

Stalemate at the FCC: The case of the missing majority
Perspective '74: No cause for alarm in broadcast advertising

Broadcasting Dec 31

The newsworthy of broadcasting and allied arts

Our 43d Year 1973

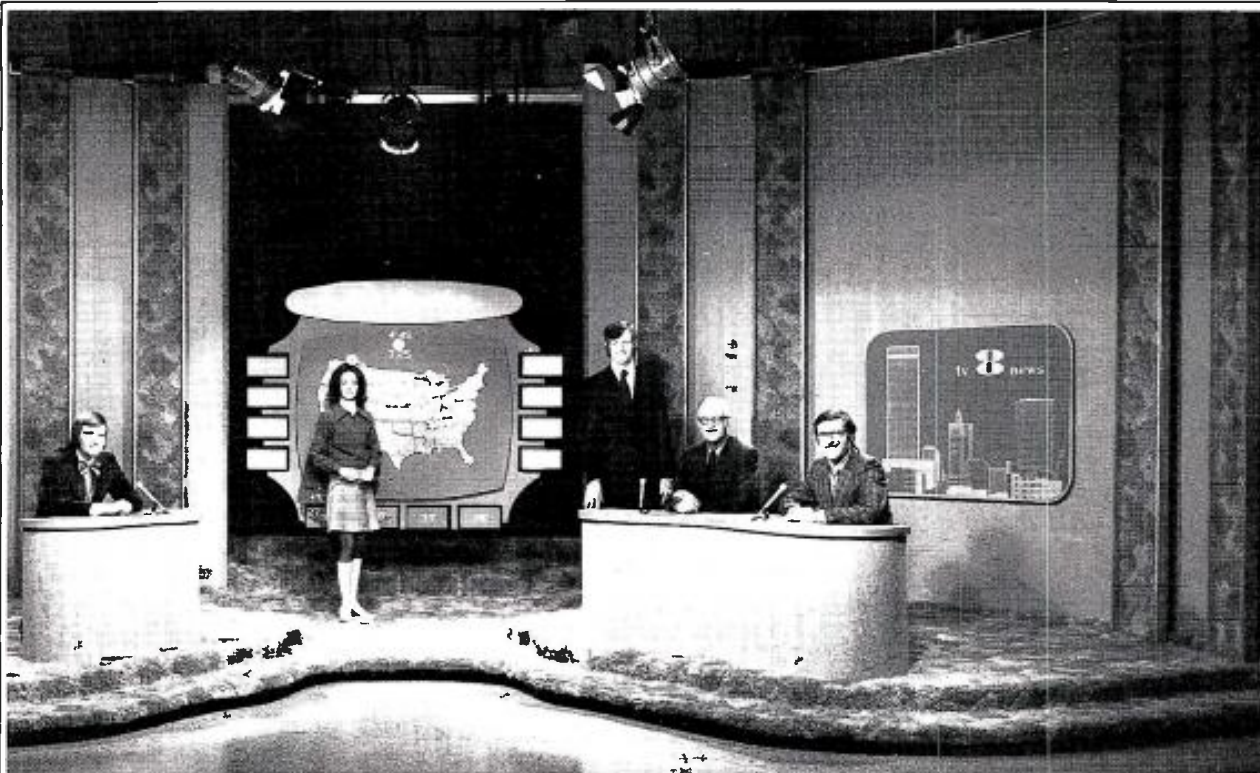


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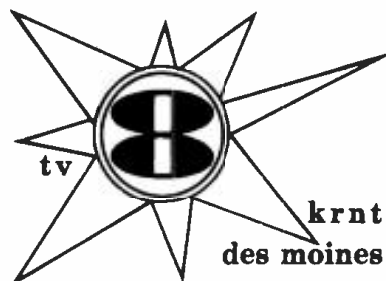
ADI RATING

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NIELSEN Estimates

May, 1973



A Broadcast Division of Cowles Communications, Inc.

Closed Circuit[®]

New Year's noodling. Competition for FCC vacancies has been impeded by holidays but should get under way briskly even before Congress reconvenes Jan. 21. Insofar as White House's FCC talent hunters are concerned there's nothing imminent either on Democrat H. Rex Lee's unexpired term that runs until June 30, 1975, or balance of Republican Chairman Dean Burch's term that runs year later but isn't yet vacant. With resignation of presidential assistant Melvin Laird, Roy L. Ash, director, and Fred V. Malek, deputy director, of Office of Management & Budget, are expected to exert stronger voice in domestic council affairs, including selection of key personnel.

One Republican not in contention for FCC is Neal Freeman, King Features Syndicate executive who was touted in newsletter as virtual shoo-in for chairmanship. Name had never reached lowest rungs of selection process. Mr. Freeman said he had not been offered FCC post and would not accept should it materialize. Freeman name reportedly had been advanced by ex-presidential aide Charles Colson—endorsement amounting to kiss of death in post-Watergate Washington.

Impossible dream? On theory that nothing is impossible in government these days, insiders are beginning to speculate on what next turn of events will be vis-a-vis FCC, broadcasters and pay cable. Among questions posed, both inside of government and out, is what will happen if: FCC Chairman Dean Burch, protagonist of cable, should enter communications practice or join important entity in cable; if head of FCC's Cable Bureau becomes hand-picked choice David Kinley, now deputy chief, taking over from Sol Schildhouse, erstwhile Burch fairhaired boy who became disenchanted; if Charles Lichenstein, Burch aide who urged Kinley appointment, becomes executive of National Cable Television Association—initially perhaps as its No. 2 man?

These are not pipe-dreams but constitute latent prospects. In today's climate these could become ingredients of congressional inquiry — and for that very reason may crash before take-off.

NAB's Man-of-the-Year? Contest for selection of recipient of Distinguished Service Award of National Association of Broadcasters is reported to be at least three-way race. Among those nominated, it's understood, are Julian Goodman, NBC president; J. Leonard Reinsch, who retires today (Dec. 31) as president of Cox Broadcasting Corp. but remains on boards of parent company and subsidiaries, and Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., immediate past NAB joint board chairman. Selection will be made by NAB convention committee, subject to ratification of joint board of directors at its winter meeting at San Maarten, Dutch Antilles, Jan. 14-18.

Ipso facto. Page one report in *Washington Post* that business is booming for Capital law firms was of special significance to communications licensees; practically every firm mentioned is big in broadcast representation, but not predominantly so. Among firms listed as having had explosive

growth are Covington & Burling, with 146 lawyers; Hogan & Hartson, 97; Wilmer, Cutler & Pickering, 93; Arnold & Porter, 91. Arent, Fox, Kintner, Plotkin, & Kahn expects to have 130 lawyers by summer, *Post* story reported, making it town's second in size.

Broadcasting's addendum to *Post* account shows these among larger firms (10 or more lawyers) operating primarily in communications (broadcasting, cable, common carrier, etc.): Dow, Lohnes & Albertson, 32; Kirkland, Ellis & Rowe, 31; Pierson, Ball & Dowd, 26; Wilkinson, Cragun & Barker, 26; Cohn & Marks, 16; Fletcher, Heald, Rowell, Kenenhan & Hildreth, 14; Welch & Morgan, 14; Keller & Heckman, 13; McKenna, Wilkinson & Kittner, 12; Wilner, Scheiner & Greeley, 12; Fly, Shuebruk, Blume & Gaguine, 11; Koteen & Burt, 11; Smith & Pepper, 10.

Anticipation. Trend toward pre-selling of popular network TV series to stations while networks are still running them continues with *Hawaii Five-O*, which Viacom Enterprises reportedly has already sold to Westinghouse and Post-Newsweek stations. However, show, now in its sixth year on CBS-TV, will not be made available to stations until it ends its network run, which could be years from now; show is consistently in Nielsen's top 10. Other shows now on network that have been pre-sold to stations include MCA-TV's *Ironside*, *Marcus Welby* and *Adam-12*; Warner Bros.' *The FBI*; MGM-TV's *Medical Center*, and Screen Gems' *The Partridge Family*. Among these shows, sources say only *Ironside* will go out to stations for syndication (under another title) while it continues its network run.

Numbers game. There may be lot less than meets eye in TV's alleged role in 63% increase in no-shows at National Football League games this season. NFL officials have said increase is "direct result" of legislation lifting local TV blackouts for sold-out home games (*Broadcasting*, Dec. 17), and newspaper sports writers seem to have accepted that conclusion without question. Only figures available thus far, however, suggest true increase attributable to TV may have been less than 10%.

NFL says no-shows for all 182 regular-season games this year totaled 1,022,990, as against 624,686 last year when all home games were blacked out locally. That is indeed 63% increase—closer to 64%, in fact. At that point, however, comparisons become shadowy. Figures are not yet available to rate this year's TV games against their 1972 counterparts, and in any case weather could be big influence. However, NFL reports 645,512 no-shows at 111 locally televised games this year, which leaves 377,478 for 71 blacked-out games. And from those figures it's easy to see that blacked-out games averaged 5,317 no-shows while locally telecast games averaged 5,815, or only 9.4% more than those that ticket holders could see only by attending.

Backfield in motion. Designation of veteran vice president William Carlisle as administrative vice president for government relations branch of National Association of Broadcasters is in offing. Also to be announced are two new government relations staffers to succeed R. William Hable, who resigned recently, and Hollis M. Seavey, who retired at year-end. Mr. Carlisle had been VP for broadcast liaison.

Top of the Week

Inoperative. *Unexpected departures of Commissioners Johnson and Rex Lee are slowing FCC's processes to snail's pace. Commission's failure to break deadlock on two major agenda items—network program separation/reruns and cable crossownership—stalls progress on those issues, places damper on several others.* Page 15.

Energy action. *With arrival of winter, energy crisis becomes imposing matter for industry. With advent of nationwide daylight saving time, FCC bestows presunrise operating authority on 103 clear-channel daytimers, launches study which may bring further relief.* Page 16. *Americans will be spending more evenings at home this winter, which could create bumper crop of TV audiences. But if stations are forced to close down early, as some have been proposing, home-ridden masses will have to seek other forms of diversion.* Page 17.

Nixon delivers. *Public broadcasting's Christmas stocking was heavier than ever before, thanks to President, who signs Labor-HEW appropriation giving CPB \$50 million for fiscal 1974. It's \$15 million more than corporation received past two years.* Page 18.

Three networks are as one in charging antitrust suit is tool of suppression

ABC, CBS and NBC—in separate filings—told Los Angeles court last week that Justice Department's pending antitrust suit against them is part of calculated plan by administration to restrain their business, in violation of Constitution and principles of jurisdictional comity. Suit, which was filed in Los Angeles district court in 1972, asserts that networks are in violation of antitrust laws through their common practice of both producing and disseminating programming. Networks denied charge, maintained that if program-separation issue is to be deliberated by any federal authority, it should be FCC, not judiciary.

Of three networks, CBS was most blunt in contending that politics was principal catalyst behind Justice action. It claimed that since 1969, Justice agents have maintained "unlawful plan to use the power and machinery of the federal government to restrain, intimidate and inhibit criticism" of Nixon administration, and that suit "was commenced in furtherance of that unlawful plan." Suit's purpose, CBS said, was for "harassing, intimidating and inhibiting" its constitutional rights of free speech. NBC claimed that suit was instituted to "inhibit, infringe, limit and prevent" networks' Fifth Amendment privileges, and that action was taken "without the proper direction" of attorney general "without regard to whether there is good ground to support it." ABC asserted that litigation represents "impermissible use of law enforcement powers" reserved for attorney general, and is therefore in violation of Fifth Amendment's due-process requirements.

While all three networks conceded they have participated in production of programming either intended specifically for network showing or inevitably available for that purpose, they maintained that in-house production constitutes only small portion of over-all network schedules. CBS and ABC also admitted they have engaged in theatrical motion picture production through subsidiaries. However, they denied that this practice constitutes antitrust violation, as represented by Justice.

All three also argued that relief sought by Justice is specifically delegated by Congress to be taken by FCC, rather than courts, if such action is judged necessary. Therefore, they claimed that court ruling in Justice's favor would signify encroachment into FCC jurisdiction, and should therefore be held groundless.

Delay again does in Cox Cable on merger plans; LVO deal is off

For second time this year, attempt to merge Cox Cable Communications Corp. with another major cable firm has failed. It was announced last week that proposed merger of LVO Cable Inc., Tulsa, Okla., into Cox has been terminated. According to brief statement released by LVO, transaction was killed "principally due to current market conditions." However, officials of companies noted privately that inactivity of Justice Department in passing judgment on applicability of antitrust laws to proposal was also directly responsible for its demise. Thus, Justice's influence, however implicit, has for second time aided in thwarting Cox-associated merger. Earlier this year, department's intervention in proposed merger of Cox into American Television & Communications resulted in termination of that deal.

According to LVO Chairman Wayne E. Swearingen, adverse market officially cited as reason for termination relates to fact that value of Cox Cable's stock has declined more than 50% since merger was first announced (*Broadcasting*, Sept. 17). In early September, Cox Cable common was going for about \$17 per share. Last week, shares were trading around 7 5/8. LVO Cable securities, which are traded over counter, have also dipped, although not as markedly. In September, LVO was selling at around 4 1/8. Last week, value was hovering just above 3.

Announcement last week stressed that LVO and Cox still plan to maintain business relationship, although extent of that effort had not been determined. Praising Cox as one of best cable entities, Mr. Swearingen stated: "We still want to work with Cox and we still will." He said companies are "leaving door open" for possible combination at later date, but that "until the market improves, I don't know how we can do the damn thing."

Silver linings with Teleprompter's bad news

Extent to which Teleprompter Corp.'s finances have suffered in 1973 corporate travail is revealed in nine-month earnings report (for period ended Dec. 13). Teleprompter verified that its economics have plummeted, but indicated better times are coming. Operating revenues rose by 15%—to \$52.4 million—but net income was minus \$962,000 (six cents per share). Company stressed, however, that nine-months total "should not be viewed as indicative of year-end results." It noted that major cost-cutting program now in effect was not reflected in Dec. 13 computations, and also that nine-months loss includes non-recurring writedown of \$3.25 million for deferred costs in program origination and data processing. Year-end results are still in doubt. Big question remains fate of 22 cable systems on which construction has either been delayed or limited, in which Teleprompter has invested \$62 million. Company, which previously stated that it may not be able to continue development of those systems, said last week it is not yet able to determine how much of this investment it will have to write down.

On plus side, Teleprompter reported decrease in operating expenses for current fiscal year of \$16.25 million, as result of "hard budgeting decisions." It said decrease will not affect year-end earnings by corresponding amount, but will affect cash requirements by same figure. It said it has decreased employment by "more than 900" bringing staff roster down to 2,600. Subscribers have increased 76,413 in past 13 weeks, bringing total to 942,272—191,898 more than at start of fiscal 1973. Rate increases for 128,000 subscribers on 18 systems resulted in \$1.66 million annual revenue gain. Requests for increases for another 227,000 subscribers are pending, and firm said it will seek more increases next year.

Celebrate, speculate. There's little doubt that 1973 was banner year for broadcasting's finances. And despite host of variables, economists are predicting further advances in year to come. That is, unless unforeseen circumstances enter picture. And with energy crisis spawning multitude of ifs, future must be viewed through cloud. Page 27.

The spenders. It was a busy year for Madison Avenue—and more than ever before, much of that business was directed toward broadcast media. Although agency radio expenditures fell off in 1973, TV more than recouped deficit. Combined radio-TV billings rose by \$119.3 million. Energy crunch failed to deter expenditures substantially, as evidenced by Broadcasting's annual rendition of top-50 agencies' broadcast activity. Study also examines some of ad industry's more noteworthy achievements and personages. Page 30.

How radio ran. According to FCC, 1972 was a very good year for radio—profit wise. Commission's detailed tabulations show just how good. Page 55.

Management succession. J. Leonard Reinsch is a hard act to follow. Broadcasting profiles Clifford Kirtland, the man to whom that lot has fallen. Page 81.

In Brief

Hold that line. Telephone survey of TV stations in 19 key markets found local television billings for December running 22% higher, on average, than in December 1972, according to report being released today (Dec. 31) by Television Bureau of Advertising. Survey was made in response to speculation that apparent slowing of local TV's growth rate during fourth quarter ("Closed Circuit," Dec. 17) might prompt national advertisers to put pressure on spot-TV rates. Clear implication was that national advertisers who hold back in hope of getting lower rates may find best availabilities taken by local advertisers. List reports December gains as follows, usually based on calls asking one, two or more stations in each market to make estimates for entire market rather than report their own billings status: Syracuse, N.Y., 92%; Birmingham, Ala., 41%; Orlando, Fla., 24.5%; Rochester, N.Y., and Columbus, Ohio, 24% each; Buffalo, N.Y., 23%; San Antonio, Tex., 16%; Cincinnati, 15%; Philadelphia, 11%; New York, Chicago, Washington, Los Angeles and Cleveland, 20% each; Houston, Toledo, Ohio, and Kansas City, Mo., 10% each; Wheeling, W. Va., 6%, and Providence, R.I., 5%.

Banner year. RCA's 1973 earnings should "exceed slightly" 1968's all-time record of \$179.1 million after taxes, says Chairman Robert W. Sarnoff, who voiced "cautious optimism" for 1974. He said RCA hopes to outperform economy as whole and that broadcasting (NBC) should benefit specifically from expected increase in TV viewing.

On crying wolf. House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) has warned National Football League that if its figures on no-shows are proved false "we will be talking about permanent (TV) antiblackout legislation to replace the present three-year experimentation." Chances are said to be good for oversight hearings on blackout law next year. (See "Closed Circuit," page 3.)

Thumbs down. In what it calls "landmark" decision, National Advertising Review Board panel has ruled that Schick Flexamatic electric shaver advertising claiming superiority over named competitive brands was "false in some

details and misleading in its over-all implications." Five-man panel was chaired by ex-FCC Commissioner Kenneth Cox, held that Schick's shave/reshave tests represent valid technique but that "implication that the Flexamatic is superior to all models of Norelco, Remington and Sunbeam is false because Schick has run no tests and has offered no other documentation to prove this." Schick has discontinued advertising, says it disagrees with findings but will follow recommendations.

Return of the native. Herbert G. Klein, vice president for corporate relations of Metromedia Inc., headquartered in Los Angeles, was in Washington prior to Christmas in advisory capacity on energy crisis working with former colleagues at White House and with energy agency. Mr. Klein left his post as director of communications for executive branch last June 30. It's expected he will return for volunteer service from time to time during crisis.

Staying put. CBS News morning co-anchorman Sally Quinn, into fourth week originating special reports from Washington, will remain there "indefinitely."

Another no on cable. Study committee appointed more than year ago to explore feasibility of cable in Kansas City, Mo., has recommended franchising there be "indefinitely delayed." Committee said cable isn't ready for city, for several reasons—"no significant public interest" exists in city; FCC regulation contemplates developing CATV "from the smallest TV markets up," thus curtailing big-city experience; services other than re-transmitted TV signals, which could not sustain Kansas City system, have yet to be "successfully developed"; "increasing difficulty" of industry in obtaining financing; questions concerning copyright liability; claim that existing CATV hardware could soon become "obsolete," and conclusion that big-city cable systems "are not yet economically viable."

Doubling up, spreading out. Viacom, New York will place *Don Kirshner's Rock Concert* on weekly production schedule as of Jan. 18. Bi-weekly format is currently carried by 120 stations (including 49 of top 50 markets), blanketing 86% of U.S. TV homes.

Parting shot. H. Rex Lee's last recorded action as FCC commissioner has resulted in loss of broadcast license. Commission announced last week that, in action supervised by Mr. Lee, who leaves agency today (Dec. 31), renewal application of KANI(AM) Wharton, Tex., has been denied. Licensee Wharton Communications Inc. has until March 1 to operate station—unless judicial review is sought. Commission's action overturns August 1972 initial decision by FCC Judge Ernest Nash, who had recommended \$5,000 fine for violations that included fraudulent billing, failure to report ownership change, technical discrepancies and default of contractual obligations. Agency said "mitigating circumstances" cited by Judge Nash cannot excuse licensee.

Renewed to sell. FCC has affirmed initial decision granting license renewal to Look Television Corp. for its WJJY-TV Jacksonville, Ill., on condition that within 60-days licensee file application to assign station to qualified buyer (Doc. 19340). Two years ago, commission designated WJJY-TV's renewal application for hearing—principally on character qualification issue based on payments by licensee to ABC representative for favorable changes in affiliation agreement.

Now you see it... Consumer advocate Robert Choate has blown whistle on commercial campaign for Husker-Du children's game, saying it employed subliminal perception technique. Four frames interspersed through commercial carried message "Get It." Mr. Choate sought injunction

from FCC and Federal Trade Commission. He was step behind National Association of Broadcasters' TV Code Authority, which had already arranged with toy's distributor, Premium Corp. of America, for deletion of segments.

In the red. National Cable Television Association, which had previously stated that it will be operating with deficit budget in fiscal 1974, is keeping its word. For first six months ended Dec. 31, NCTA's operating deficit amounted to about \$95,000. For fiscal year to end May 31, 1974, accountants predict deficit of \$138,976. That total, however, includes projected income of \$250,000 from national and regional conventions. Without those items, deficit is projected at \$400,976. Reserves totaling about \$750,000 will allow association to keep head above water, however.

Back in business. Two former hair shirts of broadcasting industry, ex-FCC Commissioner Nicholas Johnson, ex-citizen group advocate Al Kramer, will take over as chairman and president, respectively, of reorganizing National Citizens Committee for Broadcasting. They have some new money, are looking for more.

Stung. Evening News Association's WWJ-TV Detroit held in apparent liability for \$5,000 fine for logging violations. FCC says station failed to show on logs total commercial time in *The House Detective*, weekly program on availability of local housing. WWJ-TV said it logged 30 minutes of commercial time for two-hour program, later changed logs to list program as program-length commercial.

Enlisted. National Association of Broadcasters' Special Committee on Pay Television has retained Hill & Knowlton as public relations agency for its campaign against pay cable siphoning ("Closed Circuit," Dec. 17). NAB has indicated it may spend \$600,000 on campaign next year.

Energy PSA's. Cunningham & Walsh, for Advertising Council, has produced 60-, 30- and 10-second "Don't be fuelish" TV spots featuring actor George C. Scott, Marv Fleming of Miami Dolphins.

Late Fates. Gary Adler, former general sales manager of WJXT(TV) Jacksonville, named general manager of Rust Craft Broadcasting's WJKS-TV there. Howard H. Marsh, sales VP, Westinghouse Broadcasting, New York, and former president of company's Television Advertising Representatives, named executive VP and chief operating officer of Advertising Contractors Inc., New York (SMY media buying service, Atwood Richards barter company, Audiplan Media Services). Advertising Contractors is subsidiary of Cooper Laboratories. Leonard Marks, of Cohn & Marks communications law firm and former director of U.S. Information Agency, nominated by President to be member of U.S. Advisory Commission on International Educational and Cultural Affairs. Mr. Marks, who if confirmed by Senate will be named commission's chairman, was prominent in Democrats for Nixon in 1972 campaign. David H. Mahoney, ex-adman now chief executive of Norton Simon Inc., has resigned as chairman of American Revolution Bicentennial Commission. Thomas B. Fitzpatrick, chief of FCC Broadcast Bureau's hearing division, named administrative law judge. He succeeds Basil P. Cooper, who

is retiring. Frederic M. Scherer, senior research fellow, International Institute of Management, Berlin, appointed to head Federal Trade Commission's bureau of economics. Wesley James Liebler, professor of law, University of California at Los Angeles, named director of FTC's office of policy planning and evaluation. Diane Louise Duffy, 16, daughter of James E. Duffy, president of ABC-TV, died Dec. 22 while en route with younger sister, Marcia, to father's home in Glen Ridge, N.J. She had history of asthma. Betty J. Ferro, 73, retired chief of FCC license branch, died in Washington Dec. 26. (For earlier "Fates & Fortunes," see page 68.)

Headliners



Block

Greenwald

Agovino

Richard C. Block, 47, VP-general manager, Kaiser Broadcasting Co., named president and chief executive officer. He joined Kaiser in 1958, became manager of KHVH-AM-TV Honolulu, in 1961 transferred to home office in Oakland, Calif., where he participated in development of chain of UHF stations in Boston, Chicago, Philadelphia, Detroit, Cleveland and San Francisco.

James L. Greenwald, president of Katz Radio, named executive VP of The Katz Agency, New York, parent company. Mr. Greenwald has been with Katz since 1956. **Sal J. Agovino**, VP and general manager, Katz Radio, succeeds him as president. Mr. Agovino has been with Katz since 1961.

Walter Hinchman, who has headed FCC's new Office of Plans and Policy for last year, named chief of Common Carrier Bureau, succeeding retiring **Bernard Strassburg**. Mr. Hinchman was assistant director of Office of Telecommunications Policy, with responsibilities in domestic communications matters, for two years before joining FCC. **Asher Ende**, deputy chief of Common Carrier Bureau, will retire today (Dec. 31) after 27 years at FCC, last 10 as deputy chief. Decision was attributed to being passed over for chief's job. FCC, however, is considering taking advantage of his expertise as consultant. Mr. Strassburg, 55, leaving FCC after 31 years, is being mentioned in speculation for Democratic vacancy, to succeed H. Rex Lee.

Edward R. Downe Jr., newly elected chairman and chief executive of Bartell Media Corp., has assumed presidency as well, succeeding **Albert S. Traina**, who will remain as consultant for six months.

Bruce L. Paisner, executive VP of Time-Life Films, named president and chief executive officer, succeeding **Lee Heffner**, who becomes board chairman. Mr. Heffner replaced **Peter M. Robeck**, who had resigned as T-L Films board chairman (*Broadcasting*, Dec. 10).

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Datebook®

■ Indicates new or revised listing.

This week

Dec. 31—Deadline for entries in *Brand Names Foundation* retailers-of-the-year awards competition. Contact BNF, 477 Madison Avenue, New York 10022.

January 1974

Jan. 7—New deadline for filing reply comments with FCC on possible revisions of comparative hearing policies for renewal applicants.

Jan. 8—*Filmways Inc.* annual stockholders meeting. Beverly Wilshire hotel, Los Angeles.

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—*Kentucky Broadcasters Association* winter board of directors meeting. Elizabethtown, Ky.

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—*WHDH Corp.* special stockholders meeting, for vote on proposed merger of WHDH Corp. into Blair Broadcasting Corp., subsidiary of John Blair & Co. 50 Morrissey Boulevard, Boston.

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

Jan. 17-18—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meetings. Del Monte Hyatt house, Monterey, Calif.

Jan. 18—*Publiscable* meeting. Location to be announced, Washington.

Jan. 18-20—*Educational Foundation of American Women in Radio and Television* board of trustees meeting. La Mansion motor hotel, San Antonio, Tex.

Jan. 20-22—*Idaho State Broadcasters Association* midwinter meeting. Rodeway Inn, Boise, Idaho.

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

Jan. 21-23—*American Committee of International Press Institute* seminar on U.S.-European economic problems and NATO. Brussels.

Jan. 22—*New Jersey Broadcasters Association* annual managers meeting. Monmouth College, West Long Branch, N.J.

Jan. 22-24—*Georgia Association of Broadcasters Institute*. Featured speakers include Richard Wald, NBC News president, Richard Wiley, FCC commissioner; Sol Taishoff, *Broadcasting* editor; Jack Anderson, columnist; Senator Herman Talmadge (R-Ga.) and J. Leonard Reinsch, Cox Broadcasting president. Center for Continuing Education, University of Georgia, Athens.

Jan. 23—Start of *Senate Commerce Committee* hearing on nomination of James H. Quello to FCC. Washington.

Jan. 24-26—*Alabama Broadcasters Association* winter conference. Speaker: FCC Commissioner Richard Wiley. Downtown Motor Inn, Gadsden, Ala.

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

Jan. 28—*Mississippi Broadcasters Association* winter meeting and sales conference. LeFleur's Restaurant, Jackson, Miss.

Jan. 27-30—*National Religious Broadcasters* 31st annual convention. Featured speaker: Vice President Gerald R. Ford. Washington Hilton, Washington.

Jan. 29-31—*Cable Television Information Center and EDUCOM (Educational Testing Service)* conference, "Cable Television and the University." North Park inn, Dallas.

February

Feb. 1—*Sigma Delta Chi* Distinguished Service Awards entry deadline. Award categories include radio and TV editorializing and reporting. Contact: Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

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. 1—*Mortgage Bankers Association of America* Janus awards deadline. Awards are given for excellence in financial news programing in following categories: commercial radio and TV stations and commercial radio and TV networks. Contact: Mark Serepca, MBA, 1125 15th Street, N.W., Washington 20005.

Feb. 3-5—*Association of Independent Television Stations* first annual convention. James R. Herd, KLPR-TV St. Louis, is chairman of convention planning. Dallas.

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. New Orleans.

Feb. 6-8—*Texas Cable TV Association* convention. Marriott Motor hotel, Dallas.

Feb. 7—*Southern Baptist Radio and Television Commission* 15th annual Abe Lincoln Awards presentation to distinguished broadcasters. Featured speaker: Frank Stanton, former CBS vice chairman, now chairman, American Red Cross. Fort Worth.

Feb. 13-15—*Colorado Broadcasters Association* winter convention. Speakers include William Carlisle, vice president, National Association of Broadcasters. Stouffers Denver inn.

Feb. 15-17—*Loyola University* college radio conference. Lewis Towers Campus, 820 North Michigan Avenue, Chicago.

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—*Armstrong Memorial Research Foundation/Columbia University Engineering School* Armstrong Awards deadline. Awards offered for FM programs in news, community service, education and music. Contact: executive director, Armstrong Awards, 510 Mudd Building, Columbia University, New York 10027.

Feb. 18-20—*Broadcast Industry Communications Systems (BIAS)* annual seminar. Featured speaker: Benjamin L. Hooks, FCC commissioner. Memphis.

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

Feb. 18-22—*Texas Tech University*, Department of Mass Communications, Mass Communications Week. TTU, Lubbock, Tex.

Feb. 20-23—*International Press Institute* seminar on U.S.-Canadian economic and political problems, sponsored jointly by American and Canadian IPI committees. Toronto.

Feb. 23-25—*Mutual Advertising Agency Network* national meeting. Newporter Inn, Newport Beach, Calif.

March

March 1—*American Bar Association* Gavel Awards entry deadline. Competition is open to broadcast and print entries that contribute to public understanding of American legal and judicial systems. Contact: ABA, Committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

Major meeting dates in 1974

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

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

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

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

June 2-5—*American Advertising Federation* annual convention. Statler Hilton hotel, Washington.

Open Mike®

Rather disconcerting

EDITOR: "Profile" in the Dec. 10 issue featured Dan Rather of CBS as a "lightning rod of White House hostility." Mr. Rather might be proud to know that he also enjoys the hostility of this tiny CBS affiliate in a tiny, inconsequential market.

We consider Dan Rather a pompous self-appointed representative of the "movement" toward radical socialism and a fussy little egotist to boot. This is no secret to our network, to whom we have expressed similar sentiments on several occasions, obviously without success.

As to that, we think it is high time the networks are brought under control in keeping with our responsibility to present programing consistent with the public interest, convenience and necessity. Being continually surprised and shocked by network feeds featuring licentious or seditious material without option, and being forced to make our complaints in retrospect, has made us quite ugly about network usurpations along these lines. The Lord knows we need network service, as regards straightforward news reporting, and tasteful features and commentary. What we neither need nor want is to be

used as a medium for "social-political change" propaganda as characterized by Dan Rather's reporting.

If network "censorship" is the only way to curb abuse of affiliates who may see their responsibility to their listeners quite differently than the big-time commentators see them, then *censor!* If radical, venomous material is to be aired over this station, it is my responsibility, not the network's. I live here. Dan Rather doesn't. Neither does Walter Cronkite or Mike Wallace. And they don't have a dime invested in my license.—*Winston D. Chapman, owner/manager, WMCS(AM) Machias, Me.*

EDITOR: Anyone who witnessed Dan Rather's amusing obsequiousness while interviewing dignitaries at the Republican national convention in 1972, must wonder at his insistence that he, like other Texans, was "never impressed by anyone or anything."

Mr. Rather's anti-Nixon bias is, on occasion, so apparent as to be a little frightening. This country needs a free press and a free media entrusted to people who are both independent and fiercely objective. Public opinion is as easily

manipulated by editors and reporters as it is by the government.

By the way, I'd like to see Mr. Rather's academic records at Houston Law School and South Texas School of Law. If I may indulge in a little reading between the lines, I would guess that Mr. Rather hoped to be a lawyer but settled on being a court reporter.—*J. Thomas Bisset, manager, WRBS(FM) Baltimore.*

Just the facts

EDITOR: Along with all other red-blooded Americans, we believe in freedom of speech, but, for heaven's sake, let us be accurate. Enough tears have been shed over the Rev. Carl McIntire being deprived of freedom of speech by the non-renewal of WXUR-AM-FM [Media, Pa.] but there has not been enough research into the facts. Enough words have been written about his alleged violations of the fairness doctrine without referring to the decision itself, which states that "the court's judgment in this case is not based on the fairness doctrine." Two out of the three judges' decisions denying renewal are based on "deception and misrepresentations made to the commis-

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were folks with new color
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sion by the licensee in obtaining the license."

In our opinion, the emotional appeal of denial of freedom of speech is being used where the facts in the case do not warrant it. Knowing the final premise for the McIntire decision, is it not time to dry those tears? A less likely champion of freedom of speech would be hard to find.—*Blayne and Kathryn Butcher, Community FM, Media, Pa.*

A question about 'aggressiveness'

EDITOR: In your Dec. 10 editorial ("The Federal Programming Commission") you interpret the FCC's fairness doctrine decision against NBC (on the *Pensions* program) as a "device to inhibit the aggressiveness of network journalism."

Are you implying that "aggressiveness" is the only criterion—or even the major one—by which such journalism should be judged? What about a display of aggressiveness—if you will—in giving the viewer an accurate perspective on the subject? The NBC three-hour special on the *Energy Crisis* met the latter criterion; *Pensions* did not.—*Hugh Guidi, director of broadcast relations, Chamber of Commerce of the United States, Washington.*

Off base

EDITOR: The FCC is running afoul of its playing field in proposing a ban on network television program production. By assuming such a stance, the commission is admitting the First Amendment does not apply to the electronic media. Just as the government telling a newspaper it cannot print "Dear Abby," the FCC telling the networks they cannot produce shows is a prima facie violation of the First Amendment, as I understand it. As NBC and CBS have already pointed out in their rebuttal before the fact, news and public affairs programming will suffer. Since the commission continually advocates more of that type of programming, the right hand appears again to be unaware of the activities of the left.

The FCC is taking a public-be-damned attitude, since programs that would be banned, such as NBC's *Today* and *Tonight*, are top audience grabbers.

The proposal is every bit as intelligent as the Pentagon decision to take the gas out of our cars and send it to Vietnam to continue a war effort.—*Bruce Edlund, news editor, WDAY-TV Fargo, N.D.*

Note of thanks

EDITOR: I write this brief note as a footnote to the career of a man who helped scores of us enter the broadcasting profession—Everett L. Dillard, president and general manager of WDON (AM) Wheaton, Md. [being sold to Horizon Communications]. Certainly, this is one of many men who deserve a thank you and recognition from our business for their contributions, and personally speaking, I publicly thank the man for the chance he gave me. Those of us who worked at the station will never forget the many good things Ev Dillard and his family did for us all. We are the recipients of his knowledge and friendship.—*William Mockbee, director of research, WCVB-TV Boston.*

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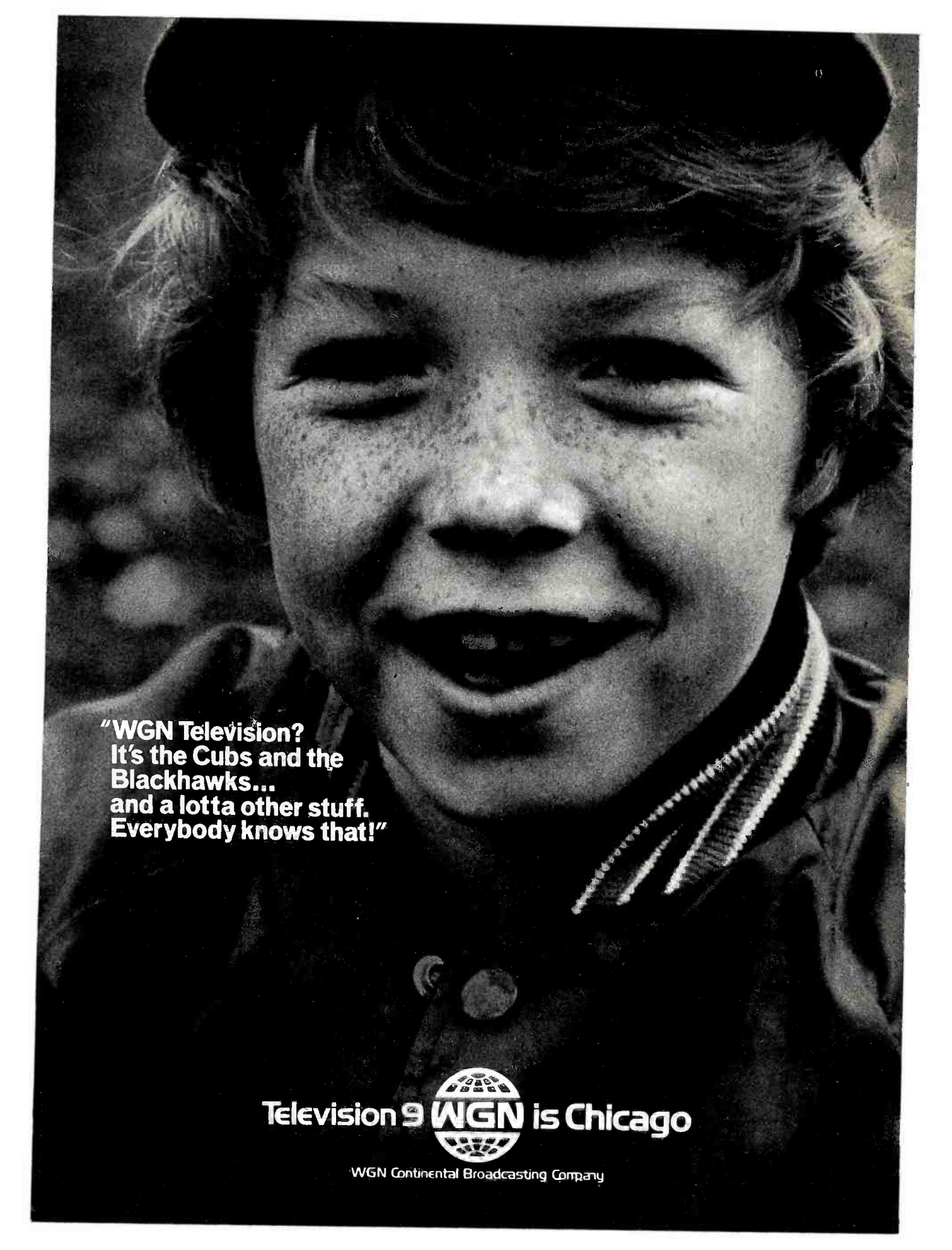
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* Reg. U.S. Patent Office.
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**"WGN Television?
It's the Cubs and the
Blackhawks...
and a lotta other stuff.
Everybody knows that!"**

Television 9  is Chicago

WGN Continental Broadcasting Company

Monday Memo.

A broadcast advertising commentary from James S. Stein, vice-president, Campbell-Mithun Inc., Minneapolis

Back to nature in TV advertising

1973 was a watershed year. If the 1880's were the years in which America moved from innocence to experience, 1973 might be said to be the year in which America was trying to retreat from experience to innocence.

America was struggling to escape from the consequences of affluence and jaded maturity: the Watergate scandal, pollution, vice-presidential corruption, meat shortages, spiraling prices, and energy and credibility gaps.

The broadcast story of the year was the Watergate hearings, and it bred a new national folk hero, Senator Sam Ervin. He symbolizes all those old-fashioned virtues from which America seemed to be straying in the 20th century—honesty, simplicity, naturalness, credibility and a sort of homely ruralism.

These suddenly have become the virtues that American advertisers are searching for in their products and in their public presentations. The real, the straightforward, the natural, the simple and even the "earthy" credibility are now the fashion in advertising (as if they have not always been the virtues of good advertising). Today the lavish "cast-of-thousands" in a television commercial appears almost obscene in the face of the shortages and sacrifices the American people are being asked to endure.

In addition, governmental regulatory bodies (the Federal Trade Commission, the Food and Drug Administration, the FCC, et al.)—to say nothing of industry and broadcasting self-regulating groups—are making more and more certain every day that American products are necessary, effective and honestly presented.

In a Midwest-based advertising agency such as Campbell-Mithun, these changes to what has often been termed "mid-America virtue" have been like coming home. In fact, we've never been very far away.

In 1973 C-M was part of the movement toward the natural and the nostalgic in food presentation. General Mills' new Nature Valley granola stressed that it comes from "nature and nature valley" and extolled the simple life and simple tastes—a point of view echoed by Heartland and 100% Natural cereals.

General Mills' Buc-Wheats in 1973 presented millers and maple farmers proclaiming that the buckwheat pancake and maple flavor of Buc-Wheats is "one of the true old-fashioned flavors left to enjoy." At the same time Euell Gibbons was eating cattails and high bush cranberries as he rhapsodized that Grape Nuts are his "back to nature" cereal.

Campbell-Mithun's client, G. Heileman's Old Style beer (the fastest growing successful regional beer brand), continued to present wooded landscapes and



Jim Stein began his 18-year advertising career with seven years at BBDO, Minneapolis, where he was creative head for Hormel, 3M and Honeywell. He joined Campbell-Mithun in 1966 as creative group head and was named to C-M's board in January 1973. Among the clients he has worked with are: General Mills (Wheaties, Buc-Wheats, Betty Crocker, Breakfast Squares, Nature Valley granola, Bisquick), Northwest Airlines, Gold Seal Co., National Car Rental, Hamm's beer, Westbend (cookware), Cargill Corp., Alberto Culver and Pillsbury. Mr. Stein is a native of Iowa and graduated Phi Beta Kappa from the University of Iowa in 1950.

lakes and rivers as the fitting and natural home for the beer "pure-brewed in God's country." Meanwhile C-M's Land O' Lakes client presented earthy farm folk speaking for their butter and turkeys, and asking the customer to join with them in getting "a taste of the country."

And C-M client Dairy Queen presented a huge picnic of middle-class, middle-America families floating down Wisconsin's Apple River in inner tubes eating "Dairy Queens" on a hot mid-summer day.

And a folk singer with a guitar told radio listeners that "bakin' bread is makin' love" for Red Star yeast.

And C-M helped General Mills present a new product called Breakfast Squares to answer the indictments of breakfast food critics who claimed that American food processors are not sensitive to America's nutritional needs.

Not wanting to be left out of the communications phenomenon of 1973 (natural and real presentation), advertisers

in other industries picked up the burden laid on them by the credibility gap and the "age of shortage."

Ford took to comparing its Pinto with the virtues of Henry Ford's original "Tin Lizzie." Today, as then, you still get a dollar's worth of value for a dollar invested, the commercials opined.

Country ballad singer Johnny Cash took to the airways to imply old-fashioned value and concern on the part of American Oil Co. and its dealers—as well as to rally all Americans to the "good cause" of fighting the gasoline shortage.

Yucca Dew hair shampoo brought hair fetishists back to the good earth and the lowly yucca plant for an experience in natural hair care, and capped the presentation with a country store proprietor.

Midas Mufflers fomented a humorous and very sympathetic revolt against bad service, inept craftsmanship and bureaucratic confusion in their vignettes of the poor souls who try to get a muffler from a department store rather than a specialist.

Tonka Toys initiated a rueful, humorous diatribe against the toys that don't last or that have no play value—a campaign to make every sadder but wiser parent nod his/her head in agreement.

Ma Bell sought to re-create intimate and real conversations out of the past between father and daughter, brother and brother, friend and friend, to remind you to call home on the long distance line.

History and hallowed American shrines were employed by Sears, which repainted great American homes like Robert E. Lee's and Paul Revere's and asked the viewer to do the same for "your great American home."

And the realest of them all, "Coke, the real thing," gurgled merrily along with an old-fashioned house-painting, a couple of modern-day innocents floating down the river on a raft right out of "Huckleberry Finn," and a young girl returning from the "city off there" to the farm, her little brother, her boy friend and "country sunshine and the Saturday night dance."

The movement to real and simple presentation in television commercials is manifestly evident. One unfortunate consequence could be that advertisers of products of dubious quality or value could crawl under the tent, using techniques that give the appearance of honesty. This would discredit much of the progress made by sincere and concerned advertisers and would undoubtedly hasten greater and more restrictive government controls.

Who had the largest single influence on broadcast advertising in 1973? As always, the people, the public at large, demanding of products efficacy and usefulness, and of their advertising campaigns honesty and straightforwardness. You might say it's the spirit of Sam Ervin abroad in the land.

**we were central
new york's first
television station
twenty five
years ago.**

we're still first.*

When you're the only station in the market, being Number One isn't hard. That was where WHEN-TV was back in 1948 as Central New York's — and Meredith's — first television station, then broadcasting over Channel 8.

As we celebrate our 25th Anniversary, it's gratifying to look back and see how we maintained our dominance in the market. We've won trophies and awards for program excellence, new coverage, public service and children's programming that could easily cover the walls and floors of our Studio A. "The Magic Toyshop," in its eighteenth year, remains on the air as the nation's longest-running program for pre-school children. And TV 5 News continues the leader* in Central New York.

In a quarter of a century of telecasting we've learned a few things, and the experience will be a valuable aid in the future as WHEN-TV moves Central New Yorkers closer to their world.

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when tv5
A MEREDITH STATION
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* NOV. 1973 ARB, NIELSEN

PLAN AHEAD!
with
**Action-Packed
Programming!**

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FIRST RUN
PRIME TIME
ACCESS
HALF-HOUR
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13 FASCINATING
HALF-HOUR
COLOR SPECIALS
IDEAL FOR
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THRILLSEEKERS

starring

**CHUCK
CONNORS**

The all-family series that entertains and delights everyone with its unparalleled look at the daredevils of the world as they risk their lives to challenge the odds!



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starring Astronaut/Aquanaut

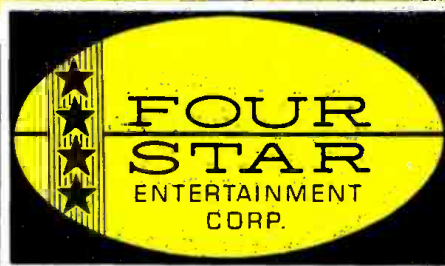
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as your host

Earth is the water planet. Oceans and seas cover more than 70 per cent of its surface and hold the key to man's very survival. Exciting and timeless subject matter in the tradition of the National Geographic and Cousteau specials.



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Media

Stalemates suddenly stall the FCC

Burch fails to command majority of six remaining commissioners on two key issues, so they are put over until new members are named; sidelined: question of divorcing networks from program production, and waivers of cable-TV crossownership rule; other matters also in doubt

The FCC heads into the new year something of a crippled agency—one that needs, literally, to be made whole again.

The commission acknowledged as much in its last agenda meeting of 1973, on Dec. 20. It had intended to dispose of a package of items related to the prime-time-access rulemaking as well as of a number of cable-television cross-ownership matters. Instead, apart from action on the rule itself—and that will not be completed until the second week in January—the commission decided to put over all tough issues, those on which a close vote is likely, until it is back to full strength, with seven commissioners on board.

Most dramatic among the stalemates: Chairman Dean Burch's apparent inability to command more than two votes—one besides his own—in favor of issuing the controversial inquiry and rulemaking aimed at divorcing television networks from production of entertain-

ment programming and rental of production facilities to other producers. Deferred with it was the proposed inquiry into network reruns.

And the six commissioners seemed to split—3-to-3—on waivers of the cross-ownership rule in two key cases in which substantial concentrations of control of media appear to be involved. What seems to be at issue is the fundamental question of whether the commission intends to follow through on its announced policy of deciding waiver requests case-by-case, or whether all existing crossownerships will be permitted to remain intact.

Chairman Dean Burch had expected—and wanted—the commission to issue the two inquiries regarding the networks. And he favors a fairly strict case-by-case approach to requests for waiver of the crossownership rule. No formal votes were taken. But his inability to persuade the commission to follow his lead on these matters, according to one official, left Chairman Burch "seething." Whether he will be more successful when the commission is again at full strength remains to be seen.

The complement of six commissioners on Dec. 20 was the result of the departure earlier in the month of Nicholas Johnson, whose term had expired on June 30. The man President Nixon has named to succeed him, James H. Quello, the Detroit ex-broadcaster, will not even go before a Senate committee for a confirmation hearing until Jan. 23.

And as of Jan. 1, the commission membership will be down to five, with the departure of H. Rex Lee, 18 months before the expiration of his term. The President had not yet nominated a successor. Nevertheless, the remaining five members felt it would be fruitless to act on the tough issues with only five members. For they recognized that a full

seven-member commission, including two new Democrats, could reverse, on a 4-to-3 vote, actions taken by a margin of 3-to-2.

Delay in a final vote on the modification of the prime-time-access rule was said to have been due only to the commissioners' desire to tighten up the language in the report and order drafted by the staff in response to instructions a unanimous commission gave last month (BROADCASTING, Dec. 3). Prime-time access—the period specifically denied network programming—is to be limited to 7:30-8 p.m. in Eastern and Pacific time zones and 6:30 to 7 p.m. in Central and Mountain zones, Monday through Saturday, and eliminated entirely on Sundays. And stations will be permitted to fill one half-hour of access time each week with network or off-network "children's specials, documentaries or public-affairs programming."

Officials say that the commission probably will—as it indicated in the public notice announcing its instructions to the staff—include language in the final order calling on stations to provide, in the time closed to network programming, material aimed at children and at minority groups. However, the language may be softened from that which was contained in the public notice.

Chairman Burch's principal opponent on the network inquiry proposal was Commissioner H. Rex Lee. In his last meeting as a member of the FCC, he reportedly carried the fight to the chairman on the issue. Commissioners Robert E. Lee, Benjamin L. Hooks and Charlotte Reid indicated they would have sided with the outgoing commissioner if the issue were put to a vote. Apparently backing the chairman was Commissioner Richard E. Wiley.

Commissioner H. Rex Lee said later



Burch. The chairman wants to move forward on network divorcement from programing, case-by-case approach to cable-TV cross-ownership. He hasn't got the votes.



Wiley. He'll stick with the chairman on both those major issues, although he has favored grandfathering on cross-ownership.



Reid. She's reluctant on the network issue, goes against Mr. Burch on cross-ownership.



Rex Lee. He took the lead in opposing Mr. Burch on the network inquiry, but sided with him on the cable case.



Bob Lee. He's against the chairman on cable, also goes along with retiring Rex Lee in opposing the network inquiry.



Hooks. He's also against the chairman on both counts, is resisting the network inquiry and leaning toward leniency on cable crossownership.

that he felt the only evidence cited in support of the proposed proceeding—the report by Dr. Alan Pearce, a consultant to the commission, on the economic consequences of the prime-time-access rule—did not warrant the time and effort the probe would entail. He noted that the commission became bogged down in a 12-year project the last time it initiated a network study.

And as network officials have said in opposing the inquiry—in instant outcry as soon as word of the plan was divulged—Mr. Lee said the networks need their programming production facilities for news programming. And network news, he said, “is extremely important to the country. I don’t want to do anything to impair the networks’ ability to produce news programs.”

Other sources said that Mr. Lee, in his presentation at the meeting, also made the point that the inquiry might embarrass the commission, in that it could be taken as an indication that the agency was doing the bidding of an administration out to “get” the networks because of what it considers an anti-Nixon bias. Mr. Lee said he entertained no such suspicions. “I opposed it simply because we shouldn’t get into it.”

However, he made clear that he was very much concerned about the maintenance of a strong “adversary” press. “I’ve served under six Presidents,” said Mr. Lee, who closes out 38 years of government service today (Monday), “and not one liked the press.”

He also argued that the proceeding would be redundant. The Justice Department’s antitrust division is suing each of the networks, seeking to eject them from the production of entertainment programming. “There is no point in involving another government agency at this point,” he said. (See “Top of the Week.”)

For his part, Chairman Burch reportedly protested that the proposed proceeding had nothing to do with news programming. Furthermore, the notice contains no proposed rules. But it is said to reflect concern about the antitrust implications of network participation in program production and the rental of production facilities. And some commission officials feel that the commission could move faster in dealing with the problem, if there is one, than the Justice Department.

The other three commissioners whom the chairman appeared to have lost on the issue were not as unequivocal in their opposition as Commissioner Lee. Commissioner Robert E. Lee said later he was “against [the proposed proceeding] at this time.” He would prefer to await the outcome of the Justice Department’s action. Commissioner Hooks said he “might” favor the inquiry and rulemaking after further deliberation. Mrs. Reid was reported by her office as not having “a final feel” for the issue.

But while he opposed the chairman on the inquiry, Mr. Lee sided with him on the question of dealing with crossownership waiver requests on a case-by-case basis. So did Commissioner Wiley. Commissioners Robert E. Lee and Reid reportedly would protect all existing cable-

TV crossownership situations from the rule that requires them to be broken up. And Commissioner Hooks was ready to vote with them on Dec. 20.

The case on which most of the debate focused involved Cox Broadcasting, which owns a television station, clear-channel AM station and an FM in Atlanta; whose principals own the city’s two newspapers, and whose subsidiary owns a cable system in the core city. The Justice Department, which has opposed most requests for waiver of the crossownership rule, called the situation one of the worst examples of media concentration in the country. The other case involved the Chronicle Publishing Co., which owns KRON-FM-TV in San Francisco, the *San Francisco Chronicle* and a cable system in the television station’s Grade A contour. In addition the *Chronicle* has a joint operating agreement with the Hearst-owned *Examiner*. The commission staff recommended rejecting both waiver requests.

Commissioner Hooks swung over to the pro-waiver side on the Cox case because of Cox’s plan—subject to commission approval of the waiver request—to involve a black group in ownership of the cable system (BROADCASTING, Sept. 10). Commissioner Hooks reportedly argued that it was important to open the door to cable ownership to blacks; Chairman Burch, that the blacks in the Cox plan would constitute a “facade.”

In any event, commissioners and staffers alike reportedly felt that if the commission could consider granting a waiver to Cox—after denying a request, as it did, to Eastern Oklahoma Television Co., licensee of KTEN(TV) Ada, Okla. (BROADCASTING, Dec. 10)—it might be well for the commission to review its policy on crossownership. The staff was asked to prepare a report on the actions the commission has taken thus far on waiver requests, on requests on which items were being circulated among the commissioners for a vote and on those still pending.

The purpose is to give the commission an over-all view on the factors involved in the crossownership issue. But, officials say, all requests likely to be controversial will be deferred until the commission is up to full strength—and that means action on virtually all of the 60 waiver requests still on the processing line will be deferred; the half-dozen thus far disposed of were said to be the only easy ones.

The commission’s inability to resolve the network inquiry and the crossownership questions serves to point up the uncertainty hanging over a number of long-pending and critical issues. Children’s television programming is one. The overhaul of the fairness doctrine is another. Then there are a number of cable TV items—pay cable and the allocation of regulatory jurisdiction among federal, state and local governments among others. The proposal to break up multimedia holdings—radio, TV, newspapers—in individual markets is also on the list of Chairman Burch’s unfinished business.

Most if not all of these will await the

addition of two new commissioners. And there is no way of knowing on which side of the fulcrum they will throw their weight on a given issue.

And there is another imponderable. Although his aides say Chairman Burch wants to force the commission to grapple with and decide these issues, there is considerable uncertainty as to how long he will remain with the commission. Before Commissioner H. Rex Lee surprised everyone with his decision to retire, Chairman Burch had indicated he planned to leave the commission when the matter of Mr. Quello’s nomination was settled—whether it was approved or rejected by the Senate. Then he expressed the hope that the White House and the Senate could move swiftly on a successor to Mr. Lee.

Now it would seem that the commission may need more than replacements for Nicholas Johnson and H. Rex Lee before it begins dealing with the tough issues. The most crucial repair job of all remains—that of replacing the chairman, who sets the commission’s tone and pace.

FCC gives stations on U.S. clears go-ahead for PSA’s when daylight saving goes into effect

Power will be held to 50w, however; commission also initiates rulemaking to extend relief permanently, begins study to help stations on foreign clears

Thanks to an emergency action taken by the FCC in the week before Christmas, 103 daytime-only stations will not lose an hour of drive time beginning Jan. 6, when year-around daylight-saving goes into effect. They are authorized to begin operating one hour earlier, although with sharply reduced power.

The commission’s action, which affects primarily stations operating on U.S. I-A and I-B clear channels, is one of two the commission took as a result of the enactment of the statute that established year-around daylight saving as an energy-saving measure (BROADCASTING, Dec. 17). The other action was the issuance of notice of inquiry and proposed rulemaking to afford that relief on a permanent basis—that is, through April 1975, when the act expires.

The commission took the emergency action to implement the new daylight-saving time legislation because, it said, it could not complete the rulemaking before Jan. 6. The commission does not expect to complete the proceeding for several months.

The emergency action permits the 103 daytimers, not now eligible for presunrise operation, to sign on one hour before local sunrise with 50w. The commission had considered higher power, but decided that 50w was the most that could be granted without causing interference

to the service of the co-channel dominant stations.

Daytimers on U.S. I-A and I-B clear channels and on Mexican I-A clear channels that hold presunrise authorizations from the commission will be able to operate one hour earlier, using the power specified in their PSA's. Similarly, some 1,100 Class III stations operating on regional channels will automatically begin operating one hour earlier, since the authorizations prescribe "local" time. These stations operate with 500 w before sunrise.

However, Class II PSA stations that are assigned to Canadian I-B clear channels will be required to continue signing on at actual sunrise time at the dominant foreign station to the east, if any, with the presunrise power now specified for them. Thus, they will sign on one hour later than they do now in the October-April period. The commission was also unable to give any kind of help to 243 daytimers on Canadian and Bahamian I-A clear channels that are ineligible for PSA. Agreements with Canada and Bahama require the stations on their channels to observer standard—that is, non-advanced—sign-on times.

