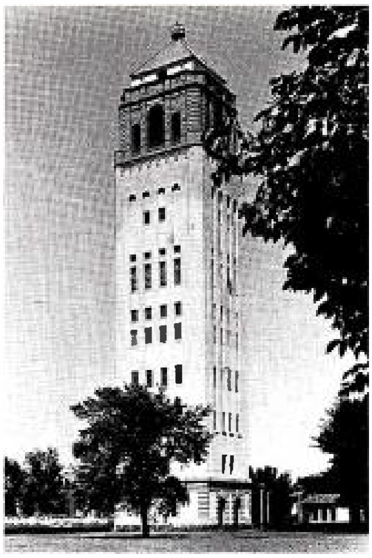
Low marks for freshmen in season's first report
More facts and figures on prime-time access

Broadcasting Oct 1

The newsweekly of broadcasting and allied arts

Our 42d Year 1973



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Broadcasting Oct 1
Vol. 85 No. 14

Closed Circuit

Network study. FCC may initiate wide-ranging inquiry into television-network ownerships of stations, programs and production facilities. Long-term results could include reduction of their station holdings (five each in major markets). Also up for consideration: Network rental of film and tape facilities to producers from which networks buy shows. FCC's economic consultant, Dr. Alan Pearce, has suggested study of vertical-integration relationships in network operations (see page 17), and Chairman Dean Burch is for it.

Talk of new inquiry came up Thursday, as commission discussed proposals for modifying prime-time-access rule, which Dr. Pearce says has failed in its goal of reducing network power. Discussion indicated commission is headed toward exempting television-network news and public-affairs from prime-time quotas. Commissioners are also considering exempting programing aimed at children and minority groups, but don't know whether workable definitions of such programing can be written. And there is sentiment for permitting affiliates to carry "limited" amount of off-network programing, if "limited" can be defined. One likelihood is that rule will be changed to accommodate time-zone and sports runovers — two principal causes of requests for waiver of rule. But these don't exhaust possibilities; staff is still pushing others.

Political saturation. CBS Washington Vice President Richard Jencks plans to present some mind-boggling projections when he testifies before House Elections Subcommittee tomorrow (Oct. 2) on campaign-reform bills (see page 23). If Udall-Anderson "voters' time" bill had been law in last election, each Chicago television station (commercial and noncommercial) could have been loaded with 54½ hours of prime-time political oratory by federal candidates in five weeks preceding election. That would be 45% of all prime time in that period and wouldn't include any political paid time or free time for other candidates. In New York, with 43 House districts and six Senate seats within coverage area, prime time would be swamped by politics. Udall-Anderson bill would give FCC option of dividing load of House-candidate appearances among stations. But if FCC didn't take that choice, condition would be as described above. Another wrinkle: Bill would require simultaneous presentation of politicals — so audience would get nothing else.

Action. Radio stations and their national reps are heartened by boost in spot business for this fall, coming mainly from old-line advertisers. But they are particularly pleased with substantial campaigns placed by three advertisers relatively new to spot radio: Skil Corp. (tools), Chicago (Young & Rubicam, Chicago); Bernzomatic Corp. (cutting tools), Rochester, N. Y. (Hutchins-D'Arcy, Rochester), and Automatic Data Processing (business-record machines), Clifton, N. J. (DR Group Inc., New York).

Down with the ship. Although nobody in Washington seems to want it that way, it's now all but certain that Corporation for Public Broadcasting will get no more federal funding in fiscal 1974 than it has in past two years ($35 million). With CPB's $55-million 1974 authorization buried in Labor-HEW appropriation bill that is doomed to veto if passed in anything like present size, survival depends on reduction of total bill to amount acceptable to President. Hill sources aren't optimistic about Congress-White House compromise.

Outreach. Two new board appointments at National Association of Broadcasters — one woman (on TV board) and one black (on radio board) — are upcoming. Seen as likely selection for TV board vacancy created by death of Rust Craft's Fred Weber (*Broadcasting*, Sept. 3) is Kathryn (Kitty) Broman, vice president and assistant to president (William L. Putnam) of ch. 22 WWLP-TV Springfield, Mass. Mrs. Broman was among runners-up at NAB convention in Washington last March.

New member of radio board will be automatic appointment by newly organized National Black Network which has joined NAB at regular radio-network membership rates ($3,000 annually). Like each other radio network it designates one representative on radio board, with full voting privileges. Eugene Jackson is president (*Broadcasting*, July 9) and presumably will become NAB board member. Listed as NBN contact, however, is Keith E. Lockhart, 1350 Sixth Avenue, New York, director of advertising-public relations.

Big seat to fill. Frank Stanton, who has been director of CBS since 1945 (he joined company Oct. 14, 1935) and who retained directorship after retirement as vice chairman last March 31, will probably leave board at year end. He will continue advisory role under consultancy that runs until 1987. Now chairman of American National Red Cross, Dr. Stanton feels new management at CBS should not be second-guessed from board vantage by former president and operating head. Dr. Stanton, busy as ever, holds directorships in dozen companies.

Bigs and smalls. Is list-shortening trend developing among station sales-representation companies? RKO Radio Representatives dropped 14 FM stations last year to concentrate on "limited list," and Metromedia's Metro TV Sales is cutting its list to Metromedia-owned stations only, letting contracts with others expire (*Broadcasting*, Sept.24). Now Alan Torbet Associates, radio rep, has notified its stations it has resigned 21 in smaller markets, plus "marginal" stations in several larger cities. This by no means makes Torbet limited-list rep in classic sense, however; firm now will have 33 in top-50 markets, 28 in next 50.

Additions as well as deletions are included in new total. Torbet is taking on two Storer stations, WJW(AM) Cleveland and WSPD(AM) Toledo, Ohio, effective today (Oct. 1), in addition to Storer's KGBS-AM-FM Los Angeles, which it already represents. It's also adding WKRX(FM) Louisville, Ky., and WWYZ(FM) Waterbury-Hartford, Conn. Two Storer additions reportedly represent more than $1.3 million in annual spot billing.

While longer. Barton A. Cummings, chairman of executive committee of Compton Advertising, New York, reaches agency's retirement age of 60 next February but has been asked to stay on — with reduced schedule. Mr. Cummings, who has been with Compton since 1947, has served as agency's president and board chairman.

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Top of the Week

The unspectaculars. *Under normal circumstances, ratings the likes of those the networks' new-season offerings attracted in their trial runs would point most of them for the scrap pile. But with the writers' strike and subsequent production delays, alibis are handy. Nevertheless, observers last week could only see hope for two new series –* Diana *and* Lotsa Luck *– both on NBC. CBS's* Calucci's Dept. *is already collecting obituaries.* **Page 15.**

FCC staff talks of easing antisiphoning rules on pay cable

FCC's Cable Television Bureau staff believes commission's options in connection with pay cable are wide open. But it feels existing rules are "unduly restrictive."

Bureau's comments on pay cable are contained in thick briefing book bureau provided commissioners late last week in anticipation of series of special meetings to be held in October on number of long-pending cable-television items. For most part, heavy weekend reading consisted of background material, summaries of positions and, in some cases, various options available to commission.

But specific recommendations were offered for deadlines on completion of cable-television performance tests. Original deadline was Dec. 31, 1972; present one is Dec. 31, 1973. Staff recommends that new systems (those operating since March 31, 1972, when new rules became effective) now be required to comply with technical standards by March 31, 1974. For old systems, series of deadlines would be set for different kinds of tests, with final deadline put off to 1977, when all systems are to be in compliance with new commission rules.

Staff lists 24 options for commission to consider in connection with pay-cable proceeding. But it says that analysis of material available to free television and to pay cable indicates that pay-cable rules are "unduly restrictive." Rules are designed to prevent cable from siphoning programing from broadcast television, and would prevent pay-cable systems from carrying feature films more than two years old (except that they may carry one film per week that is 10 or more years old) or sports events regularly televised in each of preceding two years, and interconnected series.

Staff says filings with commission indicate that some material denied to pay cable is also absent from free television for various reasons – unsuitability for mass audiences, high line charges, lack of sufficient television outlets. Even before commission discusses matter, number of members are known to be leaning toward easing restrictions on pay cable's use of feature film, perhaps by letting pay-cable systems routinely transmit material that is up to five years old. But there seems to be less sentiment for easing restrictions on carriage of sports programing.

Other matters discussed in briefing book:

Petitions for waiver of rule banning crossownership of cable-television systems and television stations in same markets: 68 petitions are pending, most of them opposed by Justice Department. Various options are presented, from grandfathering crossownership under rules to directing staff to analyze each case in terms of its "plusses and minuses" and granting or denying accordingly.

Sports blackout rule: Staff wonders whether rule banning cable systems from importing signals of distant television-station carriage of game in system's community is needed in view of congressional action lifting home-game TV sports blackouts. But staff also says commission should determine whether rules should apply to situations not covered by old blackout law - games of minor-league teams and professional sports not now covered, among them.

Ounce of prevention. Four years ago, after KGO (AM) San Francisco morning man Jim Dunbar received threatening call, station installed bullet-proof glass in window fronting KGO's on-street studio. That precaution probably saved Mr. Dunbar's life last Thursday (Sept. 27). He and guest, Congressmen Jerome Waldie (D-Calif.), noticed young man peering nervously through window. Soon thereafter, Lawrence C. J. Kwong, 25, fired three shots. When bullets didn't penetrate glass, gunman entered lobby, was stopped by Ben Munson, station salesman. Kwong shot Mr. Munson four times, then ran into street and shot himself. He died few hours later. Mr. Munson remained in critical condition. At mike in this AP photo is KGO sports director Greg Jordan, who replaced shaken Mr. Dunbar after shooting.

Oops! *The FCC's prime-time-access rule, touted at its inception as the beast that would break the networks' hold on the airwaves, has done just the opposite. So says the commission's Dr. Alan Pearce in a study of the rule's economic consequences.* **Page 17.**

Moss fronts anti-Quello forces

Senator Frank Moss (D-Utah) has asked Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, to put "hold on consideration" of James H. Quello's nomination to FCC until Mr. Quello answers 18 questions that have been supplied by Stern Community Law Firm, Washington.

Subcommittee aide said on Friday that date for hearing on nomination of retired manager and vice president of WJR-AM-FM Detroit had not yet been set. But he added that there would be no need to delay it because of Senator Moss's questions. Stern law firm's questions – designed to test Mr. Quello's feelings on such matters as discrimination in employment and crossownership of mass media – were originally submitted to Senator Pastore by firm's director, Tracy Westen, in August (*Broadcasting*, Aug. 27).

More bad news for Teleprompter

Teleprompter Corp., New York, has been accused of "widespread fraud in its construction program" in $50-million damage suit filed in U. S. Southern District Court of New York. Complaint was filed by Independent Investors Protective League. Lawyers for organization said it represents 100,000 individuals. Also named in class-action suit were accounting firm of Touche, Ross & Co.; Marvyn Caron, director of Teleprompter, and two Teleprompter officers, identified as William Bresnan, president, and Hubert Schlafly, senior vice president for technical development.

Complaint alleges defendants had since February 1972 used "fraudulent practices," including, "misappropriation of corporate funds." These alleged actions were said to have led to suspension by Securities and Exchange Commission of trading in Teleprompter securities on New York Stock Exchange. SEC said it was extending trading ban through Oct. 6. (See page 28.)

Landlocked. *The persistent Reverend Carl McIntire has temporarily run aground in his attempt to defy the Communications Act with a pirate radio ship. A federal restraining order is keeping the plan at bay while lawyers on both sides gear for a lengthy court battle.* **Page 21.**

Columbia sells pay-TV venture

Columbia Pictures Industries announced Friday (Sept. 28) it has reached agreement in principle to sell Trans-World Communications, closed-circuit television division for hotels, to Prudential Building Maintenance Corp., New York. Sales price is estimated at $4 million.

Trans-World has been showing motion pictures and other attractions in hotels for fee and recently system has been used for pay-cable on Long Island. CPI, which has been financially pinched, said it was selling Trans-World to use funds for its other operations, rather than put more money into hardware. Trans-World reportedly has been operating at loss.

Hawkins: Bugged Van Lane: Accused

As if Richard Eaton's WJMO(AM) Cleveland Heights, Ohio, didn't have enough problems, now a federal grand jury has accused the station's vice president, Van Lane, of putting a phone tap on its general manager, Ken Hawkins. A Washington, D.C., engineer for WRC(AM) was indicted as an accomplice. **Page 22.**

CPB is mailing out the community-service-grant checks to PTV stations, and PBS covets a good chunk of them for membership dues. **Page 23.**

NCTA thinks it's got the FCC where it wants it on that battle over the agency's controversial fee schedule. **Page 26.**

It was the cable industry's turn to train its guns on NAB last week in the growing dispute over subscription cablecasting. Walbridge says NCTA is "overreacting." NATO, AMST get in their licks. **Page 27.**

It's do or die for cable in Houston on Nov. 6, as the city council's controversial choice of a franchisee goes to the polls. **Page 28.**

Out of pocket. General Electric Cablevision lost more than potential 250,000-subscriber system when it elected to terminate San Antonio franchise last week (see page 29). It also lost $300,000. That's amount firm paid to city during five years it held franchise, including $50,000 acceptance fee and five yearly payments of same amount. According to high-ranking company official, there's "no chance" of getting it back.

First round. NAB President Vincent T. Wasilewski and NCTA President David Foster seemed relaxed — and subdued — last week as they met for first debate over pay-cable controversy. Forum was program to be aired by WHN(AM) New York yesterday (Sept. 30) and moderated by *Advertising Age* radio-TV editor Maureen Christopher. Talk ran gamut of pay issue, centering on Mr. Foster's claim that NCTA is merely seeking "freedom of choice" for public, and Mr. Wasilewski's counterclaim that pay cable has designs on major sports events now seen on broadcast TV. They also touched briefly on copyright. Mr. Foster called NAB's public-relations drive "scare campaign," said "free TV" isn't free at all, but costs public $10 million daily in advertiser support. Mr. Wasilewski replied: "I'll go with the American public's definition of free. It's free to them."

OTP Director Tom Whitehead's proposal to add more VHF channels drew a harsh response from Lester Lindow, executive director of AMST, who thinks the plan would raise havoc with existing media. **Page 33.**

A Commerce Department study has some interesting things to say about the new video technologies, not the least of which is that they could more than double the hardware market in the next decade. **Page 34.**

"It can't be done," said our production staff when readers started asking us to contain the Broadcasting Playlist *on a single page.* **See page 41.**

Phil Lewis has been around for half of WCCO (AM) Minneapolis's first 50 years. Broadcasting *profiles two powerhouses made for each other.* **Page 57.**

In Brief

Legal windage. CBS officials denied reports circulating Friday (Sept. 28) that CBS's $94,000 suit charging dismissed CBS Records President Clive Davis with misuse of company funds (*Broadcasting*, June 4, et seq.) had been dropped, withdrawn or settled. They declined to comment on reports it might be dropped, withdrawn or settled.

Cable's network news. Teleprompter Corp. will produce nation's first regularly scheduled 45-minute prime-time cable-network news program starting today (Oct. 1) on line-up of more than 25 cable-TV systems in New York, New Jersey and Pennsylvania. Monday-through-Friday program, titled *Wide World News*, with Ben Grauer and Angus Corley, will be produced by Teleprompter Manhattan CATV Corp., with filmed news provided by Television News Inc. Program, which will be carried 9:30-10:15 p. m., is set on four of five largest systems in U. S. with more than 500,000 subscribers. Other systems will be added, according to Teleprompter. First advertiser to sign is *New York Times*, and, according to Teleprompter, J. Walter Thompson has signed for schedule on behalf of "M. D. card," health-care credit card.

Preliminaries. Both houses of Congress were active last week on Corporation for Public Broadcasting funding issue. Senator Warren Magnuson's (D.-Wash.) Appropriations Subcommittee delivered bill for Labor-HEW allocation, in which CPB's $55-million fiscal 1974 authorization is contained. House, meanwhile, voted to extend continuing resolution under which CPB (and most of federal government) is now being funded. Senate is expected to do same within three weeks. (Also see "Closed Circuit," page 3).

The thought is by Benjamin Franklin. The interpretation by Corita Kent of Immaculate Heart College.

"The things which hurt, instruct."

Nothing is more comfortable than complacent acceptance of what is. Nothing is more upsetting than reaching out for what might be.

Hence, the pains that accompany the growth of the individual mind and conscience. And, by extension, the mind and conscience of society.

Today, broadcasting plays a significant role in cultivating this growth.

Rather than paint a flattering portrait, broadcasting strives to hold up a mirror that shows society as it truly is, warts and all.

It dwells not only upon achievements but also upon problems which may be conveniently "swept under the rug."

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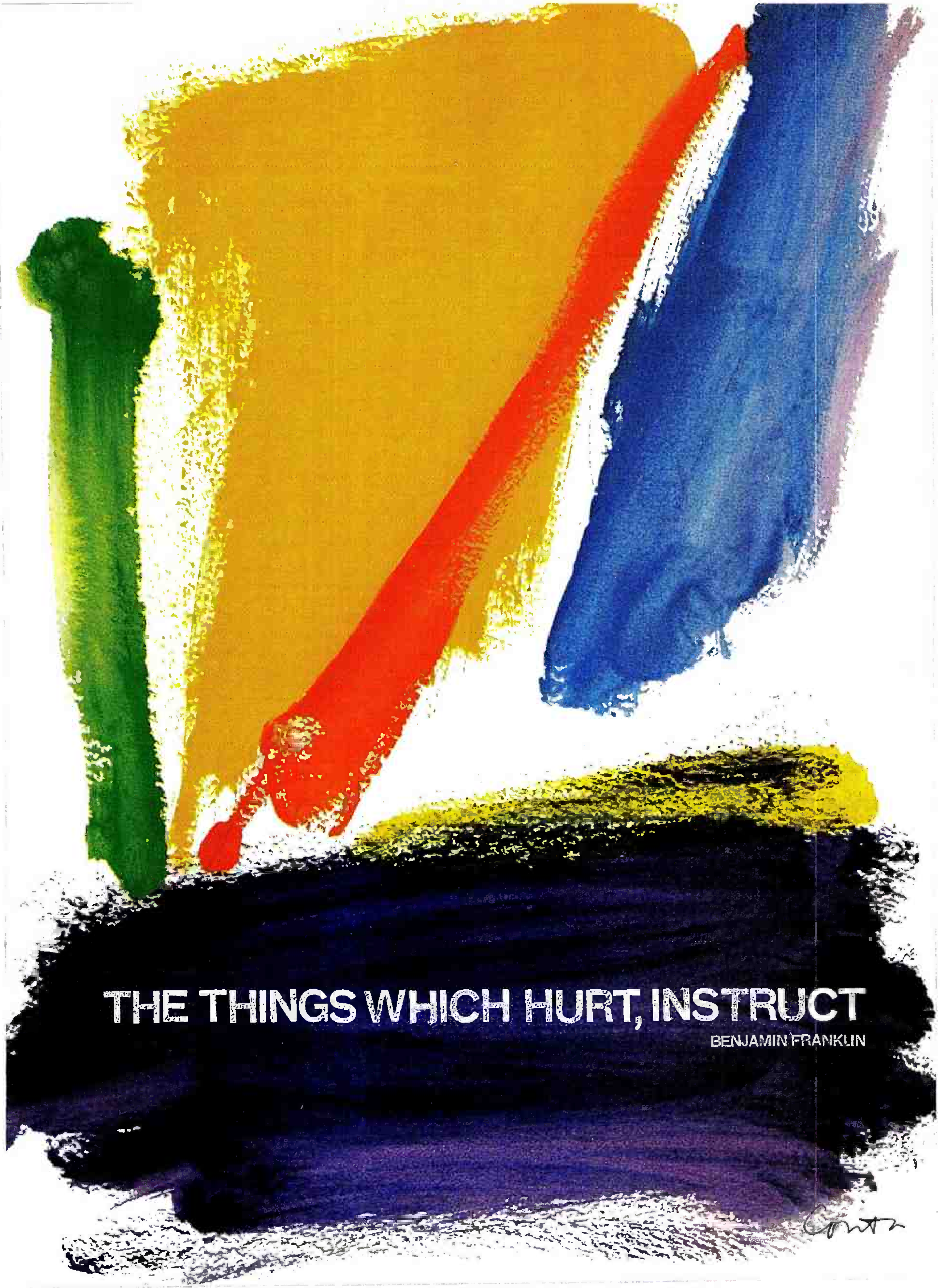

THE THINGS WHICH HURT, INSTRUCT
BENJAMIN FRANKLIN

New York Times photo

Bad day in Baltimore. CBS officials are fuming over detention last Thursday (Sept. 27) by U. S. marshals of three network employes who had been observed filming exterior of courthouse where Baltimore grand jury is investigating kickback charges against Vice President Agnew. Producer Dan Bowers, cameraman Herbert Alston (pictured) and soundman Al Colby were apprehended as they emerged from adjacent building where they shot 50 feet of film from rooftop. Film was confiscated (but returned next day) and CBS crew was detained for 2½ hours until U. S. Attorney George Beall arrived to question them. CBS spokesman called incident "outrageous," but there was no word of further action. Justice Department spokesman refused to comment, stating: "Our opinion is that the matter's closed."

NCAA's ball. Expanded television football package for 1974-75 is being considered by National Collegiate Athletic Association membership. Proposals were mailed schools earlier this month. Deadline for referendum vote is Friday (Oct. 5). Acceptance is expected. Among changes for regular season: Expansion to three doubleheaders; telecasts of National Collegiate Division II (medium-sized schools) championships would become permanent part of package – ABC-TV this year has option for these play-offs, which it is exercising. Third major feature of plan is optional TV game on Friday following Thanksgiving. ABC-TV this year has scheduled game on that date this season as voluntary presentation outside current plan. New plan entails 20 exposures (games available in single market in season). Acceptance will be prelude to negotiations with TV networks for new two-year contract. ABC-TV has been regular-season rights holder for last eight years.

Going it alone. Nielsen's multinetwork-area (MNA) reports, weekly ratings based on 70 markets where all three TV networks have prime-time programing head to head, are down to one network subscriber: ABC-TV. Both CBS and NBC contend MNA's, by nature, favor ABC. Though that's only network left, Nielsen says total MNA subscribers – some reps, stations, agencies – have probably increased. Latest, out Friday (Sept. 28), showed these average ratings for second week of new TV season (Sept. 17-23): CBS 22.0, ABC 20.3 and NBC 17.0.

Hanford's orals. Hearings on nomination of Mary Elizabeth Hanford, deputy director, White House Office of Consumer Affairs, to commissioner's post, Federal Trade Commission, have been set for Thursday (Oct. 4) before Senate Commerce Committee. Chances look good for approval of nomination – no groups have asked to testify at hearings and Senator Frank Moss (D -Utah) who heads Consumer Subcommittee and will oversee hearings, has expressed no reservations about her appointment, according to aide.

Beepers blasted. Four government agencies found themselves in hot water last week as result of disclosure by House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) of General Accounting Office report charging agencies violated law in providing radio stations with prerecorded phoned reports for their newscasts. GAO had been investigating federal news-dissemination practices at request of Mr. Macdonald (*Broadcasting*, May 14). Report cited 10 instances in which Departments of Labor, Commerce, Housing and Urban Development, and Transportation allegedly violated 1972 statute prohibiting expenditure of public funds for "publicity or propaganda purposes designed to support or defeat legislation pending before Congress." Mr. Macdonald said he was referring alleged violations to Justice Department for possible prosecution. Mr. Macdonald also announced he was asking Office of Telecommunications Policy to draft and submit to subcommittee "specific guidelines" on presentation of recorded government news reports.

More to pay. Home Box Office, wholly owned subsidiary of Time Inc., will start pay-cable-TV programing service today (Oct. 1) to Teleprompter County Cable TV Corp. in Mount Vernon, N. Y., and to Ceracche TV Corp. in Ithaca, N. Y. Home Box Office will provide sports, feature motion picture and special events for pay TV channels.

More the merrier. Cable industry's Cable-Satellite Access Entity, consortium formed Aug. 28 by 44 firms to study feasibility of cable-satellite entry (*Broadcasting*, Sept. 3), is considering taking in members from "allied interests" outside of cable business. Idea was discussed by executive committee at first regular meeting in Washington Sept. 27. Executive committee will meet next on Nov. 7, steering committee following day, both in Chicago.

Late Fates. *Thomas J. Josephson* named general manager of WSFA-TV Montgomery, Ala. *Lawrence Busse* named GM of WLUC-TV Marquette, Mich. *Gaill T. Keeble* named GM of KITT (FM) San Diego. (For earlier arrivals, see "Fates & Fortunes," page 42.)

Headliner

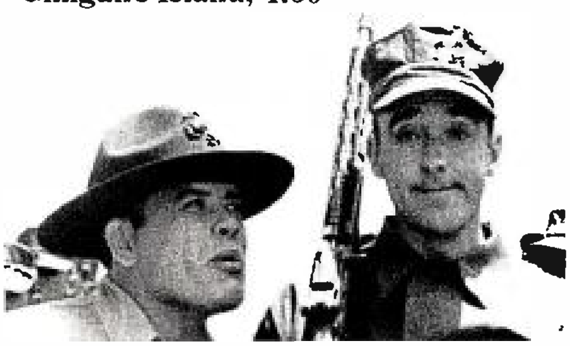
Mr. Block

Willard Block, president of Viacom Enterprises Division of Viacom International, will resign Oct. 12 to pursue other interests. Parting, attributed to "amicable" policy differences, ends 16-year association with parent company chief **Ralph Baruch**, both at Viacom and, before spin-off, at CBS. Latter, in internal memorandum, lauded Mr. Block's development of company's dominant profit center. Mr. Baruch says decision on successor won't be made for several weeks, that "there are 30 people I want to talk to."

Index to Departments

Your best buy in Greenville-Spartanburg-Asheville will be a lot of fun.

"Gilligan's Island," 4:30



"Gomer Pyle," 5:00

"The Beverly Hillbillies," 5:30

"Hogan's Heroes," 6:00

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*SRDS, July '73

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* Reg. U.S. Patent Office.

Datebook®

■ Indicates new or revised listing.

This week

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

Sept. 30-Oct. 3—Annual convention, *Institute of Broadcasting Financial Management.* Featured speaker: Lewis A. Engman, chairman, Federal Trade Commission. Marriott hotel, New Orleans.

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—Board of directors meeting, *Association of Independent Television Stations Inc. (INTV).* Aztec Inn, Tucson, Ariz.

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

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

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

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

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

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

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

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

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

Oct. 5-7—*American Women in Radio and Television* East Central area conference. Inn of the Four winds, Lake Monroe, Ind.

Also in October

■ **Oct. 8-9**—*National Religious Broadcasters* Midwestern regional convention. Howard Johnson motel, Springfield, Mo.

■ **Oct. 8-9**—*National Religious Broadcasters* Christian campus radio confab, gathering of broadcasters from Christian colleges and universities. Howard Johnson motel, Springfield, Mo.

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

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

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

Oct. 10—Annual fall convention, *Connecticut Broadcasters Association.* Wesleyan University, Middletown.

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**—CBS President Arthur Taylor addresses Washington, D.C., chapter of *Sigma Delta Chi.* 6:30 p.m., National Press Club.

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

Oct. 12—Fall management seminar, *Kansas Association of Broadcasters.* Washburn University, Topeka.

Oct. 12-14—*American Women in Radio and Television* Midwest area conference. Key Bridge Marriott, Rosslyn, Va.

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

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

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

Oct. 15—Extended date for filing comments with FCC in matter of practices of licensees and networks in connection with broadcasts of sports events (Doc. 19773)

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. 15-18**—*Washington Journalism Center* conference, "Has the President Too Much Power?" Watergate hotel, Washington.

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. 17-16—Sixth AM Directional Antenna Seminar of *National Association of Broadcasters.* Cleveland Engineering and Scientific center, Cleveland.

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

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

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

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

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

Oct. 19-21—*American Women in Radio and Television* Western area conference. Olympic hotel, Seattle.

Oct. 19-21—Annual meeting, *Massachusetts Broadcasters Association.* Speakers include: Senator John Pastore (D-R.I.) and Representative Torbert Macdonald (D-Mass.). Sheraton Islander inn, Goat Island Newport, R.I.

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.

Nov. 28-Dec. 1—Fall convention, *California Community Television Association.* Las Vegas Hilton hotel, Las Vegas.

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, Hilton hotel, Hartford, Conn.; **Oct. 17-18**, Marriott hotel, Chicago, **Oct. 22-23**, Monteleone hotel, New Orleans; **Oct. 24-25**, Sheraton Biltmore hotel, Atlanta; **Oct. 29-30**, Brown Palace hotel, Denver; **Oct. 31-Nov. 1**, Stanford Court hotel, San Francisco.

Open Mike®

On 'Top of the Week'

EDITOR: Once again you evidence your continuing commitment to make BROADCASTING the indispensable pulse-reading of our broadcast community. Your new "Top of the Week" concept is terrific, and it's in keeping with the innovation you've shown us with the BROADCASTING "Playlist," for example, earlier in '73. It reminds me of a line from an old college ballad: "Ever-changing yet eternally the same"—excellent. Much success.—*Douglas T. Weaver, director of public relations and promotion, The Katz Agency Inc., New York.*

EDITOR: The new concept for the first four pages of BROADCASTING is an excellent innovation. "Top of the Week" is particularly valuable and the new layout should intensify readership of the inside pages. Bravo!—*Sydney H. Eiges, vice president, public information, NBC, New York.*

Bird man

EDITOR: Your detailed review of domestic-satellite grants and applications [BROADCASTING, Sept. 24] seems to discount the prospects for use of satellites by broadcasters and CATV in the near future. However, each network official you quoted showed a less-than-complete appreciation of what satellites can accomplish for broadcasters or for CATV. A satellite pick-up from Dallas to New York, given as an example, is rather like using your car to get as far as the horse barn; satellite economic advantage to broadcasters does not lie in point-to-point usage. Moreover, the satellite as "pie in the sky" is in effect being eaten up rapidly by prospective users. Some cable operators have already contracted for joint ownership of earth stations and of full-time satellite channels, thus establishing, at the beginning of the satellite era, a new pattern between a potential broadcaster and his distribution system. The cable-satellite consortium recently formed showed clearly the determination of the CATV industry to take a strong hand in the game that has been opened up by the FCC to carriers and to everyone else.

There is currently under discussion a satellite network composed of a combination of cable systems and independent broadcasters, based on a new definition of "distant" signals. The satellite is, of course, distance-insensitive, and it requires imagination to apply this characteristic to the programing problem. It seems unfortunate that a new technology must resist both opposition and apathy.

The opposition is needless, for the correct combination in satellites, I think, is one in which broadcaster and cable operator cooperate to diversify programing in the way that the auto industry diversifies its cars, to everyone's greater satisfaction.

The apathy will perhaps be shaken when everyone realizes the aptness of David Sarnoff's prediction of the direct-broadcast satellite. The cable-satellite method of distribution makes much more technological, economic and social sense than does the direct, and every effort should be made to render it viable, for if we do not do so, the real pie-in-the-sky types will put us all out of business. —*Robert E. Button, director of satellite operations, Teleprompter Corp., New York.*

Playing the percentages

EDITOR: To insure the accuracy of BROADCASTING's report [Sept. 17] of our research into the programing deterioration under the prime-time-access rule:

Network programing occupied only 54.1% of access time prior to the rule. Therefore, our study focused on the *entertainment* programing in access time scheduled for '73-'74, the third year under the rule. We found that 66.8% of access time is devoted to entertainment; of that, game shows (almost exclusively old network revivals) account for 54.8% (up from 11.1 before the rule) and drama (almost exclusively foreign produced) is down to 11.6% (from 46.3 before the rule)—*Edward Bleier, vice president, network sales and programing, Warner Bros. TV, New York.*

Big mag on campus

EDITOR: The Ball State University Broadcasting Guild recommends that all radio-TV students read BROADCASTING. The guild [recently] rounded up 100 subscribers * in three days, including future broadcasters (l to r) Dave Jenkins, Mike Mahoney, Jacki Robison, Gary Justak, faculty adviser Dr. Frederick Alexander and Russ Eppen.—*Darrell E. Wible, associate professor, radio-TV, Ball State University, Muncie, Ind.*

* At *Broadcasting's* educational rates, which apply when five or more students order together: $16 for the full year, $8 for two semesters (26 weeks), $4 for one semester (13 weeks).

Test of time

EDITOR: The article about "Mitch's Pitch" ["Second time around: Words about radio still ring true," Monday Memo, Sept. 10] brought back some vivid memories of "Mitch's Pitch" to the National Association of Broadcasters in Chicago and later in Memphis in the late forties or early fifties. WREC(AM) recorded that address and made copies available to other stations. We still have a set of two 16-inch, aluminum-base cuttings, approximately 1 hour and 11 minutes in length. Perhaps that will give you an idea of the impression [that address] made on broadcasters. "Mitch's Pitch" is still as good as ever.—*Frank S. Proctor, vice president* WTJS-AM-FM *Jackson, Tenn.*

EDITOR: You'd be astonished at the impact of BROADCASTING. I've heard from old friends from all over the industry. My thanks to you for exhuming that piece. You'll be amused to know that the Denver Research Institute people are circulating it to demonstrate that a set of good ideas has an indefinite life. I guess the best way to be a hero around your university is to dig up something creditable from your past and have it recognized by the leading publication in the field.—*Maurice B. Mitchell, chancellor, University of Denver.*

Malrite, right

EDITOR: In your Sept. 3 issue in the football story, you incorrectly listed WHK(AM) Cleveland as a Metromedia station. We are one of the Malrite Group. The change of ownership of WHK from Metromedia to Malrite Broadcasting was effective in December 1972.—*Hal Fisher, vice president and general manager,* WHK.

Misplaced honors

EDITOR: Your Aug. 20 article on television news contained an error in the excellent story on KMBC-TV Kansas City, Mo. KMBC-TV took first place in TV news in the 1970 Missouri Broadcasters Association competition, not the past two years.—*Ted Griffin, executive vice president, MBA, Jefferson City.*

(A station spokesman meant to say Missouri Radio and Television News Association awards but said Missouri Broadcasters Association awards.)

Right church, wrong pew

EDITOR: We sincerely appreciate the accurate, succinct story on our new *radio* survey, The Source (BROADCASTING, Sept. 3). However, we do protest the headline written by someone who must think "radio" is just an old-fashioned word for "television" ("New TV rating service"). Radio is alive and well in Southern California—and being measured by The Source.—*Deborah Gonderil, associate, Dimensions Unlimited, Los Angeles.*

Monday Memo®

A broadcast advertising commentary from Theodore F. Dunn, senior vice president, Benton & Bowles, New York.

The social concern of advertising people: It made the Jerry Lewis telethon such a success

What was a research director doing acting as a management supervisor on advertising for the Jerry Lewis muscular dystrophy telethon? The answer is very simple. It's because he wanted to.

The truth is that I am research director at Benton & Bowles and was acting as account manager for the pre-advertising of this year's Jerry Lewis Labor Day telethon for muscular dystrophy. For the last two years I did the same kind of thing for the American Cancer Society's crusade. I am not alone in this. John Fisher, art director; Sandy Butchkiss, writer; Sue Ellen Gelman, writer; Ken Umansky, account executive, and many others at Benton & Bowles, in addition to all of their regular assignments, take the time, often at night and on weekends, to produce advertising for these good causes.

There's no extra pay; everything is done gratis. So why do they do it? Because they want to. Because they are decent people who care a lot about other people and do something about it. There's a long list of people at Benton & Bowles who do work to help, if you will, the quality of life in our society. Al Hampel, Benton & Bowles creative director, and George Simko, Benton & Bowles director of media management and programing, who are both corporate members of the Muscular Dystrophy Association, have devoted countless hours to apply their skills in the fight against this disease.

Not only did Benton & Bowles do all the advertising, but through George Simko's media contacts free coverage of the telethon was extended from 60 stations in 1970 to 153 in 1973. And pre-advertising for the telethon was carried in newspapers, major magazines, outdoor, transit, television and radio.

