

FCC's new map to TV revenues, expenses, profits
NAB begins fall swing with renewal on the mind

Broadcasting Oct 22

The newsworthy of broadcasting and allied arts

Our 43d Year 1973

"Aging makes the difference."



1970
"CHRISTMAS IS" DEBUTS
201 clearances

1971
BENJI AND WALDO
REALLY MAKE FRIENDS
232 clearances

1972
A CHRISTMAS CLASSIC IS BORN
245 clearances including CBC (Canada),
ABS (Australia) and Europe.

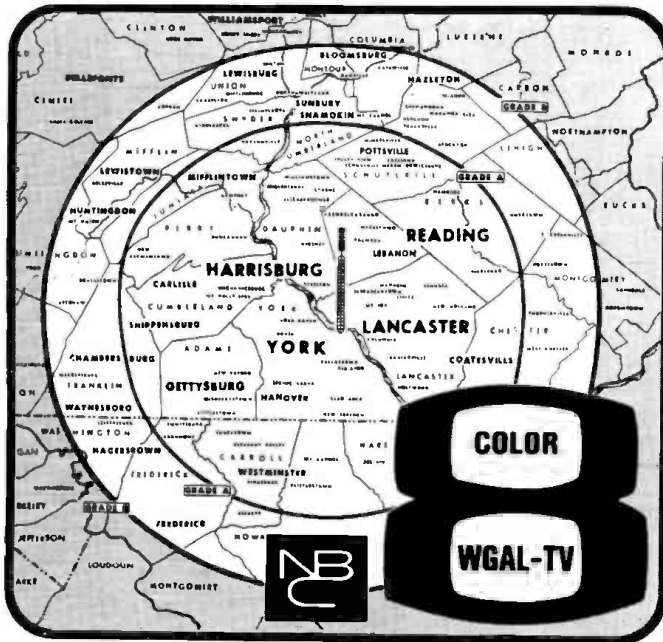
Christmas Is... 1973

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International distribution: Overseas Programming Limited and Don Taffner Ltd., New York

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WGAL-TV delivers a market great in furniture and household appliance sales



Furniture and household appliance sales total a big \$117,663,000 in the WGAL-TV ADI Counties. But, this station extends beyond its ADI into many other prospering communities, which substantially adds to the above furniture and household appliance sales figure. The "24-year voice" in this entire rich, burgeoning market, Channel 8 is a must on your media list - a great buy because it sells.

WGAL-TV Channel 8 • Lancaster, Pa.

Representative: **The MEEKER Company, Inc.**
New York • Chicago • Los Angeles • San Francisco

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

Closed Circuit

Secret critic. Nomination of House minority leader, Gerald R. Ford (R-Mich.), to Vice Presidency was generally acclaimed by broadcasters, who think him congenial to many of their causes. Networks, however, may find chill is not entirely gone from number-two office with departure of Spiro T. Agnew. Back when administration campaign against so-called liberalism in network news was at its shrillest cry, Mr. Ford was privately telling broadcaster friends he agreed with criticism of networks.

Inching along. FCC spent considerable time last week picking away at backlog of major cable-TV policy questions and made some progress. It's considered virtual certainty that agency will soon formally exempt systems with 500 or fewer subscribers from compliance with nonduplication rules. Action would be mere formality, since those systems have not been forced to comply in past. On program-origination question, commission instructed staff to come up with list of options on how to deal with rule — now formally stayed — that requires systems with 3,500 or more subscribers to produce own programming. Senator John McClellan (D-Ark.) has publicly stated that rule should be scrapped, and his proclamation is being given serious thought. Other possibilities: upping benchmark to 10,000 subscribers, grandfathering systems not now in compliance.

Commission also touched on area of cable carriage of radio signals, and quickly discovered that nobody had facts on which to take action. Accordingly, Cable Bureau Chief Sol Schildhouse and Broadcast Bureau Chief Wallace Johnson were directed to draft suggested approach. It's also learned that commission plans no discussion of hotel pay-TV issue until oral argument on antisiphoning questions (Nov. 5-7) is completed.

Back on market. Goodly number of television and radio properties that had been offered for sale but were withdrawn when financing costs began to soar have been put up for sale again. Anticipated decline in interest rates is one reason. Another is levelling-off of cable-system expansion. In broadcast-trading circles it's now believed cable competition in major markets poses no serious threat to broadcast profitability for foreseeable future.

Nothing sacred? All that curiosity about Office of Telecommunications Policy study on technical feasibility of dropping additional VHF channels into top-100 markets is expected to be satisfied this week. OTP, in response to numerous requests for copies, plans to release document, after final polishing. Study not only outlines technical methods that OTP engineers say could be used to squeeze additional channels out of spectrum but also lists markets where those channels could be dropped in; some markets are said to be able to accommodate, from technical standpoint at least, up to three new channels. Pressure on OTP to release study has been mounting since Director Clay T. Whitehead disclosed its existence last month (*Broadcasting*, Sept. 24). Last week, Representative Harley O. Staggers (D-W.Va.), chairman of House Commerce Committee, joined number of senators, FCC Commissioner Robert E. Lee and number of groups in seeking copies. OTP plans to honor all such

requests, and to make copy available to FCC as well.

OTP study represents only part of work being done in effort to plot future of television. Rand Corp., under contract to FCC, is doing projection of demand for television and other video services — video cassettes, cable TV, etc. — through 1988. And commission's chief engineer's office is engaged in project that includes consideration of whether allocations table could be constructed under less restrictive taboos than those now in use. Both studies are to be completed in two years.

Overseas trading. TV division of Motion Picture Export Association is beginning to get results from campaign to elevate what it considers depressed prices for U. S. programs sold abroad. Swedish broadcast system has agreed to double going rate for hour program from \$1,000 to \$2,000. That followed agreement by Spain to pay \$970 per hour, up from \$660. Next targets: Italy and France. International sales for 1973 are now projected at \$100 million, compared to \$95 million in 1972.

Sporting chance. Senate Copyright Subcommittee is under heavy pressure from cable interests to strike sports-carriage provision from draft of new copyright bill (S.1361), or at least to replace it with simple home-game blackout provision. As written, provision prohibits cable system from carrying sports event in area where league involved has not authorized broadcasters to air it. Provision reflects concern of professional sports leagues and college and high-school teams about cable's impact on their broadcast revenues as well as their gate. And there is substantial sympathy for those views within subcommittee.

But that issue is said to be toughest nut to crack for staffers representing subcommittee's five members who are preparing final draft of copyright bill. Provision carves exception out of section giving cable system compulsory license to carry whatever signals have been authorized by FCC, and it seems to pre-empt FCC regulatory authority. Both Office of Telecommunications Policy and FCC oppose provision. But staffers are faced with fact that commission cannot draw cable-TV rules with eye to protecting, say, economic fortunes of minor-league baseball team. Decision on sports-carriage provision probably will not be made until final mark-up of bill, probably several weeks away.

The trail. Quick trace of genealogy of Representative Lionel Van Deerlin's amendment that upset broadcasters' hoped-for version of license-renewal relief (*Broadcasting*, Oct. 15) leads to Carl McCall, president of WLIB(AM) New York and former minister in United Church of Christ. In testimony during House hearings it was Mr. McCall who proposed challengers be given edge against incumbents on promise of "clearly superior service." United Church of Christ's Office of Communications has been in forefront of citizen-group action in broadcasting.

Dangler. More than month having passed since nomination of James H. Quello, retired Detroit broadcaster, to FCC, Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) and Communications Subcommittee Chairman John O. Pastore (D-R.I.) may get around this week to setting hearing date. Other senators are urging action.

Top of the Week

Where the buck stops. FCC's computer has been given second helping of 1972 TV financial data initially reported last August. New tabulations, issued last week, were revealing to extent that they verified what everyone in industry had suspected all along — stations in top-100 markets account for all but sliver of total industry revenues, and UHF can't hold financial candle to its VHF counterpart. Top-100-market stations contributed 86.3% of television's revenues, 95% of profits, commission data reveals. VHF in all markets brought in income of nearly \$460 million, while UHF was some \$16 million in red. Report also examines television's barter and trade-out activity. **Page 16.**

Encouraging words. Broadcasters attending NAB's first regional conferences in Hartford, Conn., and Chicago must have had something other than renewal on their minds, but you wouldn't know it from proceedings. Two friendly voices from Capitol Hill — Senator Richard S. Schweiker in Hartford and Congressman Clarence Brown in Chicago — plus soothing presence of FCC's Richard Wiley and John Pettit — contributed to not-all's-lost atmosphere. **Page 17.**

Macdonald, standing firm behind bill, says he intends to leave license door a 'tiny crack' ajar to nonincumbents

Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, will tell Southeast regional NAB conference in New Orleans tomorrow (Oct. 23) that he is satisfied with present language of license-renewal bill. "I will not be a party to freezing out completely a prospective licensee who could do a better job," says advance text, "just because he wasn't around at the right time to get the license in the first instance."

"Door behind which licensees now operate," he believes, "is a big, thick, heavy door. It is our job in Congress, as I see it, to make sure that that door is not permanently bolted and barred." Van Deerlin amendment leaves door open "tiny crack," he says.

Mr. Macdonald points out that legislative history of bill, which will accompany it throughout congressional journey, will have "great impact" on FCC administration of proposed law. History will include subcommittee's desire for standards of performance, simplification of ascertainment procedures and separate treatment of radio and TV. "You may temper your indignation by the knowledge that there's more [to bill] than meets the eye," he will say.

NAB President Vincent Wasilewski, speaking at Chicago regional conference last Thursday, said that present bill "invites economic buccaneering."

*If American Civil Liberties Union charge holds up, WJIM-TV Lansing, Mich., could be in license trouble. Group told FCC that station distorted news for private gain, cited Detroit newspaper account alleging same. **Page 19.***

*According to Ogilvy & Mather's John Elliott Jr., consumerist movement is causing ludicrous developments in industry. And NAB's TV Code, he told Western 4A's, is perpetrating excesses. **Page 25.** NAB's code review board also was active. It has commissioned study on relationship between adult and child perception of television, promulgated several policy changes. **Page 25.** Code also was subject of controversy at office of TVB's Norman E. Cash, who claimed that stations that subscribe to it shouldn't have to worry about pressures from admen. **Page 26.***



Cooke

Cooke takes over as chairman in Teleprompter management shakeup

Jack Kent Cooke, 60, millionaire West Coast sports entrepreneur and largest single stockholder in Teleprompter Corp. since 1971, last week exercised control he enjoys over Teleprompter's 14-member board of directors to have himself elected firm's chairman and chief executive officer.

Move, which came without official explanation, gave Mr. Cooke line control of company he has dominated past two years by proxy. Mr. Cooke replaces Raymond P. Shafer, former governor of Pennsylvania, who was elected chairman emeritus and vice chairman. President Bill Bresnan retains post.

Action came at board meeting last Wednesday (Oct. 17) ("Closed Circuit," Oct. 15). Move came as Teleprompter remained in mysterious moratorium prompted by Mr. Shafer's Sept. 4 announcement that firm was cutting back cable construction by 20% in effort to shore up finances (*Broadcasting*, Sept. 10 et seq.). Securities and Exchange Commission ordered all trading in Teleprompter securities suspended Sept. 7; no shares have changed hands since, suspension having been extended four times, latest last Tuesday (Oct. 16). Trading is now expected to resume this Thursday (Oct. 26), but there's still chance of further extension. Teleprompter officials were said to be working feverishly on detailed statement of its corporate position late last week. Statement, requested by SEC (which is continuing inquiry), is expected to be released this week, probably in form of letter to stockholders.

At same meeting last Wednesday, board elected youthful team of three managers — all reportedly hand-picked by Mr. Cooke — to be backbone of support staff. Heading list is Jerry B. Greene, 32, former vice president-finance of Cypress Communications (since merged into Warner Cable). Mr. Greene, who has been on premises several weeks, had, according to industry sources, been earmarked for third-in-command position behind Messrs. Cooke and Teleprompter president. There was speculation earlier last week that Bert Harris, formerly Cypress president, was offered Teleprompter presidency but refused. Messrs. Greene and Harris worked together at now-defunct Harriscopes Cable Corp., since merged into Cypress which has, in turn, merged into Warner. Mr. Greene's new title: vice president-corporate development.

Richard M. Sykes, 32, formerly chief financial officer at Arthur Young & Co., New York accounting firm, was elected director of accounting. He will administer Teleprompter finances. Firm's chief financial officer, Robert Todd, and comptroller, William Trust, were said to be in process of departing.

Barry P. Simon, 30, formerly with New York law firm of Shea, Gould, Climenko & Kramer (which has done most of Teleprompter's legal work), was elected vice president, general counsel and assistant secretary. He replaces Arthur Anderson, who left two weeks ago.

Last week's developments mark second time Mr. Cooke, who owns about 12% of Teleprompter's stock — and who has taken a paper-loss bath of over \$43 million since first of year (*Broadcasting*, Oct. 8) — has moved in to bail firm out in time of crisis. In 1972, he led group of company's stockholders in proxy battle to unseat Irving B. Kahn, former Teleprompter chairman, as company's driving force. Mr. Kahn is now serving federal prison term in Florida

following conviction in bribery-conspiracy scandal involving Teleprompter and city officials in Johnstown, Pa., and Trenton, N.J. Mr. Cooke, owner of Los Angeles Lakers and Kings as well as plush L.A. Forum, and of more than 40% in Washington Redskins, became involved in Teleprompter in 1971 after that firm's merger with H&B American Corp., which he controlled. Mr. Shafer was elected chairman in February 1972 after block of eight Cooke-backed board members took seats.

Most cable-industry executives were hesitant to comment on Teleprompter situation last week, beyond expressing confidence in firm's ability to recover. They felt generally that Mr. Cooke's tenure as chairman would be short — perhaps three to six months — particularly as he makes headquarters in Los Angeles. There was speculation, however, that firm's corporate headquarters might be moved to West.

Wall Street analysts also played down significance of developments so far. "There's no question here," said one, "that he [Mr. Cooke] has been running the company for the past two years. All you're really doing is giving a title to the man." Mr. Shafer, analysts asserted, was primarily figurehead, brought in, said one, to "enhance the image of the company and give it a pseudo-clean bill of health, which he did."

Analysts, however, were less confident as to what will happen when trading is reopened. Between one and three million shares are known to have been sold prior to suspension by institutional holders, and some feel trend may continue. But others felt Teleprompter shares would be selling too low to make large-scale exodus viable; single share was worth 9 5/8 Sept. 6, and it is generally believed that trading will reopen at around 4.

TV audiences are sophisticated enough to handle more provocative programing, and those bent on thwarting that development should be resisted. That's gist of two coincidentally similar speeches by CBS's Robert Wood, NBC's Herbert Schlosser. Page 27.

Stirring the pot on pay

Pay-cable controversy dominated most sessions of National Cable Television Association's Northeast Cable TV Expo, at Kerhonkson, N. Y., last week, providing little solace to industry executives in attendance. NCTA President David Foster, in keynote address, cited increasing pressure from broadcasters and theater owners against subscription cablecasting and "a regulatory environment that is begrudging at best." Scoring National Association of Broadcasters' antipay newspaper campaign, Mr. Foster beseeched audience to "make no mistake about this; the attack is not against the pay TV issue but is against cable TV as a growing industry."

Congressman John M. Murphy (D-N.Y.) claimed antipay legislation introduced by Senator J. Glenn Beall (S. 2283) "should be opposed." He also pledged support of copyright legislation now pending in Senate, adding that he will try to add exemption for small-system operators (3,500 subscribers or less) when bill reaches House. FCC Commissioner H. Rex Lee reminded cablemen that educational material could also find market in pay cable.

In Washington, NCTA is beginning to get results in effort to monitor TV stations for fairness-doctrine-invoking pro-free-TV broadcasts. Association was taping response to editorial broadcast over regional Nebraska Television Network; response was solicited by network. And Mr. Foster suggested that Bill Walbridge's NAB pay committee take on itself responsibility of advising NCTA whenever it learns of similar broadcasts. Letter, also sent to three commercial networks, asserted "concept of fairness would be met most appropriately" through "self monitoring procedure" by NAB.

New shows continued to spell ratings trouble at TV networks, with several rookie offerings said to be headed for oblivion. CBS continues to lead field. Page 29.

Pay cable was on debating circuit again last week, with NCTA's David Foster and CBS's Richard Jencks the antagonists, AWRT Washington regional the forum. Page 31.

Television has, however innocently, contributed to unbalancing checks and balances of government, according to study prepared by 20th Century Fund. Authors, including former FCC Chairman Newton Minow, feel rectification could come with increased access to given governmental voices other than President's. Page 35.

MGM, UA make their deal

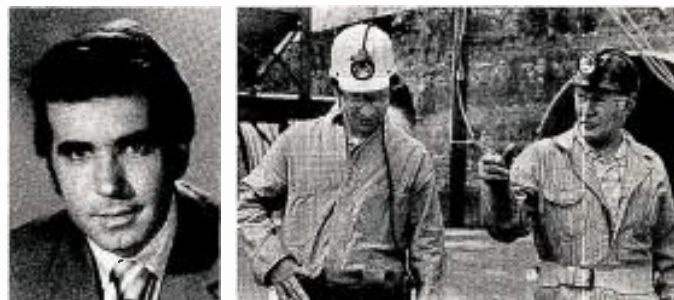
MGM, pioneer movie producer and distributor, removed itself from motion picture distribution last week. It announced 10-year deal with United Artists that calls for UA to distribute all MGM theatrical films, in U. S. and Canada, on fee-plus-expenses basis. Contract also calls for UA to handle MGM movie syndication to individual TV stations. But MGM retained right to market its feature films directly to TV networks.

MGM stressed that arrangement with UA does not include TV program series production and sales. MGM at present is producing four TV programs: *Shaft*, *Hawkins* and *Medical Center*, for CBS, *Adam's Rib*, for ABC.

Arrangement with UA also included sale, for \$15 million, of MGM's ownership in Robbins-Feist-Müller music publishing company, and half-interest in Canadian Quality Records music firm.

Supreme Court declines to consider appeal from lower court's upholding of FCC's drug lyrics policy. Justice Douglas, ever the First Amendment liberal, warns that comedy could be next, and news after that. Page 41.

Broadcasting profiles Ed Pfeiffer, CBS affiliates chief and head of WPRI-TV Providence, R. I., who goes out of his way to wear only one hat at a time. Page 57.



On the serious side. Two new series broke out last week: "Tomorrow" (NBC, Monday-Thursday, following "Tonight Show"), which features Los Angeles TV personality Tom Snyder (I) in "controversial" talk-show format, and ABC News's once-monthly "Close-Up" documentaries (first: "West Virginia — Life, Liberty and the Pursuit of Coal"). In New York overnights, "Tomorrow" had shares of 39, 33 and 25, respectively, in first three outings. Av Westin, ex-producer of ABC's evening news, is executive producer of \$150,000-each "Close-up" series. Opener went unsponsored, but Mr. Westin says advertisers will come aboard "as soon as they realize how solid the series is." Both shows did well on one critical front: New York Times's John O'Connor said "'Tomorrow' promises to be considerably more interesting than much of the drivel floating around in the civilized hours of prime time," and that "'Close-Up's' over-all style and format is encouraging, tough and unblinking."

In Brief

The whole thing. John Blair & Co., which already owns 25% of WHDH Inc. and has agreements, subject to FCC approval, to buy 53% more, has decided to go after remaining 22% still held by public. Companies would then merge, WHDH stock — now traded over counter — presumably would be absorbed into parent Blair fortunes and not be traded independently. In effect, deal extends to all WHDH stockholders same price — \$33 — that was offered those selling 53% in private transaction. Principal assets are stations WHDH-AM-FM Boston — thus requirement for FCC approval. WHDH stock had been trading in 24-26 bid-asked range; by late Friday, asking price was up to 32.

Union hand over TV eye. AFL-CIO president George Meany barred non-union television cameramen from covering organization's convention in Bal Harbour, Fla., last week. Union made decision at behest of International Alliance of Theatrical Stage Employees. Non-union newspapermen, radio and TV reporters were not covered by order. CBS, Radio Television News Directors Association and Newspaper Guild have protested; National Labor Relations Board — at behest of WCKT (TV) Miami — began investigation last Friday.

In other labor news, 14 members of American Federation of Television and Radio Artists, who work on-air for WTVN-TV Columbus, Ohio, walked off their jobs last week. Strikers have been without contract since Sept. 17; management personnel and staff of WTVN (AM)-WBUK (FM), Columbus affiliates, are keeping station on air. And in Philadelphia, National Labor Relations Board issued complaint against Group W Broadcasting for its failure to negotiate with Directors Guild representing six directors of KYW-TV. NLRB, in late August decision, ruled for first time that local TV directors could unionize. Group W is fighting ruling on basis of earlier NLRB action which classified directors as "supervisors" and ineligible for collective bargaining. NLRB now goes to court to force KYW to negotiate.

Sold. WPEN-AM-FM Philadelphia, rumored to have been sold innumerable times in past few years, finally has been. Buyer is Greater Media Inc., New Brunswick, N. J. Company will pay present owner Field Broadcasting initial \$300,000 — covering outstanding liabilities — with estimated \$4 million plus interest (contingent on earnings) to come subsequently. FCC approval will be sought within month.

ASC to Fairchild. Fairchild Industries, Germantown, Md., has assumed 100% of American Satellite Corp., one of six firms authorized by FCC to operate domestic communications satellite system. In move announced last week, Fairchild acquired 19.9% interest in ASC held by Western Union International; Fairchild already owned remaining 80.1%.

Whole world in his hands. Attorney General Elliott Richardson has put his Justice Department subordinates on notice that newsmen are to be treated in laissez-faire manner unless he, himself, gives directive to contrary. In memo cir-

culated last week, he ordered that no subpoenas be issued against journalists, no requests for testimony be made, no discussions — formal or informal — be instigated by department with press, and no arrest warrants against reporters issued, without attorney general's personal authorization.

Late Fates. Ward L. Quaal, president of WGN Continental Broadcasting Co., awarded "Chicago Press Veteran of 1973" award of Chicago Press Veterans Association. He is first from broadcaster ranks to win honor. *Patricia Bernie*, office manager and associate producer, CBS News, London, named bureau manager in Rome, first woman to hold such post. She succeeds *Joseph Dembo*, returning to New York. *James A. Hudgens*, former VP, Post-Newsweek Stations and later in private law practice in Washington, joins FCC's Cable Television Bureau as general attorney. *Frank Knight*, 79, announcer for such CBS Radio series as *Longine's Symphonette*, and later for TV network's *Chronoscope*, died Thursday (Oct. 18) in New York of burns suffered in Oct. 10 fire that was fatal to his wife, Mildred. (For earlier "Fates & Fortunes," see page 44.)

Headliners



Frech



Webster



McNamar

Ed J. Frech, executive VP of WTVR-AM-FM-TV Richmond, Va., named president-general manager of WAVY-TV Norfolk, Va. He succeeds **Philip D. Marella**, named corporate VP for operations at parent LIN Broadcasting in New York.

Maurie Webster, VP, division services, CBS Radio, named to new post of executive VP, Compu/Net, New York, computer-based system of commercial scheduling/billing/analysis. He joined CBS Radio in 1941, has since been operations manager of CBS's KNX (AM) Los Angeles, VP and general manager of KCBS (AM) San Francisco, VP and general manager of CBS Radio Spot Sales and, since 1969, VP, division services. He is also president of International Radio and Television Society and past president of International Radio and Television Foundation.

R.T. McNamar, consultant to John T. Dunlop, director of Cost of Living Council, joins Federal Trade Commission as executive director, succeeding Basil J. Mezines, who resigned in June. Other FTC changes: **Gerald J. Thain**, assistant director for national advertising, Bureau of Consumer Protection, appointed assistant to BCP Director J. Thomas Rosch. **Richard B. Herzog**, deputy assistant director for marketing practices, BCP, succeeds Mr. Thain.

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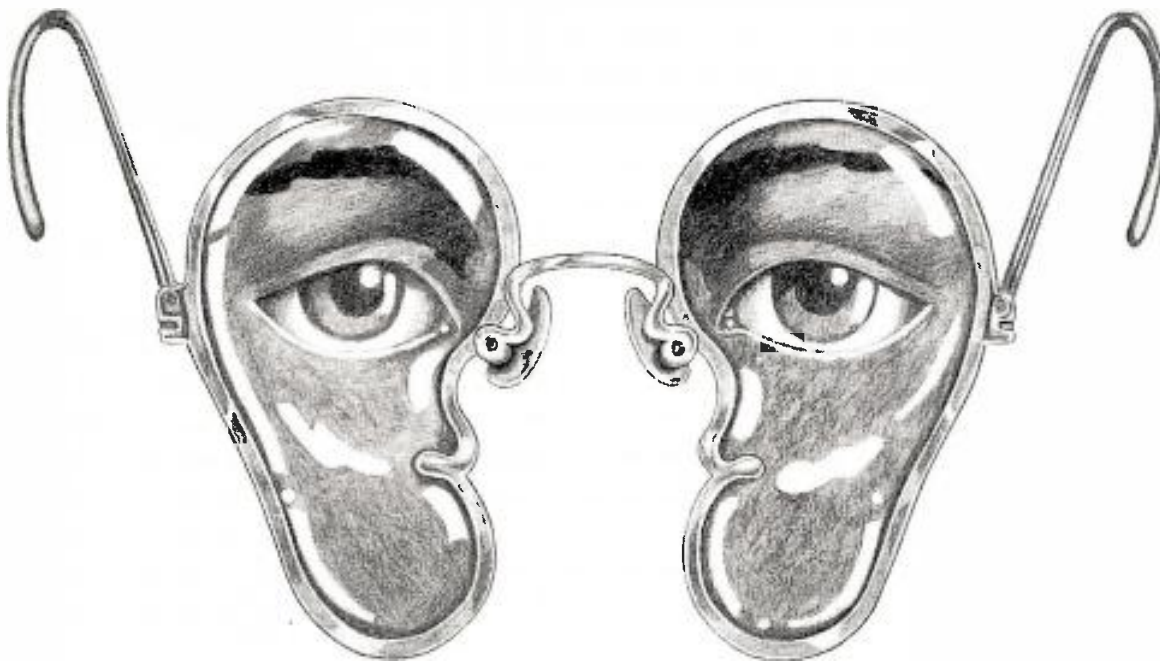
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Your reach goes up. Your average frequency goes up. And your gross impressions zoom.

With the same ad dollars, you can dramatically increase your selling impact. Your market share goes up, your advertising costs stay down.

And we can prove it.

With the help of a major independent media planning service, ABC Radio analyzed TV and TV/radio buys in the 7 major markets served by ABC AM Radio. Top-rated TV show 30's at going rates were used against radio 60's at rate card prices. In each case, we figured the best TV buy. Then the best TV/radio buy.

In every case, the TV/radio buy outperformed the TV buy in every way. But at the same cost.

For instance, we figured out how a cosmetics company aiming at women 18 through 34 could best

spend \$44,800 per month in New York. The TV/radio buy pitted against TV alone upped net reach from 70% to 82%. Upped average frequency from 2.8 to 6.9. And raised gross impressions nearly 200%.

In San Francisco, a \$22,000 per month TV/radio buy for a personal product aiming at adults 18+ upped net reach from 69% to 81%. Average frequency climbed from 1.9 to 3.8. And gross impressions increased a full 153%.

We'd like to show you how your ad dollar can get this kind of mileage. We'll show you how to compare the impact level of your current TV plan with TV/radio combo plans. *We're* in 7 major markets, but we'll help you in any market *you're* in. That's the American way of radio. For details, call or write: Norm Goldsmith, Director of Sales and Marketing, ABC AM Radio Stations, 1330 Avenue of the Americas, New York, N.Y. 10019. Tel: (212) 581-7777.



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■ Indicates new or revised listing.

This week

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

Oct. 21-23—Annual convention, *North Carolina Association of Broadcasters*. 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—Hollywood Radio and Television Society newsmaker luncheon, featuring Sam Cook Digges, president of CBS Radio. Beverly Wilshire hotel, Beverly Hills, Calif.

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. 27-28—First annual convention, *California Campus Radio Cooperative*. KCP(RF) San Luis Obispo.

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.

Also in October

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

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

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

■ Oct. 30—Lester Telser, professor of economics, University of Chicago, speaks at sixth in series of eight public lectures on advertising and society. Midway campus, University of Chicago.

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

Oct. 31—Pulse Inc. Man of the Year award to be presented to J. Leonard Reinsch of Cox Broadcasting and Cox Cable at Atlanta Broadcast Executives Club luncheon, Marriott hotel, Atlanta.

Oct. 31-Nov. 1—Fall conference, *National Association of Broadcasters*. Stanford Court hotel, San Francisco.

Oct. 31-Nov. 1—Central region annual meeting, *American Association of Advertising Agencies*. Ambassador hotel, Chicago.

November

Nov. 1—Deadline for filling comments with FCC in matter of inquiry and proposed rulemaking on combination advertising rates and other joint sales practices between cable TV systems and broadcast stations and between commonly-owned stations in separate markets.

Nov. 1-3—Advanced television production seminar, sponsored by *Telemation Inc.* Seattle.

Nov. 2-4—Maryland-D.C.-Delaware Broadcasters Association annual fall convention: "The Economics of Broadcasting—Phase IV." Washingtonian hotel and country club, Gaithersburg, Md.

Nov. 2-5—Annual meeting, *Texas Association of Broadcasters*. San Antonio.

Nov. 2-12—Ninth *Chicago International Film Festival* with categories including television production and television commercials. Contact: Film Festival, 12 East Grand Avenue, room 301, Chicago 60611.

Nov. 5-7—Oral argument on pay cable. FCC, Washington.

Nov. 6-7—Beginning television production seminar, sponsored by *Telemation Inc.* Portland, Ore.

Nov. 8-8—Cable communications seminar, sponsored by *National Cable Television Association*. Texas A&M University, Bryan, Tex.

Nov. 8-9—Advanced television production seminar, sponsored by *Telemation Inc.* Portland, Ore.

Nov. 9-11—Meeting, board of trustees, Educational Foundation of *American Women in Radio and Television Inc.* Minneapolis.

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

Nov. 11-15—Annual conference, *Public Relations Society of America*. Sheraton-Walkkii hotel, Honolulu.

Nov. 12-14—Annual conference, *National Friends of Public Broadcasting*. Marriott hotel, New Orleans.

Nov. 12-16—Media Fair '73, sponsored by department of radio-TV-film, *University of Wisconsin*. Oshkosh.

■ Nov. 13-14—American Association of Advertising Agencies eastern conference. Biltmore hotel, New York.

Nov. 13-14—Beginning television production seminar, sponsored by *Telemation Inc.* Glenview, Ill.

Nov. 14-16—Eighteenth annual seminar, *Broadcasters Promotion Association*. Sheraton Cleveland hotel, Cleveland.

Nov. 14-16—International Film & TV Festival of New York. Americana hotel, New York. Contact: International Film & TV Festival, 251 West 57th Street, New York 10019.

Nov. 15-16—Advanced television production seminar, sponsored by *Telemation Inc.* Glenview, Ill.

Nov. 15-16—Annual fall meeting, *Oregon Association of Broadcasters*. Valley River Inn, Eugene.

Nov. 15-17—Mid-American regional expo, *National Cable Television Association*. Crown Center hotel, Kansas City, Mo.

Nov. 16-18—Meeting, board of *American Women in Radio and Television*. New York Hilton hotel, New York.

■ Nov. 19—International Council of National Academy of Television Arts and Sciences' first directorate award to European Broadcasting Union. Awards also to be announced for best documentary and best dramatic show among foreign TV programs not yet seen in U.S. Charles Curran, BBC, to accept for EBU and make keynote speech. Plaza hotel, New York.

Major meeting dates in 1973-74

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.

Balance of NAB fall conference schedule:

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.

Now watch! General Electric Broadcasting's WSIX-TV, Nashville has appointed Blair Television

General Electric Broadcasting's WSIX-TV is changing the spot television picture in Nashville. Look what's happening!

This Fall, WSIX-TV switches from channel 8 to low-band channel 2. That means stronger total area coverage.

Add to that, the exciting new programming that WSIX-TV is introducing to Nashville, and you'll see why this ABC-TV affiliate is right on course for new top level audience delivery performance in the market.

And now, WSIX-TV has named Blair Television as its

national sales representative with 10 fully-staffed offices across the nation ready to provide the most complete television station representation service in the industry.

Call your Blair man today to get all the information you need for your buys on WSIX-TV—coming on stronger in every way in Nashville.



BLAIR TELEVISION

A division of John Blair & Company
AMERICA'S LEADING TELEVISION STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON •
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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

■ Nov. 20—John Treasure, chairman, J. Walter Thompson Ltd., London, speaks at seventh in series of eight public lectures on advertising and society. Midway campus, University of Chicago.

Nov. 26-27—National Cable Television Association board meeting. Las Vegas, Hilton, Las Vegas.

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

Nov. 27-28—Beginning television production seminar, sponsored by Telemation Inc. Los Angeles.

Nov. 29-30—Advanced television production seminar, sponsored by Telemation Inc. Los Angeles.

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

■ Nov. 29—Seminar sponsored by American Apparel Manufacturers Association. Among speakers will be J. Walter Thompson, President Henry M. Schacte, who will talk on shifts in marketing approaches in the industry. Americana hotel, New York.

■ Nov. 29-30—Course on "Legal and Business Problems of Television and Radio," sponsored by Practising Law Institute. St. Regis Sheraton hotel, New York.

December

Dec. 3—Deadline for filing reply comments with FCC in matter of inquiry and proposed rulemaking on combination advertising rates and other joint sales practices between cable TV systems and broadcast stations and between commonly-owned stations in separate markets.

■ Dec. 4—Philip Kotler, professor of marketing, Northwestern University, speaks at last of series of eight public lectures on advertising and society. Midway campus, University of Chicago.

Dec. 5—Deadline for entries in Retail Advertising Conference awards contest. Categories include radio and TV spots and campaigns. Contact RAC, 32 West Randolph Street, Chicago 60601.

■ Dec. 6-7—Course on "Legal and Business Problems of Television and Radio," sponsored by Practising Law Institute. Sir Francis Drake hotel, San Francisco.

Dec. 9—Annual Academy Ball, Hollywood chapter, National Academy of Television Arts and Sciences. Honored will be Bud Yorkin and Norman Lear and their associates. Beverly Hilton hotel, Beverly Hills, Calif.

■ Dec. 10—27th annual "Voice of Democracy" broadcast-scriptwriting contest deadline, sponsored by Veterans of Foreign Wars and its ladies auxiliary with cooperation of National Association of Broadcasters and state broadcaster associations. Contact any VFW state headquarters or VFW national headquarters, Kansas City, Mo.

■ Dec. 11-12—Beginning television production seminar, sponsored by Telemation Inc. Salt Lake City.

■ Dec. 13-14—Advanced television production seminar, sponsored by Telemation Inc. Salt Lake City.

January 1974

Jan. 9—One-day conference, "Electronic Distributor '79," five-year outlook into electronic market sponsored by Electronic Industries Association's distributor products division. Chicago.

■ Jan. 9—New England Cable Television Association winter meeting. Marriott hotel, Newton, Mass.

Jan. 10-13—Winter Consumer Electronics Show. Conrad Hilton hotel, Chicago.

Jan. 14-18—Winter meeting, joint board of directors, National Association of Broadcasters. Mullet Bay Beach hotel, St. Maarten, Netherlands Antilles.

■ Jan. 15-18—Rocky Mountain CATV Association meeting. Scottsdale, Ariz.

■ Jan. 18—Publicable meeting. Location to be announced, Washington.

■ Jan. 20-22—National Cable Television Association regional legislative conference. Quality inn, Washington.

■ Jan. 26-27—Midwinter conference, Florida Association of Broadcasters. Lakeland, Fla.

■ Jan. 27-30—National Religious Broadcasters 31st annual convention. Washington Hilton, Washington.

February 1974

Feb. 1—Deadline for entries in Medical Journalism Awards competition of American Medical Association. Categories include television and radio reporting on medicine or health. Contact: Medical Journalism Awards committee, AMA, 535 North Dearborn Street, Chicago 60610.

■ Feb. 3-5—National Cable Television Association, regional legislative conference. Quality inn, Washington.

■ Feb. 3-5—South Carolina Broadcasters Association annual winter convention. Holiday inn, Rock Hill.

■ Feb. 5-7—National Cable Television Association, board of directors meeting. Location to be announced. New Orleans.

■ Feb. 6-8—Texas Cable TV Association convention.

Marriott Motor hotel, Dallas.

■ Feb. 15—Publicable meeting. Location to be announced, Washington.

■ Feb. 15-18—Arkansas Broadcasters Association convention. Nassau, Bahamas.

Feb. 17-20—1974 conference, National Association of Television Program Executives. Century Plaza hotel, Los Angeles.

■ Feb. 18-20—National Cable Television Association regional legislative conference. Quality inn, Washington.

March 1974

March 13—Annual spring conference, Electronic Industries Association. Shoreham hotel, Washington.

■ March 17-19—National Cable Television Association regional legislative conference. Quality inn, Washington.

■ March 26-28—National Cable Television Association regional legislative conference. Quality inn, Washington.

■ April 10—New England Cable Television Association spring meeting. Highpoint Motor inn, Chicopee, Mass.

May 1974

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

■ May 13-14—Spring meeting, Washington State Association of Broadcasters. Ridpath hotel, Spokane.

