

**A worried cable industry sends SOS to FCC
Retrospective on a slump the market hopes is history**

Broadcasting Oct 8

The newswweekly of broadcasting and allied arts

Our 42d Year 1973



These broadcasters observe, judge and act...

FRANK BALCH President, APBA WJOY Burlington	TOM FRAWLEY First V. P., APBA Cox Broadcasting Washington, D.C.	TONY GONZALEZ V. P., Eastern Dist. WNNR Beckley, W. Va.	THAD SANDSTROM V. P., Central Dist. WIBW Stations Topeka	WALTER RUBENS V. P., Western Dist. KOBE Las Cruces, N. Mex.	FRED HAMMOND V. P., Southern Dist. WWL New Orleans
---	---	---	--	---	--

...in the interests of better broadcast journalism

HARRY McKENNA WEAN Providence, R. I.	ROBERT TOBEY KOTS Deming, N. Mex.	W. JACK BROWN WLON Lincolnton, N. C.	RALPH RENICK WTVJ-TV Miami	JACK EDDY KOMO-TV Seattle	DICK CHEVERTON WOTV Grand Rapids, Mich.
---	--	---	---	--	--

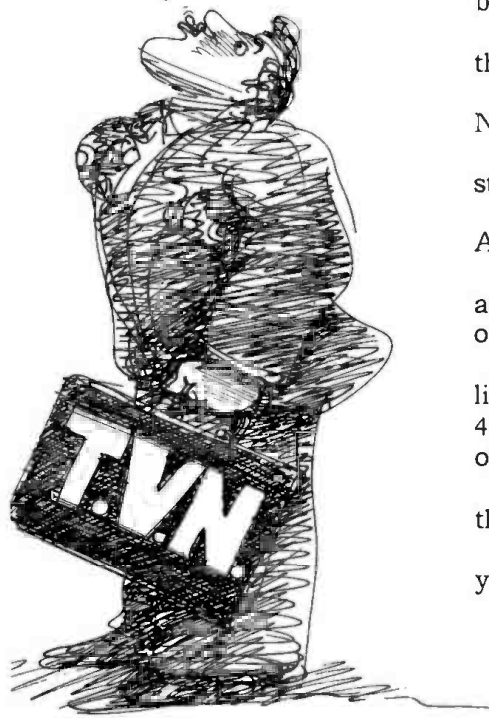
JOHN SALISBURY KXL Portland, Oregon	DAVE KELLY WMAL-TV Washington, D.C.	CURT BECKMANN WCCO Minneapolis	TOM POWELL WDAU-TV Scranton, Pa.	GEORGE VOLGER KNPC Muscatine, Iowa	KEN BOOTH KEEL Shreveport, La.
--	--	---	---	---	---

**MEET THE 1974 BOARD OF DIRECTORS OF THE
ASSOCIATED PRESS BROADCASTERS ASSOCIATION**

36112LIRRAAB5184MCK<DEC/76
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMRY AL 36112



**HOW TO COMPETE
WITH NEWS SHOWS
TWICE YOUR SIZE.**



Put newsmen in every major city in the world.
Have cameramen ready to dispatch to wherever a big story is breaking.

Set up facilities to get the newsfilm back and on the air while the event is still news.

And if you can't do all that yourself, Television News will do it for you.

Every day at 4:30 pm ET, TVN will feed you stories from its more than 450 newsmen.

At least a dozen national and international stories.

At least three sports stories. At least three features.

Each story is straight and objective. With no anchorman or other TVN identification to make it any other than your news story.

To help you program, we'll send you a preliminary line-up before 1:00 pm ET, and a final line-up before 4:00. You can run the stories at whatever time or as often as you like.

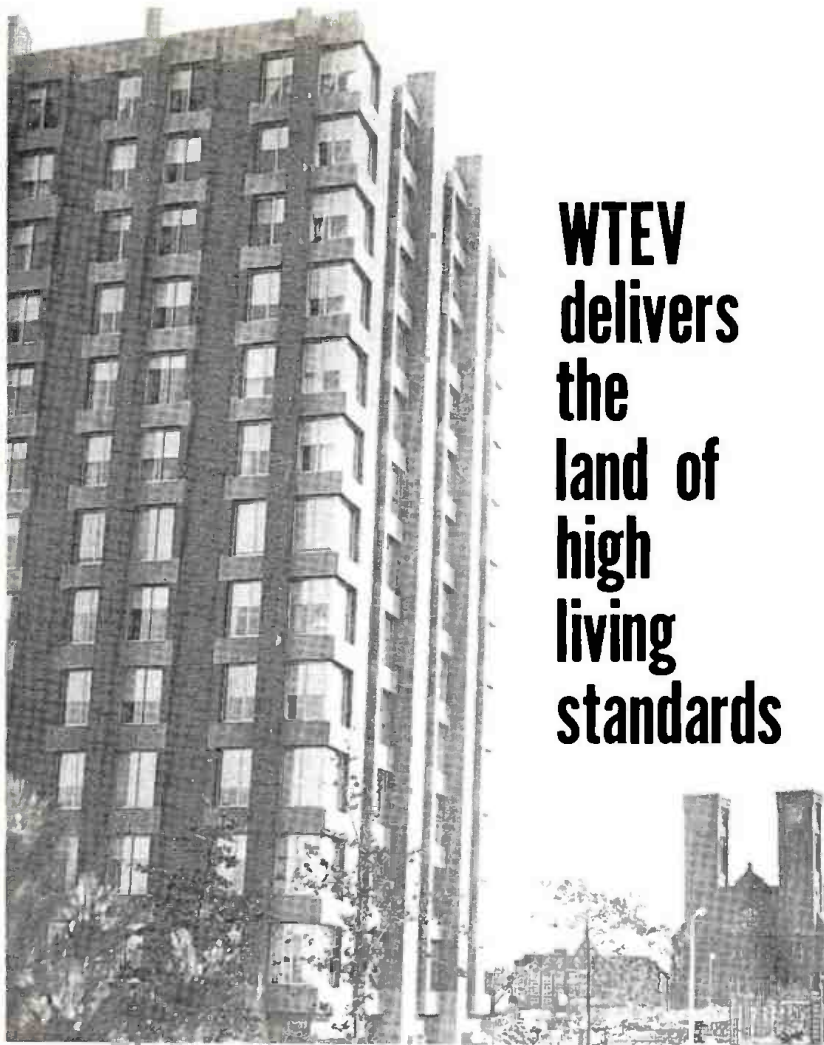
Call us collect at (212) 582-6666 to find out what this service will cost your station.

If you think it's going to be expensive, prepare yourself for a shock.

TELEVISION NEWS INC.

10 Columbus Circle, New York, N.Y. 10019

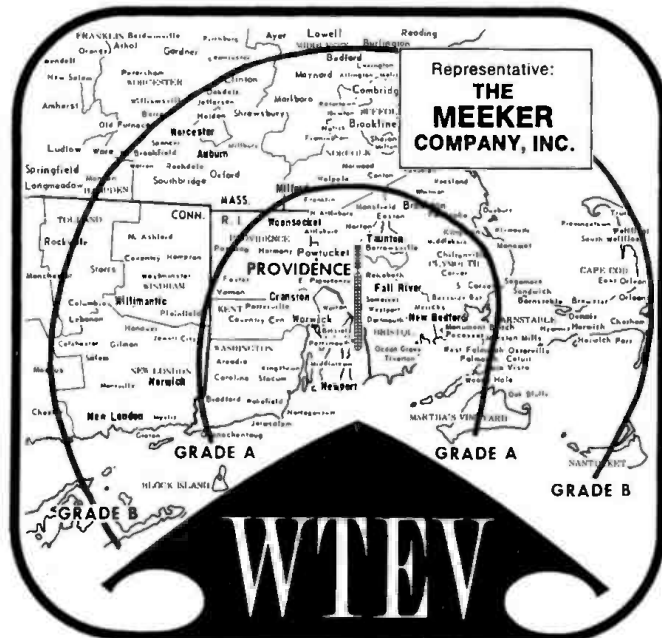
Over 450 newsmen covering the world.



WTEV delivers the land of high living standards



Left One of many high-rise apartment complexes being erected in heart of Providence. Upper right New Dexter Manor, 16-story home for elderly, its downtown location is shown in lower photograph.



Providence, a key facet of the WTEV market, contributes greatly to the area's prosperity through a continuing building program for its downtown area. Marked by an Effective Buying Income of almost six billion dollars, this market offers an unusual opportunity for advertisers. WTEV assures rewarding returns because of total-market reach and penetration.

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel

6

abc

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

Closed Circuit

Postponement. Here is latest timetable on expected resignation of FCC Chairman Dean Burch. He won't submit letter to President until Senate confirms nomination of James H. Quello to succeed Nicholas Johnson. That strategy is to avoid creation of two vacancies — Republican for Mr. Burch, Democratic for Mr. Johnson — at the same time. Worst-kept secret in Washington is Mr. Burch's desire to leave, but new date may be about Dec. 1 instead of Nov. 1 because of delay in Quello confirmation.

Lines are forming for Burch seat on FCC. (Chairmanship is virtually certain to go to Commissioner Richard E. Wiley.) Among new names mentioned for unexpired portion of Burch term (until June 30, 1976): Edward C. Lambert, 63, chairman of broadcasting department and professor of journalism at University of Missouri; Margita White, 35, assistant director of public information, United States Information Agency, former deputy to Herb Klein when he was White House director of communications, and Antonin Scalia, former general counsel of Office of Telecommunications Policy, now chairman, Administrative Conference of U.S.

Down to drafting. Some time this week House Communications Subcommittee will begin to mark up its version of license-renewal legislation. It's expected to start with bill introduced by Representative Fred Rooney (D-Pa.) (*Broadcasting*, Sept. 24). Rooney bill would extend license period to five years, give licensee edge against challenger if incumbent's programming has substantially rather than minimally met local needs and interests and if operational record contained no serious deficiencies. Ad-hoc restructuring of industry would also be prohibited.

Waterfront. FCC's proposed inquiry into alleged network dominance of television ("Closed Circuit," Oct. 1) could expand into much bigger project before it is initiated. Some commission officials feel that all aspects of dominance issue should be investigated — whether it involves newspaper ownership of stations, multiple-station ownership, multiple-cable-system ownership, whatever.

Commission will probably settle on inquiry's scope this week when it resumes effort to reshape prime-time-access rule, project that sparked suggestion for network inquiry. Since FCC meeting two weeks ago, staff has been putting into draft form various options commission is considering. These include exempting news, public-affairs, children's and minority-oriented programs; returning to networks two or three half hours per week; permitting affiliates to carry one one-hour off-network program per week. Commission is expected to wrap up in one package, perhaps within weeks, proposed inquiry and final order on prime-time-access rule.

The yearners. What if, in its upcoming decision on prime-access time, FCC should grant TV networks definitive waiver on another half-hour of prime-time news? Would networks go for it? Preliminary soundings last week found no firm commitment, though NBC sources gave qualified

yes: they said they generally favor idea but would want to see FCC's language before saying more. Most anyone else would say is that they'd "want to weigh the entire package."

Prime-access or not, network news chiefs definitely would like to have another half hour for evening news, though they disagree on where they'd like to have it — and, as practical matter, don't expect to get extra time any time soon. Elmer Lower, president of ABC News, would like it at 10 or 10:30 p.m. NYT and use it to develop in some depth one, two or three major stories that couldn't be treated at length in early-evening news. Richard Wald, president of NBC News, also would like it later in evening — and would be glad to have not merely half-hour then but full hour. CBS News President Richard S. Salant, however, would prefer extra half-hour as extension of present 30 minutes in early evening.

Twain meets. California Community Television Association convention Nov. 28-Dec. 1 in Las Vegas promises to be second biggest cable assembly of year, exceeded only by National Cable Television Association convention. In Las Vegas registration of 2,000 is expected. Association has engaged first major speaker: Peter H. Storer, executive vice president of Storer Broadcasting Co. which is also multiple CATV owner. Mr. Storer, who was TV board chairman of National Association of Broadcasters last year, will be opening luncheon speaker Nov. 28.

Sticky waivers. To most FCC commissioners, question of how to proceed with those 68 petitions for waiver of rule barring crossownership of cable television and television station in same market is tough. But at least one commissioner has direct approach. H. Rex Lee would deny them all. On other hand, Sol Schildhouse, chief of Cable Television Bureau, would grant them all. Commission met on Thursday on waiver issue — first of nine cable-TV items it plans to consider in next few weeks — but barely scratched surface. Neither Rex Lee nor Schildhouse approach seems likely to prevail.

Off-network news. Twentieth Century-Fox Television has bought exclusive syndication rights to following shows produced by ABC-TV News: *ABC News Close-Up* series of irregularly scheduled hour-long investigative documentaries; *The Reasoner Report* (Saturdays 6:30-7 p.m. NYT), newsmagazine program hosted by Harry Reasoner; *Directions* (Sundays, 1-1:30 p.m.), which delves into current trends in religion, and *Issues and Answers* (Sundays, 1:30-2 p.m.), in which two ABC-TV news correspondents interview newsworthy figures. Fox will syndicate shows to TV stations in U.S. and abroad. Agreement covers shows produced since Sept. 30, 1972.

Johnson for Congress. Outgoing FCC Commissioner Nicholas Johnson has confided to broadcasters in his home state of Iowa that he may run for seat in House. He is said to have professed no yen for either campus (as law professor) or for private law practice, but service in Congress, as liberal Democrat, would interest him. He made brief pass at senatorial nomination from Iowa in 1972 but backed out before Democratic primaries.

Top of the Week

Industry in crisis. Eighteen months after FCC put into effect regulatory package that was supposed to be its emancipation proclamation, cable industry has ventured into quagmire. Its largest company, Teleprompter, is in turmoil. Its growth is threatened by capital limitations and generally hostile economic climate. Subscription cablecasting, its anticipated future forte, is under fire from broadcasters and theatre owners. And it still feels it's getting short end of stick in Washington. Those problems came dramatically to surface last week in Washington, when NCTA's board of directors, in town for two days of meetings, met with six FCC commissioners in closed-door session. Cablemen's message was emphatic: Looser regulatory climate is essential if industry is to weather storm. Two representatives of Salomon Brothers, New York financial institution, who gave commissioners bearish report on cable's position in Wall Street circles, backed up industry's plea for relief in Washington.

Host of other problems notwithstanding, pay cable continues to be industry's major concern. Affirmation of that verity came when NCTA board authorized expenditure of \$250,000 to counter NAB's accelerating antipay campaign. NCTA, however, was keeping essentially silent on where money will come from and where it will go. But it's understood that major campaign, possibly including newspaper space, is in offing. Calculated plan for monitoring of TV stations and various forms of litigation also are expected.

NAB also was active on pay issue. Its special committee on pay television, at second meeting, refined its own anti-pay program; it continues quest for outside help to administer campaign.

Controversy over pay cable has had no effect on medium's continued growth. According to data compiled by National Association of Theatre Owners and amplified by Broadcasting's own research, there are now 35 operating pay systems in country. And marketable film product, NATO says with concern, is becoming readily available to cable.

In-depth coverage of all these developments starts on page 21.

True to Burch word, FCC revives proposal to impose quotas on TV program categories; it also issues new TV renewal forms

Following lead of Chairman Dean Burch, FCC last week reopened inquiry into establishment of quantitative guidelines to determine "substantial service" by television-license renewal applicant whose occupancy of channel is challenged by competing applicant.

Commission at same time gave final approval to new rules of license-renewal procedures, including new annual program-reporting and license-renewal application forms for television stations.

Commission in 1971 issued two notices of inquiry and held oral argument in May 1972 on quantitative-guidelines issue, but proposal languished and appeared dead until Chairman Burch last month publicly endorsed it as only viable means of determining when television licensee had earned "reasonable assurance of license renewal" (*Broadcasting*, Sept. 17).

Commission last week asked for comment on categories of programming commission should consider and precise definition of those categories, whether exact percentages or percentage ranges should be used, and applicability of standards to various groups of stations. It also wants parties to



Tower tragedy. KCRG-TV Cedar Rapids was back on air with regular programming last Friday (Oct. 5), within 36 hours after its 2,000-foot tower at Walker, Iowa, collapsed, killing five workers and injuring several others. Working around clock, KCRG-TV Chief Engineer Walter Alliss Jr. and RCA field representatives moved and installed transmitting equipment at old station tower at Hiawatha, Iowa. (Story page 55.)

make clear whether percentages they suggest include commercial time. Commission in original notice of inquiry suggested percentages of programming in areas of local, news and public-affairs programming.

Comments are due by Nov. 12, with replies due by Nov. 28. Commission this week will issue special questionnaire to all commercial-television stations to update statistics on actual performance of stations in local and informational programming. Original notice of inquiry contained statistics based on performance between 1968 and 1970.

New license-renewal procedures, issued in interim report and order on May 1 (*Broadcasting*, May 7), have been held in abeyance pending final Office of Management and Budget clearance of program-reporting and license-renewal forms. New rules, designed to encourage dialogue between licensees and citizen groups, require stations to file renewal applications four months in advance of expiration date instead of three, and to broadcast announcements every 15 days describing their public-interest obligations. Television stations must file annual program reports and place in the their files every year list of significant problems in their areas and programs designed to meet them.

New renewal filing dates and new renewal notices will apply initially to renewal applicants whose licenses expire Dec. 1, 1974 — those in California.

FCC action on renewals is in for rocky time. National Association of Broadcasters executive committee formally decided last week to petition commission for reconsideration. NAB lawyers feel order is "premature" since Congress is debating license-renewal legislation which could affect commission procedures; they also feel commission has not justified its need for much of information it is seeking. Citizen groups, too, are known to be unhappy with rules and are expected to seek reconsideration. United Church of Christ filed even before commission issued final order.

Meanwhile, in another matter bearing on renewal process, commission on Friday (Oct. 5) announced it will hold oral argument on Nov. 20 on issues raised by proposal that licensees be required to make program logs available for public inspection. Proposal was advanced by National Citizens Committee for Broadcasting.

Second-inning scores on new TV season

Two of nine new network-TV series broadcast during second premiere week of 1973-74 season (Sept. 17-23) ranked in top 30 programs for that week — and they just barely made it, according to lists out Friday (Oct. 5). National Nielsen

ratings put NBC's *Girl With Something Extra* and *Lotsa Luck* in tie for 29th. NBC's *Diana*, previous week's highest ranked new show, also tied for 29th, was third-highest in second report, tied with NBC's returning *Emergency* and *World of Disney* for 31st. NBC also had fourth and fifth highest-rated new series: *Needles and Pins* (37) and *Chase* (38). CBS's *New Perry Mason* was 43d, ABC's *Adam's Rib* tied with NBC movie special ("Marooned") for 49th, *NBC Follies* 56th and CBS's *Calucci's Dept.* hit bottom in tie with ABC summer show, "Love Thy Neighbor," for 59th in field of 60.

In weekly averages, CBS ranked first and ABC second on strong performances by returning series, specials and movies. Blockbuster "Bonnie and Clyde" on CBS was number one program of week while wildly promoted Billie Jean King-Bobby Riggs tennis match on ABC same evening ranked third (see list below). Averages for week: CBS 22.8, ABC 19.2, NBC 17.4.

Two of recent years' consistent hits, ABC's *Marcus Welby M.D.* and NBC's *Ironside*, ranked 35th and 42d, respectively.

Top 15, with ratings (listed first) and shares:

1. *CBS Thursday Movie* ("Bonnie and Clyde") 33.5-48.0,
2. *All in the Family* (CBS) 30.2-52.0, 3. King-Riggs tennis (ABC) 28.1-40.0, *CBS Friday Movie* ("Tora, Tora, Tora") 27.8-47.0, 5. *Hawaii Five-O* (CBS) 26.1-41.0, 6. *Sanford and Son* (NBC) 25.3-44.0, 6. *Maude* (CBS) 25.3-42.0, 8. *Cannon* (CBS) 24.6-38.0, 9. *NBC Saturday Movie* ("Cool Hand Luke") 24.4-41.0, 10. *NBC Monday Movie* ("Play Misty for Me") 24.3-37.0, 10. *Waltons* (CBS) 24.3-35.0, 12. *Gunsmoke* (CBS) 23.7-37.0, 13. *CBS Tuesday Movie* ("Terror on the Beach") 22.9-37.0, 14. *ABC Sunday Movie Special* ("Funny Girl") 22.7-36.0, 15. *M*A*S*H* (CBS) 22.0-36.0.

Broadcast journalists are breathing easier in wake of Watergate, but there remain dark clouds on horizon. How to clear skies will be foremost topic at this week's RTNDA convention in Seattle. Page 37.

Congress is resurrecting old "voter's time" concept as alternative to current political-broadcasting process, and industry — led by CBS's Dick Jencks — thinks it's bum idea. With one campaign-reform bill cleared by Senate and two before House, there's reason for concern. Page 32.

Benton & Bowles's George Simko thinks he has simple answer to clutter problem: keep business away from stations that perpetrate the crime. Page 38.

Children's TV advertising may be due for some trimming at FCC. That's indication from Chairman Burch, speaking on Mutual program. Page 48. And children's programming itself will get some trimming at KTTV (TV) Los Angeles. Station — in unprecedented acquiescence to outsider demands — agreed last week to drop three cartoon series, blacklist 39 others, in return for dismissal of renewal challenge. Page 49.

Although analysts now think downward trend among communications-oriented stocks may be history, there's been some damage done. Retrospective recounts bad news industry hopes is behind it. Page 57.

Assault on that Everest of paper

FCC has adopted plan to reduce mounting backlogs in its various bureaus. Chief of staff is John Torbet, executive director, and strategy is to improve efficiency. Each office will review rules, to determine which can be eliminated to expedite paperwork. Each will assign one staffer to search for obsolete forms that can be weeded out. In addition two

Still waiting. Senate hearing on confirmation of James H. Quello's nomination to FCC may be delayed further by Oct. 12-29 Senate recess. Chairman John O. Pastore (D-R. I.) had not set Quello date last week. Hearing could be held during recess, if Senator Pastore were so minded; no committee quorum is required.

Expensive trip. Executive committee of National Association of Broadcasters in Washington last Thursday (Oct. 4), took look at plans for next year's NAB convention in Houston (March 17-20) and decided to raise price of admission. Registration fees will be up \$15, making tab \$50 if you buy convention lunches, \$35 if you fast. Late registration will cost extra \$5. Convention meetings and equipment exhibits will be in Albert Thomas Convention and Exhibit Center. Other exhibitors will be in Shamrock hotel.

two-member teams of management analysts will work with bureaus on streamlining.

Project could lead to reallocations of office space and revisions of purchasing procedures. It could also lead to resentment by officials who see threats to their positions in changes being made. So board has been appointed to handle complaints. Members are Executive Director Torbet, Commissioner Benjamin Hooks (who has been backlog commissioner) and FCC General Counsel John Pettit.

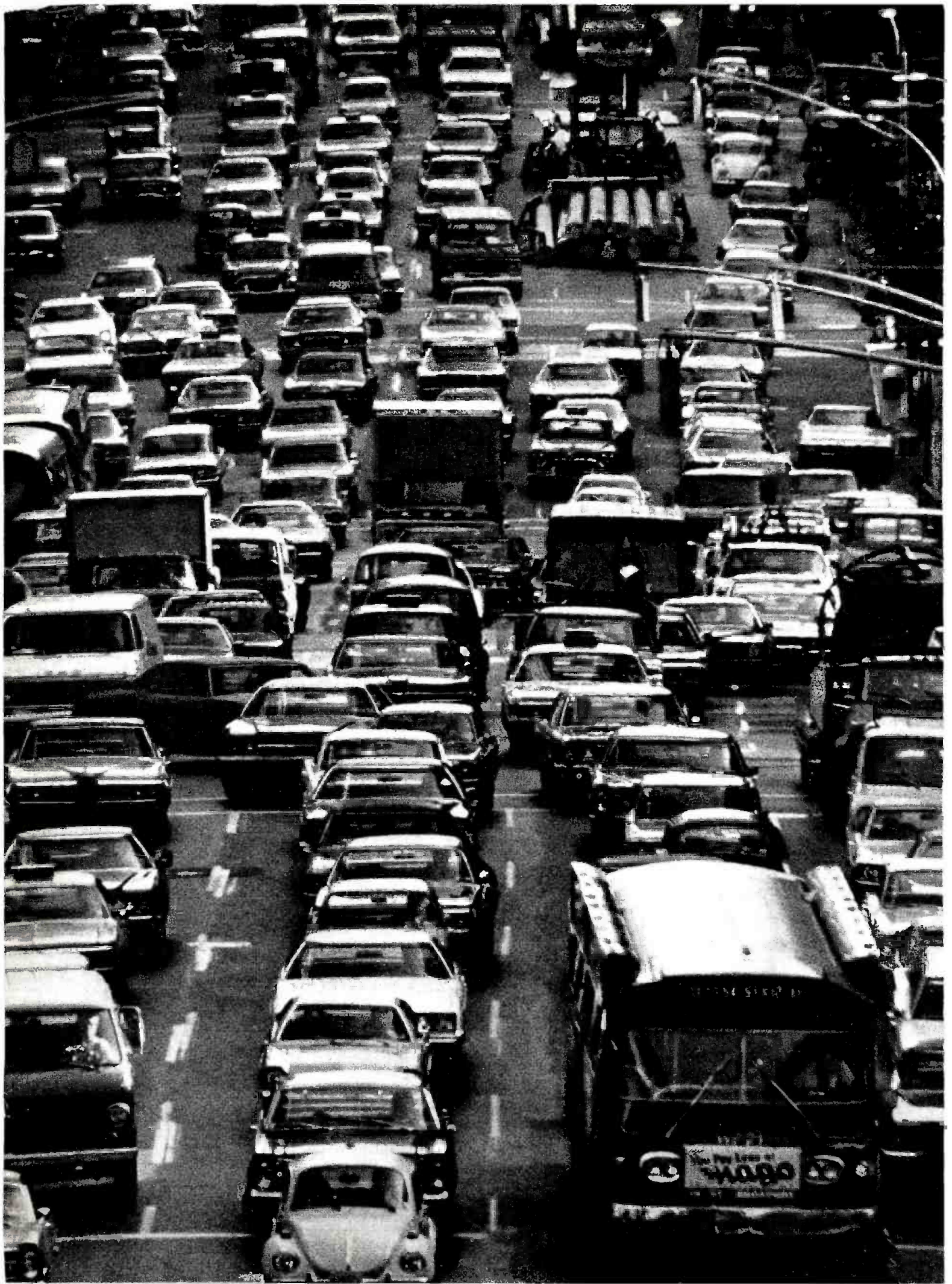
In Brief

Dragnet. CBS News's Fred Graham was among number of reporters subpoenaed late last week by lawyers for Spiro T. Agnew, investigating leaks from investigation of Vice President. Lawyers acted under authority granted earlier by U. S. District Judge Walter E. Hoffman in Baltimore. First indications were that subpoenas would be resisted. Ironic footnote: Jay Topkis, Agnew lawyer who signed subpoena served on CBS's Graham, was CBS News lawyer three years ago when it was preparing defense against anticipated (but never delivered) subpoena of news background by Justice Department in CBS News broadcast about Black Panthers.

Cablemen prevail. Illinois' Supreme Court has told State Commerce Commission it has no right to assert jurisdiction over CATV in that state. Decision last week by court rejected commission's claim that cable, by virtue of technical similarity to telephone and telegraph operations, could be regulated under state public-utilities law.

No sweat. Mary Elizabeth Hanford, deputy director of Office of Consumer Affairs appointed to Federal Trade Commission, looks likely to breeze through confirmation process later this month. Hearings Thursday (Oct. 4) provided little fodder for her opponents, who have little against Ms. Hanford's appointment but would like to see Senate Commerce Committee hold back her nomination until new FTC Chairman Lewis Engman gives assurances commission will continue activist policy. Ms. Hanford took moderate positions on children's advertising — supporting self-regulation — and substantiation of advertising claims.

Storer survives suit. All complaints against Storer Broadcasting Co. by minority stockholders of SBC's Northeast Airlines have been dismissed without prejudice by U. S. District Court Judge Sylvester J. Ryan. Plaintiffs has opposed proposed 1969 merger of Northeast into Northwest Airlines, union that was aborted in March 1971 when North-



AMERICAN CITIES ARE SUFFERING FROM HARDENING OF THE ARTERIES.

Storer stations are concerned and are doing something about it.

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

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

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

For instance, WJW-TV has pushed to regionalize the

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

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

right turns on red lights to keep traffic moving.

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

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

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

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

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

east rejected restrictions attached to merger approval by Civil Aeronautics Board. Northeast then was merged into Delta Air Lines (*Broadcasting*, April 26, 1971).

Pay cable at AWRT regional. Oct. 12-14 Mideast area conference of American Women in Radio and Television will draw on communications policymakers and interpreters in its examination of industry issues. Highlight will be Saturday afternoon debate on pay cable vs. free TV between Robert Button, Teleprompter vice president, and Richard Jencks, CBS Washington vice president.

Late Fates. Duane R. Harm, VP and general manager of KHON-TV Honolulu since 1968, named VP-GM of Corinthian's KOTV(TV) Tulsa. J. Warner Rush, general sales manager, WHN(AM) New York, named VP-general sales manager of Major Market Radio, representatives. Don Dalton, VP-eastern sales manager, named VP-director of sports marketing. Jerome S. Hyams, long identified with Screen Gems and its president 1967-69, has resigned as senior executive VP and board member of parent Columbia Pictures Industries. Roger B. Read, VP, Taft Broadcasting Co, assumes additional duties as executive VP of Rhodes Productions Inc., Los Angeles, in charge of business affairs. He will coordinate TV syndication activities of Rhodes, Hanna-Barbera Productions and Cine Group Inc., all Taft subsidiaries. Robert Glaser, president of RKO General TV, New York, and Herman Pease, general manager, WUTV(TV) Buffalo, N.Y., named to board of Association of Independent TV Stations (INTV) (see story page 36). (For earlier "Fates & Fortunes," see page 66.)

Headliners

Lawrence B. Hilford, president of Cartridge Rental Network, New York, until it suspended operations last summer, and before that in executive programming and program-distribution posts with Columbia Pictures Industries and CBS, named president of Viacom Enterprises division of Viacom International, effective immediately. He succeeds Willard Block (*Broadcasting*, Oct. 1).

J. William Grimes, VP and general manager, CBS Radio Spot Sales, New York, named VP and general manager of CBS-owned WEEI(AM) Boston, succeeding Donald Trageser, resigned. **Robert Sherman**, VP and general manager of CBS-owned WCBS(AM) New York, succeeds Mr. Grimes.

Robert D. Hales promoted to general manager and chief executive officer of Hughes Sports Network, New York, succeeding President-Founder **Richard E. Bailey Sr.**, who has resigned but will serve as consultant and remain active in broadcasting business ("Closed Circuit," July 16). Mr. Hales had been Hughes network's executive VP for marketing. **Roylance Sharp**, executive with network since its inception in 1956, promoted to executive VP.

Samuel Thurm, advertising VP of Lever Bros., New York, since 1959, is resigning to take newly created post with Association of National Advertisers as senior VP, Washington. He will join VP **William F. Heimlich** in ANA Washington office Nov. 1, specializing in improving understanding of advertising business. Mr. Thurm was chairman of ANA in



Mr. Hilford



Mr. Thurm



Mr. Steele



Mr. Furman



Mr. Freas

1967, is also past chairman of American Advertising Federation, is currently vice chairman of Advertising Council.

L. T. (Ted) Steele, chairman of executive committee, Benton & Bowles, New York, and chairman of Benton & Bowles International, retires Dec. 31. He'll serve as consultant to agency starting in January. Overseas responsibilities will be picked up by **Victor G. Bloede**, company's board chairman and chief executive officer. Mr. Steele joined Benton & Bowles in February 1937. He was elected VP and chairman of radio and television department in 1946; two years later assumed charge of agency's West Coast operations. He was named chairman of board in 1967, was elected to present post in 1971.

J. Leonard Reinsch, president of Cox Broadcasting Corp. and chairman of Cox Cable Communications, both Atlanta, has been named to receive Pulse Inc.'s Man of the Year award. It will be presented Oct. 31 at luncheon of Atlanta Broadcast Executives Club.

John Furman, director of broadcast standards and coordinator of advertising and promotion for Cox Broadcasting Corp., Atlanta, named president-elect of Broadcasters Promotion Association, will be president for year beginning Jan. 1. Mr. Furman, named at special meeting of BPA board, succeeds **L. C. (Babs) Pitt** of CFCF-TV Montreal. Mrs. Pitt resigned because she has taken new post that disqualifies her as voting member of BPA.

Paul W. Freas of Washington Evening Star stations was elevated from president to chairman of Institute of Broadcasting Financial Management last week at IBFM's annual convention in New Orleans. He succeeds **John J. Rouse Jr.** of WQXI-AM-FM-TV Atlanta in chairmanship. **C. Mack Murphy** of WSOC-AM-FM-TV Charlotte, N.C., was elected to succeed Mr. Freas as president.

Index to Departments

Broadcast Advertising 38
Broadcast Journalism 26
Cablecasting 21

Changing Hands 37
Closed Circuit 5
Datebook 14
Editorials 82
Equip. & Engineering 55

Fates & Fortunes 66
Finance 57
For the Record 69
Media 32
Monday Memo 17

Music 62
Open Mike 16
Playlist 64
Profile 81
Programing 49

Would you pay WTVJ/Miami 10% more for 36% less? Foote, Cone & Belding does ... for 36% less commercial time than NAB code standards.

FOOTE, CONE & BELDING, 401 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS 60611 (312) 467-9210

EDWARD M. STERN
VICE PRESIDENT
DIRECTOR MEDIA
& PROGRAMMING

July 24, 1973

Mr. Tom Fraioli
National Sales Manager
WTVJ-TV
316 North Miami Avenue
Miami, FL 33128

Dear Mr. Fraioli:

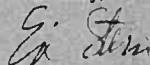
I think you will be pleased to know that based on the data contained in Brian Byrnes' letter of June 7 to Yvonne Schoolfield and previous information exchanged between us, we have added WTVJ to our list of stations entitled to the Foote, Cone & Belding audience bonus.

As you probably know, our agency has long been concerned with the communication effectiveness of television advertising in terms of total commercial volume and the number appearing in a consecutive chain. We have long told our spot buyers to give an extra value to stations that are substantially below the NAB Code in these respects.

It is our experience that the best way to implement this policy is to actually increase the audience of those stations that we favor. Therefore, by way of this letter, I am asking your representative to increase audience size by ten percent on availabilities submitted to this office. A footnote to this effect should appear on the availability sheet -- however, we ask that the actual rating percentage not be increased.

I hope this action on our part results in additional consideration for advertising schedules in your market. We believe your commercial practices reflect well on your station and its management.

Sincerely,



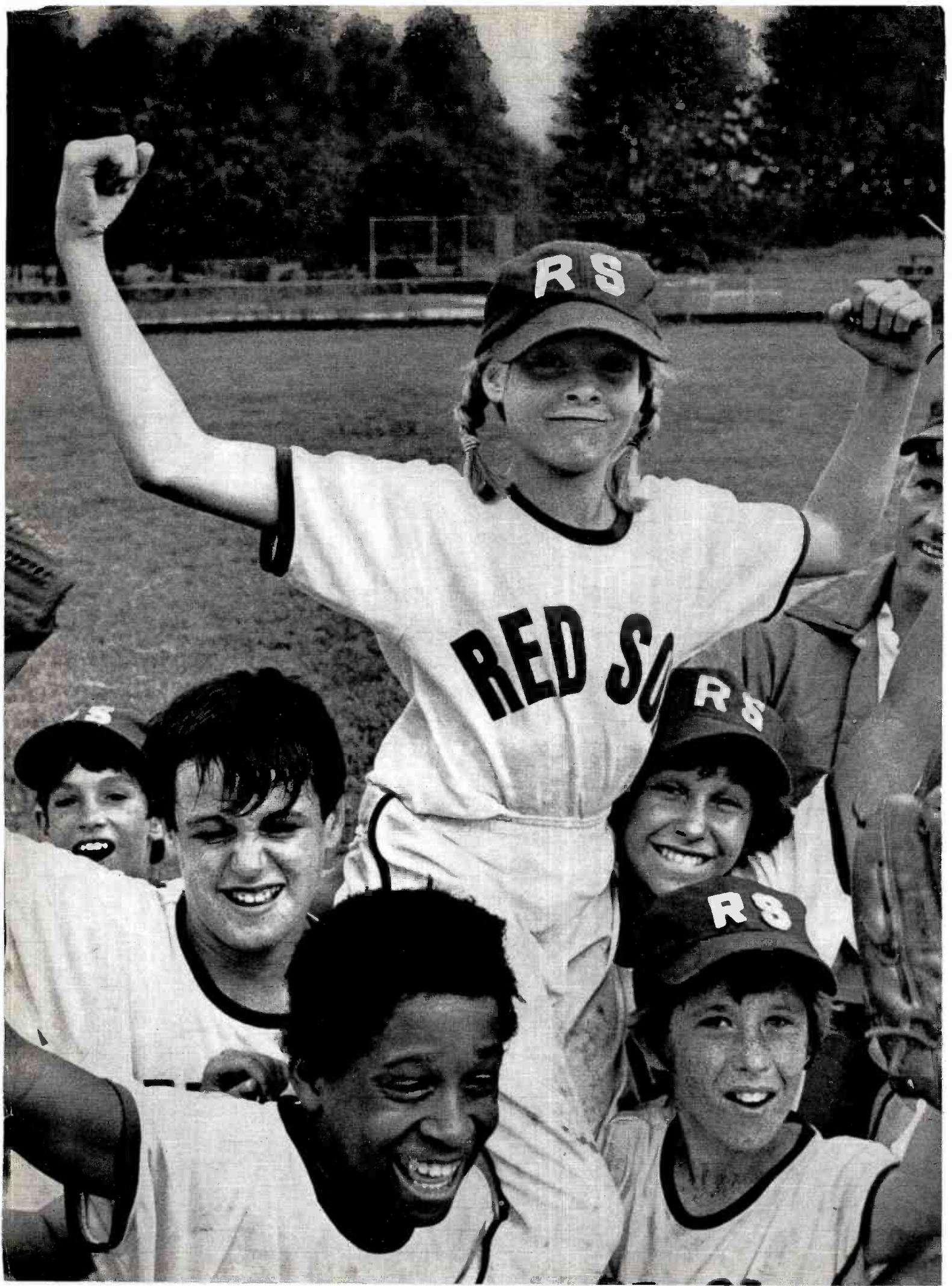
VP in Charge of
Media/Programming

koc
cc: Mr. Bill Brazzil
Mr. Brian Byrnes



WTVJ © MIAMI

A WOMETCO ENTERPRISES, INC. STATION / REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD / A CBS AFFILIATE



"Rookie of the Year" leads off another championship season of children's television on ABC.

In 1972, ABC inaugurated a series of innovative television programs for children—the ABC Afterschool Specials.

With emphasis placed solidly on entertainment, this series of six programs complemented youngsters' school work and activities by exploring such areas as literature, history, ecology, physical fitness, and interpersonal relationships.

As each show premiered the critics responded enthusiastically. The Los Angeles Times summed it up: "These have been among the most interesting offerings in the effort to upgrade children's TV, which has been primarily led by the ABC Network."

Awards followed. Among the many were: a Peabody Award for "outstanding television programming for youth"; an Emmy; a Christopher Award for "affirming the highest values of the human spirit"; an ACT Achievement Award as a "significant step towards upgrading children's television"; and, from the New York Times, a citation as one of the best programs of the year.

An interesting audience phenomenon developed. The average Afterschool Special reached over fifteen million viewers. *There was at least one adult for each child watching each telecast*—a viewing togetherness earnestly sought for, rarely achieved.

On Wednesday, October 3, "Rookie of the Year" started our new season of Afterschool Specials. With twelve programs this year, and a diverse array of topics related to youthful experience.

"Rookie of the Year" is a drama that tells the story of eleven year old Sharon Lee who can play baseball better than most boys. Underneath the excitement of this action-packed baseball story there's an emotion-packed story of children's sex prejudice.

The Afterschool Specials are unique. But they're not all that ABC is doing for youthful audiences.

...The Peabody Award winning "Make A Wish" continues to delight and stimulate with its creative challenges to young imaginations.

..."Multiplication Rock" continues to make mathematics fun. And we've added new segments called "Grammar Rock." Together, they appear seven times every weekend.

...In keeping with our commitment "to present no children's program where action is the sole motivation for viewing," "Superfriends" are no longer simply physical marvels. They fight their villains with intelligence and insight.

..."A Very Merry Cricket," created by Academy Award winner Chuck Jones, is joining the other prime time holiday family classics on ABC this year.

..."Yogi and his Gang" are combating ecological and sociological enemies, Mr. Pollution, Mr. Bigot, Gussie Gossip and Mr. Waste.

...And ABC has called upon some of the best minds in the field of education to consult with us. The Bank Street College of Education for Afterschool Specials. Dr. Haim Ginott for "Superfriends," and Dr. Thomas Robischon of U.C.L.A.'s School of Education, for "Yogi's Gang."

The point of it all is to enrich the content of programs a young viewer sees. While we entertain him. For youngsters—and their parents—we're making sure that this is the place to be.

ABC Television Network 

M&H

WHEN YOU SLIP, IT HURTS . . .

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's so easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, your station is in trouble. When you finally realize it, the reaction is often panicky, and the changes that are made accelerate the decline.

If you study your audience in-depth every year, you know just what's going on, and we harass you to make sure you don't get careless, that the corrective action you take will be productive.

For other clients who are second, third, or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. It's unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

M&H**McHUGH AND HOFFMAN, INC.***Television & Advertising Consultants*

7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

Datebook®

■ Indicates new or revised listing.

This week

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*. Olympic hotel, Seattle (Complete agenda, page 31).

■ Oct. 9—*Hollywood Radio and Television Society* luncheon. Guest speaker: Jack Valenti, president of Motion Picture Association of America, on "The New Censorship." Beverly Wilshire hotel, Beverly Hills, Calif.

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.

Major meeting dates in 1973-74

Oct. 8-13—Annual international conference, *Radio Television News Directors Association*. Olympic hotel, Seattle (Complete agenda, page 31).

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.

Also in October

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. 15-17—*National Cable Television Association* Northeast cable expo. Speakers include FCC Commissioner H. Rex Lee, Representative John M. Murphy (D-N.Y.) and NCTA President David Foster. Granit II, 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—*American Society of Composers, Authors and Publishers* Country Music Awards Dinner. Hillwood Country Club, Nashville, Tenn.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

AMPEREX PLUMBICON*
TV CAMERA PICKUP TUBE



*This is the tube
that was in the camera
that revolutionized TV broadcasting
seven years ago.*

INTENSIFIED
SILICON-VIDICON

SILICON-VIDICON



VIDICON

PLUMBICON

**This is the line,
the only line
that includes all four types
of one-inch camera tubes
currently used in
today's TV cameras.**

Amperex, who gave the TV industry the Plumbicon camera pickup tube seven years ago, is the only manufacturer of all of the four types of one-inch pickup tubes used in today's TV cameras.

Recognizing the obligations that have accrued to us as the number one source for the component that is the heart of the TV camera, we extend an invitation to anyone who is contemplating the purchase or the design of a TV camera system to discuss his specific requirements with us, with complete confidence in the objectivity and validity of our recommendations. Whatever the application—color or black and white, telecasting or video-taping, CCTV or CATV, industrial, educational or medical, surveillance security or military reconnaissance.

Electro-Optical Devices Division,
Amperex Electronic Corporation,
Slatersville, Rhode Island 02876
Telephone: 401-762-3800



Amperex®

TOMORROW'S THINKING IN TODAY'S PRODUCTS

Sold through
North American Philips Electronic Component Corporation

*Trademark of N.V. Philips of The Netherlands

Open Mike®

Who speaks for whom?

EDITOR: Since neither Cecil Heftel nor RKO General appears interested in fighting for the right of a licensee to determine his format as he sees fit, I wish—as one whose standing is only as a firm believer in free broadcasting—to challenge the philosophy of Jacob A. Bernstein and his “Committee for Community Access” (“Open Mike,” Sept. 24) which aborted the sale of WROR(FM) Boston from RKO to Heftel.

While I would concur with Mr. Bernstein that greater Boston has a plethora of “beautiful music” FM stations, I reject totally his appointing himself and his group as spokesmen of what is in the “public interest.” Rather, I believe the public interest is best served by a licensee’s serving his private, monetary interests. This, of course, is heresy to Mr. Bernstein, Nicholas Johnson, Ralph Nader and their ilk who presume to speak for “the public.” They reject philosophically the proposition that people know what they like and can reasonably select the formats they want. The so improperly denominated “citizen’s spokesmen” have decided what they think the public should want. If a licensee is losing money, if no one wants a particular format, the “elite” nevertheless will destroy a licensee who seeks to respond—for his own financial reasons—to the public demand for something different.

Those who, like Mr. Bernstein, work for educational FM stations just cannot grasp the idea that ratings should be the criterion upon which a format is based—that by seeking to please listeners, a radio station is best serving the “public interest.” They reject the clear evidence that American broadcasting offers the widest diversity and choice of any nation in the world solely because it has been relatively free to pursue ratings and attract audiences by giving them, not “culture,” but attractive formats.

Ironically, when it appeared that WROR would drop its “oldies rock” format for “beautiful music,” another Boston FM station is now preparing to adopt “oldies.” The marketplace responded. If Mr. Heftel’s venture failed because there is too much “beautiful music,” economics would have led him to try something else. Competition would have worked out for what the public wants. To a person with an involvement in a station subsidized by listeners and government (the people’s) largesse, the concept of aiming for a real audience seems odd indeed. To most Americans, however, it has brought the widest variety and finest quality of programming in the world. And if there are enough people to sustain some unusual format that Mr. Bernstein et al might desire, the market place

will meet that demand.

Mr. Heftel and RKO deserve our censure for betraying the freedom of all broadcasters in their failing to fight out the fundamental issue here—the right of a broadcaster to select his format as he sees best. Their surrender endangers all future program changes and sales.—*Bruce Dean, Seekonk, Mass.*

Out front on upfront section

EDITOR: The magazine has taken on a new and youthful look which is most becoming and which reflects well upon the image of its creator.—*Julian Goodman, president, NBC, New York.*

EDITOR: Your new first-pages format is a great help. Even in reading the Bible, it helps to have a good guide.

The proliferation of required reading is really getting to be something else.—*Samuel S. Carey, VP and general manager, WBOC-AM-FM-TV Salisbury, Md.*

EDITOR: Congratulations on the [new] four-page summary and index. Really great. I never did like that index page in reverse.—*Donald Dwight Davis, president, Travelux Inc., Tucson, Ariz.*

UHF stands just as tall

EDITOR: Your Sept. 24 editorial about FCC Chairman Dean Burch’s rekindling of the substantial-performance issue contained a most unfortunate and unfounded slap at UHF. This occurred when the writer was referring to the fact that UHF independents would be exempted from the program-category quota system. He went on to say that this “says something about an FCC allocations system that encourages inferior performance.”

The facts are that UHF independents in an ever increasing number have achieved parity with VHF. Our six stations, and many other operations, will require no special dispensation.—*Richard C. Block, vice president and general manager, Kaiser Broadcasting, Oakland, Calif.*

(The slap was not delivered by BROADCASTING but by Chairman Burch who, in exempting all UHF independents from quotas he proposed on local, news and public-affairs programs, was in effect saying the unaffiliated U’s were incapable of meeting the minimum standards expected of all others.)

FM mail

EDITOR: Thank you for another brilliant presentation [the FM “Special Report,” Sept. 27].—*Bill Lane, owner, WAHR-FM Huntsville, Ala.*

EDITOR: In your piece on FM top 40, part of the special report on FM, you correctly reported that the “Q-format” is in use here in the Norfolk-Newport News-Portsmouth, Va., market, but you put it on the wrong station. It is on ours.—*Joseph Burton, president, WQRK (FM) Norfolk, Va.*

BROADCASTING PUBLICATIONS INC.

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

Broadcasting® TELEVISION®

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

Sol Taishoff, *editor.*
Lawrence B. Taishoff, *publisher.*

EDITORIAL

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

SPECIAL PUBLICATIONS

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

ADVERTISING

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

CIRCULATION

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

PRODUCTION

Harry Stevens, *production manager.*
Bob Sandor, *production assistant.*
Laurie Endter.

ADMINISTRATION

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

BUREAUS

NEW YORK: 7 West 51st Street, 10019.
Phone: 212-757-3260.
Rufus Crater, *chief correspondent.*
Rocco Famighetti, *senior editor.*
John M. Dempsey, Ralph Tyler, *assistant editors.*
David Berlyn, *Eastern sales manager.*
Stan Soifer, *sales manager—programming.*
Susan Yang, Harriette Weinberg, *advertising assistants.*
HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, *senior editor.*
Bill Merritt, *Western sales manager.*
Sandra Klausner, *assistant.*

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



* Reg. U.S. Patent Office.
© 1973 by Broadcasting Publications Inc.

