC	GE	N	59	58 1/8	+	7/8	+	1.50	75 7/8	55	182,348	10,758,532
HARRIS-INTERTYPE	HI	N	30 1/8	27 3/8	+	2 3/4	+	10.04	49 1/4	24 1/2	6,308	190,028
INTERNATIONAL VIDEO	IVCP	O	8 3/4	7 1/4	+	1 1/2	+	20.68	14 3/4	6	2,745	24,018
MAGNAVOX	MAG	N	11 1/8	10 1/2	+	5/8	+	5.95	29 5/8	8 5/8	17,806	198,091
3M	MMM	N	82 3/4	85 5/8	-	2 7/8	-	3.35	88 7/8	76 1/4	113,051	9,354,970
MOTOROLA	MOT	N	56 1/2	52 1/2	+	4	+	7.61	59	41 1/4	27,570	1,557,705
OAK INDUSTRIES	OEN	N	13 1/4	13	+	1/4	+	1.92	20 1/2	10 3/4	1,639	21,716
RCA	RCA	N	23 5/8	23 3/8	+	1/4	+	1.06	39 1/8	22 1/8	74,531	1,760,794
RSC INDUSTRIES	RSC	A	2 1/4	1 7/8	+	3/8	+	20.00	2 1/4	1 3/8	3,458	7,780
SONY CORP	SNE	N	47 1/2	45 3/4	+	1 3/4	+	3.82	57 1/4	38 3/4	66,250	3,146,875
TEKTRONIX	TEK	N	42 5/8	38 7/8	+	3 3/4	+	9.64	53 7/8	29 7/8	8,162	347,905
TELEMETION	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	34 3/8				.00	47 3/8	31 1/8	88,595	3,045,453
ZENITH	ZE	N	34 3/4	36 1/8	-	1 3/8	-	3.80	56	33 3/4	19,043	661,744
										TOTAL	640,527	31,298,650
										GRAND TOTAL	1,371,630	49,009,480

Standard & Poor's Industrial Average

117.56

117.07

+49

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.
† Formerly Publishers Co.

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

Company	Period	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Citizens Financial Corp.	6 mo. 6/30	24,724,000	+206.0%	530,000	-72.0%	.18	12,000,000	736,000 ¹	.28
National General Corp. ²	6 mo. 6/30	329,767,000	+ 14.0%	17,428,000	+35.1%	3.35	289,314,000	12,895,000	2.45
Needham, Harper & Steers Inc.	6 mo. 6/30	105,079,000	+ 20.9%	703,000	+16.8%	.77	86,890,000	602,000	.66
Vikoa Inc.	6 mo. 6/30	4,282,000	+ 29.4%	(74,000)	*	(.03)	3,308,000	462,000	.19

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

¹ Before extraordinary income of \$2,463,000, principally from sale of stock in Communications Properties Inc.

² Motion-picture distribution and similar activities contributed \$24,802,000 in revenues and \$1,703,000 in net income in 1973 period; \$9,049,000 in revenues and net loss of \$1,063,000 in 1972 period.

Fates & Fortunes®

Media



Mr. Stevens

Gary Stevens, general manager, KRIZ-(AM) Phoenix, named corporate VP of licensee, Double-day Broadcasting Co., group station owner.

Dudley Tichenor, general manager, WGMA(AM) Hollywood, Fla., elected VP. Robert Eicholz, sales manager, WGMA, named station manager.

Tony Smith, general sales manager, WIBA-(AM)-WLVE(FM) Madison, Wis., appointed general manager, WQFM(FM) Milwaukee. Patrick Shanahan, program manager, WHLO(AM) Akron, Ohio, joins WQFM in the position of operations director.

James King, formerly VP, Westinghouse Broadcasting Co., appointed director of broadcast business operations, McClatchy Broadcasting. McClatchy stations are KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KBEE-AM-FM Modesto and KOVR(TV) Stockton-Sacramento, all California, and KOH(AM) Reno.



Mr. Bohi

Eugene Bohi, VP and general manager, WAST(TV) Albany, N.Y., joins WGHP-TV High Point, N.C., as general manager.

Edmund R. Auer, formerly with Videorecord, Westport, Conn., joins CBS-TV, Hollywood, as controller.

Joyce Pruett, with WFUL-AM-FM Fulton, Ky., named station manager.

Douglas B. Wayne, copywriter, WNLC-

AM-FM New London, Conn., appointed operations manager.

James W. Brown, with Oscar Productions Inc., Seattle, joins KOMO-AM-TV Seattle as public affairs coordinator/producer.

David Milberg, creative services director, WLW(AM) Cincinnati, joins WBBM(AM) Chicago as information services director.

Jo Ann Harris, with WBBM, named director of community relations.

Ray Coleman, with news staff, WTAE-AM-FM Pittsburgh, named community relations coordinator.

Shelton Weaver, with WHC-TV Pittsburgh, named to newly created administrative post, facilities supervisor. John Christian, reporter, WHC-TV, appointed community affairs adviser.

Ray Lang, with WGCL(FM) Cleveland, appointed public-service and promotion director there.

Thomas Otwell, formerly with public re-

lations department, Public Broadcasting Service, Washington, joins Corporation for Public Broadcasting, Washington, as assistant to director of public information Joe Dine. He replaces **Joel Sugarman**, who resigns.

David Gillmore, student at Michigan State University, East Lansing, joins National Association of Educational Broadcasters, Washington, as program officer, instructional telecommunications department. He succeeds **William T. Dale**, who joins Educational Development Center, Boston.

James W. Kissinger, associate director, Northeastern Wisconsin Inschool Telecommunications, Green Bay, Wis., joins noncommercial WHWC-TV Menomonie, Wis., now under construction, as regional representative, with responsibility for station development.

Broadcast Advertising

Lee Leicinger, national sales manager, WBBM(AM) Chicago, named general sales manager. He is succeeded by **James P. Marzano Jr.**, account executive, Katz Agency, Chicago.

Richard J. Hayes, VP and regional manager, Blair Television, Boston, joins WTLV-TV Jacksonville, Fla., as national/regional sales manager.

David A. Grimm, national sales manager, WDHO-TV Toledo, Ohio, joins WSNL-TV Patchogue, N.Y., as VP-sales.

Richard H. Meeder, with sales staff, WQXI-TV Atlanta, named local sales manager.

Doria Steedman, VP, Telpac Management Inc., New York, appointed VP-broadcast production, Geer, DuBois there.

Michael de Leo, art group head, Grey Advertising, New York, appointed VP-associate creative director at AC&R Advertising, New York, member of Ted Bates Group.

Frank W. Becker, media planning group supervisor, **Daniel J. Riordan**, supervisor, nighttime network purchasing, **Frank Zingale**, supervisor, daytime network purchasing, and **Walter Granville-Smith III**, account supervisor, Young & Rubicam, New York, elected VP's.

Jonathan Powditch, formerly with J. Walter Thompson, Rio de Janeiro, joins Kenyon & Eckhardt, New York, as account coordinator, Helena Rubenstein account.

Art Leffler, with sales staff, WABC-TV New York, joins WPIX(TV) there as sales development manager. **Donald P. Jarocki**, media coordinator, Bristol-Myers Co., appointed assistant director, sales development and research, WPIX.

Carol E. Cohen, senior marketing analyst, WNBC-TV New York, appointed director of sales development, WOR-TV there.

Bill Wood, with KRLA(AM) Pasadena, Calif., appointed national sales manager.

Richard L. French, account executive, WLWT(TV) Cincinnati, joins WHBQ-AM-FM Memphis as local sales manager.

Jim Richards, account executive, WLQA-

(FM) Cincinnati, joins WAVI(AM) Dayton, Ohio, as sales manager.

Francis S. Mangan, manager, Midwest office, RKO Television Representatives, joins Walton Broadcasting Sales Corp., station rep firm, Chicago, as executive VP-television sales division.

Richard M. Duffy, with Eastman Radio, New York, appointed VP-Eastman network, Eastman Radio. **Michael A. Belantoni**, with Eastman, named VP-New York staff, Eastman.

Marshall Pengra, with Tracy-Locke, Dallas, joins Goodwin, Dannenbaum, Littman & Wingfield, Houston-based agency, as account supervisor.

Helen W. Turbeville, research director, Lando/Bishopric, Miami, appointed media director.

Martin B. Cagan, VP in charge of Plaza House, broadcast mail order division of Plaza Group, New York, named manager of direct response broadcast activities, Universal Communications Inc., New York.

John W. Burgard, senior executive VP, corporate director and member of executive committee of Brown & Williamson Tobacco Corp., Louisville, retired Sept. 1. Authority on broadcast advertising, he spearheaded B&W entry into radio in 1930's when company became one of medium's largest sponsors. He also was known for fight against TV clutter in early 1960's.

John W. Hogan Jr., free-lance commercials director, named producer for Tulchin Productions, New York, TV commercials and program firm.

Programing

Michael R. Farrow, music director, WNLC(AM) New London, Conn., named program director.

Bob Payton, public-service director and disk jockey, WGCL(FM) Cleveland, appointed program director. **Tim Davisson**, with WGCI, named music director.

Bill Appel, public service director, WCRT(AM) Lima, Ohio, named program director there.

By Williams, news director, WHC-TV Pittsburgh, named programing executive producer.

David Kennedy, formerly with Palomar Pictures International, joins International Famous Agency, New York, as director of television programing in New York.

Jimmy O'Neill, with WOW(AM) Omaha, appointed music director.

Nancy Marquand, casting director, BBDO, New York, appointed director of casting, ABC Entertainment, Los Angeles.

Joan Marks, children's programing consultant, Kaiser Broadcasting Co., station group owner, named director of curriculum for children's programing, Kaiser Broadcasting.

Walt Sabo, formerly with publications office, University of Syracuse, joins WXLO(FM) New York, as director of educational projects.

Ron Menchine, former announcer for

Washington Senators, joins Mutual Radio Sports Network, Washington, as weekend sportscaster.

Broadcast Journalism

Tom Powell, news director, WDAU-TV and WGBI-AM-FM Scranton, Pa., and former president, Associated Press Broadcasters Association, named chairman, APBA's freedom of information committee. Also named to committee are **Harry McKenna**, with WEAN(AM) Providence, R.I.; **Anthony Gonzales**, with WWNH(AM) Beckley, W. Va., and **George Volger**, KWPC(AM)-KFMH(FM) Muscatine, Iowa.

Don Brice, associate news director, KIRO-TV Seattle, named news director. He succeeds **Cliff Kirk**, appointed managing editor, news, KIRO-TV.