■ May 30-June 1—National convention, Associated Press Broadcasters Association, Alameda Plaza hotel, Kansas City, Mo.

June 1974

■ June 1-5—Annual convention, American Advertising Federation. Statler Hilton hotel, Washington.

■ July 10-13—New England Cable Television Association annual convention. Mt. Washington hotel, Bretton Woods, N.H.

September 1974

Sept. 23-27—Fifth International Broadcasting Convention. Grosvenor house, London.

November 1974

■ Nov. 18-21—1974 annual meeting, Television Bureau of Advertising. Chicago.

Books

Armstrong's Fight for FM Broadcasting: One Man vs. Big Business and Bureaucracy, D. H. V. Erickson, University of Alabama Press, 226 pp. \$7.75 In the preface, Dr. Erickson, an assistant professor of television and radio at Brooklyn College, vows: "I will try to take the story of FM radio broadcasting and prove that the broadcasting lobby and the FCC did (and do), indeed, work together for each other's mutual (usually 'mutual' may be read as 'financial') benefit and the public be damned." Whether or not Dr. Erickson's indictment of the FCC, RCA and various corporate entities for unorthodox activity prior to the suicide of Major Edwin Armstrong, inventor of FM, would hold up in a court of law is a matter for conjecture. Nevertheless, the author's chronological treatment of FM's historical development is thorough, definitive, and very readable.

How to Prepare a Production Budget for Film and Video Tape, Sylvia Allen Costa, Tab Books, 192 pp. \$12.95. This is a guide to determining the finances needed for video-tape or film production. Included are sections on the costs of equipment, raw stock, personnel, talent, scenic elements, editing, special effects and associated overhead items.

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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.
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Our town's got a 90-minute news. Kaymeg's been building the news habit and ratings show it. Local news up 60% at 10 o'clock. Newsbeat-90 at 6 o'clock up 50%. Up! Up! That's the KMEG-TV story. Prime time homes up 45%. Cume households reached up 25%. It's the area growth station.

You get more than you bargained for when you buy KMEG-TV—and your Sioux City budget should include us.

All figures based on ARB ADI Data, Feb.-Mar. '73/Nov. '72.



The Felzer Nations

RADIO
 WY20 GILAMETH-MITCHELL CREEK
 WYTH GRAPE RAPIDS-GILAMETH
 WYAM/WYTH FM CACHILLAS
TELEVISION
 WYRZ-TV GRAPE RAPIDS-GILAMETH
 WYTH / CACHILLAS TRANSISTOR CITY
 WYUP-TV SALT STE. MOUNTAIN
 KOLM-TV / LINCOLN, NEBRASKA
 / KSMO-TV GRAND ISLAND, NE
 KSMO-TV SIOUX CITY, IOWA

©KMEG-TV

A CBS Affiliate

A megawatt of sales power for Sioux City

Avery-Knodel, Inc., Exclusive National Representatives

Please send

The newsworthy of broadcasting and allied arts

Name	Position
------	----------

COMPANY	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100					

☐ Business Address
☐ Home Address

City _____ State _____ Zip _____

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

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

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.

**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 

Monday Memo®

A broadcast advertising commentary from Frank McDonald, senior vice president, Cunningham & Walsh, New York

Something's missing here: the local TV, prime access and spot advertising dollars

Whatever its benefits in expanding local programming, the prime-time-access rule has revealed rather glaring shortcomings in planning and innovation by the local stations and their representatives in their efforts to attract more spot-advertising dollars.

This became apparent earlier this year when media people from Cunningham & Walsh talked to a number of local stations about spot-TV time during the fourth quarter of 1973. All the stations voiced concern about the predominant use of network time by advertisers and their agencies; all of them asked for bigger commitments to local advertising. But neither the stations nor their reps could offer us any unique or different ways to increase our clients' visibility in their market—such as tie-ins between local programming and commercials—to make spot time more attractive than network time.

Perhaps they didn't see any such need. Having noted the very healthy sales picture for the networks throughout the year and a virtual sell-out of network time, the stations assumed they would earn top dollar for spot time during the fourth quarter.

They were wrong. The fourth quarter produced a soft market in which local stations were forced to cut their rates and scramble for sales. Even when the scramble began, no new proposals for increasing advertiser visibility or using the media differently were forthcoming.

Why? The stations and their reps just don't seem able to plan ahead. In their highly competitive business, attention is necessarily paid to today and not to tomorrow. They are more likely to react to what is currently happening than to look ahead toward future business opportunities. In turn, their ability to reap financial benefits from the prime-time-access rule has been hindered.

Who is at fault? The local stations are—as long as they fail to demonstrate how local strengths can be put to work for the national advertiser. And the reps are, too—as long as they are unable to work among themselves, pooling the strengths of various stations in various markets to win at least a share of a larger spot advertising for their clients.

The prime-time-access rule could have provided an opportunity for just such a cooperative effort. When a half hour of prime time was turned back to the local stations, the FCC's stated goal was to diversify programming by loosening network control and increasing local shows during prime time. The new ruling also gave local stations a valuable period in which to sell lucrative advertising time.



Frank McDonald joined Cunningham & Walsh in 1963 from Doherty, Clifford, Steers & Shenfield, where he was responsible for planning and buying all media on Bristol-Myers accounts at that agency. Before that, he was with Dancer-Fitzgerald-Sample. During his 10 years with C&W, he has served as manager of media planning, director of TV programming and associate media director. He was named director of media services in 1971 and elected senior vice president the following year.

Again, the local station would be strengthened.

It now seems that both the programming and the ad revenues have fallen short of expectations, because the competitiveness of the broadcasters and their reps eliminated attempts at cooperative planning, programming, or selling.

The reps should have attempted to pool the facilities and resources available at various stations (no matter who handled them) to draw together stations in the top-25 or top-30 markets as independent "networks," groups of stations better suited to provide good programming and good advertising visibility. Such an arrangement would have benefited all parties—the reps, the stations, the advertisers, and the viewing public—and allowed the stations, like the networks, to sell adver-

tising time well in advance of air-date, and at good prices.

Instead, the stations bartered individually for advertising dollars, creating the kind of highly competitive situation that is not conducive to increased advertiser visibility. Or to spot spending. Or to innovative programming.

The reps should not, of course, take all the blame or responsibility for this situation. Part of the fault inevitably lies with the local stations whose competitive nature has not encouraged cooperation aimed at building tomorrow's business rather than simply paying today's bills.

And the stations may, in fact, not be paying their reps enough. The rep may not be financially able to spend the time and manpower necessary to develop a "network" or to find innovative means of using the resources of his clients. Station rep fees only pay for supplying avails and processing orders. There is little incentive (i.e., money) to find new ideas. And in a soft market, the situation worsens as the reps get lower prices from the agencies and smaller fees from the stations.

What can be done? There are no ready-made solutions to as complex and longstanding a problem as this. There are, however, some steps that, if taken, just might make spot-TV time more attractive to the advertiser.

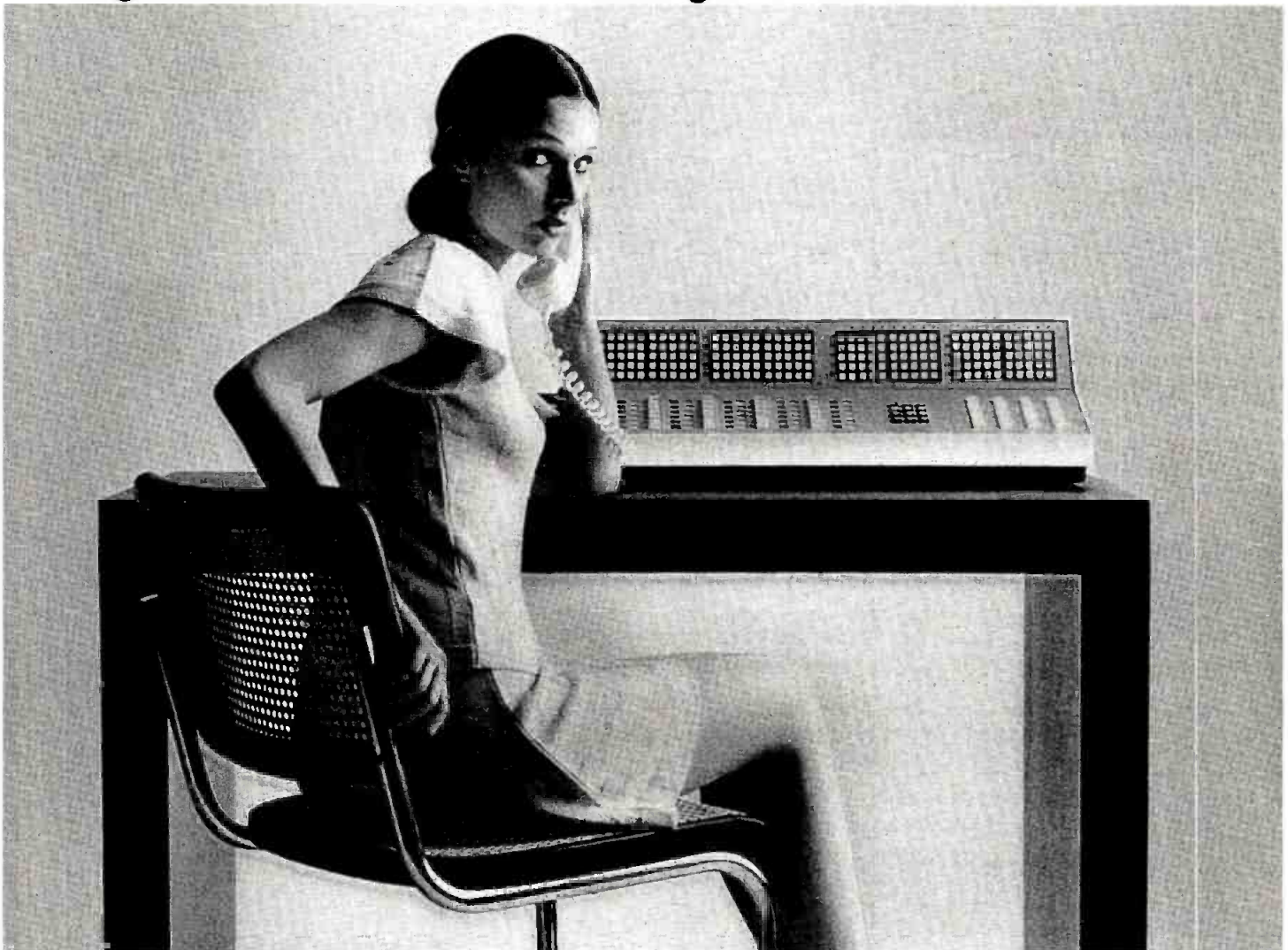
First, the local stations should learn to work together, whether or not they are under the same ownership. Competitiveness within a particular market is probably inevitable and desirable, but different stations in different markets should get together to appeal to the advertiser who's looking for the right combination of outlets in the right combination of markets. Such "networks" would provide a strong lure to spot advertising dollars.

Second, it might just be necessary (as well as controversial) to pay the reps more—especially if the kind of planning and organization necessary to building independent "networks" is expected of them. Right now, the fees often aren't big enough, and some reps, like Metro, have decided only to rep their own stations. If the local stations want more from their reps, they may have to pay for it.

(Of course, money alone may not be the answer. Even higher fees may fail to encourage the reps to explore and foster local strengths. One might ask, too, how many of the reps have actually visited the markets they represent.)

Third, if the trend goes to reps exclusively handling their own stations, the industry just might need a new group of "super-reps" to put together the groups of station, owned and represented competitively, into a marketable advertising package. Such a "super-rep" would be outside of the current competitive rep structure.

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.



Media

Top-heavy tilt in top-100 TV markets

New FCC breakdowns of 1972 financial data reveal stations in those markets account for 86.2% of industry revenues, 95% of its profits; also in detail: how VHF, UHF affiliates, independents make out, what's in the total take on barter

How big a slice of the television revenue and profit pies is occupied by the top-100 markets? All but a sliver.

That condition, long suspected, was made a matter of record last week—albeit inadvertently—when the FCC issued supplemental data to the report on 1972 television revenues and expenses issued in August (BROADCASTING, Aug. 27). One of the new tables detailed revenues and expenses of the stations in markets outside the top 100. When this data is subtracted from that for all stations, this picture emerges:

The 369 TV stations in the top-100 markets earned 86.2% (\$1,646,619,000) of all revenues, accounted for 83.6% (\$1,227,281,000) of all expenditures—and earned 95% (\$419,347,000) of all operating income.

That wasn't all the FCC told the world last week. Further breakdowns dealt with various classes of television stations—VHF and UHF network affiliates and independents—as well as with stations outside the top 100 markets. And the new data follows predictable patterns.

Network-affiliated VHF stations reported operating income totalling \$438,130,000; VHF independents, \$19,078,000; network-affiliated UHF's, \$1,628,000; and independent UHF's, a loss of \$17,556,000. The stations outside the top 100 markets reported total operating income of \$21,932,000, leaving \$419,347,000 for those in the top 100.

The supplemental financial release breaks down further the revenues from barter and trade-outs reported for the first time in the August release. Then, all stations were reported to have done \$54,672,000 of that kind of business. Considering that stations below the top 100 markets accounted for \$5,966,000 of it, according to FCC figures, the top-100-market stations did \$48,706,000.

The other tables released last week pro-

How lean it is at the bottom of the list

	Top-100 markets (369 stations)		All others (294 stations)	
	(\$000)	% total	(\$000)	% total
Time sales:				
Network	179,900	80.1	44,344	19.9
Spot ¹	1,066,347	91.3	101,005	8.7
Local ²	645,873	82.9	132,197	17.1
Total	1,892,165	87.2	277,746	12.8
Other revenues	61,487	81.8	13,598	18.2
Commissions paid ²	307,032	91.1	29,889	8.9
Net revenues	1,646,619 ³	86.2	281,456 ⁴	13.8
Expenses				
Technical	163,420	82.2	35,242	17.8
Program	553,027	87.7	77,470	12.3
Selling	156,437	84.5	28,555	15.5
General & Adm.	354,333	78.4	97,943	21.6
Total	1,227,216	83.6	239,210	16.4
Operating income	419,347	95.0	21,932	5.0

¹ After trade and special discounts but before cash discounts to advertisers and sponsors and before commissions to agencies, representatives and brokers.

² Paid to agencies, representatives and brokers, but not to staff salesmen or employees. Figure also includes cash discounts.

³ Includes \$48,706,000 from barter and trade-outs.

⁴ Includes \$5,966,000 from barter and trade-outs.

By-station-category breakdown of 1972 TV finances

	452 VHF		34 VHF		116 UHF		58 UHF	
	Affiliates		Independents		Affiliates		Independents	
	(\$000)		(\$000)		(\$000)		(\$000)	
Time sales:								
Network	206,782	1,631	15,800	276				
Spot ¹	943,945	146,691	40,314	36,403				
Local ²	604,668	63,515	58,021	51,866				
Total	1,755,396	211,836	114,136	88,544				
Other revenues	45,948	18,881	3,729	6,526				
Commissions paid ²	272,202	37,183	13,362	14,172				
Net revenues	1,529,141 ³	193,533 ⁴	104,503 ⁵	80,898 ⁶				
Expenses								
Technical	149,084	19,935	16,548	13,095				
Program	461,008	95,532	33,252	40,706				
Selling	137,549	18,584	14,321	14,537				
General & Adm.	343,157	40,405	38,688	30,027				
Total	1,090,799	174,455	102,808	98,364				
Operating income	438,130	19,078	1,628	(17,556)				

¹ After trade and special discounts but before cash discounts to advertisers and sponsors and before commissions to agencies, representatives and brokers.

² Paid to agencies, representatives and brokers, but not to staff salesmen or employees. Figure also includes cash discounts.

³ Includes \$39,390,000 from barter and trade-outs.

⁴ Includes \$6,243,000 from barter and trade-outs.

⁵ Includes \$4,003,000 from barter and trade-outs.

⁶ Includes \$5,035,000 from barter and trade-outs.

vide these further break-downs of barter-and-trade-out activity: VHF affiliates, \$39,390,000; UHF affiliates, \$6,243,000; and independent UHF's, \$5,035,000.

One table indicated an improvement in the fortunes over-all of independent stations, both VHF and UHF, although in the case of VHF stations it was in the nature of a rebound, while in the case of UHF stations it was only less of a less.

The VHF stations' income of \$19,078,000 in 1972 compares with \$5,665,000 in 1971; but the figure was

\$19,265,000 in the balmy year of 1970. The \$17,556,000 that independent UHF's lost in 1973 compares with a whopping \$40,130,000 loss in 1970 and still substantial loss of \$29,665,000 in 1971.

The commission also reported a change in the over-all figures for the three television networks' expenditures on news and public affairs. As a result of one network submitting corrected figures, the total for all three networks has been revised upward, from \$146,586,000 to \$159,264,000.

License renewal keys first of NAB conferences

Schweiker charges media being made 'scapegoat' for society's problems; Pettit calls for re-examination of basic assumptions of regulation; Brown suggests 'honest and continual' effort as standard for renewal

The first of the fall series of National Association of Broadcasters regional conferences opened last Tuesday (Oct. 16) in Hartford, Conn., and last Thursday in Chicago with healing words from two congressional friends of license-renewal relief. Senator Richard S. Schweiker (R-Pa.), in Hartford, denounced the Van Deerlin amendment to the license-renewal bill reported out of the House Communications Subcommittee two weeks ago (BROADCASTING, Oct. 15) as allowing "challenges of a frivolous nature." And Representative Clarence J. Brown (R-Ohio), offering his own alternatives, said incumbent licensees should be judged on their satisfaction of local needs, and should not be encumbered by national program-percentage formulas.

The Hartford meeting, which struck the pose the NAB staff would take in the five subsequent regional conferences which began last week and will end Nov. 1 in San Francisco, also saw the emergence of a new public-interest group, Families Against Censored Television, to rally behind the broadcasters' cause and frank comments by FCC General Counsel John Pettit on the re-examination of regulation.

Senator Schweiker spoke, point-by-point, on legislation concerning broadcasting at his luncheon address. He told the assembled broadcasters what they wanted to hear.

"I am alarmed at the use of this media as a scapegoat for society's problems," he said in prefacing his remarks. Then, he went on to voice agreement with the "original Rooney Bill" which would have permitted automatic renewal for applicants that "substantially, rather than minimally" met percentage-of-programming standards set by the FCC. The Van Deerlin amendment on comparative hearings, which was included in the draft reported out, would allow the FCC to prefer hearings for a competing applicant that promised "clearly superior" services.

"The enormous amount of time and energy [involved in comparative hearings] would be a disservice to the public interest, convenience and necessity," the senator said. "A strong license-renewal bill can serve the public interest with stability."

Of the so-called voters' time provisions of an election-reform bill before the House Elections Subcommittee (BROADCASTING, Oct. 8), he said, "The rigid formulas [delegating required blocks of time to candidates for federal office] actually mitigate against the goal which we wish to accomplish."

He also touted his own newsmen's privilege bill (S. 36) which affords jour-

nalists only "narrow responsibility" to divulge news sources in criminal trials.

"Only fair, realistic measures should be enacted," the senator concluded, to combat societal ills through the electronic media.

Representative Brown, minority leader of the House Communications Subcommittee, in Chicago, said that he was "surprised to see Barry Goldwater's former campaign manager [FCC Chairman Dean Burch] advocating the use of federally established percentages to judge each local licensee. I feel strongly that seven members of the FCC should not interpose their judgments as to what are the local needs, interests and views of communities."

Disapproving of the program-percentages concept, Mr. Brown suggested that licensees for different classes of facilities be afforded several different types of ascertainment procedures by the FCC, perhaps including a systematic sampling of citizens in the coverage area. If the commission finds that a licensee has been "honest and continual" in efforts to ascertain community needs and "can show evidence that it has responded to that public interest," then the FCC should grant renewal, Mr. Brown said.

FCC General Counsel Pettit ended the one-day meeting in Hartford with a speech calling for the "re-examination of the basic assumptions of broadcast regulation. Little by little, in the name of good reasons, the freedoms of the greatest system for moving information, goods and services" have been eroded, he said.

"If spectrum scarcity is the underpinning of broadcast regulation," he said, it is broadcasting's "pervasiveness, imme-

diacy and impact that has sustained" regulation since the 1930's. The question of why the industry has been regulated as it has "can be answered in terms of broadcasting's impact and effectiveness. That's the reason your advertising time is so expensive and why you have been regulated with special restrictions."

Since that basis of regulation is not the same as it was when the Communications Act was written, as Mr. Pettit believes, a re-examination of those basics should be instituted. And, "if there is no constitutional support for [the government's] position, we should have the courage to say so. . . . These issues haven't been debated in almost 50 years," he said.

Concern for the fate of the license-renewal bill kept NAB's two top executives in governmental relations, Grover Cobb and Roy Elson, from conducting the "Washington Up-Date" session as scheduled. Both remained in the capital. NAB President Vincent Wasilewski, who would have preferred to go into this round of meetings with a "cleaner" renewal bill, conducted the sessions in their stead.

Mr. Wasilewski began by saying: "Many thought that [renewal relief] couldn't be done. I think it can be done." But later he said that it would be "difficult to achieve. We have not yet convinced everyone involved of the rightness of our position."

Donald Zeifang, vice president, government relations, offered the members some solace, saying that license renewal had been on the NAB list of priorities since 1938 and that if broadcasters began the "battle 35 years ago, we can wait another few weeks or months."

Madeline Large, president of Families Against Censored Television, delivered an unscheduled speech during the morning session which scored consumer activists and governmental agencies that "seek to control our individual liberty." A diminutive lawyer from Hartford, Mrs. Large said: "Our families do not require or desire the assistance of consumer activists, the FCC, the FTC or the Congress of the U.S. to evaluate advertising. We accord them no right to raise our children, scrape the sugar off our cereal, plan our meals, examine our teeth, step on our bathroom scales, direct our economic choices or otherwise take over the management of our private lives."

She later noted that broadcast regulation was the product of "your power . . . because you know there is no scarcity. What is scarce is the personal incentive of others to develop the frequencies now known to exist. There is no incentive because anybody can walk in at license renewal time with a talking parakeet, call it public interest and demand the fully developed market generated by your ulcers and your private capital."

FACT is eight months old with about 600 members in 14 states, according to Mrs. Large. The impetus for forming the group, she said, was "private irritation." The mother of five and former member of the New York state bar was said to have contacted the NAB about speaking when she learned the organization was to meet in Hartford, her hometown.



Senator Schweiker



Counsel Pettit



Representative Brown

Parker sees progress in hiring policies

At commercial TV's churchman finds minorities, women moving in and up, but he criticizes noncommercials

Commercial television stations' staffs may still be white and male-dominated. But they are becoming less white and less male.

This seems to be the conclusion of a study released last week by the Office of Communication of the United Church of Christ, whose petition led the FCC to adopt its rules barring discrimination in employment and which in recent years has been checking on developing employment patterns in television.

"In the past year, the commercial television stations have made impressive forward strides in the employment, and possibly the upgrading, of blacks, Spanish-speaking Americans and other minorities," said Everett C. Parker, director of the Office of Communication, in a foreword to the study. In comments associated with the office's study last year, Dr. Parker scolded broadcasters for what he regarded as their poor performance in hiring and promoting minorities.

The record of broadcasters in hiring and promoting women was better, too, although the rate of improvement was not as great. And Dr. Parker said discrimination because of sex "can be documented in every part of the nation." Dr. Parker continued to express sharp dissatisfaction with the employment practices of noncommercial television. They "still have a miserable record in minority hiring," he said.

The study of commercial television employment was based on the 1973 employment records of 584 stations. These showed that minority personnel had increased from 10% of the full-time work force in 1972 to 12% in 1973; the percentage of minority-group personnel in part-time jobs has risen proportionately, from 18% to 20%. The records were furnished by the FCC.

What helped make the increase possible—and what Dr. Parker found "encouraging"—was that in a year when over-all employment in commercial television increased by 1,111 persons, 869 or 78.2% were from minority groups.

In addition, broadcasters are reporting that they are upgrading their minority employees. In the top-four job categories—where, Dr. Parker noted, "the important decisions are made and most of the money and glory are attained"—minority-group members now occupy 9% of the total, up from 7% last year. The jobs mentioned are officials and managers, professionals, technical and sales workers. A parallel phenomenon is the decline in the percentage of minority employees in lower-ranking jobs, at both commercial and noncommercial stations. Minority-group employees in 1973 filled 11% fewer of the lower-paid jobs at both commercial and noncommercial stations than in 1972.

However, the report also contains statistics indicating that the trend to widespread employment of minority-group members is less than universal. Dr. Parker noted that 20% of the commercial stations have no minority employees and 29% have none in the top jobs.

As for women, they occupy 23% of the work force in television, up from 22% in each of the past two years, but only 9% of the top jobs (up from 7% last year). Nine percent of the stations employ women only in office and clerical jobs, and 14% of the stations have no women in the upper-four job categories.

In its study of employment statistics at 114 noncommercial stations, the Office of Communication found that employment among minority groups accounted for 11% of 4,820 full-time workers, compared to 10% of 4,652 employees in 1972.

Women are more prevalent at noncommercial TV's than at commercial stations. They accounted for 1,430 (or 30%) of the full- and part-time employees at noncommercial stations in 1973, compared to 29% or 1,340 in 1972.

Furthermore, increases in the employment of minorities and women were most pronounced in the upper-three job categories (there are no sales jobs at noncommercial stations). Minorities in 1973 accounted for 9% of the workers in upper-level jobs, up from 1% in 1972; while 17% of the employees in those jobs were women (women had filled 16% of these positions a year earlier).

The study was prepared by Ralph M. Jennings and David A. Tillyer of the church agency staff.

And both Dr. Parker and Dr. Jennings added words of caution to those of encouragement they felt the study merited. Dr. Parker said that the FCC had made "only a perfunctory attempt to check the accuracy" of the reports on which the study is based, and suggested that the commission make what he said would be the minor effort needed to conduct a random check of the returns, then "impose severe penalties if misrepresentations were found."

Dr. Jennings noted that the job definitions "do not adequately describe the duties of broadcast employees" and "are subject to misrepresentation and abuse." He said the "general increase in upper-level jobs and the decline in lower-level positions may suggest an effort on the part of some broadcasters to reclassify workers previously listed in lower categories."

Opening sesame. In an unprecedented action, the Corporation for Public Broadcasting will open its Nov. 6 board meeting to the public. Meeting, CPB said, will not be a question-and-answer session but "rather, a forum to hear the views of various groups and individuals interested in public broadcasting." CPB said it would accept written comments of any length. Those wishing to appear personally are requested to notify CPB Secretary Thomas Gherardi. The meeting will be held in the Senate room of the Statler Hilton hotel, Washington.

Women assert a larger role in broadcasting

The new objectives of AWRT emphasize elevation of status

A new activism is stirring among members of the American Women in Radio and Television. "The membership has been needing me from behind saying: 'Let's get with it,'" Elaine Pitts, AWRT president reported at the organization's mid-east-area conference Oct. 12-14 in Washington.

A preview of a report to be released shortly on the employment status of AWRT members shows that many are with it already. Of AWRT's 2,300 members 25% are earning \$15,000-\$25,000 salaries, and 29% have one or more men reporting to them, Mrs. Pitts said. Other employment figures were supplied by Curtestine M. Boardley, the FCC's internal equal-employment officer. Within the broadcast industry women constitute 20-25% of those employed, she said; within the FCC itself, the figure is 39%. There are 65 women (but close to 700 men) ranking at a GS 11 level or above at the commission, she reported.

Mrs. Pitts reviewed the progress of resolutions and programs adopted at the national convention in May (BROADCASTING, May 23). As a result of AWRT's vote to support the Equal Rights Amendment, the organization will participate jointly with Women in Communications Inc. and National Business and Professional Women in providing broadcast coverage of state-by-state efforts to gain ratification of the amendment.

Professional-development and affirmative-action activities also ranked high on the list of priorities at the national convention. "We have a strong story to tell in professional development," Mrs. Pitts said, and reported that 12 seminars had been scheduled for AWRT members across the country focusing on attaining managerial skills and fostering upward mobility. Affirmative-action committee presentations were on the agenda at each of the seven area conferences. Chairwoman Mary Jean Parson, ABC's associate director of planning, reported that AWRT is readying recommendations to the FCC for revisions in its annual employment-reporting form. The proposal would change job categories to correspond to specific jobs in the broadcast industry, and would make the FCC form more closely resemble the one that must also be filed with the Equal Employment Opportunities Commission. With the current imprecision in reporting, accurate employment statistics on women and minorities are not available. "We get lost in the cracks," she said.

Members also discussed the formation of chapter skills banks, a professional registry that AWRT hopes to expand to a national network. In membership recruitment, Mrs. Pitts said AWRT will be

placing increased emphasis on recruiting women actually working within the broadcast industry.

FCC's inquiry into children's TV was reviewed by Elizabeth Roberts, head of the FCC's children's TV unit. She criticized the concentration of programming on Saturday mornings with insufficient programming during weekdays and afternoons. She asserted programs are geared to the "lowest common denominator" instead of being targeted at specific developmental levels. And she said there was a lack of diversity in program offerings. Commercial broadcasters have taken "one step forward and two steps backwards" in improving children's television, she said. She singled out the *ABC After School Specials* as "deserving of praise" but said that in general commercial broadcasters "have not responded to the challenge." She said that "without a great deal of consumer action and some sort of FCC guidelines," the picture will be "bleak."

Mrs. Roberts was one of the speakers on an FCC panel which also included Sol Schildhouse, chief, Cable TV Bureau, Commissioner Richard E. Wiley and Ms. Boardley.



Meeting the FCC. Following an FCC presentation on issues confronting broadcasting, two panel members, Elizabeth Roberts (l) head of the children's television unit and Sol Schildhouse, (c) chief, Cable TV Bureau, greet Elaine Pitts, president of American Women in Radio and Television and vice president of corporate relations, Sperry & Hutchinson, New York.

For women only

The National Association of Broadcasters, in conjunction with the Washington chapter of American Women in Radio and Television, is sponsoring a six-week series of management-development workshops to "further educate professional women on all aspects of top broadcast management," according to Kathleen Day, workshop director.

Top broadcasters drawn from stations and networks will conduct the two-hour sessions which will provide an in-depth examination of such topics as general managership, programming, sales, news, public affairs, promotion, legal responsibilities, finances and engineering.

The workshops "are a substantive way of saying that we want to see even more doors opened for women in top broadcast management," according to Vincent Wasilewski, NAB president. In addition

to underwriting the cost of the sessions, NAB also plans to publish proceedings of the meetings.

The sessions will get underway Nov. 7, continuing on a weekly basis for the following five weeks. Attendance is limited to 30, with participants drawn from the Washington chapter of AWRT.

ACLU claims WJIM-TV played games with news

FCC asked to deny renewal at time commission reportedly is studying similar charges made by 'Detroit Free Press'

The FCC has frequently asserted it would not move against a broadcast licensee on a charge of news distortion unless there was extrinsic evidence of licensee involvement in the alleged distortion. Last week, the commission was confronted with a claim that such evidence exists in connection with the operation of WJIM-TV Lansing, Mich.

The claim was made by the Lansing branch of the American Civil Liberties Union in a petition it filed with the FCC seeking denial of Gross Telecasting Inc.'s application for renewal of the station's license.

The ACLU said its decision to file the petition grew out of articles published last month in the *Detroit Free Press*, alleging that Gross Telecasting and its principal stockholder, Harold F. Gross, had used the station's services, particularly its news coverage, to further their economic, personal and political objectives. The ACLU said its own investigation supported the newspaper's charges, and turned up additional instances of "abuses."

Besides the allegation that the station was used to advance the private aims of the licensee and Mr. Gross, ACLU based its petition to deny on two other charges, both related to news and public-affairs programming—material misrepresentations regarding news, public-affairs and local programming in the renewal application, and certain violations of the fairness doctrine.

The petition was filed at a time when commission investigators were reportedly checking out allegations contained in the *Detroit Free Press* stories. Commission officials declined to comment on reports of a field investigation being under way. But the Gross Telecasting application for renewal of WJIM-TV has not yet been granted, two weeks after licenses of Michigan stations were to have been renewed.

The allegation that extrinsic evidence exists of Mr. Gross's involvement in the alleged news distortion by WJIM-TV is connected to the charges that the station was used to advance the licensee's and Mr. Gross's personal and political aims. ACLU said that Mr. Gross in 1967, when Gross Telecasting was seeking a cable-television franchise in Lansing, directed the station's staff "to deny

news coverage to certain individual members of the Lansing city council who opposed" the Gross application. (Gross Telecasting is still seeking the franchise, despite the commission's ban on CATV-TV crossownership.)

ACLU also cited several other instances when Mr. Gross is said to have ordered news "blackouts." One involved state legislators who, ACLU said, did not respond to Mr. Gross's request for aid in 1967 when Mr. Gross was involved in a dispute with the state aeronautics commission as a result of the operation of an airport restaurant Gross Telecasting owns. Another alleged blackout ordered by Mr. Gross involved the elimination of all city and state-capitol news coverage from Lansing, as a means of increasing WJIM-TV's audience in the Flint area; the aim, ACLU said, was to justify increases in advertising rates there. ACLU also said Mr. Gross used the blackout as a political device, in connection with some political campaigns and with activities of the Ingham (Lansing) county board of commissioners.

ACLU also said WJIM-TV on a number of occasions editorialized on matters of financial interest to Mr. Gross or to Gross Telecasting without disclosing that interest, at least directly. One case cited was an editorial dealing with the dispute with the state aeronautics commission—an incident that led to an FCC reprimand of the licensee.

The list of allegations in the petition was not limited to broadcasting matters. ACLU said that Mr. Gross ordered a newsman, who was his "special adviser on CATV affairs," to record and file "for future use" telephone conversations with Lansing city council members in 1967 and 1968—a "possible" violation of the Communications Act. And Mr. Gross in 1967 is said to have sent television sets to members of the Lansing city council in an effort to win support for Gross Telecasting's bid for cable-TV franchise—an action that would violate state law against bribery of public officers. The petition did not name the alleged recipients or indicate how many persons were involved.

A number of the charges are attributed to statements by former station employees. However, ACLU said that "most persons with direct knowledge" of the orders issued by Mr. Gross are former WJIM-TV employees now working at other stations who are reluctant to speak voluntarily for "fear of retaliation" by Gross Telecasting or their present employers. However, ACLU said, they would be willing to testify and provide documentary evidence if required "by compulsory process." Others with knowledge who haven't "talked freely" have refused to provide affidavits because of "a general reluctance to voluntarily antagonize a person as powerful as Mr. Gross," ACLU said.

An FCC hearing on the renewal application would probably lead to subpoenas being issued to compel testimony from those ACLU says have pertinent information.



PHOTOGRAPHY BY RICHARD NOBLE

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During that time we found a few "easy" judges. Some tough ones, too.

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the system. Like witnesses, and even victims, who won't testify.

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Once again FCC okays transfers of WFAA-KFDM

Protests by beneficial owners and dark UHF are rejected

The FCC has affirmed its approval of assignment-of-license and transfer-of-control applications that left WFAA-AM-FM-TV Dallas and KFDM-TV Beaumont, Tex., under one licensee, Beaumont Television, controlled by three trustees.

The action, taken last May, had been opposed by Civic Telecasting Corp., former licensee of a now-dark UHF in Dallas, and by three brothers—Gordon Dealey Jackson, Gilbert Stuart Jackson and Henry Allen Jackson—who are beneficial owners of the stations.

Ownership of the Dallas stations had been transferred from A. H. Belo Corp. to Beaumont, while the control of Beaumont passed to three voting trustees, James M. Moroney Jr., Joseph M. Dealey and Myron F. Shapiro. The beneficial ownership of the stations or control of the licensees did not change, since Messrs. Moroney and Dealey, who constitute a majority of the voting trust in which the Beaumont stock was placed, are also a majority of the trustees of the G. B. Dealey Trust, which controlled 68% of the Belo stock.

Civic, which has petitioned the com-



Your FCC pen pal. The FCC made it official last week. Vincent J. Mullins is to become a household word in the lives of the nation's broadcasters, and other licensees as well. Much of the commission's mail is signed by the FCC secretary, and that is the title given to Mr. Mullins. He had been acting secretary since July, following the retirement of Ben F. Waple, who had been with the commission since 1936 and permanent secretary since 1963 (*Broadcasting*, July 2). Mr. Mullins, who has been with the commission since 1956, has served as chief of the rules section and chief of minutes and rules branch. Before joining the FCC Mr. Mullins served in Germany, both with the State Department and Department of Defense.

mission to deny the renewal applications of the four stations involved, charging the licensees with engaging in anticompetitive practices, said the grant would

affect the license-renewal proceedings. Civic also said it would enable Belo to escape possible revocation of its licenses if found guilty of violations.

The Jackson brothers contended that the transfer and assignment applications were not *pro forma*, as they had been represented to the commission, since they affected the "substantive rights" of the trust beneficiaries. They said the action extended the control of Messrs. Dealey and Moroney over the stations beyond the Aug. 25, 1976, termination date of the Dealey trust. The effect of the voting trust arrangements in the assignment and transfer applications was to extend their control to 1982, when the voting trust expires, unless it is terminated earlier.