Monday Memo®

A broadcast advertising commentary from Hans Carstensen, senior vice president, N. W. Ayer & Son, New York

Making sure the message is getting through

Despite all the advances in media and advertising research no one really knows the answers to the three critical questions that relate to advertising communication:

Who really got the intended message?

How many of them got it?

And how often did they get it?

The fact is, of course, that while no one really knows the answers to these questions, many in advertising today deduce themselves into thinking they do.

Many in advertising talk about people as if they could be catalogued into groups and seem to feel that it is entirely practical to talk about them in terms of numbers. This obviously overlooks the fact that even within groups there are very substantial differences in people's attitudes and life styles. Then, too, the idea is readily accepted that all people in a given group are of equal weight and importance to the advertiser. Overlooked here, of course, is the obvious fact that people are at different stages in terms of their need for products and services, and in terms of their interest in them.

We talk about how many people are reached in terms of total delivery of advertising messages without regard for the obvious fact that in the case of print advertising many people who actually could be exposed to the message are not for a variety of reasons. In broadcasting many people who are supposedly viewing or listening in fact have their minds tuned out. Even where it can be demonstrated that the message probably did reach the reader, viewer or listener there is still no conclusive evidence that it actually registered in his mind or still further that it produced any result whatsoever. There seems to be rather general acceptance of the idea that if it got there it must have done some good.

We talk about frequency in average terms, overlooking the obvious importance of distribution of frequency which usually shows that a relatively small number of people really get the message a reasonable number of times to make a firm impression.

At Ayer we have developed a media-planning procedure that attempts to get closer to the real world in terms of advertising delivery and registration. Ayer's media-planning procedure is a fundamental unifying force throughout the agency's work. It contains a number of unique features:

- It provides a strong discipline, assuring that all major factors are given consideration in developing the media program and that the media program is properly carried through in the buying and execution phase.

- At several stages in the procedure the



Hans Carstensen, who heads all of N. W. Ayer's media, research and marketing services activity, joined that advertising agency 25 years ago from the sales department of Scott Paper Co. He was elected an Ayer vice president in 1955 as head of plans and marketing, and directed Philadelphia account management from 1961 to 1966, when he took his present position as senior vice president and director of media and research. He is also chairman of the agency's plans board and a member of the board of directors.

involvement of all of the agency's major functions is required. That includes creative as well as account management working directly with media.

- The procedure provides a written working record for all to use in their daily work. When personnel turn-over occurs, it provides a quick reference for new personnel to get up to date.

- It requires and provides guidelines for the weighting of target audiences in terms of their relative importance by demographic and life-style characteristics. And it provides for weighting of various media opportunities as well as weights relating to the actual delivery of advertising. All of these weights, of course, are designed to provide much better discrimination in making judgments, as well as to provide the basis for statistical analysis via computer. These weights bring into perspective things which most other media planners are content to leave as unqualified judgments.

Clearly in making these judgments more than the media staff's opinions need to be considered.

The collective judgments of the account group are required in deciding the target audience—identifying the people against whom we want the advertising to work. And they are required in establishing the broad dimensions of the creative assignment particularly in terms of those matters that relate directly to media.

Why collective judgments? It seems in-

conceivable to me that any member of our creative staff or our account management group or our media staff could do an effective job in his area of responsibility without being involved in the answers to these questions.

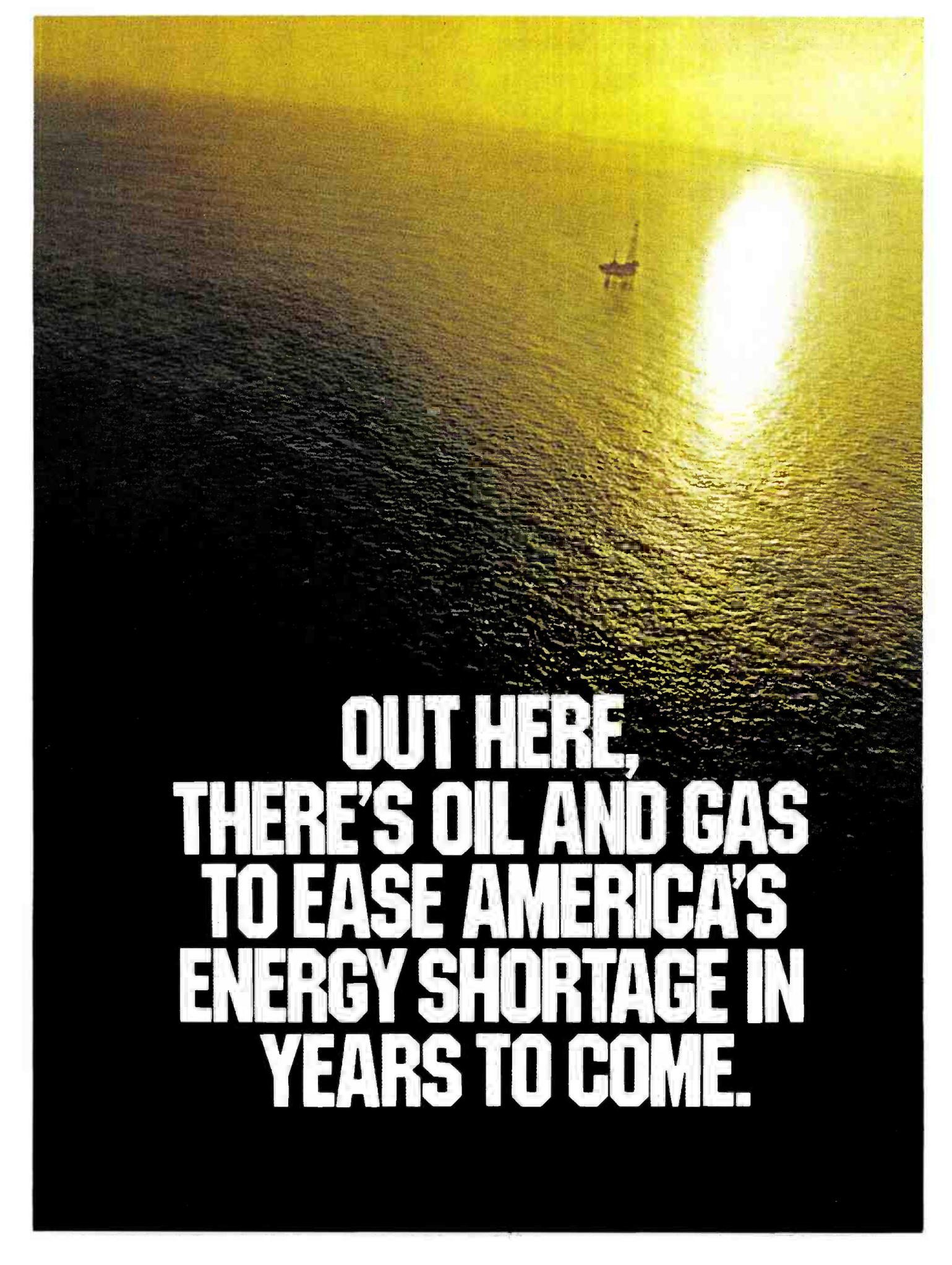
And equally obvious to me is the fact that this involvement should take place right from the start of work on the assignment.

Collective opinions, while not required, are frequently helpful in two other key areas of our media work—identifying the types of media that ought to be considered and identifying the specific media vehicles that should be analyzed in arriving at a final program recommendation. In these analyses we consider four qualitative factors to which others in the account group can make important judgmental contributions. We consider the editorial or programing content of the media, we consider the atmosphere and environment for the advertising the media provide, we consider the fit the media provide to any special requirements the creative material may demand and we consider other factors such as merchandising, timing, special position, etc. All of these factors are weighted along with the quantitative considerations of cost and audience.

Finally, we seek collective judgments of our people on the delivery of the message to the reader, viewer or listener. Since this involves such factors as attentiveness to media, probability of exposure, the creative material itself as well as all the many media factors that come into play, a collective judgment again is called for.

This is an evolving procedure. It involves a great deal of judgment. But we feel it is a step in the right direction. We recognize that judgments need to be supported by much more research. We can and are doing some ourselves to strengthen our professionalism. But others in the industry and particularly the media themselves need to help us find answers. We have plenty of quantity from a research standpoint. What we need is qualitative work particularly in the area of life styles, attitude of readers, viewers and listeners toward particular products and services, toward particular media and toward the advertising in them. And of course we need much more information on the effect of advertising on various audiences.

At Ayer we attach a great deal of importance to the qualitative considerations involved in media work. We do believe that creative media work can get extra value for our client's dollar. We are taking steps to try and get this advantage for our clients. We are looking for all the help we can get from the media in doing this.



**OUT HERE,
THERE'S OIL AND GAS
TO EASE AMERICA'S
ENERGY SHORTAGE IN
YEARS TO COME.**

EXPERTS SAY THAT BENEATH OUR COASTAL WATERS THERE'S ENOUGH OIL AND NATURAL GAS TO MEET A SUBSTANTIALLY LARGER PORTION OF AMERICA'S ENERGY NEEDS.

PRESIDENT NIXON HAS DIRECTED THE SECRETARY OF THE INTERIOR TO INCREASE THE RATE OF LEASING OF OUTER CONTINENTAL SHELF AREAS FOR EXPLORATORY DRILLING.

THIS IS AN IMPORTANT FIRST STEP THERE MAY STILL BE DELAYS BECAUSE OF ENVIRONMENTAL CONCERNS.

THE HISTORY OF U.S. MARINE DRILLING SUGGESTS THAT THERE WOULD BE SMALL RISK IN PROVIDING THE NATION WITH MUCH-NEEDED NEW SUPPLIES, WHICH COULD BE AVAILABLE WITHIN A FEW YEARS.

During the winter of 1972-73, some Americans experienced shortages of natural gas, certain heating oils, jet fuels, diesel fuel.

In the spring and summer of 1973, gasoline shortages.

Why?

Because the United States is using more energy than it is producing. Domestic reserves of oil and natural gas are being consumed much faster than replacement reserves are being discovered and developed. The growth of refining capacity also lags far behind the rise in demand.

Oil and natural gas supply 77 percent of all the energy this country uses, including nearly 40 percent of our electricity.

How Marine Drilling Could Help.

There are no quick and easy solutions for America's energy problems. But one that offers great promise

toward meeting our future demand for energy is to expand exploration and drilling in our coastal waters.

Marine production already supplies almost 18 percent of our domestic crude oil, nearly 17 percent of domestic natural gas. Without these contributions our energy situation would be far worse than it is.

The United States now uses 17 million barrels of oil a day, more than 6 billion barrels a year. A larger share of this could be supplied by marine wells, perhaps within five years, if leasing for exploratory drilling is expanded rapidly.

According to U.S. Geological Survey estimates, the nation's Outer Continental Shelf may contain from 160 to 190 billion barrels of crude oil, 25 or 30 billion barrels of natural gas liquids, and from 820 to 1,110 trillion cubic feet of natural gas that are probably recoverable.

"Recoverable," that is, after the investment of billions of dollars and years of time in their development.

Oil: A Source of Public Revenue.

Marine drilling areas are owned either by the federal government or by state governments.

As a taxpayer, you'll be interested to know that under present laws the federal government and coastal states would receive bonuses, rents and royalties from leasing.

These could be important sources of public revenue. During 1972, the federal government received over \$2.6 billion in royalties, bonuses, and other payments from Outer Continental Shelf oil and gas production.

Drillable portions of the Outer Continental Shelf add up to more than one million square miles, one-third as large as the total land surface of the "lower 48" states. To date, less

than two percent of this vast area has been leased for drilling. In his Energy Message to Congress on April 18, 1973, President Nixon stated that he has directed the Secretary of the Interior to increase the annual acreage leased, beginning in 1974.

The Record of 17,000 Wells.

Drilling in American coastal waters began more than a quarter of a century ago. Some 17,000 oil and gas wells have been drilled in the marine environment. Yet only four marine oil well accidents have posed a serious pollution problem, and none of these resulted in permanent damage to the environment. And technology continues to be improved.

Yet in recent years, environmental opposition has delayed the orderly development of marine resources that are more urgently needed every day.

The Real Shortage Is Time.

There is a pressing need to increase domestic supplies of oil and natural gas, and to build new refineries, terminals, and other facilities to get products to consumers.

The United States will not "run out" of energy in the near future. But, because of the long lead time required to develop new energy sources, we cannot safely delay action that could increase those supplies. The need is real, and so is the urgency.

To tell you more about a vital subject, we've prepared a booklet, "The How and Why of Undersea Drilling." Write to Dept. B2, American Petroleum Institute, 1801 K Street, N.W., Washington, D.C. 20006 for your free copy.

A COUNTRY THAT RUNS ON OIL CAN'T AFFORD TO RUN SHORT.

THE OIL COMPANIES OF AMERICA

CENTURY 7
has one
black and white
picture...

... THE LONGEST DAY

Unfortunately, for those who have black and white sets,
the other 24 pictures are in **glorious color!**



TWENTIETH
CENTURY-FOX
TELEVISION

Cablecasting

Private hour with FCC: cable owners plead for less control

They produce New York analysts to tell how government regulation has dried up venture capital, and they want restrictions lifted on programing pay cable can use

Officers and directors of the National Cable Television Association and representatives of a New York brokerage house last week closed themselves off in a Washington hotel room with six FCC commissioners for a one-hour roundtable discussion on the state of the cable-television industry. As some of the commissioners read the message, it said that times are tough for the cable industry and liable to get tougher unless the commission eases regulatory controls. A loosening of the reins on pay cable seemed to the cable-industry representatives a good place for the liberalization to begin.

Win Himsworth and Robert LeBlanc, representing the New York stock brokerage, Salomon Brothers, talked of the problem that the cable industry—a "capital intensive" industry—faces in raising the large amounts of money it needs. Not only is money expensive, but investors interested in communications companies have a number of industries from which to choose. And then, of course, there are the questions about FCC regulatory policy. The industry was said to be unsettled—a condition that discourages investors.

The suggestion that the commission liberalize the pay-cable rules—which are designed to prevent pay cable from siphoning programs from free television—was made by Alfred Stern, chairman of Warner Cable. Many cable-television interests look to pay as essential to the well-being of the industry and to its expansion into large cities—as once they did the importation of distant signals.

There were also appeals for relief from the nonduplication rules. Small systems generally were said to be having considerable financial difficulty in meeting the equipment costs required to protect local stations against duplication of their

signals. NCTA is expected to file with the commission this week a formal pleading urging exemption from the nonduplication rule for small systems. But, as of last week, NCTA had not established any criterion for determining a small system.

And Rocky Mountain cable systems were said to be particularly bitter. They must afford stations in their markets same-day nonduplication protection while all other systems are required to guard against duplicating programing only at the time it appears on the local station. The exception was made at the request of the Rocky Mountain Broadcasters Association; and the cable systems say they intend to file a pleading with the commission to show that the broadcasters' plea was baseless.

The question of the proper division of cable-television regulatory labor among federal, state and local governments was another of the issues discussed. Amos Hostetter, chairman of NCTA, who serves

on the government-industry advisory committee studying the question, advanced the recommendation endorsed by a majority of the committee—and by the cable industry generally: The federal government should pre-empt all authority and then return specific portions better handled by local state bodies.

The roundtable discussion, sandwiched in between the NCTA's board meeting and a reception for the association's directors and officers, came as the commission was beginning to consider a number of major cable-television issues.

The commissioners who heard the cable-industry spokesmen were Chairman Dean Burch, Nicholas Johnson, H. Rex Lee, Charlotte Reid, Richard E. Wiley and Benjamin L. Hooks. Missing was Robert E. Lee who is at an international telecommunications conference in Spain. None of those present was said to have made more than a noncommittal remark or two.

Rationale for relief. Cable television's economics as a basic reception service in major markets are not attractive. Systems built in the major markets—to which the cable industry looks for its growth in the 1970's—will be harder to market and more costly to build and operate. This bearish picture was drawn from several stock research reports by Salomon Brothers, the New York brokerage house, and compiled by that firm's representatives as part of a presentation on the cable industry they made to members of the FCC last week. The financial witnesses, Robert E. LeBlanc and Win Himsworth, were invited by NCTA President David Foster to participate in a roundtable discussion with the commissioners while the NCTA board was meeting in Washington.

The most detailed report on cable industry growth problems was dated Feb. 29, 1972. A second—dated May 1973—indicated the firm's analysts saw no reason to change their earlier estimate; it held to the view that the prospect for a major market system is not bright. And it says an NCTA study containing a downbeat estimate of cable-penetration prospects in the top-100 markets (34.4-37.9% on the fringes of top-50 markets, 21.9-27.2% in the heart of them) "provides a realistic indication of the problems faced by the cable industry today should the industry begin indiscriminately wiring the major markets." The study was done in connection with the controversy over cable-television's ability to make copyright payments.

The February 1972 report—"An Industry Analysis"—provides support for the plea cable-industry representatives are making with increasing fervor: for relief from limitations imposed by the commission on cable's ability to engage in pay-cable operations. It says that major markets need new sources of revenue if they are to be more than marginally profitable, and that "pay TV appears to be the one new service which could significantly improve earnings in the immediate future."

The report's conclusion that cable television in the major markets is a less than appealing economic prospect is based on a financial model involving a 250-mile system that passes 25,000 homes with a 55% penetration rate and two-thirds debt financing. The calculations are said to reflect capital requirements that are 60-70% higher, and operating expenses that are 30-40% higher. Total expenses, including interest and depreciation, are up 50%. "Their result, even without adjusting for potentially lower demand levels, is an unprofitable system."

Over-all, the Salomon Brothers analysts foresee a lower rate of growth for the industry than does the industry itself. The report puts the total number of subscribers by 1980 at between 20 million and 24 million. Industry forecasts put the total at between 25 million and 30 million. But even if the more conservative estimate were proved correct, an important constraint on cable television's growth, the report indicates, will be the industry's ability to attract the capital it needs. The report says that an industry with up to 24 million subscribers would require additional total capital of more than \$6 billion and external financing of over \$4 billion—"a sizeable amount for an industry whose net worth is just breaking the one-billion dollar level."

Quarter million pledged by NCTA in fight with NAB over pay cable

At same time NAB special committee sharpens up its antisiphoning plans

The National Cable Television Association will spend up to \$250,000 to counter the campaign of the National Association of Broadcasters against pay cablecasting.

That figure was authorized "in principle" by the NCTA board of directors, which met for two days in Washington last week. Though the association was keeping silent as to how that sum would be spent, it was evident that a major public-relations countercampaign is in the offing. Asked whether NCTA plans to purchase newspaper space to take its position to the public—as had the NAB last month in Washington's two dailies, the *Post* and the *Star-News*, an association spokesman was noncommittal. "I won't say that we won't," he stated.

The NCTA board authorized the association's public relations department to spend as much as \$30,000 in an anti-NAB drive between now and the time the board meets in Las Vegas next month. At that time, it was reported, a detailed budget for the countercampaign will be acted upon. The association would not say where the \$250,000 would come from, but the spokesman asserted that "adequate resources are already on hand." Funds and other support will also be solicited from allied industries, educators and certain public-interest groups, he said.

In addition to an anticipated newspaper campaign, the NCTA staff was also authorized to prepare a "good strong brochure" on its stand on the pay issue.

Beyond the emerging PR campaign, the board was also reported to have discussed several types of litigation to bring against the NAB. Included was the filing of an antitrust complaint with the Justice Department, based on the contention that the NAB campaign is an attempt to thwart competition from the pay-cable industry, and a pleading with the Federal Trade Commission charging NAB with fraudulent and misleading advertising in its print activity. NCTA staffers were instructed by the board to keep silent on those issues, and refused to comment.

It was also apparent that the request by NCTA President David Foster two weeks ago that association members monitor neighboring television stations for pro-NAB on-air proclamations that would invoke fairness obligations (BROADCASTING, Oct. 1) is being taken to heart. The monitoring program discussed by the board last week, according to staff sources, was "extensive and sophisticated." Said the spokesman: "We're going to watch them [the broadcasters] like a hawk."

NAB was also active on the pay issue last week. Its special pay TV committee discussed four basic issues:

- The funding subcommittee presented

a formula through which NAB hopes to finance the antipay campaign, which has been ticketed to run up to as much as \$600,000. Specifics were not disclosed, but it was reported that market size would be a principal criterion. And although most of the contributions would be solicited from television interests, the spokesman said, "radio will not be totally excluded."

▪ The research subcommittee reported "some progress" in its efforts to find an executive director to head the campaign. The subcommittee, and principally NAB Vice President for Public Relations James Hulbert, have "talked to a couple of people and they'll talk to some more." No public-relations firm has been approached as yet, this spokesman added, although the committee hopes to locate one to take the burden of the antipay campaign away from NAB's in-house staff "as soon as possible." No timetable was declared, however.

▪ Mr. Hulbert reported that another newspaper ad, again to be placed in the two Washington dailies, was in preparation and will probably appear this week. In addition, the possibility of utilizing the transcript of a radio debate two weeks ago between NAB President Vincent Wasilewski and Mr. Foster is now being contemplated. The program was broadcast on WHN(AM) New York (BROADCASTING, Oct. 1).

▪ The possibility of dissension over the antipay campaign from radio interests within NAB was downplayed by members who had attended several state broadcast association meetings at which the cam-

paign was discussed. According to the spokesman, those members reported "quite a considerable interest and not much dissent" from the radio representatives attending those gatherings.

35 cable systems now carry pay TV

That's latest count by theaters; subscriber potential is big

It cannot be said that pay cable in its short existence has grown by leaps and bounds. It can be said that the new medium has the potential to do so.

According to data compiled by the National Association of Theater Owners (an arch foe of pay cable) and buttressed by BROADCASTING's own research, there are now 35 operational pay-cable systems. The majority are on cable channels leased from independent systems by private entrepreneurs. The exception is Gridtronics, a subsidiary of Warner Cable, which has 10 pay operations on Warner-owned systems. The largest pay entity in terms of total operational systems is New York-based Home Box Office, a subsidiary of Time Inc.'s Sterling Communications, which with the addition of three more pay systems last week—in Ithaca, Mount Vernon and Babylon, all New York—has enlarged its portfolio to 13 (BROADCASTING, Oct. 1).

Other firms making inroads in the new industry are Optical Systems Corp., which is now in operation on four systems with

Pay cable on stage and in the wings

Company	City	Operational(X) Proposed(O)	No. of Cable Subscribers
Xtra-Vision	Carrolltown, Pa.	O	5,078
Trans-World Communications	Smithtown, N.Y.	X	7,000
American TV and Communications	Long Island, N.Y.	X	35,000
Teleprompter	Orlando, Fla.	O	500
Warner Cable	San Bernardino, Calif.	O	16,975
	Olean, N.Y.	X	7,100
	Pottsville, Pa.	X	11,500
	Clearfield, Pa.	X	4,700
	Warren, Pa.	X	8,000
	Reston, Va.	X	2,450
	Winter Haven, Fla.	X	5,000
	Coos Bay, Ore.	X	9,000
	Bradford, Pa.	X	5,000
	Fayetteville, Ark.	X	8,600
	Pittsfield, Mass.	X	9,000
Kingston Cablevision	Kingston, N.Y.	O	10,000
Pensacola Cablevision	Pensacola, Fla.	X	4,000
Clearview Cable	Richmond, Ind.	O	8,000
Home Box Office	Wilkes-Barre, Pa.	X	8,150
	Allenstown, Pa.	X	42,500
	Bethlehem, Pa.	X	1,000
	Hazleton, Pa.	X	12,310
	Stroudsburg, Pa.	O	3,900
	Palmerton, Pa.	X	8,900
	Lehighton, Pa.	O	4,000
	Lansford, Pa.	X	1,735
	Nazareth, Pa.	X	21,300
	Mahanoy City, Pa.	O	57,280
	New York City	X	2,000
	St. Clair, Pa.	X	3,200
	Tamaqua, Pa.	X	1,000
	Coplay, Pa.	X	6,500
	Ithaca, N.Y.	X	1,000
	Mt. Vernon, N.Y.	X	500
Home Theatre Network	Babylon, N.Y.	O	2,543
	Redondo Beach, Calif.	O	

Company	City	Operational(X) Proposed(O)	No. of Cable Subscribers
	Glendale-Burbank, Calif.	O	6,746
	Manhattan Beach, Calif.	O	1,600
	Hermosa Beach, Calif.	O	3,333
Optical Systems	Toledo, Ohio	X	18,800
	Harrisburg, Pa.	X	32,000
	Easton, Pa.	X	20,000
	Wayne, N.J.	X	8,000
	Yuma, Ariz.	O	9,203
	Santa Barbara, Calif.	O	32,500
	Bakersfield, Calif.	O	12,796
	Vancouver, B.C.	O	NA
	San Diego	X	65,000
Cinci Communications	Long Beach, Calif.	X	30,000
	San Clemente, Calif.	X	5,400
	Escondido, Calif.	X	15,951
Theatrevision	Sarasota, Fla.	X	19,957
	New Kensington, Pa.	O	9,702
	Westmoreland, Pa.	O	20,000
	Williamsport, Pa.	O	20,000
	Greenville, Pa.	O	8,551
	Austin, Tex.	O	20,197
	Paris, Tex.	O	4,556
	Bryan, Tex.	O	6,750
	Victoria, Tex.	O	6,300
	Dexter, Mo.	O	180
	Poplar Bluff, Mo.	O	2,200
	Clovis, N.M.	O	4,900
	Monroe, Mich.	O	2,000

Total companies, 13; total cities where pay cable is operational, 35; total cities where pay cable is proposed, 28; total subscribers on systems already offering pay service, 437,553; total subscribers on systems where pay cable is proposed, 279,790.



Coming out. With its board of directors together in Washington for two days of meetings last week (see opposite page) the National Cable Television Association took the occasion for a little exposure. The occasion was a reception on Tuesday evening (Oct. 2) to which NCTA invited nearly everyone in the city it suspected of being a friend (or foe) of the industry—the trade press, FCC commissioners and staff, think-tank representatives and government

officials. They met, 250 strong, with the full NCTA board and most of the association's staff. Confering in the picture at left are (l-r) board member Bert Harris, NCTA President David Foster, Jan Lipsen (wife of NCTA Vice President for Government Relations Charles Lipsen) and FCC Commissioner Richard Wiley. At right, FCC Chairman Dean Burch (l) shares a moment of levity with Nathan Levine of Sammons Communications.

plans of implementing four more soon; Theatrevision Inc., which has completed an experimental venture on a Storer system in Sarasota, Fla., has announced that it intends to make pay cable there permanent and has designs on at least 12 other cable markets; and Cincinnati Communications, now on three California systems.

Home Theater Network has yet to get its pay operations off the drawing board, but plans to do so soon in four California communities. Trans-World Communications, which is being sold by Columbia Pictures Industries to Prudential Building Maintenance Corp., both New York, for an estimated \$4 million (BROADCASTING, Oct. 1), is better known for closed-circuit hotel pay-TV operations, but it has also instituted pay-cable service on two Long Island, N.Y., systems with a total of 42,000 conventional cable subscribers.

The number of customers that have signed for pay cable is one of the medium's most closely guarded secrets. Pay-cable operators think themselves beset by formidable opponents who are anxious to come upon customer information for use in litigation or political attacks. The few pay systems that have provided this data represent 20,000 pay subscribers—the Optical Systems venture in San Diego (about 7,500), Cincinnati Communications' Long Beach, Calif., system (5,000), Pensacola (Fla.) Cablevision (500), and Home Box Office in Wilkes-Barre, Pa. (7,000). The total is much higher. HBO, for instance, estimates its total customer roster to be "in excess" of 10,000.

At least 28 other cable systems, with 259,790 total subscribers, are earmarked for pay-service within the near future. The 35 systems which have already gone that route serve 437,553 subscribers.

Pay cable is getting fresher films, says NATO

A spokesman for the National Association of Theater Owners asserted last week that pay cable is playing movies closer and closer to their theatrical release, and he submitted a long list of playdates to support his contention.

When the first pay systems became operational, the NATO spokesman said, most films they offered were a year or so old. Now, he contended, the average period between the date of theatrical release and the date of cablecast is about four months.

In at least two cases, he added, the waiting period has been only 30 days. Both of those reportedly were on systems operated by Warner Cable. In Olean, N.Y., the system was said to have shown the animated "Charlotte's Web" soon after it was exhibited at the town's two movie houses. The system's prior promotion of the film, NATO contended, resulted in box-office disaster in the theaters. NATO has asked the New York State Commission on Cable Television to force the Warner system to suspend pay operations until the legality of its subscription fee schedule has been resolved (BROADCASTING, Sept. 17). The NATO spokesman also contended that a Warner system in Warren, Pa., showed the "The Thief Who Came to Dinner" only a month after it was in local theaters.

The NATO spokesman said the association's research has thus far indicated that all the major film companies are placing their pictures on pay systems. Though many of those offerings consist of "backlog" films—those that failed to prove themselves financially on the theater circuit—the majors are also placing some blockbuster films as well in

an attempt to measure the cable market. "It's kind of a test-tube situation," the NATO spokesman said.

The 102 films listed below, according to NATO, represent most if not all of the films that have been shown on pay cable until now. They range from such obscurities as Columbia's "The Burglars," which never played the movie houses, to such large-grossing films as "Summer of '42." The first date given for each is for its theatrical release. The second is its earliest cable showing.

Butterflies Are Free (Columbia), 6-72, 4-73; The Burglars (Columbia) 6-72, 5-73; Skyjacked (MGM) 5-72, 5-73; Made for Each Other (Fox) 12-71, 5-73; Sometimes a Great Notion (Universal) 12-71, 2-73; The Gang That Couldn't Shoot Straight (MGM) 12-71, 4-73; McCabe and Mrs. Miller (Warner) 5-71, 5-73; The French Connection (Fox) 10-71, 2-73; Elvis on Tour (MGM) 11-72, 5-73; Escape from the Planet of the Apes (Fox) 6-71, 2-73.

Summer of '42 (Warner) 6-71, 2-73; Love Machine (Columbia) 8-71, 2-73; Candidate (Warner) 7-72, 2-73; Such Good Friends (Paramount) 2-72, 2-73; The Other (Fox) 7-72, 3-73; Black Beauty (Paramount) 10-71, 3-73; Hattie Caulder (Paramount) 7-72, 3-73; Silent Running (Universal) 3-72, 4-73; Shoot Out (Universal) 6-71, 4-73; Buck and The Preacher (Columbia) 1-72, 4-73.

Pied Piper (Paramount) 4-72, 5-73; Living Free (Columbia) 11-72, 4-73; Walkabout (Fox) 9-71, 4-73; Hot Rock (Fox) 11-71, 2-73; Kluge (Warner) 6-71, 1-73; T. R. Baskin (Paramount) 10-71, 4-73; Man In Wilderness (Warner) 11-71, 3-73; Cowboys (Warner) 2-72, 4-73; Omega Man (Warner) 8-71, 2-73; Conquest of the Planet of The Apes (Fox) 6-72, 4-73.

Mary Queen of Scots (U.I.) 2-72, 3-73; Bad Company (Paramount) 10-72, 5-73; Slaughterhouse 5 (U.I.) 3-72, 5-73; Salzburg Connection (Fox) 8-72, 5-73; Joe Kidd (Universal) 7-72, 4-73; Marriage of a Young Stockbroker (Fox) 10-71, 6-73; To Find A Man (Columbia) 2-72, 7-73; Travels With My Aunt (MGM) 12-72, 5-73; Night of Dark Shadow (MGM) 8-71, 7-73; X Y and Zee (Columbia) 2-72, 7-73.

The Go Between (Columbia) 12-71, 6-73; Charlotte's Web (Paramount) 3-73, 7-73; Every Little

**You ask an
embarrassing
question.**



You get an embarrassing answer.

It can be embarrassing, asking people what they think of your work. Especially when they're your severest critics.

But the CBS Radio Network has been introducing a series of major programming innovations these last few years.

The only network to do so.

And we wanted an assessment from those severe critics. Our affiliated stations.

After all, they have to live with the response to Network programs in their own communities. And rating books.

So we asked a group of stations for their opinions, straight out.

And back, indeed, came an embarrassment. But of riches.

About the *Weekend Specials*: "A big plus... They create local interest. Give us a big sound."

About *All-Night News*: "We feel the value of our station to the public has greatly increased with the 24-hour news service."

About *Early Morning Sports*: "We particularly get many comments about the fast pace of the sports programs... We are proud of CBS Sports."

About *Spectrum*: "It develops a great deal of audience comment, by mail and phone."

About *News Feeds*: "If we didn't have this service, it would cost—well, I don't know. It would be incredibly expensive for us."

And while our *CBS News-on-the-Hour* isn't exactly an innovation, it, too, constitutes a major asset. One manager said: "The people who come to us to listen to the

news make the rest of our day."

Other rave notices went to the Network personalities. ("We think the big-name personalities are important... Cronkite, Kuralt, Rather and the rest.") And to the promotion material we send stations to help attract audience. ("The material is excellent... we make great use of it.")

So maybe it's not surprising that our affiliates do attract big audiences.

Take the 25 top ARB markets. In 17 of them, a network affiliate is the number one station. Of these 17, 8 are affiliated with CBS. All 7 other networks account for the remainder. Or look at 115 ARB markets where CBS Radio has an affiliate. In 77 of them, our affiliates rank among the top 5 stations, with most ranking first or second.

As for national networks, the latest RADAR says, again, that we reach larger adult audiences than any competitor, by average quarter-hour and cumulatively.

From the affiliates' kind words and from the audience standings—it's clear that our innovative programming is making itself felt.

The only graceful thing we can do now is keep right on with it.

Which is why, as a modern network radio "first," our new CBS Radio Drama Network will present hour-long mystery/suspense dramas seven nights a week starting January 6, 1974.

More later, so stay tuned.

CBS RADIO NETWORK 

An easing of pressures in aftermath of Watergate

Broadcast journalists, assembling for convention, report decline in outside attacks—but it's still no craft for the timid or the tired

The air is clearer, the most bitterly outspoken government critics have gone underground, and the heat of public criticism is less intense. The suspicion that held broadcast journalism in a beady glare following Vice President Agnew's celebrated 1969 attack has been relaxed, if not dispelled. The Watergate scandal has, in short, put the tight shoe on other feet.

But these are surface changes. Deeper down, broadcast journalism's problems remain constant—government interference in assorted forms, subpoenas and the prospect of jail for reporters who won't reveal sources or turn over notes, attracting better people into the field, getting a broader acceptance of higher standards of professionalism, to name a few near the top of the list. And even the surface changes are not likely to last, leaving broadcast journalism in the wake of Watergate vindicated of the worst charges that had been made against it but otherwise subject to the same pressures and constraints it has had to deal with for years.

These views represent a consensus of leading TV and radio news directors and executives sampled by BROADCASTING as the Radio Television News Directors Association prepared to hold its annual international conference this week (Oct. 8-13) in Seattle. About 800 persons, including 500 to 550 members and spouses, plus exhibitors, guests and others, are expected to be on hand, up perhaps slightly from last year's attendance.

Some of the problems that ranked high among the concerns of newsmen questioned by BROADCASTING last week are also high on the RTNDA agenda. Among them: newsmen's-privilege legislation, the fairness doctrine, objectivity versus advocacy, access to information and handout news coverage. There'll also be how-to sessions, organizational meetings dealing with continuation of RTNDA's "Washington presence" and the need for stronger financing—either through a broader base of support or increased support from the current base—if RTNDA is to maintain and expand its current catalogue of activities. RTNDA's 1973 awards will be presented at a Friday luncheon and the Paul White Memorial Award, which goes to NBC President Julian Goodman, will be pre-

Crook & Nanny (MGM) 6-72, 9-73; The Public Eye (Universal) 8-72, 10-73; Cisco Pike (Columbia) 10-71, 10-73; A New Leaf (Paramount) 5-71, 1-73; Diary of a Mad Housewife (Universal) 8-70, 1-73; Taking Off (Universal), 4-71, 1-73; Happy Birthday, Wanda June (Columbia) 12-71, 9-73; The Emigrants (Warner) 3-72, 9-73.

A Day in the Death of Joe Egg (Columbia) 6-72, 9-73; You'll Like My Mother (Universal) 10-72, 9-73; The Thief Who Came to Dinner (Warner) 3-73, 9-73; 1776 (Columbia) 11-72, 9-73; Carnal Knowledge (Avco Embassy) 7-71, 6-73; They Only Kill Their Masters (MGM) 11-72, 7-73; Culpepper Cattle Co. (Fox) 4-72, 7-73; The Andromeda Strain (Universal) 3-71, 12-72; Investigation of a Citizen Above Suspicion (Columbia) 12-70, 12-72; Plaza Suite (Paramount) 6-71, 12-72.

Come Back Charleston Blue (Warner) 8-72,; Grey Sky at Morning (Universal), 4-73; Play Misty For Me (Universal) 10-71, 5-73; The Wrath of God (MGM) 6-72, 5-73; The Great Waltz (MGM) 11-72, 5-73; Death in Venice (Warner) 6-71, 5-73; Dirty Harry (Warner) 12-71, 3-73; Sunday Bloody Sunday (United Artists) 10-71, 1-73; What's Up Doc (Warner) 6-72, 3-73; Nicholas & Alexandra (Columbia) 12-71, 4-73.

Last of the Red Hot Lovers (Paramount) 6-72, 2-73; Chato's Land (United Artists) 5-72, 8-73; A Man Called Sledge (Columbia) 3-71, 6-73; When The Legends Die (Fox) 8-72, 7-73; The Organization (United Artists) 11-71, 7-73; Fat City (Columbia) 8-72, 7-73; Valdez Is Coming (United Artists) 3-71, 7-73; The Hospital (United Artists) 12-71, 8-73; Harold & Maude (Paramount) 12-71, 1-73; Great Northfield Minnesota Raid (Universal) 4-72, 2-73.

Twelve Chairs (UMC Pictures) 12-70, 2-73; Night Visitor (Fox) 11-64, 2-73; Frenzy (Universal) 6-72, 3-73; Play It As It Lays (Universal) 10-72, 6-73; Bless The Beasts and The Children (Columbia) 7-71, 4-73; Without Apparent Motive (Fox) 5-72, 4-73; Child's Play (Paramount) 12-72, 4-73; Minnie & Moscovitz (Universal) 12-71, 4-73; Ulzana's Raid (Universal) 10-72, 6-73; Cancel My Reservations (Warner) 10-72, 9-73.

Rage (Columbia) 12-66, 9-73; The Train Robbers (Warner) 2-73, 9-73; Stand Up and Be Counted (Columbia) 5-72, 9-73; Steelyard Blues (Warner) 2-73, 9-73; Treasure Island (National General) 11-72, 9-73; Young Winston (Columbia) 10-72, 8-73; Groundstar Conspiracy (Universal) 5-72, 3-73; Claire's Knee (Columbia) 2-71, 3-73; Up The Sandbox (National General) 12-72, 9-73; Legend of Nigger Charley (Paramount) 5-72, 8-73; Escape To The Sun, 8-73.

Utility commission may get into the act on franchising

Cable-TV companies seeking franchises in New Jersey communities may have to face initial review by that state's Public Utilities Commission if proposed new legislation is enacted, according to a spokesman for Gov. William Cahill.

Current cable-television law in New Jersey gives municipalities the right to grant licenses to private cable companies, with the state commission (which by law has final say over cable-TV applications) acting as "something of a rubber stamp for the municipality's decision," according to one state-house source.

Governor Cahill will ask the state legislature, when it reconvenes Nov. 12, to give the commission "greater control over franchise awards," the spokesman said.

Cable Briefs

Cable facts. Cable Television Information Center, nonprofit advisory group, has announced publication of two new reports. "The Uses of Cable Communications" introduces range of cable uses now possible and applications for future. "Technology of Cable Television" defines rapidly evolving cable technology in laymen's terms in order to assist local

authorities with decisions related to system design. Reports available from CTIC, 2100 M Street, N.W., Washington 20037.

Off the press. National Cable Television Association now has available copies of complete transcript of its second annual marketing conference held in Dallas last May. Volume, entitled "The Complete Guide to Cable Marketing," runs 350 pages (softcover) and is available to NCTA members at \$2.95 per copy, non-members at \$4.95, and in bulk orders of 35 copies or more at \$2.50 each.

NCTA's little guys to get more muscle

Financial aid, closer ties with board among the many recommendations made to help small operators

In response to complaints from small-system operators that it is not paying adequate attention to their particular interests, the National Cable Television Association board of directors last Tuesday (Oct. 2) unanimously approved a program to strengthen those systems' participation in its affairs.

Significant among an extensive list of recommendations approved last week was a measure allocating \$6,000 to help pay the travel expenses of small-system operators when they come to Washington this month to lobby at the FCC against the current nonduplication rules. The NCTA board also voted to encourage state and regional cable associations to provide financial assistance in this and future similar endeavors.

The board approved a recommendation to appoint two members of NCTA's small-system-operator committee as special liaison to the board itself as well as other select committees. Those representatives will receive all correspondence from the board and will be empowered to make recommendations on behalf of their peers. Provision was also made for small-system spokesmen to provide formal input on all agenda matters of the board of directors and the executive committee. The board also said it is soliciting recommendations from small-system operators for specific services.

The small-system committee was redesignated as a "small-system operator advisory board" to the board of directors.

In recognition of the fact that the reception of broadcast signals is still the primary selling point of small systems, the board directed the NCTA staff to develop materials which promote the reception-service function as the "cornerstone of the CATV business."

NCTA will soon establish a private telephone line which is to be utilized by small-system operators to acquire information and assistance. The staff will also be developing a promotional campaign under the theme "We Care," to solicit new membership among the small systems. A further incentive will come in the association's in-house publication, the *NCTA Bulletin*, which is to start a special column devoted to matters of particular interest to small-system operators.

THE ONE YOU HEAR.



THE ONE YOU DON'T.



THE ONE YOU HEAR . . . the UPI Audio Network serving 736 stations. Fifteen years ago UPI created a new concept—an all-news audio network. America's broadcasters helped us grow. Now, in 1973, new sports programming: 27 live sportscasts a week. You get three live sportscasts every morning, Monday through Friday. On Saturday and Sunday, six live shows each day. This along with 21 hourly newscasts daily, plus regular feeds of actualities, voice reports, special features and live coverage of significant events.

THE ONE YOU DON'T . . . UPI's new electronic teleprinter . . . the new look in UPI broadcast news. Transistorized, modular construction insures quiet, virtually trouble-free delivery of the news report. The new teleprinter symbolizes UPI's progress in electronic editing and computerized word transmission. Our international information, storage and retrieval system in New York is widely regarded as the most sophisticated development of its kind. Next year we are converting the entire UPI regional news operation . . . over 100 bureaus . . . to the same system. It will mean more regional news—faster—for UPI subscribers.

UPI-The complete
service for broadcasters.
220 East 42nd Street, New York, N.Y. 10017
(212) MU 2-0400

sented at the closing banquet that evening.

The convention will be held in a better atmosphere than others of recent years, thanks to Watergate, but has Watergate had other effects on the broadcast newsman's life?

Charles Harrison, news director of WGN-AM-TV Chicago and president of RTNDA, is one of many who think that it has had no real effect on the practice of broadcast journalism and who, at the same time, also seems to feel a bit put out because the story was broken in print.

"I don't think Watergate has had any effect on working newsmen, but I do think a lot of news guys are happy to have been vindicated by the *Washington Post*," Mr. Harrison said. But, he added, "let's don't oversell it. Let's just do our job—that's paramount."

Ralph Renick, news vice president of WTVJ(TV) Miami, agrees—and believes Watergate should lead broadcast newsmen to do better work. "The first question I asked myself," he says, "was why did it fall primarily to one medium to unearth a story of this magnitude. It caused me and it should cause us all to take a closer look at what we're doing and how thoroughly we're doing it and to beef up our investigatory efforts."

Though Watergate may not have affected their working lives in a real sense,

The man who. For the first time in years there will be a contest for the presidency of the Radio-Television News Directors Association. The candidates: Bos Johnson of WSAZ-TV Huntington, W.Va., and Richard E. Gottschall of WDIO-TV Duluth, Minn. RTNDA President-elect Travis Linn, formerly of WFAA-TV Dallas, resigned earlier this year when he became director of broadcasting of a consortium of Dallas junior colleges. Running for the RTNDA vice presidency are Thomas Frawley, Cox Broadcasting, Washington, and Wayne R. Vriesman of KWGN-TV Denver.

it has, in the opinion of some, made working more comfortable by restoring credibility and curtailing public complaints. There is disagreement on this, however—a disagreement stemming from differences over whether the local complaints that echoed after the Agnew speech were directed, as the Vice President's were, at network news, or whether there was a spillover onto local news as well.

The network news heads are themselves in some disagreement. Elmer Lower, president of ABC News, says: "There is not nearly so much critical mail now as before Watergate—and quite a bit of favorable mail has been engendered by

the Senate committee's [Watergate] hearings." Richard Salant, president of CBS News, says the public attitude toward the press has become polarized—they either hate President Nixon or love him—and that the mail is becoming more "violent" along these lines. Richard Wald, president of NBC News, says criticism seems to be cyclical: "There's been very little recently but there was quite a lot back at the outset of the [Senate] hearings."

Messrs. Lower, Salant and Wald are more nearly in agreement that Watergate has had no real effect on the practice of broadcast journalism and that whatever effects it may have had will prove temporary if not illusory. "People [in the administration] who were accusing broadcast news of imbalance and unfair practices were shown not to have come in with clean hands," Mr. Lower says. But, he emphasizes, "it's too soon to breathe easily." Mr. Salant feels that "temporarily—but very temporarily—[Watergate] has driven some of the attackers underground. And I think they're beginning to attack overground again." In Mr. Wald's view Watergate may have halted, at least for the time being, White House attacks on the press, but "in sum," he says, "I see no great effect yet or in the long future."

Among local news directors, some apparently felt the heat built up after the Agnew attack and some apparently did not. Like a number of others, Bernard Rotman of WBEN-AM-FM-TV Buffalo, N.Y., felt that "Agnew provided a focus for viewer complaints—a viewer would write and say, 'Agnew proved you're biased.'" Others, like News Director Don McMullin of KTVI-TV St. Louis, who was at WLWT(TV) Cincinnati when the Agnew speech was made, said "there was a tremendous amount of viewer response" but that "the complainers went out of their way to differentiate between the network and local operations." David Riggs, news director of WSB-TV Atlanta, agrees that "we didn't really feel the pressures at the local level," but Tom Powell, news director of WDAU-TV and WGBI-AM-FM Scranton, Pa., feels that "Agnew's speech caused us to come under closer public scrutiny, and the public didn't like what they saw."

But Mr. Powell, like most others who thought some of the criticism of network news rubbed off on local news, feels that, after Watergate, "we're beginning to regain the credibility we lost in the wake of the Agnew speech." "As a matter of fact," says News Director Mel Bernstein of WNAC-TV Boston, "we're now even getting viewers urging us to dig harder into Watergate."

A corollary benefit, in the opinion of some, is that, as one news director phrased it, "Clay Whitehead is no longer a household word." The White House communications policy director's proposal that affiliates somehow ride herd on network news in exchange for five-year licenses, many felt, is a direct casualty of Watergate. And some thought Mr. Whitehead, absent the



Mr. Lower



Mr. Salant



Mr. Wald



Mr. Powell



Mr. Dorsey



Mr. Rotman



Ms. Rank



Mr. Renick

Taking stock in the wake of Watergate. Says ABC's Lower, "It's too soon to breathe easily." Echoes CBS's Salant, "temporarily . . . [Watergate] has driven some of the attackers underground. And I think they're beginning to attack overground again." NBC's Wald says he sees "no great effect yet or in the long future." At the local level, WDAU-TV's Powell says that "Agnew's [Des Moines] speech caused us to come under closer public scrutiny, and the public didn't like what they saw." WHAS's Dorsey thinks "that atmosphere has changed now due to Watergate," while WBEN's Rotman says the network is hung with a liberal label, "so my job in the hour of local news we do is to provide the greatest possible balance." KHJ-TV's Rank noted that "many of the details of the Watergate story would never have seen the light of day without digging by reporters." But WTVJ's Renick is reflective. "The first question I asked myself [after Watergate] was why did it fall primarily to one medium to unearth a story of this magnitude. It caused me and it should cause us all to take a closer look at what we're doing and how thoroughly we're doing it and to beef up our investigatory efforts."

**Call (313) 556-2233 and we'll give you
broadcast quality news from GM.**

**But you'll have to write your own
editorials.**

(313) 556-2233 is the number of the General Motors News Service. Call it for news. Don't call it for news analysis.