Dick Burt, and **Don Alhart**, anchormen, WOKR-TV Rochester, N.Y., appointed news director and assistant news director, respectively.

John Pruitt, with news staff, WSB-TV Atlanta, named anchorman, evening news.

Maureen Bunyan, general assignment reporter, WGBS-TV New York, joins WTOP-TV Washington as reporter.

Jack Reilly, newsman, WHWH(AM) Princeton, N.J., joins WCAU(AM) Philadelphia as editor, evening news.

Ted Marvelle, formerly with news staff, WJRT-TV Flint, Mich., joins WCCW-AM-FM Traverse City, Mich., as news director.

Maury Povich, sports director, WTTG-TV Washington, appointed general assignment correspondent, evening news, and anchorman, weekend and noon news. **Meryl Comer**, with news staff, WTTG, also named to anchor midday news.

Cablecasting

Milford G. Richey, formerly with Collins Radio Co., named VP-engineering, American Cable Television Inc., Phoenix.

Frank Webb, director of operations, Southwest region, Teleprompter Corp., named Southwest regional manager there.

Melvin Pitts, manager, Sammons Communications' Westpoint, Ga., system, named Southeastern district manager, Sammons.

Mark Savage, administrative assistant, LVO Cable Inc., Tulsa, Okla., named assistant treasurer.

Equipment & Engineering



Mr. Heitel

He is succeeded in Midwest sales post by **Herbert Van Driel**, formerly with sales staff, Panasonic. Other appointments to regional sales

Gerald G. Heitel, director of marketing, CMX Systems, Sunnyvale, Calif., named director of sales, International Video Corp., Sunnyvale. **Donald E. Diesner**, Midwest regional distributor sales manager, IVC, named Western manager.

staffs, IVC, include **Robert E. Martin**, formerly with 3M Co., St. Paul, named to staff of Rocky Mountain area; **Donald E. Carlsen**, director of engineering, Pacific Broadcasting Co., Honolulu, group station owner, appointed to northern California, Nevada and Northwest area; **Larry H. Conner**, with Milwaukee Video Inc., named to north central area; **John A. Nash**, with 3M, appointed to central region, and **Lee L. Caput**, with Philips Broadcast Equipment Corp., Montvale, N.J., named to Northeast region.

Joseph V. Quigley, director of corporate planning, Smith Kline & French Laboratories, Philadelphia, named staff vice president, business planning, RCA Corp., New York. **Martin F. Bennett**, vice president, distributor and commercial relations, RCA, for 20 years, retired Aug. 31, but will continue as consultant. His responsibilities for coordinating distributor activities will be assumed by **Robert W. Redecker**, staff vice president, distributor operations.

Allied Fields

John F. Gerstner, with Communications Satellite Corp., named director of marketing operations, CML Satellite Corp.,

Washington. **Marvin R. Jawer**, with Comsat, joins CML as general counsel and secretary. CML is jointly owned by Comsat General Corp., subsidiary of Comsat, MCI Communications Corp., and Lockheed Aircraft Corp.

Thomas M. P. Christensen and **Raymond J. Shelesky**, formerly with law firm of Welch & Morgan, Washington, have formed Christensen & Shelesky, in Fairfax, Va. They will specialize in communications law as well as general practice.

Robert G. McCartney, producer for instructional television, Purdue University, West Lafayette, Ind., appointed assistant director, instructional media services for television, Cleveland State University.

Deaths

Lew Sadler, 55, general manager of Bahakel Broadcasting's KXEL-AM-FM Waterloo, Iowa, died Aug. 31 of heart attack. Mr. Sadler had held management positions at several Cy N. Bahakel stations, including WKIN(AM) Kingsport, Tenn., WABG(AM) Greenwood, Miss. and WCCB-TV Charlotte, N.C. He is survived by his wife, one daughter and two sons.

Lou Corbin, 56, community-affairs direc-

tor at WFBR(AM) Baltimore, died Aug. 28 of heart attack at St. Joseph's hospital there. Mr. Corbin served as news director at WFBR for 15 years before assuming community-affairs post in 1970. He is survived by wife, Aileen, and son.

Jarrett Lewis Hathaway, 67, former research and development engineer, NBC, died Aug. 30 at North Shore hospital, Manhasset, N.Y. Mr. Hathaway was with NBC for more than 42 years before retirement in 1972. During that time, he obtained numerous American and foreign broadcasting patents. Among technical projects he developed were automatic sound-level control for use in studios and electronic system to create sound effects for use in radio and TV. He received National Association of Broadcasters engineering achievement award and David Sarnoff Outstanding Achievement in Engineering award. He is survived by his wife, Pauline, two sons and two daughters.

Tol Avery, 58, movie and television actor, died Aug. 27 of apparent heart attack in Encino, Calif. Mr. Avery appeared in television series including *Slattery's People*, *Young Lawyers* and *Dragnet*.

Joe Palandri, 50, engineer with KMTV-TV Omaha since 1955, died Aug. 28.

For the Record®

As compiled by BROADCASTING Aug. 29 through Sept. 4, 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

Rulemaking action

■ **WNYS-TV** Syracuse, N.Y.—FCC denied WNYS-TV Inc., licensee, request for amendment of TV table of assignments so as to delete ch. 52 from Ithaca, N.Y. and assign ch. 52 to Corning N.Y. (RM-2181). Action Aug. 10.

Existing TV stations

Final actions

■ **WHNB-TV** New Britain, Conn.—Broadcast Bureau granted license covering main trans. and ant., for changes (BLCT-2232). Action Aug. 16.

■ **WTHH-TV** New Haven, Conn.—Broadcast Bureau granted CP to install aux. trans. at main trans. and ant. location (BPCT-4620). Action Aug. 29.

■ **WICD(TV)** Champaign, Ill.—Broadcast Bureau granted mod. of license to change ERP to aur. 64.7 kw; and studio location to Interstate Research Park on Interstate Drive, Champaign (BMLCT-765). Action Aug. 29.

■ **WHAG-TV** Hagerstown, Md.—Broadcast Bureau granted CP to change ERP to vis. 436 kw, aur. 79.4 kw; change trans. equipment; change type ant. and

ant. structure; condition (BPCT-4626). Action Aug. 29.

■ **WCBD-TV** Charleston, S. C.—Broadcast Bureau granted CP to install precise visual frequency control equipment (BPCT-4645). Action Aug. 29.

■ ***WDCN-TV** Nashville—Broadcast Bureau granted engineering data filed June 4 in accordance with report and order adopted March 21 (Doc. 19617) to change frequency from ch. 2, 54-60 mhz, to ch. kw, 8, 180-186 mhz; change ERP to vis. 295 kw, aur. 29.5 kw, change trans. location to 1406 Old Hickory Boulevard, Nashville; change type of trans. and ant.; ant. height 1280 ft. Action Aug. 23.

■ **WSIX-TV** Nashville—Broadcast Bureau granted engineering data filed June 4 in accordance with report and order adopted March 21 (Doc. 19617) to change frequency from ch. 8, 180-186 mhz to ch. 2, 54-50 mhz; change ERP to vis. 100 kw, aur. 10 kw; change trans. location to approximately 50 feet south of present site; change type trans. and ant.; condition. Action Aug. 23.

■ **WNET-TV** New York—Chief, Complaints and Compliance Division, informed John Cervase that no further action was warranted on his complaint that WNET-TV New York failed to comply with commission's rules regarding broadcast of personal at-

tacks during April 17 *Black Journal* program, in which Adhimu Chunga, while being interviewed on school boycott, called Mr. Cervase "a political opportunist." Action Aug. 30.

■ FCC granted waiver of prime-time access rule to CBS and NBC and their affiliates to carry to conclusion certain sports events scheduled for Aug. and early Sept. Action Aug. 29.

■ FCC granted waiver of prime time rule until 30 days after decision in overall prime proceeding (Doc. 19622) to ABC, CBS and NBC and their affiliated stations in top 50 markets to continue to present "one-time-only" network news and public affairs programs without counting these shows toward permissible three hours of network programing permitted during prime time. Action Aug. 29.

■ FCC, in response to requests by Association of Maximum Service Telecasters, Rust Craft Broadcasting and Broadcast-Plaza Inc., stayed effective date until Nov. 12 for rules adopted July 26, giving television stations exclusive rights to present non-network or syndicated programs in its own community or in another community less than 25 miles away. Original effective date was Sept. 7. Rule also provided that contracts, arrangements or understandings

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completed prior to Aug. 7 would not be disturbed (Doc. 18179). Action Aug. 29.

Other actions

■ Review board in High Point, N.C., Renewal Proceeding, denied petition by Furniture City Television Co. to further modify certain issue added against Southern Broadcasting Co. Proceeding involves applications of Furniture for new VHF at High Point, and Southern for renewal of license of WGHP-TV High Point (Docs. 18906-7). Action Aug. 27.

■ Review board in High Point N.C., TV renewal proceeding, denied petition by Southern Broadcasting Co., applicant for renewal of license of WGHP-TV High Point, to modify issue and add ineptness issue against Furniture City Television Co., applicant for new VHF at High Point. (Docs. 18906-7). Action Aug. 30.

■ Review board in Dallas TV proceedings, in response to motion by Belo Broadcasting Corp., added misrepresentation and qualification issues against Wadeco Inc., in proceeding involving mutually exclusive applications of Belo for renewal of license of WFAA-TV Dallas, and Wadeco for authority to construct new VHF in Dallas (Docs. 19744-5). Action Aug. 28.

Call letter applications

■ KFSA-TV Fort Smith, Ark.—Seeks KFSM-TV.
■ WEAT-TV West Palm Beach, Fla.—Seeks WPEC (TV).

New AM stations

Final action

■ Clovis, Calif.—Initial decision released June 19, proposing approval of application of Clovis Broadcasters for CP for new AM at Clovis, became effective Aug. 8, under provisions of rules (Doc. 13995). Ann. Aug. 24.

Actions on motions

■ Chief, Office of Opinions and Review, Youngstown, Ohio and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, granted petition by Jud and extended to Sept. 4 time in which to file reply to opposition and comments to its application for review of decision in proceeding (Docs. 18768-9). Action Aug. 22.

■ Administrative Law Judge Frederick W. Dennison in Iowa City, Iowa (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, granted petition by Burns, Rieke and Voss Associates to amend application to specify "standard" radiation patterns (Docs. 19596-7). Action Aug. 23.