The commission, however, said the transfer of control was *pro forma*, since the same persons who controlled the stations in the past would continue to control them through the voting stock. And it said that Civic had not explained how the change in ownership and control could protect Belo against a revocation action.

KLAS-TV claims FCC broke new ground in equal-time ruling

Las Vegas outlet contends fine is unwarranted in 1972 case involving seven-day rule

KLAS-TV Las Vegas, which is owned by billionaire Howard Hughes, has requested the FCC to change its mind about the \$1,000 forfeiture the commission said it intends to impose on the station because of an alleged violation of the equal-opportunities law (*BROADCASTING*, Aug. 27). KLAS-TV says the commission erred in the notice of liability that it sent the station—believed to be the first to cite an alleged violation of Section 315 as a basis for a forfeiture—and that the commission's ruling, if allowed to stand, broadens the boundaries of its policy in that area.

The case involves a complaint the commission received a year ago in behalf of Nevada's former Democratic representative-at-large, Walter S. Baring. And it raises a question of interpretation of the so-called seven-day rule, which requires candidates seeking equal opportunities to make their requests within seven days of the broadcast by their opponents.

The complaint was filed by James Rosner, an official of the advertising agency used by Mr. Baring, in connection with a request to purchase time during the primary campaign. Mr. Baring lost the primary to James Bilbray, the only other candidate, who later was defeated in the general election.

The commission held that Mr. Rosner's request, on Aug. 29, for equal opportunities invoked the seven-day rule and that the station was obliged to sell the congressman an amount of time equal to that used by Mr. Bilbray from Aug. 22 to Aug. 29, as well as that Mr. Bilbray



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planned to use through Sept. 4, the day before the primary election. The commission noted that the request had been made at a time when Mr. Bilbray's spots were running on the station "in a fixed and continuing pattern."

But KLAS-TV, in its pleading, said that in the five days before the primary, Mr. Baring had "substantially" more time than Mr. Bilbray and that Mr. Rosner had been notified in advance of Mr. Bilbray's plans to purchase time for a campaign in August and chose not to buy time in response until "about Aug. 24," when he asked for spot time between Aug. 31 and Sept. 4.

Moreover, KLAS-TV said, the commission's holding that Mr. Rosner's request automatically invoked the seven-day rule is unprecedented. In a previous case cited by the commission, KLAS-TV said, the complainant had specifically referred to the past uses of time by his opponent. "It has always been held to be a candidate's responsibility to invoke by request to a station his right to equal time," KLAS-TV said. "Nothing in the 315 primer or in any case led KLAS-TV to believe that the seven-day rule operates in a different way."

Accordingly, KLAS-TV maintained that the commission should not impose the \$1,000 fine, either because it ignored past precedent or, if it decides to affirm its interpretation as stated in the notice of liability, it should recognize that the interpretation constitutes new law "and that KLAS-TV cannot be held to have violated a new legal concept."

Changing Hands

Announced

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

■ **KGNC-TV** Amarillo, Tex.: Sold by Stauffer Publications Inc. to Cannan Communications Inc. for estimated \$2.5 million. Stanley H. Stauffer is president of Stauffer Publications, which also owns **WIBW-AM-FM-TV** Topeka, **KSOK(AM)** Arkansas City, all Kansas; **KGFF(AM)** Shawnee, Okla. and **KGNC-AM-FM** Amarillo. Stauffer Communications has recently reached an agreement to purchase **KRNT-AM-FM** Des Moines, Iowa (see below). Darrold A. Cannan Jr. is president of Cannan Communications. Cannan family formerly owned **KFDX-TV** Wichita Falls and **KFDM-TV** Beaumont, both Texas. **KGNC-TV** is NBC affiliate on channel 4 with 347 kw visual, 61.7 kw aural and antenna height 1,420 feet above average terrain. Broker: Hogan-Feldman, Los Angeles.

■ **KRNT-AM-FM** Des Moines, Iowa: Cowles Communications Inc. has reached agreement in principle for sale of stations to Stauffer Publications Inc. (see above). Industry sources put probable sale price at about \$1.5 million. Cowles had negotiated with Tracy-Locke Co., Dallas-headquartered agency, for sale of stations for estimated \$1.2 million, but deal was canceled last July (BROADCASTING, July

23). Gardner Cowles is chairman of Cowles Communications. Other Cowles broadcast properties are **KRNT-TV** Des Moines; **WREC-AM-FM**, Memphis and **WESH-TV** Daytona Beach, Fla. **KRNT(AM)** operates full time on 1350 khz with 5 kw. **KRNT-FM** is on 102.5 mhz with 100 kw and antenna height 510 feet above average terrain.

■ **WCIB-FM** Falmouth, Mass.: Sold by Cape & Islands Broadcasting Inc. to Roger Neuhooff and Ralph Guild for estimated \$300,000. Cape & Islands is owned by Edward Perry, Paul Christo and Olimas Management Corp. Mr. Neuhooff is president of Eastern Broadcasting Corp., licensee of **WCVS(AM)** Springfield, Ill.; **WHUT(AM)** and **WLHN(FM)** Anderson

and **WBOW-AM-FM** Terre Haute, both Indiana. Mr. Guild is president of McGavren-Guild Co., station-rep firm headquartered in New York. **WCIB-FM** is on 101.9 mhz with 50 kw and antenna height 240 feet above average terrain. Brokers: Ansel Chaney, Boston, and Avpro Inc., New York.

Approved

The following transfers of station ownership have been approved by FCC (for other FCC activities see page 46):

■ **KTOK(AM)** Oklahoma City: Sold by KTOK Radio Inc. to Covenant Broadcasting Corp. of Oklahoma for \$2.45 million. William D. Schueler is president of KTOK Radio. Covenant Broadcasting is wholly

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■ KAFG(FM) Oklahoma City: Sold by Radio Oklahoma Inc. to Covenant Radio of Oklahoma Inc., subsidiary of Broadstreet Communications (see above) for \$350,000. C. B. Cameron is president of Radio Oklahoma. KAFG operates on 102.7 mhz with 79 kw and antenna height 300 feet above average terrain.

■ WTJS-AM-FM Jackson, Tenn.: Sold by WTJS Inc. to Kirk Broadcasting Co. for \$525,000. Albert A. Stone, Frank S. Proctor and George Harvey Jr. are voting trustees of WTJS Inc., wholly owned subsidiary of Sun Publishing Co., owner of *Jackson Sun*. James L. Kirk is principal owner of Kirk Broadcasting. He also has interest in KVOL(AM) Lafayette and WGIG-AM-FM Brunswick, both Louisiana, and WGG(AM) Gainesville, Ga. WTJS(AM) operates full time on 1390 khz with 5 kw day and 1 kw night. WTJS-FM is on 104.1 mhz with 50 kw and antenna height 640 feet above average terrain.

■ WYDK(AM) Yadkinville, N.C.: Sold by Yadkin Broadcasting Co. to B & B Broadcasting Co. for \$223,250. Clyde G. Reavis is president of Yadkin Broadcasting. Donald E. Bilger and Forbes W. Blair, owners of B & B, are partners in Washington law firm. WYDK is daytimer on 1480 khz with 1 kw.

Problems in Apple Valley

FCC has dismissed applications for the sale of KAVR-AM-FM Apple Valley, Calif., by BHA Enterprises to Phoenix Broadcasters Corp. and designated the KAVR licenses for a revocation hearing. The revocation issues include unauthorized transfer of control and misrepresentation. Gerald F. Hicks, listed as 49% owner of BHA and 4.7% stockholder in Phoenix, is said to have acquired 57% control of BHA's stock without commission approval.

Labor problems in L.A.

Hollywood stagehands were poised last week to strike against all three TV networks and their owned stations in Los Angeles. The target date was unknown earlier last week.

A virtually unanimous strike vote was cast by members of Stagehands Local 33, International Alliance of Stage Employees, at a meeting Oct. 12-13. The move has the sanction of the national IATSE executive board and there have been expressions of support from other Hollywood IATSE locals.

The key issue is wage increases as the present contract moves into the third year of a three-year contract. That contract provides for negotiations on wages. The networks offered a wage increase of 5.5% which the union has accepted but insists that it be tied to a cost-of-living provision. The networks declined to add that clause.

Consumerism takes some knocks at AAAA regional

Santa Barbara meeting hears O&M's Elliott put down NAB's Code Authority as overzealous as other speakers touch on related topics such as the NARB and ad substantiation

The Code Authority of the National Association of Broadcasters was fingered last week as an example of advertising overcare that has resulted from the current wave of consumerism. Doing the pointing was John Elliott Jr., chairman of Ogilvy & Mather, New York, who told several hundred members of the American Association of Advertising Agencies Western regional meeting in Santa Barbara, Calif., that today's consumerism is "the most virulent outbreak this country has ever had." He noted one experience with the NAB code to illustrate the excess that seems to be rampant.

An O&M copywriter wrote this line for Mattel's Barbie doll, which was approved by the agency, the company, and even by an outside lawyer, for a TV commercial: "Look, the roof of the beach buggy turns into a sun deck." The copy was submitted to the Code Authority, which Mr. Elliott said, objected to word "look."

Mr. Elliott quoted the Code Authority's comment: "The word 'look', which is an audio attention-getting device (toy advertising guideline III, B, 1) is also an exhortation directed to children questionable under TV code standard X, 3 (exploitation of children). The word therefore should be deleted." Mr. Elliott waited for the laughter to subside before continuing: "So guess what we say, two weeks and thousands of dollars or so later? 'The roof of the beach buggy turns into a sun deck.'"

He called this a "classic example of where excessive zeal leads us, and of the sterile, stupid waste of time and effort of the resulting bureaucratic regulation."

Putting another needle into the Code Authority, Mr. Elliott noted that there is a provision in children's advertising that permits the use of grass but only if it appears, according to his reading "as a limbo background, such as artificial grass or carpeting, close-knit, totally flat. Grass should not be 'moth-eaten' in appearance or of uneven color." That means, Mr. Elliott commented dryly, "... you can't shoot a children's commercial on my lawn."

Consumerism, indeed, was the principal topic of discussion at the conference. Noted by many was the industry's own self-regulatory program, the National Advertising Review Board. Stanley I. Tannenbaum, chairman of Kenyon & Eckhardt, New York, urged a national advertising campaign by advertisers and agencies to acquaint the public with its existence. He suggested the appointment of a steering committee to initiate this

move. The steering committee should include representatives of the media, he said, and in addition the media ought to devote space to NARB and its works.

"After all," he said, "advertising is the lifeblood of their business." If not that, he suggested that advertisers and agencies allocate a percentage of their revenues to underwrite this promotion.

"If you don't establish credibility, if we don't demonstrate that we can keep our own house in order," he warned, "advertising is going to look a hell of a lot different five or 10 years from today. We may find it's a different business. We may find ourselves out of business."

NARB has received 604 complaints as of Sept. 30, Mr. Tannenbaum reported, with 192 dismissed as being without merit, 114 upheld, 189 rejected as not within the purview of NARB. Currently NARB is investigating 101 complaints, he said.

Five local advertising review boards are already functioning, reported Don R. Cunningham, senior vice president of Foote, Cone & Belding, Los Angeles. They are located in Phoenix, Seattle, Honolulu, Minneapolis and Westchester County, N.Y. Others are in the organizational stages, he said, including one in Los Angeles.

The meshing of advertising integrity and broadcasting was stressed by Stanley L. Spero, vice president-general manager of KMPC(AM) Los Angeles. Radio, he said, is moving through many channels to build faith in the medium. If radio has an image of integrity, then, he added, this is good for its position as an advertising medium. But, he warned, advertising, like radio, must operate in the public interest too.

The conference also heard Joseph Curl, vice president-network sales, CBS-TV Los Angeles, call for more knowledge of network TV by advertisers and agencies. "Visit the factory," he urged. "Be informed."

New forms in TV were stressed by Lee Rich, president of Lorimar productions, Beverly Hills, Calif., and a former agency executive himself. He used the forthcoming showing of *The Blue Knight*, produced by his company for NBC, that will be shown an hour a night for four consecutive nights, as an example of the new formats on TV. "You can do anything you want to do today on TV," he said. "Programs can be any length and any form."

Agency men and media representatives in the audience also heard John H. Hoefer, chairman of Hoefer, Dieterich & Brown, San Francisco, describe corporate advertising as "boring, bland, platitudinous, irrelevant and blatantly self-serving." Commenting on recent corporate advertising on social issues, Mr. Hoefer said social concerns must be real, not just talk. Performance is the pay-off, he said. "Verbalizing the intention without corresponding action can do more harm than good."

The conference heard some good news, among all the bad. Victor Bloede, chairman of Benton & Bowles, New York, and chairman of the AAAA board, said

1974 will be the best year for agency business ever, with total advertising placed by agencies at the \$10 billion level. The economy will grow next year, he said, but at a slower pace, and so will advertising.

Engman asks for advertiser help at AAAA meeting in Santa Barbara, spells out areas where project has succeeded or failed

Federal Trade Commission Chairman Lewis A. Engman called on advertisers last week to "meet new and higher standards of responsibility and performance" in order to restore public confidence in advertising. And in keeping with its obligation to combat unfair and deceptive advertising practices, the FTC will pursue a "vigorous and aggressive use of an effective ad-substantiation program," he said.

In reviewing the intent and effectiveness of the commission's two-year-old substantiation campaign, Mr. Engman indicated that some operational changes are in the offing—along with an increased emphasis on substantiation requirements and law-enforcement action where necessary—to promote truth-in-advertising claims.

The ad-substantiation program, Mr. Engman told the Western region convention of the American Association of Advertising Agencies in Santa Barbara, Calif., last Wednesday (Oct. 17), can have a "salutary effect on advertising." It has operated as "preventive medicine" in acting to deter unsupported claims and has tightened self-regulatory procedures within the industry; there is evidence, he said, that internal monitoring attempts have been expanded into more comprehensive claim-review mechanisms. And the substantiation program has assisted the FTC in overseeing advertising techniques. It has provided a basis for FTC law-enforcement activity, resulting in the issuance of a number of complaints where substantiation materials have indicated possible violation of the FTC Act.

The substantiation program has been less successful in meeting another of its goals: relaying factual information to facilitate consumer choice of products and services. Mr. Engman expressed "personal disappointment" with the educational impact of the campaign, adding: "I am not yet convinced that the public-education goal of ad substantiation can ever be significantly realized." The material submitted, which is voluminous and often highly technical, has failed to elicit marked public interest, he said. He indicated that the FTC will make some attempt to enlist the assistance of consumer groups in analyzing and publicizing substantiation materials, but said he thought the public-interest aspects of the program can be no more than "beneficial side effects" in a campaign whose "chief aim" should be the deterrence of deceptive marketing techniques coupled with law-enforcement action.

To increase the over-all effectiveness of the substantiation campaign he suggested a number of improvements aimed at speeding up the entire FTC review

process. Among changes under consideration are:

- Redefinition of the criteria by which ads are selected for substantiation in order to reduce time between the appearance of an ad and the issuance of a substantiation order.
- Continuing the practice of limiting substantiation requests to major marketing themes.
- Moving away from industry-wide substantiation requests—involving all major advertisers in a given industry—to focus on more selective groups.

In this "age of accountability," public confidence can be restored in advertising—and government—only if both work to attain the highest possible standards in advertising, he concluded. And along with the FTC's commitment to a vigorous and aggressive enforcement campaign, the commission has a "collateral commitment to be reasonable and fair," he said.

TV code board spells out more ad guidelines

Research on program-commercial impact also ordered at S. F. meeting

The television code review board of the National Association of Broadcasters has commissioned a study of differences between adults' and children's perception and recall of TV programs and commercials, according to the details released last week of a three-day meeting held in San Francisco Oct. 10-12.

The project will be underwritten by the NAB Code Authority and conducted by research specialists Charles and Mariann Winick. The study could be completed in nine months, a spokesman said.

In other action, the review board passed new policies concerning children's advertising and reference to cholesterol in commercials. It also turned down an appeal from the National Organization for Women to strengthen the language of provisions on the image of women in advertising. But, the board called upon the code authority to notify code members of the "special sensitivity involved in women's roles."

On the matter of children's advertising, the code as of April 1, 1974, will require that:

- Messages for snack, candy and soft-drink products not "suggest or recommend indiscriminate or immoderate use of the product."
- Breakfast cereal commercials include one audio and one video "depiction of the role of the product within the framework of a balanced diet."
- Advertisements directed at children avoid exhorting children directly "to buy or ask a parent or other adult to buy the product for them."

On Jan. 15, 1974, subject to final approval of the board before that date, commercials referring to cholesterol will:

- Allow "qualified, precise references

to cholesterol" in advertising for such foods as margarine and vegetable oils.

- Require that references to any benefits of serum cholesterol be "related to a total dietary program in which more than one aspect must be changed."

▪ Disallow any implications that an individual food, by itself, will help lower serum cholesterol levels.

▪ Allow references by advertisers to "health benefits" solely in relationship to the three major controllable risk factors—cigarette smoking, high-blood pressure and serum-cholesterol levels.

The board also recommended that guidelines on nonprescription drugs and alcoholic-beverage advertising continue to be given "priority attention." And, it directed that members be informed that recent letters and attachments from the advertising agency, Dancer-Fitzgerald-Sample, New York, to code members, citing what it called code violations, were not sustained by current code standards. The D-F-S letters charged that some code stations have violated the total-commercial-time standards as applied to half-hour time blocks, consecutive-announcements rules and product-protection guidelines. The letter said that sanctions would be enforced by the agency against violating stations after a future date.

The code board found that measures on total commercial time applied to hour segments only, that instances of so-called consecutive-commercials rule violations involved breaks between spots that were acceptable by code standards and that the code makes no provisions for product protection.

Ken-L Ration ads will be changed

Quaker Oats Co., Chicago maker of Ken-L-Ration dog food, has agreed to modify the copy for its television commercial that claims "My dog's better 'cause he gets Ken-L-Ration."

Quaker Oats was one of four national advertisers whose claims were challenged during September, the National Advertising Division of the Council of Better Business Bureaus reported. The other firms, which have agreed to modify or discontinue specific claims—all contained in print media—were Plough Inc. (for Regutol), Nissan Motor Corp. (Datsun 1200) and Star Crest of Calif. (panty-hose).

The NAD reported at the same time that seven other claims were reviewed and found to have been adequately substantiated. Two television advertisers were included in this second group: the Gillette Co. (Trac II Razor) and S. C. Johnson Co. (Raid Yard Guard Insecticide). An animated demonstration of Trac II double-cutting shaving action was adequately documented by close-up photos, NAD said. S. C. Johnson provided documentation for its challenged claim: "Raid Yard Guard. It's jungle tested." The substantiation demonstrated effective use of the product in Panama and Costa Rican jungles, according to NAD.

TVB's Cash opposes blanket indictments of ad clutter

Rebuttal to ANA workshop speakers asserts that violations sometimes are a matter of 'personal opinion'

Stations that abide by the National Association of Broadcasters' commercial code should be commended, not criticized, Norman E. (Pete) Cash, president of the Television Bureau of Advertising, said last week.

His statement was issued in answer to agency and advertiser speakers who told an Association of National Advertisers workshop two weeks ago that perhaps advertisers should not buy time on stations that overcommercialize (BROADCASTING, Oct. 8).

"We believe that this is a personal opinion based upon agency standards and does not in any way indicate that stations are in violation of the TV code of the NAB," Mr. Cash asserted. "Not all agencies or advertisers agree on the TV commercial code, but if each agency has its own, that's its own business and we cannot concern ourselves with its method of doing business."

Mr. Cash expressed belief that "a few agencies" judge overcommercialization by standards different from those the NAB code provides and that these overlook the code's permitting a different number of commercials in different day-parts and different totals for independent stations than for network affiliates, and also forget that the NAB code allows clusters of commercials to be counted separately if they are separated by public-service or promotional announcements or by program material.

"Local advertisers close to daily cash-register results have increased their use of television by over \$404 million since 1970," Mr. Cash said. "The top-25 agen-

Fellow travelers. WGMS-AM-FM Washington sold the Soviet Union \$360 worth of capitalism last week, in the form of an hour's worth of radio time. The vehicle: WGMS's *Musical Holiday*, 8-9 p.m. last Wednesday (Oct. 17), devoted to the music of Russia. The client was Aeroflot, the Russian airline that flies between New York and Moscow. No agency was involved; the deal was closed at the USSR's Washington embassy. General Manager Jerry Lyman believes it's the first sale of American broadcast time to a Soviet concern.

cies handling 20% of all advertising placed 58% in TV. No medium comes close to matching television's effectiveness. Newspaper shortages will put further pressure on the use of TV time. We at TVB are certain agencies don't want to put themselves out of business by using inferior media while adopting mathematical codes to serve their own purposes while damaging advertisers' needs—our clients."

Kaiser hoists own sales-rep flag

Offices set up in four cities

Kaiser Broadcasting Co., group broadcaster, has established its own station representative firm, following the decision last month of Metromedia TV Sales to resign all but its own stations.

Jim Warner, formerly general sales manager of Kaiser's WKBS(TV) Philadelphia, will go to New York to become head of the eastern division; Frank Daly, formerly sales manager at the firm's WFLD(TV) Chicago, will become Midwest sales manager, located there. Roy Wade, formerly with ABC Spot Sales, New York, has been named national sales manager with offices in Detroit. Jay Sond-

heim, vice president and general manager of Kaiser's KBHK-TV San Francisco, will also head West Coast operations, with headquarters there.

Kaiser Broadcasting, 77.5% owned by Kaiser, and 22.5% by Field Communications Corp., anticipates \$10 million in net national sales this year. Kaiser stations, all UHF, are WKBS, WFLD, KBHK-TV, WKBG(TV) Boston, WKBF(TV) Cleveland, and WKBD(TV) Detroit.

Business Briefs

Rep appointments. WSIX-TV Nashville: Blair Television, New York; WRTV-TV Indianapolis and KGTV(TV) San Diego: Harrington, Richter & Parsons, New York; WTVJ(TV) Miami: MMT Sales Inc., New York; WGBS(AM) Miami and KRLD(AM) Dallas: CBS Radio Spot Sales, New York; WPEZ(FM) Pittsburgh: CBS/FM Sales, New York.

Strictly IBM. International Business Machines Corp., Armonk, N.Y., will be full sponsor of ABC-TV's presentation of *The Glass Menagerie* on Dec. 16 (8:30-10:30 p.m.). Program stars Katharine Hepburn in her dramatic debut on TV. Agency is Conahay & Lyons, New York.

Consumer tips. Ford Motor Co., Detroit, has begun prime-time network TV campaigns on ABC, CBS and NBC on behalf of its mid-size and luxury cars, advising consumers on what to look for before purchasing a car. Agency is J. Walter Thompson Co., New York and Detroit.

BBDO client. Winnebago Industries Inc., Forest City, Iowa, has named BBDO, Minneapolis, as agency for its Motor Home and Travel Trailer division. Billing said to be about \$1.3 million, of which substantial portion will be in television and spot radio.

Fuel advisories. Threat of fuel shortages this winter has prompted NBC-TV to begin new service, "Fuelwarn," on daily *Today* series when cold weather approaches. NBC said new feature will be carried each Wednesday, and, if cold waves and fuel shortages warrant, on daily basis. "Fuelwarn" will inform viewers of deficit or plus accumulation of "heat units" and help householders plan oil or gas use.

Return to TV. In its first national television effort since *United States Steel Hour* of 1950's, U.S. Steel Corp., Pittsburgh, will begin campaign on Oct. 23 on news programs of ABC-TV, CBS-TV and NBC-TV. Created by Compton Advertising, New York, campaign stresses need by U.S. industry to increase productivity to meet foreign competition.

Banking on TV. In its first use of network television, American Bankers Association, New York, will sponsor six one-hour dramatic specials based on Carl Sandburg's biography of Abraham Lincoln over NBC-TV. Three of specials, all keyed to America's bicentennial celebration, will be presented during 1974-75 and three during 1975-76, in prime time. Agency is Leo Burnett Co., New York and Chicago.

BAR reports television-network sales as of Oct. 7

CBS \$506,091,000 (35.0%); NBC \$495,097,900 (34.2%); ABC \$444,838,200 (30.8%)

Day parts	Total minutes week ended Oct. 7	Total dollars week ended Oct. 7	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday					
Sign-on-10 a.m.	87	\$ 543,600	2,895	\$ 18,725,500	\$ 17,454,100
Monday-Friday					
10 a.m.-6 p.m.	986	8,788,800	37,037	293,480,000	269,774,400
Saturday-Sunday					
Sign-on-6 p.m.	344	7,298,200	11,057	146,780,200	148,684,200
Monday-Saturday					
6 p.m.-7:30 p.m.	98	2,607,300	3,779	73,103,700	67,092,700
Sunday					
6 p.m.-7:30 p.m.	14	459,800	542	12,004,300	11,539,600
Monday-Sunday					
7:30 p.m.-11 p.m.	395	26,547,200	15,671	803,436,700	706,561,100
Monday-Sunday					
11 p.m.-Sign-off	161	2,989,700	6,483	98,496,700	75,697,100
Total	7,085	\$49,234,600	77,464	\$1,446,027,100	\$1,296,803,200

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

Double barrels for freedom in TV programs

Wood and Schlosser speak out in defense of mature treatments

It was coincidental, but both CBS-TV President Robert D. Wood and NBC-TV President Herbert S. Schlosser spoke last week on television's right and responsibility to present controversial programming. And this common thread ran through speeches by both: The audience is ready for programs that focus on provocative themes, and advertisers and broadcasters should resist pressure from groups bent on censorship.

Mr. Wood, speaking to the Better Business Bureau of Nashville on Tuesday (Oct. 16), illustrated at the outset the difficulty of trying to satisfy all segments of the audience. He read a letter from an executive that castigated a dramatic special, *The Lie*, for showing "marriage in its most violent vantage and sex in its most promiscuous vantage point." Appended to the letter was a note from the executive's secretary, Mr. Wood said, which decried the protest and called the program "healthy" and "mature."

"These two letters show how very different are the attitudes and life styles and values of the public that make up the total audience we serve," Mr. Wood said. "Different segments march to different drummers—and each one believes everyone else is out of step."

He acknowledged that at one time television generally and CBS particularly "wrote off that secretary and her friends" and aimed their programming almost exclusively at the "conventional-minded and traditional-bounded." But he made the point that in recent seasons television has tried to broaden the base of its appeal, win back the occasional viewer and attract the next generation of viewers.

He said CBS has challenged the creative community "to strike out in new directions, seek ways to respond to contemporary tastes and breathe new vitality" into the network's schedule. Mr. Wood said this commitment to participation in the present was responsible for such "breakthrough" series as *All in the Family*, *M*A*S*H*, *Sonny & Cher* and *Maude*, and encouraged the introduction of real-life themes and situations in more traditional series such as *Mary Tyler Moore*, *Medical Center* and *Dick Van Dyke*.

Mr. Wood emphasized that in breaking new ground, CBS is not abdicating its responsibilities in the area of broadcast standards. On the contrary, he continued, CBS is facing up to its obligations by meeting "the challenge that comes from the awareness that our society's standards and tastes are undergoing enormous change, and that television must reflect the growing maturity of the audience."

To buttress his point that the audience

is becoming more mature, Mr. Wood cited reaction to controversial programs presented during the past year. He recounted that only 1,200 critical letters were received after the showing of "Who's Afraid of Virginia Woolf," viewed by about 33 million viewers; less than 200 such letters after the telecast of "In Cold Blood," and 24,000 protests after four presentations of the *Maude* segment dealing with abortion.

Mr. Wood was quick to acknowledge that letters do exert an influence on future program decisions, along with measurements of audience acceptance, press comment and reactions of station affiliates. He said all these forces help determine which programs will be responsive to the interests, needs and appetites of the public.

"And part of being responsive to our public is to make sure that we do not allow a small, vocal, and, at times, highly organized minority group to determine what can be seen on your television set," Mr. Wood warned. "If we fell into this trap, we might easily be led to ban present-day equivalents of such literary classics as Nathaniel Hawthorne's 'The Scarlet Letter'—once called 'a brokerage of lust' or Charlotte Bronte's 'Jane Eyre'—once termed 'too immoral to be ranked as decent literature.'"

Mr. Schlosser, addressing the season's opening meeting of the Broadcast Advertising Club of Chicago, on the same day contended that TV programming must meet the changing tastes of changing audiences, and said programming decisions must not be based on fear of controversy, fear of misunderstanding, or fear of pressure.

He said the three television networks today are dealing with more relevant and meaningful program content, and added:

"This is not permissiveness. It is honesty, with an awareness—because of the difference in mass-audience taste—of the need to draw a careful line between liberty and license."

Mr. Schlosser said basically the issue is "how to balance a respect for creative freedom with an equal respect for television as a home medium." He characterized television as "the man in the middle," saying that the medium has been criticized by those who accuse it of "moving too fast and becoming too provocative," and others who claim it is "moving too slowly" and is "too bland."

Mr. Schlosser outlined the operation of NBC's broadcast department, which, he said, in a typical season, evaluates and judges more than 2,000 program outlines and scripts, and reviews motion pictures acquired for presentation on NBC-TV.

"The Motion Picture Association rating of a film does not determine whether it is acceptable to us or not," he said. "We have turned down some 'G' rated films because we felt that, while appropriate for theatrical showing, they were not right for television. We have no intention of televising X-rated movies, because we feel the same elements that won them an 'X' would disqualify them for our medi-

um. But there is no valid reason to deny viewers good contemporary feature films that can be edited to meet the standards of home viewing."

He said NBC-TV will continue to cope with the problem posed by the conflict between total freedom of creative expression and the limitations inherent in a mass medium, and urged all in broadcasting and advertising to join in that effort.

Broadcasters, sports entities see no evil in their ways

FCC told certain controls are enforced, but are needed; player associations complain

The FCC received little encouragement to pursue its inquiry into practices of licensees in connection with sports broadcasts in comments filed at the commission last week.

ABC, CBS and NBC, along with Avco Broadcasting Co., Fetzter Stations and the Hughes Sports Network, asserted their own responsibility to exercise they should keep singent control over their sports programming and suggested that the commission had ventured into an area that required no new regulation. The networks emphasized that their principal sports announcers are generally full-time employees of the network and that occasional part-time announcers are hired on a freelance basis, but are solely accountable to the networks in the performance of their duties.

While most of the contracts between the broadcaster and a sports interest contain an "approval clause" that enables the sports interest to exercise some control in the selection of announcers, the broadcasters pointed that the licensee still holds the final veto.

On this point, comments filed by the National Football League, the National Hockey League and commissioner of baseball corroborated the broadcasters' claims. In the contracts for NFL regular-season and championship games, which are sold as a package to the networks, selection of sportscasters and color men is "subject to reasonable approval by the commissioner." In 13 years, according to the NFL comments, Commissioner Pete Rozelle has never rejected any sports announcer proposed by a network.

The National Collegiate Athletic Association, which grants rights for network coverage of college football and basketball, said that network agreements grant "limited consultation and approval rights" but do not accord the NCAA veto power.

In a comment filed earlier (BROADCASTING, Oct. 1), the National Basketball Association typified the sentiments of other sports interests in saying that its only concern with regard to an approval clause is that "persons associated with the

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sport in the public mind should not be detrimental . . . to sports in general and basketball in particular."

With regard to contracts for local coverage of sports events that are typically negotiated by the individual club with the local broadcaster, the NFL, NHL, NBA, NCAA and the baseball commissioner's office admitted that sports announcers may be salaried by any combination of team, advertiser or station. However, the sports interests claimed that the basic contracts in these instances are similar to network contracts and that the broadcaster exercises ultimate authority.

The baseball commissioner's office said that public interest and local needs are best served by the individual contracts between clubs and stations and that there is "no evidence suggesting that the public is confused about the role baseball has as a producer and promoter of substantial amounts of entertainment fare." ABC also agreed that broadcasters had met license requirements as long as there is full disclosure of the producer and sponsor of a sporting event.

Along these same lines, NBC pointed out that the FCC has never concluded that the production of a program by someone other than the licensee or the right by a third party to approve a performer or announcer violates licensee responsibility.

Another question raised by the commission inquiry on which broadcasters and sports interests agree is that while fairness and objectivity must be maintained in sports coverage, the broadcast of sporting events is entertainment—not news. The networks noted that the commission's license application forms do not treat sports programming as the equivalent of news or public-affairs programming.

Broadcasters felt that instances of deliberate distortion or falsification were isolated and that if a serious violation was discovered, the FCC should deal with it on an individual basis. There is no need, the broadcasters claimed, for industry-wide reform. Fetzer stations commented that substantial deception was nearly impossible because of the "widespread availability of corroborative information from other sources." Fetzer also commented that it is not "sinister, improper or illegal" for an announcer to reflect a home-team bias.

The commission did receive an opinion from the other side of the fence in comments filed by the players association representing major league baseball and the National Football League. The baseball players association objected to remarks made by sportscasters in connection with labor disputes and law suits between players and management (BROADCASTING, Oct. 1). The primary concern of the football players association is the power to reject or approve announcers that Commissioner Rozelle does have the option to exercise.

The commission was also asked by the Southern Media Coalition to investigate possible discrimination against black colleges in broadcast coverage. The SMC maintains that the caliber of play and the size of the black schools warrants more national coverage.

New shows struggling in ratings

CBS's are faring the best; ABC and NBC have several weak spots which may be replaced in January

CBS-TV continued its strong early-season pace in the national Nielsen overnights for the second week of October, with only two of its shows, both new, likely to be canceled in January: *Calucci's Dept.* (Friday, 8-8:30 p.m., NYT) and *The New Perry Mason* (Sunday, 7:30-8:30 p.m.).

One new candidate cropped up in the speculation about a mid-season replacement for *Perry Mason*—an hour-long comedy-western from Warner Bros. called *Skin Game* (based on the recent Warner's movie which starred James Garner.)

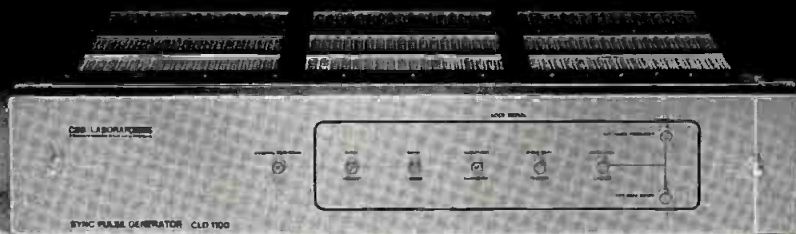
Of the four new NBC shows that have failed in the ratings so far (BROADCASTING, Oct. 15), *Diana* (Monday, 8:30-9 p.m.) mustered only a 14.5 rating and 22 share on Oct. 8. *Needles and Pins* (Friday, 9-9:30 p.m.) was pre-empted by President Nixon's announcement of the Vice President-designate. *NBC Follies* (Thursday, 10-11 p.m.) improved to a 17.3 rating and 30 share, but its CBS competition that night was a documentary on the problems faced by autistic children and their families (which got a predict-

ably low 10.8 rating and 19 share). NBC attempted last week to hype *Loisa Luck* (Monday, 8-9:30 p.m.), the fourth show on its failure list, by a one-shot rescheduling on Friday (Oct. 19) at 8:30 p.m. (its usual time slot is Monday, 8-8:30 p.m.), thus giving it, as lead-in, the most popular show on the network, *Sanford and Son*.

Three of ABC's six trouble spots—*Bob & Carol & Ted & Alice* (Wednesday, 8-8:30 p.m.), *Toma* (Thursday, 8-9 p.m.) and *Love American Style* (Friday, 10-11 p.m.)—continued in the ratings doldrums. Of the other three, *Adam's Rib* (Friday, 9:30-10 p.m.) was pre-empted by the Nixon announcement, the rating figures for *The FBI* (Sunday, 7:30-8:30 p.m.) were held up by a Nielsen snafu (although it was swamped in the New York and Los Angeles overnights by the last hour of the second World Series game between Oakland and New York), and *Owen Marshall* (Wednesday, 10-11 p.m.) was pre-empted by a new once-a-month drama called *Doc Elliot*, which started off with a 22.0 rating and 38 share, making it an almost certain candidate for a weekly berth in January.

In addition to these already-acknowledged trouble spots on all three networks, a few other time slots are being watched closely by nervous TV executives. ABC's *The New Temperatures Rising* (Tuesday, 8-8:30 p.m.) continued sluggishly, with a 14.6 rating and 23 share on Oct. 9, so that even though the show is getting better-than-average demographics for a sitcom, it may not last

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PLEASE TAKE NOTICE, THAT THE TOWN BOARD OF THE TOWN OF PIERREPONT, St. Lawrence County, New York, hereby solicits and invites all interested persons to apply for a franchise to provide Cable Television Service to the residents of the Town of Pierrepont, St. Lawrence County, New York.

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

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

(c) Applications for the Franchise shall be submitted in writing to the Town Clerk of the Town of Pierrepont on or before the 9th day of January 1974. All applications shall be notarized and shall contain, with respect to technical ability, financial condition and character of applicant, at least all items specified in the Rules of the Commission on Cable Television Part E. Franchising Procedure, Paragraph E.3. Applications when received, will be available for public inspection during normal business hours at the Town Clerk's Office, Route #1, Colton, New York.

(d) All persons interested in additional information concerning the proposed award may contact William M. Rogers, Chairman, Star Route, Potsdam, New York, telephone 315-265-8043.