Call it for advisories, general information and broadcast quality actualities. Don't call it for editorial comments.

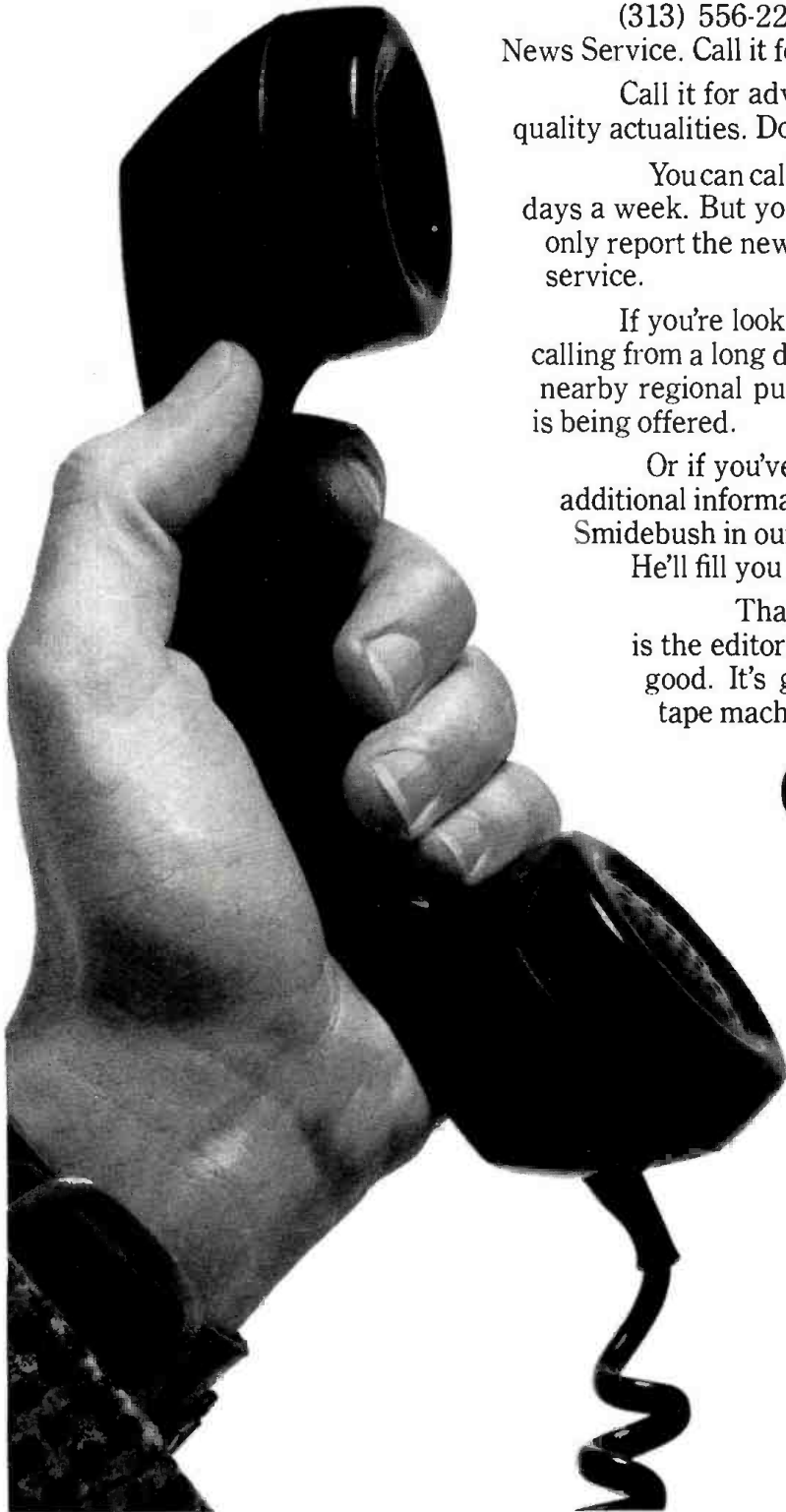
You can call that number twenty-four hours a day, seven days a week. But you won't always get an answer. Because we only report the news. So when there's no news, there's no news service.

If you're looking for some specific news story and you're calling from a long distance, you might want to check one of our nearby regional public relations offices to find out what news is being offered.

Or if you've called and gotten the news, but you want additional information to add depth to your newscast, call Jim Smidebush in our News Relations Section at (313) 556-2034. He'll fill you in on details.

That's the news about our News Service. This is the editorial: the actualities, so far, have been pretty good. It's generally worth patching the call into the tape machine on the first time around.

General Motors



scandal, might have succeeded. Tom Dorsey, WHAS-AM-FM-TV Louisville, Ky., news director, said the Whitehead "scheme of getting local stations to monitor liberal bias in network news would have worked because the majority of station owners are conservative; in many cases, they agreed with Whitehead that the network news people were the bad guys. But that atmosphere has changed now due to Watergate."

If broadcast newsmen are a little freer of criticism and suspicion from the outside, however, they occasionally harbor some of their own.

"I myself agreed with a substantial part of what Agnew said," WDAU-TV/WGBI's Tom Powell reported. "For example, CBS should clearly label Eric Sevareid's commentary. Our own editorial policy is more conservative."

Mr. Powell was not the only local newsmen concerned about labeling. RTNDA's President Harrison, whose stations are not network-affiliated, volunteered that he'd like to see broadcast newsmen "put a little label in there saying 'this is what I think.'" It would improve credibility, he believes, because "on a newscast it's sometimes hard to understand that the newscaster is giving opinion."

WBEN-AM-FM-TV's Bernard Rotman was more explicit: "Lots of people feel [Walter] Cronkite [of CBS News] has a liberal bias, so my job in the hour of local news we do is to provide the greatest possible balance. In addition to CBS, for example, we subscribe to TVN . . . to get more perspective in a newscast."

Walter Hawver, news director of KTRK-TV Houston, had a suggestion: "Four or five years ago Frank Shakespeare [then head of the U.S. Information Agency] said that most of the reporters hired by TV stations are liberals. He's probably right. Maybe we need to hire reporters the way CBS uses commentators in its *Spectrum* series, trying for a balance among liberals, conservatives and moderates."

The newsmen sampled by BROADCASTING did not, by and large, find much good to say about the fairness doctrine, and some had very strong things to say against it and particularly its application by the FCC staff in the NBC *Pensions* documentary, which the staff said did not include enough about successful pension plans. Yet the FCC itself found some supporters. Pat Polillo, director of news and program development at WAGA-TV Atlanta, said: "I know of no case where the FCC itself was unfair. If we have to have someone standing over us, the FCC has proved itself." Tom Powell of Scranton said that while he was "philosophically opposed to the fairness doctrine" because "the government shouldn't be involved in second-guessing news judgment," he thought that "in its case-by-case application of the doctrine, the FCC has been remarkably fair and even-handed. So, in practical terms, I don't worry about it."

Similarly, Stephanie Rank of KHJ-TV

Going it alone. CBS-TV covered the Senate Watergate hearing live last Wednesday (Oct. 3) when the sessions resumed for the first time since the commercial TV network news organization gave up daily rotation coverage (*Broadcasting*, Oct. 1). CBS News officials, who had voted against abandonment of rotation, said they considered the scheduled testimony of Donald H. Segretti, who was hired by the White House to disrupt the presidential-nomination campaigns of Democratic candidates, significant enough to justify full live coverage. NBC and ABC, whose officials had argued that the hearings had reached a point where each network should evaluate each day's session on its own, covered the Segretti testimony in regular newscasts.

Shutout. Non-commercial WETA-TV Washington has been precluded, for all intents and purposes, from live coverage of this week's House debate on home-rule status for the District of Columbia. WETA had requested live coverage of the debate two weeks ago (Sept. 28) in letter to House Speaker Carl Albert (D-Okla.) pointing out that the new "mini-cameras" would need little light and would be unobtrusive. "We thought the House might like to take a start at this idea [of television coverage of congressional sessions] locally," WETA general manager Don Taverner said. But Speaker Albert responded Wednesday (Oct. 3) saying that it was not in his authority to sanction such a move. House rules prohibit cameras of any kind in the chamber during sessions and any television coverage would require a change in those rules. Even though there was no time to see a rule change through the body, Mr. Taverner said the station would pursue the issue further.

Los Angeles—one of the few women to hold a news directors' post—said she is conscious of the fairness doctrine in her job but doesn't let it get in the way. A newsmen, she felt, can satisfy fairness requirements "and still do a tight, interesting story with good, precise editing."

Need for a shield law was a high-priority concern of a number of newsmen, though many thought it unlikely that Congress would enact an unqualified shield this year, if indeed it enacted any shield at all, and there appeared to be little support for a highly qualified bill. One director who was opposed to an absolute shield was Scranton's Tom Powell: "It would in effect be setting journalists above everybody else in the society. You'd have the ridiculous situation of the President being asked to turn over tapes of privileged conversations while a cub reporter would be shielded from naming his sources." Others, like News Director Ray Miller of KPRC-TV Houston—who noted that a shield bill in the Texas legislature had got bogged down in proposed amendments "when the lawmakers

started to fiddle it"—concluded that they'd be better off with the First Amendment alone than with a shield law that had too many strings attached.

There was little support for the proposal, advanced most recently by FCC Chairman Dean Burch, that a station's performance be judged at renewal time on percentages devoted to local news and public-affairs programming. "It's not a function of the FCC to tell us how much news we should do," News Director Jim Reiman of KRON-TV San Francisco asserted. "The last thing we need is one more encroachment by government on broadcast journalism."

David Riggs of WSB-TV had another objection: "Stations could put the worst kind of crap on the air and call it public affairs. And, the way I understand it, the station would have to file its percentage report every year—the last thing we need is another mountain of paper work."

But the idea was not totally condemned. KPRC-TV's Ray Miller disagreed with it "ideologically" on grounds that it's beyond the FCC's jurisdiction but said that as a practical matter "KPRC is serving Houston well enough that we'd have no problem meeting any percentages set by the FCC." And WNAZ-TV's Mel Bernstein reported: "If we were forced to do more news by strict FCC percentage guidelines, I'd be happy. The more news, the better. I have no problem with percentages because the FCC is not asking to get into our knickers on news content."

WTVJ's Ralph Renick had another viewpoint: "Percentages should be a cause for alarm—and a cause for broadcasters to take a good look at what they're doing. Some of them are not doing a very good job. If they don't rise to the occasion, they will be inviting percentages. I would hate to see the government responsible for improving the product, but a lot of it needs improving."

Newsmen, invited to come up with their own nominations leading current problems and pressures, responded with a broad range. For example:

■ Joe Bartelme, West Coast director of TV news for the NBC-owned stations, replied without hesitation that "the number-one problem is attracting better people into the field." Young people, he said, are not going into journalism at the rate they did a few years ago, and he wondered whether they simply weren't interested or in some cases had become disenchanted with news media. A shortage of good personnel was also high on the lists of other news directors, among them WSB-TV's David Riggs, who called it "my biggest problem locally."

■ More specifically, KTRK-TV's Walter Hawver felt that "we've got to start finding the people and getting the money to do some gutsy investigative reporting." And in a parallel vein, news department budgets in general were an unsurprising concern of many. Don McMullin of KTVI, for one, called rising costs his "biggest problem."

■ Martin Haag, who moved into the news director's post at WFAA-TV Dallas

a couple of months ago from WCBS-TV New York, spoke for many when he said his biggest challenge is to make complex stories, such as monetary reform, informative without being boring. (He's trying to do it with more visual display and graphics.) Buffalo's Bernard Rotman agreed that "the ultimate gaffe is for a news show to be boring" but felt that if a story is boring—and non-visual—it would better be left out. "Even careful, clear writing can't salvage a story that's nonvisual," he said.

■ One big-market news director, who asked not to be identified, said one of TV news's biggest problems is "not to turn itself into the hands of consultants who recommend changes based on their desires, or what they think, rather than on solid research." He said "the quest for new formats has led to bad things," and particularly deplored increased emphasis on getting more and more stories into each newscast and "too much emphasis on how it looks and not enough on what it says."

■ Tom Dorsey of WHAS-AM-FM-TV echoed the dislike for trying to cover as many stories as possible, though he offered no criticism of consultants. "News directors," he said, "should think in terms of doing five stories well in a half hour instead of doing 15 stories badly. These 30-second stories may be quick and flashy, but does anybody go away from them knowing anything?" Mr. Dorsey also felt TV news still spends too much of its time covering prearranged news conferences and speeches by bureaucrats and politicians and serving as a conduit for public-relations releases and statements.

■ Jim Reiman of KRON-TV San Francisco felt that one of TV news's big problems is that "the journalism schools are still teaching trains of thought that are rooted in newspaper journalism. If TV news were working at its optimum, a typical story would contain an absolute minimum of words and an absolute maximum of sight and sound. Your cameramen should be *newsmen* rather than technicians. But the unions have tended to squelch all our efforts to move into new areas."

Those, then, are some of the problems and pressures that have tended to crowd the effects of Watergate into the back corners of newsmen's minds these days. They seem ample enough to put to rest the fear expressed by one news director that newsmen might be "lulled into overconfidence" by Watergate's vindication.

RTNDA agenda highlights

(All conference meetings in Olympic hotel)

Monday, Oct. 8:

10 a.m. RTNDA board meeting, Pacific-Evergreen.
12 a.m. RTNDA board cocktails, Rex room.
12:30 a.m. RTNDA board luncheon, Colonial room.

Tuesday, Oct. 9:

9 a.m.-5:30 p.m. Registration, Spanish lounge.

Wednesday, Oct. 10:

8-9 a.m. RTNDA continental breakfast, Georgian room.

8 a.m.-5 p.m. Exhibits, Spanish lounge.

9 a.m.-5:30 p.m. Registration, Spanish lounge.

9 a.m.-noon. Business session: Welcome, Jacky Eddy, KOMO(AM) Seattle; President address, Chuck Harrison, WGN-TV Chicago; Canadian president's address, Gordon Whitehead, CFPL(AM) London, Ont.; Keynote address, Bill Small, CBS Washington; Executive secretary's report, Rob Downey, WKAR(AM) East Lansing, Mich.; Treasurer's report, Bos Johnson, WSAZ-TV Huntington, W. Va.; Freedom of Information report, Tom Frawley, Cox Broadcasting, Washington; Nominations. All in Spanish ballroom.
12:30 p.m. Luncheon address, Washington Governor Dan Evans. Grand ballroom.

2-3:15 p.m. and 3:30-4:45 p.m. Radio workshop, "Formats: The Newest, New . . . Tried and True." Queens room. Radio workshop, "The Big and Small of Radio Newsrooms," Colonial room. Radio workshop, "Planning for Natural Disasters—Floods, Hurricanes or Tornadoes," Queens room. TV workshop, "Films, Equipment and Innovations," Rex room. TV workshop, "Election Returns. How We Do Them," Colonial room. TV workshop, "Showbiz in the News-cast," Rex room. Issues workshop, "The Press Council—Pro and Con," Williamsburg room. Issues workshop, "Handout News—How Objective?" Pacific-Evergreen. Issues workshop, "Objectivity Versus Advocacy," Williamsburg room. Issues workshop, "Self Censorship—When Don't You Report It?" Pacific-Evergreen.

Thursday, Oct. 11:

8-9 a.m. RTNDA continental breakfast, Spanish lounge (RTNDA regional directors will meet with their constituent members for get-acquainted breakfast in section of room so labeled).

8-9 a.m. Canadian breakfast, Pacific-Evergreen.

8-9 a.m. SDX breakfast, Williamsburg room.

8 a.m.-5 p.m. Exhibits, Spanish lounge.

8 a.m.-5:30 p.m. Registration, Spanish lounge.

9 a.m. Ladies breakfast, President's suite.

9 a.m.-noon. Business session: Additional nominations and elections; constitutional amendments proposed; research committee report by Professor Vernon Stone, University of Wisconsin.

12:30-1:30 p.m. Luncheon honoring Canadian RTNDA members, Grand ballroom.

1:45-3 p.m. and 3:15-4:30 p.m. Repeat of Wednesday workshops.

Friday, Oct. 12:

8-9 a.m. RTNDA continental breakfast, Georgian room.

8-9 a.m. Special-interests breakfasts (UPI, AP, educators), workshop rooms.

8 a.m.-noon. Exhibits, Spanish lounge.

9 a.m.-noon. Business session: Discussion of Washington office status, voting on amendments, resolutions and new business, Spanish ballroom.

Noon-2 p.m. Luncheon with RTNDA awards presentations and address by Oregon Governor Tom McCall, Grand ballroom.

2:30-4:30 p.m. Problem-solving workshop for news directors, Spanish ballroom.

7-8 p.m. Paul White Memorial Award reception, Spanish ballroom.

8 p.m.-conclusion, Paul White Memorial Award banquet with Julian Goodman, president and chief executive of NBC, as recipient, Grand ballroom.

Saturday, Oct. 13:

8-10 a.m. Network breakfasts.

10 a.m.-conclusion. RTNDA board meeting.

Non-RTNDA functions: Monday all-day tour into Washington woods to see how the timber industry functions (sponsored by Weyerhaeuser Co.); Monday, 6 p.m., cocktail reception at the Space Needle (sponsored by Newsweek); Tuesday afternoon harbor cruise and cocktail hour, followed by trip to Pacific Science Center ('62 World's Fair site) for cocktail party (sponsored by Ford Motor Co. and Weyerhaeuser Co.); late Thursday afternoon boat trip across Sound to Blake Island and salmon bake at Tillicum village (sponsored by Chrysler Corp.); Wednesday, 11:30 a.m. bus trip for ladies across floating bridge of Lake Washington to Snoqualmie Falls Lodge for luncheon (sponsored by United Air Lines).

Conference program chairman: John Salisbury, KXL(AM) Portland, Ore.

Newman says Nixon has it all backwards in sniping charges

President gets in own 'leer and sneer' at news media, NBC newsmen claims

Edwin Newman, critic and commentator for NBC, journeyed from his base in New York to Washington to address the Federal Communications Bar Association on Watergate last week, and in the process, took on another role, that of defender of the news media against the digs of President Nixon.

He noted that the President, in one of the two news conferences he held in August and September after avoiding such meetings with the press since March, had talked about the "leers and sneers" of commentators, though without naming names or indicating which part of the business they were in. This, of course, is "a leer and sneer and smear itself," Mr. Newman observed. And he also said that, contrary to Mr. Nixon's comment, the President was not being attacked 12 or 15 minutes night after night on television—"he was being reported on."

As for the President's complaint that the ceaseless attention was eroding his authority, Mr. Newman noted that the network-news operations were busy reporting on a whole litany of Nixon administration problems—"the Watergate trial, and the hearings, and the conduct of the Ellsberg case, and the bringing of untenable prosecutions; . . . and the indictments of some of his former associates, and guilty pleas by others, and the resignations of still others . . . and the Watergate tapes. . . ."

Generally, Mr. Newman took a conventionally hard-boiled view of the media's responsibility in covering Watergate. It is not the function of those in the news business to destroy the President or the Presidency—although some people wonder if that is what American journalism is in the process of doing, he said. "Our job is to report. But if destruction results from that, that is not something we can take into consideration."

He also saw two potential dangers facing the press in connection with Watergate. One results from its success. Watergate has not only relieved the pressure the administration had been applying to the press, it has put the press in "an almost heroic position," he said, adding: "But the press needs criticism no less now than it did before." Not all reporting and commentary are good, he noted.

Then, he said, there is the possible re-emergence of the Nixon administration's old antinews-media line. That line was thought to be politically useful, he said. And there have been "overtone of it in some of Mr. Nixon's recent statements."

But on balance, Mr. Newman saw Watergate as a potential blessing, for it will have provided "an education for all Americans—and not only the voters who will be less impressed by large claims, by political advertising on television and elsewhere, by the contrivances that politicians and their organizations now use. . . ."

THERE'S NO ESCAPING

The Reuter News Report

There's seldom a minute when a radio station somewhere isn't quoting Reuters. That's because—

REUTERS has correspondents in over 200 countries

REUTERS is as good out of Washington as it is out of Moscow

REUTERS is as good out of Los Angeles as it is out of London

REUTERS is the only one of the major wire services with a full-time bureau in Peking

REUTERS is the only one of the major wire services with a full-time bureau in Havana

REUTERS reports first-hand out of such exotic places as Sikkim

REUTERS is fast with the breaking news and lively off-beat stories

REUTERS supplies distinctively written copy that gives a fresh view of America and the rest of the world

For more details please write:

REUTERS, 1700 Broadway, New York, N.Y. 10019
or call: (212) 582-4030

Media

'Voter's time' called trap for candidates

Jencks gets sympathetic hearing when he says bills would saturate big-market television schedules and cause revolt against politicians

Richard W. Jencks, CBS's Washington vice president, told the House Subcommittee on Elections last Tuesday (Oct. 2) that the two "voter's time" bills it was considering were "counterproductive." Although some of the congressmen seemed to agree with Mr. Jencks's contention that the legislation would cause difficulties for broadcasters and "turn off voters," they were reticent to propose alternatives and adamant against repealing the equal-time provisions for any race besides that for the Presidency.

The "voter's time" concept, first advanced in 1969 in a study sponsored by the Twentieth Century Fund and conducted by a committee whose chairman was former-FCC Chairman Newton Minow and which included the present FCC chairman, Dean Burch, would legislate blocks of TV time for federal candidates to be purchased by federal funds. The provision is included in bills authored by Representatives John B. Anderson (R-Ill.) and Morris K. Udall (D-Ariz.) (H.R. 7612) and Representative Samuel H. Young (D-Ill.) (H.R. 10463-4) (see accompanying description).

"While [the 'voter's time' provision] stops short of requiring that citizens . . . watch and listen to these [political] programs," Mr. Jencks said of the requirement that if all stations carry such broadcasts simultaneously, "its underlying concept is to deny the citizen any real freedom of choice."

Although the bills would allow the FCC to divide the responsibility for such blocks of political time among stations in a market for candidates to the House, it does not require the commission to do so. If the commission does not choose to divide the time, Mr. Jencks pointed out, a station in New York City would be required to carry 106 hours of political talk out of a total availability of 123 hours of prime time during the 35 days before the election. "The statistical likelihood of any viewer having a voting interest in a particular 'voter's time' period," he said, "is about 15%."

From the standpoint of networks, Mr. Jencks observed that since the time blocks would vary from city-to-city, "a checker-board effect could be created which might lead some national advertisers to cancel their sponsorship of network programming," and that could lead to network cancellations of programs in the political period, he said.

Representative Bill Frenzel (R-Minn.) called the "voter's time" concept an "unrealistic scheme" after Mr. Jencks's open-

Please send

Broadcasting

The newswEEKly of broadcasting and allied arts

Name _____ Position _____

Company _____

☐ Business Address

☐ Home Address

City _____ State _____ Zip _____

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

SUBSCRIBER SERVICE

☐ 1 year \$20

☐ 2 years \$37.50

☐ 3 years \$50

Canada Add \$4 Per Year

Foreign Add \$6 Per Year

☐ 1974 Cable

Sourcebook \$10.00

(If payment with

order: \$8.50)

☐ 1974 Yearbook \$17.50

(If payment with

order: \$15.00)

☐ Payment enclosed

☐ Bill me

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

AMTRAK PACKAGE EXPRESS SERVICES WITH THREE NEW WAYS TO SHIP.

Amtrak Package Express Services are Fast...Dependable...Economical. Your local Amtrak Sales Representative can give you all the details. Everything from routes to rates to departure times.

So far, Amtrak has Priority Express Service to over 30 cities in choice corridors, Custom and Economy Express Services to over 110 cities. Midtown to midtown.

No matter which of the three ways you ship, drop-off and pick-up are as close as the nearest Amtrak station.



AMTRAK PRIORITY PACKAGE EXPRESS

For "rush" packages that require premium service, it will cost you a flat rate of only \$7.50 between any two cities on designated priority routes...such as New York—Washington on our famous Metroliners. Maximum weight per shipment 25 pounds.

AMTRAK ECONOMY PACKAGE EXPRESS

For normal express-type traffic, weighing up to 250 pounds per shipment and 50 pounds per piece. We call it Economy because it is the best money's worth in the shipping business.

AMTRAK CUSTOM EXPRESS

This is a custom-tailored service at custom-tailored rates, designed to meet the individual requirements and characteristics of your particular traffic, based on repetitive business needs.

Amtrak Express Services
P.O. Box 474, Riverdale, Md. 20840

BX-3

**Tell me more about Amtrak all-weather
Package Express Services.**

Name _____
Title _____
Firm _____
Address _____
City _____
State _____ Zip _____

PLEASE PRINT

Amtrak



Spotmaster

Broadcaster's Supermarket

One-stop shopping for outstanding values in Spotmaster® cartridge tape equipment and other broadcast products and accessories. Just check the boxes and send us this advertisement with your letterhead. We'll speed complete information by return mail.



Ten/70 Stereo
Record-Play

Single Cartridge Equipment

Record-play & playback models, mono & stereo, compact & rack-mounted.

- ☐ The incomparable Ten/70
- ☐ The low-cost "spacesetter" Three/70
- ☐ The value-packed Six/70 (coming soon)
- ☐ Delayed programming models



Model 305
Mini-Series Deck

Multiple Cartridge Equipment

- ☐ Mini-Series models (3 to 15 decks)
- ☐ Economical Five • Spot & Ten • Spot
- ☐ 610BX Automatic Audio System

Other Audio & Video Equipment

- ☐ Spotmaster/Revox stereo recorder (10 1/2" reels)
- ☐ Audio consoles, 5 & 8 channel, mono & stereo
- ☐ Turntables, tonearms, turntable preamps
- ☐ Audio distribution amplifier
- ☐ Compressor-limiter amplifier
- ☐ Titlmaster® TV character generator
- ☐ Modular control room furniture
- ☐ Monitor loudspeakers
- ☐ Microphones & headphones

Cartridge Tape Accessories

- ☐ Cartridge racks (wall, floor, table top)
- ☐ Degaussers
- ☐ Cartridge winder & timer
- ☐ Head brackets & replacement heads, incl. PHASE-LOK® stereo bracket
- ☐ Audiopak & Fidelipac cartridges (all sizes, any length tape or empty cartridges), no minimum order, lowest prices.

Let us fill all your needs. Write:

BROADCAST ELECTRONICS, INC.

A Filmways Company

8810 Brookville Rd., Silver Spring, Md. 20910
(301) 588-4983

ing statement. If such legislation caused a parade of prospective office-holders on television screens for the weeks before the elections, Mr. Frenzel said, "the public would be so sick of us, we'd have to drag them to the polls in paddywagons."

It was then that the CBS executive brought up the possibility of repeal of Section 315 as it applied to candidates for federal office saying, "if we can be trusted after the repeal [of Section 315] for presidential candidates in 1960 [for the Kennedy-Nixon debates], we should be trusted to be fair with candidates for lower offices."

The committee balked at the suggestion though. Chairman of the Elections Subcommittee, John H. Dent (D-Pa.), noted that such a repeal would "eliminate the possibility of ever building a third party." He cited as evidence the fact that Governor George C. Wallace, the strongest third-party candidate in half a century, received 13.5% of the popular vote in 1968, which under the Anderson-Udall bill would classify him as a minor-party candidate, not third party.

Representative Wayne Hayes (D-Ohio), chairman of the parent House Administration Committee and cited by several citizen groups as the main opponent to election reform in the House, said, "You'll not get this committee to report [such a repeal] out." Representative Hayes serves as an ex-officio member of the Elections Subcommittee as well as head of the Democratic Congressional Campaign Committee, the fund-raising organization of Democratic congressional incumbents. Advocates of campaign-reform consider Mr. Hayes's dual role a conflict of interest.

How political reforms would affect radio-TV

Of the campaign-reform bills before the House Elections Subcommittee last week, one Senate-passed bill and two House-initiated measures contain provisions on the use of broadcast media. They are:

S. 372—Passed on July 30, the original bill was introduced by Senators John O. Pastore (D-R.I.) and Warren G. Magnuson (D-Wash.). The bill provides for the repeal of Section 315 of the Communications Act, the equal-time provision, as it applies to presidential and vice-presidential candidates. As reported to the floor of the Senate, the bill also excluded congressional candidates from equal-time claims. But Senator Pastore, believing House members would never accept an exemption applying to themselves, called for the rejection of that section of the bill. A compromise amendment, submitted by Senator Walter D. Huddleston (D-Ky.), which provided for limited exemption from equal-time considerations in congressional races was finally approved. The Huddleston amendment provides that if a station offers 15 minutes or more of free time to each "legally qualified candidate," it will be exempt from further requirements of equal time.

S. 372 also provides for the establishment of a Federal Elections Commis-



Mr. Jencks

sion; sets a limit of \$25,000 per year in political contributions by any one person (with a \$3,000-per-candidate limit for primary and general-election campaigns) and fixes an expenditure ceiling of 10 cents per voter in primaries and 15 cents per voter in general elections.

H.R. 7612—Called the Anderson-Udall bill for its sponsors, John B. Anderson (R-Ill.) and Morris K. Udall (D-Ariz.), this "voter's time" measure includes provisions for subsidized political-broadcast time. Television stations would be required to broadcast simultaneously the following blocks of time in the 35 days before an election:

- President and Vice President: major party, five half hours; third party, two half hours; minor party, one half hour.

- Senate: major party, three half hours; third party, one half hour; minor party, 15 minutes.

- House: major party, two half hours; third and minor parties, 15 minutes. The FCC would be allowed, but not required, to divide "voter's time" for House candidates among the stations in large markets.

Major-party candidates are defined in the bill as those whose party placed first or second in the previous two elections, third parties as those receiving more than 15% of the vote in the previous election and minor parties as those which received between 5% and 15%.

The Anderson-Udall bill also would create a tax credit of \$50 for political contributions; impose a limit of \$2,500-per-year in contributions by an individual; institute a matching-fund system with the government contributing equal sums for public contributions under \$50, up to an amount not exceeding 10 cents per voter for all federal-office candidates, and would establish an elections commission.

H.R. 10463-4—Sponsored by Representative Samuel H. Young (D-Ill.), would attempt to limit campaign length by precluding candidates from buying media advertising before Sept. 6 of an election year, except for primary races. It also includes the same "voter's time" provisions of the Anderson-Udall bill. The Young measure allows for a tax credit of

\$500 per person and set a limit on individual contributions of \$100,000 to a presidential candidate and \$9,000 to congressional aspirants. Candidates for the House would be permitted to spend \$50,000 in a primary, incumbents \$175,000 in a general election and challengers \$190,000 in a general. Senatorial candidates would be allowed to spend 25 cents per voter in primaries, 50 cents in general elections.

315 to absurdity

New Jersey broadcaster will try to carry out dictates of equal time—with 12 candidates for governor—to point up problems posed by law

Dilemmas posed by the equal-time requirement of the Communications Act have become especially pronounced in New Jersey this year—with 12 gubernatorial candidates in the running. Since a station cannot offer free time to one candidate without offering equal time to the others, Nassau Broadcasting Co., Princeton, N.J., has decided to offer time to all 12—Democrat, Republican, Populus, Libertarian, Independent, Communist, Tax Repeal and the like—and in the process “test the practicality” of the equal-time provision.

Over a seven-week period that began Sept. 12, Nassau is posing a “Question of the Week,” and providing each candidate with a two-minute response time in key morning and evening periods on its two New Jersey outlets: WHWH(AM) Princeton and WPST(FM) Trenton. The two-minute limit was a product of the fact that so many candidates have thrown their hats into the ring. “Obviously we would like to have a debate between principal candidates. We would like to be able to expound on the key issues brought up by any candidate, but we cannot do so under the equal-time law without having dozens of responses all over our radio dial,” according to Herbert W. Hobler, Nassau’s president.

One week before the election the stations will endorse one candidate—with a 10- or 15-second endorsement, once. “To do a normal editorial of perhaps two minutes—play it four or five times—would mean we would have to offer as many as 60 responses,” he said. The radio endorsement will be coupled with a newspaper ad explaining the station’s endorsement of a candidate—and why the station is turning to the press to do so.

The station is keeping the public conversant with its “test” as part of its own campaign to educate the public on “issues which affect them,” said Mr. Hobler. The station prefaces each candidate’s weekly response with an explanation of the equal-time requirements. Nassau also plans to take an editorial position about the equal-time law, and ask for comments from senators and congressmen on that provision.

Mr. Hobler is also documenting all efforts and expenses involved in contacting the candidates and offering free air time for inclusion in a report to the FCC.

Another argument for renewal relief

NAB-backed research cites problems of present system to CPA firms

The National Association of Broadcasters, in its ongoing efforts to drum up support for license-renewal legislation, has sent members of Congress reprints of a magazine article arguing for renewal legislation from the financial viewpoint.

Published in the June and July issues of *The National Public Accountant*, and

written by Dr. John Coughlan, a certified public accountant, under an unrestricted research grant from NAB, the article contends that the present license-renewal climate calls for a major change in financial accounting.

Dr. Coughlan points out that a recent pronouncement by the Accounting Principles Board requires that all intangibles—which includes FCC licenses for broadcasters—be amortized. Because license renewal is uncertain, he says, the “life expectancies” used for depreciation and amortization should be shortened. Even with these changes, he says, it could become more difficult for CPA firms to give

KODE-TV is represented nationally by Avery-Knodel, Inc.

The Show-Me People had to be shown

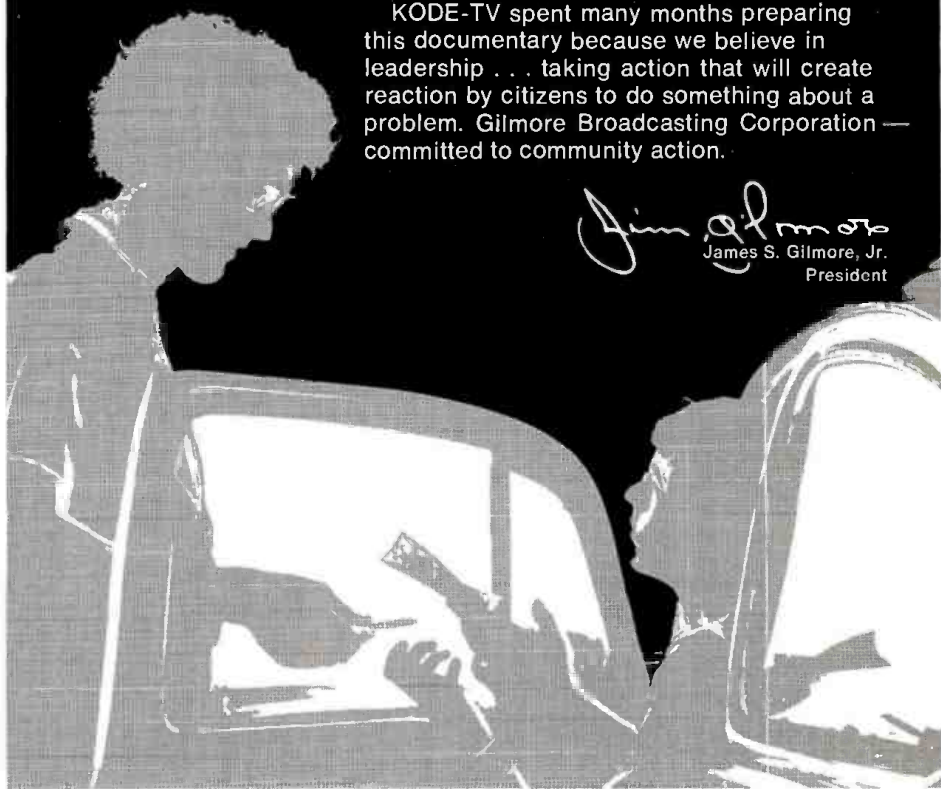
Joplin, Missouri had a serious drug problem according to 82% of the high school teachers responding to a KODE-TV questionnaire.

Our station went to work. Result: an hour-long special, “Status Report: The Drug War”, a comprehensive study of drug traffic in Joplin and the surrounding four-state area. Appearing on the program to give first-hand information on drug use were officials representing law enforcement agencies, schools, federal and state government, the medical profession . . . and two drug users.

Those who thought drugs were only a big-city problem have been aroused by the facts presented in this special. Drugs are known to reach all economic and age levels. And the increasing frequency is alarming.

KODE-TV spent many months preparing this documentary because we believe in leadership . . . taking action that will create reaction by citizens to do something about a problem. Gilmore Broadcasting Corporation—committed to community action.

Jim Gilmore
James S. Gilmore, Jr.
President



James S. Gilmore, Jr., President

THE GILMORE GROUP

WEHT-TV Evansville	WREX-TV Rockford	KODE-TV Joplin	WSVA-TV Harrisonburg	KODE-AM Joplin	WSVA-AM Harrisonburg	WSVA-FM Harrisonburg
-----------------------	---------------------	-------------------	-------------------------	-------------------	-------------------------	-------------------------

unqualified certification to the financial statements of broadcasting companies.

Unless greater stability can be brought to the renewal process, Dr. Coughlan argues, a "major upheaval in broadcasting economics and financing may ensue."

INTV expands its plans to build independent image

Next project is creation of advertiser-agency pitch to prove worth as ad medium

The board of the one-year-old Association for Independent Television Stations, INTV, meeting last Tuesday (Oct. 2) in Tucson, Ariz., took a satisfied look back at its first-year efforts and plotted activities for the year ahead.

The board agreed the association had gone far in working toward the three major goals that were established along with the organization: opposing the proposed AT&T rate increase for occasional users, favoring retention of the prime-time-access rule and improving the image of the independents.

For the next year, the board set as INTV's major task an effort to upgrade the sales image of the independent. A committee was established to create a presentation for advertisers and agen-

Names named. Several broadcast-related individuals who contributed to President Nixon's re-election effort before a financing-disclosure law went into effect were named last week in a court-ordered report by the Committee to Re-Elect the President. Prominent among these pre-April 7 (the date the disclosure law became effective) contributors were John J. Louis, part-owner of Combined Communications Corp., \$303,760; John W. Rollins, part-owner of Rollins Broadcasting, \$260,524 and Walter H. Annenberg, ambassador to Britain, former station owner and owner of Triangle Publications (TV Guide), \$254,000. Other heavy contributors included Warner Brothers Inc. executives Theodore Ashley, \$137,056, and Jack L. Warner, \$100,000; MCA officials Jules Stein, \$117,822, Taft Schreiber, \$66,022, and Leigh Battson, \$7,500; William A. M. Burden, investment broker and director of CBS, \$111,395 and Howard Hughes, owner of Hughes Tool Co., licensee of KLAS(TV) Las Vegas, \$150,000.

cies that would push independents as an important advertising vehicle. Members of the committee, which will meet late this month, are Roger Rice, KTVU Oakland, Calif.; Richard Block, Kaiser Broadcasting, Oakland; John T. Reynolds, KTLA Los Angeles, and Al Krivin,

Metromedia TV stations, Los Angeles.

The board also voted to hold a spring workshop on all areas of management.

Besides these efforts, the board also set association sights on three FCC matters that affect independents: the proposed change in the exclusivity rule that would give program exclusivity in a market only within a 25-mile radius, rather than the present market-wide exclusivity (the board favors an ad-hoc approach to the question rather than the over-all rule change); program-length commercials (the board considers it a problem of definition), and the rule giving independents first chance at special programming offered to a market with two network affiliates (the board feels the rule should be altered to include markets with three affiliates).

Meredith outbids other broadcasters to purchase WGST

Board of regents seen as ready to accept \$5-million offer for university-operated station, but big question mark is whether Governor Carter will approve sale

Meredith Broadcasting, Des Moines, Iowa, has been awarded an option to purchase the Georgia Institute of Technology's WGST(AM) Atlanta. The award was made last Tuesday (Oct. 2) by the Georgia Board of Regents after Meredith's \$5-million bid proved more substantial than that of three other competing firms.

According to sources present at the Atlanta meeting, the regents have 45 days to accept or reject the bid. In addition to the regents' approval, a sale of WGST would also have to be authorized by Georgia Governor Jimmy Carter as well as the FCC.

Observers believe that the regents will approve Meredith's bid, but whether the governor will do the same is still an open issue. In August, Mr. Carter expressed dismay that the regents had openly solicited bids for the station without having first cleared the action with his office (BROADCASTING, Aug. 27). Meredith sources, however, were optimistic last week that the deal will go through.

There is, however, another possibility that could further cloud the situation. The regents' announcement that WGST is for sale has angered many local interests, including some officials at the station itself. The *Atlanta Constitution*, which donated WGST to the state 50 years ago, has editorialized against the transaction and has expressed hope that the sale plans will not be executed. Several members of the state legislature have also come out against the regents' plan. Under those conditions, one observer said last week, any forthcoming attempt to sell WGST to Meredith could be "particularly vulnerable" to a challenge at the FCC. No group, however, has formally announced intentions to oppose the sale in Washington.

The publicity that the WGST situation



TWO CATV OPPORTUNITIES FOR CONSTRUCTION

Southwestern States CATV

1,500 subscriber potential. Ready to go, all engineering and design completed. Financing already arranged with moderate cash requirements. Has Certificate of Compliance. Outside all TV markets.

Mid-Atlantic States CATV

1,500 subscriber potential in minor TV market. Poor off-air TV signals in valley community.

BLACKBURN & COMPANY, INC.

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

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

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

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

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

73-53

has attracted has caused numerous broadcast interests to explore the possibility of acquiring the station. Among those which have been mentioned as nibbling are Nationwide Communications, RKO General, Metromedia, Globetrotter Communications, SIS Radio Inc., ABC (which at one time was reported considering selling its KXYZ[AM] Houston to make way for wgst) and Doubleday Broadcasting. But when it came time for bids to be entertained, none of those companies were present. Those that did bid included Taft Broadcasting, with \$4.666 million; Susquehanna Broadcasting, \$4.076 million, and Cosmos Broadcasting, \$2 million.

It is now obvious that the state would be in a position to make more money by selling wgst than by retaining it. The station billed \$800,000 last year, but its profits were in the area of \$100,000. At a 6% interest rate on the \$5-million purchase price, Meredith would be contributing \$300,000 yearly to the regents' coffers.

Meredith also owns KCMO-AM-TV and KFMU-FM, all Kansas City, Mo.; KPHO-TV Phoenix; WOW-AM-TV and KFMX(FM), all Omaha; WHEN-AM-TV Syracuse, N.Y., and WNEM-TV Bay City-Saginaw-Flint, Mich. WGST is on 920 khz with 5 kw day and 1 kw night.

Changing Hands

Announced

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

▪ KETO-FM Seattle: Sold by Tri-Land Corp. to KETO Associates for \$425,000. William E. Boeing Jr. is president of Tri-Land. George L. Lindemann and Sidney R. Knafel, general partners of KETO Associates, are forming Active Communications Investors, new private financing firm seeking broadcast and other communications properties. KETO-FM operates on 101.5 mhz with 100 kw and antenna height 1,150 feet above average terrain. Broker: Edwin Tornberg & Co.

▪ KZZN(AM) Littlefield, Tex.: Sold by Littlefield Broadcasting Co. to Littlefield Radio Inc. for \$140,000. Littlefield Broadcasting is owned by James G. Vandenberg, E. J. Harpole and T. H. Harrell. Messrs. Harpole and Harrell also own KVOZ(AM) Laredo and KVOU(AM) Uvalde, both Texas. Principals of buying group are Jerry Garrison, Leo Meyers and Ray Bain. Mr. Garrison also owns KEYE(AM) Perryton, Tex. KZZN operates full time on 1490 khz with 1 kw day and 250 w night. Broker: George Moore & Associates.

Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 69):

▪ KTW-AM-FM Seattle: Sold by Walter E. Webster Jr., receiver for Nordawn Inc., to Sterling Theaters Co. for \$525,000. Frederic A. Danz is president of Sterling, which operates KASH(AM) Eugene and KGLX(AM) The Dalles, both Oregon; KBFW(AM) Bellingham-Fern-

dale, KEDO(FM) Longview and KALE(AM) Richland, all Washington. Sterling is also awaiting commission approval of its purchase of KSJO(FM) San Jose, Calif. Grant of KTW-AM-FM is subject to outcome of antitrust suit against Sterling pending in U.S. District Court in Washington. KTW operates full time on 1250 khz with 5 kw. KTW-FM is on 102.5 mhz with 16.5 kw and antenna height 320 feet above average terrain.

▪ KLIQ-FM Portland, Ore: Sold by Cascade Broadcasting Corp. to Portland FM Inc. for \$400,000. David M. Jack is president of Cascade. Portland FM is owned by Arthur McCoy. McCoy Broadcasting operates KHON-TV Honolulu and KYXI(AM) Oregon City, Ore. KLIQ-FM

is on 92.3 mhz with 100 kw and antenna height 930 feet above average terrain.

▪ Wxco(AM) Wausau, Wis.: Sold by Radio Wausau Inc. to Seehafer & Johnson Broadcasting Corp. for \$300,000. Radio Wausau is owned by Post Corp. V. I. Minahan is principal of Post Corp. which also operates WEAU-FM-TV Eau Claire, WAXX Chippewa Falls, WLUK-TV Green Bay, all Wisconsin; KTVO(TV) Kirkville, Mo.-Ottumwa, Iowa; KBIZ Ottumwa, Iowa and WLUC-TV Marquette, Mich. Buyers Donald W. Seehafer and Robert C. Johnson also own KBRI-AM-FM St. Peter, Minn., and WOMT(AM) Manitowoc, Wis. Wxco operates full time on 1230 khz with 1 kw day and 250 w night.

▪ Wcoc(AM) Meridian, Miss.: Sold by

Exclusive... WEST

Excellent dial position, daytimer with PSA.
Rich growth market. Cash flow in excess of
\$50,000. Real opportunity for an owner-operator

Priced at \$400,000. All cash.

Buildings and valuable real estate included.

**Contact: John H. Bone,
San Francisco office.**

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

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

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

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

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

Brokers of Newspaper, Radio, CATV & TV Properties

SOUTH

Profitable daytimer in progressive small
market. Excellent image in community with
solid growth prospects.

Priced at \$200,000

with 29% down and good terms.

**Contact: C. L. "LUD" Richards,
Washington, D.C. office.**

Mississippi Broadcasting Co. to New South Broadcasting Corp. for \$250,000. D. W. Gavin is president of Mississippi Broadcasting Co. Frank E. Holladay and Joseph W. Carson, owners of New South Broadcasting Corp., have interest in WALT(FM) Meridian and WNSL-AM-FM Laurel, Miss. Mr. Holladay also owns WVTM-AM-FM Biloxi, Miss. WCOC operates full time on 910 khz with 5 kw day and 1 kw night.

■ **KBLF(AM)** Red Bluff, Calif.: Sold by North Sacramento Valley Broadcasting Co. to Concerned Communications Corp. for \$240,000. Robert F. Dennis is president of North Sacramento Valley Broadcasting Corp. Charles A. Lawton III is principal owner of Concerned Communications. KBLF operates full time on 1490 khz with 1 kw day and 250 kw night.

■ **WHFL(FM)** Winter Haven, Fla.: Sold by Recreational Broadcasting of Central Florida Inc. to Orange Broadcasting Co. for \$225,000. Helen J. Hunting is president of Recreational Broadcasting. Owner of Orange Broadcasting is Joseph Garagiola, NBC sports personality. Mr. Garagiola also owns WONN(AM) Lakeland, Fla. WHFL is on 97.5 mhz with 12 kw and antenna height of 275 feet.

Didn't do it

The vice president of **WJMO(AM)** Cleveland Heights, Ohio, and the chief engineer of **WRC-AM-FM** Washington have pleaded innocent to charges they bugged the office of **WJMO's** general manager, Kennard Hawkins (BROADCASTING, Oct. 1). Morris Paul Schechter, professionally known as Van Lane, the **WJMO** vice president, and John Harvey Rees, who has been relieved of his duties at the Washington stations pending the outcome of the trial, were arraigned in U.S. District Court in Cleveland.

Media Briefs

On the other foot. Former employe of black-oriented **WVOL(AM)** Berry Hill (Nashville), Tenn., has filed complaint with the Equal Employment Opportunity Commission, charging he was fired because he is white. Charles Ashworth said he served 19 months as the station's sales manager and from February to August as general station manager. He said Ralph Johnson, president of owner Rounsaville Enterprises, told him he could not make Mr. Ashworth general manager because he is white, and subsequently fired him. Clarence Kilcrease, a black, formerly **WVOL** program director and now general manager of station, denied allegations.

Westward lo. American Civil Liberties Union's challenge to FCC's new cable rules and its separate suit against commission's crossownership rules will shift to U.S. Court of Appeals in San Francisco, following recent ruling by Washington appeals court. Washington court rejected commission's bid to have ACLU challenges thrown out and ordered both cases to ninth circuit, where original ACLU suits had been filed.