Therein lies another story. Broadcast people have been unbelievably cooperative and personally helpful in the entire muscular dystrophy Labor Day weekend telethon.

I know Benton & Bowles people have worked on advertising for UNICEF, the Boy Scouts and for other important society-oriented programs. But I don't think Benton & Bowles is unique in this. Advertising people all over the industry have been doing this kind of extra work for years, simply because they want to contribute to the improvement of our social conditions.

Just to find out a little more, I made a bet with myself that if I called a few of my friends in other agencies, I would learn that they too were active in all kinds of social-betterment advertising. Here's what happened.

Theodore Franklin Dunn is senior vice president, director of research, a member of the board of directors and serves on the strategy review board of Benton & Bowles. Prior to joining Benton & Bowles, Dr. Dunn served at Kenyon & Eckhardt as vice president, director of research and a member of both the board of directors and of the strategy review board. Previously he was vice president and director of communications research at Ted Bates.

When I called Allan Pando, senior vice president and management supervisor at Doyle Dane Bernbach, he named a few activities that he knew were going on in his shop but said he would check further and drop me a note. The note was so interesting I thought I'd just quote it:

"Dear Ted,

The following is the information you requested yesterday concerning the volunteer work the agency does for the Ad Council:
Better Business Bureau,
Drug Abuse,
East Pakistan Emergency Relief.
We also do work, on our own, for:
American Jewish Committee,
American Foundation for the Blind,
Anti-Defamation League,
Bedford-Stuyvesant,
Committee for Survival,
Common Cause,
Federated Jewish Philanthropies,
Lincoln Center,
New York Olympic Committee,
Civil Liberties Union,
New York University,
National Library Week,
National Association for the Advancement of Colored People,
Southern Christian Leadership Conference,
Stop the Bomb,
Welcome Home Committee for Viet Nam Veterans.

As you predicted, I was pretty surprised myself. I didn't realize we were doing that much. Furthermore, I understand that there are possibly another half-dozen projects being undertaken by copywriters and art directors who probably never even bother to put them on time sheets."

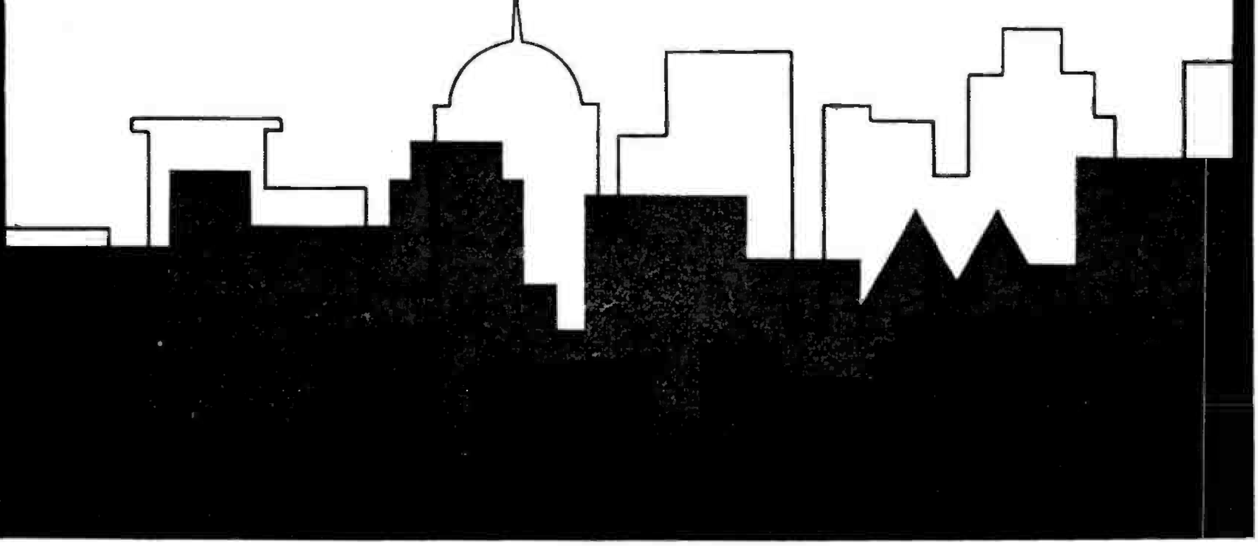
Stan Canter, senior vice president and management supervisor at Ogilvy & Mather, whipped out a few that he knew they were working on at his agency during 1973. One was the Harlem Organization Renewal Project for which John Rand at Ogilvy produced a film on what the organization was doing to build a boys club in Harlem. The agency paid for the film, by the way. They are also working gratis for the Junior Achievement program and the Regional Planning Association. The first group works to help educate young people about career opportunities in business. The second tries to help give people a voice in solving urban planning problems in the New York area.

Chuck Overholzer, former research director at Young & Rubican, told me that Y&R was responsible for some of the advertising for the Negro College Fund, the Urban Coalition and the Kennedy Foundation, among others.

As I'm writing this, Stan Tannenbaum, chairman of the board at Kenyon & Eckhardt, returned my call. "Sure, we've been working hard on the National Council of Volunteer Action," he responded to my question. The NCVA is a group of volunteers across the country trying to help impoverished, drug-affected or disadvantaged people. "We were able to get one spot a week on NCVA in one of the National Football League games." Kenyon & Eckhardt, like other agencies, has contributed other social-improvement advertising such as that for the urban coalition and the New York parks' anti-litter campaign.

I went through this exercise for only one reason. I think an industry is only as good as its people. And I think advertising people are good. They are more concerned about their society and doing more things to improve it than is generally understood by the public and opinion leaders of this country.

Incidentally, the Jerry Lewis Labor Day telethon for muscular dystrophy ended with $12,300,000 on the "tote" board. That's up a little over $3 million from the previous year—for a whopping one-third increase. I think it's safe to say that it's the biggest single increase in one year, and it's been getting harder to do as the total amount collected grows. I know that the result came about through the hard work of many people dedicated to this fight, but it made a lot of people here at Benton & Bowles happy to know that they contributed, too.



Broadcasting Oct 1
Vol. 85 No. 14

Programing

The new shows are no-shows in the first week's ratings

Only 'Diana' manages to squeeze into the top 30, five other new ones make it in the 30's and two end up in the 50's—but it all means not very much because of the staggered start of new-season premieres

The first complete national ratings on the new network-TV season, out last week, would seem, by all the usual standards, to portend instant doom for virtually all of the season's new entries.

In the first national Nielsens a year ago, for example, four new series made the top 20, and a fifth came in 22d. This year's first list has no new show in the top 20 and only one managed to squeeze into the top 30—just barely, at that, tying for 29th.

This is not, of course, a normal introductory period, thanks to the writers' strike and resultant production delays that are stretching the premieres from the usual one week to many. It always takes several weeks for viewing patterns to jell. This year it will take several weeks merely to get all the new programing on the air, much more for patterns to jell. And the jelling process is being slowed by the scheduling of blockbuster movies and other specials not only in regular movie nights, as has been traditional, but also in periods set aside for new shows and new episodes that aren't ready yet.

The first week's national ratings (Sept. 10-16) covered eight of 25 new series scheduled for this fall. NBC's *Diana* was the highest ranked, with an 18.8 rating that tied with the *ABC Monday Movie* ("Lady in Cement") for 29th. Then came CBS's *New Perry Mason* (31), NBC's *Lotsa Luck* (tied for 32d with ABC *Tuesday Movie of the Week*), *NBC Follies* (34), NBC's *Chase* (36), NBC's *Girl With Something Extra* (39) and, in a tie considerably further down, CBS's *Calucci's Dept.* and ABC's *Adam's Rib* (52). (See complete rankings below.)

Not one of the eight new series led its time period in the opening week but six achieved audience shares in the acceptable high-20's or low-30's range. Of the two that did not, *Adam's Rib* (17 share) was up against the week's highest-rated show, the blockbuster "Planet of the Apes" movie on CBS, which scored a 33.6 rating and 57 share, but *Calucci's Dept.* (18 share) was head-to-head with the same competition it can expect week in and week out, NBC's high-rated *Sanford and Son* (40 share in opening week) and ABC's *Brady Bunch* (27 share).

On the strength of the first week's ratings, *Calucci* was in fact the only new show that agency observers seemed inclined to write off almost at once—and that not only because of the strong competition it faces but also because, they said, only about 83% of the CBS affiliate line-up is clearing it.

Although they protested it was much too early to make judgments, some agency sources ventured to do so, although tentatively, on the other new shows that opened in the first week.

Lotsa Luck, they tended to think, will survive with a 29-30 share average, and *Diana*, which follows it, should do about the same. They were doubtful about *Chase's* future, figuring *Maude* is too strong and that ABC's *Temperatures Rising*, which started last week, will erode the 29 share *Chase* picked up its first week.

They thought *NBC Follies'* 32 share was higher than it will be later on because the CBS movie that was against it, "Hot Rock," was weaker than some of the titles it will face in the future. They seem convinced *Girl With Something Extra* will get

National Nielsens for first premiere week (Sept. 10-16):

		Rating	Share
1. CBS Friday Movie ("Planet of the Apes")	CBS	33.6	57.6
2. All in the Family	CBS	30.4	57
3. M*A*S*H	CBS	27.5	50
4. Hawaii Five-O	CBS	26.2	42
5. Mary Tyler Moore	CBS	26.0	46
6. CBS Tuesday Movie ("Coffee, Tea, or Me")	CBS	25.7	43
7. Bob Newhart	CBS	25.4	45
8. Barnaby Jones	CBS	24.5	39
9. Evel Knievel	ABC	24.3	38
10. Cannon	CBS	22.9	39
11. Maude	CBS	22.6	39
12. Carol Burnett	CBS	21.9	41
13. Sanford and Son	NBC	21.9	40
14. ABC Sunday Movie ("Detective")	ABC	21.7	35
15. Gunsmoke	CBS	21.2	35
16. Waltons	CBS	21.1	34
17. Ironside	NBC	21.1	33
18. Sonny and Cher	CBS	21.0	38
19. NBC Monday Movie ("Shootout")	NBC	20.7	34
20. Here's Lucy	CBS	20.7	33
21. Mannix	CBS	20.3	32
22. Glen Campbell	NBC	19.5	31
23. Adam 12	NBC	19.4	36
24. Streets of San Francisco	ABC	19.4	35
25. Dick Van Dyke	CBS	19.3	30
26. Marcus Welby, M.D.	ABC	19.1	33
27. Irma La Douce	ABC	18.9	35.5
28. Wonderful World of Disney	NBC	18.9	34
29. Diana	NBC	18.8	30
30. ABC Monday Movie ("Lady in Cement")	ABC	18.8	30
31. Perry Mason	CBS	17.9	32
32. Lotsa Luck	NBC	17.7	30
33. Tuesday Movie of the Week	ABC	17.7	29
34. NBC Follies	NBC	17.5	32
35. Medical Center	CBS	17.3	30
36. Chase	NBC	17.1	29
37. In the Heat of the Night	NBC	17.0	28
38. The Rookies	ABC	16.7	27
39. Girl with Something Extra	NBC	15.7	27
40. The FBI	ABC	15.5	28
41. Wednesday Movie of the Week	ABC	15.2	25
42. Brady Bunch	ABC	14.9	27
43. Rowan and Martin	NBC	14.2	23
44. Partridge Family	ABC	13.8	26
45. CBS Thursday Movies	CBS	13.7	23
46. Steve and Eydie	NBC	13.3	21
47. Dean Martin	NBC	12.4	21
48. Owen Marshall	ABC	11.9	21
49. Furst Family of Washington	ABC	11.2	19
50. Room 222	ABC	11.2	19
51. Drive Hard, Drive Fast	NBC	11.0	18
52. Calucci's Dept.	CBS	10.2	18
53. Adam's Rib	ABC	10.2	17
54. Odd Couple	ABC	9.0	16
55. NFL Players-Awards Dinner	NBC	9.0	15
56. Love, American Style	ABC	8.6	15
57. Love Thy Neighbor	ABC	8.5	16
58. America Goes Public	NBC	6.6	13

solid low-30's shares, thanks to the powerhouse *Sanford and Son* lead-in, but some wondered whether it might not prove to be another *Bridget Loves Bernie,* which CBS dropped this year on grounds that, though its shares were good, it still wasn't holding enough of its lead-in from *All in the Family.*

ABC's *Adam's Rib,* they thought, is weak and may not survive, although its low initial share was due to the exceptionally strong "Planet of the Apes." As for *New Perry Mason,* they tended to think its opening 32 share was probably too high and would drift down to marginal levels after the initial sampling period is over.

With some exceptions, Nielsen national "overnight" ratings for the second week of the season—Sept. 17-23—followed the pattern of the first where new shows were concerned. The "overnights" are normally delivered 36 to 48 hours after telecast, do not include ABC programs because ABC is not a subscriber and may not coincide exactly with figures in the regular national ratings because about 3% of the homes in the regular national sample remain to be tied into the computer-based "overnight" sample.

Of the eight new shows that made their debuts during the opening week, NBC's *Girl With Something Extra*—which had been up against that top-rated "Planet of the Apes" the first week—picked up in both rating and share against CBS's "Tora, Tora, Tora" movie in the "overnights" for the week of Sept. 17-23, while four new series dropped marginally in rating and share, one (*Lotsa Luck*) gained about half a point in rating but dropped a point in share and one (*NBC Follies*) dropped substantially in both rating and share.

NBC Follies went from a 17.5 rating and 32 share the opening week to a 10.9 rating and 16 share for the second—but under what would seem to be clearly mitigating circumstances. In the second week its first half-hour was against the widely promoted Billie Jean King/Bobby Riggs tennis match on ABC and had the "Bonnie and Clyde" blockbuster movie on CBS for additional competition.

("Bonnie and Clyde" averaged a 33.9 rating over its 9-11 p.m. NYT span, but the "overnights'" failure to rate ABC shows left the tennis match's rating to be determined when the regular national Nielsens appear this week. However, the combination of CBS and NBC audience shares indicated that during the 8-10:30 p.m. tennis coverage on ABC, the tennis match and all independent stations split up a total of 42% to 44% of the total TV audience during the first hour and around 36% after "Bonnie and Clyde" started at 9 p.m.)

Aside from *NBC Follies, Calucci's Dept.* was the only new program shown as slipping more than a rating point during its second outing. It dropped from a 10.2 rating and 18 share to an 8.8 and 15 in the "overnights." *Diana* and *Chase* dropped a couple of share points to 27 each. *Diana* was down again, to a 21 share, and *Lotsa Luck* to a 26, in the "overnights" for last Monday (Sept. 24), both against CBS's veteran *Gunsmoke,* in the first national rating on the season's third week.

The *New Perry Mason's* audience fate in its second appearance, on Sept. 23, remained to be seen. Network sources said the "overnights" for that evening had not been delivered as of the middle of last week.

For the premiere week, all prime-time network programing, CBS led in the averages with a 22.8, followed by ABC with 16.9 and NBC with 15.0. In the "overnights" for the second week, with Sunday numbers yet to come, NBC could claim Monday and Saturday nights from CBS, and CBS could claim Tuesday, Wednesday, Thursday and Friday from NBC.

What it all means remains to be seen. The dangers of basing judgments on one week's ratings is underlined by a look at the five highest-rated new series in the first national rating report for last season: One, *Maude,* made it big and is back, *NBC Wednesday Mystery Movie,* is back but heavily revamped. Three — *Bridget Loves Bernie,* the highest rated new show, ranked sixth a year ago; *Paul Lynde Show* and *Ghost Story* — are nowhere to be found.

Split among the critics

'Needles and Pins' premieres to a discordant chorus of newspaper reviews

The TV critics continued to praise and pan as the fall season got into the third week of staggered-start premieres. Following are excerpted reviews of NBC's *Needles and Pins:*

Needles and Pins (NBC, Friday, 9-9:30 p.m.). ". . . a rather pedestrian opening episode. . . . A series about the New York garment district would be welcomed if only Screen Gems would get busy and take a few stitches in this one." Kay Gardella, *New York Daily News.*

". . . potentially amusing pair of stars in . . . Norman Fell and that splendid, seasoned old trooper Louis Nye. . . . It's fairly amusing. But it is the kind of a show that will have to try pretty hard if it's going to catch on." Rex Polier, *Philadelphia Bulletin.*

". . . won't keep you on pins and needles. It's a rather predictable comedy about the adventures of a non-Jewish girl from Nebraska amid Jewish denizens of New York's garment district." Harry Harris, *Philadelphia Inquirer.*

"The viewer could only think of himself as a cushion for all the garment-center cliches. . . . The initial 'story' seemed incidental to the predictable array of caricatures." Bob Williams, *New York Post.*

". . . showed quite a bit of promise . . . some warm and amusing moments. . . . Although . . . the pace and situations sometimes were too hectic, particularly in the recurring bickering between a company cutter and pattern-maker." Anthony LaCamera, *Boston Herald American.*

"*Needles and Pins* could well be the 'Pajama Game' of television—a long-running hit about the garment industry with humor and style and the most expertly woven cast since the *Mary Tyler Moore Show* went on the air . . . Altogether, the opening episode Friday was a fine start for what looks like a healthy and prosperous year." Percy Shain, *Boston Globe.*


Needles and Pins

"May the series drown in chicken soup and may the soup not be Mama's own but something from a plastic bag or tin can." Norman Mark, *Chicago Daily News.*

"Its lone redeeming feature is named Deirdre Lenihan, an auburn-haired pixie who breathed a mite of fresh air on a terribly tired situation. . . . *Needles and Pins* was filmed before, to quote the network, an audience. The network cleverly didn't say of what." Richard Shull, *Indianapolis News.*

"A dull, witless stab at reflecting the fun side of New York's garment district *Needles and Pins* will *not* leave you in stitches. It's 10% premise, 90% polyester." Gary Deeb, *Chicago Tribune.*

"A good start for the series and the charming Deirdre Lenihan." Frank Judge, *Detroit News.*

"In the premiere episode of *Needles and Pins* one character describes another as 10% brains and 90% polyester. That's about the composition of this synthetic comedy excursion into life in the New York garment district." Bob Brock, *Dallas Times-Herald.*

"The cast has no stars of marquee value. But Norman Fell, Louis Nye and the other cast members are easily recognizable old pros who give the series more substance than some of the 'name star' stanzas turning up thus far this season." Jack Anderson, *Miami Herald.*

"Situation comedy is the one area of prime-time television where relevant issues are consistently being fought out and discussed. In contrast to this trend, NBC's new Friday night offering, *Needles and Pins,* is a throwback to pre-Archie Bunker America, centering around a cliched view of the New York garment district. But despite the barrage of Jewish garment district humor, *Needles and Pins* is a charming half-hour of escapist fare." Mary Murphy, *Los Angeles Times.*

"This is another one of those shout-loud and move-fast comedies which can make viewers cross-eyed by the first commercial. If garment makers work this fast, they must be the most dedicated union on earth." Terrence O'Flaherty, *San Francisco Chronicle.*

FCC's Pearce tells how, where prime-time-access rule misfired

Study claims instances in which it has worked contrary to intent; suggestions for remedies offered

The FCC's prime-time-access rule, designed in large part to weaken the control of the three networks over prime-time programing has actually strengthened that control.

Furthermore, the rule has contributed to the prosperity now being enjoyed by the networks, as well as that of most television stations, affiliates and independents, at least in the larger markets.

And while many production companies, including the largest, bitterly oppose the rule which reduces the amount of prime time in which they can sell their product, there is something good in the rule for them, too—the losses they have suffered are made up, "in part, by the exceptionally high profits generated when [the companies'] off-network programs are sold in syndication at record scarcity prices."

These are some of the conclusions reached by Dr. Alan Pearce, economic consultant to the FCC, in a study of the economic consequences of the commission's prime-time-access rule, which became effective two years ago. The 138-page report was submitted to the commission for background in connection with its consideration of proposals for modifying or repealing the controversial rule, which prohibits network affiliates in the top-50 markets from taking more than three hours of network programing in prime time.

There is little in the report to comfort those who hoped the rule would stimulate competition in the programing business. Dr. Pearce says there has been less diversification of program ownership than might appear on the surface; many of the independent production companies selling programs for the prime-time-access periods were in daytime and prime-time production long before the prime-time-access rule was adopted.

And what changes he does mention in programing have been negative—a "major shift" away from independent producers of network-quality programs to taped-game and imported-film programs, and the almost total disappearance from prime time of regularly scheduled network public-affairs and documentary programs. The rule has led to an increase in locally produced public-affairs programs only in "a few major markets" and among stations already committed to such programing, Dr. Pearce says.

Network power in programing matters has been enhanced, Dr. Pearce believes, by the reduction in the amount of programing that networks broadcast in prime time. Scarcity of programing has been accompanied by an increase in advertiser demand for commercial minutes in the prime-time programing available, and a strengthening of the networks' bargaining position with respect to program producers which are competing for a market that has been shrunk by about 16%. He also notes that the rule has removed from the networks the burden of making tough programing decisions for "the most difficult" slot, 7:30 to 8 p.m.

With the decrease in prime-time programing forcing advertising prices upward, the result has been "an over-all better bottom line," Dr. Pearce says. He notes that the rule has helped ABC to strengthen its competitive position and to become profitable, and is a factor in the increased profits being made by NBC and CBS. ABC supports the rule, while NBC has dropped its opposition. CBS continues to urge its repeal—but says repeal should not come before 1975.

The existence of the prime-time-access rule combined with the production by ABC and CBS of their own prime-time programing and made-for-television movies constitutes a dangerous mixture, in Dr. Pearce's view. He notes that Hollywood competitors say it gives those networks a competitive advantage over other production houses, and adds: "The prime-time-access rule has, therefore, exacerbated this potentially dangerous monopolistic situation, wherein the networks both produce and distribute entertainment programs."

Dr. Pearce makes these other points: The five major-market TV stations that each network owns are in a potentially better financial position as a result of the rule, even though they face fierce competition, in some markets, from independently owned stations.

▪ Most affiliates in the top-50 markets favor the rule because it enables them to make greater profits. They prefer to sell up to five minutes of commercials,

The facts and figures behind prime time access

In FCC consultant's analysis of effects of rule are glimpses of real-world money and ratings

"The Economic Consequences of the Federal Communications Commission's Prime-Time-Access Rule on the Broadcasting and Program Production Industries," Dr. Alan Pearce's contribution to the background given the commission for grappling with the problem of what to do about that controversial rule, is a kind of text book for a survey course on those industries. Like all such text books, it contains basic material familiar to the experts. But the economic consultant to the commission has also provided dollar-and-cents, nuts-and-bolts items liable to intrigue them.

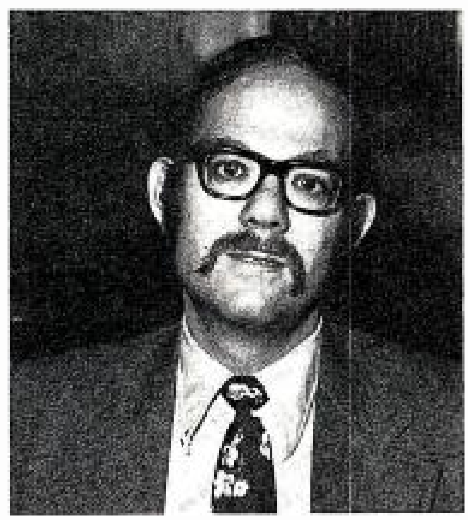
For instance:

In discussing the increase in prices for syndicated programing as a result of the prime-time-access rule, Dr. Pearce notes that whereas a one-hour dramatic series would sell for about $850 per episode for three plays in 1971 in a market like Dallas-Fort Worth, the 11th largest, it would now sell for $2,000 per episode for four plays—as did *Ironside. The FBI* was sold there for $1,900 per episode for four plays. *Ironside* was sold for $6,000 per episode for four plays in San Francisco, while *Mission: Impossible* was sold a few months earlier for only $2,100 per episode for three plays.

In discussing ratings—and the improvement in them noticed by independents as a result of the rule which permits them but not their affiliate competitors to carry off-network programing in the access half hour—Dr. Pearce noted that Metromedia's WTTG(TV) Washington experienced a 60% increase in its audience in the 7:30-8 p.m. slot between November 1970 and November 1972. He said that WTTG "is the clear winner in the Washington, D.C., ratings battle during prime-time access."

Then there is the case of WUTV(TV) Buffalo, N.Y., an independent UHF. Its audience share has soared by 162% because of the rule, Dr. Pearce said, and, according to Nielsen data, "the adult audience has grown by a staggering 714%."

The high cost of producing network series is well known—a one-hour show can cost $250,000—as is the fact that talent accounts for a large share of the cost. But Dr. Pearce's report indicates just how large that might be. He reported that Jimmy Stewart was paid $35,000 per half-hour episode of the *Jimmy Stewart Show*, which played, and died, on NBC last year. And Peter Falk, who plays the title role of the detective in *Columbo* earns $100,000 for each of the 90-minute shows he does, for a maximum of eight shows a year.



Dr. Pearce

Dr. Pearce breaks down the cost of a $250,000, one-hour show like *Ironside* this way: $82,000 for above-the-line talent, writers, producers and their staffs; $65,000 for film crews, technicians, studio sets, etc.; $27,000 for editing, cost of film stock, music and titles; $32,000 for general expenses and additional labor, and about $41,000 in studio overhead.

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Continental Country, programmed in 105 markets, is not just a DJ show. Host Jerry Naylor looks at country music yesterday, where it's at today and where it's going tomorrow. He talks to hot artists like Charlie Rich, Tanya Tucker and Johnny Rodriguez. Billboard Magazine reports special feature material. And there are in depth profiles such as a recent show on the Country Music Hall of Fame. And now at no extra cost, you'll receive your choice of two of our country super star Audio Biographies—12 hours each on GLEN CAMPBELL—JERRY LEE LEWIS—LORETTA LYNN—RAY PRICE—or EDDY ARNOLD

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Good Times ©1972





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You buy **CHRISTMAS WITH . . .**

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There's never been a Christmas show like it! A different reflection of the holiday season from 12 music world super stars . . . GLEN CAMPBELL . . . RAY CONIFF . . . PAT BOONE . . . TENNESSEE ERNIE FORD . . . THE LETTERMEN . . . AL MARTINO . . . EDDY ARNOLD . . . WAYNE NEWTON . . . PERCY FAITH . . . BURL IVES . . . ED AMES . . . JOHNNY MATHIS. Sell advertiser participation during the pre-holiday selling season, then re-program it without commercial interruption on Christmas Eve or Christmas Day. Buy it now and receive at no extra cost "Your World of Wheels"—130 five minute segments on a variety of subjects sure to entertain, inform and provoke any automotive enthusiast.

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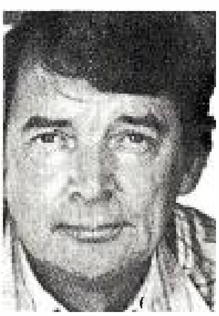
YOU PUT IT TOGETHER AND TELL US!



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CITY ______________ STATE __________ ZIP ________ plus adjacencies, for inexpensive syndicated programs.

▪ Small-market stations which are not covered by the rule endorse or denounce it according to its effect on their fortunes. But generally, they are making money from the rule.

▪ Independent stations — VHF and UHF — favor retention of the rule because it has strengthened their position with respect to network affiliates in their markets. However, the rule might hurt them in the long run by reducing the flow of network programing which becomes the off-network material that is now helping them to greater profits and higher ratings. The rule has already resulted in higher prices for syndicated shows.

▪ Some small independent producers favor retention of the rule—those who produce programs on tape (usually game and variety shows) or who work abroad. But most—about 85%—want repeal. All of the majors favor repeal—not because they do not want network control of programing weakened but because they would prefer to accomplish that goal by prohibiting the networks from making their own prime-time entertainment programs.

If the prime-time-access rule has not worked as it was intended—and if the goal of reducing network control of prime-time programing is to be achieved —Dr. Pearce had some suggestions on how the commission might proceed:

▪ Conduct an inquiry to determine if the networks' ownership of television stations in the major markets constitutes "inherent and potential antitrust dangers." If the inquiry produces evidence that that is the case, the commission could require the networks to sell off "one or all of their owned-and-operated stations." However, this might "seriously" weaken the networks' financial ability to do the kind of "innovative" programing and "costly" news programs they now provide.

▪ Work more closely with the Justice Department in the antitrust suits it has filed against the three networks. "The intent of these suits is to get the networks out of the entertainment program-making business." The network practice of producing and distributing programing and buying programs from companies without distribution facilities has anticompetitive dangers.

▪ Investigate ways of strengthening the nation's independent VHF's and UHF's. (However, Dr. Pearce also believes that continued operation of the prime-time-access rule will result in most independents operating in the black.)

▪ Consider means of financing and enhancing the public-television network as a viable alternative to the commercial networks.

▪ Encourage and stimulate the new technologies—cable television and pay television, among them—in an effort to establish another competitive broadcasting system that might be able to meet the programing needs of minority audiences in a more efficient manner.

Sports broadcasts: news or entertainment?

Question is in dispute as FCC collects disparate views

The FCC last week received conflicting opinions about the control exercised by sports interests over sports broadcasts.

The Major League Baseball Players Association echoed the complaint registered by its football counterpart (BROADCASTING, Sept. 17) that broadcasters have relinquished responsibility over sports programing and therefore are not fulfilling their legal responsibilities. The National Basketball Association, representing the club owners, came out in support of the status quo.

Marvin J. Miller, executive director of the players association, said that since all baseball announcers are subject to league approval and work either directly for the clubs or for companies affiliated with the clubs, "the abuses are inescapable—objectivity and nonpartisan reporting does not take place." He saw "no validity in the argument" that broadcasting a sports event is different from broadcasting news.

Mr. Miller expressed particular concern about sports announcers who are paid by the clubs and who report and comment on labor disputes and lawsuits between players and management. As a remedy, Mr. Miller suggested clear disclosure of relationships between sports announcers and their employers. He also recommended that equal time be provided when sports announcers comment on player-management disputes.

The National Basketball Association, in another response to the FCC's inquiry into sports programing, said that in its contract with CBS the network hires and pays its own broadcasters subject to NBA approval. The NBA said that its only concern is that "persons associated with the sport in the public mind should not be persons whose conduct or past record may be detrimental to sports in general and basketball in particular."

The NBA contended that a play-by-play broadcast of a sports event is not a broadcast of news. The NBA saw no need to alter existing FCC rules and policies.

NCCB complaint rejected

William B. Ray, chief, FCC complaints and compliance division, told the National Citizens Committee for Broadcasting that there was no indication that CBS affiliates which did not air *Sticks and Bones* or the abortion episodes of *Maude* had failed to meet fairness obligations.

The NCCB had maintained in its complaint to the commission that stations forfeit their right to licenses "if they persistently avoid controversial issues in favor of bland or homogenized fare." NCCB's attorney, Tracy Western, also asked that a copy of the complaint be associated with the renewal file of affiliates that failed to air the programs. However, Mr. Ray pointed out that "the commission does not direct licensees in their selection of program material, nor may it prohibit or compel the broadcast of any particular program." Mr. Ray did say the FCC would give the matter further consideration if the NCCB could produce "specific, detailed information which would support a claim that a particular licensee failed in its over-all programing to comply with the fairness doctrine."

Rozelle stays gloomy despite no-show decline

Only 15,326 ticket-holding fans failed to show up for the six pro-football home games that were telecast in the home city on the second Sunday (Sept. 23) of the season. In contrast, the opening-day no-show figure for nine games was 49,551 (BROADCASTING, Sept. 24).

The breakdown for no-shows on Sept. 23: Philadelphia at New York (Giants), 5,151; Houston at Cincinnati, 4,053; Minnesota at Chicago, 3,666; Cleveland at Pittsburgh, 944; Detroit at Green Bay, 772; San Francisco at Denver, 740.

However, the improved stadium attendance made no impression on National Football League Commissioner Pete Rozelle, who was telling everybody, in effect: Wait until the cold weather comes. Mr. Rozelle predicted last week that a total of 500,000 paying customers would fail to show up during the 1973 season, for an estimated revenue loss to the NLF of about $1 million in parking and concessions.

What a difference 10 miles make: Seven oppose NCTA bid for rethinking exclusivity radius

Seven prominent program suppliers and copyright owners have filed an opposition to the National Cable Television Association's petition for reconsideration of the FCC's July 26 ruling that limits the area in which television stations can be given exclusive rights to nonnetwork programing to a radius of 25 miles.

The NCTA has asked the commission to reconsider the rule that protects television stations for a 35-mile radius against nonduplication by cable systems. The NCTA argues that cable systems in the doughnut area lying between the 35 and 25 mile perimeters would be prohibited from carrying programing available to a television station in the same area. And this, it insists, is anticompetitive.

The suppliers and copyright owners suggest that this is merely stratagem of NCTA designed to "reargue and attack collaterally" the question of territorial exclusivity on which the commission had already issued a decision.

They point out that the 25-mile rule is designed to limit territorial exclusivity which TV stations may obtain in contracts with program suppliers for on-network programs. The suppliers and copyright owners charge that "NCTA's petition does not deal with exclusivity in licenses to television stations at all, but deals solely with the right of stations to protect their own exclusive rights against the importation by CATV of programs from distant stations."

The program suppliers also note that the NCTA's proposed reduction of the 35 mile radius to 25 miles actually amounts to 49% of a market's total area. They complain that the NCTA is seeking "to pull single threads out of the commission's intricately woven pattern of regulations in complete disregard of what effect this may have on the textures of the whole tapestry."

The suppliers and copyright owners who attached their name to the position are: Columbia Pictures Industries Inc.; Metro-Goldwyn-Mayer Inc., Metromedia Producers Inc., Paramount Pictures Inc., 20th Century-Fox Film Corp., United Artists Corp. and Warner Bros. Inc.

An international flavor

The first annual Emmys of the International Council of the National Academy of Television Arts and Sciences will be presented at a dinner in New York Nov. 19.

Ralph Baruch of Viacom International, council president, said the organization will award an Emmy for the best documentary program and one for the best dramatic show among TV programs from all over the world, never seen in the U.S.

Presentation also will be made of the Directorate Award of the International Council to "an individual, a company or an organization for outstanding achievement in the arts and sciences or management of television so extraordinary as to give added luster to the medium as an instrument of international communications and understanding."

The dinner will be held at the Plaza hotel.

For posterity

Senator Howard H. Baker (R-Tenn.) was to introduce a bill last Thursday (Sept. 27) requiring the Library of Congress to maintain a "radio and television repository" in addition to its library of print material. The bill directs the library to obtain "recording and film prints of television and radio programs, distributed nationally, which the librarian determines to be of substantial public interest." The list of programs included news and public affairs as well as entertainment programs "of historical or general public interest."

Program Briefs

Worldvision names two. As part of expansion move, Worldvision Enterprises Inc., New York, last week appointed Bert Cohen to newly created position of vice president, international sales operations, and Peggy Shaw to new position of director of sales administration. Mr. Cohen has been vice president of operations for Worldvision and Mrs. Shaw has served as manager of international sales.

Toe in the water. Washington may be next market to have 24-hour TV operation. Metromedia's WTTG has started round-the-clock schedule on Friday nights, programing medium-late-vintage movies, will see what happens. Expansion to Saturday is contemplated.

Try again. Kaiser Broadcasting Co., Oakland, Calif., has asked FCC to approve experiment at its seven independent UHF's (and at other such facilities wishing to participate) in which apparent program-length commercials would be run in time periods where commercial programing is currently economically infeasible. Running material such as auctions and classified ads, while apparently contrary to commission policy statement against program-length commercials (BROADCASTING, Feb. 26), could generate needed revenues, help independents expand broadcast day, and benefit public and advertisers, Kaiser said.

Made to be broken. FCC has granted waiver of prime-time rule to Hughes Television Network for syndicated *America* series, which ran on NBC in 1972-73 season. Rule prohibits off-network programs from appearing in syndication for three years after network showing.