■ Chief Administrative Law Judge Arthur A. Gladstone in Clovis, Calif. (Clovis Broadcasters), AM proceeding, in absence of Presiding Judge Lenore G. Ehrig, granted, *nunc pro tunc*, petition by Clovis for leave to amend application to update information on business interests as required by rules (Doc. 13995). Action Aug. 22.

■ Administrative Law Judge Forest L. McClenning in Tallahassee and Quincy, both Florida. (Charles W. Holt, et al.), AM proceeding, granted request by B. F. J. Timm for extension of time to Sept. 18, for filing of supplemental data to joint petition for approval of agreement by Talquin Broadcasting Co. and B. F. J. Timm; and ordered that joint petition be afforded for other persons to apply for facilities specified in Talquin Broadcasting application and that Talquin Broadcasting will comply with publication requirements of rules (Docs. 19445-7). Action Aug. 23.

Other action

■ Review board in Gulfport and McComb, both Mississippi, AM proceeding, granted request by HWH Corp. for extension of time through Aug. 30 in which to file oppositions to appeal from presiding

officer's final ruling, filed Aug. 8, by Southwestern Broadcasting Co. of Mississippi (Docs. 19466-7). Presiding officer, in order released July 9, granted applications of Gulf Broadcasting Co. new AM at Gulfport, and HWH Corporation for new AM at McComb, and terminated proceeding. Action Aug. 30.

Call letter application

■ R-B Co., Rainelle, W.Va.—Seeks WRRL.

Call letter actions

■ Rock City Broadcasting Inc., Chattanooga—Granted WGCA.

Existing AM stations

Applications

■ WTIQ Manistique, Mich.—Seeks mod. of license to change hours of operation from SH to U. Ann. Aug. 31.

■ KBYE Oklahoma City—Seeks CP to change ant. trans. site to 900 ft. east of intersection of Eastern Avenue and Britton Road; increase ant. height to 493 ft. Ann. Aug. 31.

Final actions

■ WMAF Madison, Fla.—Broadcast Bureau granted mod. of license covering change of hours of operation from SH to U (BML-2476). Action Aug. 29.

■ WITZ Jasper, Ind.—Broadcast Bureau granted CP to install new ant. system; make change in ant. system; ant. height 460 ft. (BP-19386). Action Aug. 29.

■ WRCP Philadelphia—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 2043 Locust Street, Philadelphia (BRC-3650). Action Aug. 29.

Initial decisions

■ KTLX Denver—Administrative Law Judge Forest L. McClenning, in initial decision, proposed grant of application of Action Radio Inc. for renewal of license for KTLX (Doc. 19274). Ann. Aug. 28.

■ WMRE Monroe, Ga.—Administrative Law Judge David I. Kraushaar, in initial decision, proposed denial of application of Walton Broadcasting Co. for renewal of license of WMRE Monroe (Doc. 19011). Ann. Aug. 30.

Actions on motions

■ Administrative Law Judge Basil P. Cooper in Connellsville, Pa. (Connellsville Broadcasters Inc., [WCVI(AM)]), renewal proceeding, scheduled evidentiary hearing for Oct. 9, in Connellsville (Doc. 19668). Action Aug. 23.

■ Administrative Law Judge Chester F. Naumowicz Jr., in Blackstone, Va. (Blackstone Broadcasting Corp. [WKLTV]), AM and FM proceeding, granted motion by Broadcast Bureau, and ordered that applicant answer bureau interrogatory (Docs. 19774-5). Action Aug. 23.

Other action

■ Review board in Richmond, Va. and Sanford, N.C., AM renewal proceeding, granted motion by WGEO Inc. for extension of time through Sept. 10 in which to file responsive pleadings to petition to add issues filed by Broadcast Bureau (Docs. 19757-8). Proceeding involves renewal applications of WGEO Inc. licensee of WGEO Richmond, and Crest Broadcasting Corp., licensee of WEYE Sanford. Action Aug. 30.

Call letter applications

■ WGRT Chicago—Seeks WJPC.

■ WQIC Meridian, Miss.—Seeks WTNK.

New FM stations

Applications

■ *Atlanta—Lovett School. Seeks 89.3 mhz, 10 w. HAAT 100 ft. P.O. address 4075 Paces Ferry Road, N.W., Atlanta 30327. Estimated construction cost \$14,590; first-year operating cost \$1,000; revenue none. Principals: Rankin M. Smith is chairman of board of trustees for Lovett School. Ann. Aug. 20.

■ Maynard, Mass.—Maynard Public Schools School Committee. Seeks 91.7 mhz, 10 w. HAAT 43 ft. P.O. address Town Hall, Maynard and Main Streets, Maynard 01754. Estimated construction cost \$5,160; first-year operating cost \$500; revenue none. Principals: Robert Billups is chairman of School Committee. Ann. Aug. 24.

■ *Northfield, Minn.—Carlton Student Association. Seeks 90.3 mhz, 10 w. HAAT 72 ft. P.O. address Carlton College, Northfield 55057. Estimated construction cost \$3,103; first-year operating cost \$2,992; revenue none. Principals: Jean E. Phillips is dean of students at Carlton College and Leonard Banks is president of Carlton Student Association, Ann. Aug. 22.

■ Rochester N.H.—Graham Broadcasting Co. Seeks 103.9 mhz, 250 w. HAAT 168 ft. P.O. address 10 Wayne Street, Hudson, N.H. 03051. Estimated construction cost \$14,700; first-year operating cost \$22,500; revenue \$41,600. Principals: Norman J. and Eva E. Graham (each 50%). Mr. Graham is engineer with WBZ-AM-FM Boston. Ann. Aug. 20.

■ *Flemington, N.J.—Hunterdon Central High School. Seeks 90.5 mhz, 68.4 kw. HAAT 300 ft. P.O. address State Highway 31, Flemington 08822. Estimated construction cost \$17,215; first-year operating cost \$21,000; revenue none. Principals: Claude Schmitt is superintendent of Flemington public schools. Ann. Aug. 20.

■ *Norristown, Pa.—Montgomery county area Vocational Technical School Board. Seeks 91.5 mhz, 10 kw. HAAT 200 ft. P.O. address Plymouth Road and New Hope Street, Norristown 19401. Estimated construction cost \$38,043; first-year operating cost \$2,500; revenue none. Principals: Robert B. Newell is director of Central Montgomery county area Vocational Technical School. Ann. Aug. 20.

■ Carthage, Tenn.—Carthage Broadcasting Co. Seeks 102.3 mhz, 3 kw. HAAT 49 ft. P.O. address Box 179, Carthage 37030. Estimated construction cost \$15,338; first-year operating cost \$11,420; revenue \$12,000. Principals: Reggie L. Honey (50%) and James T. Watts (50%). Messrs Honey and Watts each have 50% interest in WRKM(AM) Carthage. Ann. Aug. 20.

Starts authorized

■ *WGMC-FM Greece, N.Y.—Authorized program operation on 90.1 mhz, TPO 10 w. Action Aug. 27.

■ *WARY(FM) Valhalla, N.Y.—Authorized program operation on 88.5 mhz, 13.5 w., HAAT 440 ft. Action Aug. 20.

■ WMPO-FM Middleport, Ohio—Authorized program operation on 92.1 mhz, ERP 1.9 kw, HAAT 370 ft. Action Aug. 27.

■ KICE(FM) Bend, Ore.—Authorized program operation on 100.7 mhz, ERP 50 kw (horizontal), 20 kw (vertical), HAAT 520 ft. Action Aug. 13.

■ KQHU(FM) Yankton, S.D.—Authorized program operation on 104.1 mhz, ERP 100 kw, HAAT 430 ft. Action Aug. 20.

■ *WWPV-FM Colchester, Vt.—Authorized program operation on 88.7 mhz, 10 w. Action Aug. 20.

Final actions

■ Selma, Ala.—Thomas E. Alexander. Broadcast Bureau granted 100.9 mhz, 3 kw. HAAT 300 ft. P.O. address 15 Pardue Street, Selma 36701. Estimated construction cost \$39,000; first-year operating cost \$36,000; revenue \$60,000. Principals: Mr. Alexander (100%). Mr. Alexander is management and engineering consultant in Selma (BPH-8455). Action Aug. 24.

■ *Mississippi State, Miss.—Mississippi State University. Broadcast Bureau granted 89.1 mhz, 15.7 w. HAAT 112 ft. P.O. address Drawer NJ, Mississippi State 39762. Estimated construction cost \$6,000; first-year operating cost \$300; revenue none. Principals: T. K. Martin, vice president of college, et al. (BPED-1585). Action Aug. 23.

■ Rochester, N.Y.—Initial decision released July 3, proposing grant of application of Monroe County Broadcasting Co., for new FM on ch. 280 (103.9 mhz) at Rochester, became effective Aug. 22, in accordance with rules (Doc. 18676). Ann. Aug. 24.

■ Harlingen, Tex.—Magic Valley Broadcasting Inc. Broadcast Bureau granted 96.1 mhz, 100 kw. HAAT 455 ft. P.O. address 2505 South Parkwood Drive, Apt. F-204, Harlingen 78050. Estimated construction cost \$145,000; first-year operating cost \$36,000; revenue \$50,000. Principals: Patrick C. McBride, president, Arthur Stehling (both 37%), et al. Mr. McBride, formerly general manager and part owner of Environetics Inc., Dallas Muzak firm, is attending radio operators school. Mr. Stehling, attorney in Fredericksburg, Tex., owns 30% of cable system in Fredericksburg among other interests (BPH 8266). Action Aug. 23.

Action on motion

■ Administrative Law Judge William Jensen in Williamson and Matewan, W. Va. (Harvit Broadcast-

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Summary of broadcasting According to the FCC, as of 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.

ing Corp. and Three States Broadcasting Co.), FM proceeding, scheduled further prehearing conference for Sept. 5 (Docs. 18456-7). Action Aug. 22.

Other action

■ Review board in Wilmington, Ohio, FM proceeding, granted motion by 5 KW Inc., to correct transcript of oral argument held July 24 in the Wilmington FM proceeding (Docs. 19218-9). Oral argument was held on exceptions and briefs to initial decision released Oct. 4, proposing grant of application of Clinton County Broadcasting Corp. for new FM at Wilmington, and denial of competing application of 5 KW Inc. for same facilities. Action Aug. 30.

Rulemaking petition

■ WAAC(AM) Terre Haute, Ind.—Citizens Broadcasting Co., licensee, seeks amendment of FM table of assignments to assign ch. 242 or ch. 243 to Terre Haute, and to assign ch. 265A to Hoopeston, Ill. (RM-2244). Ann. Aug. 27.