Kathryn Paul
Town Clerk

One by one. There's more than one way to get 40 million viewers to watch the same show on the same night, as MGM-TV demonstrated with the first outing of its MGM Family Network, featuring "The Yearling." According to A. C. Nielsen figures, Sept. 9 showing on ad hoc network of 145 stations (each supplied with Westinghouse-produced video tape of feature) registered 40 share nationally—in this instance, averaging shares of various markets and various hours at which movie was presented. Most were 6-8 p.m., with 5-7 p.m. the principal alternative. The program was sponsored by Bristol-Myers, General Foods, Crayola Contact paper and Peter Paul. Second presentation, "Knights of the Round Table," is being set up for January or February.

beyond January. And it looks as though ABC's programming ploy of putting a made-for-TV *Suspense Movie* (Saturday, 8:30-10 p.m.) opposite CBS's block of popular comedies (*M*A*S*H*, *The Mary Tyler Moore Show* and *The Bob Newhart Show*) is not paying off. The highly touted ABC *Suspense Movie* remake of "Double Indemnity" (Oct. 13) scratched out a poor 12.7 rating and 22 share for the 90 minutes (against a 44-share average for the three sitcoms).

NBC's Tuesday-night block of action shows—*Chase* (8-9), *The Magician* (9-10) and *Police Story* (10-11)—which looked promising in the Oct. 2 Niensens, did a flip-flop on Oct. 9, so that, as predicted by a number of ad-agency executives last month, NBC may end up scrapping all three shows by January.

CBS's Monday-night lineup from 9 to 11 p.m.—*Here's Lucy* (9-9:30), *The Dick Van Dyke Show* (9:30-10) and *Medical Center* (10-11)—have been below par, with shares in the mid- to high-20's, but insiders say that, as in the past, the network will get some of its audience back when ABC's prime-time football games finish up in December.

Reviews in review

Critics have their say on two more stragglers off the premiere line: 'Tenaflly' and 'Doc Elliot'

Tenaflly (NBC, Wednesday, 8:30-10 p.m.)

"James McEachin, a most engaging actor, is just right for the role. . . . He's a quiet, amiable man who gets scared where there is danger; makes foolish mistakes; suffers pesky mishaps like falling and scattering a briefcase of papers; has difficulty paying his bills; loves his wife, enjoys romping with his two sons." Harry Harris, *Philadelphia Inquirer*.

"A 'nothing' show. Didn't hang together too well. James McEachin gave this man a rounded, believable characterization that was rare in a plot and Lilian Lehman was a joy as his wife." Percy Shain, *Boston Globe*.

"... *Tenaflly* could be one of the best reasons to turn on a television set this winter . . . [Tenaflly] as played by Mc-

Eachin, is one of the most engaging characters since Peter Falk donned that raincoat and became Columbo." Cecil Smith, *Los Angeles Times*.

"... *Shaft* and *Tenaflly* avoid a lot of the old stereotypes—they seem to have avoided a lot more. . . . Tenaflly is a hen-pecked husband who performs his job



Tenaflly

in between the domestic problems. . . . The black role in America has the elements of rebellion and tragedy. One day an accurate portrayal will result in a damned good television series." Joel Dreyfuss, *Washington Post*.

"The producers have followed up the promise of last season's movie pilot nicely. Not a great show, by a long shot, but . . . it had moments of relevance and warmth, plus suspense. McEachin's Tenaflly is middle-class black. He's good at his job; he worries a lot, and he can laugh at himself. That strikes me as a not unimportant figure for kids to identify with in this era of TV acrobatic heroes." Bernie Harrison, *Washington Star-News*.

"Television really doesn't need another private eye series, but *Tenaflly* shows some promise if the writing is improved." Bob Brock, *Dallas Times-Herald*.

"James McEachin . . . puts across coolness, warmth, anger, fear and dignity in just the right shades, and in his new NBC detective series he's very easy to like. [But] the premiere was victimized by an unconscionable script that ignored reality and threw in enough preposterous subplots to embarrass a network vice president." Gary Deeb, *Chicago Tribune*.

Doc Elliot (ABC, Wednesday, 10-11 p.m.)

"... charmingly played by James Franciscus . . . Franciscus might have found a home in his camper for a long time to come. . . . At least it's a change from the



Doc Elliot

cop shows." Kay Gardella, *New York Daily News*.

"... plumb awful dialogue. The only country people who really talk this way are the poor script farmers who work the Hollywood Hills. Despite the script, this show has a nice feel to it, partly because of Noah Berry who plays a justice of the peace and Neva Patterson, cast as the widow of a doctor. . . . Franciscus handles his new role with low-key competence, ease, and frequently furrowed brow." Del Sharbutt, *Associated Press*.

"Franciscus, an eminently charismatic actor, engenders instant empathy. Series is off to a most promising start . . . most effective and affecting." Harry Harris, *Philadelphia Inquirer*.

"An ABC handout refers to *Doc Elliot* as 'a modern day medical western.' I call it a travogue in which people keep getting in front of the scenery." Bob Brock, *Dallas Times-Herald*.

"... the network would do well to slip this one in as a regular weekly hour beginning in January. . . . The warm hearted, tear-jerking opener got a little out of hand in the believability department on more than one occasion. But the acting was top drawer, the story was pleasant and—let's face it—it's a gratifying respite from the mostly phoney crime busters that glut prime time TV." Gary Deeb, *Chicago Tribune*.

"The show is predictable, with a nice scenic view here and there of some mountains, probably Californian. Both of Franciscus's other series were a good cut above this one." Bernie Harrison, *Washington Star-News*.

"... this 'Son of Jim Kildare Camps Out' is one of the weakest medical series to come along in a long while . . . the plot is so hackneyed and the subject of bravery in blindness is so ill-treated. . . . Why can't TV writers imitate life instead of diminishing it, night after night after night?" John Carmody, *Washington Post*.

"Out of the 24 new shows introduced this season, *Doc Elliot* appears to be the only one with anything resembling human beings facing understandable problems. It is no accident that its executive producer, Lee Rich, is also the force behind *The Waltons*, which remains the most benevolent and rewarding series on the air." Terrence O'Flaherty, *San Francisco Chronicle*.

Cablecasting

Jencks, Foster feed fuel to pay-cable argument

CBS executive claims public would be loser in long run; NCTA president renews plea for more programing materials

The debate as a forum for airing issues is alive and well—at least in the cable-pay-TV controversy. WHN(AM) New York provided the first cable-broadcast confrontation (BROADCASTING, Oct. 1). Round two was played out Oct. 13 at the midwest area conference of American Women in Radio and Television with Richard Jencks, Washington vice president of CBS, squaring off with David Foster, president of National Cable Television Association, in a debate that centered primarily on the question of program siphoning from broadcast TV.

Pay cable, Mr. Jencks claimed, threatens to use its "economic leverage to siphon off for the few the major sports and entertainment attractions which free television provides to the many." Although the official position of the NCTA is against siphoning, pay-cable interests, "like a young father, have a 'gleam' in their eye," said Mr. Jencks. The cable interests are "moving heaven and earth" to influence the FCC to liberalize its anti-siphoning rules, he said. He pointed to a meeting between FCC commissioners and NCTA officials (BROADCASTING, Oct. 8) as a "direct pitch for loosening" those rules—one objective being to change from two to five years the period after theatrical release in which movies would be kept off pay cable. Liberalization of those rules would result in a "net loss to the public"—moving such programing from a potential free-TV audience of 63-million households to a cable audience of some seven million households, he said. Cable's economic leverage in obtaining sports programing is a proved fact, he said, citing prize fighting as one sports event now exclusively in the domain of pay TV.

Speaking for the cable industry, David

Foster (an 11th-hour replacement for Robert Button, Teleprompter vice president, involved in a management meeting over the weekend) focused on the concept of cable as a technology offering "freedom of choice" to the viewer, with program selection based on the decision of the subscriber—not sponsors, networks or dictates of "protective legislation." The "operation of the marketplace" should be the only control applied to the programing, he asserted.

"Pay cable is suffering," he said, because FCC rules deny it the right to bid for audience attractions. He criticized the present two-year embargo on movies. That ruling, he said, represents a "narrowing of choice" to the viewer; while free TV has the right to bid for motion pictures of any age.

As far as the siphoning of major sports events is concerned, Mr. Foster countered that no one in pay cable is currently bidding for the World Series, National Football League games or the like "now being shown live on broadcast TV." Furthermore, lacking interconnection of systems, distribution of such events limits their use by cable systems—the only way to show the Super Bowl would be to "put it on film and send it in the mail," he said. Cable would, however, like the opportunity to bid for the 70% of sports programing which he said is not now being shown on free TV, in addition to developing new types of sports programing. Mr. Foster did acknowledge that in one sense pay cable is a threat to the broadcast industry in that "neither they nor anyone else can guarantee that 10 years from now they'll be doing business the same way it's being done today. Cable will change their lives—just as television went in and changed radio," he said, but he expressed confidence that television could respond to whatever changes cable brings about.

The advent of cable pay TV is a "different kettle of fish" than the advent of television, Mr. Jencks replied to Mr. Foster's analogy. The move from radio to television represented a move from a "narrow, relatively inferior" technology to a "comprehensive, superior technology" based on the combination of sight with sound. Developing cable technologies do not represent a "progressive" use of technology, because cable's end result is to

No deal for Trans-World

The projected sale of Trans-World Communications, closed-circuit television division of Columbia Pictures Inc., to Prudential Building Maintenance Corp., New York, has been called off. The companies agreed in principle several weeks ago (BROADCASTING, Oct. 1), but negotiations have been terminated because of "failure to agree on the underlying terms of the transaction." The agreement in principle called for Prudential Building Maintenance to pay about \$4 million for Trans-World, which has been showing motion pictures and other attractions in hotels for a fee. The company reportedly has been operating at a substantial loss.



Mr. Foster



Mr. Jencks

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QUESTION: How do some of the FM stations
programmed with TM's "Beautiful Music"
rank among *all* stations listed by ARB for
women, 25-49?

FACT: KJOI/Los Angeles. Ranks #1.*

FACT: KOAX/Dallas. Ranks #1.**

FACT: WZID/Manchester, N.H. Ranks #1.***

FACT: WTHI/Terre Haute, Ind. Ranks #1.***

FACT: WHP-FM/Harrisburg, Pa. Ranks #1.
Also ranks #1 for adults 18-49,
women 18-49 and men 18-49.***

FACT: WGER/Saginaw, Mich. Ranks #1.
Also ranks #1 for persons 12+, adults
18-34, adults 18-49 and adults
25-49.***

QUESTION: How does TM Programming
work for AM/FM combinations?

FACT: KABL/San Francisco. Ranks #1 for
persons 12+, women 18-49 and
women 25-49.*

FACT: KAIR/Tucson. Ranks #1 women 18-49,
men 25-49 and women 25-49.***

QUESTION: "Stereo Rock," TM's newest
format, was installed on WGFM/Albany-
Schenectady-Troy two months before the
April-May ARB. How did it do?

FACT: WGFM ranks:

#1, adults 18-24, 6 am-12 mid M/S***

#2, adults 18-34, 6 am-12 mid M/S***

#1, adults 18-49, 3 pm-7 pm M/F***

#1, teens 10 am-12 mid M/F***

#1, adults 18-49, 7 pm-12 mid M/F***

#1, adults 18-34, 7 pm-12 mid M/F***

FACT: WGFM increased overall share of
persons 12+ from 2.1% to 9.9%,
6 am-12 mid, M/S.***

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* July-August '73 ARB, Metro Avg. ¼ hr. List. Est. 6 am-12 mid M/S.

** April-May '73 ARB, T.S.A. Avg. ¼ hr. List. Est. 6 am-12 mid M/S.

*** April-May '73 ARB, Metro Avg. ¼ hr. List. Est. 6 am-12 mid M/S.

provide fewer people those sensations. The real path for cable, he argued, lies in providing supplementary service, offering what broadcasters can't do "as well or as often."

In his rebuttal, Mr. Foster focused on the technological potential of cable, calling it a "communications resource of infinite capacity" offering potential for educational services, community interaction, way to show new types of sports programming not now shown on free TV. He is, he said, "talking about a better way to communicate"—old technologies must give way to new technologies offering expanded potential "on the basis of freedom of choice."

The conference was held in Arlington, Va., outside Washington.

U.S. stations fight deletion of ads from shows exported to Canadian cable

Dominion refuses to overrule its CRTC; however, Americans get opportunity to file comments

Pressure is mounting on both sides of the border against a series of rulings by the Canadian Radio-Television Commission that Canadian cable systems must delete commercial matter from imported U.S. TV signals if the cable operators wish to improve their facilities (BROADCASTING, July 23, et seq.).

The principal opponents of the rulings

are nine U.S. television stations near the the Canadian border. They are WKBW-TV, WREN-TV and WGR-TV, all Buffalo, N.Y.; KCND-TV Pembina, N.D.; KVOS-TV Bellingham, Wash.; WCAX-TV and WVMY-TV, both Burlington, Vt.; and WPTZ(TV) Plattsburgh and WVMY-TV Watertown, both New York.

Concern has also been expressed by the U.S. State Department, which last February asked the Canadian government to overrule the CRTC on this issue. That request was denied last week. In addition, representatives of the American television interests have conferred with FCC Chairman Dean Burch on the matter and, reportedly, an informal request has been made for a commission ruling to permit U.S. cable systems to exclude the commercial matter of imported Canadian television stations.

The situation was complicated last August, when the CRTC issued two new rulings in response to applications by five entrepreneurs to implement cable service in Montreal and some 30 firms wishing to share a common headend to deliver cable to areas of New Brunswick and Nova Scotia. In both cases, the commission ruled that the cable operators must delete all commercial matter from TV signals "not licensed to serve Canada" before any of those signals could be carried. In the Montreal case, the commission instructed the affected cable interests to set up an agreement with the local television stations, in which the costs of deleting the American material would be shared by both and a plan for filling the vacancies with "suitable" material would be reached. That plan must be submitted for CRTC approval by mid-December.

The nine U.S. stations challenging the CRTC's position are proceeding on several fronts, according to Washington attorney Frank U. Fletcher, counsel for WBEN-TV, who has been coordinating the opposition. The consortium, while unsuccessful in an effort to have the CRTC reverse its three rulings, has been granted an opportunity to submit comments by Nov. 6.

The stations also plan to fight two Toronto cable systems, owned by Rogers Cablevision, which have been voluntarily deleting some imported commercials of WKBW-TV Buffalo during the evening ("Closed Circuit," Oct. 15).

A principal foe of the policy north of the border is Peter Simpson, president of Media Buying Services, Toronto, who last month wrote CRTC Chairman Pierre Juneau complaining that the rulings could hurt Canadian advertisers wishing to do business with U.S. stations because "there is simply not enough inventory available from Canadian stations, particularly in markets such as Toronto or Vancouver."

The American effort suffered a setback last week, however, when the Canadian Department of External Affairs notified the U.S. embassy in Ottawa that the State Department's February opposition to the CRTC has been denied. However, a State Department official in Washington last week said that the U.S. government "does not necessarily consider this to be the final word." He said the department is awaiting further information from the U.S. consortium before taking further action.

PUC control of cable looms in Pennsylvania

Geesy bill, however, would let local governments make grants

Pennsylvania is getting closer to state regulation of cable television. Two proposals pend in the state legislature offering different approaches to jurisdiction. Local sources indicate that of the two, the legislature is leaning toward a proposal that would give cable-TV reins to the Pennsylvania Public Utilities Commission.

That proposal, which culminated a lengthy study by the House Commerce Protective Committee, comes from Representative Eugene Geesy (R-York), the vice chairman of the committee. Mr. Geesy is reported to be drafting a bill which, while giving the PUC over-all jurisdiction over cable, would continue to delegate franchising authority to local governments.

The house committee's report cites episodes of "frequent" misuse and incompetency in the handling of franchises by local jurisdictions.

Meanwhile, a bill has been introduced in the state senate by Senator Freeman Hankins (D-Philadelphia) that would create an independent cable commission which would be appointed by the governor. Commissions such as the one envisioned by the senator have already been set up in New York, Massachusetts, New Jersey and Minnesota.

Athena emerges as Knoxville winner

Loser drops ideas of suing when city says it will finance court fight with fees posted by unsuccessful applicants

The city council of Knoxville, Tenn., has awarded a 15-year cable franchise to Athena Communications Corp., New York, after a threatened legal challenge by an unsuccessful applicant failed to materialize.

City Councilman Conner Burnette Jr., chairman of Knoxville's cable TV committee, said the council's official franchise offer was accepted by Athena last week. The franchise became legally effective Oct. 12, after council passed an ordinance authorizing the pact on a second reading Sept. 25.

Opposition to the Athena grant had been previously voiced by Charles H. Smith III, publisher of the *Knoxville Journal* and a local partner in Tennessee Valley CATV Inc., one of nine franchise applicants. Tennessee Valley is 20% controlled by local businessmen and 80% by Teleprompter Corp. Mr. Smith, according to Councilman Burnette, had threatened a suit challenging the methodology employed by the city in awarding a franchise. His principal allegation centered on a claim that the city had failed to fol-

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low the specifications outlined in its own cable ordinance within the selection process.

The opposition was withdrawn, Mr. Burnette said, after city officials threatened to fight any litigation with funds acquired from the franchise applicants themselves. The cable firms had paid a total of \$90,000 in filing fees. In the absence of a challenge, Mr. Burnette said, the bulk of those fees will be refunded.

Under terms of the franchise, Athena is authorized to charge \$6.25 in monthly subscriber fees with an additional \$2 per additional connection. Installation fees would total no more than \$25. The city will receive a 3% gross receipts tax and an additional 2% which will be used to support the system's public-access programming. Knoxville has 60,000 potential cable subscribers.

Pay-cable test folds

Money causes Redondo shutdown; Lubic quits as HTN president

Home Theater Network, Los Angeles, promoter of pay TV on cable systems, with a pilot operation in Redondo Beach, Calif., suspended operations last week. The cause was financial difficulty that came to a head when Ronald Getty, son of the oil millionaire, J. Paul Getty, withdrew from the firm because of business differences with the other principal HTN stockholder, Calvin Johnson, according to Richard Lubic, HTN president.

The firm had tried to raise capital by going public, Mr. Lubic said, but was unsuccessful in today's market. Mr. Lubic also announced last week that he had resigned as HTN president and said he would be associated with a new pay-TV firm soon.

The Redondo Beach test began last July and had 1,000 subscribers, according to Mr. Lubic. HTN earlier had announced that it was expanding its pay operations to Santa Clara and Modesto, both California, later this year at a projected cost of \$8 million. This too has been scrapped, Mr. Lubic said.

Cable Briefs

Warner in Columbus. Warner Cable Corp., New York, says it has turned on first portion of its potential 85,000 subscriber system serving Columbus, Upper Arlington and areas of Franklin county, all Ohio. Hook-ups will start Oct. 29 on first 150 miles of cable plant, company said. Residents of Upper Arlington and some surrounding areas of Columbus are first to be served.

Malarkey in Montgomery. Malarkey, Taylor & Associates, Washington, has announced that it has contracted with Montgomery county, Md., to advise county on its study of cable television. Montgomery, Washington suburb and nation's most affluent county, has long been considering prospect of implementing municipally owned system. Malarkey-Taylor said its research would cover all possibilities.

Broadcast Journalism

Support grows for a more viable RTNDA

Other news groups join NBC in putting their money where their ambitions are

The problem of financing an expanded and more active Radio Television News Directors Association will be eased somewhat, if the reaction to NBC's offer of \$10,000—on a matching basis—is any criterion.

Almost immediately after Julian Goodman, NBC president, made his offer Oct. 12, United Press International Television News offered to put up \$2,000. And the next morning, Elmer Lower, ABC News president, announced that his network too was prepared to contribute, but only after a determination of the association's future by a long-range planning committee.

Bos Johnson, WSAZ-TV Huntington, W. Va., RTNDA's new president, has named Harold Baker, WTLV(TV) Jacksonville, Fla., chairman of the committee, Mr. Johnson said last week. It was part of Mr. Johnson's campaign promise before the election at the Seattle convention two weeks ago, when he was chosen to lead the organization for the coming year (BROADCASTING, Oct. 15). One of the committee's first concerns will be the future of RTNDA's Washington office, a principal subject of discussion during the membership meeting at the convention. But, over-all, the long-range planning committee has been asked to take a hard look at goals, organization and finances.

Mr. Lower told the news directors attending an ABC breakfast in Seattle Oct. 13 that his network was prepared to make a substantial financial contribution, as it has in past years, after the goal study is completed and he sees what its recommendations are. Setting at rest reports that he had offered to match and even exceed NBC's offer, Mr. Lower explained that his opening remark ("So I said to Julian Goodman, we'll see you



Honoree. NBC President Julian Goodman (l) was presented the Paul White memorial award in closing ceremonies of the RTNDA convention in Seattle Oct. 12. Doing the honors: Ted Koop, director of RTNDA's Washington office.

and raise you five") was said in jest.

The final meeting of the RTNDA convention was an unprecedented special membership meeting held late Oct. 12, following the final panel of the day and just before the annual banquet. Topic was a discussion of the problem of social events sponsored by nonbroadcast private corporations. After more than an hour of extended discussion, members voted overwhelmingly to reaffirm last year's decision requiring that all private functions be separated from the official agenda. Only a handful of members, attempting to get the association to divorce completely such social activities from the association, wanted the association to go further. Fully 95% of the members agreed with those officers and convention officials who stressed that the social functions indeed had been separated from RTNDA auspices, and that, in any event, no one was going to be influenced by a boat ride around Puget Sound, a dinner in the pioneer district (Old Town) of Seattle, a cocktail party atop the Space Needle, or a salmon bake. Such social activities were sponsored in Seattle by Ford Motor Co., *Newsweek* magazine, Weyerhaeuser Co., Chrysler Corp., and ITT. IBM and Xerox also

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helped by providing registration facilities and by producing the daily convention newsletter.

The sensitivity to inferences of influence came to a head when it was discovered that a CBS film crew from KIRO-TV Seattle had been ordered to cover one privately sponsored outing for possible use on that network's *60 Minutes*.

And, in the final panel meetings of the convention, the news directors grumbled about the increasing use by management of outside consultants who, it was claimed, were recommending revised formats and deliveries without coordinating with, and sometimes over the objections of, news directors.

In another closing session, RTNDA's \$1,000 Ben Chatfield memorial scholarship was awarded to Rich Finlinson of the University of Utah, and the \$1,000 Bruce Palmer memorial scholarship was awarded to Laura Henderson of Michigan State University.

TV is accused of tilting checks and balances

Report co-authored by Newt Minow urges automatic right of access for opposition when President goes on air, enforced all-network coverage of selected Hill sessions

To many observers, television has unbalanced the forces in American government that the founding fathers had intended to be in balance. In permitting the President access to the American public whenever he requests time, in covering his every move, television has helped make the Presidency more equal than the Congress and the courts. These matters have been subject for hand wringing among electronic and print journalists and politicians for some time, but particularly since the Presidency of Richard Nixon, who has used the medium far more than his predecessors and, perhaps as a consequence, has managed to dominate a Congress controlled by the opposition party.

Now, the Twentieth Century Fund has

issued a report, published as a book and designed to aid those seeking ways to restore balance to American government and politics by redressing the communications advantage the President is said to enjoy. "Presidential Television" is its title, and its authors are Newton N. Minow, who served as chairman of the FCC during the Kennedy administration; John Bartlow Martin, one-time investigative reporter who also served as ambassador to the Dominican Republic, and Lee M. Mitchell, a communications attorney.

They do not suggest that the President be seen or heard less. "Because of television, the President now is expected to communicate regularly with the public," they say. Rather, they would open the media to access by those other forces that, in the American scheme of things, are supposed to check and balance the President.

For instance, Congress "should permit television cameras on the floor of the House and Senate for the broadcast of specially scheduled prime-time evening sessions at which the most important matters before it each term are discussed, debated and voted on." The broadcast sessions should be held four times a year, and carried simultaneously on the three networks. Of course, this would appear to raise more problems with Congress, which has always refused broadcast coverage of floor debates, than with the networks, which have frequently requested permission to cover them. "To be public today means to be on television," the authors say. "Presidents know this and behave accordingly. To balance the President, Congress should go public too."

To restore the balance between the President and the opposition party, three suggestions are made:

- Take the regulation of presidential and opposition-party use of television out of the FCC's hands, and through the amendment of the equal-time law, provide the national committee of the opposition party with an automatic right of response to any presidential radio or television address made during the 10 months preceding a presidential election or, in non-presidential-election years, within the 90 days preceding a congressional election.
- One virtue of that procedure cited by the authors is elimination of the applica-

tion of the fairness doctrine to broadcast presidential appearances—and, in the process, the long fights before the FCC and the courts that applications of that doctrine to those appearances often spark.

- Spokesmen for the President's party and for the opposition party should engage in prime-time debates, televised by all three networks, four times each year (but only twice in federal election years).

- Adopt the Voters' Time reforms proposed by a Twentieth Century study group (of which Mr. Minow was a member) in 1969. These are designed to assure all significant presidential candidates a minimum amount of free, simultaneous time on television. The major party candidates would receive six 30-minute prime-time program segments in the 35 days preceding a presidential election, while candidates of minor parties would receive one or two half-hour periods.

The authors stop well short of suggesting that television and radio cover the Supreme Court directly. The high court is not like the Congress, the opposition party or the presidency, they say. "Its members do not have to run for re-election. They represent the ultimate authority. They are the living symbol of a government of laws, not men. . . . To put them into confrontation, television would risk destroying their position."

Instead, the authors simply suggest that both the press and the bar pay more attention to how the court is covered. They recommend specialized law-school courses to help equip journalism students with the background to cover the court; urge editors to encourage specialization in court coverage, and call on the commercial and noncommercial networks to provide documentaries and other special programming on important court decisions.

Nor is that all. The authors dip back to the controversy precipitated by the BEM case to suggest that, as a means of providing for flexibility, broadcasters should set aside some commercial-advertising time for sale to "responsible spokesmen" for various causes "on a first-come, first-served basis. The Supreme Court, in a case brought by Business Executives Move for Vietnam Peace, overruled a lower court and held that broadcasters could adopt policies banning the sale of time for editorial comment. However, the authors note that, in that decision, the court left the door open for such a proposal; it said that Congress, the commission or perhaps the broadcasters might, "at some future date," devise a "limited right of access that is both practicable and desirable."

In their 166-page book—232 with appendices and index—the authors cite examples of how Presidents since Eisenhower have used television to expand the power of their office. Whether "our inability to manage television," as Fred Friendly, former president of CBS News, says in a foreword to the book, "has allowed the medium to be converted into an electronic throne" might be a matter of some debate, since television is an important medium for news coverage—of Watergate, for instance—that has weakened the President.

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REP: GERT BUNCHEZ & ASSOCS., INC.

Rate negotiations snag again; parties still hope to settle

AT&T will go back to drawing board on portions of proposed agreement that have to do with 'escape clauses' and both sides will meet Nov. 2

Now the date for decision in the FCC proceeding in which AT&T and various customers are attempting to reach a settlement on proposed rates for television-transmission service is Nov. 2.

A drafting committee representing the FCC and the customers met last Tuesday (Oct. 16) with Hugh Roff, AT&T's counsel, in what had been expected to be a climactic session; the parties were either to iron out all remaining difficulties and agree on a settlement, or admit defeat and buck the matter over to the FCC for resolution. Settlement meetings have been going on since August.

Instead, the drafting committee members and Mr. Roff agreed that he should make an effort to redraft AT&T's modifications of the proposed settlement that the committee members had found objectionable. These reportedly involve so-called escape clauses AT&T could invoke in the event of future financial difficulties (BROADCASTING, Oct. 15).

Mr. Roff is to redraft the company's proposals in an effort to accommodate the views of the drafting company and to submit his work by Nov. 1. The committee will meet on the draft the next day.

In the meantime, sources said, AT&T has agreed to a further extension of the deadline for petitioning the commission to suspend the tariffs providing for new, higher rates for occasional use of the company's program-transmission service. The present deadline is Oct. 23. And the new rate—\$1 per hour per mile, up from 55 cents—is due to go into effect Nov. 13.

The proposed settlement calls 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, and would permit occasional users to take 10 hours of service each day for a monthly charge of \$40 per mile, with sharing permitted.

The problems facing the drafting committee are not limited to the language AT&T wants to incorporate. They also include AT&T's failure to suggest a means for meeting the objections of UPITN, the television-news service, which says it needs a one-hour-per-day monthly contract rate. Its failure to sign a settlement agreement, even if it is satisfactory to all the other parties, could block the commission from accepting it.

Technical Briefs

Detent detente. FCC has amended its comparable tuning rules for television receivers. Effective July 1, 1975, 70-position nonmemory UHF detent tuning systems

must be capable of positioning tuner to receive each UHF channel at its designated detent position with maximum deviation from correct frequency of plus or minus 2 mhz. Effective July 1, 1976, standard must be plus or minus 1 mhz for monochrome receivers, with need for routine fine tuning of color receivers eliminated. Commission also amended its rules to accommodate use of 36-position tuning system developed by Standard Components, in which VHF and UHF tuners are coupled to common detented channel selection mechanism with common knob.

About time. Control Design Corp., which has purchased rights and data to produce and service AR 2000 broadcast automation system from Broadcast Products Inc., has introduced CD60T time announce control unit. Designed to add versatility to broadcast automation systems, unit permits use of two single-play cartridge machines, two reel-to-reel recorder transports or combination of cartridge and reel-to-reel for time announcements. Price is \$375. Control Design is headed by David W. Hill, former VP of Broadcast Products. 106 South Pickett Street, Alexandria, Va. 22304. (703) 751-5650.

Taft-RCA contracts. RCA, Camden, N.J. reports that Taft Broadcasting Co. has ordered two 30-kw transmitters, RCA type TT-30FL, for WTVN-TV Columbus, Ohio, and WDAF-TV Kansas City, Mo., and RCA high-power transmitting system for WTAF-TV Philadelphia.

IVC stresses economy, quality in new VTR

\$70,000-and-up recorders available in U. S. next February

International Video Corp., Sunnyvale, Calif., last week introduced a new broadcast video-tape recorder that it claimed is lower in price and superior in performance to any available recorder.

Michael A. Moscarello, IVC president, said in New York the new IVC-9000 features new segmented helical recording standard and uses two-inch-wide tape. He reported that the head life of the recorder is about three times greater than current broadcast machines and head replacement costs are half that of comparable products.

The price of the IVC-9000 is \$70,000 to \$90,000, depending on optional accessories, said by Mr. Moscarello to be about two-thirds of competitive products.

IVC officials claim the IVC-9000 outperforms current quadruplex recorders.

Mr. Moscarello stressed that the IVC-9000 is "the first true international video-tape machine." He said it was designed in the U.S. by IVC in conjunction with Rank Precision Industries of Great Britain and Thomson CSF of France and is operable on PAL and SECAM as well as NTSC color standards.

The recorders will be available in Europe next month and in the U.S., starting in February 1974.

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Broadcasting's index of 139 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Oct. 17	Closing Wed. Oct. 10	Net change in week	% change in week	1973 High	1973 Low	P/E ratio	Approx. Shares out (000)	Total market capitalization (000)
Broadcasting											
ABC	ABC	N	33	31	+ 2	+ 6.45	34 1/4	21	13	17,029	561,957
CAPITAL CITIES COMM.	CCB	N	46 1/4	47	- 3/4	- 1.59	62 1/2	35	19	7,074	327,172
CBS	CBS	N	36 1/4	36 7/8	- 5/8	- 1.69	52	28 5/8	11	28,315	1,026,418
CONCERT NETWORK**	CN	O	3/8	3/8	-	.00	5/8	1/4		2,200	825
COX	COX	N	27	27 1/2	- 1/2	- 1.81	40 1/4	21 1/4	15	5,828	157,356
FEDERATED MEDIA*	FED	O	5 1/2	5 1/2	-	.00	5 1/2	2	18	820	4,510
GROSS TELECASTING	GGG	A	13 1/4	14	- 3/4	- 5.35	18 3/8	12 1/2	8	800	10,600
LIN	LINB	O	8 5/8	7 5/8	+ 1	+ 13.11	14 3/4	5 3/8	8	2,296	19,803
MOONEY	MOON	O	5 7/8	5 7/8	-	.00	10 1/4	4 7/8	15	385	2,261
PACIFIC & SOUTHERN	PSOU	O	13 1/4	12 3/4	+ 1/2	+ 3.92	13 3/4	7	147	1,767	23,412
RAHALL	RAHL	O	4 1/2	5 1/4	- 3/4	- 14.28	12 1/4	4 1/4	6	1,297	5,836
SCRIPPS-HOWARD	SCRP	O	18 1/4	18 1/4	-	.00	21 1/4	17 1/2	8	2,589	47,249
STARR	S8G	M	11 1/8	11	+ 1/8	+ 1.13	24 1/2	9	9	1,200	13,350
STORER	S8K	N	18	19 1/8	- 1 1/8	- 5.88	44	15 7/8	8	4,751	85,518
TAFT	TFB	N	31 1/8	35	- 3 7/8	- 11.07	58 5/8	22	12	4,219	131,316
WHDH CORP.**	WHDH	O		24 1/2	-	.00	24 1/2	14		589	14,430
WOODS COMM.	WOC	O	3/4	3/4	-	.00	1 5/8	3/4	6	292	219
Broadcasting with other major interests										TOTAL	81,451 2,432,232
ADAMS-RUSSELL	AAR	A	3 1/2	3 3/8	+ 1/8	+ 3.70	5 3/8	2 1/2	9	1,259	4,406
AVCO	AV	N	10 3/4	11 3/8	- 5/8	- 5.49	16	8	4	11,478	123,388
BARTLETT MEDIA	BMC	A	1 3/8	1 1/2	- 1/8	- 8.33	3 1/2	1 3/8	9	2,257	3,103
CAMPTOWN INDUSTRIES	CCN	O				.00	2	3/4	22	1,138	1,991
CHRIS-CRAFT	CCA	N	5 1/8	4 1/2	+ 5/8	+ 13.88	6 5/8	3 5/8	64	4,161	21,325
COMBINED COMM.	CWL	A	25 1/8	26 1/2	- 1 3/8	- 5.18	44	15	17	3,470	87,183
COWLES	CWL	N	8 3/4	8 7/8	- 1/8	- 1.40	9 5/8	4 3/4	20	3,969	34,728
DUN & BRADSTREET	DNB	N	39 3/8	41 3/4	- 2 3/8	- 5.68	41 3/4	32 3/4	28	26,042	1,025,403
FAIRCHILD INDUSTRIES	FEN	N	6	6 1/2	- 1/2	- 7.69	13 3/8	5 1/4	75	4,550	27,300
FUQUA	FQA	N	12 1/2	13	- 1/2	- 3.84	20 3/8	9 1/2	6	9,741	121,762
GENERAL TIRE	GY	N	19 1/2	19 1/4	+ 1/4	+ 1.29	28 3/4	17 3/8	5	20,668	403,026
GLOBETROTTER	GLBTA	D	5	5 1/4	- 1/4	- 4.76	8 1/8	4 3/4	6	2,820	14,100
GRAY COMMUNICATIONS	GR	O	9	9	-	.00	12 7/8	9	6	475	4,275
HARTE-HANKS	HHN	N	12	11 3/8	+ 5/8	+ 5.49	29 1/4	8	10	4,335	52,020
JEFFERSON-PILOT	JP	N	40 7/8	38 7/8	+ 2	+ 5.14	40 7/8	27	19	24,075	984,065
KAISER INDUSTRIES	KI	A	8 3/4	8 5/8	+ 1/8	+ 1.44	8 3/4	4	8	27,487	240,511
KANSAS STATE NETWORK	KSN	D	4 1/2	4 3/8	+ 1/8	+ 2.85	6 1/8	4 3/8	8	1,741	7,834
KINGSTIP	KTP	A	8	8	-	.00	14 1/4	6 3/8	7	1,155	9,240
LAMB COMMUNICATIONS	L	P				.00	2 5/8	1 3/4	35	475	831
LEE ENTERPRISES	LNT	A	14 1/2	14 3/4	- 1/4	- 1.69	25	12 1/2	10	3,366	48,807
LIBERTY	LC	N	18 1/4	19	- 3/4	- 3.94	23 7/8	15 3/4	9	6,760	123,370
MCGRAW-HILL	MHP	N	9 3/8	10 7/8	- 1 1/2	- 13.79	16 7/8	7 1/2	9	23,525	220,546
MEDIA GENERAL	MEG	A	36	38 1/4	- 2 1/4	- 5.88	43 1/2	31 3/4	14	3,546	127,656
MEREDITH	MOP	N	12 1/2	13 1/2	- 1	- 7.40	20 1/2	11 3/8	7	2,840	35,500
METROMEDIA	MET	N	11 3/4	12 1/4	- 1/2	- 4.08	32 1/4	10	6	6,517	76,574
MULTIMEDIA	D	O	20	20 1/2	- 1/2	- 2.43	30 1/4	18	13	4,388	87,760
OUTLET CO.	OTU	N	11 5/8	12	- 3/8	- 3.12	17 5/8	10 1/4	6	1,379	16,030
POST CORP.	POST	D	12 3/4	12 1/4	+ 1/2	+ 4.08	17	10	6	893	11,385
PSA	PSA	N	10 5/8	12 1/2	- 1 7/8	- 15.00	21 7/8	10 3/8	10	3,768	40,035
REEVES TELECOM	R8T	A	2	2	-	.00	3 1/4	1 3/8	11	2,376	4,752
RIDDER PUBLICATIONS	RPI	N	19 1/4	18 7/8	+ 3/8	+ 1.98	29 7/8	12 1/2	14	8,312	160,006
ROLLINS	ROL	N	26	26 1/2	- 1/2	- 1.88	36 1/2	14 1/4	23	13,305	345,930
RUST CRAFT	RUS	A	13 1/2	13 3/4	- 1/4	- 1.81	33 3/4	12 1/2	7	2,366	31,941
SAN JUAN RACING	SJR	N	18 1/4	17 5/8	+ 5/8	+ 3.54	23 3/4	14	15	2,152	39,274
SCHERING-PLOUGH	SGP	N	80	76 1/2	+ 3 1/2	+ 4.57	87 5/8	69 3/8	45	52,590	4,207,200
SODERLING	SDB	A	12	12 3/8	- 3/8	- 3.03	16 3/8	7 5/8	8	816	9,792
TECHNICAL OPERATIONS	TO	A	8 1/4	7 1/2	+ 3/4	+ 10.00	13 1/2	5 1/8	11	1,376	11,352
TIMES MIRROR CO.	TMC	N	23 3/4	20 1/8	+ 3 5/8	+ 18.01	25 7/8	16 1/2	16	31,145	739,693
TURNER COMM.	O	O	3 3/4	3 3/4	-	.00	6	3 3/4	6	1,486	5,572
WASHINGTON POST CO.	WPD	A	22 1/2	23 1/2	- 1	- 4.25	37	18 5/8	9	4,749	106,852
WOMETCO	WOM	N	13 1/4	13 5/8	- 3/8	- 2.75	19 3/8	10 5/8	11	6,295	83,408
Cablecasting										TOTAL	335,246 9,699,926
AMECO**	ACO	D	1/8	1/4	- 1/8	- 50.00	3	1/8		1,200	150
AMER. ELECT. LABS**	AELBA	O	2 1/8	2	+ 1/8	+ 6.25	3 5/8	1 3/8		1,673	3,555
AMERICAN TV & COMM.	AMTV	O	18 3/4	20 1/2	- 1 3/4	- 8.53	39	18 3/4	31	2,879	53,981
ATHENA COMM.**	O	O	1	1 1/4	- 1/4	- 20.00	5 1/2	7/8		2,126	2,126
BURNUP & SIMS	BSIM	O	28 3/8	27 3/8	+ 1	+ 3.65	31 3/4	20 3/8	39	7,692	218,260
CABLECOM-GENERAL**	CCG	A	3 7/8	3 3/4	+ 1/8	+ 3.33	8 7/8	3 1/4		2,498	9,679
CABLE FUNDING CORP.+	CFUN	O	7	7	-	.00	9 3/4	4 1/2		1,233	8,631
CABLE INFORMATION**	O	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	2,685	11,075
COMCAST	O	O	3 1/2	3 1/2	-	.00	5 3/8	2 7/8	18	1,493	5,225
COMMUNICATIONS PROP.	COMU	O	3 7/8	3 7/8	-	.00	9 3/4	3 5/8	20	4,435	17,185
COX CABLE	CxC	A	14 5/8	15 3/4	- 1 1/8	- 7.14	31 3/4	13 1/2	29	3,560	52,065
ENTRON	ENT	O	7/8	7/8	-	.00	9 1/4	1/4	6	1,358	1,188
GENERAL INSTRUMENT	GRL	N	22 7/8	21 3/4	+ 1 1/8	+ 5.17	29 1/2	13 1/4	16	6,790	155,321
GENERAL TELEVISION*	O	O	3	3	-	.00	4 1/2	2 1/2	150	1,000	3,000
HERITAGE COMM.**	O	O	5	5	-	.00	17 1/2	5		345	1,725
LVO CABLE	LVOC	D	5 1/2	5 1/4	+ 1/4	+ 4.76	11 1/4	4	24	1,656	9,108
SCIENTIFIC-ATLANTA	SFA	A	11 7/8	12	- 1/8	- 1.04	15 3/8	6 1/4	16	917	10,889
TELE-COMMUNICATIONS	TCOM	O	7 1/2	7 3/4	- 1/4	- 3.22	21	7 1/8	18	4,617	34,627
TELEPROMPTER	TP	N				.00	34 1/2	8 3/4	13	16,482	158,639
TIME INC.	TL	N	41 3/4	40	+ 1 3/4	+ 4.37	63 1/4	29 1/2	10	10,380	433,365
TOCOM	TOCM	D	4 7/8	5	- 1/8	- 2.50	12 1/8	4 7/8	10	596	2,905
UA-COLUMBIA CABLE	UACC	O	6 3/4	6 7/8	- 1/8	- 1.81	15	6 3/4	12	1,794	12,109
VIA COM	VIA	N	8 1/4	9 1/8	- 7/8	- 9.58	20	7 5/8	14	3,851	31,770
VIKOA	VIK	A	3 5/8	3 7/8	- 1/4	- 6.45	9 1/8	3 3/8	52	2,591	9,392
TOTAL										84,514	1,246,633

New Year's Day in Broadcasting comes on December 31

That's the date for our annual double issue, devoted this year to a study of the broadcast advertising agency in today's economy.