It's Mutual. FCC has granted waiver of dual-network radio rules to Mutual Broadcasting System to permit simultaneous broadcast of football games and news programs on MBS affiliates in same markets.

Broadcasters are told local programing is their main security

Jacobs cites competition from cable, 'destined to be biggest business'

Broadcasters were urged by Herb Jacobs, president of Telcom Associates Inc., New York, to bolster their community programing as a means of counteracting the inroads cable television will make in the years ahead.

Mr. Jacobs, whose company provides program counseling and buying services to TV stations and which produced a comprehensive study of CATV last year, told the fall convention of the Ohio Association of Broadcasters in Columbus that cable TV is "destined to become the biggest business of all time." He said there are 20 to 40 channels "waiting to be filled with movies, sports and the like."

He noted that no matter how impressive "this onslaught of programing may be," cable cannot fulfill the needs of the local community. He called on broadcasters to improve their local programs and shift their dependence from the networks to rely more heavily on their own programing efforts.

Media

Into the ring: McIntire and the government begin bout over his pirate radio

Temporary order has been issued against operation; hearing on injunction to stop broadcasts is postponed as preacher's lawyers huddle to devise legal strategy

The court battle over Dr. Carl McIntire's legal right to operate an unlicensed radio station aboard a ship anchored in the Atlantic beyond the three-mile limit began getting a little more complicated last week, as Dr. McIntire's attorneys opened legal maneuvering.

A hearing that was to have been held in federal district court in Camden, N.J., today (Oct. 1) on the government's request for an injunction to ban the broadcasts was to be postponed to allow the fundamentalist preacher's attorneys to seek a dismissal of the government's complaint.

The motion to dismiss was filed last week, and arguments on it are to be held on Oct. 11. The hearing on the government's request for an injunction will be held on Nov. 1, unless the motion to dismiss is granted before then.

In the meantime, the temporary restraining order issued by Judge Mitchell H. Cohen on Sept. 21 to prevent Dr. McIntire from broadcasting aboard the Oceanic, the converted World War II minesweeper which is also called the Columbus, remains in effect.

Dr. McIntire's legal defense team includes four lawyers. It is headed by Alfred R. Pierce of Camden, N.J., and includes Benedict Cottone, Washington communications attorney who represented Dr. McIntire in his losing battle to retain the licenses of WXUR-AM-FM Media, Pa., Keith Bashaw, a son-in-law of Dr. McIntire, and Henry T. Dolan, of Philadelphia.

The FCC and the Department of Justice, in their request for an injunction, cite Section 301 of the Communications Act, which prohibits broadcasts by an unlicensed station either on land or "upon any vessel or aircraft of the United States." The brief also cites a section of the radio regulations adopted by the International Telecommunications Convention in 1959 and ratified by the U.S. two years later which prohibits the use of broadcast stations aboard ships outside national territorial waters.

Dr. McIntire's 10 kw Radio Free America began broadcasting on 1160 khz at 12:28 p.m. Wednesday, Sept. 19, but went off the air about 10 o'clock that night, before any legal papers in the proceeding were drafted, because it was causing interference to WHLW(AM) Lakewood, N.J. (BROADCASTING, Sept. 24). Dr. McIntire said he did not want to in-fringe on the rights of other broadcasters. The government's complaint says the broadcasts also caused interference to KSL(AM) Salt Lake City, which operates on the 1160 khz clear channel. Dr. McIntire's technicians, apparently confident that Radio Free America will return to the air, last week were making adjustments to permit the station to broadcast on a frequency on which no stations are assigned.

Hanky-panky overtones in Oakland

Cable company's lawyer focuses on coalition's use of concessions gained from KABL in 1972

Community Coalition for Media Change, a citizen group active in broadcasting matters in the San Francisco Bay area for the past several years, attracted considerable attention in April 1972 in connection with the agreements it and another community group reached with Starr Broadcasting Corp. when Starr purchased KABL-AM-FM Oakland-San Francisco (BROADCASTING, April 24, 1972).

The agreements were thought to have included some far-reaching commitments. Among other things, Starr agreed to hire minority-group members for certain jobs on nomination by Community Coalition and to provide scholarship funds to "needy" local persons interested in pursuing careers in communications.

Last week, at a heated study session of the Oakland city council on the construction of a cable-television system, a lawyer for the system disclosed that members of the family of the head of the coalition and a member of the coalition's board have been among the beneficiaries of the agreement.

The attorney, Harold Farrow, said that Marcus Garvey Wilcher's wife, Olivia, had a $14,000-a-year job at KABL and that Mr. Wilcher's daughter, Marcia Ann, a college student, had a $500 scholarship. He also said that Edwin Terry, one of the founders of the coalition and a member of the board, received a $3,500 scholarship. Mr. Farrow noted that the coalition's charter describes it as a nonprofit corporation which is not to engage in activity for the benefit of members.

Mr. Farrow made the disclosures after Mr. Wilcher had made a number of charges concerning the system—Focus Cable of Oakland Inc., which is 80% owned by Teleprompter Corp.—among them, that it was not meeting its promises affirmatively to seek out minority-group members for employment and that it was issuing bad checks to its employes.

Mr. Farrow said that 55 of the system's 77 employes are minority-group members and that several management-personnel are black, as are two of the stockholders. Jack Santen, manager of Focus, said the bad-check charge resulted from the theft of 52 blank checks. "We imposed stringent controls on check cashing," he said, "but 28 blank checks are still missing, and $9,400 in rubber checks were passed with my forged signature."

Mr. Wilcher later acknowledged that his wife and daughter and Mr. Terry had received benefits under the KABL agreement. But he said he and his wife are separated and that she was nominated for her job—as community liaison—by the coalition on the ground of experience and was approved by the station.

Mr. Wilcher also said that Starr approved the grants to his daughter and to Mr. Terry—and that that was all that was required. His daughter is a student at Laney College, in Oakland, majoring in speech and broadcasting, and plans to transfer to Howard University in Washington, in January. Mr. Wilcher described Mr. Terry as a "student representative" on the coalition's board who has a master's degree in broadcasting and film from San Francisco State College and who is going on for a Ph.D.

One source familiar with the coalition said the manner in which the coalition has been distributing benefits from the agreement had been a matter of concern within the group for some time. "I'd been waiting for the issue to break out," the source added.

The flare-up at the city council meeting was part of an ongoing dispute between the coalition and Focus. Two weeks ago, the coalition filed a petition with the FCC, charging that Focus plans to operate its cable system in Oakland without a certificate of compliance after misrepresenting itself as a system in full operation prior to the commission's March 31, 1972, cutoff. The commission's cable TV rules require a certificate of compliance for all systems which were not fully operational prior to the cutoff. The coalition claims that Focus, in an effort to beat the deadline, hastily constructed a system of 51 subscribers in which limited, free service was offered.

Honored. Elton H. Rule (l), president of ABC Inc., received the Humanitarian Award of the National Conference of Christians and Jews last Monday (Sept. 24) at its annual dinner at the Los Angeles Century Plaza hotel. Making the presentation were Gordon Stulberg (c), president of 20th Century Fox Film Corp., and Leonard H. Goldenson (r), ABC board chairman.

VP at Eaton's WJMO charged with bugging station's GM

Indictment is handed down against Schechter and WRC technician who allegedly helped him; no hard connection is found between incident and license-renewal hearing

WJMO(AM) Cleveland Heights, Ohio, one of the Richard Eaton stations whose licenses are in jeopardy, was the scene of a bugging incident last fall in which the station's vice president is accused of listening in on conversations in the office of the station's general manager.

A federal grand jury in Cleveland has returned an indictment accusing the vice president, Morris Paul Schechter, professionally known as Van Lane, as well as John Harvey Rees, an engineer employed at WRC(AM) Washington, of illegal electronic interception of conversations in the office of Kennard Hawkins. Mr. Rees is also charged with interstate transportation of an electronic listening device.

A spokesman for the U.S. attorney's office in Cleveland said a hidden microphone was placed in Mr. Hawkins's office and the conversations were transmitted by telephone wire to Mr. Schechter's home.

The indictment says that the interception of the conversations occurred between Oct. 23 and Nov. 9. The listening device was said to have been discovered by telephone company employes who were working in Mr. Hawkins's office and who notified the Federal Bureau of Investigation.

Justice Department officials declined to provide additional details. But there was some speculation in Cleveland that the bugging might be related to the hearing in which WJMO's license is at stake.

The commission, in January 1972, had designated the WJMO renewal application for hearing on a number of issues, including questions as to whether the station had violated the equal-opportunities law in connection with the sale of time to political candidates and allegedly rigged contests (BROADCASTING, Jan. 31, 1972). Mr. Hawkins was running the station at the time as general manager; Mr. Schechter about 14 months earlier had been hired away from WABQ(AM) Cleveland which, like WJMO, is black-oriented.

The bugging occurred, according to the indictment, in the period when the hearing was about to get under way in Cleveland in November 1972. The initial hearing sessions covered two and a half weeks. The last session was last June.

Mr. Schechter is still working at the station. But like Mr. Hawkins, he did not return telephone calls from newsmen last week. Mr. Rees, who was reached at his home in Takoma Park, Md., was reluctant to discuss the indictment. But before referring questioners to his attorney, he said the case "is not what it seems."

The station's owner, Mr. Eaton, said

that he is not aware of any connection between the alleged bugging and the license-renewal hearing, and that all he knows about the grand jury action is what has been published. "I've been very shocked," he said.

Mr. Eaton praised Mr. Schechter, saying he has "always done an excellent job." And as for Mr. Schechter's continued employment, Mr. Eaton said, "After all, the American attitude toward indictment is that a person is innocent until proved guilty."

Election-reform bills feature free time in one guise or other

The House Subcommittee on Elections opens hearings tomorrow (Oct. 2) on campaign financing and reform. The subcommittee will hear testimony from Richard Jencks, CBS vice president, Washington, and others on an already-passed Senate measure (S. 372) and several proposals pending in the House.

The Senate bill, passed in early August, would repeal the equal-time provision of the Communications Act as it applies to presidential and vice-presidential candidates, legislate at least 15 minutes of free time for candidates for Senate and House and set total limits on campaign expenditures (BROADCASTING, Aug. 6).

Among the House proposals under consideration is a bill authored by Representatives John B. Anderson (R-Ill.) and Morris K. Udall (D-Ariz.) reviving the "voters' time" concept. The bill (H.R. 7612) would require TV stations to give presidential and vice-presidential candidates from a major party five free half-hour blocks in the month preceding the election. Senatorial candidates would receive three half hours and candidates for the House two. Minor-party candidates would receive somewhat less time.

Staff members of the subcommittee felt the hearings would be lengthy and that there was little likelihood of both Houses coming to an agreement before this term of Congress ends.

WADE gets knuckles cracked

The FCC has granted a short-term renewal to WADE(AM) Wadesboro, N.C., but fined the licensee, Carolinas Advertising Inc., $1,000 for failing to maintain proper program logs and to make required station identifications. WADE's license was in jeopardy because Riden A. Lyon, sole stockholder in Carolinas, also owns a drug store in Wadesboro that received a high volume of commercials at a comparatively low rate not made available to competitors. In granting the short-term renewal, the commission explained "that while licensees may engage in non-broadcast activities, they must refrain from using the exclusive broadcast franchise as a 'trade weapon' to gain a competitive advantage in their other business activities."

CPB passes it out; PBS takes it back

Federal grants distributed by CPB will in part return as PBS dues

The Corporation for Public Broadcasting last week started sending community-service grants to noncommercial television stations—funds CPB is obliged by law to immediately pass along. At the same time, the stations began reacting to a Public Broadcasting Service request that they mail a considerable portion of those grants back to PBS.

The PBS request is the outgrowth of its new responsibilities as station representative—a function it assumed six months ago by absorbing the former ETS division of the National Association of Educational Broadcasters. In line with that function, PBS two weeks ago announced a major realignment of its internal personnel structure (BROADCASTING, Sept. 24).

PBS's budget for fiscal 1974 approaches $10.5 million. Most of that sum—$8.1 million—is to come from CPB and will finance the PTV interconnection. Most of the rest—$2,325,000—is to come from membership dues and is earmarked for member services.

PBS is asking stations to pay PBS the difference between what their community-service grants (CSG's) would have been in fiscal 1974 absent the now-effected partnership between PBS and CPB (under the partnership, CSG's were increased from a total of $5 million to $7 million), plus whatever the stations would have paid in dues to the old ETS.

PBS, in conjunction with the Washington accounting firm of Ernst & Ernst, has estimated that the average station will receive a CSG of $44,295 in fiscal 1974. That figure could rise if federal appropriations rise above the $35 million level of last year's budget.

Under the set formula, PBS membership dues would average $15,600, with a minimum of $8,500 and a maximum of $26,500. Payments would be made in four quarterly installments, although stations will be asked this year to make only three such payments since CPB has already financed PBS for the first quarter. Quarterly payments, PBS said, would average $5,200.

A PBS spokesman reported that the returns thus far had been "generally positive," the dissenting opinions being based primarily on technical aspects of the dues schedule rather than the basic concept.

WKYZ faces renewal hearing

Monroe Broadcasters Inc. faces the loss of its license for WKYZ(AM) Madisonville, Tenn., as a result of allegations that the station engaged in fraudulent billing.

The FCC has designated the station's renewal application for hearing to determine whether the station engaged in fraudulent billing and, if so, whether Monroe Broadcasters possesses the qualifications necessary to remain a licensee.

However, the hearing order affords the commission the alternative of imposing a sanction short of the ultimate one if it determines that the station engaged in fraudulent billing but that denial of renewal is not warranted. The alternative would be to impose a fine of up to the maximum permitted by law—$10,000.

Robinson stations sold for $2.63 million

Transactions break up group of Tennessee and Mississippi stations held in Robinson estate

The eight radio stations of the Aaron B. Robinson estate have been sold for a total of $2.63 million, subject to FCC approval. The negotiations in the transactions were handled by Hamilton-Landis & Associates. The stations and their purchasers are:

- WENK(AM) Union City, Tenn.: Sold to WENK of Union City Inc. for $626,000 (BROADCASTING, Sept. 17). James L. Rippy Jr. is president of the corporation and all stockholders are Union City residents. WENK operates on 1240 khz with 1 kw day and 250 w night.
- WDXI(AM) Jackson, Tenn.: Purchased by Community Service Broadcasting Co. for $620,000. Community Service is owned by Jerome, William and James Glassman who also own WMCL(AM) McLeansboro, Ill. WDXI(AM) is 5 kw day and 1 kw night on 1310 khz.
- WDXE-AM-FM Lawrenceburg and WTPR-AM-FM Paris, both Tennessee, are both being purchased by H-M-S Broadcasting Co. for $450,000 and $425,000 respectively. Principals for H-M-S are Robin H. and Ralph C. Mathis, Ricky Huffman and John B. Skelton. Messrs. Mathis and Skelton are also principal owners of WCPC-AM-FM Houston, WSJC(AM) Magee, WXTN(AM) Lexington and WSAO(AM) Senatobia, all Mississippi. Mr. Huffman is associated with WCPC. WDXE (AM) is 1 kw day on 1370 khz. WDXE-FM operates on 98.9 mhz with 3 kw and an antenna height of 205 feet above average terrain. In Paris, WTPR(AM) is daytimer on 710 khz with 250 w and WTPR-FM is on 105.5 mhz with 3 kw and an antenna height of 200 feet above average terrain.
- WDXN(AM) Clarksville, Tenn.: purchased by Jack Mayer, the station's general manager, for $285,000. WDXN is daytimer on 540 khz with 1 kw.
- WCMA(AM) Corinth, Miss.: Sold to John Bell Broadcasters Inc. for $225,000. Mr. Bell, president, has been general manager of WCMA since 1949. WCMA is full time on 1230 khz with 1 kw day and 250 w night.

Changing Hands

Announced

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

- KIIX-AM-FM Fort Collins, Colo.: Sold by Fort Collins Broadcasting Co. to WREN Broadcasting Co. for $475,000. Fort Collins Broadcasting is owned by Dan Lacy. WREN is owned by former Kansas Governor Alf M. Landon and his family. Landons also own WREN(AM) Topeka, KSCB(AM) Liberal and KEDD(AM) Dodge City, all Kansas. Mr. Landon's daughter, Nancy Landon Kassebaum, and her husband, Philip Kassebaum, are majority stockholders in KFH(AM)-KBRA(FM) Wichita, Kan. KIIX-AM is daytimer on 600 khz with 1 kw. KIIX-FM operates on 93.3 mhz with 25 kw and antenna height 37 feet above average terrain. Broker: Ralph E. Meador, Lexington, Mo.
- KCCT(AM) Corpus Christi, Tex.: Sold by International Radio Co. to Radio KCCT Inc. for $300,000. Judge Hector De Pena is president of International Radio. Principals of buying group are Manuel Davila Sr., Manuel Davila Jr. and Bill Egerton, who also own KEDA(AM) San Antonio, Tex. KCCT is Spanish-language daytimer operating on 1150 khz with 1 kw. Broker: R. Miller Hicks & Co., Austin, Tex.
- WDLR(AM) Delaware, Ohio: Sold by Delaware-Marysville Broadcasting Service to Radio Delaware for $235,000. Robert F. Doll is executive vice presi-

dent of Delaware-Marysville which also operates WTRE-AM-FM Greensburg, Ind., and WFKY(AM)-WKYW(FM) Frankfort and WMST-AM-FM Sterling, both Kentucky. James N. Shaheen is president of Radio Delaware. He is presently vice president of Stoner Broadcasting of New York, owner of WNBF(AM)-WQYT(FM) Binghamton, N.Y. WDLR is daytimer on 1550 khz with 500 w. Broker: Hamilton-Landis & Associates.

Approved

The following transfer of station ownership has been approved by the FCC (for other FCC activities see page 44):

- KCNW(AM) Tulsa, Okla.: Sold by KCNW Inc. to San Antonio Broadcasting Co. for $565,000 and $100,000 non-competition agreement. George Faulder is president of KCNW Inc. L. Lowry Mays is principal owner of San Antonio Broadcasting, which operates KEEZ(FM) San Antonio. KCNW is full time on 1300 khz with 5 kw day and 1 kw night.
- KMOD(FM) Tulsa, Okla.: Sold by Ollie W. Gresham, receiver for Turnpike Broadcasting Corp., to San Antonio Broadcasting Inc. for $85,000 (see above). KMOD is on 97.5 mhz with 50 kw and antenna height 380 feet above average terrain.

Hooks says women deserve better shake

FCC Commissioner Benjamin L. Hooks last week told members of American Women in Radio and Television at their Southwest area conference that sex discrimination in broadcasting employment may provoke FCC action.

He said that women constitute almost 25% of the broadcast work force (9,000 out of 40,000), but 75% of the women employes are in "dead-end clerical jobs." The pattern of discrimination is neither accidental nor justified, he said. "Nobody can make me believe women were undermotivated and didn't have the ability," Mr. Hooks commented.

To end sex discrimination, broadcasters "need a little help," he said. "And that is what we plan to do."

WPDQ wins renewal

The FCC has affirmed a May 1972 initial decision by Administrative Law Judge Chester F. Naumowicz renewing the license of WPDQ(AM) Jacksonville, Fla.

The WPDQ renewal application was designated for hearing in December 1970 on issues including misrepresentation, unauthorized transfer of control and contest rigging by Belk Broadcasting Co., the licensee. Judge Naumowicz found Belk guilty only of inadequate control over promotional contests and said a denial of license renewal would be an inappropriate sanction. The Broadcast Bureau opposed Judge Naumowicz's decision, but the commission concluded that the case was properly evaluated.

A man-bites-dog story in the public-interest arena: One citizen group complains of another's tactic in Detroit renewal

It is not unusual for a public-interest law firm to oppose the license renewal of a station that has not resolved its differences with a citizen group. But last week the Center for the Public Interest, in Washington, asked the FCC to withhold action on the renewal application of WXYZ-TV Detroit because of an agreement the station reached with the local chapter of the National Organization for Women.

The center's legal director, James McKenna, in a letter to the commission, described the NOW group as "a private, radical political-action group," and said the agreement is the product of "extortion." He said this is indicated in the last sentence of the agreement's preamble, which asserts that, "In view of these understandings," NOW will not oppose the WXYZ-TV renewal application.

Mr. McKenna saw a provision under which WXYZ-TV agrees, when advertising for employes, to use media "which have significant circulation among women," as one in which the station agrees to a financial and prestige benefit to the NOW group and as "a restraint of trade," in that it limits the station in buying ad space.

And a provision stating that the station "is prepared to consider the institution of a series of sensitivity sessions for management-level employes and employes with programing responsibility, is described by Mr. McKenna as one in which the station agrees "to subject employes to bogus psychiatric treatment for acquiring and/or retaining management and programing level positions."

These and other provisions in the agreement added up to a document that. Mr. McKenna said. "is in total derogation of the station's duty to operate in the public interest." He asked that the commission suspend WXYZ-TV's license and that "a full investigation be made in the name of the public's right to protection from undisclosed bias."

Media Briefs

Back on in Miami. WMYQ(FM) Miami resumed broadcasting at full power (100 kw) on Sept. 21. Cause of electrical malfunction that fed 220 volts of power into station's 110-volt equipment, virtually destroying main studio (BROADCASTING, Sept. 24), will probably never be learned, according to program director Jack McCoy. "That box is out back in the alley and anyone could have tampered with it," he said.

In for Schroeder. Wilson Wearn, president of Multimedia Broadcasting Co., Greenville, S.C., elected chairman of Broadcast Rating Council. He succeeds Willard Schroeder of WOTV(TV) Grand Rapids, Mich., chairman for past three years. Mr. Schroeder continues on BRC board.

Getting into the act. The inauguration of Kathleen Day as president of the Washington chapter of American Women in Radio and Television amounted to far more than the routine swearing-in of a chapter official. Senator Sam Ervin (D-N.C.) topped the evening with a Biblical interpretation of the event, reciting the story of Deborah as a model of female leadership for Ms. Day to emulate. The swearing-in concluded with the exchange of gavels—including an all-floral one. Vincent Wasilewski (r), president of the National Association of Broadcasters, looks on at the ceremony honoring Ms. Day, NAB public relations assistant.

Cablecasting

NCTA smells blood in its campaign against annual FCC levy

Association claims that data from commission indicates that agency has no basis for proposed increase in fees for systems or, in fact, for any fees at all

The National Cable Television Association has completed its review of information obtained by legal force from the FCC in connection with its challenge of the commission's right to levy annual fees on the cable industry. And the review, according to a brief NCTA filed with the agency last week, proved to be well worth the effort. The FCC information, NCTA said, "provides the clearest evidence yet" that the commission's proposed one-third increase in fees is unlawful, and, from a financial standpoint, unnecessary.

Further, NCTA indicated, there is now serious doubt as to whether the commission was within applicable legal standards in promulgating the cable fees in the first place. That determination stems from NCTA's finding that the commission has apparently done little research, as required by law, to ascertain what benefit it provides to cable systems.

Accordingly, the association requested that the commission defer the pending fee hike (the commission proposes to raise the cable fees from 30 to 40 cents per subscriber per year) until the Supreme Court rules on an NCTA suit challenging the commission's jurisdiction to impose any subscriber fees on cable systems. It also maintained—and asked the commission to rule—that the fee increase is unwarranted. But, it added, if the commission does proceed with the increase, it must first make an effort to comply with the law that obligates it to determine what the value of regulation is to the recipient.

The information from which NCTA derived this ammunition was originally withheld from NCTA by order of FCC Executive Director John Torbet. But after the U.S. Court of Appeals ruled last April that NCTA was entitled to examine all pertinent information that is not exempt under the Freedom of Information Act, the commission overruled the Torbet decision. And in announcing that it was giving NCTA the data it had requested, the commission further acknowledged that it does not have in its files any information used in determining the value to either cable operators or broadcasters of the "special benefits" afforded them by FCC regulation. This, in NCTA's opinion, implied that the commission's fee schedule, particularly with respect to cable, is illegal (BROADCASTING, July 23).

Now, NCTA told the commission, it becomes apparent that the commission has committed two other serious blunders. First, it said, the newly acquired information shows that the agency has grossly underestimated the total number of projected cable subscribers. This is significant, NCTA said, because the higher the subscriber total, the lower the per-subscriber fee would be. Second, it appears that the commission has either overestimated or arbitrarily defined its total costs in regulating cable.

For the purpose of calculating the amount of increase of the cable fees, NCTA noted, the commission used a benchmark of 6.66 million subscribers —the total initially projected by the independent firm of Harbridge House under contract with the commission—by Jan. 1, 1973. There are two flaws here, NCTA said. First, Harbridge House's final report amended this estimate to 6.72 million, which was not taken into consideration by the commission. Second, the Harbridge House figure is for 1973, while the benchmark should have reflected subscriber projections for fiscal 1974, since that is the year in which the commission hopes to recover its cable costs through collection of the proposed new fees. Under the latter consideration, NCTA asserted, the benchmark should have been 8.4 million—the subscriber total projected for fiscal 1974 by Harbridge House.

Past history, NCTA said, also indicates that the commission has erroneously calculated the costs of its cable regulation. It noted that in 1971, the cable industry was charged with the recovery of 4.6% of the operating budget of the Field Engineering Bureau (which performs services for all industries regulated by the commission, and whose budget therefore is distributed among all those industries). The tab came to $188,726.13. That allocation, NCTA noted, reflected the value of 416.4 FEB man-years. But actually, NCTA contended, according to the Office of Management and Budget, cable occupied only 1.1 man-years of FEB's time in fiscal 1971, the value of which is computed at $12,308.22. While NCTA said it has no corresponding figures from OMB for fiscal 1974, it contended that the commission erred in continuing this error. For that year, it noted, the commission has charged cable with 8% of FEB's non-allocable budget—or about $140,000.

But the most telling factor of all, NCTA asserted, is the commission's response last May to inquiries regarding the prudence of the entire fee schedule from Senator William Proxmire's (D-Wis.) Appropriations Subcommittee. In a letter to the senator, NCTA said, Chairman Dean Burch concluded that "what is involved here, clearly, is a form of taxation and the FCC has no taxing powers nor should it. . . . This is a matter for congressional action alone."

This, NCTA claimed, amounts to a commission acknowledgment that only Congress can decide whether the FCC has the power to impose fees. "But the Congress has not done so," it claimed.

Foster beseeches all NCTA members to rally around the pay-cable flag

Letter draws bead on NAB campaign; AMST, theater owners also state opposition to subscription CATV

The war of rhetoric, written and spoken, over pay cablecasting continued on all fronts last week. And with meetings this week of the pay-TV committees of both the National Association of Broadcasters and the National Cable Television Association, the controversy shows no signs of abating.

The principal salvo last week was a long-promised letter from NCTA President David Foster to the association's membership. The correspondence further indicated that NCTA does not intend to take a back seat to NAB's already well-organized campaign against pay cable. Attached to the Foster letter was an NCTA legal department advisory outlining for cablecasters the procedures involved in filing a fairness-doctrine complaint with the FCC. NCTA is urging its membership to employ that strategy individually if their area television stations start presenting an exclusively NAB-oriented viewpoint of the pay issue.

The Foster letter will not be the last word from NCTA on the issue. At a meeting of NCTA's pay-cable committee in New York last Thursday (Sept. 25), a list of what one association source called "very specific steps" for retaliation to the NAB campaign were approved. The list, which was said to conform with recommendations offered by NCTA's public relations committee two weeks ago, will be a major topic when the association's executive committee meets tomorrow (Oct. 2).

Mr. Foster has already voiced disapproval of an NAB request that the FCC hold oral argument on the entire pay-cable issue (BROADCASTING. Sept. 24). Other interests allied with NAB in the controversy, meanwhile, have embraced the request. In a brief to the commission supporting the oral-argument approach, the Association of Maximum Service Telecasters claimed that such a proceeding would provide an opportunity to test cable proponents' argument that the medium cannot grow under the present climate of restrictive antisiphoning regulations. AMST contends that the apparent success of some initial pay-cable operations flies in the face of those convictions.

The National Association of Theater Owners feels the same way. In a Sept. 19 pleading to FCC, the association said that there are at present at least 21 operating pay-cable systems in the country, and that "the experience of those systems can yield the hard data that so far has been unavailable to the commission."

NATO, which has firmly opposed pay cable since the latter's inception, is becoming progressively more active in this area. The seriousness with which it regards the pay-cable threat was apparent at the association's convention two weeks ago in San Francisco. One sign was the passage of a resolution calling for an FCC rule that would prohibit the cablecast of any feature film within one year of its release. NATO had already proposed such a rule in prior comments to the commission. In addition, the association is supporting legislation (S. 2283) introduced by Senator J. Glenn Beall Jr. (R-Md.) that would instruct the FCC to promulgate certain rules insuring that future pay-cable development "will not reduce or impair the amount or quality of free television to the viewing public" (BROADCASTING, Aug. 6).

NATO's push for government controls of pay cable is expected to be facilitated by the election in San Francisco of Paul Roth, head of a Washington-area theater chain, as its president. Mr. Roth's proximity to the federal government, a NATO spokesman said, will improve the association's visibility in governmental circles where the complex pay-cable issue will be debated.

NATO is also taking its antipay campaign to state officials. It has already petitioned the New York State Commission on Cable Television to prohibit common ownership of conventional and pay-cable systems (BROADCASTING, Sept. 17) and is reported to be preparing similar briefs to be submitted to other appropriate state regulatory agencies.

NATO is expected to be opposed before the New York cable commission by the New York Cable Television Association. An NYCTA spokesman said last week that association officials will meet today (Oct. 1) to discuss what steps it will take in response to the NATO petition; he added that legal opposition is anticipated.

In his letter to the NCTA membership last week, Mr. Foster emphasized that the pay issue is a matter in which all cable operators should participate. Noting that NAB's efforts have attracted support from the three commercial TV networks as well as NATO, the NCTA president stated: "Whether or not you are personally involved in or plan to be involved in subscription cablecasting services, this campaign does concern you. NAB's campaign really has an effect on our entire industry."

He claimed that NAB's success in having the Beall legislation introduced in the Senate and its pleadings at the FCC indicate a message "that 'pay TV' is really what cable-TV operators are after and that the cable industry intends to 'siphon off' popular sports and entertainment programs from advertiser-supported TV." But NCTA's testimony on the Hill on then-pending antiblackout legislation for sports (BROADCASTING, Sept. 10), Mr. Foster asserted, "pointed out the absurdity of such charges."

NCTA sources were reluctant to discuss the specifics for that "strong program" approved by the pay-cable committee last week. "None of this is, by any means, final," said one staffer present at the New York meeting. But, he added, "it's gotten beyond the rhetoric stage. . . . We're not going to spend

Watching. Starting last week, New York state cable operators were on advisement to keep their eyes open for a visitor in their communities. The New York State Commission on Cable Television has begun service of its new mobile monitoring station which will travel to various locations in the state to monitor the technical performance of local cable systems. The monitoring station, according to the state commission, will provide systems with assistance in correcting any technical deficiencies in their operations. It will also be used to detect possible violations of the state's interim technical rules. Exhibiting the new vehicle above is Robert F. Kelly, the state commission's new chairman, who warns that while the station can provide measuring services "that local system operators cannot undertake themselves for lack of equipment," it should not be assumed to be available to conduct tests for FCC compliance certification.

$600,000 [the amount reportedly earmarked for the NAB drive] on an anti-NAB campaign. But beyond that, it's really up to the executive committee. Obviously, we're not going to mirror NAB simply because we don't have that kind of money."

It has been announced, however, that NCTA will help any cable operator wanting to file a fairness complaint against broadcasters taking up the NAB position on the air. In fact, it seems to be encouraging such activity. In his letter Mr. Foster requested that individual systems "aid in the cable industry's counterattack by monitoring your local television station with an eye toward filing a fairness-doctrine complaint with the FCC if the station presents only the NAB viewpoint."

Willard Walbridge (Capital Cities Communications), chairman of NAB's special committee on pay television, had this response last week:

"We're well aware that any kind of endorsement of the NAB position by broadcasters would create fairness obligations. Our industry is wise enough to live up to them."

Mr. Walbridge added that he feels NCTA in general and Mr. Foster in particular are "overreacting" to the NAB campaign. "I think that they are finally unmasking themselves. . . . Their whole emphasis seems to be pay cable all of a sudden. I wonder whether their industry is together on this issue. I don't think it is." He added that Mr. Foster's letter had the effect of "confirming our fears that pay cable is their ball game."

Mr. Walbridge is expected to have more to say after the NAB pay-TV committee meets Wednesday (Oct. 3).

Teleprompter draws its wagons into a circle

Employe cutbacks pass 600 while SEC continues suspension of trading; company promises statement to 'satisfy all questions'

Sept. 26, the day on which the Securities and Exchange Commission's suspension of trading in Teleprompter stock was to have been lifted, came and went last week without a single Teleprompter share changing hands. On that date, Teleprompter announced that the SEC had extended the embargo for another 10 days, until Oct. 7. And rumors questioning the fiscal condition of the nation's largest multiple-system operator continued to fly.

So rampant were speculations about Teleprompter's finances that a company spokesman issued a statement that the firm is in no danger of bankruptcy. At the same time, however, Teleprompter was trimming its employe roster by more than 600 people, which left Teleprompter's cable division staff at around 2,400. Hardest hit were the legal, national programing and engineering staffs, but the pinch was being felt in virtually every area of operation.

Teleprompter, which has been keeping officially silent on its internal problems since its release last month of an announcement that it was cutting back cable construction by 20% (BROADCASTING, Sept. 10), was reported last week to be on the verge of making a major statement. (In the interim its official statements have been handled through an independent New York public-relations firm.) That statement, Chairman Raymond P. Shafer said last week, "should satisfy all questions raised by the SEC and the New York Stock Exchange." He added that the company believes trading will resume in the near future.

Nov. 6: The climax of a two-year fight over Houston cable

Voters asked to reject or accept council choice of single franchise; rejection will shove CATV hopes for nation's sixth largest city all the way back to drawing board

The future of cable television in Houston will be decided in a Nov. 6 public referendum, in which voters will be asked to accept or reject the city council's choice of a franchisee. If the answer is no, the odds are that the Houston system, which with a 450,000 subscriber potential could become the largest cable operation in the world, will not get off the drawing board in the foreseeable future.

The Nov. 6 vote will follow two years of political and legal infighting in the nation's sixth largest city.

The story might have ended last June. That was when the city council, acting with unusual swiftness, gave a final reading to an ordinance granting a 15-year franchise for the entire city to Greater Houston CATV Inc. The issue was forced onto the public ballot, however, when three groups petitioned the council to secure voter approval before the ordinance could be put into effect. The major argument of several local factions—particularly representatives of the National Association for the Advancement of Colored People and the Women's Political Caucus, but also including the legal counsel of one losing franchise applicant, Twin County Trans-Video—was that the city government had no business placing Houston's entire cable future in the hands of one company. They prefer to see the city divided into several specific franchising areas with separate firms providing service to each one.

But that alternative is not possible at this time, according to sources active in the Houston cable situation. It was emphasized that the only choice open to voters is whether the ordinance granting Greater Houston's franchise should be put into effect. "I suspect," said City Attorney William A. Olson, "that if this ordinance is rejected, there simply will not be any CATV in Houston in the foreseeable future."

The feeling in city government, according to Mr. Olson and other sources, is that Houston has heard enough cable rhetoric. "I imagine," the attorney stated, "that the political climate [if the ordinance is killed] would be that the people have spoken, so let's leave the issue alone for a while."

A turndown by the voters would also be a setback to plans of a formidable cross section of the Houston corporate community. Greater Houston's president, Lester Kamin, is in a number of local businesses and is also a close friend and former business associate of Houston Mayor Louie Welch. In fact, the two men's joint interests (since dissolved) in a small cable system in the Rio Grande valley led an American Civil Liberties Union representative to demand, during a public hearing last year, that Mayor Welch disqualify himself from deliberations in the CATV matter. The mayor refused and ACLU later withdrew the request. Institutional stockholders in Greater Houston include the city's three largest law firms. Private investors include George Butler, senior board chairman of the Bank of Houston; Benjamin N. Woodson, president of American General Companies, and Joseph L. Albritton of Houston Citizens Bank & Trust Co.