Rulemaking actions

■ Richmond, Mo.—FCC dismissed Ray County Radio request for amendment of FM table of assignments to add ch. 294 to Topeka, Kan., add ch. 296A to Richmond and delete ch. 295 from Topeka (RM-1900). Action Aug. 21.

■ Acting Chief, Broadcast Bureau, in Aledo and Galesburg, both Illinois, on request of Dr. Paul T. Ford and other residents of Knox county, Ill., extended through Oct. 1 time in which to respond to petition by Arthur M. Padella Sr. for rulemaking in matter of amendment of FM table of assignments in Aledo and Galesburg (RM-2227). Responses to petition were previously due on Aug. 30. Action Aug. 24.

Call letter application

■ Board of Education of West Bloomfield School District, Orchard Lake, Mich.—Seeks *WBLD-FM).

Call letter actions

■ Glenn West, Portland, Ind.—Granted WPGW-FM.
■ Lawrence N. De Beau, Tawas City, Mich.—Granted WDBI-FM.
■ South Jones Broadcasters Inc., Ellisville, Miss.—Granted WBJS(FM).
■ Cover Broadcasting Inc., Johnstown, Pa.—Granted WJNL-FM.
■ Lamar University, Beaumont, Tex.—Granted *KVLU(FM).

Existing FM stations

Final actions

■ KZAP(FM) Sacramento, Calif.—Broadcast Bureau granted remote control (BRCH-1170). Action Aug. 28.

■ WFYR(FM) Chicago—Broadcast Bureau granted CP to install new aux. ant. at main trans. location; operate by remote control from studio location at 188 West Randolph Street, Chicago; ERP 18.5 kw; ant. height 460 ft. (BPH-8532). Action Aug. 29.

■ WBH(FM) Trenton, N.J.—Broadcast Bureau granted CP to change trans. and studio location to east side of Ewingville Road at Shabakunk Creek, Trenton; install new trans. and ant.; make change in ant. system; ERP 20 kw; ant. height 120 ft. (BPH-8519). Action Aug. 30.

■ WOSC-FM Fulton, N.Y.—Broadcast Bureau granted CP to use former main trans. as aux. trans.; and install new main trans.; change TPO; ERP 15 kw; ant. height 310 ft.; condition (BPH-8436). Action Aug. 23.

■ WXXY(FM) Montour Falls, N.Y.—Broadcast Bureau granted CP to change ant. height to 480 ft. and delete remote control (BPH-8534). Action Aug. 30.

■ WGFM(FM) Schenectady, N.Y.—Broadcast Bu-

reau granted remote control for main and aux. trans. (BRCH-1169). Action Aug. 28.

■ WHPE-FM High Point, N.C.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw; ant. height 470 ft. (BPH-8450). Action Aug. 24.

■ WGR-FM Wellsboro, Pa.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on ch. 283 (104.5 mhz) for aux. purposes only; ERP 1.35 kw; ant. height 420 ft.; remote control permitted (BPH-8531). Action Aug. 30.

■ WEZI(FM) Memphis—Broadcast Bureau granted remote control; condition (BRCH-1168). Action Aug. 28.

■ KTSM-FM El Paso—Broadcast Bureau granted CP to install new trans. and ant.; change trans. line; ERP 87 kw; ant. height 1,820 ft. (BPH-8530). Action Aug. 30.

■ WRGT-FM Clarksburg, W. Va.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1275). Action Aug. 30.

Call letter applications

■ WRC-FM Washington—Seeks WJOI(FM).
■ WLQY(FM) Fort Lauderdale, Fla.—Seeks WHYI(FM).

■ WLGR-FM Leesburg, Fla.—Seeks WDGM(FM).

■ KWNT-FM Davenport, Iowa—Seeks KRVR(FM).

■ WLMI-FM Jackson, Ohio—Seeks WCJO(FM).

■ WKJF(FM) Pittsburgh—Seeks WKOI(FM).

Call letter actions

■ WBCM-FM Bay City, Mich.—Granted WHNN-FM).

■ WHVT(FM) Hendersonville, Tenn. — Granted WBQY(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's when appropriate: KDFL(AM) Sumner, Wash.; KEWP(AM) North Little Rock, Ark.; WAFI(AM) Middleboro and WBN(AM) Bowling Green, both Kentucky; WDEB-AM-FM Jamestown and WETB-AM) Johnson City, both Tennessee; WHIC-AM-FM Hardinsburg, Ky.; WHNY(AM) McComb and WSHY-FM Hattiesburg, both Mississippi; WJRD-AM) Tuscaloosa, Ala.; WKRW(AM) Cartersville, Ga.; WKYE-AM-FM Bristol and WLJK(AM) Newport, both Tennessee; WLLS(AM) Hartford, Ky.; WPCO(AM) Mt. Vernon, Ind.; WRAN(AM) Dover, N.J.; WTJS-AM-FM Jackson, Tenn.; WXVW(AM) Jeffersonville, Ind.; WYGO-FM Corbin, Ky., and WJOE(AM) Port St. Joe, Fla. Action Aug. 23 and 24.

■ Broadcast Bureau granted renewal of licenses, co-pending aux., and SCA's when appropriate, for the following stations: KCTO(AM) Columbia, La.; KGA(AM) Spokane, Wash.; WANY-AM-FM Albany, Ky.; WDJR(FM) and WKZR(AM), both Oil City, Pa.; WLPH(AM) Irondale, Ala.; WMTL-FM Leitchfield, Ky.; WNPV(AM) Lansdale and WOTR-AM) Corry, both Pennsylvania, and WSMT-AM-FM Sparta, Tenn. Action Aug. 28.

Modification of CP's, all stations

■ KMUV-TV Sacramento, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 28, 1974 (BMPCT-7488); granted mod. of CP to change ERP to vis. 537 kw, aur. 107 kw; specify studio location as corner of Canterbury Road and Royal Oak Drive, Sacramento; change type trans.; change ant. structure; ant. height 1,020 ft. (BMPCT-7489). Action Aug. 28.

■ WIFF-FM Auburn, Ind.—Broadcast Bureau granted mod. of CP to change transmission line; ERP

3 kw; ant. height 300 ft. (BMPH-13841). Action Aug. 30.

■ WDHP(FM) Presque Isle, Me.—Broadcast Bureau granted mod. of CP to change ant.; ant. height 440 ft.; change transmission line (BMPH-13843). Action Aug. 30.

■ KBEY(FM) Kansas City, Mo.—Broadcast Bureau granted mod. of CP to make changes in transmission line (BMPH-13842). Action Aug. 30.

■ K03DN Ely and McGill, both Nevada—Broadcast Bureau granted mod. of CP for VHF translator to change type of trans. and make changes in ant. system (BMPITV-783). Action Aug. 23.

■ WTAE-FM Pittsburgh—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system; ERP 50 kw; ant. height 500 ft.; remote control permitted (BMPH-13844). Action Aug. 30.

■ KDCD-TV Midland, Tex.—Broadcast Bureau granted mod. of CP to change ERP to vis. 6.76, aur. 0.852 kw; and make changes in transmitting equipment (BMPAC-7482). Action Aug. 29.

■ *WHNS(FM) Portsmouth, Va.—Broadcast Bureau granted mod. of CP to change ant.; make change in transmission line; change trans. (BMPED-1018). Action Aug. 30.

Translator action

■ K02HM Allison and Arboles rural areas, both Colorado—Broadcast Bureau granted CP for new VHF translator to serve Allison and Arboles rural areas, operating on ch. 2 by rebroadcasting programs of KOAT-TV Albuquerque, N.M. (BPTTV-4762). Action Aug. 23.

Ownership changes

Applications

■ WABF-FM Fairhope, Ala.—Seeks assignment of license from Eastern Shore Broadcasters Inc. to W.G.O.K. Inc. for \$100,000. Sellers: J. Russell Kilgore, president, et al. (100%). Eastern Shore is licensee of WABF(AM) Fairhope. Buyers: Jules Paglin (55%) and Bertha P. Ferman (45%). Mr. Paglin owns medical products firm in New Orleans. Ann. Aug. 23.

■ KCST(TV) San Diego—Seeks transfer of control of Western Telecasters Inc. from Bass Brothers Enterprises (100% before, none after) to KCST-TV Inc. (none before, 100% after). Consideration: \$8,368,193 and adjustments. Principals: KCST-TV Inc. is wholly owned subsidiary of Storer Broadcasting Co.; George B. Storer is board chairman and Bill Michaels is president. Storer broadcasting is licensee of WAGA-TV Atlanta; WSBK-TV Boston; WJW-AM-TV Cleveland; WDEE(AM) and WJBK-TV Detroit; KGBS-AM-FM Los Angeles; WGBS(AM) Miami; WITI-TV Milwaukee; WHNN(AM) New York; and WSPD-AM-TV Toledo, Ohio. Ann. Aug. 24.

■ KNUI(AM) Kahului, Hawaii—Seeks assignment of license from Qualitron Aero Inc. to Broadcast Consulting Services Inc. for \$300,500. Sellers: E. G. Panissidi, president, et al. (100%). Qualitron Aero is division of subsidiary of Tenneco Inc. large conglomerate with no other broadcasting interests. Buyer: Harwell V. Shepard (100%). Mr. Shepard is consulting engineer (semi-retired) for Broadcast Consulting Services. Ann. Aug. 23.

■ KROS-AM-FM Clinton, Iowa—Seeks assignment of license from Clinton Broadcasting Corp. to Public Service Broadcasters Inc. for \$400,000. Sellers: Bernard M. Jacobson, president and general manager, et al. (100%). Buyers: Donald G. Jones (22.8%), Harold Hoefker (16.59%), George Ferry (13.01%), Joseph Shafer (10.5%), Ken Kordum (10.38%), et al. Public Service Broadcasters is licensee of WTIM-AM-FM Taylorville and WVLN-AM)-WSEI(FM) Olney, both Illinois; KFIZ(AM) Fond du Lac, Wis.; WCTW(AM)-WMDH(FM) New Castle, Ind. and WZOE(AM) Princeton, Ill. Ann. Aug. 23.

■ WIXO(FM) New Orleans—Seeks transfer of control of Advance Communications Inc. from Lawrence J. Gutter, Alvin Golin, et al. (100% before, none after) to Ronald E. Crider, Leonard Mercer and Leonard Stevens (none before, 100% after). Consideration: \$590,000. Principals: Mr. Crider (50%) has interest in Philadelphia-based electronic equipment distributor. Messrs. Mercer and Stevens (each 25%) have real estate, restaurant and other business interests in Pennsylvania, New Jersey and Florida. Ann. Aug. 23.