It will profile the men and women who are now the dominant influences in broadcast media planning, creative direction, copy, art and—regardless of professional discipline—in *impact*.

It will dissect the best television and radio advertising campaigns—as judged by the broadcast advertiser.

It will report *Broadcasting's* exclusive ranking of the top 50 agencies in broadcast billing—and describe the accounts that put them there.

It will present a retrospective on high moments in broadcast commercials—from Coca-Cola's "Country Sunshine" to Sears's Die-Hard batteries to Sunbeam's Billie Jean King.

It will describe the impact of the independent buying service. And of barter. It will tell how it is to buy television in a seller's market, and how it is to sell radio in a buyer's market.

It will, in general and in particular, report the state of the broadcast-advertising art.

The editors intend it to be a first-of-the-year issue readers will still be consulting at year's end.

And the advertising it contains will still be delivering its message a year later.

Deadline: December 17.

You belong in Broadcasting Dec 31

	Stock symbol	Exch.	Closing Wed. Oct. 17	Closing Wed. Oct. 10	Net change in week	% change in week	1973		P/E ratio	Approx. Shares out (000)	Total market capitali- zation (000)		
							High	Low					
Programming													
COLUMBIA PICTURES**	CPS	N	4 1/2	4 5/8	-	1/8	-	2.70	9 7/8	4 1/4	6,335	28,507	
DISNEY	DIS	N	71 3/4	78 3/8	-	6 5/8	-	8.45	123 7/8	70 1/8	45	28,552	2,048,606
FILMWAYS**	FWY	A	4 1/2	4 1/8	+	3/8	+	9.09	5 3/8	2 1/8	1	1,832	8,244
GULF + WESTERN	GW	N	30 7/8	29 1/4	+	1 5/8	+	5.55	35 3/4	21 3/8	7	14,054	433,917
MCA	MCA	N	27	25 7/8	+	1 1/8	+	4.34	34 1/4	18 1/2	10	8,380	226,260
MGM	MGM	N	17	17 7/8	-	7/8	-	4.89	24	13 5/8	18	5,958	101,286
MUSIC MAKERS**	MUSC	D						.00	2 5/8	1 5/8		534	1,401
TELE-TAPE**	D	D	3/4	3/8	+	3/8	+	100.00	1 3/4	3/8		2,190	1,642
TELETRONICS INTL.	D	D	4 3/4	5 1/8	-	3/8	-	7.31	10 1/2	3 3/4	10	943	4,479
TRANSAMERICA	TA	N	12 7/8	13 5/8	-	3/4	-	5.50	17 5/8	10 3/4	10	66,449	855,530
20TH CENTURY-FOX	TF	N	7 3/4	7 7/8	-	1/8	-	1.58	12 3/8	6 1/2	8	8,562	66,355
WALTER READE**	WALT	D						.00	1 3/8	5/8		2,203	1,376
WARNER	WCI	N	13 1/8	13 5/8	-	1/2	-	3.66	39 1/8	10 3/4	6	17,064	223,965
WRATHER	WCO	A	7 1/2	7 5/8	-	1/8	-	1.63	16 5/8	6 3/4	63	2,229	16,717
Service										TOTAL	165,285	4,018,285	
JOHN BLAIR	BJ	N	8	8 3/8	-	3/8	-	4.47	13	6 3/8	6	2,411	19,288
COMSAT	CQ	N	53 5/8	56 5/8	-	3	-	5.29	64 1/2	42 1/4	19	10,000	536,250
CREATIVE MANAGEMENT	CMA	A	6 1/8	6 3/8	-	1/4	-	3.92	9 1/2	4	7	1,016	6,223
DOYLE OANE BERNBACH	DOYL	D	13 1/2	12 1/2	+	1	+	8.00	23 1/2	12	7	1,910	25,785
ELKINS INSTITUTE**	ELKN	D	1/2	1/2				.00	1 1/4	1/2		1,664	832
FOOTE CONE & BELDING	FCB	N	11	10 5/8	+	3/8	+	3.52	13 3/8	8 1/8	11	2,129	23,419
CLINTON E. FRANK	O	O						.00	11 1/2	5	10	720	7,470
GREY ADVERTISING	GREY	O	10 3/4	10 1/2	+	1/4	+	2.38	17 1/4	8 1/4	5	1,263	13,577
INTERPUBLIC GROUP	IPG	N	16 1/2	17 5/8	-	1 1/8	-	6.38	25 3/8	12 1/8	5	2,464	40,656
MARVIN JOSEPHSON	MRVN	D	12 1/2	12 1/2				.00	18 1/2	8	10	1,085	13,562
MCCAFFREY & MCCALL	O	O	7 3/4	8	-	1/4	-	3.12	10 3/4	6 3/4	4	585	4,533
MCI COMMUNICATIONS+	MCIC	D	7 1/2	6 3/4	+	3/4	+	11.11	8 7/8	4 5/8		12,825	96,187
MOVIELAB**	MOV	A	1 3/8	1 3/8				.00	1 7/8	1 1/8		1,407	1,934
MPO VIDEOTRONICS**	MPO	A	2 3/8	2 1/4	+	1/8	+	5.55	4 7/8	2		540	1,282
NEEDHAM, HARPER	NDHMA	O	9 1/4	8 1/2	+	3/4	+	8.82	26 1/4	8 1/2	4	916	8,473
A. C. NIELSEN	NIELB	D	35 1/4	36 1/8	-	7/8	-	2.42	40 1/2	29 1/2	33	10,598	373,579
OGILVY & MATHER	OGIL	D	25 1/2	25 1/2				.00	32 1/2	14 1/2	10	1,777	45,313
PKL CO.	PKL	D	1 1/4	1 1/2	-	1/4	-	16.66	2 5/8	3/4	2	818	1,022
J. WALTER THOMPSON	JWT	N	14 1/2	14 1/8	+	3/8	+	2.65	24 3/4	12 3/4	7	2,635	38,207
UNIVERSAL COMM.*	O	O	2 3/4	2 3/4				.00	12 1/4	2	5	715	1,966
WELLS, RICH, GREENE	WRG	N	11 1/8	12 1/4	-	1 1/8	-	9.18	21 1/8	9 1/2	5	1,568	17,444
Electronics										TOTAL	59,046	1,277,002	
ADMIRAL	ADL	N	12 1/8	12 1/4	-	1/8	-	1.02	18	7 1/4	6	5,817	70,531
AMPEX	APX	N	5 1/2	5 1/2				.00	6 7/8	3 1/4	13	10,878	59,829
CCA ELECTRONICS	CCAE	D	1	1 1/8	-	1/8	-	11.11	3	1	2	881	881
COLLINS RADIO	CRI	N	24 3/4	24 5/8	+	1/8	+	.50	25 7/8	15 1/4	17	2,968	73,458
COMPUTER EQUIPMENT	CEC	A	2 3/8	2 1/8	+	1/4	+	11.76	2 7/8	1 7/8	16	2,366	5,619
CONRAC	CAX	N	20 3/4	22 1/4	-	1 1/2	-	6.74	31 7/8	14 1/4	11	1,261	26,165
GENERAL ELECTRIC	GE	N	65 1/2	66 5/8	-	1 1/8	-	1.68	75 7/8	55	21	182,348	11,943,794
HARRIS-INTERTYPE	HI	N	40 3/4	37 3/8	+	3 3/8	+	9.03	49 1/4	24 1/2	16	6,227	253,750
INTERNATIONAL VIDEO	IVCP	D	6	5 3/4	+	1/4	+	4.34	14 3/4	5 3/4	11	2,745	16,470
MAGNAVOX	MAG	N	10	11	-	1	-	9.09	29 5/8	8 5/8	14	17,806	178,060
3M	MMM	N	89 1/2	86 3/8	+	3 1/8	+	3.61	90 1/2	76 1/4	37	113,051	10,118,064
MOTOROLA	MOT	N	63 7/8	64 1/4	-	3/8	-	.58	67 3/8	41 1/4	26	27,740	1,771,892
OAK INDUSTRIES	OEN	N	16	16 5/8	-	5/8	-	3.75	20 1/2	10 3/4	8	1,639	26,224
RCA	RCA	N	26 1/2	26 1/2				.00	39 1/8	22 1/8	12	74,531	1,975,071
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	44 1/4	43 3/4	+	1/2	+	1.14	57 1/4	38 3/4	39	66,250	2,931,562
TEKTRONIX	TEK	N	52 1/4	52 1/4				.00	53 7/8	29 7/8	25	8,185	427,666
TELEMATION**	TIMT	D	2 1/2	2 1/2				.00	4 3/4	2 3/8		1,050	2,625
TELEPRO INDUSTRIES	O	O	3/4	1	-	1/4	-	25.00	2 1/2	3/4	5	1,717	1,287
WESTINGHOUSE	WX	N	33	36 5/8	-	3 5/8	-	9.89	47 3/8	31 1/8	15	88,595	2,923,635
ZENITH	ZE	N	37	36	+	1	+	2.77	56	32 1/8	12	19,043	704,591
TOTAL										638,556	33,518,522		
GRAND TOTAL										1,364,098	52,192,600		

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

CURRENT AND CHANGE							YEAR EARLIER		
Company	Period	Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
General Tire & Rubber Co.	3 mo. 8/31	342,647,000	+18.8%	16,894,000 ¹	- 8.6%	.81 ¹	288,325,000	19,701,000 ¹	1.00 ¹
Time Inc.	9 mo. 9/30	518,119,000 ¹	+18%	30,776,000 ¹	-14.0%	2.97	438,503,000	35,657,000 ¹	3.44 ¹
Columbia Pictures Industries Inc. ...	12 mo. 6/30	215,047,000	*	-50,029,000	*	-7.05	242,244,000	-3,397,000	-.54
Federated Media Inc.	12 mo. 7/31	2,367,000	10.3%	227,000	1.4%	.31	2,145,000	200,000 ¹	.25 ¹

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

¹ Includes extraordinary gains.

Supreme Court backs FCC on drug lyrics

1971 notice pinning responsibility on broadcasters is upheld; however, Douglas dissent asks what might be next for regulation

The fight that two college radio stations had waged against FCC public notices warning broadcasters about the airing of song lyrics that might "glorify" the use of illegal drugs ended last week. The U.S. Supreme Court refused to hear their arguments that the notices violate broadcasters' First Amendment rights, thus wiping out any lingering doubt that the responsibility broadcasters bear for whatever they air extends to song lyrics.

The issue erupted in March 1971 when the commission issued a public notice calling attention to the complaints it had received about song lyrics that supposedly promote the use of illegal drugs and warning broadcasters that they are responsible for knowing the meaning of the song lyrics they air. The commission did not bar the broadcast of any lyrics (BROADCASTING, March 8, 1971).

But the notice plunged the commission into controversy, with critics accusing it of censoring drug-related lyrics off the

air or requiring broadcasters to engage in self-censorship. To end the controversy and "clarify" the notice, the commission issued a second notice the following month, asserting that it did not intend to ban the playing of any drug-lyrics and that the decision to broadcast such material is within broadcasters' discretion.

However, Yale University's WYBC-FM New Haven and University of the Pacific's KUOP-FM Stockton, Calif., and several announcers continued to press for a definitive decision. With the Stern Community Law Firm as their counsel, they asked the commission to rule on a policy WYBC-FM had adopted for complying with the commission's orders.

When the commission refused to rule, saying the proposed policy was "too abstract," the college stations appealed to the U.S. Court of Appeals in Washington—which upheld the commission's position. It said that the commission was within its authority in issuing the public notices and that it had expressed itself clearly enough in them to obviate the need for a further clarification. It said the commission had done "an admirable job of specifying what is required of licensees." It noted three options the commission had left open to broadcasters—(1) prescreen each selection before broadcast, (2) monitor each selection as it is being aired and (3) make a determination of acceptability after air play (BROADCASTING, Jan. 15).

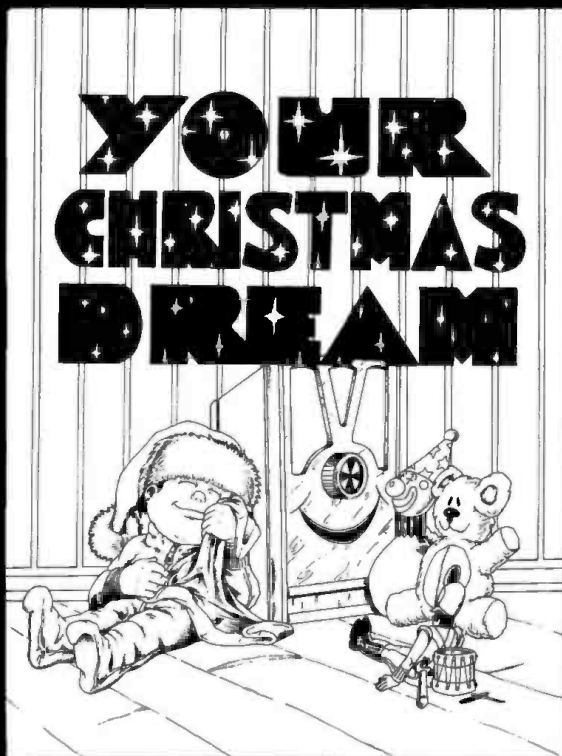
The Supreme Court has now decided to let that ruling stand, although two of

its members—Justices William O. Douglas and William J. Brennan dissented.

And Justice Douglas issued a vigorous dissenting opinion. He saw the commission's action as imposing an impermissible restraint on broadcasters, one that requires licensees "to analyze the meaning of each song's lyrics and make a judgment as to the social value of the message." And he felt such an action to be a dangerous precedent. "For now the regulation is applied to song lyrics; next year it may apply to comedy programs, and the following year to news broadcasts."

Justice Douglas also used the opinion to reaffirm the position he stated in May, in connection with the court decision in the BEM case upholding broadcasters' right to establish policy barring the sale of time for editorial advertisements, that broadcasters have the same First Amendment rights as do members of the press (BROADCASTING, June 4). "I doubt," he said last week, "that anyone would seriously entertain the notion that consistent with the First Amendment the government could force a newspaper out of business if its news stories betrayed too much sympathy with those arrested on marijuana charges, or because it published articles by drug advocates."

The drug-lyrics issue seems to have abated. The commission has received few complaints about such material in recent months, and the commission has never moved against a broadcaster as a result of his airing drug-related lyrics.



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The Broadcasting Playlist[™] Oct 22

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 an upward movement of 10 or more chart positions over the previous week.

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				5-10a	10a-3p	3-7p	7-12p
1	1	1	Half Breed (2:42) Cher—MCA	1	1	1	1
4	2	2	Angie (4:30) Rolling Stones—Rolling Stones	2	3	2	2
2	3	3	Ramblin' Man (3:36) Allman Brothers—Capricorn	4	2	3	4
3	4	4	Higher Ground (3:10) Stevie Wonder—Tamla	3	4	4	3
15 •	5	5	Heartbeat, It's a Love Beat (2:59) DeFranco Family—20th Century	6	6	5	6
9	6	6	Keep On Truckin' (3:21) Eddie Kendricks—Tamla	9	5	6	5
14	7	7	All I Know (3:48) Art Garfunkel—Columbia	8	7	7	7
6	8	8	That Lady (3:09) Isley Brothers—T-Neck	7	8	8	8
5	9	9	Loves Me Like a Rock (3:32) Paul Simon—Columbia	5	10	13	16
21	10	10	Photograph (3:59) Ringo Starr—Apple	10	11	11	12
13	11	11	Free Ride (3:05) Edgar Winter Group—Epic	11	14	12	10
20	12	12	China Grove (3:14) Doobie Brothers—Warner Brothers	12	9	9	13
8	13	13	We're an American Band (3:25) Grand Funk—Capitol	20	13	10	9
11	14	14	Midnight Train to Georgia (3:55) Gladys Knight & the Pips—Buddah	19	15	16	11
12	15	15	My Maria (2:32) B. W. Stevenson—RCA	14	12	18	15
17	16	16	Yes We Can Can (3:55) Pointer Sisters—Blue Thumb	17	16	15	14
27 •	17	17	Top of the World (2:56) Carpenters—A & M	16	17	14	22
18	18	18	Let Me In (3:38) Osmonds—MGM	13	20	17	17
10	19	19	Delta Dawn (3:08) Helen Reddy—Capitol	15	18	22	21
23	20	20	Paper Roses (2:39) Marie Osmond—MGM	18	19	19	23
28	21	21	Just You 'n' Me (3:44) Chicago—Columbia	24	22	20	18
33 •	22	22	We May Never Pass This Way Again (3:50) Seals & Crofts—Warner Brothers	23	23	21	24
29	23	23	Knockin' on Heaven's Door (2:28) Bob Dylan—Columbia	22	25	23	25
30	24	24	You're a Special Part of Me (3:15) Diana Ross & Marvin Gaye—Motown	27	26	25	20
16	25	25	My Sweet Gypsy Rose (2:51) Dawn—Bell	21	24	29	27
24	26	26	Summer (The First Time) (4:37) Bobby Goldsboro—United Artists	29	27	24	30
19	27	27	Brother Louie (3:55) Stories—Kama Sutra	30	21	27	28
32	28	28	Rocky Mountain Way (3:39) Joe Walsh—ABC/Dunhill	34	28	26	19
7	29	29	Let's Get It On (3:58) Marvin Gaye—Tamla	26	30	31	26
37	30	30	Space Race (3:21) Billy Preston—A & M	31	29	30	29
25	31	31	Jimmy Loves Maryann (3:25) Looking Glass—Epic	25	31	32	33
36	32	32	I Got a Name (3:09) Jim Croce—ABC/Dunhill	32	33	28	32
31	33	33	You Got Me Anyway (2:53) Sutherland Brothers and Quiver—Capitol	28	32	34	31
34	34	34	In the Midnight Hour (3:14) Cross Country—Atco	33	34	35	38
50 •	35	35	Ooh Baby (3:14) Gilbert O'Sullivan—Mam	37	36	36	37
— •	36	36	The Love I Lost (3:39) Harold Melvin & the Blue Notes—Philly Intl.	36	35	38	36
35	37	37	Basketball Jones (4:04) Cheech & Chong—Ode	42	47	33	34
38	38	38	Jesse (4:00) Roberta Flack—Atlantic	35	38	39	39
40	39	39	Hello It's Me (3:27) Todd Rundgren—Bearsville	43	37	37	35
26	40	40	Touch Me in the Morning (3:51) Diana Ross—Motown	38	41	40	40
42	41	41	Show and Tell (3:28) Al Wilson—Rocky Road	40	40	42	42

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
49	42	42	Raised on Rock (2:38) Elvis Presley—RCA	39	39	41	51
22	43	43	Saturday Night's Alright for Fighting (4:55) Elton John—MCA	55	42	44	41
61	44	44	Dream On (3:25) Aerosmith—Columbia	46	43	47	45
52	45	45	Such a Night (2:55) Dr. John—Atco	44	45	48	46
44	46	46	Live and Let Die (3:10) Paul McCartney and Wings—Apple	41	51	46	49
41	47	47	Hurts So Good (3:05) Millie Jackson—Spring	50	44	52	44
43	48	48	Gypsy Man (5:22) War—United Artists	45	56	49	50
39	49	49	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	53	50	45	59
48	50	50	Rubber Bullets (3:50) 10 C.C.—U.K.	66	74	43	43
53	51	51	The Morning After (2:14) Maureen McGovern—20th Century	47	46	53	60
65 •	52	52	Woman from Tokyo (2:56) Deep Purple—Warner Brothers	63	54	50	47
63 •	53	53	Check It Out (3:25) Tavares—Capitol	49	55	58	57
— •	54	54	Goodbye Yellow Brick Road Elton John—MCA	61	56	51	53
60	55	55	Friends (2:59) Bette Midler—Atlantic	48	59	60	63
62	56	56	To Know You Is to Love You (3:54) B. B. King—ABC/Dunhill	59	52	57	52
67 •	57	57	You've Never Been This Far Before (2:56) Conway Twitty—MCA	51	53	61	66
70 •	58	58	The Most Beautiful Girl (2:42) Charlie Rich—Epic	54	48	59	*
54	59	59	Freedom for the Stallion (3:45) Hues Corp.—RCA	52	63	56	69
— •	60	60	Sweet Understanding Love (2:59) Four Tops—ABC/Dunhill	56	60	62	56
— •	61	61	Rockin' Roll Baby (3:15) Stylistics—Avco	62	57	55	65
56	62	62	Nutbush City Limits (2:57) Ike and Tina Turner—United Artists	65	71	54	55
— •	63	63	Sail Around the World (3:14) David Gates—Elektra	60	62	65	62
— •	64	64	Life Ain't Easy (2:43) Dr. Hook and the Medicine Show—Columbia	64	64	67	61
— •	65	65	Oh No Not My Baby (3:37) Rod Stewart—Mercury	71	65	68	54
—	66	66	West Coast Woman (2:47) Painter—Elektra	70	61	71	58
57	67	67	Why Me (3:25) Kris Kristofferson—Monument	58	73	63	*
51	68	68	Ashes to Ashes (3:30) Fifth Dimension—Bell	57	68	66	*
45	69	69	Sweet Charlie Babe (2:38) Jackie Moore—Atlantic	*	49	*	48
—	70	70	I Won't Last a Day (3:19) Maureen McGovern—20th Century	67	69	74	68
—	71	71	Loving Arms (2:50) Dobie Gray—MCA	68	66	72	*
—	72	72	Tonight (3:25) Raspberries—Capitol	*	67	*	70
—	73	73	Painted Ladies (3:30) Ian Thomas—Janus	*	70	*	73
69	74	74	Get It Together (2:47) Jackson Five—Motown	75	*	75	71
72	75	75	He (2:58) Today's People—20th Century	69	75	*	*

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

All I Know (7), Angie (2), Ashes to Ashes (68), Bad Bad Leroy Brown (49), Basketball Jones (37), Brother Louie (27), Check It Out (53), China Grove (12), Delta Dawn (19), Dream On (44), Free Ride (11), Freedom for the Stallion (59), Friends (55), Get It Together (74), Goodbye Yellow Brick Road (54), Gypsy Man (48), Half Breed (1), He (75), Heartbeat, It's a Love Beat (5), Hello It's Me (39), Higher Ground (4), Hurts So Good (47), I Got a Name (32), I Won't Last a Day (70), In the Midnight Hour (34), Jesse (38), Jimmy Loves Maryann (31), Just You 'n' Me (21), Keep On Truckin' (6), Knockin' on Heaven's Door (23), Let Me In (18), Let's Get It On (29), Life Ain't Easy (64), Live and Let Die (46), The Love I Lost (36), Loves Me Like a Rock (9), Loving Arms (71), Midnight Train to Georgia (14), The Morning After (51), The Most Beautiful Girl (58), My Maria (15), My Sweet Gypsy Rose (25), Nutbush City Limits (62), Oh No Not My Baby (65), Ooh Baby (65), Painted Ladies (73), Paper Roses (20), Photograph (10), Raised on Rock (42), Ramblin' Man (3), Rockin' Roll Baby (61), Rocky Mountain Way (28), Rubber Bullets (50), Sail Around the World (63), Saturday Night's Alright for Fighting (43), Show and Tell (41), Space Race (30), Such a Night (45), Summer (The First Time) (26), Sweet Charlie Babe (69), Sweet Understanding Love (60), That Lady (8), To Know You Is to Love You (56), Tonight (72), Top of the World (17), Touch Me in the Morning (40), We May Never Pass This Way Again (22), We're an American Band (13), West Coast Woman (68), Why Me (67), Woman from Tokyo (52), Yes We Can Can (16), You Got Me Anyway (33), You're a Special Part of Me (24), You've Never Been This Far Before (57).

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

Tracking the 'Playlist.' Cher's "Half Breed" spent last week as the song most heard on American top-40 radio for the third week in a row. At the same time, three new records, two of them bulleted, broke into the top-10 positions for the first time. They were the DeFranco Family's "Heartbeat, It's a Love Beat" (five and bulleted), Art Garfunkel's "All I Know" (seven) and Ringo Starr's "Photograph" (10 and bulleted). Two singles break into the top 40 for the first time this week. One, "The Love I Lose" by Harold Melvin and the Blue Notes (36), achieved top-40 status in its premiere week. The other new one is Gilbert O'Sullivan's "Ooh Baby" (35). There are seven records that are bulleted in their first week on the "Playlist," including "Love I Lost." They are Elton John's "Goodbye Yellow Brick Road" (54) from a forthcoming LP of the same name, the Four Tops' "Sweet Understanding Love" (60), the Stylistics' "Rock and Roll Baby" (61), David Gates's "Sail Around the World" (63), Dr. Hook's "Life Ain't Easy" (64) (see "Breaking In," below) and Rod Stewart's "Oh No Not My Baby" (65).

Breaking In

"River"—Joe Simon (Spring) ■ "River" is a vintage Gene McDaniels song that has had some visibility lately with a revitalized version on Roberta Flack's new album, *Killing Me Softly*. The mature voice of Joe Simon, rich and deep but not weighty, definitely commits this song to vinyl.

This is a new single, on the market only two weeks. R&B stations have been the first to pick up on the record, but KLIF(AM) Dallas has already ventured to place "River" in night-time play.

Black-oriented stations on the record last week included: WCHB(AM) Detroit, KATZ(AM) St. Louis, WLAC(AM) Nashville, WNOV(AM) Milwaukee and WWRL(AM) New York.

"Life Ain't Easy"—Dr. Hook and the Medicine Show (Columbia) ■ Dr. Hook has rightly broken from the mold that has marked it as a spoof band. "Roland the Roadie," the group's last single, was uncomfortably close to "Cover of Rolling Stone" in subject and delivery and died a slow death on secondary-market playlists. "Life Ain't Easy," yet another Shel Silverstein-written song, is overly dramatic enough to be humorous, but is not the full-blown satire for which the group is known.

"Life Ain't Easy" seems about to break out of its month-old secondary-market stay and go to major-market stations. Stations playing the record last week included: WHYY(AM) Montgomery, Ala.; KIOA(AM) Des Moines, Iowa; KLIF(AM) Dallas; KUDL(AM) Omaha; KGB-AM-FM San Diego; KTAC(AM) Tacoma, Wash.; KGW(AM) Seattle and WBBM(FM) Chicago.

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

■ BE, Neil Diamond (Columbia).

- CORAZON, Carole King (Ode).
- COUNTRY SUNSHINE, Dottie West (RCA).
- D'YER MAK'ER, Led Zeppelin (Atlantic).
- HEY GIRL (I LIKE YOUR STYLE), Temptations (Gordy).
- LET ME BE THERE, Olivia Newton-John (MCA).
- LET ME SERENADE YOU, Three Dog Night (ABC/Dunhill).
- MAMMY BLUE, Stories (Kama Sutra).
- MY MUSIC, Loggins & Messina (Columbia).
- OOH WHAT A FEELIN', Johnny Nash (Epic).
- PRETTY LADY, Lighthouse (Polydor).
- RAZAMANAZ, Nazareth (A & M).
- REDNECK FRIEND, Jackson Browne (Asylum).
- RIDIN' MY THUMB TO MEXICO, Johnny Rodriguez (Mercury).
- ROCK AND ROLL, Kevin Johnson (Mainstream).
- ROLL IN MY SWEET BABY'S ARMS, Hank Wilson (Shelter).
- SMOKIN' IN THE BOYS ROOM, Brownsville Station (Big Tree).
- SPIDERS & SNAKES, Jim Stafford (MGM).
- STEALIN', Uriah Heep (Warner Brothers).
- THERE AIN'T NO WAY, Lobo (Big Tree).
- THIS TIME IT'S REAL, Tower of Power (Warner Brothers).
- TIME IN A BOTTLE, Jim Croce (ABC/Dunhill).
- TOGETHER (BODY AND SOULIN'), Mission (Paramount).



Long time coming. Charlie Rich, a 40-year-old singer from Colt, Ark., largely unsung in his 20-year music career, walked away with top honors at last Monday's (Oct. 15) Country Music Association awards ceremony in Nashville. He was cited as best male vocalist, for the best single ("Behind Closed Doors") and best album. The best writer award went to Kenny O'Dell, who wrote Mr. Rich's big number. Roy Clark (of *Hee-Haw*) was named entertainer of the year, while producer-guitarist Chet Atkins and the late Patsy Cline were elected to the Country Music Hall of Fame.

Others honored: Loretta Lynn, best female vocalist; Conway Twitty and Loretta Lynn, best vocal duo; Statler Brothers, best group; Charlie McCoy, best instrumentalist, and Danny Davis and the Nashville Brass, best instrumental group.

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Media

Jack A. Carpenter, general manager, WLIZ(AM) Lake Worth, Fla., joins WWEE(AM) (formerly WHER) Memphis in same capacity.

John A. Raymond, general manager, KJAS(AM) Jackson, Mo. joins WMCL(AM) McLeansboro, Ill., in same capacity.

Arthur R. Zweig, formerly general manager, WGCL(FM) Cleveland, joins WELW-AM-FM Willoughby, Ohio, in same capacity.

Robert M. D'Arcy, VP-business affairs, Buckley Radio Sales, New York, appointed business manager, Kaiser Broadcasting there.

Norma Nixon Owusu-Nyame, marketing executive, Lever Bros., New York, appointed director of research, National Black Network, New York.

Eleanor Whitelaw, managing editor, news, WRBL-AM-FM-TV Columbus, Ga., appointed director of promotion and publicity, parent company, Columbus Broadcasting Co. **Charles Rector**, account executive, WRBL-TV, appointed station/sales manager, WRBL-AM-FM. **David Lea**, station manager, WRBL-AM-FM, named director of public affairs.

Craig Bland, assistant promotion director, KHOU-TV Houston-Galveston, appointed director of advertising and promotion.

H. Jerome Miron, formerly VP, FM Associates Ltd., Washington, joins noncommercial WJCT(TV) Jacksonville, Fla., as director of research and program development.



Miss Sherman

Margot Sherman, recently retired senior VP and board member, McCann Erickson, New York, elected president, Women in Communications Inc. **Jo Ann Albers**, reporter, *Cincinnati Enquirer*, elected president-elect.

William Patton, with KATC(TV) Lafayette, La., elected president, Louisiana Association of Broadcasters. Other new officers: **J. Michael Early**, with WWL-AM-FM-TV New Orleans, president-elect; **Bruce Rainey**, KALB-AM-TV Alexandria, radio VP; **Jules Mayeux**, WBRZ(TV) Baton Rouge, TV VP, and **Jim Toth**, KLCL-AM-FM Lake Charles, treasurer.

Gene Spry, VP-general manager, KOLO(AM) Reno, elected president Nevada Broadcasters Association. Other new officers: **Mel Ryan**, KRAM(AM) Las Vegas, VP-south, **Jim Elliott**, KCRL(AM) Reno, VP-north, and **Lester Pearce**, KVLV-AM-FM Fallon, secretary/treasurer.

Robert Abernethy, sales manager, WKBO(AM) Harrisburg, Pa., joins WFEC(AM) there as station manager.

John E. Walkmeyer Jr., formerly with Washington University, St. Louis, joins WFNE(FM) Forsyth, Ga., as station manager. **Constance West**, formerly with WGAU(AM)-WNGC(FM) Athens, Ga., appointed operations manager, WFNE.

Robert Freedman, director of media operations, noncommercial WNET(TV) Newark, N.J., appointed general counsel.

Tim Achterhoff, operations manager, WMUS-AM-FM Muskegon, Mich., resigns to pursue other interests.

Broadcast Advertising



Mr. Widrig

Larry E. Widrig, account executive, WFLD-TV Chicago, named sales manager.

Bruce Fleming, account executive, KCOP(TV) Los Angeles, named sales manager.

Harvey Levitt, director of advertising and public relations,

Creampuff Advertising, Philadelphia, named general sales manager, KNAC(FM) Long Beach, Calif.

James C. Kelly, national sales manager, WOR(AM) New York, appointed VP-director of sales.



Miss Brock



Mr. Lee

Sue Brock and **Stanley R. Lee**, VP-creative management supervisors, Doyle Dane Bernbach, New York, elected senior VP's.

Brian F. MacCabe, chairman of Foote, Cone & Belding International, London, retires on Jan. 1, 1974.