Greater Houston was chosen from five franchise applicants, the remainder of which are owned partly or wholly by major cable firms. Gulf Coast Cable Television, the recognized runner-up in the franchise battle—and the only firm to be considered serious competition for Greater Houston—also has a number of limited partners with local roots. Its general partners, in turn, have extensive political influence in the state. One, Clive Runnells, has been reported by the biweekly *Texas Observer* to be a close friend of Senator Lloyd Bentsen (D-Tex.). Patrick J. Nugent, son-in-law of the late President Lyndon B. Johnson, has been a vice president of Communications Properties Inc., a leading MSO and also a Gulf Coast general partner. The third general partner, Rotan, Mosle-Dallas Union Inc., is a prominent Texas brokerage firm. In addition, Gulf Coast attorney Hugh Patterson is also a longtime personal friend of Mayor Welch.

Many observers felt the three MSO's applying for the Houston franchise never had a chance because of the feeling against a nonlocal franchise. This was reflected in the initial recommendation submitted to the city council by Mr. Olson last April. Said Mr. Olson of Time-Life Broadcast Inc.: "There is no evidence that this corporation has made an exhaustive study of Houston's needs or that it has any particular rapport with the city." Teleprompter Corp., the nation's largest MSO but an also-ran in Houston, received similar treatment. "It is clear," Mr. Olson wrote, "that Teleprompter, which has a record of success in pursuing franchise applications in some markets and has had difficulties in others, might not be able to accord Houston the concentrated effort to which this city is entitled." The third MSO applicant, Cablevision of Houston Inc. (a subsidiary of Twin County Trans-Video Inc., a Pennsylvania firm with 50,000 cable subscribers), fared even more poorly. Mr. Olson noted that Cablevision's local ownership is limited and "the record does not reveal the unique experience or broad civic responsiveness in this corporation requisite to Houston's needs, nor is there any strong showing made relative to this applicant's financial ability to build the extensive Houston system."

Even if the voters do approve of Greater Houston, the firm faces a formidable task in getting the system operational. It will cost $60 million to wire the city. The company will have five years to complete the project, but the franchise states that construction must progrcss at an equal pace in each of Houston's five city-council districts. After the first year, service must be available to at least 1,000 potential subscribers. At least 20 channels must be supplied.

But if Greater Houston's road to success is not without its travails, a pot of gold does await its principals. The proposed gross receipts tax it would be obligated to pay the city is a relatively nominal 3%. And with 450,000 paying customers, the $6-monthly subscriber fee would bring in annual revenues of $32.4 million.

GE Cablevision gives up San Antonio franchise

Decision follows city's refusal to alter recapture clause

General Electric Cablevision announced last week that it will terminate its cable franchise for San Antonio, Tex. The decision follows the city council's refusal last month to remove a recapture provision from the agreement that GE had previously termed unacceptable.

According to a statement by the company, GE "was prepared to begin construction of the system immediately upon receipt of the council's third and final affirmative vote on the [proposed franchise amendment]. However, the risks inherent in the original recapture provisions plus the shortened franchise term make the commitment of $24 to $26 million of initial investment in a San Antonio communications system far too hazardous for any responsible cable-television operator to undertake."

The recapture provision would have enabled the city to buy out the system on 30 days notice at a price totaling cost minus depreciation. GE had sought the fair market price. It had also requested that the length of the franchise be restated to give it a full 15 years from the date the amendment was passed. The original franchise called for 10 years with an additional five-year option.

Earlier this year, it appeared that GE was going to have its way with the city government. Two readings of an ordinance granting the requested amendment were passed by the city council with little dissent. But last June, most of the incumbent council was defeated at the polls and the successors looked at GE with a less favorable eye. New hearings were ordered and on Sept. 6 the new council voted unanimously to reject the GE request (BROADCASTING, Sept. 17).

"NBC did a public service with its excellent documentary on The Energy Crisis... This is TV at its best."

From an editorial in The Christian Science Monitor

Excerpts from editorials and reviews about "The Energy Crisis":

"NBC surmounted many of the problems commercial television has had in trying to supply real enlightenment on serious public issues...Fred Freed, executive producer of the documentary, managed this by admirable detachment in permitting the freest expression of views by politicians, environmentalists and energy executives, carefully editing to preserve the strongest arguments of each."

EDITORIAL, THE WALL STREET JOURNAL

"NBC did a public service with its excellent documentary on the energy crisis occupying three hours of prime time...NBC made this investment even though it could find no national sponsors for the program. All the more credit to the network for giving so much of prime time to it. This is TV at its best."

EDITORIAL, THE CHRISTIAN SCIENCE MONITOR

"'The Energy Crisis' constituted a difficult project for television. It was handled splendidly by all concerned...The documentary's canvas was broad, but details were fixed with economy and unusual clarity."

THE NEW YORK TIMES

"It was a monumental try on a monumental subject...as well-balanced, thoughtful and 'entertaining' a documentary in this complicated field as the TV viewer is likely to get..."

WASHINGTON POST

"The inquiry was at its best in getting quickly to the heart of each argument in turn, and in presenting the conflicting viewpoints graphically and succinctly...a useful and instructive vehicle." **BOSTON GLOBE**

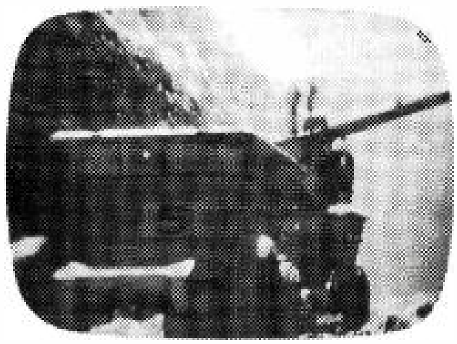
"Beyond its scope the program's most important contribution was its insistence upon the need for us to recognize our options and to begin making choices...it put all the painful parts of the crisis together in one huge mosaic." **LOS ANGELES TIMES**

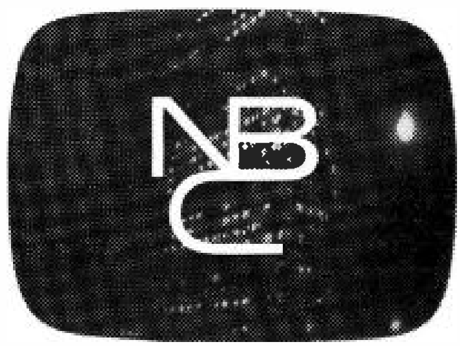
On the day after Labor Day, NBC preempted an entire evening schedule to present its three-hour-long NBC News Special on "The Energy Crisis." The reaction of the public was immediate and unprecedented.

Viewers and community leaders, as well as Members of Congress, registered all but unanimous approval by means of a flood of letters and telephone calls to NBC. And the nation's press, from coast to coast, saluted the NBC program in editorials and in other commentary. (A small sampling is reprinted on these pages.)

There are, of course, other subjects that deserve similarly thorough and objective coverage in prime time. NBC News will be examining these in other prime time Specials throughout the new TV season, and in "NBC Nightly News."

Each of the efforts, we believe, will serve the viewing audience as "The Energy Crisis" did.





NATIONAL BROADCASTING COMPANY

FTC set to zero in on information disclosure

With beefed-up rulemaking powers affirmed by court, agency is looking to put that authority to use, says former commission general counsel

The Federal Trade Commission, which in recent months has been gearing up for wider use of its rulemaking potential following a court decision affirming its authority to promulgate rules, will exercise that authority in two broad areas, according to Ronald M. Dietrich, former FTC general counsel. The "consensus is quite clear" that rulemaking will be applied in the areas of information disclosure and defining unfairness, he said last week.

Information disclosure, based on the premise that accurate and sufficient information facilitates consumer choice, is an important area for the commission, he said. While he did not say that information disclosure would be effected solely through the commission's regulation of advertising, he said that many forms of nonadvertising information disclosure "have been very unsuccessful. So the argument is that advertising is the only viable medium to inform." The commission has experimented with information disclosure through rulemaking in the garment-care and octane-rating areas. Other proposed rules are being worked out for home entertainment equipment, auto prices and nutrient disclosure, he said. The nutrient rule "will also no doubt deal with the area of what it is permissible to say," he added.

But while the disclosure of product information may appear attractive, it "may be a limited vista" for the FTC, because of the difficulty of identifying pertinent product characteristics and comparative features of competing products, he said.

The second area in which the FTC will apply its rulemaking authority will be in resolving the definition of unfairness in business practices, he said. He indicated consumer credit would provide the commission with one focus for rulemaking in its attempt to arrive at a definition of unfairness.

Mr. Dietrich also commented on the effect of the recent FTC reorganization which moved responsibility for generating rules from the division of rules and guides to each of the operating divisions within the Bureau of Consumer Protection (BROADCASTING, July 23). Following on the heels of the octane case ruling affirming the FTC's rulemaking capability, this move—which in effect applied rulemaking authority across the board—was seen as the beginning of a "tooling up" process in preparation for the expanded use of rulemaking. Mr. Dietrich said the reorganization may result in "some loss of expertise," but "would appear to be a logical step in allowing attorneys in the other divisions to have an opportunity to develop rules as well as cases." While specifics of the use and operation of the commission's rulemaking powers will not be resolved without further adjudication, he expressed hope that authority would be used "carefully, but meaningfully in a variety of situations," and would not develop into a "straitjacketed adversary proceeding with endless days of hearings" or degenerate into "use in those areas which appear to be innocuous by definition, such as the control of bait-and-switch activities in fly-by-night businesses."

Mr. Dietrich, now with the Washington law firm of Pepper, Hamilton & Scheetz, addressed a session on the implications for federal regulation of court cases involving rulemaking powers. The Washington conference was sponsored by the Food and Drug Law Institute and the U.S. Administrative Conference.

BAR reports television-network sales as of Sept. 9

CBS $440,534,440 (34.9%); NBC $433,275,100 (34.3%), ABC $389,026,700 (30.8%

Day parts	Total minutes week ended Sept. 9	Total dollars week ended Sept. 9	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	61	$ 416,100	2,575	$ 16,580,900	$ 15,944,000
Monday-Friday 10 a.m.-6 p.m.	959	6,747,700	33,168	263,444,800	247,210,700
Saturday-Sunday Sign-on-6 p.m.	287	4,004,100	9,788	120,715,600	130,828,700
Monday-Saturday 6 p.m.-7:30 p.m.	100	1,860,500	3,405	64,573,100	61,709,900
Sunday 6 p.m.-7:30 p.m.	18	283,200	493	10,563,100	10,399,000
Monday-Sunday 7:30 p.m.-11 p.m.	366	16,270,700	14,072	700,490,800	638,390,300
Monday-Sunday 11 p.m.-Sign-off	176	3,351,400	5,791	86,467,900	69,223,100
Total	**1,967**	**$32,933,700**	**69,292**	**$1,262,836,200**	**$1,173,705,700**

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

Little cigars banned too. President Nixon on Sept. 22 signed into law legislation outlawing broadcast advertising of little cigars. The action follows House passage, Sept 10, of a bill identical to legislation the Senate approved five months earlier (*Broadcasting*, Sept. 17). The new statute, which becomes effective in 30 days after the signing, amends the law prohibiting broadcast advertising of cigarettes to include "little cigars," defined as "any roll of tobacco wrapped in tobacco or any substance containing tobacco, other than any roll of tobacco which is a cigarette, and as to which 1,000 units weigh not more than three pounds." Larger cigars and other tobacco products are not included in the ban.

Business Briefs

Como to sell sets. GTE-Sylvania, New York, is using three alternating 30-second commercials featuring Perry Como to launch its new GT-Matic self-adjusting television sets. TV campaign, consisting of mixed schedule of heavy spot buys in 46 markets, started earlicr this month and will last until first week in December. There will be two six-week flights with two-week hiatus between them. Mr. Como will also be featured in ads for new sets in 14-week campaign appearing in 109 daily newspapers. Primary budget is in television. Doyle Dane Bernbach is agency.

Santa's helper. Texize Chemicals will spend $1.1 million-plus in four weeks before Christmas on saturation network-TV campaign for Prolong, liquid concentrate to extend life of freshly cut Christmas trees. Agency is Henderson Advertising, Greenville, S.C.

Rep appointments. WGEM-TV Quincy, Ill., and KBLU-TV Yuma, Ariz.: Avery-Knodel, N.Y. ▪ KCRA-TV Sacramento, Calif.: MMT Sales Inc., New York. ▪ WPTR(AM) Albany, N.Y., and WAEB(AM) and WXKW-FM Allentown, Pa.: Robert E. Eastman & Co., New York.

Local up. Local television advertising grew by 24% in first half of 1973 to $349 million, based on Broadcast Advertiser Reports figure released by Television Bureau of Advertising. All local-TV advertising categories increased, paced by 38% increase by food and supermarkets.

TV's increased impact. Byproduct of study sponsored by CBS Radio Spot Sales is finding that 87% of respondents could describe video portion of commercial after only hearing audio. This is up from 73% figure arrived at in other studies done from 1966 to 1969.

New Year's move. SSC&B, New York, is moving its headquarters on or about Jan. 1, 1974, to One Dag Hammarskjold Plaza, near United Nations complex. Agency, now at 575 Lexington Avenue, New York, will occupy eight floors in its new location.

Equipment & Engineering

AMST fears chaos from VHF drop-ins as suggested by Whitehead

Major interference problems, public disservice would result, says Lindow who disputes charge that broadcasters fear competition; OTP says proposal was based on study that showed feasibility of idea

The Association of Maximum Service Telecasters, one of whose main purposes for being is to protect what it calls high-technical-quality wide-area television service reacted about as expected to the assertion of Clay T. Whitehead, director of the Office of Telecommunications Policy, that new VHF channels could and should be added to most of the markets in the country (BROADCASTING, Sept. 24).

AMST's executive director, Lester W. Lindow, said that Mr. Whitehead had "utterly ignored the dire consequences of any such action for the free, wide-area, over-the-air television now enjoyed by the American people" and that "the claimed benefits were based on surprisingly erroneous engineering conceptions."

Mr. Whitehead had expressed his views regarding the feasibility of adding new channels to most markets in an interview with the Associated Press. Later, his office said Mr. Whitehead had based his comments on a technical study which was made by OTP but which has not yet been made public. Mr. Whitehead said that the new channels would be desirable, in that they would provide the American public with increased diversity of electronic voices from which to choose. But he contended the political power of broadcasters is enough to stop the FCC from increasing the numbers of VHF channels.

Mr. Lindow disputed the contention that broadcasters fear competition from new television stations. And he raised the issue as to whether Mr. Whitehead has done more to help UHF—long the goal of the FCC—or cable television. Broadcasters, Mr. Lindow said, have supported the all-channel-television receiver legislation and other measures aimed at stimulating UHF growth "while Mr. Whitehead has strongly abetted CATV, which is the single greatest impediment to UHF development."

Broadcasters "realize that the only feasible way to expand television-broadcast outlets is with UHF stations," Mr. Lindow added. He said VHF stations could not be dropped into "the virtually saturated VHF band" without "drastically reducing" the FCC's mileage separation standards that protect the public from electronic interference to TV reception.

An OTP spokesman, however, said the technical studies on which Dr. Whitehead was relying indicate that some 85 VHF channels could be added to the top-100 markets with "little or no degradation" to existing criteria. He said the study was based on 54 cases in which the commission waived mileage separation standards.

OTP had no plans for making the study public; it regarded it as a technical study, not a policy paper, and had no desire to start a public row. However, the publicity given Mr. Whitehead's remarks could generate the kind of interest that would persuade OTP to make the study public. Some inquiries have already been received from Congress, an OTP spokesman said.

The argument that Mr. Lindow advanced in his statement was made directly to Mr. Whitehead in a letter from Charles H. Crutchfield, of Jefferson Pilot Broadcasting, a multiple owner whose stations belong to AMST. Mr. Crutchfield noted that over the years the FCC has considered creating additional VHF assignments by reducing mileage separations but each time "has wisely decided that the public interest would not be served by such an allocation approach."

Both Mr. Lindow and Mr. Crutchfield also took issue with the remark attributed in news accounts to an OTP aide regarding the proposal of WETA-TV Washington, which now operates on channel 26, that a short-spaced channel drop-in in Washington is technically feasible. The noncommercial station wants to operate on that frequency.

Mr. Crutchfield pointed to Jefferson Standard pleadings claiming that destructive co-channel and adjacent channel interference would be caused to its WWBT(TV) Richmond, Va.; to WBAL-TV and WJZ-TV, both Baltimore, and to noncommercial WHYY-TV (ch. 12) Wilmington. He also said WETA-TV would receive "destructive interference" if it were broadcasting on channel 12.

No strike at NBC

6% wage increase and jurisdictional compromise are key points in tentative contract

NBC and the National Association of Broadcast Employes and Technicians reached a tentative agreement on a new three-year contract on Sept. 22, averting a threatened strike by the union.

The agreement provides for a 6% increase in wages in each of the three years and improvements in fringe benefits. In the crucial area of jurisdiction over new technological devices, a NABET spokesman said the union and NBC had compromised. He said the applicable provisions will permit non-NABET personnel to operate new equipment but provide for safeguards against union workers losing their jobs.

The proposed contract, retroactive to last April 1, is subject to ratification by members. The agreement covers about 1,150 engineering and technical employes working in New York, Washington, Cleveland, Los Angeles, Chicago and San Francisco. A union official said that about 350 other NBC employes in nontechnical positions are also represented by NABET and separate agreements patterned after the one reached for technical workers are expected to be negotiated at a later date.

NABET also has been negotiating a new contract with ABC covering both technical and nontechnical employes. Talks have been held on and off since last March 31, when the old pact expired.

Commerce pinpoints potential areas of TV growth

Report emphasizes five products; sales of million home VTR units by 1980 are forecast

The Office of Telecommunications of the Department of Commerce, in a report on the long-term future of innovations in video technology, says the market for video products should increase to nearly \$7 billion—from 1971 estimates of \$3 billion—by 1985.

The report, as prepared by the Denver Research Institute with input from Commerce and the White House's Office of Telecommunications Policy, provides an analysis of 100 technical items grouped in 36 categories. Emphasis, however, was placed on five particular innovations—video-recording units, home television terminals, high-selectivity television, still-picture transmissions and high-resolution TV—which promise to have an impact on future telecommunications policy. The nature of such policy changes was not discussed, however.

The report speculates that home-video recording and playback units have the potential to carve out a "substantial" market within this decade, with sales approaching one million units by 1980. It noted, however, that the medium has been "touted somewhat prematurely" by its advocates for a number of years. Individual units, the report said, could cost as little as \$150, with recordings ranging from \$5 to \$10.

Home-video terminals, to be used with cable systems, embodying such innovations as simple keyboard digital response, channel monitoring and pay TV capability, also could become highly marketable within the next 10 years, the report asserts. Hardware sales generated by this technology could approach \$100 million by the early 1980's. The report added, however, that these developments could create a number of regulatory problems.

Highly selective television receivers, with a potential to pull in a clear picture from a spectrum glutted with adjacent signals, could provide significantly improved use of the broadcast spectrum, the report states. Federal requirements of greater selectivity in receivers could result in annual costs to the consumer of \$150 million per year.

The report estimates that still-picture transmission for facsimile use will not enjoy a consumer market for the next decade. But since the process can be realized through transmissions over telephone lines, TV channels and FM subcarriers, an industrial market could be developed.

The development of high-resolution television, the report states, is tied in with the development of the large, flat TV wall screen, which in turn is projected as being more than 10 years away. Picture resolution, the report concludes, could be doubled with the introduction of improved studio and transmission techniques and better color tubes just now being introduced. Large-screen television, however, "is expected to have little or no impact on consumer viewing habits."

Technical Briefs

Maybe money. Department of Health, Education and Welfare has granted noncommercial WETA-TV Washington (ch. 26) $201,705 for facilities improvements. But according to station President Donald A. Taverner, there's possibility—however remote—that funds might be put to another purpose: to help implement its proposal for "drop in" on Washington channel 12. While plans now call for money to be used for equipment purchases, Mr. Taverner said, "we might not rush to get the equipment." Prospect for re-allocation of HEW money (which must be matched by $59,000 from private sources) is doubtful, he said, "but I wouldn't close the door on it."

Double by spring. MCI Communications Corp., New York, private-line communications service for business, announced that microwave capacity along Chicago-New York segment of its nationwide business network will be doubled before end of first quarter of 1974. William G. McGowan, MCI chairman, told stockholders at company's annual meeting in New York that expansion was dictated by orders and re-orders from customers in Midwest. Company's facilities are used for high-speed data, facsimile and standard-speed teleprinting, as well as voice communications.

TV characters. Laird Telemedia Inc. has introduced video character generator, model 3600. Standard features include by-program and preview outputs, 10-line-by-25-character format, 250-character solid state memory, switchable video polarity, non-additive mix and horizontal edging. Keyboard control functions permit underline, overline, crawl, roll, box and flash, as well as unique window format position. Price: $2,550 for standard model. *2125 South West Temple, Salt Lake City 84115.*

New line. Systems Marketing Corp., Bloomington, Ill., has introduced new Logi-cart series of audio cartridge playback and recording/playback units. Logicarts feature solid state switching and positive capstan action for quiet operation. Units have solenoid construction and all plug-in electronics and also include vernier adjustments for head azimuth and parallelism. Models are available in either mono or stereo and are designed for use with all three NAB cartridge sizes.

Broadcast Journalism®

Networks discontinuing rotation of Watergate

CBS dissents to decision, contends upcoming issues warrant continuance; PBS goes on with night playback

The Senate Watergate hearings continued to dominate the daytime-TV ratings last week as the sessions resumed for—as it turned out—the last round of rotating network coverage.

Network news sources reported late Wednesday (Sept. 26) it had been agreed, by a 2-to-1 vote, not to continue the rotation system that had been in effect for all hearing sessions held since June 5.

CBS News sources said they had voted to continue the rotation system in the belief that the subjects to be covered in upcoming sessions, so-called political dirty tricks and campaign financing, are vital issues in a democracy. They said CBS News would "go live" on CBS-TV in coverage of any sessions or segments it considered particularly significant, and on other days would present half-hour summaries at 11:30 p.m. NYT.

NBC and ABC news sources said abandoning the rotation plan would free them to cover the remaining Watergate sessions as their respective news judgments dictated, without preventing their presentation of live or other special coverage if they considered it justified. They said they had no immediate plans for

NBC News photo

daily summaries, indicating their coverage would be wrapped up in regularly scheduled newscasts unless events justified special treatment.

The decision was not unexpected. Spokesmen at all three networks had made clear a week earlier that rotation was firm only through last week's three sessions, which ended Wednesday, and that further rotation would require a new agreement (BROADCASTING, Sept. 24).

In the only ratings available, last Monday's and Tuesday's coverage of the testimony of convicted Watergate conspirator E. Howard Hunt led regular network programing in both New York and Los Angeles. Wednesday's coverage of White House aide Patrick J. Buchanan also came in first.

In Los Angeles the Watergate ratings exceeded those of the two other networks combined. On Monday, when ABC had the rotation, the overnight Nielsens there gave ABC an average 7.4 rating and 34 share to 4.2/19 for NBC and 3.4/16 for CBS, and on Tuesday NBC's hearing coverage got a 9.2/39 to ABC's 3.9/17 and CBS's 3.3/14.

In New York ABC's hearing coverage drew a 7.0 and 28, as against NBC's 6.3/25 and CBS's 4.4/17, and NBC's day of rotation had a 7.5/28 to CBS's 6.9/26 and ABC's 5.3/20.

CBS's Wednesday coverage scored a 6.3/27 in New York, leading NBC by one share point and ABC by 10, while in Los Angeles its 8.5/40 surpassed NBC and ABC combined.

PBS will continue nighttime playback of Watergate, despite an anticipated doubling of its cost in the absence of a network pool. If the hearings go beyond the expected Nov. 1 termination date, the PBS feed will be uncertain, it was said.

FCC unlocks files for discharged newsman

Commission points out that WBUN case has already been adjudicated

A former newsman at KBUN(AM) Bemidji, Minn., who says the station fired him because of pressure from an advertiser, is being permitted to examine most of the investigatory files that the FCC developed in checking into the complaint.

The commission announcement last week that the file was being made available stressed that the action was limited in nature and that it did not indicate a change in the agency's policy of protecting the confidentiality of sources. Nevertheless, the decision, adopted by a 6-to-0 vote, appeared to indicate a willingness on the part of the commission at least to consider sharing the findings of its investigations with interested parties.

The newsman, Michael Bramble, wanted access to the commission's files on the case to obtain material for use in petitioning the commission to reconsider its March 2 opinion rejecting his allegations of news censorship. Mr. Bramble had charged that he was fired because of a story he had prepared and broadcast concerning the refusal by a local supermarket to cooperate with a consumer group's investigation of area food prices. But the commission, basing its opinion on a field investigation by its staff, said it could not determine whether Mr. Bramble was fired because of the news story or because he refused to follow station policy, left the station without notice and then refused to discuss the matter with the station manager.

The commission said it would permit Mr. Bramble to investigate all material not routinely available under the Freedom of Information Act, except for portions of the file deleted because they reflect opinions and recommendations by the staff. It said that the policy that protects internal memorandums—to encourage a full and frank exchange of ideas within the agency—warrants the restriction.

The commission saw no bar to the disclosure of material it will turn over to Mr. Bramble, since the investigation has been completed and an opinion issued; disclosure would not prejudice the decision-making process or an enforcement action, nor would it compromise commission techniques or procedures. The FCC also pointed out that there are no private interests in the investigation that need protection.

The order also said that the commission contemplated no change in the present policy of protecting statements issued by present and former station employes, whom the commission considers among its best sources of information for enforcement purposes. "Statements containing information adverse to the licensee will normally be protected even though the . . . employes involved may not have requested confidentiality" in order to protect "this valuable source of information," the commission said. It added that the decision in the Bramble case was based on the facts involved and should not be regarded as implying that statements made to commission investigators will no longer be protected from routine disclosure.

Court upholds Stern in his fight to see Justice documents

Freedom of Information Act is cited by judge in granting him access to files on domestic intelligence unit; department will appeal decision

NBC News correspondent Carl Stern has won the first round in a two-year legal battle with the Justice Department over access to FBI documents. A U.S. district court judge in Washington upheld Mr. Stern's suit last week under the Freedom of Information Act.

The Justice Department reporter for NBC first attempted in the fall of 1971 to see information on a counterintelligence program maintained by the FBI against radical organizations in the latter half of the sixties. After several written requests and later appeals were rejected, Mr. Stern, in league with the Center for the Study of Responsive Law, filed suit against Justice in late January. The court action, handed down nine months later, will be appealed by Justice.

Characterizing the department in the past as "about as open as Jack Benny's safe," he said he was seeking information for a story on the secret "Cointelpro-New Left."

"But I would be less than candid if I did not say that I was curious to see to what extent the Justice Department was responding to the spirit, if not the letter, of the Freedom of Information Act," he said. He also believes that Justice is "stringing out the process [of filing suit under the act] to make use of the act as unattractive as possible."

NBC was not directly involved in the prosecution of the suit.

Broadcasting's index of 140 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Sept. 26	Closing Wed. Sept. 19	Net change in week	% change in week	1973 High	1973 Low	P/E ratio	Approx. Shares out (000)	Total market capitali-zation (000)
Broadcasting											
ABC	ABC	N	32 1/2	32 3/4	- 1/4	- .76	33 1/8	21	13	17,029	553,442
CAPITAL CITIES COMM.	CCB	N	47 1/4	45 5/8	+ 1 5/8	+ 3.56	62 1/2	35	19	7,074	334,246
CBS	CBS	N	35 1/4	30 1/2	+ 4 3/4	+ 15.57	52	28 5/8	11	28,315	998,103
CONCERT NETWORK**		O	3/8	3/8		.00	5/8	1/4		2,200	825
COX	COX	N	27 3/8	26	+ 1 3/8	+ 5.28	40 1/4	21 1/4	15	5,828	159,541
FEDERATED MEDIA*		O	5	5		.00	5	2	17	820	4,100
GROSS TELECASTING	GGG	A	13 1/8	12 5/8	+ 1/2	+ 3.96	18 3/8	12 1/2	8	800	10,500
LIN	LINB	O	6 3/8	6	+ 3/8	+ 6.25	14 3/4	5 3/8	6	2,296	14,637
MOONEY	MOON	O	5 5/8	4 7/8	+ 3/4	+ 15.38	10 1/4	4 7/8	15	385	2,165
PACIFIC & SOUTHERN	PSOU	O	11 1/2	11 1/2		.00	13 3/4	7	128	1,767	20,320
RAHALL	RAHL	O	5 1/2	5 1/4	+ 1/4	+ 4.76	12 1/4	4 1/4	7	1,297	7,133
SCRIPPS-HOWARD	SCRP	O	18 1/4	18 1/4		.00	21 1/4	17 1/2	8	2,589	47,249
STARR	SBG	M	10 3/4	10	+ 3/4	+ 7.50	24 1/2	9	9	1,200	12,900
STORER	SBK	N	19 1/2	19 3/4	- 1/4	- 1.26	44	15 7/8	9	4,751	92,644
TAFT	TFB	N	33	30 1/2	+ 2 1/2	+ 8.19	58 5/8	22	13	4,219	139,227
WHDH CORP.**		O	24	23 1/2	+ 1/2	+ 2.12	24	14		589	14,136
WOODS COMM.		O	3/4	3/4		.00	1 5/8	3/4	6	292	219
									TOTAL	81,451	2,411,387
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	2 3/4	2 5/8	+ 1/8	+ 4.76	5 3/8	2 1/2	7	1,259	3,462
AVCO	AV	N	11 1/4	10	+ 1 1/4	+ 12.50	16	8	4	11,478	129,127
BARTELL MEDIA	BMC	A	1 1/2	1 3/8	+ 1/8	+ 9.09	3 1/2	1 3/8	9	2,257	3,385
CAMPTOWN INDUSTRIES		O				.00	2	3/4	22	1,138	1,991
CHRIS-CRAFT	CCN	N	4 1/8	4	+ 1/8	+ 3.12	6 5/8	3 5/8	52	4,161	17,164
COMBINED COMM.	CCA	A	26 3/8	25 1/4	+ 1 1/8	+ 4.45	44	15	18	3,470	91,521
COWLES	CWL	N	7 1/8	6 5/8	+ 1/2	+ 7.54	9 5/8	4 3/4	16	3,969	28,279
DUN & BRADSTREET	DNB	N	40	39	+ 1	+ 2.56	41 1/2	32 3/4	29	26,042	1,041,680
FAIRCHILD INDUSTRIES	FEN	N	5 7/8	5 3/4	+ 1/8	+ 2.17	13 3/8	5 1/4	73	4,550	26,731
FUQUA	FQA	N	13 5/8	12 7/8	+ 3/4	+ 5.82	20 3/8	9 1/2	7	9,741	132,721
GABLE INDUSTRIES	GBI	N	17	15 3/4	+ 1 1/4	+ 7.93	25	15	7	2,605	44,285
GENERAL TIRE	GY	N	21 1/4	18 3/8	+ 2 7/8	+ 15.64	28 3/4	17 3/8	6	20,663	439,088
GLOBETROTTER	GLBTA	O	5 1/4	5	+ 1/4	+ 5.00	8 1/8	4 3/4	7	2,820	14,805
GRAY COMMUNICATIONS		O	9	9		.00	12 7/8	9	6	475	4,275
HARTE-HANKS	HHN	N	9 7/8	10 1/8	- 1/4	- 2.46	29 1/4	8	8	4,335	42,808
JEFFERSON-PILOT	JP	N	38	36	+ 2	+ 5.55	38 3/8	27	18	24,075	914,850
KAISER INDUSTRIES	KI	A	7 3/4	6 5/8	+ 1 1/8	+ 16.98	7 3/4	4	7	27,487	213,024
KANSAS STATE NETWORK	KSN	O	4 5/8	4 5/8		.00	6 1/8	4 5/8	8	1,741	8,052
KINGSTIP	KTP	A	7 3/8	7 1/4	+ 1/8	+ 1.72	14 1/4	6 3/8	7	1,155	8,518
LAMB COMMUNICATIONS		P				.00	2 5/8	1 3/4	35	475	831
LEE ENTERPRISES	LNT	A	14 1/8	14	+ 1/8	+ .89	25	12 1/2	10	3,366	47,544
LIBERTY	LC	N	17 1/8	17	+ 1/8	+ .73	23 7/8	15 3/4	8	6,760	115,765
MCGRAW-HILL	MHP	N	9	9		.00	16 7/8	7 1/2	9	23,525	211,725
MEDIA GENERAL	MEG	A	36 1/4	35 3/8	+ 7/8	+ 2.47	43 1/2	31 3/4	14	3,546	128,542
MEREDITH	MDP	N	12 3/8	12 1/2	- 1/8	- 1.00	20 1/2	11 3/8	7	2,840	35,145
METROMEDIA	MET	N	11 5/8	10 5/8	+ 1	+ 9.41	32 1/4	10	6	6,517	75,760
MULTIMEDIA		O	20 1/2	20	+ 1/2	+ 2.50	30 1/4	18	14	4,388	89,954
OUTLET CO.	OTU	N	11 7/8	11 1/2	+ 3/8	+ 3.26	17 5/8	10 1/4	7	1,379	16,375
POST CORP.	POST	O	12 1/2	11 1/4	+ 1 1/4	+ 11.11	17	10	6	893	11,162
PSA	PSA	N	12 5/8	12 3/8	+ 1/4	+ 2.02	21 7/8	10 3/8	12	3,768	47,571
REEVES TELECOM	RBT	A	1 5/8	1 1/2	+ 1/8	+ 8.33	3 1/4	1 1/2	9	2,376	3,861
RIDDER PUBLICATIONS	RPI	N	17 1/8	17 1/2	- 3/8	- 2.14	29 7/8	12 1/2	12	8,312	142,343
ROLLINS	ROL	N	27 3/8	24 1/2	+ 2 7/8	+ 11.73	36 1/2	14 1/4	24	13,305	364,224
RUST CRAFT	RUS	A	13	14 1/4	- 1 1/4	- 8.77	33 3/4	12 1/2	7	2,366	30,758
SAN JUAN RACING	SJR	N	15 5/8	17	- 1 3/8	- 8.08	23 3/4	14	15	2,152	33,625
SCHERING-PLOUGH	SGP	N	76 1/2	76 3/4	- 1/4	- .32	87 5/8	69 3/8	43	52,590	4,023,135
SONDERLING	SDB	A	11 1/2	10 5/8	+ 7/8	+ 8.23	16 3/8	7 5/8	7	1,006	11,569
TECHNICAL OPERATIONS	TO	A	8 5/8	8 1/4	+ 3/8	+ 4.54	13 1/2	5 1/8	11	1,376	11,868
TIMES MIRROR CO.	TMC	N	19 3/8	18 3/8	+ 1	+ 5.44	25 7/8	16 1/2	13	31,145	603,434
TURNER COMM.		O	4	4 1/4	- 1/4	- 5.88	6	4	7	1,486	5,944
WASHINGTON POST CO.	WPO	A	23 1/2	24 3/8	- 7/8	- 3.58	37	18 5/8	10	4,749	111,601
WOMETCO	WOM	N	12 1/8	11 1/2	+ 5/8	+ 5.43	19 3/8	10 5/8	10	6,295	76,326
									TOTAL	338,036	9,364,828
Cablecasting											
AMECO**	ACO	O	1/2	5/8	- 1/8	- 20.00	3	1/2		1,200	600
AMER. ELECT. LABS**	AELBA	O	1 3/4	1 3/4		.00	3 5/8	1 3/8		1,673	2,927
AMERICAN TV & COMM.	AMTV	O	22	20 1/4	+ 1 3/4	+ 8.64	39	20 1/4	37	2,879	63,338
ATHENA COMM.**		O	1 1/8	7/8	+ 1/4	+ 28.57	5 1/2	7/8		2,126	2,391
BURNUP & SIMS	BSIM	O	29 3/8	29 7/8	- 1/2	- 1.67	31 3/4	20 3/8	41	7,692	225,952
CABLECOM-GENERAL**	CCG	A	3 1/2	3 3/8	+ 1/8	+ 3.70	8 7/8	3 1/4		2,498	8,743
CABLE FUNDING CORP.+	CFUN	O	7 3/4	7 3/8	+ 3/8	+ 5.08	9 3/4	4 1/2		1,233	9,555
CABLE INFORMATION**		O				.00	2 1/2	1		663	663
CITIZENS FINANCIAL	CPN	A	4	4		.00	9 1/2	3 7/8	8	2,676	10,704
COMCAST		O	3	2 7/8	+ 1/8	+ 4.34	5 3/8	2 7/8	16	1,280	3,840
COMMUNICATIONS PROP.	COMU	O	4	4 1/8	- 1/8	- 3.03	9 3/4	3 5/8	20	4,435	17,740
COX CABLE	CXC	A	13 7/8	14 1/4	- 3/8	- 2.63	31 3/4	13 1/2	27	3,560	49,395
ENTRON	ENT	O	1	1 1/8	- 1/8	- 11.11	9 1/4	1/4	7	1,358	1,358
GENERAL INSTRUMENT	GRL	N	21 3/8	22 1/4	- 7/8	- 3.93	29 1/2	13 1/4	17	6,790	145,136
GENERAL TELEVISION*		O	3	3		.00	4 1/2	2 1/2	150	1,000	3,000
HERITAGE COMM.**		O	5	5		.00	17 1/2	5		345	1,725
LVO CABLE	LVOC	O	4 7/8	5 1/8	- 1/4	- 4.87	11 1/4	4	18	1,656	8,073
SCIENTIFIC-ATLANTA	SFA	A	11 7/8	9 3/4	+ 2 1/8	+ 21.79	15 3/8	6 1/4	16	917	10,889
TELE-COMMUNICATIONS	TCOM	O	8 1/4	7 5/8	+ 5/8	+ 8.19	21	7 1/8	20	4,617	38,090
TELEPROMPTER	TP	N	9 5/8	9 5/8		.00	34 1/2	8 3/4	13	16,482	158,639
TIME INC.	TL	N	36 3/8	36 1/8	+ 1/4	+ .69	63 1/4	29 1/2	9	10,380	377,572
TOCOM	TOCM	O	6 1/8	5 1/8	+ 1	+ 19.51	12 1/8	5 1/8	12	596	3,650
UA-COLUMBIA CABLE	UACC	O	7 1/4	7 1/4		.00	15	7	13	1,794	13,006
VIACOM	VIA	N	8 3/8	8 7/8	- 1/2	- 5.63	20	7 5/8	14	3,851	32,252
VIKOA	VIK	A	3 7/8	4	- 1/8	- 3.12	9 1/8	3 3/8	55	2,591	10,040
									TOTAL	84,292	1,199,278