The commission has been directed by Congress to obtain the modifications in the agreements that would make it possible to afford those U.S. stations some relief. And work on that project has already begun. Commission staff members said before Christmas that they expected talks to begin with Canada in Ottawa in January or February.

Besides the stations that are ineligible for presunrise operation, there are 278 that are eligible that face trouble as a result of the daylight-saving act. These stations have not applied for PSA, usually because the benefits available under present regulations are marginal. The stations will be required to obtain PSA before early sign-on privileges under the order become effective. The presunrise authorizations now in effect are the result of three major rulemaking proceedings and companion international agreements reached with Canada and Mexico over the past six years.

In its notice of inquiry and rulemaking, the commission expressed concern about the loss of revenue from drive time that clear-channel daytimers generally would suffer as a result of year-around daylight-saving time if relief were not afforded them. Compounding these stations' problems, the commission noted, are the added time and power limitations. The status of the 346 stations now ineligible for presunrise authority presents the problem of greatest urgency, the commission said.

The proposed rule would in effect legitimize the emergency action the commission took. It would establish a new class of pre-sunrise service authorizations, and these "temporary presunrise authorizations" would provide the one-hour advancement in sign-on times contemplated in the daylight-saving act, and permit the stations to operate in most cases with 50w; some would be authorized to operate with up to 100w. The authorizations would be issued to PSA

and non-PSA holders alike. However, stations eligible for PSA would be required to obtain one before applying for a temporary PSA.

Class III PSA holders assigned to regional channels and Class II PSA holders on Mexican I-A clear channels would not be required to apply for temporary authorizations since they may sign on at 6 a.m. local (advanced) time, the commission said.

Beyond dealing with the existing situation, the notice asks for comment on whether modifications should be made in the relief granted. It also poses questions about whether special relief should be granted full-time stations that operate with different power day and night; should they be allowed to turn on their daytime power—which is greater than that used at night—one hour earlier?

Comments are due in the proceeding by Feb. 20, 1974; replies, by March 22, 1974.

The energy crisis: boon or bane for broadcasters?

Government is making noise about cutbacks in operating hours, but if they don't materialize, bigger audiences would be in store

Along the halls of the Capitol building, every other light is turned off. Sweater sales are up and news commentators and politicians are telling the American people that the energy crunch is going to get much worse before it gets better. And as the shadowy outlines of a national energy conservation program began to emerge at year's end, broadcasters were wondering whether they will be entertaining bigger audiences in the months to come. Or whether the family television set will become a companion piece to gas-guzzling autos.

Interior Secretary Rogers C. B. Morton has informally suggested that Americans turn off their sets during the peak energy-demand hours of 4 to 7 p.m. An Interior spokesman called the suggestion a "persuasive appeal" but not an active campaign. At least two television stations have announced that they will voluntarily cut back on broadcasting hours. And there are strong recommendations from industry representatives that all TV outlets curtail their operating hours before the government does it for them.

The FCC reported on Dec. 19 that the energy needed to transmit and receive broadcast signals constitutes 3% of the nation's electrical use, or 143 million kilowatt hours (kwh) per day. Only 5% of electrical energy used in broadcasting (7.1 million kwh a day) is used for transmitting, the commission said.

The FCC would not answer questions on what standards it used to arrive at its findings, nor would its spokesmen say from which sources those standards came. "This was all the commission

wanted released," Harold Kassens of the Broadcast Bureau said. "We had to go on a lot of assumptions."

Converting the FCC's energy estimates into barrels of oil, daily broadcast energy equals about 328,273 barrels—11.7% of the expected shortage of 2.8 million barrels a day, according to the American Petroleum Institute.

A study by BROADCASTING shows that the FCC's estimates may be a bit high. Using the latest Electronic Industries Association statistics for the number of radio and television sets in use and average annual kilowatt hour consumption figures supplied by Edison Electric Institute, BROADCASTING's study shows that reception use is approximately 117 million kwh per day as compared to the FCC's 136 million kwh per day.

Mark Evans, Metromedia vice president for public affairs, and a member of the National Association of Broadcasters television board, will propose to the NAB board next month that the industry voluntarily cut back operating hours to 12 midnight with 7 a.m. sign-on. Mr. Evans announced his proposal in a letter to NAB President Vince Wasilewski dated Dec. 18. "Millions of American homes would curtail heating and lighting and would save electrical energy for TV set operation," Mr. Evans said. "Most of all, it would symbolize our industry's commitment to the nation's good."

Paul Hughes, general manager of WTEN(TV) Albany, N.Y., said "good citizen concern" was "only one element, but not an overwhelming one" in his decision to lop off six-and-a-quarter hours from the station's weekly schedule. Also involved in his deliberations was "the minor financial consideration in conserving power and people's time."

WTEN will sign on at 7 a.m. instead of 6:30 on weekdays beginning Jan. 7. A cartoon strip will be deleted, he said. Also, the station will sign on a half-hour later on weekends and sign off a half-hour earlier on Sunday night, deleting its telecast of *Roller Derby*. "I don't expect the cuts to grossly affect these people's lives or viewing habits," he said. "But if more stations did it, then Congress and the FCC can't say later that we didn't do anything."

Independent KTVW(TV) Tacoma, Wash., cut its weekday midnight movie from the schedule. Signing off at midnight now, the station reduced its schedule by 12½ hours, Carlton Seidel, station coordinator, said.

A spokesman for the newly created Federal Energy Office said that agency foresaw no energy conservation programs that would restrict broadcasting outlets. "Broadcasters will be faced with the problems of their end-users," he said. But broadcasters per se probably will not be directly regulated. The spokesman said that broadcasters might be affected if Congress and the President decide to levy an "excess use" tax. The concept behind such a tax would be either to increase the rate paid by consumers during peak hours or tax consumers for electrical usage above a specified level. The Federal Energy Office, headed by William



Two-edged sword. Secretary of Commerce Frederick B. Dent (r) presents NBC News President Richard Wald with the department's "SavEnergy Citation" for NBC-TV's three-hour special, *The Energy Crisis*, broadcast Sept. 4. Disseminating information on the energy crunch may be useful, government officials feel, but some are wondering if television might be more useful when it's turned off. Reasoning is that with no programs on TV and no gas for the car, America might head for bed earlier.

Simon, is depending on private industry to "pick up the ball on a voluntary basis" as far as conserving energy is concerned. They have a great incentive to do so, the spokesman said, "because they have to show a skeptical public that they are cooperating." Other aspects of the energy crisis affecting broadcasters include:

- Decisions by the New England Power Exchange to institute "rolling blackouts," and by the city of Los Angeles to reduce electrical outgo (BROADCASTING, Dec. 17).

- Congress placed the nation on year-round daylight saving time, which is expected to conserve between 1% and 2% of the country's annual fuel consumption. AM daytime-only stations operating on American clear channels will be exempted, on a case-by-case basis, from presunrise broadcasting restrictions (see page 16). The commission meets with representatives of the Canadian government in mid-January to try and gain relief for some 200 stations operating on Canadian clears. Meetings with the Bahamian government have not been set yet.

- Herb Klein, former communications director for President Nixon, now vice president for corporate relations with Metromedia, suggested a 1 a.m. TV curfew earlier this month, while a Georgia college professor thought energy might be conserved if prime time were advanced one hour to run from 7 to 10 p.m., instead of 8-11 p.m. (BROADCASTING, Dec. 10).

Public broadcasting gets at least one-year financial lease on life

Nixon signs appropriations bill containing \$50 million for CPB and \$16.5 million in station grants, but 5% could be impounded

Public broadcasting's leaders reacted last week with a mixture of euphoria and reservation to President Nixon's signing of a congressionally approved appropriation for the departments of Labor and Health, Education and Welfare. The bill, which Mr. Nixon approved after a compromise was reached between the administration and congressional conferees, provides for a fiscal 1974 allocation of \$50 million for the Corporation for Public Broadcasting—\$15 million more than CPB received from federal sources in both 1972 and 1973.

Mr. Nixon's action, which came on Dec. 19 (the last day the President could have signed the measure to avoid a pocket veto), was predicted nearly two weeks beforehand by White House Deputy News Secretary Gerald Warren (BROADCASTING, Dec. 17). It came as a surprise—albeit a pleasant one—to public broadcasting, which earlier had all but conceded that the appropriation would be vetoed. Mr. Nixon had previously stated that he would not authorize any government appropriation that exceeded the administration's proposed fiscal 1974 budget. In the case of the Labor-HEW measure, the White House had recommended an expenditure of \$31.6 billion. Nevertheless, the bill signed two weeks ago calls for an allocation of \$32,926,796,000. However, under the compromise implemented by the legislative and executive branches, Mr. Nixon has the power to impound up to \$400 million of that total, representing a 5% cutback in the approved funds.

It was not clear last week whether the impoundment issue would affect the CPB allocation. If the President does carve into the public broadcasting funds, the maximum amount that could be taken away is \$2.5 million, which would bring the total fiscal 1974 CPB allocation down to \$47.5 million. While officials of both CPB and the Public Broadcasting Service have implored the administration to permit the CPB funds to stand as appropriated, sources within the medium were not confident that the corporation would be exempted from impoundment.

The Labor-HEW measure also provides a total of \$16.5 million in public station facilities grants, which are distributed directly to licensees by HEW. If Mr. Nixon exercises the 5% impoundment, those funds would be cut to \$15.75 million.

As a result of the President's action, CPB will be receiving at least \$5 million less than the \$55 million it was authorized for fiscal 1974 earlier this year. The au-

thorization, which Mr. Nixon signed several months ago, provided for two years of funding for CPB, with \$55 million in fiscal 1974 and \$65 million in fiscal 1975. Despite the fact that next year's money has already been authorized, the CPB allocation will still have to go through the appropriation process, as it did this year. It is not possible to predict at this time how much the corporation will ultimately be receiving. Clouding the issue is the status of a long-range funding proposal which CPB submitted to Congress last September. The proposal, which calls for federal matching-fund grants totaling as much as \$1 billion for operations and facilities over a five-year period, is targeted for implementation in fiscal 1975. No hearings in either house of Congress have yet been scheduled on the proposal, however, and observers feel it is doubtful that the plan could be put to work in any form before fiscal 1976. Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, has indicated a willingness to consider the motion sometime this spring.

Public broadcasting officials were universal in their acclamation of the President's action. However, their glee was tainted somewhat by the impoundment possibility, and the statements released by both CPB and PBS contained exhortations to Mr. Nixon to leave the funds alone. PBS Chairman Ralph Rogers expressed hope "that the permitted impoundments will not be taken away from these sorely needed funds for public broadcasting." While Mr. Rogers, who is also head of KERA-TV Dallas, said he was gratified by the development, he was also critical in noting that the appropriated CPB money does not approach the level of support given by other governments to their public broadcasting systems. Noting that the \$50-million CPB appropriation represents a per capita federal commitment of only 25 cents, Mr. Rogers said that Great Britain and Japan spend between \$3 and \$6 per capita on their public systems.

One aspect of the improved funding situation that particularly pleases PBS is that most of the money represented in the increase will be allocated to community service grants, which CPB doles out to stations to spend as they see fit. PBS, which is relying on financial support from the stations to administer its new station-representation function (the representation arm was formerly contained within the National Association of Educational Broadcasters), has requested that its member stations use their CSG money to fulfill their dues obligations. PBS President Hartford Gunn stated that the increased CSG money will enable stations to meet "critical needs" and improve "their ability to serve their communities."

CPB President Henry Loomis called the congressional and administration support through the increased appropriation "historic." He noted that the action "shows their confidence in the public broadcasting industry as a necessary and viable force in our nation's progress."

Public radio outlets in the hole in '72

CPB says stations it helped had average deficit of \$2,932

While the fortunes of commercial radio took an upward turn in 1972 (see page 55), its noncommercial counterpart was suffering a deficit, according to a report issued by the Corporation for Public Broadcasting.

CPB reported that the average public radio station in 1972 took in \$2,932 less than it expended. The average was compiled from accounting records of the 121 public stations that qualified for CPB aid (the number had increased by 18 from fiscal year 1971). CPB concluded that the average income of a given station in 1972 was \$127,446. Subtracted from that figure were average direct operating costs of \$106,714 and capital expenditures of \$23,664. In 1971, the CPB figures showed, the average station finished the year with a reserve of \$2,445. Income in that year was \$117,737, operating costs \$101,942 and capital expenditures \$13,350.

Public radio stations operated longer schedules in 1972 than in the preceding year, CPB reported. Total average hours, it said, were 5,353 for the year—or 107.1 hours weekly and 15.3 hours daily. In 1971, the yearly average totaled 4,838 hours—97.2 hours weekly and 13.9 daily.

Locally produced material continued to be the mainstay of the public radio program schedule. On the average, CPB reported, stations did 3,337 hours of local production in 1972; it occupied 67.3% of the typical station's broadcast time. Programming taken off the national interconnection (National Public Radio) utilized 8% of the total hours. All other program sources collectively took up 24.7%.

Stations employed an average of 7.4 full-time personnel, CPB said. Of those, 5.7 were male and 1.7 were female.

IRTS to revive law orientations

New issues and problems prompt scheduling of eight-week series

In response to "an increasing trend in legal regulation of broadcasting from all government areas," the International Radio and Television Society (IRTS) will revive its lay persons seminar on broadcasting and law. Bob Boulware, IRTS executive director, said session will be held for eight consecutive Tuesday evenings, beginning Feb. 19, and will explore the "legal ins and outs of the broadcast industry."

"After skipping this seminar for two years, we've brought it back because there is a whole new ball game in broadcasting now, particularly with the advent of cable," he said. "And I'm sure that current administration negativism toward broadcasters, although not on the agenda,

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Family affair. A "Master of Communications" to add to the other accolades of his broadcast career was conferred upon J. Leonard Reinsch (c) by James M. Cox Jr., chairman of Cox Broadcasting Co., at a "farewell but not goodbye" dinner in Atlanta's Piedmont Riding Club Dec. 19. On the right is Mrs. Reinsch, receiving a gift of antique Sheffield wine coolers from the Cox family. Among guests were Georgia Governor Jimmy Carter; J. Paul Austin, chairman of Coca-Cola Co.; Jack Tarver, president of Atlanta Newspapers Inc., and senior executives of CBC headed by Clifford M. Kirtland Jr., who succeeds Mr. Reinsch as president (see "Profile," page 81). Mr. Reinsch remains on the CBC board and executive committee and as chairman of Cox Cable Corp.

will creep into the discussion. It's impossible to face broadcasting today without recognizing the administration's hostility," he added.

The seminar, open to IRTS members and nonmembers, will be held Feb. 19-April 9 at the Bankers Trust building in New York. Each session will be structured around a panel of broadcast and advertising-agency lawyers, joined by Federal Trade Commission and FCC members and industry executives, Mr. Boulware said.

The syllabus for the seminars includes discussions on advertising agencies' responsibilities, programming problems, regulation of advertising content, sales and marketing problems, distribution, broadcast licensing, prime-time access, pay cable, and censorship.

"The seminar is intended to inform industry executives and management as to the current legal issues of practical importance and hopefully to enable them to recognize and avoid regulatory and legal pitfalls," said Paul N. Sternbach, chairman of the IRTS seminar committee.

Panel members to date include: Mr. Sternbach, counsel for Burns, Van Kirk, Greene and Kafer; Raymond J. Ryan, vice president, BBDO; Eleanor S. Applewhite, assistant general attorney, CBS; Elhannon C. Stone, deputy general counsel, Ted Bates & Co.; Kenneth R. Frankl, general counsel, RKO General; and Irwin Palinsky, general counsel, Sterling Communications.

HEW has 80 takers so far

The Department of Health, Education and Welfare reported that, as of the recommended Dec. 15-filing date for applications for noncommercial station facilities grants, some 80 requests for

funding had been received. Those applications, many of which have been pending since fiscal 1973, represent requests for money totaling approximately \$20 million, an HEW source reported. However, he added that the department will not be able to accurately tell the number of pending requests until the end of the year when the fiscal 1974 applications will have been received. Although HEW has requested the Dec. 15 filing date, stations can submit applications at any time. In fiscal 1973, HEW allocated a total of \$12.9 million in 78 grants.

RAB search under way for better yardstick for radio listeners

Invitations for bids are sent to research firms to devise fuller audience measurements

Specifications for new radio audience measurements that are deeper and broader than conventional radio ratings have been sent by the Radio Advertising Bureau to 55 research companies with a request that they submit bids, along with suggestions for refinements.

The mailing was the first phase of a series of projects being developed by RAB to "stimulate fundamental change" in radio audience measurement by incorporating new demographics and measuring TV-viewing, newspaper-reading and product-usage patterns along with radio listenership patterns (BROADCASTING, Nov. 26).

RAB has estimated the pilot studies and expanded measurements in four major markets will cost more than \$500,000, to be borne by participating stations. Later RAB hopes to develop somewhat smaller and therefore less expensive meas-

urements for medium-sized and smaller markets.

RAB officials said they hope to have bids and suggestions from the 55 research companies—which include the two that are currently the principal radio measurement firms, American Research Bureau and Pulse Inc.—early in January. Then, according to RAB President Miles David, "our next step will be to review [the proposals] and work with advertisers and advertising agencies in finalizing the design." The timetable calls for a pilot test to start in New York early in 1974 and main studies in New York and Los Angeles in the spring.

Specifications for the projected studies were developed by a technical committee composed of broadcast researchers organized by RAB. The projects go under the name ARMS II, standing for All Radio Marketing Study.

Media Briefs

Budget battle. FCC is quarreling with Office of Management and Budget over its funds for fiscal 1974. Congress voted commission \$39,860,000, which would provide it with 253 new positions. This is \$3 million more than President requested; his proposal would have allowed commission to add 98 new positions. But OMB has informed commission that pay raise that commission employees, along with all others in government, will get next month, is to come out of \$3 million. That would result in commission having only enough new money (about \$1.6 million) to fill 180 positions.

Commission then wrote OMB, asking for full funding and urging it to provide for pay-raise money out of supplemental appropriation. Officials also reported that commission's new budget problems were outlined in letter to Representative Edward P. Boland (D-Mass.), chairman of House Appropriations Subcommittee which led fight to increase appropriation for commission. Representative Boland had written commission, asking how it was making use of its funds. FCC officials are privately irked that Securities and Exchange Commission, whose appropriation Congress also boosted above President's request, has received full allocation of its funds from OMB.

Ask parity. Citizens Communications Center and four other public interest groups want to join court fight aimed at permitting groups to lobby without losing tax-exempt status or eligibility for deductible contributions. They petitioned U.S. district court in Washington, D.C., to intervene in case brought in April by Tax Analysts and Advocates to have declared unconstitutional law which effectively prohibits charitable and educational groups from engaging in lobbying. They point out that law permits such groups as trade associations and labor unions to lobby without losing benefits of tax exemption or eligibility to receive tax-deductible contributions. Frank Lloyd, director of Citizens Communications Center, noted that it could not express views on legislation without being invited by Congress, while National Association of

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Broadcasters is free to lobby in support of legislation it favors.

Tactical battle. FCC and citizen groups opposing license renewal of WCFL(AM) Chicago are fighting over whether case should be remanded to commission by U.S. Court of Appeals in Washington. Citizen groups sought judicial review after commission in December 1972 renewed station's license despite groups' contentions that station had dealt with its listening public in bad faith, had broadcast excessive number of commercials, had mislogged and misclassified entertainment program as public affairs and had replaced news announcer as result of undue influence from political forces. Commission is seeking remand on ground that, because of "inadvertent oversight," it had failed to consider facts that have bearing on decision. Citizen groups, in opposing remand, say that further delays would be prejudicial and would convey message to all citizen groups that "opposing the renewal of substandard licensee is a never-ending, fruitless battle." In separate pleading, they urged court to summarily reverse commission's renewal of WCFL.

Another first. Association of Independent Television Stations, formed some 16 months ago, will hold first annual convention Feb. 3-5 in Dallas. James R. Herd, KPLR-TV St. Louis, chairman of convention-planning committee, said management, sales, programming, promo-

tion and cable TV would be among areas covered for managers, sales and program heads of INTV's approximately 45 member stations. Plans for sales segment were set in motion by new sales advisory committee, headed by Rich Frank, KTLA-TV Los Angeles, at meeting Dec. 12 in New York.

CTW under study. Officials of Department of Health, Education and Welfare have acknowledged that department is undertaking audit of Children's Television Workshop, independent production center responsible for Public Broadcasting Service's *Sesame Street* and *Electric Company*. They refused to discuss nature of study and indicated that project would not be completed until several weeks into 1973. CTW has given no indication of audit's purpose. It was rumored that department's interest focuses on income derived by CTW from non-television ventures, such as *Sesame Street*-endorsed publications and comic strip.

Journal backed. Journal Co. has received support from WISN(AM) Milwaukee in connection with Justice Department's request that FCC hold hearings on renewal applications of Journal Co.'s WTMJ-AM-FM-TV Milwaukee (BROADCASTING, Dec. 10). WISN, which is owned by Hearst Corp., attributed Justice Department action to Journal Co.'s ongoing controversy with Mayor Henry Maier, and said that issue "is freedom of the press—the right

of any news medium to disagree with any politician." Department's antitrust division filed complaint on ground that Journal Co., which owns only two newspapers in city as well as three broadcast properties, has excessive concentration of media control.

Sets are good buys. Survey conducted for The Conference Board, New York, independent research organization, shows that television sets received "greater consumer enthusiasm" than any other products or services included in study. Survey of 10,000 families revealed that 92% felt they were getting good or average value from their black-and-white TV set and 82% saying they were getting good or average value from color receivers. Value of TV sets outpaced such goods and services as clothing, beef, medical services, cars, insurance and utilities.

Nearing 70% saturation. Number of homes with color-TV sets reached 43.4 million as of Oct. 1, up from 37.3 million year earlier, according to quarterly estimates released by NBC. Alfred J. Ordovery, NBC vice president, corporate planning, said color-set sales in past nine months rose more than 13% above 1972 record level. If pace continues, he said, "color-set sales will exceed nine million in 1973, and color penetration will be almost 70% by the end of the year."

Made a lot of cents. WKWK(AM) Wheeling, W. Va., raised over \$16,000 for Upper Ohio Valley United Fund by collecting penny per vote in junior-senior high schools for favorite school football player.

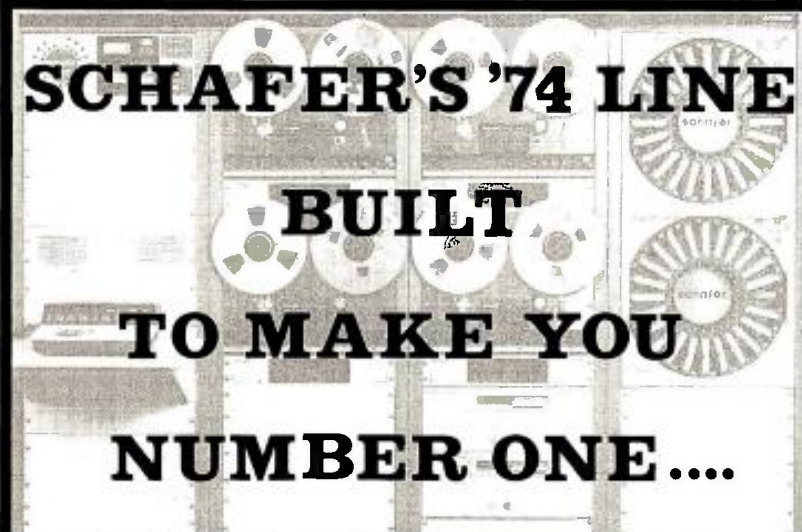
Two more. BIAS (Broadcast Industry Automation Systems) division of Data Communications Corp., Memphis, has signed KELP-TV El Paso, and WALB-TV Albany, Ga., bringing client list for computerized information service to 45.

'Epicure' is out. CBS Inc. has announced suspension of publication of *Epicure* magazine with February-March issue, citing rising postal rates, paper shortage and general economic outlook. Kenneth B. Collins, acting president of CBS Publications Division, said magazine's future after its sixth issue is uncertain. Magazine, devoted to food, wine, travel and home entertaining, has circulation of 245,000.

More questions in Dallas

The FCC has added issues against WADECO Inc., competing applicant for the facilities of WFAA-TV (ch. 8) Dallas, to determine whether WADECO violated commission rules when it amended its construction permit application. WFAA-TV, the mutually exclusive applicant for renewal of license, had asked the commission to determine whether WADECO's application "can be prosecuted in its present form" (Dockets 19744-45).

Since filing its application in July 1971, WADECO filed 23 amendments, 16 of which dealt with stock ownership. An amendment dated July 7, 1972



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showed the incorporator's original controlling interest (64.8%) had dropped to 31.8% and the combined interest of the five remaining original stockholders dropped to 43.8%. WADECO had not given public notice of the July 7, 1972, amendment, or of another one dated March 16, 1972, also dealing with stock ownership.

WFAA-TV contended that amendments dealing with ownership were in effect transfers of control of the company and required public notice.

The commission said it did not regard WADECO's possible violations "of sufficient gravity" to warrant dismissal of the application. But, it said it did not agree with WADECO, which contended its failure to give notice of transfer of control was a minor matter. By unanimous vote the commission concluded that WADECO's application should be prosecuted but the question of the rule violation should be examined in the hearing.

Brakes put on KAYE

FCC says it will not consider renewal until outstanding questions have been resolved

KAYE(AM) Puyallup, Wash., has lost in its bid to the FCC for a speedy renewal. The commission denied a petition by licensee KAYE Broadcasters Inc. requesting that the renewal application be held in abeyance or granted for the regular term (Docket 18929).

KAYE's application was designated for hearing in July 1970 on issues to determine if the station had complied with the personal attack rules and the fairness doctrine; had sought to discourage local residents from presenting adverse information to the FCC; conducted an adequate community-ascertainment survey, and was lacking in candor with the commission.

In December 1972, after a number of evidentiary hearing sessions, Administrative Law Judge Ernest Nash dismissed KAYE's renewal application for failure to prosecute.

In its petition, KAYE alleged that James H. Nicholls and Hayden Blair, each 50% owners of the station, signed option agreements to sell their interests to station employee Henry Perozzo. It said new directors had been elected and steps were being taken to resolve all questions in the proceeding with new staff and management. The station later said Mr. Perozzo had withdrawn from his position at the station, thus eliminating any question of an unauthorized transfer of control.

But the commission said the renewal application could not be granted and a transfer of control approved until all the questions in the proceeding had been resolved. The station's current operation has no bearing on its past conduct, the commission said in denying the petition. It asked KAYE to provide it with assurance that it would continue prosecution of its renewal application if any further proceedings were necessary.



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Changing Hands

Announced

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

■ KCOG(AM) Centerville, Iowa: Sold by Hope Co. to Charlton Valley Broadcasting Co. for \$330,000. Robert K. Faust is president of Hope Co. which also owns KJAN-AM-FM Atlantic, Iowa. Purchaser principals are Paul W. Ahrens, Edward F. Bock, John and Michael O'Connor. Mr. Ahrens has business interests in Grinnell, Iowa and Mr. Bock is an accountant in Cedar Rapids. Messrs. O'Connor are employed by Iowa radio stations. KCOG operates full time on 1400 khz with 500 w day and 250 w night. Broker: Hamilton-Landis & Associates.

■ KOLS(AM)-KKMA(FM) Pryor, Okla.: Sold by Lakes Area Broadcast Co. to Communication Marketing Consultants Inc. for \$235,000. Lakes Area Broadcast Co. is owned by L. L. Gaffaney. Robert M. Candlin is president of Communication Marketing Consultants. Mr. Candlin is Lawrence, Kan., accountant. KOLS is daytimer on 1570 khz with 1 kw. KKMA is on 104.5 mhz with 100 kw and antenna height 320 ft. above average terrain. Broker: Sovran Associates, Dallas.

Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 70):

■ WSMD-AM-FM La Plata, Md.: Sold by Charles County Broadcasting Co. to Crystal Broadcasting Co. for \$400,000. David P. Samson Jr. is president of Charles County. Frank N. Manthos and Leo M. Bernstein own Crystal Broadcasting. Mr. Manthos owns Elektra Broadcasting Corp. of Florida, applicant for new FM at Crystal River, Fla. Mr. Bernstein, who has interest in WFFV(FM) Front Royal, Va., also has banking and real estate interests in Washington. WSMD operates full time on 1650 khz with 1 kw day and 250 w night. WSMD-FM is on 104.1 mhz with 1.7 kw and antenna height 245 feet above average terrain.

■ WVSL-FM Slidell, La.: Sold by Mid-South Broadcasting Corp. to Security Broadcasting of New Orleans Inc. for \$335,000. T. V. Garraway is president of Mid-South. Mid-South also owns WSDL(AM) Slidell and application to assign this station to Inter-American Broadcasters Inc. is pending. Security principals are Edmond J. Muniz, Ben Bridgeman, Michael H. O'Keefe and Wilfred E. Youngblood. They also own WNNR(AM) New Orleans and WXOK(AM) Baton Rouge. WVSL-FM is on 105.3 mhz with 100 kw and antenna height 350 feet above average terrain.

■ WYND(AM) Sarasota, Fla.: Sold by Trend Broadcasting Inc. to R & J Broadcasting Corp. for \$273,596. L. W. Paxson is president of Trend Broadcasting. Ralph and Jay Epstein own R & J. Mr. Jay Epstein is general manager of WBBF(AM)-WBBF(FM) Rochester, N.Y. WYND is daytimer on 1280 khz with 500 w.

■ WYNZ(AM) Ypsilanti, Mich.: Sold by

Word Broadcasters to Thomas Cape, W. Dean Ward and Duane Cuthbertson for \$216,750. Edgil Howard and Royden Behmer own Word Broadcasters. Mr. Cape and Dr. Ward have real estate interests in Ypsilanti and Marshall, Mich. Dr. Ward is Detroit dentist and Mr. Cuthbertson is director of religious group. WYNZ is daytimer on 1520 khz with 250 w.

FCC retains basic plan for renewals

New procedures are in effect after rejection of petitions to stay effective dates

Broadcast licensees now are operating under new license-renewal rules and procedures that the FCC adopted in October and refused to significantly modify, in an order substantially denying petitions for reconsideration (BROADCASTING, Dec. 17). The commission at the same time denied petitions seeking a stay of the effective dates for the new rules and procedures.

All licensees whose licenses expire on or after Dec. 1, 1974, will file applications for renewal four months ahead of their license's expiration, instead of three, as formerly. The deadline for filing petitions to deny remains one month before expiration of the license.

Television licensees must file annual programing reports beginning March 1, 1974; thereafter, the annual filing date will be Feb. 1. Effective Jan. 1, 1974, they are required to place in their public files a listing of up to 10 significant problems and needs of the areas they serve, along with a description of the programs carried to meet them. Letters from the public must also be placed in the file, and retained for three years.

The new television license-renewal form will be used first by stations whose licenses expire on Dec. 1, 1974. All broadcasters — radio and television — whose licenses expire through Oct. 1, 1974, will continue to publish notices of the forthcoming filing of their renewal applications in local newspapers, but subsequent renewal applicants will simply broadcast pre- and post-filing announcements, on the first and 16th day of the month, beginning six months before the license expires.

Broadcasters must also air special announcements during the other two-and-a-half years of their license periods, however. These are to explain that they are obligated to operate in the public interest and to invite comment on their performance.

Although most requests for changes in the rules and procedures that broadcasters submitted were rejected by the commission, it did accept a suggestion by Storer Broadcasting Co. designed to delete from the new TV license-renewal form "sexist references" to the applicant. No longer will the TV forms refer to "he," "him," or "himself." The references will be to "the applicant," "the licensee," "the station," and, sometimes, "it."

Dixie asks commission to close the book on ch. 3

Complaining about "another in what promises to be an unending . . . series of intemperate and unsupported submissions by a non-party," Dixie National Broadcasting asked the FCC to reject the United Church of Christ's petition to reopen hearings in the Jackson, Miss., channel 3 case (BROADCASTING, Dec. 3). Dixie National was awarded the license for channel 3 after comparative hearings.

The UCC petition raised questions as to the propriety of an officer of a racially segregated school holding an in-

terest in the license of a major television station in Mississippi. Dixie National replied that UCC's petition contained no new evidence and that Dixie National's president, William D. Mounger, had made a full disclosure to the commission of his association with the Jackson Academy, the segregated private school in question.

Dixie also complained that UCC attempted to influence the commission's decision by conducting a publicity campaign in newspapers and magazines. The complaint pointed to a Nov. 27 *New York Times* story based on information supplied by a UCC press release. A similar story appeared in BROADCASTING on Dec. 3.

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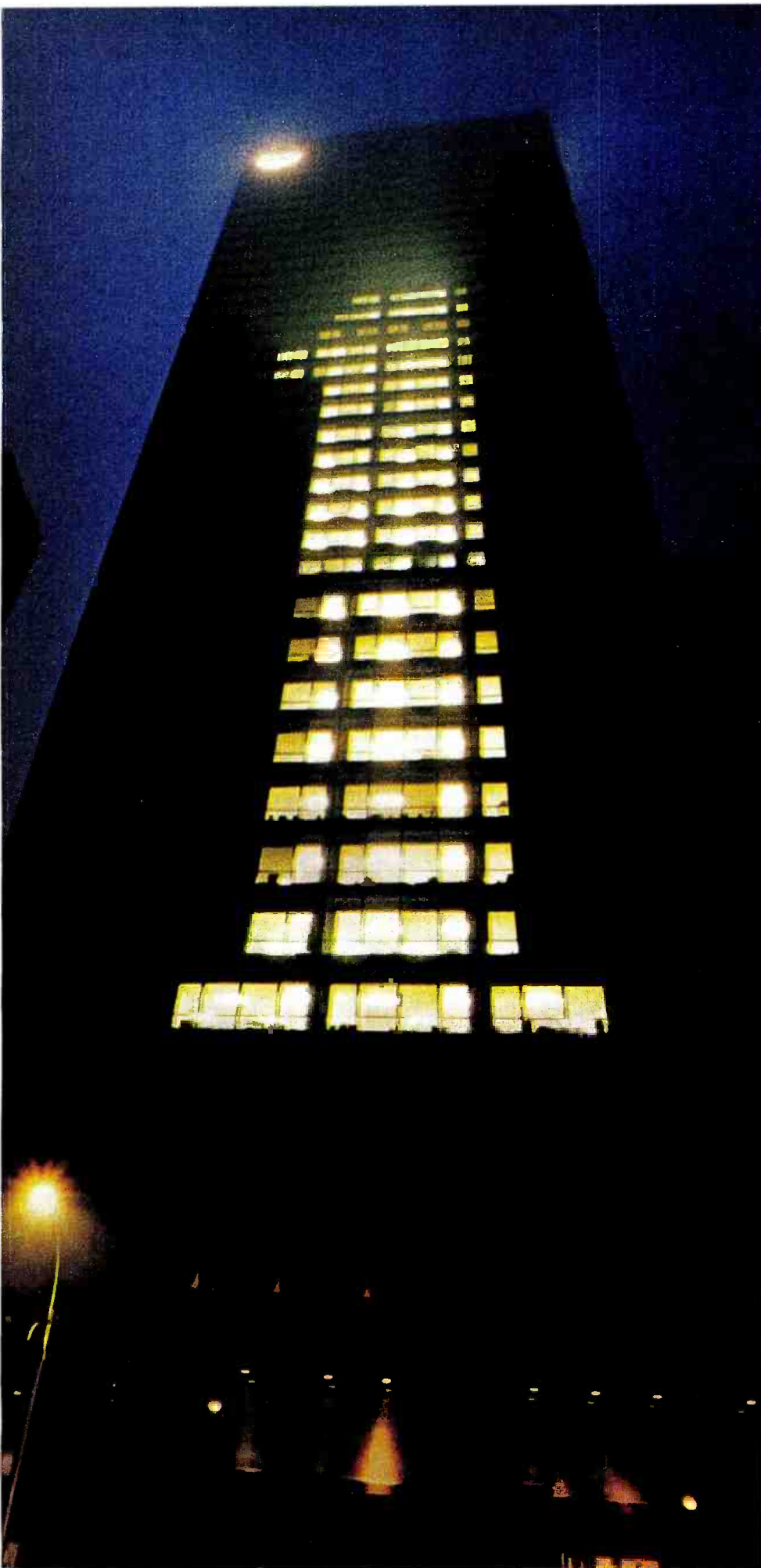
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A bit of a dip appears ahead, but the year should end on the plus side

That's the consensus of the experts on broadcasting, but they hedge their predictions by pointing to problems, such as energy crunch, that put iffy complexion on outlook

Coming off a year that almost certainly produced record TV-radio sales volumes, broadcasters face in 1974 a business slowdown that nevertheless should add some 4% to 6% to this year's totals to produce yet another record.

The only trouble with that prediction—shared by most broadcast economists and leading sales executives—is that it has a considerably higher-than-average chance of being wrong, because 1973 also produced, along with record sales, unprecedented uncertainty about the course of the immediate future.

"We've never had so many unknowns to cope with," said one veteran and respected forecaster. Another subscribed to the view that "the only way to be safe in making a prediction this year is not to put your name on it."

The difference this year, of course, is the energy crisis and the seemingly endless questions it raises. There are no clues from the past by which to predict its consequences, because the U.S. has never experienced such a thing before. Broadcast performance in 1974 may thus be influenced to an indeterminate extent by as yet unknown answers to questions such as these, among countless others:

What will be the effects of energy conservation measures already taken and, perhaps more important, future measures that may not yet have even been contemplated? Will shortages curtail production in some industries, hamper distribution in others? Will the cutbacks in gasoline supplies drastically alter personal patterns, leisure-time habits, even life styles? Will there be a return from suburban to downtown shopping because of easier mass-transit access to downtown? Will consumer demand subside as inflation continues and prices keep going up, as they seem sure to do? On a broader scale, will there be a recession in 1974, as some authorities expect, or only a mini-recession, as others believe, or, as all hope, no recession at all? More to the sales point, how will advertisers react in the face of these and the other unknowns?

Advertisers themselves were giving few clues to their ultimate reactions. To a

great extent network TV users had made long-term commitments and, despite occasional reports to the contrary, gave no immediate sign of any widespread movement to pull back. This did not, of course, guarantee they would not seek relief later, but it did suggest that at worst, they were taking a wait-and-see approach.

This seemed to be the dominant approach to spot TV and radio as well and in this case it was worrisome to broadcasters and station representatives because it meant spot buying was being deferred in many cases. A sudden rush of activity was reported shortly after mid-December, generating hope that the dam had broken, but it was not immediately clear whether this was the start of a trend or a temporary upsurge. Reports from stations and station reps were mixed, some showing January sales up from a year ago, sometimes spectacularly, while others showed them down, also spectacularly in some cases, with no clear pattern to explain the differences.

Given the uncertainties, experts on the broadcast economy and broadcast sales appear to be in remarkable harmony on basic points:

- A slowdown in broadcast sales in 1974 was virtually inevitable even before the energy crisis was recognized. Conventional economic indicators pointed to a cooling of the national economy, ac-

Perspective '74. This special report looks forward to the new year (in the economic analysis that begins on this page), backward to 1973 (in the report on billings of the top 50 agencies, beginning on page 30) and all around (in the profiles of today's leading movers and shakers in broadcast advertising, beginning on page 40, and the individual reports of key broadcast campaigns that appear throughout the section). Together, these elements present a snapshot of the commercial side of the broadcasting business, as it is, was and will be.

companied by a slackening in growth for broadcasting and other advertising media. What the energy crisis did was set the brakes tighter, create a lot of new uncertainties and, as one economist put it, "scared the hell out of a wide cross-section of American businessmen—and the public."

- There probably will not be a real recession in 1974. If the Arab oil embargo continues indefinitely, however, all bets are off. A mini-recession is not out of the question in any case, but may not materialize.

- Estimates of 1973 TV sales varied somewhat but all were calculating substantial advances over 1972. Most put the total TV sales gain somewhere between 9% and 12%, with network's advance between 10% and 12%, spot's between 6% and 10% and local's—on which there was unusually wide disparity—in a range from 6% to 14%.

- Radio's 1973 performance was harder to get a line on, but its total sales were reported up by estimates rang-

ing from 4%-5% to 10%-12%. National spot business placed through station reps was estimated to have declined from 1972 levels, perhaps by around 5%; as a result of direct buying by a number of major agencies through their offices in major cities. With these direct dollars counted in, national spot's total was estimated to be about on a par with 1972's. Network sales were also pegged about even with last year's, but regional and local sales were reported up, accounting for most or all of radio's total gain.

- Against these 1973 increases, most estimates anticipated further advances in 1974, ranging between 4% and 6% for total TV, with network and spot both moving up by 4% to 6% and local by 5%-12%.

- Estimates of radio's probable 1974 advances ranged between 1%-2% and 6%-7%. Spot business placed through reps was generally expected to decline again, some reps thought by as much as 8%-12%, though they also thought total national spot dollars would come close to matching if not exceeding 1973 totals. Network sales prospects were rated about even with their 1973 performance, but regional and local business was expected to rise again.

One area of disagreement in the 1974 evaluations was on when the worst of the crunch would come for broadcasters. All agreed the first half of the year would be the toughest for the economy as a whole—unless the oil shortage worsens and drags on or unsuspected deterioration occurs elsewhere, in which case, again, all bets would be off.

Assuming the first six months are the worst for the economy, most analysts who were canvassed believed these months would be the hardest for broadcasters as well. Their thesis was that the broadcast economy follows the national economy very closely, almost to the point that the two dip and rise in unison. By this reasoning, broadcast business would begin to improve in the third quarter—again assuming the national economy begins to improve by then.

One expert, however, thought it would be the other way around. Richard P. Doherty, widely recognized business-cycle economist with extensive experience in broadcasting affairs, thinks the first four to six months of 1974 will be relatively better for broadcast revenues than the third quarter, with some improvement then coming during the fourth quarter. His studies, he said, indicate that national spot business lags behind corporate profits—and corporate profits thus far have remained good and probably will be good for most of the first quarter of 1974. Then, in his view, declining profits in the second quarter will be reflected in declining TV-radio revenues in the third, with an upturn following after corporate profits begin to improve.

It was implicit in all the forecasts that they encompassed TV and radio as wholes and that, as always, individual stations and even entire markets would do better or worse than the national averages, depending on such variables as individual initiative and promotion, lo-

Show-stoppers. Two of the most familiar faces in TV commercials during 1973 belonged to a pair of newcomers whose ages added together don't make one teen-ager: Mason Reese and Rodney Allen Rippy. Both have become media personalities above and beyond their role as product spokesmen, and each has only begun.

Mason Reese is described by Stan Lang, whose New York-based production firm is responsible for three commercials starring Mason for Underwood meat spreads, as having "a genius that doesn't belong to a 7-year-old, and a mouth that makes him the Rona Barrett of the kid set." Born in Manhattan on April 11, 1966, he went before Kenyon & Eckhardt's talent director, Betsy Levitt, in a routine casting call some six years later. Since his Underwood beginning, Mason has also brought his strangely deep voice and wise-old-man manner to the TV screen to praise the likes of Post Raisin Bran, Ivory Snow, Snoopy sneakers and a wide variety of consumer products. His father, Bill Reese, until recently acted as his son's sole agent, but finally came to the conclusion that "it's too hard to regard your kid as a property, and for a father to wear two hats." The young Reese is now represented by the William Morris Agency, currently developing TV series and motion picture script ideas for the lad whose 1973 income is already described as "well into five figures." Contributing to that total: two appearances as co-host on *The Mike Douglas Show*, twice-weekly roles as newsmen on the WNBC-TV New York news team; his interview subjects have ranged from chess champions to Food and Drug Administration spokesmen. He's an adenoidal Arthur Godfrey in miniature.

Five-year-old Rodney Allen Rippy is fond of telling his own success story, which began at the Los Angeles office of Doyle Dane Bernbach with a casting call for the Jack-In-The-Box burger chain. "I went on an interview. They was lookin' for a little Negro boy, so they put me on TV. It was a year and a half ago. Know how much money I got? Over one thousand dollars. The next time, I'm gonna get a thousand and one, then more, and more, and more." The 30-pound star had filmed a commercial for Kellogg's Corn Flakes (Leo Burnett) in the fall of 1972, but it was the Jack-In-The-Box account that made him a truly national star in 1973. Since then, Rodney has also promoted the sales of Kool-Aid (for Grey Advertising), while he himself has become the target of a multi-faceted merchandising campaign. The face that launched a million burgers now adorns Rodney Allen Rippy T-shirts, posters, dolls, jig-saw puzzles, buttons, coloring books and a soon-to-be-released Bell Records LP. His early non-burger TV appearances on *Marcus Welby, M.D.*, *NBC Follies* and *Merv Griffin's Christmas Special* have led Viacom to conceive a series pilot around his talents. He's also due to appear in theatrical motion pictures including Chocolate Chip Productions' "Stagolee" and Mel Brooks's "Black Bart."

Rodney's manager, Dorothy Day Otis, sums up his appeal with a simple sell: "This child is love." Doyle Dane Bernbach's John Annarino is a bit more clinical: "We have interviewed people in areas where his commercials are shown and find that 90% can identify Rodney. That's considerably better than double normal recall."

cal market conditions and, ultimately, the size of the total budgets that advertisers decide to put behind their marketing efforts.

Many new sales tactics and advertising themes are envisioned by both TV and radio sales leaders.

The most spectacular proposal thus far was the call by Norman E. Cash, president of the Television Bureau of Advertising, for all industries involved in creation of energy to ante up a kitty of half a billion dollars a year to be spent in all media to make the public realize that the energy crisis is real and that everyone must do everything possible to solve it (BROADCASTING, Dec. 3). Though many other sales leaders thought Mr. Cash's proposed budget was unrealistically high, all agreed he was on the right track.

Other new paths envisioned by both



Mason



Rodney

TV and radio broadcasters for 1974 will be directed toward advertisers whose requirements may change—if they haven't changed already—as a result of the energy crisis and accompanying economic problems. Among the targets:

- Supermarkets and even shopping centers—to promote one-stop shopping for gasoline-conscious housewives who in the past have shopped around, often driving to store after store in pursuit of best bargains;

- Big-car manufacturers and dealers—to get their slow-selling models moving again by emphasizing their safety and comfort as compared with those of gas-saving smaller cars;

- Discount houses and manufacturers as well as retailers of economy-priced products in all lines—to boost advertising budgets and thus reach bigger segments of a public shown to be increas-

ingly concerned about inflation and increasingly resistant to mounting prices;

- Airlines—to maintain their public identities by promoting service, comfort and convenience at a time when fuel cutbacks have reduced their flights and pushed frequency-of-takeoff claims into the background.

- Life insurance companies, banks and other financial institutions—to encourage stepped-up investments by a public spending less on automotive travel and tourism.

In short, it adds up to what economist Dick Doherty calls "a challenge year" for broadcasters—as well as for fore-casters.

"Until the oil and energy crunch is resolved," he says, "any 1974 economic forecast is, essentially, a judgment guess; both with regard to the nation's total economy, total all-media advertising and broadcast advertising."

On the whole, Mr. Doherty thinks the economy "will in all probability run downhill" for the first five to seven months, then pick up slightly—unless the Arab oil embargo remains firm for another six to eight months. In that case, he believes, "we could experience a progressively deeper economic recession as the year unfolds."

The economy was showing signs of cooling even before the oil crisis arose, with both business and the public becoming inclined to believe that a slowdown or recession was imminent—a negative attitude that has been solidified by fears and uncertainties generated by the oil crunch, in Mr. Doherty's opinion.

"Every business-cycle economist recognizes the importance of the psychological factor as it affects business cycles," he says. "What businessmen think about the future affects their decisions about current actions—production and purchases and inventories."

In his view, "one of the most serious economic dislocations of 1974 will likely be a recessionary dip or a flat economic plateau accompanied by a strong inflationary upswing even in the face of a year-end 6% unemployment rate."

For broadcasters, 1974 looks to Mr. Doherty like a somewhat stronger 1970. That was the recessionary year when both TV and radio growth rates slowed sharply after strong uptrends in the 1960's.

"I am inclined to believe," he says, "that 1974 will again be a year of decelerated growth for both radio and TV, as compared with the rather substantial advances made in 1972 and 1973. In 1972, TV station revenues had a booming 15.6% advance over 1971, with radio revenues rising by 10% to 12%. For 1973, both radio and TV station revenues again advanced 10% to 12%."

"The 1974 outlook indicates the likelihood that radio station revenues will rise approximately 6% to 7%, while TV station revenues will gain 4% to 5%. However, a progressive recession throughout 1974 would probably reduce TV increases to zero to 1%."

Radio's increase would probably not fall much below 5%-6%, even if there is a progressive recession, Mr. Doherty

believes, principally because radio advertising depends less—and TV more—on national advertisers, who “tend to vary their advertising allocations with swings in their corporate profits, both current and prospective.”

“At this juncture,” Mr. Doherty adds: “I do not anticipate a percentage decline in 1974 radio and TV station revenues. The upcoming 12 months are not going to constitute a robust broadcast year, such as prevailed in 1972 and 1973, but both composite [radio and TV] total station revenues—on an industrywide basis—should advance moderately over 1973 levels.”

Mr. Doherty foresees a “corrective recession” for the economy in 1974, but says “it is not impossible to envision a fairly serious depression as developing” during the year, depending largely on the potential magnitude of a 1974 recession in Japan and Western Europe, accompanied by their inflation controls, and a prolongation of oil embargoes or restrictions affecting the U.S. and other countries. It would take a “rather severe recession of 10%” or more to drop broadcast advertising expenditures below 1973 levels, in his opinion.

Moreover, he says he is “completely committed to the long-range growth trend of both radio and TV station revenues and total broadcast advertising,” and believes that, market by market, the five-year growth pattern established between 1967 and 1972 “will undoubtedly prevail over the next five years, 1973-78.”

For the individual radio or TV station, however, he believes its own revenue and profit trend for 1974 and the ensuing five years “will be determined essentially by two factors: (a) growth trend of the station’s total-market revenue, and (b) its ability to preserve or improve—or suffer deterioration in—its percentage share of its market’s total broadcast-revenue pie.”

Dr. David Blank, economics and research vice president of the CBS/Broadcast Group, is at least moderately confident that the worst effects of the oil shortage will be felt during the first quarter of 1974—roughly corresponding to the heating season—and that the economy will improve, perhaps significantly, after that.

“We’ll probably have in 1974 an economy that will go up a little less than we had expected [before the energy crisis],” he says. “And there is a fair chance we won’t have a technical recession”—two consecutive quarters in which there is a decline in gross national product—“in the first half. The second quarter then should be much better.”

Dr. Blank emphasizes, however, that there are a lot of unaccustomed “ifs” in forecasting this year, and that the economy is “very close” to a technical recession even if it manages to escape one.

On the whole, however, he tends to believe that the energy crisis’ effects, whatever they prove to be, will probably last for only a relatively short period and will be “milder than many people think.”

Dr. Blank had figured, before the energy crisis broke, that 1974 would

have a slow first half, improve in the second half and show moderate over-all growth—“a slower year for the economy and therefore for broadcasting, but not a bad year.”

By his estimates, broadcasters would go into 1974 with a track record of 1973 gains amounting to 11%-12% for network sales, about 9% for spot TV and 7% for local TV business.

Against those gains he was expecting that 1974 would produce increases of about 5%-6% for networks and 6%-7% each for spot and local. He won’t make new estimates taking the energy crunch into account, except to say that “1974 may be a little short of what I originally thought” and that “if there is some shortfall I expect it will be on stations more than on the networks.”

The networks, Dr. Blank notes, “are largely sold out—not sold out, but largely sold—for the first two quarters of 1974,” and except for a softness during the summer were strong throughout 1973 and ended the year with a “very strong” fourth quarter. On the other hand, he says, spot and even local TV have weakened in the last few months—an assessment which leading station reps do not dispute, at least where spot is concerned.

However, he feels that the weakening in both spot and local are explainable to a great extent by (1) shortages and price-control problems that cut into advertising last fall, particularly in the food business, and (2) energy-related problems such as the gasoline shortage and resultant widespread reductions in gasoline advertising, which have already occurred. His estimates of 1973 increases amounting to 9% for spot and 7% for local, he says, took both of these factors into account.

Despite the uncertainties currently hanging over 1974, broadcasting’s advertising sales organizations take the position

that both TV and radio can come out ahead if they treat problems as opportunities and take advantage of them.

Radio and TV start with one important edge that stems from the energy shortage itself: Cutbacks in gasoline, with or without rationing, will keep people at home more and thus swell the TV and radio audience potential, particularly on weekends. Beyond that, barring an enforced reduction in hours of operation, broadcast media have no drawback to compare with the print media’s current shortage of paper, especially newsprint.

At TVB, whose projections anticipate 1974 TV gains of about 6% for both network and spot and 10% for local, President Cash pinpointed a few weeks ago some of the big accounts that need selling—or re-selling—to keep up TV’s share of the advertising dollar moving up.

Among them: U.S. Steel, Alcoa, Kaiser Industries, Reynolds Metals—all big TV users in earlier years—as well as other companies in the basic metals field, life insurance companies, meat companies, airlines, gasolines and dozens of others that currently are putting nothing or relatively small portions of their budgets into television or, as in the case of gasolines, have been big TV spenders but now need to be shown new ways to advertise.

Strategically, Mr. Cash said, TVB intends to continue working with advertisers “in every known way to make sure their flow of information in every medium—which we hope will include television, of course—is telling people what they need to know.” This obviously includes helping to find new ways to advertise products or services that are in short supply, such as electric power, petroleum products and air travel. Beyond that, TVB’s 1974 plans include more emphasis on direct-response advertising, a fast-growing TV category, and various efforts to “fill the void created by the reduction



Serendipity. A TV commercial featuring Billie Jean King just had to be an “ad lib,” especially with a co-star like Bobby Riggs. For the Sunbeam hair styler commercial, which made its debut Sept. 20 during the history-remaking King-Riggs tennis event, J. Walter Thompson crews turned the two loose on the set and let the cameras roll, hoping for a volley.

In the 30-second film, Ms. King enters the rest room of an airliner, and curls her hair in seconds with Sunbeam’s “Mist Stick Curler/Styler,” which she uses because “I don’t have time to fuss with my hair.” Emerging from the bathroom she bumps, coincidentally, into Mr. Riggs. “Now this is enough to curl your hair,” she quips, and the JWT crew’s laughter is heard in the background.

“What was shown on TV was the original first take. The last line was completely spontaneous,” said Elizabeth Harrington, Sunbeam account supervisor for JWT, Chicago. Ms. Harrington said creative head Marion Howington “gave Billie Jean King a general idea of what was wanted, and then let the commercial develop by itself.”

“We were hoping something like that would happen. We were betting she would come up with something. There was such a humorous thing going on at the time between Ms. King and Bobby Riggs that we just banked on human nature,” Ms. Harrington said.

The commercial, produced through Film Fair, Inc., of Los Angeles, was used on all three national networks, mostly in prime time, 62 times before Christmas.

Sales for the Curler/Styler have done “extremely well” since the commercial, said Larry Scott, sales promotion manager for Sunbeam in Chicago. “It’s a brand new product, but the response has been very enthusiastic, and the match was a great kick-off,” he said.

in newsprint supplies, especially at the local level."

In radio, President Miles David says the Radio Advertising Bureau in 1974 will stress radio as "the medium to use to protect your bottom line"—the medium whose relatively low cost and high impact can stretch budgets for advertisers who have to economize, the one whose flexibility permits copy changes virtually up to air time to accommodate changing marketing needs.

Mr. David says he can't see any big reduction in drive-time traffic as a result of the gasoline shortage. "Driving to work is a necessity for many people."

RAB in 1974 will also continue to put emphasis on local sales and sales-promotion ideas, especially keyed to the energy shortage. One in the works now will attempt to sell supermarkets and shopping centers on offering prizes or special recognition to shoppers who come in car pools. The slogan is already set: "Everybody into the pool."

Along with sales promotion, both TV and radio stations will need some solid self-promotion if they expect to make the most of 1974. That is the particularly strong belief of economist Dick Doherty.

"Even in 1971," he recalls, "when TV station revenues actually dropped by 2.1%, a considerable number of individual TV stations expanded their revenues from the 1970 level. Likewise in 1971, when radio station revenues rose by 10.7%, at least 30% to 35% of the nation's radio stations experienced a drop in net broadcast revenues."

"The ebb-and-flow tides of the industry do affect all stations and markets, but in varying degrees. Aggressive and effective station management plus alert programming plus effective station promotion and advertising plus aggressive sales management and salesmanship are the essential ingredients which make the big difference in a given station's ability to rise above the cyclical trend of the industry and/or the revenue trends of the individual market."

"Over my 28 years of working with broadcasters, I'm still amazed at the number of both radio and TV stations

which do not effectively promote themselves or effectively advertise their own services. Yet every broadcast station purports to be a 'media advertising expert' . . . Each radio and TV station has the challenge to 'promote' its revenues into a somewhat larger share of its market's total revenue pie. Obviously every broadcast station cannot raise its share, but the ineffectually promoted stations will, most certainly, derive a smaller piece of the revenue pie."

Top-50 agencies bull past late energy-crunch problems to set billing records

J. Walter Thompson's \$218.5 million keeps it at the top of the '73 list; radio's slight dip is more than offset by strong gains made by television

Combined television-radio spending by the top-50 broadcast agencies in 1973 set a new record despite the slowdown in advertising during the fourth quarter, resulting largely from the energy crisis.

BROADCASTING's annual compilation of the domestic TV-radio billings shows that in the leading broadcast agencies television continued to make sharp advances over 1972 while radio, particularly spot radio, faltered from last year's pace.

For television, the increase amounted to \$138 million, almost doubling the 1972 increase of \$78.3 million. In radio, however, billings dropped a total of \$18.7 million in 1973, more than wiping out the 1972 increase of \$11.45 million and cutting into the 1971 gain of \$13.5 million.