■ WVSL-FM Slidell, La.—Seeks assignment of license from Mid-South Broadcasters Corp. to Security Broadcasting of New Orleans Inc. for \$335,000. Sellers: T. V. Garraway, president et al. (100%). Mid-South is licensee of WSDL(AM) Slidell (application to assign WSDL(AM) to Inter-American Broadcasters Inc. is pending before FCC). Buyers: Edmond J. Muniz, Ben Daly Bridgeman, Michael H. O'Keefe (each 30%) and Wilfred E. Youngblood (10%). Group owns WNNR(AM) New Orleans and WXOK(AM) Baton Rouge. Ann. Aug. 23.

■ WSME(AM) Sanford, Me.—Seeks assignment of license from Natalie Urso to Southern Maine Broadcasting Corp. for \$110,000. Seller: Natalie Urso (100%). Ms. Urso owns 55% interest in WERI-

AM-FM Westerly, R.I. and WNHC(AM) New Haven, Conn. Buyers: Alvin Yudkoff (70%) and Leon H. Nelson (30%). Mr. Yudkoff has interest in film production companies in New York and Westport, Conn. Mr. Nelson is newscaster at WNAC-TV Boston. Action Aug. 23.

■ WSMO-AM-FM La Plata, Md.—Seeks assignment of license from Charles County Broadcasting Co. to Crystal Broadcasting Co. for \$325,000. Sellers: David P. Samson Jr., president, et al (100%). Buyers: Frank N. Manthos (49.5%) and Leo M. Bernstein (49.5%). Mr. Manthos owns Elektra Broadcasting Corp. of Florida, applicant for new FM at Crystal River, Fla. Mr. Bernstein has banking and real estate interests in Washington; he also has 25% interest in WFFV(FM) Front Royal, Va. Ann. Aug. 23.

■ WMVB-AM-FM Millville, N.J.—Seeks transfer of control of Union Lake Broadcasters Inc. from Garden State Broadcasting Corp. (100% before, none after) to Countrywide Broadcasting Inc. (none before, 100% after). Consideration: \$315,000. Principals: Robert B. and Marianne J. Hoy (together 27.5%), Russell E. Paul (27.5%), et al. Mr. Hoy owns broadcast engineering firm. Mr. Paul is Woodbury, N.J. attorney. Ann. Aug. 23.

■ KSWA(AM) Rosewell, N.M.—Seeks assignment of license from Rosewell Broadcasting Co. to Berrendo Broadcasting Co. for \$300,000. Sellers: John A. Barnett Jr., president, et al (100%). Buyer: Robert O. Anderson (100%). Mr. Anderson is board chairman of Atlantic Richfield Co.; he also has real estate, ranching and other business interests in New Mexico. Ann. Aug. 23.

■ WYDK(AM) Yadkinville, N.C.—Seeks assignment of license from Yadkin Broadcasting Co. to B & B Broadcasting Co. for \$223,350. Sellers: Clyde G. Reavis, president, Harry and Bernice Dunnagan, C. B. Hughes, et al. (100%). Dunnagans and Mr. Hughes have 82% interest in WNNB(FM) North Myrtle Beach, S.C. Buyers: Donald E. Bigler and Forbes W. Blair (each 50%). Messrs. Bigler and Blair are partners in Washington law firm. Ann. Aug. 23.

■ KVAS(AM) Astoria, Ore.—Seeks transfer of control of Lower Columbia Broadcasting Co. from William Tracy Moore, et al (75% before, none after) to Charles A. Farmer (25% before, 100% after). Consideration \$67,650. Principal: Mr. Farmer is vice president and general manager of KVAS(AM); he also owns KDTO(AM) Toledo, Ore. Ann. Aug. 23.

■ WOIC(AM) Columbia, S.C.—Seeks assignment of license from WOIC Inc. to Nuance Corp. for \$50,000. Sellers: Joe Seidel III, president, et al (100%). Buyers: I. S. Levey Johnson (35%), J. Wade Degraffenreidt (23%), Elliot E. Franks III and H. B. Rutherford (each 21%). Mr. Johnson is Columbia attorney. Mr. Rutherford is Columbia dentist. Mr. Franks is director of Columbia Urban League and Mr. Degraffenreidt owns Carrboro, N.C. car wash. Ann. Aug. 23.

ACTIONS

■ KAPR(AM) Douglas, Ariz.—Broadcast Bureau granted assignment of license from Mor-Hart Inc. to KAPR Inc. for \$106,000. Seller: Ray P. Morgan, president. Mr. Morgan is salesman for KOBE(AM) Las Cruces, N.M. Buyers: Paul W. and Helen V. Knowles (100%). Mr. Knowles is majority owner of KSGT(AM) Jackson, Wyo. (BAL-7916). Action Aug. 29.

■ KNEU(FM) El Centro, Calif.—Broadcast Bureau granted assignment of license from Imperial Valley Broadcasters to William C. Wade for \$53,500. Sellers: Clay H. Duncan and Charles N. Duncan. Buyer: Mr. Wade is announcer with KHJ(AM) Los Angeles (BALH-1730). Action Aug. 24.

■ KBVM(AM) Lancaster, Calif.—Broadcast Bureau granted assignment of license from KBVM Inc. to North Antelope Valley Broadcasting Inc. for \$166,250. Sellers: Louis L. Goldman, secretary, et al. Buyers: Albert S. and Fraun Y. Medlinsky (each 50%). Mr. Medlinsky owns KOTE-FM Lancaster. He and Mrs. Medlinsky are partners in Albert S. Medlinsky Enterprises, real estate firm (BAL-7812). Action Aug. 24.

■ WJOE(AM) Port St. Joe, Fla.—Broadcast Bureau granted assignment of license from William S. Dodson, receiver, to Mills & Crisp Enterprises Inc. for \$80,000. Buyer: Paul E. Mills (100%). Mr. Mills, real estate investor, owns Breakers East and The Breakers Restaurant and Lounge, Panama City Beach, Fla. (BAL-7791, BALRE-2461). Action Aug. 23.

■ WIBR(AM) Baton Rouge, La.—Broadcast Bureau granted transfer of control of Community Broadcasting Co. from G. T. Owen III (60% before, none after) to Robert Earle (40% before, 100% after). Consideration: \$339,910. Principal: Mr. Earle is president and general manager of Community Broadcasting Co., licensee of WIBR(AM) Baton Rouge (BTC-7201). Action Aug. 28.

■ KWHG(FM) Lincoln, Neb.—Broadcast Bureau

granted assignment of license from Capitol Broadcasting Inc. to H/K Broadcasting Corp. for \$150,000 and non-competition agreement for \$25,000. Buyers: James Stuart (98%), et al. Mr. Stuart has majority interest in KFOR(AM) Lincoln, Neb., KSAL(AM) Salina, Kan., KMNS(AM) Sioux City, Iowa, KRGI(AM) Grand Island, Neb., KOEL-AM-FM Oelwein, Iowa, and WMAV(AM) Springfield, Ill. (BALPH-160, BASCA-576). Action Aug. 24.

■ WTOR(AM) Winston-Salem, N.C.—Broadcast Bureau granted assignment of license from Southern Broadcasting Co. to 1490 Inc. for \$1.25 million. Sellers: John G. Johnson, president, et al. Southern is group station owner. Buyers: John Woods (33 1/3%) et al. Mr. Woods is president of Woods Communications Inc., Oriskany, N.Y., licensee of WRUN-AM-FM Utica, N.Y. and WSSB(AM) Durham, N.C. 1490 Inc. is wholly owned subsidiary of Woods Communications (BAL-7907, BACRE-2534). Action Aug. 23.

■ WATH-AM-FM Athens, Ohio—Broadcast Bureau granted assignment of license from Radio Athens Inc. to WATH Inc. for \$316,500. Seller: Irene Kovian, president. Buyer: Fred A. Palmer, president; Miriam F. Palmer, secretary; Ruth Potter, treasurer (each 33 1/3%). Mr. Palmer owns Worthington, Ohio, sales consultancy firm. Mrs. Potter is president of retail lumber company in Worthington (BAL-7915, BALH-1856). Action Aug. 24.

■ WTNN(AM) Millington, Tenn.—Broadcast Bureau granted assignment of license from Gary L. Acker to The Moore Co. for \$205,000. Seller: Mr. Acker is acquiring KEGG(AM) Daingerfield, Tex. Buyers: W. E. Moore, president (99.9%), et al. Mr. Moore owns 78% of Ken-Mor Homes Inc., real estate and construction firm (BAL-7871). Action Aug. 27.

Cable

Other action

■ Review board in Warrensburg, Mo., cable TV proceeding, granted motion by Cypress Cable Corp. to change its name to Warner-CCC Inc., in proceeding involving complaint by Warrensburg Cable Inc. against United Telephone Co. of Missouri, United Utilities Inc., and United Transmission Inc., and applications of United Transmission and United Telephone for certificate of public convenience and necessity for construction and operation of cable TV facilities at Warrensburg. (Docs. 19151-2). Action Aug. 30.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Vice President/General Manager. Exceptional opportunity for dynamic radio executive interested in top ten market. Highly profitable 5KW full time station with expanding group. Base salary of \$40,000 plus negotiable incentive. Send resume to Box H-43, BROADCASTING.

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.

Excellent future for a bright, creative, production-talented individual who knows station operation, modern-day programing 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.

Experienced salesman needed immediately to step right in. Big account list. Excellent draw. High growth market. Must be go-getter. WBNN, Beacon, N.Y. 12508. 914-831-1260. E.O.E.

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.

Help Wanted Sales

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.

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.

Full-time experienced salesman for town of 10,000. Southwest preferred. Send resume with photo to KSTV Radio, Box 102, Stephenville, Texas 76401.

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.

Reward: This is a once in a lifetime opportunity for a fully experienced sales manager. The man we seek must have a proven track record in radio time sales. He must be a door to door, store to store closer. He must be able to stand a rigid background investigation. You will be selling "the sound of solid gold rock" in Florida's second most populous metro area. Opportunities and terms are wide open for a revenue producer. Do not apply if sitting behind a desk is your idea of getting ahead. Call 813-866-2402. Ask for Mr. Tinney—this opportunity is immediate.

Help Wanted Announcers

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.

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.

Help Wanted

Announcer Continued

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.

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.

Low-key, friendly announcer for rock format in small market station, New York State. Good delivery and willingness to work more important than experience. Send tape and resume to Box J-79, BROADCASTING.