	Stock symbol	Exch.	Closing Wed. Sept. 26	Closing Wed. Sept. 19	Net change in week	% change in week	1973 High	1973 Low	P/E ratio	Approx. Shares out (000)	Total market capitalization (000)
Programing											
COLUMBIA PICTURES**	CPS	N	4 1/2	4 3/4	- 1/4	- 5.26	9 7/8	4 1/4		6,335	28,507
DISNEY	DIS	N	80 3/4	78 3/8	+ 2 3/8	+ 3.03	123 7/8	70 1/8	50	28,552	2,305,574
FILMWAYS**	FWY	A	2 7/8	3 1/4	- 3/8	- 11.53	5 3/8	2 1/8		1,832	5,267
GULF + WESTERN	GW	N	28 5/8	26 1/2	+ 2 1/8	+ 8.01	35 3/4	21 3/8	7	14,685	420,358
MCA	MCA	N	24 7/8	24 7/8		.00	34 1/4	18 1/2	9	8,367	208,129
MGM	MGM	N	17 1/4	17 7/8	- 5/8	- 3.49	24	13 5/8	18	5,958	102,775
MUSIC MAKERS**	MUSC	O				.00	2 5/8	1 5/8		534	1,401
TELE-TAPE**		O	5/8	1/2	+ 1/8	+ 25.00	1 3/4	1/2		2,190	1,368
TELETRONICS INTL.		O	5 1/2	5 1/2		.00	10 1/2	3 3/4	11	724	3,982
TRANSAMERICA	TA	N	13 1/4	12 1/4	+ 1	+ 8.16	17 5/8	10 3/4	11	66,449	880,449
20TH CENTURY-FOX	TF	N	8	8		.00	12 3/8	6 1/2	9	8,562	68,496
WALTER READE**	WALT	O	5/8	7/8	- 1/4	- 28.57	1 3/8	5/8		2,203	1,376
WARNER	WCI	N	12 7/8	12 1/8	+ 3/4	+ 6.18	39 1/8	10 3/4	6	17,064	219,699
WRATHER	WCO	A	7 3/8	6 7/8	+ 1/2	+ 7.27	16 5/8	6 3/4	61	2,229	16,438
									TOTAL	165,684	4,263,819
Service											
JOHN BLAIR	BJ	N	7 3/4	6 3/4	+ 1	+ 14.81	13	6 3/8	6	2,411	18,685
COMSAT	CQ	N	54 1/2	52 1/2	+ 2	+ 3.80	64 1/2	42 1/4	20	10,000	545,000
CREATIVE MANAGEMENT	CMA	A	7	6 1/4	+ 3/4	+ 12.00	9 1/2	4	9	1,056	7,392
DOYLE DANE BERNBACH	DOYL	O	12 3/4	12 3/4		.00	23 1/2	12	6	1,884	24,021
ELKINS INSTITUTE**	ELKN	O	5/8	5/8		.00	1 1/4	1/2		1,664	1,040
FOOTE CONE & BELDING	FCB	N	11 3/4	11 3/4		.00	13 3/8	8 1/8	12	2,129	25,015
CLINTON E. FRANK		O	10 3/8	10 3/8		.00	11 1/2	5	10	720	7,470
GREY ADVERTISING	GREY	O	10 1/4	9 1/2	+ 3/4	+ 7.89	17 1/4	8 1/4	5	1,263	12,945
INTERPUBLIC GROUP	IPG	N	16 5/8	14	+ 2 5/8	+ 18.75	25 3/8	12 1/8	5	2,464	40,964
MARVIN JOSEPHSON	MRVN	O	11 3/4	11 1/4	+ 1/2	+ 4.44	18 1/2	8	9	1,085	12,748
MCCAFFREY & MCCALL		O	6 3/4	6 3/4		.00	10 3/4	6 3/4	3	585	3,948
MCI COMMUNICATIONS+	MCIC	O	7 7/8	8 5/8	- 3/4	- 8.69	8 3/4	4 5/8		12,825	100,996
MOVIELAB**	MOV	A	1 1/4	1 1/4		.00	1 7/8	1 1/8		1,407	1,758
MPO VIDEOTRONICS**	MPO	A	2 3/8	2 3/8		.00	4 7/8	2		540	1,282
NEEDHAM, HARPER	NDHMA	O	11	10 1/2	+ 1/2	+ 4.76	26 1/4	9	5	916	10,076
A. C. NIELSEN	NIELB	O	35 5/8	34 3/4	+ 7/8	+ 2.51	40 1/2	29 1/2	33	10,598	377,553
OGILVY & MATHER	OGIL	O	24 3/4	25 1/2	- 3/4	- 2.94	32 1/2	14 1/2	10	1,777	43,980
PKL CO.	PKL	O				.00	2 5/8	3/4	1	778	680
J. WALTER THOMPSON	JWT	N	14	13 1/4	+ 3/4	+ 5.66	24 3/4	12 3/4	7	2,635	36,890
UNIVERSAL COMM.*		O	2	2		.00	12 1/4	2	4	715	1,430
WELLS, RICH, GREENE	WRG	N	13 1/8	11 3/8	+ 1 3/4	+ 15.38	21 1/8	9 1/2	7	1,568	20,580
									TOTAL	59,020	1,294,453
Electronics											
ADMIRAL	ADL	N	13 3/8	11 1/2	+ 1 7/8	+ 16.30	18	7 1/4	6	5,817	77,802
AMPEX	APX	N	4 3/4	5	- 1/4	- 5.00	6 7/8	3 1/4	11	10,878	51,670
CCA ELECTRONICS	CCAE	O	1	1		.00	3	1	2	881	881
COLLINS RADIO	CRI	N	25 3/8	25 3/8		.00	25 7/8	15 1/4	18	2,968	75,313
COMPUTER EQUIPMENT	CEC	A	2	2 1/8	- 1/8	- 5.88	2 7/8	1 7/8	13	2,366	4,732
CONRAC	CAX	N	18 7/8	17 3/4	+ 1 1/8	+ 6.33	31 7/8	14 1/4	10	1,261	23,801
GENERAL ELECTRIC	GE	N	64 5/8	60 3/8	+ 4 1/4	+ 7.03	75 7/8	55	21	182,348	11,784,239
HARRIS-INTERTYPE	HI	N	35	33 5/8	+ 1 3/8	+ 4.08	49 1/4	24 1/2	13	6,293	220,255
INTERNATIONAL VIDEO	IVCP	O	7 1/2	7 1/2		.00	14 3/4	6	14	2,745	20,587
MAGNAVOX	MAG	N	11 7/8	10 1/2	+ 1 3/8	+ 13.09	29 5/8	8 5/8	16	17,806	211,446
3M	MMM	N	90 1/2	85 3/4	+ 4 3/4	+ 5.53	90 1/2	76 1/4	38	113,051	10,231,115
MOTOROLA	MOT	N	63 5/8	58 1/2	+ 5 1/8	+ 8.76	63 5/8	41 1/4	26	27,570	1,754,141
OAK INDUSTRIES	OEN	N	15 1/8	13 3/4	+ 1 3/8	+ 10.00	20 1/2	10 3/4	7	1,639	24,789
RCA	RCA	N	26 5/8	24 7/8	+ 1 3/4	+ 7.03	39 1/8	22 1/8	12	74,531	1,984,387
RSC INDUSTRIES	RSC	A	2 1/8	2	+ 1/8	+ 6.25	2 1/4	1 3/8	15	3,458	7,348
SONY CORP	SNE	N	46	47 1/4	- 1 1/4	- 2.64	57 1/4	38 3/4	40	66,250	3,047,500
TEKTRONIX	TEK	N	50 3/8	48 7/8	+ 1 1/2	+ 3.06	53 7/8	29 7/8	26	8,185	412,319
TELEMATION**	TIMT	O	2 3/8	2 1/2	- 1/8	- 5.00	4 3/4	2 3/8		1,050	2,493
TELEPRO INDUSTRIES		O	1	7/8	+ 1/8	+ 14.28	2 1/2	7/8	6	1,717	1,717
WESTINGHOUSE	WX	N	37 3/8	31 7/8	+ 5 1/2	+ 17.25	47 3/8	31 1/8	17	88,595	3,311,238
ZENITH	ZE	N	39 1/8	33 1/4	+ 5 7/8	+ 17.66	56	32 1/8	13	19,043	745,057
									TOTAL	638,452	33,992,830
									GRAND TOTAL	1,366,935	52,526,595

Standard & Poor's Industrial Average	122.15	118.91	+3.24

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

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
A blank in closing price columns indicates no trading in stock.

P/E ratios are based on earnings-per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains/losses.

* P/E ratio computed with earnings figures of company's last published fiscal year.
† No annual earnings figures are available.
** No P/E ratio is computed; company registers net losses.

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

Company	Period	Current and change: Revenues	Change	Net Income	Change	Per Share	Year earlier: Revenues	Net Income	Per Share
CCA Electronics Corp.	9 mo. 7/31	4,174,572	– 9.5%	154,633	– 6.9 %	.18	4,399,460	222,336	.25
International Video Corp.	Year 7/31	26,969,000	+44.1%	2,584,000	+ 75.1 %	.97	18,716,000	1,476,000	.60
Rust Craft Greeting Cards Inc.	6 mo. 8/31	34,150,000	+16.2%	706,000	– 9.1 %	.30	29,382,000	772,000	.33
Tocom Inc.	Year 6/30	2,914,000	+66.8%	262,000	+213 %	.42	1,747,000	123,000	.36

Breaking In

"You're a Special Part of Me"—*Diana Ross and Marvin Gaye (Motown)* ▪ Berry Gordy, president of Motown Industries, who has not been in the studio for some years, was not about to let anyone else handle the most important collaboration of major artists in the label's history since the Supremes' and Temptations' "I'm Gonna Make You Love Me." Mr. Gordy himself produced Diana Ross and Marvin Gaye singing "You're a Special Part of Me." Both artists are now coming down from top-10 records—"Touch Me in the Morning" by Ms. Ross and "Let's Get It On" by Mr. Gaye. Together, they have the clout to jump "Special Part of Me" onto the normally fortress-like playlists of WABC(AM) New York and KHJ(AM) Los Angeles on the day of release.

The single fronts a new album, *Diana and Marvin*, with finishing touches yet to come. No release date has been set.

Stations playing "Special Part of Me" last week also included: WIIN(FM) Atlanta, WPOP(AM) Hartford, KIOI(FM) San Francisco, KDAY(AM) Santa Monica, Calif., KAYC(AM) Seattle and WFIL(AM) Philadelphia.

"I Won't Last a Day Without You"—*Maureen McGovern (20th Century)* ▪ In a day when MOR programers are distraught about losing their identity by playing too much rock, Maureen McGovern is indeed welcome. To many, she and such "vanilla-rock" compatriots as Helen Reddy, Lobo, Cher, Vicki Lawrence and Dawn, are happy alternatives to Frank Sinatra re-plays and old Peggy Lee hits. Their music is fresh and new, yet "familiar" enough for older audiences.

"I Won't Last a Day Without You" is a Paul Williams-Roger Nichols ("We've Only Just Begun" and "Old-Fashioned Love Song") son.

Ms. McGovern's last hit, "Morning After," took many months to come to prominence. To judge by playlist activity last week, "I Won't Last" shouldn't take nearly as long. The list of stations playing the new Maureen McGovern includes such MOR's as KMPC(AM) and KFI(AM) Los Angeles, WSM(AM) Nashville, WIOD(AM) Miami, KSFO(AM) San Francisco, and WHDH(AM) and WEEI(AM), both Boston. Top 40's usually wait until retail sales are strong—the record was released only two weeks ago but some that playlisted the record immediately were WHOT(AM) Youngstown, Ohio, WNCR(AM) Cleveland and WFOM(AM) Marietta, Ga.

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

- CHECK IT OUT, Tavares (Capitol).
- COUNTRY SUNSHINE, Dottie West (RCA).

Continues on following page

radio • television • catv • public relations/contacts

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

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- DANCING ON THE MOON, Judi Pulver (MGM).
- ECSTASY, Ohio Players (Westbound).
- FRIENDS, Bette Midler (Atlantic).
- GOD KNOWS I LOVE YOU, Tradewinds (Avco).
- HEY GIRL (I LIKE YOUR STYLE), Temptations (Gordy).
- I'LL HAVE TO GO AWAY, Skylark (Capitol).
- I'M COMING HOME, Johnny Mathis (Columbia).
- LET ME BE THERE, Olivia Newton-John (MCA).
- THE LOVE I LOST, Harold Melvin & the Bluenotes (Philly International).
- MAKE MY LIFE A LITTLE BIT BRIGHTER, Chester (Bell).
- NEED YA, Bob Seger (Palladium).
- NEVER LET YOU GO, Bloodstone (London).
- OOH WHAT A FEELIN', Johnny Nash (Epic).
- OUTLAW MAN, Eagles (Asylum).
- PRETTY LADY, Lighthouse (Polydor).
- REDNECK FRIEND, Jackson Browne (Asylum).
- ROCK AND ROLL, Kevid Johnson (Mainstream).
- SHADY LADY, Shepstone & Dibbens (Buddah).
- THAT'S WHY YOU REMEMBER, Kenny Karen (Big Tree).
- TONIGHT, Raspberries (Capitol).
- WALKING ON BACK, Edward Bear (Capitol).
- WEST COAST WOMAN, Painter (Elektra).
- YOU'RE THE BEST THING THAT EVER HAPPENED TO ME, Ray Price (Columbia).

Correction

In the "Special Report" on FM radio in last week's issue, the photos above the captions for Jim Schulke and Jack Siegal were transposed. The pictures should have been arranged with captions as below:

Jim Schulke. The "godfather" of beautiful-music radio put automation-equipment manufacturers out of the software business in the mid-sixties, but in return sold a lot of tape decks for them, with the QMI- rep firm. He came up with the standard of quarter-hour blocks of uninterrupted music and the extreme concentration on technical excellence.

Jack Siegal. Mr. Siegal markets soft, soothing music for the four PSA Broadcasting FM stations in California. He made his reputation with KJOI(FM) Los Angeles, one of the top-rated beautiful-music stations in the country. The first thing he did was change all the call-letters to "EZ" plus a letter.

Tracking the 'Playlist.' Stations entering another rating period this week (the October-November sweeps) added new music to the bottom of their playlists last week to get as much familiarity into them as possible. Several prominent artists also got their new records added just as their former top-10 hits were beginning to fall, another built-in familiarity factor. Marvin Gaye and Diana Ross have teamed up on a new record, "You're a Special Part of Me," which comes on the list for the first time this week at 46 (see "Breaking In," p. 39). And as Chicago's "Feelin' Stronger Every Day" (43) continues its fall-off, "Just You 'n' Me" comes on the chart at number 50. New to the top-10 this week is the Isley Brothers' "That Lady" at seven. And six records are new to the top-40 this week: Eddie Kendrick's R&B cross-over, "Keep on Truckin'" (16), Cheech & Chong's R&B spoof, "Basketball Jones" (26), Marie Osmond's "Paper Roses" (30), Bob Dylan's "Knockin' on Heaven's Door" (32), Ringo Starr's "Photograph" (34 in its first week on the chart) and Bobby Goldsboro's "Summer (the First Time)" (40). All except the Bobby Goldsboro record are bulleted. Besides the Chicago, Marvin Gaye-Diana Ross and Ringo Starr singles, there are eight new records on the chart. They are "Hurts So Good" by Millie Jackson (48), "I Got a Name" by the late Jim Croce (57) (see page 44), "Space Race" by Billie Preston (59), "Top of the World" by the Carpenters (65), "To Know You Is To Love You" by leading blues artist B.B. King (66), "Such a Night" by Dr. John (67), "Woman from Tokyo," a re-release by Deep Purple (69), "Hello It's Me" by Todd Rundgren (70) and "This Time It's Real" by Tower of Power (75).

Music Briefs

More time asked. Pasquale Falcone, whose indictment on charges of drug-smuggling last spring set off chain reaction that led to firing of Columbia Records President Clive J. Davis (BROADCASTING, June 4, et seg.), has asked for postponement of his trial in a Newark Federal District Court. Mr. Falcone's counsel filed written request last Tuesday (Sept. 25) citing prejudicial media coverage. Unnamed investigators have reportedly said that David Wynshaw, discharged CBS/Records executive, was one of conversants overheard in tapped-telephone conversation with Mr. Falcone. Lawyers for Mr. Falcone said they would present oral arguments in court today (Oct. 1), date when trial is scheduled to begin.

Count down. Century 21 Productions, Dallas, will syndicate year-end program of top-100 records, *Opus 1973*. In past years, eight-hour *Opus* program was carried on more than 100 stations.

The Broadcasting Playlist Oct1

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 part of the day in which it appears.
• Bullet indicates upward movement of 10 or more positions over previous week.

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
2	1	**Delta Dawn** (3:08) Helen Reddy—Capitol	1	1	2	5
4	2	**Half Breed** (2:42) Cher—MCA	2	2	3	2
3	3	**Loves Me Like a Rock** (3:32) Paul Simon—Columbia	3	3	1	3
8	4	**Higher Ground** (3:10) Stevie Wonder—Tamla	6	4	5	1
5	5	**We're an American Band** (3:25) Grand Funk—Capitol	4	5	4	4
10	6	**Ramblin' Man** (3:36) Allman Brothers—Capricorn	4	6	6	7
13	7	**That Lady** (3:09) Isley Brothers—T-Neck	9	9	8	6
6	8	**Brother Louie** (3:55) Stories—Kama Sutra	7	10	7	12
7	9	**My Sweet Gypsy Rose** (2:51) Dawn—Bell	8	7	9	17
11	10	**Live and Let Die** (3:10) Paul McCartney and Wings—Apple	11	8	11	15
9	11	**Touch Me in the Morning** (3:51) Diana Ross—Motown	10	11	14	14
14	12	**My Maria** (2:32) B. W. Stevenson—RCA	12	12	10	13
19	13	**Angie** (4:30) Rolling Stones—Rolling Stones	16	14	13	9
12	14	**Saturday Night's Alright for Fighting** (4:55) Elton John—MCA	17	16	12	10
17	15	**China Grove** (3:14) Doobie Brothers—Warner Bros.	20	13	16	11
44	• 16	**Keep on Truckin'** (3:21) Eddie Kendricks—Tamla	19	17	19	8
1	17	**Let's Get It On** (3:58) Marvin Gaye—Tamla	14	18	16	16
16	18	**The Morning After** (2:14) Maureen McGovern—20th Century	13	15	20	23
37	• 19	**Heartbeat, It's a Love Beat** (2:59) DeFranco Family—20th Century	22	20	15	18
21	20	**Jimmy Loves Maryann** (3:25) Looking Glass—Epic	15	21	22	22
18	21	**Get Down** (2:38) Gilbert O'Sullivan—Mam	18	19	23	21
15	22	**Free Ride** (3:05) Edgar Winter Group—Epic	25	23	18	20
22	23	**Monster Mash** (3:00) Bobby Boris Pickett—Parrot	21	22	21	26
31	24	**All I Know** (3:48) Art Garfunkel—Columbia	23	26	25	28
33	25	**Midnight Train To Georgia** (3:55) Gladys Knight & the Pips—Buddah	27	24	26	24
45	• 26	**Basketball Jones** (4:04) Cheech & Chong—Ode	39	29	24	19
32	27	**Yes We Can Can** (3:55) Pointer Sisters—Blue Thumb	28	25	29	25
30	28	**Let Me In** (3:38) Osmonds—MGM	24	30	27	30
23	29	**Gypsy Man** (5:22) War—United Artists	30	28	30	27
56	• 30	**Paper Roses** (2:39) Marie Osmond—MGM	31	27	31	32
24	31	**In the Midnight Hour** (3:14) Cross Country—Atco	32	31	28	31
47	• 32	**Knockin' on Heaven's Door** (2:28) Bob Dylan—Columbia	26	33	32	39
26	33	**Sweet Charlie Babe** (2:38) Jackie Moore—Atlantic	29	36	34	29
—	• 34	**Photograph** (3:59) Ringo Starr—Apple	34	32	38	33
28	35	**Here I Am** (4:10) Al Green—Hi	33	34	35	37
27	36	**If You Want Me To Stay** (2:58) Sly and the Family Stone—Epic	36	37	40	37
34	37	**Bad Bad Leroy Brown** (3:02) Jim Croce—ABC/Dunhill	38	35	36	41
35	38	**You Got Me Anyway** (2:53) Sutherland Brothers and Quiver—Capitol	51	41	33	34
36	39	**Ghetto Child** (3:47) Spinners—Atlantic	41	38	42	44
41	40	**Summer (The First Time)** (4:37) Bobby Goldsboro—United Artists	37	40	44	46
49	41	**We May Never Pass This Way Again** (3:50) Seals & Crofts—Warner Bros.	45	39	41	42
42	42	**Rocky Mountain Way** (3:39) Joe Walsh—ABC/Dunhill	54	54	37	36
20	43	**Feelin' Stronger Every Day** (4:13) Chicago—Columbia	34	48	48	49
39	44	**The Hurt** (4:16) Cat Stevens—A & M	40	58	45	43
43	45	**Theme from Cleopatra Jones** (3:45) Joe Simon—Spring	61	46	46	35
—	• 46	**A Special Part of Me** (3:15) Diana Ross & Marvin Gaye—Motown	42	45	49	48
68	• 47	**Rubber Bullets** (3:50) 10 C.C.—U.K.	65	49	39	40
—	• 48	**Hurts So Good** (3:05) Millie Jackson—Spring	48	43	50	45
40	49	**Are You Man Enough** (3:24) Four Tops—ABC/Dunhill	43	57	43	55
—	• 50	**Just You 'n' Me** (3:44) Chicago—Columbia	46	51	47	47
48	51	**Loving Arms** (2:50) Dobie Gray—MCA	49	44	53	51
65	• 52	**Rhapsody in Blue** (3:45) Deodato—CTI	44	47	51	62
59	53	**Raised on Rock** (2:38) Elvis Presley—RCA	56	42	54	56
46	54	**Freedom for the Stallion** (3:45) Hues Corp.—RCA	52	50	55	54
29	55	**I Believe in You** (3:58) Johnnie Taylor—Stax	50	55	56	53
61	56	**Ashes to Ashes** (3:30) Fifth Dimension—Bell	47	53	57	64
—	• 57	**I Got a Name** (3:09) Jim Croce—ABC/Dunhill	68	52	52	50
36	58	**Angel** (3:34) Aretha Franklin—Atlantic	53	60	58	58
—	• 59	**Space Race** (3:21) Billy Preston—A & M	59	61	61	52
55	60	**Muskrat Love** (3:03) America—Warner Brothers	57	56	62	60
58	61	**Get It Together** (2:47) Jackson Five—Motown	67	64	66	57
69	62	**Evil** (3:09) Earth, Wind & Fire—Columbia	66	63	64	62
67	63	**Jesse** (4:00) Roberta Flack—Atlantic	64	59	71	66
60	64	**Sister James** (2:53) Nino Tempo & the 5th Ave. Sax—A & M	60	62	68	67
—	• 65	**Top of the World** (2:56) Carpenters—A & M	63	67	63	70
—	66	**To Know You Is To Love You** (3:54) B. B. King—ABC/Dunhill	58	66	67	74
—	67	**Such a Night** (2:55) Dr. John—Atco	73	70	69	61
64	68	**You've Never Been This Far Before** (2:56) Conway Twitty—MCA	55	65	73	*
—	69	**Woman from Tokyo** (2:56) Deep Purple—Warner Brothers	*	75	60	59
—	70	**Hello It's Me** (3:27) Todd Rundgren—Bearsville	69	69	*	72
—	71	**Why Me** (3:25) Kris Kristofferson—Monument	62	72	*	*
72	72	**Life Ain't Easy** (2:43) Dr. Hook & the Medicine Show—Columbia	75	71	72	*
73	73	**Nutbush City Limits** (2:57) Ike and Tina Turner—United Artists	*	*	65	68
54	74	**Believe in Humanity** (3:22) Carole King—Ode	71	*	75	*
—	75	**This Time It's Real** (2:44) Tower of Power—Warner Brothers	70	*	*	75

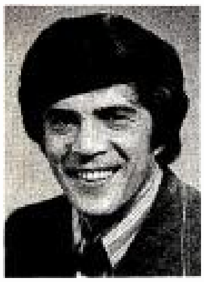
Alphabetical list (with this week's over-all rank):

All I Know (24), Angel (58), Angie (13), Are You Man Enough (49), Ashes to Ashes (56), Bad Bad Leroy Brown (37), Basketball Jones (26), Believe in Humanity (74), Brother Louie (8), China Grove (15), Delta Dawn (1), Evil (62), Feelin' Stronger Every Day (43), Free Ride (22), Freedom for the Stallion (54), Get Down (21), Get It Together (61), Ghetto Child (39), Gypsy Man (29), Half Breed (2), Heartbeat, It's a Love Beat (19), Hello It's Me (70), Here I Am (35), Higher Ground (4), The Hurt (44), Hurts So Good (48), I Believe in You (55), I Got a Name (57), If You Want Me To Stay (36), In the Midnight Hour (31), Jesse (63), Jimmy Loves Maryann (20), Just You 'n' Me (50), Keep on Truckin' (16), Knockin' on Heaven's Door (32), Let Me In (28), Let's Get It On (17), Life Ain't Easy (72), Live and Let Die (10), Loves Me Like a Rock (3), Loving Arms (51), Midnight Train To Georgia (25), Monster Mash (23), The Morning After (18), Muskrat Love (60), My Maria (12), My Sweet Gypsy Rose (9), Nutbush City Limits (73), Paper Roses (30), Photograph (34), Raised on Rock (53), Ramblin' Man (6), Rhapsody In Blue (52), Rocky Mountain Way (42), Rubber Bullets (47), Saturday Night's Alright for Fighting (14), Sister James (64), Space Race (59), A Special Part of Me (46), Such a Night (67), Summer (The First Time) (40), Sweet Charlie Babe (33), That Lady (7), Theme from Cleopatra Jones (45), This Time It's Real (75), To Know You Is to Love You (66), Top of the World (65), Touch Me in the Morning (11), We May Never Pass This Way Again (41), We're an American Band (5), Why Me (71), Woman from Tokyo (69), Yes We Can Can (27), You Got Me Anyway (38), You've Never Been This Far Before (68).

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

Fates & Fortunes®

Media



Mr. Greenberg

Martin Greenberg, general sales manager of ABC-owned WXYZ(AM) Detroit, named general manager, ABC's WLS(AM) Chicago. Mr. Greenberg, who has been with ABC-owned radio stations since 1964, succeeds **Paul Abrams,** who resigns.

David Abbott, general manager, WLWC(TV) Columbus, Ohio, joins WSPA-TV Spartanburg, S.C., in same capacity.

Fred Barber, broadcast operations manager, WMAL-TV Washington, named station manager.

Ken Williams, station manager, KORC(AM) Mineral Wells, Tex., named VP and station manager, KIXS-AM-FM Killeen, Tex. **Dan Acree,** news director, KTON-AM-FM Belton, Tex., named director of operations, KIXS-AM-FM.

H. Lewis Klein, VP, Gateway Communications, Cherry Hill, N.J., named executive VP. **George A. Koehler** is president of Gateway group (corrects Sept. 24 item).

Tom Frandsen, director of community affairs and chief of editorials, KHJ-TV Los Angeles, named VP-community affairs. **Fernando Del Rio,** host of KHJ-TV's *Community Feedback*, appointed VP-public affairs.

Brandon R. Tartikoff, formerly promotion manager, WTNH-TV New Haven, Conn., joins WLS-TV Chicago in similar position.

Rev. H. Francis Hines, consultant to Pennsylvania Governor's Justice Commission, joins WPVI-TV Philadelphia as director of advertising and public affairs.

Kurt Eichsteadt, with WGR-TV Buffalo, N.Y., named promotion manager.

Hazel Hardy, press representative, ABC, New York, appointed director of corporate information. **Carol Stevens,** director of public relations, Universal Studios tour division, Universal City, Calif., joins public relations staff of ABC as manager of special projects. **David Horowitz,** formerly manager of industry and audience relations, ABC, appointed manager of entertainment publicity.

Elizabeth Wellman, manager of administration and syndication, CBS-TV New York, named talent and program negotiator.

Don Whitehead, with WLAC(AM) Nashville, named community relations director.

Peter A. Kizer, assistant general manager, WWJ-AM-FM-TV Detroit, elected president, Michigan Association of Broadcasters. **George Lyons,** with WZZM-TV Grand Rapids and **Merrill Walker,** with WOAP(AM) Owosso, named VP and secretary/treasurer, respectively.

Broadcast Advertising

Mr. Gmiter

Patrick J. Gmiter, general sales manager, Cox Broadcasting's WIIC-TV Pittsburgh, named director of television sales, Cox Broadcasting Corp. Cox TV stations include: WSB-TV Atlanta; WHIO-TV Dayton, Ohio: WSOC-TV Charlotte, N.C., and KTVU(TV) San Francisco.

J. B. Chase, local sales manager, WCPO-TV Cincinnati, named sales manager.

Steven Zinbarg, VP-associate creative director, Chester Gore, New York, named senior VP-group account supervisor.

Herbert Zeltner, executive VP-corporate planning, Needham, Harper & Steers, New York, joins Kenyon & Eckhardt there as senior VP-director of marketing services and corporate planning.

Mr. Patrick

Don Patrick, VP-management supervisor, J. Walter Thompson, New York, joins Doyle Dane Bernbach there as senior VP-management supervisor.

Thomas O'Connor, account supervisor, Dancer - Fitzgerald - Sample, New York, appointed VP. **Lyn Salzberg,** account executive, D-F-S, appointed account supervisor.

Ted Fortin, copy supervisor, Cunningham & Walsh, New York, elected VP.

Michael E. Breslin, head of legal section, Leo Burnett, Chicago, elected VP. **Richard L. Cullen** and **John H. Nichols Jr.,** VP's, named management directors.

Carl Colombo, senior VP in charge of Los Angeles and San Francisco offices, Robert E. Eastman & Co., named to New York office in charge of Eastern region sales. **Gerald Schubert,** senior VP in charge of Chicago, St. Louis and Dallas offices, named to head Western region sales.

Metro Radio Sales office managers **Dick Gerken,** of San Francisco; **Steve Courtney,** Los Angeles; **Don Hart,** Atlanta; **Stan Vogin,** Philadelphia, and **Patricia Boatwright,** Dallas, elected VP's. **Mary Ann McGann,** controller, Metro Radio Sales, also elected VP.

Laura R. Seel, promotion specialist, CBS's Holt, Rinehart & Winston, New York, joins CBS Radio network sales as sales service manager.

Kevin Ahern, manager of marketing services, CBS, New York, named research director, lions group, Telerep, New York. **William Hutchinson,** research co-ordinator, CBS, joins Telerep as senior analyst, research staff.

Bella G. Werner, director of research, Robert E. Eastman Co., New York, joins Henry I. Christal Co. there in same capacity.

Roy Lindau, general sales manager, WIND(AM) Chicago, joins Major Market Radio Inc., New York, as account executive.

Larry Schnebly, local sales manager, KGUN-TV Tucson, Ariz., named regional sales manager. He is succeeded by **Don Kaneen,** account executive, KGUN-TV.

Lee Gorman, formerly licensee of WCWR(AM) Tarpon Springs, Fla., joins WILZ(AM) St. Petersburg Beach, Fla., as local and national sales manager.

Gerald Germain, VP-manager of general accounting and financial planning, Benton & Bowles, New York, elected treasurer.

Jack Trout, VP and director of marketing, Ries Cappiello Colwell agency, New York, named president. He succeeds **Al Ries,** appointed board chairman. **Al Beckerman,** with RCC, named executive VP and director of creative services.

John Linder, creative director of Kracht, Ryder, Minicus, New York, named senior art director, Cunningham & Walsh, New York. **Steven J. Roppolo,** head of his own TV commercial production firm in New York, named television producer at C&W.

David Anderson, with Botsford Ketchum, Los Angeles, appointed account executive.

Robert L. Garrison, media buyer, Grey Advertising, Detroit, joins Grey's Minneapolis office as media supervisor.

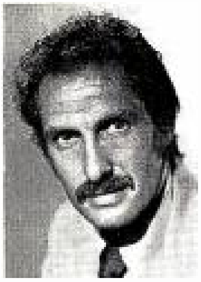
Charles E. Briggs, with Katz Agency, Detroit, joins Tracy-Locke, Columbus, Ohio, as media supervisor.

Madeleine Morrissey, formerly with Grant Advertising, New York, named director of advertising and public relations, Dana Perfumes Corp. there.

Programing

Walter C. Liss, director of advertising and public affairs, WPVI-TV Philadelphia, appointed program director, WKBW-TV Buffalo, N.Y. He succeeds **Alan Perris,** who joined Post/Newsweek broadcasting group as program executive (BROADCASTING, Aug. 20).

Rod Weller, assistant program/operations manager, WFLA-AM-FM Tampa, Fla., named program/operations manager. He succeeds **Jerry Good,** appointed general manager, CHFI-FM Toronto. **Bill Phisher,** with WFLA, named music director.