Broadcast Advertising

Simko's solution for TV clutter: Boycott offenders

B&B executive uses study to do some call-letter calling of offenders; ANA session also hears Pinkham and Goodman assess TV's outlook

"Unreasonable practices" of some television stations cause the largest part of the clutter problem, George Simko, Benton & Bowles senior vice president and director of media, charged last week.

"If these stations do not change their ways, I'll recommend to my clients that they use this information to determine if they should continue to place advertising on them," he said. "That's right, we should seriously consider whether or not we should do business with them at all—not just employ cost-per-thousand penalties or some other slap-on-the-wrist technique."

Mr. Simko was one of the speakers at a workshop on television advertising Thursday (Oct. 4) in New York by the Association of National Advertisers. His topic was "TV Clutter—What We Know About It; What We Can Do About It."

Mr. Simko said a new study has been made to ferret out "unreasonable" commercial practices at the station level. Participating with him on the report



OK to say. The U.S. Southern District Court in New York has ruled that television and print advertising by E. F. Timme & Sons Inc. for "fake fur" pile fabric garments is not unfair or inaccurate. Judge C. L. Brienant Jr., in dismissing a motion for temporary injunction brought by a group of fur industry associations to restrain Timme advertising, said the TV commercials and print advertising were accurate and did not constitute unfair competition for makers of fur. He ruled that Timme's emphasis on the ecological and price advantages of "fake fur" apparel over garments made from pelts of animals was a competitive approach that was not unreasonable. In the above still from a Timme TV ad, the on-camera spokeswoman says, "He's wearing a real tiger coat. I'm wearing a fake fur by Timme. Although it's virtually impossible to tell the difference a Timme fur costs far less money. Perhaps even more important it didn't cost a tiger his life."

were two other agency media directors, Louis Fischer of Dancer-Fitzgerald-Sample and Robert Liddell of Compton. They worked with Robert Morris, president of Broadcast Advertising Reports, to produce the study, "Television Station Commercial Practices in Local Programming."

The yardstick they used to assess station practices in terms of total commercial time and multiple spotting was a modified version of the National Association of Broadcasters code standards. Mr. Simko said the report clearly shows there are stations "who have bent or broken the commercial-standards rules."

A group of 261 stations was surveyed. The average number of local programs on each was 42 and the average number of these programs with more commercials than the standard was 1.4%. Yet, said Mr. Simko, there were five stations—**XETV(TV)** Tijuana-San Diego, **WOR-TV** New York, **WOKR(TV)** Rochester, N.Y.; **KHJ-TV** Los Angeles and **KPLR-TV** St. Louis—where the number of over-commercialized programs ranged from 11% to 37% of each station's local programs.

"In early and late-evening news programming," he said, "the average station exceeds our commercial time standards on 12.7% and 18.5% of the occasions respectively. However, the worst dozen stations, the dirty dozen if you will, exceeded our commercial standards more than 70% of the time in their early news and more than three-quarters of the time in their late news."

The stations he named as exceeding commercial standards in their early news programs: **KSAT-TV** San Antonio, **WDBO-TV** Orlando, Fla., **WGAL-TV** Lancaster, Pa., **KCMO-TV** Kansas City, Mo., **KMTV-TV** Omaha, **KETV(TV)** Omaha, **WVUE-TV** New Orleans, **WLUK-TV** Green Bay, Wisc., **WICS-TV** Springfield, Ill., **WBAY-TV** Green Bay, **KSL-TV** Salt Lake City, **KTUL-TV** Tulsa.

The stations he named as exceeding commercial standards in their late-news programs: **WBAY-TV**, **WDBO-TV**, **KCMO-TV**, **WICS-TV**, **KMBC-TV** Kansas City, Mo., **KARD-TV** Wichita, Kan., **WDAF-TV** Kansas City, **WJAR-TV** Providence, R.I., **KFMB-TV** San Diego, **WNEM-TV** Flint, Mich., **WBRC-TV** Birmingham, Ala., and **WNBC-TV** New York.

He said that during the survey period 143 stations never exceeded the commercial standards in the early news and 119 stations never did so in the late news. "What I want to know is—if so many stations can operate within our standards, why are there dozens who believe they must operate outside them? And why do we allow them to do so?"

The BAR special report also dealt with multiple-spotting, that is, the number of consecutive commercials a station runs. Here is the yardstick used in the study:

"The agency standards permit up to three commercial announcements, regardless of length, in a station break and up to four in a participating position. Each element of a piggyback commer-

cial is counted as an individual announcement. Commercials separated by public-service or promotional announcements or by 'program material' foreign to the basic program and under two minutes long are counted as consecutive commercials."

The average station exceeded the multiple-spot standards a maximum of 2% of the time in any time period. However, in the early-evening time period, he said, "these eight stations exceeded our multiple-spot standards by 11% or more:

"Leading the pack was WBBM-TV Chicago . . . which exceeded our multiple-spot standards 57% of the time."

In prime time, 10 stations exceeded the study's allowable consecutive commercial definition 13% of the time or better, up to a high of 27% for KHJ-TV Los Angeles. The 10 were: WBBM-TV Chicago, WBSA-TV York, Pa., WLS-TV Chicago, KMBC-TV, KHJ-TV, XETV, WOR-TV and WHC-TV Pittsburgh.

In the late-night period, 14 stations were a multiple spot problem, according to the study's strictures. Mr. Simko named: KHJ-TV, XETV, WHP-TV Harrisburg, Pa., WPXI-TV New York, WKEF-TV Dayton, Ohio, WBSA-TV, WTAF-TV Philadelphia, WLCY-TV Tampa, Fla., WNEW-TV New York, and KPLR-TV.

Another agency executive who spoke at the workshop was Richard A. R. Pinkham, senior vice president at Ted Bates Co. Discussing "Television at 25: Is It at the Crossroads?", he said Cable TV appears to be the chief threat to commercial television—but not until the 1980s.

"CATV has a chicken-and-egg dilemma infinitely more difficult than broadcast television," he said, "because there is no visible Milton Berle on the horizon to sell the public on spending the money to get wired if their picture is already sharp."

Mr. Pinkham said only 10% of television households have CATV today, and 60% of them are in "C" and "D" markets not of great importance to advertisers. "The trouble Teleprompter is in must be typical because CATV is a capital-intensive business," he said.

But he warned that when CATV does come of age, and there is progress too in satellite transmission and video cassettes, "broadcast television may very well find its audience so fragmented that it will be less valuable to us as a marketing tool."

Until that day, he predicted "clear sailing" for television and said the medium would continue to enjoy a seller's market, "since, for all its faults, television is unparalleled in its ability to persuade the consumer."

Mr. Pinkham listed some of the problem areas in television and said what he thought members of the ANA should do about them:

- Demand a guaranteed station line-up from networks for prime-time purposes. "Some stations move network movies to Sunday afternoons during rating weeks and yet we still have to pay prime-time rates. This is patently inequitable."

- Assess any increase in the broad-



Two better than one. The unisex outlook is out in the television campaign that started last week to launch a new line of men's toiletries—American Leather. The voice-over in the initial flight of five 10-second commercials says: "Finally a scent that separates the men from the women. And the women love it." The initial spots are being aired in New York, Philadelphia, Cleveland and the state of Texas. The first flight of TV ads—all bought locally—is being shown Oct. 1 through 14. A second flight will go out as pre-Christmas advertising on stations from Nov. 12 through Dec. 24. The buys will be mostly in prime-time, with some fringe-time. American Leather is being marketed by Fieldston Inc., Northvale, N.J. The agency is N. W. Ayer, New York.

casters' tendency to cluster commercials increasingly in pods. "The situation is border-line today, and we should resist any move toward further bunching of our messages into commercial ghettos."

- Obtain better product protection. "Today in long-form programs, we get protection only in the pod we appear in, which means that a competitor could be 10 minutes away. At these prices, we deserve better than that . . ."

- Require proper proof of performance from local stations. "Magazines and newspapers give us solid proof of performance; why shouldn't the stations and why shouldn't they pay for it?"

- Encourage all stations to automate their billing procedures. "Stations that have automated can speed up payments by providing agencies with invoice data on tape—or even better electronically."

- Get research from television as sophisticated as that provided by magazines. "We need bigger samples to give us more stable figures on the demographic groups we are interested in."

"What crossroads?" asked NBC President Julian Goodman. This was his answer to the theme of the television advertising workshop: "Is Television at the Crossroads?"

Not today, Mr. Goodman told the gathering. He said television was at the crossroads 25 years ago when the number of television sets reached one million and there were serious questions about its future.

"It hasn't taken 25 years for the answers to come in," he said. "No communications medium, no household appliance, no family possession has ever approached the phenomenal growth of television. And by every available index—circulation, revenue, time spent viewing, improvement in quality and variety

of content, expansion in news, advancement in production technique—television is still increasing its stature as a commercial and informational medium."

Mr. Goodman reported on some of the predictions made by the NBC corporate planning department about the decade ahead. The department forecast that the public will have a personal income and expenditure ratio that should almost double by 1980. More than half of the population growth between 1970 and 1980 will be accounted for by the 18-24 age group, and the 30-39 age group will also expand greatly.

"In the same period," he said, "the number of households will increase twice as fast as the population. They will acquire enough new television sets to make television homes grow by a greater absolute amount than during the last decade. By 1980 television should reach close to 99% of all the homes in the nation."

The department also predicted that there will be more working women adding to family income and continuing shifts of population from rural areas and city centers to the suburbs—"to the places television reaches better than any other medium."

Turning to the present, Mr. Goodman urged advertisers to sponsor television news specials, even though they draw an audience about half as large as the entertainment programs. He said news specials and documentaries reach influential, thoughtful audiences representing income and educational levels of special value to advertisers.

The NBC president said some advertisers consider these programs risky because of their often controversial nature. He called this view outdated. "Ours is a diverse and dynamic society with a tradition of speaking its mind. So a few letters or phone calls or a returned credit card should not be enough to frighten an enlightened advertiser."

Mr. Goodman said the informational programs are ideal vehicles for new advertising needs, such as "corporate identification and expressions of social responsibility."

General counsel of FCC strikes responsive chord in ANA talk on fairness doctrine, counterads, advertising aimed at children

FCC General Counsel John Pettit has a direct and simple suggestion for putting ordinary commercials beyond the ambit of the fairness doctrine. The commission, he says, should simply disavow the benchmark 1967 ruling in which it applied the doctrine to cigarette advertising.

Mr. Pettit, in an address to the Association of National Advertisers, in New York, on Thursday (Oct. 4), described the ruling as "an unmitigated disaster" that could and should be "dealt with accordingly" in the commission's pending inquiry into a possible revision of the fairness doctrine. The inquiry, under way for three years, is expected to be concluded by the end of the year.

Mr. Pettit noted that although the commission had said the hazard involved in

cigarette smoking constituted a "unique" case, the U.S. Court of Appeals in Washington later held that the commission's rationale in the cigarette ruling could be applied to commercials for high-powered cars and high-powered gasoline because of the air-pollution problems the use of those products cause. And still awaiting a court decision is another case in which the use of Chevron gasoline with F-310 additive is alleged to raise a fairness issue.

With that as background, Mr. Pettit said, "The cigarette ruling and its progeny have distorted the chief purpose of the fairness doctrine—namely, to encourage the meaningful discussion of significant public issues—and in the process have threatened the very foundation of the free commercial broadcast system and the process by which this nation markets its goods and services." For those reasons, he added, the cigarette ruling deserves "a decent burial with a minimum of mourning."

That was not the only observation that pleased Mr. Pettit's audience.

Mr. Pettit opposed countercommercials, the use of which the Federal Trade Commission has recommended as a means of combatting false or misleading advertising. "Arguing for counterads, as a cure for false advertising, is like arguing for euthanasia as a cure for cancer," he said. "Advertisers would leave TV and radio in droves."

And, in discussing the FCC's current inquiry into children's television programming, he said that, on balance, he is not persuaded that the "current situation in broadcast advertising aimed at children requires any substantial government intervention." He also chided broadcasters for being apologetic about their Saturday morning children's programs. "Instead of suffering under the label of 'cartoon ghetto,' why not refer to Saturday morning programming as the comic book of the airwaves?"

IBFM credit bureau to go, no go in month

Leaders of the Institute of Broadcasting Financial Management's Broadcast Credit Association decided last week to extend by a month, to about mid-November, the deadline for a definite decision on BCA's future.

The decision was taken during the IBFM's annual convention, held Sept. 30-Oct. 3 in New Orleans, after meeting with IBFM members. Spokesmen said a number of members were interested in joining BCA but needed more time to consult with their management and make final arrangements, and that others wanted more information on the service.

BCA leaders also expanded the BCA board to include four financial and credit experts who are not IBFM board members. They were Dennis Vacchia of CBS-owned stations, Fred Cige of Metro-media, Larry Loiello of Peters, Griffin, Woodward and Barbara Goodstein of WPIX-TV New York.

The BCA board, headed by Paul Freas of the Washington Evening Star stations as chairman and Ray Watson of KGTV-

(TV) San Diego as president, also decided to continue its search for an experienced credit executive to head BCA.

The organization compiles data on agency payment practices and distributes monthly "aging" summaries to its subscribers. Spokesmen said it would send to both current and prospective subscribers a list of 135 agencies currently included in these summaries, so that subscribers could propose the addition of other agencies.

Burch restates concerns about ads aimed at children

Chairman indicates FCC's hankering for restrictions; Mutual interview also spotlights growing EEO problem

With the FCC staff still working up papers for the commission's consideration in the long-pending children's television-programming inquiry, Chairman Dean Burch appeared to support speculation the commission will, at a minimum, act to curb advertising aimed at children.

The chairman indicated his concern about that subject in a radio interview on the U.S. Chamber of Commerce program, *What's the Issue?*, aired on the Mutual Broadcasting System.

The interview covered a number of issues in which the commission is interested. And when the conversation turned to children's television, the chairman said one question is whether advertising aimed at children is fair.

"Can a child of tender years even comprehend the theory of advertising?" he asked. In his view, advertising is intended to inform the public as to what is available and to let individuals make up their minds regarding purchase on the basis of "their needs and their means."

But, he said, "it is sometimes questionable whether a child has either needs or means, except as his parents determine those things."

The petition that triggered the chil-

dren's television programming inquiry—filed by Action for Children's Television in 1970—sought the elimination of all advertising in children's programming. The commissioners have indicated little interest in that proposal; but some staff members are known to favor banning advertising from programming aimed at preschool-age children and reducing the amount of advertising broadcasters can air generally in children's programs.

Another issue facing the commission that the chairman mentioned is that of equal-employment opportunities in the industries the commission regulates. "We're getting more and more pressure from blacks, Spanish-American groups, oriental groups—you name it—we've had pressure that they're not represented," Chairman Burch said. "Women particularly are claiming they're not on the air; they don't have a voice in communications policy." He said he expects the problem to become larger before it gets smaller.

For BBDO another try to put stock on market

Prospectus warns of prospects that gas, food volume will decline

BBDO, New York, one of the nation's largest advertising agencies, has filed a preliminary prospectus with the Securities and Exchange Commission signaling its intention to go public.

The agency had planned to offer a public issue last fall (BROADCASTING, June 26, 1972; Oct. 23, 1972) but backed off, citing depressed market conditions. It now plans to go public "possibly within two months," depending on market conditions and when the registration statement becomes effective, a financial officer of the agency said. The agency will initially offer 725,000 shares of its 2,500,800 shares outstanding at a maximum price of \$18 per share.

The prospectus also gave indications of the financial worries that beset BBDO and other major agencies with food and gasoline accounts. A footnote to the sec-

BAR reports television-network sales as of Sept. 16

CBS \$456,839,900 (34.9%), NBC \$448,093,600 (34.3%), ABC \$401,924,900 (30.8%)

Day parts	Total minutes week ended Sept. 16	Total dollars week ended Sept. 16	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	73	\$ 519,100	2,648	\$ 17,100,000	\$ 16,418,000
Monday-Friday 10 a.m.-6 p.m.	999	7,374,700	34,167	270,819,500	253,980,200
Saturday-Sunday Sign-on-6 p.m.	300	5,997,300	10,088	126,712,900	136,267,500
Monday-Saturday 8 p.m.-7:30 p.m.	88	2,016,900	3,493	66,590,000	63,181,200
Sunday 6 p.m.-7:30 p.m.	9	260,200	502	10,823,300	10,687,200
Monday-Sunday 7:30 p.m.-11 p.m.	403	24,904,100	14,475	725,394,900	660,600,900
Monday-Sunday 11 p.m.-Sign-off	195	2,949,900	5,988	89,417,800	71,106,700
Total	2,067	\$44,022,200	71,361	\$1,306,858,400	\$1,212,241,700

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

tion comparing income figures for the first halves of 1972 and 1973 warns that because ad expenditures in those two categories have been reduced or are expected to be reduced during the second half of the year, that period "will not show a significant improvement" compared to the first half of the year. While net income for the six months ended June 30, 1973, was \$2,762,000 as compared to \$1,809,000 for the same period in 1972, the second half of 1973 "may approximate results for the second half of 1972," according to the prospectus.

The document also detailed salary figures for the agency's top officers and directors: Tom Dillon, president, \$160,000 annually with a bonus of \$22,460; James J. Jordan Jr., Bruce E. Crawford, and E. E. Norris, all executive vice presidents, \$82,000 with bonuses of \$22,460 each; Clayton Huff, senior vice president and treasurer, \$75,000 with bonus of \$17,250, and Raymond E. McGovern, vice president and secretary, \$42,250 with bonus of \$6,290.

BBDO is ranked fourth in combined radio-TV billings, with \$172.8 million (BROADCASTING, Nov. 27, 1972) and is ranked third in over-all domestic billings with \$371 million.

Business Briefs

Miller taps Zebra. Miller Brewing Co., Milwaukee, has appointed Zebra Associates, New York, to handle black-oriented advertising for all its brands. McCann-Erickson, New York, is primary agency.



Most for the money. Network spots on CBS-TV morning children's shows and spot TV in 11 markets are being used this fall to launch Milk Duds as long-lasting alternative to candy bar. Concept is based on fact that candy bars are getting smaller as price of cocoa bean rises, whereas Milk Duds—made of caramel with chocolate coating—take longer to consume. Jack Trout, president of Ries Cappiello Colwell, New York agency, said nine top candy-bar brands spend \$15.3 million annually on national advertising. Since Milk Duds will be spending only \$750,000 a year, he said, product had to be clearly positioned against competition to make impact. Milk Duds are made by M. J. Holloway, Chicago, division of Beatrice Foods Co.

Rep appointments. WEST-AM-FM Easton, Pa.; WVOL(AM) Berry Hill (Nashville), Tenn.; WVNJ-AM-FM Newark, N.J.; KCFM(FM) St. Louis and WSUN(AM) St. Petersburg, Fla.; H-R/Stone, New York.

Programming

Sacrifice play: KTTV gives up programs, gets renewal moving

Squeezed by petitions to deny, station promises to drop three animated series and to ban 39 others; it will also broadcast a warning to parents before showing any episodes of 81 specified syndicated series before 8:30 p.m.

Citizen groups have long complained to broadcasters and to the FCC about television programming available for children; what there is of it, they say, is of poor quality and, usually, excessively violent in its character. The FCC is bogged down in a study of the subject. But last week it became evident that citizen groups, with the leverage provided by a petition to deny a station's renewal application, can force a powerful broadcaster to listen to, and heed, some of their complaints, even to the point of banning certain programs.

Metromedia Inc.'s independent KTTV-TV Los Angeles, in an agreement it signed with four groups and filed with the FCC as part of the station's renewal application, has committed itself to dropping within 90 days three animated five-day-a-week cartoon series it now considers "unsuitable for younger children

because of excessive violence and/or possible harmful program content"—*Batman*, *Superman* and *Aquaman*. The station will also ban from its air 39 other specified cartoon series, none of which are now in the KTTV inventory (see box, next page).

What's more, the station will broadcast a "caution to parents" warning prior to the showing of any episodes of 81 specified live-action syndicated series if the episodes are shown before 8:30 p.m. (Only one of the shows—*Outer Limits*—will require the warning by KTTV. Two other shows—*Girl from UNCLE* and *Man from UNCLE*—are in the station's inventory but not on the air.) The warning, which will also be broadcast in advance of any feature film or other program "which contains content possibly harmful to children," will notify parents that, "because of [violence or other] possible harmful elements, certain portions of the following program may not be suitable for young children."

KTTV reached the agreement with National Association for Better Broadcasting, Action for Children's Television, the Mexican-American Political Association and the San Fernando Valley Fair Housing Council. For their part, the groups, which were represented by the Citizens Communications Center in Washington, withdrew the petition they had filed with the FCC in November 1971 seeking denial of the station's license-renewal application. Like all such agreements between citizen groups and licensees, it is subject to FCC approval. Unlike most, however,

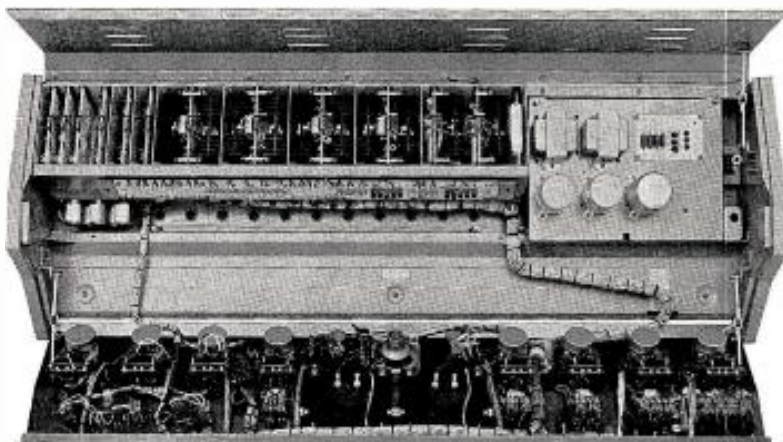
Gates Dualux 80 has a lot of "guts".

Like the solid-state plug-in amplifiers on printed circuit boards that provide excellent audio response and extremely low distortion. Interchangeable program, cueing and monitor amplifiers. Silicon transistors throughout for great reliability.

Eighteen inputs into eight monaural mixing channels. Plus dual programming channels. A lot of console.

Write for additional information.

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



Blacklist. KTTV(TV) Los Angeles, in its agreement with four citizen groups that had petitioned the FCC to deny the station's license-renewal application, agreed to keep off the station's program schedule 42 animated series it now says it regards as "unsuitable for younger children because of excessive violence and/or other possible harmful program content." The station also agreed to broadcast a "caution to parents" warning in advance of 81 specific syndicated series designed for adult viewing.

The animated series are:

Amazing Three, Aquaman, Astro Boy, Atom Ant, Batman, Birdman, Dr. Doolittle, Eighth Man, Fantastic Four, Fantastic Voyage, Felix the Cat, Fireball XL5, Gigantor, Groovy Goolies, Gulliver, Hercules, Jonny Quest, Journey to the Center of the Earth, Kimba, Lone Ranger Cartoons, Magilla Gorilla, Marine Boy, Mighty Mouse, Milton the Monster, Moby Dick, Motor Mouse / Auto Cat, Peter Potamus, Popeye, Reluctant Dragon and Mr. Toad, Rocket Robin Hood, Sampson and Goliath, Shazzan, Space Ghost, Space Kidettes, Speed Racer, Spiderman, Super President, Super Six, Superman, Tom and Jerry, Top Cat and Ultraman.

The warning to be broadcast in advance of episodes of any of the 81 specified series, as well as any other programs the station regards as potentially harmful to children, that it airs before 8:30 p.m. consists of a video slide "caution to parents," and the sound of two bongos of a soft chime, followed by an announcer reading, "Parents—we wish to advise that because of [violence or other] possible harmful elements, certain portions of the following program may not be suitable for young children." The bracketed portion will be heard when the words are applicable.

The 81 series are:

Gene Autry, The Avengers, The Baron, Bat Masterson, Bourbon Street Beat, Branded, Burke's Law, Batman (live action), Code Three, The Californians, Cheyenne, Cimarron Strip, Colt 45, Cowboy G-Men, Custer, The Deputy, The Dakotas, The Detective, Felony Squad, Flash Gordon, Frontier Doctor, Garrison's Gorillas, Girl from UNCLE, Green Hornet, Guns of Will Sonnett, Have Gun Will Travel, Hawaiian Eye, Highway Patrol, High Chaparral, Honey West, Iron Horse, The Invaders, Jesse James, Kit Carson, Land of the Giants, Laramie, Lawbreaker, Lawman, The Loner, The Lone Ranger, M-Squad, Mike Hammer, Mr. and Mrs. North, Mr. Lucky, Man Called Shenandoah, Man from UNCLE, Marshal Dillon, Name of the Game, Official Detective, Outer Limits, The Persuaders, Peter Gunn, Range Rider, Ramar of the Jungle, Rat Patrol, Rawhide, The Rebel, Richard Diamond, River Boat, Roy Rogers, Sheriff of Cochise, Shotgun Slade, Stage Coach West, State Trooper, Stories of the Century, Surfside 6, Sunset Strip, Superman, Tales of the Texas Rangers, Tales of Wells Fargo, The Texan, Tightrope, Tombstone Territory, Trackdown, Twenty-Six Men, The Untouchables, Voyage to the Bottom of the Sea, Wanted Dead or Alive, Wild Wild West, Yancey Derringer and Zane Grey Theater.

it is to extend into a subsequent three-year license period, the one beginning Dec. 1, 1974.

The petition, based largely on the results of a study NABB had done in 1971 of KTTV's program content and community service, alleged an undue emphasis on violence in programming, fairness-doctrine violations, failure to fulfill the needs of minority groups and failure to produce programs using local talent.

Frank Orme, executive vice president of NABB, said that the agreement affords parents "for the first time . . . the opportunity to protect their children from excessive violence on commercial television." He called the agreement "the most far-reaching and fundamental revision of policy related to violence ever undertaken by any commercial broadcaster in the United States."

Mr. Orme also indicated that the agreement marked more than the ending of the groups' dispute with KTTV. He said NABB and other organizations will use it as a pattern for inducing individual broadcasters throughout the country to adopt "responsible policies in the presentation of programs viewed by children and youth."

Metromedia officials indicated they felt the agreement, from the company's point of view, was a pragmatic answer to a difficult problem created by the petition to deny the station's renewal. They cited the \$1 million that Capital Cities Communications Corp. committed itself to spend on developing local programming as part of a settlement with groups that had opposed its purchase of three Triangle Broadcasting stations three years ago, and the heavy costs that WMAL-TV Washington incurred in fighting the petition to deny that Washington-area blacks filed against the station in 1969. The

KTTV application had been on the deferred list almost two years, and the case has already led to a commission ruling that the protesting groups could examine KTTV's financial reports. (However, the groups later withdrew the request to inspect the records; they said they lacked the "time and resources" to pursue the matter after Metromedia filed an appeal for judicial review [BROADCASTING, Aug. 20].)

Against that background, the agreement to drop three animated cartoon series and to carry a cautionary warning prior to some programs did not appear to be a high price, according to some Metromedia officials, who minimized the significance of the agreement. One official said there is no intention of applying it to Metromedia's five other television stations; "each is programmed differently to meet the needs of different markets," one said. And as for industrywide implications, Robert O'Connor, vice president and program director of KTTV, thought there would be little, in view of the programs on the banned list. They "are mostly old, outdated and generally unacceptable for children anyway," he said.

Charles D. Young, vice president and general manager of KTTV, described it as a positive outgrowth of mutual concerns shared by an independent broadcaster and local citizens. ". . . There is much to learn in the coming years with respect to the influence of television on children," he said. "And as facts become available, the public and broadcasters can cooperate in the implementation of new programming approaches."

However, there was at least one indication of possible trouble ahead in implementation of the agreement. Mr. O'Connor said the station did not agree

with the protesting groups on their definition of violence.

Under the agreement, KTTV commits itself to do more than avoid or issue warnings in connection with specific programming. In the interest of improving children's programming generally, it promises to "seek to influence changes within the television industry" by, among other things, letting program sources know it "is a receptive market for meaningful, integrated children's programs" tailored to its needs.

KTTV promises also to produce programming for children (it is already embarked on a joint venture with Storer Broadcasting and Capital Cities Communications Inc. in the production of a children's program), expand the production of programming in which local performers will be used and "cultural resources" developed, and to continue "to implement its present equal employment opportunity program" aimed at eliminating discrimination in the recruitment and promotion of minority-group members and women in all departments.

Because of its unusual programming aspects, the agreement has cost KTTV more than the legal fees required to negotiate it. Mr. Orme said information provided by the station indicates that it is losing \$60,000 in unamortized costs in withdrawing the three cartoon series, and that commitments for the production of children's programs and local programming, as well as for public-service spot announcements amount to at least \$70,000.

But the activities of the protesting groups did not cost the station anything. Both Orme and Mr. O'Connor said that the protestants had neither requested nor received financial remuneration in return for their costs.

Critics keep busy with drawn-out new-season starts

If the ratings for the new season premieres haven't fed the expectations of the networks, at least the staggered new-show line-up is keeping the TV critics in bread and butter. BROADCASTING's sampling of sentiment from across the country follows:

Bob & Carol & Ted & Alice (ABC, Wednesday, 8-8:30 p.m.) "It takes more than a title to make a hit. . . . If anything, the opener was disagreeable rather than humorous." Percy Shain, *Boston Globe*.

"The premiere . . . tried awfully hard to be slick and sophisticated, but it came out looking strained and silly." Anthony LaCamera, *Boston Herald American*.

"How d'ya make it as sinful and sizzling as possible, but turn it around to be as Donna Reedish as possible by the end of the 22 minutes of running time. . . . After all the buildup, we find the plot not much more advanced than an *Ozzie and Harriet* . . ." Rex Polier, *Philadelphia Bulletin*.

". . . could be amusing & titillating

& honest & contemporary if its principles are as astutely chosen as its principals." Harry Harris, *Philadelphia Inquirer*.

"Despite some very labored material, we happened to like ABC's *Bob & Carol & Ted & Alice* mainly because we like the four leads in it. They play well together and hold every promise that this series, with a title steal from the film, could come up with some good episodes in weeks to come." Kay Gardella, *New York Daily News*.

"*Bob & Carol & Ted & Alice* moves into screen range . . . in a swift, occasionally bright, conventionally unconventional sex fable." Morton Moss, *Los Angeles Herald-Examiner*.

"It showed promise." Frank Judge, *Detroit News*.

"Voluptuous Anne Archer . . . and lean, handsome Robert Ulrich as Carol and Bob tower over Anita Gillette and David Spielberg as Ted and Alice. . . . One thing that should be explained about the relationship of Bob and Carol with Ted and Alice: What do they see in each



Bob & Carol & Ted & Alice

other?" Cecil Smith, *Los Angeles Times*.

"Based on the premiere, *Bob & Carol & Ted & Alice* will need help from Fred & Susie & Stan & Grace & Ed & Jenny & the U.S. Marine Band & the Kilgore College majorettes & Trigger & Lassie & all the males in the city of Hollywood & all the females in the city of Oakland & most of all, prayer." Norman Mark, *Chicago Daily News*.

"Bob and Carol and Ted and Alice have had their horns removed and endowed with a Hugh Heffner mentality—lots of talk about sex and no action. . . . Welcome to a half hour of sniggers, dedicated to the proposition that any topic can be debated into boredom, even sex." Richard Shull, *Indianapolis News*.

"It is a shame that *Bob & Carol & Ted & Alice* doesn't have a stronger format or premise because the four young actors who play the title roles are quite likeable." Bob Brock, *Dallas Times-Herald*.

Faraday and Company (NBC, Wednesday 8:30-10 p.m.)

" . . . solid private-eye series . . . well-written. Along with its serious story line, it had many warm, honest, amusing moments in it." Kay Gardella, *New York Daily News*.

" . . . as Faraday, Dan Dailey, former song-and-dance man, is the story's most impressive asset. Somewhat seedy, pouchy and hung over, Mr. Dailey's private eye is a delightful distillation of every de-



Faraday and Company

fective who ever snarled through a Grade B movie." John O'Connor, *New York Times*.

" . . . perhaps the most delightful gumshoe creation since Columbo . . . the manner of the man and his milieu was what made this a good cut above the ordinary." Percy Shain, *Boston Globe*.

"The initial script contained some low-key spoofing of the private-eye genre . . . a most promising premiere, with Dailey and James Naughton engaging. . . ." Harry Harris, *Philadelphia Inquirer*.

"There's nothing quite like NBC's new *Faraday and Company* which has endowed likeable Dan Dailey . . . with a veritable collection of gimmicks. . . ." Anthony LaCamera, *Boston Herald American*.

"Dan Dailey is, embarrassingly, cast as Frank Faraday in the network's newest addition to the *Wednesday Mystery Movie*, 'Faraday and Company' super-

ficial and trite." Barbara Zaunich, *Los Angeles Herald-Examiner*.

"Faraday" is a kind of switch on NBC's attempt to recreate a private eye of the 30's in an abortive effort called *Banyon* last year . . . 'Faraday and Company' will make nobody forget *Madigan*, which it replaces." Cecil Smith, *Los Angeles Times*.

"Dan Dailey's portrayal is sardonic, cynical, unsentimental and likable. I think it's a winner." Don Freeman, *San Diego Union*.

Griff (ABC, Saturday, 10-11 p.m.)

"It's a slick hour, and Lorne Greene is as resonantly authoritative a detective as he was Pa Cartwright. Ben Murphy and Patricia Stich are attractive as his aides." Harry Harris, *Philadelphia Inquirer*.

"Looks to be a standard crime series that features Lorne Greene. He is likable and easy to accept—even if you are a little sick of police stories." Rex Polier, *Philadelphia Bulletin*.

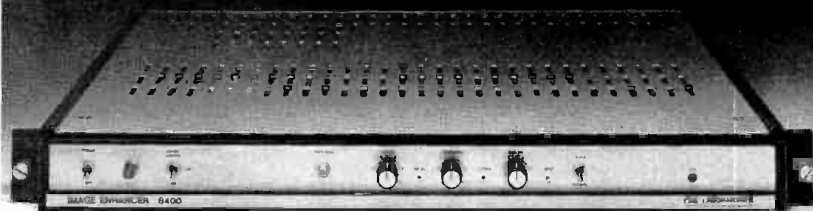
"A strictly nondescript private-eye series, totally devoid of humor, with no distinguishing characteristics." Percy Shain, *Boston Globe*.

"It was bad in plot, word and deed. The real villain was the author of the script." Jay Sharbutt, AP.

" . . . pedestrian . . . little to set it apart from any other second-rate detective series on television." Kay Gardella, *New York Daily News*.

"As private eye dramas go, this one is

Send only
the best.



CBS Laboratories Mark III Image Enhancer is preferred by most TV stations. Because it sharpens both vertical and horizontal detail automatically. And improves picture resolution as well as color fidelity. The Mark III, with unique "crispens-comb" filter, separates chrominance from luminance, providing sharper contrasts with more defined picture detail. Available for all monochrome and color cameras. From CBS Laboratories, of course.

CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc.
227 High Ridge Road, Stamford, Connecticut 06905

routine—complex but nonetheless predictable in story line and characterization, strong on pace but there's not much in the way of nourishment in the other vital area." Don Freeman, *San Diego Union*.

"... was the almost perfect example of the badly written TV 'whodunit' which leads to the next question: Why watch it?" Norman Mark, *Chicago Daily News*.

"With luck, next week [Lorne Greene] may tackle 'The Case of the Nonexistent Writer' and find out who framed him with Saturday night's phony script." Richard Shull, *Indianapolis News*.

"Griff is another private-eye stiff. The real mystery is what attracted Greene to this routine private investigation set-up." Bernie Harrison, *Washington Star-News*.

"Only the series' title and cast have changed... Detective and cop shows like this one are a dime a dozen..." Bar-

a dull-witted gumshoe series that's about as pleasant as five pounds of garbage in a four-pound bag." Gary Deeb, *Chicago Tribune*.

The Magician (NBC, Tuesday, 9-10 p.m.)

"... makes no pretense of being anything but far-out fiction. Bill Bixby slickly portrays a wealthy professional slight-of-hander who uses his digital dexterity to bamboozle baddies." Harry Harris, *Philadelphia Inquirer*.

"Energetic, immensely self-confident, Bixby came off looking good with a well-done premiere that was well cast and created a favorable impact..." Rex Polier, *Philadelphia Bulletin*.

"While Bixby wasn't at all bad as a crime buster with skill in magic, the relentlessly action-oriented proceedings quickly reached a point of ludicrousness." Anthony LaCamera, *Boston Herald American*.

"The superhuman stunts came so thick and fast in the final climactic chase sequence that the whole shebang collapsed of its own weight. It became pure, laughable hokum." Percy Shain, *Boston Globe*.

"... promises to be one of the better series of the new season—or an unusual one at least—because in it NBC has discovered a way of circumventing the violence inherent in all crime stories." Terrence O'Flaherty, *San Francisco Chronicle*.

"If you're mad about juvenile wish fulfillment, this is definitely not to be ignored." Morton Moss, *Los Angeles Herald-Examiner*.

"The Magician... is simple baloney—and it has no redeeming social value..."



The Magician

The writers once again are the culprits, and *The Magician* may pull the vanishing act by January." Gary Deeb, *Chicago Tribune*.

"... a good series, as these big city fantasies go. Bixby plays the role with nice cool... The over-all production has a high gloss..." Jack Anderson, *Miami Herald*.

"... the chase sequences were tops... Add some interesting photography and the *Magician* is a good action series..." Barbara Holsopple, *Pittsburgh Press*.

"Maybe the ratings will work some magic and make the *Magician* disappear." Frank Judge, *Detroit News*.

Hawkins (CBS, Tuesday, 9:30-11 p.m.)

"It failed mainly because the spine itself—the plot line—was so utterly far-fetched and absurd." Percy Shain, *Boston Globe*.

"All future episodes have only to be half as good as the premiere. Meeting that qualification ought to be easy for this obviously well-produced show." Rex Polier, *Philadelphia Bulletin*.

"A senior-citizen star... strictly contemporary in content... Stewart is ideally cast as a seeming hick country lawyer from West Virginia addicted to cracker-barrel Confuciusisms." Harry Harris, *Philadelphia Inquirer*.

"... a winning television series... a well-constructed mystery with a surprise ending... It's a good role for Stewart..." Kay Gardella, *New York Daily News*.

"... the most impressively acted, written, directed and photographed of the new series so far this season... provides Jimmy Stewart with the best role he has had in years... *Hawkins* delivers on all fronts and with considerable style." John J. O'Connor, *New York Times*.

"*Hawkins* is off to a promising start. Stewart has finally realized, as some of his fellow superstars have not, that television only looks like easy pasturage, to be grazed at leisure. It's work..." Jack Anderson, *Miami Herald*.

"... a poor imitation of his 'Anatomy of a Murder.'" Norman Mark, *Chicago Daily News*.

"... the type of lawyer show that the *New Perry Mason* ought to be and isn't." Richard Shull, *Indianapolis News*.

"One of the new season's most refreshing offerings... Stewart's characterization and his excellent supporting cast lift



Griff

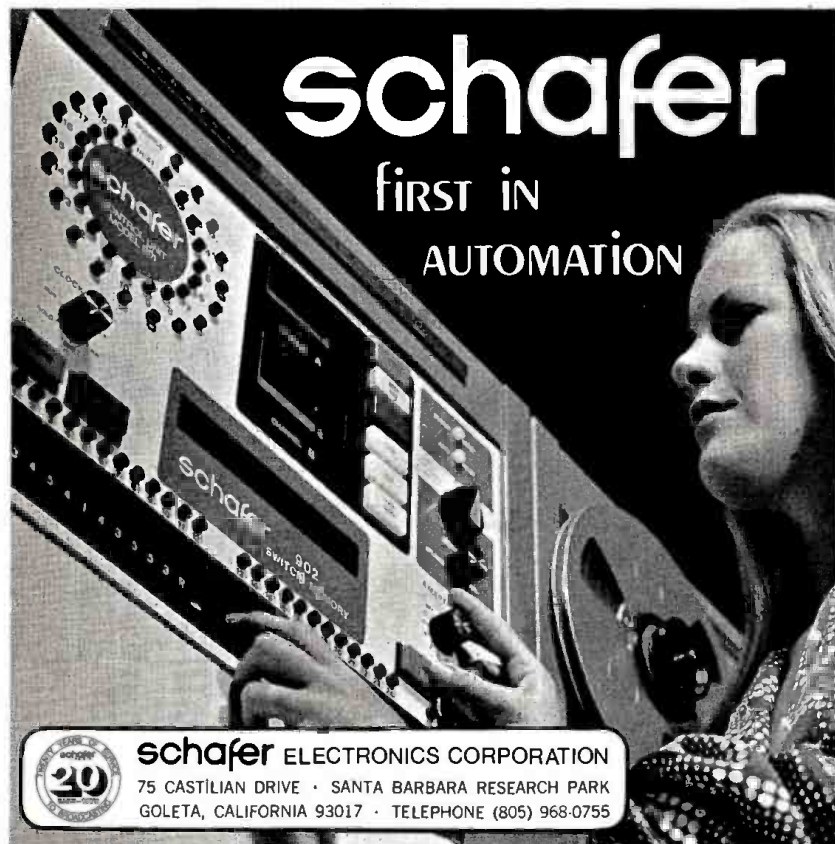
bara Holsopple, *Pittsburgh Press*.

"... nothing new or original about Griff, but it is done quite professionally." Bob Brock, *Dallas Times-Herald*.

"... [Lorne] Greene is mixed up in

schafer

FIRST IN AUTOMATION





schafer ELECTRONICS CORPORATION

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

the show above its story line . . ." Barbara Holsopple, *Pittsburgh Press*.

"David Karp, who created *Hawkins* and wrote the script . . . must have turned this one out overnight and it's embarrassing to see so many good actors trapped in this caricature of a courtroom puzzler." Bernie Harrison, *Washington Star-News*.

"Stewart, of course, is the perfect choice for the role of Hawkins. He is as smoothly assured here as he was nervously beleaguered in his disastrous situation comedy a couple seasons back." Don Shirley, *Washington Post*.

". . . Stewart may well have struck gold . . . the premiere was clever, witty, exciting and entertaining." Gary Deeb, *Chicago Tribune*.

". . . should be a hit." Frank Judge, *Detroit News*.

". . . it was the best whodunit of the



Hawkins

new season . . . [Jimmy] Stewart finally has a TV role that is custom-tailored to his particular personality . . ." Terrence O'Flaherty, *San Francisco Chronicle*.

Police Story (NBC, Tuesday, 10-11 p.m.) "Certainly powerful stuff, with startlingly uninhibited talk and data about the victimization of women for gangland profit." Harry Harris, *Philadelphia Inquirer*.

"Judging by the frank and often tasteless premiere, it looks to be out for shock value. *Police Story* set a mark by bringing one of the most brutal, frank filmed police dramas of recent years to TV. . ." Rex Polier, *Philadelphia Bulletin*.

"The performances, the characterizations and the production were quite good, but the subject matter . . . had become tiresome by the time the hour-long series made its debut." Anthony LaCamera, *Boston Herald American*.

"In the hard, vicious world of vice and drunks—of pimps and panderers and prostitutes and madams—you can't get much more realism on the TV screen than in the opening *Police Story* last night. As creator of the series, though not the writer of the opening episode, policeman-author Joe Wambaugh's expertise with the subject was everywhere in evidence." Percy Shain, *Boston Globe*.

". . . the best dramatic series premiere of the season." Norman Mark, *Chicago Daily News*.

"On a screen far too crowded with cops and robbers, *Police Story* can be singled out from the mediocre pack." Morton Moss, *Los Angeles Herald-Examiner*.

". . . totally realistic, sordid, frighten-

ing, the dialogue taut and believable, the characters right on the button, the yarn unfolds—a tawdry story that strikes to the core." Don Freeman, *San Diego Union*.

". . . the first unequivocal hit of the season." Bob Brock, *Dallas Times-Herald*.

"Authenticity is properly served by showing that love-at-first-investigation is another of those hazards that make a policeman's lot not a happy one . . ." Jack Anderson, *Miami Herald*.



Police Story

Nielsen alters NAC, ABC takes new service

Additional reports and increase in sample size are initial changes

ABC-TV joined CBS-TV and NBC-TV as subscribers to the A. C. Nielsen Co.'s new "overnight" ratings last week after Nielsen agreed to expand the base and number of its National Audience Composition (NAC) reports. That meant the new daily service would start reporting the ratings and shares of ABC as well as CBS and NBC programs.

ABC had refused to sign for the service on grounds that the need for better "people-viewing" data was greater than the need for faster homes-viewing information (BROADCASTING, June 18, et seq.).

Nielsen officials insisted the changes in NAC—which provides estimates of viewers by various age and sex categories for all sponsored network TV programs—were not the result of ABC's stand alone. "The plan is in direct response to the requests of agency and network clients for increased number of reported weeks and improved stability of NAC data," said

James D. Lyons, Nielsen vice president.

He said the first step would be the addition of NAC reports for four April weeks next year, which would increase the number of reports from 30 to 34 per year. The second step would provide a 50% increase in the NAC sample size, now approximately 2,400 homes, with half of the increase targeted for next July and the rest for February 1975. Mr. Lyons said Nielsen "hopes to improve that schedule."

Cost of the new daily service has been estimated at about \$300,000 a year per network, in addition to approximately \$1 million that each network pays for the basic Nielsen services.

In the first daily report with ABC ratings included, for last Monday (Oct. 1), NBC's new entries, *Lotsa Luck* and *Diana*, trailed their time periods at 8-8:30 and 8:30-9 p.m. NYT, respectively, with shares of 27 and 26 against CBS's *Gunsmoke* and ABC's *Rookies*, which were approximately tied with shares in the 32-35 range. ABC's *NFL Football* was second to the NBC *Monday Night Movie* ("Doctors Wives") throughout the 9-11 p.m. period but edged *Lucy* on CBS and pulled six to seven share points ahead of CBS's *Dick Van Dyke Show* and the first half-hour of *Medical Center* before slipping to a one-point lead over the last half of *Medical Center*. Average ratings for the night: NBC 21.6, ABC 21.2, CBS 19.4.

In earlier reports, when the dailies were limited to CBS and NBC ratings, CBS's *New Perry Mason* on Sunday (Sept. 30) slipped to a mid-20's share, 15 share points below NBC's *Disney*. NBC's *Sunday Mystery Movie* ("McMillan and Wife") led the opening half-hour of CBS's *Mannix*, but then *Mannix* pulled into a tie, which *Barnaby Jones* maintained. At 10-10:30, when local programming took over on NBC stations, the *Barnaby Jones* share shot up above 40. For the night, NBC had an average rating of 21.6, CBS an 18.9.

On Friday (Sept. 28) the new *Calucci's Dept.*'s share on CBS slipped below 20 against NBC's *Sanford and Son*, which approached 50. NBC's new *Girl With Something Extra* took a strong lead over the first half of a Cass Elliott special on CBS but NBC's new *Needles and Pins* in the following half-hour man-

R. C. CRISLER & CO., INC.

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

CINCINNATI—

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

TUCSON—

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

Broadcasting ■
Yearbook 1974

Hit Your Market
 Every Day
 Of The Year
 With One Shot
 In The 1974
 Broadcasting
 Yearbook

The 39th annual edition of this respected broadcast encyclopedia—off the press 25,000 copies strong, in January—will contain 650 pages, index tabbed for instant reference.

So wide is its range of information that the 1974 Broadcasting Yearbook will actually combine 160 different and distinct directories within a single volume . . . 160 directories covering every possible background fact needed by the people who work in the broadcasting business.

They find this invaluable source-book so essential that it stays on top of their desks, ready for constant use. It leads an active, useful life for a full 12 months . . . until the next edition replaces it.

Your advertisement, strategically placed in the pages of the 1974 Broadcasting Yearbook keeps on making multiple impressions all year long—and makes them at the very times the people who buy are receptive to your story.

Reserve the best position in the directory section of your choice.

Washington Headquarters
 Maury Long, John Andre
 1735 DeSales Street, NW 20036
 (202) 638-1022

New York
 Dave Berlyn, Stan Soifer
 7 West 51st Street 10019
 (212) 757-3260

Hollywood
 Bill Merritt
 1680 North Vine Street 90028
 (213) 463-3148

aged only a one-share-point lead over the special. The CBS *Friday Movie* ("Kelly's Heroes") led the rest of the evening. Average ratings for the night: NBC 19.0, CBS 17.1.

On Saturday (Sept. 29) there were two new entries, *Suspense Movie* and *Griff*, but both were on ABC and therefore not rated in the report for that evening. As between CBS and NBC, CBS's *All in the Family* doubled the rating of *Emergency*, and subsequent CBS programming also led all the way, giving CBS an average rating of 23.0 for the night, as against NBC's 15.1.