Combined broadcast spending by the top-50 agencies increased \$119.3 million, compared with the 1972 gain of \$89.75 million and a drop in 1971 of \$129.9 million. The leading agencies this year report an over-all record high, some \$79.15

million ahead of the former 1970 record levels in combined broadcast spending.

Thirty of the top-50 broadcast agencies showed increases over 1972; 15 declined in broadcast expenditures and two remained the same.

Three new agencies broke into the top-50 broadcast agencies.

J. Walter Thompson continued as kingpin of the broadcast agencies even though its billing (\$218.5 million) slipped \$3.8 million. Leo Burnett moved into the second spot, deposing Young & Rubicam which moved into the number-four position. BBDO climbed a notch to third place and Ted Bates, though losing \$10.5 million, remained in the fifth spot.

Agencies with the largest billings gains were Foote, Cone & Belding, up \$21 million; D'Arcy-MacManus & Masius, up \$20.5 million; Leo Burnett, up \$19.1 million and Tatham-Laird & Kudner, up \$11.8 million.

Among the agencies with substantial broadcast billing losses were Benton & Bowles, down \$18 million and sliding from seventh to the 11th spot; Young & Rubicam, down an estimated \$11.2 million; Ted Bates, down \$10.5 million and Ogilvy & Mather, down \$6.7 million.

J. Walter Thompson led in four categories: for top broadcast billings, total-TV and TV-network and TV-spot billings. Young and Rubicam captured the leading spot for top total radio and for spot-radio billings. D-F-S was number one in network-radio billings and Foote, Cone & Belding showed the largest broadcast gain.

Three agencies were new to the list: Della Femina, Travisano & Partners, John F. Murray Advertising and Rosenfeld, Sirowitz & Lawson. Dropped were Lee King & Partners (formerly Edward H. Weiss & Co.); Knox Reeves Advertising and Masius, Wynne-William (now merged into D'Arcy-MacManus & Masius).

Following is an alphabetical listing of the first 50 broadcast agencies (in the vast majority of cases, the figures were obtained from the agencies themselves; in others, estimates were compiled from various other sources):

Carl Ally (43)—Last year's \$12-million increase in broadcast billings was a hard act to follow, and Ally this year dipped \$2 million below 1972 in combined broadcast billings. The agency's 3% drop in its broadcast share this year followed 1972's remarkable 14% jump in broadcast business over the 1971 share. Ally lost the \$2 million in TV network and spot, remaining essentially the same this year in radio billings. It continued big broadcast business with Pan American Airways, IBM office products, Fiat, Pennwalt Corp. (pharmaceuticals), and Travelers' Insurance. Ally's TV spots for Tonka Corp. toys, an account added in 1973, came on as one of the brightest stars for the children's market during the holiday season. The agency this year dropped the Hertz account.

N. W. Ayer & Son (22)—Ayer's \$2.6-million broadcast billing increase this year made a small dent in the \$12.3-million drop in broadcast business last year, even though the agency added 16 major accounts. Ayer's over-all billings climbed 7.4% over 1972 but the broadcast share remained the same at 39%. Major accounts gained in-

Bangagong. Pacific National Advertising Agency's "Percussion Band" radio spots for Trident Imports was almost exclusively a one-man affair. Creative director of the Seattle-based agency, Glen Ethler, wrote, produced and voiced the series of four 60-second spots for Trident, a small chain of import stores in the Seattle-Tacoma market. With a combined production and media buy budget of \$10,000, Mr. Ethier was not only able to place Trident on five stations from the Christmas season into February of 1973, but also garnered two national and one international awards for his efforts. An in-house production assisted only by one outside audio engineer, the "Percussion Band" made music with some of the items available at Trident outlets: from a bit obvious Chinese gong, to more esoteric, generally atonal objects such as Japanese hibachis and Mexican brandy inhalers. A different 60-second symphony was performed for each of the four spots, using a total of 24 instruments and non-instruments. In dulcet, cultured tones, Mr. Ethler priced each item as it made its musical entrance through deft use of his dexterity and imagination. The client authorized a similar campaign with newly revoiced spots for the '73-'74 season on six stations in the Seattle-Tacoma market, but not before the original "Percussion Band" radio spots won two Clio's (best small market campaign; best over all use of sound) and a Silver Spike trophy from the Hollywood-based International Broadcasting Awards (best single market commercial in the world).

And so Pacific National's "Percussion Band" campaign enabled the one-man Trident orchestra to achieve global fame.

FOUR AWARDS AT THE 24TH!



**NEWS BROADCAST
"LOS ANGELES
NEWS"**



**DOCUMENTARY
SPECIAL AWARD
"IN SEARCH OF
REALITY"**



**STATION EDITORIAL
"TERROR IN THE
STREETS"**



**FIELD ENTERPRISE
COVERAGE
"HICKS CAMP"**

This year at the 24th annual "Golden Mike Awards" of the Radio and TV News Association, KHJ-TV won more awards, in its division, than any other independent TV station in Southern California.

The responsibility of KHJ-TV, Channel 9, as a major contributor of outstanding TV journalism, is just one more illustration of Television's role as the primary news medium in the country! We're proud to be a part of it!

FOUR awards at the 24th...and we're striving for *FIVE* at the 25th !

**A special thanks to the Radio and TV News Association
and to the entire staff of KHJ-TV.**

GENE DENARI
VICE PRESIDENT & GENERAL MANAGER
KHJ-TV





Comeback. J. C. Penney Co., New York, which has relied heavily on television in its effort to rejuvenate and modernize its image, presented a "retail catalogue" on Thanksgiving, showing 44 different items as part of its half-sponsorship of "My Fair Lady" on NBC-TV. The commercials displayed Christmas gift ideas for under \$5, under \$8, under \$10, under \$15, under \$20, \$30 and under, under \$50, under \$100, under \$200, and under \$500. The objective was to convince shoppers to do all their Christmas shopping at Penney's and to present the full scope of the company's merchandise, including hardlines and softlines, inexpensive and expensive items.

A Penney's spokesman said planning for this mammoth exposure began last spring in consultation with the company's advertising agency, McCaffrey & McCall Inc., New York. Results, he said, have been "excellent, with our store managers reporting heavy traffic and customers mentioning our TV commercial campaign in a very favorable manner." Producer of the commercials was Art Califano of LMM Films (in-house unit of McCaffrey & McCall). The copywriter was Kathy Mandry and the copy supervisor was Kevin Begos. Serving as directors were Jerry Cailor and Elliot Resnick. Charles Roth was art director and Dave Stickles art supervisor.

clude California's Marine World, Lees Carpets Division of Burlington Industries, Sunbeam Appliances (Lady Sunbeam and men's shaver products), Yamaha International Corp., Olympia Brewing Co. and John Deere & Co. (lawn and leisure, agricultural products). Accounts resigned included two banks and the Carling Brewing Co. (Heidelberg beer). Big accounts continued to be AT&T, with TV network participations and sponsorship of the Bell System Family Theater; DuPont, with TV network and spot; Sealtest, with TV spot, General Motors, with radio network and spot, Illinois Bell Telephone, with TV spot; Helene Curtis, with TV network and spot, and the First National City Bank, with TV spot.

Ted Bates & Co. (5)—Bates's broadcast investments dropped by \$10.5 million from 1972 levels, resulting largely from its loss of agency of record status in spot TV pool buying for Colgate. The agency will continue to buy for its own Colgate assignments, but the client's other agencies will handle their own accounts. The agency added Hertz System and Yardley of London but lost Wilkinson Sword. Colgate-Palmolive remains as one of Bates's leading advertisers, participating in all broadcast areas, and is full sponsor of *The Doctors* on NBC-TV and *Police Surgeon* in syndication. Prudential Life Insurance is a program sponsor on ABC-TV's *The FBI* and

M & M Mars Inc. on *After School* specials on ABC-TV.

BBDO (3)—BBDO added an estimated \$8.8-million in broadcast billings in 1972, abetted by a hefty addition of almost \$15 million in TV while radio investments were off by slightly more than \$6 million. This was the year that BBDO finally went public, offering 705,515 shares at \$18 per share in late October. By early December, BBDO shares were being quoted over-the-counter in the area of 11½ bid and 11½ asked, consistent with the generally depressed state of the stock market. Its extensive client roster active in radio-TV included Chrysler Corp. (Dodge), DuPont, Gillette, Armstrong Cork Co., American Cyanamid (Breck products), Campbell Soup Co., Chevron Oil, Lever Bros. (Surf, Wisk), Pepsi-Cola, Pillsbury, Scott Paper and Vick Chemical.

Benton & Bowles (11)—Benton & Bowles's broadcast investment slid by more than \$18-million, reflecting a cut in TV-radio share from 82% last year to 75%. Especially curtailed was the spending in network TV, which declined by almost \$22 million from last year's figure. Spot TV climbed by almost \$7 million but radio was off by almost \$4-million. During the year B&B added Continental Airlines and Kitchens of Sara Lee as clients, and resigned Kentile, Glass Container Manufacturers Institute, Yardley and Avis. Key broadcast accounts at B&B are Procter & Gamble, General Foods, Texaco, Morton-Norwich, S. C. Johnson & Son, Vick Chemical, Hasbro and Unicom.

Bozell & Jacobs (42)—Bozell & Jacobs's broadcast share of total billings dropped over 9% since 1972, with a \$2-million decrease in TV-radio billings. Radio expenditures weren't the reason, but TV spot billings dropped \$2.4 million. Broadcast accounts added in 1973 included Anthony J. Pizza, with an estimated \$100,000 TV billing; Norlin Music Inc., with an estimated \$350,000 radio billing, and Pilgrim Co., with an estimated TV billing of \$100,000. The agency lost an estimated \$1.2 million in broadcast billing, with two-thirds of that in TV, with the resignation of Winnebago Industries. B&J continued to draw TV-radio business with its long-time account, Mutual of Omaha, sponsor of the syndicated *Wild Kingdom*, and with Borden's Wyler Foods, Johnson Products, and Renfield Importers (Martini & Rossi).

Leo Burnett U.S.A. (2)—Leo Burnett sped upward in TV-radio billing in 1973, notching more than \$19 million above its 1972 total. Gains in TV amounted to more than \$15-million and radio, more than \$4 million. Burnett's long list of broadcast clients include Maytag, Memorex, Procter & Gamble, Pillsbury, Schenley (Dubonnet wines), Schlitz, Swift (Derby Foods), Union Carbide, Nestle, Union Oil, United Airlines and American Bankers Association. Nestle, Pillsbury, P&G, United Airlines and Allstate Insurance were involved in program sponsorships. Accounts obtained during the year were American Bankers Association and Derby Foods. Lost during 1973 were Mattel and Vick Chemical.

Campbell-Ewald (21)—TV-radio expenditures at Campbell-Ewald increased modestly in 1973, up by an estimated \$1.5 million as the broadcast share of this Interpublic agency edged up to 38% from 37.1% in 1972. General Motors business continues to be the most active broadcast sector at C-E, particularly the Chevrolet Motor Division. Other significant TV-radio clients were Admiral Corp., Borden Inc., Marathon Oil, Ramada Inns and Libbey-Owens-Ford.

Campbell-Mithun (27)—Campbell-Mithun had a \$3-million increase this year in its



\$1.25 million well-spent. The Clinton E. Frank agency's purpose in the Toyota Corolla "Make Someone Happy" commercial is to "generate an emotional appeal" for a car that's "nice looking and inexpensive." The context is a family get-together during which the father springs a surprise birthday present on his daughter: a \$1,998 Toyota. The voice-over message: "It doesn't have to cost a lot to give a lot. . . . See your Toyota dealer and see how much car your money can buy." Topol and Associates, a Los Angeles production house, did the 60-second spot for \$40,656. It was aired from Dec. 23, 1972, through Oct. 15, 1973, in 208 markets over approximately 520 TV stations. Total media expenditures for the commercial were in the neighborhood of \$1.25 million. As for what the commercial achieved, Ronald W. Mitchell, senior vice president of Clinton E. Frank, cautions: "Of course, results for a given commercial are always difficult to judge." But he then goes on to say: "The spot was very enthusiastically received by Toyota's dealers and distributors. We also received several complimentary letters from TV viewers, which is very rare for any commercial." He adds that the commercial received the Don Belding Award, which is "given annually for the best creative work performed by a West Coast advertising agency."

biggest broadcast category, TV spot. A \$2-million drop in radio billings, however, found the Minnesota-based agency with essentially the same total broadcast billings as in 1972. Major accounts added this year included General Mills' potatoes and potato buds products, featured in network and spot radio-TV. No major accounts were resigned in 1973. Big broadcast business continued to come from other General Mills products and Dairy Queen, for TV and radio network and spot; Northwest Orient Airlines, G. Heileman Brewing Co., Kroger, Ac'cent, and Land O' Lakes, all with TV and radio spot, and Addressograph, with TV network participation.

Clinton E. Frank (23)—Clinton E. Frank's combined broadcast billings hit a plateau this year, but the broadcast share climbed eight percentage points. TV network billing climbed \$4 million, offset by decreases in other areas. The Chicago-based agency added the Oscar Mayer & Co. and Rheem to its list of broadcast accounts, and dropped Gillette (personal care) and Miller Brewing (Meister Brau). Continuing broadcast activity this year came from Motorola (network TV), Toyota (TV network participation sponsorship, spot and radio spot), Stokely-Van Camp (TV network participation and spot), and McCormick/Schilling (TV network participation

MORT CRIM SELLS



Dear Ms. Dale:

Enclosed is the signed contract renewing ONE MOMENT PLEASE.

This was one of the easier decisions to make here at WYYY. The program has been tremendously received by listeners and advertisers.

In terms of sales, it has been one of the easiest presentations I have ever had the pleasure to make.

We look forward to another fine year in association with Mort Crim and your company.

Sincerely,

 Allen R. Snyder
 Account Executive

Encl: contract

**What more can we add?
 Except, maybe, your call letters?**

WMAR
WIFE
WSIX
KEAR
WAVA
KPSI
WTAR
KLNG
KSRN
KLLU
KLGA
KLYK
KMIS
KNLT
WGFA
KFKA
KBZB
KCOW
KBOA
WAMX
WXOX
WIMO
WSDR
WPKE
WMMG
WDOR
WISS
KTXJ
WKAI
WFIN

Baltimore
Indianapolis
Nashville
San Francisco
Washington
Palm Springs
Norfolk
Omaha
Reno
Riverside
Algona
Longview
Portageville
Lake Tahoe
Watseka
Greeley
Odessa
Alliance
Kennett
Ashland
Bay City
Winder
Sterling
Pikeville
Brandenburg
Sturgeon Bay
Berlin
Jasper
Macomb
Findlay

WWE
WTNT
KWBU
KFWJ
WYYY
KDTN
KMUL
WXJC
WXRI
KAMB
WLAF
WAVS

Memphis
Tallahassee
Waco
Lake Havasu City
Kalamazoo
Dubuque
Muleshoe
Bluefield
Portsmouth
Merced
LaFollette
Ft. Lauderdale

KCRV
WATS
WCOM
KEVA
KINY
WMER
KNEZ
WDSL
WRMN
WOHN
WSEB

Caruthersville
Sayre
Urbana
Lebanon
Evanston
Juneau
Celina
Lompoc
Mocksville
Elgin
Herndon
Sebring

KLIB
WHUT
WDZ
WARA
WTHD
KXRX
WTCL
WTNS
KINB
KTRI
KGHL
WCBL

Liberal
Anderson
Decatur
Attleboro
Milford
San Jose
Warren
Coshocton
Poteau
Sioux City
Billings
Benton

WVEM
WMST
WCER
WLAP
WLEM
KBMW
WBEV
KNND
WSON
WJRC
WARU
WCPM
WNIL
WFTG
KRGJ
KSMK
WYPR
WWTG
WOMN
WQMV
KPRL
WHIC
WWAM/WWT
WCBX
WYNG
WRSD
AFRTS

Springfield
Mt. Sterling
Charlotte
Lexington
Emporium
Wahpeton
Beaver Dam
Cottage Grove
Henderson
Joliet
Peru
Cumberland
Niles
London
Grand Island
Kennewick
Danville
Peoria
Decatur
Vicksburg
Paso Robles
Hardinsburg
Cadillac
Eden
Goldsboro
Homestead
Los Angeles
Port-of-Spain
Radio Trinidad

We would like to audition Mort Crim's radio series
ONE MOMENT PLEASE. Send audition material & rates to:

Station call letters _____
 Address _____
 City _____
 State _____ Zip _____
 Name _____ Title _____

Alcare Communications
 P.O. Box 72
 Philadelphia, Pa. 19105

Or call us collect
 (215) 687-5767



Big spender. L'Eggs Products Inc. (a division of Hanes) has a yearly TV budget of \$9 million for a total of eight separate 30-second playlets, which employ a light touch to spread the word about "the super-stretching, super-fitting pantyhose. . . . They hug you, they hold you, they never let you go." One of the spots, entitled "Museum," which cost about \$35,000, shows a shy young uniformed guard cautiously approach a museum visitor—a bespectacled, miniskirted girl—to say, "Miss Landis. . . . You've got legs." In response, she holds the egg-shaped package up to her face and says, "I've got L'Eggs." She then launches into a free-form demonstration of how well the pantyhose stretch and keep their fit, reducing the guard to a quivering mass. "I'm glad, Miss Landis," he stammers, and then the commercial segues into the jingle, the logo and the final message.

Lou de Siefe, Dancer-Fitzgerald-Sample's account executive for L'Eggs, says that the campaign has not only increased sales but "the commercials themselves have made an impact." He mentioned one particular telephone-research survey which showed that viewers indicated a 55% increase in product recognition the day after the commercial was televised.

and spot). Icelandic Airlines, a Frank account, sponsored the *Elvis in Hawaii* TV special and the movie "Airport."

Compton Advertising (18)—Compton's investment in radio-TV dipped by \$800,000, as spending in TV fell by almost \$2 million and radio activity rose by more than \$1 million. Procter & Gamble continues to be the pace-setting account at Compton, with expenditures in network television and radio and network and spot radio. Others contributing to the broadcast total during 1973 were Consolidated Cigar, Johnson & Johnson and Norcliff Laboratories, active in network and spot TV, and U.S. Steel and New York Life, substantial spot buyers. During the year Compton obtained British Caledonia Airways, a spot advertiser.

Cunningham & Walsh (20)—Cunningham & Walsh's formidable \$8.3-million jump this year in TV billings was responsible for most of its \$9.1 million total broadcast billing increase over 1972, with the bulk of that in the network TV area, whose billings rose \$9.3 million over 1972, pulling it \$8 million over TV spot billing. Major accounts gained include the Barclays Bank of California, whose billing is 100% in broadcasting. Also added were Lea and Perrins Inc., Fred Harvey and All American Burger, whose billing is 50% in broadcasting. Major accounts resigned did not include those with broadcast billing. American Home Products, American Brands (Jergens), and Kawasaki continued as big broadcast accounts, with TV spots

and network participation; American Motors was another big one, with TV spot, network participation, and sponsorship of NBC's *Super Sundays* Super Bowl review. Connecticut General, another Cunningham & Walsh account, co-sponsored three CBS *Playhouse* programs, including "Applause" with Lauren Bacall, and "The Catholics." The agency also carries AT&T's Yellow Pages account.

Dancer-Fitzgerald-Sample (6)—Dancer-Fitzgerald-Sample maintained its radio billing at \$148 million as its TV expenditures grew by \$800,000 and its radio spending dipped by that same amount. The over-all share assigned to broadcast declined to 80% from 85% in 1972. During 1973 the agency acquired these new accounts: Theodore Hamm Co., Miller-Morton and 16 new product assignments from current clients. It lost Foundation for Full Service Banks and John Paton (Golden Blossom honey). Among D-F-S's chief broadcast users were CPC International, RJR Foods Inc., Theodore Hamm, Hewlett-Packard, Schick Inc. (shavers and shave cream), Hanes Corp., General Mills, Procter & Gamble and Life Savers Inc.

Daniel & Charles (44)—Daniel & Charles increased its 1973 broadcast billings by \$2.5 million over last year's level; \$2.0 million of that jump occurred in TV spot, while the agency reports no new clients. The biggest broadcast users were Maidenform (network and spot TV), GAF Corp. and Bristol-Myer's Ban accounts (network and spot TV with spot radio), Kayser-Roth and Jean Nate (spot TV and radio). While total broadcast billings were up, the TV-radio share was down 1.4% from last year.

D'Arcy, MacManus & Masius (14)—Billings at D'Arcy-MacManus & Masius climbed by \$20.5 million this year, powered by the acquisition of such active TV-radio accounts as Colgate-Wilkinson Sword, Whirlpool Corp. Fruehauf, Kroger Co., Burger Chef Systems of Greater St. Louis. During the year the agency lost Madison Laboratories and Royal Typewriter. Major broadcast billers were Pontiac, Cadillac, General Motors Corp., Whirlpool, Kirsch, Heublein, American Oil, Aetna Life Insurance, Anheuser-Busch, Ralston, Serta, General Tire and Rubber Co., Lorillard and Kroger. Program sponsorships came from Pontiac, Cadillac, American Oil and 3 M Co.

Della Femina, Travisano & Partners (40)—Della Femina, Travisano & Partners celebrated its sixth birthday this year with several new accounts: Carte Blanche (spot TV and radio user); Ralston Purina (spot TV, network and spot radio for their candy maker); Shulton (spot and network TV for Cornsilks) and Knowmark (spot and network TV for Ty-D-Bol) among other broadcast users. Other major broadcast users included: R. J. Reynolds (network and spot TV and radio for Carter Hall pipe tobacco); Schieffelin (spot TV, network and spot radio) and Sea & Ski (network TV, spot radio). The agency began testing campaigns for International Playtex (spot TV) and Hanes (spot and network TV) in 1973.

DKG (46)—Broadcast billings were down from 1972 by \$1.5 million, the biggest coming in spot TV, which dropped \$2.9 million. DKG added seven major accounts in the past year: Alitalia, Brown-Forman, Lafayette Radio & Electronic, Toshiba America, Corning Lenses, and two new clients. Block Drug and Hoffman LaRoche toiletries. Three major accounts were lost: the Coty division of Pfizer, Utica Club beer and the Pirelli Tire Corp. DKG clients involved in network and spot TV and spot radio are Consolidated Cigar and Remington Rand. Corning



Winner. McCann-Erickson's "Country Sunshine" commercial for Coca-Cola won Clio awards last June in the soft-drinks category, the music-with-lyrics category and, most important, in the over-all campaign category (it shared the last-named award with two other Coke commercials). Taking a stab at why the commercial did so well for his company, R. Bruce Gilbert, vice president and head of marketing at Coca-Cola, pointed to "a combination of many of the elements—the country-western music by Dottie West and Billy Davis, the easy-to-understand situation, one that almost everyone at one time or another has personally experienced, and the desire among young people today to search for real values in life. When you add these elements together with some good cinematography shot in southern Illinois, the result is one of the most appealing TV commercials for Coca-Cola we've ever had." The 60-second commercial was produced by Horn/Griner of New York at a cost of about \$60,000.

Glass is involved in network and spot TV only.

W.B. Doner & Co. (45)—Doner stayed the same in TV spending but increased its spot-radio billings by \$200,000 over last year. Major accounts for the year were Colt 45 malt liquor, Commercial Credit Corp., Herculeon fiber, the Ozite Corp., Vlasic pickles, Dow oven and bathroom cleaners, Allied Supermarkets and the Faygo Beverage Co. Two of last year's accounts left Doner for other agencies: the Calgon Corp. and General Electric TV sets.

Doyle Dane Bernbach (12)—Doyle Dane Bernbach reported a drop in broadcast billing of \$5.2 million from 1972, as its TV-radio share fell to 47% from 60%. The sharp cut was in radio, which slid by \$5.3 million from the total in 1972. During 1973 DDB acquired these accounts: Avis Rent-a-Car, Celanese, Hammond Organ, Ralston Purina (Cat Chow) and Tropicana Products. It resigned Cool Ray Inc. Major broadcast users were American Airlines, Polaroid, Volkswagen (including its distributors), Mobil Oil, Clairol, General Telephone & Electronics, Tropicana, Stroh Brewery and Burlington Industries.

William Esty (14)—Esty's broadcast spending dipped by \$6 million, reflecting a drop in the TV-radio share of 3% from 1972 levels. Television fell by \$5 million, largely in network, and radio decreased by \$1 million. Esty's major accounts in broadcast were American Home Products Corp., Union Carbide Corp., and Colgate-Palmolive, active in network and spot TV, and network and spot radio. Substantial spenders in network and spot TV were RJR Foods Inc., Chesebrough-Pond's, Hunt-Wesson Foods, Noxell Corp. and Warner-Lambert. During 1973 Esty lost Hunt-Wesson Foods (Wesson oil)

OUR NIGHT EDITOR



Ten thousand West Coast military personnel in need of a new medicine.

A housewife in Atlanta suspected of having a rare fungus disease.

A truck driver from Phoenix with an overdose of a medicine intended to relieve his stomach complaints. These stories are typical of the problems our "night editor" has to deal with—and, typically, in each situation he was able to provide the answer.

Actually our "night editor" is a doctor—in all likelihood a specialist—who serves as a member of the Lederle Medical Advisory Staff. Telephoned, he or one of his colleagues is available on a 24-hour basis to handle emergency inquiries from physicians or pharmacists about therapeutic aspects of Lederle pharmaceuticals (for instance, botulism anti-toxin or an anti-cancer drug). At his disposal is the latest information selected by the Medical Advisory staff from the world's medical literature and the resources of the entire Lederle research team.

Handling emergency medical problems, whenever and wherever they break—that's the job of our "night editor."



LEDERLE LABORATORIES
A Division of American Cyanamid Company, Pearl River, New York 10965

Top 50 agencies and their 1973 radio-TV billings

(All dollar figures are in millions)

	Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Broadcast share of agency's total billings	Broadcast billings change (\$ from 1972	Agency's rank in 1972
1. J. Walter Thompson	\$218.5	\$196.5	\$129.9	\$ 66.6	\$ 22	\$ 3.2	\$ 18.8	51 %	- 3.8	1
2. Leo Burnett	196.0	179.8	122.3	57.5	16.2	2.4	13.8	61.6%	+19.1	3
3. BBDO	181.6	160.2	99.3	60.9	21.4	3.8	17.6	63.6%	+ 8.8	4
4. Young & Rubicam	176.2	152.6	93.2	59.4	23.6	2.2	21.4	51 %	-11.2	2
5. Ted Bates & Co.	155.6	146.2	108.3	37.9	9.4	4.0	5.4	67.8%	-10.5	5
6. Dancer-Fitzgerald-Sample	148.0	140.8	94.8	46.0	7.2	4.6	2.6	80 %	0.0	6
7. Grey Advertising	135.0	122.0	81.0	41.0	13.0	2.0	11.0	49 %	+ 6.0	9
8. McCann-Erickson	131.0	122.0	68.0	44.0	19.0	1.5	17.5	60 %	+ 4.0	10
9. Ogilvy & Mather	123.7	112.0	67.0	45.0	11.7	2.8	8.9	63 %	- 6.7	8
10. Foote, Cone & Belding	122.0	113.8	77.2	36.6	8.2	1.5	6.7	55 %	+21.0	13
11. Benton & Bowles	119.1	114.8	75.7	39.1	4.3	1.7	2.6	75 %	-18.0	7
12. Doyle Dane Bernbach	111.0	97.8	57.2	40.6	13.2	.1	13.1	47 %	- 5.2	11
13. SSC&B	106.8	96.7	78.0	18.7	10.1	2.8	7.3	79 %	+ 8.0	14
14. William Esty	105.0	92.0	58.0	34.0	13.0	2.0	11.0	62 %	- 6.0	12
15. D'Arcy, MacManus & Masius	90.5	75.0	45.0	30.0	15.5	1.5	14.0	48 %	+20.5	17
16. Needham, Harper & Steers	82.1	72.9	54.1	19.8	9.2	2.3	6.9	50.9%	+ 4.7	15
17. Wells, Rich, Greene	77.3	69.7	44.3	25.4	7.6	1.6	6.0	59.4%	+ 7.6	18
18. Compton Advertising	76.4	74.0	5.4	22.6	2.4	0.0	2.4	74.4%	- .8	16
19. Kenyon & Eckhardt	66.4	59.3	30.0	29.3	7.1	2.0	5.1	63.2%	+ 2.4	19
20. Cunningham & Walsh	64.0	60.0	34.0	26.0	4.0	0.1	3.9	60.9%	+ 8.3	20
21. Campbell-Ewald	47.5	42.0	27.0	15.0	5.5	1.5	4.0	38 %	+ 1.5	21
22. N. W. Ayer & Son	45.3	39.5	19.8	19.7	5.8	2.4	3.4	39 %	+ 2.6	24
23. Clinton E. Frank	43.0	38.0	12.0	26.0	5.0	0.0	5.0	58 %	0.0	23
24. Marschalk	41.6	39.0	22.0	17.0	2.6	0.0	2.6	69 %	- 1.6	25
25. Tatham-Laird & Kudner	40.5	39.8	18.0	21.8	0.7	0.1	0.6	60 %	+11.8	28
26. Norman, Craig & Kummel	38.8	38.2	23.6	14.6	0.6	0.1	0.5	56.2%	- 5.4	22
27. Campbell-Mithun	34.0	27.0	4.5	22.5	7.0	0.5	6.5	44.1%	+ 1.1	26
28. Gardner Advertising	31.1	27.0	14.7	12.3	4.1	0.6	3.5	52 %	+ 5.4	30
29. Ketchum, MacLeod & Grove	30.5	23.7	10.2	13.5	6.8	0.0	6.8	27.7%	+ 4.5	29
30. Post-Keyes-Gardner	29.8	24.6	14.2	10.4	5.2	1.1	4.1	48.8%	+ 0.3	27
31. McCaffrey & McCall	26.65	26.3	22.3	4.0	.35	0.0	.35	46 %	+ 5.65	40
32. Arthur Meyerhoff Associates	26.2	21.3	6.6	14.7	4.9	1.0	3.9	92 %	+ 2.7	32
33. Warwick, Welsh & Miller	25.5	18.8	14.1	4.7	6.7	4.5	2.2	45.9%	+ 4.4	39
34. Lois Holland Callaway	25.5	24.0	6.0	18.0	1.5	0.0	1.5	79 %	+ 3.5	37
35. John F. Murray Advertising	24.5	23.5	11.5	12.0	1.0	0.0	1.0	87 %	0.0	*
36. Parkson	23.5	23.4	23.0	.4	.1	0.0	.1	96 %	+ 1.0	36
37. Clyne Maxon	23.4	22.0	12.3	9.7	1.4	0.0	1.4	78 %	+ 5.7	43
38. Honig-Cooper & Harrington	23.0	19.0	14.0	5.0	4.0	0.0	4.0	58 %	- 0.2	33
39. Warren, Muller, Dolobowsky	22.5	20.5	7.5	13.0	2.0	0.0	2.0	80 %	+ 1.2	38
40. Della Femina, Travisano & Partners	22.0	17.0	5.0	12.0	5.0	0.5	4.5	60 %	0.0	*
41. Erwin Wasey	21.5	19.5	10.5	9.0	2.0	.2	1.8	73 %	- 2.0	35
42. Bozell & Jacobs	21.5	15.5	3.1	12.4	6.0	0.6	5.4	30.7%	- 2.1	31
43. Carl Ally	20.9	19.3	12.3	7.0	1.6	0.0	1.6	49 %	- 2.2	34
44. Daniel & Charles	18.5	17.0	6.0	11.0	1.5	0.0	1.5	53.6%	+ 2.5	45
45. W. B. Doner & Co.	18.1	14.0	2.5	11.5	4.1	0.0	4.1	60 %	+ .2	42
46. DKG	17.1	14.0	6.5	7.5	3.1	0.0	3.1	45 %	- 1.5	41
47. Rosenfeld, Sirowitz & Lawson	17.0	15.0	6.8	8.2	2.0	0.0	2.0	48.5%	0.0	*
48. Tinker, Dodge & Delano	16.0	14.5	10.5	4.0	1.5	0.0	1.5	53 %	+ 1.0	46
49. Henderson Advertising	14.3	13.1	4.2	8.9	1.2	0.0	1.2	71 %	+ 0.2	47
50. Tracy-Locke	13.6	12.1	5.2	6.9	1.5	0.0	1.5	45 %	+ 1.2	48

*Not listed in 1972

and Seagram Distillers, and gained products from Warner-Lambert, Colgate and the American Can Co. account.

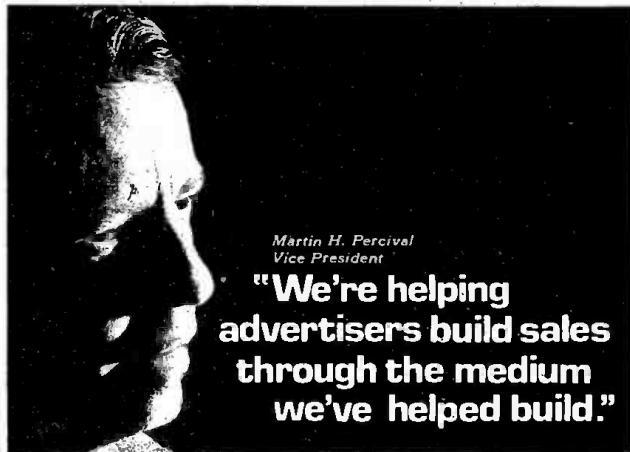
Foote, Cone & Belding (10)—Foote, Cone & Belding added \$21 million in billings during the year, swelled by its acquisition of a large list of accounts, including Bermuda Department of Tourism, Braniff International

Airways, Cool-Ray Inc., Ore-Ida Foods Inc., Idaho Potato Commission, California Raisin Advisory Board, Geyser Peak Winery and Daubert Chemical. Lost during 1973 were Commonwealth of Puerto Rico, Sun International and Alberto-Culver. Television billings grew by almost \$19 million and radio by more than \$3 million. It was the second straight year that FC&B TV-radio expendi-

tures spurted sharply, with 1972 billings having increased by \$30.7 million over 1971. Principal TV-radio accounts at FC&B were Equitable Life, S. A. Schonbrunn, Frito-Lay, Sears-Roebuck, Bristol-Myers, Schick, Armour, Hallmark, S. C. Johnson, Kraft and Sunbeam.

Grey Advertising (7)—Grey's account ac-

The Stereo Rock Audience Buys What Stereo Rock Radio Sells



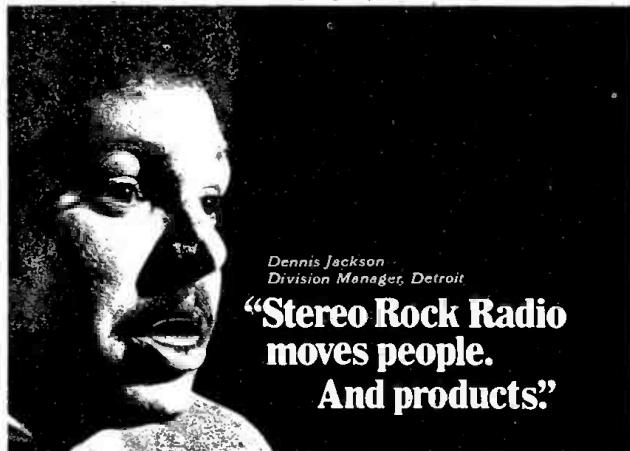
*Martin H. Percival
Vice President*

**"We're helping
advertisers build sales
through the medium
we've helped build."**



*Stanley Cohen
National Sales Manager*

**"Our group plan of limited,
select Stereo Rock Stations
offers unlimited marketing
opportunities."**



*Dennis Jackson
Division Manager, Detroit*

**"Stereo Rock Radio
moves people.
And products."**



*Ken Tonning
Division Manager, Atlanta*

**"We've got a dollars
and sense story that
advertisers can relate to."**

Over 6½ million listeners (12-34) every week* are, figuratively speaking, buying the sound of Stereo Rock Radio. These young adults like what they hear.

And, more and more advertisers are finding it a receptive environment for selling their products.

Within three years our client list has doubled and then, redoubled. That's advertiser acceptance!

Stereo Rock Radio is a group of stations in major markets, programming similar formats, who've added a new dimension to radio.

We'll show you how they could add a new dimension to your sales.

ABC-FM  Spot Sales, Inc. 

NEW YORK 212-LT1-7777 LOS ANGELES 213-663-3311
CHICAGO 312-372-2267 ATLANTA 404-525-6551
DETROIT 313-353-8283 SAN FRANCISCO 415-673-7100

Representing:

Atlanta... WZGC
Baltimore... WKTK
Boston... WBCN
Buffalo... WYSL/WPHD
Chicago... WDAI
Cincinnati... WEBN
Cleveland... WNCN
Columbus... WNCI
Dallas... KNUS
Dayton... WVUD

Denver... KFML FM/AM
Detroit... WRIF
Fresno... KFIG
Hartford... WHCN
Houston... KAUM
Kansas City... KBEQ
Los Angeles... KLOS
Louisville... WLRS
Miami/Ft. Lauderdale... WSHE/WSRF
Milwaukee... WZMF
Minneapolis... KQRS FM/AM
New Orleans... WRNO

New York... WPLJ
Philadelphia... WFIL
Phoenix... KBBC
Pittsburgh... WDVE
Portland... KPAM/KLSC
Providence... WBRU
Sacramento... KZAP
San Diego... KPRI
San Francisco... KSPX
Seattle... KISW
St. Louis... KADI
Washington, D.C... WMAL-FM

*Estimates from latest available ARB data (6 am-12 Midnight, Mon.-Sun., TSA). Qualifications upon request.



Naturalist Euell Gibbons (l) with Rupert Walters, brand manager for Grape Nuts.

sales a reported 30%. The commercials, aired day and night on all national networks, were produced by Benton & Bowles, New York. They catapulted the tousled wild-food specialist and author to folk hero dimensions. His name became a stock joke with TV comedians (an aggravating situation for Mr. Gibbons, according to a Grape Nuts spokesman). Nonetheless, Grape Nuts are selling like hotcakes—as are Mr. Gibbons's five wild-food books.

"Grape Nuts is an unusual product and Euell Gibbons is a very unusual man," says public relations director Joe Singer. "He is unique and credible and we intend to stay with him." The next Grape Nuts commercial, airing in January, features Mr. Gibbons at Zuni Pueblo in northern New Mexico. The idea was his; he had stalked wild food with the Indians when he lived in Albuquerque, and happened to know the Zunis use the identical enzyme process to make their favorite delicacy, corn meal balls, as Grape Nuts uses to make its cereal. "When I told the Grape Nuts people about the Zunis, they were real excited," Mr. Gibbons said.



Synergism. Beginning with the 1973 Super Bowl telecast on CBS-TV and continuing through the *America* series on NBC-TV, Xerox Corp. rode with a 90-second commercial, "Football," which delivered this touchdown message: "At Xerox, we're working to find new ways of getting information to people who need it—and most important, when they need it." Even when it's only "the Big Game."

The commercial opens in a football stadium, shifts to the bench of the losing team. The coach turns to the least likely member of the squad, Colodny, and quickly sketches a play. Colodny scurries into the tunnel leading to the locker room and runs smack into a Xerox duplicator. He duplicates "The Big Play," dashes back to the field and hands copies to the coach, who distributes them to other players. The quarterback tucks his copy under the jersey of the center. As the action progresses, each player is carrying his copy of the play. While the defending team is tackling all the wrong players, the game-winning pass is caught in the end zone.

The commercial was produced by the production house of Richard & Myers (now Myers & Elsenstadt), New York. Working on it for the agency, Needham, Harper & Steers, New York, were producers Lois Korey, Allen Kay and Syd Rangell and art directors Jeff Cohen and . . . Lester Colodny.

quisition spree was responsible for the addition of \$6 million in broadcast billings in 1973. New accounts were various products of Calgon, Mitchum-Thayer (anti-perspirant), McDonald's (in Detroit and Minneapolis), Northern State Financial Corp., Vons Grocery Co., Western Savings and Loan, Kayser-Roth (No Nonsense panty hose) and Midwest Stock Exchange. Lost were Celanese and Granny Goose. Substantial radio-TV spenders at Grey included Carter Products, International Playtex, Kayser-Roth, ITT Continental Baking, Block Drug, General Foods, Canada Dry, Bristol-Myers, Ford Motor Co., Gillette, Mennen Co., Revlon, Van Heusen Co., Amana Refrigeration and Greyhound.

Gardner Advertising (28)—Gardner, acquired in December 1972 by Wells Rich, Greene but operating autonomously, saw a \$5.4 million leap this year in broadcast billings, more than twice last year's increase over 1971. This year's increases were all in television billings, with a respectable \$4 million jump in network and \$2.4 in spot.

Back to nature. "Ever eat a pine tree?" Euell Gibbons asks viewers steeped in their TV dinners. "Some parts are edible," he continues, then walks on to sit down under a pine tree for a bowl of Grape Nuts. "I call it my 'back to nature' cereal," he concludes.

Mr. Gibbons actually eats Grape Nuts—General Foods has a notarized affidavit to prove it—as well as cattails, pine tree parts and hickory nuts. The people at GF are just gobbling him up; his appearances in our 30-second network commercials over the past 18 months have boosted the cereal's

TV as well as spot TV and spot radio), Blue Plate Foods (spot TV and radio), Kaiser Agricultural Chemicals and Pet Inc. Dairy Division.

Honig-Cooper & Harrington (38)—Honig-Cooper & Harrington broadcast billings remained the same this year as in 1972; however, the broadcast share declined by 11%, indicating a notable increase in nonbroadcast billings for the San Francisco-based agency. New accounts for 1973 included Double Plumber, Nesbitt's, and Rupert's Certi Fresh. The agency lost an equal number of accounts in Angelus Furniture, W&J Sloane's, and Vons Grocery Co. Levi Strauss & Co. continued as the major broadcast account (network TV participation, TV and radio spots), with Clorox products (network TV participation and TV spots) and 409 bathroom cleaners (network participation) running close behind. The syndicated *Safari to Adventure* was sponsored this year by the agency's Kal Kan dog food account, which also had TV spot.

Kenyon & Eckhardt (19)—Kenyon & Eckhardt gained \$2.4 million in 1973 billing, with an increase of \$7.3 million in TV spot, more than offsetting a \$2 million drop in network TV and a similar fall-off for network radio. The TV-radio share climbed 2.1% to 63.2%. Total TV billings were up \$5.3 million while total radio billings were down \$2.9 million. During 1973, the agency gained the Philco account (spot, network TV) and resigned Shell Corp., which had been a heavy broadcast user. Major broadcast accounts included Ford Motor Co. (sponsorship of ABC-TV's *The FBI* and *Americans All* as well as network TV participation, spot TV, network and spot radio), Pabst beer (sponsor of sports programming, spot TV and radio) Underwood, Armour-Dial and Libby's (network and spot TV).

Ketchum, MacLeod & Grove (29)—Ketchum, MacLeod & Grove continued to increase its broadcast billings—by \$4.5 million this year over 1972—but saw the broadcast share remain stable. A \$4.4 million surge in TV spot billing found the Pittsburgh agency this year with spot TV for every major account. Added to its roster of accounts were the Clark Candy Co., the Kingsford Division of Clorox, Newsweek International, and Dow Corning Molykote. Dropped were the Jackson Brewing Co. and the Olympia Brewing Co. KM&G's largest broadcast accounts continued to be Clorox, Alcoa, Heinz, Stouffer's, and Rockwell, International, all with TV network participation and spot, and all but Clorox and Heinz with radio spot. Other TV spot billings included Westinghouse, Japan Air Lines, Jax Beer, Pittsburgh Brewing and Chesapeake & Potomac Telephone.

Lois Holland Callaway (34)—Lois Holland Callaway showed gains in all areas of broadcast billings for the year, with TV-radio's share of overall billings increasing by a total of 5% over last year. New accounts that focused on TV were Mouton Cadet wines, Pirelli tires, Breacol cough medicine, Yardley soap, *Seventeen* magazine and Bristol-Myers. New accounts involved in both radio and TV were Corvette's department stores, Best products and the Bricklin Vehicle Corp. The agency's only account lost for the year was Tuborg beer.

Marschalk (24)—Marschalk's TV-radio investments grew by an estimated \$1.6 million as network rose by \$2 million; spot TV fell by \$1 million and radio increased by \$600,000. Contributing to Marschalk's broadcasting total during 1973 were Comet Rice Mills (a new account), Coca-Cola, Heublein Inc., Ohio Bell Telephone, Standard Oil of Ohio, Sherwin-Williams and Ohio Edison.

Clyde Maxon (37)—Clyde Maxon reported a gain in broadcast billing of \$5.7 million from 1972, as its TV-radio share jumped from 58% to 78%. Almost all of the increase was accounted for by television billing, which rose \$2.7 million for network and \$2.9 million for spot from 1972 levels. During 1973, Clyde Maxon acquired accounts of new General Electric houseware products (hair care stylers and detanglers) and American Home Product's Anacin Sinus Headache Formula. Major broadcast users were General Electric's Housewares Division (network and spot TV) and American Home Products (network TV, spot TV and radio).

Arthur Meyerhoff Associates (32)—A \$5.4-million increase in TV network billings boosted Meyerhoff's TV billings \$3.6 million and its broadcast share 4% over last year. Decreases in radio and TV spot billings kept the lid on the \$2.7-million combined broadcast billing increase for 1973. The Chicago agency took in one new broadcast account this year, Brach candy, and continued to do big broadcast business for Wrigley. Also prominent in broadcasting at Meyerhoff were Boyle-Midway division of American Home Products (Pam and 3-in-1 oil), with TV network participation and spot and radio spot, and American Brands with spot radio.

John F. Murray Advertising (35)—John F. Murray Advertising, which is the house agency for American Home Products Corp., handling some but by no means all of its products, appears in this compilation for the first time. Murray has had and continues to have a strict policy against revealing media information, but an official at the agency said estimates obtained from several authoritative sources, are reasonable. Murray's principal product activity is for Anacin, part of AHP's Whitehall Laboratories. Anacin buys heavily into the three networks with participations and is substantially represented in spot TV. Other broadcast spenders are Whitehall's Preparation H, and Boyle-Midway's Easy-off window cleaner and Aerowax.

McCaffrey & McCall (31)—A big jump in network and spot TV billings accounted for a total increase of \$5.65 million over last year. McCaffrey's mainstays in network and spot TV were Texize (newly acquired this year), Norelco and Hartford Insurance. Exxon and J. C. Penney were heavily into network TV, Chemical Bank bought both spot TV and spot radio; ABC Inc. and Merck & Co. concentrated on spot radio.

McCann-Erickson (8)—Broadcast spending at McCann in 1972 climbed an estimated \$4-million, with television rising by \$3 million and radio by \$1 million. The broadcast share grew modestly from last year, going to 60% from 59%. In a long list of broadcast accounts at McCann, the largest of the Interpublic agencies, were General Motor's Buick Division, Coca-Cola, Consolidated Foods, Best Foods, Lufthansa German Airlines, Miller Brewing Co., Exxon, Swift & Co., United Vintners and Unilever Inc.

Needham, Harper & Steers (16)—Needham, Harper & Steers bolstered its broadcast expenditures by \$4.7 million over 1972, though its TV-radio share declined. Increased spending can be attributed to products from new clients, including H. W. Gossard Co., Loretta Young Division of Schick Inc., Union Carbide, General Mills, Xerox Corp. and U.S. Gypsum Co. Accounts leaving were Bermuda Department of Tourism and Continental Airlines. Hefty broadcast spenders were Atlantic Richfield Co., Borden Inc., Campbell soup, General Mills, S. C. Johnson, Kraft, McDonald's restaurants, State

Farm Insurance, C. F. Mueller, Falstaff Brewing and Kimberly-Clark.

Norman, Craig & Kummel (26)—NC&K declined in broadcast billing this year by \$5-million, which brought the broadcast share of over-all billing down 9% from 1972. The drop was split between TV network and TV spot expenditures. No major broadcast accounts were added this year, the agency reported. Accounts resigned included Shulton (Corn Silk make-up), Salada Foods, and Toshiba America. Norman, Craig & Kummel continued broadcast business with Vick Chemical, Ronson, Colgate-Palmolive, Dow Chemical and Chesebrough-Ponds.

Ogilvy & Mather (9)—Ogilvy & Mather cut its broadcast share to 63% from 65% in 1972 as its TV-radio billing slipped by \$6.7-million from last year's strong performance. O&M's hefty broadcast investors included General Foods, Shell Oil, Menley and James, represented on network TV and radio, and spot TV and radio. Other substantial network and spot clients were Lever Bros., Avon Products, American Express, Sears, Roebuck & Co., Hershey Foods and Merrill Lynch, Pierce, Fenner & Smith. Major accounts added during the year were S. C. Johnson & Son, Ex-Lax Inc. and Mitchell Industries. It lost American Cyanamid during 1973.

Parkson (36)—Parkson is the house agency of the J. B. Williams Co., which marketed the same line of products as last year: Geritol, Sominex, Serutan, Femiron, Aqua Velva and Lectric Shave. Parkson's total billings were up \$1 million over last year's, although the amount allocated to TV spot dropped from \$2.25 million last year to \$400,000 in 1973.

Post-Keyes-Gardner (30)—PKG's broadcast billings hit a plateau this year, with 1973 bringing in only \$3 million more than 1972. However, the broadcast billings share for this year dropped more than 6%, indicating stepped-up billing in other areas. The Chicago agency kept all the accounts it had last year, and added Old Chicago beer for radio and TV spots, and Dakota Bake'n Serve for radio spots. Major accounts continued to be FTD Florists, with network participations and a sponsorship this Christmas of the NBC special *The Bear*, and Maremont automotive parts, which had network participation and partial-sponsorship of ABC's *Superstars*.

Rosenfeld, Sirowitz & Lawson (47)—This was Rosenfeld, Sirowitz & Lawson's debut in the top-50 agency listing as billings climbed through the acquisition of Bowman calculators, Bowman Instrument Corp., North

American Van Lines, Investment Company Institute, Hoffman Motors (BMW imported cars) and new products from R. J. Reynolds. Major broadcast business during the year came from Uncle Ben's Inc., C. Schmidt's & Sons (beer), Bowmar, ABC Inc., John Hancock Mutual Life Insurance Co. and North American Van Lines.

SSC&B (13)—SSC&B's broadcast total grew by \$8 million over 1972, virtually all in television. Network TV swelled by almost \$18-million, while spot TV slid by more than \$10 million. Broadcast accounts acquired during the year were Gerber Products Co., Renfield Importers (Martini & Rossi vermouths) and American Cigar Co. Relinquished in 1973 were Best Foods Division of CPC International. Active TV-radio clients included Gerber, Lever Bros., Thomas J. Lipton Inc., Johnson & Johnson, Carter-Wallace Inc., Noxell Corp., Block Drug Co. and Sterling Drugs Inc.

Tatham-Laird & Kudner (25)—An \$11.8-million hike in TV billings this year for Tatham-Laird & Kudner boosted its broadcast share almost 9% over 1972. The Chicago-based agency saw its network TV billings rise almost \$6 million and its spot TV billings climb to \$6 million past the 1972 figures, for an over-all \$11 million-plus broadcast billing increase. The agency's small radio billing stayed small, but the TV increases bode well after last year's figures, which rose no higher than those for 1971. Among the agency's prominent broadcast accounts: Coca-Cola, Procter & Gamble, Goodyear Tire & Rubber, Johnson & Johnson and Miles Laboratories.

J. Walter Thompson Co. (1)—Although its spending in TV and radio fell by \$3.8 million, J. Walter Thompson once again held the leadership among top broadcast advertising agencies in 1972. Account transfers are characteristic of large agencies and during 1972 JWT obtained Simmons Co., Meister Brau Brewing Co., First National Bank of Commerce, Franklin State Bank of New Jersey, American Film Theater Distributing Corp. and First National Bank of Commerce. In turn, the agency resigned Campbell Taggart Associated Bakeries, Hamm Brewing, Liggett & Myers Tobacco and Phillips Petroleum. Among a long list of accounts participating in broadcast in 1973 were Eastman Kodak, Reynolds Metals, Standard Brands, Warner Lambert, Kraft, Gillette, Quaker Oats, Ford Division of Ford Motor Co., Lever and RCA.

Tinker, Dodge & Delano (48)—Tinker, Dodge & Delano registered an estimated \$1-

It flew. Combining the voice of Orson Welles, the music of Burt Bacharach and the homespun good nature of the postmistress in a small Georgia town, Young & Rubicam produces a radio spot for Eastern Airlines—"Eleanor White"—which became the highpoint of the carrier's "people-to-people" approach. Aired from late March to late June, "Eleanor White" brought an old-fashioned feeling to 1973: In an age when many people find their jobs and much of their lives rather unfulfilling and amazingly complex, Miss White simply but effectively explained why the people she meets in the course of her business day make her life worth living. The message was carried by approximately 150 stations in 24 markets (including New York, Houston, Baltimore and Portland) via radio spot buys, part of its \$1.4-million radio buy for the first half of 1973. Eastern Airlines selected 50 of its serviced cities as subjects for its current radio spots. Created by Y&R's Jim Coyne, written by Ed Sylvia and produced at Audio One, New York, "Eleanor White" became a reason for visiting Atlanta, and a reason for the traveler to choose Eastern to get there. Orson Welles may have lent the proper air of show business dignity, Burt Bacharach's composition "All Kinds Of People" the correct musical touch, but Eleanor White the individual made this particular spot truly personal in its impact. The client regards the entire "person-to-person" campaign as having delivered the desired effect: Increasing consumer awareness that the destinations addressed in the radio spots were serviced by Eastern, the cities themselves becoming linked in many minds with "the wings of man."

These agencies led in these categories

In...	Agency	Billings
... Total broadcast billings	J. Walter Thompson	\$218.5 million
... Total television billings	J. Walter Thompson	\$196.5 million
... TV network billings	J. Walter Thompson	\$129.9 million
... TV spot billings	J. Walter Thompson	\$66.6 million
... Total radio billings	Young & Rubicam	\$23.6 million
... Radio network billings	Dancer-Fitzgerald-Sample	\$4.6 million
... Radio spot billings	Young & Rubicam	\$21.4 million
... Biggest broadcast gain	Foote, Cone & Belding	\$21 million

million gain in broadcast business in 1973, as network TV rose by \$1.5 million and spot TV decreased by \$500,000. TD&D, an Interpublic agency, garnered its TV-radio income during 1973 from such accounts as the Borden Co., British Overseas Airways, Coca-Cola Co., Heublein, Warner-Lambert and Florida Citrus Commission.

Tracy-Locke (50)—During 1973, Tracy-Locke acquired the following new accounts: Phillips Petroleum (spot TV and radio), Johns-Manville Corp., Texas International Airlines and Wilson & Co. (spot TV and radio), among others. Accounts the firm resigned included Riviana Foods, BBF Restaurants and Redman Development Corp. Hagger Slacks was a major user of network TV, while Frito-Lay combined network and spot TV and Castle & Cook (Dole pineapples and bananas) added spot radio to its media-use profile. Texas Instruments were spot TV users in 1973.

Warren, Muller, Dolobowsky (39)—Warren, Muller, Dolobowsky consolidated its position on the top-50 list, which it made last year for the first time, by making gains in both TV and radio billings. One new TV account came on board this year: Yardley's You're the Fire perfume. Continuing broadcast accounts include Mennen products (Protein 21 shampoo, hair spray and conditioner, Protein 29 hair groom); Stay Dry antiperspirant; 5-Day (roll-on and pads); Winthrop Laboratories' Neo-Synephrine nasal spray and Bronch-Air mist; Breon Laboratories' Disparene perianal cream; Bonded gasoline, and *Business Week* magazine.

Warwick, Welsh & Miller (33)—Warwick, Welsh & Miller (formerly Warwick & Legler) showed increases in all areas of broadcast billing, particularly in radio, where it more than doubled last year's total. Part of the increase can be chalked up to the agency's acquisition this year of Home Smith International Ltd. of South Plainfield, N.J., and Bowne & Co., New York. Other broadcast advertisers for the year included Air Canada, Benjamin Moore, Red Rose tea, Economics Laboratory, Hemlock Farms, Lehn & Fink (Stri-dex, Medi-Quik and Body All), Pils beer, Schering-Plough, Selchow & Richter games, Timex watches and the United States Tobacco Co.

Erwin Wasey (41)—Erwin Wasey dropped an estimated \$2 million in billings in 1973 as its broadcast share declined to 73% from 78% in 1972. Wasey was said to be the sole agency belonging to Interpublic to suffer a billings decrease in broadcast. Its TV-radio income was derived mainly from Carnation, E. & J. Gallo Winery, Gulf Oil Co. and Purex Corp.

Wells, Rich, Greene (17)—Up \$7.6 million in broadcast billings since 1972, WRG found last year's TV-radio total equal to this year's TV total, principally because of a \$6.1 million jump in TV spot billings. An additional \$2 million in TV network billings more than balanced a slight drop in radio network bill-

ings. The 1973 broadcast share of over-all billings remained essentially the same as last year. WRG this year added more Procter & Gamble accounts, Sure, Liquid Prell, and more General Mills accounts, Hamburger/Tuna Helpers and Chipos. The agency also added the investment banking account of Paine, Webber, Jackson & Curtis, WRG reported no major account losses for 1973. Continuing large accounts were Miles Laboratories (TV spot, network participation and sponsorship, radio spot and network); TWA (TV spot, network participation and sponsorship); Ralston Purina (TV spot, network participation and sponsorship); Royal Crown Cola, Philip Morris, and Procter & Gamble.

Young & Rubicam (4)—Young & Rubicam had a setback in television last year, which slid by almost \$11 million. Radio declined by about \$500,000. Y&R has a long list of TV-radio spenders, including Bristol-Myers, General Foods, General Electric, American Home Products Corp., General Cigar Co., Gulf Oil Corp., Frito-Lay, Procter & Gamble, Thomas J. Lipton Inc., Union Carbide, United Brands, Rheingold Breweries, Goodyear Tire & Rubber Co. and Milton Bradley Co.

Still room at the top among agency movers, shakers

There are still giants to be found in the agency business, but fewer, it seems, than before; a search for broadcast advertising greatness finds five whose stars still shine

Stardom in the advertising agency field is not cast in a common mold. It accepts all kinds. Some stars endure, others fade quickly and are replaced. And sometimes no new stars appear at all, as in 1973.