Immediate need for contemporary MOR afternoon drive jock. Must be a communicator, clever, minimum 3 years experience. Good salary, no drifters. Send tapes, resume, references to WDBQ Dubuque, Iowa 52001.

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

Help Wanted Announcers Continued

Experience of at least 3 years as talk show host required. Educated, community minded. Able to work with automation, do news and possibly fit into PD slot. Call Fred Bowen, WIBX, Utica, N.Y. 315-736-9313.

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.

Needed yesterday night time personality country pro. Production ability a must adult voiced and approach. Tape resume-picture to WITL Radio, Dave Donahue, Box 1010, Lansing, Michigan 48903.

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.

America's outstanding suburban station seeks personable, mature, experienced announcer with keen interest in community. Regional, Metro, N.Y. AM/FM operation: expanding into new ultra-modern facilities. Live in Westchester and work at Nation's most influential local station. Will consider recent college graduate. Good production a must. Start \$150. Tape, resume to: M. Mason, WVOX, 1 Broadcast Plaza, New Rochelle, N.Y. 10801.

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.

Milwaukee recording studio. Looking? Need audition tape. Low hourly rate. Broadcast Performance 463-1900.

A pool of on-the-air talent helps make finding a job easier. Broadcasters helping broadcasters. 814-734-5418.

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.

Chief engineer for small group of AM-FM facilities located in southeast who knows how to organize and execute construction and maintenance programs including all F.C.C. type proofs. 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.

Engineer strong on maintenance—NYS—AM-FM—Good opportunity—immediate opening—send resume. Box J-70, BROADCASTING.

Engineer/Announcer needed immediately for a clean AM/FM operation in South Carolina. Must be dependable and sober. Looking for good combo man who wants to settle and become a part of good permanent staff. Send resume to Box J-80, 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.

Qualified studio operator/engineer for maintenance and operation of monaural and stereophonic radio studio equipment, both tube and solid-state. First phone, construction experience. Remote recording, speech and music. Salary commensurate with skills and experience. Good fringe benefit program available. Send resume to: Mrs. Phyllis Kehoe, Employment Services, The University of Michigan, 2031 Administrative Services Bldg. Ann Arbor, Michigan 48104. A non-discriminatory, affirmative-action employer.

Help Wanted Technical Continued

WOBM; Toms River, N.J. needs a full time newscaster for our very aggressive 24 hour local news operation. Must have 3rd endorsed. Call Bill Huf, 201-269-0927. Equal Opportunity Employer. Some of our best references have worked for us.

Help Wanted News

Newsman/announcer wanted in top rated small eastern market station. Must be experienced. Equal Opportunity employer. Box J-73, BROADCASTING.

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.

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 person 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. WKBW is an E.O.E. M/F.

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.

Unusual opportunity. Man-wife combination. 29 years experience in all phases of broadcasting. Desire 2-3 station market. Box H-197, 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.

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.

Recent graduate looking for entrance level management position with station in Philadelphia-So. Jersey area. Willing to work part-time in beginning. Reply to Box J-93, BROADCASTING.

Young heavyweight sales manager with strong track record in major market desires G.M. position. Box J-94, BROADCASTING.

Att: Los Angeles Radio—Dynamic sales personality desires Local or National Sales Management position with strong promotional-minded Radio outlet . . . excellent credentials, references . . . highly knowledgeable and motivating . . . PROFIT BY ME NOW! Box J-95, BROADCASTING.

Manager/owner with fifteen years experience, eleven with present group has reached the summit. Desire new challenge in larger market or group. Impeccable references both business and moral. Box J-101, BROADCASTING.

Broadcaster mid 30's. Strong sales and management oriented. Self starter. Financially stable. Will consider sizable investment. Excellent track record. East or Southeast. Minimum \$24,000. Box J-103, BROADCASTING.

G.M./S.M. Now top 15 market. B.S. and M.B.A. Excellent record. Aggressive. Management, 3828 Legation St., N.W., Washington, D.C.

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. Previously associated with Rounsaville Radio. Dedicated, Loyal, Creative, a Hard Worker, Outstanding, and Ambitious. Proven track record. Chuck Ashworth 615-259-3128 or 615-242-1601, 1150 Vultee Blvd/F-104, Nashville, TN., 37217.

Situations Wanted Management Continued

Looking for small market to manage. 20 years experience in all phases. Prefer southeast, will consider all offers. Let's get together. P.O. Box 10463, Panama City, Florida, 904-769-3119 after 7 p.m.

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.

30 year old—14 year pro. Top markets—Top ratings. All qualifications plus voices. No screamers. Five figures. West only. Box H-228, 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.

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.

1st Phone, MOR personality, 6 years radio-TV, creative commercials, college grad., 26, \$700. Box J-33, 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 seeking station in Buffalo or Ontario, Canada. Even if it's only for weekends. Box J-69, BROADCASTING.

Announcer, DJ, Newscaster. Tight board, experienced. Dependable, creative, versatile. Prefer New York, New Jersey area. Box J-88, BROADCASTING.

Big Bands. Vocal acts. Description intros to records featuring imaginary ballroom, nightclub or park concert settings. Very successful format. 15 years general radio experience. First phone. Middle age. Small family. Bob 305-886-4869. Box J-90, BROADCASTING.

Disc Jockey-Newscaster. Want bright creative talent? Try mel Dependable, experienced, versatile, third endorsed, aggressive salesman, authoritative news, tight board, and charisma and satisfaction guaranteed. Clearance Collier, 1444 Shakespeare Ave., Bronx, N.Y. 10452. 212-681-6972.

Heavy drivetime personality—(about 220 lbs.) 15 years ex. Time/temp jocks are dime a dozen. Personalities cost more. 305-299-4611, Larry Shannon.

Beginner, 3rd, good production Top 40/MOR. Prefer New England. Give me a chance. Call Pete collect after 4 p.m. 203-223-4323.

1st phone, 2 years, major market—Look interesting! Will relocate for right offer. Al Wayne 219-659-5749, 2429 Schrage. Whiting, Ind. 46394.

I'm an American jock. Currently employed. Over three years experience, commercial and college radio. College broadcasting degree. Third endorsed. 317-529-4145. Jamestown Village Apartments, 219 West Colonial Drive, New Castle, Indiana 47362.

Talented pro with potential to go to the top. 5 years experience. College grad. Radio is my life, not just another job. If you want total dedication to your station from a hard-worker, get in touch. Top 40 or uptemp MOR preferred. Available now. Call Ken 302-734-9431.

Beginner looking for first break. Recent Connecticut School of Broadcasting grad. 3rd phone, 23, single, can follow direction, ambitious, will go anywhere. Mike Opito, 411 South Elm St., Windsor Locks, Conn. 06096 203-623-9236.

Situations Wanted Announcers Continued

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.

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.

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.

Professionally trained beginner, some experience, twenty-one, single, will take direction, will relocate. Mike Badders, 101 Cove Road, Broomall, PA., 19008. 215-El6-2954.

Situations Wanted Technical

Contract Maintenance Engineer seeking stations in Maryland, Virginia and Delaware. Construction, proofs and inspections. Write Box J-75, BROADCASTING.

Contract maintenance engineers seeking stations in New York, New Jersey and Connecticut. Construction, frequency checks, and proofs. Write Box J-83, 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. Vintash St., Colorado Springs, CO. 80909.

Situations Wanted News

Ten years experience sports/news. Play-by-play, pro, college, schoolboy. Presently handling sports conversation/news. Strong interviewer, reliable family man. Solid pro, seeking same. Box J-68, BROADCASTING.

16 months radio experience. First phone. 24 months Trade School training radio-TV, and, 2 yrs. college. Seeking news team position. Box J-71, BROADCASTING.

Experienced. Currently employed. Strongest in field work. Northeast. College graduate. Mid 20s. Box J-84, BROADCASTING.

Looking for a journalist rather than a reader? One year commercial plus college experience in radio news. BS-MA degrees. 3rd class endorsed. Travel anywhere. Box J-87, BROADCASTING.

Sports director: Experienced sports reporter and photographer currently working for mid-western network affiliate. Can write, edit and deliver copy. Send inquiries to Box 6481 Columbus, Ohio 43224.

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.

Copywriter/Production Man—College grad, English major, good voice, strong production, with heavy emphasis on creativity. Looking for solid East Coast station with imagination. Tapes, copy samples, and resume on request. Box J-91, BROADCASTING.

Situations Wanted Programing, Productions, Others Continued

Highly successful rock program and music director presently at number one FM station in top 10 market. Expert at music programming and station employee relations. Box J-77, BROADCASTING.

Here's the bait: Combo, News, Production, quasi-M.D. et P.D. Now working at asylum with call letters. For Hook, Line, and Sinkers . . . write: Box J-96, BROADCASTING.

Excellent Administrator, promoter, personality. 15 years in broadcasting. Looking for PD/and or drive shift. 305-299-4611. Larry Shannon.

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.

Chief engineer TV network affiliate group operator. Good technical experience necessary. Send resume to Box H-223, BROADCASTING.

Technicians. 1st phone required with 2-3 years air switching experience. Equal opportunity employer. Box H-276, BROADCASTING.

Studio engineer needed for UHF Net affiliate for tape operation-camera control and light maintenance. 1st phone and 1 year exp. required. Box J-97, BROADCASTING.

Wanted: TV transmitter engineer mountain job with living quarters provided. First phone required. Write full particulars on experience and ability. Address and phone number to Box J-100, BROADCASTING.

Have openings for Chief Engineer and good maintenance engineer with solid background in transmitter, studio, video tape and microwave maintenance. Forward resume and financial requirements to KFPW-TV Fort Smith, Ark. 72901.

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.

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.

Technician needed for CCTV facility. Experience on RCA TR-22 VTR and TK-42 cameras desirable but not a necessity. Excellent benefits and working conditions. 5 day 35 1/2 hr. wk. Send resume to: Jeff Matthews, University of Md., Fine Arts Bldg., Radio/TV Division, College Park, Md. 20742.

Help Wanted Technical Continued

TV maintenance technician—minimum of 3 years color TV studio, experience required. Call Kentucky Education Television, 606-233-0666.

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

Experienced newscaster wanted for medium, Mid-west 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.

Situations Wanted Management

Operations Manager/Program Director with experience as News Producer and Production Manager and qualified in all phases of television operations, desires challenge as Operations Manager and/or Program Director. Box H-163, 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.

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.