Stanley H. Beals, **Robert Cohen**, **Henry F. DeBoest Jr.**, **Charles P.A. Frankenthal**, **John M. Kemper** and **Roger P. Laven**, all VP-account supervisors, Needham, Harper & Steers, Chicago, named account directors.

Jeffrey B. Lawenda, general sales manager, WXLO(FM) New York, appointed New York sales manager, CBS Radio Spot Sales.

John Hoyne, with Ted Bates & Co., New York, appointed executive VP-international operations.



Mr. Williams

John Williams, general sales manager, WLJB(AM) New York, appointed national sales manager, National Black Network, New York.

Gerard J. Sperry, account executive, Blair Radio Representatives, New York, joins CKLW(AM) Windsor, Ont., as general sales manager.

Clifford Arnold, with WQWQ(FM) Muskegon, Mich., named advertising consultant, WMUS-AM-FM Muskegon.

Peter Schweitzer, with Grey Advertising, New York, joins Kenyon & Eckhardt there as VP-account supervisor. **Maureen Kallick**, VP-associate research director, SSC&B, New York, joins K&E as VP-research director.

Agi Salomon Clark, group creative director, N. W. Ayer & Son, New York, elected VP.

Kaye Hughes, with Dancer-Fitzgerald-Sample, New York, elected VP. **Donald Klein**, copywriter, DFS, named creative group head.

William N. Farlie Jr., president, KSDO(AM) San Diego, joins F. William Free & Co., New York, as executive VP and secretary/treasurer.

Walter Blum, account executive, Venet Advertising, New York, named VP-account supervisor. **Irwin Schatell**, production manager, Venet, appointed VP-production.

Herb Werman, media manager, T. J. Lipton Inc., food manufacturer, Englewood Cliffs, N.J., appointed director of media services, William B. Tanner Co., Memphis. **Donn D. Hinton**, former account supervisor, Young & Rubicam, Detroit, named manager, radio department, William B. Tanner.

Madeleine Schreiber, research director, John Blair & Co., New York, appointed research director, Robert E. Eastman & Co., radio rep firm, New York.

Tom Collins, assistant broadcast manager, Jos. Schlitz Brewing Co., Milwaukee, appointed manager, broadcast division. **Kenneth Behan**, manager, television operations in broadcast division, assumes additional responsibilities for radio operations.

Raymond A. Santangini, VP-art director, Bo Bernstein & Co., Providence, R.I.-based agency, named executive art director. **David V. Crocker**, media buyer, Bernstein, appointed media director.

Programing

Charles W. Larsen, director of community services and special programs, WLWI-TV Indianapolis, appointed program director, WLWC-TV Columbus, Ohio. Both are Avco Broadcasting stations.

Mr. Presidents. For two-and-a-half months in the winter of 1975-76, Tom Frawley, Cox Broadcasting's Washington bureau chief and newly minted president-elect of the Radio Television News Directors Association (*Broadcasting*, Oct. 15), will wear two hats: president of RTNDA and president of Associated Press Broadcasters Association. He's now VP of APBA, due to become president in two years; he becomes president of RTNDA in the fall of 1974.



Mr. Banquer

Herbert Banquer, VP, United Artists Corp., New York, named senior VP in charge of international sales and distribution. He continues in charge of United Artists Television International.

Charles Greenlaw, VP, production management, Warner Bros. Inc., named executive VP, worldwide production management, concentrating on feature-film operations. New production management unit will be formed within Warner's television division.

James C. Stern, Eastern sales manager, Independent Television Corp., New York, appointed VP-syndication.

Irwin Weiner, director of production control, East Coast, ABC-TV, named VP-administration and operations, ABC Sports Inc., New York.

Ed Buchanan, with WLAV-FM Grand Rapids, Mich., joins WMUS-AM-FM Muskegon, Mich., as program director.

Lee Andrews, program director, WGCL(FM) Cleveland, named to same capacity, WLW-AM-FM Willoughby, Ohio.

Calvin Means, formerly with WGAU(AM)-WNGC(FM) Athens, Ga., named program director, WFNE(FM) Forsyth, Ga.

Viviane Rivas Nathan, with sales development staff of Tulchin Productions, New York, named sales development director, Unitel Production Services, New York, video-tape production facility.

Robert M. Newgard, former VP, Paramount TV, joins Film Services Corp. & TV Film Service International as VP-worldwide marketing. Mr. Newgard will open West Coast offices at 1330 North Vine Street, Hollywood. **Richard Thiriot**, with Film Services since 1959, named VP-operations and treasurer, will continue to headquarter in Salt Lake.

Jesse Woodward, with WRBL-TV Columbus, Ga., appointed production director.

Darlene Lancer, assistant to Judge William B. Keene, Superior Court, Los Angeles county, joins legal staff, ABC Entertainment, Los Angeles.

Douglas Arango, associate producer, *Mike Douglas Show*, Philadelphia, resigns to resume independent writing and producing, West Coast.

Broadcast Journalism

Keith Fuller, VP, Associated Press, named acting deputy general manager, assuming many duties of **Harry Montgomery**, VP and deputy general manager, who has been assigned to special projects pending retirement next year. **James F. Tomlinson**, AP treasurer, takes over part of Mr. Montgomery assignments in overseeing AP's legal activities and administrative work.

Ron Kershaw, with KTRK-TV Houston, appointed assistant news director, WBAL-TV Baltimore. **Ronald C. Smith**, reporter/anchorman, WTEN(TV) Albany, N.Y., joins WBAL-TV in similar capacity.

Whitfield Raines, with WXEX-TV Petersburg, Va., joins WKRC-TV Cincinnati as correspondent. **Loel Vare**, formerly with WCBS-TV New York, joins WKRC-TV as associate news producer.

Ruth Walsh, formerly with KABC(AM) and KHJ-TV, both Los Angeles, joins news staff, KOMO-TV Seattle.

Steve Tom, with news staff, WMYQ(FM) Miami, joins news staff, KTKL(AM) Denver.

Douglas Culver, station manager/news director, noncommercial KUSC(FM) Los Angeles, joins KTTV(TV) there as news writer and assignment editor.

Cablecasting

Donald K. Mathison, formerly with Teleprompter Corp., New York, appointed marketing manager, Warner Cable of Eastern Massachusetts Inc. **Paul Rabin**, with Warner Cable, named local program origination manager, Warner Cable of Eastern Massachusetts. **Ron Hamaker**, with Teleprompter, joins Warner as manager, Brockton, Mass., system; and **Eric J. Behre**, with Plainfield-East Brunswick, N.J., cable system, appointed manager, Wakefield, Mass., system.

Ira Katz, with Teleprompter Corp., New York, named general manager, Good-Vue CATV Inc., subsidiary of Cable Information Systems Inc. Good-Vue holds franchises for Clarkstown, Ramapo and Spring Valley, N.Y.

Equipment and Engineering

Scott E. Goff, with 3M Co., Camarillo, Calif., joins 3M headquarters in St. Paul as products sales manager, video products, Mincom division. **David A. Bixler**, with 3M, named product sales supervisor, test and instrumentation products, Mincom.

Kenneth M. Mason, regional sales manager, Pacific southern region, Eastman Kodak Co., Rochester, N.Y., appointed manager, product programs and research, Kodak's motion-picture and audio-visual markets division. Mr. Mason is succeeded by **Allan L. Williams**, manager, product planning, Kodak.

Dennis Christensen, formerly national sales manager, International Video Corp., Sunnyvale, Calif., joins Datatron Inc., Santa Ana, Calif.-based electronics firm, as sales manager, timing and broadcast products.

Michael J. Cavanaugh, formerly with

New York Telephone Co., joins Phelps Dodge Communications Co., division of Phelps Dodge Industries, New York, as manager, product planning.

Kelly Daniels, former operations manager, KDAY(AM) Los Angeles, named creative director, Quartercade Corp., Hollywood, manufacturer of TV monitor units for hotel and public viewing areas, fed by TV cassettes.

Allied Fields

J. Leonard Reinsch, president, Cox Broadcasting Corp., named member, advisory committee for communication policy program, Rand Corp., Santa Monica, Calif.



Mr. Tofany

Vincent L. Tofany, former commissioner, New York State Department of Motor Vehicles, elected president, National Safety Council. He succeeds Howard Pyle who retires after serving 15 years. Mr. Pyle is one-time Phoenix broadcasting executive and former governor of Arizona.

Dennis A. Harp, with Central Texas College, Killeen, appointed director of telecommunications, Texas Tech University, Lubbock.

Deaths

James McCulla, 60, West Coast manager

of ABC Radio News since 1964, died at his Los Angeles home Oct. 16 of cancer. His career as newsman began in 1930's, with posts at WLW(AM) Cincinnati, WHO(AM) Des Moines and KMPC(AM) Los Angeles, as well as ABC. He was board member of Radio-Television News Directors Association, of which he was president in 1970. He is survived by his wife, Marian, and two sons, John and James.



Mrs. Elam

Maxine Smith Elam, national executive director, Women In Communications Inc., died Oct. 11 when car in which she was driving was swept off road in flash flood near her home in Austin, Tex. Earlier in her career Mrs. Elam had worked as reporter for *Abilene (Tex.) Reporter-News* and *Austin American-Statesman*. She is survived by her husband, A. Richard Elam, associate dean of University of Texas School of Communications at Austin, and two children.

Edmund Chester, 75, former news executive with CBS and Associated Press, died Oct. 14 in Mt. Dora, Fla. Mr. Chester served as VP of Associated Press's Latin-American subsidiary, La Prensa Asociada. He joined CBS in 1940 and helped organize its Network of the Americas, specializing in Latin American news. He was director of news, special events

and sports from 1948 until 1952 when he resigned. During 1950's, Mr. Chester became adviser to Cuban dictator Fulgencio Batista. He is survived by his wife, Enna, and three daughters.

William W. Hunt, 78, former commercial manager, WSFA(AM) (now WHYY) Montgomery, Ala., and one-time president, Alabama Association of Broadcasters, died Oct. 5 after brief illness. Mr. Hunt was with WBAM(AM) Montgomery at time of his death. He is survived by wife, Mary Alice, and one daughter.

William Wolfe, 47, executive of Dispatch Printing Co., Publisher of *Columbus (Ohio) Evening Dispatch*, died Oct. 16 at University Hospital there. He was also a director of WBNS-AM-FM-TV Columbus.

Josef F. Wright, 81, former director of radio broadcasting and public relations of University of Illinois, Urbana, died Oct. 5 in Fort Myers, Fla. Mr. Wright also had served on university journalism faculty before retirement in 1956. At one time, he served as president of National Association of Educational Broadcasters. Survivors include his daughter, Doris Woodward.

C. J. O'Brien, 69, former Boston broadcaster and columnist, died Oct. 13 in Rumford, Me. Mr. O'Brien worked for what was then *Boston Post* and *Boston Herald-Traveler*. He also broadcast outdoor recreation commentary on WHDH(AM) and WEEI(AM) there.

For the Record®

As compiled by BROADCASTING Oct. 9 through Oct. 15 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.

Existing TV stations.

Final actions

■ KINY-AM-TV Juneau, Alaska—FCC denied objections by Stephen M. Simms to applications of

Midnight Sun Broadcasters Inc. for authority to change trans. sites of KINY-AM-TV and granted applications (BPCT-4647, BP-19481). In authorizing changes, FCC also granted Midnight authority to increase power and HAAT for KINY-TV. Action Oct. 10.

■ WTOP-TV Washington—FCC denied Joseph Mauro review of July 13 ruling by Broadcast Bureau that no further action was warranted on his complaint that WTOP-TV violated fairness doctrine in March 11 broadcast of *Everywoman* which consisted of panel discussion of abortion issue. Action Oct. 11.

■ *WNPB(TV) Marquette, Mich.—Broadcast Bureau granted license covering permit for new VHF (BLET-328); granted authority to operate by remote control from Northern Michigan University (BRCTV-52). Action Oct. 1.

■ KTCM(TV) Helena, Mont.—FCC authorized Capital City Television Inc., licensee, to change ERP to 195 kw vis., 19.5 kw aur.; to relocate trans. and ant. from Helena to top of Hogback Mountain, approximately 22 miles northeast of Helena and to construct new ant. with height of 2,250 ft. (BPCT-4611). Petition to deny by Garryowen Corporation, licensee of KTVQ(TV) Billings; KXLF-TV Butte; KPAX-TV Missoula and KRTV(TV) Great Falls, all Montana, was dismissed.

■ WTEN(TV) Albany, N.Y.—FCC granted request by Albany Television Inc. for waiver of off-network restriction of prime time access rule to permit WTEN(TV) Albany and its full time satellite, WCWC(TV) Adams, Mass., to carry *National Geographic* series on Saturdays from 7:00 to 8:00 p.m. during the 1973-74 season. Action Oct. 12.

■ *WPNE-TV Green Bay, Wis.—FCC granted request by Educational Communications Board for

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waiver of rules to permit *WPNE-TV to keep its main programming logs at station's network technicalities in Vilas Communications Hall, located on campus of University of Wisconsin at Madison. Action Oct. 11.

Actions on motions

■ Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFAA-TV] and Wadeco Inc.), TV proceeding, cancelled prehearing conference scheduled for Oct. 5 and continued hearing without date (Docs. 19744-5). Action Sept. 28.

■ Administrative Law Judge Frederick W. Denniston in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, granted petition by Furniture City to amend application to correct certain reporting errors in business interests of one of its stockholders (Docs. 18906-7). Action Oct. 1.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV], et al. TV proceeding, granted petition by Cowles to supplement findings of fact since certain citations in support of proposed findings were omitted; denied second Cowles petition to supplement findings of fact which requests official notice of populations and economic figures to extent necessary to support findings; in separate action, accepted petition by Cowles to amend application to show status of certain litigation (Docs. 19168-70). Action Oct. 1.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, ordered Cowles' Oct. 3 reply to opposition to petition to supplement findings of fact be received and that other parties may file pleadings in response thereto within seven days of release date of Oct. 9 (Docs. 19168-70). Action Oct. 4.

Call letter action

■ WRIH(TV) Detroit—Granted WGPR-TV.

New AM stations

Application

■ Sedona, Ariz.—Tabback Broadcasting Co. Seeks 1470 khz, 5 kw-D. P.O. Address Stutz Bearcat Drive, Sedona 86336. Estimated construction cost \$23,851; first-year operating cost \$37,778; revenue \$72,000. Principal: Joseph P. Tabbac (100%). Mr. Tabbac was recently employed as announcer at KVIO(AM) Cottonwood, Ariz. Ann. Sept. 24.

Final actions

■ Aberdeen, S.D.—Dakota-North Plains Corp. Broadcast Bureau granted 1560 khz, 5 kw, DA-2 U. P.O. address c/o L. T. Lausten, 1216 South Main Street, Aberdeen 57401. Estimated construction cost \$135,749; first-year operating cost \$58,800; revenue \$100,000. Principals: L. T. Lausten, president (82%), et al. Dakota-North Plains Corp. is diversified printing company which publishes *Dakota Farmer* magazine as well as doing commercial printing and selling books and insurance. (BP-19415). Action Oct. 1.

Actions on motions

■ Administrative Law Judge John H. Conlin in Clinton, Mass. (Radio Clinton Inc.), AM proceeding, granted petition by Broadcast Bureau and rescheduled prehearing conference for Oct. 31 (Doc. 19731). Action Oct. 5.

■ Administrative Law Judge Frederick W. Denniston in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, granted petition to Braverman and extended through Oct. 15 time for filing response to Broadcast Bureau's opposition to joint petition for approval of agreement filed Sept. 4, 1973 (Docs. 19596-7). Action Oct. 5.

■ Administrative Law Judge Lenore G. Ehrig in Salem and Derry both New Hampshire (Salem Broadcasting Co., et al.), AM proceeding, ordered that requests for summary decision of any of issues presently set for hearing be filed no later than Nov. 15 (Docs. 19434-6). Action Oct. 2.

■ Administrative Law Judge David I. Kraushaar, in Columbia, S.C. (WOIC Inc.), AM proceeding, granted petition by WOIC to amend application to inform commission of pendency of assignment of license application for WOIC(AM) Columbia in accordance with terms of contract of sale previously filed with commission (Doc. 19674). Action Oct. 1.

■ Review Board in Lubbock and Plainview, both Texas, AM proceeding, granted motion by Panhandle Broadcasting Inc. for extension of time through Oct. 12 in which to file reply briefs to exceptions 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 (Docs. 19455-6). Action Oct. 10.

Call letter action

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

Existing AM stations

Applications

■ WMEL Melbourne, Fla.—Seeks CP to add MEOVs to nighttime pattern. Ann. Oct. 11.

■ KRAM Las Vegas—Seeks CP to change trans. site to 925 East Desert Inn Road, near Las Vegas. Ann. Oct. 11.

■ WTTN Watertown, Wis.—Seeks CP to increase tower height 300 ft. to accommodate new FM ant. Ann. Oct. 11.

■ WWDA Wisconsin Dells, Wis.—Seeks CP to increase tower height to 250 ft. Ann. Oct. 11.

Final action

■ KAVR-AM-FM Apple Valley, Calif.—FCC dismissed applications for assignment of license of KAVR-AM-FM from BHA Enterprises Inc. to Phoenix Broadcasters Corp., BHA was directed to show cause why KAVR licenses should not be revoked, and to appear and give evidence at hearing on matter to be held within 30 days. Action Oct. 11.

Action on motion

■ Administrative Law Judge David I. Kraushaar in Carrollton, Ga. (Radio Carrollton and Faulkner Radio Inc. [WLBB]), AM proceeding, on motion of Faulkner Radio extended to Oct. 9 deadline for filing replies to proposed findings of fact and conclusions of law (Docs. 19636-7). Action Oct. 1.

Other action

■ Review board in Richmond and Sanford, both Virginia, in response to petition by Broadcast Bureau, added issues against WGOE Inc. and Crest Broadcasting Corp. to determine whether they violated Commission rules and whether they acted responsibly as required of licensees. Proceeding involves applications of WGOE Inc., licensee of WGOE Richmond, and Crest Broadcasting Corp., licensee of WEYE Sanford, for renewal of licenses (Docs. 19757-8). Action Oct. 5.

Fines

■ WKQW Spring Valley, N.Y.—FCC notified WKQW Radio Inc., licensee, that it has incurred apparent liability for \$1,000 for violation of rules by failing to make weekly entries in maintenance log of readings of tower base current ammeters and by failing to make field intensity measurements at monitoring points once every seven days as required by license. Action Oct. 11.

■ KOGT Orange, Tex.—Broadcast Bureau notified Sabine Area Broadcasting Corp., licensee, that it has incurred apparent liability for \$200 for violation of rules by failing to have in evidence for recent fourteen month period, data concerning equipment performance measurements required. Action Oct. 3.

Call letter applications

■ WRCK Tusculumbia, Ala.—Seeks WZZA.

■ WGNP Indian Rocks Beach, Fla.—Seeks WGNB.

■ KSMK Kennewick, Wash.—Granted KOTY.

New FM stations

Applications

■ Benton, Ark.—Bridges Broadcasting Service. Seeks 107.1 mhz, 3 kw. HAAT 146 ft. P.O. address East and Cross Streets, Benton 72015. Estimated construction cost \$13,250; first-year operating cost \$6,000; revenue \$8,000. Principal: Samuel P. Bridges (100%). Mr. Bridges also owns KGKO(AM) Benton. Ann. Sept. 27.

■ Pismo Beach, Calif.—James M. Strain. Seeks 95.3 mhz, 1.68 kw. HAAT 389 ft. P.O. address 366 Ledo Place, Arroyo Grande, Calif. 93420. Estimated construction cost \$36,603; first-year operating cost \$33,200; revenue \$60,000. Principal: Mr. Strain (100%) was recently with NBC Films Inc., New York. Ann. Sept. 27.

■ Baltimore—Morgan State College. Seeks 88.9 mhz, 12.6 kw. HAAT 215 ft. P.O. address Hillen Road and Coldspring Lane, Baltimore 21239. Estimated construction cost \$52,843; first-year operating cost \$23,135; revenue none. Principal: Dr. King V. Cheek Jr. is president of Morgan State College. Ann. Sept. 27.

■ *St. Louis—Mehlville R-9 School District. Seeks 89.3 mhz, 10 kw. HAAT 60 ft. P.O. address 3120 Lemay Ferry Road, St. Louis 63125. Estimated construction cost \$6,550; first-year operating cost \$1,200; revenue none. Principals: Kermit O. Bierbaum is superintendent of schools Mehlville R-9 School District. Ann. Oct. 1.

■ Schenectady, N.Y.—Trustees of Union College. Seeks 90.9 mhz, TPO 10 w. HAAT 80 ft. P.O. address Union College, Schenectady 12308. Estimated construction cost \$6,620; first-year operating cost \$2,810; revenue none. Principal: Dr. Harold C. Martin is president of Union College. Ann. Sept. 27.

Final actions

■ *New London, Conn.—Connecticut College Broadcast Association Inc. FCC granted 89.9 mhz, 10 w. HAAT 15 ft. P.O. address Connecticut College, Box 1333, New London 06320. Estimated construction cost \$2,020; first-year operating cost \$2,000; revenue none. Principals: Mary Ann Sill, president, et al. Miss Sill is student at Connecticut College (BPED-1475). Petition to deny application filed by WGAL Television Inc., licensee of WTEV-TV New Bedford, Mass., was denied. Action Oct. 3.

■ *Easton, Mass.—Stonehill College. FCC granted 91.3 mhz, 10 w. HAAT 74 ft. P.O. address 320 Washington Street, Easton 02356. Estimated construction cost \$3,000; first-year operating cost \$2,000; revenue none. Principal: Rev. Ernest Bartell C.S.C. is president of Stonehill College (BPED-1601). Petition to deny application filed by WGAL Television Inc., licensee of WTEV-TV New Bedford, Mass., was denied. Action Oct. 3.

■ *Franklin, Mass.—Dean Junior College. FCC granted 91.3 mhz, 10 w. HAAT 95 ft. P.O. address 99 Main Street, Franklin 02038. Estimated construction cost \$7,735; first-year operating cost \$1,500; revenue none. Principal: Barry A. Fullerton is dean of student affairs at Dean Junior College (BPED-1489). Petition to deny application filed by WGAL Television Inc., licensee of WTEV-TV New Bedford, Mass., was denied. Action Oct. 3.

■ *Milton, Mass.—Curry College. FCC granted 91.5 mhz, TPO 10 w. HAAT 100 ft. P.O. address 848 Brush Hill Road, Milton 02186. Estimated construction cost \$6,696; first-year operating cost \$5,000; revenue none. Principals: John S. Hafer, president of college, et al. (BPED-1626). Petition to deny application filed by WGAL Television Inc., licensee of WTEV-TV New Bedford, Mass., was denied. Action Oct. 3.

■ *North Dartmouth, Mass.—Southeastern Massachusetts University. FCC granted 90.5 mhz, 10 w. HAAT 71.5 ft. P.O. address Old Westport Road, North Dartmouth 02747. Estimated construction cost \$12,000; first-year operating cost \$2,995; revenue none. Principals: Richard M. Fontera is dean of faculty at Southeastern Massachusetts University (BPED-1398). Petition to deny application filed by WGAL Television Inc., licensee of WTEV-TV New Bedford, Mass., was denied. Action Oct. 3.

■ *Rockland, Mass.—Rockland Public Schools. FCC granted 90.1 mhz, 24 w. HAAT 90 ft. P.O. address 34 Goddard Avenue, Rockland 02370. Estimated construction cost \$12,000; first-year operating cost \$2,995; revenue none. Principals: Richard M. Fontera is dean of faculty at Southeastern Massachusetts University (BPED-1398). Petition to deny application filed by WGAL Television Inc., licensee of WTEV-TV New Bedford, Mass., was denied. Action Oct. 3.

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Summary of broadcasting According to the FCC, as of Sept. 30, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,371	4	17	4,392	47	4,439
Commercial FM	2,419	0	49	2,468	130	2,598
Commercial TV-VHF	505	1	6	512	7	520
Commercial TV-UHF	190	0	2	193	42	245
Total commercial TV	695	1	8	705	49	765
Educational FM	592	0	26	618	79	697
Educational TV-VHF	87	0	4	91	3	95
Educational TV-UHF	123	0	14	137	5	143
Total educational TV	210	0	18	228	8	238

* Special temporary authorization.

mated construction cost \$5,622; first-year operating cost \$1,000; revenue none. Principals: John W. Rogers, superintendent of schools, et al. (BPED-1570). Petition to deny application filed by WGAL Television Inc., licensee of WTEV(TV) New Bedford, Mass., was denied. Action Oct. 3.

■ **Walpole, Mass.**—Walpole Public Schools. FCC granted 91.5 mhz. 17 w. HAAT not applicable. P.O. address 1303 Washington Street, Walpole 02081. Estimated construction cost \$6,465; first-year operating cost \$500; revenue none. Principals: Paul C. Bunker, board chairman. Walpole school committee, et al. (BPED-1531). Petition to deny application filed by WGAL Television Inc., licensee of WTEV(TV) New Bedford, Mass., was denied. Action Oct. 3.

■ **Las Vegas**—Operation Opportunities. Clark County, Nev. Broadcast Bureau granted 88.1 mhz. TPO 10 w. HAAT 49 ft. P.O. address 900 West Owens Avenue, Las Vegas 89106. Estimated construction cost \$2,519; first-year operating cost \$2,500; revenue none. Principals: J. David Hogard, executive director, et al. (BPED-1567). Action Oct. 1.

■ **West Long Branch, N.J.**—Monmouth College. Broadcast Bureau granted 88.1 mhz. 10 kw. HAAT 60 ft. P.O. address Cedar and Norwood Avenues, West Long Branch 07764. Estimated construction cost \$2,184; first-year operating cost \$3,000; revenue none. Principal: Richard J. Stonesifer is president of Monmouth College (BPED-1663). Action Oct. 1.

■ **Farmville, N.C.**—Farmville Broadcasting Co. Broadcast Bureau granted 94.3 mhz. 3 kw. HAAT 300 ft. P.O. address Box 148, Farmville 27828. Estimated construction cost \$25,212; first-year operating cost \$40,000; revenue \$40,000. Principals: L. Gene Gray (77.05%), J. T. Snowden (18.85%), et al. Mr. Gray is general manager of WFAG(AM) Farmville. Mr. Snowden has interest in fast food franchising in North Carolina. Action Sept. 26.

■ **Miamisburg, Ohio**—Miamisburg School District. Broadcast Bureau granted 89.7 mhz. 10 kw. HAAT 65 ft. P.O. address Sixth Street and Park Avenue, Miamisburg 45342. Estimated construction cost \$3,200; first-year operating cost \$1,000; revenue none. Principal: Paul Fox is president of Miamisburg Board of Education (BPED-1662). Action Oct. 1.

■ **Smithfield, R.I.**—Bryant College of Business Administration. FCC granted 91.5 mhz. 10 w. HAAT 56 ft. P.O. address Smithfield, 02817. Estimated construction cost \$10,885; first-year operating cost \$1,000; revenue none. Principals: Harry F. Everts is president of Bryant College of Business Administration (BPED-1556). Petition to deny application filed by WGAL Television Inc., licensee of WTEV(TV) New Bedford, Mass. was denied. Action Oct. 3.

■ **Shepherdstown, W. Va.**—West Virginia Board of Regents. Broadcast Bureau granted 88.7 mhz. 10 w. HAAT 80 ft. P.O. address c/o Shepherd College, Shepherdstown 25443. Estimated construction cost \$10,119; first-year operating cost \$1,150; revenue none. Principals: Prince B. Woodard, chancellor, et al. (BPED-1634). Action Oct. 3.

Actions on motions

■ **Administrative Law Judge Basil P. Cooper** in Cayce, S.C. (William D. Hunt), FM proceeding, granted petition by Hunt to amend application to reflect extension from Oct. 2 to April 2, 1974, of option on his proposed trans. site (Doc. 19569). Action Oct. 4.

■ **Administrative Law Judge Basil P. Cooper** in Albuquerque, N.M. (Zia Tele-Communications Inc. and Alvin L. Korngold), FM proceeding, granted motion by Alvin L. Korngold and extended to Oct. 12 time for filing findings of fact and conclusions of law, and Nov. 5 for reply findings (Doc. 19178-9). Action Oct. 4.

■ **Administrative Law Judge Lenore G. Ehrig** in Sacramento, Calif. (Intercast Inc. and Royce International Broadcasting), FM proceeding, granted petition by Intericast, reopened record, received in evidence and identified as Intericast exhibit tendered

stipulation concerning engineering showing and closed record (Docs. 19516, 19611). Action Oct. 4.

■ **Chief Administrative Law Judge Arthur A. Gladstone** in Fulton, Miss. (Itawamba County Broadcasting Co. and Tombigee Broadcasting Co.), FM proceeding, designated Administrative Law Judge James F. Tierney to serve as presiding judge and scheduled prehearing conference for Nov. 8 and hearing for Jan. 7, 1974 (Docs. 19838-9). Action Oct. 9.

■ **Administrative Law Judge Byron E. Harrison** in Bethany, W. Va. and Paris, Ohio (Bethany College and Calvary Christian College), *FM proceeding, granted joint motion and dismissed application of Bethany College and granted application of Calvary Christian College subject to condition: terminated proceeding (Docs. 19573-4). Action Sept. 28.

■ **Administrative Law Judge David I. Kraushaar** in Carlisle, Pa. (WIOO Inc. and Cumberland Broadcasting Co.), FM proceeding, scheduled prehearing conference for Oct. 12 (Docs. 19468, 19471). Action Oct. 2.

■ **Administrative Law Judge Jay A. Kyle** in Geneva, N.Y. (Radio Geneva Inc. and Buccaneer Broadcasting Ltd.), FM proceeding, scheduled oral argument for Oct. 15 in view of joint petition for approval of settlement agreement and other relief, opposition by Broadcast Bureau and reply and request for summary decision by Buccaneer (Docs. 19709-10). Action Oct. 5.

■ **Administrative Law Judge Ernest Nash** in Newark, N.J. (Cosmopolitan Broadcasting Corp.), FM proceeding, on request of Cosmopolitan, postponed hearing to Oct. 19 (Doc. 19657). Action Oct. 3.

■ **Chief, Office of Opinions and Review** in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, on motion by Voice of Dixie, extended to Oct. 23 time to file briefs and Nov. 5 for reply briefs and scheduled oral argument before Commission for Nov. 26 (Docs. 18664, 18666). Action Oct. 4.

Other actions

■ **Review board** in Steamboat Springs, Colo., FM proceeding, denied request by Broadcast Bureau to add issue of failure to report substantial changes in application against Big Country Radio Inc. Proceeding involves mutually exclusive applications of Big Country Radio, H & H Broadcasting Co. and Colorado West Broadcasting Inc., for new FM in Steamboat Springs (Docs. 19750-2). Action Oct. 5.

■ **Review board** in Lexington Park and Leonardtown, both Maryland, FM proceeding, denied petition by Key Broadcasting Corp. to add financial qualification issue against Sound Media Inc. Proceeding involves applications of Key and Sound for new FM at Lexington Park and Leonardtown (Docs. 19410-11). Action Oct. 5.

■ **Review board** in Atlanta, Tex., FM proceeding, denied motion by KALT-FM Inc., applicant for new FM at Atlanta, seeking addition of character and financial qualification issues against competing applicant Cass County Broadcasting Co. (Docs. 19782-3). Action Oct. 9.

Rulemaking actions

■ **Chief, Broadcast Bureau**, in Sanford, Fla., denied petition for rulemaking by H. James Sharp for assignment of FM ch. 221A to Sanford in matter of amendment of FM table of assignments (RM-2176). Action Oct. 11.

■ **Chief, Broadcast Bureau**, in Aledo and Galesburg, both Illinois, on request of Arthur M. Padella, extended through Nov. 5 time for filing replies to oppositions to petition for rulemaking filed by Padella requesting that ch. 272A be deleted from Galesburg and reassigned to Aledo in matter of amendment of FM table of assignments (RM-2227). Action Oct. 11.

■ **WTHI-TV Terre Haute, Ind.**—FCC denied petition by Wabash Valley Broadcasting Corp., licensee, requesting rulemaking to exchange FM channel assignments at Brazil and Rockville, both Indiana. Action Oct. 11.

Call letter applications

- ***Winter Park High Radio Service**, Winter Park, Fla.—Seeks *WPFL(FM).
- **North Valley Broadcasting Enterprises Inc.**, Kalispell, Mont.—Seeks KALS(FM).
- ***Agape Broadcasting Foundation**, Dallas—Seeks *KCHU(FM).
- **Antigo Broadcasting Co.**, Antigo, Wis.—Seeks WATK-FM.

Call letter actions

- ***West Bloomfield School District Board of Education**, Orchard Lake, Mich.—Granted *WBLD-(FM).
- **Monroe County Broadcasting Co.**, Rochester, N.Y.—Granted WFGF(FM).

Existing FM stations

Final actions

■ **KFMI(FM) Eureka, Calif.**—Broadcast Bureau granted license covering resumption of operation in accordance with BLH-4052 and BSH-2298 in keeping with grant of BALH-1814 (BLH-5918). Action Oct. 4.

■ **KNGT(FM) Jackson, Calif.**—Broadcast Bureau granted license covering new FM. ERP 165 w., ant. height 1090 ft. (BLH-5907). Action Oct. 4.

■ ***KALW(FM) San Francisco**—Broadcast Bureau granted CP to change trans. and studio location to 2905 21st Street, San Francisco; operate by remote control from proposed trans.-studio site; install new trans. and new ant.; make changes in ant. system; ERP 1.80 kw; ant. height 940 ft.; remote control permitted (BPED-1512). Action Oct. 4.

■ **KCFR(FM) Denver**—Broadcast Bureau granted CP to change trans. location to Lookout, 14 miles west of State Capitol Building in Denver; operate by remote control from studio site, 2056 South York Street, Denver; install new trans., new ant.; make changes in ant. system; ERP 26.5 kw; ant. height 910 ft.; remote control permitted (BPED-1650). Action Oct. 4.

■ **KSTO(FM) Agana, Guam**—Broadcast Bureau granted license covering FM; ERP 2.6 kw; ant. height 47 ft. (BLH-5922). Action Oct. 4.

■ **WITZ-FM Jasper, Ind.**—Broadcast Bureau granted CP to change trans. location and studio location to U.S. 231 midway between Jasper and Huntington, both Indiana; install new trans.; install new ant.; make changes in ant. system; ERP 50 kw; ant. height 390 ft.; change transmission line and change modulation monitor and frequency monitor; condition (BPH-8328). Action Oct. 1.

■ **WMSF(FM) Harrisburg, Pa.**—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 205 ft. (BLH-5890). Action Oct. 4.

■ **WJNL-FM Johnstown, Pa.**—Broadcast Bureau granted license covering new FM; ERP 50 kw; ant. height 490 ft. (BLH-5912). Action Oct. 4.

■ **KWXI(FM) Fort Worth**—Broadcast Bureau granted license covering use of former main trans. and ant. for aux. purposes only; ERP 100 kw; ant. height 680 ft. (BLH-5901). Action Oct. 4.

■ ***KUER(FM) Salt Lake City**—Broadcast Bureau granted CP to install new trans., install new ant.; ERP 22.5 kw; ant. height 2940 ft. (BPED-1509). Action Oct. 3.

Call letter applications

- **WBOW-FM Terre Haute, Ind.**—Seeks WBOQ-(FM).
- **KOLM-FM Rochester, Minn.**—Seeks KWWK-(FM).
- **WVEC-FM Hampton, Va.**—Seeks WVHR(FM).

Call letter actions

- **WLQY(FM) Fort Lauderdale, Fla.**—Granted WHYI(FM).
- **WQHW(FM) Venice, Fla.**—Granted WAMR-FM.
- **KWNT-FM Davenport, Iowa**—Granted KRVR-(FM).
- **WUAZ(FM) Henderson, Ky.**—Granted WBIC-(FM).
- **KWHG(FM) Lincoln, Neb.**—Granted KHKS-(FM).
- **KSLM-FM Salem, Ore.**—Granted KORI(FM).
- **WKJF(FM) Pittsburgh**—Granted WKOI(FM).

Modification of CP's, all stations

■ **WHWC-TV Colfax, Wis.**—Broadcast Bureau granted mod. of CP to change ERP to vis. 871 kw; aur. 174 kw; change type trans.; change type ant.; change ant. height to 1150 ft.; condition (BMPET-793). Action Sept. 28.

Translator actions

■ **Gallup, N.M. and Window Rock, Ariz.**—FCC granted application of Four States Television Inc.,

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licensee of KIVA-TV Farmington, N.M., for CP for new 100 w VHF translator to serve Gallup, Window Rock by rebroadcasting KIVA-TV on ch. 10 (BPTTV-4757). Opposition by Hubbard Broadcasting Inc., licensee of KOB-TV Albuquerque, N.M., was denied. Action Oct. 11.

■ KVAL-TV Eugene, Ore.—FCC waived certain provisions of rules and granted application of Eugene Television Inc., licensee, for new 10 w VHF translator (BPTTV-4846). Action Oct. 11.

Other actions, all services

■ FCC revised composite week for use in preparation of program log analysis for AM, FM and TV stations having 1974 license termination dates. Only change from composite week announced Aug. 22 was substitution of Mon., Dec. 4, 1972 for Mon., Dec. 11, 1972 (Licensees with stations located in Missouri and Iowa for renewal purposes may at their option use either revised composite week date of Dec. 4, 1972 or original composite week date of Dec. 11, 1972). Action Oct. 11.