Five recognized stars are shown in the quick profiles that follow—four men and one woman who have made their marks, whose names have become synonymous with advertising that is fresh, new, different and hopefully effective—and who, incidentally, for the most part seem to have little else in common.

Why no new stars emerged in this year's list is not entirely clear. Among the more frequent and plausible explanations were (1) that the creation of advertising has become more a team effort than an individual enterprise, and (2) stardom usually comes not alone from talent but also from personal ambition and aggressiveness—qualities that their possessors may have buried (or allowed to be buried) under the monolithic corporate bushel in 1973. Neither of those

considerations ever stopped Bill Bernbach, Carl Ally, George Lois, Mary Wells or Jerry Della Femina—for which all in advertising may be grateful.

Hard-nosed humor designed to sell by Mary Wells Lawrence

Mary Wells Lawrence says she has kept a diary of her 25 years in advertising. "I think of it as my million-dollar retirement plan," she explains. It probably won't miss. Rarely does the 45-year-old chief executive of Wells, Rich, Greene miss in any enterprise. The diary would be a best seller about a best seller.

Its author is the first woman to make it really big in one of the most competitive businesses around. She is one of the highest-paid women in the world, the founder of an agency only seven years old yet 15th largest in the nation. Diary entries should include her election in 1970 to the Copywriters' Hall of Fame, and her membership on Nelson Rockefeller's Commission on Critical Choices as the only representative of the advertising business.

Although she is head of an agency renowned for its emphasis on creativity, and although she made a name for herself as creative head with Doyle Dane Bernbach, Mrs. Lawrence is celebrated primarily for her business prowess.

In its first six months WRG, created in 1966, billed \$30 million. Two years later it went public. This year WRG acquired the Gardner Agency of St. Louis, whose accounts include Anheuser-Busch. And it created a subsidiary, WRG-Drigoti, whose accounts include the May Co. WRG's separate billings this year were about \$140 million, and the agency has maintained a profit margin of about 17%, some 10% above the industry average.

Behind the facts and figures is Mary Wells Lawrence, who admits she has a hand in the agency's every effort and who frequently handles campaign presentations to the firm's clients. "Her approach to . . . management . . . centers largely around what she found important during her rise: hiring unusually talented people, then providing them an environment and motivation that stimulates great



Wells

productivity," a WRG spokesman said.

A successful campaign, Mrs. Lawrence told a group of financial analysts this month, should always have the element of humanness. She showed the analysts five WRG commercials which she felt were "particularly human" (and, not incidentally, successful). The five were the "I can't believe I ate the whole thing" and the new "Papa" ads for Alka Seltzer; the Bic Banana "fruit" ad; the Sonoco tough business/free spirit stand-up sell ad; and the Sure deodorant working girl commercial.

"Humanness in advertising is hard to create," she told the analysts. "It takes a lot of determination to achieve it in the first place. And it takes a lot of fussing over production detail.

"Humor can be brilliant, yet extremely impersonal. When humanized, it can be very warming and friendly. Earnestness can be dull—can tune people out fast. When humanized it can be very persuasive," Mrs. Lawrence asserted.

However, neither humanness nor creativity means anything to an agency without the dollar sign, Mrs. Lawrence has often remarked. "We would consider a commercial that everybody loved but that didn't sell the product as a disaster," she has said. "Our commercials are creative because . . . if you're not creative, you're just not going to get people's attention."

Jerry Della Femina plays it loose in building a 'recession agency' that proves prosperity is just around the corner to faltering accounts

Every observation from Jerry Della Femina, president of Della Femina, Travisano & Partners Inc., New York, comes packaged with some witicism. He has developed a novel outlook on his place in the advertising industry, one highly identifiable with the style that has helped make him one of the major creative men in the business. According to Mr. Della Femina, bad times have always provided his most opportune moments.

"We're a recession agency," he notes. "No one would want to have much to do with us when things are going well. . . . We're the Lourdes of advertising. People come to us with crippled budgets and we make them walk."

Mr. Della Femina describes the chief strength in his background as the "street education" he acquired from 1954 to 1961 as a youth fresh out of high school, never making more than \$80 per week and holding as many as 22 different jobs in one year during this period.

The worst day in his life occurred in 1961. Having walked three miles in three-degree New York weather, late for an interview at Leber Katz Partners Inc. for lack of car fare, he was turned away. "I vowed then that I'd never be uptight again about an interview," he recalls, crediting some new-found positiveness with the landing of his first job in the industry with Daniel & Charles in 1961.

In one year, Jerry Della Femina rose from trainee to copy supervisor. A suc-

cession of moves followed, culminating in a vice presidency at Ted Bates before founding DFT&P in 1967.

"I guess we could have been indicted for false advertising back then: The 'Partners' were cleaning ladies and anyone else we could include to make us sound bigger. Now it refers to a seven-man management committee whose task it is to make us all rich."

In recalling key points in his agency's history, Mr. Della Femina is quick to mention the mistakes as well as his successes. Although his 1972 campaign helped move the WABC-TV New York *Eye-witness News* from three to one in the ratings, Mr. Della Femina dropped the



Della Femina



KGW TV's LOCAL NEWS COVERAGE IS WINNING NATIONAL AWARDS

For the first time in 30 years, an Oregon station has received the prestigious duPont Award.

Of course, we're pleased. We spent over 16 months producing a hard hitting documentary that doesn't pull any punches about life on skid road. Its misery. Its hopelessness.

"Death of a Sideshow" isn't a pretty picture. It wasn't meant to be. We presented it to inform our viewers about a community problem . . . and maybe move them to help find a solution.

We'll continue to cover Portland, its people and its problems as if lives depended on it. Because sometimes they do.

KGW Television, Portland, Oregon.
Represented nationally by Blair.



How to ship small packages in a big hurry.

DELTA'S DASH

DELTA AIRLINES SPECIAL HANDLING

Delta guarantees delivery on the flight or routing you specify between most Delta cities.

Packages accepted up to 50 lbs. with length plus width plus height not to exceed 90" total, with only one dimension exceeding 30"

Delivery to Delta's passenger counter or air freight terminal at the airport at least 30 minutes prior to scheduled departure time.

Pick-up at DASH Claim Area next to airport baggage claim area 30 minutes after flight arrival at destination.

Charges for DASH shipments are nominal. Delta reservations will be pleased to quote actual charges between specific points.

Payments accepted in cash, by company check, most general-purpose credit cards, special credit arrangements or on government shipments by GBL. **DELTA** The airline run by professionals

Rate examples (Tax included)

Atlanta-Washington	\$21.00
Boston-Miami	\$26.25
Cincinnati-Louisville	\$21.00
Cleveland-Phoenix	\$26.25
Los Angeles-New Orleans	\$31.50
Dallas-Los Angeles	\$26.25
San Francisco-Atlanta	\$31.50
Philadelphia-Houston	\$26.25
New York-Tampa	\$26.25

For full details, call Delta reservations.



Delta is ready when you are!

account to pick up its WNBC-TV competition. Ruing the decision to this day, he verbalizes a lesson: "I learned you can't make a sow's ear out of a sow's ear."

The campaigns he is proudest of developing include the "don't-let-an-amateur-do-our-job" theme for the accounting firm of H. & R. Block (1971) and the "we're-so-close-and-yet-so-far" concept for the Hemophilia Foundation (1971). He beams brightest over a line from his 1973 radio spot for Yonkers Raceway: Anne Meara tells husband Jerry Stiller how she'd rather see an X-rated movie about an elephant called *Deep Trunk*.

After taking a bit of an author's respite following his 1970 best-seller "From Those Wonderful Folks Who Gave You Pearl Harbor," he is just beginning to write again; this time, however, it will be freelance articles and not another book. Jerry Della Femina has his reasons for this: "One, and they think, 'It shows you how sharp he is.' Two, and they start asking, 'Is this guy running an agency or is he going to write books?'"

Tell-it-as-it-is approach in ads helps independent-minded Carl Ally reach the \$55-million billing mark

Carl Ally has been a recognized force—some say a whirling dervish—in the advertising world ever since he was fired in 1960 from Campbell-Ewald for heavy mavericking. "That was the nicest thing that agency ever did for me," Mr. Ally swears. It led to what may be the nicest thing he has done for the agency world: "to have influenced people to try and open their own agencies."

"We broke down the doors for independent agencies just like the doors were broken down for us once. For a time we were there for young people to move into the business. We're an example of what could be done."

Today a \$55-million billing figure for 1973 is an example of what has been done at Carl Ally Inc., now 12 years old. Mr. Ally calls it "only an average success," demonstrating the unusual and admirable bluntness that popularizes such commercials as: "Pan American, the world's most experienced airline."

"At our agency we're all very introspective," Mr. Ally muses. "It's not a world-beater, but it's not a dismal flop, either. It's just a good, honest effort, and there's nothing wrong with that."

The agency's reputation is largely based on its tell-it-as-it-is approach to advertising. Back in 1962 with its very first client, Volvo, Ally was talking as other agencies are starting to talk now: "Would you sell your present car to a friend?" the Volvo print ads read, or: "It will last longer than the payment book." Cleverness without funniness and avoidance of the oversell have long been the technique at Ally Inc.

"We do what everybody else says they do," Carl Ally contends. "We started out to do what's right, and in the early days we acted like the clients didn't exist. It wasn't a very successful time: All we thought about was the audience and the consumer. Then we found out that the



Ally

client owns the product and that without the client, there's no agency."

A sterling example of Ally Inc.'s work is this holiday season's TV commercial for Tonka Toys, a new Ally client. The much-talked-about spot looked more like an institutional ad for a better world than a sales pitch, and respect for the commercial was undoubtedly transferred to respect for the product. Simple?

"My contribution to advertising has been to make as good a commercial as I can so that I don't contribute to the general banality of television," Mr. Ally states. "We're in the vanguard of exploiting television—it's something you either grasp or you don't."

Working with long-time associates James Durfee, writer and Ally board chairman, and Amil Gargano, creative director and executive VP, Carl Ally has produced memorable commercials for, among others, Citizens for Clean Air, Corning Glassware, Salada Tea, CBS network, Pan Am, Fiat, and Hertz, a client it lost this year.

Ally Inc. is not in the broadcasting business, but the advertising business, its chief is fond of emphasizing. "When they start making stones that cause people to trip over them when they walk over them, then I'll be interested in those stones, do you understand?"

There's no business like show business (except advertising) at Lois Holland Calloway

Whenever George Lois is hit with the charge (usually by a competitor) that he's the prime mover of the top-of-the-lungs "show-biz-entertainment" school of advertising, his immediate response is: "You're damn right I am—and I'm proud of it."

"The name of the game is to make your client's product famous," he says, justifying the use of show-business techniques in Lois Holland Calloway commercials. The successful Olivetti-girl campaign of two years ago is the one he likes to cite as an example of "making my presence felt in a very crowded market." Olivetti "was an unknown typewriter



Lois

company in most people's mind," he says. "IBM was the status machine, to the point where a secretary thought the boss was putting her down if he forced her to use an Olivetti."

So Mr. Lois went to work on bringing "feminine appeal" to "the traditionally sterile, impersonal advertising" that comes out of companies making typewriters and business machines. The campaign was pegged on a theme of the Olivetti girl's having more fun than non-Olivetti users because the company's typewriter "has an aura of romance and excitement about it." One TV spot showed a secretary so dedicated to her Olivetti that she lifts it off her desk and, gasping for breath, schleps it along on her new assignment.

He says he gets away with such a wacky approach because he not only delves into the product to search out the strong points to use in a media campaign but also relates that product to what its competitors are doing. And, still further, he says, "I try to hook into the atmosphere that's all around me, the ideas that are floating in the air, what the kids are saying about Vietnam, what New York cab drivers are saying about Watergate."

Translating this awareness into the way he goes about his work as a creative ad man, Mr. Lois is convinced that some of his more famous phrases—"Who says a good newspaper has to be dull?" (for the defunct *New York Herald Tribune*), "Is this any way to run an airline? You bet it is" (National Airlines), "When you've got it, flaunt it" (Braniff International)—caught on because they captured a mood not just within the parochial precincts of Madison Avenue but throughout the country as a whole.

"If the time ever comes when Madison Avenue stops saying, 'Lois doesn't know what the hell he's doing,'" he says, "I'll know I've finally had it."

Bill Bernbach: He makes the buck stop at his desk

Bill Bernbach sat behind a large oval table in his tastefully furnished office at Doyle Dane Bernbach in New York and pointed to the surrounding chairs. "Our copywriters and art directors sit there,"

he said. "And I sit here and edit."

He paused for the fraction of a second and added benignly: "After all, if creative giants like Thomas Wolfe needed editing, even our most skillful copywriters and art directors need it too."

William Bernbach, board chairman and chief executive officer of Doyle Dane Bernbach, is credited with having served as catalyst for the emphasis on creativity in advertising, starting in the late 1940's and continuing through today.

"The key words used to be 'research' and 'marketing,'" he observed. "Now don't get me wrong, research and marketing are important and we have large departments in these areas here. But they are only half the job. The other half is saying it right. If you have the facts and don't say it right, the advertising is worthless."

Mr. Bernbach has served continuously as the creative head of DDB, which he founded in 1949 with Maxwell Dane and Ned Doyle (both have retired). DDB's reputation soared as its distinctive advertising earned plaudits for its creative excellence and sales effectiveness.

"Our style emphasized low-pressure, uncluttered, believable statements," Mr. Bernbach explained. "Such as 'Think Small' [Volkswagen], 'We try harder because we're only Number Two' [Avis] and 'You don't have to be Jewish to love Levy's' [Levy's Jewish rye bread]."

Mr. Bernbach can point to a long list of agency executives whom he has taught, prodded and nurtured. Among those who have gone off to form their own agencies are Mary Wells Lawrence, George Lois, Ronald Rosenfeld, Leonard Sirowitz, and Paula Green.

"What particularly pleases me is that 35 of our people who left to go on to more important and better paying jobs have come back to work for us again in the past few years," Mr. Bernbach said smiling. "They wrote to me and said, in effect, they were making more money, had bigger jobs but missed DDB, which they considered to be home."

Over the years he has been asked frequently to write a book and is finally at work on it. "It's going to be a combination of the principles of communications and a recounting of my experiences," he said. "I think it's going to be a maverick kind of textbook."



Bernbach

Programming

FCC's suggested program quotas get little support

Broadcasters wary of commission intrusion into programing, propose some modifications; UCC fears that minimum standard could become the maximum

Broadcasters and public-interest groups shared mixed feelings on the FCC's "substantial service" docket which proposes percentage guidelines on which the commission may judge a licensee's public-service programing in the event of a renewal challenge (BROADCASTING, Dec. 3).

The National Association of Broadcasters, along with CBS and ABC, led the protest against possible commission intrusion into programing freedom. NAB said that it was "unalterably opposed" to program percentage statistics as a measure of an applicant's "substantial service" to the community because such a standard "would plunge the commission further into program judgments."

CBS warned "the effect of the proposed standards will be to install the commission as program director of the nation." There is no reasonable relationship, CBS said, between meeting percentage requirements and actual substantial service.

NAB and the networks also complained of the commission's apparent predisposition to adopt some variation of its percentage proposal. ABC pointed out that the commission's proposal might be entirely premature and that action should be deferred until Congress acts on possible revisions of renewal regulations.

But noting the commission's "predisposition" to some form of percentage regulation, the broadcasters offered a few suggestions on how the policy might best be shaped.

NAB asked that all independent UHF stations operating at a loss be exempt from the standards, also that percentage guidelines never be applied to radio. The networks recommended that the commission make some modifications and refinements of program category definitions.

NAB asked that compliance with percentage guidelines assure renewal on programing grounds. "The whole concept of percentage guidelines is undermined by looking behind the programing percentages to question quality, pertinency and other aspects . . . the licensee must be protected against second-guessing his programing decisions," said NAB.

That licensees will be able to use these standards as a shield is precisely the problem, according to public interest groups. The National Citizens Committee for Broadcasting said that "percentage programing standards must not become the only test of renewal." NCCB said that character and financial qualifications,

equal employment and other critical factors still must be considered.

NCCB also asked that if the commission exempted stations operating at a loss, then the opposite should apply for stations making a high profit. The public and the commission should expect more solid community-service programming from the financially successful stations.

The United Church of Christ agreed in principle with the FCC's efforts to impose minimum standards, but warned against the substitution of "quantitative measures where qualitative decisions based on considered human judgment are required." UCC is also concerned about the tendency of "a minimum acceptable standard to become the optimum offered by all."

Disney to try its magic on Saturday nights

Arrangement with NBC initially calls for one-time showing of four movies

Walt Disney Productions and NBC are melding a series of family-type programs for TV and the first move is an arrangement to air four Disney feature films next year and in 1975 in expanded Saturday night prime time. The first two are Jules Verne's "20,000 Leagues Under The Sea" and "The Parent Game." Neither has been broadcast. Although not announced, the other two will be "Lady and the Tramp," and "Pollyanna," mentioned by E. Cardon Walker, Disney president and chief operating officer, in remarks to investment managers and security analysts Dec. 15 in Florida.

All four movies, Mr. Walker noted, are for one-time broadcast, after which they will be withdrawn from use for seven or eight years, and then reissued for theatrical release.

Mr. Walker also reported at that time that Disney is negotiating with NBC for a regular, hour-long Saturday morning children's show. Details were still not available pre-Christmas. For 20 years, Disney has provided TV with *The Wonderful World of Disney* (Sunday, 7:30-8:30 p.m. NYT) which the network has scheduled through the 1975-76 season.

Mr. Walker told the Florida meeting that TV production added \$9,638,000 to total revenues in 1973. For the fiscal year that ended Sept. 30, Disney reported revenues of \$385,065,000.

Program Briefs

In 87 markets. Paramount Television reports that *Mission: Impossible* has been sold in 87 television markets with latest sales to WALB-TV Albany, Ga.; WILL-TV Terre Haute, Ind.; WTEV-TV New Bedford, Mass., and WTLV-TV Jacksonville, Fla.

More Lassie. Gray-Schwartz Enterprises (Teleflex Division), Beverly Hills, Calif., appointed to handle U.S. syndication sales of *Lassie* programs produced by Wrather Corp. that ran on CBS-TV 1964-71. Except for 27 from 1964-65 season, all are

Balance of trade. Sir Lew Grade, the British showman who gave some 70 U.S. TV editors and reporters a junket-of-the-decade trip to London last year (BROADCASTING, Oct. 16, 1972), put reverse English on his hospitality earlier this month and treated 55 British journalists to a visit to Hollywood, capped by a stay in Las Vegas. There was a tour of the Universal studios, a luncheon with CBS as the host, visits to the *Gunsmoke* set and a taping of *All in the Family* (which had its origins in British television). The itinerary included Disneyland and a dinner by ABC in honor of Sir Lew, whose Associated Television Corp. is a consistent supplier of ABC-TV specials and series. The group was flown to Las Vegas on the way back to London. Independent Television Corp., ATV's U.S. subsidiary, and ABC were unofficial co-hosts during the trip.

in color. Being offered are 186 half-hours; 15 one-hour programs (formed by combining that many two, 30-minute episodes that form one story, and nine feature-length programs (formed by combining three to five episodes that are a single, continuous story). Gray-Schwartz represents other Wrather properties for syndication: *Lone Ranger*, *Jeff's Collie*, *Timmie & Lassie*, *Sergeant Preston of the Yukon*.

Sugar Bowl is too white, black group complains

Several black organizations have collectively petitioned the FCC to prevent ABC Inc. and ABC affiliate WVUE-TV New Orleans from carrying the Sugar Bowl on New Year's Eve. Citing discriminatory practices of Mid-Winter Sports Association, sponsor of the event, and the National Collegiate Athletic Association, the group asked the FCC to issue a cease and desist or revocation order.

The Mid-Winter Sports Association has never admitted a black to its membership and, until last year, never allowed blacks to participate in the Sugar Bowl parades and pageantry, according to the petition.

The group also complained that the NCAA does not distribute a fair share of the television rights for college football to black colleges. The petition, submitted by Alvin O. Chambliss of the Southern Media Coalition, said that of the \$13,490,000 to be paid to participating members this year, only \$300,000 will go to black colleges.

The black organizations warned that tension was growing in New Orleans' black communities because of Mid-Winter Sports Association's policies and that "turmoil will run rampant" if ABC and WVUE-TV are allowed to carry the game.

'New guys' set for basketball

The principals in a new contract between the American Basketball Association and the Hughes Sports Network

characterized their deal for exclusive network television rights as one between "two new guys on the block." At a news conference in New York Dec. 20, ABA Commissioner Mike Storen and HSN chief executive officer Robert D. Hales announced the agreement for the 1973-74 season as well as an unspecified number of ABA divisional finals and championship games. HSN inaugurates its ABA telecasts with the seventh annual ABA All Star Game (Jan. 30, 1974, at 8 p.m.) from The Scope in Norfolk, Va. Mr. Hales indicated that upwards of 140 stations (covering more than 90% of the country) would carry ABA coverage as Hughes affiliates.

Audio ID's go back to the drawing board

In putting off decision on rules for program monitoring systems, FCC calls for more conclusive tests of reliability and perceptibility

The FCC has decided to await additional testing before acting on proposed rules to permit automatic audio identification of programming material on radio and television stations. It asked for the submission of interim reports by March 7, 1974.

Specifically at issue are systems proposed by Audicom Corp., whose petition led the commission to initiate the rulemaking on June 10, 1970, and by International Digisonics Corp., whose petition led the commission eight months later to enlarge the proceeding. Both systems would be used primarily for monitoring commercial material.

Audicom's system would involve eliminating the upper audio frequency range of a narrow band of frequencies on AM or FM program material, or in the aural channel of a television program, and inserting coded material that would be substantially inaudible. IDC claimed that its system would not remove program material, and that the identification signal would be less perceptible to listeners. It also said its system would be more reliable than Audicom's.

However, the commission said that after studying the results of on-the-air tests of both systems and the comments that interested parties have submitted, it feels—as do those commenting—that additional testing is necessary before adoption of the rules can be considered.

The commission said that the basic feasibility of Audicom's system has been demonstrated but asked for additional testing of its reliability and the perceptibility of the identification signal to the broadcast audience under various conditions and with different kinds of program material. As for the IDC system, the commission said that no systematic attempt had been made to determine its accuracy or reliability and that there was no evidence the system would perform satisfactorily without an unacceptable degree of program quality degradation.

Trying to keep small systems out of the copyright bank

Report for copyright subcommittee concludes that proposed 1% levy would threaten economic viability of independents with few subscribers

If small, independent cable systems are not exempted from the monetary requirements of forthcoming copyright legislation, operations that are now "just treading water" could be subject to disastrous financial setbacks. That is the conclusion of a report issued last week by the Community Antenna Television Association, an Oklahoma City based national association of independent cable operators.

The report was prepared by the association at the request of Senator John McClellan (D-Ark.), chairman of the Subcommittee on Patents, Trademarks and Copyrights, which is now preparing legislation setting standards for cable copyright payments. Its intent is to foster support in Congress for the cable industry's efforts to have systems with less than 3,500 subscribers exempted from the copyright bill. Some industry sources regard that effort as a lost cause, although an attempt is expected to be made to inject such an amendment into the McClellan bill (S. 1361) when it reaches the Senate floor—probably not before May.

CATA contends that the 1% of annual gross receipts smaller systems would be required to put into a proposed "copyright bank" would place such a burden on those operations that viability would be threatened. Smaller systems, the association asserted, are not the "gold mines" that some observers have touted them to be. Indeed, it claimed, they "need all the relief they can get."

To justify that claim, CATA solicited financial statements from 1,000 operating systems (not affiliated with the 25 leading multiple-system operators). From the 191 replies it received by last month, CATA divided the reporting systems into five size categories based on subscriber totals. It then reported the collective revenues, expenses and net revenues (prior to the repayment of debts and capitalization for system expansion) in each category. The results are as follows:

For systems of between 40 and 500 subscribers, gross receipts totaled \$298,470, and expenses \$336,697, for a net loss of \$38,227 or \$7.62 per subscriber. With systems of between 500 and 1,000 subscribers, the totals were \$839,619, and \$755,934, for a net revenue of \$83,685 or \$5.97 per subscriber. For 1,000-1,500 subscribers, the revenue, expense and net total figures were, respectively, \$1,003,707, \$931,658 and \$72,049 (\$4.36 per subscriber); with 1,501-2,000 subscribers, the same categories registered totals of \$1,098,334, \$942,138 and \$156,-

206 (\$8.54); and for 2,000-5,800 subscribers, the totals were \$1,559,034, \$1,222,460 and \$320,984 (\$12.92).

CATA then computed how much the 1% copyright fee (which it determined to be 60 cents per subscriber, except in the 40-500 category, where it would total 59 cents) would slice out of each category's per-subscriber net revenues. It found that in the 40-500 subscriber category, the copyright fee would increase that group's net loss to \$8.21 per subscriber. In the 500-1,000 group, the net would decline to \$5.57. With 1,001-1,500 subscribers, the total would decrease to \$3.76. With 1,501-2,000 subscribers the figure totals \$7.94. With 2,000+ subscribers, it would be \$12.32.

Thus, CATA concluded, for the first category, the increase in net loss would total 7.7%. The next four categories would see net revenue reductions of 11.1%, 13.6%, 7.1% and 4.7%.

If the small-system operator, who often mans the cable facilities with little or no staff assistance, is able to make any rate of return on his investment at all, CATA concluded, "it is solely because he is providing . . . a fair service for a fair rate. And because he is not afraid, or unwilling, to perform that service 18 hours a day, 365 days a year." Under such conditions, the association said, there is "ample reason" for exemption from the extra copyright burdens.

Networks, producers spell out the case for copyright liability

In appeal of Teleprompter suit, CBS and program firms assert cables can afford to pay fees; NBC says if free ride goes on creative sources may be undermined

CBS and three TV program packagers went on record denying cable-TV claims that imposition of copyright liability for the importation of distant signals could bankrupt the CATV industry. And in a separate brief filed last week, NBC argued that failure to impose copyright fees may ultimately affect creative output.

In a brief filed Dec. 19 in the U.S. Supreme Court, which has agreed to hear an appeal of a lower court's decision imposing that liability, CBS, Calvada Productions, Jack Chertok Television and Dena Pictures—which are plaintiffs in the case, brought against Teleprompter Corp.—said they would "waive their rights to damages for past infringements and would request only that injunctive relief be granted." They would not object, they said, if the court holds that liability applies only in the future and that no copyright owner can collect for past infringements.

Beyond that, they argued, the copyright law does not require "remorseless retribution" in cases of copyright infringement; the courts have wide discretion in fixing damages and the "low level" of past copyright litigation involving CATV—limited, the brief said, to two suits in 20 years: the current one and the

Collectors. National Cable Television Association has received pledges of more than \$60,000 thus far for fight against broadcasters and theater owners in pay cable controversy. Allocation for the campaign is \$269,000, much of which will be provided by the association itself. Motorman for fund-raising program is Time Inc.'s Barry Zorthian, who has organized "task force" of six cable executives, each of whom is soliciting funds from a list provided by Mr. Zorthian.

Fortnightly case in the 1960's—shows that copyright owners have not been bent on destroying their prospective licensees.

The bankruptcy argument had been advanced by Teleprompter and the National Cable Television Association in urging the Supreme Court to overturn the lower court's distant-signals liability ruling (BROADCASTING, Nov. 26).

The Motion Picture Association of America, in a friend-of-the-court brief supporting CBS's position, quoted Teleprompter's 1971 and 1972 annual reports as saying that even if Teleprompter lost the CBS suit it was the opinion of Teleprompter management and counsel that the loss would "not have a material effect on [Teleprompter's] financial position."

In a separate action, NBC filed a motion for permission to file a friend-of-the-court brief in the CBS-Teleprompter case, supporting CBS in its court fight.

Permitting the cable industry to carry distant signals without charge, NBC said in the brief that accompanied the motion, would subvert the scheme of copyright protection under which creators of artistic works are given the exclusive commercial rights to their creations—a scheme designed to motivate further efforts.

"Moreover," the brief added, "a policy of free distant-signal transmission would be inimical to the interests of all engaged in the business of transmitting television programming to the public. All broadcasters rely upon the creative community to produce the programs transmitted to the public. Any rule that deprives the creative community of the very rewards that the copyright laws were enacted to preserve would reduce the quality and quantity of available television programming."

Cable's news imports opposed, supported

Broadcasters fear fragmentation of audience, but 300 operators extol virtues of idea

Broadcasters' reaction was emphatically negative to the FCC's proposed rule-making that would allow cable-television systems to import distant network news programs if the same programs are not duplicated simultaneously on local affiliates. Cable operators, however, described potential advantages to the public

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if the commission relaxed its nonduplication rules.

The purpose of the proposed rule, according to the commission, is to foster wide dissemination of the news from diverse sources. The commission is also concerned that viewers "should not miss small but possibly significant differences among network news feeds" and that viewers "should not be saddled with technical mistakes that are corrected in later network feeds."

The Association of Maximum Service Telecasters redefined this as "wide-open duplication of network news programs" and said that benefit to the public "would be virtually nil." AMST said the proposal would lead to serious fragmentation of the local stations' audience.

ABC, CBS and NBC also agreed that local audiences would be fragmented—at the expense of local programming. The networks explained that they offer two or three live feeds from New York so that affiliates have flexibility in designing the most effective combination of local and network news. The networks also noted that from a financial standpoint, it is the network news that generally carries the local news.

NBC's petition asserted that the imported news feed would usually coincide with the local affiliates' local news program and would serve only to "distract attention from local programming where true diversity is to be found." Noting that national news is essentially the same and available to anyone from a wide range of sources, NBC questioned whether any cable subscribers "would be the least bit concerned if he missed the 6:30 NBC news and had to settle for either the 7 o'clock CBS or ABC news."

Broadcasters also pointed out the improbability of viewers watching back-to-back broadcasts of the same network newscast in order to appreciate the slight differences and technical repairs that even the commission concedes are rare. "The opportunity to see the same network news program with and without the technical mistakes may afford meaningful diversity to news buffs and television professionals, but it is difficult to understand how such diversity advantages the general television viewer," said McGraw-Hill Broadcasting Co.

In support of the proposed rulemaking, the commission received a joint petition filed by parties owning some 300 existing or proposed cable systems. The group suggested that the rule would be useful in communities where all three network news programs are broadcast at the same time.

Cablecom-General, in a separate filing, addressed the issue from a loftier plateau. Reminding the commission "that our system of laws and government is predicated upon maximum exposure of each individual to all available sources of information so that each citizen may be informed on issues which concern him," Cablecom warned against government impediment of the citizen's access to information. As a remedy, Cablecom urged the commission to follow through on its proposed rulemaking.

Mystery money backs campaign against cable franchise

**But despite scare advertising,
voters, by slimmest margin,
approve Norman, Okla., grant**

Municipal officials in Oklahoma, where there has been little recent growth of cable television, are taking a hard look at the circumstances under which the university city of Norman chose a cable franchisee. What they're seeing isn't likely to warm their welcome of the medium.

Norman voters on Dec. 4 approved by a margin of two (2,776 votes to 2,774) the city's grant of a franchise to a firm dominated by American Television & Communications Inc., Denver. The vote, which came after what one city official termed a "very hotly contested battle" for the franchise, was immediately challenged in court by two students at the Norman-based University of Oklahoma. The two, Larry Woods and Diane Jackson, had in the preceding weeks waged an expensive campaign urging defeat of the franchise ordinance.

An Oklahoma circuit judge rejected the challenge. Mr. Woods and Ms. Jackson were reported to be planning an appeal to the Oklahoma Supreme Court. They have until Jan. 4 to obtain relief. After that, local sources reported, the vote tally will be certified.

The cable situation in Norman is considered significant for several reasons. Although the city's subscriber potential is only around 7,000, the franchise area includes the large University of Oklahoma campus, which ATC has proposed to supply with a number of sophisticated cable services. (Indeed, the cable referendum had the enthusiastic support of university officials. According to the Norman public works director, Tom Blankenship, the ordinance "wouldn't have stood a chance" without the heavy support of student voters.)

Several Oklahoma communities had been observing developments in Norman as a guide to cable actions of their own. No franchises, prior to Norman, have been granted in Oklahoma since the FCC's cable rules were put into effect two years ago. After witnessing the "semihysterical" developments of Norman, one source close to the issue said, "other cities might be afraid to play with cable now."

For several weeks prior to the election, Mr. Woods and Ms. Jackson poured some \$10,000, according to Mr. Blankenship, into newspaper advertising designed to discredit ATC's intentions. The source of their money was not disclosed. The losing applicants were Communications Properties Inc. and Heritage Communications, each associated with local interests.

The newspaper advertising campaign evoked an Orwellian future if cable were allowed into Norman. One ad (see next page) carried the headline: "Cable

Cable TV Is A Spy In Your Bedroom

CABLE TV CAN HEAR EVERYTHING THAT GOES ON IN YOUR HOME.

Cable TV can record every intimate conversation in your home. According to Vol. 1, pp. 121-123 of the Cable TV proposal itself, Cable TV will have immediate two-way capability, both audio and video.

CABLE TV CAN TURN ITS LISTENING DEVICES ON AND OFF WITHOUT YOUR EVER TOUCHING THE TV SET.

According to the Cable TV proposal itself (Interactive Television, Vol. 11), Cable TV will have the capacity to automatically tune itself on.

CABLE TV HAS THE CAPACITY TO OBSERVE AND RECORD EVERYONE WHO COMES TO OR LEAVES YOUR HOME OR NEIGHBORHOOD.

According to the Cable TV proposal itself (Vol. 1, p. 98), television surveillance cameras can be set up in every neighborhood in Norman.

CABLE TV HAS THE CAPACITY TO "SMELL" ODORS IN YOUR HOME AND THEREBY DEDUCE NON-VERBAL ACTIVITY.

According to the Cable TV proposal itself (Vol. 1, p. 119), the system will be able to detect odors and define them for transmission to surveillance centers.

A machine which can be used to watch your home, listen to your conversations, and use smell to detect things it cannot hear, has no place in Norman.

VOTE NO on Cable TV Dec. 4

Alarmed. Cable officials whose ears have been ringing since National Association of Broadcasters started taking pay cable to task in newspaper ads might be advised to avoid looking at above illustration. It's reproduction of ad placed early this month in the local newspaper in Norman, Okla., by two Oklahoma University students who waged an unsuccessful campaign to have city's cable ordinance defeated. Claims made in ad regarding cable's 1984-ish capabilities have evoked disbelief, and considerable amusement, from the few industry types who have seen it so far. One Washington consultant has vowed to have clipping framed, to hang in her office as reminder of how medium's potential can be blown out of proportion by grass-roots opponents.

TV is a Spy in Your Bedroom." It claimed that, among other things, cable "can hear everything that goes on in your house," "has the capacity to observe and record everyone who comes to or leaves your home or neighborhood," and the ability "to 'smell' odors in your home and thereby deduce non-verbal activity."

The reference to cable's odor-sensing capability was taken from a general ATC

discussion of possible installation in university buildings of fire and smoke detecting devices—a function that is feasible, but not planned, for the Norman system.

ATC is the largest stockholder in the winning cable applicant, with 49%. The remainder of the stock is owned by several local businessmen. ATC also has an option to purchase additional shares. The firm plans to charge \$6 monthly per subscriber. The city will attempt to collect—subject to FCC approval—a gross receipts tax from the system of 5%, the largest percentage allowed by the commission.

Pay cable could make NYC \$100,000 richer each year, says Sterling

That firm and Teleprompter would each kick in half that amount at a 10%-of-revenues rate

The city of New York could receive about \$46,080 a year each from Sterling Manhattan Cable Co. and from Teleprompter Manhattan Cable as its 10% share of pay TV revenue for at least the first two years in a proposed experiment that could get under way early in 1974 (BROADCASTING, Nov. 19).

This figure was supplied at a public hearing earlier this month before representatives of the city's Board of Estimate by Sterling's president, Richard Galkin. He arrived at the \$46,080 amount by first estimating that, based on the company's previous experience with its pay cable outlets in Pennsylvania and New York state, only about 20% of the subscribers already wired for cable are willing to shoulder the extra fee involved in getting newer movies and additional sports events. That 20% would mean 12,000 or so subscribers (out of Sterling's present total of 60,000) for New York's proposed pay cable test. At \$8 a month, which is "what people seem willing to pay on our other systems," according to Mr. Galkin, Sterling's gross revenue would add up to \$1,152,000 a year. Since the cost of programming the pay cable channel is traditionally calculated at 60% of the gross-revenue figure, the supplier (in Sterling's case, Home Box Office Inc.) would pick up \$691,200 with Sterling's remaining \$460,800 used as the figure subject to New York's 10% tax. Both Sterling and Home Box Office are owned by Time Inc.

Bernard Fishman, Teleprompter's corporate secretary, didn't dispute those figures, although he said he hopes other programmers will compete with Home Box Office for the right to lease Teleprompter's proposed pay cable channel.

Home Box Office, according to Mr. Galkin, would offer movies such as "1776" (Columbia), "Deliverance" (Warner Bros.), "The Poseidon Adventure" (Twentieth Century-Fox) and "Sleuth" (also Fox), the home games of the American Basketball Association's New

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York Nets, a half-dozen or so children's movies and, for National Basketball Association fans, selected home games of the Boston Celtics and Milwaukee Bucks. Advertiser support, Mr. Galkin added, would determine whether home games of the NBA's New York Knicks and of the National Hockey League's New York Rangers would stay a part of the present \$6-a-month package to Manhattan cable subscribers or be siphoned off to a pay channel.

Martin Firestone, a communications lawyer representing the National Association of Theater Owners, spoke out against the city's granting franchises for pay cable without "a reasonable clearance period" to allow feature films to complete their "full first- and second-run cycles in the theaters." Otherwise, he said, a number of neighborhood theaters would go out of business as people watched new movies in the comfort of their homes, an outcome that would cause "a loss of jobs and of real-estate revenues to the city." Mr. Firestone was backed up by Martin Newman, executive vice president of the Century theater chain, who said that the closing of one neighborhood theater could cost the city more in a year's worth of lost real-estate taxes than the projected annual \$46,080 it would get from Sterling.

Systems in N.Y. state face open-books edict

Comments invited on proposal for uniform accounting requisite for larger cable operators

The New York State Commission on Cable Television says it wants to issue new rules requiring cable systems to make detailed financial disclosures to the agency each year. The commission also said it is proposing a uniform accounting system which would be mandatory for all cable firms in the state with annual gross receipts in excess of \$100,000.

Adoption of the rules, which were detailed in an 87-page notice by the agency Dec. 14, will be withheld pending the submission of comments and replies by interested parties. The deadline for comments is Feb. 28; replies are due March 31. To explain the proposal, the commission will hold six orientation meetings at various locations during January.

The rules would require all cable systems operating in New York to file, by March 31 each year, an annual financial report which, the agency said, should "clearly disclose all financial transactions, account balances and other such data as may be required." The commission said it has conferred with other cable regulatory authorities "in an effort to minimize duplication of efforts and forms."

Although the New York commission said it would not require systems taking in less than \$100,000 annually to participate in the uniform accounting procedure, it said that smaller systems could use the process voluntarily.

Equipment & Engineering

Another helping hand

FCC wants to allow extension meters as less costly option for broadcasters

The FCC has proposed to permit the use of extension meters in the monitoring of critical transmitter parameters. However, the commission would require broadcasters who use them to provide certain safeguards. Extension meters are connected by wire to a transmitter which is close to the operator in his normal operating location.

The notice of rulemaking was issued on Dec. 19 in another in a series of actions taken by the commission in its re-regulation program designed to weed out obsolete and burdensome rules.

The commission noted that many broadcasters, particularly those in small markets, contend that extension metering would be a big benefit to them. It said that the need for extension metering is most obvious where the transmitter and the normal operating location—such as a main studio—are close but separated in a manner that prevents the transmitter from being seen from the normal operating position.

The existing rules permit remote control operation as an alternative. But, the commission said, broadcasters would prefer extension metering, in view of the costs of installing and maintaining remote-control equipment as well as of the stringent performance measurements on directional antenna systems.

The proposed rule would require instruments to be readily accessible and located close enough to the operator when at his normal operating location that deviations could be observed from it. The requirements would also include housing the transmitter in the same building as the normal operating location, no more than a floor away and with a path no more than 100 feet between them.

Comments in the proceeding are due by Feb. 4, 1974; reply comments are due by Feb. 15, 1974.

NABET works in the Garden

The National Labor Relations Board has ruled that cable and utility personnel represented by the National Association of Broadcast Employees and Technicians, and employed by ABC have jurisdiction in work involving video and microphone cable operation in New York's Madison Square Garden. ABC had charged that NABET Local 16 had illegally attempted to require the assignment of NABET employees rather than members of Local 3 of the International Brotherhood of Electrical Workers, employed by the Garden to manipulate and clear cable during ABC coverage of events originating there. IBEW workers and Garden officials had asserted IBEW's right to handle cable for ABC's May 21 videotaping of a Chinese-American gymnastics competition. NABET threatened a job walkout and picketing. ABC charged NABET with violation of the Labor Act and, on

May 21, ABC and NABET entered into a stipulation enjoining NABET from picketing the Garden.

The NLRB cited a collective bargaining agreement between ABC and NABET, ABC's past practice of assigning the disputed work, the skills required for the work and added efficiency as factors influencing its decision to award the work to NABET.

Technical Briefs

Going up. RCA will boost prices up to 12.5% on selected items of radio and TV broadcast equipment effective Jan. 14. Price rise is attributed to higher manufacturing and materials costs. Company also said it has sold color TV cameras, video tape systems and other equipment valued at almost \$1.8 million to Global Television, Toronto, new Canadian network scheduled to go on air in January.

On block. Ampex Corp., Redwood City, Calif., announced it is looking for buyer for 20-acre plant in Marina Del Rey, Calif., being used by its computer-products division. Ampex said two-year-old plant is too large for division's needs. Plant is said to be valued at \$10 million.

Picture blender. Now available from Technicolor's American Astrionics Division is Chromatech, special video-processing device said to superimpose two NTSC video sources into one composite TV picture without undesirable halos and black outlines usually associated with chromakeyers. Chromatech can be used as special effects generator without switcher or can be integrated with most existing switchers. Price: \$4,995. For more information: *Broadcast Communications Devices Inc., 5526 East La Palma Avenue, Anaheim, Calif. 92807.*

Sound control. Said by its manufacturer to fill gap between conventional broadcast consoles and sophisticated recording consoles is Grandson, model 110, from Auditronics Inc. Unit is expandable, modular recording/remixing/on-air console designed to accommodate up to 16 track recording and on-air applications. It's expandable to 18 mixing positions (36 inputs) and offers complete metering, two echo send/receive channels, talkback communications, separate control room and studio monitoring, test oscilloscope and matching accessories including plug-in patch bay. Unit is available with two-, four- or eight-program output channels. *180-B South Cooper Street, Memphis 38104. (901) 276-6338.*

Two-way innovation. Jerrold Electronics Corp., Horsham, Pa., has introduced new Starline 20/300 cable signal-distribution system. Ready for delivery in first quarter of 1974. System combines capabilities of Jerrold's Starline 20 conventional system with its Starline 300, developed for use by systems with larger channel capabilities. System is designed for existing cable operations with two-way capability as upgrade for Starline 20 already in use. Capability is 300 mhz—35 channels.

Sending money back to the U.S.

Record firms start a cover battle over 'The Americans,' one Canadian's idea about his southern neighbor

Three American record companies are currently doing battle with their commercially available versions of CFRB(AM) Toronto's pro-America editorial originally written and broadcast by 73-year-old Canadian broadcaster Gordon Sinclair (BROADCASTING, Dec. 17).

The only version to feature Mr. Sinclair's own reading is out on Avco Records, New York, produced by Hugo Peretti and Luigi Creatore, the company's operators. The Avco release, *The Americans (A Canadian's Opinion)* features "Battle Hymn of the Republic" as an undertheme. The label reports that it began to service stations with dubs of the production Dec. 14, although commercial copies were not shipped until Dec. 19; Avco boasts sales of 300,000 from the first day's business alone.

Westbound Records, Detroit, distributed nationally by Chess/Janus Records, New York, was on the street with its version of *The Americans* on Dec. 14. The narrator here is Byron MacGregor, newscaster from CKLW(AM) Windsor-Detroit. The record, with an undertheme of "America The Beautiful," was produced by the station's promotion manager, Peter Scheurmier. The record company in this case claims daily sales of 100,000 disks; a total of over a million in sales were predicted before the record even began to appear on national trade charts.

Capitol Records' Nashville-based producer Joe Allison was rushing out a country version of *The Americans* with Tex Ritter as narrator.

Mr. Sinclair has stated he will donate all proceeds he plans to receive as writer and performer to the American Red Cross. Peter Scheurmier of CKLW has also taken a similar stand regarding his production royalties for the Westbound version.

Breaking In

I Love—Tom T. Hall (Mercury) ■ Tom T. Hall is one of Nashville's most respected songwriters. It's been only in the last two years that he has been successful as an interpreter of his own story/songs with a Johnny Cash-type, half-talk, half-croon vocal style. Tom T. has made no small reputation for himself among country fans with simple, humanistic ballads, *Harper Valley P.T.A.* being his first.

A song more universal than *Harper Valley*, *I Love* threatens to make Tom T. Hall the second country act with a top-40 hit this year. Charlie Rich, another longtime Nashville music-circuit favorite, had two hit singles this year on pop radio. *I Love* was being warmly received as the

East experienced its first heavy snows of the season. It's not a Christmas record, but the feeling is there.

Those stations playing it included: KJR(AM) Portland, Ore.; WHYY(AM) Montgomery, Ala.; WAYS(AM) Charlotte, N.C., and WBBQ(AM) Augusta, Ga.

My Old School—Steely Dan (ABC/Dunhill) ■ This record has proved to be quite a squeaker for Steely Dan. After two solid-hit singles, *Do It Again* and *Reelin' in the Years*, the group seemed a better-than-even-money bet to repeat. *Show Biz Kids*, a dark, almost impenetrable song about the youngsters of Hollywood stars, from their second LP, hardly saw the light of day on pop radio. *My Old School*, the follow-up, was also received complacently at first. But as album sales on *Countdown to Ecstasy* picked up in the rush of Christmas sales, *My Old School* was paid its due, deserved air play.

The audience for this record is proving to be 18 plus, skewing toward the male, according to a survey last week. The subject, the rejection of school-nurtured social life in the socially conscious sixties, and the polyrhythms make *My Old School* a richly textured song, without a great direct appeal to those under 18. Steely Dan has established itself as one of the most intelligent bands of this year. It undoubtedly is in a maturing pattern with its music. Its audience has caught up with it in just enough time to save *My Old School* from stiffing. It almost didn't.

Those playing the new Steely Dan last week include WOOL(AM) Columbus, Ohio; WCOG(AM) Greensboro, N.C.; KGW(AM) Portland, Ore.; KERP(AM) El Paso, and WRC(AM) Washington.

Raised on Robbery—Joni Mitchell (Asylum) ■ This bristling single, *Raised on Robbery*, from Joni Mitchell's forthcoming album (out in January) is being warmly welcomed for its vivacity. There's a connoisseur audience that believes Ms. Mitchell currently is the best of the female singer-songwriters. Her LP is anxiously awaited by that group. The single, up-tempo and electric (but without a heavy bottom to the production), seems to have filled an unexpected need. There are only two electric-type songs in the top 10 this week.

Interestingly, and like a number of other artists on Asylum, this record sounds a great deal like Jackson Browne, an Asylum stalwart. (The Eagles have functioned for the last two years of their meteoric career as his most successful interpreter.) The Browne school is a perplexing combination of country passivity intertwined with electric energy which makes it a middleground between, say, John Denver and the Allman Brothers. The audience comprises two communities that overlap; one is older and unimpressed by the rigors of hard rock and the other likes the idea of bopping its way to peace.

Those playing *WCOG on Robbery* last week included WAL(AM) Columbus, Ohio; WIXY(AM) Cleveland; WPIX(FM)

New York; KLWW(AM) Cedar Rapids, Iowa; KQWB(AM) Fargo, N.D.; WWKC(FM) Flint, Mich., and KGW(AM) Portland, Ore.

WOLD—Harry Chapin (Elektra) ■ Harry Chapin, who rode into top-40 radio on a single named *Taxi*, is now out to win programmers over by getting them where they live. No song before has addressed the itinerant nature of the disk-jockey profession as bluntly and as personally: *WOLD* is truly a one-of-a-kind item that hopes it can appeal as directly to the general public as to the industry.

There is a *WOLD*—an AM-FM complex in Marion, Va. But according to Elektra Records, Harry Chapin chose the call letters in line with the theme of his song—an announcer's fear of growing old—and was really not writing about a particular station.

Harry Chapin's choice of first person narrator is a bit more accurate and specific. The character is based on the life of Jim Connors, morning DJ and music director at WYSL(AM) Buffalo, N.Y. Mr. Connors was one of the first radio people Mr. Chapin ever met. As the morning man recalls it, the singer-songwriter stopped by WMEX(AM) Boston on a promotional tour for his first single, *Taxi*. At the time, Jim Connors was the music director and morning man at the Boston station: He feels the artist must have gleaned some very personal elements of his life, perhaps by overhearing a phone call to his ex-wife in Erie, Pa.

In any event, Jim Connors does not feel his privacy has been invaded, although the similarities between his life and that of *WOLD's* morning man (divorced, with two children at the site of a former job) are much more than coincidental. Jim Connors believes *WOLD* could well lead to public awareness of the realities of the profession, the other side of a coin that looks so shiny to those on the other side of the glass.

As of last week, stations already convinced that *WOLD* deserves public as well as industry attention included: KERP(AM) El Paso, WSAI(AM) Cincinnati and WTAC(AM) Flint, Mich.

Last Kiss—J. Frank Wilson and the Cavaliers (Virgo) Wednesday (Sussex) ■ Surely the most interesting cover battle in recent memory is going on right now, having started some two months ago with two nearly simultaneous releases of *Last Kiss*.

The song "Last Kiss" can be classified under the heading "death rock"—a form most prevalent in the early sixties. Usually a male first-person narrator details a terrible auto crash that took the life of a true love. Mark Dinning's hit, *Teen Angel*, was one of the early successes of this type. Occasionally the roles are switched, for in Ray Peterson's *Tell Laura I Love Her*, it was the narrator who had been killed in a stock-car race, returning from the grave to observe his one and only crying in the chapel.

In its own teen-oriented innocence, it was J. Frank Wilson's 1964 hit, *Last Kiss*, that proved to be the most morbid record

Continues on page 51

The Broadcasting Playlist™ Dec 31

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 Arbitron Radio 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 *Playlist* week.

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts				
				6-10a	10a-3p	3-7p	7-12p	
1	1	1	Goodbye Yellow Brick Road (3:13) Elton John—MCA	2	1	1	1	
2	2	2	Top of the World (2:56) Carpenters—A & M	1	5	4	2	
3	3	3	The Most Beautiful Girl (2:42) Charlie Rich—Epic	3	3	2	4	
6	4	4	Hello It's Me (3:27) Todd Rundgren—Bearsville	4	2	3	3	
5	5	5	Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	7	4	5	6	
7	6	6	Just You 'n' Me (3:44) Chicago—Columbia	5	7	6	7	
4	7	7	Leave Me Alone (Ruby Red Dress) (3:26) Helen Reddy—Capitol	6	6	8	5	
14	8	8	If You're Ready (Come Go with Me) (3:19) Staple Singers—Stax	8	9	9	10	
8	9	9	Photograph (3:59) Ringo Starr—Apple	9	8	7	13	
9	10	10	The Joker (3:36) Steve Miller Band—Capitol	12	10	10	8	
23	11	11	Show and Tell (3:28) Al Wilson—Rocky Road	13	13	12	11	
20	12	12	Living for the City (3:12) Stevie Wonder—Tamla	16	11	14	9	
10	13	13	The Love I Lost (3:39) Harold Melvin & the Blue Notes—Phila. Int'l.	11	12	15	15	
13	14	14	Mind Games (3:59) John Lennon—Apple	14	14	13	16	
11	15	15	I Got a Name (3:09) Jim Croce—ABC/Dunhill	10	19	16	23	
17	16	16	Helen Wheels (3:45) Paul McCartney & Wings—Apple	18	16	11	14	
27	17	17	Let Be Be There (3:00) Olivia Newton-John—MCA	17	18	18	20	
19	18	18	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	24	20	17	12	
12	19	19	Space Race (3:21) Billy Preston—A & M	15	22	24	21	
34	20	20	You're Sixteen (2:50) Ringo Starr—Apple	19	15	21	18	
15	21	21	Heartbeat, It's a Love Beat (2:59) DeFranco Family—20th Century	23	17	19	17	
24	22	22	Rockin' Roll Baby (3:15) Stylistics—Avco	22	21	23	22	
16	23	23	Midnight Train to Georgia (3:55) Gladys Knight & the Pips—Buddah	20	23	25	25	
18	24	24	Paper Roses (2:39) Marie Osmond—MGM	21	24	27	27	
28	25	25	Never Never Gonna Give You Up (3:58) Barry White—20th Century	31	29	20	19	
25	26	26	D'yer Mak'er (3:15) Led Zeppelin—Atlantic	30	26	22	24	
39	27	27	I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Buddah	29	25	26	26	
22	28	28	My Music (3:04) Loggins & Messina—Columbia	25	28	29	29	
38	29	29	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	34	32	28	28	
30	30	30	Who's in the Strawberry Patch with Sally? (2:23) Dawn—Bell	28	27	31	32	
26	31	31	Painted Ladies (3:30) Ian Thomas—Janus	26	34	30	30	
31	32	32	Tell Her She's Lovely (3:50) El Chicano—MCA	32	30	33	31	
56	33	33	The Way We Were (3:29) Barbra Streisand—Columbia	33	31	34	34	
21	34	34	Let Me Serenade You (3:13) Three Dog Night—ABC/Dunhill	27	38	32	39	
33	35	35	Spiders & Snakes (3:03) Jim Stafford—MGM	36	33	35	33	
29	36	36	Keep on Truckin' (3:21) Eddie Kendricks—Tamla	37	37	37	40	
41	37	37	Mammy Blue (3:41) Stories—Kama Sutra	41	35	39	35	
42	38	38	American Tune (3:44) Paul Simon—Columbia	35	36	40	44	
36	39	39	All I Know (3:48) Art Garfunkel—Columbia	39	39	36	51	
—	40	40	I Shall Sing (3:36) Art Garfunkel—Columbia	38	40	43	42	
32	41	41	Angie (4:30) Rolling Stones—Rolling Stones	42	41	38	46	

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts				
				6-10a	10a-3p	3-7p	7-12p	
50	42	42	Are You Lonesome Tonight? (3:12) Donny Osmond—MGM	40	43	42	43	
37	43	43	Come Get to This (2:40) Marvin Gaye—Tamla	43	46	41	41	
63	44	44	Walk Like a Man (3:21) Grand Funk—Capitol	56	42	45	37	
44	45	45	Half Breed (2:42) Cher—MCA	46	44	44	58	
35	46	46	I Can't Stand the Rain (2:50) Ann Peebles—Hi	45	47	47	49	
49	47	47	Pretty Lady (3:10) Lighthouse—Polydor	44	51	49	47	
46	48	48	Be (3:52) Neil Diamond—Columbia	48	45	52	53	
54	49	49	Rock On (3:13) David Essex—Columbia	53	50	48	48	
—	50	50	Jim Dandy (2:38) Black Oak Arkansas—Alco	54	55	46	50	
70	51	51	My Sweet Lady (2:40) Cliff De Young—MCA	51	49	51	52	
—	52	52	Raised on Robbery (2:20) Joni Mitchell—Asylum	59	48	54	45	
64	53	53	Living' For You (3:09) Al Green—Hi	50	54	55	57	
—	54	54	Midnight Rider (3:22) Gregg Allman—Capricorn	57	56	53	54	
—	55	55	Teenage Lament '74 (3:20) Alice Cooper—Warner Brothers	*	*	50	38	
40	56	56	Ooh Baby (3:14) Gilbert O'Sullivan—Mam	47	59	57	74	
58	57	57	Corazon (3:56) Carole King—Ode	52	52	62	61	
45	58	58	We May Never Pass This Way Again (3:50) Seals & Crofts—Warner Brothers	49	61	59	67	
75	59	59	Half a Million Miles from Home (3:00) Albert Hammond—Mums	58	58	58	59	
59	60	60	Me and Baby Brother (3:30) War—United Artists	67	53	56	55	
61	61	61	Sister Mary Elephant (3:36) Cheech & Chong—Ode	*	*	*	36	
60	62	62	When I Fall in Love (3:00) Donny Osmond—MGM	72	57	60	70	
65	63	63	My Old School (4:11) Steely Dan—ABC/Dunhill	62	75	63	63	
67	64	64	Blue Collar (4:06) Bachman-Turner Overdrive—Mercury	69	64	70	56	
51	65	65	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	61	65	65	71	
68	66	66	Love Has No Pride (4:05) Linda Ronstadt—Asylum	71	66	61	69	
69	67	67	Big Time Operator (2:36) Keith Hampshire—A & M	65	72	69	64	
74	68	68	Take Me to Your Heart (2:47) Monkey Meeks—Roxbury	*	73	64	60	
—	69	69	Some Guys Have All the Luck (3:29) Persuaders—Alco	64	74	68	73	
—	70	70	Touch the Wind (3:12) Mocedades—Tara	*	62	66	72	
—	71	71	A Fool Such As I (2:38) Bob Dylan—Columbia	*	60	*	65	
—	72	72	Show Down (3:49) Electric Light Orchestra—United Artists	*	70	73	62	
72	73	73	A Song I'd Like to Sing (3:34) Kris Kristofferson & Rita Coolidge—A & M	60	*	71	*	
—	74	74	Smarty Pants (2:40) First Choice—Philly Groove	73	71	*	68	
—	75	75	If We Can Make It Through December (2:41) Merle Haggard—Capitol	55	63	*	*	

Alphabetical list (with this week's over-all rank): All I Know (39), American Tune (38), Angie (41), Are You Lonesome Tonight? (42), Be (48), Big Time Operator (67), Blue Collar (64), Come Get to This (43), Corazon (57), D'yer Mak'er (26), A Fool Such As I (71), Goodbye Yellow Brick Road (1), Half a Million Miles from Home (59), Half Breed (45), Heartbeat, It's a Love Beat (21), Helen Wheels (16), Hello It's Me (4), I Can't Stand the Rain (46), I Got a Name (15), I Shall Sing (40), I've Got to Use My Imagination (27), If We Can Make It Through December (75), If You're Ready (Come Go with Me) (8), Jim Dandy (50), The Joker (10), Just You 'n' Me (6), Keep on Truckin' (36), Leave Me Alone (Ruby Red Dress) (7), Let Me Be There (17), Let Me Serenade You (34), Livin' For You (53), Living for the City (12), Love Has No Pride (66), The Love I Lost (13), Love's Theme (29), Mammy Blue (37), Me and Baby Brother (60), Midnight Rider (54), Midnight Train to Georgia (23), Mind Games (14), The Most Beautiful Girl (3), My Music (28), My Old School (63), My Sweet Lady (51), Never Never Gonna Give You Up (25), Ooh Baby (56), Painted Ladies (31), Paper Roses (24), Photograph (9), Pretty Lady (47), Raised on Robbery (52), Rock On (49), Rockin' Roll Baby (22), Show and Tell (11), Show Down (72), Sister Mary Elephant (61), Smarty Pants (74), Smokin' in the Boys Room (18), Some Guys Have All the Luck (69), A Song I'd Like to Sing (73), Space Race (19), Spiders & Snakes (35), Take Me to Your Heart (68), Teenage Lament '74 (55), Tell Her She's Lovely (32), Time in a Bottle (5), Top of the World (2), Touch the Wind (70), Until You Come Back to Me (65), Walk Like a Man (44), The Way We Were (33), We May Never Pass This Way Again (58), When I Fall in Love (62), Who's in the Strawberry Patch with Sally? (30), You're Sixteen (20).