Weather-caster/Staff Announcer, featured top nine. TV/AM/FM. 15 years. Money secondary to growing company and benefits. Excellent appearance. Top references. All markets considered. Color VTR, audiotape, resume: John Douglas, 5603 Lamar Road, Washington, D.C. 20016, 301-320-4664.

Situations Wanted Technical

Dir. of Eng. Considerable experience in managing, planning, purchasing, installing, and maintaining studio and transmitter systems for TV and radio. Able to take complete charge. Desires change, with stable employment. Box H-235, BROADCASTING.

TV studio engineer, first phone, ten years broadcasting experience with professional workmanship and know how seeks permanence. Box J-10, BROADCASTING.

AM-TV, experienced on maintenance, transmitters, and directionals, also studio. Box J-98, BROADCASTING.

Young experienced broadcast engineer. First phone. Seeks production or technical work. Patrick Shepherd, 3206 Cameron, Champaign, Illinois 61820.

Situations Wanted News

Anchorman presently employed. Ready to move up. 18-20K annually. Family, conscientious, reliable, BS. Box H-107, BROADCASTING.

Seek news director's position. Excellent credentials. Valuable experience with recognized NBC-TV affiliate. H-211, BROADCASTING.

Broadcast Journalist, 24, BA, 6 years experience mostly radio. AFRTS Europe correspondent, married. Seeking position in television news. Box H-234, 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.

Situations Wanted News Continued

Magicians Deal in Illusions: here's absolute honesty. I've been out of fulltime broadcasting (free-lancing) for the past couple of years, making very good money in sales. But . . . I'm "climbing walls" and must return to broadcasting to be happy; it's what I do best. Eighteen years in sports, news, announcing, talk host. Imaginative original interviewer/writer. Attractive anchorman. Finest references. Responsible familyman/thirty-seven. Consider any market with opportunity. Box J-72, BROADCASTING.

Award winning, Hollywood writer, photographer, announcer, engineer with first ticket wants newfilm job outside Los Angeles area. Film, tape available. 213-763-7724 or Box J-78, BROADCASTING.

Experienced field reporter wants similar position in television. College graduate. Mid 20s. Northeast, Ohio, Florida. Box J-85, BROADCASTING.

Situations Wanted Programing, Production, Others

Director/Producer Top 50 markets. Two years experience directing news, sports, and commercials, both videotape and film. Experience also in film documentaries and live remote pickups. Send inquiries to Box G-223, BROADCASTING.

Experienced 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.

Original job, TV, 2 years experience, remote location. Experienced switcher/programer/news presenter. Desire move to larger, more sophisticated operation. VTR. Resume available. 1st phone. Relocate anywhere in states. Box J-76, BROADCASTING.

TV trainee expd. film and news production, 1973 college graduate, BA communications, age 22. Typing, other knowledge and skills. Ambitious and eager. Consider any opening. Salary open. Will relocate. 201-837-6609. Box J-81, BROADCASTING.

Young talented woman with major market broadcasting experience seeks producer/director or producer/host position. M.A. film, radio, TV. Box J-92, 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.

Network News desk assistant seeking move to programming or production. Presently employed by NBC News Washington. Have some production and field experience. Relocation no problem. Resume on request. Dan Mezibov, 3330 Chaucer Place, No. 302 Mt. Rainer, Md 20822.

Recent broadcasting graduate, B.S. in TV, desires position in production. 2 years experience. Available immediately. Will relocate. Jordan Lakefish, 2930 S.E. Claybourne, Portland, Oregon 97202.

Dependable creativity; concept through completion. Commercial film and PTV experience. MA, TV & Film. Roger Forbis, R.R. 2, Mansfield Center, CT 06250.

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.

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.

Wanted To Buy Equipment Continued

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

RCA 50,000 KW, model BTA-50G AM Transmitter. Immaculate condition. Now tuned to 720 KHz. \$22,500.00. Box J-82, BROADCASTING.

RCA TTS-A transmitter, channel 2 thru 6, air cooled modification, excellent condition. Box J-86, BROADCASTING.

Most all equipment for 5K-FM station \$2,750.00. KFLY, Corvallis, Oregon.

Automation, complete MaCarTa eight channel mono. 4 Carousels, time announce, net join, audio logger, \$11,500. RCA BTF-5D transmitter, \$5,000. Contact Bill Hyden, 918-251-5822. KTBA, Box 550, Broken Arrow, Okla. 74012.

Marti & Sparta new/resale equipment. Remote pickup/STL/Remote Control. Consoles, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 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.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

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Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Retiring. Final class Oct. 3, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 11750 Chesterdale Rd., Cincinnati, Ohio 45246. 513-771-8580.

No: tuition, rent, Memorize, study—Command's "1973 Tests-Answers" for FCC first class license. —plus—"Self-Study Ability Test." Provent! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967)

Instruction Continued

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.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, IL 60634. 312-286-0210.

Enrollment applications now being considered for courses in Broadcasting-Radio Licensing and Communications Engineering. State Technical Institute, 3443 North Central Ave., Chicago, IL 60634. 312-286 0210.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Calrock airchecks California's best stations! Send for July's issue . . . Charlie Tuna on KROQ, Rich Robbin back on KCQB, 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.

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 Announcer

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 resumé 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 News

Experienced newperson of minority group for large market Texas radio station. Send Picture, resume and tape to:

Equal Opportunity Employer.
Box J-65, BROADCASTING

Situation Wanted Technical

Young aggressive chief looking for a home. Experience in high power directionals, FM stereo, SCA, remote control, construction and ampliphase. Prefer job as chief with airshift. I am not a 'slide rule man' and I appreciate line audio. All replies will be answered.

Box J-74, BROADCASTING

Help Wanted News

ASSIGNMENT EDITOR

WHAS-TV Louisville, a station with an excellent news reputation, is looking for a person with TV experience who really cares about journalism. A good job in an exciting news operation.

Write, do not call, Tom Dorsey,
Box 1080, Louisville, Ky. 40202.
AN EQUAL OPPORTUNITY EMPLOYER

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.

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.

Situation Wanted Management

Young, aggressive, well-balanced executive. Know finance, programming, sales. Major markets trained with major group experience. Want diversified assignment as group head. Not cheap. Prefer East. Good name in industry. Interested in growth.

Box J-67, 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

Help Wanted Management

Need inspired sales oriented mgr./sales mgr. for TV in unique market.

Box J-99, BROADCASTING

TELEVISION

CUSTOM TIME-ANNOUNCE TAPES FOR AUTOMATION

By Professional Major Producer
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Choice of styles
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Help Wanted Sales

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Our TV Sales Department is seeking a well trained and experienced sales engineer to handle TV Broadcast sales. Experience in TV station engineering and operations is essential. Sales experience helpful.

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Our Service Department is seeking well trained and experienced TV Field Engineers. TV service should be in transmitters, antennas, or studio equipment. Extensive travel is required; expenses paid.

Salaries commensurate with experience, full company benefits, including hospitalization, life insurance, profit sharing, plus paid relocation expenses. Send resume and salary history in confidence (indicate position desired) to: TOM BEDFORD, Employment Supervisor, or Call 217-222-8200.

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Media Personnel

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Jocks, newsmen, all air people.
Tapes, resumes, salary desired.

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Miscellaneous

Active broadcaster
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BROADCASTING

Miscellaneous continued

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Wanted to Buy Stations

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Small or medium market AM or FM.
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tected.

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SE	small	daytime	\$ 95M	29%	Plains	small	daytime	\$160M	terms
NE	metro	AM & FM	1,500M	terms	South	medium	AM & FM	500M	29%
MW	major	daytime	550M	cash	SW	metro	FM	200M	29%



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equipment. History of con-
sistent earnings. \$400,000.

Box J-37, BROADCASTING.



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RADIO • TELEVISION • CATV • NEWSPAPERS

CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category
desired. Television or Radio, Help Wanted or Situations
Wanted, Management, Sales, etc. If this information is
omitted we will determine, according to the copy en-
closed, where the ad should be placed. No make goods
will be run if all information is not included.

The Publisher is not responsible for errors in printing
due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's
issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed
to Box Number, c/o BROADCASTING, 1735 DeSales
St., N.W., Washington, D.C. 20036.

Applicants: If audio tapes or films are submitted,
please send \$1.00 to BROADCASTING for each pack-
age to cover handling charge. If VTR's are submitted
send \$5.00 to cover handling and forwarding. All VTR's
forwarded by Parcel Post. Forward remittance separa-
tely. All transcriptions, photo, etc., addressed to box
numbers are sent at owner's risk. BROADCASTING
expressly repudiates any liability or responsibility for
their custody or return.

Rates, classified listings ads:

- Help Wanted, 40¢ per word—\$5.00 weekly minimum.
(Billing charge to stations and firms: \$1.00).
- Situations Wanted, 30¢ per word—\$5.00 weekly
minimum.
- All other classifications, 50¢ per word—\$5.00 weekly
minimum.
- Add \$1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employ-
ment Agencies and Business Opportunity advertising
requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city
(Des Moines) or of state (New York) counts as two
words. Zip Code or phone number including area code
counts as one word. (Publisher reserves the right to
omit Zip Code and/or abbreviate words if space does
not permit.) Count each abbreviation, initial, single
figure or group of figures or letters as a word. Symbols
such as 35mm, COD, PD, GM, etc. count as one word.
Hyphenated words count as two words.

Profile

Carl Ally: what he learned from the caliph's shoe

Carl Ally harbors no illusions, either about life or about advertising.

The 49-year-old head of his own agency has no trouble coming up with statements such as this: "Life is rated X. That's something you don't know when you are starting out. Anybody who proceeds long enough in any given direction is going to get corrupted to some extent.

"There are no men of La Mancha—none. N-O-N-E. None. In this world you have to do something against all the other people to try to get some little thing going. And how can you not be corrupted when you face all those terrifying situations that you have to cope with?"

Most of Carl Ally's talk is like that—straight from the hip and from the street. It's part of a rough-and-tumble personality that led to his well publicized partings from Campbell-Ewald in 1960 and from Papert, Koenig, Lois in 1962, when he formed his agency.

As for his company's type of advertising, he says this: "I'd like to think that we have a reputation for doing advertising that deals with reality—because that is what I'm trying to do. I don't want to deal with illusions." Some of the clients that have put faith in his advertising ideas include CBS-TV and CBS Radio, the CBS-owned television and radio stations, Fiat, IBM, Pan American, Noxell Corp., Pharmacrast Corp. and The Travellers insurance company. Carl Ally Inc. bills some \$50 million annually for its clients, with half of that in television.