NBC Radio unveils its new profile to affiliates

Shorter 'News on the Hour', around-the-clock news service among changes, says Tornabene

Plans for major changes in NBC Radio network programming were presented to the network's affiliates at their annual convention in Palm Beach, Fla., last week.

Russell C. Tornabene, vice president and general manager of the network, said they would include the following, with others to be developed later as part of what he called a "retooling for today's needs and preparing for the future."

■ The network's *News on the Hour*, now five-and-a-half minutes in length, will be cut to five minutes, with provision for affiliates to cut away after three-and-a-half minutes, at their option. This change will be effective Oct. 29.

■ NBC Radio will launch a 24-hour-a-day news service on Jan. 1 if there is sufficient interest and support from network affiliates. CBS Radio went to hourly

newscasts around the clock several weeks ago.

■ "Substantial" changes will be made in *Emphasis*, the network's daytime strip of commentary programs. Mr. Tornabene said "the length will be determined by program content and the natural construction of the essay," with most running about 90 seconds but some as short as a minute. Most now are about three-and-a-half minutes in length.

■ *Monitor*, the weekend program service, will be restyled: "We will have a new line-up of personalities, new production techniques, bright middle-of-the-road music with some familiar hits of past years, and, effective Nov. 3, 48 live 90-second news and sports reports." The news and sports reports, called *NBC Update*, will be fed at 15 minutes before and after the hour.

Mr. Tornabene said the changes respond to requests from affiliates and to findings of two audience research projects conducted for NBC Radio by Frank Magid Associates, Cedar Rapids, Iowa, one of which has been completed and was described to the affiliates by Mr. Magid, president of the nationally known consultancy firm.

"Once we digest the large amount of new information and knowledge about the audience, what our stations want and how we can carry out the plans," Mr. Tornabene said, "we will review rather substantial changes, as necessary, in retooling the network service."

NBC Radio's reliance on audience research was also underlined by Julian Goodman, president of NBC, in an address to the affiliates on Monday (Oct. 1), opening day of the two-day convention. He said radio "has come to be a medium for all seasons, carrying the sounds of our times to all places, to people of all ages," and that NBC Radio would continue to "look carefully for the opportunities of the future."



Members of NBC Radio Network Affiliates Executive Committee with NBC officials at annual affiliates convention Oct. 1-2 in Palm Beach, Fla.: (l to r) front row, David C. Adams, NBC chairman; Julian Goodman, NBC president; Nat Sibbold, WWJ(AM) Detroit, re-elected chairman of affiliates executive committee; Donald J. Mercer, NBC station relations vice president; Robert W. Lemon, president, NBC Radio division, and Russell C. Tornabene, vice president and general manager, NBC Radio network; back row, James Wesley, KFI(AM) Los Angeles, elected vice chairman of executive committee; John Alexander, WFLA(AM) Tampa, Fla.; Herbert Crosby, WCSH(AM) Portland, Me.; Bruce Buchanan, WFBC(AM) Greenville, S.C., re-elected secretary-treasurer of committee; Ted L. Snider, KARK-AM-FM Little Rock, Ark.; Robert Rich, WDWM(AM) Duluth, Minn., and Wilson Edwards, KOGO-AM-FM San Diego. Al Burk (not shown), WBAL(AM) Baltimore, and Mr. Alexander were elected to affiliates committee and Mr. Rich was re-elected. Other members continue under unexpired terms.

Agreement on rates for AT&T's occasional clients down to semantics

Rewording of compromises given draft committee with approval from both sides possible this week

The controversy over how much AT&T should charge occasional-use customers of the company's television-program-transmission service may be settled this week. This is the remaining major issue in the FCC rate-making proceeding involving AT&T.

The parties met last week in Washington in what had been expected to be the final meeting in a series that began in August. But AT&T objected to some language in the draft stipulation embodying the proposed settlement.

As a result, AT&T was to submit suggested modifications which are to be considered Tuesday (Oct. 9) by a drafting committee consisting of three communications counsel, representatives of four of the parties—Joseph Kittner, for the networks; Jay Ricks, for Hughes Sports Network Inc.; Harry Plotkin, for Corporation for Public Broadcasting and Public Broadcasting Service, and Kelley Griffith, of the commission's Common Carrier Bureau staff.

The committee is to work the changes into the draft and circulate it among the parties this week. If the parties agree to the changes, the job will be over. If not, another meeting will be necessary.

The draft stipulation is in accordance with the proposed compromise that has been under consideration for several weeks. It provides for a two-year trial period, in which occasional users would be charged an hourly rate of 65 cents per mile in the first year and 75 cents in the second. AT&T has proposed a \$1 hourly rate per mile, up from the present rate of 55 cents. In addition, occasional users could take 10 hours of service each day for a monthly charge of \$40 per mile, with customers permitted to share the service.

Commission officials and occasional users were showing signs of anxiousness last week over the continuing delay in reaching a settlement for AT&T has already filed its new \$1-per-mile-per-hour tariffs for occasional users. They will become effective Nov. 13, unless a compromise is reached or the commission suspends them, as it can for a period of up to 90 days.

Failure to agree would leave the issue up to the commission. And that could bring into question AT&T's new tariff for monthly contract service—that used by the networks—that is already in effect. The tariff provides for a sharp cut in rates—\$55 per month per mile, as against the former charge of \$82.50—to meet competition provided by miscellaneous

common carrier companies seeking network program-transmission business.

In addition to the effort to reach a compromise settlement on the occasional-user charges, the proceeding involves the complaint of UPITN that the settlement, even if reached, does not solve its problem. UPITN, which distributes news programs to television stations, wants a monthly contract rate for the transmission of programming one hour each day. The monthly contract rate that was superseded by the one now in effect met that need. UPITN and AT&T were discussing that issue between themselves.

Rockwell captures enough Collins stock to complete merger

All that's needed now is approval of Collins stockholders on Nov. 2

The way was paved last week for Collins Radio Co. to merge into Rockwell International Inc. Rockwell announced it had received over two million shares of Collins in response to its tender offer two months ago. And Collins announced its directors had approved the merger.

Last August Rockwell made a tender offer of \$25 per share for all of Collins's 2,967,647 outstanding common shares and said it would propose a merger if more than 1,681,766 were tendered and purchased (BROADCASTING, Aug. 20). Rockwell had 41% control of Collins with its ownership of all of Collins's preferred shares. Its acquisition of over two million common shares now gives it over two-thirds of Collins's common.

The merger is subject to approval by two-thirds of Collins's shareholders at a special meeting Nov. 2. The proposal calls for holders of Collins common to receive \$25 per share.

Rockwell, a diversified aerospace, industrial and consumer-products company, invested \$35 million in Collins in 1971, acquiring all of its preferred stock with an eye toward eventual total control.

Collins, a Dallas-based electronics and broadcast-equipment manufacturer, had 1973 net income of \$12.8 million on revenues of \$350.3 million, compared to a 1972 net loss of \$63.8 million on revenues of \$250.4 million (BROADCASTING, Sept. 24).

Five killed in crash of Iowa TV tower

Structure collapses as workmen prepare place for added ETV; KCRG-TV knocked off air

The 2,000-foot tower occupied by KCRG-TV Cedar Rapids, Iowa, collapsed last week, killing five persons, injuring two others and knocking the ABC-TV affiliate off the air.

The accident occurred last Wednesday (Oct. 3) when employees of the Clarke Olson consulting-engineering firm

No. 1 number for tape cartridge equipment 309-828-1381



3D SERIES REPRODUCER

A collect call to the above number will bring you all the facts you need to know about tape cartridge equipment. One call will establish a working relationship between you and our broadcast oriented people...a relationship that delivers dependable performance at a truly competitive price. The relationship will last as long as you use ITC equipment...in the selection of equipment, proper servicing, and adaptation of machines to your broadcast requirements. If you're thinking tape cartridge equipment, find out why hundreds of stations depend on ITC.

WRA SERIES RECORDING AMPLIFIER



Call collect for information on free trial and leasing plans

IT INTERNATIONAL
TAPETRONICS
CORPORATION

2425 South Main Street,
Bloomington, Illinois 61701

were working to modify the tower to accommodate the antenna of the Iowa Educational Broadcasting Network. All those killed and injured were associated with Clarke Olson.

Edwin Lasko, general manager, said the station would move a transmitter 20 miles south of the present tower location to Hiawatha, Iowa, where it will be hooked up to a 1,000-foot tower formerly used by KCRG-TV. Mr. Lasko said the station would be back on the air "as soon as possible" but would not be more specific. He declined to give a damage estimate but said the original cost of the fallen tower was just under \$500,000. Cause of the accident was not immediately determined.

N.Y.-area problems

Stations claim that port authority is renegeing on 1967 agreement to put antennas on World Trade Center

Rene Anselmo, president of ch. 41 WXTV-TV Paterson, N.J., made public last week a Sept. 28 letter to FCC Commissioner Robert E. Lee asserting that the New York-New Jersey Port Authority is "attempting to back out" of a 1967 contract . . . providing for the relocation of all New York-area TV stations to the top of the 1,350-foot twin towers of the new World Trade Center.

Authority spokesmen claim that the

predicted massive interference to over-the-air TV reception has failed to materialize now that the towers are in place. The TV Broadcasters All-Industry Committee, the umbrella group of the seven VHF and three UHF stations in New York areas, disagrees. The towers "are causing undeniable problems to television in the metropolitan area," according to Otis Freeman, president of the committee and vice president for engineering of WPIX-TV New York.

In his letter, Mr. Anselmo says he's "preparing a law suit" against the authority, although he admitted at a news conference last week that "as a quasi-governmental body, the authority is immune to most types of legal action which could be brought against it." So the letter to Commissioner Lee, a champion of UHF causes, also urges the FCC to force the authority to move the stations' antennas from the Empire State Building (or, in WXTV's case, from the observation deck of the Cities Service Building at 70 Pine Street) to the World Trade Center, in accordance with the terms of the 1967 agreement. The authority in rebuttal has formally asked the FCC to hold full-scale hearings.

Technical Briefs

Permission for HEW tests. FCC Chairman Dean Burch has granted Department of Health, Education and Welfare temporary authorization to use nongovernment frequencies in communications experiments involving NASA ATS-F satellite. HEW experiments, which will take place in Alaska, Rocky Mountains and several Appalachian states, are designed to evaluate several health and educational concepts.

Upgrades. Inovonics Inc. has developed model 360 tape-recording electronics to replace tube-type electronics in older, single-channel tape recorders. Priced at \$645, self-contained unit is designed as plug-for-plug replacement package for Ampex 300, 350/351 and 354 tape transports and will perform with original heads. Model 360 electronics are also adaptable to most other single-channel tape transports and head assemblies. 1630 Dell Avenue, Campbell, Calif. 95008. (408) 374-8300.

For loading. Audio Tek Inc. has introduced model 235 series tape loaders for audio or data-processing cartridges. Three options are available. One loads prerecorded material only and uses cue-tone pickoff head to separate individual albums. Another option incorporates tachometer and digital switching for setting exact lengths of blank tape. Third option loads both blank and prerecorded material and features combination of other options. Price: \$1,160 to \$1,385. Box 5012, San Jose, Calif. 95150. (408) 244-1776.

Covering territory. IVC Corp. and Conrac Corp. have selected Cramer Video, Needham Heights, Mass., as authorized franchise distributor for their products in New England states, Maryland, Washington and Virginia. IVC manufactures TV cameras and tape recording equipment; Conrac produces TV monitors.

If you need money to build a new system, here's why you should borrow from Cable Funding Corp.

Pure and simple, we're offering you something unique: an innovative loan program for new builds. Not only do you get more leverage from Cable Funding Corp., but you get repayment terms geared to your projected cash flow. And a lot more advantages most commercial institutions won't give you.

- **Leverage.** With Cable Funding Corp., you get *maximum* borrowing power with a *minimum* capital investment on your part, more than any conventional lender is willing to give you. We lend you money with regard to the *total* cost of constructing your cable system, too (and that includes funds to cover initial marketing costs and the operating deficits inherent in the first few years of any CATV system).
- **Our flexible repayment policy.** We understand the cable business, the way the money comes in. So during the construction period, you pay only the interest on the loan. As the system becomes operational, you pay back principal and interest according to your cash flow.
- **We make loan decisions quickly.** We're structured to provide you with immediate service. And prompt decisions.
- **We're independent.** We have no affiliation with any equipment manufacturer or supplier. When you do business with us, you're free to pick the equipment that best suits your needs.
- **We provide unique professional expertise.** Unlike any other lender, we provide more than money. Malarkey, Taylor and Associates are affiliated with Cable Funding Corp. and are available to help you with all aspects of cable operations, including engineering, marketing, administrative and personnel problems.

If you need money to build a new system, call our president, Harold Ewen, at (212) 371-3700 for more information. See what we can offer you.



Cable Funding Corp.

375 Park Avenue, New York, New York 10022

Broadcast issues showing recovery along with rest of market

Although prices are still below highs of last January, industry stocks are riding general Wall Street upswing

Broadcasting and broadcasting-related stocks, which have suffered sharp declines along with the rest of the market since nearly the beginning of the year, are now following the general upward movement the market has exhibited in recent weeks. What's more, financial sources say, the surge should last at least through the end of 1973.

According to one broker, the turnaround began to occur "when people

felt that the prime interest rate had peaked." Emphasis now, he added, will be on the lower-priced stocks with lower P/E ratios, and away from the higher-priced so-called "glamour" issues.

But the fact remains that the fortunes of broadcasting and related companies—along with those of their major stockholders (see pages 58-59)—have declined to such a degree that for many equalling pre-January highs will be difficult, if not impossible, in the immediate future.

Total market capitalization for all stocks on BROADCASTING's list declined 13.53% from Jan. 10 (just before the Dow Jones industrial averages reached record highs) to Sept. 26.

When viewed by stock category every group registered decreases. Declines in market capitalization ranged from 38.31% in cablecasting to only 7.50% in broadcasting with other major interests (BROADCASTING's computations did not include Columbia Cable or UA Cablevision which merged in 1972).

The second biggest decline was in the

programming category (30.17%), followed by the broadcasting (27.17%), service (10.83%) and electronics categories (9.94%).

Only a handful of issues registered increases in the prices of their stock for the eight-and-a-half-month period. In the broadcasting column, only Federated Media, Pacific & Southern and WHDH Corp. were up (81.81%, 9.52% and 54.83%, respectively).

The only three gainers in the broadcasting-with-other-major-interests group were Dun & Bradstreet (0.94%), Kaiser Industries (21.56%) and Schering-Plough (11.88%).

The programming group had one gainer (Music Makers with 50%) and electronics had three (Collins Radio with 13.40%, 3M with 5.38% and RSC Industries with 6.25%). None of the issues in either the cablecasting or the service groups saw per-share price increases for the period.

Price drops of 50% or more were commonplace. Particularly hard hit were

As they were, as they are. This is the track record of stock market activity in 137 stocks common to BROADCASTING's weekly Index on Jan. 10 and Sept. 26, 1973.

Company	Jan. 10	Sept. 26	Net Change	% Change
ABC*	39	32½	-6½	-16.68
Capital Cities Comm.	59½	47½	-12	-20.25
CBS	51½	35½	-16	-31.71
Cox	39½	27½	-12	-31.13
Federated Media*	2½	5	+ 2½	+81.81
Gross Telecasting	17½	13½	-4	-25.00
Lin	14½	6½	-8	-56.77
Mooney	9	5½	-3½	-37.50
Pacific & Southern	10½	11½	+ 1	+ 9.52
Rahall	12½	5½	-7	-55.10
Scripps-Howard	21½	18½	-3	-14.11
Starr	23	10½	-12½	-53.26
Storer	40½	19½	-20½	-51.40
Taft	57½	33	-24½	-42.48
WHDH Corp.	15½	24	+ 8½	+54.83
Adams-Russell	4½	2½	-2	-43.58
Avco	15	11½	-3½	-25.00
Bartell Media	3½	1½	-2	-57.14
Campdown Industries	2	1½	-½	-25.00
Chris-Craft	6	4½	-1½	-25.00
Combined Comm.	42½	26½	-16	-37.75
Cowles	9½	7½	-2	-24.00
Dun & Bradstreet*	39½	40	+ ½	+ 1.25
Fairchild Industries	11½	5½	-6	-52.17
Fuqua	18½	13½	-5	-26.76
Gable Industries	24½	17	-7½	-30.61
General Tire	7½	21½	+ 14	+186.67
Globetrotter	7½	9	+ 1½	+20.00
Gray Communications	12½	9	-3½	-28.00
Harte-Hanks	28½	9½	-19	-66.88
Kaiser Industries	6½	7½	+ 1	+15.38
Kansas State Network	5½	4½	-1	-17.77
Klingstip	13½	7½	-6	-44.33
Lamb Communications	2½	1½	-1	-40.00
Lee Enterprises	23½	14½	-9	-38.29
Liberty	22½	17½	-5	-22.22
McGraw-Hill	16½	9	-7½	-45.45
Media General	37½	36½	-1	-2.67
Meredith	18½	12½	-6	-32.43
Metromedia	30½	11½	-19	-62.26
Multimedia	30½	20½	-10	-33.33
Outlet Co.	17½	11½	-6	-34.29
Post Corp.	17	12½	-4½	-26.47
PSA	20½	12½	-8	-39.02
Reeves Telecom	2½	1½	-1	-40.00
Ridder Publications	27½	17½	-10	-36.36
Rollins	34½	27½	-7	-20.29
Rust Craft	31½	13	-18½	-58.75
San Juan Racing	22½	15½	-7	-31.11
Schering-Plough	68½	76½	+ 8	+11.88
Sonderling	15½	11½	-4	-25.81
Technical Operations	11½	8½	-3	-26.09
Times Mirror Co.	24½	19½	-5	-20.41
Turner Comm.	5½	4	-1½	-27.27
Washington Post Co.	33½	23½	-10	-29.85
Wometco	18	12½	-5½	-30.56
Ameco	2½	½	-2	-80.00
Amer. Elect. Labs	3½	1½	-2	-57.14
American TV & Comm.	38½	22	-16½	-42.86
Burnup & Sims	30½	29½	-1	-3.28
Cablecom-General	8½	3½	-5	-58.82
Cable Funding Corp.	8	7½	-½	-6.25
Cable Information	2½	1	-1½	-60.00
Citizens Financial	8½	4	-4½	-52.94

Company	Jan. 10	Sept. 26	Net Change	% Change
Comcast	5½	3	-2½	-44.18
Communications Prop.	9½	4	-5½	-58.97
Cox Cable	29	13½	-15½	-52.15
Entron	3½	1	-2½	-68.00
General Instrument	28½	21½	-7	-25.65
LVO Cable	11	4½	-6½	-59.55
Scientific-Atlanta	14½	11½	-3	-20.16
Tele-Communications	21	8½	-12½	-60.71
Teleprompter	30½	9½	-21	-68.82
Time Inc.	58½	36½	-22	-37.41
Tocom	12½	6½	-6	-49.48
UA-Columbia Cable	15	7½	-7½	-50.00
Viacom	19	8½	-10½	-55.26
Vikoa	8½	3½	-5	-58.82
Columbia Pictures	9½	4½	-5	-52.63
Disney*	111½	80½	-30½	-27.41
Filmways	5	2½	-2½	-50.00
Gulf & Western	34	28½	-5½	-16.18
MCA	32½	24½	-8	-24.62
MGM	22	17½	-4½	-20.45
Music Makers	1½	2½	+ 1	+50.00
Tele-Tape	1½	½	-1	-66.67
Teletronics Intl.	10½	5½	-5	-47.62
Transamerica	17	13½	-3½	-20.59
20th Century-Fox	11½	8	-3½	-30.43
Walter Reade	1½	½	-1	-66.67
Warner	37	12½	-24½	-66.22
Wrather	12½	7½	-5	-40.00
John Blair	12½	7½	-5	-40.00
Comsat	56	54½	-1½	-2.67
Creative Management	7½	7	-½	-6.67
Doyle Dane Bernbach	23½	12½	-11	-46.78
Elkins Institute	1½	½	-1	-66.67
Footnote & Belding	12½	11½	-1	-8.00
Clinton E. Frank	11½	10½	-1	-8.70
Grey Advertising	18½	10½	-8	-43.24
Interpublic Group	24½	16½	-8	-32.65
Marvin Josephson	17½	11½	-6	-34.29
McCaffrey & McCall	9½	6½	-3	-31.58
McI Communications	8½	7½	-1	-11.76
MovieLab	1½	1½	0	0.00
MPO Videotronics	3½	2½	-1	-28.57
Needham, Harper	26½	11	-15½	-58.09
A. C. Nielsen	37	35½	-1½	-4.05
Ogilvy & Mather	32½	24½	-8	-24.62
PKL Co.	2½	¾	-1½	-60.00
J. Walter Thompson	23½	14	-9½	-40.43
Universal Comm.*	12	2	-10	-83.33
Wells, Rich, Greene	20	13½	-6½	-32.50
Admiral	17½	13½	-4	-22.86
Ampex	6½	4½	-2	-30.77
CCA Electronics	2½	1	-1½	-60.00
Cotilins Radio	22½	25½	+ 3	+13.40
Computer Equipment	2½	2	-½	-20.00
Conrac	30½	18½	-12	-39.33
General Electric	73½	64½	-9	-12.24
Harrie-Intertype	46½	35	-11½	-24.74
International Video	14½	7½	-7	-48.28
Magnavox	28	11½	-16½	-58.93
3M	85½	90½	+ 5	+ 5.86
Motorola*	67½	63½	-4	-5.94
Oak Industries	20½	15½	-5	-24.38
RCA	36½	26½	-10	-27.39
RSC Industries	2	2½	+ ½	+25.00
Sony Corp	63½	46	-17½	-27.70
Tektronix	52½	50½	-2	-3.85
Telemation	4½	2½	-2	-44.44
Westinghouse	46½	37½	-9	-19.35
Zenith	53½	39½	-14	-26.36

* Jan. 10 prices adjusted to reflect stock splits.

Harte-Hanks Newspapers (down 64.88%), Metromedia (61.72%), Ameco (82.60%), Cable Information Systems (60%), Entron (68%), Telecommunications (60.71%), Teleprompter (68.82%), Tele-Tape Productions (64.28%), Warner Communications (65.20%), PKL Companies (66.66%), Universal Communications (83.33%),

and CCA Electronics Corp. (65.21%).

CBS's Taylor is bullish on both radio and TV in London talk

The CBS-TV network's profits in 1972 exceeded those of NBC-TV and ABC-TV combined, CBS Inc. President Arthur R. Taylor told a meeting of investment

managers and security analysts in London last Tuesday (Oct. 2).

Beyond that, he said, "CBS expects 1973 to be a demonstrably better year than 1972, and 1974 to be a better year still, given our present view of the U.S. economy."

Mr. Taylor also offered an optimistic view of TV generally. He said CBS econ-

The rich get poorer. It is general knowledge that stocks allied with the electronic media have suffered along with the rest of the economy in 1973's bear market. What is less well recognized is how individual holdings have declined during that period. The 26 executives pictured on these pages have, collectively, seen \$162,732,359 go a'glimmering between Jan. 10, 1973—the day before the Dow-Jones Industrials reached their all-time peak—and Sept. 26. On paper, that is.



Jack Kent Cooke, director, Teleprompter Corp., held 2,042,592 shares valued at \$63,065,028 on Jan. 10. Their value on Sept. 26: \$19,659,948. Paper loss: **\$43,405,080.**



William S. Paley, chairman of the board, CBS Inc., held 1,682,292 shares valued at \$86,-848,324 on Jan. 10. Their value on Sept. 26: \$59,300,793. Paper loss: **\$27,547,531.**



Frank Stanton, director, CBS Inc. held 333,070 shares valued at \$17,194,739 on Jan. 10. Their value on Sept. 26: \$11,740,717. Paper loss: **\$5,454,022.**



Alfred R. Stern, chairman, Warner Cable Corp., held 203,699 shares in parent Warner Communications Inc., valued at \$7,536,863 on Jan. 10. Their value on Sept. 26: \$2,622,625. Paper loss: **\$4,914,238.**



Jack N. Berkman, vice chairman, Rust Craft Broadcasting Inc., held 241,690 shares valued at \$7,583,024 on Jan. 10. Their value on Sept. 26: \$3,141,970. Paper loss: **\$4,441,054.**



Karl Eller, president, Combined Communications Corp., held 275,414 shares valued at \$11,670,668 on Jan. 10. Their value on Sept. 26: \$7,264,044. Paper loss: **\$4,406,624.**



Mitchell Wolfson, chairman and president, Wometco Enterprises, held 341,019 shares valued at \$6,138,342 on Jan. 10. Their value on Sept. 26: \$4,134,855. Paper loss: **\$2,003,487.**



Donald A. Pels, chairman and president, LIN Broadcasting Corp., held 115,000 shares valued at \$1,696,250 on Jan. 10. Their value on Sept. 26: \$733,125. Paper loss: **\$963,125.**



David Ogilvy, chairman, Ogilvy and Mather Inc., held 122,250 shares valued at \$3,973,125 on Jan. 10. Their value on Sept. 26: \$3,025,687. Paper loss: **\$947,438.**



Thomas S. Murphy, chairman, Capital Cities Communications Corp., held 76,094 shares valued at \$4,508,569 on Jan. 10. Their value on Sept. 26: \$3,595,441. Paper loss: **\$913,128.**



Dan Seymour, chairman, J. Walter Thompson Co., held 90,000 shares valued at \$2,148,750 on Jan. 10. Their value on Sept. 26: \$1,260,000. Paper loss: **\$888,750.**



Ted Ashley, chairman of the executive committee, Warner Communications Inc., and chairman of Warner Bros., held 36,028 shares valued at \$1,333,036 on Jan. 10. Their value on Sept. 26: \$463,860. Paper loss: **\$869,176.**

omists expect 1973 to be "a banner year for television, with an annual growth rate among the highest in the industry's history." He predicted 12% increases in both network and national-spot expenditures this year over 1972, and a gain of 15% or more in local spending. "We expect this growth to continue throughout 1974," he continued, "but at a

more normal rate than in 1973."

Radio, he said, also "continues to enjoy steady growth in advertising revenues."

Mr. Taylor and CBS associates were in London—and also in Amsterdam, Netherlands, and Frankfurt, West Germany—in connection with the listing of CBS Inc. common stock on the stock ex-

changes of those European cities.

Revision upward. Standard & Poor's has upgraded CBS Inc.'s 7.85% debentures, due 2001, from single-A to double A. Credit rating agency said revision reflected CBS's expanded earnings protection afforded bondholders, improved outlook for future earnings growth and company's "conservative leverage position."



George B. Storer Sr., chairman, Storer Broadcasting Co., held 861,634 shares valued at \$34,573,064 on Jan. 10. Their value on Sept. 26: \$16,801,863. Paper loss: \$17,771,201.



Jules C. Stein, honorary founder, MCA Inc., held 1,687,294 shares valued at \$54,837,055 on Jan. 10. Their value on Sept. 26: \$41,971,438. Paper loss: \$12,865,617.



Roy E. Disney, vice president, 16mm production, Walt Disney Productions, held 333,726 shares valued at \$37,127,017 on Jan. 10. Their value on Sept. 26: \$26,948,374. Paper loss: \$10,178,643.



John W. Kluge, chairman and president, Metromedia Inc., held 446,832 shares valued at \$13,572,522 on Jan. 10. Their value on Sept. 26: \$5,194,422. Paper loss: \$8,378,100.



Lew R. Wasserman, chairman, MCA Inc., held 869,083 shares valued at \$28,245,197 on Jan. 10. Their value on Sept. 26: \$21,618,440. Paper loss: \$6,626,757.



Joseph S. (Doty) Sinclair, chairman, The Outlet Co., held 335,621 shares valued at \$5,831,415 on Jan. 10. Their value on Sept. 26: \$3,985,499. Paper loss: \$1,845,916.



J. Leonard Reinsch, president, Cox Broadcasting Corp., held 125,311 shares valued at \$4,981,112 on Jan. 10. Their value on Sept. 26: \$3,430,389. Paper loss: \$1,550,723.



Thomas F. O'Neil, chairman, RKO General Inc., held 220,122 shares of parent General Tire and Rubber Co., valued at \$6,080,870 on Jan. 10. Their value on Sept. 26: \$4,677,592. Paper loss: \$1,403,278.



William Bernbach, chairman, Doyle Dane Bernbach Inc., held 118,928 shares valued at \$2,765,076 on Jan. 10. Their value on Sept. 26: \$1,471,734. Paper loss: \$1,293,342.



Leonard H. Goldenson, chairman of the board, American Broadcasting Companies Inc., held 180,474 shares valued at \$7,038,486 on Jan. 10. Their value on Sept. 26: \$5,820,286. Paper loss: \$1,218,200.



Joseph S. Wright, chairman, Zenith Radio Corp., held 55,630 shares valued at \$2,976,205 on Jan. 10. Their value on Sept. 26: \$2,176,524. Paper loss: \$799,681.



Robert W. Sarnoff, chairman of the board, RCA Corp., held 70,338 shares valued at \$2,584,921 on Jan. 10. Their value on Sept. 26: \$1,872,749. Paper loss: \$712,172.



Mary Wells, chairman, Wells Rich Greene, held 84,500 shares valued at \$1,690,000 on Jan. 10. Their value on Sept. 26: \$1,109,062. Paper loss: \$580,938.



John P. Blair, director, John Blair & Co., held 104,450 shares valued at \$1,305,625 on Jan. 10. Their value on Sept. 26: \$809,487. Paper loss: \$496,138.



David McCall, president, McCaffrey & McCall, held 86,000 shares valued at \$638,500 on Jan. 10. Their value on Sept. 26: \$580,500. Paper loss: \$258,000.

Broadcasting's Index of 140 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Oct. 3	Closing Wed. Sept. 26	Net change in week	% change in week	1973 High	Low	P/E ratio	Approx. Shares out (000)	Total market capitali- zation (000)
Broadcasting											
ABC	ABC	N	33 5/8	32 1/2	+ 1 1/8	+ 3.46	33 5/8	21	14	17,029	572,600
CAPITAL CITIES COMM.	CCB	N	47	47 1/4	- 1/4	- .52	62 1/2	35	19	7,074	332,478
CBS	CBS	N	35	35 1/4	- 1/4	- .70	52	28 5/8	11	28,315	991,025
CONCERT NETWORK**		O	3/8	3/8		.00	5/8	1/4		2,200	825
COX	COX	N	27 7/8	27 3/8	+ 1/2	+ 1.82	40 1/4	21 1/4	15	5,828	162,455
FEDERATED MEDIA*		O	5 1/2	5	+ 1/2	+ 10.00	5 1/2	2	19	820	4,510
GROSS TELECASTING	GGG	A	13 3/8	13 1/8	+ 1/4	+ 1.90	18 3/8	12 1/2	8	800	10,700
LIN	LINB	O	7 1/4	6 3/8	+ 7/8	+ 13.72	14 3/4	5 3/8	7	2,296	16,646
MOONEY	MOON	O	5 3/4	5 5/8	+ 1/8	+ 2.22	10 1/4	4 7/8	15	385	2,213
PACIFIC & SOUTHERN	PSDU	O	12	11 1/2	+ 1/2	+ 4.34	13 3/4	7	133	1,767	21,204
RAHALL	RAHL	O	5 1/2	5 1/2		.00	12 1/4	4 1/4	7	1,297	7,133
SCRIPPS-HOWARD	SCRIP	O	18 1/4	18 1/4		.00	21 1/4	17 1/2	8	2,589	47,249
STARR	SBG	M	12	10 3/4	+ 1 1/4	+ 11.62	24 1/2	9	10	1,200	14,400
STORER	SBK	N	19 3/4	19 1/2	+ 1/4	+ 1.28	44	15 7/8	9	4,751	93,832
TAFT	TFB	N	34 3/4	33	+ 1 3/4	+ 5.30	58 5/8	22	14	4,219	146,610
WHDH CORP.**		O	24	24		.00	24	14		589	14,136
WOODS COMM.		O	3/4	3/4		.00	1 5/8	3/4	6	292	219
Broadcasting with other major interests										TOTAL	81,451 2,438,235
ADAMS-RUSSELL	AAR	A	3 1/8	2 3/4	+ 3/8	+ 13.63	5 3/8	2 1/2	8	1,259	3,934
AVCO	AV	N	10 3/4	11 1/4	- 1/2	- 4.44	16	8	4	11,478	123,388
BARTLETT MEDIA	BMC	A	1 1/2	1 1/2		.00	3 1/2	1 3/8	9	2,257	3,385
CAMPDOWN INDUSTRIES		O				.00	2	3/4	22	1,138	1,991
CHRIS-CRAFT	CCN	N	4	4 1/8	- 1/8	- 3.03	6 5/8	3 5/8	50	4,161	16,644
COMBINED COMM.	CCA	A	27	26 3/8	+ 5/8	+ 2.36	44	15	19	3,470	93,690
COWLES	CWL	N	7 1/2	7 1/8	+ 3/8	+ 5.26	9 5/8	4 3/4	17	3,969	29,767
DUN & BROADSTREET	DNB	N	41	40	+ 1	+ 2.50	41 1/2	32 3/4	29	26,042	1,067,727
FAIRCHILD INDUSTRIES	FEN	N	6 7/8	5 7/8	+ 1	+ 17.02	13 3/8	5 1/4	86	4,550	31,281
FUQUA	FOA	N	14 1/4	13 5/8	+ 5/8	+ 4.58	20 3/8	9 1/2	7	9,741	138,809
GABLE INDUSTRIES	GBI	N	17 1/8	17	+ 1/8	+ .73	25	15	7	2,605	44,610
GENERAL TIRE	GY	N	19 1/2	21 1/4	- 1 3/4	- 8.23	28 3/4	17 3/8	5	20,663	402,928
GLOBETROTTER	GLBTA	O	5 1/4	5 1/4		.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	HMN	N	11 7/8	9 7/8	+ 2	+ 20.25	29 1/4	8	10	4,331	51,430
JEFFERSON-PILOT	JP	N	38 3/4	38	+ 3/4	+ 1.97	38 3/4	27	18	24,075	932,906
KAISER INDUSTRIES	KI	A	7 1/2	7 3/4	- 1/4	- 3.22	7 3/4	4	6	27,487	206,152
KANSAS STATE NETWORK	KSN	O	4 1/2	4 5/8	- 1/8	- 2.70	6 1/8	4 1/2	8	1,741	7,834
KINGSTIP	KTP	A	7 3/4	7 3/8	+ 3/8	+ 5.08	14 1/4	6 3/8	7	1,155	8,951
LAMB COMMUNICATIONS		P				.00	2 5/8	1 3/4	35	475	831
LEE ENTERPRISES	LNT	A	14 7/8	14 1/8	+ 3/4	+ 5.30	25	12 1/2	11	3,366	50,069
LIBERTY	LC	N	19 3/8	17 1/8	+ 2 1/4	+ 13.13	23 7/8	15 3/4	9	6,760	130,975
MCGRAW-HILL	MHP	N	9 7/8	9	+ 7/8	+ 9.72	16 7/8	7 1/2	10	23,525	232,309
MEDIA GENERAL	MEG	A	37 1/8	36 1/4	+ 7/8	+ 2.41	43 1/2	31 3/4	14	3,546	131,645
MEREDITH	MDP	N	13 1/2	12 3/8	+ 1 1/8	+ 9.09	20 1/2	11 3/8	7	2,840	38,340
METROMEDIA	MET	N	12 3/4	11 5/8	+ 1 1/8	+ 9.67	32 1/4	10	6	6,517	83,091
MULTIMEDIA		O	20 1/2	20 1/2		.00	30 1/4	18	14	4,388	89,954
OUTLET CO.	OTU	N	11 3/4	11 7/8	- 1/8	- 1.05	17 5/8	10 1/4	7	1,379	16,203
POST CORP.	POST	O	12 1/2	12 1/2		.00	17	10	6	893	11,162
PSA	PSA	N	13 1/2	12 5/8	+ 7/8	+ 6.93	21 7/8	10 3/8	13	3,768	50,868
REEVES TELECOM	RRT	A	1 3/8	1 5/8	- 1/4	- 15.38	3 1/4	1 3/8	8	2,376	3,267
RIDDER PUBLICATIONS	RPI	N	19 5/8	17 1/8	+ 2 1/2	+ 14.59	29 7/8	12 1/2	14	8,312	163,123
ROLLINS	ROL	N	26 3/4	27 3/8	- 5/8	- 2.28	36 1/2	14 1/4	24	13,305	355,908
RUST CRAFT	RUS	A	13 1/8	13	+ 1/8	+ .96	33 3/4	12 1/2	7	2,366	31,053
SAN JUAN RACING	SJR	N	17	15 5/8	+ 1 3/8	+ 8.80	23 3/4	14	16	2,152	36,584
SCHERING-PLAUGH	SGP	N	77	76 1/2	+ 1/2	+ .65	87 5/8	69 3/8	44	52,590	4,049,430
SOMMERLING	SOR	A	12 3/8	11 1/2	+ 7/8	+ 7.60	16 3/8	7 5/8	8	1,006	12,449
TECHNICAL OPERATIONS	TD	A	7 3/4	8 5/8	- 7/8	- 10.14	13 1/2	5 1/8	10	1,386	10,741
TIMES MIRROR CO.	TMC	N	19 7/8	19 3/8	+ 1/2	+ 2.58	25 7/8	16 1/2	13	31,145	619,006
TURNER COMM.		O	4	4		.00	6	4	7	1,486	5,944
WASHINGTON POST CO.	WPO	A	23 1/2	23 1/2		.00	37	18 5/8	10	4,749	111,601
WOMETCO	WOM	N	12 3/4	12 1/8	+ 5/8	+ 5.15	19 3/8	10 5/8	10	6,295	80,761
Cablecasting										TOTAL	338,042 9,499,316
AMECO**	ACO	O	3/8	1/2	- 1/8	- 25.00	3	3/8		1,200	450
AMER. ELECT. LABS**	AELEA	O	2 1/4	1 3/4	+ 1/2	+ 28.57	3 5/8	1 3/8		1,673	3,764
AMERICAN TV & COMM.	AMTV	O	23 1/4	22	+ 1 1/4	+ 5.68	39	20 1/4	39	2,879	66,936
ATHENA COMM.**		O	1 1/4	1 1/8	+ 1/8	+ 11.11	5 1/2	7/8		2,126	2,657
BURNUP & SIMS	BSIM	O	29 1/4	29 3/8	- 1/8	- .42	31 3/4	20 3/8	41	7,692	224,991
CABLECOM-GENERAL**	CCG	A	3 1/2	3 1/2		.00	8 7/8	3 1/4		2,498	8,743
CABLE FINDING CORP.+	CFUN	O	7 1/8	7 3/4	- 5/8	- 8.06	9 3/4	4 1/2		1,233	8,785
CABLE INFORMATION**		O				.00	2 1/2	1		663	663
CITIZENS FINANCIAL	CPN	A	4 1/8	4	+ 1/8	+ 3.12	9 1/2	3 7/8	8	2,676	11,038
COMCAST		O	3 7/8	3	+ 7/8	+ 29.16	5 3/8	2 7/8	20	1,493	5,785
COMMUNICATIONS PROP.	COMU	O	3 5/8	4	- 3/8	- 9.37	9 3/4	3 5/8	18	4,435	16,076
COX CARL	CXC	A	15 3/8	13 7/8	+ 1 1/2	+ 10.81	31 3/4	13 1/2	30	3,560	54,735
ENTRON	ENT	O	1	1		.00	9 1/4	1/4	7	1,358	1,358
GENERAL INSTRUMENT	GRI	N	23 1/8	21 3/8	+ 1 3/4	+ 8.18	29 1/2	13 1/4	18	6,790	157,018
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	1,775
LVO CABLE	LVOA	O	4 7/8	4 7/8		.00	11 1/4	4	18	1,656	8,073
SCIENTIFIC-ATLANTA	SFA	A	11 7/8	11 7/8		.00	15 3/8	6 1/4	16	917	10,869
TELECOMMUNICATIONS	TCOM	O	8	8 1/4	- 1/4	- 3.03	21	7 1/8	20	4,617	36,936
TELEPROMPTER	TP	N				.00	34 1/2	8 3/4	13	16,482	158,639
TIME INC.	TL	N	40 5/8	36 3/8	+ 4 1/4	+ 11.68	63 1/4	29 1/2	10	10,380	421,687
TOCOM	TOCM	O	5 5/8	6 1/8	- 1/2	- 8.16	12 1/8	5 1/8	11	596	3,352
UA-COLUMBIA CABLE	UACB	O	7	7 1/4	- 1/4	- 3.44	15	7	13	1,794	12,558
VIACOM	VIA	N	2 1/8	8 3/8	- 1/4	- 2.98	20	7 5/8	14	3,851	31,289
VIAKOA	VIK	A	3 7/8	3 7/8		.00	9 1/8	3 3/8	55	2,591	10,040
										TOTAL	84,505 1,261,187

	Stock symbol	Exch.	Closing Wed. Oct. 3	Closing Wed. Sept. 26	Net change in week	% change in week	1973 High	Low	P/E ratio	Approx. Shares out (000)	Total market capitalization (000)
Programming											
COLUMBIA PICTURES**	CPS	N	4 3/8	4 1/2	- 1/8	- 2.77	9 7/8	4 1/4		6,335	27,715
DISNEY	DIS	N	74 1/2	80 3/4	+ 2 1/4	+ 2.78	123 7/8	70 1/8	49	28,552	2,241,332
FILMWAYS**	FWY	A	3 3/8	2 7/8	+ 1/2	+ 17.39	5 3/8	2 1/8		1,832	6,183
GULF + WESTERN	GW	N	29 1/4	28 5/8	+ 5/8	+ 2.18	35 3/4	21 3/8	7	14,685	429,536
MCA	MCA	N	25 7/8	24 7/8	+ 1	+ 4.02	34 1/4	18 1/2	10	8,367	216,496
MGM	MGM	N	18 3/8	17 1/4	+ 1 1/8	+ 6.52	24	13 5/8	19	5,958	109,478
MUSIC MAKERS**	MUSC	O				.00	2 5/8	1 5/8		534	1,401
TELE-TAPE**		O	5/8	5/8		.00	1 3/4	1/2		2,190	1,368
TELETRONICS INTL.		O	5 3/8	5 1/2	- 1/8	- 2.27	10 1/2	3 3/4	11	943	5,068
TRANSAMERICA	TA	N	13 1/4	13 1/4		.00	17 5/8	10 3/4	11	66,449	880,449
20TH CENTURY-FOX	TF	N	8 3/4	8	+ 3/4	+ 9.37	12 3/8	6 1/2	10	8,562	74,917
WALTER READE**	WALT	O	5/8	5/8		.00	1 3/8	5/8		2,203	1,376
WARNER	WCI	N	14 7/8	12 7/8	+ 2	+ 15.53	39 1/8	10 3/4	6	17,064	253,627
WRATHER	WCO	A	7 1/2	7 3/8	+ 1/8	+ 1.69	16 5/8	6 3/4	63	2,229	16,717
Service										TOTAL	165,903 4,265,863
JOHN BLAIR	BJ	N	4 3/4	7 3/4	+ 1	+ 12.90	13	6 3/8	7	2,411	21,096
COMSAT	CO	N	57 1/2	54 1/2	+ 3	+ 5.50	64 1/2	42 1/4	21	10,000	575,000
CREATIVE MANAGEMENT	CMA	A	7 1/8	7	+ 1/8	+ 1.78	9 1/2	4	9	1,056	7,524
DOYLE DANE BERNBACH	DOYL	O	13	12 3/4	+ 1/4	+ 1.96	23 1/2	12	6	1,884	24,492
ELKINS INSTITUTE**	ELKN	O	3/4	5/8	+ 1/8	+ 20.00	1 1/4	1/2		1,664	1,248
FOOTE CONE & BELDING	FCB	N	11 3/8	11 3/4	- 3/8	- 3.19	13 3/8	8 1/8	12	2,129	24,217
CLINTON E. FRANK		O				.00	11 1/2	5	10	770	7,470
GREY ADVERTISING	GREY	O	10 1/2	10 1/4	+ 1/4	+ 2.43	17 1/4	8 1/4	5	1,263	13,261
INTERPUBLIC GROUP	IPG	N	17 7/8	16 5/8	+ 1 1/4	+ 7.51	25 3/8	12 1/8	6	2,464	44,044
MARVIN JOSEPHSON	MRVN	O	12 1/2	11 3/4	+ 3/4	+ 6.38	18 1/2	8	10	1,085	13,562
MCCAFFREY & MCCALL		O	6 3/4	6 3/4		.00	10 3/4	6 3/4	3	585	3,948
MCI COMMUNICATIONS+	MCIC	O	8 7/8	7 7/8	+ 1	+ 12.69	8 7/8	4 5/8		12,825	113,821
MOVIELAR**	MOV	A	1 1/4	1 1/4		.00	1 7/8	1 1/8		1,407	1,758
MPO VIDEOTRONICS**	MPO	A	2 1/4	2 3/8	- 1/8	- 5.26	4 7/8	2		540	1,215
NEEDHAM, HARPER	NDHMA	O	9 3/4	11	- 1 1/4	- 11.36	26 1/4	9	5	916	8,931
A. C. NIELSEN	NIELB	O	37 1/4	35 5/8	+ 1 5/8	+ 4.56	40 1/2	29 1/2	34	10,598	394,775
OGILVY & MATHER	OGIL	O	24 1/4	24 3/4	- 1/2	- 2.02	32 1/2	14 1/2	9	1,777	43,092
PKL CO.	PKL	O	1 1/8	7/8	+ 1/4	+ 28.57	2 5/8	3/4	2	818	920
J. WALTER THOMPSON	JWT	N	13 1/4	14	- 3/4	- 5.35	24 3/4	12 3/4	6	2,635	34,913
UNIVERSAL COMM.*		O	2 3/4	2	+ 3/4	+ 37.50	12 1/4	2	5	715	1,966
WELLS, RICH, GREENE	WRG	N	13 1/2	13 1/8	+ 3/8	+ 2.95	21 1/8	9 1/2	7	1,568	21,168
Electronics										TOTAL	59,060 1,358,421
ADMIRAL	ADL	N	13 3/8	13 3/8		.00	18	7 1/4	6	5,817	77,802
AMPEX	APX	N	5 3/4	4 3/4	+ 1	+ 21.05	6 7/8	3 1/4	14	10,876	62,537
CCA ELECTRONICS	CCAF	O	1	1		.00	3	1	2	881	881
COLLINS RADIO	CRI	N	24 1/2	25 3/8	- 7/8	- 3.44	25 7/8	15 1/4	17	2,968	72,716
COMPUTER EQUIPMENT	CEC	A	2	2		.00	2 7/8	1 7/8	13	2,366	4,732
CONRAC	CAX	N	22 1/4	18 7/8	+ 3 3/8	+ 17.88	31 7/8	14 1/4	12	1,261	28,057
GENERAL ELECTRIC	GE	N	63 7/8	64 5/8	- 3/4	- 1.16	75 7/8	55	21	182,348	11,647,478
HARRIS-INTERTYPE	HI	N	37 1/4	35	+ 2 1/4	+ 6.42	49 1/4	24 1/2	14	6,293	234,414
INTERNATIONAL VIDEO	IVCP	O	6 3/4	7 1/2	- 3/4	- 10.00	14 3/4	6	13	2,745	18,528
MAGNAVOX	MAG	N	12	11 7/8	+ 1/8	+ 1.05	29 5/8	8 5/8	17	17,806	213,672
3M	MMM	N	86 3/8	90 1/2	- 4 1/8	- 4.55	90 1/2	76 1/4	36	113,051	9,764,780
MOTOROLA	MOT	N	63 3/4	63 5/8	+ 1/8	+ .19	67 3/8	41 1/4	26	27,570	1,757,587
OAK INDUSTRIES	OEN	N	16 3/8	15 1/8	+ 1 1/4	+ 8.26	20 1/2	10 3/4	8	1,639	26,838
RCA	RCA	N	26 3/4	26 5/8	+ 1/8	+ .46	39 1/8	22 1/8	12	74,531	1,993,704
RSC INDUSTRIES	RSC	A	2 1/8	2 1/8		.00	2 1/4	1 3/8	15	3,458	7,348
SONY CORP.	SNE	N	46 1/4	46	+ 1/4	+ .54	57 1/4	38 3/4	41	66,250	3,064,062
TEKTRONIX	TEK	N	51	50 3/8	+ 5/8	+ 1.24	53 7/8	29 7/8	27	8,185	417,435
TELENOTION**	TINT	O	2 3/8	2 3/8		.00	4 3/4	2 3/8		1,050	2,493
TELEPRO INDUSTRIES		O	1	1		.00	2 1/2	7/8	6	1,717	1,717
WESTINGHOUSE	WX	N	37 1/4	37 3/8	- 1/8	- .33	47 3/8	31 1/8	17	88,595	3,300,163
ZENITH	ZE	N	38	39 1/8	- 1 1/8	- 2.87	56	32 1/8	13	19,043	723,634
Standard & Poor's Industrial Average										TOTAL	638,450 33,420,578
										GRAND TOTAL	1,367,411 52,243,600

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. Earn-
ings 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			YEAR EARLIER		
		Revenues	Change	Net Income	Revenues	Net Income	Per Share
Communications Properties Inc.	9 mo. 7/31	10,084,985	+16.8%	473,313	8,633,248	501,396	.07
Creative Management Associates Inc.	6 mo. 6/30	4,392,000	+ 6.4%	136,000	4,128,000	110,000	.10
Scientific-Atlanta Inc.	Year 6/30	20,214,000	+24.7%	680,000	16,209,000	276,000	.30
LVO Cable Inc.	3 mo. 8/31	2,168,000	+24.9%	71,000	1,736,000	118,000	.08
Avco Corp.	9 mo. 8/31	486,685,000	+15.4%	(6,633,000) ¹	421,703,000	32,084,000	1.70

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

¹ Includes \$41 million in write-offs of investments and costs applicable to Cartridge Television Inc.
² Before special charge for Cartridge Television.