Tracking the 'Playlist.' There is a group of six records in the fifties this week that are bulleted. Joni Mitchell's *Raised on Robbery* (52) (see, "Breaking In," page 50) joins several hardrock acts—Alice Cooper, Black Oak Arkansas and Gregg Allman—in that group as does Al Green's late-starting *Living For You* (53) and Cliff De Young's *My Sweet Lady* (51) from CBS's made-for-TV movie, "Sunshine." Six other records enter the chart for the first time, including Bob Dylan's *A Fool Such as I* (71) and country crossover *If We Can Make It Through December* (not a Christmas song) by Merle Haggard (75). There was barely any movement this week in the top chart positions. One new song breaks top 10, the Staple's *If You're Ready (Come Go With Me)* (eight). Two songs break into the top-40 positions, Barbra Streisand's theme from the film of the same title *The Way We Were* (33), and Art Garfunkel's *I Shall Sing* (40).

Continued from page 49

of its kind: here the narrator actually kisses the body of his dearly departed as he vows to live a purposeful life and hence enter heaven where he is sure to meet his love as he remembers her best.

In the early fall, the Canadian Ampex label released a new version of *Last Kiss* performed by Wednesday, a quartet who had been looking for the right song to establish them in their home country. *Last Kiss* was a top 10 Canadian single for three months, and that success prompted Sussex Records in the U.S. to pick up the master.

Meanwhile, Virgo Records, a division of Roulette Records which had bought the original J. Frank Wilson *Last Kiss* from Josie Records when it went under some years ago, reissued the disk. The precedent of an old novelty record having its second air play fling in its original version had already been set earlier in the year with *Monster Mash*.

Often in battles between competing versions of the same song, one label has the upper hand because of its prominent position in the marketplace. Clearly this is not the case here. Both Roulette and Sussex are independent labels; neither has any other top-40 record to work in earnest at the moment or has experienced a major pop hit all year. So not only is the competition on equal ground; it is at an equally fevered pitch as well. For both sides have just as much to gain, and just as much to lose.

Both versions can claim important hills on the battleground of top-40 radio. The J. Frank Wilson and the Cavaliers version has been a number-one record in Louisville, Ky., at both WKLO(AM) and WAKY(AM). The disk is also being programmed on KTLK(AM) Denver and WSAI(AM) Cincinnati. The Wednesday version is being aired on KFRC(AM) San Francisco, WOKY(AM) Milwaukee and WGAR(AM) Cleveland. The last word on *Last Kiss* is yet to be heard.

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

- AIN'T GOT NO HOME, Band (Capitol).
- COME LIVE WITH ME, Ray Charles (Crossover).
- COULD YOU EVER LOVE ME AGAIN, Gary and Dave (London).
- FLASHBACK, Fifth Dimension (Bell).
- FUNKY STUFF, Kool & the Gang (De-lite).
- GOOD OLD SONG, Dobie Gray (MCA).
- HANGIN' AROUND, Edgar Winter Group (Epic).
- I DON'T KNOW WHAT IT IS, BUT IT SURE IS FUNKY, Ripple (GRC).
- I LOVE, Tom T. Hall (Mercury).
- IT DOESN'T HAVE TO BE THAT WAY, Jim Croce (ABC/Dunhill).
- LAST KISS, Wednesday (Sussex).
- LAST KISS, J. Frank Wilson & the Cavaliers (Virgo).
- LET ME GET TO KNOW YOU, Paul Anka (Fame).
- LET ME TRY AGAIN, Frank Sinatra (Reprise).
- LIFE IS A SONG WORTH SINGING, Johnny Mathis (Columbia).
- LOUIE, Lou Zerato (Atlantic).
- LOVE ME FOR WHAT I AM, Lobo (Big Tree).
- LOVE REIGN O'ER ME, Who (MCA).
- LOVE SONG, Anne Murray (Capitol).
- MEADOWS, Joe Walsh (ABC/Dunhill).
- RIVER OF LOVE, B. W. Stevenson (RCA).
- SHE'S GONE, Daryl Hall & John Oates (Atlantic).
- SORROW, David Bowie (RCA).
- STAR, Stealers Wheel (A&M).
- STEP INTO CHRISTMAS, Elton John (MCA).
- SUNSHINE, Cliff De Young (MCA).
- THIS IS YOUR SONG, Don Goodwin (Silver Blue).
- TREASURE OF LOVE, Mel Carter (Ramar).
- WILD IN THE STREETS, Garland Jeffries (Atlantic).
- WILL YOU STILL LOVE ME TOMORROW, Melanie (Neighborhood).

No license, no music

Broadcast Music Inc.'s radio station licensees, meaning most U.S. radio stations, should have received by now (Dec. 31) their new BMI music licenses. Exceptions: those that have failed to submit license-fee reports required by present licenses. BMI sources said there were approximately 225 of these about 10 days ago, and that those failing to file by Dec. 31 would be operating without a BMI license as of tomorrow and therefore subject to copyright-infringement suits if they continue to play BMI music.

The new contract was negotiated by BMI and the All-Industry Radio Music License Committee, which recommended its acceptance by stations. The agreement, for four years, calls for stations to continue paying BMI at the present 1.7% rate, but introduces a new incremental feature—lower rates on revenue increases beyond a specified base—in 1977, the final year of the contract (BROADCASTING, June 4).

Hit #3

B.W. Stevenson "River of Love"

APBO-0171

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Judy Collins
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Papa John Creach
Jim Croce
Doozie Bros.
(Pat Simmons, Tiran Porter)
Dr. Hook & the Medicine Show
Dr. John the Night Tripper
Eagles (Glenn Frey)
Fanny (Nickey Barclay)
Grand Funk (Mark Farner)
Grateful Dead (Bob Weir)
Guess Who (Burton Cummings)
Hollies (Bernie Calvert)
Elvin Jones
B. B. King
Al Kooper
Loggins & Messina
Taj Mahal
Mahavishnu John McLaughlin
Chip Monck
New Riders of the Purple Sage
(Spencer Dryden)
Nichelle Nichols
Leonard Nimoy
Phil Ochs
O'Jays
Ringo Starr
Shenandoah
William Shatner
Siegel Schwall Band
(Corky Siegel, Jim Schwall,
Shelly Plotkin)
Ravi Shankar
Staples Singers
Sylvester & the Hot Band
Loudon Wainwright III
WAR (Lonnie Jordan)
Dionne Warwick
Tim Weisberg
Wolfman Jack
Stevie Wonder
Frank Zappa

Acme Film Labs
Buddah Records
Capitol Records
Capricorn Records
CBS/Columbia Records
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Colorservice Inc.
Elektra Records
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Outdoor Advertising
Imperial Packaging Corp.
Ivy Hill Packaging Co.
In Concert (ABC-TV)
Klier Productions
MCA Records
Midnight Special (NBC-TV)
Motown Records
RCA Records
Recording Industry
Association of America
Sunset Sound Recorders
Superscope Inc.
United Artists Records
Warner Bros. Records
Wooden Nickel Records

Tom Amato Management
Hurst B. Amyx Productions/
Vacation World
J. Bernstein Public Relations
Blue Peacock Management
BNB Associates
Bot Office International
CBS Films
Paul Cantor Enterprises
Dick Clark Productions
Herb Cohen Management
Consolidated Film Industries
Dial Your Girl Faye
Rod Dyer Inc.
Elliot Mintz KABC
Epimetheus Management
EXP Radio
Eyewitness News Film/
Channel 7/Los Angeles
Far Out Productions
David Forest Productions
Ed Frederick Management
Genuine Manufacturing Co.
Glen Glenn Sound
Grunt Records
Don Kelly Management
Milt Kramer Management
MCA Studios
John McIntire Management
National Association of
Recording Merchandisers
Nemporor Artists
Norway Productions
Paragon Studios/Chicago
Paramount Pictures Corporation
Phoenix House
Producers' Sound Service

Peggy Randall & Associates
The Record Plant/Los Angeles
S.A.S. Enterprises
Schiffman-Larson Management
Skyline Park/L.A.
Purvis Staples Management
The Stax Organization
Tetra Corporation/Gary Haber
TEAC Corporation
Totem Pole Productions
Witzer-Small
Gary Youngman Company

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John Babcock
Bill Baldwin
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Broadcasting's index of 138 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Dec. 19	Closing Wed. Dec. 12	Net change in week	% change in week	High	1973	Low	P/E ratio	Approx. shares out (000)	Total market capital- ization (000)	
Broadcasting													
ABC	ABC	N	21 3/8	20 3/8	+ 1	+ 4.90	34 1/4	20	8		16,584	354,483	
CAPITAL CITIES COMM.	CCB	N	31	32 3/4	- 1 3/4	- 5.34	62 1/2	30 1/2	12		7,074	219,294	
CBS	CBS	N	25 1/2	24 7/8	+ 5/8	+ 2.51	52	24 7/8	8		28,315	722,032	
CONCERT NETWORK**	O					.00	5/8	1/4			2,200	825	
COX	COX	N	15 3/8	15 1/4	+ 1/8	+ .81	40 1/4	13 3/8	8		5,828	89,605	
FEDERATED MEDIA*	O		5	5 1/2	- 1/2	- 9.09	5 1/2	2	16		820	4,100	
GROSS TELECASTING	GGG	A	11 5/8	11 1/4	+ 3/8	+ 3.33	18 3/8	10	7		800	9,300	
LIN	LINB	O	4 1/8	3 5/8	+ 1/2	+ 13.79	14 3/4	3 1/4	4		2,296	9,471	
MOONEY	MOON	O	2 3/4	3 1/8	- 3/8	- 12.00	10 1/4	2 3/4	7		385	1,058	
PACIFIC & SOUTHERN	PSDU	O	5 7/8	6 1/2	- 5/8	- 9.61	13 3/4	5 7/8	84		1,751	10,287	
RAHALL	RAHL	O	3 1/2	3	+ 1/2	+ 16.66	12 1/4	2 3/4	6		1,297	4,539	
SCRIPPS-HOWARD	SCRP	O	14 1/2	14 3/8	+ 1/8	+ .86	21 1/4	14 3/8	7		2,589	37,540	
STARR	SBG	M	7 1/8	8 1/2	- 1 3/8	- 16.17	24 1/2	7 1/8	6		1,069	7,616	
STORER	SBK	N	13 3/8	13 3/8		.00	44	12	6		4,751	63,544	
TAFT	TFB	N	16 1/8	15 1/2	+ 5/8	+ 4.03	58 5/8	15 1/2	6		4,219	68,031	
WHDH CORP.**	O		30	30		.00	30	14			589	17,670	
WOODS COMM.	O		1/2	1/2		.00	1 5/8	1/2	4		292	146	
Broadcasting with other major interests											TOTAL	80,859	1,619,541
ADAMS-RUSSELL	AAR	A	2	2 3/8	- 3/8	- 15.78	5 3/8	2	5		1,259	2,518	
AVCO	AV	N	6 3/8	6 3/4	- 3/8	- 5.55	16	6 3/8	3		11,482	73,197	
BARTLETT MEDIA	BMC	A	1 1/8	1 1/4	- 1/8	- 10.00	3 1/2	1	3		2,257	2,539	
CAMPDOWN INDUSTRIES	O		1/4			.00	2	1/4	3		1,138	284	
CHRIS-CRAFT	CCN	N	2 1/4	2 3/8	- 1/8	- 5.26	6 5/8	2	8		4,162	9,364	
COMBINED COMM.	CCA	A	10 7/8	13 3/8	- 2 1/2	- 18.69	44	10 7/8	8		3,274	35,604	
COWLES	CWL	N	5 1/8	5 1/4	- 1/8	- 2.38	9 5/8	4 3/4	11		3,969	20,341	
DUN & BROS STREET	DNB	N	34 1/2	35 3/4	- 1 1/4	- 3.49	42	32 3/4	24		26,305	907,522	
FAIRCHILD INDUSTRIES	FEN	N	4	4 1/2	- 1/2	- 11.11	13 3/8	4	36		4,550	18,200	
FUQUA	FOA	N	7 1/8	7 1/8		.00	20 3/8	6 3/4	3		8,560	60,990	
GENERAL TIRE	GY	N	13 1/8	13 1/2	- 3/8	- 2.77	28 3/4	12	4		20,668	271,267	
GLOBETROTTER	GLBTA	O	1 7/8	3 1/8	- 1 1/4	- 40.00	8 1/8	1 7/8	2		2,759	5,173	
GRAY COMMUNICATIONS	O			9 1/2		.00	12 7/8	9	7		475	4,512	
HARTE-HANKS	HNN	N	7	7 1/2	- 1/2	- 6.66	29 1/4	7	6		4,337	30,359	
JEFFERSON-PILOT	JP	N	35 3/8	34 7/8	+ 1/2	+ 1.43	40 7/8	27	16		24,082	851,900	
KAISER INDUSTRIES	KI	A	6 1/4	5 5/8	+ 5/8	+ 11.11	9 3/8	4	5		27,487	171,793	
KANSAS STATE NETWORK	KSN	O	3 1/2	3 1/2		.00	6 1/8	3 1/2	6		1,741	6,093	
KINGSTIP	KTP	A	4 1/4	5 1/4	- 1	- 19.04	14 1/4	4 1/4	4		1,154	4,904	
LAMB COMMUNICATIONS	P					.00	2 5/8	1 1/2	35		475	831	
LEE ENTERPRISES	LNT	A	10 1/8	10	+ 1/8	+ 1.25	25	9 7/8	7		3,366	34,080	
LIBERTY	LC	N	13 3/8	13 3/4	- 3/8	- 2.72	23 7/8	13 3/8	6		6,631	88,689	
MCGRAW-HILL	MHP	N	6 7/8	6 3/8	+ 1/2	+ 7.84	16 7/8	6 3/8	7		23,525	161,734	
MEDIA GENERAL	MEG	A	21	21 1/2	- 1/2	- 2.32	43 1/2	21	8		3,546	74,466	
MEREDITH	MDP	N	8 5/8	8 3/4	- 1/8	- 1.42	20 1/2	8 5/8	5		2,887	24,900	
METROMEDIA	MET	N	7	7 1/8	- 1/8	- 1.75	32 1/4	7	4		6,493	45,451	
MULTIMEDIA	O		11 1/2	11 3/4	- 1/4	- 2.12	30 1/4	11 1/2	8		4,388	50,462	
OUTLET CO.	OTU	N	8 1/4	8	+ 1/4	+ 3.12	17 5/8	8	4		1,379	11,376	
POST CORP.	POST	O	8	8 3/4	- 3/4	- 8.57	17	8	4		893	7,144	
PSA	PSA	N	6 1/8	7	- 7/8	- 12.50	21 7/8	6 1/8	9		3,768	23,079	
REEVES TELECOM	RBT	A	1 1/4	1 1/4		.00	3 1/4	1 1/4	7		2,376	2,970	
RIODER PUBLICATIONS	RPI	N	11 3/8	12	- 5/8	- 5.20	29 7/8	11 3/8	8		8,312	94,549	
ROLLINS	ROL	N	16 1/2	17 1/2	- 1	- 5.71	36 1/2	14 1/4	14		13,305	219,532	
RUST CRAFT	RUS	A	7 3/4	8	- 1/4	- 3.12	33 3/4	7 1/2	4		2,366	18,336	
SAN JUAN RACING	SJR	N	12 7/8	12 3/4	+ 1/8	+ .98	23 3/4	12 1/4	11		2,152	27,707	
SCHERING-PLOUGH	SGP	N	69 1/4	72 7/8	- 3 5/8	- 4.97	87 5/8	69 1/4	36		52,590	3,641,857	
SONDERLING	SDB	A	8 3/4	6 3/4	+ 2	+ 29.62	16 3/8	6 3/8	5		816	7,140	
TECHNICAL OPERATIONS	TO	A	4	4 3/4	- 3/4	- 15.78	13 1/2	4	4		1,376	5,504	
TIMES MIRROR CO.	TMC	N	16 3/8	16 5/8	- 1/4	- 1.50	25 7/8	15 3/4	10		31,145	509,999	
TURNER COMM.	O		3 1/2	3 1/2		.00	6	3 1/2	8		1,486	5,201	
WASHINGTON POST CO.	WPD	A	16 3/4	15 3/4	+ 1	+ 6.34	37	15 3/4	6		4,749	79,545	
WOMETCO	WOM	N	8 3/4	8 5/8	+ 1/8	+ 1.44	19 3/8	7 7/8	7		6,295	55,081	
Cablecasting											TOTAL	333,978	7,666,193
AMECO**	ACO	O	1/4	1/4		.00	3	1/8			1,200	300	
AMER. ELECT. LABS**	AELBA	O	1 1/8	1 1/8		.00	3 5/8	1 1/8			1,672	1,881	
AMERICAN TV & COMM.	AMTV	O	8 1/2	7 1/4	+ 1 1/4	+ 17.24	39	7 1/4	29		3,056	25,976	
ATHENA COMM.**	O		3/8	3/8		.00	5 1/2	3/8			2,126	797	
BURNUP & SIMS	BSIM	O	23 1/8	22 1/2	+ 5/8	+ 2.77	31 3/4	19	29		7,692	177,877	
CABLECOM-GENERAL**	CCG	A	1 3/4	1 7/8	- 1/8	- 6.66	8 7/8	1 3/4			2,536	4,438	
CABLE FUNDING CORP.+	CFUN	O	7 1/8	7 3/4	- 5/8	- 8.06	9 3/4	4 1/2			1,233	8,785	
CABLE INFORMATION**	O			3/4		.00	2 1/2	3/4			663	497	
CITIZENS FINANCIAL	CPN	A	2 3/8	2 3/4	- 3/8	- 13.63	9 1/2	2 3/8	7		2,685	6,376	
COMCAST	O		1 1/2	1 1/2		.00	5 3/8	1 1/2	6		1,705	2,557	
COMMUNICATIONS PROP.	COMU	O	2 3/8	2 3/8		.00	9 3/4	2 3/8	13		4,435	10,533	
COX CABLE	CXC	A	19 1/8	7 3/4	+ 11 3/8	+ 146.77	31 3/4	7 3/4	38		3,560	68,085	
ENTRON	ENT	O	1/2	1/2		.00	9 1/4	1/4	4		1,358	679	
GENERAL INSTRUMENT	GRL	N	13 1/4	12 1/4	+ 1	+ 8.16	29 1/2	12 1/4	9		6,790	89,967	
GENERAL TELEVISION*	O		1 1/4	1 3/4	- 1/2	- 28.57	4 1/2	1 1/4	63		1,000	1,250	
HERITAGE COMM.**	O		5	5		.00	17 1/2	4 3/4			345	1,725	
LVO CABLE	LVOC	O	3 1/8	3 1/8		.00	11 1/4	3 1/8	14		1,879	5,871	
SCIENTIFIC-ATLANTA	SFA	A	7 1/4	6 3/4	+ 1/2	+ 7.40	15 3/8	6 1/4	9		917	6,648	
TELECOMMUNICATIONS	TCOM	O	2 5/8	3	- 3/8	- 12.50	21	2 5/8	11		4,743	12,450	
TELEPROMPTER	TP	N	3 3/4	3 7/8	- 1/8	- 3.22	34 1/2	3 3/4	20		16,482	61,807	
TIME INC.	TL	N	29 1/8	25 3/4	+ 3 3/8	+ 13.10	63 1/4	25 3/4	6		10,380	302,317	
TOCOM	TOCM	O	3	3		.00	12 1/8	3	7		634	1,902	
UA-COLUMBIA CABLE	UACC	O	3 3/4	4 1/2	- 3/4	- 16.66	15	3 3/4	8		1,607	6,026	
VIACOM	VIA	N	4 5/8	4 3/4	- 1/8	- 2.63	20	4 5/8	8		3,851	17,810	
VIKOA	VIK	A	2	2 1/8	- 1/8	- 5.88	9 1/8	1 3/4	67		2,591	5,182	
TOTAL											85,140	821,736	

Stock symbol	Exch.	Closing Wed. Dec. 19	Closing Wed. Dec. 12	Net change in week	% change in week	High 1973	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Programming										
COLUMBIA PICTURES**	CPS	N	2 1/2	2 5/8	- 1/8	- 4.76	9 7/8	2 1/4	6,335	15,837
DISNEY	DIS	N	43 3/4	42 7/8	+ 7/8	+ 2.04	123 7/8	40 1/2	29,174	1,276,362
FILMWAYS	FWY	A	3 1/4	3	+ 1/4	+ 8.33	5 1/2	2 1/8	1,837	5,970
GULF + WESTERN	GW	N	23 1/8	23 1/8	-	.00	35 3/4	21 3/8	13,947	322,524
MCA	MCA	N	18 1/2	19 3/4	- 1 1/4	- 6.32	34 1/4	18 1/2	8,380	155,030
MGM	MGM	N	8	7 5/8	+ 3/8	+ 4.91	24	7 5/8	5,958	47,664
TELE-TAPE**	O		1/2	1/2	-	.00	1 3/4	3/8	2,190	1,095
TELETRONICS INTL.	O		3	2 1/2	+ 1/2	+ 20.00	10 1/2	2 1/2	943	2,829
TRANSAMERICA	TA	N	8 3/8	8 3/8	-	.00	17 5/8	8	66,561	557,448
20TH CENTURY-FOX	TF	N	5 5/8	5 1/2	+ 1/8	+ 2.27	12 3/8	5	8,557	48,133
WALTER READE**	WALT	O	1/4	3/8	- 1/8	- 33.33	1 3/8	1/4	2,203	550
WARNER	WCI	N	9 3/4	9 1/4	+ 1/2	+ 5.40	39 1/8	9	17,064	166,374
WRATHER	WCO	A	3 7/8	4	- 1/8	- 3.12	16 5/8	3 7/8	2,229	8,637
Service									TOTAL	165,378 2,608,453
B8DD INC.	O		11 3/8	12	- 5/8	- 5.20	17 7/8	11 3/8	5	2,513 28,585
JOHN BLAIR	BJ	N	5 3/4	5 1/2	+ 1/4	+ 4.54	13	4 7/8	5	2,403 13,817
COMSAT	CQ	N	42 1/2	39 3/8	+ 3 1/8	+ 7.93	64 1/2	38 1/2	14	10,000 425,000
CREATIVE MANAGEMENT	CMA	A	3 1/2	3 1/2	-	.00	9 1/2	3	4	1,016 3,556
DOYLE DANE BERNBACH	DOYL	O	8 1/2	8 1/2	-	.00	23 1/2	8 1/2	4	1,834 15,589
ELKINS INSTITUTE**	ELKN	O			-	.00	1 1/4	1/2		1,897 1,185
FOOTE CONE & BELDING	FCB	N	8 7/8	9 3/8	- 1/2	- 5.33	13 3/8	8 1/8	7	2,129 18,894
GREY ADVERTISING	GREY	O	7 1/2	8	- 1/2	- 6.25	17 1/4	7 1/2	4	1,263 9,472
INTERPUBLIC GROUP	IPG	N	10 1/4	9 3/4	+ 1/2	+ 5.12	25 3/8	9 3/4	3	2,464 25,256
MARVIN JOSEPHSON	MRVN	O	7 3/4	7 1/2	+ 1/4	+ 3.33	18 1/2	7 1/2	6	1,085 8,408
MCCAFFREY & MCCALL	O		6 1/4	6 1/4	-	.00	10 3/4	6 1/4	3	585 3,656
MCI COMMUNICATIONS+	MCIC	O	4 1/4	3 3/4	+ 1/2	+ 13.33	8 7/8	3 3/4		12,825 54,506
MOVIELA8**	MOV	A	5/8	1/2	+ 1/8	+ 25.00	1 7/8	1/2		1,407 879
MPO VIDEOTRONICS**	MPO	A	2	2 1/8	- 1/8	- 5.88	4 7/8	2		540 1,080
NEEDHAM, HARPER	NQMA	O	5 1/2	6 3/4	- 1 1/4	- 18.51	26 1/4	5 1/2	3	917 5,043
A. C. NIELSEN	NIEL8	O	23 1/2	24 1/2	- 1	- 4.08	40 1/2	23 1/2	21	10,598 249,053
OGILVY & MATHER	OGIL	O	15 1/2	13	+ 2 1/2	+ 19.23	32 1/2	13	6	1,777 27,543
PKL CO.	PKL	O	3/8	1/2	- 1/8	- 25.00	2 5/8	3/8	1	818 306
J. WALTER THOMPSON	JWT	N	10 1/2	10	+ 1/2	+ 5.00	24 3/4	8 1/4	5	2,635 27,667
UNIVERSAL COMM.*	O		1 1/2	1 1/2	-	.00	12 1/4	1 1/2	3	715 1,072
WELLS, RICH, GREENE	WRG	N	7 1/2	7 5/8	- 1/8	- 1.63	21 1/8	7 1/2	4	1,623 12,172
Electronics									TOTAL	61,044 932,739
ADMIRAL	ADL	N	9 5/8	9 5/8	-	.00	18	7 1/4	5	5,863 56,431
AMPEX	APX	N	3 1/8	3 3/8	- 1/4	- 7.40	6 7/8	3 1/8	7	10,878 33,993
CCA ELECTRONICS	CCAE	O			-	.00	3	7/8	1	881 770
COLLINS RADIO	CRI	N	24 3/4	24 3/4	-	.00	25 7/8	15 1/4	17	2,968 73,458
COMPUTER EQUIPMENT	CEC	A	1 3/8	1 5/8	- 1/4	- 15.38	2 7/8	1 3/8	9	2,366 3,253
CONRAC	CAX	N	13 3/8	13 3/8	-	.00	31 7/8	13 1/4	7	1,261 16,865
GENERAL ELECTRIC	GE	N	59 1/4	59	+ 1/4	+ .42	75 7/8	55	19	182,348 10,806,119
HARRIS-INTERTYPE	HI	N	27 1/2	28 5/8	- 1 1/8	- 3.93	49 1/4	24 1/2	10	6,223 171,132
INTERNATIONAL VIDEO	IVCP	O	4	4	-	.00	14 3/4	3 3/4	7	2,745 10,980
MAGNAVOX	MAG	N	6 1/4	6 1/4	-	.00	29 5/8	6 1/4	13	17,806 111,287
3M	MMM	N	74 5/8	75 5/8	- 1	- 1.32	91 5/8	71 3/4	29	113,054 8,436,654
MOTOROLA	MOT	N	44 7/8	49 1/4	- 4 3/8	- 8.88	68 3/4	41 1/4	16	27,740 1,244,832
OAK INDUSTRIES	OEN	N	9 3/4	10 3/8	- 5/8	- 6.02	20 1/2	9 1/2	4	1,639 15,980
RCA	RCA	N	16 7/8	17 1/2	- 5/8	- 3.57	39 1/8	16 1/2	7	74,515 1,257,440
RSC INDUSTRIES	RSC	A	1 1/8	1 1/4	- 1/8	- 10.00	2 1/2	1 1/8	8	3,458 3,890
SONY CORP	SNE	N	24 3/8	26 3/8	- 2	- 7.58	57 1/4	24 3/8	20	66,250 1,614,843
TEKTRONIX	TEK	N	42 1/8	40 3/4	+ 1 3/8	+ 3.37	56 5/8	29 7/8	20	8,185 344,793
TELEVISION**	TIMT	O	1 3/4	1 3/4	-	.00	4 3/4	1 1/2		1,050 1,837
TELEPRO INDUSTRIES	O				-	.00	2 1/2	1/4	5	1,717 1,287
WESTINGHOUSE	WX	N	32 3/8	31 7/8	+ 1/2	+ 1.56	47 3/8	29 7/8	15	88,595 2,868,263
ZENITH	ZE	N	25	25 1/8	- 1/8	- .49	56	25	8	18,888 472,200
TOTAL									638,430	27,544,307
GRAND TOTAL									1,364,829	41,192,969
Standard & Poor's Industrial Average		108.21	104.75	1.46						

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-
ing figures are exclusive of extraordinary
gains or 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 registered net losses.

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

Company	Period/Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Ameco Inc.	3 mo. 9/30	585,892	- 23.9%	(124,111)	*	.01	770,013	(46,802)	(.04)
Entron Inc. ¹	9 mo. 9/30	1,697,444	- 27.5%	226,181	*	.16	2,340,430	(182,114)	(.13)
Filmways Inc.	3 mo. 11/30	15,804,000	+ 22.5%	378,000	+ 74.1%	.18	12,901,000	216,000	.09
General Instrument Corp.	39 wks. 11/25	313,924,519	+ 35.0%	11,124,830	+ 52.3%	1.46	232,538,836	7,306,239	.89
San Juan Racing Association ²	6 mo. 10/31	11,000,833	+ 30.8%	1,652,115	+ 46.2%	.77	8,408,469	1,130,270	.53
WHDH Corp. ³	9 mo. 9/30	3,258,436	+ 1.4%	(110,472)	*	(.19)	3,213,309	(7,951,267)	(13.57)

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

¹ 1972 results do not include extraordinary gain of \$1,476,512, or \$1.08 per share, resulting from sale of Entron CATV subsidiaries in July 1972.

² Broadcasting division had pretax loss of \$50,864 (2.4 cents per share) on

revenues of \$1,450,306 in 1973 period; pretax income of \$83,895 (3.9 cents per share) on revenues of \$1,345,401 in 1972 period.

³ Before extraordinary items, company had income of \$225,576 in 1973 period and net loss of \$1,353,043 in 1972 period.

1972: It was a very good year for radio

Massive, annual year-behind breakout of finances by FCC shows sales and profits rose at a record rate

Any business that can report an 11.8% increase in revenues and a rise in profits nearly three times as great in a single year is sailing in smooth financial waters. So it was with radio in 1972. As previously reported (BROADCASTING, Dec. 17), the FCC computed the radio industry's collective revenues in that year to be \$1.407 billion. Profits reached the \$134.3 million level. Advertiser expenditures for the medium totaled \$1.548 billion—the biggest bulk of which (\$1.098 billion) was collected for local commercials. While expenses continued to rise (they reached a level of \$1.273 billion in 1972), revenues rose faster. As a group, the radio networks, their owned-and-operated stations, and the other AM and AM-FM facilities did well. And while FM operations as a group continued to be unprofitable (62% of the independent FM's reporting to the commission said they lost money), revenues for those facilities were on the rise and the number of losing ventures continued to decrease.

The tables on this and the following pages put radio's 1972 economic picture in perspective. Two new features to the computations have been added by the commission this year. They are an assessment of radio's barter activity (con-

tained in a separate column in tables 7 and 8), and a market-by-market breakdown of FM's financial accomplishments. The tabular material contains the following information:

Table 1 (this page): a comparison of the totals for radio and television in revenues, expenditures and pre-tax income in 1972 and 1971.

Table 2 (page 56): total 1972 revenues and expenditures for both network and nonnetwork radio operations. Separate lists are provided for AM and AM-FM combinations, and independent FM's.

Table 3 (page 57): a 10-year record of (a) gross advertising revenues for the entire radio industry; (b) radio revenues, expenses and income, and (c) FM accomplishments (for both independent stations and those affiliated with an AM but reporting to the commission separately from their sister stations).

Table 4 (page 58): number of AM and AM-FM stations in specific revenue and profit categories, determined by volume.

Table 5 (page 58): Data on employment and investment in tangible broadcast property for networks, network-owned stations and all other stations.

Table 6 (page 58): Expenses of all networks and stations reporting revenues in 1972 of \$25,000 or more.

Tables 7, 8, 9 (page 59-66): Radio station financial achievements in 1972 on a market-by-market basis. Tables 7 and 8 include a new column devoted to barter statistics.

Table 9 (pages 66-67): A new market-by-market breakdown of FM revenues, expenses and income.

Table 10 (page 68): where the money came from in radio last year, where it went, and how much was left over.

1. The big picture: 1972 vs. 1971

Broadcast revenues, expenses and income of networks and stations of radio¹ and TV broadcast services (add 000's)

	1972	1971	Percentage increase 1971-72
TOTAL BROADCAST REVENUES			
Radio	\$1,407,000	\$1,258,000	11.8%
Television	3,179,400	2,750,300	15.6%
Industry total	\$4,586,400	\$4,008,300	14.4%
TOTAL BROADCAST EXPENSE			
Radio	\$1,272,600	\$1,155,200	10.2%
Television	2,627,300	2,381,200	11.3%
Industry total	\$3,899,900	\$3,516,400	10.9%
BROADCAST INCOME (before federal income tax)			
Radio	\$ 134,300	\$ 102,800	30.6%
Television	552,200	389,200	41.9%
Industry total	\$ 686,500	\$ 492,000	39.5%

¹ Includes AM and FM broadcasting.

Notes: 1972 radio data covers the operations of the nationwide networks (CBS, MBS, NBC and ABC's three AM networks and one FM network), 4,271 AM and AM-FM stations, 275 FM stations associated with AM stations but reporting separately in 1972, and 590 independent FM stations. This data also includes the compensation paid by other (regional, state, etc.) networks to affiliated stations, but does not include the revenues retained by these other networks nor their expenses. Radio data for 1971 covers the operations of the nationwide networks, 4,252 AM and AM-FM stations, 241 associated FM's that reported separately in 1971 and 527 independent FM stations. Also included is the compensation paid by other networks to their affiliates, but not the revenues retained by the other networks nor their expenses. TV data for 1972 covers the operations of three networks and 690 stations. TV data for 1971 covers the operations of three networks and 688 stations.



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2. Income, outgo and profit

Revenue and expense items for all AM and AM-FM¹ stations, 1972 (in thousands of dollars)

	Individual Items	Totals	Individual Items	Totals
Broadcast revenues			Broadcast expenses	
A. REVENUES FROM THE SALE OF STATION TIME:			TECHNICAL EXPENSES:	
(1) Network			Technical payroll*	\$ 65,488
Sale of station time to networks:			All other technical expenses	37,768
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	\$ 9,195		Total technical expenses	\$ 103,255
Sale of station time to other networks (before line or service charges)	1,532		PROGRAM EXPENSES:	
Total		\$ 10,726	Payroll* for employees considered "talent"	3
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers):			Payroll* for all other program employees	217,966
Sale of station time to national and regional advertisers or sponsors	356,811		Rental and amortization of film and tape	878
Sale of station time to local advertisers or sponsors	988,557		Records and transcriptions	5,074
Total		1,345,368	Cost of outside news services	21,771
Total sale of station time		1,356,095	Payments to talent other than reported above	8,552
B. BROADCAST REVENUES OTHER THAN FROM SALE OF STATION TIME (after deduction for trade discounts but before cash discounts and before commissions):			Music license fees	32,765
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:			Other performance and program rights	12,683
(a) to national and regional advertisers or sponsors	2,421		All other program expenses	37,793
(b) to local advertisers or sponsors	10,416		Total program expenses	337,482
(2) Other broadcast revenues	12,050		SELLING EXPENSES:	
Total broadcast revenues, other than from time sales		24,887	Selling payroll*	142,967
C. TOTAL BROADCAST REVENUES		1,380,983	All other selling expenses	81,458
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employees) and less cash discounts	135,921		Total selling expenses	224,425
D. NET BROADCAST REVENUES		1,245,062	GENERAL AND ADMINISTRATIVE EXPENSES:	

¹ Includes: 2,808 AM and 1,463 AM-FM combination stations. Does not include 275 FM stations that are associated with AM's but which reported separately. The latter are included below.

² Includes \$38,693,000 from barter and trade-out transactions.

³ Included in "other program employees."

⁴ Stations reporting less than \$25,000 in total revenues are not required to

report items in revenues and expenses but are required to report in income. Therefore, totals in revenues and expenses are somewhat lower than totals in income.

NOTE: Last digits may not add to totals because of rounding.
() denotes loss.

* Payroll includes salaries, wages, bonuses and commissions.

Revenue and expense items for all FM stations¹, 1972 (in thousands of dollars)

	Individual Items	Totals	Individual Items	Totals
Broadcast revenues			Broadcast expenses	
A. REVENUES FROM THE SALE OF STATION TIME:			TECHNICAL EXPENSES:	
(1) Network			Technical payroll*	\$ 6,711
Sale of station time to networks:			All other technical expenses	5,672
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	\$ 202		Total technical expenses	\$ 12,383
Sale of station time to other networks (before line or service charges)	71		PROGRAM EXPENSES:	
Total		\$ 273	Payroll* for employees considered "talent"	3
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers):			Payroll* for all other program employees	22,875
Sale of station time to national and regional advertisers or sponsors	24,974		Rental and amortization of film and tape	526
Sale of station time to local advertisers or sponsors	96,208		Records and transcriptions	989
Total		121,183	Cost of outside news services	1,584
Total sale of station time		121,456	Payments to talent other than reported above	528
B. BROADCAST REVENUES OTHER THAN FROM SALE OF STATION TIME (after deduction for trade discounts but before cash discounts and before commissions):			Music license fees	2,851
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:			Other performance and program rights	562
(a) to national and regional advertisers or sponsors	53		All other program expenses	3,271
(b) to local advertisers or sponsors	560		Total program expenses	33,187
(2) Other broadcast revenues	2,805		SELLING EXPENSES:	
Total broadcast revenues, other than from time sales		3,419	Selling payroll*	15,867
C. TOTAL BROADCAST REVENUES		124,875	All other selling expenses	12,589
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employees) and less cash discounts	11,548		Total selling expenses	28,456
D. NET BROADCAST REVENUES		113,328	GENERAL AND ADMINISTRATIVE EXPENSES:	

¹ Includes 275 FM stations that are associated with AM stations but which reported separately, and 599 independent FM stations.

² Includes \$5,505,000 from barter and trade-out transactions.

³ Included in "other program employees."

⁴ Stations reporting less than \$25,000 in revenue are not required to report

items in revenue and expenses, but are required to report in income. Therefore, totals in revenues and expenses are somewhat higher than the totals reported in income.

NOTE: Last digits may not add to totals because of rounding.
() denotes loss.

* Payroll includes salaries, wages, bonuses and commissions.

3. A 10-year track record for radio

Radio financial data, 1962-1972
(Industry totals)¹

A. Gross advertising revenues²

Year	Total ³ (\$ Million)	Network ⁴		National and regional spot ⁵		Local ⁵	
		(\$ Million)	Percent of Total	(\$ Million)	Percent of Total	(\$ Million)	Percent of Total
1972	\$1,547.7	\$65.0	4.2	\$384.3	24.8	\$1,098.4	71.0
1971	1,387.7 (Rev.)	55.1	4.0	378.0	27.2	954.6 (Rev.)	68.8
1970	1,256.8	48.8	3.9	355.3	28.3	852.7	67.8
1969	1,200.4	50.9	4.2	349.6	29.1	799.9	66.6
1968	1,130.3	54.7	4.8	342.2	30.3	733.4	64.9
1967	997.6	58.2	5.8	298.3	29.9	641.2	64.3
1966	957.7	57.4	6.0	292.6	30.6	607.6	63.4
1965	868.7	54.3	6.3	261.3	30.1	553.0	63.6
1964	802.3	54.0	6.7	244.1	30.4	504.2	62.8
1963	747.6	51.5	6.9	231.0	30.9	465.0	62.2
1962	697.3	44.9	6.4	218.2	31.3	434.2	62.3

B. Broadcast revenues, expenses and income (in millions of dollars)

Year	Revenues ⁶			Expenses			Income ⁷		
	Total	AM, AM-FM ⁸	Independent FM	Total	AM, AM-FM ⁸	Independent FM	Total	AM, AM-FM ⁸	Independent FM
1972	\$1,407.0	\$1,292.1	\$114.9	\$1,272.6	\$1,145.0	\$127.6	\$134.3	\$147.0	\$(12.7)
1971	1,258.0	1,176.3	81.7	1,155.2	1,058.6	96.7	102.8	117.8	(15.0)
1970	1,136.9	1,077.4	59.5	1,044.0	973.4	70.6	92.9	104.0	(11.1)
*1969	1,085.8	1,040.3	45.5	985.0	929.2	55.8	100.9	111.2	(10.3)
**1969	1,085.8	1,052.4	33.4	985.0	946.1	38.9	100.9	106.4	(5.5)
1968	1,023.0	994.7	28.3	909.8	877.4	32.2	113.4	117.3	(3.9)
1967	907.3	884.7	22.6	826.5	799.7	26.8	80.8	85.0	(4.2)
1966	872.1	852.7	19.4	774.8	752.1	22.7	97.3	100.6	(3.3)
1965	792.5	776.8	15.7	714.7	695.7	19.0	77.8	81.1	(3.3)
1964	732.0	719.2	12.8	661.2	645.4	15.8	70.8	73.8	(3.0)
1963	681.1	669.7	11.4	626.2	611.6	14.6	54.9	58.1	(3.2)
1962	636.1	626.8	9.3	592.6	580.1	12.5	43.5	46.7	(3.2)

¹ Includes nationwide radio networks, AM stations and FM stations. Also includes compensation paid to affiliated stations by other networks (regional, state, etc.). Does not include the revenues retained by these other networks or their expenses.

² Gross advertising revenues are the total amount paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and cover charges for broadcast time, and programs, materials, facilities and services supplied by the broadcast industry in connection with the sale of time.

³ Detail may not add to totals because of rounding.

⁴ Network advertising revenues for years prior to 1969 were derived as follows: Sales of programs, material, facilities and service made in connection with sales of time were divided by .85 to yield a figure which included advertising agency commissions. The result of this calculation was added to national network time sales (before commissions) to arrive at the total national network figure. Compensation paid by other networks (regional, state, etc.) to affiliated stations was added to the national network figure to arrive at total network advertising revenues.

⁵ National and regional advertising revenues for years prior to 1969 were estimated with the help obtained for the first time in 1969. This provided information on the precise amounts of broadcasting revenues derived from (1) the sale of time to national and local advertisers, (2) charges for programs, materials and facilities and services supplied in connection with sales of

time, and (3) all other broadcast revenues. In prior years figures reported as "all other broadcast revenues" included some charges for programs, talent, materials and facilities supplied in connection with the sales of time. The amount of the latter were estimated for years prior to 1969 by applying the ratios which prevailed in 1969. Local advertising revenues for years prior to 1969 were derived in the same fashion as described for national and regional advertising. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, caution should be used in comparing these figures with prior years.

⁶ Gross advertising revenues plus all other broadcast revenue less commissions.

⁷ Before federal income tax. () denotes loss.

⁸ Revenues, expenses and income of the nationwide networks, and compensation paid to affiliated stations by other networks are included with AM, AM-FM figures.

* This begins a new series. The revenues, expenses and income of FM stations that are associated with AM's in the same area but which reported separately are not included in the AM, AM-FM totals but are included in the independent FM totals.

** These figures are comparable with prior years. Data for the associated FM stations that reported separately is included in the AM, AM-FM totals and excluded from the independent FM totals.

FM FINANCIAL DATA—1962-1972

Year	Total FM stations reporting	Total FM revenues (millions)	Independent FM stations				FM stations associated with AM's ¹ but reporting separately			
			Number of stations reporting	Revenues (millions)	Expenses (millions)	Income (millions)	Number of stations reporting	Revenues (millions)	Expenses (millions)	Income (millions)
1972	2,328 ²	\$151.9	590	\$77.4	\$86.2	\$(8.8)	275	\$37.5	\$41.4	\$(3.9)
1971	2,235	115.0	527	55.3	64.4	(9.0)	241	26.3	32.3	(6.0)
1970	2,105	84.9	464	40.6	46.8	(6.2)	225	18.9	23.8	(4.9)
1969	1,961	87.4	442	33.4	38.9	(5.5)	179	12.1	16.9	(4.8)
1968	1,888	53.2	433	28.3	32.2	(3.9)	"	"	"	"
1967	1,706	39.8	405	22.6	26.8	(4.2)	"	"	"	"
1966	1,575	32.3	381	19.4	22.7	(3.3)	"	"	"	"
1965	1,381	24.7	338	15.7	19.0	(3.3)	"	"	"	"
1964	1,175	19.7	306	12.8	15.8	(3.0)	"	"	"	"
1963	1,071	16.3	294	11.4	14.6	(3.2)	"	"	"	"
1962	993	13.9	279	9.3	12.5	(3.2)	"	"	"	"

¹ FM stations that are associated with AM stations in the same area were requested to file separate reports if all or virtually all of the time on the AM and the FM stations was priced and offered for sale separately. Stations in this category were asked to make a reasonable allocation of joint revenues and

expenses to the AM and FM stations separately.

² Includes 417 stations that are part of AM-FM combinations but for which no FM revenues were reported.

* Data not available.

4. How many won, how many lost

Number of AM and AM/FM ¹ stations reporting profits, by volume of total broadcast revenues, 1972
(Stations operating full year only)

	Stations reporting profits of:											
	Total number of stations reporting	Number of stations reporting profits	\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Revenues of:												
Over \$1,000,000	198	181	70	50	40	15	4			1	1	
\$500,000 to \$1,000,000	278	223		17	91	56	33	5	5	3	4	4
\$250,000 to \$500,000	738	568			40	155	183	50	45	43	20	32
\$200,000 to \$250,000	419	321			2	46	108	47	37	31	23	27
\$150,000 to \$200,000	597	455				25	149	42	66	62	55	56
\$100,000 to \$150,000	865	615				10	92	63	83	111	134	122
\$75,000 to \$100,000	467	330					25	19	48	60	96	82
\$50,000 to \$75,000	412	255					10	12	22	46	63	102
\$25,000 to \$50,000	205	95						2	6	13	18	56
Less than \$25,000	42	11									1	10
Totals	4,221	3,054	70	67	178	307	604	240	312	370	415	491

¹ Excludes 259 FM stations that are associated with AM's but which reported separately.

Number of AM and AM/FM ¹ stations reporting losses, by volume of total broadcast revenues, 1972
(Stations operating full year only)

	Stations reporting losses of:											
	Total number of stations reporting	Number of stations reporting losses	\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Revenues of:												
Over \$1,000,000	198	17	5	5	4	1		1			1	
\$500,000 to \$1,000,000	277	55	2	6	12	12	7	3	3	2	3	5
\$250,000 to \$500,000	738	170	2	2	27	30	35	16	9	10	17	22
\$200,000 to \$250,000	419	98		1	4	15	22	3	8	12	13	20
\$150,000 to \$200,000	597	142	1		4	21	22	14	11	15	19	35
\$100,000 to \$150,000	865	250		2	12	23	49	15	26	17	41	65
\$75,000 to \$100,000	467	137				11	18	10	7	14	26	51
\$50,000 to \$75,000	412	157			4	7	16	5	11	16	29	69
\$25,000 to \$50,000	205	110					14	5	7	14	19	51
Less than \$25,000	42	31				2	6	2	2	2	5	12
Totals	4,221	1,167	10	16	67	122	189	74	84	102	173	330

¹ Excludes 259 FM stations that are associated with AM's but which reported separately.

Number of Independent FM stations reporting profit and loss, 1962-1972

Year	Total number reporting	Number reporting profit	Number reporting loss
1972	590 ¹	224 ²	366 ³
1971	527	182	345
1970	464	144	320
1969	442	138	306
1968	433	148	285
1967	405	115	290
1966	381	111	270
1965	338	102	236
1964	306	93	213
1963	294	86	208
1962	279	71	208

¹ In addition to the 590 independent FM stations, 275 FM stations associated with AM stations reported financial data. Of these, 106 reported an average profit of \$45,923 while 169 reported an average loss of \$52,030.

² The average profit for these stations was \$31,557.

³ The average loss for these stations was \$43,333.

5. People and property

1972 employment and investment in tangible broadcast property of nationwide networks, their 20 owned-and-operated stations¹ and other AM and AM-FM radio stations

Employment	Nationwide Networks	20 Network Owned and Operated Stations ¹	Other Stations	Total
Full time	876	1,476	49,708	52,060
Part time	25	106	15,289	15,420
Total	901	1,582	64,997 ²	67,480
Investment in tangible broadcast property				
Original cost				
(in thousands of dollars)	10,127	20,252	811,129 ⁴	841,508
Depreciated cost				
(in thousands of dollars)	4,016	9,294	413,180	426,490

¹ Includes 14 AM and six AM-FM combinations.

² Includes 4,242 AM and AM-FM stations.

³ CBS, MBS, NBC and ABC's three AM networks and one FM network.

⁴ Includes 4,229 AM and AM-FM stations.

6. Cost accounting

1972 broadcast expenses of nationwide radio networks, their 20 owned-and-operated stations and 4,183 other AM and AM-FM stations reporting revenues of \$25,000 or more (in thousands of dollars)

Type of expense	Nationwide networks ¹	20 network owned-and-operated stations ²	Other stations ³	Total
Technical	\$ 3,381	\$ 8,037	\$ 95,218	\$ 106,636
Program	27,388	18,752	318,730	364,870
Selling	6,530	14,533	209,892	230,955
General and administrative	4,667	10,072	425,875	440,614
Total broadcast expenses	\$41,968	\$51,394	\$1,049,716	\$1,143,076

¹ CBS, MBS, NBC and ABC's three AM networks and one FM network.

² Includes 14 AM stations and six AM-FM stations filing a combined report.

³ Includes 2,733 AM stations and 1,450 AM-FM stations filing a combined report. Does not include 223 FM stations that are associated with AM's but reported separately.

Market-by-market comparison of radio revenues and expenses, 1972 7. Selected revenue items and broadcast revenues and income of radio stations by standard metropolitan statistical areas.