His advertising belief in the real extends to a distinct lack of humor in his commercials. "I'm not here to be funny," he says. "I'm here to tell people something on the basis of which they can act. Now if humor assists me in illuminating a point so they can understand it, then I'll use it. But I think people are finding out that empty-headed attempts to get a couple of laughs, like some cornball humorist in the Catskills, have nothing to do with advertising."

This discourse brings him to another of his that's-the-way-it-is outlooks on his business. Once the agency did attempt a humorous commercial, that in his words, "fell on its ass." "Humor that doesn't come off is murder," Mr. Ally says. "Everytime we ran it I'd sit there and cringe and say, 'Oh, my God, how did we do that? How did I let that happen?'"

"I didn't know what else to do, that's how it happened. You have a client. There's a schedule. There's a closing date. You go with the best thing you've got. Sometimes the best thing you've got isn't very good, but you go with it anyway. That's not only true of advertising, that's true of everything. You go with what you've got and hope it's good enough."



Carl Joseph Ally—chairman and chief executive officer, Carl Ally Inc., New York; born in Detroit, March 31, 1924; graduated from University of Michigan 1949 and from Georgetown University School of Foreign Service, 1952, fighter pilot, Army Air Corps in WW II and recalled for Korean War; with advertising and sales promotion division of General Electric Co., Schenectady, N.Y., 1948-51; account supervisor, Campbell-Ewald, Detroit, 1955-58; with C-E, New York, 1959-60; vice president and account manager, Papert, Koenig, Lois, New York, 1960-62; founded Carl Ally Inc., 1962; children—Christopher, 25; Patricia Ann, 14; Mathew Carl, 8.

Carl Ally's maverick philosophies led him in the late sixties to depart also from most of his colleagues' ideas about political advertising. He discarded the arguments over the length of political spots—whether 30 seconds was enough, whether a minute was enough, whether five minutes would be better—and advocated a total ban on political broadcast advertising. He committed his opinions on that subject to paper in *Fair Comment*, newsletter of the Fair Campaign Practices Committee, which was subsequently read into the *Congressional Record*:

"There may be a sound economic value in making it easy for a consumer to compare two brands of soap powder, but is it possible or practical to over-simplify the political hue of a candidate? Some problems must be understood in their full complexity or not at all. In government, the realization that a situation is complex is often itself the main point to grasp. All too often the real use of the TV spot is to build a personality cult. 'He's a good guy' may be the reason for some of the votes cast, but why aid and abet that practice? Agencies themselves should bow out of such activity."

Which all doesn't mean that Carl Ally has stayed away from politics. As a "private citizen" he has worked for Eugene McCarthy in his 1968 campaign, for the Southern Christian Leadership Conference, for the Citizens for Clean Air, for

the Mayor's Committee on Urban Congestion. "Yeah, well I had a nutty period when I was involved in all kinds of public good works," he recalls dryly. "I was out to save the world, keeping myself busy with all this do-goody stuff and the manic notion that I could make a difference." No-illusions Ally concludes, "Well, I don't make any difference."

He is quick to point out, however, that he coordinated the McCarthy advertising, but did not create it. He worked for Mr. McCarthy because "he was telling us that the federal government isn't the answer to everything and that the war was wrong. And he did it when nobody was doing it." Despite his alliance with the McCarthy campaign, he describes himself as a "political conservative," meaning that he feels the structure and apparatus of the government should be kept in control so that it doesn't overwhelm individuals.

Back before he owned his own agency, back before his era of political involvement, and just after WW II service as a fighter pilot—which may explain some of his attitudes about life—he wanted to be a lawyer. ("You know, what does a kid want to be? He wants to be a fireman; he wants to be an attorney.") But his switch to advertising was, as he says, an accident. While picking up a degree at the University of Michigan and supporting a wife, a child and a mother-in-law, he earned extra cash giving flying lessons. A student of his was an agency executive who told Mr. Ally that at the pace he had set for himself, he wouldn't live long enough to be a lawyer. The advertising man urged Mr. Ally to apply for a job with an agency then hiring on the campus. Mr. Ally did, ending up with the General Electric Co. as an advertising trainee. And the rest is not history, according to him.

"Nobody goes up the ladder," he says. "You fall off; one of the rungs breaks and you get it in the chin when you slip. I've had so many false starts, you wouldn't believe."

How does this volatile combination of ideas and feelings, mixed with Turkish ancestry, view his agency? "After 11 years, we're billing a little better than \$50 million," he replies. "We should have been billing a lot better. There are a lot of people buying advertising. Why aren't they buying us?"

He doesn't deny it might be his personality. "My father used to say, 'Do not pee in the caliph's shoe.' There are a lot of people around who take delight in peeing in the caliph's shoe so they can get the applause of all the beleaguered in the world, and I was one of those. I loved to go around defending all the little people. But that's ridiculous because the caliph will dump it on your head—which is what happened to me."

Editorials

Overload

We note with a sigh that new awards are planned for television. These, under the aegis of the Television Bureau of Advertising, would honor personalities who have contributed to the medium's business growth ("Closed Circuit," Sept. 3). The scheme, with TVB board approval, would set up a "Hall of Fame" with one of five winners to be adjudged "Man of the Year."

Pardon, please, but where have the TVB powers that be been these past dozen years or so? The National Association of Broadcasters has had a Distinguished Service Award (usually called its Man of the Year citation) since 1953. The International Radio and Television Society has had its Gold Medal Award (also called Man of the Year) since 1960.

And then there are, in the talent, program and news fields, the annual Emmys, the duPonts and the Peabodys, as well as the Radio Television News Directors citations. These might be categorized as the annual men and women of the year in their respective and perhaps all too numerous classes. There also are the Sigma Delta Chi journalism awards, and numerous scientific, technical, academic and other citations too plentiful to recount here:

TVB has been an effective arm, over the years, in its assigned task of providing the sellers of TV time with the statistical nuts and bolts—the tools of the trade. No medium seriously challenges TV's primacy any longer.

Because its job is so well done, we are puzzled by TVB's intrusion into an overpopulated area fraught with problems. It is the commercial aspect of TV (for which, we hasten to add, it owes no apologies) that is fair game for the so-called public and citizen groups. Why flaunt it?

At sea

The Rev. Carl McIntire is an evangelist of firm resolve. Time and again he has fought the FCC, and time and again he has lost, never wavering in his belief that his First Amendment rights have been denied. Now he has embarked, literally, on his most ambitious defiance of federal authority. Broadcasting from an unlicensed AM station aboard a converted minesweeper off the New Jersey coast, he intends to provoke a showdown on the constitutionality of the government's licensing power.

It all evokes thoughts of FCC boarding parties, perhaps led by Robert E. Lee, whose physical fitness has been certified in the advertising of a health club that he is said to patronize (see photo elsewhere in this issue). Indeed, the McIntire venture could be dismissed as a quixotic marriage of piracy and preaching if the potential consequences were not so great. There is no way to foresee the intricacies of law that may develop in the FCC's response to the challenge, but if Dr. McIntire succeeds in forcing the fundamental issue to a court test, he may also succeed in getting a decision that neither he nor licensed broadcasters would like. It is hard to believe that at this advanced stage of broadcast regulation the judiciary would declare the assignment of frequencies unconstitutional. It is more likely that the courts would provide an affirmation that would encourage future FCC's to enlarge their controls.

Dr. McIntire is, however, owed sympathy for the experience that led him to his present action. The license renewals of his WXUR-AM-FM Media, Pa., were set for hearing largely on charges of violation of the fairness doctrine, which Dr. McIntire says is unconstitutional. The renewals were ultimately denied largely on findings that Dr. McIntire had misrepresented his programing intentions. Thus the FCC avoided the First

Amendment confrontation that Dr. McIntire had anticipated, and it was upheld in an oddly split 2-to-1 decision of a three-judge court of appeals.

The two-judge majority was itself divided on the reasons for affirmation. Judge Edward Tamm wrote a 92-page defense of the constitutionality of the fairness doctrine (BROADCASTING, Oct. 2, 1972). Judge J. Skelly Wright concurred, but only on the findings of misrepresentation and with a later statement emphasizing that the constitutionality of the fairness doctrine had not been at stake. Chief Judge David Bazelon at first concurred but later changed his vote and wrote a long dissent denouncing the majority's decision which he said ignored a "prima facie violation of the First Amendment," the FCC's denial of renewal on basic evidence involving its fairness doctrine and personal-attack rule (BROADCASTING, Nov. 13, 1972). The Bazelon dissent was not enough to encourage the Supreme Court review that Dr. McIntire requested.

This publication has been on Dr. McIntire's side in his questioning of the fairness doctrine and of the constitutionality of any number of FCC forays into programing manipulation. But program control is one thing and spectrum-traffic control another. Absent a federal authority to assign frequencies, there would soon be a descent to the chaos of interference that led to the original adoption of the Federal Radio Act of 1927.

Interference is bad enough in AM radio under present station distribution. It could easily become intolerable if Dr. McIntire got into serious operation and imitators went to sea. In our view it was a questionable decision that deprived him of his land-based properties. There would be no question at all if his floating experiment were silenced. Perhaps Dr. McIntire will consider a voluntary return to dry land.

Like everybody else

The National Committee for the Support of Free Broadcasting, the political-fund-raising adjunct of the National Association of Broadcasters, has opened solicitations for the 1974 campaigns. Assuming the disbursements are administered with political sagacity and high regard of the law, broadcasters ought to be generous. The purpose here is not to buy votes in the Congress, even if they could be bought, but to support openly those candidates who may be expected to vote reasonably on broadcast-associated legislation. Broadcasters are no less entitled to engage in that practice than any other kinds of businessmen.



Drawn for BROADCASTING by Jack Schmidt
"Let's skip all the commercials tonight."

Our children's sale ends in twelve minutes.

No exceptions.

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

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

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

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

Not on Kaiser stations.

KBHK • WFLD • WKBD • WKBF • WKBG • WKBS • serving: San Francisco • Chicago • Detroit • Cleveland • Boston • Philadelphia
Represented by Metro TV Sales



KAISER
BROADCASTING COMPANY





Prelude to Prague, Vienna and Budapest

Visiting the land of Mozart's "Prague," Strauss' "Blue Danube" and Liszt's "Hungarian Rhapsodies" was the big plan of the Lincoln Youth Symphony Orchestra. But raising the money was the problem.

To help finance their tour of the three cities, the Fetzer TV station televised an hour show, "Youth in Vienna," and gave the proceeds from the commercial time to the Youth Symphony.

Helping plans end on a happy note is part of Fetzer community involvement.



The Fetzer Stations

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