Music

Falcone case moves on its way to trial while Buckley hits CBS News for investigating payola

As the trial of talent-manager Pasquale Falcone on charges of drug-smuggling opened in Newark, N.J., last week, Senator James L. Buckley (R-N.Y.) was attacking CBS and its news department on the Senate floor for the job it has done in investigating the charges of payola that Mr. Falcone's arrest precipitated.

Senator Buckley charged that "CBS has presumably decided to let NBC carry the banner of investigatory skill" in the payola story that has been nagging the recording industry for four months. After praising NBC correspondent Betty Rolins for her reports on the alleged illegal practices, he scored CBS by saying, "A network that is ingenious enough to find the topic of abortion a fit topic for a situation comedy [*Maude*] should certainly be able to use that ingenuity to find out what is going on in an industry of which its own recording subsidiary plays so important a role."

Said CBS News President Richard Salant of the Buckley speech, "I have no reply, just contempt. We have no plans to put a story on the air until people tell me they're ready. They say that they're still working on it and I have to believe them."

Meanwhile, a motion to have the trial

of Mr. Falcone postponed by reason of prejudicial publicity was dismissed by Judge Frederick Lacey in U.S. District Court on Monday (Oct. 1). A motion by Mr. Falcone's attorneys to have the press barred from the trial was also denied, but Judge Lacey did order a CBS artist not to make sketches during the jury selection. The artist was allowed to make drawings once the trial began on Tuesday, however.

Breaking In

"Hello It's Me"—Todd Rundgren (*Bears-ville*) ■ Rather than pick a record from his forthcoming fourth solo album, Todd Rundgren, the modern-day wizard of the recording studio, has reached back to the solo album that gave him his last hit record, two years ago—*Something/Anything* was the album, "I Saw The Light",



Todd Rundgren

the single—for his latest single. "Hello It's Me" is, in fact, a throwback to a time even earlier than *Something/Anything*. It is a redo of an old, middle-level hit by the group Mr. Rundgren led in Philadelphia in the late sixties, the Nazz.

The former-hit quality of "Hello It's Me" seems to have both helped and hindered this new solo version. In areas where the original record was a hit, listeners are both happy for and tired of a new version. But generally, this record has been accorded no special consideration. It has made it onto playlists on its own merits.

The profile of stations on the record is national. Major-market top-40 operations began their moves onto the record the week before last. Those stations which have been playing the new Todd Rundgren include KDWB(AM) Minneapolis, WIFE(AM) Indianapolis, WSAI(AM) Cincinnati, WKPQ(AM) Pittsburgh, KIMN(AM) Denver and KLIF(AM) Dallas.

"Oh! No Not My Baby"—Rod Stewart (*Mercury*) ■ Rumors have been flying around the music industry over the past two months that Rod Stewart would soon be leaving his group, Faces. In fact, his greatest success—on contemporary radio, that is—has been created by such solo work as "Maggie May" and "You Wear It Well." And if he is planning to strike out on his own permanently, "Oh! No Not My Baby" may provide an excellent platform.

This early Jerry Goffin-Carole King song is only two weeks old in the new Rod Stewart version. Airplay is scattered, but not regional. "Not My Baby" will be on a new Stewart album due out by the early part of 1974 and, for the moment,

remains a single without an album to back it up. That situation may hurt the record, since it will not record proportionate LP sales, but it is not an uncommon situation.

WFIL(AM) Philadelphia was the first station to go on the record, according to a Mercury spokeswoman. Other stations playing this single included WCAR(AM) Detroit, WBBM(FM) Chicago, KSHE(FM) St. Louis, WIST(FM) Charlotte, N.C., KISN(AM) Portland, Ore., WKY(AM) Oklahoma City and KLIF(AM) Dallas.

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

- CALICO, Tommy James (Roulette).
- I CAN'T STOP LOVING YOU, Cornelius Bros. & Sister Rose (United Artists).
- COUNTRY SUNSHINE, Dottie West (RCA).
- ECSTASY, Ohio Players (Westbound).
- FRIENDS, Bette Midler (Atlantic).
- I WON'T LAST A DAY, Maureen McGovern (20th Century).
- LIFE AIN'T EASY, Dr. Hook & the Medicine Show (Columbia).
- THE LOVE I LOST, Harold Melvin & the Blue Notes (Philly International).
- THE MOST BEAUTIFUL GIRL, Charlie Rich (Epic).
- OH NO NOT MY BABY, Rod Stewart (Mercury).
- OUTLAW MAN, Eagles (Asylum).
- REDNECK FRIEND, Jackson Browne (Asylum).
- SWEET UNDERSTANDING LOVE, Four Tops (ABC/Dunhill).
- THIS TIME IT'S REAL, Tower of Power (Warner Brothers).
- VADO VIA, Drupi (A & M).
- VENUS, Christopher Paul (MGM South).
- YOU'RE THE BEST THING THAT EVER HAPPENED TO ME, Ray Price (Columbia).

Tracking the 'Playlist.' Cher's "Half-Breed" is the new number-one record on another active chart this week—the third week in a row of increased movement. The Rolling Stones' "Angie" breaks into the top 10 this week as well. The new Carpenters and Chicago singles, "Top of the World" (27) and "Just You 'n' Me" (28) respectively, took very large steps from lower chart positions last week to break into the top 40 this week. Also new to the top 40 and bulletted is Seals & Crofts' "We May Never Pass This Way Again" (33) ("Breaking In," Sept. 24). "Rocky Mountain Way" by Joe Walsh (34) ("Breaking In," Aug. 13) and "A Special Part of Me" by Diana Ross and Marvin Gaye (40) ("Breaking In," Oct. 1) also enter top-40 positions for the first time this week. The only new record that is bulletted this week is Al Wilson's R&B crossover, "Show and Tell" (62). Four records are new this week, but unbulletted. They are Gilbert O'Sullivan's "Ooh Baby" (68), Painter's "West Coast Woman" (70), Aerosmith's "Dream On" (72) and Tavares' "Check It Out" (73).

Number 1*
with adults,
all day long

AM & FM radio

Monday thru Friday
(6AM-Midnight)

Morning: **TOTAL ADULTS 18+**

Daytime: **TOTAL ADULTS 18+**

Night: **TOTAL ADULTS 18+**

*ARB—Davenport Rock Island Moline Total
Survey area, April-May 1973. Average
Quarter-Hour Estimates. Data and
estimates subject to limitations as
published by ARB.

WHBF radio 1270
WHBF stereo 99

The Quad-Cities,
western Illinois & eastern Iowa

rep by THE CHRISTAL CO.

JOHN GILLILAND'S

THE POP CHRONICLES

PRESENTS

THE 40'S

FREE

The 12-hour spectacular that brings alive the hit songs of the '40s and interviews with the most popular and influential stars of that decade is yours: FREE!

FREE
FREE
FREE

84 one-minute revenue-producing spots per broadcast to be sold directly from your rate card.

Personalized taped promotional spots and other promotional materials.

Special promotional record releases for contests and drawings.

ALL AT NO COST TO YOU!

And, of course, you get exclusive rights in your market.
So, just clip the coupon below and get the '40s FREE.

**EXCLUSIVE POP
CHRONICLES INTERVIEWS:**

Bing Crosby
Johnny Mercer
Edgar Bergen
Patty Andrews
Helen Forrest
Helen O'Connell
Tex Beneke
Frankie Carle
Ella Mae Morse
Harry Mills
Les Brown

George T. Simon
Sammy Cahn
Jimmy Van Heusen
Ray Eberle
Perry Como
Andy Russell
Paula Kelly
Freddy Martin
Harry James
Peggy Lee
Stan Kenton

Send to: DOUG ANDREWS
THE POP CHRONICLES
P.O. BOX 1282
LOS ANGELES, CA 90028

- ☐ Yes, I am interested in your free offer for my station.
☐ I would like a demo record and additional information.
☐ To my knowledge, this series has not played in my market.

I understand there is no obligation at this time.

Name

Title

Station

Street

City State Zip

Free offer expires December 31, 1973.

Available to Canadian and U.S. markets only.

The Broadcasting Playlist **Oct 8**

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 chart 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		Half Breed (2:42) Cher—MCA	1	1	1	4	
6	2		Ramblin' Man (3:36) Allman Brothers—Capricorn	2	2	7	2	
4	3		Higher Ground (3:10) Stevie Wonder—Tamia	3	6	3	3	
5	4		We're an American Band (3:25) Grand Funk—Capitol	8	3	2	1	
3	5		Loves Me Like a Rock (3:32) Paul Simon—Columbia	4	4	6	8	
17	6		Let's Get It On (3:58) Marvin Gaye—Tamia	6	9	4	7	
13	7		Angie (4:30) Rolling Stones—Rolling Stones	10	5	8	5	
1	8		Delta Dawn (3:08) Helen Reddy—Capitol	5	8	5	10	
7	9		That Lady (3:09) Isley Brothers—T-Neck	7	7	10	6	
9	10		My Sweet Gypsy Rose (2:51) Dawn—Bell	9	10	12	19	
15	11		China Grove (3:14) Doobie Brothers—Warner Brothers	13	11	9	12	
12	12		My Maria (2:32) B. W. Stevenson—RCA	12	15	11	13	
8	13		Brother Louie (3:55) Stories—Kama Sutra	11	13	14	17	
22	14		Free Ride (3:05) Edgar Winter Group—Epic	18	14	15	9	
25	15		Midnight Train to Georgia (3:55) Gladys Knight & the Pips—Buddah	17	17	13	11	
24	16		All I Know (3:48) Art Garfunkel—Columbia	16	12	17	16	
28	17		Let Me In (3:38) Osmonds—MGM	14	18	18	21	
16	18		Keep On Truckin' (3:21) Eddie Kendricks—Tamia	19	22	19	14	
27	19		Yes We Can Can (3:55) Pointer Sisters—Blue Thumb	22	21	16	15	
19	20		Heartbeat, It's a Love Beat (2:59) DeFranco Family—20th Century	20	20	20	20	
14	21		Saturday Night's Alright for Fighting (4:55) Elton John—MCA	23	16	21	18	
11	22		Touch Me in the Morning (3:51) Diana Ross—Motown	15	19	22	23	
20	23		Jimmy Loves Maryann (3:25) Looking Glass—Epic	21	23	23	22	
30	24		Paper Roses (2:39) Marie Osmond—MGM	25	25	27	27	
38	25		You Got Me Anyway (2:53) Sutherland Brothers and Quiver—Capitol	31	27	24	24	
31	26		In the Midnight Hour (3:14) Cross Country—Atco	24	24	28	33	
65	27		Top of the World (2:56) Carpenters—A & M	26	29	25	35	
50	28		Just You 'n' Me (3:44) Chicago—Columbia	35	31	30	26	
23	29		Monster Mash (3:00) Bobby Boris Pickett—Parrot	27	26	35	34	
40	30		Summer (The First Time) (4:37) Bobby Goldsboro—United Artists	28	28	36	31	
34	31		Photograph (3:59) Ringo Starr—Apple	38	32	32	25	
29	32		Gypsy Man (5:22) War—United Artists	30	33	33	30	
41	33		We May Never Pass This Way Again (3:50) Seals & Crofts—Warner Brothers	36	30	34	32	
42	34		Rocky Mountain Way (3:39) Joe Walsh—ABC/Dunhill	40	37	31	29	
37	35		Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	33	36	37	37	
10	36		Live and Let Die (3:10) Paul McCartney and Wings—Apple	37	43	29	50	
18	37		The Morning After (2:14) Maureen McGovern—20th Century	29	35	40	46	
32	38		Knockin' on Heaven's Door (2:28) Bob Dylan—Columbia	32	34	44	38	
26	39		Basketball Jones (4:04) Cheech & Chong—Ode	70	51	26	28	
46	40		You're a Special Part of Me (3:15) Diana Ross & Marvin Gaye—Motown	34	42	39	41	
59	41		Space Race (3:21) Billy Preston—A & M	42	40	38	36	

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
39	42		Ghetto Child (3:47) Spinners—Atlantic	45	38	41	42
63	43		Jesse (4:00) Roberta Flack—Atlantic	48	39	49	45
57	44		I Got a Name (3:09) Jim Croce—ABC/Dunhill	53	45	45	40
21	45		Get Down (2:38) Gilbert O'Sullivan—Mam	44	44	46	47
48	46		Hurts So Good (3:05) Millie Jackson—Spring	39	50	43	51
55	47		I Believe in You (3:58) Johnnie Taylor—Stax	48	48	47	44
36	48		If You Want Me To Stay (2:58) Sly and the Family Stone—Epic	41	48	48	55
53	49		Raised on Rock (2:38) Elvis Presley—RCA	49	41	51	49
33	50		Sweet Charlie Babe (2:38) Jackie Moore—Atlantic	52	63	42	43
43	51		Feelin' Stronger Every Day (4:13) Chicago—Columbia	43	55	50	54
56	52		Ashes to Ashes (3:30) Fifth Dimension—Bell	47	49	53	61
35	53		Here I Am (4:10) Al Green—Hi	54	52	52	56
54	54		Freedom for the Stallion (3:45) Hues Corp.—RCA	51	47	55	58
67	55		Such a Night (2:55) Dr. John—Atco	56	56	54	53
58	56		Angel (3:34) Aretha Franklin—Atlantic	50	59	61	65
70	57		Hello It's Me (3:27) Todd Rundgren—Bearsville	59	54	58	63
64	58		Sister James (2:53) Nino Tempo & the 5th Ave. Sax—A & M	57	58	59	59
52	59		Rhapsody in Blue (3:45) Deodato—CTI	55	62	57	71
45	60		Theme from Cleopatra Jones (3:45) Joe Simon—Spring	68	72	63	39
47	61		Rubber Bullets (3:50) 10 C.C.—U.K.	66	53	68	48
—	62		Show and Tell (3:28) Al Wilson—Rocky Road	64	57	64	60
69	63		Woman from Tokyo (2:56) Deep Purple—Warner Brothers	69	67	60	57
68	64		You've Never Been This Far Before (2:56) Conway Twitty—MCA	58	61	72	*
51	65		Loving Arms (2:50) Dobie Gray—MCA	60	70	62	68
—	66		Tonight (3:25) Raspberries—Capitol	72	67	65	52
66	67		To Know You Is to Love You (3:54) B. B. King—ABC/Dunhill	63	66	67	64
—	68		Ooh Baby (3:14) Gilbert O'Sullivan—Mam	*	64	56	62
60	69		Muskrat Love (3:03) America—Warner Brothers	61	65	*	69
—	70		West Coast Woman (2:47) Painter—Elektra	73	69	74	66
61	71		Get It Together (2:47) Jackson Five—Motown	77	71	66	70
—	72		Dream On (3:25) Aerosmith—Columbia	62	*	73	75
—	73		Check It Out (3:25) Tavares—Capitol	65	72	70	*
49	74		Are You Man Enough (3:24) Four Tops—ABC/Dunhill	71	*	69	74
73	75		Nutbush City Limits (2:57) Ike and Tina Turner—United Artists	74	*	71	73

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

All I Know (16), Angel (56), Angie (7), Are You Man Enough (74), Ashes to Ashes (52), Bad Bad Leroy Brown (35), Basketball Jones (39), Brother Louie (13), Check It Out (73), China Grove (11), Delta Dawn (8), Dream On (72), Feelin' Stronger Every Day (51), Free Ride (14), Freedom for the Stallion (54), Get Down (45), Get It Together (71), Ghetto Child (42), Gypsy Man (32), Half Breed (1), Heartbeat, It's a Love Beat (20), Hello It's Me (57), Here I Am (53), Higher Ground (3), Hurts So Good (46), I Believe in You (47), I Got a Name (44), If You Want Me To Stay (48), In the Midnight Hour (26), Jesse (43), Jimmy Loves Maryann (23), Just You 'n' Me (28), Keep on Truckin' (18), Knockin' on Heaven's Door (38), Let Me In (17), Let's Get It On (6), Live and Let Die (36), Loves Me Like a Rock (5), Loving Arms (65), Midnight Train to Georgia (15), Monster Mash (29), The Morning After (37), Muskrat Love (69), My Maria (12), My Sweet Gypsy Rose (10), Nutbush City Limits (75), Ooh Baby (68), Paper Roses (24), Photograph (31), Raised on Rock (49), Ramblin' Man (2), Rhapsody in Blue (59), Rocky Mountain Way (34), Rubber Bullets (61), Saturday Night's Alright for Fighting (21), Show and Tell (62), Sister James (58), Space Race (41), Such a Night (55), Summer (The First Time) (30), Sweet Charlie Babe (50), That Lady (9), Theme from Cleopatra Jones (60), To Know You Is to Love You (67), Tonight (66), Top of the World (27), Touch Me in the Morning (22), We May Never Pass This Way Again (33), We're an American Band (4), West Coast Woman (70), Woman from Tokyo (63), Yes We Can Can (19), You Got Me Anyway (25), You're a Special Part of Me (40), You've Never Been This Far Before (64).

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

**Every major
TV and
radio station in
the country
is playing our
song.**

Dottie West's hit tune "Country Sunshine"—it started out as an award-winning commercial for Coca-Cola, turned into Dottie's new single and broke high on to the country charts. Now it's crossing over into pop.*

**Dottie West's
"Country Sunshine,"**
APBO-0072
is the real sound.

*"Coca-Cola" and "Coke" are the registered trademarks which distinguish the same product of the Coca-Cola Company.

RCA Records and Tapes

How to ship small packages in a big hurry.

DELTA'S DASH[®]

DELTA AIRLINES SPECIAL HANDLING

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

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

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

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

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

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

Rate examples (Tax included)

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

For full details, call Delta reservations.



Delta is ready when you are!

Fates & Fortunes[®]

Media



Mr. Chappell

Frank Chappell, assistant to the president, Kansas State Network Inc., Wichita, Kan., named corporate VP and president, KSN's broadcasting division. KSN stations are KARD-FM-TV Wichita; KCKT(TV) Great Bend and KGLD(TV) Garden City, all Kansas; KOMC(TV) McCook, Neb.-Oberlin, Kan.

Thomas J. Oslovich, formerly director of administration, WBBM-AM-FM Chicago, named VP-general manager, WCRT(AM)-WQEZ(FM) Birmingham, Ala.

Lawrence Busse, station manager, Post Corp.'s WLUC-TV Green Bay, Wis., named general manager, Post's WLUC-TV Marquette, Mich. (BROADCASTING, Oct. 1). He succeeds **Lou W. Chappell**, resigned.

Don Ryan, operations manager, WLUC-TV, named station manager there.

Gaill T. Keeble, formerly VP-general manager, KIKK-AM-FM Houston, Tex., joins KITT(FM) San Diego in same capacity (BROADCASTING, Oct. 1).



Mr. Josephsen

Thomas J. Josephsen, assistant general manager and sales manager, WSFA-TV Montgomery, Ala., named general manager (BROADCASTING, Oct. 1). He succeeds **Bob G. Villar**, assigned to headquarters, Cosmos Broadcasting Corp., licensee of station.

Jerry Moon, formerly VP and general manager, KZEY(AM) Tyler, Tex., joins KJET(AM)-KWIC(FM) Beaumont, Tex., in same capacity.

George E. Shannon, director-finance and planning, CBS/Broadcast Group, New York, elected VP-finance and planning.

Curtis Bertsch, assistant business manager, WTCN-TV Minneapolis-St. Paul, appointed director of budgets and audits, Park Broadcasting Inc., Ithaca, N.Y., group broadcast owner.

Tony Kawas, formerly computer analyst, Federal Reserve System, Washington, joins KNXT(TV) Los Angeles as manager of financial planning and analysis.

Bill Davidson, director of management services, WRTV(TV) Indianapolis, resigns to pursue other business interests after more than 35 years in communications field.

Donald K. Wiese, office manager, Robert E. Eastman & Co., St. Louis, named assistant general manager, KXOK(AM) St. Louis.

Bob Rice, sales manager, WAKY (AM) Louisville, Ky., assumes additional duties as assistant manager, newly created position.

S. Rutledge Jr., program manager, KOKA(AM) Shreveport, La., appointed station manager.

Jonathan Keyser, graduate of Maryland Institute College of Art, joins WBAL-TV Baltimore as operations director.

Robert E. Lee, on-air personality, KHS(AM) Los Angeles, named operations director.

Scot Michels, formerly with KAKE-AM-TV Wichita, Kan., joins KFH(AM)-KBRA(FM) there as operations director.

Joe Fisher, program manager, WRBD(AM) Pompano Beach, Fla., appointed operations manager, WRBD(AM)-WCKO(FM) there.

David Hixson, music director, KITE(AM) Terrell Hills, Tex., appointed operations director.

Bob Miller, program director, WABJ(AM) Adrian, Mich., appointed operations director.

Daniel P. Galogley, variously with Grey Advertising, Doyle Dane Bernbach and Young & Rubicam, New York, named manager of advertising and promotion, WCBS-TV New York.

Pete Barrett, director of advertising, WABC-TV New York, joins KMOX-TV St. Louis as director of information.

Bernard C. Barth Jr., assistant manager of advertising and promotion, Avco Broadcasting Corp., Cincinnati, broadcast group owner, joins WKBW-TV Buffalo, N.Y., as promotion manager.

Sandra Johnson, formerly with department of community and public relations, Wayne State University, Detroit, joins WJW-TV Cleveland as community-affairs coordinator.

Bonnie Van Dyke, with promotion department, ABC-TV, New York, named manager of public-service advertising.

Pamela O'Neal, with KMOX-TV St. Louis, joins WKYC-TV Cleveland as supervisor, on-air promotion.

Carole Kendall, with WUTV(TV) Buffalo, N.Y., appointed promotion manager.

Dick Conrad, formerly with WGBS(AM) Miami, joins WCIX-TV there as advertising and promotion director.

Michael Waterkotte, with Animators Inc., Pittsburgh-based film-production firm, joins KQV(AM) there as director of advertising and promotion.

Jerome C. Newsome Jr., manager of news bureau, Orlando (Fla.) Chamber of Com-

merce, joins noncommercial WMFE-TV Orlando as director of development and community relations.

Dick Hardiman, writer/producer, WICS-TV Springfield, Ill., named promotion and publicity manager, commonly owned WICS and WICD-TV Danville, Ill.

Albert Racco, VP and general manager, KGO(AM) San Francisco, elected secretary, California Broadcasters Association. Re-elected were **Howard S. Kester**, VP and general manager KYA-AM-FM San Francisco, as president; **Peter McCoy**, VP and general manager, KCBS(AM) San Francisco, as VP, and **Peter Taylor**, VP and general manager, KFOG(FM) San Francisco, as treasurer.



Mr. Potter



Mr. Greenwald

Gordon Potter, general manager, Century Broadcasting Corp.'s KWST(FM) Los Angeles, named VP-West Coast operations, Century National Sales Inc. **Peter Greenwald**, national sales manager,

WWDJ(AM) Hackensack, N.J., appointed manager, Century Sales New York office. **Allan S. Klamar**, formerly national sales manager, Century National Sales, New York, named national sales manager, WVNJ-AM-FM Newark, N.J.

Everett Kunin, account executive, KWKW(AM) Pasadena, Calif., named general sales manager, KWKW, KOXR(AM) Oxnard, Calif., KENO(AM) Las Vegas and KONE(AM) Reno, all Lotus Communications stations.

James E. Martz, formerly with NBC-TV Spot Sales, San Francisco, named manager, local sales, WRC-TV Washington. He succeeds **Bert Zeldin**, who joins sales staff, NBC-TV New York.

Broadcast Advertising

Miles Turpin, VP-director of marketing services, Grey Advertising, Los Angeles, named senior VP and general manager, Los Angeles office. Other promotions at Grey: **Mike Navarro**, VP-associate director of client services, named director of client services; **Terry Reckas**, appointed member, Grey's executive committee for Western operations; **Joe Watters**, named VP-account supervisor and director of international relations; **Fred Schiller**, elected VP-director of commercial production; **Jim Kornman** elected VP-director of marketing services, and **Larry Varnes**, research director, elected VP-director of marketing research.



Mr. Gerbracht

Richard E. Gerbracht, executive VP and general manager of Cleveland office of Marschalk Co., named VP, Interpublic Group of Companies, New York, of which Marschalk is one component. He will handle special assignments. **James D. Kuras**, senior VP, Marschalk, succeeds him as general manager, Cleveland office.

Robert H. Westerfield, VP-management supervisor, Foote, Cone & Belding, New York, elected senior VP.

William Watson, account supervisor, and **Burns Patterson**, senior producer, Kenyon & Eckhardt, New York, elected VP's. **Harold Nankin**, creative group head, Wells Rich Greene, New York, joins K&E in same capacity. **Dan Schwartz**, art supervisor, Parkson Advertising, New York, joins K&E there as art director group head. **Michael Lipton**, copy supervisor, Parkson, named group head, K&E.

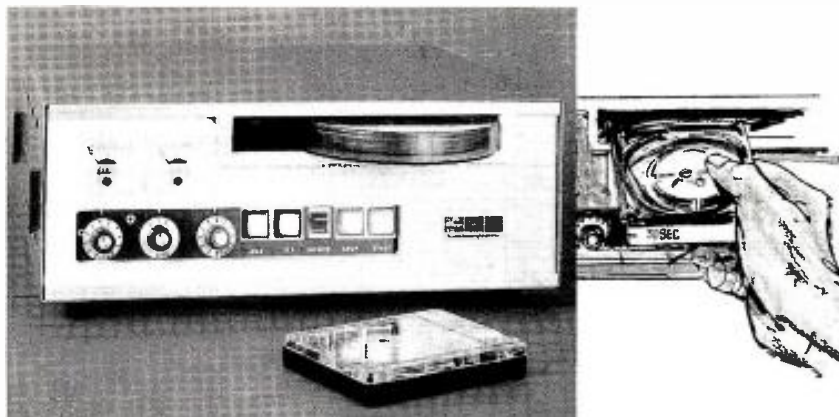
Harry Holtzman, creative supervisor, Young & Rubicam, New York, elected VP and creative director, special projects group. **Damaris DeFillo de Pena**, with Young & Rubicam International, Santo Domingo, Dominican Republic, named office manager there.

Lyle Nelson, assistant sales manager KFAB(AM) Omaha, named general sales manager. He succeeds **E. R. Morrison**, who retires after 25 years with station.

All New Stereo/Mono

Logi-Cart

RECORD • PLAYBACK CENTERS



Beautifully Clean Sound—Super Silent Studio Operation!

Improve your sound with the all new SMC Logi-Carts. Superior audio quality—always consistent, a clear crisp sound just as you want it heard! Solid state—no relays and a heavy duty professional tape transport. Positive capstan action that is super quiet. Rugged solenoid assembly; plug-in electronics (circuit boards and I.C.'s). The new Logi-Carts accept all three NAB cartridge sizes. Available either in playback or record/playback models; mono or stereo for either rack or desk-top mounting. Compact, stackable modular units fit any control facility. SMC Logi-Carts—from the professionals in automated broadcast systems. Call or write today for complete information and pricing.

The COMPUTERCASTERS From



Systems Marketing Corporation

1011 W. Washington St.
Bloomington, Ill. 61701
(309) 829-6373

Rush me full facts on SMC's advanced design LOGI-CARTS.

NAME _____

STATION _____

ADDRESS _____

ZIP _____

William P. Roversi, general sales manager, WLWC(TV) Columbus, Ohio, named national/regional sales manager, WCBD-TV Charleston, S.C.

Dave McAtee, sales manager, KETV(TV) Omaha, joins WFBC-TV Greenville, S.C., as assistant general sales manager.

Frank A. LoGalbo, account supervisor, Shaller Rubin Associates, New York, elected VP.

Barbara Alpert, media research manager, Norman, Craig & Kummel, New York, elected VP.

James G. Scowcroft, supervisor, account services division, Ketchum, MacLeod & Grove, New York, elected VP.

Dennis L. Dunlap, account executive. Leo Burnett, Chicago, named account supervisor.

Herbert H. Westphalen Jr., research director, Compusamp Inc., New York, joins Cunningham & Walsh there as associate research director.

Richard H. Needham, director of personnel and agency training, Needham, Harper & Steers, Chicago, and **Raymond M. Schwartz** with NH&S, named manager of administrative services and manager of advertising services, respectively.

W. Corey Rich, assistant account executive, Tracy-Locke Advertising, Dallas, appointed account executive.

Robert Brewster, account executive, Thompson agency, Lincoln, Neb., joins Harney Advertising there as director of marketing and account executive.

Larry Bartlett, formerly on staff of Dil-

lard University, New Orleans, joins Charles Dolce agency there as account executive.

Ray Murray, account executive, WERA-(AM) Plainfield, N.J., named commercial manager, succeeding **Joseph A. Reilly** who joins WWOM-FM Albany, N.Y.

Luis Cabrera, account executive, WXTV-(TV) Paterson, N.J., appointed local sales manager.

Don J. Weir, general manager, KLWW(AM) Cedar Rapids, Iowa, joins WWTC(AM) Minneapolis as local sales manager.

Arthur Jarrett, account executive, WCKO-(FM) Pompano Beach, Fla., appointed local sales manager.

Cooke Bausman, account executive, Howard Co., New York-based radio representative firm, appointed assistant sales manager.

Donna M. Anderson, marketing and research analyst, Henry I. Christal Co., New York, joins Blair Radio there as assistant research director.

Francis L. Smawley, director of marketing administration, Jos. Schlitz Brewing Co., Milwaukee, elected VP-marketing services.

Gerry Richelson, co-creative director of Venet Advertising, New York, elected VP.

John J. Oakson, senior VP-marketing and distribution, Hallmark Cards Inc., Kansas City, Mo., retires after 33 years with company. Mr. Oakson was instrumental in creating *Hallmark Hall of Fame TV*

specials. **Robert Stark**, president of Courtts Hallmark, Canadian affiliate, returns to Hallmark as VP-marketing and distribution.

Louis L. Brooks, with WTVJ(TV) Miami, joins Media Payment Corp. as West Coast credit manager.

Programing



Ms. Bolen

Lin Bolen, director, daytime programs, NBC-TV, New York, elected VP-daytime programs.

Bob Boyett, program development consultant, Public Broadcasting Service, joins ABC Entertainment, New York, as program executive, prime-time programs.

Allan Hotlen, program director, WHN-(AM) New York, joins WCAU(AM) Philadelphia as director of programing and news.



Ms. McCombs

Amy McCombs, paralegal assistant with Washington law firm of Koteen and Burt, and before that with KORK-TV Las Vegas, Nev., and KFSA-TV Ft. Smith, Ark., named program director WJXT-(TV) Jacksonville.

Ken Waligorski, former executive news director, WISN-TV Milwaukee, joins KMJ-TV Fresno, Calif., as program manager.

Eileen Donigan, music cataloguer, Library of Congress, Washington, and former assistant program director, WGMS-AM-FM Washington, returns to WGMS as program director.

Tommy Charles, on-air personality, WMPS(AM) Memphis, joins WCOP-FM Boston as program director.

Robert X. Brown, general manager, KNRO-FM Conroe, Tex., appointed program director, KLV(AM)-KBPO(FM) Beaumont, Tex.

Clark Anthony, on-air personality, KFMB-AM-FM San Diego, appointed assistant program director (corrects Sept. 17 item).

Joe Boyle, sportscaster, WTCN-TV Minneapolis-St. Paul, named sports director.

Craig Roberts, sports director, KTWO-AM-TV Casper, Wyo., joins WRAU(TV) Peoria, Ill., in same capacity.

Jane Henry Caper, associate producer, WTG(TV) Washington's *Panorama*, appointed producer.

Broadcast Journalism

Bill Fuller, morning news editor, KOKA-(AM) Shreveport, La., named news director.

Gil Brooks, formerly with WMNI-AM-FM Columbus, Ohio, joins WHFB-AM-FM Benton Harbor, Mich., as news director.

Mary Dorman, news editor, WAVA(AM)

STE-100 STEREO PHASE ENHANCER

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



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



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

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

■ \$795.00

GARRON ELECTRONICS INC.

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

Arlington, Va., named assistant news director.

Arnold Diaz, WPLG-TV Miami reporter and formerly Washington correspondent for KBTR(AM) Denver and KCPX(AM) Salt Lake City, joins WCBS-TV New York as reporter/assignment editor.

Wayne Seal, president, Southern Education Communication Association, joins WCIV(TV) Charleston, S.C., as anchorman, evening news.

Judith P. Sigler, news writer, WABC-TV New York, joins WTOP-TV Washington in similar capacity.

Lydia Alegria and **Malcolm Holzmman**, with KSAT-TV San Antonio, Tex., named reporter and news producer, respectively.

Pete Maroney, news producer, KGW-TV Portland, Ore., and formerly with KHOU-TV Houston, rejoins KHOU-TV as news producer.

Chuck Casey, with WJJD(AM) Chicago and **Jim Conrad**, with KKAM(AM) Pueblo, Colo., joins news staff of KIMN(AM) Denver.

H. William Jones, with *Wilmington* (Del.) *News Journal*; **Larry Young**, with WSMD-AM-FM La Plata, Md., and **Tim Healey**, graduate of Pennsylvania State University, joins news staff, WRJC-AM-FM-TV Salisbury, Md.

Dan Reilly, with news staff, WSPR(AM) Springfield, Mass., joins news staff, WRCH-AM-FM New Britain, Conn.

Dave Fallon, formerly with WMEX(AM)

Boston, joins news staff, WLOB(AM) Portland, Me.

Ray F. Herndon, manager, United Press International's European division, Brussels, named general manager for Florida, UPI. **Martin McReynolds**, Miami-based newsman, UPI, named to UPI's Buenos Aires bureau as South American news editor.

Cablecasting

Nicholas E. Worth, with Jansky & Bailey, Alexandria, Va.-based communications engineering firm, joins Telecable Corp., Norfolk, Va., as director of engineering.

Charles R. O'Reilly, with Burns Electronics, South Windsor, Conn., joins New York-New England sales staff, Anixter-Pruzan, for sale of cable equipment.

Equipment & Engineering

John H. Bermingham, counsel, corporate affairs, RCA Corp., Camden, N.J., elected staff VP and counsel.

Willard S. Truckenmiller, with C-Cor Electronics Inc., State College, Pa., named customer service manager, cable and industrial products.

Allied Fields

William K. Van Huss, with communications finance division, Firstmark Financial Corp., Indianapolis, named assistant VP and manager, communications finance division.

Deaths

Adrian Kenneth Knight, 64, former general manager of WPDQ-AM-FM Jacksonville, Fla., died Sept. 12 after brief illness. Mr. Knight began as radio announcer in 1947 and was pioneer black announcer in South. He was one of founders of American Association of Television and Radio Announcers. He is survived by wife, Frenchie, and daughter, Jackie.

James E. Smith, 92, founder and former president, National Radio Institute, Washington, died Sept. 30 at his home in McLean, Va., after long illness. Mr. Smith founded the institute, one of the oldest home-study electronics schools in country, in 1914 and became board chairman of school when it was acquired by McGraw-Hill in 1956. He is survived by two daughters and a son.

J. C. Stallings, 50, president and manager, KEEE(AM) Nacogdoches, Tex., died Sept. 18 at Memorial hospital there after lengthy illness. At time of his death, Mr. Stallings was serving second term on NAB radio code board. He was also secretary-treasurer of Texas Association of Broadcasters. He is survived by wife, Evelyn, and daughter, Jeannie Owens.

Benjamin A. Munson, 47, account executive at KGO(AM) San Francisco, who was shot by beserk gunman Sept. 27 (BROADCASTING, Oct. 1), died in San Francisco General hospital next day after surgery for bullet wounds in chest and side. Mr. Munson leaves wife and five children.

For the Record®

As compiled by BROADCASTING Sept. 25 through Oct. 1 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

■ Pittsburgh—Western Pennsylvania Christian Broadcasting Co. Seeks UHF ch. 22 (518-524 mhz); ERP 1157 kw vis, 116 kw aur. HAAT 969 ft.; ant. height about ground 839 ft. P.O. address Box 5157, Pittsburgh 15206. Estimated construction cost \$322,787; first-year operating cost \$177,200; revenue \$360,000. Geographic coordinates 40° 23' 01" north lat.; 79° 46' 41" west long. Type trans. CCA TA-55BT. Type ant. CCA BR-35. Legal counsel Gordon & Healy, Washington; consulting engineer Edward F. Lorentz & Associates. Principals: R. Russell Bixler, president, et al. Mr. Bixler is professional writer and associate pastor of Pittsburgh Church of Brethern. Ann. Sept. 20.

■ San Juan, P.R.—Suburban Broadcasting Corp. Seeks UHF ch.18 (494-500 mhz); ERP 1080 kw viz, 108 kw aur. HAAT 1,160 ft. ant. height above ground 273 ft. P.O. address Long Island Expressway and Blydenburg Road, Central Islip, N.Y. 11722. Estimated construction cost \$801,568; first-year operating cost \$203,700; revenue \$360,000. Geographic coordinates 18° 16' 51" north lat.; 66° 06' 38" west long. Type trans. RCA TTU-60C. Type ant. RCA TFU-25G. Legal counsel Gordon & Healy, Washington; consulting engineer Steel, Andrus & Adair, Washington. Principals: Robert A. Rosen (20.5%). David H. Polinger (15.8%) et al. Suburban is permittee of WSNL-TV Patchogue, N.Y. and has pending application for satellite of WSNL on ch. 55 at Riverhead, N.Y. Ann. Sept. 17.

Existing TV stations

Final actions

■ KTVU(TV) Oakland, Calif.—Broadcast Bureau granted authority to operate trans. by remote control from 1 Jack London Square, Oakland (BRCTV-165). Action Sept. 25.

■ WOTV(TV) Grand Rapids, Mich.—Chief, complaints and compliance division, informed David E. Hauskins that no further action was warranted on his complaint that WOTV(TV) Grand Rapids violated fairness doctrine by refusing to broadcast filmed statement by him after station had aired filmed statement by his opponent in election for school board. Action Sept. 26.

EDWIN TORNBURG & COMPANY, INC.

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

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242
West Coast—P.O. Box 218, Carmel Valley, California 93924
408-375-3164

■ **WTCTV-TV Minneapolis** — Broadcast Bureau granted request for authority to operate trans. by remote control from 2925 Dean Boulevard, Minneapolis (BRCTV-166). Action Sept. 25.

■ ***WSKG(TV) Binghamton, N.Y.**—Broadcast Bureau granted authority to operate trans. by remote control from 3311 East Main Street, Endwell, N.Y. (BRCTV-50). Action Sept. 25.

■ **KJAC-TV Port Arthur, Tex.**—Broadcast Bureau granted request for authority to operate trans. by remote control from 17th Street and Woodworth Boulevard, Port Arthur (BRCTV-164). Action Sept. 25.

■ **WTPA(TV) Harrisburg, Pa.**—Broadcast Bureau granted CP to change ERP to vis. 1,000 kw and aur. 100 kw; change type trans.; condition (BPCT-4624). Action Sept. 25.

■ **KTWO-TV Casper, Wyo.**—FCC denied request by Harriscope Broadcasting Corp., licensee of KTWO-TV Casper, for cease and desist order against Buffalo Televents Inc., operator of 12-channel cable television system at Buffalo, Wyo. Harriscope alleged that Buffalo Televents had violated rules by carrying unauthorized signal of KHSD-TV Lead. S.D. Action Sept. 26.

■ **WNAC-TV Boston**—Chief, complaints and compliance division, informed Doris Bunte, chairlady of Black Caucus, Massachusetts House of Representatives, that only attack upon person's honesty, character, or integrity constitutes personal attack within meaning of rules, and that strong disagreement, even vehemently expressed, does not constitute personal attack in absence of attack upon character or integrity. Rep. Bunte had complained that on Aug. 14 and 15, WNAC-TV commentator had broadcast statement characterizing her as "confirmed nuisance," and "obnoxious." Action Sept. 26.

■ **FCC granted request by Hughes Television Network and Xerox Corp.** for waiver of off-network provisions of prime time access rule to permit presentation of *America* program series. Waiver runs until Sept. 30, 1974. Action Sept. 19.

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 to amend application; by separate action granted second motion for production of documents filed by Belo and ordered that WADECO Inc. shall produce for inspection and copying requested documents at time and place to be agreed on by parties. (Docs. 19744-5). Action Sept. 24.

■ **Administrative Law Judge Forest L. McClennan in Boston** (RKO General Inc. [WNAC-TV] et al.) TV proceeding, granted motion by RKO General and extended to Nov. 7 time in which to file reply findings (Docs. 18759-61). Action Sept. 24.

■ **Administrative Law Judge Chester F. Naumowicz Jr., on dates shown:** In Las Vegas (Western Communication Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, on request of Western Communications scheduled the conference for Oct. 9, by separate action, denied motion by Western Communications to strike certain exhibit. (Docs. 19519, 19581). Actions Sept. 21 and 25.

■ **Chief, office of opinions and review, in Montgomery, Ala. etc.** (Alabama Educational Television Commission), renewal of licenses for *WAIQ(TV) granted consent request by Citizens Communications Center to extent that time for filing exceptions to administrative law judge's initial decision is extended through Nov. 12, request denied in all other respects (Docs. 19422-30). Action Sept. 26.

Other actions

■ **Review board in Largo, Fla.** TV proceeding granted consent motion by Sarasota-Bradenton

Florida Television Co. for extension of time through Oct. 5 in which to file reply to opposition to petition to add issues by WLCY-TV's application to make changes in facilities of WLCY-TV Largo (Doc. 19627). Action Sept. 21.

New AM stations

Application

■ **Clinton, N.C.**—Sampson Broadcasting Co. seeks 1170 khz, 1 kw-D, P.O. address 1829 Front Street, Durham, N.C. 27702. Estimated construction cost \$47,363; first-year operating cost \$59,760; revenue \$75,000. Principals: Lawrence B. Carr, president (51%) et al. Mr. Carr is news anchorman for WTVD(TV) Durham, N.C. Other principals have various business interests in Clinton area. Ann. Sept. 17.

Actions on motions

■ **Administrative Law Judge John H. Conlin in Clinton, Mass.** (Radio Clinton Inc.). AM proceeding, granted motion by Radio Clinton and rescheduled hearing conference for Oct. 9 (Doc. 19731). Action Sept. 25.

■ **Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla.** (Northeast Broadcasting Inc. and PBL Broadcasting Co.), AM proceeding, granted joint petition by applicants for approval of agreement; approved agreement; dismissed application of Northeast Oklahoma Broadcasting; granted petitions by PBL to amend application to specify existing facilities of KVIN(AM) Vinita and scheduled conference for Oct. 1 for ascertaining what further procedures may be appropriate (Docs. 19639-40). Action Sept. 20.

■ **Administrative Law Judge Chester F. Naumowicz Jr. in Blackstone, Va.** (Blackstone Broadcasting Corp.). AM-FM proceeding, on request of Blackstone, continued to Oct. 10 conference now scheduled for Oct. 1 (Docs. 19774-5). Action Sept. 25.

■ **Administrative Law Judge Herbert Sharfman in Wallingford and Ridgefield, both Connecticut** (Quinnipiac Valley Service Inc. and Radio Ridgefield Inc.). AM proceeding, denied request of Westport Broadcasting Co., licensee of WMMM(AM)-WDJF(FM) Westport, to appeal order released Sept. 18, extended to Sept. 28, time in which Westport should reply to arguments made in Radio Ridgefield's opposition to Westport's contingent motion to dismiss (Docs. 19686-7). Action Sept. 20.

Other actions

■ **Review board in Wallingford and Ridgefield, both Connecticut.** AM proceeding, dismissed motion by Radio Ridgefield Inc., to submit information concerning contemporaneously filed amendment which would moot motion to add issues filed Mar. 29 by Westport Broadcast Co. (intervenor), and for expeditious disposition of motion. Proceeding involves competing applications of Quinnipiac Valley Service Inc. and Radio Ridgefield Inc. for new AM at Wallingford and Ridgefield (Docs. 19686-7). Action Sept. 26.

■ **Review board in Shreveport.** Vivian and Bossier City all Louisiana, AM proceeding, dismissed motion by Bossier Broadcasting Co. to disqualify attorneys for all other parties or, in alternative, to disregard procedural deficiencies in handling of case in proceeding involving competing applications of James E. Reese for new broadcast station at Shreveport. Ruby June Stinnett Dowd for Vivian and Bossier Broadcasting Co. for Bossier City (Docs. 19507-09). Action Sept. 26.

■ **Review board in Shreveport, Vivian and Bossier City, all Louisiana.** AM proceeding, scheduled oral argument for Oct. 18 on exceptions and briefs to initial decision proposing grant of application of

James E. Reese for new AM at Shreveport and denial of competing applications by Ruby Jane Stinnett Dowd for Vivian and Bossier Broadcasting Co. for Bossier City (Docs. 19507-09). Action Sept. 21.

■ **Review board in Lubbock, Tex.** AM proceeding, granted Panhandle Broadcasting Inc. extension of time through Oct. 8 in which to file reply brief to exceptions of Caprock Radio Inc. to initial decision released Aug. 14 proposing grant of application of Panhandle for new AM at Plainview, Tex., and denial of competing application of Caprock Radio Inc. at Lubbock, Tex. (Docs. 19455-6). Action Sept. 26.

Existing AM stations

Applications

■ **KFRB Fairbanks, Alaska**—Seeks CP to change frequency to 820 khz. Ann. Sept. 28.

■ **WMD Chicago**—Seeks CP to increase tower height. Ann. Sept. 26.

■ **KASI Ames, Iowa**—Seeks mod. of CP to increase radiation efficiency. Ann. Sept. 28.

■ **KCCV Independence, Mo.**—Seeks CP to install new tower 200 ft. south of existing tower. Existing tower will be dismantled. Ann. Sept. 24.

■ **KPIA Ironton, Mo.**—Seeks CP to change frequency to 1480 khz, increase power to 5 kw and change trans. and studio location to 0.3 mile west of Pilot Knob on Shepherd Mountain Lake Road, Pilot Knob, Mo. Ann. Sept. 24.

■ **KTVO Kirksville, Mo.**—Seeks CP to change aur. ERP to 15kw; trans. location to 7.7 miles north of La Belle, Mo.; make changes in ant. structure; HAAT 1981.2 ft. Ann. Sept. 17.

■ **WLVA Lynchburg, Va.**—Seeks CP to install top-loading on all towers. Ann. Sept. 26.

■ **KVAN Vancouver, Wash.**—Seeks CP to change studio and trans. site to 11197 North Portland Road, North Portland, Ore. Ann. Sept. 26.

Final actions

■ **KIEV Glendale, Calif.**—Chief, complaints and compliance division, informed Southern California Broadcasting Co., licensee, that it violated personal attack rule by failing to furnish two local college professors with script, tape or summary after they were accused of treason on radio program. Action Sept. 27.

■ **KAAT Denver**—Broadcast Bureau granted CP to modify DA system (BP-19485). Action Sept. 19.

■ **WKIS Orlando, Fla.**—Broadcast Bureau granted CP to change nighttime radiation pattern (BP-19483). Action Sept. 25.

■ **WNUS Chicago**—Broadcast Bureau granted CP to change MEOV's for daytime and nighttime patterns; condition (BP-19484). Action Sept. 19.

■ **WCBK Martinsville, Ind.**—Broadcast Bureau granted CP to increase tower height to 397.5 ft.; conditions (BP-19494). Action Sept. 20.

■ **WNYS New York and WCCO Minneapolis**—FCC denied application by City of New York Municipal Broadcasting System for review of review board order adding issues against WNYS (Docs. 11227, 17588, 19403). Action Sept. 26.