Metropolitan Areas	No. of stations in operation	Network times sales		Time sales to national & regional advertisers ³		Time sales to local advertisers ³		Value of trade-in transactions and barter	Total stations reporting ⁴ 1972	Total broadcast revenues ⁵	Total broadcast expenses	Total broadcast income ⁶
		1972	1971	1972	1971	1972	1971					
Abilene, Tex.	6	\$ 1,378	\$ 1,276	\$ 140,264	\$ 108,136	\$ 878,274	\$ 665,123	\$ 10,872	6	\$ 982,296	\$ 799,292	\$ 183,004
Akron, Ohio	5	54,394	45,920	1,920,691	2,211,784	3,363,541	2,559,385	83,195	5	4,735,131	3,325,460	1,409,671
Albany, Ga.	4	1,111	847	164,579	166,299	1,643,925	1,666,299	456	4	794,663	744,653	49,010
Albany-Schenectady-Troy, N.Y.	13	90,942	93,539	1,768,722	1,890,634	4,442,327	3,852,112	189,519	13	5,481,140	4,887,300	603,840
Albuquerque, N.M.	11	31,039	14,307	552,453	547,290	2,429,318	2,096,588	77,886	11	2,759,248	2,547,482	211,766
Alexandria, La.	3	4,932	5,348	147,172	124,678	631,847	565,659	5,632	3	760,200	595,911	164,289
Alexandria-Bethlehem-Easton, Pa.-N.J.	10	42,106	48,129	445,645	449,298	2,650,948	2,343,150	33,627	10	3,059,184	2,452,474	606,710
Altoona, Pa.	6	4,067	4,288	357,172	206,631	746,038	806,606	77,818	6	1,075,506	1,141,260	-65,754
Amarillo, Tex.	7	6,053	5,422	368,582	398,338	1,362,824	1,140,236	32,040	7	1,563,774	1,540,411	43,363
Anchorage-Santa Ana-Garden Grove, Calif.	2	..	..	218,975	277,073	1,966,725	1,532,040	132,839	2	2,033,244	2,046,518	-13,274
Anderson, Ind.	5	..	..	137,864	105,258	1,966,725	1,532,040	132,839	5	2,033,244	2,046,518	-13,274
Ann Arbor, Mich.	2	3,095	1,750	121,365	133,563	1,670,984	1,500,551	17,842	2	1,033,997	1,037,520	-3,523
Asheville, N.C.	7	7,941	3,234	242,653	259,877	1,203,104	1,064,885	40,294	7	1,755,735	1,739,257	16,478
Ashville, N.C.	7	7,941	3,234	242,653	259,877	1,203,104	1,064,885	40,294	7	1,755,735	1,739,257	16,478
Atlanta	25	227,516	214,632	4,788,094	5,002,713	11,736,999	10,333,308	285,569	24	14,347,226	10,237,552	4,109,674
Atlantic City	15	5,184	4,738	150,998	157,839	907,063	882,823	26,187	15	1,034,113	980,730	43,375
Augusta, Ga.-S.C.	11	11,549	19,632	201,018	155,839	1,718,821	1,399,824	56,074	70	1,904,204	1,909,684	-5,480
Austin, Tex.	6	684	4,198	447,010	638,983	1,541,991	1,806,561	51,563	6	1,835,452	1,623,124	212,328
Bakersfield, Calif.	14	34,956	33,206	500,906	470,413	1,701,431	1,567,746	86,632	13	2,119,064	2,322,240	-203,176
Baltimore	19	168,045	134,988	4,027,964	4,559,375	10,159,159	9,195,780	276,081	18	12,318,267	9,731,281	2,586,986
Baton Rouge	9	5,949	6,402	367,711	1,869,269	1,869,269	1,869,269	13,371	8	2,082,880	1,801,536	281,344
Battle Creek, Mich.	4	9,230	5,935	124,798	140,042	632,243	596,039	13,371	4	734,246	711,070	23,176
Bay City, Mich.	2	..	..	..	..	..	..	..	..	..	..	..
Beaumont-Port Arthur-Orange, Tex.	10	25,335	28,742	346,645	382,615	1,928,449	1,671,382	55,424	10	2,183,023	2,118,424	64,599
Bellows Falls, N.H.	5	5,804	5,200	198,640	190,978	1,116,874	1,000,003	40,849	5	1,233,661	1,105,345	128,316
Biloxi-Gulfport, Miss.	5	957	850	102,827	144,074	1,144,074	1,000,003	40,849	5	1,233,661	1,105,345	128,316
Birmingham, N.Y.-Pa.	16	5,433	8,580	254,287	282,960	1,279,623	1,180,509	50,304	16	1,538,216	1,538,216	-
Birmingham, Ala.	16	41,406	44,878	1,587,761	1,536,321	4,366,935	3,951,951	243,980	16	5,461,376	4,687,487	773,889
Bismarck, N.D.	2	..	..	..	..	..	..	..	2	..	..	..
Boise City, Idaho	6	14,178	12,674	242,906	251,666	782,243	748,703	24,921	6	978,171	983,415	-5,244
Boston	20	337,008	298,517	10,203,779	10,679,956	13,480,140	11,041,565	1,207,722	20	20,599,483	16,317,466	4,282,017
Boston, N.Y.	20	337,008	298,517	10,203,779	10,679,956	13,480,140	11,041,565	1,207,722	20	20,599,483	16,317,466	4,282,017
Bridgeton, Conn.	1	5,062	6,227	307,075	383,322	1,194,831	1,075,122	24,401	1	1,365,434	1,313,538	51,896
Bristol, Conn.	1	..	..	..	..	..	..	..	1	..	..	..
Brockton, Mass.	2	..	..	..	..	..	..	..	2	..	..	..
Brownsville-Harlingen-San Benito, Tex.	2	..	..	..	..	..	..	..	2	..	..	..
Bryan-College Station, Tex.	12	119,880	121,391	2,879,341	3,253,100	6,160,092	4,942,684	515,051	12	7,956,661	7,096,215	860,446
Buffalo, N.Y.	3	782	367	111,053	56,195	608,660	553,817	840	3	736,916	641,190	95,726
Burlington, N.C.	5	27,034	10,724	365,719	298,940	828,858	493,715	43,366	5	899,312	882,925	36,387
Canton, Ohio	6	14,866	29,870	370,144	980,215	2,208,495	1,138,968	57,384	6	2,393,164	2,164,714	228,450
Cedar Rapids, Iowa	4	19,624	4,952	486,848	399,164	1,779,979	1,606,397	57,384	4	2,209,279	1,986,733	212,546
Champaign-Urbana-Rantoul, Ill.	3	4,852	4,951	94,784	112,025	547,196	512,869	2,528	3	621,869	499,461	122,408
Charleston, W. Va.	9	9,203	10,985	305,146	425,544	1,600,361	1,547,819	61,302	9	1,993,083	1,864,900	128,183
Charlotte, N.C.	18	12,181	13,082	468,485	392,254	1,666,853	1,560,257	17,046	18	2,150,519	2,176,936	-26,417
Charlotte-Gastonia, N.C.	18	14,709	12,982	1,402,928	1,392,862	4,156,853	3,959,678	187,178	18	4,776,531	4,659,258	117,273
Chicago	32	216,105	166,253	20,540,323	21,388,571	26,203,027	23,836,178	1,973,342	31	41,459,931	33,917,143	7,542,788
Chicago-Lake	32	216,105	166,253	20,540,323	21,388,571	26,203,027	23,836,178	1,973,342	31	41,459,931	33,917,143	7,542,788
Chicago-Lake	32	216,105	166,253	20,540,323	21,388,571	26,203,027	23,836,178	1,973,342	31	41,459,931	33,917,143	7,542,788
Cincinnati	19	309,089	297,983	9,236,088	9,089,847	7,401,574	6,386,595	731,198	19	9,286,962	6,730,972	2,555,990
Cleveland	11	238,137	214,967	4,760,239	5,089,876	9,320,744	9,146,709	731,198	11	12,270,334	10,946,571	1,323,763
Colorado Springs	7	3,932	610,050	282,120	252,688	1,462,352	1,248,448	24,055	7	1,634,841	1,591,560	43,281
Columbia, Mo.	2	..	..	..	..	..	..	..	2	..	..	..
Columbia, S.C.	6	23,923	28,014	356,221	352,996	1,992,673	1,715,061	35,344	6	2,462,209	2,056,307	405,902
Columbus, Ga.-Ala.	6	10,732	10,014	334,907	303,253	1,379,161	1,314,920	35,347	6	1,667,232	1,705,749	-38,517
Columbus, Ohio	8	34,501	26,011	3,705,666	3,878,662	4,532,700	4,399,717	152,559	8	7,160,554	5,210,560	1,949,994
Corpus Christi, Tex.	8	26,874	55,119	591,519	551,624	1,496,481	1,496,481	28,358	8	1,966,107	1,747,673	218,434
Dallas-Fort Worth	21	158,127	138,284	5,888,402	6,008,617	13,284,790	11,964,179	521,278	21	16,758,029	14,570,701	2,187,328
Danbury, Conn.	2	..	..	..	..	..	..	..	2	..	..	..
Davenport-Rock Island-Moline, Iowa-III.	7	19,886	19,869	618,238	582,282	2,211,993	1,945,489	45,860	7	2,686,721	2,531,873	154,848
Dayton, Ohio	7	39,232	63,391	1,148,493	1,413,770	4,200,683	3,317,753	65,109	7	4,696,914	3,762,919	933,995
Daytona Beach, Fla.	9	32,039	1,228	134,860	1,171,098	1,199,195	1,103,730	67,778	9	1,316,575	1,198,348	118,227
Daytona Beach, Fla.	9	32,039	1,228	134,860	1,171,098	1,199,195	1,103,730	67,778	9	1,316,575	1,198,348	118,227
Denver-Boulder	19	162,530	155,261	3,762,900	3,326,902	9,166,789	8,097,273	575,192	19	11,531,819	10,284,399	1,247,420
Des Moines, Iowa	7	83,716	98,768	1,524,327	1,503,613	2,698,187	2,552,492	161,822	7	3,887,485	3,402,558	484,927
Detroit	17	304,650	317,814	9,010,405	9,417,810	14,682,958	12,492,672	642,586	17	20,581,040	16,908,117	3,672,923
Dubuque, Iowa	2	..	..	..	..	..	..	..	2	..	..	..
Duluth-Superior, Minn.-Wis.	10	22,857	25,059	387,726	310,303	1,492,512	1,355,227	23,738	10	1,857,501	1,687,262	170,239
El Paso	8	26,252	24,752	442,966	368,513	2,071,234	1,786,660	139,684	8	2,199,277	2,139,277	60,000
Elmira, N.Y.	4	14,170	14,170	527,845	731,766	1,717,527	1,705,475	38,175	4	1,717,527	1,717,527	-
Erie, Pa.	6	9,404	12,062	252,116	274,315	1,310,790	1,041,041	90,420	6	1,484,267	1,486,314	-2,047

Metropolitan Areas	No. of stations in operation 1972	Network times sales		Time sales to national & regional advertisers ³		Time sales to local advertisers ³		Value of trade-outs and barter transactions	Total stations reporting 1972	Total broadcast revenues	Total broadcast expenses	Total broadcast incomes
		1972	1971	1972	1971	1972	1971					
Eugene-Springfield, Ore.	8	5,029	6,166	404,293	345,049	1,136,857	1,028,622	41,835	7	1,415,499	1,459,578	-44,079
Evansville, Ind.-Ky.	8	12,298	11,413	274,619	257,781	1,728,470	1,564,266	32,032	8	1,944,824	1,713,626	231,198
Fall River, Mass.	2											
Fargo-Moorhead, Minn.-N.D.	4	21,212	20,621	340,903	285,798	1,407,547	1,257,019	27,343	4	1,730,057	1,526,053	204,004
Fayetteville, N.C.	5	31,879	28,096	125,645	125,645	1,339,656	927,056	17,324	5	1,463,982	1,252,030	211,952
Fayetteville-Springdale, Ark.	6	715	1,108	97,878	110,176	804,181	657,954	44,063	6	891,374	790,795	100,579
Fitchburg-Leominster, Mass.	3	1,744		122,262	78,645	547,150	560,514	37,890	3	641,609	556,558	85,051
Flint, Mich.	7	35,317	34,943	1,060,582	1,066,428	2,251,942	2,251,942	135,548	3	3,269,708	3,135,454	134,254
Florence, Ala.	6	1,901	1,707	94,688	89,421	687,731	675,448	1,445	5	772,151	754,849	17,302
Fort Smith, Ark.-Okla.	7	4,386	5,960	144,635	193,932	879,202	731,151	25,041	7	992,629	880,293	112,336
Fort Wayne, Ind.	7	16,772	16,772	601,294	556,252	2,861,392	2,715,364	117,957	7	3,217,497	2,848,252	369,245
Fresno, Calif.	12	39,724	29,560	1,235,591	1,403,349	2,674,598	2,351,879	126,643	11	3,482,270	3,419,894	62,376
Fort Lauderdale-Hollywood, Fla.	7	4,288	4,288	651,013	512,193	2,575,804	1,745,985	140,968	7	2,979,293	3,138,273	-158,980
Fort Myers, Fla.	4	1,930		161,440	124,768	602,401	501,570	25,503	4	726,806	642,368	84,438
Gadsden, Ala.	3		67	131,935	124,621	743,590	619,094	9,077	3	881,141	719,327	161,814
Gainesville, Fla.	4	4,779	4,294	114,549	115,922	889,091	777,771	37,787	4	1,014,759	1,068,595	-53,836
Galveston-Texas City, Tex.	3	421		129,866	138,675	480,024	440,389	9,760	3	591,039	580,918	10,121
Gary-Hammond-East Chicago, Ind.	11	1,046	958	51,822	33,561	1,572,960	1,467,413	55,955	5	1,575,590	1,463,615	111,975
Grand Rapids, Mich.	4	24,520	19,007	875,314	799,744	3,026,403	2,797,739	76,243	10	3,619,998	3,644,413	-24,415
Great Falls, Mont.	4	5,123	5,266	148,226	164,226	592,085	542,104	11,742	4	821,785	802,574	19,211
Green Bay, Wis.	3	10,245	6,754	273,250	269,652	936,512	846,836	74,235	3	1,147,376	1,014,496	132,880
Greensboro-Winston-Salem-High Point, N.C.	20	25,250	25,631	782,097	854,141	4,623,055	3,946,163	57,596	20	5,300,929	4,319,883	981,046
Greenville-Spartanburg, S.C.	17	29,088	26,520	643,817	660,578	3,646,817	3,146,407	57,596	17	4,248,730	3,746,893	501,837
Hamilton-Middleton, Ohio	3	3,854	3,163	222,320	207,598	785,062	727,230	29,780	3	1,296,405	1,291,245	5,160
Harrisburg, Pa.	7	15,968	18,503	646,912	652,053	1,832,876	1,616,173	17,281	7	2,385,039	2,047,830	337,209
Hartford, Conn.	16	97,787	65,509	1,660,479	2,029,213	4,639,203	4,027,305	294,714	7	5,469,178	4,812,190	656,988
Honolulu	7	28,916	10,471	730,250	821,799	10,675,630	8,959,759	147,911	16	13,955,337	11,012,984	2,942,353
Houston *	18	105,912	107,688	5,269,816	5,205,144	10,675,630	8,959,759	281,222	17	13,955,337	11,012,984	2,942,353
Huntington-Ashland, W. Va.-Ky.-Ohio	8	7,372	8,805	235,271	304,530	1,374,572	1,193,317	22,715	6	1,530,750	1,407,445	123,305
Huntsville, Ala.	11	753	1,323	151,381	196,580	1,644,553	1,333,150	17,197	11	1,736,709	1,486,350	250,359
Indianapolis, Ind.	11	134,782	76,300	2,920,159	3,060,253	7,328,870	6,202,650	249,893	11	8,930,916	7,094,127	1,836,789
Jackson, Mich.	3	900	601	76,612	121,758	621,809	455,573	8,889	3	1,057,299	893,368	175,516
Jackson, Miss.	8	8,537	11,218	412,426	422,426	1,966,824	1,696,853	47,937	8	2,321,232	2,247,332	73,900
Jacksonville, Fla.	15	38,974	56,654	1,104,591	1,231,100	3,340,752	2,921,634	62,321	15	4,012,988	4,274,669	-261,681
Johnstown, Pa.	9	18,354	25,197	212,164	128,441	961,662	1,005,370	12,624	9	1,172,527	1,318,915	-146,388
Kalamazoo-Portage, Mich.	6	5,954	4,533	422,523	355,650	1,501,354	1,241,392	37,864	6	1,847,093	1,670,581	176,512
Kansas City, Mo.-Kan.	12	130,303	101,861	2,948,589	3,089,561	7,232,738	6,151,574	337,327	12	8,726,424	7,249,502	1,476,922
Kenosha, Wis.	1											
Killeen-Temple, Tex.	3	1,298	1,298	417,093	95,195	630,486	467,318	17,580	3	776,414	664,189	112,225
Kingsport-Bristol, Tenn.-Va.	11	36,232	35,287	764,658	820,681	2,628,976	2,168,329	35,252	12	3,270,551	2,904,037	366,514
Knoxville, Tenn.	13											
LaCrosse, Wis.	3	6,431	8,159	101,878	164,876	685,096	513,391	1,055	3	877,852	893,368	-15,516
Lafayette, La.	3	1,657	1,654	244,702	193,191	840,887	657,349	24,353	3	1,057,299	879,463	177,836
Lafayette-West Lafayette, Ind.	2	4,392	4,444	185,243	140,429	772,018	613,234	23,538	2	929,522	818,571	110,951
Lake Charles, La.	4	2,152	5,359	248,440	213,485	921,469	877,225	7,438	9	1,146,850	1,196,628	-49,778
Lakeview-Winter Haven, Fla. *	11	9,821	10,680	237,679	204,614	1,225,851	1,066,071	10,080	5	1,425,054	1,380,712	64,342
Lancaster, Pa.	5	5,460	5,068	451,159	502,382	1,920,489	1,641,289	9,369	7	2,435,107	2,003,318	431,789
Lansing-East Lansing, Mich.	2											
Laredo, Tex.	2											
Las Vegas	8	21,406	18,392	264,524	309,979	2,477,626	1,846,787	302,291	8	2,609,245	2,237,589	371,656
Lawrence-Haverhill, Mass.-N.H.	2											
Lawton, Okla.	2											
Lewiston-Auburn, Me.	3	4,993	5,134	72,623	67,498	396,753	359,956	15,931	3	452,148	473,892	-21,744
Lexington, Ky.	6	1,756	1,954	278,723	239,621	1,246,753	1,070,045	4,834	6	1,714,684	1,363,535	351,149
Lima, Ohio	4	3,310	4,765	203,245	385,674	1,652,764	1,259,632	42,472	4	1,802,618	1,039,985	762,628
Lincoln, Neb.	11	67,862	48,085	690,051	810,994	2,838,437	2,345,456	136,287	11	3,266,521	2,851,086	415,435
Little Rock-North Little Rock, Ark. *	2											
Long Branch-Asbury Park, N.J.	2											
Lorain-Elyria, Ohio	3											
Los Angeles-Long Beach	30	575,967	479,433	23,978,311	22,716,225	799,701	522,987	10,043	3	884,632	685,534	199,098
Louisville, Ky.-Ind.	11	84,168	50,800	2,381,220	2,315,122	35,690,178	33,386,785	3,593,409	30	50,888,716	44,254,345	6,634,371
Lowell, Mass.-N.H.	2											
Lubbock, Tex.	8	7,618	8,703	217,364	229,376	1,959,403	1,750,989	65,571	8	2,047,506	1,923,973	123,533
Lynchburg, Va.	6	352	843	95,914	92,792	943,719	831,892	16,258	6	1,010,858	898,484	112,374
Macon, Ga.	9	12,553	12,303	405,883	359,487	1,672,393	1,520,327	17,078	8	2,026,673	1,793,065	233,608
Madison, Wis.	4	9,078	9,031	487,382	518,835	1,944,435	1,736,470	26,047	4	2,340,648	2,086,981	253,667
Manchester, N.H.	3	18,780	14,796	210,994	205,467	950,432	840,578	52,606	3	1,084,665	1,012,125	72,540
Mansfield, Ohio	2											
McAllen-Pharr-Edinburg, Tex.	4	3,721	4,368	150,510	150,879	1,074,217	954,669	29,121	4	1,177,456	1,129,360	48,096
Memphis-Titusville-Cocoa, Fla.	9	69,049	63,358	2,359,649	2,518,060	4,457,452	3,860,111	158,956	9	6,055,842	4,735,870	1,319,972
Memphis, Tenn.-Ark.-Miss.	13											
Meriden, Conn.	1											
Miami	15	161,41										

Midland, Tex.	4	123,499	110,058	91,504	90,826	523,554	462,695	3,700	579,895	513,031	66,864
Milwaukee	13	100,301	103,515	3,036,603	3,691,584	7,151,052	5,969,548	291,958	8,997,764	7,493,297	1,494,487
Minneapolis-St. Paul	20	16,913	15,932	4,434,946	4,664,490	1,750,346	9,778,550	263,398	15,425,511	10,939,639	4,485,872
Mobile, Ala.	11	1,876	1,553	722,579	699,356	1,111,377	1,414,137	34,141	2,307,104	2,211,986	95,118
Modesto, Calif.	5	1,876	1,553	280,684	233,508	658,693	754,044	242	1,094,278	1,090,946	3,332
Monroe, La.	4	1,265	1,606	133,199	120,925	481,663	449,054	5,267	589,264	558,263	31,001
Montgomery, Ala.	10	6,789	8,129	424,505	419,557	1,503,042	1,254,370	30,700	1,903,661	1,741,763	162,098
Muncie, Ind.	2	803	503	125,920	82,505	780,917	700,204	8,699	868,279	801,797	66,482
Muskegon-Muskegon Heights, Mich.	5										
Nashua, N.H.	2	69,063	71,912	2,258,112	2,414,714	4,802,455	4,251,035	82,575	7,326,081	5,809,743	1,516,338
Nashville-Davidson, Tenn.	19	5,333	6,446	1,638,757	1,383,881	3,915,182	3,286,506	371,062	5,082,262	4,562,707	399,555
Nassau-Suffolk, N.Y.	12	4,575	6,740	563,241	358,892	1,120,071	910,774	8,276	1,445,349	1,096,827	348,522
New Bedford, Mass.	3										
New Britain, Conn.	1										
New Brunswick-Perth Amboy-Sayreville, N.J.	3										
New Haven-West Haven, Conn.	5	935	907	910,783	868,835	2,121,309	1,808,552	32,397	2,674,781	2,658,227	16,554
New London-Norwich, Conn.-R.I.	5	53,333	54,449	2,568,121	2,729,293	1,197,312	1,083,615	6,919	1,378,739	85,311	7,460,681
New Orleans	13	698,213	717,660	30,783,463	2,668,118	4,507,010	4,125,997	108,850	6,133,962	5,461,534	6,762,428
New York	24	46,157	52,251	30,438,704	31,319,701	28,818,775	28,818,775	3,157,928	54,011,571	46,550,890	7,460,681
Newark, N.J.	7	4,017	4,355	676,966	676,966	3,239,241	2,647,911	184,279	3,807,576	3,807,576	62,634
Newport News-Hampton, Va.	5	27,673	26,358	465,110	435,855	1,724,959	1,684,948	4,866	2,012,578	1,896,223	116,353
Norfolk-Va. Beach-Portsmouth, Va.	10	41,664	46,442	987,984	945,037	3,503,973	2,852,288	93,783	4,159,520	4,094,612	64,908
Northeast Pennsylvania	13			459,623	751,193	3,392,975	2,947,166	130,106	3,659,126	3,385,945	273,181
Norwalk, Conn.	2										
Odessa, Tex.	4	19,532	25,582	84,366	89,316	572,386	470,050	18,578	631,057	606,018	25,039
Oklahoma City	10	73,786	30,600	1,713,106	1,798,953	3,993,999	2,994,434	122,620	4,624,059	3,931,632	692,427
Omaha	7	25,390	30,600	884,446	923,536	4,288,656	3,765,644	191,571	5,041,596	4,531,689	509,907
Orlando, Fla.	12	9,600	9,600	363,822	339,814	1,370,769	1,224,554	113,699	3,888,497	4,299,755	411,258
Owensboro, Ky.	2										
Oxnard-Simi Valley-Ventura, Calif.	6										
Parkerson-Marietta, W. Va.-Ohio	5	94	216	163,374	157,198	991,428	914,912	4,579	1,114,843	966,967	147,876
Paterson-Clifton-Passaic, N.J.	2										
Pensacola, Fla.	8	5,166	4,034	187,501	179,932	1,901,357	1,717,787	11,815	1,987,216	1,901,680	85,556
Peoria, Ill.	5	14,796	18,605	578,053	532,923	1,618,689	1,447,466	29,076	2,084,803	1,839,930	244,873
Petersburg-Colonial Heights-Hopewell, Va.	3	318,914	295,426	9,981,755	10,616,192	16,107,361	14,506,552	5,683	573,189	605,377	32,168
Philadelphia	24	59,291	36,353	1,995,848	1,834,604	5,598,474	4,526,028	1,188,985	22,334,864	19,923,496	2,461,366
Phoenix	19	59,291	36,353	1,995,848	1,834,604	5,598,474	4,526,028	559,194	6,894,444	6,834,444	60,500
Pine Bluff, Ark.	5	156,485	80,513	5,458,764	5,363,628	9,412,749	10,054,423	906,634	13,324,437	12,161,656	1,162,841
Pittsburgh	23	5,311	6,749	107,859	100,114	661,684	533,519	7,638	745,073	705,444	39,629
Pittsford, Mass.	3	15,131	12,913	489,706	465,132	1,095,116	948,453	54,862	1,460,430	1,353,159	107,271
Portland, Me.	16	63,696	72,903	2,989,489	2,989,489	5,488,362	4,764,909	325,483	7,398,843	7,306,843	92,071
Portland, Ore.-Wash.	5	73,918	73,918	840,150	840,150	1,383,217	1,383,217	24,386	1,130,011	1,130,011	25,206
Poughkeepsie, N.Y.	4	76,939	73,918	1,950,469	1,945,830	4,342,310	3,690,397	285,588	5,677,995	4,911,811	766,184
Providence-Warwick-Pawtucket, R.I.-Mass.	13	49,535	76,497	310,528	10,715	390,014	574,550	10,535	440,887	440,887	18,082
Pueblo, Colo.	6			123,850	131,601	693,816	574,550		786,148	725,029	61,119
Racine, Wis.	2										
Raleigh-Durham, N.C.	13	92,279	48,326	1,129,980	1,129,980	3,501,221	2,788,399	76,426	4,426,753	3,560,856	865,897
Reading, Pa.	3	13,119	11,457	192,201	201,424	1,065,555	996,384	6,262	1,218,561	1,019,931	198,630
Reno	8	1,977	1,928	271,002	214,805	1,092,145	1,007,929	31,305	1,267,576	1,496,137	228,561
Richland-Kennelworth, Wash.	5	85,323	85,323	1,325,501	1,64,608	542,692	542,692	6,754	680,734	680,734	17,884
Richmond, Va.	12	99,006	53,948	1,405,251	1,410,393	3,793,501	3,166,289	62,361	4,714,631	4,122,902	591,729
Riverside-San Bernardino-Ontario, Calif.	26	12,893	15,111	1,483,809	1,362,086	3,589,138	3,166,289	523,127	4,778,213	4,729,914	198,729
Roanoke, Va.	7	80	900	89,270	474,260	1,375,171	1,354,722	9,473	1,833,729	1,635,003	198,729
Rochester, Minn.	9	142,283	105,815	1,561,617	1,611,318	4,237,901	3,714,256	239,682	5,192,579	4,131,047	1,061,532
Rochester, N.Y.	3	7,074	8,730	187,382	203,052	1,434,647	1,270,519	7,165	1,566,037	1,436,908	131,129
Rockford, Ill.	5										
Sacramento, Calif.	9	67,504	57,451	2,440,136	2,376,787	3,099,501	2,489,257	170,128	4,758,242	4,295,273	462,969
Saginaw, Mich.	3	9,296	8,909	218,043	237,374	901,659	794,244	21,482	1,088,244	953,309	142,935
Salem, Ore.	6	343	584	178,883	170,042	677,548	580,706	3,683	1,203,981	1,030,918	26,284
Salinas-Seaside-Monterey, Calif.	8	558	9,753	201,058	192,562	1,043,868	891,696	33,970	1,260,862	1,368,365	137,463
Salt Lake City-Ogden, Utah	17	34,422	114,084	1,179,100	1,278,152	4,005,668	3,489,835	250,854	4,754,404	4,475,195	279,209
San Angelo, Tex.	4			15,718	49,929	583,616	447,632		591,799	559,450	32,349
San Antonio, Tex.	15	92,729	57,290	1,785,996	1,844,424	5,854,056	5,105,621	529,407	6,969,536	6,328,438	641,098
San Diego	10	41,133	35,174	3,712,015	3,696,836	4,416,000	4,141,477	295,773	6,486,648	7,140,111	653,438
San Francisco-Oakland	18	202,890	125,330	15,765,279	15,101,322	13,737,904	12,513,911	1,251,911	24,939,106	21,711,243	3,227,863
San Jose, Calif.	7	952	2,816	1,394,954	1,288,870	2,685,827	2,877,881	263,620	3,590,324	3,441,641	198,683
Santa Barbara-Santa Maria-Lompoc, Calif.	12	34,657	35,509	302,005	271,802	1,395,988	1,196,715	82,071	1,619,282	1,724,438	105,156
Santa Cruz, Calif.	2										
Santa Rosa, Calif.	6	872	77	112,607	73,557	764,212	743,706	27,004	843,098	841,609	1,489
Sarasota, Fla.	4	855	1,728	105,505	105,505	745,744	595,032	60,158	771,861	707,918	63,943
Savannah, Ga.	7	8,766	9,566	237,253	231,178	986,704	970,253	20,042	1,193,718	1,191,800	1,918
Seattle-Everett, Wash.	21	92,270	102,011	3,763,778	4,098,074	8,234,640	6,790,843	544,601	10,490,654	9,615,720	874,934
Sherman-Denison, Tex.	3			97,126	93,907	258,301	307,125	6,596	322,722	342,220	19,498
Shreveport, La.	10	73,102	75,897	756,975	816,424	2,032,783	1,779,711	70,541	2,612,079	2,216,318	395,761
Sioux City, Iowa-N.D.	3	956	963	195,294	155,344	809,829	695,113	7,489	965,005	831,857	133,148
Sioux Falls, S.D.	5	3,826	5,947	217,214	216,647	897,927	895,113	24,952	1,183,508	1,219,921	36,415
South Bend, Ind.	11	10,983	11,836	252,086	246,802	1,122,865	1,046,766	19,315	1,239,568	1,106,948	132,620
Spokane, Wash.	3	39,732	34,652	921,342	850,943	1,907,770	1,717,955	149,051	2,592,224	2,655,562	33,338
Springfield, Ill.	1	5,008	5,008	197,585	222,046	1,439,877	1,285,340	31,982	1,600,407	1,266,407	333,646
Springfield, Mo.	2	10,892	20,245	285,168	267,766	1,107,996	958,238	30,318	1,281,994	1,271,457	10,537
Springfield, Ohio	5										
Springfield-Chillicothe-Holyoke, Mass.-Conn.	10	29,949	26,090	913,241	833,585	2,471,065	2,203,943	6,432	3,066,675	2,858,527	208,148
St. Cloud, Minn.	5	1,722	1,782	20,484	50,478	864,428	791,774		905,095	813,341	91,754

Metropolitan Areas	No. of stations in operation 1972	Network times sales		Time sales to national & regional advertisers ³		Time sales to local advertisers ³		Value of trade-outs and barter transactions	Total stations reporting ⁴ 1972	Total broadcast revenues	Total broadcast expenses	Total broadcast income ⁵
		1972	1971	1972	1971	1972	1971					
St. Joseph, Mo.	3	2,312	3,382	211,517	201,459	636,698	527,688	11,360	3	782,228	749,187	33,041
St. Louis, Mo.	22	169,635	153,281	6,039,890	6,432,289	10,292,700	9,017,373	542,659	21	14,256,168	10,615,370	3,640,798
Stamford, Conn.	2	..	..	..	..	..	..	..	2	..	..	..
Stearnsville-Welton, Ohio-W. Va.	4	8,500	8,500	236,173	199,630	918,735	832,042	4,231	4	1,089,852	1,091,880	-2,228
Stockton, Calif.	11	62,187	41,279	1,317,876	1,343,261	3,028,381	3,003,462	242,413	11	3,892,078	3,985,348	-93,270
Syracuse, N.Y.	5	947	1,647	481,720	266,595	874,732	892,874	37,864	4	1,242,133	1,116,193	126,085
Tallahassee, Fla.	4	..	..	181,189	160,418	806,444	753,916	4,711	4	929,577	929,577	..
Tampa-St. Petersburg, Fla.	21	62,587	51,710	2,022,162	1,962,011	5,449,705	4,558,186	85,037	20	6,861,380	5,152,053	1,709,327
Terre Haute, Ind.	4	4,747	4,393	143,767	133,428	838,055	648,399	16,709	4	925,988	925,988	..
Texarkana, Tex.-Texarkana, Ark.	7	1,741	1,781	118,912	108,569	630,860	558,607	5,001	5	770,400	626,293	144,107
Toledo, Ohio-Mich.	5	39,555	45,196	1,447,424	1,530,576	3,586,455	3,426,872	193,378	7	3,694,963	3,694,963	..
Topeka, Kan.	4	17,181	16,383	732,527	652,463	1,136,060	1,103,026	17,458	4	1,743,868	1,552,056	191,812
Trenton, N.J.	4	3,156	3,204	254,529	199,861	1,443,391	1,281,988	18,853	4	1,683,325	1,531,600	151,725
Tucson, Ariz.	11	11,597	8,176	672,609	542,897	2,165,273	1,915,821	60,472	10	2,598,570	2,310,208	288,362
Tulsa, Okla.	12	41,056	15,783	1,050,292	1,092,839	3,338,318	3,037,571	43,782	12	4,163,948	3,472,279	711,669
Tuscaloosa, Ala.	5	3,549	1,783	103,348	98,563	811,212	716,322	14,485	5	924,964	877,188	47,776
Tyler, Tex.	4	9,420	10,865	112,295	140,850	780,429	611,211	17,278	4	865,978	816,626	49,352
Utica-Rome, N.Y.	9	18,280	11,103	453,812	487,489	1,583,187	1,394,178	102,326	9	1,922,745	1,873,415	49,330
Vallejo-Fairfield-Napa, Calif.	2	..	..	..	..	..	..	..	2	..	..	..
Vineyard-Millville-Bridgeton, N.J.	4	..	..	43,286	41,761	499,588	469,312	8,584	4	551,479	551,001	478
Waco, Tex.	4	1,620	2,131	178,754	145,819	905,834	832,972	1,192,139	4	1,053,977	1,054,852	-875
Washington	25	209,948	214,348	7,667,517	8,123,714	15,375,044	13,672,102	16,432	25	20,241,911	17,259,586	2,982,325
Waterbury, Conn.	3	7,761	10,056	102,516	115,200	548,067	529,419	16,432	3	608,272	608,272	..
Waterloo-Cedar Falls, Iowa	3	1,022	8,436	271,974	338,734	922,935	801,302	21,674	4	1,152,732	1,074,541	78,191
West Palm Beach-Boca Raton, Fla.	10	10,498	10,041	498,427	572,113	2,072,595	1,689,126	167,210	10	2,379,843	2,451,348	-71,505
Wheeling, W. Va.-Ohio	5	23,890	17,242	720,810	544,789	1,559,580	1,523,525	87,747	5	2,437,444	1,918,288	519,156
Wichita, Kan.	5	28,742	33,818	559,213	646,983	3,169,983	2,684,025	85,728	5	3,599,310	3,398,843	200,467
Wichita Falls, Tex.	3	1,641	1,840	273,987	246,802	675,479	639,195	3,185	3	924,920	802,289	109,685
Williamsport, Pa.	4	10,050	7,757	63,432	69,158	516,046	422,454	42,234	4	601,350	615,265	-13,915
Wilmington, Del.-N.J.-Md.	7	16,455	19,145	465,207	341,394	2,271,546	1,984,713	107,234	7	2,812,109	2,149,918	662,191
Wilmington, N.C.	5	2,073	2,174	132,328	105,167	659,944	581,376	24,851	5	714,180	65,821	648,359
Worcester, Mass.	4	39,085	36,600	569,984	487,676	1,167,985	961,332	40,201	4	1,591,964	1,595,588	-303,624
Yakima, Wash.	7	9,201	9,679	284,163	257,547	956,275	916,312	19,600	7	1,211,132	1,141,740	69,392
York, Pa.	5	14,007	14,313	427,285	461,667	2,052,476	1,801,021	55,405	5	2,513,591	1,775,794	737,797
Youngstown-Warren, Ohio	7	33,385	31,847	709,181	806,112	1,880,237	1,692,466	28,677	7	2,470,774	2,262,417	208,357
Total	2,001	\$9,390,226	\$8,723,251	\$318,067,063	\$322,578,597	\$705,806,410	\$622,222,700	\$35,691,661	1,974	\$825,442,774	\$810,957,096	\$114,485,708

8. Non-metro areas of three or more stations

Fairbanks, Alaska	3	77,133	44,041	546,052	523,392	37,430	595,375	602,360	3	644,171	595,375	6,885
Anchorage, Alaska	3	62,988	49,345	590,080	317,730	3,459	560,282	644,171	3	484,029	560,282	83,889
Decatur, Ala.	3	2,681	2,777	49,329	58,220	446,220	317,730	3,459	3	453,108	449,108	34,921
Dothan, Ala.	3	1,357	1,543	57,460	58,220	479,584	385,412	7,616	3	529,764	453,679	78,085
Selma, Ala.	3	2,061	1,604	42,478	30,133	400,231	359,422	429,358	3	457,727	429,358	28,369
Hot Springs, Ark.	3	..	..	45,371	66,399	525,537	381,190	9,921	3	564,214	483,286	80,928
Flagstaff, Ariz.	3	120,630	106,748	1,067,488	1,067,488	394,435	382,110	2,400	3	501,313	482,178	19,135
Merced, Calif.	3	2,585	2,585	89,160	89,160	288,692	277,866	29,571	3	352,044	333,316	18,728
Redding, Calif.	4	11,157	17,261	147,172	142,092	406,877	346,050	10,889	4	477,745	523,620	-45,875
San Luis Obispo, Calif.	3	19,180	312	99,174	99,728	544,169	458,019	35,303	3	675,263	576,184	99,099
Grand Junction, Colo.	4	151	239	70,443	67,684	556,517	444,589	35,280	4	655,469	668,365	-12,896
Orlando, Fla.	3	2,906	2,975	98,289	97,811	533,897	424,195	14,401	3	642,490	599,988	42,502
Parama City, Fla.	3	5,072	17,485	37,890	37,890	560,710	562,301	10,301	3	609,499	638,730	-29,231
Athens, Ga.	3	..	..	37,890	37,890	378,831	376,160	4,334	3	461,070	476,736	-15,666
Brunswick, Ga.	3	1,868	1,571	41,274	31,772	398,473	368,124	5,194	3	439,004	322,391	116,613
Dalton, Ga.	3	65	65	70,878	74,165	599,851	512,617	2,328	3	683,756	765,183	-81,427
Gainesville, Ga.	3	3,356	3,117	28,714	28,714	358,644	335,878	7,762	3	380,542	371,962	8,580
Rome, Ga.	4	..	..	54,390	63,929	816,526	733,052	7,444	4	882,870	803,640	79,230
Hilo, Hawaii	4	..	..	108,765	140,756	499,430	429,853	8,824	4	526,468	453,506	73,000
Valdosta, Ga.	3	5,312	5,312	34,913	35,743	553,340	471,733	5,460	3	575,127	558,731	16,396
Mason City, Iowa	3	18,660	16,967	150,652	150,749	587,581	542,033	2,944	3	569,110	512,396	160,714
Idaho Falls, Idaho	3	2,699	2,699	130,176	148,796	437,411	407,198	2,073	3	461,615	388,500	73,115
Pocatello, Idaho	3	2,516	2,516	100,542	116,481	328,033	298,038	9,495	3	413,310	366,500	46,810
Twin Falls, Idaho	3	68,874	68,874	68,874	68,874	365,753	328,874	36,874	3	415,030	415,030	..
Salina, Kan.	3	622,515	622,515	622,515	622,515	622,515	622,515	622,515	3	1,259,986	1,175,867	84,119
Bowling Green, Ky.	3	152	152	79,408	503,761	503,761	491,922	2,058	3	589,822	489,098	100,724
Paducah, Ky.	3	3,516	3,516	125,310	96,854	489,676	432,084	5,679	3	599,370	615,806	-16,436
Cumberland, Md.	3	3,225	3,225	42,650	47,614	412,843	465,783	18,829	3	472,671	510,815	-38,144
Salisbury, Md.	3	3,450	3,450	131,284	150,129	586,054	486,995	5,298	3	670,603	625,126	45,477
Bangor, Me.	3	231,285	231,285	231,285	231,285	231,285	231,285	231,285	3	747,729	564,566	183,163
Cape Girardeau, Mo.	3	16,553	16,512	118,682	140,276	292,922	324,531	1,498	3	398,407	365,511	32,896

Joplin, Mo.	4	2,281	2,700	109,709	76,985	338,419	249,150	12,581	4	461,356	446,110	15,246
Columbus, Miss.	3	1,146	1,147	54,582	34,970	309,940	299,436	1,940	3	357,944	335,544	22,400
Greenville, Miss.	3	939	1,056	423,665	21,070	473,688	433,718		3	433,718	333,123	100,595
Hattiesburg, Miss.	5	2,770	863	26,141	30,310	289,336	234,067	4,222	5	313,830	325,635	-11,805
Laurel, Miss.	5	907	954	19,684	587,130	587,130	587,130		5	587,130	580,444	29,727
Meridian, Miss.	5	3,058	3,616	31,755	564,526	564,526	525,271		3	608,172	610,184	-2,012
Tupelo, Miss.	4	47,306	94,118	71,314	770,490	770,490	664,604	13,672	5	845,463	834,788	10,675
Missoula, Mont.	4	24,082	24,082	39,911	451,635	451,635	560,897	7,567	3	550,265	513,864	36,401
Goldboro, N.C.	3	23,932	21,630	22,926	660,382	660,382	516,794	1,087	3	853,396	747,100	106,296
Greenville, N.C.	3	31,804	27,897	73,274	291,543	291,543	276,209	6,103	4	648,637	635,995	12,642
Hickory, N.C.	3	596	739	89,272	619,960	619,960	527,395		3	401,629	401,629	-28,943
Jacksonville, N.C.	3	78,396	46,899	495,009	478,672	478,672	581,615	4,824	3	710,415	633,710	76,705
Kinston, N.C.	3	3,074	3,758	37,036	624,492	624,492	581,615		3	696,032	500,791	195,241
Rocky Mount, N.C.	3	15,588	16,524	399,225	333,745	333,745	361,615	1,380	3	454,253	521,057	-66,804
Wilson, N.C.	3	11,641	10,245	35,398	352,982	352,982	304,405	887	3	444,893	396,562	57,891
Bismarck, N.D.	3	7,902	8,623	215,475	624,673	624,673	304,405	489	3	843,957	816,165	27,792
Minot, N.D.	4	2,051	1,569	65,453	624,673	624,673	304,405	6,386	4	843,957	752,586	91,371
Carlsbad, N.M.	3	23,123	23,123	20,746	264,500	264,500	264,500		3	264,500	246,070	18,430
Clovis, N.M.	3	46,641	46,641	32,595	325,955	325,955	264,500	590	3	243,015	243,015	-2,969
Farmington, N.M.	3	72,137	72,137	52,012	443,008	443,008	264,500		3	443,008	416,919	26,089
Roswell, N.M.	3	1,682	1,688	92,101	324,081	324,081	443,008		3	559,789	425,472	134,317
Santa Fe, N.M.	3	6,325	4,487	95,028	37,029	37,029	384,331	32,076	3	429,694	444,417	-14,723
Albany, N.Y.	3	17,909	17,909	37,029	680,724	680,724	718,217	32,076	3	487,904	479,599	17,305
Watertown, N.Y.	3	3,437	3,437	110,284	606,808	606,808	536,150	10,028	3	761,550	738,915	22,635
Klamath Falls, Ore.	3	2,029	2,029	252,038	431,409	431,409	389,812	12,227	3	671,890	613,495	58,395
Medford, Ore.	5	4,609	4,609	151,467	612,824	612,824	295,554	14,796	3	482,424	402,830	59,664
Roseburg, Ore.	3	2,222	2,108	58,098	315,051	315,051	272,631	2,271	3	362,008	333,593	28,413
Florence, S.C.	3	1,011	1,276	73,230	471,511	471,511	400,231	2,127	3	533,118	473,577	59,541
Sumter, S.C.	3	6,769	6,769	76,739	425,981	425,981	412,983	1,612	3	494,508	468,891	25,617
Rapid City, S.D.	4	1,287	1,045	83,468	473,651	473,651	369,782	1,872	3	546,045	468,362	77,683
Jackson, Tenn.	3	2,934	2,934	71,717	683,719	683,719	590,256	8,545	4	748,153	643,881	104,272
Big Springs, Tex.	3	6,985	6,985	90,895	534,248	534,248	443,491	1,112	3	618,856	561,348	57,508
Del Rio, Tex.	3	4,451	5,200	50,370	373,157	373,157	335,746	277	3	429,424	390,387	39,037
Charlottesville, Va.	3	809	809	17,630	152,082	152,082	137,002	7,300	3	192,831	181,392	11,439
Harrisonburg, Va.	3	387	1,587	99,470	811,664	811,664	706,679	21,842	4	1,069,508	926,750	142,758
Bellingham, Wash.	3	10,458	10,538	93,558	84,989	84,989	834,808	2,972	3	783,564	691,466	92,098
Wallula, Wash.	3	374	488	184,566	718,747	718,747	627,786	90,186	3	891,854	701,364	190,490
Wanatchee, Wash.	3	2,171	1,863	49,167	643,632	643,632	549,062	38,845	3	795,729	751,294	44,435
Cau Claire, Wis.	3	2,253	2,476	89,096	232,435	232,435	171,370	1,568	3	232,435	232,435	-
Manitowish-Water, Wis.	3	8,132	8,132	76,365	768,365	768,365	686,610	4,012	3	864,647	817,804	46,843
Recluse, Wis.	3	9,333	9,333	29,365	609,554	609,554	572,359		3	659,559	659,559	-
Recluse, W. Va.	3	2,419	2,419	87,583	566,728	566,728	548,728	4,278	3	677,025	608,087	68,938
Clarksburg, W. Va.	3	3,238	3,238	81,989	786,355	786,355	598,672	10,648	3	879,919	722,970	156,949
Casper, Wyo.	3	7,358	7,358	52,314	419,733	419,733	419,733	14,872	3	533,038	497,097	35,941
Cheyenne, Wyo.	4	9,703	12,046	99,670	503,111	503,111	420,150	13,367	3	589,429	544,858	44,573
Total	266	\$ 345,622	\$ 357,880	\$ 7,096,714	\$ 6,574,738	\$ 6,574,738	\$ 38,882,957	\$ 638,574	262	\$ 48,660,482	\$ 45,230,010	\$ 3,430,472
Commonwealth and Possessions	5	106,696	24,245	239,748	331,821	331,821	530,340	11,337	5	1,021,965	848,897	173,068
Mayaguez, Puerto Rico	16	98,088	59,910	468,044	506,929	506,929	493,728	8,550	6	1,161,974	812,750	349,224
Ponce, Puerto Rico	13	1,494	2,522,093	2,522,093	4,096,742	4,096,742	3,471,304	48,673	13	5,826,248	4,966,666	859,582
San Juan	24	\$ 204,784	\$ 86,649	\$ 3,229,885	\$ 3,083,306	\$ 3,083,306	\$ 4,501,372	\$ 69,160	24	\$ 8,042,688	\$ 6,630,373	\$ 1,412,315
Nonmetro areas of 3 or more stations	3	12,137	5,454	192,004	250,042	250,042	228,234	373	19	485,863	381,336	104,527
Arecibo, Puerto Rico	19	54,262	26,765	878,096	815,719	815,719	1,683,755		3	3,117,213	2,582,752	534,461
Other communities	46	\$ 271,183	\$ 117,859	\$ 4,299,885	\$ 4,128,067	\$ 4,128,067	\$ 6,413,361	\$ 69,533	46	\$ 11,645,784	\$ 9,594,461	\$ 2,051,303
Total	2,001	9,380,226	8,723,251	318,067,063	322,579,597	322,579,597	622,222,700	35,691,681	1,974	925,442,774	810,957,066	114,485,708
Metropolitan areas	266	345,622	357,880	7,096,714	6,574,738	6,574,738	35,882,957	638,574	262	48,660,482	45,230,010	3,430,472
Nonmetro areas of three or more stations	542	294,857	310,329	10,350,363	9,025,407	9,025,407	65,624,249	937,161	533	82,768,486	75,473,576	7,294,910
Nonmetro areas of one station	1,484	434,476	365,320	16,994,808	16,097,328	16,097,328	142,230,812	1,355,889	1,456	177,657,448	161,801,888	15,855,560
Total United States	4,293	10,455,181	9,756,579	352,510,949	354,277,070	354,277,070	885,960,718	38,623,305	4,225	1,234,529,190	1,083,462,540	141,066,650
Commonwealth and possessions	46	271,183	117,859	4,299,885	4,128,067	4,128,067	6,413,361	69,533	46	11,645,784	9,594,461	2,051,303
Grand total	4,339	\$ 10,726,364	\$ 9,874,448	\$356,810,834	\$358,405,137	\$358,405,137	\$972,372,079	\$ 38,692,838	4,271	\$1,246,174,954	\$1,103,057,001	\$143,117,953

1 Excludes 590 Independent FM stations and 275 FM stations associated with AM stations but reporting separately.
2 Stations with less than \$25,000 in revenues report only total revenues and total expenses. However, stations with more than \$25,000 in revenues accounted for all but one-tenth of one percent of the broadcast revenues of the reporting stations.
3 Before commissions to agencies, representatives and others. Because clarifying instructions were issued in 1989 regarding the classification of time sales into national and local, caution should be used in comparing these figures with prior years.

4 Excludes data for 68 stations whose reports were not filed on time.
5 Total revenues consist of total time sales plus talent and program sales, plus other incidental broadcast revenues, less commissions.
6 Before Federal income tax. NOTE:—denotes loss.

** Data withheld to maintain confidentiality.
* Not all stations in this market operated for the full year.

9. Selected communities in metro areas

	No. of stations in operation 1972	No. reporting in operation 1972		National & regional advertisers ³		Local advertisers ³		Total stations reporting ⁴ 1972	Total broadcast revenues ⁵	Total broadcast expenses	Total broadcast income ⁶
		1972	1971	1972	1971	1972	1971				
Albany-Schenectady-Troy	4	4	4	70,508	67,870	729,820	855,837	1,942,153	1,636,770	2,067,567	313,488
Albany, N.Y.	4	4	4	33,229	32,758	311,447	318,933	1,399,016	1,237,313	1,191,871	491,653
Allentown-Bethlehem-Easton	3	3	3	3,767	4,133	286,870	150,050	434,167	541,411	771,785	-73,906
Allentown, Pa.	3	3	3	3,095		67,672		728,721		729,177	55,666
Appleton-Oshkosh	4	4	4	7,941		159,737		1,094,477		1,068,550	156,064
Appleton, Wis.	11	11	11	185,474	188,523	4,464,167	4,758,268	9,959,210	8,583,135	8,419,564	3,877,734
Asheville	5	4	4	11,549	19,632	171,339	134,809	1,057,374	797,378	1,185,814	25,519
Asheville, N.C.	3	3	3			402,450	408,037			406,924	-2,639
Atlanta	8	8	8	34,956	33,206	469,205	436,915	1,480,948	1,382,590	2,019,503	-179,522
Atlanta, Ga.	3	3	3	166,660	126,438	285,450	252,198	671,622	588,913	790,747	117,163
Augusta	9	9	9	32,791	36,092	1,502,742	1,457,881	3,310,481	2,877,322	3,574,044	759,410
Augusta, S.C.	9	9	9	306,976	266,374	9,713,345	10,405,198	10,772,304	8,699,342	12,916,858	4,340,181
Bakersfield	6	6	6	119,880	121,391	2,627,621	2,988,493	5,228,943	4,107,955	5,954,119	843,621
Bakersfield, Calif.	5	5	5	9,203		304,382		1,233,357		1,279,465	150,651
Baltimore	5	5	5	12,181		466,485		1,432,538		1,709,060	120,471
Baltimore, Md.	8	8	8	33,574		1,390,216		3,665,463		4,023,267	514,707
Beaumont-Port Arthur-Orange	6	6	6	9,085	17,075	291,160	232,204	1,938,994	1,761,752	1,864,860	246,872
Beaumont, Tex.	13	13	13	213,820	183,690	17,519,856	20,034,411	19,880,281	15,999,793	26,150,542	6,504,994
Beaumont, Tex.	7	7	7	237,899	214,909	4,470,458	4,811,528	8,332,859	8,197,562	9,810,063	1,243,228
Birmingham	5	5	5	34,501		3,462,651		3,968,899		4,441,362	1,943,029
Birmingham, Ala.	7	7	7	85,785	69,733	3,668,118	4,009,341	6,688,660	6,201,014	8,175,449	768,579
Boston	6	6	6	54,812		1,912,327		4,712,054		4,489,496	1,299,221
Boston, Mass.	3	3	3	11,896	10,440	372,709	349,341	1,114,420	974,115	1,285,130	83,517
Buffalo	4	4	4	38,000	63,391	1,045,043	2,331,502	3,879,882	2,943,418	3,266,884	926,854
Buffalo, N.Y.	3	3	3			111,331		562,590		558,267	86,622
Charlotte	11	10	10	117,912	115,695	3,216,162	2,787,660	6,153,817	5,416,926	7,536,244	787,376
Charlotte, N.C.	6	6	6	304,650	317,814	8,381,921	8,262,939	10,357,426	8,312,828	12,067,277	3,935,821
Charlotte, S.C.	3	3	3	8,758	10,348	259,465	218,603	674,590	615,522	798,557	111,978
Charleston	3	3	3	13,971	14,613	69,362	54,410	341,955	293,453	413,083	430
Charleston, W. Va.	4	4	4	11,011		256,836		1,253,199		1,292,232	157,937
Charlotte-Gastonia	3	3	3			382,576	308,393	1,395,161	962,782	1,710,538	-62,325
Charlotte, N.C.	4	4	4	4,386	5,960	126,391	173,978	678,966	575,667	686,807	87,594
Chattanooga	6	6	6	22,026	15,615	815,694	760,454	2,219,948	2,077,536	2,802,563	-63,753
Chattanooga, Tenn.	5	5	5	19,052	19,602	293,259	324,462	1,581,066	1,369,200	1,808,857	459,016
Chicago	3	3	3	1,550	1,850	45,579	113,769	522,046	389,053	570,718	50,808
Chicago, Ill.	6	6	6	4,648	4,379	419,161	398,745	1,710,318	1,465,022	1,724,565	346,420
Cincinnati	6	6	6	19,419	20,510	358,850	381,158	2,079,132	1,745,989	2,056,816	356,008
Cincinnati, Ohio	4	4	4	8,666		249,048		939,034		1,171,853	73,661

Harrisburg	4	4	11,868	14,503	594,800	600,050	1,408,227	1,249,406	4	1,897,433	1,583,706	313,721
Harrisburg, Pa.												
Houston	10	10	103,912	107,688	4,625,849	4,368,244	8,645,767	7,051,055	10	11,497,916	9,012,982	2,484,934
Houston												
Huntington-Ashland	3	3	7,039	8,598	168,678	196,930	815,176	718,461	3	934,865	860,088	74,777
Huntington, W. Va.												
Huntsville	5	5	753		98,626		1,057,355		5	1,107,954	961,481	146,473
Huntsville, Ala.												
Indianapolis	8	8	134,782	76,300	2,877,269	3,031,193	6,925,223	5,887,446	8	8,490,459	6,681,930	1,808,529
Indianapolis												
Jacksonville	9	9	36,384		884,604		2,668,518		9	3,194,122	3,525,683	-331,761
Jacksonville, Fla.												
Johnstown	3	3	17,396	23,919	174,741	89,480	468,760	539,620	3	645,271	793,242	-147,971
Johnstown, Pa.												
Kansas City	6	6	61,688	33,043	2,386,259	2,390,812	5,454,416	4,421,177	6	6,584,008	5,099,261	1,484,747
Kansas City, Mo.												
Kingsport	4	4	424		344,207	756,279	380,806	1,660,259	4	697,860	673,357	24,503
Kingsport-Bristol, Tenn.												
Kingsport, Tenn.	3	3	874	35,287	32,509		593,695		3	615,977	517,891	98,086
Kingsport, Tenn.												
Knoxville	9	8	36,232		686,714		2,075,522		8	2,653,980	2,354,849	299,131
Knoxville, Tenn.												
Lakeland-Winter Haven	3	2	**		**		**		2	**	**	**
Lakeland, Fla.												
Lansing-East Lansing	3	3										
Lansing, Mich.												
Lexington	3	3	5,941		314,441	884,439	1,182,770	1,065,318	3	1,596,298	1,242,773	343,525
Lexington, Ky.												
Little Rock-North Little Rock	6	6	64,345	41,921	561,661	654,522	2,257,359	1,832,835	6	2,586,185	2,202,438	383,747
Little Rock, Ark.												
Los Angeles-Long Beach	12	12	425,993	321,342	21,668,300	19,719,780	25,544,340	23,011,194	12	39,675,203	32,335,475	7,339,733
Los Angeles												
Pasadena, Calif.	3	3			984,848	1,744,330	3,037,720	3,939,544	3	3,517,317	3,660,665	-143,348
Pasadena, Calif.												
Louisville	8	8	78,596	46,579	2,337,635	2,281,712	3,670,408	3,511,755	8	5,469,423	5,020,101	449,322
Louisville, Ky.												
Meibourne-Titusville-Cocoa	3	3			96,285	2,493,940	4,194,233	3,659,297	9	5,775,218	4,497,874	1,277,344
Cocoa, Fla.												
Melbourne, Fla.	3	3	85,384				538,133		3	609,275	607,996	1,279
Melbourne, Fla.												
Memphis	9	9	69,049	62,846	2,341,873	2,493,940	4,194,233	3,659,297	9	5,775,218	4,497,874	1,277,344
Memphis												
Miami	8	8	98,190	100,213	3,495,445	3,587,122	5,671,175	5,265,434	8	7,762,217	6,411,161	1,351,056
Miami												
Milwaukee	7	7	123,499	110,058	2,937,345	3,594,923	6,158,944	5,017,008	7	7,969,753	6,504,467	1,465,286
Milwaukee												
Minneapolis-St. Paul	6	6	33,028	29,518	3,462,219	3,649,395	7,885,348	6,414,593	6	11,058,705	6,828,881	4,229,824
Minneapolis												
Mobile	7	7	16,913	15,932	720,743	696,031	1,308,616	1,003,200	7	1,908,528	1,727,067	181,461
Mobile, Ala.												
Montgomery	7	7	6,789		414,876		1,200,603		7	1,594,796	1,460,201	134,535
Montgomery, Ala.												
Nashville-Davidson	7	7	60,772	63,561	1,995,930	2,174,225	2,623,891	2,423,015	7	4,998,165	3,729,384	1,268,781
Nashville												
New York	16	16	693,268	655,217	30,105,565	29,772,379	27,735,735	25,951,931	16	50,012,117	41,817,196	8,194,921
New York												
Norfolk-Virginia Beach-Portsmouth	4	4	22,660	20,595	855,154	831,794	2,451,493	1,994,211	4	2,987,014	2,675,325	311,689
Norfolk, Va.												
Portsmouth, Va.	2	2										
Portsmouth, Va.												
Northeast Pennsylvania	5	5	16,114		362,292		1,560,743		5	1,744,260	1,538,035	206,225
Northeast, Pa.												
Scranton, Pa.	3	3	22,558		49,645		801,079		3	835,336	811,529	23,807
Wilkes Barre, Pa.												
Wilkes Barre, Pa.												
Oklahoma City	7	7	16,229		1,693,153		3,163,194		7	4,280,771	3,624,743	656,028
Oklahoma City												
Orlando	5	5	22,543	26,129	720,742	753,379	2,632,862	2,095,970	5	3,102,119	3,223,404	-121,285
Orlando, Fla.												
Philadelphia	11	11	318,914	295,426	9,469,300	10,022,798	13,472,822	12,062,638	11	19,303,202	16,706,850	2,596,352
Philadelphia												
Phoenix	12	11	59,291	36,353	1,417,017	1,383,417	3,846,941	3,217,201	12	4,740,896	4,582,455	158,441
Phoenix												
Pittsburgh	8	8	68,807	61,848	4,766,387	4,701,042	6,912,457	7,435,404	8	10,234,732	9,268,349	966,383
Pittsburgh												
Portland	9	9	63,696	72,913	2,305,026	2,212,879	3,372,182	2,923,072	9	4,945,579	4,813,587	131,992
Portland, Ore.												
Vancouver, Wash.	4	3			290,214	401,172	1,103,588	1,094,814	4	1,248,862	1,396,803	-147,941
Vancouver, Wash.												
Providence-Warwick-Pawtucket	7	7	70,704	66,724	1,855,725	1,860,551	3,343,142	2,779,604	7	4,601,190	3,748,544	852,646
Providence, R.I.												
Raleigh-Durham	4	4	52,495	39,827	157,709	866,251	797,450	1,720,717	4	925,705	776,214	149,491
Raleigh, N.C.												
Raleigh, N.C.	5	5	39,584		830,588		2,117,729		5	2,773,368	2,107,874	665,494
Raleigh, N.C.												
Richmond	9	9	98,693	85,323	1,220,904	1,212,123	3,500,324	2,914,457	9	4,270,251	3,628,856	641,395
Richmond, Va.												
Riverside-San Bernardino-Ontario	3	3	3,012		66,071		438,356		3	493,866	667,904	-174,038
Riverside, Calif.												
Palm Springs, Calif.	4	4	31,536		658,701		1,319,467		4	1,744,872	1,916,173	-171,301
Palm Springs, Calif.												
Rochester	6	6	142,283		1,526,840		3,935,523		6	4,863,493	3,754,588	1,108,905
Rochester, N.Y.												
St. Louis	9	8	95,097	87,724	5,591,856	5,891,954	7,542,849	6,585,718	8	11,287,833	8,072,561	3,215,272
St. Louis												
Salinas-Seaside-Monterey	4	4	558	9,575	125,313	120,888	548,992	477,092	4	673,143	727,984	-54,841
Salinas, Calif.												

	No. of stations No. reporting in opera- \$25,000 or more in 1972 time sales	Network times sales		Time sales to national & regional advertisers ^a		Time sales to local advertisers ^a		Total stations reporting ¹ 1971	Total broadcast expenses ²	Total broadcast income ²	Total FM revenues including FM portion of AM/FM revenues ²
		1972	1971	1972	1971	1972	1971				
Salt Lake City-Ogden, Utah	4			81,347		402,159		4	447,321	521,528	-74,207
Salt Lake City	10			1,097,753		3,480,288		10	4,165,428	3,777,786	387,642
San Antonio	11			1,545,145		4,781,205		11	5,745,097	5,291,280	453,817
San Antonio, Tex.	6			2,838,085		3,494,785		6	5,178,279	5,870,084	-691,815
San Diego	3			2,492,577		2,700,030		3	2,305,912	3,609,358	862,644
San Francisco-Oakland	10			13,139,777		10,029,816		10	19,279,444	16,677,441	2,602,003
Oakland	4			1,226,059		2,320,469		4	3,048,906	2,888,121	168,785
San Jose	4			1,610,519		3,548,021		4	4,552,351	3,895,394	656,957
San Jose, Calif.	9			14,355		197,128		9	212,393	212,393	-4,340
San Juan, Puerto Rico	3			25,147		713,685		3	883,709	1,012,879	-129,170
Santa Barbara-Santa Maria-Lompoc	5			31,048		485,175		5	527,520	409,168	28,354
Lompoc, Calif.	4			3,535,036		7,064,072		4	9,127,849	7,910,812	1,217,037
Santa Barbara, Calif.	12			720,940		1,802,668		12	2,345,720	1,996,261	349,459
Santa Maria, Calif.	3			748,937		1,091,623		3	1,566,339	1,439,636	126,703
Seattle-Everett	5			1,157,952		2,341,765		5	3,073,692	3,173,434	-99,742
Seattle, Wash.	4			1,043,577		1,974,032		4	2,599,840	1,621,229	918,611
Shreveport	8			1,087,490		2,341,377		8	3,076,101	2,478,067	598,034
Shreveport, La.	6			1,008,929		3,159,226		6	3,799,264	2,990,937	748,327
Springfield-Chicopee-Holyoke	4			352,367		1,069,405		4	1,313,614	1,254,718	58,896
Springfield, Mass.	6			4,911,826		8,212,851		6	11,292,840	9,478,590	1,869,250
Syracuse	3			405,916		1,034,689		3	1,312,010	1,230,896	81,114
Tampa-St. Petersburg	4			419,144		1,811,070		4	2,114,726	1,728,224	386,502
St. Petersburg, Fla.	3			18,228		162,648		3			
Tampa, Fla.	4							4			
Tulsa	6							6			
Tulsa, Okla.	4							4			
Utica-Rome	6							6			
Utica, N.Y.	3							3			
Washington	3							3			
Washington, D.C.	4							4			
West Palm Beach-Boca Raton	3							3			
West Palm Beach, Fla.	4							4			
Wilmington	4							4			
Wilmington, Del.	4							4			

¹ Excludes Independently operated FM stations and FM stations associated with AM stations but reporting separately.