Ownership changes

Applications

■ KYTE(FM) Livermore, Calif.—Seeks assignment of license from Peer Broadcasting Corp. to General Broadcasting Co. for \$75,000. Sellers: Ralph Peer, president, et al. (100%). Buyers: Gerald D. McLevis and James A. Fosdick (each 50%). Messrs. McLevis and Fosdick also own KOBQ(AM) Yuba City, Calif. Ann. Sept. 24.

■ WYND(AM) Sarasota, Fla.—Seeks assignment of license from Trend Broadcasting Inc. to R & J Broadcasting Corp. for \$200,000. Sellers: L. W. Paxson, president, et al. (100%). Buyers: Ralph R. and Jay M. Epstein (each 50%). Mr. Jay M. Epstein is general manager of WBBF(AM)-WBFB-FM Rochester, N.Y. Ann. Sept. 27.

■ KANO(AM)-KTWN(FM) Anoka, Minn.—Seeks assignment of license from Northwest Broadcasting Co. to Community Service Radio Inc. for \$530,000. Sellers: Stewart C. Dahl, president, et al. (100%). Buyers: Thomas R. Holter (55%), Victor M. Aime (21.4%), Peter Celesnik (18%), et al. Community Service also owns WIBU(AM) Poynette and WLVE(FM) Baraboo, both Wisconsin. Ann. Oct. 1.

■ KERG(AM) Eugene, Ore.—Seeks assignment of license from Guard Publishing Co. to Mattco Inc. for \$255,000. Sellers: Alton F. Baker, president, et al. (100%). Guard Publishing owns newspaper interests in Oregon. Buyers: Russell H. Matthias (75%) and William Warrens Matthias (25%). Messrs. Matthias own KBOM(AM) Bismark-Mandan, N.D. and KOOK(AM) Billings, Mont. They also have numerous other business interests in Chicago area. Ann. Sept. 27.

■ WDXN(AM) Clarksville, Tenn.—Seeks assignment of license from Clarksville Broadcasting Co. to Radio Station WDXN for \$285,000. Sellers: National Bank of Commerce of Jackson, Tenn. as trustee of estate of late Aaron B. Robinson (67.3%), Harold L. Simpson (18.7%) and Frank M. Davis (9.3%). Grant contingent on pending assignment of Mr. Robinson's estate to National Bank of Commerce. Late Mr. Robinson and Messrs. Simpson and Davis also own WDXE-AM-FM Lawrenceburg, WTPR-AM-FM Paris, WDXI(AM) Jackson and WENK(AM) Union City, all Tennessee, and WCMA(AM) Corinth, Miss. They are selling WDXI, subject to FCC approval (see below). Buyer: Jack Mayer (100%). Mr. Mayer is general manager of WDXN. Ann. Oct. 10.

■ WDXI(AM) Jackson, Tenn.—Seeks assignment of license from Dixie Broadcasting Co. to Community Service Broadcasting Co. for \$620,000. Sellers: National Bank of Commerce of Jackson, Tenn. as trustee of estate of late Aaron B. Robinson (70.67%), Harold L. Simpson (13.33%) and Frank M. Davis (6.67%). See above. Buyers: Jerome, William, James and Elaine Glassman (each 25%). Glassmans also own WMCL(AM) McLeansboro, Ill. Ann. Sept. 24.

■ WDXE-AM-FM Lawrenceburg and WTPR-AM-FM Paris, both Tennessee—Seek assignment of licenses from Lawrenceburg Broadcasting Co. and Paris Broadcasting Co. to H-M-S Broadcasting Co. for \$450,000 and \$425,000 respectively. Sellers: National Bank of Commerce of Jackson Tenn. as trustee of estate of late Aaron B. Robinson (75% and 62.7%). Harold L. Simpson (12.5% and 28%) and Frank M. Davis (6.25% and 9.3%). See above. Buyers: Robin H. and Ralph C. Mathis, John B. Skelton Jr. and Ricky J. Huffman (each 25%). Messrs. Mathis and Skelton have interest in WPCP-AM-FM Houston, WSJC(AM) Magee, WXTN(AM) Lexington and WSAO(AM) Senatobia, all Mississippi. Mr. Huffman also has interest in WPCP-AM-FM Houston, Miss. Ann. Sept. Oct. 1.

■ WCMA(AM) Corinth, Miss.—Seeks assignment of license from Corinth Broadcasting Co. to John Bell Broadcasters Inc. for \$225,000. Sellers: National Bank of Commerce of Jackson, Tenn. as trustee of estate of late Aaron B. Robinson (62.5%), Harold L. Simpson (16.6%) and Frank M. Davis (12.5%). See above. Buyers: John M. Bell (65%) and B. H. Benson (35%). Mr. Bell is general manager of WCMA. Ann. Oct. 10.

■ KFMN(FM) Abilene, Tex.—Seeks assignment of license from Fine Music Enterprises Inc. to David L. Boyll for assumption of liabilities totaling \$41,690. Sellers: Lowell G. Perry, president, et al. (100%). Buyer: Mr. Boyll is general manager of KFMN(FM). Action Sept. 27.

Actions

■ WYDK(AM) Yadkinville, N.C.—Broadcast Bureau granted assignment of license from Yadkin Broadcasting Co. to B & B Broadcasting Co. for \$223,250. Sellers: Clyde G. Reavis, president, Harry and Bernice Dunnagan, C. B. Hughes, et al. (100%). Dunnagans and Mr. Hughes have 82% interest in WNNB(FM) North Myrtle Beach, S.C. Buyers: Donald E. Bigler and Forbes W. Blair (each 50%). Messrs. Bigler and Blair are partners in Washington law firm (BAL-7960, BACRE-2562). Action Oct. 1.

■ KTOK(AM) Oklahoma City—Broadcast Bureau granted transfer of control of KTOK Radio Inc. from James M. Stewart, William D. Schueler, Paul E. Taft, et al. (100% before, none after) to Covenant Broadcasting Corp. of Oklahoma (none before, 100% after). Consideration \$2.45 million. Principals: Covenant Broadcasting is wholly owned subsidiary of Broad Street Communications. Richard L. Geismar (33.4%) is chairman of Broad Street which also owns WELI(AM) New Haven, Conn.; and WGO(AM)-WQUE(FM) New Orleans. (BTC-7126). Action Sept. 28.

■ KAFG(FM) Oklahoma City—Broadcast Bureau granted assignment of license from Radio Oklahoma Inc. to Covenant Radio of Oklahoma Inc. for \$350,000. Sellers: C. B. Cameron, president, et al. (100%). Buyers: See Covenant Broadcasting Corp. of Oklahoma (above). (BALH-1837, BASCA-571, BALRE-2510). Action Sept. 28.

■ WTJS-AM-FM Jackson, Tenn.—Broadcast Bureau granted transfer of control of WTJS Inc. from Albert A. Stone, George Harvey Jr. and Frank S. Proctor, voting trustees of subsidiary wholly owned by Sun Publishing Co. (100% before, none after), to Kirk Broadcasting Co. (none before, 100% after). Consideration: \$525,000. Principals: James L. Kirk II (80.5%) et al. Mr. Kirk has 80% interest in KVOL(AM) Lafayette, La. and WGIG-AM-FM Brunswick, La. He also owns 83.33% interest in WGGa(AM) Gainesville, Ga. (BTC-7211). Action Oct. 4.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Oct. 12 (stations listed are TV signals proposed for carriage):

■ Sammons Communications Inc., 500 South Ervay Street, Dallas 75201 proposes for Littleville, Ala. (CAC-3094). WOWL-TV and WFIQ-TV, both Florence, WHNT-TV, WMSL-TV and WAAV-TV, all Huntsville, Ala.

■ Leacom Inc., Box 455, Dillon, Colo. 80435 proposes for Breckenridge, Colo. (CAC-3096). KWGN-TV, KOA-TV, KMGH-TV, KBTW and KRMA-TV, all Denver. KTVS Sterling, Colo. and KFBC-TV Cheyenne, Wyo.

■ Florida Cablevision, Box 2530, Vero Beach, Fla. 32960 proposes for Fort Pierce (CAC-3099), Indian River Shores (CAC-3100), Vero Beach (CAC-3101), Indian River county portions surrounding Vero Beach (CAC-3102) and St. Lucie county portions surrounding Fort Pierce (CAC-3103), all Florida, to add WSWB-TV Orlando, Fla.

■ Florida Video Inc., 107 North Jefferson Street, Perry, Fla. 32347 proposes for Perry (CAC-3105), to add WCJB Gainesville, Fla.

■ Microwave TV Inc., Box 676, Jesup, Ga. 31545 proposes for Jesup (CAC-3109), to add WTCG Atlanta.

■ Shelby County Cable TV Inc., 33 West Washington Street, Shelbyville, Ind. 46176 proposes for Shelbyville (CAC-3112), WRTV, WISH-TV, WLWI, WHMB-TV and WFYI, all Indianapolis, WTTV and WTIU-TV, both Bloomington, Ind.

■ St. Francis Cable TV Co., 2120 South Ash Street, Denver 80222 proposes for St. Francis, Kan. (CAC-3093), KLEO-TV Goodland, Kan.; KWGN-TV Denver; KHPL-TV Hay Center, KOMC, McCook and KPNE-TV North Platte, all Nebraska.

■ Continental Communication Corp., Box 167, Sulphur, La. 70663 proposes for Sulphur (CAC-3108), KATC and KLFY-TV, both Lafayette, La.; KJAC-TV Port Arthur, KFDM-TV and KBMT, both Beaumont, both Texas; KPCL-TV Lake Charles, La.; KUHT and KHTV, both Houston.

■ Lakeland Cablevision Inc., Box 559, 223 West Front Street, Detroit Lakes, Minn. 56501 proposes for Pelican Rapids, Minn. (CAC-3097). KXJB-TV, WDAY-TV, KTHI-TV and KFME, all Fargo, N.D.; KCMF Alexandria, Minn. and WTCN-TV Minneapolis.

■ Appleton City Cablevision Inc., Box 9493, Raytown, Mo. 64133 proposes for Appleton City, Mo. (CAC-3110), KQTV St. Joseph, KYTV and KOLR, both Springfield, WDAF-TV, KCMO-TV, KMBC-

TV, KCPT and KBMA-TV, all Kansas City, all Missouri; KOAM-TV Pittsburg, Kan.; KODE-TV and KUHI-TV, both Joplin, Mo.

■ Salem Cable TV Network Co., 41 South Broadway, Salem, N.H. 03079 proposes for Londonderry, N.H. (CAC-3098), WKBG-TV Cambridge, WNAC-TV, WSBK-TV, WBZ-TV, WCVB-TV, WGBX-TV and WGBH-TV, all Boston and WSMW-TV Worcester, all Massachusetts; WPXI-TV and WOR-TV, both New York; WENH-TV Durham, WMUR-TV and WXPO-TV, both Manchester, both New Hampshire.

■ General CATV Inc., 400 Ninth Street, Hoboken, N.J. 07030 proposes for Willingboro (CAC-1918), Weshampton township (CAC-1919), Burlington township (CAC-1920) and Burlington City (CAC-1921), all New Jersey, to add WCBSTV New York.

■ Tele-Media Co. of Mercer County, 1331 Park Hills Avenue, State College, Pa. 16801 proposes for Coldwater, Ohio (CAC-3104), WLIO Lima, WHIO-TV and WLWD, both Dayton, both Ohio; WANE-TV and WKJG-TV, both Fort Wayne and WPTA Roanoke, both Indiana; WXIX-TV and WCET, both Cincinnati and WOSU-TV Columbus, Ohio and WIPB Muncie, Ind.

■ Cleveland Area T.V. Inc., 1801 Superior Avenue, Cleveland 44114 proposes for Seven Hills, Ohio (CAC-3095), WKYC-TV, WEWS, WJW-TV, WVIZ-TV and WKBF-TV, all Cleveland, WAKR-TV Akron, and WUAB, Lorain, all Ohio; WKBD-TV Detroit and CKLW-TV Windsor, Ont.

■ Cablevision of Stroud, Box 305, Stroud, Okla. 74079 proposes for Stroud (CAC-3075), to add KTEN Ada, Okla.

■ Cumberland Valley Cable Co., 2661 Garfield Avenue, Silver Spring, Md. 20910 proposes for Antrim township, Pa. (CAC-3111), WMAR-TV, WJZ-TV, WBAL-TV and WMPB, all Baltimore; WITF-TV Hershey and WGAL-TV Lancaster, both Pennsylvania; WHAG-TV Hagerstown, Md.; WRC-TV, WMAL-TV, WTOP-TV and WTTG, all Washington.

■ New Oxford Cablevision Corp., 1336 Sulphur Spring Road, Baltimore 21227 proposes for New Oxford, Pa. (CAC-3106), WGAL-TV Lancaster, WHP-TV and WTPA, both Harrisburg, WITF-TV Hershey and WBSA-TV York, all Pennsylvania; WMAR-TV, WBAL-TV, WJZ-TV, WMPB and WBFF, all Baltimore; WTTG and WDCA-TV, both Washington.

■ Pocono CATV Inc., 217 East Ninth Street, Hazleton, Pa. 18201 proposes for East Side borough (CAC-2968) and Kladder township (CAC-2970), both Pennsylvania, to add KYW-TV, WPVI and WCAU-TV, all Philadelphia.

■ Potomac Valley Television Co., 100 South Liberty Street, Cumberland, Md. 21502 proposes for Romney, W.Va. (CAC-3107), to add WMAR-TV Baltimore.

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: TV Cable Co. of Wharton, Wharton, Tex. (CAC-1772); Hoopeston Cable Co., Hoopeston, Ill. (CAC-1842); Southern Wisconsin Cable Inc., Lake Geneva, Wis. (CAC-1934); Community Antenna Systems Inc., Council Grove, Kan. (CAC-1967); Beeville Cable T.V. Services, Inc., Beeville, Tex. (CAC-1969); Frontier Cablevision, Inc., Stillwater, Okla. (CAC-1992); Southern Cable Inc., Stuttgart, Ark. (CAC-2139); Fayetteville Cablevision, Fort Bragg (CAC-2151), unincorporated areas of Cumberland county (CAC-2152) and Fayetteville (CAC-2153), all North Carolina; and El Paso Cablevision Inc., El Paso (CAC-2551). Action Oct. 2.

■ Salt Lake City—FCC authorized Community Television of Utah Inc. to add signals of KWGN-TV Denver and KMUV-TV and KTXL-TV, both Sacramento, Calif. to its existing cable system in Salt Lake City (CAC-810). Community presently carries signals of KSL-TV, KCPX-TV, *KUED-TV and KUTV-TV, all Salt Lake City, and *KBYU-TV Provo, Utah. Petition for special relief and objection to Community's application for certificate of compliance, filed by Western TV Cable Corp., Salt Lake City cable TV operator, were denied. Action Oct. 11.

■ FCC adopted new deadlines for completion of performance tests by cable television systems. Systems which came into operation after March 31, 1972, must complete tests by March 31, 1974. Systems in operation before March 31, 1972, come under stretch-out program, in which different series of tests is due each year until 1977, when all performance tests will be applicable (Doc. 19659). Action Oct. 10.

Other actions

■ Review board in Meadville, Pa., cable TV proceeding, granted petition by Cable Television Bureau, for extension of time through Oct. 24 in which to file replies to exceptions filed by Meadville Master Antenna Inc. to initial decision released Aug. 21 proposing denial of Meadville's petition for waiver of non-duplication rule to permit it to carry NBC programming of WFMI-TV Youngstown, Ohio, instead of that offered by WICU-TV Erie, Pa., on its cable television system at Meadville (Doc. 19479). Action Oct. 10.

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.

Do you believe in FM? Could you handle the operation of an FM station which covers 85 miles in all directions and more than two million people? Fully automated with PAMS 'Escape' format. If you feel confident you could put outstanding billing on a facility such as this, let us hear your complete story. Box K-114, BROADCASTING.

Ownership. That's what we'll offer without any cash investment to the person who can manage our next N.E. station by being its top salesman. Send details to Box K-168, BROADCASTING.

General manager. Top opportunity. See display ad. Thomas McMurray Ideas.

Help Wanted Sales

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.

Southeastern Michigan AM Station looking for an experienced salesman. M.O.R. format with a fast growing market. Dominating station in area. Immediate opening. Would like complete information by letter. Please reply to Box K-148, BROADCASTING.

Salesmanager. With good record of performance for suburban Chicago full-time network station. Box K-169, BROADCASTING.

Growing AM station near NYC needs an energetic salesman. Ideal opportunity. Prefer individual with some radio sales experience. Good benefits. Base plus commission. Will consider no sales experience and combo work if you have a First. Box K-203, BROADCASTING.

Fresno California's number one metro FM station and number one beautiful music station seeks experienced, ambitious and aggressive salesman with management potential. Must have proven track record and be willing to work the street. Excellent salary, commission and benefits. Be one of the first to join our young, aggressive growth oriented team, in one of California's fastest growing cities. Just two short hours from the Sierra Mountains or the Pacific ocean. Send resume to KGNU, P.O. Box 4261, Fresno, Calif. 93744.

Salesman with one or more years experience in radio sales who wants to bring up family in beautiful vacation country where there are no big city problems. Ideal for man who wants to step up to slightly bigger market or to get away from big city. Contact Charlie Persons, KVBR, Brainerd, Minn. 56401.

We're growing again! And need another bright, cheerful announcer with first ticket. Good voice for news and production. Right man may find himself on local cable-TV programs. Send resume to KVON, Box 480, Napa, California . . . the beautiful Napa Valley.

Young energetic experienced super salesman wanted—Great opportunity with one of the hottest AM-FM combinations in America—WAYS/WROQ. Send resume to George Francis.

Aggressive, intelligent salesman wanted for good, professional small market. Draw against commission with no charge back. Beautiful station facilities. Fine, creative staff. Apartment free to single person. Contact Mr. Ellis, WCVI, Box 838, Connellsville, Pa. 15425. 412 628-8619.

Help Wanted Announcers

New England: Leading adult music station would like to hear audition tapes from staff announcers interested in filling future vacancies when they occur. Good wages, stability, brand new facilities, new equipment. Equal Opportunity Employer. Box J-157, BROADCASTING.

Help Wanted Announcers Continued

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.

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.

Funny, controversial? Top-ten super-talker looking for the greatest. Salary no-limit for the best. Box K-118, BROADCASTING.

Need experienced announcer for program director and good beginner. Send tape, resume to: Box K-153, BROADCASTING.

Wanted: 14 rock radio performers. Great opportunity with major consultancy. Rush tape to Box K-156, BROADCASTING.

Top rated medium top 40 in the south is now accepting applications for MD/Jock/Production Personnel. Must be good in these areas. Good pay, fringes. Send work & salary history, pic, tape to Box K-193, BROADCASTING.

Suburban station in East Coast major market seeks controversial talk-host for future opening. Applicant, either conservative or liberal, must be able to co-anchor daily news program. Send talk and news tape, resume, salary requirement, and availability date to Box K-209, BROADCASTING.

Immediate opening for experienced announcer update New York full time contemporary station. Mid-day shift. Will compensate according to ability. Additional compensation for news gathering ability. First class FCC license helpful but not necessary. Sell us on what you can do. We will sell you on what we can do for you. Reply immediately to Box K-211, BROADCASTING.

California AM rocker in medium market looking for talented, experienced jock, strong, creative production a must. Send tape and resume to KERN, Box 2700, Bakersfield, Calif. 93303.

Wanted: Someone interested in area news fulltime to join three man staff. Resume and midwest background only. Dale Low. KLSS/KSMN. Mason City, Iowa 50401.

Announcer/Salesman wanted in small market (8,000 population). Prefer married with children who will work to help the licensee serve the public interest, convenience and necessity and become a contributing member of our community. Start \$6,000 plus depending on experience. Top pay this position 1972-73 over \$10,000. Send resume and tape with personal and business references to Ed Hall, Owner, Radio Station KVCL, KVCL Road, Winnfield, LA 71483. For information, telephone 318/628-5822.

Experienced announcer opening now. Day shift. New facilities & equipment. Must have news & production experience, good voice and read well. George Wilburn, KWHW, Altus, Okla. 405 482-1450.

Experienced country jock. Midwest market station. Hard work, good pay. Send tape, resume, to Ralph Hasty, KWTO, Springfield, Missouri. No cornballs.

Houston TX immediate opening for announcer at top-rated FM stereo beautiful music sta. Group owned, excellent fringe benefit program, salary open. Rush tape and resume to Thom Sanders KYND Radio, 1001 East Southmore, Pasadena, TX 77502. Equal Opportunity Employer.

6 to midnight MOR entertainer with at least two years experience for top station. Send tape, resume and salary requirement to WASK, Box 880, Lafayette, Indiana 47902.

MOW-CW station needs announcer who has or wants sales. Pleasant college town. Salary, commission, allowances. Resume and salary requirements to WBUC Radio, Buckhannon, W. Va. 26201.

Talk show host, conservative, leading. Must be controversial, emotional, entertaining. Send tape and resume to Wynn Moore, WEEZ, Chester, PA 19105.

Immediate opening—Mature C&W announcer board shift, some sales and service. Contact Keith Buck, WEZJ, Williamsburg, Kentucky 606-549-2285.

WHAM 50,000 clear in Rochester New York, is seeking an experienced MOR, strong community oriented personality with 1st class. Contact Bob Luther. Equal opportunity employer.

Help Wanted Announcers Continued

Central Florida contemporary, immediate opening. One good jock with production and one part-time jock. Good benefits, security. Contact Dan O'Day, WIPC, Lake Wales, Florida 33853.

Florida coastal station is taking applications for morning man sign on A.M. m.o.r. contemporary and standard pops. Must be personality with Big Voice, strong on news and production. Send expected salary, tape and resume to Hudson C. Millar, Jr., WIRA, Fort Pierce, Florida. Equal Opportunity Employer.

Wanted: D.J. who is, or desires to be a salesman. We are C&W, daytime. No. 1 in 6 station market. We will have opening around Jan. 1st for a general all-round radio man. Salary plus commission. Could be short on experience if capable and willing. If you are a drifter or drunk do not apply. Otherwise contact Vernon Arnold, Manager, WJEM, Valdosta, Ga.

Wanted: 1st phone night jock. E.O.E. Tapes and Resume to Bob Foster WJPS Power Radio, Evansville, Indiana.

Mature, bright sounding experienced announcer to work nighttime shift. Big station in area . . . moving into new building in few months. Good pay . . . many benefits. Bright up-tempo MOR format. Call General Manager (717-286-5838) or send resume & tape to WKOK, Box 1070, Sunbury, Penna. 17801.

Announcer-Sportscaster. \$125.00 to \$150.00 week. WMST, Box 381, Mt. Sterling, Kentucky 40353.

Wanted—Play by play announcer for college and high school football, basketball and baseball. Some board work. Need tape, resume and references. Experienced only. WNDH Radio, Napoleon, Ohio 43545. 419-592-8066.

Experienced morning man and maintenance engineer. First phone. Duties equally divided. Start at \$7,000.00. Leading station, MOR, in beautiful resort city. Send full details WPCF, Box 1430, Panama City, Fla. 32401.

Morning man for adult M.O.R. format. Applicants must excel in production, five years' experience, minimum requirement. Send complete resume, tape or air check and salary requirements to Budd Cline; WSPR; 63 Chestnut Street; Springfield, Massachusetts 01103. WSPR is an Equal Opportunity Employer.

Country disc jockey—Salesman. Must be personable & friendly with mature voice . . . only thoroughly experienced need apply—WYRL—Melbourne, Florida 32901. Equal opportunity employer.

Good people move up. Need morning Contemporary/MOR and evening C/W jocks. Could combine sales with either. Immediate. Call Grainger, 209-533-1460.

Milwaukee studio available for recording auditions, etc. Hourly rate. Operate controls yourself and save. Broadcast Performance. 463-1900.

Help Wanted Technical

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.

Experienced Chief Engineer needed for Midwest 5KW Directional AM and automated FM. Excellent equipment and working conditions. Salary \$900/mo. plus. Send resume and references. E.O.E. Box K-149, BROADCASTING.

Good, dependable chief engineer. Knowledgeable in all phases of engineering. AM, FM, automation, stereo. Call KCTA, 512-643-3541 for full particulars. No collect calls.

Immediate opening for first phone engineer to read meters at transmitter. Age no barrier. Will train beginner. WAMD Aberdeen, Md. 21001.

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.

Chief Engineer for AM-Stereo FM operation. Strong on maintenance and automation. Ideal family community in Northwestern Pa. Opening December 1 with good salary and benefits. Send resume immediately to General Manager James R. Nicholson, WMGW, Meadville, Pa. 16335.

Help Wanted Technical Continued

Experienced morning man and maintenance engineer. First phone. Duties equally divided. Start at \$7,000. Leading Station, MOR, in beautiful resort city. Send full details WPCF, Box 1430, Panama City, Fla. 32401.

First Phone radio combo, some maintenance. Religious-C/W format. WVOC, Battle Creek, Mich.

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.

Got four years basic engineering experience and ready to move in to the Chief Engineer's slot in a very good mid-western AM-FM station? Send resume to Box 619, Moberly, Mo. 65270. All applications answered.

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

Teaching—Broadcast Electronics Technology—We need a technically strong person to teach and develop a new program leading to the Bachelor of Science Degree in Broadcast Electronics Technology. The person we are looking for will have experience as a Chief Engineer and possibly additional experience in CCTV, CATV, or microwave communications. His academic credentials will include preferably an M.S. degree in Electronics Technology. Qualified applicants should contact M. R. Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, Michigan 49307. Phone (616) 796-9971, Ext. 208. An Equal Opportunity Employer.

Help Wanted News

Minority applicants are urged to apply. Number one "mass appeal" station with five national news awards seeks reporter-news announcer. Ability, potential and desire may be substituted for experience. Ideal opportunity for mature and level headed person. Rush tape, resume and photograph to Henry Holmes, News Director, WBBQ, Box 1443, Augusta, Georgia, 30903. Phone 803-279-6610.

1st Phone Newsmen. Organize, report local news 6 p.m.-1 a.m. Start \$145. Contact Ed. K. Smith, WCMB, Box 3433 Harrisburg, Pa. 17105.

Newsmen, minimum 1 year experience. 45 hour week. Must be willing to work weekends. Great area, good schools, shopping facilities, growing community. Established station. Contact Joe Hogan, WLPO, La Salle, Illinois 61301. 815-223-3100.

News/public affairs director for full time, powerful, black programmed facility—major market. Salary open—send resume. WYLD—New Orleans.

Suburban Washington 5kw contemporary needs newsmen, prefer first phone. Some experience necessary. (703) 368-3108 WPRW, Box 151, Manassas, Virginia 22110.

Immediate opening in Central Florida Area for intelligent sportscaster, includes PBP in football, basketball, baseball, etc., high school and college. Contact Tom Moffitt, 305-889-2505.

Help Wanted, Programing, Production Others

Program Director for fulltime suburban New York station. Must be idea man, experienced, with good voice, production oriented and know music. Write full details, tape and salary requirements first letter. Write: Box K-199, BROADCASTING.

Copy writer needed now . . . Immediate opening with medium-market Florida MOR. Salary and benefits above average. Rush resume and copy samples to WCOA, P.O. Box 1248, Pensacola, Florida 32473. Equal-Opportunity Employer.

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.

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.

Veteran Broadcaster wants to manage California AM station. Medium market preferred. Best references furnished. Box K-113, BROADCASTING.

Situations Wanted Management Continued

Att: Major market radio stations . . . Dynamic radio sales personality desires position as local or national sales manager with top promotional-minded radio outlet, excellent credentials . . . highly knowledgeable, motivating . . . solid experience . . . PROFIT BY ME NOW! Box K-129, BROADCASTING.

G.M.—Experienced—successful—family—31—1st Phone. Came through the ranks. Looking for future and stability. Good references. Box K-133, BROADCASTING.

G.M. for your Texas or surrounding state medium market country music station. Presently managed station being sold for double what was worth when I took over. Net profit is what counts. \$25,000 minimum plus incentive. Available January. Box K-138, BROADCASTING.

Sales executive, former station manager, seeking small market challenge Ohio-Indiana. 8 years radio. Will consider operations-program director. Box K-155, BROADCASTING.

Creative GM, GSM or Group Sales Director. Heavy management, sales, programming in major markets. Prefer "numbers," but can sell without! Tough! Dedicated! Ethical! Leader! Exciting! Proof! Box K-163, BROADCASTING.

Experienced, energetic, enthusiastic top billing salesmen desires immediate management opportunity. Box K-180, BROADCASTING.

Aggressive, knowledgeable radio station executive. Ten years major market experience and four years as a successful medium market owner and operator. Mid-thirties. Background includes finance, sales, complete FCC filing, programming and personnel training. Interested in a responsible position with authority in a growth oriented company. Box K-188, BROADCASTING.

General Manager. My employer knows I'm looking and he's helping. Now Station Manager wanting to move up. Box K-206, BROADCASTING.

Available immediately, radio pro. 25 years experience, who can do it all. Heavy background in management, sales, programming, news, sports, remotes and public affairs. First phone with engineering background. Dependable family man, non smoker and drinker, with excellent personal business and credit references. Complete brochure and tape upon request. Prefer midwest, will consider and answer all others. Salary negotiable. Box K-208, BROADCASTING.

Situations Wanted Announcers

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

Immature, drunkard, morning man; Top 40, contemporary, Aztec; up to medium market, up yours? Box K-112, BROADCASTING.

First ticket music director, personality with pleasant delivery, three years experience, can program, late twenties, your turn. Box K-154, BROADCASTING.

Major market cooker needs new environment. Box K-157, BROADCASTING.

Hard-working, mature, young beginner. Limited experience. 3rd phone. Will relocate anywhere. Looking for MOR or beautiful music. Knows sports. Box K-159, BROADCASTING.

P.D.-medium size market. Currently a national rep. Three years experience as M.D. College grad. Third phone. Box K-166, BROADCASTING.

MOR major eastern market morning man. 15 years experience. Top Dog in state for five years. Ready to move on for right pay boost. Contact Box K-171, BROADCASTING.

Humorous personality DJ. Consistently #1 MOR afternoon Drive Time. 18 years experience, college grad. Excellent references. Married. Top 20 markets only. Will consider management. Box K-179, BROADCASTING.

DJ. Easy going personality. Commercials, good news, willing to relocate. Ready now. 3rd ticket. Box K-181, BROADCASTING.

Jock wants to communicate; 5 years experience; 24, single, and will relocate; MA in advertising for help with station promotions; contact for tape and resume. Box K-184, BROADCASTING.

Situations Wanted Announcers Continued

Personality jock seeking rock/progressive format. BS Broadcasting . . . first 7 years . . . experience in management of college FM, FCC R & R, music, sports, news. Medium markets plus. Salary negotiable. Box K-192, BROADCASTING.

Top 10 market rock jock. Looking for secure, well paying jock or P.D. gig at medium or major market. Can do solid production and news. Box K-198, BROADCASTING.

5 years experience as MOR morning man . . . young married, but dependable and willing to move anywhere for the right position. Box K-204, BROADCASTING.

Presently employed top-rated sports, PD, talkmaster seeks move for increased income. George Taylor, WALE, 617-674-3535.

Modern MOR—I do an easy, friendly sound, conversational but tight. Call Frank Mills, 201-731-3714 mornings.

Top 40 communicator with first phone (PD & MD experience) desires position with contemporary FM, progressive, or top 40 station. 512-682-9066 after 6 p.m. central time.

First phone, college grad. Commercial and university experience. Personable, mature, wants talk show interview responsibilities, heavy news, cheerful morning man. Larry Minth, 1-715-425-9603.

Tight, moving, reliable, dedicated contemporary jock looking for stable station. 3 years experience. First phone. Call Dan 607-797-1398.

All-night/late-night jock. First phone, BA, 7 years. Midwest. Call Jack Daniels, 217-446-7524.

Pleasing, polished, prolific, polite, professional pronouncer. Phone Pat O'Brien, 313-278-6681.

Need first break. 3rd ticket, hard worker, fast learner willing to relocate, creative, can write (copy), friendly delivery, good knowledge of music, versatile background seeks air position with creative people at progressive FM or AM. Contact Beth Blakeman, 80 Collins Avenue, Daytona Beach, Florida 32018, (904) 253-1701.

Talented college grad, two years public radio experience, 3rd endorsed. Desires 1st commercial gig. Ready to relocate. 301-922-7069.

Hardworking beginner with 1st and good broadcasting training looking for start. I'm talented and willing. Dan Buck, 4103 East Lake Street, Minneapolis, Minnesota 55406.

Real pro. 5 1/2 years experience. Prefer play-by-play. Also solid board man, news, production, you name it. Not afraid to work. Seek major or medium market, but anything will do. 3rd phone. Prefer Florida or southeast. Let's get together. 305-461-5565.

Professionally trained beginner looking for first job. Young, third phone, will relocate. Good attitude and can take direction. Chris Parks, Second Floor, 726 Chestnut Street, Philadelphia, Pennsylvania 19106.

Trainee, black (announcer); has been trained in all phases of broadcasting, needs first break, will relocate (small market). Resume and tape available. Tom Overton, 5944 Ardmore, Houston, Tex. 77021.

Professional attitude, limited comm. experience. In C&W format. Willing to work hard for experience in all phases of broadcasting. Professionally trained, fresh audition tape available. Contact: Sam Wells, 1110 E. Main St., Annville, Pa. 17003. Phone 717-867-2670.

Excellent news and commercial delivery, smooth sound. MOR or EZ, prefer west. First phone, one-year experience. R. Canonica, 415-935-0133.

Situations Wanted Technical

Young aggressive chief looking for a home. Experience with high power AM directionals, FM stereo, S.C.A., remote control and construction. Prefer a job as chief with an airshift. I am not a 'slide rule man' and I appreciate fine audio. All replies will be answered. Box K-165, BROADCASTING.

First class ticket holder seeks initial job in radio or TV. Interested in opportunity for advancement based on merit. Single and ready to go. Box K-185, BROADCASTING.

Proven chief wants engineering with sports. Experienced, stable, looking for right station. College, family man. Box K-195, BROADCASTING.

Chief, 1st phone, 2nd telegraph, "ham," ship radar endorsement. 38, single, non-drinker. Seeks chief job. \$12K min. Now! M. Gottesman, POB 1191, Coconut Grove, Florida 33133.

Situations Wanted Technical Continued

Engineer strong on maintenance but without first ticket. Will work under your chief as assistant. Two years experience. Prefer east of Mississippi but will relocate elsewhere. Call collect, 312-654-1874 ask for Don.

Experienced chief engineer. AM, FM, stereo, automation, production, air. Seeks good position in west. P.O. Box 99, Redwood Valley, California 95470.

Situations Wanted News

I'm best in field reporting and writing but can anchor. Medium or larger market. 20's. College grad. Eastern half U.S. K-174, BROADCASTING.

News director in state capital wants move to major market, preferably as street reporter. Experience includes work for wire service and network news bureau. Box K-187, BROADCASTING.

Dedicated newsmen heavy on local angle, talk-show, production, ready to move up. Five years experience, college grad. 25, married. Box K-190, BROADCASTING.

Sports director 6 years, play-by-play should paint a mental picture, "you are there" with my coverage all sports plus commentary seeks medium, major market, college or pro team coverage. Box K-191, BROADCASTING.

Need news director? 15 years experience, McLendon trained, 1st phone, will relocate. Major-medium market. Charles Beach, 4020 Holland, #212, Dallas, Texas, 214-521-7877.

Black newsmen, 3rd phone, strong delivery, good productions, some small station experience. Can follow directions. Will relocate. Jeffrey Clanton, 503 McCrea Ave., Donora, PA 15033.

I live and die sports. Seeking first big sports break. Three years as an aggressive newsmen at top news station in midwest state capital covering state legislature and Big Ten university sports. Seeking radio and/or television sports possibly combined with news. Clarence Campbell, 401 Palomino Lane, Madison, Wisconsin. 608-233-5668.

Situations Wanted Programing, Production, Others

When you finally become disgusted with "gimmick" radio, resulting in diminished advertiser acceptance and low bank balance, let me help you with "positive programing." Box J-198, BROADCASTING.

Employed production manager desires new challenge in similar position. Ten years experience all phases production in top 20 market. Box K-158, BROADCASTING.

Background in programing, music, news, production, talk show host, 3rd ticket. Creator of "Uniform" for radio programing. Box K-186, BROADCASTING.

Black male, 33, anxious for opportunity in programing, production, research, or related area. Graduation December, 1973. Communications and instructional technology major. Will relocate Midwest or Southeastern United States. Married, one child. Box K-201, BROADCASTING.

I am experienced, award winning, hard working and looking for operations/production, assistant or full PD position. Send reply to H. E. Flemming, Holland, N.Y.

A recent college graduate is looking for employment in Radio or TV, preferably in programing. Alan K. Foust, 69 S.E. 3rd Street, Linton, Indiana 47441.

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.

Development Director. Our man left to become a GM. Opportunity to come with active PTV station in major market. Manage \$650,000 annual fund raising program, which includes TV auction. Direct responsibility for membership program, corporate and foundation contacts, with supervision of auction and promotion/publicity staffs. Must be familiar with direct mail and should be able to handle on-camera fund raising during Membership Pledge Weeks. Looking for articulate person with good writing ability and organizational skills. Send resume and salary requirements to J. Michael Collins, WNED-TV, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Help Wanted Management Continued

Manager needed for small VHF color television station. Minority groups desired. Sales manager on the way up acceptable. Send resume to WSVI Television, Christiansted, St. Croix, United States Virgin Islands 00820.