Mr. Antonowsky


Mr. Massey

Marvin Antonowsky, VP-program development, NBC-TV, appointed VP-programs, East Coast. **Perry E. Massey Jr.,** director, special programs, NBC-TV, named director, program administration and operations. **Eleanor Timberman,** Eastern Executive creative director of project development, MGM, joins NBC-TV as director of program development.

Peter Calabrese, producer/director, ABC-TV's *In Concert,* named director, Group W Production's *Mike Douglas Show.* **Doug Stewart,** assistant to producer, appointed associate director.

Allan Blye and **Chris Bearde,** producers of *Sonny and Cher Comedy Hour,* join Screen Gems, New York, as independent producers to develop situation comedy shows. First assignment is preparing *The Furst Family of Washington* for ABC TV.

Don Miller, formerly VP, Campbell Ewald, named VP-creative services, Boulevard Communication Group, Detroit, division of Boulevard Corp., Detroit-based photography and film production company.

John Moynihan, sports director, WJOY(AM) Burlington, Vt., named announcer for New England Whalers, Boston hockey team.

Broadcast Journalism

James J. Van Messel, executive producer, WXYZ-TV Detroit, named news director, KPIX(TV) San Francisco.

Dick Byrd, general assignment reporter, WMC-TV Memphis, named assignment editor and reporter on local segment, NBC's *Today.* **Carolyn Ogilby,** graduate of Memphis State University, joins WMC as general assignment reporter. **John W. Haralson,** producer-writer, WHBQ-TV Memphis, joins WMC-TV as producer.

Richard A. Stark, news and public-affairs director, WKBD-TV Detroit, joins WJRT-TV Flint, Mich., as news manager.

David Fowler, news editor, KCBS(AM) San Francisco, named chief of station's news bureau in San Jose, Calif.

Ken Henson, anchorman/producer, KQTV(TV) St. Joseph, Mo., named co-anchorman/producer, KQTV's *Newswatch.* **Jim Burris,** news director, KQTV, appointed co-anchorman, *Newswatch.*

Martha Teichner, with news staff, WZZM-TV Grand Rapids, Mich., named general assignment reporter, WTVJ(TV) Miami.

Howard Ain, anchorman/reporter, WPSD-TV Paducah, Ky., joins WLWD(TV) Dayton, Ohio, as reporter.

David J. Colmans, formerly public relations officer, Associated Industries of Alabama, named news director, WDAK(AM) Columbus, Ga.

Troy Deneke, recently discharged from Army, joins KIXS-AM-FM Killeen, Tex., as news director.

Anthony Gonzalez of WWNR(AM) Beckley, W. Va., elected VP-Eastern district, Associated Press Broadcasters Association.

Dave Plyler, with WXII(TV) Winston-Salem, N.C., elected president, North Carolina Associated Press Broadcasters Association. New VP is **Roy Hardee,** WITN-TV Washington, N.C. **Jon Mangum,** WWAY(TV) Wilmington, **Don Smith,** WZOO(AM) Asheboro, and **Ron Hester,** WATA(AM) Boone, all North Carolina, elected directors of east, central and west areas respectively.

Mary Toevs, public-relations director, noncommercial KCPT-TV Kansas City, Mo., named senior assignment editor, WDAF-TV there. She succeeds **Barry Morris,** appointed reporter. **Dan Henry,** with WDAF(AM), joins WDAF-TV as reporter.

Cliff Dodge, newsman and sports director, KVOR-AM-FM Colorado Springs, joins news staff, KOA-AM-FM Denver. **Jim West,** formerly with KOA-AM-FM, rejoins station as newsman.

Cablecasting

Alain Onesto, producer/director, Empire State Cable TV, Binghamton, N.Y., appointed program director, suceeding Elliot Brodsky, who resigns to become independent program consultant.

Equipment & Engineering

Robert W. Wirtick technical supervisor, CBS-TV, New York, named engineer-in-charge, technical services.

Daniel J. Yomine, senior VP-operations and data products, International Video Corp., Mountain View, Calif., appointed president and chief executive officer, Consolidated Video Systems Inc., Santa Clara, Calif. **Charles D. Corbett,** formerly with Ampex Corp., Chicago, joins Consolidated Video as national field sales manager.

John V. Harrington, on faculty of Massachusetts Institute of Technology, Boston, and director of MIT's Center for Space Research, joins Comsat, Washington, as VP-research and engineering.

Mason Hamilton, with Jerrold Electronics, named Southeast regional sales manager for CATV equipment and installation, GTE Sylvania. Stamford, Conn.

M. Peter Keene, with sales staff, Cartridge Television Inc., joins Philips Broadcast Equipment Corp., Montvale, N.J., as national accounts market specialist for Philips Broadcast's Norelco video cassette recorder.

Robert J. Brown, with 3M Corp., St. Paul, named marketing director, 3M's Mincom division.

Bissell J. Smith, formerly president, Oak Industries in Hong Kong, named group VP-components, Oak Industries, Crystal Lake, Wis.

David M. Weisbrod, sales manager, Sanford Corp., office-supply firm, joins K'Son Corp., Orange, Calif., communications systems manufacturer, in same capacity.

Allied Fields

Theodore F. Shaker, president, American Research Bureau, elected VP of parent company, Control Data Corp., New York.

Robert L. Hilliard, chief, FCC's Educational Broadcasting Branch, re-elected chairman, Federal Interagency Media Committee, Washington.

W. R. Simmons, president, W. R. Simmons & Associates Research Inc., New York, media-research subsidiary of Cordura Corp., Los Angeles, appointed board chairman. He is succeeded by **Frank Stanton,** assistant to president, American Home Products Corp., and former senior VP, Benton & Bowles.

Lincoln Diamant, president of Spots Alive Inc. New York, broadcast advertising consultant and author of books on television, appointed visiting professor of communications at Hofstra University, Hempstead, N.Y.

Marion Stephenson, VP-planning, NBC radio network, New York, appointed one of Princeton University's Woodrow Wilson senior fellowships. Her main duty is week-long stints as visiting professor at three colleges still to be named, compatible with her duties at NBC.

Deaths

Carmen R. Runyon Jr., 80, pioneer with Major Edwin H. Armstrong in development of FM broadcasting, died Sept. 19 in New York. He was credited with building, in 1935, experimental FM station over which he beamed description of transmitting equipment to meeting of Institute of Radio Engineers at which Major Armstrong delivered paper revealing his invention. Mr. Runyon is survived by his wife and two children.

Jim Croce, 30, singer-songwriter ("Bad, Bad Leroy Brown" and "Don't Mess with Jim"), died Sept. 20 in crash of private plane in Natchitoches, La. Four members of Mr. Croce's died with him.

Jack Light, 94, founder and first manager of WTAR(AM) Norfolk, Va., died Aug. 24. Mr. Light was Virginia's first pioneer broadcaster, having put WTAR on the air in 1923.

Glenn Strange, 74, television and movie actor, died Sept. 20 in Los Angeles. Mr. Strange succeeded Boris Karloff as the monster of Frankenstein movie series. He later appeared in *Gunsmoke* for over 11 years as bartender Sam. He is survived by his wife, Nin, and one daughter.

For the Record®

As compiled by BROADCASTING Sept. 18 through Sept. 24 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary CARS—community antenna relay station. CH— critical hours. CP—construction permit. D-day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. 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.

New TV stations

Applications

■ Ocala, Fla.—Marion Communications Corp. Seeks UHF ch. 51 (692-698 mhz); ERP 1127.2 kw vis, 225.4 kw aur. HAAT 927 ft.; ant. height above ground 928.5 ft. P.O. address 1516 SW Third Avenue, Ocala 32670. Estimated construction cost $1,280,173; first-year operating cost $325,000; revenue $400,000. Geographic coordinates 29° 25′ 29″ north lat.; 82° 13′ 28″ west long. Type trans. RCA TTU-55B. Type ant. RCA TFU-30J(H). Legal counsel Fletcher, Herald, Rowell, Kenehan & Hildreth, Washington; consulting engineer W. J. Kessler Associates, Gainesville, Fla. Principals: R. Joseph Zeigler, Thomas P. Hicks each (37.5%), et al. Mr. Zeigler owns insurance firm in Gainsville, Fla. Mr. Hicks is land developer and apartment owner in Ocala and Tallahassee, both Florida. Ann. Sept. 17.

■ *Sumter, S.C.—South Carolina Educational Television Commission. Seeks UHF ch. 27 (548-554 mhz); ERP 458 kw vis, 92 kw aur. HAAT 1148 ft.; ant. height about ground 1196 ft. P.O. address 27112 Millwood Avenue, Columbia, S.C. 29205. Estimated construction cost $756,600; first-year operating cost $375,000; revenue none. Geographic coordinates 33° 52′ 52″ north lat.; 80° 16′ 14″ west long. Type trans. RCA TTU-30B. Type ant. RCA TFU-46K. Legal counsel Dow, Lohnes & Alberston, Washington; consulting engineer Lohnes and Culver, Washington. Principals: Henry J. Cauthan is general manager of South Carolina Educational Television Commission. Ann. Sept. 12.

Action on motion

■ Administrative Law Judge Lenore G. Ehrig, in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, in response to clarifying letter by Lamar Life to its motion to correct transcript, made additional correction to the transcript (Docs. 18845-9). Action Sept. 14.

Existing TV stations

Final actions

■ KZAZ-TV Nogales, Ariz.—FCC granted application of I.B.C., licensee, to establish KZAZ-TV main studio at Tucson, Ariz. Objections by Universal Communications Corp., licensee of KOLD-TV

Tucson; KVOA Television Inc., licensee of KVOA-TV Tucson, and May Broadcasting Co., licensee of KGUN-TV Tucson, were denied. Action Sept. 19.

■ KGMB-TV Honolulu—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 1534 Kapiolani Boulevard, Honolulu (BRCTV-30). Action Sept. 14.

■ WPTA(TV) Roanoke, Ind.—Broadcast Bureau granted CP to change type trans. (BPCT-4638). Action Sept. 14.

■ WIIL-TV Terre Haute, Ind.—Broadcast Bureau granted license covering new station (BLCT-2208). Action Sept. 14.

■ WNBC-TV New York—Chief, complaints and compliance division, informed Committee to Elect Abraham D. Beame, Democratic candidate for Mayor of New York City, that its request that WNBC-TV be directed to permit Beame to appear during local time segments on Sept. 15 Democratic National Committee telethon must be denied. Action Sept. 17.

■ WOR-TV New York—Chief, complaints and compliance division, informed John Cervase that no further action is warranted on his complaint that WOR-TV failed to afford reasonable opportunity for opposing views concerning construction of Kawaida Towers project in Newark, N.J. Action Sept. 21.

■ WTOL-TV Toledo, Ohio—Broadcast Bureau granted CP to make changes in ant. system; ERP Vis. 295 kw; aur. 35.5 kw (BPCT-4634). Action Sept. 14.

■ Washington and Baltimore—FCC denied petitions by United Television Co. (WFAN-TV Washington) and United Television Company of Eastern Maryland Inc. (WMET Baltimore) for stay of two commission orders released Aug. 8 directing two United licensees to resume operations of stations. (Docs. 18559, 18561-63, 19336-38). Action Sept. 19.

■ FCC held in abeyance, until decision is reached in over-all prime time proceeding, request by Bill Burrud Productions Inc. for waiver of "off-network" provisions of prime time access rule to permit presentation of *Animal World* program series. Action Sept. 19.

■ Chief, complaints and compliance division, in Washington, informed National Citizens Committee for Broadcasting that there was no showing that any of CBS affiliates which did not broadcast *Sticks and Bones* scheduled by the network for Aug. 17, and two episodes of *Maude*, dealing with subject of abortion, had failed to meet fairness doctrine obligation. Action Sept. 21.

Actions on motions

■ Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFAA-TV], and WADECO Inc.), TV proceeding, granted motion by Belo Broadcasting Corp., and extended from Sept. 17 to Sept. 27 time for exchange of exhibits; from Sept. 28 to Oct. 9 for notification of witnesses; and scheduled further prehearing conference for Sept. 28. In separate action, denied request by WADECO Inc. for permission to file appeal from presiding officer's order released Aug. 3 Docs. 19744-4). Action Sept. 10.

■ Administrative Law Judge Frederick W. Denniston in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Company), TV proceeding, granted petition by Southern to amend application to indicate changes in certain business interests of John G. Johnson, officer and director of Southern (Docs. 18906-7). Action Sept. 17.

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]) TV proceeding, granted petition by WLCY-TV to amend application to reflect changes made in interim ownership reports on behalf of WLCY-TV Inc. and on behalf of parent company, Rahall Communications Corp. (Doc. 19627). Action Sept. 18.

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]), TV proceeding, granted motion by WLCY-TV Inc. and extended certain procedural dates, with hearing rescheduled for Oct. 15 (Doc. 19627). Action Sept. 10).

■ Administrative Law Judge Chester F. Naumowicz in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, deferred action on petition by Las Vegas Valley to amend application, filed Sept. 4, until Sept. 28 or until Valley shall file supplementary documentation, whichever shall be sooner, and that in event Valley shall file supplementary documentation, other parties shall be afforded seven calendar days in which to respond (Docs. 19519, 19581). Action Sept. 12.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, granted petitions by Central Florida Enterprises to amend application to change location proposed for studios (Docs. 19168-70). Action Sept. 18.

■ Chief, Office of Opinions and Review, in Washington (United Television Company [WFAN-TV], et al.), TV and AM proceeding, granted request by Washington Community Broadcasting Co., and extended through Oct. 12, time in which to file oppositions to petition to reopen record and enlarge issues by United Television Co. and United Broadcasting Co. (Docs. 18559, 18561-3). Action Sept. 14.

Other actions

■ Review board in Charlotte, N.C., TV proceeding, denied application by Jefferson-Pilot Broadcasting Co., licensee of WBTV(TV) Charlotte, to increase ant. height from 1,086 ft. to 1,800 ft. and move trans. site from point 15 miles west of Charlotte to location 28 miles north of city (Doc. 18880). Action Sept. 14.

■ Review board in Dallas TV proceeding, petition by Gordon Dealey Jackson, Gilbert Stuart Jackson, and Henry Allen Jackson to amend hearing order issued May 23 in Dallas TV proceeding (Docs. 19744-5). Proceeding involves application of Belo Broadcasting Corp. for renewal of license for WFAA-TV Dallas and competing application of WADECO Inc. for CP for WFAA-TV facilities. Action Sept. 17.

New AM stations

Final actions

■ Independence, Calif.—Israel Sinofsky and Sol Leroy, dba Mt. Whitney Broadcasters. Broadcast Bureau granted 600 khz, 500 w-D. P.O. address c/o Israel Sinofsky, Box 27881, Los Angeles 90027. Estimated construction cost $23,124; first year operating cost $23,092; revenue $26,250. Principals: Israel Sinofsky (51%) and Sol Leroy (49%). Mr. Sinofsky owns movie theater in Moorpark, Calif. Mr. Leroy is employed by Systems Sales Inc., Los Angeles (BHP-19396). Action Sept. 13.

■ Mt. Pleasant, Iowa—FCC denied application by Pleasant Broadcasting Co. for review of memorandum opinion and order of review board released June 14 denying Pleasant's petition for reconsideration of review board action affirming Administrative Law Judge Ernest Nash's grant of application of BCST Co. of Iowa for new AM at Mt. Pleasant (Docs. 18594-6). Action Sept. 19.

Actions on motions

■ Administrative Law Judge John H. Conlin in Clinton, Mass. (Radio Clinton Inc.), AM proceeding, ordered that further conference scheduled for Sept. 12 be rescheduled for Sept. 26 (Doc. 19731). Action Sept. 11.

■ Administrative Law Judge Lenore G. Ehrig in Salem and Derry, N.H. (Salem Broadcasting Co., et al.), AM proceeding, denied petition by Frank's Broadcasting Co., licensee of WHIM(AM) Providence, R.I., to intervene, and petition by Spacetown Broadcasting to dismiss applications (Docs. 19434-6). Action Sept. 18.

■ Administrative Law Judge Lenore G. Ehrig in Salem and Derry, both New Hampshire (Salem Broadcasting Co., et al.), AM proceeding, granted petition by New Hampshire Broadcasting Corp. to amend application to include up-dated loan commitment letter from Merrimack Valley National Bank to applicant and statement from parties required to provide guaranties evidencing their willingness to so provide, and in separate action, scheduled further prehearing conference for Oct. 2 for purpose of establishing procedural schedule which will govern course of proceeding (Docs. 19434-6). Action Sept. 18.

■ Administrative Law Judge Ernest Nash in Centreville, Va. (Centreville Broadcasting Co.), AM proceeding, on request of O.K. Broadcasting Corp. ordered proposed findings of fact and conclusions be filed by Oct. 1 in lieu of Sept. 24, and replies by Oct. 16, instead of Oct. 9 (Doc. 18888). Action Sept. 18.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz and Aptos-Capitola, both California (St. Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, on request of St. Cross Broadcasting, ordered hearing to resume Oct. 24 for purpose of taking evidence on issues concerning St. Cross Broadcasting (Docs. 19503, 19506). Action Sept. 19.

■ Administrative Law Judge Chester F. Naumowicz Jr. on the dates shown: in Santa Cruz and Aptos-Capitola, both California (St. Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, on request of Progressive, continued hearing now scheduled for Sept. 24 to Nov. 19 (Docs. 19503, 19506). In separate action, granted motion by Progressive to amend application filed July 30 to reduce power and to report sale of broadcast station in which certain of its partners hold interest, and accepted amendment (Docs. 19503, 19506). Action Sept. 12 and 13.

■ Administrative Law Judge Herbert Sharfman, in Wallingford and Ridgefield, Conn. (Quinnipiac Valley Service Inc. and Radio Ridgefield Inc.), AM proceeding, on judge's own motion, scheduled oral argument for Oct. 16 and stayed effective date of order released Sept. 11 pending ruling after oral argument (Docs. 19686-7). Action Sept. 17.

■ Administrative Law Judge James F. Tierney in Yabucoa, Puerto Rico (Lucas Tomas Muniz and James Calderon), AM proceeding, granted petition by Mr. Calderon to amend application to reflect change in type transmitter he intends for proposed facility (Docs. 19056-7). Acion Sept. 17.

Existing AM stations

Applications

■ WVSA Vernon, Ala.—Seeks CP to change ant. trans and main studio location to .6 mile north on State Highway 17, Vernon. Ann. Sept. 18.

■ WWCM Brazil, Ind.—Seeks CP to install new tower to support FM ant. Ann. Sept. 18.

■ WKYO Caro, Mich.—Seeks CP to change hours of operation to Untld. with 1 kw, DA-2, and change type trans. Transmitter site changed to east side of Colling Road, extended, south of Dixon Road, Caro. Ann. Sept. 18.

■ WRXO Roxboro, N.C.—Seeks CP to increase ant. height to 259.3 ft. and topmount FM ant. pole. Ann. Sept. 18.

■ WREO Ashtabula, Ohio—Seeks CP to decrease height of tower No. 1. Ann. Sept. 18.

Final actions

■ KQIL Grand Junction, Colo.—Broadcast Bureau granted CP to increase ant. height to 440 ft. and change type trans. (BP-19,492). Action Sept. 12.

■ WKKX DeLand, Fla.—Broadcast Bureau granted remote control from 700 Highway 92, DeLand, Fla. (BRC-3668). Action Sept. 12.

■ KOFE St. Maries, Idaho—Broadcast Bureau graneted CP to change frequency to 1490 khz, add 250 w N with 1 kw D-U; remote control from main studio; condition (BP-19409). Action Sept. 14.

■ WTIQ Manistique, Mich.—Broadcast Bureau granted mod. of license covering change of hours of operation from SH to U (BML-2480). Action Sept. 14.

■ WILT Lansing, Mich.—Broadcast Bureau granted license covering changes; trans.-studio location re-described as 3200 Pine Tree Rd., one half mile south of Lansing City limits (BL-13,159). Action Sept. 12.

■ WOND Pleasantville, N.J.—Broadcast Bureau granted mod. of license covering change of main studio location and remote control point outside city limits to 15 South Shore Road, Linwood, N.J.; rule waived (BML-2479). Action Sept. 14.

■ KRMC Midwest City, Okla.—Broadcast Bureau granted license covering CP for new AM; studio and trans. location 0.4 miles east of junction southeast Route 67 and Bryand, Midwest City (BL-13,462). Action Sept. 13.

■ KTRM Beaumont, Tex.—Broadcast Bureau granted license covering changes; studio-trans. location 4590 Dowlen Road, Beaumont (BL-13,420). Action Sept. 12.

■ WRIG Wausau, Wis.—Broadcast Bureau granted CP to install stub on top 100 ft. of self-supporting tower; condition (BP-19493). Action Sept. 14.

■ FCC granted Mutual Broadcasting System waiver of radio dual network rules to permit simultaneous broadcast of football games and hourly news programs on its affiliated stations in same market. Action Sept. 19.

Actions on motions

■ Administrative Law Judge John H. Conlin in Cleveland Heights, Ohio (Friendly Broadcasting Co.), renewal of licenses for WJMO-AM and WLYT(FM) Cleveland Heights, AM-FM proceeding, denied Broadcast Bureau's petition of July 31 to reopen record to receive rebuttal evidence (Doc. 19412). Action Sept. 12.

■ Administrative Law Judge John H. Conlin in Cleveland Heights, Ohio (Friendly Broadcasting Co.), renewal of license for WJMO(AM)-WLYT (FM) Cleveland Heights, granted motion by Friendly Broadcasting and extended to Nov. 14 time in which to file proposed findings and conclusions (Doc. 19412). Action Sept. 10.

■ Administrative Law Judge Basil P. Cooper in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC] and Midwest Radio-Television Inc. [WCCO]), AM proceeding, in response to notice of WCCO's intent to take depositions of six persons, and motion by WNYC to set aside WCCO notice to take depositions, declined to issue order directing that depositions not be taken without prejudice to right of interested parties to object to receipt in evidence of depositions if and when they are offered in evidence (Docs. 11227, 17588, 19403). Action Sept. 18.

■ Administrative Law Judge Byron E. Harrison in Nashua, N.H. (Eastminster Broadcasting Corp.), renewal of licenses for WOTW-AM-FM Nashua, by mutual agreement of parties at Sept. 12 prehearing conference, scheduled hearing on reopened record for Nov. 13 in Nashua (Docs. 19564-5). Action Sept. 12.

■ Administrative Law Judge David I. Kraushaar in Richmond, Va. and Sanford, N.C. (WGOE Inc. and Crest Broadcasting Corp.), license renewal AM proceeding, granted two motions by Broadcast Bureau filed Aug. 1 requesting production of specified documents for inspection and copying, and further

Summary of broadcasting

According to the FCC, as of Aug. 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,368	4	18	4,390	46	4,436
Commercial FM	2,417	0	41	2,450	123	2,581
Commercial TV-VHF	505	1	6	512	7	520
Commercial TV-UHF	189	0	3	192	42	245
Total commercial TV	694	1	9	704	49	765
Educational FM	590	0	21	611	82	693
Educational TV-VHF	87	0	4	91	3	95
Educational TV-UHF	123	0	14	137	5	143
Total educational TV	210	0	18	228	8	238

* *Special temporary authorization.*

ordered that documents specified in motions be produced for purpose requested by each applicant at time and place mutually convenient to counsel not later than Oct. 12 (Docs. 19757-8). Action Sept. 12.

■ Administrative Law Judge Reuben Lozner in Moundsville, W.Va. (Miracle Valley Broadcasting Co. [WEIF]), AM proceeding, on request of Miracle Valley, postponed certain procedural dates (Doc. 19794). Action Sept. 18.

■ Chief, Office of Opinions and Review, in Puyallup, Wash. (KAYE Broadcasters Inc.), renewal of license of KAYE, granted request by KAYE and extended to Oct. 1 time in which to respond to Broadcast Bureau's second contingent petition to enlarge issues (Doc. 1829). Action Sept. 19.

■ Chief, Office of Opinions and Review, in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM-FM proceeding, granted consent motion to Star Stations of Indiana Inc., Central States Broadcasting Inc. and Star Broadcasting Inc. and extended to Sept. 21 time in which to file oppositions to exceptions to initial decision and supplemental initial decision (Docs. 19122-5). Action Sept. 12.

Fines

■ WRUF and WDVH, both Gainesville, Fla.—FCC denied applications of University of Florida, licensee of WRUF, and DAE Broadcasting Co., licensee of WDVH, for mitigation or remission of $2,000 forfeitures imposed on stations for violations of U.S. Code by broadcasting lottery information. Action Sept. 19.

■ WDMG Douglas, Ga.—FCC notified WDMG Inc., licensee, that it has incurred apparent liability of $2,500 for violation of rules by failing to log weekly meter readings and calibrations; by failing to operate station according to its license terms in that no daily entries were made in operating log and for violation of license by continuing to operate in non-directional mode beyond times specified for change to directional mode. Action Sept. 19.

■ WKAZ Charleston, W. Va.—FCC notified WKAZ Inc., licensee, that it has incurred apparent liability for $750 for repeated failure to make field intensity measurements at each monitoring point at least once every 30 days as required by terms of license. Action Sept. 19.

Call letter applications

■ WCME Brunswick, Me.—Seeks WKXA.

■ WTTO Toledo, Ohio—Seeks WTUU.

■ WORK York, Pa.—Seeks WZIX.

Call letter action

■ WRKY Richmond, Ky.—Granted WEKY.

Designated for hearing

■ WKYZ Madisonville, Tenn.—FCC designate for hearing application of Monroe Broadcasters Inc. for renewal of license for WKYZ Madisonville (BR-4635). Hearing issues include question whether Monroe knowingly engaged in fraudulent billing practices in violation of rules. Action Sept. 19.

New FM stations

Application

■ Carthage, Tenn.—Carthage Broadcasting Co. seeks 102.3 mhz, 3 kw. HAAT-49 ft. P.O. address Box 179, Carthage 37030. Estimated construction cost $15,337; first-year operating cost $11,420; revenue $12,000. Principals: Reggie L. Honey and James T. Watts (each 100%). Messrs. Honey and Watts own WRKM(AM) Carthage. Ann. Sept. 12.

Final actions

■ Kalispell, Mont.—North Valley Broadcasting Enterprises Inc. FCC granted 97.1 mhz, 96.3 kw. HAAT minus 193 ft. P.O. address Box 1875, Billings, Mont. 59103. Estimated construction cost $33,774; first-year operating cost $46,688; revenue $48,000. Principals: Harold Erickson, president of nonprofit corporation, et al. Mr. Erickson is president of Chrishan Enterprises Inc., licensee of KGLE-(AM)-KIVE(FM) Glendale, KGVW-AM-FM Belgrade and KURL-AM-FM Billings, all Montana. Action Sept. 11.

■ Mercersburg, Pa.—Fulton Broadcasting Co. Broadcast Bureau granted 92.1 mhz, 3 kw. HAAT 294 ft. P.O. address RD 3, Shippensburg, Pa. 17257. Estimated construction cost $83,534; first-year operating cost $29,100; revenue $25,000. Principals: Susan B. and Richard A. Fulton (together 100%). Mrs. Fulton is account executive with WASH-FM Washington. Mr. Fulton, a lawyer, is vice president and general counsel at United Business Schools Association, Washington (BPH-8326). Action Sept. 11.

■ Alice, Tex.—Bethany Investment Corp. Broadcast Bureau granted 102.3 mhz, 3 kw. HAAT 300 ft. P.O. address 15055 Memorial #102, Houston 77024. Estimated construction cost $35,000; first-year operating cost $48,550; revenue $53,000. Principals: Morris T. and Julianne Covington and Barry H. and Ruthellen Snowden (each 25%). Mr. Covington is director and stockholder in Taft Communication Systems Inc., Houston electronic equipment manufacturing firm. Mr. Snowden is former teacher (BPH-8428). Action Sept. 11.

■ Washington—FCC dissolved stay of hearing in proceeding on Pacifica Foundation's application for noncommercial FM station in Washington. Hearing to be resumed on date presiding judge orders (Doc. 18634). Action Sept. 19.

Actions on motions

■ Administrative Law Judge Frederick W. Denniston in Dinuba, Calif. (Radio Dinuba Co. and Korus Corp.), FM proceeding, granted motion to correct transcript filed Aug. 27 by Radio Dinuba, and corrected transcript as specified in motion (Docs. 19566-7). Action Sept. 13.

■ Administrative Law Judge Frederick W. Denniston in Ogallala, Neb. (Industrial Business Corporation and Ogallala Broadcasting Co.), FM proceeding, granted motion by Ogallala Broadcasting and reopened record, accepted amendment to its application to update bank letter of credit specifying terms of loan being made available, and amended application accordingly, and closed record (Docs. 19559-60). Action Sept. 10.

■ Administrative Law Judge Frederick W. Denniston in Corpus Christi, Tex. (A. V. Bamford), FM proceeding, ordered that proposed findings and conclusions be filed by Nov. 19 and replies by Nov. 29 (Doc. 19089). Action Sept. 17.

■ Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (Intercast Inc. and Royce International Broadcasting), FM proceeding, granted petition by Broadcast Bureau and extended from Sept. 14 to Sept. 28 time for filing proposed findings of fact and conclusions, and to Oct. 19 time for filing reply findings (Docs. 19516, 19611). Action Sept. 11

■ Administrative Law Judge Lenore G. Ehrig in Atlanta, Tex. (KALT-FM Inc. and Cass County Broadcasting Co.), FM proceeding, by separate actions, granted petition by KALT-FM to amend application to include current financial statements of stockholders, to include estimated amount of legal costs to $10,000 and to add bank letter of credit in amount of $15,000 to cover additional costs; and granted petition by Cass County to amend application to include loan commitment letter which would replace previous letter containing identical terms which expired on Aug. 12, and commitments of Gloria D. Herring and A. T. Moore to endorse and guarantee loan (Docs. 19782-3). Action Sept. 19.

■ Chief Administrative Law Judge Arthur A. Gladstone: Elgin and Glen Ellyn, both Illinois (Board of Education, Union School District 46 [*WEPS-(FM)] and College of Dupage, District 502), educational FM proceeding, designated Administrative Law Judge James F. Tierney to serve as presiding judge; scheduled prehearing conference for Oct. 18 and hearing for Dec. 3 (Docs. 19820-2). Action Sept. 13.

■ Chief Administrative Law Judge Arthur A. Gladstone in Bloomington, Ind. (Henderson Broadcasting Co., Indiana Communications Inc. and Bloomington Media Corp.), FM proceeding, designated Administrative Law Judge Lenore Ehrig to serve as presiding judge and scheduled prehearing conference for Oct. 11, and hearing for Nov. 28 (Docs. 19813-5). Action Sept. 7.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc., and Cumberland Broadcasting Co.), FM proceeding, granted joint motion by both applicants, corrected joint exhibit and extended to Sept. 26 time for filing proposed findings and motions to correct hearing transcripts, and to Oct. 15 for replies (Docs. 19468, 19471). Action Sept. 11.

■ Administrative Law Judge James F. Tierney in Bisbee, Ariz. (Bisbee Broadcasters Inc. and Wrye Associates), FM proceeding, granted petition by Wrye Associates to amend application to reflect information concerned with staffing and financial issues designated against it (Docs. 19754-5). Action Sept. 17.

Other actions

■ Review board in Bisbee, Ariz., FM proceeding, in response to petition by Wrye Associates, added issue to determine adverse effects if any, which may result from proximity of Bisbee Broadcasters Inc. proposed tower and ant. system to other towers and ant. systems, in proceeding involving their mutually exclusive applications for new FM to operate on 92.1 mhz at Bisbee (Docs. 19754-5). Action Sept. 17.

■ Review board in Glenwood Springs, Colo., FM proceeding, dismissed "suggestion" by Glenwood Broadcasting Inc. that Review Board reconsider memorandum option and order released Aug. 16 denying Glenwood's petition to add issues against Colorado West Broadcasting Inc. (Docs. 19588-9). Glenwood and Colorado West are competing applicants for new FM to operate on ch. 224 at Glenwood Springs. Action Sept. 14.

■ Review board in Wilmington, Ohio granted application of Clinton County Broadcasting Corp. for 102.3 mhz, 3 kw. HAAT 300 ft. P.O. address 255 C, Route 4, Wilmington 45177. Estimated construction cost $34,805; first-year operating cost $41,208; revenue $42,180. Principals: Herbert E. and Ann M. Shaper (together 40%), Daryl E. Heckerson (33.33%) and Gary L. West (26.6%). Review board denied mutually exclusive application of 5 KW Inc. for same facilities (Doc. 19218). Action Sept. 17.

Rulemaking petitions

■ WXBM-FM Milton, Fla.—Seeks amendment of FM table of assignments to substitute ch. 274C for presently assigned 272A at Milton (RM-2251) and issue order to show cause why WXBM-FM Milton should not operate on ch. 274C in lieu of 272A. Ann. Sept. 17.

■ KMCD Fairfield, Iowa—Seeks amendment of FM table of assignments to delete ch. 249A from Ottumwa, Iowa and reassign it to Fairfield (RM-2252). Ann. Sept. 17.

■ KVOB Bastrop, La.—Seeks amendment of FM table of assignments by assigning ch. 261A to Bastrop (RM-2249). Ann. Sept. 17.

■ Westerville, Ohio—Richard N. Seiler, et al. Seek amendment of FM table of assignments to assign ch. 276A to Johnstown, Ohio (RM-2250). Ann. Sept. 17.

Rulemaking actions

■ Lexington, Mo.—FCC, in rulemaking notice, proposed amendment of FM table of assignments by substituting class C ch. 293 for ch. 292A at Lexington (RM-1910). Action Sept. 19.

■ Lake City, S.C.—FCC, in rulemaking notice, proposed amendment of FM table of assignments to assign ch. 261A to Lake City and to substitute ch. 252A for ch. 261A at Kingstree, S.C. (RM-2065). Action Sept. 19.

Call letter application

■ Jim and Tom Hassenger Broadcasting Co., Sioux City, Iowa—Seeks KBCM(FM).

■ Gardner-Webb College, Boiling Springs, N.C.—Seeks *WGWG(FM).

■ Magic Valley Broadcasting Inc., Harlingen, Tex.—Seeks KMBS(FM).

Call letter actions

■ Mayflower Hill Broadcasting Corp., Waterville, Me.—Granted *WMHB(FM).

■ Radio Pittsfield Inc., Pittsfield, Mass.—Granted WGRG-FM.

■ J. Boyd Ingram, Clarksdale, Miss.—Granted WJBI(FM).

■ KWEL Inc. Midland, Tex.—Granted KBAT(FM).

Designated for hearing

■ Birmingham, Ala.—FCC scheduled oral argument for Nov. 5 on application by Voice of Dixie Inc.

for review of review board decision granting application of First Security and Exchange Co. for new class C FM in Birmingham (Docs. 18664, 18666). Action Sept. 19.

Existing FM stations

Final actions

■ KOSE-FM Osceola, Ark.—Broadcast Bureau granted CP to delete dual polarization; ERP 11 kw; ant. height 265 ft. (BPH-8543). Action Sept. 12.

■ KLIL(FM) Ukiah, Calif.—Broadcast Bureau granted CP to install new ant.; make change in ant. system; ERP 6.7 kw; ant. height 1.120 ft.; remote control permitted (BPH-8410). Action Sept. 10.

■ *WPKN(FM) Bridgeport, Conn.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1,277). Action Sept. 10.

■ *WHUS(FM) Storrs, Conn.—Broadcast Bureau granted license covering changes; ERP 3.2 kw; ant. height 360 ft. (BLED-1136). Action Sept. 12.

■ WENU-FM Waterbury, Conn.—Broadcast Bureau granted licenses covering changes; ERP 16 kw; ant. height 790 ft. (BLH-5895). Action Sept. 13.

■ WGMS-FM Washington—FCC granted application of RKO General Inc., to relocate transmitter of WGMS-FM, ch. 278 (103.5 mhz) from site of its AM station, WGMS(AM), 13 miles from center of Washington, to tower now being used by WDCA-TV and WETA-TV, both Washington, six miles closer to Washington. Action Sept. 19.