² Communities are included in this table if totals do not reveal individual station data.

³ Stations with less than \$25,000 revenue report only total revenue and total expenses.

⁴ Before commissions to agencies, representatives and others.

⁵ Total revenues consists of total time sales plus talent and program sales plus other incidental broadcast revenues, less commissions.

⁶ Before Federal income tax. Note: —denotes loss.

9. For the first time, market-by-market FM finances

Revenues of FM stations, 1972		Independent FM Stations ¹			
Metropolitan areas ³	Total stations reporting	Total broadcast revenues	Total broadcast expenses	Total broadcast income	Total FM revenues including FM portion of AM/FM revenues ²
Albany, Ga.	1	\$	\$	\$	\$ 187,130
Albany-Schenectady-Troy, N.Y.	4	193,570	346,804	(153,234)	150,574
Albuquerque, N.M.	1				273,849
Altoona, Pa.	2				261,366
Anaheim-Santa Ana-Garden Grove, Calif.	5	726,575	902,752	(176,177)	799,388
Appleton-Oshkosh, Wis.	3	271,913	346,774	(74,861)	372,164
Atlanta	5	1,416,042	1,373,777	42,265	2,044,357
Atlantic City	2				320,970
Augusta, S.C.	1				120,332
Austin, Tex.	2				570,111
Bakersfield, Calif.	2				139,193
Baltimore	6	1,112,965	1,211,398	(98,433)	1,625,204
Baton Rouge	4	216,582	301,882	(85,280)	216,582
Beaumont-Port Arthur, Tex.	2				121,158
Biloxi-Gulfport, Miss.	2				231,591
Birmingham, N.Y.	1				131,760
Birmingham, Ala.	6	2,492,866	2,062,286	430,580	383,142
Boston	1	959,342	1,075,506	(116,164)	3,089,021
Buffalo, N.Y.	8				1,122,090

¹ Excludes Independently operated FM stations and FM stations associated with AM stations but reporting separately.

² Communities are included in this table if totals do not reveal individual station data.

³ Stations with less than \$25,000 revenue report only total revenue and total expenses.

⁴ Before commissions to agencies, representatives and others.

⁵ Total revenues consists of total time sales plus talent and program sales plus other incidental broadcast revenues, less commissions.

⁶ Before Federal income tax. Note: —denotes loss.

10. Money in and out, including the networks

Broadcast financial data of nationwide networks and 4,271 AM and AM/FM stations, 1972
(In thousands of dollars)

Line no.	Broadcast revenues, expenses and income	Nationwide Networks ¹	Percent change from previous year	20 owned-and-operated AM ² stations	Percent change from previous year	4,251 other AM and AM/FM stations ³	Percent change from previous year ⁴	Total Networks and stations	Percent change from previous year ⁵
1	Sales to advertisers for time, programs, talent, facilities, and services.								
2	Network sales	63,392	18.3						
3	Deduct: Payments to owned-and-operated stations	1,014	19.2						
4	Deduct: Payments to other affiliated stations	8,741	7.4						
5	Retained from network sales (line 2 minus lines 3 and 4)	53,637	20.3	1,014	19.2	9,712 ⁴	7.6	64,363	18.2
6	Nonnetwork sales								
7	To national and regional advertisers	—		42,425	(5.9)	316,807	.2	359,232	(.5)
8	To local advertisers	—		29,236	20.5	970,850 ⁵	12.8	1,000,086	13.0
9	Total nonnetwork sales (line 7 plus line 8)	—		71,661	3.3	1,287,657	9.4	1,359,318	9.1
10	Total sales to advertisers (line 5 plus line 9)	53,637	20.3	72,675	3.5	1,297,369	9.4	1,423,681	9.5
11	Sales to other than advertisers	1,713	(12.2)	565	.2	11,485	5.6	13,763	2.8
12	Total sales (line 10 plus line 11)	55,350	18.9	73,240	3.5	1,308,854	9.4	1,437,444	9.4
13	Deduct: commissions to agencies, representatives, etc.	9,455	20.2	12,799	2.3	123,122	5.5	145,376	6.0
14	TOTAL BROADCAST REVENUES (line 12 minus line 13)	45,895	18.7	60,441	3.7	1,185,732	9.8	1,292,068	9.8
15	TOTAL BROADCAST EXPENSE	41,966	3.9	51,394	4.9	1,051,664	8.5	1,145,024	8.1
16	TOTAL INCOME (before federal income tax) (line 14 minus line 15)	3,929	⁶	9,047	(2.2)	134,069	21.6	147,045	24.8

¹ CBS, MBS, NBC and ABC's three AM networks and one FM network.

² Includes 14 AM stations and six AM/FM combinations. Fourteen of the owned-and-operated FM stations are excluded from this table for 1972. The 1972 revenues of the 14 FM owned-and-operated stations totaled \$5.3 million and their expenses totaled \$9.7 million.

³ Excludes 281 FM stations that are associated with AM's but reported separately. The 1972 revenues of these stations totaled \$32.2 million; expenses totaled \$31.7 million.

⁴ Includes \$1,532 thousand in compensation from regional networks. The balance differs from the amount reported by the networks on line 4 because of

differences in accounting methods.

⁵ Since stations with less than \$25,000 in revenues do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore, a small amount of network and national nonnetwork time and program sales may be included here.

⁶ Loss of \$1,732,000 in 1971.

() Denotes loss.

⁷ 1971 figures revised.

NOTE: Last figure of dollar figures may not add due to rounding.

Fates & Fortunes.

Media



Croes

Blue

Kenneth R. Croes, vice president and general manager of McGraw-Hill Broadcasting's KERO-TV Bakersfield, Calif., joins Combined Communication Corp.'s KOCO-TV Oklahoma City in same capacity, effective Jan. 1. He will be succeeded at KERO-TV by **Paul Blue**, now assistant to general manager of McGraw-Hill's KMGH-TV Denver. Two appointments complete chain that began with resignation of Hugh B. Terry as general manager of KMGH-TV (BROADCASTING, Nov. 26). Week later, **Arthur D. Glenn**, president and general manager of KOCO-TV, was named to succeed him, effective Dec. 31 (BROADCASTING, Dec. 10).

John D. Ryan, central division manager, Worldvision Enterprises Inc., Chicago, named VP.

Fred Sieden, director of program services, Bonneville Program Services, New York, named director of operations, KBIG(AM) Avalon, Calif., and KXTZ(FM) Los Angeles, both Bonneville International Corp.

Tom Brown, program director, WPEN(AM) Philadelphia, appointed operations manager of WCAU(AM) there.

Sidney I. Kalcheim, former executive assistant to Screen Gems VP-programing Art Frankel, named manager, compliance and practices, NBC West Coast.

Tom Bigby, program director, KTLK(AM) Denver, named operations director, WKTV(AM) Pittsburgh.



Kale

Richard P. Kale, general manager, KEX(AM) Portland, Ore., named VP, Golden West Broadcasters, owners of KEX, KMPC(AM) and KTLA(TV), both Los Angeles, KSFO(AM) San Francisco, and KVI(AM) Seattle.

Robert O. Franklin, general sales manager, KPOK(AM) and KUPL(FM) Portland, Ore., named general manager.

Jack Ludescher, general manager, WWOL-AM-FM Buffalo, N.Y., named general

manager WROC-AM-FM Rochester, N.Y. All are Rust Craft Broadcasting stations.

Carole A. Mailloux, assistant promotion manager, WSBK-TV Boston, appointed to same position, WNAC-TV there.

Stan McKenzie, KWED(AM) Seguin, elected president, Texas Association of Broadcasters. **Nathan Safir**, KCOR(AM) San Antonio, elected VP, and **Rush Evans**, KTBC-TV Austin, elected secretary-treasurer.

Walter Lowe, KDJI(AM) Holbrook, elected president, Arizona Broadcasters Association. **Charles Olson**, KOLD-TV Tucson, and **Gary Stevens**, KRIZ(AM) Phoenix, elected VP and secretary-treasurer, respectively.

Gemma A. DiPietro, office manager, WLKW-AM-FM Providence, R.I., named business manager.

Randy Carlson, program director, Family Life Broadcasting System, given additional duties as manager, WUGN(FM) Midland, Mich. Family Life Broadcasting owns WUGN, WUNN(AM) Mason and WUPN(FM) Albion, both Michigan.

H. Stewart Corbett Jr., promoted to vice president-subsidiary operations of Cox Broadcasting Corp. (CBC) (BROADCASTING, Dec. 10), was formerly assistant treasurer of CBC, not of CBS as first reported.

Broadcast Advertising

Jack McClure, VP and management supervisor, Kenyon & Eckhardt, New York, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as VP and account supervisor for Cadillac account.



Warren W. Spellman, executive VP and account supervisor, Nadler & Larimer Advertising, New York, named general manager, CBS/Broadcast Group advertising and promotion department.

Richard J. Passant, assistant treasurer, Harrington, Richter & Parsons, New York, named assistant treasurer, McCaffrey & McCall, there.

Jack Lenz, sales development manager, Jimmy Bridges, sales operations manager, Judy Houston, traffic and sales service manager, named national sales manager, local sales manager and sales operations manager, respectively, WSB-AM-FM Atlanta.

Harry Kalkines, national sales manager, WJXT(TV) Jacksonville, Fla., named general sales manager. **Edmond H. May**, local/regional sales manager, named sales manager.

Laurel Yanow, formerly executive secretary to VP, McKesson & Robbins, New York, named sales manager, KEWE(FM) Camarillo, Calif.

Roger W. Cavaness, formerly with sales staff, WBOK(AM) New Orleans, joins WNOE-AM-FM New Orleans as local sales manager.

Mary D. Rankin, with sales staff, WTOP(AM) Washington, named assistant sales manager.

Programming

Jack Sonntag, former VP-TV production and operations, Paramount Pictures, named VP-TV operations, Warner Bros. Television, Los Angeles.

Bert Kleinman, special projects manager, Drake-Chenault Enterprises, Canoga Park, Calif., named VP and general manager. He replaces **Pat Shaughnessy**, who remains executive VP and who has been named station manager, KIQQ(FM) Los Angeles. Drake-Chenault has minority interest in KIQQ.



Preston Fischer, director, program development, 20th Century-Fox Television, joins Unicorn Films as VP-creative affairs, Los Angeles.

Robert Margulies, executive VP, Trans-Communications, Inc., New York, appointed VP, San Diego Video, producer of commercial, sales and industrial video tape.

Michael Bogen, VP-production, Mark Century Corp., New York, radio-TV production firm, named VP and general manager.

Leonard Sherman, research manager, Worldvision Enterprises, New York, named manager-television research, Paramount Television, New York.

Tim Powell, director of program development, WPLJ(FM) New York, named program director.

Broadcast Journalism

Clete Roberts, anchorman, KNXT(TV) Los Angeles, named co-anchorman of evening news, KTLA(TV) there. Mr. Roberts replaces **George Putnam**, whose contract was not renewed by KTLA.

Noel Heckerson, with news staff, KBIG(AM) Avalon, Calif., and KXTZ(FM) Los Angeles, appointed news director, KMBZ(AM)-KMBR(FM) Kansas City, Mo. All stations are owned by Bonneville International Corp.

Bob Wright, reporter, KENR(AM) Houston, joins KLOL(FM) there as news director.

James M. Keelor, news manager, NBC News, Cleveland, named news director, WAVE-AM-TV Louisville, Ky.

Tom Hodson, executive news producer, WLS-TV Chicago, named assistant news director. He is replaced by **Richard Sublett**, news producer.

Don Molino, reporter and news editor, KRLD(AM) Dallas, joins Mississippi Radio News Network, Jackson, as news director.

Rick Sallinger, formerly with WJOB(AM) Hammond, Ind., joins WERE(AM) Cleveland, as reporter.

Alan Mark Mendelson, reporter, WFBL(AM) Syracuse, N.Y., joins WHEN-TV Syracuse, as reporter.

Marya McLaughlin, CBS News, elected chairman of executive committee of Radio and Television Correspondents' Galleries in Washington. **William Greenwood**, Mutual Broadcasting, elected vice chairman; **Robert F. Foster**, WGN Continental Broadcasting, secretary, and **Sam A. Donaldson**, ABC News, elected treasurer. **Paul Duke**, NBC News; **Jeffrey S. Lubar**, Susquehanna Broadcasting, and **Edward Gilman**, ABC News, elected members at large. **Frank J. Jordan**, NBC News, retiring chairman of committee, becomes ex-officio member.

Cablecasting

Robert H. Wilson, engineering manager, Ameco Inc., Phoenix, named executive VP and general manager. **Joseph P. Moran**, production manager, and **Paul D. Askos**, product sales manager, appointed VP's, operations and marketing, respectively.

Louis S. Gomolak, chief feature writer, McGraw-Hill, New York, named corporate public relations director, Teleprompter, New York.

Equipment & Engineering

Victor F. Donnelly, controller, CBS Laboratories, Stamford, Conn., appointed VP.

Henry L. Tinker, VP and general manager, data-processing division, National Cash Register, named VP-operations, International Video Corp., Sunnyvale, Calif.

William F. Jamison, district sales manager, CTI Records, appointed regional sales manager, LPB Inc., Philadelphia equipment manufacturer. Mr. Jamison will be responsible for sales/engineering advice in Maryland, Virginia, Delaware and Washington, D.C.

John Chun, field engineer, CBS Laboratories Division, named manager-quality control, CBS-TV transmission facilities, New York.

Jefferey K. Breiseth, international controller, Spaulding Sporting Goods, Chicopee, Mass., joins Jerrold Electronics Corp., Horsham, Pa., as assistant to president.

Allied Fields

Tony Brown, executive producer, Public Broadcasting Service's *Black Journal*, and dean, School of Communications, Howard University, Washington, resigns from academic post because of "academic differences over administrative procedures," according to Mr. Brown. University wanted Mr. Brown at Howard full time.

Robert L. Coe, professor emeritus, Ohio University, appointed adjunct professor, Temple University School of Communications and Theater, Philadelphia. Mr. Coe was long time broadcasting executive, principally with ABC.

John D. Jackson, general counsel, American Satellite Corp., Germantown, Md., elected vice president. **David A. Irwin**, attorney, formerly with Western Union Telegraph Co., Washington, joins ASC as counsel for regulatory matters.

Dale Kemery, freelance writer, joins staff of nutrition communications division of Dairy Council of California. Mr. Kemery will coordinate council's nutrition-education program with media.

Robert DiMattina, director of administration and finance, Avco Radio Television Sales, New York, appointed senior marketing executive, Compunet Inc., Pasadena, Calif.

Deaths

David Allen Borum, 50, founder of Southern Oregon College's KSOR(FM) Ashland, died of cancer Dec. 9. Mr. Borum was radio/TV newscaster for 22 years and then assistant professor of speech communication at college. His wife and three sons survive.

Bill Ennis, 39, sports director, KPRC-TV Houston, died at his home Dec. 14 of heart attack. In addition to station play-by-play sports work, Mr. Ennis had done network commentary for pro football. He is survived by wife, Iris, and four children.

For the Record®

As compiled by BROADCASTING Dec. 10 through Dec. 14 and based on filings authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CARS—community antenna relay station. CH—critical hours. CP—construction permit. D-day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—educational.

New TV stations

Application

■ *Cookeville, Tenn.—Tennessee State Board of Education. Seeks UHF ch. 22 (518-524 mhz); ERP 660 kw vis., 120 kw aur. HAAT 1395 ft.; ant. height above ground 805 ft. (proposed satellite of WJJK-TV Sneedville, Tenn.). P.O. address 100 Cordell Hull Building, Nashville 37219. Estimated construction cost \$60,000; first-year operating cost \$39,672; revenue none. Geographic coordinates 36° 10' 26" north lat.; 85° 20' 37" west long. Type trans. RCA TTU-30C. Type ant. RCA TFU-30J. Consulting engineer Morris G. Boatright, director of engineering. Principal: Benjamin E. Carmichael is chairman of Tennessee State Board of Education. Ann. Nov. 28.

Action on motion

■ Administrative Law Judge Forest L. McClenning in Red Lion, Pa. (Red Lion Broadcasting Co.). TV proceeding, granted motion by Broadcast Bureau for continuance of procedural date, in view of applicant's pending applications for renewal of license of WGBB-AF-FM Red Lion, and continued without date prehearing conference scheduled for December 10 (Doc. 18136). Action Dec. 4.

Existing TV stations

Final actions

■ KBTB-TV Denver—FCC advised Combined Communications Corp., licensee of KBTB-TV and KARK-TV Little Rock, Ark., that it may proceed with contractual arrangements with Denver Taskforce for Community Broadcasting, with respect to future consultancy agreements, pending conclusion of Dec. 19518 (inquiry and rulemaking into reimbursement of legitimate and prudent expenses of public interest group for consultancy to broadcasters in certain instances). Action Dec. 5.

■ WEAT-TV West Palm Beach, Fla.—Broadcast Bureau granted mod. of license to change studio location to Fairfield Drive, Magnolia Park. West Palm Beach (BMLCT-769). Action Dec. 6.

■ Des Moines, Iowa—FCC denied application by Dr. Hakki S. Tamimie, Galesburg, Ill., for review of Aug. 29 ruling by Broadcast Bureau rejecting his claim that Iowa Educational Broadcasting Network, Des Moines, had failed to fulfill fairness doctrine obligations. Action Dec. 12.

■ WDXR-TV Paducah, Ky.—Broadcast Bureau granted CP to change type trans. (BPCT-4677). Action Dec. 7.

■ WGR-TV Buffalo, N.Y.—Broadcast Bureau granted CP to install precise frequency control equipment (BPCT-4648). Action Dec. 7.

■ WPTZ-TV North Pole, N.Y.—Broadcast Bureau granted request for authority to operate trans. by remote control from 357 Cornelia Street, Plattsburg, N.Y. (BRCTV-170). Action Dec. 9.

■ KGW-TV Portland, Ore.—FCC granted King Broadcasting Co., owner and operator of cable television systems at Lake Oswego and Portland, both Oregon, and owner of KGW-TV, temporary waiver of mandatory cross-ownership divestiture rule until Nov. 2, 1977. Action Dec. 14.

■ WKBT-TV La Crosse, Wis.—Broadcast Bureau rescinded grant of renewal of license, including SCA, if appropriate, pending further action by commission. Action Dec. 5.

Actions on motions

■ Administrative Law Judge Chester F. Naumowicz Jr., Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, dismissed motion to supplement record by Cowles Florida and request for official notice by Central Florida, and granted Cowles' motion to dismiss request for official notice (Docs. 19168-70). Action Nov. 27.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.). TV proceeding, scheduled further hearing sessions for Dec. 18 and Jan. 10, 1974 (Docs. 19519, 19581). Action Dec. 11.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.). TV proceeding, granted petition by Western to amend application to report acquisition of new business by associated corporation (Docs. 19519, 19581). Action Dec. 12.

■ Chief, office of opinions and review, in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, granted request by Central Florida Enterprises and extended to Feb. 8, 1974 time for filing exceptions to initial decision released Dec. 7 (Docs. 19168-70). Action Dec. 12.

Other action

■ Review board in Dubuque, Iowa granted application of Dubuque Communications Corp. (KDUB-TV Dubuque) for license to cover CP (Doc. 19339). Proceeding was outgrowth of confidential investigation into allegations of misconduct in assignment of network affiliation contracts to television stations (Doc. 18111). Action Dec. 10.

New AM stations

Application

■ Grand Rapids, Mich.—Richard L. Culpepper. Seeks 1140 khz, 5 kw-D. P.O. address 8018 Swift Road, Battle Creek, Mich. 49017. Estimated construction cost \$120,074; first-year operating cost \$50,000; revenue \$100,000. Principal: Mr. Culpepper (100%) is repairman with Battle Creek electric power company. Ann. Nov. 28.

Starts authorized

■ WRBX Chapel Hill, N.C.—Authorized program operation on 1530 khz and 5 kw-D. Action Dec. 3.

■ WQWX Mebane, N.C.—Authorized program operation on 1060 khz and 1 kw-D. Action Dec. 10.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Milton, Fla. (Jimmie H. Howell and H. Byrd Mapoles, tr/as Mapoles Broadcasting Co., Aaron J. Wells and Radio Santa Rosa Inc.), AM proceeding, designated Administrative Law Judge Herbert Sharfman to serve as presiding judge and scheduled prehearing conference for Jan. 8, 1974, and hearing for Feb. 20, 1974 (Docs. 19882-85). Action Dec. 6.

■ Chief Administrative Law Judge Arthur A. Gladstone in Statesboro, Ga. (Rosemor Broadcasting Co. and Southeast Radio Inc.), AM proceeding, designated Administrative Law Judge John H. Conlin to serve as presiding judge; scheduled prehearing conference for Jan. 9, 1974 and the hearing for Feb. 25, 1974 (Docs. 19887-8). Action Dec. 10.

■ Administrative Law Judge Forest L. McClenning in Goldsboro, N.C. (Southern Radio and Television Corp.), AM and FM proceeding, in accordance with agreements at prehearing conference held Dec. 5, scheduled Feb. 4, 1974 for exchange of exhibits and Feb. 15 for notification of witnesses; and continued hearing from Jan. 21 to Feb. 20, 1974 (Docs. 19857-8). Action Dec. 5.

Other action

■ Review board in Iowa City, AM proceeding, denied petition by Broadcast Bureau to reopen record and enlarge issues against Burns, Rieke and Voss Associates, one of two mutually exclusive applicants for new AM at Iowa City (Docs. 19596-7). Action Dec. 10.

Call letter applications

■ Lake Radio Inc. Mt. Dora, Fla.—Seeks WGTW.

■ BCST Co. of Iowa, Mt. Pleasant, Iowa—Seeks KKSI.

Call letter action

■ Dakota-North Plains Corp., Aberdeen, S.D.—Granted KKA.

Designated for hearing

■ San Juan, Puerto Rico—FCC designated for hearing mutually exclusive applications of Cavallaro Broadcasting Corp. (BP-19073), Boricua Broadcasting Corp. (BP-19201), Summit Broadcasting of Puerto Rico Inc., Figueroa and Associates (BP-19203) and Vieques Radio Corp. (BP-19204), for new AM to operate on 1030 khz in San Juan. Action Dec. 12.

Existing AM stations

Application

■ KPHX Phoenix—Seeks CP to increase power to 1 kw and requests waiver of certain rules. Ann. Dec. 13.

Final actions

■ WKSJ Prichard, Ala.—FCC waived certain rules and granted application of Capitol Broadcasting Corp. to relocate WKSJ's main studio in Mobile, Ala. (BML-2477). Objection by Sound Broadcast Corp., licensee of station WLPR(FM) Mobile, was dismissed. Action Dec. 12.

■ WNTY Southington, Conn.—Broadcast Bureau granted CP to install new aux. trans., low power broadcast (500 w, DA-D) (BP-19541). Action Dec. 5.

■ WYZZ Atlanta—Broadcast Bureau granted CP to change ant.-trans. site to northeast of Woodcliff Drive and Wildwood Road, Atlanta, and

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decrease ant. height to 166 ft.; remote control from main studio; conditions (BP-19530). Action Dec. 5.

■ WGEN Geneseo, Ill.—Broadcast Bureau granted CP to increase height of tower to 310 ft. to accommodate new FM ant.; conditions (BP-19540). Action Dec. 5.

■ WQTE Monroe, Mich.—Broadcast Bureau granted CP to increase height of tower to 410 ft. and add top loading; (alt. trans.); conditions (BP-19532). Action Dec. 5.

■ WHLS Port Huron, Mich.—Broadcast Bureau granted CP to construct new 350 ft. tower to accommodate new FM ant. and removal of old tower; conditions (BP-19538). Action Dec. 5.

■ WLKM Three Rivers, Mich.—Broadcast Bureau granted CP to make changes in ant. system due to FM tower construction; conditions (BP-19531). Action Dec. 5.

■ KPUR Amarillo, Tex.—Broadcast Bureau granted license covering CP for main and aux. trans. for changes (BL-13575). Action Dec. 6.

■ KDLK-AM-FM Del Rio, Tex.—Broadcast Bureau granted CP to change trans. site to intersection of highway 90 and highway 277; Del Rio, (BP-19556); granted CP to change trans. location of FM to junction U.S. 90 and U.S. 277, 4.7 miles north of Del Rio, Tex.; make changes in ant. system (increase height), change TPO and ant. height 135 ft.; ERP 2.65 kw; remote control from main studio at 402 East 4th Street, Del Rio (BPH-8701). Action Dec. 10.

■ WLSD Big Stone Gap, Va.—Broadcast Bureau granted CP to change ant.-trans. site to three miles southeast of Big Stone Gap, conditions (BP-19527). Action Dec. 5.

■ WTZE Tazewell, Va.—Broadcast Bureau granted CP to remove series limiting resistors to increase effected radiated field to 192 mv/m; conditions (BP-19539). Action Dec. 5.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Moundsville, W.Va. (Miracle Valley Broadcasting Co. [WEIF]), AM proceeding, in absence of Presiding Judge Reuben Lozner, having under consideration petition by Miracle Valley, extended time for filing proposed findings of fact and conclusions from Dec. 10 through Dec. 28 and time for filing replies to Jan. 11, 1974 (Doc. 19794). Action Dec. 7.

■ Chief Administrative Law Judge Arthur A. Gladstone in Beaufort, S.C. (Sea Island Broadcasting Corp. of South Carolina [WSIB]), revocation of license proceeding, designated Administrative Law Judge Chester F. Naumowicz Jr. to serve as presiding judge and scheduled prehearing conference for Jan. 4, 1974 and hearing for Feb. 19, 1974 (Doc. 19886). Action Dec. 5.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Beaufort, S.C. (Sea Island Broadcasting Corp. of South Carolina [WSIB]), revocation proceeding on request of Broadcast Bureau, continued conference now scheduled for Jan. 4 to Jan. 11, 1974 (Doc. 19886). Action Dec. 12.

■ Administrative Law Judge James F. Tierney in Birmingham, Ala. (Hertz Broadcasting of Birmingham Inc. [WENN-AM-FM] and Johnston Broadcasting Co. [WJLD-AM-FM]), renewal of licenses, in view of letter by Johnston Broadcasting Co. of intentions respecting discovery procedures, informed counsel for parties, in preparation for prehearing conference Dec. 21, to also be prepared to discuss their views on scope of issues to be tried (Docs. 19874-75). Action Dec. 6.

Other action

■ Review board in Stamford, Conn., AM proceeding, denied motion by Western Connecticut Broadcasting Co. for extension of time through Dec. 28 in which to file motions to add issues in proceeding involving mutually exclusive applications for renewal of license for WSTC Stamford, and Radio Stamford Inc. for new AM on same facilities in Stamford (Docs. 19872-73). Action Dec. 14.

Fines

■ KCBQ San Diego—FCC notified KCBQ Inc., licensee, that it has incurred apparent liability of \$10,000 for violation of rules by engaging in fraudulent billing practices. Action Dec. 12.

■ KVPI-AM-FM Ville Platte, La.—Broadcast Bureau notified licensee that it has incurred apparent liability of \$400 for violation of rules by failing to make equipment performance measurements available for inspection. Action Dec. 7.

■ WSHU Oxford, Miss.—Broadcast Bureau notified Radio Station WSHU of apparent liability for \$250 for violation of rules by failure to make entry in maintenance log concerning weekly calibration of remote ant. current meter. Action Dec. 6.

■ WMAP Monroe, N.C.—FCC ordered Union Broadcasting Corp., licensee, to forfeit \$500 for violation of rules by operating station with power in excess of that authorized on six days in Jan. and Feb. 1972. Action Dec. 12.

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

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,375	4	16	4,395	51	4,446
Commercial FM	2,431	0	60	2,491	135	2,626
Commercial TV-VHF	508	1	5	513	7	520
Commercial TV-UHF	90	0	3	192	39	244
Total commercial TV	696	1	9	705	46	764
Educational FM	603	0	25	628	95	723
Educational TV-VHF	88	0	3	91	4	96
Educational TV-UHF	124	0	16	140	2	143
Total educational TV	212	0	19	231	6	239

* Special temporary authorization.

Call letter application

■ KERG Eugene, Ore.—Seeks KBDF.

Call letter action

■ KCNW Tulsa, Okla.—Granted KXXO.

New FM stations

Applications

■ *Carlinville, Ill.—Illinois Bible Institute Inc. Seeks 90.1 mhz, 50 kw. HAAT 254 ft. P.O. address Box 225, Carlinville 62626. Estimated construction cost \$51,957; first-year operating cost \$35,000; revenue none. Principal: Richard W. Dortch is president of Illinois Bible Institute Inc. Ann. Dec. 4.

■ Aberdeen, Miss.—J. W. Furr, FCC granted 105.5 mhz, 3 kw. HAAT 300 ft. P.O. address 702 Second Avenue, Columbus, Miss. 39701. Estimated construction cost \$17,500; first-year operating cost \$5,000; revenue \$24,000. Principal: Mr. Furr (100%) also has interest in WMPA(AM) Aberdeen, WMBC(AM)-WJWF-FM Columbus, WFOR-AM-FM Hattiesburg and WVIM(AM) Vicksburg, all Mississippi. Action Dec. 5.

■ Quitman, Miss.—A. C. Elliott Jr. Seeks 98.3 whz, 3 kw. HAAT 66 ft. P.O. address 137 McLendon Street, Quitman 39355. Estimated construction cost \$24,325; first-year operating cost \$5,500; revenue \$30,000. Principal: Mr. Elliott (100%) also owns WBFN(AM) Quitman. Ann. Dec. 4.

■ Roanoke Rapids, N.C.—Halifax County Broadcasting Inc. Seeks 102.3 mhz, 3 kw. HAAT 297 ft. P.O. address Route 2, Box 18, Ahoskie, N.C. 27910. Estimated construction cost \$18,231; first-year operating cost \$35,000; revenue \$50,000. Principals: William G. Pruden, William E. Tayloe, Cecil L. McCoy (each 33⅓%). Mr. Pruden is sales manager with WRCS-AM-FM Ahoskie, N.C. Mr. Tayloe has interest in retail furniture and hardware business and Mr. McCoy owns car dealership, both Aulander, N.C. Ann. Dec. 4.

■ *Norristown, Pa.—Montgomery County Area Vocational Technical School Board. Seeks 91.7 mhz, 5 w. HAAT 13 ft. P.O. address Plymouth Road and New Hope Street, Norristown 19401. Estimated construction cost \$28,033; first-year operating cost \$2,500; revenue none. Principal: George W. Salomone is chairman Montgomery County Area Vocational and Technical School Board. Ann. Dec. 7.

■ Richlands, Va.—Clinch Valley Broadcasting Corp. Seeks 105.5 mhz, 3 kw. HAAT 800 ft. P.O. address Box 838, Richlands 22101. Estimated construction cost \$57,111; first-year operating cost \$16,180; revenue \$20,320. Principal: C. D. Lawson (100%). Clinch Valley also owns WRIC(AM) Richlands. Ann. Dec. 4.

Starts authorized

■ WFNE(FM) Forsyth, Ga.—Authorized program operation on 100.1 mhz, ERP 3 kw and HAAT 300 ft. Action Dec. 3.

■ KBJH(FM) Tulsa, Okla.—Authorized program operation on 98.5 khz, 100 kw and HAAT 660 ft. Action Dec. 10.

Final actions

■ Bethany Beach, Del.—Connor Broadcasting Co. Broadcast Bureau granted 95.9 mhz, 3 kw. HAAT 300 ft. (BHP-8591) P.O. address Pennsylvania Avenue and Campbell Place, Bethany Beach 19930. Estimated construction cost \$58,485; first-year operating cost \$37,610; revenue \$48,000. Principals: J. Parker and Susan C. Connor (100%). Mr. Connor has law practice in Washington. Connors owns real estate and construction businesses in Washington and Bethany Beach. Action Dec. 5.

■ Vevay, Ind.—Charles N. Cutler, Dwight Moreillon, Amos Hastings and Charles Green, dba Pioneer Broadcasting Co. Broadcast Bureau granted 95.9 mhz, 3 kw. HAAT 300 ft. (BPH-8069). P.O. address: Box 672 Jefferson, Ind. 47130. Estimated construction cost \$7,076; first-year operating cost \$5,000. Revenue \$16,000. Principals: Messrs. Cutler,

Moreillon, Hastings and Green (each 25%); Mr. Cutler is chief engineer with WTMT(TM) Louisville, Ky. Mr. Moreillon is electrician. Both Mr. Hastings and Mr. Green are farmers in Vevay. Mr. Green also owns concrete firm in Vevay. Action Dec. 5.

■ *Houlton, Me.—Ricker College. Broadcast Bureau granted 89.1 mhz, 10 w. HAAT 55.6 ft. P.O. address High Street, Houlton 04730 (BPED-1666). Estimated construction cost \$5,637; first-year operating cost \$1,600; revenue none. Principals: Dr. Robert E. Matson is president of Ricker College. Action Dec. 4.

■ Hanover, N.H.—FCC rescinded grant of application of Trustees of Dartmouth College for new FM to operate on ch. 257A (99.3 mhz) at Hanover, returned application to pending status and accepted application of Robert R. Powell for same facilities. Action Dec. 12.

■ *Flemington, N.J.—Hunterdon Central High School. Broadcast Bureau granted 90.5 mhz, 68.4 kw. HAAT 300 ft. P.O. address State Highway 31, Flemington 08822 (BPED-1684). Estimated construction cost \$17,215; first-year operating cost \$21,000; revenue none. Principals: Claude Schmitt is superintendent of Flemington public schools. Action Dec. 5.

■ Cayce, S.C.—FCC denied application by Lexington County Broadcasters Inc., former applicant for new FM at Cayce, for review of review board action denying Lexington's request for addition of ascertainment of community needs and financial issues against William D. Hunt, competing applicant for same facilities (Doc. 19569). Action Dec. 12.

■ Rutland, Vt.—Vermont Radio Inc. FCC granted 97.1 mhz, 50 kw. HAAT minus 353.6 ft. (BPH-8023). P.O. address Box 249, Rutland 05701. Estimated construction cost \$86,656.40; first-year operating cost \$20,000; revenue \$20,000. Principals: Simon Goldman, president, et al. Vermont Radio owns WSYB(AM) Rutland and WVMT(AM) Burlington, both Vermont. Mr. Goldman has interest in WJTN-AM-FM Jamestown, WDOE(AM) Dunkirk, both New York; WTOO(AM) and WOGM-FM Bellefontaine, Ohio; WWYN-AM-FM Erie, Pa. Action Dec. 12.

Actions on motions

■ Administrative Law Judge Frederick W. Denniston in Corpus Christi, Tex. (A. V. Bamford), FM proceeding, denied petition by Mr. Bamford for reconsideration of order released Dec. 4 denying request for reopening of record; granted request for postponement and extended to Jan. 4, 1974 time for filing proposed findings in lieu of Dec. 14, and to Jan. 18, 1974 time for filing replies (Doc. 19089). Action Dec. 13.

■ Chief Administrative Law Judge Arthur A. Gladstone in Willimantic, Conn. (Kenneth N. Dawson and Randall M. Mayer dba Windham Broadcasting Group and Nutmeg Broadcasting Co.), FM proceeding, designated Administrative Law Judge Ernest Nash to serve as presiding judge; scheduled prehearing conference for Jan. 9, 1974 and hearing for Feb. 25, 1974 (Docs. 19870-1). Action Dec. 12.

■ By Administrative Law Judge David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, granted petition by Sound Media to amend application to reflect that commission has granted its application for permit to operate WKIK-(AM) Leonardtown on full time basis. (Docs. 19410-1). Action Dec. 7.

■ Administrative Law Judge Chester F. Naumowicz Jr., in West Palm Beach, Fla. (Guy E. Erway), FM proceeding, granted petition by Erway to amend application to show modification in plan to purchase another broadcast station; and by separate action ordered that proposed and reply findings are due by Jan. 21 and Jan. 31, 1974, respectively (Doc. 19601). Actions Dec. 7.

■ Administrative Law Judge Chester F. Naumowicz Jr., in West Palm Beach, Fla. (Sandpiper Broad-

casting Co.), FM proceeding, granted petition by Sandpiper to amend application to show certain changes in officers and certain modifications in lease arrangements (Doc. 19602). Action Dec. 7.

■ Administrative Law Judge Chester F. Naumowicz Jr. in West Palm Beach, Fla. (Guy S. Erway, et al.). FM proceeding, upon joint request, severed applications from each other; dismissed applications of Guy S. Erway (Doc. 19601) and Marshall W. Rowland (Doc. 19604) and ordered applications of Messrs. Erway and Rowland to remain in hearing status pending resolution of character qualifications issues. (Docs. 19601, 19602, 19604). Action Dec. 6.

Other action

■ Review board in Lorain, Ohio granted application of Lake Erie Broadcasting Co. for 104.9 mhz, 3 kw. HAAT 300 ft. P.O. address 120 West 20th Street, Lorain 44052. (Doc. 19213). Estimated construction cost \$61,910; first-year operating cost \$60,000; revenue \$125,000. Principals: Harold E. Sens, Ronald N. Cole, James E. Printz (each 19.69%) et al. Mr. Sens is sales manager with WLEC(AM) Sandusky, Ohio. Mr. Cole has interest in Sandusky liquor store and Dr. Printz practices medicine in Sandusky. Competing application of Lorain Community Broadcasting Co. was denied (Doc. 19214). Action Nov. 21.

Rulemaking petitions

■ WPNO Auburn, Me.—Seeks amendment of FM table of assignments to assign ch. 292A to Auburn and substitute ch. 240A for 292A at Saco, Me. (RM-2281). Ann. Dec. 10.

■ KBIL Liberty, Mo.—Seeks amendment of FM table of assignments to assign ch. 297 to Lexington, Mo. (RM-2282). Ann. Dec. 10.

Rulemaking actions

■ Chief, Broadcast Bureau, in Bath, Auburn and Paco, all Maine, in order that interested parties may have opportunity to reply to comments and to counterproposal in matter of amendment of FM table of assignments, Bath, Auburn, and Paco, extended from Nov. 26 to Jan. 2, 1974, time for filing reply comments (Doc. 19840). Action Dec. 10.

■ Chief, Broadcast Bureau, in Cape Girardeau, Dexter, etc., all Missouri, in response to request by Sudbury Services Inc., licensee of KHLS Blytheville, Ark., and KBOA Inc., extended from Dec. 14 to Jan. 14, 1974, time for filing reply comments in matter of amendment of FM table of assignments for Cape Girardeau, Dexter, Portageville, Caruthersville and Malden, all Missouri (Doc. 19842). Action Dec. 12.

■ Chief, Broadcast Bureau, in Beaufort, S.C., in response to request by Sea Island Broadcasting Corp., extended from Dec. 10 to Dec. 21 time for filing comments and from Dec. 21 to Jan. 4, 1974 time for filing replies in matter of amendment of FM table of assignments for Beaufort (Doc. 19833). Action Dec. 11.

Call letter applications

■ Abbeville Broadcasting Service Inc., Abbeville, La.—Seeks KROF-FM.

■ Curry College, Milton, Mass.—Seeks *WMLN-FM.

■ *Westfield State College, Westfield, Mass.—Seeks *WSKB(FM).

■ Watkins Investment Co., Greenfield, Mo.—Seeks KRFG(FM).

Call letter actions

■ Snider Broadcasting Corp., Jonesboro, Ark.—Granted KFIN(FM).

■ Beardstown Broadcasting Co., Beardstown, Ill.—Granted WRMS-FM.

■ *Western Washington State College, Bellingham, Wash.—Granted *KUGS(FM).

■ Bennett Broadcasting Co., Sunnyside, Wash.—Granted KREW-FM.

Designated for hearing

■ Chief, Broadcast Bureau, in Arkadelphia, Ark., designated for hearing mutually exclusive applications of Great Southwest Media Corp. (BPH-8240), Kent Stephen Hatfield (BPH-8301) and Arkadelphia Broadcasting Co. (BPH-8327) for new FM to operate on ch. 265 (100.9 mhz) at Arkadelphia (Docs. 19892-4). Action Dec. 10.

■ Chief, Broadcast Bureau, in Hattiesburg, Miss., designated for hearing mutually exclusive applications of Deep South Radio Inc. (BP-8376), Vernon C. Floyd, Ruben C. Hughes and Robert L. Floyd (Circuit Broadcasting Company) (BPH-8443) and James A. McCullough Enterprises (BPH-8614); for new FM to operate on ch. 221 (92.1 mhz) at Hattiesburg (Docs. 19889-91). Action Dec. 10.

Existing FM stations

■ KMYD(FM) Security, Colo.—Broadcast Bureau granted remote control from trans-studio site 0.2 mile south of County Road and 0.27 mile west of highway 85-87 near Security (BRCH-1178). Action Dec. 10.

■ WMYQ(FM) Miami, Fla.—Broadcast Bureau granted CP to install new aux. trans. (BPH-8675). Action Dec. 5.

■ *WRFG(FM) Atlanta—Broadcast Bureau granted CP to change ant.-trans. location to Fair and Vine Streets, southwest of Clark College campus. Atlanta; install new trans.; install new ant.; make changes in ant. system (decrease height); change TPO; ERP 1.25 kw and ant. height 295 ft.; remote control from main studio 1091 Euclid Avenue, Atlanta; condition (BPED-1687). Action Dec. 5.

■ WCRY-FM Macon, Ga.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 690 ft. (BLH-5980). Action Dec. 10.

■ WXF(FM) Elmwood Park, Ill.—FCC ordered WXF(FM) Elmwood Park to continue supplying interference protection to WLNR-FM Lansing, Ill., by suppressing radiation in that direction from WXF(FM)'s proposed new trans. site on Sears Building in Chicago. Action Dec. 12.

■ WGCY(FM) New Bedford, Mass.—Broadcast Bureau granted remote control of main trans. from Benco Security Systems, 174 Middle Road, Acushnet, Mass., modifying license and CP (BRCH-1179, BMPH-13949).

■ WDSC(FM) Portland, Me.—Broadcast Bureau granted CP to make change in ant. system; ERP 32 kw; ant. height 600 ft. (BPH-8655). Action Dec. 5.

■ *KRSW-FM St. Paul—Broadcast Bureau granted remote control from KLOH Pipestone, Minn. studio site, highway 47, 0.4 mile east of city limit of Pipestone (BMPED-1043). Action Dec. 10.

■ WLAT-FM Conway, S.C.—Broadcast Bureau ordered Coastal Broadcasting Co., licensee, to show cause why it should not modify its license to specify operation on ch. 263 instead of ch. 281, in rulemaking proceeding which presently proposes to amend FM table of assignments by assigning ch. 261A to Lake City, S.C., and substituting ch. 252A for ch. 261A at Kingstree, S.C. (Doc. 19827). Action Dec. 10.

■ *KRUV(FM) Nashville — Broadcast Bureau granted CP to change studio location to Sarra Commons, Vanderbilt University, Nashville, and operate remote control from proposed studio site; install new trans.; make changes in ant. system

(decrease height); change TPO; ERP 430 w.; and ant. height 150 ft. (BPED-1688). Action Dec. 5.

■ KILT-FM Houston—Broadcast Bureau granted CP to change trans. location to One Shell Plaza Building, Houston; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP 97 kw; remote control from main studio 500 Lovett Boulevard, Houston; ant. height 790 ft.; condition (BPH-8612). Action Dec. 5.

Call letter application

■ KOSE-FM Osceola, Ark.—Seeks KHFO(FM).

Call letter actions

■ WBOW-FM Terre Haute, Ind.—Granted WBOQ(FM).

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

■ KOLM-FM Rochester, Minn.—Granted KWWK(FM).

■ WVEC-FM Hampton, Va.—Granted WVHR(FM).

Renewal of licenses, all stations

■ WENZ Highland Springs, Va.—FCC granted application of Baron Radio Inc., for renewal of license of WENZ to Oct. 1, 1975, remainder of regular renewal period for Virginia stations (BR-4041). On Nov. 22, 1972, station was granted short-term renewal for period ending Dec. 1, 1973 because of irregularities in WENZ sponsored contest and for failure to exercise degree of responsibility expected of licensee. Action Dec. 12.

Modification of CP's, all stations

■ WVLE(FM) Fayette, Ala.—Broadcast Bureau granted mod. of CP for extension of completion date to April 19, 1974 (BMPH-13940). Action Dec. 6.

■ WBLX(FM) Mobile, Ala.—Broadcast Bureau granted mod. of CP to extend completion date for new FM to June 7, 1974 (BMPH-13937). Action Dec. 10.

■ KBHK-TV San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to June 7, 1974 (BMPCT-7506). Action Dec. 7.

■ KBRG(FM) San Francisco—Broadcast Bureau granted mod. of CP to make change in ant. system and change trans. location (same site) (BMPH-13927). Action Dec. 5.

■ *KEPC(FM) Colorado Springs, Colo.—Broadcast Bureau granted mod. of CP to extend completion date of new educational FM to June 1, 1974 (BMPED-1045). Action Dec. 6.

■ *WEDY(TV) New Haven, Conn.—Broadcast Bureau granted mod. of CP to change ERP vis. 4.47 kw(H); aur. 0.50 kw(H); change type ant.; change ant. structure (increase height) and ant. height 270 ft. (BMPET-795). Action Dec. 7.

■ *WSHU(FM) Fairfield, Conn.—Broadcast Bureau granted mod. of CP to extend time of completion, for changes, to May 28, 1974 (BMPED-1046). Action Dec. 10.

■ WCEA-FM Bonita Springs, Fla.—Broadcast Bureau granted mod. of CP to extend time for changes to May 25, 1974 (BMPH-13936). Action Dec. 6.

■ WKZM(FM) Sarasota, Fla.—Broadcast Bureau granted mod. of CP to extend completion date for new FM to March 10, 1974 (BMPH-13939). Action Dec. 6.

■ WHOM New York—Broadcast Bureau granted mod. of CP to specify new parameters for nighttime DA and changes in ground system; conditions; dismissed pre-grant objection by International Brotherhood of Electrical Workers (BMP-13686). Action Dec. 7.

■ KXMD-TV Williston, N.D.—Broadcast Bureau granted mod. of CP to extend completion date to June 7, 1974 (BMPCT-7508); change ERP vis. 174 kw; aur. 17.4 kw and change type trans. (BMPCT-7509). Action Dec. 7.

■ *WBOE(FM) Cleveland—Broadcast Bureau granted mod. of CP to extend completion date to June 15, 1974 (BMPED-1044). Action Dec. 6.

■ WXEN(FM) Cleveland—Broadcast Bureau granted mod. of CP to extend time for completion for changes to May 11, 1974 (BMPH-13938). Action Dec. 6.

■ KKAJ(FM) Ardmore, Okla.—Broadcast Bureau granted mod. of CP to extend time for completion of new FM to June 1, 1974 (BMPH-13945). Action Dec. 10.

■ WAMB-FM Nashville—Broadcast Bureau granted mod. of CP to extend completion time for new FM to May 1, 1974 (BMPH-13941). Action Dec. 10.

■ WOKI-FM Oak Ridge, Tenn.—Broadcast Bureau granted mod. of CP to extend completion time for new FM to March 14, 1974 (BMPH-13943). Action Dec. 6.

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■ **WLSO-FM** Big Stone Gap, Va.—Broadcast Bureau granted mod. of CP to extend time of completion to June 13, 1974 (BMPH-13946). Action Dec. 6.

■ **WQBZ** Blacksburg, Va.—Broadcast Bureau granted mod. of CP to change ant. trans. and main studio location to County Road 734, 0.3 mile south of Highway 460, near Christiansburg, Va.; change type trans.; plan. pattern amended; pre-grant objection denied by letter to WJZZ Christiansburg (BMP-13683). Action Dec. 5.

■ **WKRR(FM)** Racine, Wis.—Broadcast Bureau granted mod. of CP for extension of time for completion for changes to May 29, 1974 (BMPH-13942). Action Dec. 6.

Ownership changes

Applications

■ **KGOE(AM)** Thousand Oaks, Calif.—Seeks transfer of control of Conejo Broadcasters Inc. from Alan B. Skuba, Stephen J. Skuba, David M. Brown, et al. (100% before, none after) to General Broadcasting Co. (none before, 100% after). Consideration: \$85,466 subject to adjustment. Principals: Gerald D. McLeavis, James A. Fosdick, and Daren F. McGawren (each 33⅓%). General Broadcasting operates **KOBO(AM)** Yuba City, Calif. and has applied for consent to acquire **KYTE(FM)** Livermore, Calif. Ann. Dec. 7.

■ **WWRH(FM)** Columbus, Ga.—Seeks assignment of license from Associated FM Broadcasting Inc. to Kamman Enterprises Inc. for \$250,000. Sellers: B. K. Woodfin, president, et al. (100%). Buyers: Sidney Kaminsky and Norman I. Goldman (each 50%). Mr. Kaminsky owns **WPXN(AM)** Columbus and Dr. Goldman practices medicine in Columbus. Ann. Dec. 7.

■ **KPOI-AM-FM** Honolulu—Seeks assignment of license from Valjon Liquidating Trust to Communico Oceanic Corp. for \$550,000. Sellers: Walter Richey as trustee (100%). Buyers: Frederic W. Constant (48.89%), L. Stevens Edwards (22.22%), et al. Communico Oceanic is licensee of **WKSS(FM)** Hartford-Meriden, Conn. Ann. Dec. 7.

■ **KOBY(AM)** Reno—Seeks assignment of license from KOBY Radio to Radio Reno for \$59,000. Sellers: Thompson Magowan and James M. Cunningham (together 100%). Buyers: Donald S. Burns, Robert C. Norris, Lupe Amaya, et al. (100%). Mr. Burns owns automobile dealership in Grove City, Calif.; Mr. Norris was station manager for **KORJ(FM)** Orange and **KDIG(AM)** La Jolla, both California; and Mr. Amaya and Mr. Burns have interest in helicopter leasing service. Ann. Dec. 7.

■ **WONO(FM)** Syracuse, N.Y.—Seeks transfer of control of Sentinel Heights FM Broadcasters Inc. from Stephen Jacobs (51% before, none after) to Charles River Broadcasting Co. (none before, 51% after). Consideration: \$75,000. Principals: Theodore Jones (50.06%), Stephen Paine (45.46%), et al. Messrs. Jones and Paine also have interest in **WCRB-AM-FM** Waltham and **WCRX(FM)** Springfield, both Massachusetts. Ann. Dec. 7.

■ **KCOM(AM)** Comanche, Tex.—Seeks assignment of license from Radio Comanche Inc. to Roy E. Parker for \$110,000. Sellers: W. R. Tabor, president, et al. (100%). Buyer: Mr. Parker (100%), formerly announcer and salesman with **KRUN(AM)** Ballinger, Tex. Ann. Dec. 7.

■ **WLOT(AM)** Marinette, Wis.—Seeks transfer of control of Near-North Broadcasting Inc. from William P. Kopish (51% before, none after) to Frank Lauerma (49% before, 100% after). Consideration: \$10,000. Principal: Mr. Lauerma owns real estate, and other business interests in Marinette, in addition to interest in **WLOT**. Ann. Dec. 7.

Actions

■ **KBAI (AM)** Morro Bay, Calif.—Broadcast Bureau granted assignment of CP from Mineral King Broadcasters and Elbert H. Dean, joint venture dba Morro Bay Broadcasters to Morro Bay Investment Corp. for \$52,000 (BAP-815). Sellers: Elbert H. Dean, Robert E. Darling, et al. Buyers: John A. Flores, Ferol L. Stanton, Anthony P. Souza, J. Sherman Anderson and James H. Carlson (each 20%). Mr. Carlson is 10% partner in Mineral Key Broadcasters, licensee of **KKNU(FM)** Fresno. Action Dec. 7.

■ **WYND(AM)** Sarasota, Fla.—Broadcast Bureau granted assignment of license from Trend Broadcasting Inc. to R & J Broadcasting Corp. for \$273,596 (BAL-7993). 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. Action Dec. 6.

■ **WVSL-FM** Slidell, La.—FCC granted assignment of license from Mid-South Broadcasters Corp. to Security Broadcasting of New Orleans Inc. for \$335,000 (BALH-1883). Sellers: T. V. Garraway, president, et al. (100%). Mid-South is licensee of **WSDL(AM)** Slidell (application to assign **WSDL(AM)** to Inter-American Broadcasters Inc. is pending before FCC). Buyers: Edmond J. Muniz, Ben

Daly Bridgeman, Michael H. O'Keefe (each 30%) and Wilfred E. Youngblood (10%). Group owns **WNNR(AM)** New Orleans and **WXOK(AM)** Baton Rouge, La. Action Dec. 10.

■ **WSMD-AM-FM** La Plata, Md.—Broadcast Bureau granted assignment of license from Charles County Broadcasting Co. to Crystal Broadcasting Co. for \$400,000 (BAL-7968). Sellers: David P. Samsom Jr., president, et al. (100%). Buyers: Frank N. Manthos (49.5%) and Leo M. Bernstein (49.5%). Mr. Manthos owns Elektra Broadcasting Corp. of Florida, applicant for new FM at Crystal River, Fla. Mr. Bernstein has banking and real estate interests in Washington; he also has 25% interest in **WFFV(FM)** Front Royal, Va. Action Dec. 6.

■ **WYNZ(AM)** Ypsilanti, Mich.—Broadcast Bureau granted transfer of control of Word Broadcasters from Edgill Howard and Royden Behmer (together 100% before, none after) to Thomas Cape and W. Dean Ward (none before, each 45% after) and Duane Cuthbertson (none before, 10% after). Consideration: \$216,750 (BTC-7184). Mr. Cape and Mr. Ward have real estate interests in Ypsilanti and Marshall, both Michigan. Dr. Ward is Detroit dentist. Mr. Cuthbertson is director of religious group. Action Dec. 6.

■ **WPGH-TV** Pittsburgh—FCC granted assignment of license from Vincent M. Casey, receiver for U.S. Communications of Pittsburgh Inc., to Pittsburgh Telecasting Inc. for \$100,000. Commission also renewed **WPGH-TV** license. Buyers: Leon A. Crosby (20%) and Stip Realty Inc. (80%). Mr. Crosby is licensee of **KEMO-TV** San Francisco. Henry Posner Jr. is principal of Stip Realty. He is officer and director of Pittsburgh Outdoor Advertising Corp. and subsidiaries (BALCT-514). Action Dec. 12.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Dec. 11 (stations listed are TV signals proposed for carriage):

■ **Phenix City CATV Inc.**, Box 130, Phenix City, Ala. 36867, proposes for **Phenix City** (CA-3315), to add **WTCG** and **WHAE-TV**, both Atlanta.

■ **Bayhead Mobile Home Community**, 7535 West Tennessee, Tallahassee, Fla. 32304, proposes for Bayhead mobile home park, Fla. (CA-1456), to add **WDTB** Panama City, Fla.

■ **Brooke Point Cablevision Inc.**, 1620 South Combee Road, Lakeland, Fla. 33801, proposes for Hernando county unincorporated areas, Fla. (CA-3318), **WESH-TV** Daytona Beach, **WUSF-TV**, **WEDU**, **WFLA-TV**, **WLCY-TV** and **WTVT**, all Tampa. **WDBO-TV**, **WFTV**, **WMFE-TV**, **WSWB-TV**, all Orlando, and **WLTV** Miami, all Florida; **WTCG** Atlanta and **WTOG** St. Petersburg, Fla.

■ **Jacksonville Cable TV Co.**, Box 361, Lincoln Square Shopping Center, Jacksonville, Ill. 62650, proposes for Jacksonville (CA-3323) and South Jacksonville (CA-3324), both Illinois, to add **KDNL-TV** St. Louis and **WILL-TV** Urbana, Ill.

■ **Egyptian Cablevision Inc.**, 230 Park Avenue, New York 10017, proposes for Marion, Ill. (CA-7122), to delete **WTVW** Evansville, Ind.

■ **Hoopstest Cable Co.**, 301 East Ten Street, Hoopstest, Ill. 60942, proposes for Rossville, Ill. (CA-2550), to add **WAND** Decatur, Ill.

■ **Hoosier Hills Cable Co.**, 108 East Washington Street, Indianapolis 46204, proposes for Mitchell (CA-3134), Orleans (CA-3135) and Paoli (CA-3136), all Indiana, to add **WRTV** Indianapolis.

■ **Shelby County Cable TV Inc.**, 33 West Washington Street, Shelbyville, Ind. 46176, proposes for Shelbyville (CA-3117), to delete **WDRB-TV** Louisville, Ky.

■ **Clinton TV Cable Co.**, 246 Fifth Avenue South, Clinton, Iowa 52732, proposes for Clinton, Iowa (CA-3320), to delete **WFLD-TV** Chicago and add **WSNS-TV** and **WTTW-TV**, both Chicago.

■ **Humboldt Cable TV Inc.**, 1250 Broadway, New York 10001, proposes for Humboldt, Kans. (CA-3316), to add **KBMA-TV** Kansas City, Mo.

■ **Manistee TV Cable Inc.**, Box 236, Milford, Mich. 48042, proposes for Manistee (CA-3054), Manistee township (CA-3055) and Filer township (CA-3056), to add **WPNE** Green Bay, Wis.