■ **WAEB Allentown, Pa.**—Broadcast Bureau granted CP to modify nighttime parameters and maximum expected operated values (nighttime operation only); conditions (BP-19419). Action Sept. 19.

■ **WHP Harrisburg, Pa.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location at 216 Locust Street, Harrisburg, Pa.; DA-N (main-alt. main); conditions (BRC-3612). Action Sept. 19.

■ **KKYX San Antonio, Tex.**—Broadcast Bureau granted CP to increase MEOV's for N-DA pattern (BP-19482). Action Sept. 19.

■ **Chief, complaints and compliance division, informed Straus Communications Inc., United Church of Christ and Consumer Federation of America** that declaratory ruling on whether series of promotional announcements entitled "Radio Free America" distributed by National Association of Broadcasters to member radio stations constituted controversial issues of public importance generating fairness doctrine obligations by broadcast licensees, will not be issued because normal fairness procedures should be followed in this case. Action Sept. 24.

Actions on motions

■ **Chief, Broadcast Bureau, on request of Radio Lafayette Inc., licensee of WAZY AM-FM Lafayette, Ind., extended from Sept. 25 to Oct. 10 time in which to file responses to petition for rulemaking filed by Citizens Broadcasting Co. in matter of amendment of FM table of assignments Terre Haute, Ind. and Hoopeston, Ill. (RM-2244). Action Sept. 26.**

■ **Administrative Law Judge Bryon E. Harrison in Miami** (United Broadcasting Co. of Florida), renewal of license for WFAB having under con-

"8" CHANNEL AUDIO CONTROL

B-800 series
the B-801 monaural \$2350
the B-802 stereo \$3200
B-803 dual channel \$2650

console



McMartin

McMartin Industries Inc., 4500 South Seventy-sixth Street
Omaha, Nebraska 68127 Phone (402) 331-2000

sideration motion by parties, scheduled Washington phase of proceeding for Oct. 2 (Doc. 19664). Sept. 20.

■ Administrative Law Judge Bryon E. Harrison in Harlan, Ky. (Eastern Broadcasting Company and Radio Harlan Inc. [WHLN], AM proceeding, on request of Broadcast Bureau, corrected transcript as indicated (Docs. 19614-5). Action Sept. 24.

■ Administrative Law Judge Bryon E. Harrison in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan Inc. [WHLN]) AM proceeding, granted petition by Broadcast Bureau and extended to Oct. 15 time in which to file proposed findings and conclusions and to Oct. 29 time in which to file reply findings (Docs. 19614-5). Action Sept. 25.

■ Administrative Law Judge Jay A. Kyle in Portsmouth, Va. (Chesapeake-Portsmouth Broadcasting Corp.), AM proceeding, granted motion by applicant, and rescheduled prehearing conference now scheduled for Sept. 24 to Oct. 10 (Docket 19787). Action Sept. 20.

■ Administrative Law Judge Reuben Lozner in Moundsville, W. Va. (Miracle Valley Broadcasting Co. [WEIF]), AM proceeding, granted motion by Broadcast Bureau and directed Miracle Valley to produce documents specified for inspection and copying at time and place mutually convenient to counsel on or before Oct. 19 (Doc. 19794). Action Sept. 24.

■ Administrative Law Judge Reuben Lozner in Moundsville, W. Va. (Miracle Valley Broadcasting Co. [WEIF]), AM proceeding, granted petition by Miracle Valley to amend its application to submit loan commitment dated Sept. 10 in amount of \$30,000 from Fred A. Grewe Jr. and financial statement of Mr. Grewe as of July 31 (Doc. 19794). Action Sept. 26.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Blackstone, Va. (Blackstone Broadcasting Corp.), AM and FM proceeding, reopened record and scheduled conference for Oct. 1 (Docs. 19774-5). Action Sept. 20.

Fine

■ KWAC Bakersfield, Calif.—FCC ordered KMAP Inc., licensee of KWAC Bakersfield, to forfeit \$2500 for repeated violations of U.S. code by broadcasting lottery information and for violations of rules by failing to acknowledge that money was accepted from listeners for program dedications and failing to list names of sponsors of dedications in program logs. Action Sept. 26.

Call letter applications

- WTOR Torrington, Conn.—Seeks WSNQ.
- KPAM Portland, Ore.—Seeks KLSC.

Call letter actions

- KBTR Denver—Granted KERE.
- WJSW Maplewood, Minn.—Granted WMIN.

New FM stations

Applications

■ *Denver—Granfallon Denver Educational Broadcasting Inc. Seeks 89.3 mhz, 58.5 kw. HAAT 910 ft. P.O. address 222 Logan #309, Denver 80203. Estimated construction cost \$99,363; first-year operating cost \$42,950; revenue none. Principals: Gerald Greene is executive director of non-profit Granfallon Denver Educational Broadcasting Corp. Action Sept. 18.

■ Bethany Beach, Del.—Connor Broadcasting Co. seeks 95.9 mhz, 3 kw. HAAT 300 ft. P.O. address Pennsylvania Avenue and Campbell Place, Bethany Beach 19930. Estimated construction cost \$58,485; first-year operating cost \$37,610; revenue \$48,000. Principals: J. Parker and Susan C. Connor (100%). Mr. Connor has law practice in Washington. Connor's own real estate and construction businesses in Washington and Bethany Beach. Ann. Sept. 18.

■ Douglas, Ga.—WDMG Inc. Seeks 99.5 mhz, 50.6 kw. HAAT 198 ft. P.O. address Box 860, Douglas 31533. Estimated construction cost \$34,238; first-year operating cost \$5,000; revenue not given. Principals: B.F.J. Timm, president (100%). Mr. Timm owns WDMG(AM) Douglas, WOZN(AM) Jacksonville, Fla. and WGLF(FM) Tallahassee, Fla. He also has 45% interest in WRBN-AM-FM Warner Robins and 49% interest in WTIF(AM) Tifton, both Georgia. Ann. Sept. 18.

■ Hattiesburg, Miss.—James A. McCullough Enterprises. Seeks 92.1 mhz, 3 kw. HAAT 300 ft. P.O. address 905 Linden Avenue, Greenwood, Miss. 38930. Estimated construction cost \$45,071; first-year operating cost \$58,000; revenue \$35,000. Principal: James A. McCullough (100%). Mr. McCullough has 25% interest in WSWG-AM-FM Greenwood, Miss. He also has 49% interest in WXXX(AM) Hattiesburg and KCRI-FM Helena, Ark. Ann. Sept. 18.

■ Boonville, Mo.—Big Country Radio of Missouri Inc. Seeks 99.3 mhz, 3 kw. HAAT 285 ft. P.O. address Radio Hill Road, Boonville 65233. Estimated construction cost \$23,057; first-year operating cost \$12,000; revenue \$18,000. Principals:

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	755
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	226	8	238

* Special temporary authorization.

Kenneth Hodges (51%) and Richard L. Billings (49%). Messrs. Hodges and Billings own KWRT (AM) Boonville. Mr. Hodges also has 25% interest in KKUZ(AM) Burlington, Iowa. Ann. Sept. 18.

■ *Ashville, N.C.—University of North Carolina at Ashville. Seeks 88.1 mhz, 1.46 kw. HAAT 154 ft. P.O. address University Heights, Ashville 28804. Estimated construction cost \$11,917; first-year operating cost \$5,000; revenue none. Principals: William E. Highsmith as chancellor of University of North Carolina at Ashville. Ann. Sept. 18.

Starts authorized

■ *WWPT(FM) Westport, Conn.—Authorized program operation on 90.3 mhz, erp 330 w, HAAT 110 ft. Action Sept. 4.

■ WPUK(FM) Americus, Ga.—Authorized program operation on 97.7 mhz, 3 kw, HAAT 300 ft. Action Sept. 17.

■ WAXU-FM Georgetown, Ky.—Authorized program operation on 103.1 mhz, 3 kw, HAAT 300 ft. Action Sept. 11.

■ *WBSL(FM) Sheffield, Mass.—Authorized program operation on 91.7 mhz, TPO 10 kw. Action Sept. 11.

■ *KMSM-FM Butte, Mont.—Authorized program operation on 91.5 mhz, TPO 10 w. Action Sept. 11.

■ *WNHS(FM) Portsmouth, Va.—Authorized program operation on 88.7 mhz, ERP 300 w, HAAT 115 ft. Action Sept. 17.

■ *KUBS(FM) Newport, Wash.—Authorized program operation on 91.5 mhz, TPO 10 kw. Action Sept. 4.

■ KSTO(FM) Agana, Guam—Authorized Program operation on 95.5 mhz, ERP 2.6 kw, HAAT 47 ft. Action Sept. 4.

Final actions

■ Brenton, Ala.—John E. Shipp. Broadcast Bureau granted 106.3 mhz, 3 kw. HAAT 300 ft. P.O. address 210 Terry Avenue, East Brewton 36426. Estimated construction cost \$6,979 (equipment and structures to be leased); first-year operating cost \$32,513; revenue \$69,929. Principals: John E. Shipp (100%). Mr. Shipp owns retail television and electronics business in East Brewton (BPH-8079). Action Sept. 12.

■ *Manteca, Calif.—Manteca Unified School District. Broadcast Bureau granted 90.3 mhz, 10 w. HAAT 65 ft. P.O. address 2901 East Louise Avenue, Manteca 95336. Estimated construction cost \$7,383; first-year operating cost \$1,500; revenue none. Principals: Richard J. Cherry, district superintendent, et al. (BPED-1624). Action Sept. 19.

■ Pueblo, Colo.—American Radio Corp., trading as American Radio Corp. of Kansas. FCC granted 97.9 mhz, 100 kw. HAAT 1,134 ft. P.O. address 3357 West Central, Wichita, Kan., 67203. Estimated construction cost \$92,964; first-year operating cost \$15,000; revenue \$60,000. Principals: Lowell D. Denniston, Frank L. Carney and Robert D. Freeman (each 33⅓%). Mr. Denniston is president and majority stockholder of KEYN-AM-FM Wichita. Mr. Freeman is vice president, general manager and 10% owner of KEYN. Mr. Carney owns Pizza Hut restaurants in Wichita (BPH-8323). Action Sept. 26.

■ Crystal River, Fla.—Elektra Broadcasting Corp. of Florida. Broadcast Bureau granted 98.5 mhz, 100 kw. HAAT 431 ft. P.O. address Box 419A, Route 1, Leesburg, Va., 22075. Principals: Frank N. Manthos (100%). Mr. Manthos owns 50% of Gillespie-Manthos Enterprises, Washington investment firm. He is also vice president, director and 50%-owner of Record Sales Inc., Washington record store (BPH-8415). Action Sept. 26.

■ *Oskaloosa, Iowa—William Penn College. Broadcast Bureau granted 88.7 mhz, 10 w. HAAT 80 ft. P.O. address North Market and Trueblood Avenues. Oskaloosa 52577. Estimated construction cost \$2,112; first-year operating cost \$2,875; revenue none. Principals: Terry L. Haskell, dean of men, et al. (BPED-1603). Action Sept. 26.

■ Hanover, N.H.—FCC granted joint petition for approval of agreement proposing grant of application of Trustees of Dartmouth College for new FM on ch. 257A (99.3 mhz) at Hanover (BPH-7889) and dismissal, in return for payment of expenses incurred, of application of Tri-City Broadcasting Corp., for ch. at Wilder, Vt. (BPH-7949). Dartmouth College will operate on 99.3 mhz, 3 kw. HAAT 300 ft. P.O. address Box 31, Hanover, N.H. 03755. Estimated construction cost \$94,545; first-year operating cost \$9,610; revenue none. Principals: John G. Kemeny is president of Dartmouth College, Charles J. Zimmerman is chairman of board of trustees.

■ Waverly, N.Y.—Wats Broadcasting Inc. Broadcast Bureau granted 102.3 mhz, 1.5 kw. HAAT 405 ft. P.O. address 106 West Lockhart Street, Sayre, Pa. 18840. Estimated construction cost \$30,302; first-year operating cost \$6,100; revenue \$30,000. Principals: Robert E. and Virginia C. Kloss (together 90%), et al. Wats Broadcasting is licensee of WATS(AM) Sayre (BPH-8396). Action Sept. 26.

■ Front Royal, Va.—WFR Inc.—FCC granted 95.3 mhz, 3 kw. HAAT 172 ft. P.O. address Box 192, Front Royal 22630. Estimated construction cost \$61,826; first-year operating cost \$5,000; revenue \$18,000. WFR Inc. is licensee of WFR(AM) Front Royal. Principals: Charles B. Britt, president (63%), et al. Mr. Britt owns 60% of WIRY(AM) Plattsburgh, N.Y., and WBBB-AM-FM Burlington, N.C. (BPH-8319). Action Sept. 26.

Actions on motions

■ Administrative Law Judge Basil P. Cooper in Cayce, S.C. (Lexington County Broadcasters Inc. and William D. Hunt), FM proceeding, reopened record as of Aug. 28; granted petition by Lexington County Broadcasters and dismissed with prejudice its application; ordered that application of William D. Hunt remain in hearing status; set certain procedural dates; and scheduled evidentiary hearing for Nov. 6 (Docs. 19568-9). Action Sept. 19.

■ Administrative Law Judge Lenore Ehrig in Sacramento, Calif. (Intercast Inc. and Royce International Broadcasting), FM proceeding, granted petition by Edward Royce Stolz II and extended to Oct. 9 time in which to file proposed findings of fact and conclusions of law and to Oct. 30 time in which to file replies (Docs. 19516, 19611). Action Sept. 24.

■ Administrative Law Judge Byron E. Harrison in Steamboat Springs, Colo. (H & H Broadcasting Co., et al), FM proceeding, granted request of H & H and extended to Oct. 9 time in which to respond to Bureau's comments (Docs. 19750-2). Action Sept. 26.

■ Administrative Law Judge William Jensen in Williamson and Matewan, both W. Va. (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, scheduled further hearing for Oct. 30 and directed parties to notify presiding judge no later than Oct. 1 as to the progress of negotiations looking toward resolution of all outstanding requests for admissions, motions to produce, etc. (Docs. 18456-7). Action Sept. 21.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), *FM proceeding, in response to motion by Pacifica, extended to Sept. 26 time for filing of responsive pleadings to petition to intervene and other relief by Community Coalition for Media Change, et al. (Doc. 18634). Action Sept. 21.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), *FM proceeding, scheduled further prehearing conference to consider future procedure for Oct. 24 (Doc. 18634). Action Sept. 25.

■ Administrative Law Judge James F. Tierney on the dates shown: in Oklahoma City (All American Broadcasting Corp.), FM proceeding, granted petitions by All American Broadcasting Corp. to amend application to reflect certain changes in estimated costs of construction and operation, new bank financing and changes in proposal covering broadcast equipment (Doc. 18954). (Action 9/20/73). Action Sept. 20.

■ Chief, office of opinions and review, Cayce, S.C. (Lexington County Broadcasters Inc. and William D. Hunt), FM proceeding, dismissed as moot application by Lexington County Broadcasters for review of review board memorandum opinion and order (Docs. 19568-9). Action Sept. 26.

Other actions

■ Review board in Sun City, Ariz., FM proceeding, granted petition by Alvin L. Korngold to amend application to conform with rules in proceeding involving applications of Korngold and Sun City Broadcasting Corp. for new FM at Sun City (Docs. 19087-8). Action Sept. 25.

■ Key West, Fla.—FCC, in response to petitions by Florida Keys Broadcasting Corp., licensee of WKIZ (AM)-WFYN (FM) Key West, set aside July 3 grant of application of Brannen and Brannen for new class C FM station to operate on ch. 238 (95.5 MHz) with power of 100 kw at Key West and returned application to pending status (BPH-8078). Action Sept. 26.

■ Review board in Carlisle, Pa., FM proceeding, in response to request by Cumberland Broadcasting Co., added issues to determine facts and circumstances relating to and surrounding investigation of Cumberland Broadcasting Co. by WIOO Inc., and effect of this determination on WIOO Inc.'s qualifications to be licensee. Proceeding involves applications of WIOO Inc. and Cumberland Broadcasting Co. for new FM on ch. 228 at Carlisle (Docs. 19468, 19471). Action Sept. 26.

Rulemaking actions

■ Goshen, Ind.—FCC, in rulemaking notice, proposed amendment of FM table of assignments by allocating ch. 249A as first FM assignment to Goshen and substituting ch. 221A for ch. 249A currently being used by WDOV (FM) at Dowagiac, Mich. Action was in response to petition by Kosciusko Broadcasting Corp., licensee of WKAM (AM) Goshen (RM-2044). Action Sept. 26.

■ Beaufort, S.C.—FCC, in rulemaking notice, proposed amendment of FM table of assignments by assigning ch. 285A to Beaufort as second FM channel. Action was in response to request by Sea Island Broadcasting Co., licensee of WSIB (AM) Beaufort (RM-2088). Action Sept. 26.

■ Knoxville, Tenn.—FCC proposed amendment of FM table of assignments by assignment of ch. 257A for fourth FM channel at Knoxville (RM-2086). Action was in response to unopposed petition by Morgan Broadcasting Co., licensee of WSKT (AM) Knoxville, which said that it would apply for assignment. Action Sept. 26.

Call letter applications

■ John E. Shipp Jr., Brewton, Ala.—Seeks WKNU (FM).

■ *Associated Students of St. Mary's College, Moraga, Calif.—Seeks *KSMC (FM).

■ *Board of Trustees of Husson College, Bangor, Me.—Seeks *WHSN (FM).

■ P.M. Broadcasting Co., Princeton, Minn.—Seeks WQPM (FM).

■ *Mississippi State College, Mississippi State, Miss.—Seeks *WMSB (FM).

■ *Corning Community College, Corning, N.Y.—Seeks *WCEB (FM).

■ Bethany Investment Corp., Alice, Tex.—Seeks KBIC (FM).

Call letter actions

■ Carmen D. Trevitt, Forsyth, Ga.—Granted WFNE (FM).

■ *T.L.C. Educational Corp., Columbus, Neb.—Granted *KTLX (FM).

■ *Northridge Local School District Board of Education, Dayton, Ohio—Granted *WGXM (FM).

Existing FM stations

Final actions

■ WKSJ-FM Mobile, Ala.—Broadcast Bureau granted CP to install new trans.; make change in ant. system; ERP 100 kw; ant. height 410 ft. (BPH-8451). Action Sept. 26.

■ WKLH (FM) Montgomery, Ala.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1284). Action Sept. 24.

■ *KASU (FM) Jonesboro, Ark.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 510 ft. (BLED-1144). Action Sept. 27.

■ KEZQ (FM) Little Rock, Ark.—Broadcast Bureau granted CP to install new trans.; ERP 60 kw (BPH-8574). Action Sept. 27.

■ KJOI (FM) Los Angeles—Broadcast Bureau granted CP to install new aux. ant. at main trans. location to be operated on ch. 254 (98.7 mhz) for aux. purposes only; ERP 15 kw; ant. height 1120 ft. (BPH-8567). Action Sept. 27.

■ KEBR (FM) Sacramento, Calif.—Broadcast Bureau granted CP to replace expired permit (BPH-8560). Action Sept. 24.

■ KAPX (FM) San Clemente, Calif.—Broadcast Bureau granted CP to make changes in trans.; ERP 50 kw (BPH-8576). Action Sept. 27.

■ KADZ (FM) Denver, Colo.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 175 ft. (BLH-5911). Action Sept. 27.

■ KLZ-FM Denver—Broadcast Bureau granted CP to install new trans.; new ant.; make changes in ant. system (increase height); operate with ERP 94 kw; ant. height 960 ft.; remote control from main studio at 123 Spear Boulevard, (BPH-8555). Action Sept. 20.

■ WHCN (FM) Hartford, Conn.—Broadcast Bureau granted CP to install new trans. and ant.; install DA; ERP 19 kw (hor.), 17.5 kw (ver.); ant. height 740 ft.; remote control permitted; conditions (BPH-8568). Action Sept. 26.

■ WWDC-FM Washington—Broadcast Bureau granted CP to install new trans.; change TPO, ERP 50 kw. ant. height 402 ft. (BPH-8541). Action Sept. 19.

■ WTMJ (FM) Miami—Broadcast Bureau granted CP to install new DA; make changes in ant. system (decrease height); change ERP to 100 kw H and 93 kw V; ant. height 390 ft.; remote control from main studio 2951 South Bayshore Drive, Miami; conditions (BPH-8548).

■ KBBK-FM Boise, Idaho—Broadcast Bureau granted CP to change trans. location to Deer Point Peak, 10.75 mi. northeast of Boise; operate by remote control from studio site at 9400 Fairview Avenue, Boise; install new trans.; install new ant.; make change in ant. system (decrease height); change TPO; ERP 44 kw; ant. height 2,500 ft.; condition (BPH-8444). Action Sept. 19.

■ WXRT (FM) Chicago—Broadcast Bureau granted mod. of SCA to make changes in programming; add to SCA; programming in Greek and other foreign languages may also be transmitted on 42 khz sub-channel (BMSCA-352). Action Sept. 20.

■ *WCBU (FM) Peoria, Ill.—Broadcast Bureau granted CP to change frequency to 89.9 mhz, ch. 210; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP 11 kw; ant. height 260 ft.; remote control from studio-trans. site at 1501 West Bradley Avenue, Peoria (BPED-1630). Action Sept. 19.

■ WPTH (FM) Fort Wayne, Ind.—Broadcast Bureau granted CP to operate trans. by remote control from studio site 0.6 miles west of city limits of Fort Wayne; install new trans. and ant.; make change in ant. system; change transmission line and add circular polarization; ERP 44 kw; ant. height 680 ft. (BPH-8571). Action Sept. 26.

■ WMEF (FM) Fort Wayne, Ind.—Broadcast Bureau granted mod. of license covering change of corporate name to Pathfinder Communications Corp. (BMLH-468). Action Sept. 27.

■ WNAF (FM) Indianapolis—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1283). Action Sept. 24.

■ WPER (FM) Terre Haute, Ind.—Broadcast Bureau granted CP to install new ant. make changes in ant. system (increase height); change ERP to 14 kw; change ant. height to 500 ft.; remote control at studio-trans. site. 5.5 miles north and 1.5 miles west of Terre Haute (BPH-8549). Action Sept. 20.

■ KLIK (FM) Davenport, Iowa—Broadcast Bureau granted CP to install new trans.; change TPO; change ERP to 63 kw; condition (BPH-8556). Action Sept. 20.

■ WJRS-FM Jamestown, Ky.—Broadcast Bureau granted mod. of license covering change of studio and remote control location to U.S. Route 127, 2.3 miles north of Jamestown (BMLH-469). Action Sept. 24.

■ WSVF (FM) Auburn, Mich.—FCC authorized Saginaw Valley College, licensee, to move trans. site, relocate station at Midland, Mich. and increase power to 100 kw and ant. height of 690 ft. (BPH-8216). Application was contingent upon grant of application (BALH-1784) to assign station's license to Family Life Broadcasting System, which application has been granted by staff action. Family Life proposes providing noncommercial broadcast service to Midland. Action Sept. 26.

■ *KUMR (FM) Rolla, Mo.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 480 ft. (BLED-1151). Action Sept. 24.

■ KCFM (FM) St. Louis—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; share antenna with KFUO-FM Clayton, Mo. (BPH-8542). Action Sept. 20.

■ WMGM (FM) Atlantic City, N.J.—Broadcast Bureau granted mod. of license covering change of studio location outside city limits to 15 South Shore Road, Linwood, N.J. (BMLH-470). Action Sept. 24.

■ *WAUP (FM) Akron, Ohio—Broadcast Bureau granted CP to install new trans.; new ant.; make changes in ant. system (increase height); change TPO; ERP 3 kw; and ant. height 115 ft.; remote

control from main studio, 320 East Buchtel, Akron (BPED-1677). Action Sept. 20.

■ *WKTL (FM) Struthers, Ohio—Broadcast Bureau granted CP to make changes in transmission line (BPED-1678). Action Sept. 20.

■ WDSC-FM Dillon, S.C.—Broadcast Bureau granted CP to install new dual polarized ant.; change ERP to 10.5 kw; and change ant. height 270 ft.; condition (BPH-8551). Action Sept. 20.

■ *WETS (FM) Johnson City, Tenn.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1285). Action Sept. 24.

■ KSL-FM Salt Lake City—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location to be operated on ch. 263 (100.3 mhz); ERP 4 kw; ant. height 3,660 ft. for aux. purposes only (BPH-8554). Action Sept. 20.

■ KALL-FM Salt Lake City—Broadcast Bureau granted mod. of SCA to make changes in programming (BMSCA-351). Action Sept. 24.

■ WFFV (FM) Front Royal, Va.—Broadcast Bureau granted license covering new ant.; trans.-studio location redesignated Route 11 South, Middletown, Va.; ERP 3.0 kw; ant. height 300 ft. (BLH-5720). Action Sept. 20.

■ WGH-FM Newport News, Va.—Broadcast Bureau granted license covering changes; ERP 74 kw; ant. height 400 ft. (BLH-5755). Action Sept. 19.

■ WLRJ (FM) Roanoke, Va.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 20 kw (BPH-8557). Action Sept. 20.

■ *WHA-FM Madison, Wis.—Broadcast Bureau granted mod. of SCA to make changes in equipment and programming and change sub-carrier frequency from 67 khz to 26 khz (BMSCA-341). Action Sept. 24.

■ WEZW (FM) Wauwatosa, Wis.—Broadcast Bureau granted CP to install new alt. main trans. (BPH-8570). Action Sept. 26.

Call letter applications

■ WOCN-FM Miami Beach—Seeks WINZ-FM.

■ KTIB-FM Thibodaux, La.—Seeks KXOR (FM).

■ KCRF-FM Winnsboro, La.—Seeks KMAR-FM.

■ WPET-FM Greensboro, N.C.—Seeks WRQK (FM).

■ KPAM-FM Portland, Ore.—Seeks KLSC-FM.

■ WEPM-FM Martinsburg, W. Va.—Seeks WESM (FM).

Call letter actions

■ KLCN-FM Blytheville, Ark.—Granted KHLS (FM).

■ WNOW-FM York, Pa.—Granted WQXA (FM).

■ WLRJ (FM) Roanoke, Va.—Granted WLRG (FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following translators: K08FR Aztec, K10CG Aztec and Cedar Hill and K11KQ Dixon, all New Mexico; K13AR Cut Bank and rural area north of Cut Bank, Mont.; K07EL and K09EM both LaVeta and rural area, Colo.; K13IK Terry, Mont.; K06GL Des Moines and Grande, K02EH Ute Park and K02EY Zuni, all New Mexico. Action Sept. 26.

■ Broadcast Bureau granted renewal of licenses to following stations, co-pending auxs., and SCA's when appropriate: WAEZ (FM) and WAKR (AM) both Akron, Ohio; WANK (FM) Coldwater and WCCW-AM-FM Traverse City, both Michigan; WCHI (AM) Chillicothe, Ohio; WCSR (AM) Hillsdale, Michigan; WDLR (AM) Delaware, WHIZ-AM-FM Zanesville, and WHK (AM) Cleveland, all Ohio; WJLB (AM) and WLDM (FM) both Detroit and WLKM (AM) Three Rivers, both Michigan; WMMS (FM) Cleveland, and WMPL-AM-FM Hancock, Mich. Action Sept. 27.

■ Broadcast Bureau granted renewal of licenses to following stations, co-pending auxs., and SCA's when appropriate: WMUK (FM) Kalamazoo, Mich.; WMPO (AM) Middleport-Pomeroy and WMVR-AM-FM Sidney, both Ohio; WMZK (FM) Detroit; WNIO (AM) Niles, WOGM (FM) Bellefontaine, WOXR (FM) Oxford, WPAY-AM-FM Portsmouth, WBBF (FM) and WBBF (AM), both Middletown and WPKO (AM) Waverly, all Ohio; WSHN-AM-FM Fremont, Mich.; WSOM-AM-FM Salem, Ohio; WTIQ (AM) Manistiquette, Mich.; WTOO (AM) Bellefontaine and WTTQ (AM) Toledo, both Ohio; WTVB (AM) Coldwater, Mich.; *WGUC (FM) Cincinnati, *WUJC (FM) University Heights, *WUSO (FM) Springfield and WKBF-TV Cleveland, all Ohio; WXON-TV Allen Park and WDBC (AM) Escanaba, both Michigan. Action Sept. 27.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending auxs., and SCA's when appropriate: KFCB (AM) Redfield, S.D.; WCMB (AM) Harrisburg, Pa.; WDRB-TV Louisville,

Professional Cards

JANSKY & BAILEY

Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member AFCEE

—Established 1926—

PAUL GODLEY CO. CONSULTING ENGINEERS

Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCEE

EDWARD F. LORENTZ & ASSOCIATES

Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCEE

COHEN and DIPPELL, P.C. CONSULTING ENGINEERS

527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCEE

A. D. Ring & Associates CONSULTING RADIO ENGINEERS

1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCEE

GAUTNEY & JONES

CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCEE

LOHNES & CULVER Consulting Engineers

1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCEE

ROBERT E. L. KENNEDY

1302 18th St., N.W., 785-2200
WASHINGTON, D.C. 20036
Member AFCEE

A. EARL CULLUM, JR. CONSULTING ENGINEERS

INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCEE

SILLIMAN, MOFFET & KOWALSKI

711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCEE

STEEL, ANDRUS & ADAIR CONSULTING ENGINEERS

2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member AFCEE

HAMMETT & EDISON CONSULTING ENGINEERS

Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER

9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES

Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFCEE

CARL E. SMITH CONSULTING RADIO ENGINEERS

8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCEE

VIR N. JAMES CONSULTING RADIO ENGINEERS

Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCEE

E. Harold Munn, Jr., & Associates, Inc.

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER LAMB, INC.

Communications Consulting
and Engineering
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY CONSULTING RADIO ENGINEERS

9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCEE

TERRELL W. KIRKSEY

Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

Service Directory

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

COMMERCIAL RADIO MONITORING CO.

PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE

To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

Oscar Leon Cuellar Consulting Engineer

Member AFCEE
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222

Ky.; WITZ-AM-FM Jasper, Ind.; WKIC(AM)-WSGS(FM) Hazard, WLOU(AM) Louisville and WMTA(AM) Central City, all Kentucky; *WNAZ-FM Nashville and WPTN-AM-FM Cookeville, both Tennessee; WPRM-AM-FM Poplarville, Miss. and WSLV(AM) Ardmore, Tenn. Action Sept. 24.

■ Broadcast Bureau granted renewal of licenses, conditioned on outcome of pending civil antitrust action, for following stations: WKYC-TV Cleveland, WLQR(FM) Toledo, Ohio and WXYZ-AM-TV-WRIF(FM) Detroit. Action Sept. 27.

Modification of CP's, all stations

■ KDKO(AM) Littleton, Colo.—Broadcast Bureau granted mod. of CP for extension of completion date to Dec. 26 for changes (BMP-13680). Action Sept. 19.

■ WIOF(FM) Waterbury, Conn.—Broadcast Bureau granted mod. of CP to make changes in transmission line (main and aux. trans.) (BMPH-13868). Action Sept. 20.

■ WRGI(AM) Marco, Fla.—Broadcast Bureau granted mod. of CP to change ant.-trans. site to ½ mile south of Marco Junction Road, ½ mile north of Highway 92, and 2 miles west of Junction of Highway 92 and Tamiami Trail, Marco Island, Fla., and change main studio location to trans. site (BMB-13677). Action Sept. 20.

■ WONH(TV) Syracuse, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to Mar. 19, 1974 (BMPCT-7458). Action Sept. 19.

■ WHPY(AM) Clayton, N.C.—Broadcast Bureau granted mod. of CP for extension of time of completion date of new AM to March 28, 1974 (BMP-13678). Action Sept. 19.

■ W80AM Honesdale, Pa.—Broadcast Bureau granted mod. of CP for UHF translator to change type trans.; to operate via W66AC Waymart, Pa. and make changes in ant. system (BMPPT-754). Action Sept. 26.

■ WAMB(AM) Donelson, Tenn.—Broadcast Bureau granted mod. of CP for extension of completion date for changes to Jan. 27, 1974 (BMP-13679). Action Sept. 19.

■ KVTI(TV) Laredo, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to March 25, 1974 (BMPCT-7490). Action Sept. 25.

Translator actions

■ K03DQ Kasilof, Alaska—Broadcast Bureau granted license covering new VHF translator (BLTTV-3962). Action Sept. 7.

■ K08HS Koliganek, Alaska—Broadcast Bureau granted CP for new VHF translator operating on ch. 8 by rebroadcasting programs of AFTV King Salmon AFB, Alaska (BPTTV-4722). Action Sept. 24.

■ K07LC Levelock, Alaska—Broadcast Bureau granted CP for new VHF translator operating on ch. 7 by rebroadcasting programs of AFTV King Salmon AFB, Alaska (BPTTV-4720). Action Sept. 24.

■ K07LB Manokotak, Alaska—Broadcast Bureau granted CP for new VHF translator operating on ch. 7 by rebroadcasting programs of AFTV King Salmon AFB, Alaska (BPTTV-4700). Action Sept. 24.

■ K12JE New Stuyahok and Ekwo, both Alaska—Broadcast Bureau granted CP for new VHF translator operating on ch. 12 by rebroadcasting programs of AFTV King Salmon AFB, Alaska (BPTTV-4724). Action Sept. 24.

■ Waterbury, Conn.—FCC granted application by Connecticut Educational Television Corp. for CP for new 1 kw UHF translator to serve Waterbury by rebroadcasting its commonly owned stations WEDH(TV) Hartford and WEDW(TV) Bridgeport, both Connecticut, on ch. 61 (BPTT-2477). Action Sept. 26.

Other actions, all services

■ FCC corrected rules governing assignment of new and modified call signs to AM, FM, and TV broadcast stations to clarify that applicants for new or modified call signs must notify all stations within 35-mile radius, of request (Doc. 17477). Action Sept. 26.

■ Chief, Broadcast Bureau, extended from Sept. 17 to Oct. 1 time in which to file responses to petitions for reconsideration in matter of amendment of rules with respect to availability of television stations and CATV systems (Doc. 18179). Action Sept. 24.

Ownership changes

Applications

■ WARN-AM-FM Fort Pierce, Fla.—Seeks assignment of license from Fort Pierce Broadcasting Co. to Gulfstream Broadcasting Co. for \$600,000. Seller:

Drew J. T. O'Keefe, president (100%). Mr. O'Keefe owns WBCB(AM) Levittown-Fairless Hills, Pa. and also has interest in WKEN(AM) Dover, Del. Buyers: Ronald E. Crider (50%), Leonard Mercer and Leonard Stevens, (each 25%). Mr. Crider has interest in Fort Lauderdale, Fla. electronic equipment distributor. Messrs. Mercer and Stevens both have real estate, restaurant and various other business interests in Florida, Pennsylvania and New Jersey. Ann. Sept. 18.

■ WAYX-AM-FM Waycross, Ga. and WBLU(AM) Salem, Va.—Seek transfer of control from Pioneer Industries Inc. (100% before, none after) to Omnibus Group Inc. (none before, 100% after). Consideration: \$350,000 and adjustments. Principals: Harry W. Farmer (20.9%) is president and board chairman of Omnibus Group, publicly held corporation based in Atlanta. Ann. Sept. 18.

Actions

■ KBLF(AM) Red Bluff, Calif.—Broadcast Bureau granted assignment of license from North Sacramento Valley Broadcasting Co. to Concerned Communications Corp. for \$240,000. Seller: Robert F. Dennis, president (100%). Buyer: Charles A. Lawton III. Mr. Lawton has interest in Green Bay, Wis., heavy machine manufacturing firm (BAL-7944). Action Sept. 20.

■ WHFL(FM) Winter Haven, Fla.—Broadcast Bureau granted assignment of license from Recreational Broadcasting of Central Florida Inc. to Orange Broadcasting Co. for \$225,000. Sellers: Helen J. Hunting, president, et al. Buyer: Joseph Garagiola (100%). Mr. Garagiola is owner of Tellafan, licensee of WONN(AM) Lakeland, Fla. (BALH-1859). Ann. Sept. 20.

■ KHLO(AM) Hilo, Hawaii—Broadcast Bureau granted assignment of license from Kerby Scott Productions Inc. to Escanaba Broadcasting Co. for \$190,000. Seller: Kerby Scott, president and principal stockholder. Buyers: Dean W. Manley, Donald A. Curran, Michael J. Nelson and LeRoy J. Nelson (each 25%). Messrs. Manley, Curran and Nelson own WBDN(AM) Escanaba, Mich. (BAL-7933, BALRE-2551). Action Sept. 27.

■ KMAR(AM)-KCRF(FM) Winnsboro, La.—Broadcast Bureau granted assignment of license from KMAR Broadcasting Corp. to Franklin Parish Broadcasting Inc. for \$120,000. Sellers: Si Willing, president, et al. Buyers: Edward O. Fritts, president (100%). Mr. Fritts owns 54% of WNLA-AM-FM Indianola, Miss. (BAL-7892, BALH-1845). Action Sept. 27.

■ WCOC(AM) Meridian, Miss.—Broadcast Bureau granted assignment of license from Mississippi Broadcasting Co. to New South Broadcasting Corp. for \$250,000. Sale is contingent on grant of assignment of WOKK(AM) and WQIC(AM), both Meridian. Sellers: D. W. Gavin, president and general manager, et al. Buyers: Frank E. Holladay and Joseph W. Carson (each 50%). Both Messrs. Holladay and Carson own 50% of WALT(FM) Meridian as well as 26% each of WNSL-AM-FM Laurel, Miss. Mr. Holladay owns 99% of WYMI-AM-FM Biloxi, Miss. (BAL-7836). Action Sept. 26.

■ WNIO(AM) Niles, Ohio—Broadcast Bureau granted assignment of license from Niles Broadcasting Co. to P. S. Broadcasting Corp. for \$215,000. Seller: Frank J. Bevilacqua (100%). Buyers: James D. Psihoulis (50%), Howard T. Shapiro (17%), Jason H. Shapiro (17%) and Samuel Shapiro (16%). Group owns P. S. Broadcasting, licensee of WZUM(AM) Carnegie and WWIZ(FM) Mercer, both Pennsylvania (BALRE-2545). Action Sept. 27.

■ KMOD(FM) Tulsa, Okla.—Broadcast Bureau granted assignment of license from Ollie W. Gresham, receiver for Turnpike Broadcasting Corp., to San Antonio Broadcasting Inc. for \$85,000. Station has been silent since July 15, 1971. Buyers: L. Lowry Mays, et al. (100%). San Antonio Broadcasting also operates KEEZ(FM) San Antonio (BALH-1849, BASCA-577). Action Sept. 19.

■ KLIQ-FM Portland, Ore.—Broadcast Bureau granted assignment of license from Cascade Broadcasting Co. to Portland FM Inc. for \$400,000. Sellers: David M. Jack, president, et al. Buyers: McCoy Broadcasting Co. Arthur H. McCoy is 85.6% owner of McCoy Broadcasting, licensee of KHON-TV Honolulu and KYXI(AM) Oregon City, Ore. (BALH-1875, BASCA-582, BALST-202). Action Sept. 27.

■ WXCO(AM) Wausau, Wis.—FCC granted assignment of license from Radio Wausau Inc. to Seehafer and Johnson Broadcasting Corp. for \$300,000. Sellers: Radio Wausau is subsidiary of Post Corp., broadcast group owner. Buyers: Donald W. Seehafer and Robert C. Johnson (each 50%). Seehafer and Johnson Broadcasting is licensee of KRBI-AM-FM St. Peter, Minn., and WOMT(AM) Manitowoc, Wis. (BAL-7906). Action Sept. 26.

■ WWDA(AM)-WQRH(FM) (FM permittee only) Wisconsin Dells, Wis.—Broadcast Bureau granted assignment of license from Obed S. Borgen to Taylor Electric Co. for \$140,000. Seller: Mr. Borgen owns KFIL-AM-FM Preston, Minn. He also owns 49% of WJSW(AM) Maplewood, Minn. Buyer: James A. Taylor Sr. (100%). Mr. Taylor is president of Taylor Finance Co. and Record City Inc., both in Mequon, Wis. (BAL-7880, BAPH-540). Action Sept. 27.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Sept. 24 (stations listed are TV signals proposed for carriage).

■ Valley Vision Inc., 1521 South Stockton Street, Lodi, Calif. 95240 proposes for Angels Camp, Calif. (CAC-3034), to add KBHK-TV San Francisco, KGSC-TV San Jose, and KLOC-TV Modesto, all California.

■ Lodi Cable TV, 1521 South Stockton Street, Lodi, Calif. 95240 proposes for Lodi (CAC-3035) and unincorporated area of northern San Joaquin county (CAC-3036), both California, to add KMOV-TV Sacramento and KEMO-TV San Francisco, both California.

■ Multi-View Systems of Woodland Inc., 8 Kenmore Court, Orinda, Calif., proposes for Woodland, Calif. (CAC-3037), to add KQED and KEMO-TV, both San Francisco.

■ Haystack Cable Vision Inc., 510 Main Street, Winsted, Conn. 06098 proposes for Canaan (CAC-3041), Salisbury (CAC-3042), Cornwall (CAC-3043), Sharon (CAC-3044), North Canaan (CAC-3045) and Norfolk (CAC-3046), all Connecticut, WTIC-TV, WHCT-TV and WEDH, all Hartford, WTNH-TV New Haven, WHNB-TV New Britain and WATR-TV Waterbury, all Connecticut; WCBST-TV, WNEW-TV, WPIX-TV and WOR-TV, all New York, and WNET Newark, N.J.

■ Cable T.V. of Chattahoochee Inc. (CAC-3025), Appalachia Cable T.V. Inc. (CAC-3026), Florida Cable T.V. Inc. (CAC-3027), Samson Cable T.V. Co. (CAC-3028), Hartford Cable T.V. Inc. (CAC-3029), DeFuniak Springs Cable Vision Co. (CAC-3030), Slocomb Cable T.V. Inc. (CAC-3031) and Chipley Cable T.V. Inc. (CAC-3032), all Box 4216 Sarasota, Fla. 33578 propose for Chattahoochee and Blountstown, both Florida; Florida, Samson and Hartford, all Alabama; DeFuniak Springs, Fla.; Slocomb, Ala. and Chipley, Fla., to add WDTB Panama City, Fla.

■ Camino CATV Inc., 2880 West Oakland Park Boulevard, Fort Lauderdale, Fla. 33313 proposes for Boca Del Mar, Fla. (CAC-2809), to change name of applicant to Leadership Cable Systems of Palm Beach Inc. and to delete WCIX-TV Miami.

■ Ultra Com Inc., Box 507, Lansdale, Pa. 19446 proposes for Wayne township, Ohio (CAC-3033) WLWD, WHIO-TV and WKFE, all Dayton, WCET-TV Kettering, WCPO-TV, WKRC-TV and WCET, all Cincinnati, all Ohio; WXIX-TV Newport, Ky.; WOSU-TV Columbus, and WMUB-TV Oxford, both Ohio; WTTV Bloomington, Ind. and WFLD-TV Chicago.

■ Twin County Trans-Video Inc., R.D. 4, Allentown, Pa. 18103 proposes for Bushkill township, Pa. (CAC-3049). WBRE-TV Wilkes-Barre, WNEP-TV and WDAU-TV, both Scranton, WTAJ-TV, WPVI-TV, WPHL-TV, WCAU-TV and KYW-TV, all Philadelphia, all Pennsylvania; WKBS-TV Burlington, N.J.; WLVT-TV Allentown, Pa.; WNEW-TV, WOR-TV, WPIX-TV, WCBST-TV WNBC-TV and WABC-TV, all New York; WHP-TV and WTPA, both Harrisburg, WGAL-TV and WLYH-TV, both Lancaster, both Pennsylvania; WNUJ-TV Linden and WXTV Paterson, both New Jersey.

■ Cablevision of Fredericksburg Inc., Box 117, 317 Bridgewater Street, Fredericksburg, Va. 22401 proposes for Fredericksburg (CAC-2866). Spotsylvania (CAC-2867) and Stafford (CAC-2868), all Virginia, to add WNTV Goldvein, Va.

■ Universal Cablevision Inc., Box 21, Elm Grove, Wis. 53122 proposes for Greenfield (CAC-3038), South Milwaukee (CAC-3039) and St. Francis (CAC-3040), all Wisconsin, WTMJ-TV, WITI-TV, WISN-TV, WVTI-TV, WMVS and WMVT, all Milwaukee; WGN-TV, WFLD-TV, WTTW, WXXW and WCIU-TV, all Chicago.

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Lake City Cable TV, Lake City, Minn. (CAC-1406); JST CATV Co., Howardwick, Tex. (CAC-1487); Teleprompter of Newport Beach, Newport Beach, Calif. (CAC-1828); Cable TV of Cuero, Cuero, Tex. (CAC-1849); Buckeye Cablevision Inc., Maumee, Ohio (CAC-1923); Georgetown Cable TV, Georgetown, Ky. (CAC-1971); Community TCI of Ohio Inc., Middletown (CAC-1972), Fairfield (CAC-1973), Hamilton (CAC-1974) and Franklin (CAC-1975), all Ohio and Teleprompter Cable Communications Corp., Rock Island, Ill. (CAC-2547). Action Sept. 21.

Action on motion

■ Administrative Law Judge Reuben Lozner in Pendleton, Oregon (Columbia Television Co.), Cable TV proceeding, granted motion by Micro-Cable Communications Corp. and corrected name of respondent from Columbia Television Co. Inc. to Micro-Cable Communications Corp.; by separate action on request of Micro-Cable Communications rescheduled prehearing conference for Oct. 26 (Doc. 19809). Action Sept. 26.

Classified Advertising

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

RADIO

Help Wanted Management

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.

Two positions open. Program staff. Mid-Pa. Full timer program director, good man will be in five figure category. Also announcer. Both positions must have good voices, personality, and third endorsed. Write complete details including starting salary requirements to Box K-85, BROADCASTING.

Help Wanted Sales

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.

Move up now. Experienced small market salesman or sales manager ready to move into middle sized market. Many fringe benefits. A good list in an exciting company in dynamic growing Georgia. The right man should want to be sales manager and be able to bring in some more guys to follow him. Send a resume including your sales records, or just a letter, and we'll call you. But do it now. Box K-77, BROADCASTING.

Multi-media group has opening for radio sales manager in top 15 market. Excellent opportunity for advancement. Prefer small market person who is ready for advancement. Immediate opening. Box K-97, BROADCASTING.

AM station in growing medium-size market near Chicago needs an energetic advertising salesman. Ideal advancement opportunity for small-market radio salesman. Prefer individual with some radio sales experience and creative sales abilities, but will consider beginner with desire and sales aptitudes, or radio-TV major in college. Excellent benefits. Send resume including salary requirements and references to Box K-102, BROADCASTING.

Professional to handle sales. Class B, FM. Two hundred thousand market. Take over active list of accounts. Sliding commission scale up to 30 percent. Guarantee. Ideal California city. Mild climate. Three hours from coast. One hour to Sequoia National Park. Career opportunity for right man. Character must bear investigation. KONG, Visalia, CA., 209-734-5811.

Dominant MOR AM and 100-kw FM in ideal community offers excellent opportunity to experienced salesmen. Send resume, WBRD Bradenton, Fla. Call Manager, 813-922-0777.

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.

Need two eager young pro's for country fulltimer in fast growing area of N.W. Florida. \$150.00 base plus commission . . . should make \$12,000.00 first year. Opportunity for Management just around the corner. Send resume to Dan Harley, WFSH Radio, Box 308, Valparaiso, Fla. 32580.

Far better than average opportunity for good radio salesman to move up to TV. Contact Robert Palmer, WOWL-TV, Florence, Ala. 35630. Phone 205-764-7711. Robert Palmer, P.O. Box 2220, Florence, Ala.

Wanted Salesman-Announcer in that order. Good opportunity for worker. 314-586-8577 for Mgr.

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

Top money for clever, humorous, mature, morning man to make us Number 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.

Help Wanted Announcers Continued

New England: Leading adult music station would like to hear audition tapes from staff announcers interested in filling future vacancies when they occur. Good wages, stability, brand new facilities, new equipment. Equal Opportunity Employer. Box J-157, BROADCASTING.

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

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

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

Station in southeastern city of 18,000 seeks an experienced morning man with engineering ability. AM, automated FM and background music equipment. Send tape and resume. Box K-55, BROADCASTING.

Live and work in sunny San Juan, Puerto Rico. New cookin' FM stereo rock expected mid-Nov. Needs jocks. Production must, good readers. Lower pay, longer hours to start. Only strong swimmers need apply. Ole. Write Box K-104, BROADCASTING.

Experienced announcer. Tight board and creative production. Small market, variety programming. NO floater or screamers. Lee Wilkes, KANI, Box 111, Wharton, Texas 77488.

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.