■ WBJW-FM Orlando, Fla.—Broadcast Bureau granted CP to change studio location to 222 Hazard Street, Orlando, operating trans. by remote control from main studio; install new ant.; change TPO; ERP 50 kw; ant. height 350 ft. (BPH-8540). Action Sept. 18.

■ WIRK-FM West Palm Beach, Fla.—FCC granted application by Ken-Sell Inc., licensee, to increase power to 100 kw, ant. height to 340 ft., and to change trans. site of class C station (BPH-8427). Action Sept. 19.

■ WFIM(FM) Elkhart, Ind.—Broadcast Bureau granted license covering changes; ERP 14.5 kw; ant. height 570 ft. (BLH-5701). Action Sept. 10.

■ WCBK-FM Martinsville, Ind.—Broadcast Bureau granted license covering new alt. trans.; ERP 3 kw; ant. height 300 ft. (BLH-5773). Action Sept. 10.

■ WTJM(FM) Pineville, Ky.—Broadcast Bureau granted license covering new FM; ERP 350 w; ant. height 750 ft. (BLH-5741). Action Sept. 10.

■ WQUE(FM) New Orleans—Broadcast Bureau granted CP to move the aux. trans. to redescribed main trans. location at 8th Floor of Canal La Salle Building, 1440 Canal Street, New Orleans; install new aux. ant.; change ERP: 16 kw (BPH-8553). Action Sept. 18.

■ WQUE(FM) New Orleans, La.—Broadcast Bureau granted mod. of license covering main trans. to be operated by remote control from studio site at 8th floor of Canal LaSalle Building, 1440 Canal Street, New Orleans (BRCH-1173). Action Sept. 17.

■ KTMO(FM) Kennett, Mo.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; change ERP to 13 kw; ant. height 370 ft. (BPH-8538). Action Sept. 12.

■ *KCMW-FM Warrenburg, Mo.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1,280). Action Sept. 13.

■ WIXL-FM Newton, N.J.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1,281). Action Sept. 13.

■ WGFM(FM) Schenectady, N.Y.—Broadcast Bureau granted CP to install new aux. trans.; ERP 750 w; ant. height 930 ft; remote control permitted (BPH-8537). Action Sept. 12.

■ *WKSU-FM Kent, Ohio—Broadcast Bureau granted mod. of SCA to make changes in equipment and programing (BMSCA-342). Action Sept. 10.

■ WTGN(FM) Lima, Ohio—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 3 kw; ant. height 300 ft.; remote control permitted (BPH-8536). Action Sept. 12.

■ KOIN-FM Portland, Ore.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1.279). Action Sept. 13.

■ WIFI(FM) Philadelphia—FCC denied petition by GCC Communications of Philadelphia Inc., licensee, for reconsideration of staff action dismissing its request for rulemaking to permit it to move trans. closer to city. Action Sept. 19.

■ KGCR-FM Wellsboro, Pa.—Broadcast Bureau accepted data in accordance with first report and order of June 27 in Doc. 19587 showing proposed operation on ch. 283 (104.5 mhz); change trans.; change ant.; change TPO; ERP 50 kw; ant. height 380 ft.; remote control from main studio at 89 Main Street, Wellsboro. Action Sept. 18.

■ WXTC(FM) Charleston, S.C.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 780 ft. (BLH-5900). Action Sept. 12.

■ WAMB-FM Nashville—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz to conduct program relay service on multiplex basis; program material relayed to be used by other FM and AM stations within its service area (BSCA-1282). Action Sept. 18.

■ *KCDR-FM Cedar City, Utah—Broadcast Bureau granted license covering changes; ERP 265 w; ant. height —890 ft. (BLED-1138). Action Sept. 12.

■ *WWPV-FM Colchester, Vt.—Broadcast Bureau granted license covering new FM transmitter (BLED-1140). Action Sept. 12.

■ WLSD-FM Big Stone Gap, Va.—FCC granted application of Gap Broadcasting Co., permittee of WLSD-FM Big Stone Gap, to move trans. site from Little Stone Mountain, 5 miles northeast of Big Stone Gap, to Powell Mountain, 3 miles southeast of Big Stone Gap. Action Sept. 19.

■ WFVA-FM Fredericksburg, Va.—Broadcast Bureau granted CP to install new aux. trans. at main studio location, to operate on ch. 268 (101.5 mhz); studio site 1914 Mimosa Avenue, Fredericksburg; for aux. purposes only (BPH-8552). Action Sept. 18.

■ WKLP-FM Keyser, W. Va.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz to transmit remote control telemetry, to relay remote pickup program material from trans. site to studio, and to conduct program relay service, each on multiplex basis using 67 khz subcarrier (BSCA-1276). Action Sept. 18.

Action on motion

■ Administrative Law Judge Ernest Nash in Newark, N.J. (Cosmopolitan Broadcasting Corp.), renewal of license for WHBI(FM) Newark, denied motion by Cosmopolitan for production of documents, for reasons given in order and for reasons stated on record (Doc. 19657). Action Sept. 11.

Call letter applications

■ WNBX(FM) Andalusia, Ala.—Seeks WCTA-FM.

■ KIAG(FM) Sterling, Colo.—Seeks KYOT(FM).

■ WIAB(FM) Key West, Fla.—Seeks WHST(FM).

■ WKYX-FM Paducah, Ky.—Seeks WKYQ(FM).

■ WCME-FM Brunswick, Me.—Seeks WKXA-FM.

Call letter actions

■ *WGNB(FM) St. Petersburg, Fla.—Granted *WKES(FM).

■ WNBH-FM New Bedford, Mass. — Granted WMYS(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's when appropriate: WBOL(AM) Bolivar, Tenn.; WCBT-(AM) Roanoke Rapids, N.C.; WCSH-AM-TV Portland, Me.; WEAS-AM-FM Savannah, Ga.; WHME-(FM) South Bend. Ind.; WILZ(AM) St. Petersburg, Beach, Fla.; WKXV(AM) Knoxville, Tenn.; WLBZ-AM-TV Bangor. Me.; WLYC(AM) Williamsport, Pa.; WMCB-FM Michigan City, WNDI(AM) Sullivan and WNDY(FM) Crawfordsville, all Indiana; WNOO(AM) Chattanooga; WOCH-FM North Vernon, WROI(FM) Rochester and WVTL(FM) Monticello, all Indiana and WZYX(AM) Cowan, Tenn. Action Sept. 14.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's when appropriate: WATO(AM)-WUUU(FM) Oak Ridge, WBIR-AM-FM-TV Knoxville and WBMC-(AM)-WHNR(FM) McMinnville, all Tennessee; WCLU(AM) Covington, Ky.; WDEF-TV Chattanooga; WFIE-TV Evansville, Ind.; WGRV(AM)-WOFM(FM) Greeneville, Tenn.; WHAS-TV Louisville, Ky.; WIOU(AM)-WKMO(FM) Kokomo and WIRE(AM)-WXTZ(FM) Indianapolis, all Indiana; WJCW(AM)-WQUT(FM) Johnson City and WJZM-(AM) Clarksville, all Tennessee; WKCT(AM) Bowling Green, Ky.; WKRM(AM) Columbia, Tenn.; WLBC-AM-FM Muncie, Ind.; WLEX-TV Lexington, Ky.; WMEE(AM)-WMEF(FM) Fort Wayne, Ind.; WOMI(AM)-WBKR(FM) Owensboro, Ky.; WROZ(AM) Evansville and WTHI-AM-FM Terre Haute, both Indiana; WTVC(TV) Chattanooga and WTWO(TV) Terre Haute, Ind. Action Sept. 20.

■ KNUI(AM) Kahului, Hawaii—FCC granted application of Qualition Aero Inc. for renewal of license of KNUI(AM) for remainder of regular renewal period for Hawaii stations (BR-4223). On Oct. 18, 1972 KNUI was granted short-term renewal for period ending Oct. 1, 1973 for failure to exercise adequate supervision and control over station-sponsored contest. Action Sept. 19.

■ KMOD(FM) Tulsa, Okla.—Broadcast Bureau granted renewal of license to KMOD(FM) subject to certain conditions. Action Sept. 19.

■ WADE Wadesboro, N.C.—FCC granted application of Carolinas Advertising Inc. for renewal of license of WADE Wadesboro for short term period ending Oct. 1, 1974 to provide earlier opportunity for review of station operation. Carolinas was also notified that it has incurred apparent liability for $1,000 for violation of rules by failing to maintain proper program logs and failing to make proper station identification. Action Sept. 18.

Modification of CP's, all stations

■ KFOG(FM) San Francisco—Broadcast Bureau granted mod. of CP to change ERP to 19.5 kw; ant. height 1450 ft. (BMPH-13,864). Action Sept. 12.

■ WSGC-FM Elberton, Ga.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change trans. line (BMPH-13,860). Action Sept. 12.

■ WRHL-FM Rochelle, Ill.—Broadcast Bureau granted mod. of CP to change trans. and change trans. line (BMPH-13,863). Action Sept. 12.

■ WQFL(FM) Rockford, Ill.—Broadcast Bureau granted mod. of CP to change trans. and studio location to 5500 East Riverside Boulevard, Love Park, Ill., remote control from main studio; change trans.; change ant.; make changes in ant. system (decrease height); change transmission line; ERP 3 kw; ant. height 300 ft. (BMPH-13845). Action Sept. 18.

■ KRIN(TV) Waterloo, Iowa—Broadcast Bureau granted mod. of CP to change ERP vis. 1050 kw, aur. 209 kw (DA); change type trans.; make changes in transmission line; HAAT 1900 ft. (BMPET-790). Action Sept. 14.

■ K11KK Natchitoches, La.—Broadcast Bureau granted mod. of CP for VHF translator to change frequency from ch. 11 (198-204 mhz) to ch. 10 (192-198 mhz); call letters changed to K101P (BMPTTV-757). Action Sept. 6.

■ WABK-FM Gardiner, Me.—Broadcast Bureau granted mod. of CP to change trans. location to Winthrop Street in Hallowell, Me., 2.2 miles from town of Hallowell; change ant.; make changes in ant. system (decrease height); change ERP to 14 kw; ant. height 340 ft.; remote control from main studio on Northern Avenue, .3 mile west of Maine Turnpike, Farmingdale, Me. (BMPH-13796). Action Sept. 18.

■ KTIS-FM Minneapolis—Broadcast Bureau granted mod. of CP to change trans. location to 5650 St. Croix Street, Golden Valley, Minn.; change ant.; make changes in ant. system (decrease height); change TPO; ERP 74 kw; ant. height 270 ft.; remote control from main studio 3003 North Snelling, Roseville, Minn.; condition (BMPH-13866). Action Sept. 18.

■ WOSU-TV Columbus, Ohio—Broadcast Bureau granted mod. of CP to make changes; ERP vis. 933 kw; aur. 186 kw; change type trans.; ant. structure (decrease height); change ant. type; HAAT 1080 ft.; condition (BMPET-794). Action Sept. 14.

■ WBBJ-TV Jackson, Tenn.—Broadcast Bureau granted mod. of CP to change type trans.; ERP vis. 295 kw, aur. 29.5 kw; delete certain condition (BMPCT-7438). Action Sept. 14.

■ *WQOX(FM) Memphis—Broadcast Bureau granted mod. of CP to make changes in transmission line; change ERP to 2.15 kw, ant. height 507 ft. (BMPED-1020). Action Sept. 18.

■ WOKI-FM Oak Ridge, Tenn.—Broadcast Bureau granted mod. of CP to change trans.; change ant. and change transmission line (BMPH-13,862). Action Sept. 12.

■ W69AC Romney, W. Va.—Broadcast Bureau granted mod. of CP to change type trans.; increase output power to 100 w; make changes in ant. system of UHF translator operating on ch. 69, rebroadcasting programs of WWVU-TV Morgantown, W. Va. (BMPTT-765). Action Sept. 18.

■ *WWWG(TV) La Crosse, Wis.—Broadcast Bureau granted mod. of CP to change ERP vis. 955 kw, aur. 191 kw; change trans. location to county highway 25 and Tsjumper Ridge Road, LaCrescent, Minn.; studio location to 3313 University Avenue, Madison, Wis.; change type trans.; change type ant.; and change ant. structure; ant. height 1140 ft. (BMPET-787). Action Sept. 14.

Translator actions

■ K02GU Dillingham, Alaska—Broadcast Bureau granted CP to add Wood River, Alaska, to principal community, and change type of trans. for VHF translator operating on ch. 2, rebroadcasting programs of AFTV King Salmon AFB, Alaska; condition on equipment (BPTTV-4716). Action Action Sept. 17.

■ K06HZ Paonia, Colo.—Broadcast Bureau granted CP for VHF translator to operate on ch. 6, rebroadcasting programs of KREX-TV Grand Junction, Colo. (BPTTV-4756). Action Sept. 14.

■ K12IG Chiloquin, Ore.—Broadcast Bureau granted license covering new VHF translator (BLTTV-3977). Action Sept. 17.

■ K02FT Gold Hill and Tolo-Seven Oaks, both Oregon—Broadcast Bureau granted CP to change type trans. of VHF translator; change amplifier; increase output power to 5 w and make change in ant. system of translator operating on ch. 2, rebroadcasting programs of KOBI Medford, Ore. (BPTTV-4799). Action Sept. 17.

■ W09AT Fajardo, Puerto Rico—Broadcast Bureau granted CP for VHF translator station to change trans. location to Point Fajardo, 1.06 miles northeast of Fajardo; add amplifier to present equipment and make changes in ant. system; serving Baralt area and Fajardo Garden area, operating on ch. 9, rebroadcasting programs of WKAQ-TV San June, Puerto Rico (BPTTV-4731). Action Sept. 17.

Ownership changes

Applications

■ KPEN(FM) Los Altos, Calif.—Seeks assignment of license from Peninsula Broadcasting Corp. to Los Altos Broadcasting Inc. for $250,000. Sellers: Florence L. Bailey, president, et al. (100%). Buyers: Mark and Maxine Hurd (each 45%) and Grace H. Andreas (10%). Mr. Hurd is vice president and general manager of KFRC(AM)—KKEE(FM) San Francisco. Ann. Sept. 14.

■ KMPX(FM) San Francisco—Seeks assignment of license from National Science Network Inc. to KMPX Inc. for $900,000. Sellers: Ingrid L. and Thomas R. Burns as co-executors of estate of Ludwig W. Frohlich. National Science Network is also licensee of WNCN(FM) New York. Buyers: KMPX Inc. is wholly owned subsidiary of Burbank Broadcasting Co. Michael Colicigno, Peter Prestininzi, Robert L. Goe, et al., general partners (100%). Burbank Broadcasting Co. owns KROQ (AM) Burbank, Calif. Ann. Sept. 14.

■ KIMN(AM) Denver, WQXI(AM) Atlanta and WQXI(FM) Smyrna, Ga.—Seek assignment of license from Pacific and Southern Co. to Jefferson-Pilot Broadcasting Co. for $15 million. Sellers: John S. Tyler, president, et al (100%). Pacific and Southern also own WSAI-AM-FM Cincinnati, WWDJ(AM) Hackensack, N.J. and KKDJ(FM) Los Angeles. Buyers: Joseph M. Byran is board chairman and Charles H. Cruthfield is president of Jefferson-Pilot Broadcasting. Jefferson-Pilot owns WBT-AM-FM Charlotte and WBTV(TV) Charlotte, N.C. and WWBT(TV) Richmond, Va. Ann. Sept. 14.

■ KTIB-FM Thibodaux, La.—Seeks assignment of license from La-Terr Broadcasting Co. to Joseph M. Costello for $60,000. Sellers: Raymond A. Saadi (33⅓%), Thomas K. Katkins, James J. Buquet (each 33%), et al. Messrs Watkins and Saadi own KHOM(FM) Houma, La. Application for assignment of KTIB-AM-FM from Delta Broadcasters to LaTerre is pending before commission. Buyer: Mr. Costello (100%) owns WRNO(FM) New Orleans and 24% interest in KSMI(FM) Donaldsville, La. Ann. Sept. 6.

■ KBRZ(AM) Freeport and KLJT(FM) Lake Jackson, both Texas—Seeks assignment of license from Summit Broadcasting of Texas Inc. to Coastal Broadcasting Inc. for $540,000. Sellers: Wayne E. Marcy, George A. Mayoral, et al (100%). Messrs. Mary and Mayoral have interest in WBOX(AM) Bogalusa, La. Buyers: Jim T. Payne, Lewis Wilburn (each 44%), et al. Mr. Payne is with KIKK(AM) Pasadena, Calif. Mr. Wilburn has real estate and banking interests in Baytown, Tex. Ann. Sept. 12.

■ KGRI-AM-FM Henderson, Tex.—Seeks assignment of license from Henderson Broadcasting Corp. to George A. Freeman for $86,000. Sellers: Mary Reeves, president, et al (100%). Henderson Broadcasting also owns WMTS-AM-FM Murfreesboro, Tenn. Buyer: George A. Freeman (100%). Mr. Freeman owns WGON(AM) Munising, Mich. Action: Sept. 14.

■ KEZX(FM) Seattle—Seeks transfer of control of Market-Casters Inc. from Frederick Van Hofen and William L. Clark (each 50% before, none after) to Able Communications Inc. (none before, 100% after). Consideration: $600,000 and adjustments. Principals: Able Communications is owned by Noel Fund Inc. Louis Marx and Dan W. Lufkin own 50% each of Noel Fund. Mr. Marx is president of Deerfield Oil Corp. and has other business interests in New York. Mr. Lufkin is board chairman of New York brokerage and investment firm. Able Communications is licensee of KOAX(FM) Dallas and KJOI(FM) Los Angeles. Able Communications also has interest in WAVO(AM)—WPCH(FM) Decatur, Ga. Ann. Sept. 14.

■ WKTS(AM) Sheboygan, Wis.—Seeks assignment of license from WKTS Inc. to First Sheboygan Corp. for $300,000. Sellers: R. Karl Baker, president, et al (100%). Buyers: First Concord Corp. (100%). Steven T. Moravec, president (87.1%), is account executive with Minneapolis advertising and public relations agency. Ann. Sept. 11.

■ KCHY(AM) Cheyenne, Wyo.—Seeks assignment of license from Northern States Broadcasting Corp. to Rumberger Enterprises for $192.000. Sellers: F. R. Kadrie, president, et al (100%). Buyers: William J. Rumberger, president (90%), et al. Dr. Rumberger has dental practice at Sunbury, Pa. Ann. Sept. 11.

Actions

■ WRWH(AM) Cleveland, Ga.—Broadcast Bureau granted transfer of control of Newsic Inc. from J. I. Dover (75% before, none after) to Ronald E. Weitman, Rodney Fitzgerald and Claude P. Smith (together 25% before, 100% after). Consideration: $28,000. Principals: Messrs. Weitman, Fitzgerald and Smith are administrators at Truett McConnell College. Cleveland (BTC-7185). Action Sept. 12.

■ KCNW(AM) Tulsa, Okla.—Broadcast Bureau granted assignment of license from Unicom Inc., dba KCNW Inc., to San Antonio Broadcasting Inc. for $565.000 plus $100,000 non-competition agreement. (Bal-7899, BALRE-2524). Sellers: George Faulder, president, et al. Buyers: L. Lowry Mays, president (51%), et al. Mays owns Mays & Co., investment banking firm. San Antonio Broadcasting owns KEEZ(FM) San Antonio. They are also acquiring KMOD(FM) Tulsa. Action Sept. 19.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Sept. 18 (stations listed are TV signals proposed for carriage):

■ Mohave Cable Co., Box 1259, Lake Havasu City, Ariz. 86403 proposes for Mohave county unincorporated areas adjacent to Kingman, Ariz. (CAC-3023), KTVK, KPHO-TV, KAET, KOOL-TV and KPAZ-TV, all Phoenix and KTAR-TV Mesa, both Arizona: KORK-TV and KLAS-TV, both Las Vegas; KTLA, KTTV, KHJ-TV and KCOP, all Los Angeles.

■ American Video of Deerfield Beach Inc., 6115 North University Drive, Fort Lauderdale, Fla. 33313 proposes for Deerfield Beach, Fla. (CAC-3021), WTVJ, WCKT, WPLG, WLTV, WPBT, WTHS and WSEC, all Miami; WCIX-TV (via translator station W64AD) Miami WKID Fort Lauderdale and WPTV adn WEAT, both West Palm Beach, all Florida.

■ Kamiah Cable T.V. Co., Box 1145, Orofino, Idaho 83544 proposes for Kamiah, Idaho (CAC-3019,) KREM-TV, KXLY-TV, KHQ-TV, and KSPS-TV all Spokane, Wash.; KLEW-TV Lewiston and KUID-TV Moscow both Idaho; KWSU-TV Pullman, Wash., and KTVR-TV LaGrande, Oreg.

■ Cable TV Inc., 109 East Vincennes Street, Linton, Ind. 47741 proposes for Linton (CAC-319), Bloomfield (CAC-320) Dugger (CAC-321), all Indiana, to add WIL-TV and Terre Haute, Ind.

■ LaFourche Communications Inc., Box 1133 Thibodaux, La. 70301 proposes for LaFourche parish unincorporated areas of Ward 4 (CAC-3006) and Ward 9 (CAC-3007) both Louisiana, KHMA-TV Houma, WAFB and WBRZ-TV, both Baton Rouge, WRBT-TV, WYES-TV, WDSU-TV, WVUE-TV, WWL-TV and WGNO-TV, all New Orleans, KATC--TV and KLFY-TV, both Lafayette, all Louisiana.

■ Cablevision of Knox County, 19 West Elm Street, Greenwich, Conn. 06830 proposes for Rockland, (CAC-3016), to add WKBG-TV Boston WCAX-TV Burlington, Vt.

■ American Cablevision Co., 307 Ashmun Street, Sault Ste. Marie, Mich. 49783 proposes for Soo township, Mich. (CAC-3017), to add WNPB Marquette, Mich.

■ KT Cable Corp., Route 7, Box 4 International Falls, Minn. 56649 proposes for Aitkin, Minn. (CAC-3024), KDAL-TV, WDIO-TV and WDSE-TV, all Duluth, Minn.; WDSM-TV Superior, Wis.; KMSP-TV, WCCO-TV, WTCN-TV and KTMA-TV, all Minneapolis, KSTP-TV and KTCA-TV, both St. Paul, KNMT Walker, WIRT-TV Hibbing and KCMT Alexandria, all Minnesota.

■ Long Island Cablevision Corp. of Sag Harbor, Route 58 and Osprey Avenue, Riverhead, N.Y. 11901 proposes for Pine Neck (CAC-3010), Noyac (CAC-3011), Bridgehampton (CAC-3012), Bay Point (CAC-3013), Sag Harbor (CAC-3008) and East Hampton (CAC-3009), all New York, to add WABC-TV New York.

■ Teleprompter of Newburgh Cable TV Corp., Box 1478, Newburgh, N.Y. 12550 for Cornwall, N.Y. (CAC-3020), requests certification of existing system.

■ Tele-Cable of Riedsville, Box 3018, Winston-Salem, N.C. 27102 proposes for Reidsville, N.C. (CAC-3015) WFMY-TV Greensboro, WGHP-TV High Point, WXII-TV Winston-Salem and WUNC-TV Chapel Hill, all North Carolina; WDBJ-TV and WSLS-TV both Roanoke, Va.; WTTG and WDCA-TV, both Washington and WRET-TV Charlotte, N.C.

■ Neffs Cable Service Co., Box 202, Neffs, Ohio 43940 proposes for Neffs (CAC-3018), to add WOUC-TV Cambridge, Ohio.

■ Telesonic CATV Inc., Box 127, Sigel Road, Brookville, Pa. 15825 for Emlenton boro, Pa. (CAC-3014), requests certification of existing system.

■ Independence Cable TV Co., Box 430, Independence, Va. 24348 proposes for Independence (CAC-3022), WFMY-TV Greensboro, N.C.; WBRA-TV, WSLS-TV and WDBJ-TV, all Roanoke, Va.; WUNC-TV Chapel Hill, N.C.; WCYB-TV Bristol, Va.; WHIS-TV Bluefield, W. Va.; WGHP-TV High Point, N.C.; WKPT-TV Kingsport and WJHL-TV Johnson City, both Tennessee; WXII-TV Winston-Salem and WRET-TV Charlotte, both North Carolina.

■ Crystal Cablevision Inc., 524 15th Avenue East, Seattle 98102 proposes for King county, Wash. (CAC-5), to delete KTPS Tacoma, Wash.

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: King Videocable Co., Grays Harbor county (CAC-1850), Westport (CAC-1851) and Pacific county (CAC-1852), all Washington; Picayune Cablevision Inc., Picayune, Miss. (CAC-1875); Washington Cablevision Inc., Bogalusa (CAC-1877) and Franklinton (CAC-1878), both Louisiana; North Gibson County Cable TV Co., Dyer (CAC-1887), Rutherford (CAC-1888) and Kenton (CAC-1889), all Tennessee; American Cablevision Co., Kincheloe Air Force Base, Mich. (CAC-1942); Telecable of Thom-A-Lex, Thomasville (CAC-2271) and Lexington (CAC-2272), both North Carolina and Strawn Television Cable Service Inc., Strawn, Tex (CAC-2655). Action Sept. 17.

■ Richland, Wash—FCC granted request by Teleprompter Cable Communications Corp., operator of 12-channel cable TV system at Richland, for declaratory ruling on the manner in which it is required to carry signal of KVEW(TV) Kennewick, Wash., under rules. In same action FCC denied request of Apple Valley Broadcasting Inc., licensee of KVEW (TV), for issuance of cease and desist order against Teleprompter. Action Sept. 19.

Action on motion

■ Administrative Law Judge Ernest Nash in Allentown and Bethlehem, both Pennsylvania (Service Electric Cable TV Inc.), cable TV proceeding, on request of WBRE-TV Inc., extended from Sept. 25 to Sept. 28 time in which to file replies to proposed findings (Doc. 19321). Action Sept. 19.

Other action

■ Review board in Meadville, Pa., cable TV proceeding, granted petition by Meadville Master Antenna Inc. for extension of time through Sept. 27 in which to file exceptions to initial decision released Aug. 21 proposing denial of Meadville's petition for waiver of non-duplication rule to permit it to carry NBC programing of WFMJ-TV Youngstown, Ohio, instead of that offered by WICU-TV Erie, Pa., on its cable television system at Meadville (Doc. 19479). Action Sept. 18.

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Director of Marketing. Leading five station radio group. College graduate with limited sales experience and strong management orientation desired. Masters Degree helpful. Salary $25,000 plus bonus. Send confidential resume to Vice President Sales, Box J-225, BROADCASTING.

Manager medium market N.E. Station has black and some general programing. Take charge guy with sales ability and public affairs savvy. Consider sales manager, PD or Operations Manager ready for move to top job if you have the feel for soul, sales and solid community programing. Reasonable base plus excellent incentives. Rush resume. Equal Opportunity Employer. Box J-226, BROADCASTING.

Operations Manager wanted for modern Country station adjacent to major market, midwest. Must be experienced, possess 1st phone and be willing to assume responsibility. Box K-43, BROADCASTING.

Pittsburgh Area—Experienced Sales Manager, degree desirable. Immediate need. New AM 1000 watt, clear channel, 25 mile from Pittsburgh, top-money market. Excellent professional environment, salary negotiable, benefits program, profit sharing. Equal Opportunity Employer. Rush resume to WBCW, Box 718, Jeannette, Pennsylvania 15644 or phone 412-834-1111 after 8:00 P.M.

Help Wanted Sales

50 KW Northeast has established list for knowledgeable professional. Box J-127 BROADCASTING.

N.Y. FM station has immediate opening for thoroughly experienced sales person. An Equal Opportunity Employer. For interview write to Box K-25, BROADCASTING.

Unlimited future starts with above average commission selling medium market AM-FM. Both have audience. Supply billing to create capital for salary and solid future. Build blue ribbon account list. Box K-28, BROADCASTING.

Experienced time salesman for WCIT and WLSR RADIO. Family man. Good opportunity. Straight commission. Call R. Rice, 419-228-9248, P.O. Box 940, Lima, Ohio.

Midwest MOR looking for an EXPERIENCED salesman aspiring to SALES MANAGER responsibilities. Currently a two station corporation and growing. Prove yourself and grow with us. Excellent staff, facilities and community. Interested? Call 815-434-6050 or mail complete resume and photo to WCMY, Box 430, c/o Mr. Peterson, Ottawa, Illinois 61350.

Seasoned sales pro needed immediately. Only station fastest growing county in state. Write or phone Atkin, WPUT, Brewster, N.Y. 10509.

Wanted . . . Salesman-Announcer. Man with experience in both fields will make good money. Immediate opening small Southern California market. Country Western format. Complete info first letter. Box 238 Brawley, Calif. 92227.

Help Wanted Announcers

Wanted: Announcer who can read . . . prefer experienced. 1st class ticket man. MOR operation in West. Good pay, possibility of sales. Box J-162, BROADCASTING.

New Jersey AM/FM easy listening station seeks newscaster/announcers for possible future full or part-time positions. Demonstrated ability to gather and write local news necessary. Friendly, helpful types sought. No prima donnas. Send tape, resume, salary requirements to Box J-200, BROADCASTING.

Needed now, experienced first phoner to run and program soul show, must write and produce copy and do some MOR. California station. No maintenance. Floaters and stonesteppers need not apply. Box J-202, BROADCASTING.

Sports Director, Suburban Chicago, Send tape, resume, photo, and salary desired to Box J-216, BROADCASTING.

Help Wanted Announced Continued

Middle Atlantic Coast medium market 5kw Contemporary needs first phone announcers for morning and evening shifts. Experience mandatory. Send salary requirements, tape, resume, and photo in first letter. Box J-224, BROADCASTING.

Ready to move up to medium-large market? Number one MOR Midwest AM/FM looking for strong, informative drive-time personality. Tape and resume to Box J-231, BROADCASTING.

Rocky Mountains: Fast growing medium market contemporary MOR station needs a morning man who can be warm, interesting, and humorous. A communicator who has a team attitude, and a stable record. E.O.E. Send air check, resume, and picture to Box J-235, BROADCASTING.

Midwest major market Good Music FM has an immediate opening for a Male or Female Announcer with pleasant voice. Production skills a must. Company paid fringe benefits. An opportunity for young announcer to move up. Send tape, salary requirements and resume to Box K-3 BROADCASTING.

Experienced superior reading ability MOR Eastern NY. Equal Opportunity Employer. Box K-14, BROADCASTING.

1st phone and board shift and studio maintenance. Gospel FM, San Francisco market. Will consider alert beginner. Expanding group operation. Box K-15, BROADCASTING.

3rd endorsed for air shift Gospel FM, San Francisco market. Will consider self-starter for expanding group operation. Box K-16, BROADCASTING.

Radio man for Top 40, night show! 5 day's per/week. Production work a must. Wisconsin market. Box K-21, BROADCASTING.

Immediate opening for experienced announcer, country format. Box K-27, BROADCASTING.

1st Phone/Announcer combo man need for FM station. Must be an experienced and capable engineer. Box K-32, BROADCASTING.

One of the Midwest's best country music stations has daytime opening in top market for good, professional jock, with or without C & W background. Minimum 3 years experience. Box K-40, BROADCASTING.

Tight board, production-minded morning man for modern Country station, midwest, suburb of major market. Need 1st phone. Ideal working conditions and salary. Box K-44, BROADCASTING.

Morning personality with knowledge of production and continuity for progressive, country-music format. Major market on East Coast. Salary open. Send tape and resume with production demo. Box K-53, BROADCASTING.

Immediate Opening, first ticket morning announcer Southern California modern country format. Also consider female with appealing delivery for night show. Forward tape, resume, picture and requirements, KBBQ, Ventura, California 93003.

One of the Top Soul Stations in the country needs strong announcer. Immediate opening . . . good salary, paid vacation and company benefits. Send tapes & resume to Edward S. Howard, KYOK, 3001 LaBranch, Houston, Tex. 77004.

Afternoon man AM station. Must have 3rd class license. Preferably 1 year exp. WGLX-Radio Galion 419-468-4664. P.O. Box 161, Galion, Ohio 44833.

Announcer-Production Manager. Start $7,500. $10,000 guaranteed in six months. Small market AM in Southern Maryland with young, under 30 owners, Must be good, imaginative, versatile and flexible. If you want the professionalism of big time radio and and variety of small time radio this is the place to apply. No machine announcers please. Send tape and resume to WKIK-AM, Box 346, Leonardtown, Maryland 20650. Equal Opportunity Employer.

Michigan MOR CBS affiliate has an immediate opening for an experienced, reliable drive time announcer. Many extra benefits. Excellent working conditions in Michigan's newest broadcasting facilities. Equal Opportunity Employer. Rush photo, tape and resume to Jerry Schroeder, Program Director, WSGW, Box 1945, Saginaw, MI 48604, or call 517-753-4456.

Immediately: some experience. Salary open. Reading ability essential. WVOS, Liberty, N.Y. 914-292-5533. Equal Opportunity Employer.

Help Wanted Announcer Continued

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

Help Wanted Technical

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.

Good, dependable chief engineer knowledgeable in all phases of engineering. AM, FM, automation, stereo. Send resume, telephone number, salary requirement, references to: Box K-31, BROADCASTING.

Chief Engineer needed for 50KW FM station. Good equipment and working conditions. Box K-33, BROADCASTING.

Billings, Montana—Chief engineer for KBMY Radio. No. 1 rated C&W fulltimer. Strong on studio audio and remotes, construction and maintenance desirable. $700 per month if able to do limited air work. Call collect: Howard Enstrom, Area Code 406 259-4586.

First phone man to read meters at transmitter. Some announcing experience. WAMD Aberdeen, Md. 21001. CASTING.

Midwest 5K/1K directional nights needs experienced Chief Engineer. Salary negotiable, benefits. E.O.E. 812-867-3995.

Class four major market radio looking for chief engineer. Station is remote operated. Applicants must be well versed a studio and transmitter maintenance. Tell all with your response to Box 1430 Miami Post Office, Florida. Station is located in Florida. Equal Opportunity Employer.

Engineer. First ticket. Immediate opening. EOE. Call Mike Michaels, 703-534-1390.

Help Wanted News

Major Midwest MOR station with strong local news operation needs an experienced newsman who also enjoys occasional disc-jockey work. Tape of both newscast and record show along with resume to Box J-232, BROADCASTING.

Experienced radio news director. Permanent position. Beautiful upper midwest community of 40,000. Must be strong on local and area news, good delivery. Replies confidential. Send tape-resume promptly. Box K-17, BROADCASTING.

Young, experienced, dedicated newsman needed to head a man and a half news department. Sounds like work? It is. 10,000 watt KGGF needs a news director. Contact Bill Miller, Operations Manager . . . 316-251-3800.

Top 50 metropolitan market. Experience, good voice, news and commercials. No production. Box 389, Salt Lake City 84110.

Help Wanted Production

Creative copywriter with ability to announce. Large Northeastern station. No beginners. Box J-128 BROADCASTING.

10,000 watt full time AM and FM in the midwest looking for top flight Production Director. Must have mature voice, be thoroughly experienced in editing and recording techniques . . . continuity and organization. You will work with a staff of two other people in preparation of all on air and spec commercials. This is a permanent, solid position with a growing reliable company. Send sample tape of work, resume, including work history and family situation and requested salary. We are an Equal Opportunity Employer. Send reply to Box J-194, BROADCASTING.

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

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.

Situations Wanted Management Continued

A Veteran General Manager in mid-30's wants new challenge. In current situation have increased sales 120 percent in four years. Prefer part ownership and management responsibility of an AM Regional channel or AM-FM combination. Box J-161, BROADCASTING.

Hire a Creative Pro who can sell and show others how. 25 years experience selling from the corner Drug Store to top Agencies. Professional creative inovator in sales, programing, management, creating Broadcast community prestige, service, profits. Box J-201, BROADCASTING.