■ **CATV** of Higginsville Inc., 6016 Laurel, Raytown, Mo. 64133, proposes for Higginsville, Mo. (CA-3317), **KQTV** St. Joseph, **WDAF-TV**, **KCMO-TV**, **KMBC-TV**, **KCPD** and **KBMA-TV**, all Kansas City, **KMOS-TV** Sedalia, **KOMU-TV** and **KCBJ-TV**, both Columbia, and **KRCG** Jefferson City, all Missouri.

■ **Gateway Cablevision Corp.**, 276 West Main Street, Amsterdam, N.Y. 12010, proposes for Fort Johnson (CA-2679) and Haganam (CA-2680), both New York, to delete **WSBK-TV** Boston and **WKBG-TV** Cambridge, Mass., and add **WOR-TV** and **WPIX-TV**, both New York.

■ **Tele-Media Co.** of Lake Erie, 274 East Main

Road, Conneaut, Ohio 44030, proposes for Pulaski township, Ohio. (CA-3321), **WTOL-TV**, **WSPD-TV**, **WDHO-TV** and **WGTE-TV**, all Toledo, **WBGU-TV** Lima, all Ohio; **WANE-TV**, **WPTA** and **WKJG-TV**, all Fort Wayne, **WTTV** Bloomington, **WNUD-TV** and **WSBT-TV**, both South Bend, and **WSJV** Elkhart, all Indiana; **CKLW** Windsor, Ont.; **WKBD-TV**, **WJBK-TV**, **WWJ-TV** and **WXYZ-TV**, all Detroit, **WUHQ-TV** Battle Creek, **WOTV** Grand Rapids, **WKZO-TV** Kalamazoo, **WLIX-TV** and **WJIM-TV**, both Lansing, all Michigan, and **WXIX-TV** Newport, Ky.

■ **Alice Cable Television Corp.**, 418 East Main Street, Alice, Tex. 78332, proposes for Alice (CA-3311), San Diego (CA-3312) and Falfurrias (CA-3313), all Texas, to add **KTVT** Fort Worth.

■ **Valley Microwave Transmission Inc.**, 77 Sunshine Strip, Harlingen, Tex. 78550, proposes for Harlingen (CA-3298), Alamo (CA-3299), Edinburg (CA-3300), San Juan (CA-3301), San Benito (CA-3302), La Feria (CA-3303), Weslaco (CA-3304), Raymondville (CA-3305), Donna (CA-3306) and Mercedes (CA-3307), all Texas, to add **KTVT** Fort Worth.

■ **Lockhart Cable TV Services Inc.**, Box 829, Junction City, Kan. 66441, proposes for Lockhart, Tex. (CA-3322), to delete **KDTV** Dallas and add **KTVT** Fort Worth.

■ **Southwest CATV Inc.**, 77 Sunshine Strip, Harlingen, Tex. 78550, proposes for Pharr (CA-3308), Mission (CA-3309) and Brownsville (CA-3310), all Texas, to add **KTVT** Fort Worth.

■ **McAllen Cablevision Corp.**, 77 Sunshine Strip, Harlingen, Tex. 78550, proposes for McAllen, Tex. (CA-3314), to add **KTVT** Fort Worth.

■ **Community Television of Utah Inc.**, 1251 Williamson Avenue, Salt Lake City 84106, proposes for Salt Lake City (CA-3319), to add **KTVU** Oakland, Calif. and **KBHK-TV** San Francisco.

Final actions

■ **Augusta, Ga.**—FCC authorized Cablevision of Augusta Inc. to substitute **WSB-TV** Atlanta for **WIS-TV** Columbia, S.C. on its systems at Augusta and Richmond county, Ga. (CA-818). System currently carries **WJBF** and **WRDW-TV**, both Augusta, **WTCG** Atlanta and **WCST-TV** Wrens, Ga.; **WIS-TV** Columbia and **WEBA-TV** Allendale, both South Carolina. Action Dec. 12.

■ **Park Forest, Ill.**—FCC denied application of Univ. Com. for certificate of compliance to add **WNUD-TV** and **WSBT-TV**, both South Bend, Ind., to its cable TV system at village of Park Forest South, located in Chicago television market (CA-1070). Action Dec. 12.

■ **Carbondale and Marion, both Illinois**—FCC granted applications for certification of compliance by Southern Video Corp., 2,263-subscriber cable TV system at Carbondale, and Marion Cablevision Inc., 2,825-subscriber cable TV system at Marion. Objections to applications filed by Turner-Farrar Association, licensee of station **WSIL-TV** Harrisburg, Ill., have been denied. Action Dec. 6.

■ **Cando, N.D.**—FCC denied application of Cando Cable TV Inc. for certificate of compliance to operate 12-channel system at Cando, located in Devil's Lake, N.D. smaller TV market (CA-1283). Cando proposed to carry **KXJB-TV** Valley City, **WDAZ** Devil's Lake, **KTHI-TV** Fargo and **KCND-TV** Pembina, all North Dakota and **CBWFT** Winnipeg, Man. Carriage of **KCND-TV** was opposed by **KTHI-TV** Fargo on grounds that **KCND-TV** is ABC affiliate and may not be carried as independent station. Action Dec. 12.

■ **Springhill township, Pa.**—FCC authorized Video Link Ltd. to carry following signals on its proposed system at Springhill township: **KDKA-TV**, **WTAE-TV**, **WUIC-TV**, **WQED**, **WQEX** and **WPGH-TV**, all Pittsburgh, **WJAC-TV** Johnstown, Pa.; **WDTV** Weston and **WTRF** Wheeling, both West Virginia; **WSTV-TV** Steubenville, Ohio; **WBOY-TV** Clarksburg and **WVWU** Morgantown, both West Virginia; **WQHO** Greensburg, Pa.; **WKBF-TV** Cleveland and **WUAB** Lorain, Ohio (CA-1559). Opposition to carriage of **WKBF-TV** and **WUAB** by Cover Broadcasting Inc., licensee of **WJNL-TV** Johnstown, Pa., was denied. Action Dec. 12.

■ **Liberty county, Tex.**—FCC authorized Ultracom of Liberty County Inc. to carry following signals in certain unincorporated areas of Liberty county, located outside of all TV markets: **KUHT**, **KHOV-TV**, **KHTV**, **KPRC-TV**, **KTRK-TV** and **KVRL**, all Houston; **KTRF-TV** Lufkin, **KBMT** and **KFDM-TV**, both Beaumont, and **KJAC-TV** Port Arthur, all Texas (CA-2739). Action Dec. 12.

Action on motion

■ **Chief, Cable Television Bureau**, in response to requests by Rocky Mountain Broadcasters Association, National Association of Broadcasters, McGraw-Hill Broadcasting Co., Texas Key Broadcasters Inc., Kansas State Network Inc.; Grayson Enterprises, Taft Broadcasting Co. and NEP Communications Inc., extended to Jan. 16, 1974, time for filing responsive pleadings in matter of amendment of rules with respect to network program exclusivity protection by cable television systems (RM-2775). Action Dec. 12.

Classified Advertising

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

RADIO

Help Wanted Management

Leading New York radio rep accepting applications for Sales Manager. Interviewing inside and outside of company. Seeking truly superior person who is bright, aggressive, articulate, creative, persuasive, organized, strong leader, honest, attractive, resourceful, innovative, experienced, enthusiastic, dedicated, cooperative and strongly motivated. \$30-\$40,000 to start with excellent incentives. Potential for corporate management. Send complete business and personal background with references. Include samples of presentations, communications or other exhibits which indicate expertise in this field. Box N-77, BROADCASTING.

Sales Manager. Top 50 market. Local salespeople with limited regional/national experience considered. \$28,500 and incentive. Opening created by forthcoming internal promotion due to new station acquisition. Box N-126, BROADCASTING.

Assistant Corporate Director of Marketing. Major group. College graduate who desires management. Must have local sales experience. \$30,000 plus profit sharing. Submit resume to Box N-128, BROADCASTING.

General Manager. Opportunity for advancement within group. Strong sales background. Major mid-west market. Salary up to \$40,000. Send resume to Box N-130, BROADCASTING.

25% ownership available to ambitious, young radio executive seeking equity participation. Best FM facility in fast growing Midwest city of approximately 400,000 population. If you have sales experience and are ready to run your own show, send resume to Box N-138, BROADCASTING.

General Sales Manager for top rated Oklahoma station. Excellent salary plus override should total \$30,000 first year. Rush resume to Box N-140, BROADCASTING.

Manager with proven sales ability wanted for young 5000 watt station in rapidly growing Florida area. Sales doubled in past two years, expected to double again in next two. Send details, salary requirement to Box N-189, BROADCASTING.

Help Wanted Sales

Group owned Detroit radio station has immediate opening for ambitious, young salesperson ready to move up to a large market. Company promotion made position available. Income range 30 to 35K depending on performance. Send resume to Box N-132, BROADCASTING.

Superb opportunity for account executive with station chain in midwest and mid-south. Fringe benefits, advancement possibilities. Pay open. Experience necessary. Box N-156, BROADCASTING.

Escape to sunny Arizona. Southeastern Arizona regional AM, #1 in market wants top salesperson. Growing community, living conditions excellent. Want combo man or woman. Top salary, good commission. Send resume, picture, tape. Phone after 6, 602-364-3979. Box N-188, BROADCASTING.

Top Rated Station in large Florida market needs another good salesperson. If you can close, reply to Box N-191, BROADCASTING.

We're brand new and first class from the ground to the top of our 850 tower. We need two good salespeople who can sell according to our guidelines, write copy and do voice work in production. Top pay. Write: Sales Manager, KBGM Radio, 1400 Pierce St., Sioux City, IA 51105 or phone 712-258-5595. After hours phone 712-255-8676 for Roland Ashmore.

Solid opportunity if you know sales and are willing to work. You can be a part of a very capable staff in one of New Mexico's best markets. Contact Jack Chapman, KGAK, Gallup. 505-863-4444.

California . . . San Francisco area station wants local and regional salesperson for aggressive radio and TV operation . . . Start with accounts giving guarantee of \$12,000 annual, KVON in beautiful Napa Valley, CA. 707-252-1440.

Suburban Philadelphia All-Talk Station, I need that rarest of all persons—a truly great salesperson, honest, creative, intelligent, self-motivated, knows how to use RAB material, a career job with an expanding group that will pay what you think you're worth, and more when you prove it. Write Erny Tannen, WEEZ, Chester, PA 19015.

Help Wanted Sales Continued

East Coast Broadcasting Corporation is acquiring other radio stations. I need a live wire Sales Manager, Salespeople, live wire Deejays, digging Newspeople etc. I'll train you in our winning formula. Write: Paul Sidney, General Manager, East Coast Broadcasting Corporation, Box 815, Sag Harbor, L.I., town of Southampton, NY.

Help Wanted Announcers

Shenandoah Valley MOR needs mature, experienced morning person. Knowledge of production and good music essential. Send resume, references and audition tape to Box N-98, BROADCASTING.

Major-Market MOR powerhouse, southeast, seeks developing pro for evenings. Box N-116, BROADCASTING.

Great Opportunity! If you can do a smooth job on news and run a tight CW show, I have an opening for you. If you do play-by-play basketball the pay will be more. Send resume and tape to Box N-121, BROADCASTING.

Superb opportunity for deejay/salesperson with station chain in midwest and mid-south. Fringe benefits, advancement possibilities. Pay open. Experience necessary. Box N-157, BROADCASTING.

Northeast medium market contemp looking for communicator. Send tape and resume. Box N-209, BROADCASTING.

1st phone jock for all-night trick. Medium Top 40. Send tape and resume. Box N-210, BROADCASTING.

New Hampshire station seeks announcer for top 40 easy listening slot. Talented beginners considered. An equal opportunity employer. Send tape, resume to Box N-215, BROADCASTING.

Experienced Announcer. Must be able to do production. Send complete resume. Beautiful California City, Mild Climate. One hour to Sequoia National Park. KONG AM & FM, P.O. Box 3329, Visalia, CA.

One of the top rated soul stations in the southwest has immediate opening for drive-time announcer. Looking for outstanding personality with established track record. Please send tape, resume and recent photograph to Edward S. Howard, general manager, KYOK Radio, 3001 Labbranch, Houston, TX 77004.

First Ticket lively MOR announcer/production for suburban Rochester AM. Tape/resume to WADD, Box 337, Brockport, NY 14420.

D.J. Wanted for Contemporary Suburban Station, strong on production and must be experienced. Contact Mr. Vaughan or Mr. Palmer—W-A-R-E—Ware, MA 01082.

Florida, Orlando: MOR PM Drive and Production. Rush tape and resume to Jim Boynton, Program Director, WBJW AM & FM, Box 7475 Orlando, FL 32804.

Immediate opening. Morning person—WDVR-FM, Philadelphia. Smooth, relaxed approach to handle beautiful music format. Sincerity and soft sell the key. Call Dan Wachs, 1-215-839-7832.

Florida's Gold Coast . . . We're looking for a warm, sincere, believable MOR air personality . . . a communicator. 7-Midnight. Send your presentation to Michael O'Shea, Program Director, WFTL, Box 5333, Ft. Lauderdale, FL 33310.

Knoxville, TN. WIVK AM & FM, 50 KW & 100 KW erp. Immediate opening for solid individual wishing to become member of a stable organization that is No. 1 in the market. Send air check, resume, picture to Bobby Denton, Operations Manager, WIVK, P.O. Box 10207, Knoxville, TN 37919.

WOBM: Toms River, NJ is looking for a good, proven announcer who is presently unhappy working for another local NJ station. If you're now working in New Jersey, you know our reputation. Call Paul Most, 201-269-0927. E.O.E.

Immediate opening for night-time announcer. Dependable, able to take direction. No screamer. Format: Up-tempo MOR. Some news writing ability desirable though not a must. Good production is a must though. Send tape and resume to: Program Director, WSNB, Box 1, Barre, VT 05641.

Kentucky—Young person with ideas and a self starter. Some sales. Immediate opening. Call 606-248-5842.

Help Wanted Technical

Experienced Chief Engineer needed for Mid-Atlantic 50KW DA. Must be strong on maintenance and able to handle difficult union staff. Send resume to Box N-32, BROADCASTING.

Chief Engineer—Immediate opening, group broadcaster N.E. Experienced 1st Class. Send resume, references & salary requirements. E.O.E. Box N-148, BROADCASTING.

Chief for pleasant upstate N.Y. market. 2 nites x-mitter, rest for aggressive preventive maintenance and supervision. Need sharp person with initiative. \$175/week to start, Box N-163, BROADCASTING.

Chief Engineer, Directional AM, automated FM. Midwest station with outstanding reputation. EOE. Send salary resume, references to Box N-171, BROADCASTING.

Combo person needed in January, 1st Ticket, Electronics background, send tape and resume to Bill Loach, WALJ-FM Radio Station, 933 4th Ave. N. Naples, FL 33940—Phone 813-642-6151.

Wine Country Radio—Needs full time chief engineer for FM and AM station—located in the beautiful Finger Lakes Wine Country—Excellent benefits—should be able to do some announcing. Write WGHM-AM Box 471, Bath, NY 14810. Attn: Tom Miller—Phone 607-868-3206.

Mutual Radio Networks is expanding its engineering staff in Washington, D.C., and is seeking capable, qualified, and experienced maintenance and board technicians. Send resume and references to Scott Standiford, Mutual Broadcasting System, 918 16th St., N.W., Washington, D.C. 20006. No phone calls. An equal opportunity employer.

Experienced first class engineers East Coast service, installation. Maintain present job work for us part-time. Excellent salary, paid expenses. Send resume, references, recent photo. Broadcast Services Co. Inc., 3410 Orlando Avenue, Baltimore, MD 21234.

Help Wanted News

Contemporary Station in major FL market is looking for an experienced, aggressive news director. Send air check and resume to Box N-110, BROADCASTING.

Looking for experienced newswoman to become part of a top flight news organization. Must be able to gather, write and announce. New England area. An equal opportunity employer. Send tape, resume to Box N-216, BROADCASTING.

Black oriented major market news operations has an immediate opening for sharp articulate pro. Good salary, company benefits and working conditions. Rush tape, photo and resume to Ken Brantley, KYOK Radio, 3001 Labbranch, Houston, TX 77004.

New York suburban station seeks to expand news department with an experienced journalist. Prime requirement is desire and ability to dig for news and write it well. Excellent opportunity for right person. Send tape and resume to News Director, WALK, Box 230, Patchogue, NY 11772.

Help Wanted, Programming, Production Others

Producer/Director for southeastern PTV station. Studio, remote and 16mm experience required. Sample tape or film required. Competitive salary, excellent fringe benefits. Send resume to Box N-117, BROADCASTING.

Draft Sports Director/Salesperson for important New England facility. Play-by-play talk show, news reports, community involvement. Career opportunity, pays well for total involvement. Airchecks, salary requirements, recommendations. Equal opportunity employer. Box N-164, BROADCASTING.

Southern CA Coast—Country station needs experienced PD & air shift. Must be good on production—Only qualified apply—Send resume & photo to KKIO, 5530 Camino Cerravallo, Santa Barbara, CA 93017.

Situations Wanted Management

Young, Experienced Sales oriented GM for Prog Rock FM top five market background strong on merchandising programming localization, Box N-100, BROADCASTING.

Young Enthusiastic Sales Pro Desires Management. 6 Years Experience, Programming and Sales. No floater. Top billing salesman. Don't wait. Write now. Box N-106, BROADCASTING.

Situations Wanted Management Continued

G.M. From Top Ten Market, oriented in sales and programming seeks similar position. 7 1/2 years with last employer. Honest, dedicated, and a proven money maker. Box N-114, BROADCASTING.

General Manager, 33 with three years experience managing MOR station in top 50 market. Sales management background. Currently earning 22K, deserve more. Box N-127, BROADCASTING.

Sales Manager looking for challenging sales management spot in large market with opportunity for fast advancement. Responsible for five salesmen and own list. College graduate, 30, family man. Box N-131, BROADCASTING.

Sales Manager: currently salesman in top 20 market with super track record. Willing to sacrifice dollars for management opportunity. College graduate, four years experience. Box N-142, BROADCASTING.

General Manager proven track record in major market. Looking for greater challenge. I know how to motivate sales and programming staffs. Box N-143, BROADCASTING.

Creative announcer, former music director, also strong in copywriting and news, looking to get involved. Character voices a specialty. Will relocate. Box N-179, BROADCASTING.

You want high profit, continuing sales growth, and a GM you can count on. I want \$25,000, a car, and profit sharing. Let's get together. Box N-195, BROADCASTING.

Current successful GM seeks similar position (station being sold). Professional, creative, sales oriented, community active. Knowledgeable all phases including regis and renewals. Box N-196, BROADCASTING.

Manager, Sales or Engineer. Experienced all three. Central or South Florida. Will come for interview. Box N-203, BROADCASTING.

Seeking Small Market management position, 16 years experience in Radio, sales, programming, west coast only. Box N-211, BROADCASTING.

Situations Wanted Sales

Michigan sales opportunity desired. Now manager of small market FM. 27, degree. Want full time selling in larger market with good prospects for growth and advancement. Earnings potential should well exceed current annual salary of \$11,000. Reply to Box N-192, BROADCASTING.

Versatile, experienced broadcaster seeking new opportunities. Seven years experience, last two in sales—current billing \$7-\$10,000. Copy, production, air abilities too. College grad, family, first phone, interested in sales, operations, management positions with growing independent or chain operation that seeks ambitious career broadcaster. \$15,000 potential or better. Box N-200, BROADCASTING.

Situations Wanted Announcers

First phone, ten years experience, MOR. Operations, news, production, no maintenance. Box N-53, BROADCASTING.

Top 40/Contemporary personality jock. 3rd endorsed, Business Degree College, experienced and proven, not upright. Box N-54, BROADCASTING.

College Grad, D.J., announcer, news, good production, commercials, will relocate. Available now. Can follow direction. Box N-102, BROADCASTING.

1st class ticket, experienced in Top 40 and MOR, 20 years old, very reliable. Number One rated Top 40 at night, single, tight board, good news. I'm ready, are you? Go anywhere! Box N-112, BROADCASTING.

Announcer looking for rocker or wild top 40. Capable of up tempo MOR. Creative. Married. 3rd phone. Willing to relocate. Wish to gain experience in sales. Box N-120, BROADCASTING.

MOR Talent, PM drive, or good night slot, college grad, 3rd endorsed, now in medium market, wanting security, personality. Box N-162, BROADCASTING.

Happy where I'm at—almost. Need to rock. Four years experience, one commercially, college broadcasting degree, third. Box N-174, BROADCASTING.

My contemporary talk show can build sales and audience. Box N-186, BROADCASTING.

Expert in talk, news, MOR, contemp, hard rock, sales, management & production. 10 years experience. \$12-\$15,000 w/incentives. Box N-187, BROADCASTING.

Can do communicator, presently working at great small market radio station. Ready to make a move to a good medium market. You will like what you hear. Reply to Box N-194, BROADCASTING.

Situations Wanted Announcers Continued

Top rated med. market jock, seeks change, all med. and large markets considered. Prefer midwest. Excellent production, 612-722-3440.

Three years part-time, 4 stations. Willing to relocate for own gig. 21, now employed, good references. 304-345-1458.

White First Ticket Looking in Medium Market. Top 40/Contemporary. 23, 4 years experience. Will relocate. Collect calls accepted, 912-883-4478.

Modern Country jock seeks bigger or better market. Six years experience in program, production and music. Stable family man of 26. Joe Wilson, 190 Ulca Rd. Clinton, NY, 315-853-2793 or 831-3941.

First phone, country personality, available, contact Wayne Wilson, 9819 North 16th Ave., Phoenix, AZ, 85021, 602-944-1065.

Get back to basics, no town clown, no jabber, just good time Rock 'n' Roll, three years experience, first phone, go anywhere, available immediately. Dan 607-797-1398.

25 year old presently employed first phone looking for a rock no schlock format that's looking for a dedicated, determined cat. Home state of Calif. preferred, but will go anywhere for right station. Let's talk. Jim Sumpter 813-955-6884, after 6:30 p.m. est.

Situations Wanted Technical

Mature—3rd class end So. Cal. or vicinity. Exp. on mobil trans. City of L.A. Box N-173, BROADCASTING.

Damn good theory! 38, single, 1st, 1951; "Ham", 2 yrs. college, was chief 100 kw FM, Available immediately! \$12K. Non-drinker! Box N-184, BROADCASTING.

Engineer announcer combo seeking job with a good small or medium market station. Experienced in all phases of AM-FM broadcasting. Box N-204, BROADCASTING.

How does 1974 look for you? It could be a great year with contract maintenance engineers. Write Box N-205, BROADCASTING.

Metro Chicago. Current week day FM personality seeks part-time week end position for transmitter, automation, or board eng. No announcing, please. First phone. Call Bill at 312-323-1074.

Situations Wanted News

Highly motivated self-starter with a wealth of experience in Broadcasting, Community Service and Government plus a BA in Sociology with heavy work in Radio-TV, Journalism and Advertising. Am a successful news director, (award winner) and an intelligent, personable radio voice with experience in TV directing/announcing as well. News or Programming. I want a long term relationship with people who care about people. Box N-103, BROADCASTING.

Responsible 23 year old, with 1st phone. All-around news experience. Soft but tight board. Seeks position in DC Metro area. Write Box N-152, BROADCASTING.

Political science degree, minor in journalism, including broadcast journalism, college newspaper experience, broadcast school grad, desperately need start. Box N-185, BROADCASTING.

Exceptionally talented news analyst/commentator available. Major metro. Solid media and political background. Want top salary and promotion. Box N-190, BROADCASTING.

Upgrade Your News Department! Editor, Commentator, mature, topflight Newsmen . . . call 602-384-2367 or Box N-201, BROADCASTING.

Available for the Colorado, Wyoming, Idaho area, a weatherologist with 22 years experience radio and television. Age 40. Desires a first flight job with a top notch station in large area. Currently doing two weather shows nightly with highest ratings in five station market. Anxious to move to United States. Can sell and keep accounts on air. Currently grossing television station \$89,000 for weather program, which has been sold by me. Write for audition tape. Box N-202, BROADCASTING.

Medium Market play-by-play pro seeks new challenge. Vast experience in all sports areas and the ability to provide intelligent coverage. Single, college grad and ready to work hard. Box N-208, BROADCASTING.

Sportscaster 25 years old, BA, MA, married, commercial experience for both high school and college play-by-play and color. Willing to relocate and travel. Also able to do straight news. Contact Jack Conners 816-747-2576.

Situations Wanted News Continued

Award-winning, aggressive broadcaster seeks challenging position in news/sports. Experience, ability, production talent. MA, Missouri. Will relocate. Married, 28, vet. Exc. ref. Resume, tape available. Bob Melvin, 617-278-3174 or 914-738-1043.

Experienced newsmen—bred in NY area covering beat news—experience includes 2 yrs. of sports play for play. Married, 2 (yrs.) college. E.T.C. 133 Jay Avenue, Lyndhurst, NJ.

Experienced reporter, anchor, producer, film. Missouri Masters Ivy League Bachelors. Prefer East. Steve Messier, 2012 W. Ash Apt. 03, Columbus, MO.

Situations Wanted Programing, Production, Others

If your small or medium market rock, oldies or adult contemporary station can pay a creative, hard working program director a five figure salary contact Box N-23, BROADCASTING.

Announcer. Nine (9) years experience in black radio seeks programming position. Married, will relocate. References & air check. Creator of new radio concept, uniformat. Box N-99, BROADCASTING.

Creative morning jock, formerly MD, assistant PD, seeks PD position, nice town, "human" station. Great organizer, promoter, idea man. Box N-108, BROADCASTING.

Programmer with unique training and experience wishes to establish consultant credentials. Exceptional agreement available for first stations. Full details and agreement facsimile by return mail. Box N-118, BROADCASTING.

Jack 2 1/2 years experience, degree, married, 3rd, honest hard worker, seeks 1st P.D. job: rock, MOR, country. Box N-180, BROADCASTING.

Strong on Production with excellent voice. Family, good references, 15 years experience. West preferred. Box N-217, BROADCASTING.

Bill Crable—Program Director K-JIM Ft. Worth. Available January 1st. Enthusiastic Air Pro. Excellent Background. Top References . . . St. Louis, Kansas City.

Money back guarantee. If you aren't 100% satisfied with my programming, production, and morning talents you'll get your eight cents back. L. Steven Davis available January 1. WCBQ, Box 336, Oxford, N.C. 27565. 919-693-4121.

TELEVISION

Help Wanted Management

Sales Manager. Rare opportunity for bright, young account executive ready for management. Rapid advancement with expanding major market television group. Rush resume to Box N-134, BROADCASTING.

Help Wanted Sales

Account Executive. Large Midwest market. List earned \$42,000 in 1973. Management possibilities with growing company. Submit resume to Box N-136, BROADCASTING.

Help Wanted Technical

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.

Studio technicians, 1st phone, experienced only, color-video, videotape, remote and maintenance, good pay and benefits. Box N-56, BROADCASTING.

Studio Engineer, 2 years experience, maintenance oriented, Palm Springs, CA. Send resume and starting salary. Box N-147, BROADCASTING.

Large market Michigan Network Affiliate seeking experienced technical people. Send resume. Equal opportunity employer. Box N-182, BROADCASTING.

Chief Engineer—TV—strong on motivating technical crew & maintenance of excellent facilities. Equal opportunity employer. Box N-213, BROADCASTING.

1st Class TV Engineer for progressive small market network station. Will train right person. Contact Chief Engineer, 606-255-4404. An equal opportunity employer.

Help Wanted Technical Continued

Television Engineer capable of operation and maintenance. Prefer 1st class license, some digital background, AMPEX VTR experience. Major market VHF, group owned, network affiliate. Position available thru October, 1974. May be permanent. Salary open. Call 215-238-4951.

Television Technician: Experienced in studio color systems including color cameras, video tape recorders, and film chains, and must have a 1st Class Phone license. Salary \$11,000. Send resume to: Robert Pincumbe, Instructional Services, Ferris State College, Big Rapids, MI 49307, Equal opportunity employer.

Control Room Engineering Supervisor wanted. Midwest, group-owned, VHF network affiliate. Experienced in operation and maintenance of VTR, microwave, studio cameras, film chain and general Control Room equipment and procedures. Call collect Chief Engineer, 812-422-1121. E.O.E.

Dynamic educational communications center of constituent college of State University of New York seeks television technician to operate and maintain production and distribution equipment including: quadplex and helical recorders, 10 studio cameras, 24-channel campus CATV, and several TV sub-systems; and to provide technical support of other media when necessary. Position requires FCC First Phone or equivalent in formal training, strong background in quality/broadcast video, some CATV, digital logic experience helpful. Three years operational experience or equivalent is expected. Moderate salary; excellent benefits; recreational opportunities in growing residential community. Contact Director of Educational Communications, State University College, New Paltz, NY 12561. Equal Opportunity/Affirmative Action Employer.

Help Wanted News

Anchorperson/Reporter/Producer—This California network VHF is ready to talk news! We want a solid yet conversational delivery to co-anchor two daily newscasts in our two million-plus market. Backup abilities to include field reporting and producing. Your on-the-air presentation is a prime factor, so we'll need a VTR with first reply. Equal Opportunity Employer. Box N-107, BROADCASTING.

Help Wanted Programing, Production, Others

Host or Hostess for 1 hr. morning, talk-variety program, top 30 market, network affiliate. Send picture & resume to Box N-38, BROADCASTING.

Large market Michigan network affiliate seeking experienced production people. Send resume. Equal opportunity employer. Box N-181, BROADCASTING.

Production manager/executive producer. Experience in all phases of TV production and creativity. We have a job for you major Florida market. Network affiliate. Creativity and imagination absolutely necessary. Equal Opportunity Employer. All replies confidential. Box N-206, BROADCASTING.

Operations Mgr.—heavy on creativity in production & promotion, VTR and photo. A doer not a desk sitter. Top salary with excellent benefits & growth potential. Box N-214, BROADCASTING.

Situations Wanted Management

General Manager, 35, three years sales management in major market, two years as general manager in medium market. Ready to move up and make your station "go" Box N-135, BROADCASTING.

Sales Manager now in small market. 31, four years in sales management. Looking for opportunity with progressive company in larger market. Now earning 25 thousand dollars. Box N-137, BROADCASTING.

Ambitious, young business manager seeks greater opportunity. Accounting degree, 6 years television/radio experience. Present income \$17,500. Box N-139, BROADCASTING.

Attention TV Station Owners. General Manager, strong in sales, cost control, community affairs, seeking TV division head position or single station in right situation. Medium and major market experience. Excellent track record. Box N-163, BROADCASTING.

General Manager top 15 market VHF station desires change to medium market. 17 year successful television track record. Box N-172, BROADCASTING.

President or Executive Vice President-General Manager for top-50 station or group. Thoroughly experienced all phases; all levels. Since 1943, have practiced radio 12 years; television 18 years. Specialist in competitive programing, sales, community affairs involvement, management-troubleshooting. Nationally recognized as aggressive, quality competitor-industry leader. Accustomed to formidable challenges and much responsibility. Power-struggle at very top of conglomerate-empire prompts decision to make change. Weekend interviews arranged. Box N-207, BROADCASTING.

Situations Wanted Sales

Career Broadcaster, experienced in sales at net affiliated radio and TV. Former GM-radio seeks sales/sales promotion position with responsible Broadcasting Group where merits are rewarded. Box N-197, BROADCASTING.

Situations Wanted Technical

Assistant Chief Engineer desires greater responsibility and financial remuneration. Age 32, BSEE degree. Will relocate for the right opportunity. Box N-129, BROADCASTING.

Situations Wanted News

TV-reporter seeks news or sports slot or combination; top 30 TV and major newspaper experience; radio sports and major college play-by-play. Box N-161, BROADCASTING.

Skilled journalist seeks TV field reporting position at minimum of \$12,500. Excellent background, currently employed in top radio operation. Box N-168, BROADCASTING.

Young dynamic, experienced, attractive, good tubes. If you want audience and sponsors, you want me as your new anchorman for TV or radio and maybe even news director. Box N-198, BROADCASTING.

Sportscaster—Major market pro with good commentaries. 13 years experience with extensive 'PBP' background. Can also host interview program or handle radio talk show. Box N-199, BROADCASTING.

Situations Wanted Programing, Production, Others

Hardworking, aggressive young man wishes to break into production. Degree, 1st phone, excellent references. Box N-29, BROADCASTING.

Promotion Manager now #2 man ready for #1 spot in top 25 market. B.A. in advertising. My work speaks for itself. Box N-133, BROADCASTING.

Program Manager with 6 years experience. College graduate looking for better company in large market. 35 years old, major market experience. Box N-141, BROADCASTING.

Talented young major market producer/director looking for top 15 markets, but any position considered. Background in all phases of studio and remote production. Box N-183, BROADCASTING.

Strong on Production with excellent voice. Family, good references, 15 years experience. West preferred. Box N-218, BROADCASTING.

Experienced 29 year old Director needs job badly. Major market experience and best references. Strong news. Creative. 301-460-1108.

CABLE

Help Wanted Technical

CATV Technicians with practical experience in complex headend maintenance and Jerrold bi-directional equipment. To work in growing system now serving 27,000 subscribers. Minimum 4 years experience in CATV maintenance required. Send details to Paul Knox, Operations Manager, Buckeye Cablevision, 1122 N. Byrne Road, Toledo, OH 43607. Phone 419-531-5121.

Teaching—Broadcast Electronics Technology. Immediate opening to teach and add additional developmental work in a new Bachelor of Science Program in Broadcast Technology. Should have experience as a Chief Engineer with experience in CCTV, CATV or microwave communications. Prefer M.S. degree in Electronics Technology. Attractive salary and fringe benefits. Contact M. R. Halsey, Head Electrical and Electronics Department, Ferris State College, Big Rapids, 49307. Phone 616 796-9971-EX 208. An Equal Opportunity Employer.

Chief Engineer wanted for large CATV local origination department. Experience needed in 1" IVC tape machines. Heavy in studio and remote productions. Fantastic opportunity. Call or write Paul Knox, Buckeye Cablevision, 1122 North Byrne Road, Toledo, OH 43607. 419-531-5121.

Production Engineer for large Southern California Cable TV company. Must be qualified to operate & maintain IVC recorders/production switchers/B&W and color cameras. \$800-\$1,100. Call Chris Donovan 213-595-4455.

WANTED TO BUY EQUIPMENT

Wanted. First class color remote vans. 2-6 color cameras, 2-6 QTVRs. No more, 2 years old. Ready to buy. Reply Box N-167, BROADCASTING.

WANTED TO BUY EQUIPMENT Continued

Plate Transformer for GE 4TF5A1 50kw Transmitter in operating condition or would consider good core and frame. Also, consider any other plate transformer capable of handling 25-50 kw VHF transmitter 208-240P. and 7-8 thousand S. Please send information to Al Smith, KPIC-TV, P.O. Box 1488, Lake Charles, LA 70601 or Phone 318-439-9071.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitters. No Junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

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Studer Console, Gates Dualux II, Pultec EQH-2, Pultec Stereo Panner, CBS Audimax (Stereo), Ampex 351 & 440 2-Track, plus more. Box N-149, BROADCASTING.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESSCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

RCA Antenna 4TF6-A and GE 4TT6B VHF Transmitter both Channel 7. Reply James Van Striver, KGO-TV 277 Golden Gate Avenue, San Francisco, CA, 94102.

Complete factory IGM installation model 500, network switcher, 3 carousels, 300 step computer time announcer, instacart, 5 audio inputs, remote control, used little, like new. Immediate possession, cash. Box 229 31902, Charlie Parish, WCLS Columbus, Ga. 404-327-3648.

3KW ERP, Xmitter Line, Antenna, 10 Channel Stereo Board. \$4500 or separate. On air at WTAO 618-687-2000.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, MD 20850, 301-762-7626.

Heliast-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 28872, Oakland CA 94628.

Used transmission line, 4 years old, 500' of 61/8" Universal line, 50 ohm; excellent condition together with elbows and hangers. Call or write: Tower Erection, Inc., P.O. Box 188, Menomonee Falls, WI 53051. 414-353-9300.

Marti & Sparta new and used equipment. Remote pickup/STL/Remote Control. Consoles, Revco, Complete station packages. Financing. Holzbreg Associates, P.O. Box 322, Tolowa, NJ 07511, 201-256-0455.

Used equipment for complete on the air or production studio. Less than ten months old. For complete details write Equipment, Box 29533, Atlanta, GA 30329.

2 RCA TR22-C Low Band Color VTRs. Extra heads and modules. 1 RCA TR5 Low Band Color VTR. Two extra heads and modules. All in good condition. 215-367-6057.

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Instruction Continued

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Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

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Instruction Continued

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Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

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Merry Christmas to all. Sunday Starlight Radio Tape now ready. Free. Request on Station letterhead. Starlight, Box 2401, Paterson, NJ 07509

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Professional Copy Help you can depend on each month. Ideas, leadins and 30 to 60 second commercials, especially prepared for small or medium markets, but helpful in largest markets. Write for details, or send \$5.00 for sample issue for which you will receive credit on a six or 12 month subscription. Coast to Coast Continuity Service, P.O. Box 7533, Little Rock, AR 72207.

RADIO

Help Wanted Sales

Washington D.C. market, top-rated Modern Country operation, AM-FM simulcast, expanding sales force because of booming business, is seeking an experienced salesperson with proven sales record ready to earn more than \$20,000 in commissions the first year. Much be aggressive self-starter to find new business and cultivate excellent, established agency list. Super fringe benefits. Send letter and resume to Olin Hesler, WPIK-WXRA, 523 1st St., Alexandria, Va. 22314.

Broadcast Sales Specialist

Telemation, the total systems company, has an opening for a broadcast sales specialist for the Southeast region of the U.S. Excellent opportunity for a broadcaster with a good knowledge of studio systems. We're looking for a rare individual who has high initiative, excellent communications skills, can train, can sell and understands the broadcast market. If this description fits you, and you'd like the challenge of a fast-growing company, get in touch with Claire Sorensen, (801) 487-5399 or send a letter with your qualifications to P.O. Box 15068, Salt Lake City, Utah 84115. We are an equal opportunity employer.

Telemation, Inc.

Help Wanted Announcers

Northeast major looking for a top-flight professional announcer/personality. Salary commensurate with ability. Top benefits and a great company.

Tape, picture and resume. All will be held in strictest confidence.

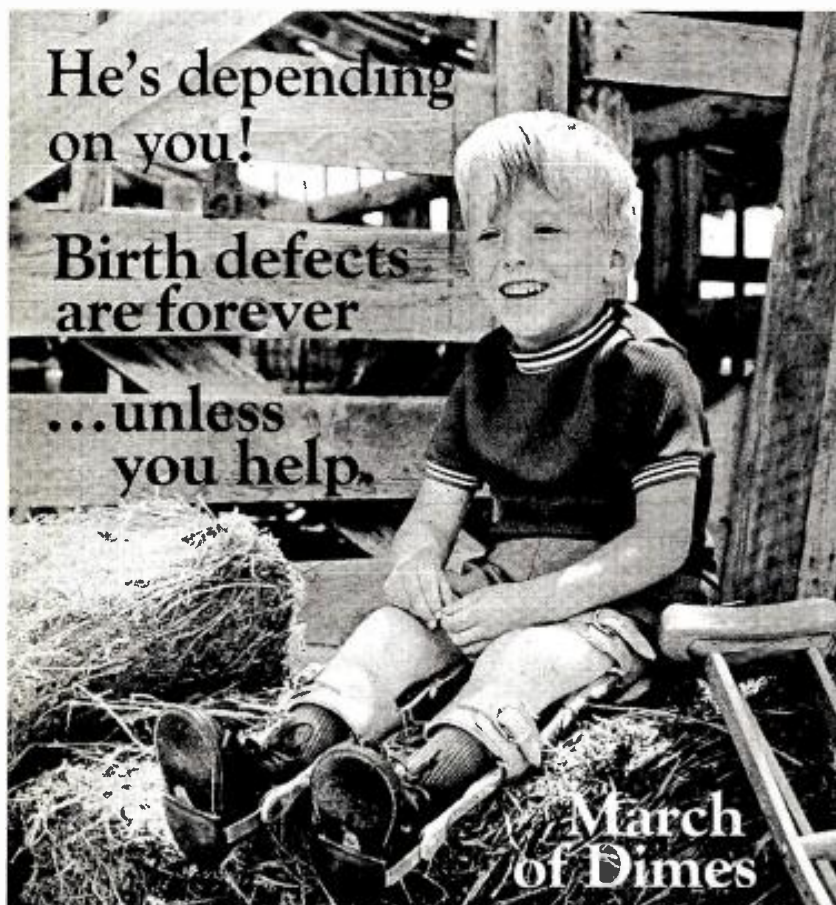
Equal Opportunity Employer M/F
Box N-68, BROADCASTING

MORNING DRIVER

Because of a planned internal promotion a major market up tempo adult station has opening for experienced morning personality. Applications from all market size and formats considered. If you have personality, can communicate and enjoy working with professionals in a stable environment, this opening is worth investigating. Position offers excellent starting salary with opportunity for advancement. Final candidates will be called for interview at our expense. Reply in confidence with tape and resume including earnings history and references:

Equal Opportunity Employer
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Experienced allnight DJ for top rated Modern Country, 50,000w stereo in Washington D.C. market. Pleasant-friendly voice. Work with congenial staff. Golden opportunity for right personality. Fair starting salary, frequent pay raises on merit, super fringe benefits. Send tape and resume to Jay Perri, operations manager, WPIK-WXRA, 523 First St., Alexandria, VA 22314.



He's depending on you!

Birth defects are forever

...unless you help.

March of Dimes

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**Help Wanted Programing,
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WANTED

Aggressive and Creative Program Director To professionalize total sound of established Black station, reorganize news, public affairs and editorial department. Challenging and rewarding opportunity. Salary open. Send resume:

Clarence Kilcrease
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Situations Wanted Announcers

**MANAGERS WHO ARE TIRED OF
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You'll never be #1 playing it safe. I'm the best jock you'll find—super personality with pulling power. Tired of playing it by the rules?—Get somewhere... make waves! Top market experience—I'm tired of messing around. Let's get together and make you number one!

BOX N-160, BROADCASTING

Situations Wanted News

N: is for newsman

E: is for experience (radio & TV)

W: is for hard worker

S: is for self starter

Put together they spell 'Me'

BOX N-166, BROADCASTING

TELEVISION

Help Wanted Technical

**Help Wanted Technical
Continued**

VIDEO

A leading manufacturer of video monitors and TV data displays has immediate openings for Senior Electronic Engineers. Candidates must have broad related design experience and will assume project responsibility. Please forward resume to:

Alan D. Bedford, Director of Engineering

**MIRATEL DIVISION
BALL BROTHERS RESEARCH CORP.**

1633 Terrace Drive, St. Paul, Minn. 55113

Situations Wanted Management

Major Market TV

General Manager of major market television station interested in new challenge with new year. Excellent track-record with substantial year-to-year improvements in ratings, programming and earnings. Would entertain draw against improvement in revenues.

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BROADCASTING

ORDER FORM

— NEXT PAGE —

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You will teach VTR and TV camera installation and maintenance in New York City, conduct seminars across the United States and produce video tapes pertaining to the maintenance of our VTR lines. This position will require approximately 20% travel throughout the continental U.S.A.

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This position offers a good salary and a comprehensive benefits program.

Send resume, including salary history
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What can we buy for up to \$150,000 down? Experienced broadcaster. Full-time AM or FM only, all areas considered. Reply in confidence to
Box N-175, BROADCASTING

For Sale Stations

Class A FM Medium Market Outstanding Potential Mid-Northeast

Box N-145, BROADCASTING

Major market, midwest, Class B FM station. Includes property valued at over \$100,000. FAA approval already given to increase tower to maximum. Realistically priced at \$650,000. Principals, only.

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Medium market daytime with PSA 6:00 AM sign-on. Priced at less than two times gross. Ideal owner-operator situation. \$100,000 of 6% six year money can be assumed. Write

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Major market, Class C-FM. Generating cash flow in six figures. Available at eleven times cash flow. No brokers, please.

Box N-178, BROADCASTING

AM	\$120,000
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Western Business Brokers
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THANK YOU!

We wish you a happy and prosperous 1974.

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Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Effective January 1, 1974, BROADCASTING will not forward audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number. All material sent to BROADCASTING for forwarding will be 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.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

A generalist steps up to Cox's presidency

Clifford M. Kirtland Jr., who takes over as president of Cox Broadcasting Corp. tomorrow (Jan. 1), carries into the job unquestioned credentials for leading a company that is not only one of the country's foremost group station owners but engaged in a wide range of other activities as well, specifically including cable TV.

He is basically a finance man—but not in the stereotyped image invoked by that label. Both present and former associates insist on making the distinction that, as one put it, "sure, he is a finance man, but he is also a human being." He also has had key roles in the formation of two station groups and in the expansion of Cox's cable interests and its diversification into other fields. He has been increasingly involved in administration along with finance, and he has an unbroken record of advancement from—even before—the time of his entry into broadcasting some 18 years ago.

Mr. Kirtland, 49, becomes Cox Broadcasting's second president. He succeeds J. Leonard Reinsch, who was instrumental in putting the company together and who is retiring as president but continuing as a member of the board and also as board chairman and head of the executive committee of Cox Cable Communications Inc. The two men have worked closely together ever since Mr. Kirtland joined the Atlanta-based Cox organization a little more than 10 years ago.

He reached that destination via a route that ran from Buffalo, N.Y., to New York City and on to Atlanta, with two side trips arranged by the U.S. Navy. He was born in Buffalo, grew up there and spent a couple of years at Michigan State University before entering the Navy in 1943 for what turned out to be three years as a Navy supply officer, serving in the South Pacific and Australia. In the meantime, in 1945, he received his BA degree from Michigan State without having returned there, thanks to credits earned at Harvard.

He returned to Harvard after World War II, got his MBA degree and was back in Buffalo, settling in as senior accountant with the nationally known accounting firm of Price Waterhouse & Co., when the Navy intervened again. This time it was for two more years of service, as a cost inspector, during the Korean war. Out of uniform once more, he returned again to Buffalo and spent his last two nonbroadcast years with the Abstract & Title Insurance Corp., where he was vice president, treasurer and controller.

His link-up with broadcasting also occurred in Buffalo, where he joined WGR-AM-FM-TV in 1955 as business manager. His baptism in station acquisitions and group operations followed quickly, for in 1956 the WGR stations were merged with



Clifford Miner Kirtland Jr.—president, Cox Broadcasting Corp., Atlanta; b. Jan. 15, 1924, Buffalo, N.Y.; supply officer, U.S. Navy, 1943-46; BA, Michigan State University, 1945; MBA, Harvard Business School, 1947; senior accountant, Price Waterhouse & Co., Buffalo, 1947-51; recalled to Navy service, 1951-53; VP, treasurer and controller, Abstract & Title Insurance Corp., Buffalo, 1953-55; business manager, WGR-AM-FM-TV Buffalo, 1955-56, and subsequently with its parent, Transcontinent Television Corp., as treasurer, 1956-57, and VP and treasurer, based in New York, 1957-63; with Cox Broadcasting since 1963; named secretary-treasurer, 1964; VP and secretary-treasurer, 1967; executive VP and secretary-treasurer, 1969; president, effective tomorrow (Jan. 1); m. Jane Vick McCullough, Aug. 2, 1951; four children—daughter, Kimberly, 21, and three sons, James, 19, Thomas, 16, and John, 13.

Transcontinent Television Corp. and became the base from which TTC expanded its holdings. First as treasurer of TTC and then as vice president for administration as well as treasurer, he participated directly in the company's acquisitions of WHAM-TV Rochester, N.Y.; WDAF-AM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif., and WNEP-TV Scranton-Wilkes-Barre, Pa. Later, with the sale of TTC in 1963, he helped undo what he had helped put together, participating in sale of the stations to various buyers.

Mr. Kirtland credits friends at the old Edward Petry & Co., whose rep list included both Cox and Transcontinent stations, with bringing him and the Cox management together. Petry executives knew that, while Transcontinent was disbanding its group, Mr. Reinsch was embarked on expanding Cox's.

Mr. Kirtland joined the Cox organization in Atlanta in 1963 to help with that expansion. Cox Broadcasting was just then being formed, and he assisted in taking it public. He also was involved in subsequent additions of KTVU(TV) Oakland-San Francisco, WUCB-TV Pittsburgh and KFI(AM)

Los Angeles to the Cox group, which already encompassed WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C., and WIOD(AM) and WAIA(FM) Miami.

Mr. Kirtland also participated in Cox's moves into business publishing (United Technical Publications), motion-picture and TV production/syndication (Bing Crosby Productions) and auto auctions (Manheim Services Corp.), as well as TV and radio station representation (Tele-Rep Inc. and Henry I. Christal Co.) and computer services (Cox Data Systems).

He has had a prominent role in the expansion of Cox's cable-TV interests and the formation and growth of Cox Cable Communications. Early on, Cox accepted his recommendation that its CATV-expansion program give first priority to San Diego. From visits to the KFMB stations there while with TTC he had concluded that the market, barely touched by Los Angeles TV signals, offered the country's best opportunity for cable expansion. As a result Cox acquired first a minority and later a 100% interest in Trans-Video Corp., which had a San Diego franchise, and San Diego became the cornerstone of Cox cable interests that now embrace some 32 systems serving more than 300,000 subscribers in 60 communities in 15 states. It was also at his suggestion that, to prepare for the huge capital demands that future cable expansion would impose, Cox spun off part ownership of its CATV properties through Cox Cable Communications in 1968, one of the first major cable companies to go public. Cox Broadcasting retains a 56% interest in the company.

Mr. Kirtland, unlike many broadcasters, is an ardent believer that CATV and free TV not only can co-exist and prosper but also that they can and should be complementary services. And that compatibility, he adds pointedly, definitely includes pay cable. He recognizes a need for operational rules that will not be "overly advantageous to either industry" and he believes this balance "began to be achieved" in the current FCC rules but will require further modification based on experience.

Mr. Kirtland is rated by associates as, to quote one, "very much a taskmaster at times but also sensitive to people's needs and aware that he is not infallible—he knows how to get the best out of people, and he does it with a light touch in a good-humored way." When he is not on the road visiting Cox properties, meeting with or addressing security analysts and other investment groups, he spends long hours in his office, starting about 7:30 a.m. But he says he manages nevertheless to get away early a couple of afternoons a week for golf. It's his number-one avocation and he plays it with a proficiency that has earned him a three handicap at Atlanta's Peachtree Golf Club.

Editorials

Cold shower

In common with a good many other businesses, broadcasting is emerging from its best year, certainly in revenues and probably in profits, only to enter a new year of cold and dark uncertainties. All the forecasts are preceded by ifs.

This publication pretends to no clairvoyance, but common sense suggests that the prospects confronting broadcasters may be considerably less bleak than those that others face. It is a matter of perspective.

Absent a serious recession, the analysts surveyed for an article appearing elsewhere in this issue see nothing worse than a deceleration in the growth rate of radio and television revenues. In ordinary times — by which is meant the really extraordinary decade now closing — radio revenues have increased in every year by increments ranging from 3.8% to 13.3%, and television revenues have increased in every year but one, 1971, when more than \$200 million in cigarette business was suddenly removed by law and the effect was a 2% decline in total revenue.

On experience like that is built an expectation that curves will rise indefinitely. It is more realistic to anticipate an occasional flattening of the curves, especially in a general economy beset by post-Vietnam adjustments, energy shortages and a radical decline in public confidence in the federal administration.

Prudent broadcasters will be looking for fat to trim from operations that have been under no urgent compulsion to keep expenses down. They will also be looking for ways to improve their programming, promotion and sales, as attractions for audiences and advertisers. Wise management will emerge from 1974 a little leaner perhaps but with equities intact.

Nixon's opportunity

It is to be hoped that President Nixon, preoccupied though he is, will detach himself long enough to make judicious and timely selections for existing and impending vacancies on the FCC. He has a real opportunity to recast the seven-member agency by making his seventh nomination and appointing his second chairman since he became President.

The President certainly has an awareness of the importance of the FCC; broadcasting seems constantly on his mind. But, in his post-Watergate isolation, he has sloughed off the selection of nominees at critical times; witness the otherwise inexplicable delay in naming a successor to Nicholas Johnson, who was allowed to stay on five months beyond his allotted term.

The President can reclaim a modicum of domestic stature if he makes meritorious and prompt nominations to fill the vacancies created by the resignation of Democrat H. Rex Lee and the imminent departure of Republican Chairman Dean Burch, who was Mr. Nixon's first appointee. Moreover, he could announce now, if he is so minded, his intention to renominate Robert E. Lee, the FCC's senior member and a Republican, whose term expires next June 30. Mr. Lee, who has served since 1953, seeks reappointment to his fourth seven-year term.

In the interests of efficiency and continuity of service, the chairmanship logically should be via promotion from within. The President, having been singed before, should ignore the blandishments of any controversial or discredi-

ted present or former political associate who obviously seeks credit for the naming of at least one commissioner to call his own. We have the notion that the Democrat-controlled Senate, in the existing political climate, will exercise more than usual scrutiny in confirmation proceedings.

Certainly the changed complexion should expedite the confirmation of the obviously qualified James H. Quello as the successor to Nick Johnson. Both the Congress and the electorate will be more concerned about the quality of the successors to Commissioner H. Rex Lee and Chairman Burch, with emphasis on the new chairman and his fitness.

Flea power

The worsening crisis in energy supply has led to talk of curtailing broadcast schedules. Other countries, Great Britain, Canada, Japan, have already done it.

Broadcasters in the U. S. must stand ready to cooperate if curtailment promises a meaningful contribution to the conservation program. The evidence at hand, however, indicates there must be surer ways to save the nation.

The FCC staff has calculated that the whole system of radio and television transmission and reception — all of it — consumes only 3% of the electricity used in the U. S., and that figure may be high. It requires something less than an MIT degree to deduce that no more than a 3% saving in power consumption could be achieved if every station and every receiving set were turned off for the duration of the emergency.

It would be unthinkable, of course, to eliminate the only two instruments of national communication, even at a power saving of many times 3%. So the problem is reduced to a consideration of cutbacks.

There are those who propose a discontinuation of broadcasting between, say, midnight and 7 a.m. That might be a token gesture of self-discipline, but the electricity it would save would be insignificant. How about shutting down the television system during prime time? That might make a change somewhere to the right of the decimal point, but at what deprivation to a public that is being asked to stay out of its cars and at home nights?

Before anybody starts reaching for the switch, a look at real-world effects is in order.



Drawn for Broadcasting by Sid Hix
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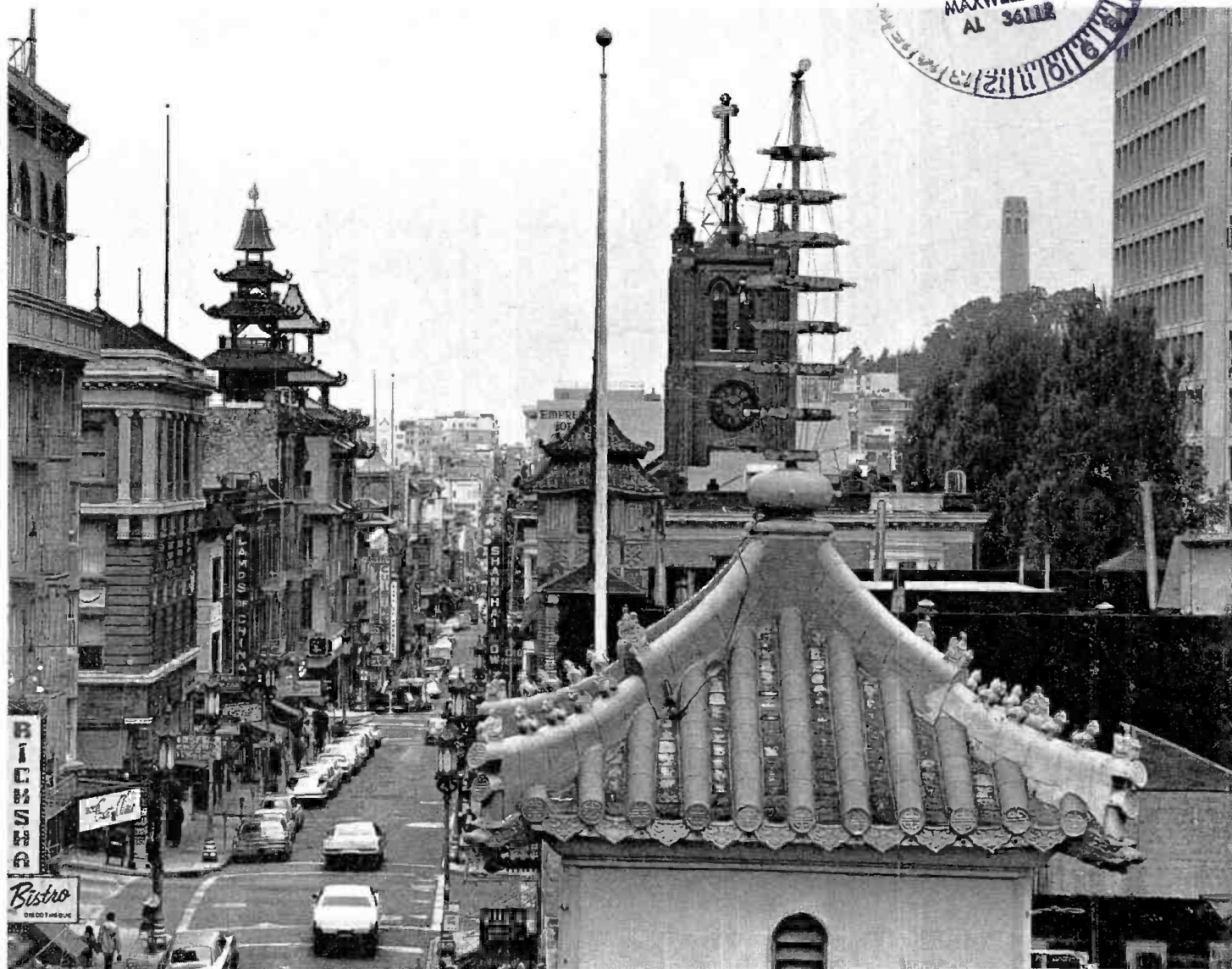
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