Help Wanted Announcers

Mid West TV Station needs versatile announcer who can do commercials, handle a twice daily sports show and do some directing. If you qualify send resume, audition tape, photograph and salary requirements to Box K-162, BROADCASTING.

Help Wanted Technical

South Texas VHF station needs well qualified chief engineer. Box K-164, BROADCASTING.

Wanted chief engineer AM-FM group owner—heavy on directional antennas, maintenance, audio proof of performance. Top salary and growth potential. Equal opportunity employer M/F. Reply to Box K-170, BROADCASTING.

Assistant chief engineer with proven ability for Texas VHF. Box K-183, BROADCASTING.

Investigative reporter who has the ability and desire to be a top professional newsmen. Must have proven track record. Midwest major market VHF Network affiliate. Send resume to Box K-200, BROADCASTING.

TV technician opening for "qualified" maintenance operational engineer with new UHF, all new GE equipment and Ampex VTR. 1st phone needed. Box K-205, BROADCASTING.

Technical Operations Supervisor, to supervise video and audio technicians in production of color television programs in large production center in south-east. Must have broad background in setup and operation of color TV equipment under studio and remote location conditions. Would have prime responsibility for maintaining quality standards. Annual salary \$10,000 to \$14,000. Send resume to Box K-207, BROADCASTING.

Engineer needed for small VHF color television station. Will move to chief in short time. Three years experience necessary. Salary open with experience. Send resume or call WSVI Television, Christiansted, St. Croix, United States Virgin Island 00820 or 809-773-1899, no collect calls.

Help Wanted. 2 CCTV technicians wanted to repair, maintain and install CCTV systems and equipment. Experience with IVC, Sony, Ampex, or Telemation necessary. Call Mr. Cooper collect; 216-692-3050.

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.

Help Wanted News

Reporter, photographer and film editor needed by major market VHF Network affiliated station in upper Midwest. Applicants must have background and experience that emphasizes complete dedication to news. Our station has the best in equipment, facilities and employee benefits. Also; we are an equal opportunity employer. Send resume to Box K-196, BROADCASTING.

Looking for two anchorman/reporters. Send VTR and resume only to Mark Pierce, news director, WKEF, Dayton, Ohio, an Equal Opportunity Employer.

TV Meteorologist—Informative and personable delivery. AM and noon reports. Top 50 market. Excellent benefits. Send resume and tape. Box J4158, Oklahoma City, Oklahoma.

Help Wanted Programing, Production, Others

Radio program director/production manager. Starting about Dec. 1. \$10-\$12,000. New 100 kw non-commercial station. Send tape and resume to: FM Radio—KERA-TV, 3000 Harry Hines Blvd., Dallas, Texas 75201.

Wanted: Staff Announcer/TV host; host for Black-oriented variety talk show; general announcer responsibilities; experience in writing, on the air, on-air interviewing, good personality. Send resume—contact: Ed Jones, WCPO-TV, 500 Central Avenue, Cincinnati, Ohio 45202.

Situation Wanted Management

Experienced production/operations manager looking for larger market. Box K-124, BROADCASTING.

Thorough knowledge in all phases of television operations as production manager and news producer. Desires to relocate with progressive station as an operations manager or production supervisor. Box K-151, BROADCASTING.

General manager in mid 40's, 15 years experience as manager radio-TV. Financially secure. Excellent references. Conversant all phases broadcasting. Box K-178, BROADCASTING.

Still young, vigorous, twenty year veteran seeks general manager position in medium or major market, especially strong in sales, but very knowledgeable in programing and administrative. Twelve years management experience, will consider sales manager in right situation. Box K-189, BROADCASTING.

Young small market news director wants public relations or management. A.B. in radio, television, marketing. Will relocate. Good recommendations, experience, credentials. Box K-202, BROADCASTING.

Situation Wanted Sales

Advertising manager-salesman, 12 years newspaper experience desires TV sales in northwest, \$12M. Huffman, 206-747-4281.

Situations Wanted Announcers

Husband-wife, radio, TV, theatrical background, desires talk show on strong community minded radio or TV station. Personable, experienced producers. Box K-167, BROADCASTING.

News-DJ-Talk host. No drifter, but staff WRC-WMAA Washington, WAPI Birmingham, WDOD Chattanooga, WGAR Cleveland, WCBM Baltimore, WMCA New York, WHLI Hempstead, L.I., WVNJ Newark, WINS New York plus all NYC television stations. Countless additional credits including production, management and music. Leaving NYC. Will listen to anyone wanting 30 years experience and ability. Box K-197, BROADCASTING.

Situations Wanted Technical

TV Chief, all phases installation and maintenance VHF and UHF, desires relocating central or south central state. Non-drinker, conscientious. Box K-121, BROADCASTING.

Chief engineer or transmitter supervisor professionally experienced all phases radio/TV and cable. Call 803-356-3212.

Situations Wanted News

Experience—I've got it. Television: talk host, news-writing, newscast. Radio: newscaster, all-news station. Writing, production too. Advertising: produced a complete broadcast campaign—Television and radio spots, wrote live copy. Experience—You want it? Box K-150, BROADCASTING.

Goodtime weather—young—good rapport with both news team and audience. Four years medium market. Looking for medium to major or backup, weekend major. Box K-152, BROADCASTING.

Can't send VTR or film. Experienced radio reporter for field reporting. Mid-20's. College grad. Eastern half U.S. K-173, BROADCASTING.

Experienced: Anchor, film, edit, administrate. Excellent writer, producer. Educated, young, ambitious, responsible. Resume tells all. Box K-194, BROADCASTING.

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

Young Sportscaster needs a break. University of Florida Broadcasting graduate. Extensive air/reporting experience both radio, TV. Former ballplayer, I live it, breathe it, and brother I know it. Money no object, just love to work. Resume, VTR any time. Walker Johnson, 2677 E. Lakeshore, Baton Rouge, La. 70808, 504-344-5091.

Creative news pro with major market experience, B.A., seeking permanent position as news director or newsmen. Top references, \$20/month minimum. 412-343-5365. Write 1201 Arkansas Ave., Pittsburgh, Pa. 15216.

29-year old veteran with journalism degree and major market experience as street reporter and weekend anchorman desires position with top 40 market station. VTR available. Excellent references. 1-301-770-4423 after 10 p.m. EST.

Situations Wanted News Continued

Anchorman! Are you explaining the news? (Or are you just "reporting" it?) Here's an authoritative, heads-up, observer . . . reporter . . . commentator with looks and voice to boot) who is returning from own business career to "first love." He scraped off the rust via rip-and-read demo mailed to 4 net outlets, eliciting: Miami . . . Where the "##&I have you been hiding?" Atlanta . . . "Mister . . . you are good!" Wash, D.C. . . "You rate in the top 20" New York . . . "Truly professional, and obvious talent". When your viewers tune in this man they'll understand it and like it! Phone with (and in) confidence Jack Hawkins (717) 586-8421.

Experienced, reliable, and likeable describes me. Have directed TV news operation, anchored, hosted daily talk show. Good filmwork. 512-672-3061, 512-672-3140.

Situations Wanted Programing, Production, Others

Experienced producer/director/writer looking for the right market. Box K-122, BROADCASTING.

Work horse willing to work for you. Experienced in all phases of production. Please . . . horse fodder, no chicken feed. Box K-123, BROADCASTING.

Experienced hard working TV director seeks challenges in medium, major market station: five years experience in directing various types of program. Familiar with all phases of TV operations. Consider Assistant Director, Production Assistance in Top Ten station. Box K-141, BROADCASTING.

Experienced Director seeking new opportunities as director or production manager in small-medium market. Box K-176, BROADCASTING.

Television's neglected stepchild—the religious program. Seeking position with station or cable system that wants to change this situation. Producer religious programming/director religious affairs, etc. M. S. Broadcasting, M. Div. Box K-177, BROADCASTING.

State University EdV 9 years. Major commercial station 9 years. All phases film and TV production Senior producer director looking for new challenge with quality organization. Thomas Ryan, 308 Mayfair Blvd., Columbus, Ohio.

Experienced, mature director in Top Ten market wants Producer-Director position. Top references from fine, major broadcasting firm. Seven years experience. 301-460-1108.

Experienced, degreed news photographer, reporter seeks TV opportunity. Will relocate Steve Wigodsky, 5017 Underwood, Omaha, Nebraska 68132.

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Help Wanted Management

Private cable company has openings for experienced CATV managers. Young, growing, aggressive company offers top money and opportunity. Send resume and salary requirements to Box K-210, BROADCASTING.

Help Wanted Technical

CATV chief technician for large system. Full system engineering and construction experience necessary. Send resume and salary requirements in complete confidence. Equal Opportunity Employer. Box K-161, BROADCASTING.

WANTED TO BUY EQUIPMENT

300 to 400 foot used tower, 35-40 lb. wind load, suitable for 10-bay FM side-mount 3 1/8. Reply Box K-172, BROADCASTING.

Wanted: Ampex VR-1200 Video Tape recorder. Call 408-298-6676. Engineering WRSC-TV, San Jose, CA.

Need good used Moseley WGRC-10T remote control. Call 404-428-0469, WBIE, Marietta, Ga.

10 or 20 KW-FM Gates Transmitter and Stereo Carousel. Call collect 714-492-9800.

FOR SALE EQUIPMENT

Delta Electronics OIB-1 operating impedance bridge 500 kc to 5 mc. 5 kw maximum. Brand new. Never used, in original packing with instruction manual. \$425. Box K-182, BROADCASTING.

For Sale Equipment Continued

Two RCA TK-42 color camera chains complete with auxiliary electronics and controls. \$10,000.00 each. E. Newton Wray, General Manager, KTB5-TV, Shreveport, Louisiana 71104. Telephone 318-868-3644.

Tower, self supporting, 300 ft. dismantled, on ground, excellent condition, ready to move, \$3500.00. Dick Hardin, WBUD, Trenton, N.J.

RCA Headwheel Panels, MI40760DZ, 10 Mil, BB Low-band. \$500. WLVT-TV, (215-867-4677). Jerry Richards.

1 KW RCA BTF 10, \$3,000.00. 3 bay Jampro horizontal antenna \$1,000.00. 250 feet 7/8" transmitter line, \$150.00, plus fittings. 10 channel custom board—side pots, \$1,000.00. If sold together \$4,500.00. All equipment now on the air at WTAO Murphysboro, IL (618) 687-2000.

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Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

Replacement attenuators. We supply equivalent controls for most broadcast consoles. Contact Mike Sutton 919-934-3135. Shallco, Inc. P.O. Box 1089, Smithfield, N.C. 27577.

RCA TR22 Low Band Color VTR's (2) with waveform monitor, pulse-crossmonitor, mono & color ATC, air-bearing head-wheel panels, compressor, and extra head. Well cared for. Call Mr. Taylor 215-367-6057.

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Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 351B Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

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In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

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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 (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, Ohio 45236. Telephone 513-791-1770.

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.

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Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

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: Worldwide News, 395 Main Street, Metuchen, N.J. 08840.

If FCC fails to answer your question, send it to us for quick accurate answer. \$2. Dixie Tec, Box 8352, Savannah, Ga. 31402.

RADIO

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RADIO SALES MANAGER

Rare opportunity for ambitious salesman ready for sales management. Well-known top 50 market station with excellent demographics. Attractive midwestern city with top school system and recreational facilities. Emphasis on ability to prepare marketing strategy and motivate 4 man sales department. \$32,000 base salary and negotiable incentive. College graduates with 2 to 5 years competitive selling experience and burning desire to get ahead please call

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Take complete charge of farm effort at Ohio powerhouse. E.O.E.

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Box K-72, BROADCASTING

Help Wanted Announcers

MIDWEST TALK

We're looking for a talker, preferably with news and programming background, who has the ability and courage to opiononate. Tape, resume, picture and salary expectations to:

K-103, Broadcasting

**WFIL
..PHILADELPHIA,**

is looking for a professional, dedicated 9-noon lock to join one of the nations best and most stable air staffs. No matter what format you are now working, if you have Top 40 experience and want to work for a winner, you could be the one we're looking for. Salary open and great working conditions in one of America's most fascinating cities. Send a tape and resume to:

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WFIL-Radio
4100 City Line Avenue
Philadelphia, PA. 19131
An Equal Opportunity Employer.

**Help Wanted
Announcers—Continued**

**Country
Morning**

Man

Major West Coast Market

Need heavyweight morning man for top-rated Country music radio station. Willing to pay for right talent. Send air check and resume.

Box K-126, BROADCASTING

Help Wanted News

Immediate opening for morning drive news. Must write everything. Send tape and resume to:

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KSTT
P.O. Box 3788
Davenport, Iowa 52808

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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:

Howard Kester
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Situation Wanted Announcer

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Talk Host With Top Rating in
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Solid, stimulating, strong. Good demographics. Outstanding news background. Great interviewer. Good sense of humor. Responsible, knowledgeable broadcaster. Excellent references. Seeks talk show in major market with appropriate compensation. TV experience too, and also interested in radio-TV operation. Let's talk it over.

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Situations Wanted Management

Station Owners

4A V-P with twenty years broadcast experience desires General Manager position. Strong sales, administrative and profit minded. Compensation negotiable for right offer. Resume on request. Reply:

Box K-143, BROADCASTING

**Situations Wanted
Technical**

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of major L.A. radio station seeking employment with further advancement opportunities. Contact Don Trafton, 11739 1/2 Riverside Drive, North Hollywood, CA 91607. (213) 985-3620. Resume available upon request.

Situations Wanted News

NEED NEWS? SPORTS? BOTH?

Sports Director-Newsman for the past 3½ years, at WTAG Radio in Worcester, Mass., now available. Solid news-sports background, with 7 years experience. For the past 3 seasons, I served as the play-by-play voice of Holy Cross and Assumption Colleges, covered pro golf tournaments, handled daily news and sportscasts and hosted a sports talk show in a medium market of 400,000. I'm 28, single and relocatable anywhere. Impeccable references. No prima donna, just dependable, dedicated, knowledgeable pro. I'm open to any and all offers. Call or write:

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603—772-5867

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Strongly positioned number one market network affiliate seeks manager who can deftly utilize spot inventory to maintain strong sales growth and at the same time keep profits going upward through tight expense control. This is not a balancing act. It is what is expected of a confident and experienced broadcast manager.

All replies will be treated confidentially.
Box K-175, BROADCASTING

Help Wanted Technical

VTR MAINTENANCE MAN

Tape maintenance man wanted by the most progressive post-production company on the west coast. The man we are looking for is probably young, has experience in local television, preferably on Ampex equipment. He enjoys making good pictures, and likes to be involved in the latest state-of-the-art equipment and network level shows. Please send resume and salary requirements.

Union benefits and
Equal Opportunity Employer
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Situation Wanted News

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Major market pro desires station looking for strong but personable reporter. People may not agree with what I say but they'll watch. Have extensive PBP experience and will consider combo with radio side. Station environment and locale are my chief concerns. Available Oct. 31st. Reply to Box 1452 Springfield, Virginia 22151

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Miscellaneous

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SE	Metro	Daytime	315M	29%	East	Medium	AM/TV	1,300M	Terms
SW	Metro	FM	200M	29%	NE	Metro	AM/FM	1,500M	Terms



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CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If audio tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. If VTR's are submitted send \$5.00 to cover handling and forwarding. All VTR's forwarded by Parcel Post. Forward remittance separately. All transcriptions, photos, 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, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Profile

WPRI-TV's Ed Pfeiffer: more than most, a man in the middle

Ed Pfeiffer enjoys the challenge of serving as chairman of the CBS-TV affiliates' board, but he insists that he shouldn't be regarded as ex-officio spokesman for the affiliates. For example, when he made up his mind not to carry the controversial drama *Sticks and Bones* (as did 78 other CBS affiliates on that show's second time around), he says the decision was based strictly on his perception of tolerance levels of the people of Providence, R.I. (he's vice president and general manager of WPRI-TV there) and on his own gut reaction to the show (which he regarded as "an unattractive, offensive, distasteful, sick and grotesque piece of drama").

But the same audience criterion went into his decision to go ahead with last August's reruns of the two *Maude* half-hours dealing with abortion (39 affiliates didn't). And, further, the affiliates' board of CBS is not "a program committee," he says firmly. "We don't sit in judgment and tell the network that they can do this and they can't do that. The network programs the network. What we do is to provide a mechanism whereby the reaction, the comments, the general acceptance or lack of acceptance can be funneled back to the network."

Mr. Pfeiffer's general practice when he's faced with a program whose content is questionable is to call in a local clergyman, a political spokesman or two from the community, maybe a local opinion leader, to get their reactions to the show. "When all that input is completed," he says, he makes "an evaluation and a final judgment of whether or not the airing of the program is in the public interest at that point in time."

"Ed has a very good feel for decisions of this sort because in his opinions, even in the language he uses, he's very close to the taste level of his audience," says Jack Major, the entertainment editor of the *Providence Journal-Bulletin*. But John Franks, the president of WHIM(AM) Providence and a close friend of Mr. Pfeiffer's, goes further. "Ed's decisions are a lot more difficult than those of most other general managers because he's operating in a state that is represented by Senator John Pastore, who's probably the single most important man in Congress when it comes to legislation regarding the TV-radio industry. In effect, Ed's operating in a fish bowl."

But Mr. Pfeiffer says, "I've never felt intimidated by Senator Pastore. We've had many conversations over the years, and he's never been shy about expressing his opinions to me. But he hasn't tried to pre-empt my authority at the station." Mr. Pfeiffer does admit, however, that on the day WPRI-TV was scheduled to air the *CBS Late Night Movie* showing of



Edwin William Pfeiffer—vice president and general manager, WPRI-TV Providence, R.I.; b. December 23, 1925, Jersey City, N.J.; BS in business administration, Babson Institute, Boston, 1950; U.S. Navy, 1943-45; sales executive, WDEL-TV Wilmington, Del., 1950-53; account executive, Edward W. Petry Co., New York, 1953-58; sales manager, KOTV-TV Tulsa, Okla., 1958-60; station manager, WGR-TV Buffalo, N.Y., 1960-61; station manager, WFAA-TV Dallas-Fort Worth, 1961-67; VP, general manager, WPRI-TV Providence, July 1967-present; chairman, CBS-TV Affiliates Association, 1972-present; m. Caroline Sleeper, 1955; children: Suzanne, 17; Christine, 15.

"The Damned" (which had been rated X during its first theatrical run), he received a phone call from Senator Pastore, and viewers who tuned in later that night expecting to see the movie ended up looking at a years-old rerun of an episode of Ben Gazzara's *Run for Your Life* series.

Although Mr. Pfeiffer has made news in the programming area, his origins are in sales. Armed with a degree from Boston's Babson Institute, Mr. Pfeiffer started with WDEL-TV Wilmington, Del., in 1950, as a salesman, although in the back of his mind he harbored thoughts of what it might be like to make his living as an on-the-air personality. So, after putting in his eight hours drumming up business for the station, he would rub on the make-up for a nightly 6:15 6:30 phone-in quiz show on WDEL-TV called *The Ayes Have It*. The format was simple: he gave away silver dollars to viewers who guessed the right answer to questions focussing on Delaware his-

tory. His impact on Wilmington TV watchers was less than seismic, he admits, so that when the opportunity arose to join the Edward W. Petry Co. in New York as an account executive ("a fancy name for salesman"), he decided to give up the idea of becoming the next Bert Parks.

Mr. Pfeiffer was assigned about a dozen ad agencies with national clients. He recalls with furrowed brow the frustration of dealing with beleaguered agency men who were, on occasion, simply too busy to see him. The incident that symbolized this frustration for Mr. Pfeiffer developed during the period when the Heinz Co. was sponsoring a syndicated TV-anthology series through the Maxon advertising agency. He was convinced that the series would be perfect for WISN-TV Milwaukee, then a Petry client. But the Heinz account man, Thomas McGuire, refused to see him.

One morning, slumped over coffee at Schrafft's, "I was racking my brains for a way to get in to see McGuire," Mr. Pfeiffer says. "While paying my check, I noticed that the Schrafft's counter guys wear very definable white jackets and white caps. Suddenly, I got a brainstorm. I gave the counterman two bucks for the use of his white jacket and cap, bought coffee and a danish to go, and trooped over to the Maxon offices. When I told McGuire's secretary that I was just delivering the snack he ordered, she ushered me right on in. McGuire ended up complimenting me on my ingenuity, and I ended up making the sale."

In 1958, one of Petry's client stations, KOTV-TV Tulsa, Okla., offered Mr. Pfeiffer the sales manager's job, and he accepted. He and his family liked the climate in Tulsa so much that when, two years later, WGR-TV in Buffalo, then owned by Trans-Continental, asked him to become sales manager there, he at first declined, because "it's too damned cold in Buffalo." But his squeamishness over bad weather vanished, he says, when the people at WGR said they'd make him station manager as well as sales manager.

Not too long after he settled down in Buffalo, Capital Cities purchased that city's WKBW-TV and started looking for a station manager. "I presented my credentials to them and really thought I had a good shot at the job," he says. But when they chose someone else, he started exploring other lucrative pastures, and, through a Texas friend learned about the station manager's opening at WFAA-TV Dallas. He applied, and was accepted in 1961, and there he remained until 1967, when, through another friend, he signed on at WPRI-TV.

Mr. Pfeiffer was station manager of WFAA-TV when President Kennedy was assassinated. "Covering that event was a whole lifetime's worth of experience compressed into the space of a few days," he says.

Editorials

The collectors

In at least one area of government relations, broadcasters and cable operators are on common ground. They object to increases in the FCC's fee schedule.

The National Cable Television Association has raised serious questions as to the legality of the fee system itself. It found the law requires the FCC to identify, by research, the special benefits it provides to licensees or users that would justify the fees. The commission, in fact, admits it has been derelict.

But even if it hadn't ignored the law, could the FCC hope, for example, that broadcasters agree they derive benefits from clogged processing lines? Or that the hiring of "experts" to mastermind bureau heads on such extraneous subjects as children's programming and network distribution practices are activities that broadcasters should applaud and therefore underwrite? We doubt whether licensees, or even a majority of the FCC itself, would be willing to attest that the expense of the Review Board is justified when the commissioners themselves really are not overworked.

A review of the whole principle of fee assessment and collection is needed. In a system that permits a regulatory agency to set fees at a level that sustains its operations, the invitation to perpetual enlargement of bureaucracy is irresistible. As it stands, each year the commission can make a case for bigger spending on the assurance that it will soak the regulated businesses enough to pay the bill.

Didn't this country decide a long time ago against taxation without representation?

Back to basics

The broadcasters' dream of license-renewal relief just may be turning into a nightmare.

First comes FCC Chairman Dean Burch with a revival of an old proposal that the FCC establish quotas on local programming, news and public affairs (*Broadcasting*, Sept. 24). Licensees meeting or exceeding the quotas would be judged to have performed the "substantial" service that would immunize them against challenge by rival applicants at renewal time: that is, of course, if the U.S. Congress would adopt a law granting the advantage to incumbents with a record of "substantial" service.

Well, sir, that was what Chairman Torbert H. Macdonald (D-Mass.), of the House Communications Subcommittee, had been waiting for: standards of measuring "substantial" service. Now it was merely a legislative formality to mark up a bill that would restore order to renewals.

But wait. Congressman Lionel Van Deerlin (D-Calif.) has a trick amendment up his sleeve. He would grant an advantage to the incumbent with a record of substantial service — but not if a challenger promised "superior" service (*Broadcasting*, Oct. 15). Here would be imbedded in the law a directive to the FCC to favor the untested promise over the proved performance, even if the performance had been "substantial" by the FCC's own scale of values. It is the perfect formula for total chaos at renewal time.

The bill now containing the Van Deerlin amendment would have been acceptable to broadcasters in its original form, but restoring it to that condition would be difficult. When it comes to action in the parent Commerce Committee, the subcommittee members who voted with Mr. Van Deerlin, including Chairman Macdonald, cannot vote against him without confessing to initial error or subse-

quent persuasion. Perhaps a simpler salvage operation is in order, stripping the legislation to the provisions that give incumbents legitimate expectations of tenure without excluding qualified outsiders from the renewal process.

The WHDH-TV case, which created the instability that all of these legislative efforts are taken to correct, could be effectively eliminated as a precedent if the Congress adopted a provision prohibiting the FCC from restructuring the industry case by case. The language is already in the subcommittee's bill, which says that a licensee's multimedia holdings, management organization and nonbroadcast interests would be excluded as issues in a comparative case if they conformed to FCC rules.

That alone would constitute an important measure of renewal relief. But if the Commerce Committee were disposed to go beyond, it might consider another provision, now in the subcommittee bill, requiring the FCC to force observance of its deadlines on the filings of petitions to deny renewal applications. That would dispose of some of the purely obstructionist pleadings that clutter the FCC's dockets and dislocate the renewal process.

As to the longer license terms that broadcasters have sought, they could easily be sacrificed in greater causes. They promise no security of consequence and little relief from regulatory supervision by an FCC that is already demanding annual programming reports from television and annual financial returns from all broadcast licensees.

What has been said of great architecture may be applicable here to the law: Less is more.

Search for status

Bolstered by enhanced status in the eyes of management, the Radio Television News Directors Association is undertaking a serious re-evaluation of its purposes and goals. The offer of a matching grant of \$10,000 by Julian Goodman, NBC president, for the establishment of an RTNDA headquarters is a realistic start.

In any contemplation of its future, the RTNDA would do well to abandon some of its habits of the past. For example, its conventions could be put to better purpose if regularly held in the news capital, Washington, and confined to sessions that would expand the delegates' view of the world. Commercially sponsored side events ought to be de-emphasized. For newsmen Washington is the logical site for headquarters and conventions.

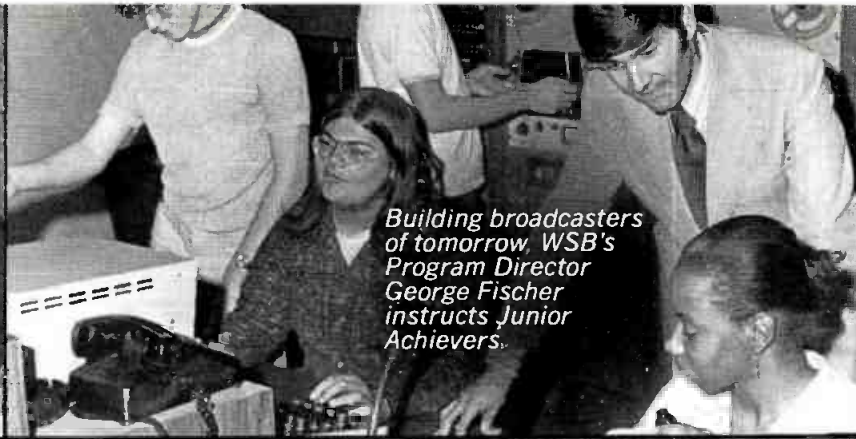


Drawn for *Broadcasting* by Sid Hix

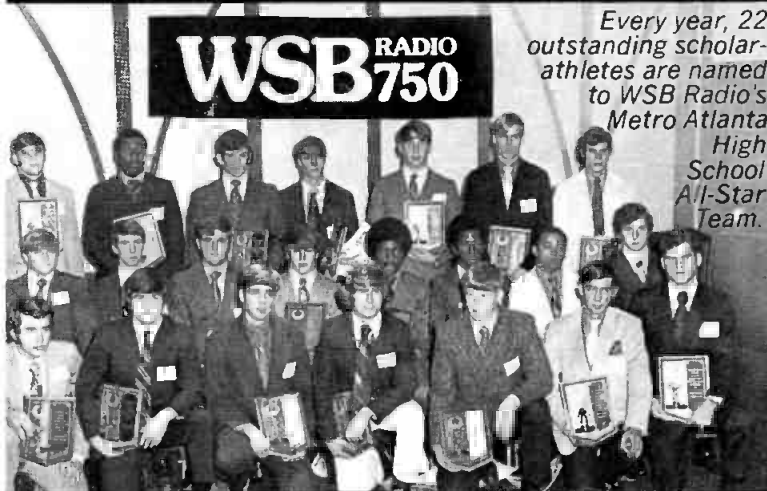
"Personally, I'd a damn sight rather the customers squeezed the Charmin than the tomatoes."



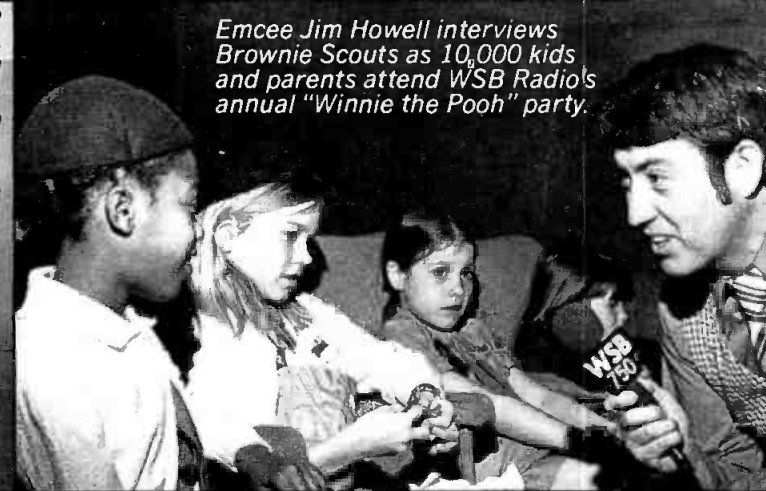
Santa Claus makes his seasonal arrival in Atlanta aboard the WSB Skycopter.



Building broadcasters of tomorrow, WSB's Program Director George Fischer instructs Junior Achievers.



Every year, 22 outstanding scholar-athletes are named to WSB Radio's Metro Atlanta High School All-Star Team.



Emcee Jim Howell interviews Brownie Scouts as 10,000 kids and parents attend WSB Radio's annual "Winnie the Pooh" party.



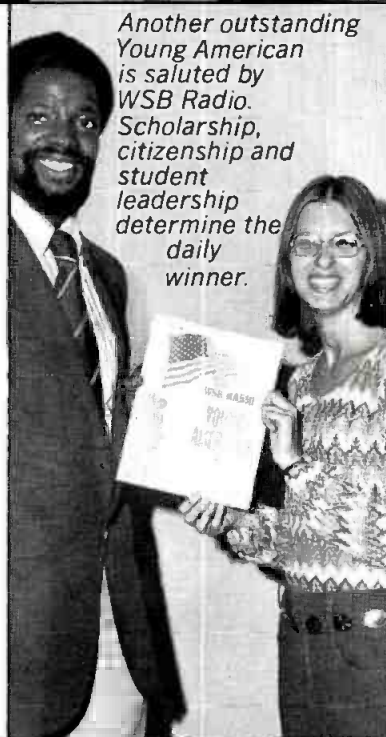
WSB Radio morning personality John Moore and News Manager Aubrey Morris moonlighting for the kids at the Ringling Brothers Circus.

WSB RADIO 750

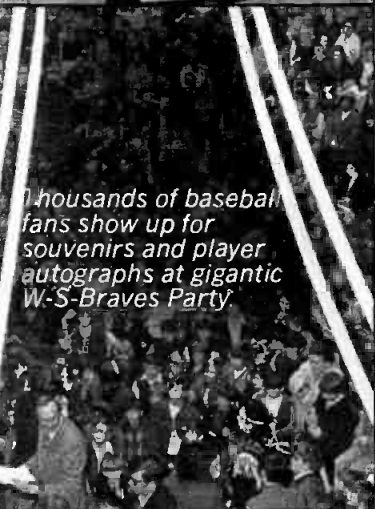
is Young at Heart

WSB Radio Atlanta AM 750/FM 98.5

NBC Affiliate. A Communications Service of Cox Broadcasting Corporation.
Cox Broadcasting Stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami; WIIC-TV, Pittsburgh; KFI-AM, Los Angeles; KTVU, San Francisco-Oakland.



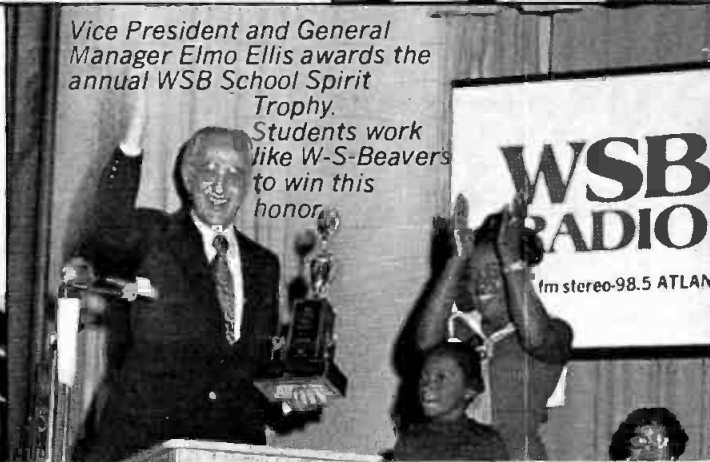
Another outstanding Young American is saluted by WSB Radio. Scholarship, citizenship and student leadership determine the daily winner.



Thousands of baseball fans show up for souvenirs and player autographs at gigantic W-S-Braves Party.

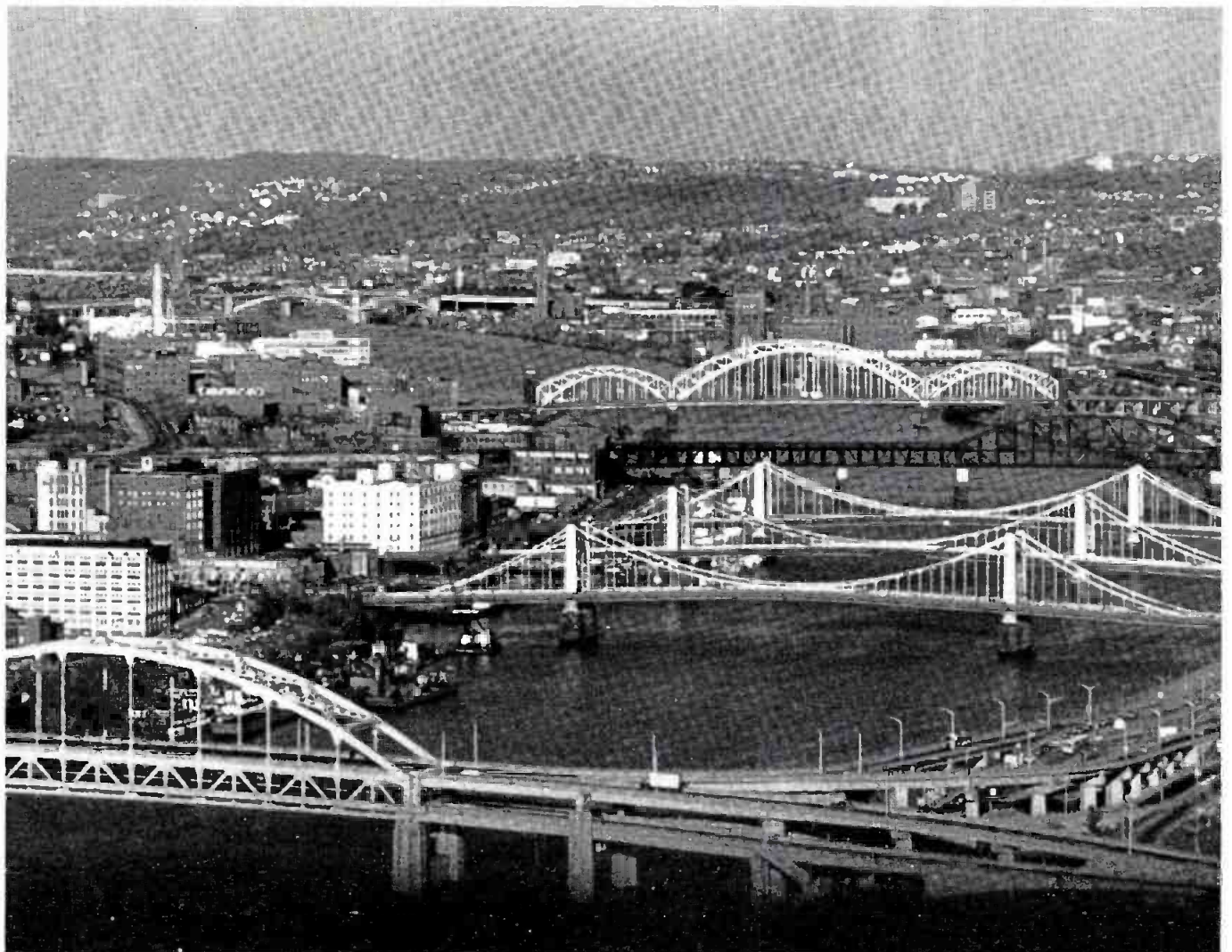


He's Number One among WSB Radio's High School Sports Reporters, and Sports Director Phil Schaefer presents the WSB Trophy.



Vice President and General Manager Elmo Ellis awards the annual WSB School Spirit Trophy. Students work like W-S-Beavers to win this honor.

WSB RADIO
fm stereo-98.5 ATLAN



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