Sales executive, 31, family, in Top 5 market. Has managed medium markets. Strong sales, programing plus leadership. Wants to manage or join group in executive capacity. Box J-204, BROADCASTING.

Ready! Management-oriented with good background in sales, production, programming, including major network credits—1st phone, family, 32—excellent references. Box K-9, BROADCASTING.

Shirt sleeve Manager/Sales Manager wishes to relocate to a warmer climate in a medium or major market. 16 yrs. experience of making money for employers. Prefer Southeastern or mid west areas. Box K-34, BROADCASTING.

I Know you're out there! You need a Manager with eighteen years experience, fourteen in management. Strong on administration, programing, organization, public relations, sales, hard work and honesty. Where are you? I'm at Box K-36, BROADCASTING.

Need a Manager? My credentials: Fourteen years broadcasting, ten sales manager, four manager, multi station organization. Experienced with directional facilities. Above average administrator (six years CPA firm). Above average salesman. Lousy announcer. Call 303-867-9525.

Situations Wanted Sales

Four year air pro seeks sales + dj combination. 1st phone. Can's sell snow—move me south! 317-664-2110.

Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Professional personality Top-40 cooker. Four years, voice, talent, creative production. Can follow directions. Every show pre-prepared. Box J-56, BROADCASTING.

3rd endorsed, limited experience. Tight board, can follow directions. MOR-Rock-Underground. Will relocate. Box J-177 BROADCASTING.

MOR pro seeks challenge in warm climate. Happy, warm personality; telephone talk; good production; likes mornings. Varied 14 year experience. Box J-241, BROADCASTING.

Country D.J., 1½ years experience, and very knowledgeable concerning the finest music in the world, country music. 3rd class. Write for tape. Box K-6, BROADCASTING.

Afternoon drive talent seeking more challenging position. Experienced. Production ability. College Background. Third endorsed. Married. Age-24. Strictly confidential replies to Box K-18, BROADCASTING.

Underutilized Jock in Top 60 markets looking for challenge. Rock/C&W/MOR. Creative production. Takes direction. PD experience. Box K-29, BROADCASTING.

Country jock. First phone. Desire air work. Considerable 5000 watt air experience. Age 46, personality type jock. Box K-30, BROADCASTING.

DJ, Tight Board, Experienced. Newscaster, Authoritative Voice, Dependable, Versatile, Creative. Prefer New York, Jersey area, will relocate. Box K-38, BROADCASTING.

Three years experience . . . currently major market country . . . Seeking good medium market with strong company and strong program director . . . Prefer MOR/Rock . . . Tight Board . . . Reply, Box K-39, BROADCASTING.

5 year pro, college grad, want medium market, Top 40 or progressive, also M. D. if open, any area. Don Cohen 313-557-4912, 17247 Alta Vista, Southfield, Mich. 48075.

16 year personality veteran making $225/week. Available Oct. 5. Family, stable, college. Bill Fox call 304-233-6016 before noon.

D.J., tight board, good news, commercials, looking for first break, willing to go anywhere . . . ready now. Jim Scheren, 10 Cliff Street, Haledon, N.J.

Situations Wanted Announcers Continued

Broadcast school graduate. Tight board, good news, commercial, production. Top 40, MOR, etc. Available immediately, will relocate. Joe Dugan, 14161 Kentfield, Detroit, Michigan 313-534-5374.

First phone—with 17 years experience in every format imaginable! Seeks C/W or E/L. Preferably in mid-west. 313-664-5502.

D.J., young, eager to learn. 3rd with endorsement. Ready to work and willing to relocate. Can do news, writing, production, anything available. Call 313-699-9351.

Humorous? 5 yrs. experience, 3rd phone wants creative station. Prefer oldies format but will do Top 40 or Hard Rock. Ron Hiveley 1-517-784-0671, 612 Commonwealth, Jackson, Mich. 49202.

Hey, hey, hey if you're looking for a brother to entertain, inform, and motivate the black brothers and sisters in your market, you're looking for Joe Johnson, 14161 Kentfield, Detroit, Michigan, 313-534-5374.

Beginner, 3rd Phone, 4 yr. College Radio, prefer all night shift, AM or FM, progressive, Top 40, MOR. Try me. S. Douglas, 186 Davis St., Hamden,, Conn. 06517.

Human Being air personality, 33 years old, 14 years radio-TV. A pro with Top Ratings in Toledo. Format change left me jobless. Five years with last company. Stable. Good P.D. material with experience as PD, MD, Production Director. Excellent recommendation from last employer. Jim Lord, 7411 Sylvania Avenue, Sylvania, Ohio, 419-882-1344.

Dependable announcer with First Phone and 2 years experience needs Top 40 jock/production position. Prefer midwestern states. Jack Brooks, P.O. Box 367, Castle Rock, Col. 80194, 303-688-4784.

Jock seeks small to medium size rocker. 1 year experience, Broadcasting, degree 3rd. I am 23, married and available to relocate immediately. 308-384-3650.

Well-rounded, thoroughly trained beginner. Eager to prove potential as asset to your station. Strong background includes summer air work, sales, music. Good voice, smooth board. Intelligent, co-operative self-starter. Go anywhere. Steve Darwin, 224-26 Kingsberry Ave., Queens, N.Y. 11364, 212-740-2278.

Public notice: Air personality desires return to radio after a years absence. Touch that dial 512-GR 2-6124, Ext. 316.

Situations Wanted Technical

Experienced first phone operator seeks studio technician or production position. No maintenance or announcing. William Bender, Box 49, Alton, N.Y. 14413. 315-483-9080.

Situations Wanted News

1973 grad with degree and experience in all areas of broadcasting and theatre with 3rd endorsed seeking position in news or sales. Experienced with people, will relocate. Resume available. Box J-197, BROADCASTING.

25-years old, innovative, dynamic, experienced in local news. Want position in medium market anywhere. College grad. Box J-205, BROADCASTING.

Knowledgeable sportcaster-newsman available now. Three years pbp baseball, basketball, football. Broadcast degree. Resume and tape available. Box J-214, BROADCASTING.

Washington, D.C. area is where I want to live and do news work. Two years experience. Four years college, but no degree. First phone. Will work hard for appreciative organization. Box K-20, BROADCASTING.

Experienced newsman wants news director-anchor slot in warm climate. Box K-22, BROADCASTING.

Network Sports/News. Major West Coast market. Want PBP basketball, football, baseball. Will relocate. Box K-42, BROADCASTING.

Former Campus Radio News Director desires career in Broadcast news. Experience as N.D. for public television station. Phil Porter, 425 Mt. Vernon Rd., Newark, Ohio 43055, 614-345-7252, 614-366-5915.

15 year broadcasting professional seeks major-medium market news position. 1st phone, McLendon trained, will relocate. Charles Beach 4020 Holland #212, Dallas, Texas, 214-521-7877.

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

Engineer and Producer with 10 years experience looking for chance to program and engineer for station with high standards. Now in #1 Market. Will consider any good offer. Reply Box J-190, BROADCASTING.

Dynamite program director—rock, adult contemporary, or country. Box J-213, BROADCASTING.

14 year veteran all broadcasting phases, ready for MOR PD, OM in warm climate. Happy, friendly personality; great production; good rap with salesmen. Box J-242, BROADCASTING.

Christian announcer available soon. Strong on production and news. First phone. Will consider all. Box K-19, BROADCASTING.

I'll lay $1,000 on the line if I can't make your station #1 market-wise within a year! Enter your station's 1st annual 'Hear to stay' contest, now . . . Send for details, today, or pick up an entry where a new breed of programing awaits. Brought to you by the bottlers of what's soon-to-be the best damn station in town. Telephone 502-369-2991.

Creative Buzz Bennett oriented programer, seeks position with medium market facility. Let me come to your station and create in the market, the magic of the Q format. Explosive excitement, making the listener walk, talk, and think your station 24 hours a day. Contact P.O. Box 581, Pompano Beach, Fla. 33062.

Northwestern University Graduate, Age 22, with degree in Radio-TV-Film. First position in Industry. Seeks experience toward directing. Willing to work hard and will relocate. Mike Katz, 1005 Eastwood Road, Glencoe, Illinois 60022.

Jack Crawford has been with WKLO for five years as Assistant Program Director, Music Director, in research, and every phase of production under three top programers. He's ready to program his own station and we're helping him find one. Need a top man? Call Ernie Gudridge or Robin Walker 502-589-4800.

News/Public Affairs; writing, production. Five years experience, major market stations. Looking to work for right station. Howard Fing, 52 Block Boulevard, Massapeque Park, N.Y. 11762. 516-799-5270.

TELEVISION

Help Wanted Management

A TV news background, an MA, a creative imagination, ambition and management capability are required. You should be personable, responsible, persuasive and flexible. Write Box H-229, BROADCASTING.

Assistant Corporate Director of Marketing. Major group. College graduate who desires management. Must have local sales experience. $30,000 plus profit sharing. Submit resume to Box J-191, BROADCASTING.

Sales Manager. Top 50 market. Local salesmen with limited regional/national experience considered. $40,000 plus incentive. Opening created by forthcoming internal promotion due to new station acquisition. Box J-193, BROACASTING.

General Manager for two new VHF network-affiliated stations in Boise and Idaho Falls-Pocatello to go on the air January First. Applicants with substantial small market sales and management experience will be given preferential consideration. Call James Lavenstein: 208-342-0861.

Help Wanted Sales

Group owned, top 10 market, CBS affiliate has opening for strong sales person. Growth opportunity for management. Equal Opportunity Employer. Box K-24, BROADCASTING.

Help Wanted Announcers

Top 10 market TV station looking for talented performer to host daily talk/variety show. Applicant must have solid on air background. Resume and video tape to Box K-2, BROADCASTING.

Help Wanted Technical

Wanted: TV Engineer—to work in modern, full-color station in North East. Must have first phone and maintenance experience. Box J-236, BROADCASTING.

Chief Engineer wanted for small Southern California UHF TV station. Salary approximately $1,500 per month. Send resume to Box K-7, BROADCASTING.

Help Wanted Technical Continued

Assistant Chief for NBC TV-AM affiliate. Must have several years Ampex VTR, color experience. Send resume to Box K-35, BROADCASTING.

Immediate opening experienced VTR operator and light maintenance, must include AVR-1 experience. First Phone required, top pay, Washington, D.C. location. Box K-49, BROADCASTING.

Chief Engineer for Northwestern Nebraska. VHF Satellite. Minimum 5 years TV engineering. Heavy microwave experience. Call Director of Engineering, Fred Wuenschel, 605-342-2000. KOTA—Rapid City, South Dakota.

Maintenance Engineer for Florida PBS affiliate. Minimum 3 yrs. maintenance experience on color studio equipment required. Maintenance experience on RCA TK44, TK27 and TR60 equipment desired. Salary commensurate with experience and qualifications. Equal Opportunity Employer. Contact Chief Engineer WPBT, Box 1, North Miami, Fla. 33161. Phone 305-949-8321.

Transmitter supervision needed for VHF-TV in Colorado City, Contact D. E. Balfour, XYZ-TV, Inc., P.O. 789, Grand Junction, Colorado 81501, 303-242-5000.

Fast-growing exporter of broadcast equipment seeks man with technical knowledge of TV and radio equipment to head NYC staff. Should have extensive purchasing and management experience, with strong contacts among electronic suppliers. Broadcast Equipment Corporation, 777 Third Avenue, New York, N.Y. 10017. Phone 212-758-7577.

Live and work in beautiful Orlando, Florida. Must be thoroughly experienced. Please send resume and work samples to Sun World Broadcasters, Inc., 11510 East Colonial Drive, Orlando, Fla. 32807.

Opening at the State University College at Oneonta for someone with an Associate degree or equivalent to work in the Educational Communications Department. Experience in the maintenance of television equipment and rear screen television systems preferred. Duties include maintenance of Studio TV Cameras, Field TV Equipment, Rear Screen Television Systems, Classroom TV Receivers and Associated Transmission System; Assist in MCR Operations, TV Studio and Field Operations; Assist in Maintenance of Audio Record/Playback Facilities. Many benefits include: Health Insurance, Dental Insurance, Disability Insurance, Vacation, Sick Leave, Holidays. Pleasant college town in scenic part of state with excellent hunting, fishing, camping, and other recreational facilities. Write Director of Educational Communications, State University College at Oneonta, Oneonta, New York 13820. An Equal Opportunity/ all facets of news work. Male and/or Female applicant Affirmative Action Employer.

Broadcast Applications/Service Engineers who like challenge and travel. Back up distributors in demonstrations, installations and service of Delta 44 TBCs and Delta 7 VELCOR HSC. Good base and fringes. Lots of opportunity for advancement. Locations open. Call collect—Television Microtime 203-242-0761.

TV Maintenance Technician needed for University based Production Center. Applicants must be experienced in maintenance and installation of studio and production equipment. Reply to University Personnel Services, Langdon Hall, AU, Auburn, AL 36830. Auburn University is an Equal Opportunity Employer.

Engineers—2 vacancies for first class licensees. Minimum 5 years TV engineering experience. Microwave background necessity. Excellent opportunity for advancement with growing company. Call Director of Engineering, Fred Wuenschel, 605-342-2000. Rapid City, South Dakota. An Equal Opportunity Employer.

Chief engineer for government CCTV (GS-11 rating). Minimum three years experience with some supervisory capacity. Challenging opportunity to supervise and participate in technical activities involved n equipment planning, installation and maintenance. Should be strong technically. Send resume or government form 171 to Mr. John Demarco, civilian personnel office, Fort Devens, MA 01433.

Film Lab supervisor for University Information film lab. Seeking the above average lab person, who can operate film lab, including black and white, ME-4 process, film printing, preventive maintenance on Filmline processors, and quality control, plus ability to make long-term recommendations for optimum lab operation. Applicant also must have film production experience ranging from 16mm mag stripe, to 16mm double system, and should have familiarity with television film techniques and requirements. Qualifications are Bachelor's degree in cinema and two years related experience, substitution for college education may be made on the basis of one year of related experience may be made on the basis of one year of related experience for each two years of college. Starting salary, $9,168, with state employment benefits. Send complete resume to Judy Thomas, Personnel Office, Virginia Polytechnic Institute and State University, Blacksburg, Virginia 24061. Deadline for applications, October 10. An Equal Opportunity Employer.

Help Wanted News

Wanted: Major market television station seeking News Director. Prior experience mandatory. Reply to Box J-210, BROADCASTING.

Top five market station looking for a young personable weekend sportscaster with substantial broadcast experience and production know-how. $20-25,000 annually. Box J-222, BROADCASTING.

Cameraman with minimum of 3 years experience in cants accepted. Major market visuals oriented. Equal Opportunity Employer. Box K-11, BROADCASTING.

We are still looking for hard news oriented field reporters with production know-how for Florida TV station. Good appearance & voice. Experienced only apply. Equal Opportunity Employer. Box K-51, BROADCASTING.

Help Wanted Programing, Production, Others

Major market television looking for Executice Producer. Prior experience should include news production or News Director background. Reply to Box J-211, BROADCASTING.

Artist. Production and design for all newspaper and TV Guide ads for NBC's television affiliate in San Francisco. We have an all new department and are trying to build a new position. Advertising Department, KRON-TV, 415-441-4444, Ext. 293, P.O. Box 3412, San Francisco, Calif. 94119.

Art Director. On air TV experience and strong graphic print portfolio a must. Call Personnel, WDCA-TV, Washington, D.C. 301-654-2600.

Situation Wanted Management

Production/operations manager—Will consider producer-director position. Five years experience top 10 market. Desires challenge. Box J-233, BROADCASTING.

TV Billing, Accounts Receivable, & Credit expert. Traffic, Sales, Computer knowledge. Currently 3½ years with Net affiliate in Top Ten. Early 30's, family man. Seeking responsible, challenging position. Box J-238, BROADCASTING.

National Rep would like to return to return to station level. Interested in management positions only. Prefer south or southwest. Resume, recommendations sent upon request. Box J-239, BROADCASTING.

Situations Wanted Announcers

Five years ago I was told to go to the boondocks, well I've done my time, and I want out. TV-Radio combination preferred. Black, excellent voice, third endorsed . . . available in December . . . Carl M. Adams, Harmony House Apts., Pownal, Vermont 05261.

Anchor (Performer), Weatherbooth—Staff. Top 10 Announcer desires smaller eastern or southern market—tired of big city frustration. Top industry references. Excellent appearance. Mature. Salary secondary to growing station. VTR. 301-320-4664.

Situations Wanted Technical

TV studio engineer, first phone, ten years broadcasting experience with professional workmanship and know how seeks permanence. Box J-10, BROADCASTING.

Currently employed network technical management, seeking challenging opportunity to do significant work. Have over 21 years experience all phases technical and business operations and management at station and network level. Have also had my quota of Eastern Megalopolis pollution, social and traffic problems. Can we help each other? Box K-50, BROADCASTING.

Situations Wanted News

Medium market anchorman looking for move to majors. Very professional and highly motivated. Box J-169, BROADCASTING.

News director documentary writer, producer, director in top ten market wants a job where talents can be used to build a first rate television news, public service, documentary unit. Cost conscious. Box J-229, BROADCASTING.

Aggressive young college grad, A.B. Radio-Television-Film specializing in film, desires position as filmmaker in news or documentary production. Can relocate. For resume and film. Box K-5, BROADCASTING.

On-air News Director reporter-anchorman with 10 years experience in Top 20 market desires move to greater challenge. RTNDA member. Box K-12, BROADCASTING.

Situations Wanted News Continued

Ten Years experience west coast O & O Sports/News. Radio. Desire TV Sports. Will relocate for job right for both of us. Box K-41, BROADCASTING.

Television Newsman seeks news position. Know writing, filming editing, processing. Experienced in field reporting/co-anchoring. Hold bachelor degree. Box K-45, BROADCASTING.

Sharp, witty, human interest reporter with major market, anchor and general assignment experience. Box K-46, BROADCASTING.

News-Sports Director, Anchor NBC Cable. Desires Sports, News anchor or reporter—medium-large market. BA, 24. Call collect 213-984-0906, Andy.

Mature yet young, excellent appearance; professional seeks all or heavy Radio or TV News. 5 years actual experience, but have lived news and broadcasting 20 years. Truly know the art and the business. All medium and large markets considered. Audio or 16MM sound news presentation available only with personal interview or phone contact. John Steger 97-10 Metro Avenue, Forest Hills, N.Y. 11375, After 6 P.M. 212-793-7428.

Highly qualified professional meteorologist with AMS Seal seeks challenging position. Recent top TV/Radio Meteorologist Washington, D.C. Charlie Gertz, Box 124, Corolla, N.C. 919—453-2803.

Situations Wanted Programing, Production, Others

Young, ambitious radio professional seeks switch to TV production. Have major market credits and M.S. in television. 202-337-6075. Box J-218, BROADCASTING.

Teaching assistant wants job in real world. Two years varied experience in TV production. Eager to learn and willing to relocate. Available—January. Box K-1, BROADCASTING.

Take me out of New York. Equipped with TV and Film background. Brains. Talent. Education. Ambition. Can contribute much to local station. Send for resume. No obligation. Box K-10, BROADCASTING.

Creative, energetic director seven years experience in all phases of television production seeks challenge of larger market. Box K-13, BROADCASTING.

Experienced, mature director in Top Ten market wants Producer-Director position. Top references from fine, major broadcasting firm. Seven years experience. 301-460-1108.

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CABLE

Help Wanted Programing, Production, Others

Producer-Director/Instructor for CATV local origination studio operating as part of new Communication Arts program at small college. Write Dr. Wallace Watson, CATV Coordinator, Park College, Kansas City, Missouri 64152.

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Wanted: Ampex VR-1200 Video Tape recorder. Call 408-298-6676. Engineering KGSC-TV, San Jose, CA.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

CBS 411 or 410 Volumaxes. Trade up to the new model 4110 or 4100. Top dollar offered. Call Betsy Ebert collect, 305-776-4762 Broadcast Automation Assoc., 5199 NE 12th Ave., Ft. Lauderdale, Florida 33308.

Building new 25 stereo FM station on 94.5 MHz. Need most everything. Transmitter, antenna, monitors, etc. Bridgerland Broadcasting, Box 228, Logan, Utah 84321.

FOR SALE EQUIPMENT

RCA TT5-A transmitter, channel 2 thru 6, air cooled modification, excellent condition. Box J-86, BROADCASTING.

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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.

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Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

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"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.

Having Trouble Producing good revenue with your present format? I may be able to help as I have many stations. Call Dr. Crews 912-883-4908.

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Top rated radio station. Midwest location, within 200 miles of Chicago. Station grossed $700,000 last fiscal year in highly competitive market. Unusual opportunity for Sales Manager or Salesman ready to move up to top management. Salary—$30,000 plus five percent of profit. Call Mike Walker, Management Consultant at (312) 693-6171. No fee and all inquiries confidential.

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#2 STATION IN TOP 10 MARKET with M.O.R. format needs super combination ***Production Director/Personality.*** **We'll give the right man artistic freedom and a great working atmosphere. Send resume and tape to:**

Box J-113, Broadcastng

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Box J-114, Broadcasting

Top money for clever Humorous, Mature, Morning Man to make us no. 1 in a competitive Midwest Multi-Station Market. Not a time and temperature man but a personality able to create audience interest and participation by communicating directly with listeners. If we like your air check will arrange personal meeting.

Box J-129, BROADCASTING

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Country/Pop music leader in top ten market is looking for a pro. Send tape, letter and resume to

Box K-4, BROADCASTING

K-FYR—Covering Five States and
Two Canadian Provinces
Need Pro for Morning
No Beginners, Please
Good Bread
Send Tape & Resume
to
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K-FYR Radio
Box 1738
Bismarck, North Dakota 58501

INDUSTRY LEADER ACCEPTING AUDITION TAPES

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Include resume with tape.
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1735 DeSales St., N.W.
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KGMB AM-FM

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TOP MANAGEMENT TEAM

Major Market GM & PD With Proven Track Records Are Available To Manage And Program An AM/FM Combination In A Top Thirty Market.

Target . . . FM: 12-34
AM: 25-49

Only Serious Inquiries, Please

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BIG MARKET POTENTIAL IN SMALL MARKET AREA

News/Talkmaster pro for a good life w/unlimited opportunities. Rush resume, pic, tape and salary to:

Box K-48, BROADCASTING.

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Excellent track record, 14 years experience.

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Raise station billings, profits, programming, audience; improve image insuring community acceptance renewal, pride in your station, bank account. Spend only fraction of cost of new Rolls Royce you'll be able to afford in '74 with increased profits. DDD tonight: **TERRY CLARKE, 20 Years Broadcasting & Congressional Consultant Exp., Box 44, Alamogordo, N.M. 88310**

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Experienced, married, mature Radio-TV syndicated salesman available. Excellent contacts with top management and agencies in Midwest and S.E.

Minimum draw against commissions and realistic auto and travel expense. Good references.

Box K-23, BROADCASTING

Situations Wanted Programing, Production, Others

COUNTRY PROGRAMMER

Folks, I'm spending money for this space, so I ain't gonna waste it being modest. I'm offering you the very best country format ever devised. Book after book, buy after buy, its success is a proven fact. It *will* work in your market. Medium/major markets only. Available on consultant or permanent basis. Replies confidential.

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Help Wanted Management

Growing Florida Station Needs

Ass't. Business Manager

Equal Opportunity Employer

Box J-223, BROADCASTING

RADIO
Help Wanted
Technical

PROFESSIONAL AUDIO ENGINEERING MANAGER

Ampex, located on the San Francisco peninsula, is expanding its product design and development programs in professional audio products and systems.

Due to this expansion, we have an immediate opportunity for an Engineering Manager to direct the design efforts for professional audio recorders and related products for our Audio-Video Systems Division.

To qualify for this position, you must possess strong technical and management experience. You will be responsible for the technical direction of several design teams and these responsibilities will include supervision of control budgets, cost analyses and schedules.

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Senior Design Engineers needed for video and digital circuitry. Better conditions and pay.

Write or call

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Phone 904/378-1581

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Help Wanted Management

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Personnel Department
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P. O. Box 3423
Tulsa, Oklahoma 74101

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Broadcast Media Personnel Inc.
Box 22267 Dallas, Texas
214-337-3215 75222

PHILADELPHIA's number one jocks analyze your audition or aircheck. We then use our years of broadcasting experience to show you what you need to get that big promotion. Our detailed critique and continuing advice is guaranteed to get you out of that rut! Send tape and check or money order for $25.00 to: J & S Research Assoc., P.O. Box 7039, Boulevard Station, Phila., PA. 19149. All replies strictly confidential.

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BP

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Sherlee Barish, Director

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$100,000 Off

New UHF Xmitter

Brand new 30 KW GE transmitter for low UHF channels. This new transmitter has never been used and is still in the shipping crates.

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Cincinnati, Ohio 45215
315/772-1919

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George MOORE & ASSOCIATES
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Non direction radio station located near geographical center of U.S.—college town—absentee operated—needs sales oriented ownership—county retail sales one hundred ten million—good real estate included—price $185,000—$70,000 down—attractive terms.

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West Coast

AM FM	$210,000
AM	$250,000
AM	$225,000
AM	$195,000

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M.W.	small	FM	$168M	terms
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DALLAS, TEXAS 75231 (214) 369-9545

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1553

BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted 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 package 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 separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

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—Help Wanted, 40¢ per word—**$5.00 weekly minimum. (Billing charge to stations and firms: $1.00).**

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—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, Employment 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.

Name ______________________ Phone ______________

____

City ______________________ State ______ Zip ______

Insert ______ time(s). Starting date ______________ Box No. ______

Display ______________ (number of inches).

Indicate desired category: ______________________

Copy: ____

Profile

Phil Lewis: Growing up with WCCO Minneapolis

A stranger could find it hard to know when Phil Lewis is kidding. Particularly when he calls himself the "Archie Bunker type." There is no question that he's a positive thinker who exudes civic pride matched only by the intensity of his dedication to his job as general manager of WCCO(AM) Minneapolis-St. Paul.

But it is well known throughout the Twin Cities and everywhere the gregarious Mr. Lewis goes that this is his no-nonsense way of meeting the people.

His concern for people has made for a happy mating of philosophies since the station Phil Lewis has served and guided in the past 25 years is famed as "The Good Neighbor to the Northwest." Underscoring this compatibility is the realization that this quarter century represents his entire broadcasting career.

"It started back in 1948," he recalls. "I was in sales for California Packing Sales [a division of Del Monte] in Minneapolis-St. Paul. I ran into Harvey Struthers, who then was a WCCO salesman. He suggested I call Tom Dawson, sales manager of the station, about an opening with *Housewives Protective League.*"

Mr. Lewis says that he accepted that job as a WCCO account executive because he felt the idea behind *HPL* was so great. Franchised by CBS to affiliates, the locally produced programs included such things as consumer panels that would have to give 80% approval of any product before it could be accepted on the program. The standards for programing were so rigid and professional, Mr. Lewis adds, that personalities conducting *HPL* shows have been interchanged without anyone being aware of the shift.

Mr. Lewis points out that there must have been a good omen in his entry into broadcasting in that the two men responsible went on to higher echelons—Mr. Struthers with CBS's O&O stations and Mr. Dawson eventually becoming president of the CBS Television Network.

The caliber of people, past and present, serving at WCCO is a favorite topic of Phil Lewis. It sounds like a litany of successful broadcasters to hear him speak of Earl Gammons, Gene Wilkey, Sig Mickelson, Cedric Adams, Merle Jones and Wendell Campbell, in addition to Messrs. Struthers and Dawson as well as the present-day staff of WCCO.

This camaraderie and feeling for the Twin Cities prompted Phil Lewis to stay with WCCO when CBS relinquished its ownership in the station in 1952. The network offered attractive positions elsewhere to those who had served the station well.

Mr. Lewis also reminisces that it was at that time that another important decision was made by the reconstituted ownership of WCCO, Midwest Radio-Television Inc. Despite the glamour of emerging television, a firm policy was enunciated that radio and television (WCCO-TV) were to be operated autonomously. Each was to stand or fall on its own without asking help of the other, Mr. Lewis recalls. And that's the way it still is.

Philip Morgan Lewis—general manager, WCCO(AM) Minneapolis- St. Paul; b. June 11, 1921, Minneapolis; U. of Minnesota, 1942; U.S. Air Corps, 1942-45; California Packing Sales Co. (division of Del Monte), Minneapolis, 1945-47; account executive, WCCO, 1948-50; local sales manager, 1950-52; general sales manager, 1952-1967; assistant general manager, 1967-69; general manager, 1969-present; m. Vivian Ryan, Sept. 1, 1942; children: Mike, 30; Patrick, 28; Vicki, 24; Sally, 19; Tom, 13.

In the meantime, it had been a steady climb up the ladder for Mr. Lewis—to local sales manager in 1950, general sales manager in 1952, with the added responsibility of assistant general manager in 1967, and finally general manager in 1969.

Phil Lewis is proud of the milestone WCCO reaches today (Oct. 1) when the station begins its 50th year of broadcasting. On that day in 1924 Washburn-Crosby Co., the nationally known milling company based in the Twin Cities, took over the facilities of the former WLAG(AM) there. It was rechristened WCCO to signify the Washburn-Crosby Co. ownership with the subtitle of the "Gold Medal Station."

Mr. Lewis likes to tell of the role in that changeover played by Earl Gammons, later manager of the station and eventually the highly respected CBS Washington vice president, before his retirement. Mr. Gammons, formerly a reporter for the *Minneapolis Tribune*, was brought in to do the publicity and played a major role in establishing WCCO as an institution in the area.

An entire year of festivity is planned for the station beginning today. One thing of particular interest to radio buffs, Mr. Lewis says, will be a countdown during the last 50 days of the year-long observance. Each of those days will be used to commemorate a specific year in WCCO's history.

What's the format that has made WCCO so successful? Phil Lewis contends that it is no defined format, just a desire to offer programing based on "a concern for people" and for what best serves them. Though the station is heavy on sports, he readily ticks off WCCO successes with news and farm broadcasts, community-affairs programs and talk shows. Music is in no fixed pattern—whatever is appropriate to the time.

Mr. Lewis emphasizes that the key to much of this programing is getting his staff out among the people in WCCO's 110-county listening area. One recent example, he offers, involved two months spent in the field by the station's farm director. The resulting findings and observations were digested into a special report circulated to the entire WCCO staff.

However, Phil Lewis is not complacent about WCCO's success. He wants to keep improving. One thing in the offing for the 50-kw clear-channel station on 830 khz is a relocation of transmitter and antenna to a better location farther west of Minneapolis. But here again, Mr. Lewis cautions: "Brick and mortar do not make a broadcast station. In our case, it's the 90 dedicated people on the staff."

Phil Lewis modestly underplays his role in orchestrating this assembly. He sets the pace with a full schedule of activity at WCCO as well as outside work with the Minneapolis Chamber of Commerce, Minneapolis Athletic Club, Big Brothers of Minneapolis, Catholic Welfare, St. Mary's hospital and the Foundation for Living. A second-generation native of Minneapolis, he wants to be involved in his town.

This involvement demands stamina. And to be assured of that, Mr. Lewis adheres to a Spartan schedule of physical activity. When the ice and snow set in, he will be restricted mostly to handball, hunting and occasional golf. But these beautiful fall days are different: Every morning at 5:30, neighbors of the Lewises in Edina, Minn., can look out their windows and see the WCCO general manager off for a five-mile spin on his bicycle, his dog barking in happy pursuit. "You have to do something to keep in shape, don't you?" is his explanation.

It has paid off. The broad-shouldered Phil Lewis, who stands nearly six foot-two, now weighs 207 pounds—exactly 10 pounds under his weight when he played tackle for the University of Minnesota.

Editorials

Out with it

In a widely distributed interview with the Associated Press, Clay T. Whitehead, director of the Office of Telecommunications Policy, has casually suggested the desirability of adding, oh, a couple of hundred VHF stations to the present TV system. An aide has said that Mr. Whitehead's remarks were based on an OTP technical study that found it feasible to drop V's into most U.S. communities (BROADCASTING, Sept. 24).

It makes no difference that Mr. Whitehead forswears an interest in promoting this scheme. His mere mention of it revives the drop-in issue on a national scale. And it coincides with FCC consideration of a benchmark case: the proposal by the noncommercial WETA-TV Washington, now on channel 26, to try "experimental" operation on a dropped-in channel 12.

Let us assume that it *is* mere coincidence that OTP would have commissioned special drop-in research, which Mr. Whitehead interprets to promise the technical means of creating more television networks, while WETA was pursuing its professed mission of testing a directional drop-in on the air. The report of the existence of an OTP technical study, without a revelation of its critical details, could influence an FCC that has been inclining toward approval of the WETA proposition.

If OTP does indeed have a study purporting to make room for significant numbers of new V's without creating intolerable interference in the television system, it contradicts all the scientific evidence on which the existing allocations are based. If it will stand public scrutiny, OTP must make it public. If it can't, Mr. Whitehead ought to withdraw his remarks and disavow his research.

Waiting game

In avoiding prompt action on the confirmation of James H. Quello as a member of the FCC, the Senate Commerce Committee is acting with excessive regard for legislative privilege. Since the President was in no hurry to choose a replacement for Nicholas Johnson, whose term ran out on June 30, the senators are unwilling to quicken the pace. The delay may fit political traditions, but it is unfair to Mr. Quello. It adds to the general atmosphere of indecisiveness in Washington.

Everybody knows that Nicholas Johnson is amusing himself, and extending his stay at the government trough, by drumming up opposition to Mr. Quello. But nothing that the Johnson clique has produced so far remotely suggests the disqualification of Mr. Quello. That leaked internal memo from the Capital Cities headquarters black who found Mr. Quello insensitive to minorities is countered by testimonials from Detroit blacks who have first-hand knowledge of his record. The Jack Anderson report of $120,000 contributed to the Nixon campaign by Quello "associates" turns out to be traced to persons and institutions with vague connections to Capcities or no connections at all.

The betting here is that when all the testimony is in and the Johnson clique has had its say, the Senate will confirm without question. The thing now is to get on with it.

The big clout

In the tumult over professional-football antiblackout legislation the pundits as well as the public have all but lost sight of an event that should provide the obvious answer to the sports-broadcasting dilemma.

You might have heard a smidgeon on the air or seen a paragraph or two on the sports pages about this year's big-league baseball's big success. With a week or so to go before the end of the season, all attendance records were broken. Of the 24 big-league stadiums, 17 have drawn more than one million paid fans each.

For the past decade, thanks to the sagacity of broadcaster-baseball club owner John E. Fetzer, major-league games have been telecast at least once a week nationally, while most out-of-town games and some home contests have been broadcast locally or through regional networks. Baseball rights, according to BROADCASTING's annual survey (Feb. 26), grossed $42 million for the participating clubs.

The lesson should be obvious. It was initially radio and later radio plus television that stimulated ball-park attendance, attracting new fans, including women and adolescents. Football clubs know only too well that without radio and subsequent TV exposure the sport would have continued largely in amateur collegiate confines. (NFL football clubs this season, according to BROADCASTING's annual survey [July 30], had a windfall of more than $50 million for broadcast rights.)

Consider the onset of the current professional-sports explosion. The entrepreneurs owe most to the broadcast media. The baseball success this year was achieved not because of but in spite of the blackouts.

Mr. Fetzer, chairman of the Fetzer station group and owner of the Detroit Tigers, has proved a prophet with honor. He stimulated the Monday-night network spectaculars against tough odds. It is a lesson that Pete Rozelle, the pro football commissioner, and his club owners should rehearse.

Puffery

In another trumpeted assault on cigarette consumption, the Congress has passed and the President has signed an act outlawing broadcast advertising of little cigars, which those unwavering defenders of the public health see as cigarettes in thin disguise. It is another act of political cynicism.

The ink had hardly dried on the President's signature before the agriculture department predicted that cigarette consumption by Americans aged 18 and older would average 205 packs in 1973. The per-capita consumption last year was 202. Cigarette advertising ceased on radio and television in January 1971.

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