News/production opening. Will train bright college grad. WATS, Box 189, Sayre, Pa. 18840.

WBBQ, Augusta, Georgia, top rated adult rocker, has an opening for a personality announcer. Excellent working conditions at a team operation. Send non-returnable tape and resume to Harley Drew, Box 1443, 30903. Minority applications encouraged.

New 70,000 watt non-commercial FM station needs two announcers for classical and easy listening pop format. Send non-returnable tape, resume, and salary requirements to Dick Ellis, Manager, WETS-FM, Box 2305, East Tennessee State University, Johnson City, Tennessee. Equal Opportunity Employer Male/Female.

Outstanding opportunity for a production minded radio-announcer seeking permanent position with one of the nation's finest WKZO Radio-TV pioneer of the Feitz R Stations. We are an equal opportunity employer with working conditions, fringe benefits, and advancement possibilities. Tops in outstanding community. Send tape, resume, and salary requirements to Lee Dershem, WKZO Radio, 590 W. Maple Street, Kalamazoo, Mich. 49001.

WOBM Toms River, N.J. needs a full time disc jockey. Call Greg Kozier, 201-269-0927. Equal Opportunity Employer.

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

Progressive group seeking Rock-Country jocks for Top 50 market full-timer. If you're good we offer a good future. Send all information with tape to Country. Box 517, Blue Ridge Summit, PA. 17214.

Milwaukee studio available for recording auditions, etc. Hourly rate. Operate controls yourself and save. 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.

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

Chief Engineer for Directional 5000 watt AM station and automated FM station. Immediate opening. Start salary \$11-12,000. Three weeks vacation. Hospitalization. Six day week. Box K-65, BROADCASTING.

Chief Engineer for southeastern, Michigan station needed for studio, transmitter operation and maintenance. Challenging opportunity with growing company. All replies kept in strictest confidence. Send resume to Box K-94, BROADCASTING.

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

Engineer/announcer—Central Fla. Daytimer MOR station needs a professional engineer who can handle a short air shift, permanent and reliable only. WJCM, Sebring, Fla.

Assistant chief engineer for 24 hour AM-FM operation. Strong on automation. Send resume and salary requirements to: WLKY Radio, Attention: W. A. Cooper, P.O. Box 10,000, St. Petersburg, Florida 33733.

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

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

Wanted, good on maintenance. Does not have to have a ticket. Good salary. Call 606-886-2050. Make it personal for D. C. Stephen, owner.

Engineer with experience in installation, maintenance and operation of broadcast studio equipment, AM transmitters, directional antenna phasing equipment, FM transmitters (stereo), microwave relays, remote control and telemetering and monitoring equipment. Must be capable of thorough and accurate work in planning and installing facilities from microphone to antenna, and in supervising technicians in implementing his plans in an accurate and professional manner. Must have a thorough theoretical background plus comprehension of digital technology. List training, experience, and business and professional references in application, and send replies to P.O. Box 1986, Pittsburgh, Pa., 15230. An Equal Opportunity Employer.

Help Wanted News

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.

News Director for aggressive adult contemporary in beautiful Wisconsin medium market. Experience, guts, brains, and at least some college desirable. Start late this year at a minimum of \$125 per week plus benefits . . . and responsibility for news and public affairs at our station. Send resume with references, tape, and photo to: Box K-87, BROADCASTING.

Help wanted: Radio News. Newsman/Play by Play. Excellent opportunities. Car furnished. Contact Bill Finch, 303-632-3536, KVOR, Colorado Springs, immediately.

1st Phone Newsman. Organize, report local news 6 p.m.—1 a.m. Start \$145. Contact Ed K. Smith, WCMB, Box 3433, Harrisburg, Pa. 17105.

Help Wanted, Programming, Production Others Continued

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.

Help Wanted Production, Programing and Others Continued

Copywriter with decent knowledge of progressive radio and production. Metro NYC area, FM-AM, some air background helpful. Send complete resume and tape. Box K-82, BROADCASTING.

New 70,000 watt non-commercial FM station needs Program/Production Director and Traffic Director/Copy Writer. Send resume, nonreturnable tape (if applying for P.D.), and salary requirements to Dick Ellis, Manager, WETS-FM, Box 2305, East Tennessee State University, Johnson City, Tennessee. Equal Opportunity Employer, Male/Female.

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.

Production chief for medium market station. Must be able to write, voice, and produce. If you're creative and detail oriented, you'll find excellent growth opportunity E.O.E. Send Tape, Copy, Resume, Available Date to Manager, Monarch Broadcasting, Box 2090, Casper, WY 82601.

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.

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.

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

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

Seasoned professional, programmer, News Director, Interviewer desires small market management or unique approach to modern communication where those above 35 are considered. Box K-78, BROADCASTING.

30 year old radio executive seeks final move into management. 10 years experience all facets. Currently top-notch salesman in 100,000 market. Seeking GM position in community good for raising my family. Box K-88, BROADCASTING.

Northern Illinois/Indiana: PD, CE, OM, Consulting Engineer seeking management with AM/FM, the AM of, or the FM of your AM/FM operation. College. First phone. Put in the harness and next year I'll fly you to the NAB convention in a Cessna! Inexpensive. Box K-90, BROADCASTING.

Selling General Manager. Aggressive self-generating. Will motivate staff. Financially stable. Excellent track record. Will consider sizeable investment. Box K-98, BROADCASTING.

Very Successful General Sales Manager looking for the right spot for self and family. 12 year local and national sales experience in Top Eastern Market. Built reputation on Honesty and Hard work. Currently in corp. mgt. Box K-105, BROADCASTING.

Available now . . . 27 years of broadcasting. Includes license renewals, building new stations, rebuilding dogs, excellent billing record, agencies, knowledge of all formats. Prefer medium or small market in South. Can make money for both of us. Honest, dependable. Call 717-253-4524.

Money. Want more money for your station? I want to manage small FM or AM-FM. Money making ideas. Proven. Send inquiries to 800-18 Box 14011, Dayton, Ohio 45414.

Situations Wanted Sales

Sales manager available. Young, confident, and hard-working. Ready with ideas, imagination, and outstanding track record. Box K-81, BROADCASTING.

Four year air pro seeks sales + dj combination. 1st phone. Can't 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.

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

Do you need a versatile personality? I offer a bright, clean, interesting jock show, also one of Chicago's best interviewers with a good track record, strong production capabilities and a constant 200% output for your station. Let me get involved with your audience. Markets 1-50 only. Write Box J-230, BROADCASTING.

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

Will the real medium market please stand up and answer this ad? Looking for full time solid station, top 40 or MOR. Three years experience and first ticket. (You name it, I've done it.) Currently working west coast. Will consider all. Box K-67, BROADCASTING.

Tight, Top 40 announcer/DJ with first phone and excellent references. Four years experience in medium-major markets. A.A. degree. Hope to relocate near a good surfing beach, but will consider anywhere. Box K-71, BROADCASTING.

I'm talented enough to do play-by-play and the morning-evening sports for a major college or pro station. I just need the chance. Write Box K-75, BROADCASTING.

First class rock jock wants to make your graveyard shift come alive. Box K-91, BROADCASTING.

Political Science degree, minor in journalism (including broadcast journalism), 1st phone, broadcast school grad, want news but will try anything, need start, will relocate anywhere. Box K-107, 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.

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 Sylvia Avenue, Sylvania, Ohio, 419-882-1344.

Public notice: Air personality desires return to radio after a years absence. Touch that dial 512-GR 2-6124, Ext. 316.

Experienced Announcer/with first class license. Seeking permanent position. Experienced in automation, good production news, and music balance. Willing to relocate. Call 213-933-7983 or write George Woods, 1117 S. Cochran #2, Los Angeles, Calif.

D. J. announcer, needs start. Good news, commercials; can follow directions. Interested in Florida area. Phone Miss McIntyre, 212-291-4473 or 978-8280.

Network announcer-narrator available to augment your staff with recorded commercials, breaks, promos. Vast experience in television, radio, films. Headquarters Chicago. Currently seen and heard on national spots. Straight, mature, sincere communication. No gimmicks or characters. Let's discuss possibilities. 414-694-3769.

Mature Columbia School of Broadcasting grad, with theater experience seeks beginning position. Married, family, available now. Rodney Stenborg, 11335 San Jose, Detroit, Mich. 48239. 313-937-0436.

Top 40 announcer and family looking for a home. Three years experience in Top 40 ratings. Will move anywhere. Contact Gene Michaels in PA. 1-717-697-0735 between 2 a.m. and 1 p.m. Available now.

First phone, beginner, recent REI graduate. Looking for work on the East coast. Contact Sheri Short at 10840 Lithopolis Road, N.W., Canal Winchester, Ohio 43110 or call 614-837-4279.

Capable, caring, clever, contemporary, communicator. Call Pat O'Brien, 313-278-6681.

1st beginner. Married. Midwest or mountains. Progressive Rock or MOR. Clifford, 336 Grant #405, Denver, Colo. 80203.

1st phone combo man. Don Martin grad, good news, commercials, go anywhere. Resume and tape. John Gardner, 460 W. Doran #308, Glendale, Calif. 91203. 213-244-8912.

Experienced first phone announcer. Sales oriented. Conscientious dependable, professional sound. Bill Hannen, Prior Lake, Minnesota 55372. 612-447-2835.

Situations Wanted Announcers Continued

Wanted yesterday: Challenging position in midwest, medium market, top 40—easy listening radio station. Seeker: energetic, industrious announcer, 3 years combo experience, 3rd class license, 1st class talent. Call 217-446-7591 before 10:30 a.m.

Available now. Announcer first phone combo man. Four years experience. 31, married, looking for MOR-contemporary medium market. Western states. If interested, contact Dale Elliott, 213-330-7960.

Situations Wanted Technical

Engineer, experienced as chief 5 kw, DA 1 & 2. FM Stereo. Mature. On East Coast. Prefer Southeast. Box K-93, BROADCASTING.

Nineteen years experience, radio chief, AM-DA, FM, TV, Charles Simpson, 3407 W. 65th St., Cleveland, Ohio 44102. 216-961-7771.

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.

Wanted: a professional news and/or sports organization, medium-major market. 8 years, all phases. Last 3 ND. First phone. Box K-62, BROADCASTING.

Award winning, experienced journalist seeks news director-anchor. Box K-66, BROADCASTING.

News Director seeks move to medium or large market. B.A. telecommunications and journalism. Experienced hard worker—host of daily talk show. Looking for a job with a future. Box K-69, BROADCASTING.

Health correspondent, D.C.-based, seeks outlets for twice weekly audio feed (1-min) and twice-monthly feature audio (3-min). Experienced health care and law. Box K-83, BROADCASTING.

Newsman: seeks relocation to larger Midwestern market. 8 yrs. experience. BA Political Science. Excellent voice, delivery, writing ability. Married. Box K-89, BROADCASTING.

I live news! 5 years experience. Seek permanent news director position. Actualities are essential. Many awards. All upper midwest markets considered. Top-notch references. 850/month minimum. Box K-101, BROADCASTING.

Looking for position as second or third newsman in larger market. Presently, News Director at small station. One year experience, and BA degree. Box K-108, BROADCASTING.

News professional. McLendon trained, seeking major-medium market position. 1st phone, 15 years experience, will relocate. Charles Beach, 4020 Holland #212, Dallas, Texas. 214-521-7877.

Experienced—Major market black newsman seeks advancement. Degree! Ambitious, go-get-er and team man! 713-473-2261 or 713-747-0759. Write: 3443 Ozark, Houston, Texas.

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.

When you finally become disgusted with "gimmick" Radio, resulting in diminished advertiser acceptance and low bank balance, let me help you with "positive programming." Box J-198, BROADCASTING.

Dynamite program director—rock, adult contemporary, or country. Box J-213, BROADCASTING.

Mature broadcaster seeks new challenge in MOR radio . . . first phone . . . over 5 years experience . . . good audience response . . . excellent references . . . stable . . . eager to learn more programming . . . currently employed. . . 29 . . . single. Box K-84, BROADCASTING.

Available today. Experienced, reliable,, first ticket PD/morning man, good voice, currently working N.E.—willing to relocate anywhere in USA. Prefer medium market. Unafraid of long hours. Good production, copy, news. Prefer P.D./morning slot. Can travel for personal interview immediately. State salary, first letter. Box K-86, BROADCASTING.

Situations Wanted Programing, Production and Others Continued

Former ABC-FM Program Director now available. Excellent program management, analysis, format development and on-air work in progressive rock. Bruce A. Breeding, 713-522-3151.

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.

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.

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, BROADCASTING.

Sales Manager. Challenging ground floor opportunity with UHF station in small but prosperous New England market. Energetic, flexible, personable person sought. Good pay, liberal fringes. Box K-68, BROADCASTING.

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.

Far better than average opportunity for good radio salesman to move up to TV. Contact Robert Palmer WOWL-TV, Florence, AL 35630. Phone: 205-764-7711.

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

Assistant Chief for NBC TV-AM affiliate. Must have several years Ampex VTR, color experience. Send resume to Box K-35, BROADCASTING.

TV Maintenance Engineer: Kaiser Broadcasting Company requires technician experienced in maintaining latest RCA UHF Transmitter and studio equipment. 1st Class FCC license required. Equal opportunity employer, M/F. Call or write E. H. Herlihy, WKBG-TV, 75 Morrissey Blvd., Boston, MA 02126. 617-288-3200.

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.

Engineer . . . Civil Service Position . . . State of Illinois. Must be capable of full and sole responsibility for the maintenance and operation of both QUAD and CCTV video tape equipment. Send resume including references and salary requirements to: John Szymanski, Illinois Dept. of Personnel, Room 503, State Office Building, Springfield, Ill. 62706. Equal Opportunity Employer m/f.

1st Class TV Engineer for progressive small market network station. No experience required, will train right man. Contact Chief Engineer, 606-255-4404. An Equal Opportunity Employer.

TV studio supervisor. \$891-\$1075 per month. Position requires contemporary technical skill in installation, operation, and maintenance of broadcast electronic equipment, particularly RCA television cameras. First Class FCC license and six years of technical training and responsible work experience are mandatory. Apply Office of Staff Personnel, Room 134, French Administration Building, Washington State University, Pullman, WA 99163. Telephone 509-335-4521. An Equal Opportunity Employer.

Help Wanted News

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.

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.

Young newscaster—Public TV—D.C.—low pay, long hours—network exposure—foreign assignments—research a must. Resume Box K-74, BROADCASTING.

Contemporary News Team in one of the nation's most interesting medium markets is expanding the TV news staff. We are looking for male and female reporters and photographers who are professional broadcast journalists, who have the youthful drive of 25, and who have the mature judgement of 65. Applicants must be professionals, or people who are determined to be. Submit resume, photograph, writing samples, and VTR or SOF first letter. Box K-76, BROADCASTING.

Midwest CBS affiliate has immediate need for professional, pleasant appearing meteorologist. AMS seal required (now or in near future). Moving expenses paid. Write Box K-100, BROADCASTING.

Experienced News Photographer with journalism training or comparable experience for WCKT-TV, Miami, Equal Opportunity Employer. Call Roger Doucha—305-751-6692.

Editorial Director. WSFA-TV, one of the South's most respected news stations, is seeking a full-time Editorial Director to research, write and air daily editorials. Send resume and video tape to Charles Caton, News Director, WSFA-TV, 10 East Delano Avenue, Montgomery, Alabama, 36105. Equal Opportunity Employer.

Experienced person, general assignment reporter. Knowledge of news film helpful, but not necessary. Must be intelligent, and have on-air experience. Send resume, picture, and/or video tape to: News Director, Wisconsin TV Network, Box 100, Madison, Wisconsin 53701.

Help Wanted Programing, Production, Others

Artist needed. 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, Florida, 32807.

Film/Photo specialist position available through June 30, 1974. Requires strong 16mm filming and editing skills, plus knowledge of still photo including darkroom operation. Work with instructional media team in development of Instructional TV programs. Salary approximately \$600-\$700 per month, depending on experience. Send credentials to Associate Director, Educational Communications, University of Wisconsin-Green Bay, Green Bay, Wisconsin 54302. UWGB is an equal opportunity employer.

Situation Wanted Management

Looking for top executive to be assistant to your President or General Manager? Have 10 years New York City experience in communications. Strong corporate administration, sales and promotion. Seeking challenging organization with opportunity to advance. Currently head of Television and Children's Programs for film company. Call Craig Oscarson: 212-753-7100.

Situation Wanted Sales

Experienced television salesman. Young, aggressive, and confident. Seeks bigger challenges with higher rewards. Welcomes responsibility. Proven sales record. Box K-80, BROADCASTING.

Situations Wanted Announcers

Black radio announcer with five years experience seeks position with TV-radio combination. Available in December. Third endorsed. . . . Carl M. Adams, Harmony House Apts., Pownal, Vermont 05261.

Situations Wanted Technical

Control room/camera operator available immediately. First phone. Master's degree. Strong on audio. N.Y., N.J., Conn., or Mass. Box K-60, BROADCASTING.

Small Market Chief with eleven years television experience, seeks maintenance position, North Central or upper Midwest area Box K-64, BROADCASTING.

Situations Wanted Technical Continued

Wanted chief engineer or assistant chief engineer position in broadcasting. 14 years experience in all phases of TV, AM, FM. Box K-96, BROADCASTING.

Situations Wanted News

Producer/director seeks a new challenge in a new home. Three years network experience. Heavy news and sports background. Ambitious, single, willing to travel. Looking for a future, not a figure. Box J-109, BROADCASTING.

Television Newsmen seeks news position. Know writing, filming editing, processing. Experienced in field reporting/co-anchoring. Hold bachelor degree. Box K-45, BROADCASTING.

Top 20 Market reporter. With one of nation's premiere departments. Inquisitive, innovative, strong production knowledge. Some anchor experience. Seeks aggressive department. Consider smaller market offering executive opportunities. Box K-58, BROADCASTING.

Happy talker and qualified journalist in one package. Anchorman/reporter with experience in all phases of television news. Box K-59, BROADCASTING.

Radio News Director, TV stringer wants full time TV News. BA Telecommunications and film. News Director school ETV. Hard worker seeking the right opportunity. Box K-70, BROADCASTING.

News-Sports Director, Anchor NBC Cable. Desires Sports, News anchor or reporter—medium-large market. BA, 24. Call collect 213-984-0906, Andy.

Situations Wanted Programing, Production, Others

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.

Creative, energetic director seven years experience in all phases of television production seeks challenge of larger market. Box K-13, BROADCASTING.

Asst. Director/Floorman in Boston market for 2 years. Would like to relocate to outlet with heavy production output and advancement possibilities. Young, single and capable. Box K-61, BROADCASTING.

High literary quality writer, MFA, nine years experience. Production Director two years. Commercial, voice-over, film and stage scripts. Not a production man who claims creative strength. A creative man who has production strength. Box K-95, BROADCASTING.

Photographer—Several years experience, major market news and special films for television. Looking for opportunity with station or TV related company committed to quality product. Received awards in News, Documentary, and Commercial films. Ability to accomplish under tough circumstances. Tape and References. Box K-106, BROADCASTING.

May College graduate desires immediate employment. Experience in commercial and Cable TV (2 years) and audio production (TV, radio, recording). Single, will relocate. Contact: Jess Heimlich, 15 Baker Lane, New York City, N.Y. 10956. 914-634-9007.

Experienced, mature director in Top Ten market wants Producer-Director position. Top references from fine, major broadcasting firm. Seven years experience. 301-460-1108.

WANTED TO BUY EQUIPMENT

Need used FM transmitter 3-7 kw, must be good condition. Also, 380 to 420 foot guyed tower. Box K-79, BROADCASTING.

Wanted: Ampex VR-1200 Video Tape recorder. Call 408-298-6676. Engineering KGSC-TV, San Jose, CA.

FOR SALE EQUIPMENT

RCA TT5-A transmitter, channel 2 thru 6, air cooled modification, excellent condition. Box J-86, BROADCASTING.

G.E. Model BC-31B and BC-31T consoles. Both new!! Box K-26, BROADCASTING.

Film processor, Houston-Fearless, s8-16 mm Ektachrome. Good condition, three years old. Full parts inventory. \$3,000 plus shipping. KHON-TV, 1170 Aushi Street, Honolulu, Hawaii 96814.

For Sale Equipment Continued

Tower, self supporting, 300 ft. dismantled, on ground, excellent condition, ready to move, \$3500.00. Dick Hardin, WBUD, Trenton, N.J.

RCA TT10AL Transmitters with Sideband Filters and Input Equipment. Excellent working condition . . . \$18,000 each. WHDM-Boston, 617-288-5000.

Marti & Sparta new/resale equipment. Remote pickup/STL/Remote Control. Consoles, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

Programming changes dictate we sell our prized Gates stereo all cartridge automation. Six carousels, four criterion playbacks, automatic logging, IGM time announce (mono), all racks, manuals, much more. Extremely versatile, well maintained system, well suited to fast-paced format. Cost \$40,000+. New. \$20,000. Contact Craig Erickson, WJTO, 207-443-5542.

IGM 510-4 stereo automation system. Random access carousel, time announcer, automatic program logger, etc. Removed from service for simulcast operation. Cost new \$22,000.00, asking \$11,000.00. Call Greg Happel collect after noon. 502-351-3121.

IVC 960C and Ampex 7900-16 Broadcast VTRs surplus to engineering needs. Top condition. Available optionally with Delta 44 TBC and Delta 7 VELCOR. Call for bargain pricing—Television Microtime—Ken Kelley, 203-242-0761.

RCA TR-4 High Band Color VTR with Electronic Editor—Spare Head—Low Hours. Contact R. Hippler, General Television Network—313-548-2500.

Approximately 150 feet of used Andrews—3-inch Co-Ax. Sales price \$5.00 per foot. Ortiz-K-BER Square, San Antonio, Texas, 512-648-1150.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

Delta 7 VELCOR HSC rids quads of ugly blemishes caused by velocity error. Standalone, economical. Ask for brochure—Television Microtime, 1280 Blue Hills, Bloomfield, Ct. 06002, 203-242-0761.

Replacement attenuators. We supply equivalent controls for most broadcast consoles. Contact Mike Sutton 919-934-3135. Shelco, Inc. P.O. Box 1089, Smithfield, N.C. 27577.

RCA type BTA 250, 1490 KHZ. Transmitter with extra tubes and crystal. Make offer to: D. L. Craddock, Box 630, Eden, N.C. 27288, tel. 919-627-7403.

COMEDY MATERIAL

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, Calif. 93705.

Revelation XXIII is it! 1,200 complete pieces of wit and wisdom under one cover for \$2. E. F. Brennan, Box 5116, Milwaukee, Wisconsin 53204.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in New Orleans***, 2940 Canal.

Elkins in Oklahoma City, 501 N.E. 27th St.

Elkins in San Antonio**, 503 S. Main.

Instruction Continued

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Retiring. Final class Oct. 3, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed re-sultal OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 11750 Chatterdale Rd., Cincinnati, Ohio 45246. 513-771-8580.

No: tuition, rent. Memorize, study—Command's "1973 Tests-Answers" for FCC first class license. —plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967)

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin July 16, August 27, October 1, November 12. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 809 Caroline St., Fredericksburg, Va. 22401; phone: 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, Calif. 91606. 213-980-5212.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, IL 60634. 312-286-0210.

Enrollment applications now being considered for courses in Broadcasting-Radio Licensing and Communications Engineering. State Technical Institute, 3443 North Central Ave., Chicago, IL 60634. 312-286-0210.

San Francisco. FCC license, 6 weeks, November 5. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell, 94102. 415-392-0194.

MISCELLANEOUS

Attention, quality reps—Strong FM station in Northern California market seeks to change rep. Box 2755, Santa Rosa, Calif. 95405.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Nostalgia Program Specialists. Comedy—Bands—Singers—Groups. Hayden Huddleston Productions, 305 Shenandoah Building, Roanoke, Virginia 24011. Telephone (703) 342-2170.

"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.

TV newsclips, free to qualified stations. Apply: World-wide News, 395 Main Street, Metuchen, N.J. 08840.

Sales, Programming, Promotion. I can help you straighten them out, or beef them up. 26 years of experience can work for you. Lew Lewis, Consultant to Management, 1266 Beech St., Fairborn, Ohio 45324. Ph. 513-879-0319.

RESPONSE OVERWHELMING

"You might be interested to know that our recent ad for a Sports Director, which ran one week in your publication, generated 263 applicants. We have filled the position and have a choice of a number of excellent broadcasters."

Don N. Nelson
Vice President and General Manager
WIRE Radio
You Belong In BROADCASTING!!

RADIO

Help Wanted Management

Vice President/General Manager

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.

Help Wanted Sales

If you can make ten calls in a ten hour day . . . want a high 5-figure income in a major market for a #1 group owned station . . . then you *might* be a salesman! So . . . SELL ME!

Box K-72, BROADCASTING

Help Wanted Announcers

DRIVE TIME PERSONALITY

Country/Pop music leader in top ten market is looking for a pro. Send tape, letter and resume to

Box K-4, BROADCASTING

MIDWEST TALK

We're looking for a talker, preferably with news and programming background, who has the ability and courage to opine. Tape, resume, picture and salary expectations to:

K-103, Broadcasting

DJ

KYA needs an all-night jock who can really cook. Format is contemporary. Seldom an opening for the on-air staff at KYA, but it's happened. Station needs a big voiced, energetic, imaginative person who can stick to the format and be creative. Must have 3 years of successful experience in a large or medium sized market.

Company offers good starting salary, commensurate with background experience and attractive fringe benefit program. Rush tapes and resume to:

Vice President General Manager KYA
1 Nob Hill Circle
San Francisco, California 94108

MECHANICAL DESIGN ENGINEER

Immediate opening with the manufacturer of SPOTMASTER cartridge tape equipment. Responsibilities include design of tape drive mechanisms and electronic packaging. Requires BSME, electro-mechanical design experience, and familiarity with magnetic tape drive techniques. Good salary and benefits. Send resume to Broadcast Electronics, 8810 Brookville Rd., Silver Spring, Md. 20910.

Help Wanted Technical

FIELD SERVICE ENGINEERS

Tape Recorders

Ampex has immediate openings for qualified field service engineers to work in the Northeastern region of the United States with headquarters in Boston. Experience in servicing broadcast or closed circuit quality VTR's and television cameras is required. Ampex equipment knowledge is desirable—will provide training. Excellent fringe benefits and company car included.

BROADCAST SALES ENGINEER

Immediate opening for a broadcast sales engineer with 5-7 years proven experience in the broadcast equipment sales field. Knowledge of tape recorders, video tape equipment and TV broadcasting maintenance and operation desirable.

For immediate consideration for either of these positions, please send resume complete with salary history to Al Slater, 75 Commerce Way, Hackensack, N.J. 07601.

DISTRIBUTOR SALES

Audio & Industrial Video Products

We are seeking a proven sales professional to handle our distributor sales in the Chicago area. To qualify for this position, you should have 3-5 years experience selling to distributors and secondary distributors. Background in closed circuit TV preferred.

For immediate consideration for this position, please send resume in confidence including salary history to Leonard Hase, 2201 Estes Avenue, Elk Grove Village, Ill. 60007.

AMPEX

An Equal Opportunity Employer M/F

Help Wanted News

TOP 10 50KW NEEDS SPORTS-TALK PERSONALITY, TWO-WAY TALK PERSONALITY AND NEWS PERSONALITY

If you are young, alive and talented, we want to hear you. You've got to think good and sound good . . . real good. If you do, we've got something super to talk about. Rush tapes to:

Box K-109, BROADCASTING

APPLICANTS FROM ALL RACES
DESIRED M/F.

Help Wanted Programing Production Others

PROGRAM DIRECTOR

KYA is in immediate need of a Program Director. Applicants must have current and past record of successfully programming a contemporary station in a highly competitive large or medium sized market. Applicants must know programming, music, continual on-air promotion, administration of union contracts and corporate and internal administration. Position requires an ability to lead and inspire a staff of DJ's.

Company offers a good starting salary, commensurate with background experience and an attractive fringe benefit program. Please send resume in confidence to:

Vice President General Manager
KYA
1 Nob Hill Circle
San Francisco, California 94108

Situation Wanted Management

Major market manager (age 34) with 20 years experience and knowledge in all phases (management, sales, programming, production, promotion, announcing, automation, motivation, rules and regs.). Presently employed. seeks new challenge where creativity and initiative are essential and encouraged. University grad. Call 414-425-6034.

Situation Wanted News

WEATHER FORECASTER

Top 5 Market credentials with Happy Talk but as dedicated and authoritative as any AMS sealholder.

Box K-110, 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.

Box K-37, BROADCASTING

I AM SEEKING a position with a top-rate (not necessarily large) operation. Currently Assistant P.D. in medium NE market. Duties have included programming, production, writing, announcing, engineering, etc. 24—B.S. in Communications. Especially interested in programming, personnel, management, country, prog. rock, and good-honest business. Reply to

Box K-63, BROADCASTING

Situations Wanted Programing, Production, Others Continued

MODERN COUNTRY PROGRAM DIRECTOR

Respected name in industry for 15 years in major market desires change. Top references and contacts. All markets considered but your facility must be good. All replies held in strictest confidence.

Box K-73, Broadcasting

TELEVISION

Help Wanted Sales

Regional Sales Managers Television Field Engineers

Join a small but rapidly growing new company in television signal processing. Our current line includes standalone time base and velocity correctors for Quad and helical VTR's. Development underway on other advance video time control products for commercial and military markets. We are expanding our field sales force with several additional Regional Managers and Field Engineers. Sales Managers must have Bachelors or equivalent and 5 to 10 years television experience including several years of successful field sales. Field engineers must have video engineering experience and hands on experience with Quad and helical VTR's. Locations out of Bloomfield, Conn. headquarters and Midwest and West Coast offices. Compensation open and dependent on qualifications. Liberal benefits package. Career opportunities for qualified and aggressive person willing to assume independent responsibilities. Send resume to: Ms. J. Juttner

TELEVISION MICROTINE, INC.
a subsidiary of
Andersen Laboratories, Inc.
1280 Blue Hills Avenue
Bloomfield, Conn. 06002

Situation Wanted News

9/73 TV News Director letter of recommendation: "Aggressive, energetic, independent-minded news hawk"—Personnel cutback but determined to continue in TV News—Govt. background—Always warm community response—"Dan"—315-472-2819 collect or

Box K-92, BROADCASTING.



Miscellaneous

NEED A CHANGE

Jocks, newsmen, all air people. Tapes, resumes, salary desired.

Broadcast Media Personnel Inc.
Box 22267 Dallas, Texas
214-337-3215 75222

Miscellaneous—Continued

**National
Radio
Research**

SPECIALIZING IN HONEST
RADIO AUDIENCE MEASUREMENTS
AT SENSIBLE PRICES. (FROM \$269)

8585 N. Stemmons Fwy.
Suite 922
DALLAS, TEXAS 75247
(214) 630-2521 (collect)

**BROADCAST RECORDING
STUDIOS—FOR RENT**

MIDTOWN NEW YORK

Will share 2 fully equipped studios and
offices. Ideal for all your radio production
and duplication. Reasonable terms.

MCA STUDIOS—212-279-6850

Wanted To Buy Stations

WANTED TO BUY AM OR FM STATION
IN MEMPHIS OR ST. LOUIS.
CALL OR WRITE JOHNNY SHIELDS,
KGMR, P.O. BOX 311, JACKSON-
VILLE, ARK. 72076, AREA CODE 501-
982-5551.

For Sale Stations

West Coast

AM FM \$210,000
AM \$250,000
AM \$225,000
AM \$195,000

Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-544-1310

BUYERS

Sorry, we can't put you on our mailing
list. We don't have one. We don't sell prop-
erties with failing lists, so you are not "just
another name" when you are served by the
nation's fastest-growing media brokerage firm.
For the personal attention your interest de-
serves, contact us to review your individual
needs. (This is where the action is!)

In NEW ENGLAND we have several fine
radio properties currently available—AM,
FM, or combinations. Market sizes range
from small to major with prices from \$170,-
000. Please let us know your specific re-
quirements.



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmhurst, New York 14902
(P.O. Box 948) • (607) 733-7138

FULL TIME FM . . . FULL POWER REGIONAL FREQUENCY UPPER MID WEST.

BOX K-56, BROADCASTING

FOR SALE

DAYTIME AM—FULLTIME FM
STATION IN MEDIUM
MARKET PENNA.

NO BROKERS.
BOX K-99, BROADCASTING

For Sale Stations—Continued

M.W.	small	FM	\$168M	terms	Texas	small	FM	\$185M	cash
East	medium	Fulltime	\$240M	nego	Florida	FM	Power	\$375M	terms
South	major	Fulltime	\$2MM	nego	N.Y.	metro	AM/FM	\$1,500M	terms



CHAPMAN ASSOCIATES®

business brokerage service

Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

We have several interesting major
market FM's listed . . . all class B's.

La Rue Media Brokers, Inc.

116 Central Park South
New York, New York 10019
(212) 265-3430

SOVRAN
ASSOCIATES, INC.

BROKERS & CONSULTANTS

SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
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 en-
closed, where the ad should be placed. No make goods
will be run if all information is not included.

The Publisher is not responsible for errors in printing
due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's
issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed
to Box Number, c/o BROADCASTING, 1735 DeSales
St., N.W., Washington, D.C. 20036.

Applicants: If audio tapes or films are submitted,
please send \$1.00 to BROADCASTING for each pack-
age to cover handling charge. If VTR's are submitted
send \$5.00 to cover handling and forwarding. All VTR's
forwarded by Parcel Post. Forward remittance separate-
ly. All transcriptions, photo, etc., addressed to box
numbers are sent at owner's risk. BROADCASTING
expressly repudiates any liability or responsibility for
their custody or return.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum.
(Billing charge to stations and firms: \$1.00).

—Situations Wanted, 30¢ per word—\$5.00 weekly
minimum.

—All other classifications, 50¢ per word—\$5.00 weekly
minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All others \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employ-
ment Agencies and Business Opportunity advertising
requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city
(Des Moines) or of state (New York) counts as two
words. Zip Code or phone number including area code
counts as one word. (Publisher reserves the right to
omit Zip Code and/or abbreviate words if space does
not permit.) Count each abbreviation, initial, single
figure or group of figures or letters as a word. Symbols
such as 35mm, COD, PD, GM, etc. count as one word.
Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

Jim Adduci keep EIA's many functioning as one

The American dream is on display in the Washington office of the president of the Electronics Industries Association. At the head of a mammoth trade group of manufacturers doing a collective business of \$30 billion a year is a 53-year-old Italian immigrant who never graduated from a college. Jim Adduci arrived at the EIA by an unlikely route leading from an Italian village through the Pentagon.

Mr. Adduci was 7 when his family migrated from its native Italy to Monroe, Mich., where his father had been working for years as a nurseryman to save enough to transport the family to America. Out of high school, Mr. Adduci decided on a military career. In 1939 he enlisted in the Army Air Corps and became a pilot. At the end of World War II he was a lieutenant colonel. He stayed on in what became the U.S. Air Force.

Early in his military service he had attended night classes at the University of Hawaii. Now he resumed after-hours college attendance, first at the Detroit Institute of Technology and then at the Detroit College of Law.

Subsequently, he took on a large order as executive officer of Wright-Patterson Air Force Base. After that it was Japan, Korea, and a position as deputy inspector general of Far East Air Forces. By 1955, after being shifted around by the Air Force 16 times, he had come to rest as deputy director of legislative liaison in the Office of the Secretary of the Air Force.

Rest? Not really. With that legal and legislative background behind him, (regrettably, he says, there just wasn't time to settle down into a degree program anywhere along the way), he yearned to try his hand at the civilian world. Could he make it in an unstructured environment, he wondered? He retired from the Air Force as a colonel and went on board the Aerospace Industries Association in 1960, quickly advancing to vice president and general manager and being picked as president of the Electronics Industries Association in 1970.

Through it all, Mr. Adduci has prided himself on the management skills he developed in the service. He likes to think he has "a feeling for people."

An example: When he took over the presidency of EIA, Mr. Adduci rolled up his sleeves and surveyed the situation. The first thing he did *not* do was re-staff the organization, deciding that he already had a top-notch slate of professionals. One of the first things he *did* do was to set about unifying EIA, putting an end to infighting within its complex structure and, in effect, telling the 85 staffers: "Hey, we're all in this together. Let's concentrate on the key issues. What's *really* important?"



Vincent James Adduci—president, Electronics Industries Association, Washington; b. March 1, 1920, Oriolo Calabria, Italy; service in U.S. Air Force (including posts as deputy inspector general of Far East Air Forces and deputy director of legislative liaison in Office of the Secretary of the Air Force), 1939-60; studied during that period at University of Hawaii, University of Michigan, George Washington University, Detroit Institute of Technology and Detroit College of Law; legislative counsel and assistant to the president, Aerospace Industries Association, 1960-63; vice president and assistant general manager of AIA, 1963-69; senior vice president of AIA, 1969-70; president of EIA, 1970 to present; m. Kathleen Barron, Nov. 23, 1946; children—Vincent James II, 23; Dawn Maria, 19, and Lisa Anne, 14.

EIA is actually the umbrella for seven mini-associations, each representing a different facet of the industry. Representing over 90% of electronics manufacturers with total annual sales of \$30 billion, the organization comprises eight operational divisions—communications and industrial electronics, consumer electronics group (which has audio and video divisions), distributor products, government products, parts, solid-state products and tube division—each operating autonomously under association guidelines and assisted by units providing specialized services common to all divisions (such as engineering, marketing and public relations).

EIA, which celebrates its 50th anniversary next year (its 49th convention starts today [Oct. 8] in San Francisco), was founded in 1924 as the Radio Manufacturers Association, acquiring its present name in 1957 to reflect its burgeoning electronics-manufacturing constituency.

By pooling the resources of individual members, EIA has been able to come to

grips with a wide range of electronics-related problems.

For example, EIA's National Stereo Radio Committee adopted standards for stereo broadcasting and for the past year and a half its National Quadraphonic Radio Committee has been working up guidelines for four-channel broadcasting that EIA hopes to present to the FCC by the end of the year.

Mr. Adduci points out that EIA prefers to let the marketplace decide many of the issues involved. Take quadraphonic standards for an example. EIA will not recommend that the FCC sanction the matrix system over the discrete method, or vice versa. It will only develop standards for the two and point up the relative advantages and disadvantages.

It also has a belief that consumer choice should not be dictated by law. And this philosophy led EIA to oppose all-channel television legislation (although the organization went all out to ease the transition period when the legislation was passed) and will lead it to oppose all-channel radio bills in Congress.

EIA is constantly upgrading technical standards of broadcast equipment to keep pace with broadcasting's expanding technology. A case in point is the set of standards for studio transmitter links for color television. EIA is currently revising them to include standards for point-to-point microwave and satellite links.

In the area of cable television, EIA has not undertaken comparable standards formulation because in its view the industry has not developed to the point where EIA believes standards would be of value. One major exception is its effort, begun last year, to write standards for the interface between cable transmission systems and viewing devices for the material benefit of TV-set and cable-equipment manufacturers.

The organization belongs to the Joint Committee for Intersociety Coordination, which also includes the National Cable Television Association, the National Association of Broadcasters, the Institute for Electrical and Electronics Engineers and the Society of Motion Picture and Television Engineers. As a member of that ad hoc group, which was formed to identify and solve common problems, EIA is working with NAB in formulating standards for a vertical-interval reference signal to serve as a benchmark against which TV stations can measure (and correct, if necessary) their color transmissions of material fed from a network or other remote source.

However, as EIA's chief administrator, Mr. Adduci must delegate the technical side to the organization's staff and concentrate on those key concerns of the electronics industries as a whole. Mr. Adduci takes particular pride that under his tenure the organization has been able to speak with a unified voice.

Editorials

Oh, no, not again

If FCC Chairman Dean Burch gets his way, there will be another inquiry into television-network operations, complete, no doubt, with special staff and special budget. As reported in this publication a week ago, the chairman is persuaded that the prime-time-access rule has failed in its intended mission of reducing network power and that other remedies ought to be tested—the reduction or elimination of owned stations, for example.

It all carries a familiar ring. Just 18 years ago, in September 1955, the FCC opened what was to be its definitive study of television networks. It hired a special consultant, Roscoe Barrow, dean of the University of Cincinnati law school, and assigned a staff to work on a job that was to last at most nine months. Two years later the Barrow staff, by then a bureaucracy of its own, issued a seven-and-a-quarter-pound report recommending, among other things, a reduction in the number of stations owned by networks. It also recommended a continuation of the inquiry it said it had only begun, and ever since that day there has been an Office of Network Study, fully staffed and presumably functioning.

To extend and intensify a network study that has been going on for 18 years, and to revive a dismemberment proposal that was advanced and discarded 16 years ago bespeaks a poverty of imagination and ignorance of the real world. Mr. Burch would show a keener executive insight by suggesting a disbanding of the Office of Network Study and the reassignment of its lion tamers to more useful pursuits, such as cleaning up that mounting backlog of transfer and renewal applications.

Act now or pay later

Between now and the year end the National Association of Broadcasters should take a hard look at its organizational structure before it is threatened again with internal conflict.

Over the years there have been problems among segments of the NAB's disparate membership. For the past few months there has been no open strife, since a tidying up of top management. While there is relative quiet, a study should be undertaken by both management and directors beginning with the seven fall conferences this month.

One potentially explosive issue involves pay cable. Broadcaster members who have invested heavily in cable systems obviously do not relish NAB's over-all opposition to cable expansion.

Television members are disposed to cite the numerical imbalance in the compositions of the radio and TV boards, which under the bylaws are autonomous. The radio board has 29 members, to become 30 automatically with the addition of a representative of the National Black Network ("Closed Circuit," Oct. 1). Radio members say the vastly greater number of radio stations warrants the differential favoring their board. The radio-board members (except for automatic network designees) are nominated by mail and elected by mail ballot. The 15 members of the television board (except for the three automatic TV network designees) are nominated at the annual NAB conventions and elected by secret balloting held during the conventions.

There is one existing vacancy and another imminent on the TV board. In addition to that created by the death of Rust Craft's Fred Weber, there will be the directorship to be relinquished by Leonard Patricelli of WTIC-TV Hartford, Conn.,

when the FCC approves transfer of that station to the Post-Newsweek group. Mr. Patricelli will become head of WTIC(AM) and no longer will be eligible for the TV board.

We do not suggest that the NAB undertake now a full-scale restructuring into a federation of trade associations, although that goal, long range, is desirable. We do, however, urge that the management draft a corporate housekeeping project that will provide more equitable membership balance and uniformity of election procedures.

A bad deal

The settlement announced last week by KTTV(TV) Los Angeles and four citizen groups that had challenged its license renewal carries to extremes a pattern of concessions that more and more licensees have been willing to make. It is beginning to be pertinent to wonder just who is supposed to be programing the American television system.

KTTV has agreed never to broadcast any of 42 cartoon series, all identified by name. That part of the settlement amounts to a blacklist of some of the most popular children's programing on television. Beyond that, the station has agreed to broadcast parental warnings preceding episodes of 81 dramatic series, also identified by name and including some of the most successful off-network programs. That amounts to a graylist of series deemed harmful to the young. The producers and distributors with programs on the blacklist or graylist are entitled to inquire into the standards by which they were judged.

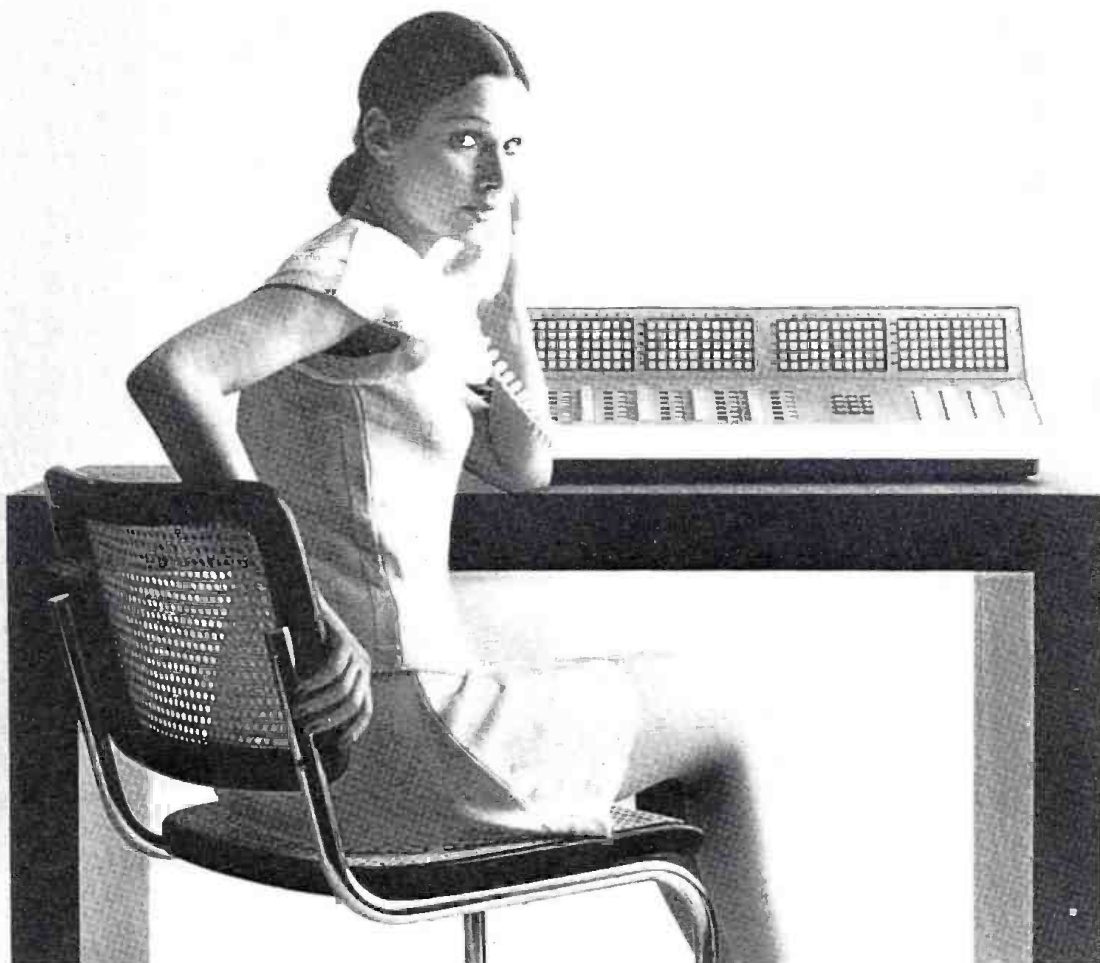
If KTTV had unilaterally decided that all 42 cartoons were unfit for its schedule and that the other 81 series were unsuited to a child audience, the judgment might have been questioned, but it could be defended as the station's own. By acting in response to demands by outsiders of no known competence in program selection or editing, the station is party to external pressures against specific programs that other broadcasters of at least equal ability and tastes have judged acceptable. The price KTTV paid to get its challengers off its back may come to be the burden of others who would have resisted.



Drawn for BROADCASTING by Sid Hix

"I just want some popcorn. We see the movies on pay cable."

A new generation of PBX's from the Bell System.



Your business's Private Branch Exchange (PBX) is the basic component of your communications system. Now the Bell System has a new family of PBX's.

These new PBX's are neatly housed in compact cabinets. They are designed for modular growth, with plug-in expansion features. They can handle up to 2000 phones. Because the consoles of the new units are push-button operated, training new operators is a snap.

In addition to such basic services as interoffice dialing, each PBX offers many options. Like "station add-on" that lets you add a third person to a call. And "attendant camp-on" that lets your operator route an incoming call to a busy phone, and automatically connects it when the extension is free.

When you choose one of our PBX's, you get dependable Bell System maintenance, available locally. For more information, call your Bell Communications Consultant. We know your business communications needs keep changing. Our new generation of PBX's keeps pace.

We hear you.



Our Beat



Botulium spores magnified about 2000X. In the absence of air they can mature and manufacture the toxin that causes botulism.

Botulism doesn't always attract national attention. When it's caused by home-canning (and it usually is), it may make only local headlines as it did in Pendleton, Oregon...Bedford Village, New York...or Topeka, Kansas. It strikes only about 18 Americans each year. But it's potentially lethal and must be treated immediately.

To meet the extremely small but critical demand, Lederle Laboratories is the country's sole producer of botulism antitoxin types A and B. Its preparation is a long and costly procedure, taking an entire year. Supplies of the antitoxin are maintained at strategic locations throughout the country, with emergency air shipment to the point of use paid for by Lederle.

Covering emergencies like this can never bring us any real profit. But life is often in the balance on our "beat."



LEDERLE LABORATORIES

A Division of
American Cyanamid Company,
Pearl River, New York 10965

For information about Lederle, call Public Relations Dept. 914-735-5000